

Dealer Progress

April 1967

Vol. XIV No. 4



HELPING PURE OIL DEALERS PROFIT MORE THROUGH BETTER SERVICE

ANNOUNCING PURE OIL

“DEALER OF THE YEAR CONTEST”

Be A Winner
**TAKE THE
CHECKERED
FLAG**



- for prizes
- recognition
- profit

see pages 2 and 3 for all details

Dealer Progress

© 1967 Union Oil Company of California
DON P. McCauley..... Editor

This is your publication. DEALER PROGRESS is published for Pure Oil Dealers under supervision of the Merchandising Department, Pure Oil Company, a Division of Union Oil Company of California.

DEALER OF THE YEAR

WIN!

INTERNATIONAL SCOUT V-8

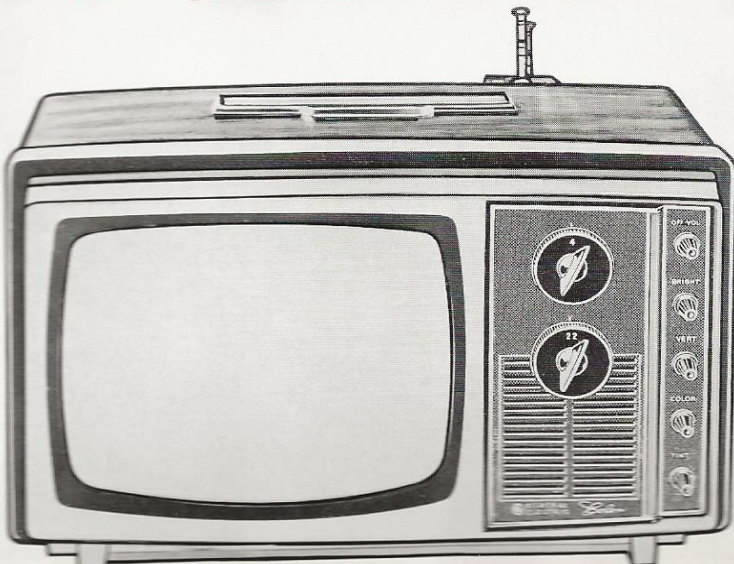
fully equipped service station vehicles—Four to be awarded—one in each Pure Oil Division.



WIN!

PORTABLE COLOR TV by General Electric

27 color TV sets—one for each District Dealer of the year.



CONTEST----- **BE A WINNER!**

**Everybody has a chance to win
Pure Oil Dealer of the Year**

**Sponsored by
PURE OIL'S
DEALER PROGRESS
MAGAZINE**

The Pure Oil Dealer of the Year Contest is being held to select, from among all Pure Oil Dealers, the one dealer who in 1967 demonstrates the highest accomplishment and progress in sales performance and in the development of skills, attitudes and service as a professional service station operator.

All dealers are eligible . . .

All Pure Oil Dealers, including dealers of jobbers and distributors, are eligible for the Pure Oil Dealer of the Year Contest. Everybody has an equal opportunity to win — both large and small dealers. Each dealer is judged on a fair and equitable basis based on his individual 1967 sales performance as compared to his 1966 performance, and his performance in comparison to his competition. Independent judging organizations will be used to assist in determining winners in an impartial manner.

How the Pure Oil dealer of the year contest works

1. **ENTRY** — Dealer must enter by signing Royal Welcome Service pledge. See your sales representative.
2. **QUALIFICATIONS** — Each dealer must pass a Royal Welcome Service inspection. See rules.
3. **NOMINATIONS** — Outstanding dealers will be nominated by salesmen, distributors or jobbers — one in each sales territory.
4. **WINNERS** — Winning dealers will be selected as follows after rating by District and Division staff and by independent judging authorities.

27 DISTRICT WINNERS

4 DIVISION WINNERS

1 GRAND PRIZE — DEALER OF THE YEAR

OFFICIAL RULES AND REGULATIONS—PURE OIL "DEALER OF THE YEAR" CONTEST

1. Contest is open to all Pure Oil Dealers including dealers of Pure Oil jobbers and distributors.
2. All participating dealers must sign an entry form which constitutes a pledge to give Royal Welcome Service.
3. Every dealer must qualify by passing a Royal Welcome Service inspection with a score of 80 points or more. This score does not count in final scoring.
4. Every participating dealer will be rated by his salesman, distributor or jobber in the following:
 - (A) Sales Performance on Gasoline, Motor Oil and TBA (April to August 1967 vs. same period 1966)
 - (B) Comparison to Competition
 - (C) Solicitation of New Credit Accounts
5. All entrants will be rated during the contest period by an independent survey firm. Also all District winners will be rated and audited a second time by independent judges.
6. Nominations for territory winners will be made on the basis of rating by Pure Oil Salesmen, jobbers and distributors combined with rating of shoppers' survey.
7. District winners will be selected by the District staff.
8. Division winners will be selected from District winners by Division staff.
9. Pure Oil Dealer of the Year will be selected from Division winners by General Office Executive Committee.
10. Prizes and awards are as follows:

District Winners—27 General Electric Portable Color TV sets.

Division Winners—4 service station equipped International V-8 Scouts

Pure Oil Service Station Dealer of Year—Grand prize winner to get trophy and special recognition in addition to his Division award.
11. Period of contest is April 1 through August 31, 1967. All entries and Royal Welcome Service inspection for qualification must be received before midnight April 30, 1967. District winners announced by October 15, 1967. Division winners announced by November 15, 1967. Pure Oil Service Station Dealer of the Year announced by December 1, 1967.

**SIGN UP TODAY—SEE YOUR SALESMAN!
AND WATCH DEALER PROGRESS EACH MONTH**

SELL UP TO HIGH HP PURELUBE MOTOR OIL

One of the world's finest motor oils, Pure High HP Purelube, possesses all the properties needed to provide all cars—from the compacts to the highest horsepower designs—with superior lubrication, sealing, cleaning, protection and cooling, while assuring maximum operating and maintenance economy.

The superiority of Pure High HP is readily evident in how it out-performs competitive motor oils on the rigorous "Test Sequence for Service MS" developed by the automobile manufacturers. While some of your competitive "Service MS" oils fail or just pass these tests, High HP vastly exceeds each requirement.

In fact, Pure High HP is so efficient that in the critical MS Sequence Tests, it not only exceeds the requirements of the test, but can be run double the time duration and still meet the established requirements!

The additives in High HP Purelube provide extra wear protection, extra corrosion protection and extra protection against harmful varnish and sludge formations. The quality built into High HP assures your customers of greater performance reliability, and an extra margin of safety under any climate or driving conditions.

Millions of people have read these and other ads for Pure High HP in national magazines such as Life, Sports Illustrated and Popular Science, and are aware of Pure High HP Motor Oil. With today's high performance and expensive cars, selling high quality HP is easier than ever before. Here are a few tips:

POINT OUT THE NEED

- Refer customer to car manufacturers oil recommendations and show how they call for maximum protection.

LISTEN

- Customer may complain about changing to different oil as the weather changes or about sluggish operation or hard starting.

LOOK

- Service sticker or dipstick indicates motorist's tendency to run beyond safe oil drain period. Recommend change every 60 days.

ASK QUESTIONS

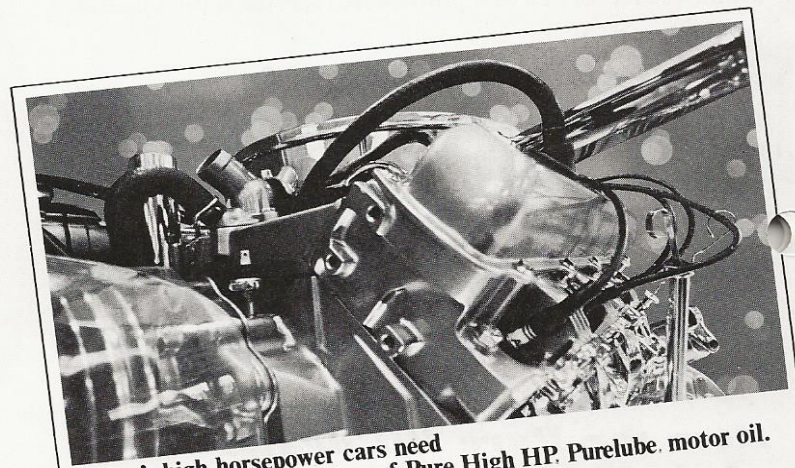
- Ask what type of driving they ordinarily do—mostly stop-and-go or continuous highway driving? Either way they'll have a winner with High HP.

INDICATE PROBLEMS

- Tell how poor motor oil can build harmful deposits, increase engine wear, give them high maintenance costs, decrease gasoline mileage, give sluggish performance.

ASK FOR ACTION

- Describe features of High HP. It has penetrating power, cleans, lubricates, protects against wear, corrosion, and oxidation in any climate no matter how they drive. Tell your customers you can change their car over to High HP right now or take them where they want to go and deliver their car later. You'll find it will pay off in more profitable sales.



Today's high horsepower cars need the total penetrating action of Pure High HP Purelube motor oil.



High-performance engines need a special kind of oil. An oil that penetrates and protects bearing surfaces... hydraulic valve lifters... all close-fitting parts where tolerances are measured in *thousandths* of an inch. An oil that clings to metal surfaces and oil-plates them under extreme heat and friction. An oil with the *total penetrating action* of High HP Purelube.

High HP also assures fast start in all weather and prevents rust and sludge build-up.

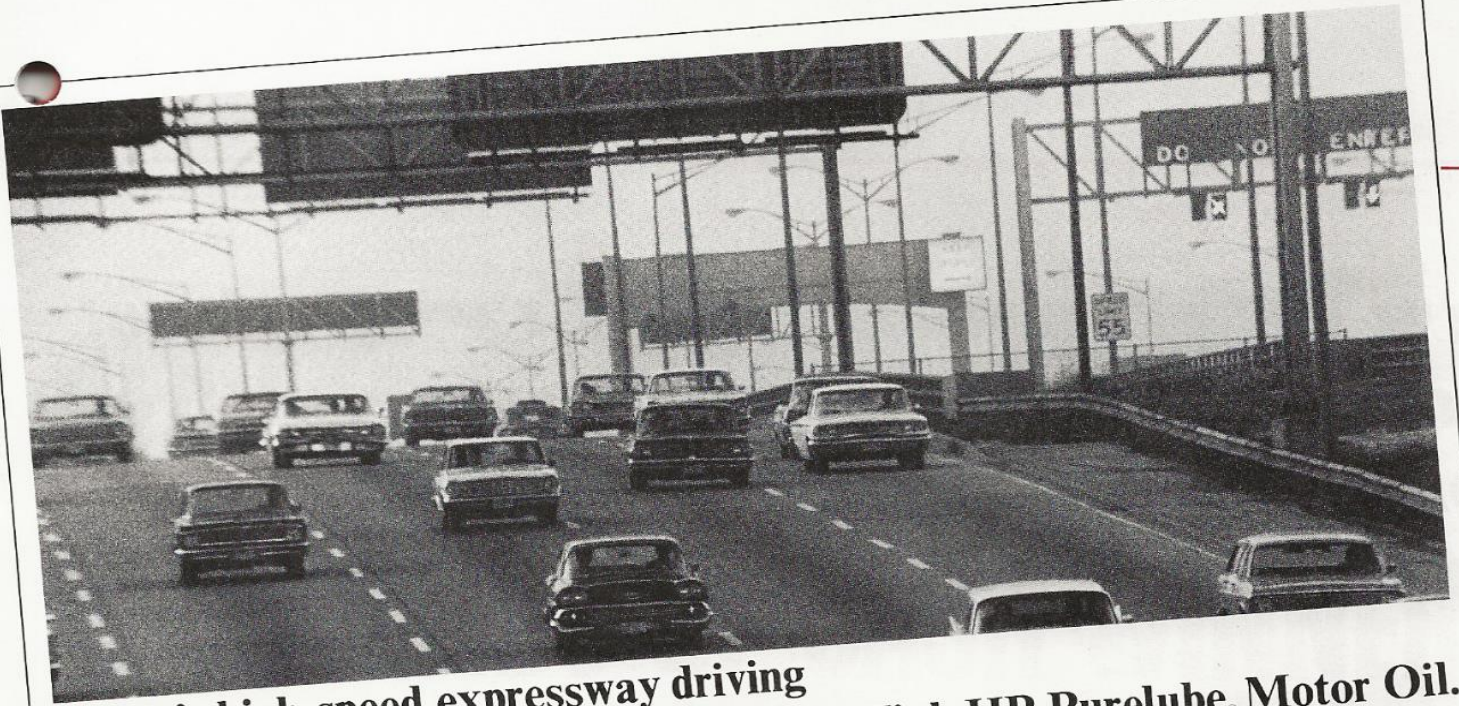
The fact is, High HP Purelube meets, and *exceeds* the requirements every car on road.

Next time, don't just change oil, in at the big, Pure Oil sign change up—to HP Purelube.

total penetrating action



TAKE THE
CHECKERED
FLAG



Today's high speed expressway driving demands the engine protection of PURE High HP Purelube Motor Oil.



**total
penetrating
action**

High-performance engines need a special kind of oil. An oil that penetrates and protects bearing surfaces . . . hydraulic valve lifters . . . all close-fitting parts where tolerances are measured in *ten-thousandths* of an inch. An oil that clings to metal surfaces and oil-plates them under extreme heat and friction. An oil with the *total penetrating action* of High HP Purelube.

High HP also assures fast starts in all weather and prevents rust and sludge build-up.

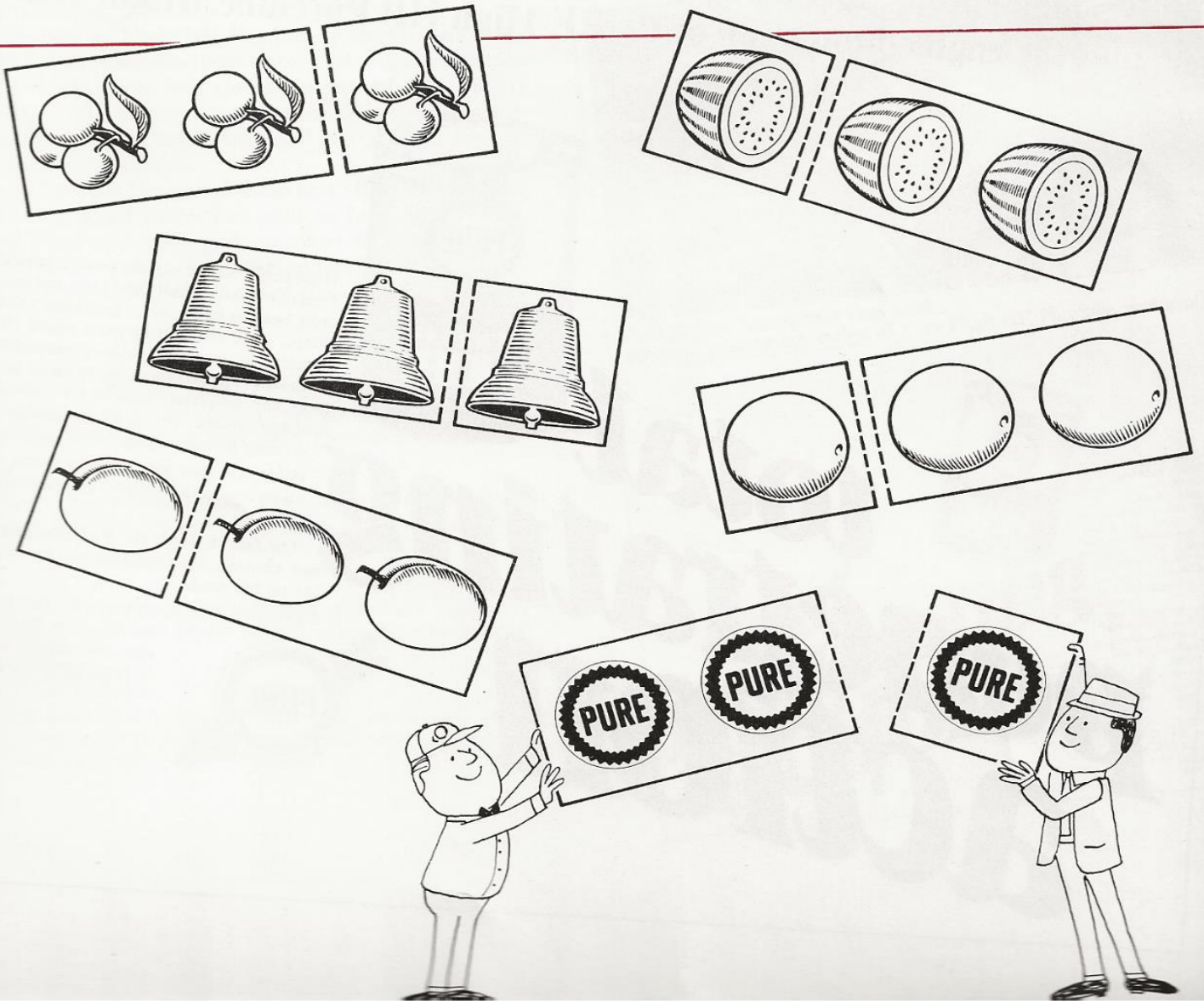
The fact is, High HP Purelube meets, and *exceeds*, the requirements for every car on the road.

Next time, don't just change oil. Pull in at the big, blue Pure Oil sign and change up—to High HP Purelube.



JACKPOT IS BACK .

**YOUR CUSTOMERS CAN WIN UP TO \$1000!
PROVEN GALLONAGE INCREASES FOR YOU!
MORE INSTANT WINNERS FOR '67!
TREMENDOUS ADVERTISING SUPPORT!**



. BIGGER AND BETTER !!!

PLAY



JACK

POT

THOUSANDS OF CASH WINNERS!

The 1966 Fall Jackpot Promotion was—beyond a shadow of a doubt—the most successful promotion Pure has ever run! And now, in 1967, because all of us like to ride a proven winner—we're going to play Jackpot again this Spring, starting May 1.

Games are here to stay and have become a way of life for many major companies. Many of you who played the Pure Oil Jackpot Game last Fall will testify to the terrific impact it had on your business. Games sell a powerful lot of gasoline, TBA and customer services, and we have spectacular figures to prove it! Dealers who participated in Jackpot last Fall showed increases that looked like this:

- A 17% sales increase over the preceding November.
- A 13% increase over the preceding December.
- According to some reports, some stations enjoyed increases as *high as 64%* during the promotion!

Just as remarkable and most important, was the feedback from participating customers. They not only liked the game—but many of them raised a fuss when the promotion was over. Why was the Fall Jackpot Promotion such a fantastic success? Because it had several things going for it—things that were psychologically right.

The game was easy to understand—the game was easy to play—all the customer had to do was match up three winning symbols—the game appealed to the gambling instinct that's in most of us—the deep seated desire to get something for nothing. Most important of all, every prize was a cash prize—and there were over 90,000 of them! Customers kept coming back to participating Pure dealers again and again because they knew that they had a real chance to win. Gasoline

sales responded even though players were not required to buy anything—they almost invariably did fill up their tanks with Firebird Super.

Now bigger and better for '67

In terms of advertising and prize money, this Spring's Jackpot Promotion starting May 1 will be the biggest traffic builder we've ever had. *There will be more cash prizes—literally thousands of "instant winners"*. Every participating dealer will have many instant winners at his station each week. The game will also be opened up so that more dealers can participate in more markets. Because promotions depend on increased advertising pressure, our advertising support will be doubled during the weeks of the Jackpot Promotion. Full page, full color announcement newspaper ads—plus weekly follow-up ads with photographs of the lucky thousand dollar winners. An average of sixty to ninety radio spots that will feature the winners names as the game progresses. Along with all of this will be powerful spot television commercials.

Jackpot still has six winning combinations. "Pure" symbols—bells—melons—plums—and oranges and cherries which pay off right at your station. All you have to do is purchase Jackpot tickets, based on gallons you normally pump for this period of the year, *plus* extra tickets to accommodate the new customers you'll be getting because of Jackpot. There is a simple formula worked out for this, and your salesman will quickly help you arrive at the desired figures.

This Spring's Jackpot is going to be the greatest customer game going in the business for you—so join in now, and leave your competition several laps behind you on the track!



SPOTLIGHT

April 15 to May 15: you can buy any new Safety Cushion Tire

Only 12% above Pure dealer cost

INSTANT CREDIT

Pure is the place to buy tires.

New Safety Cushion tire sale - The most exciting customer tire offer ever!

This will be your strongest, and most exciting tire event you've ever had. An all-new selling story researched and tested for customer reaction and believability, the "12% above Pure Dealer cost" ad proved you'll be attracting the greatest customer attention with the strongest selling story you've ever offered. Backed up with big newspaper advertising in key markets, your promotion will run during April, May and June. Special prices to Pure Dealers on new Safety Cushion and Pride Tires during this second quarter along with special ad mats for local tie-in ads. See your Pure salesman for all details.



Get this \$19.95 Polaroid "Swinger" camera FREE!

This Polaroid "Swinger" Camera is free to you with your order of 15 or more Pure batteries, or only \$9.95 when you order 8 to 14 Pure batteries. This tremendous camera is fun for everyone and just in time for your vacation coming up. Makes a great graduation present too! You'll get sharp, crisp 2 1/4" x 3 1/4" black and white pictures in just seconds, and you can't miss with the Polaroid built-in exposure system.

Extra Bonus Scrap Pick-Up Deal - Get an extra \$1.50 off on every battery ordered on a one-time stock-up. Just turn in a scrap battery for every new one ordered - at time of delivery (This offer not applicable in some areas). See your salesman for all details.

ON THE 2ND QUARTER TBA PACKAGE

FREE deluxe Mirro-Matic percolators with automotive belts and hose order

You'll be a hero when you bring these beautiful percolators home. Get one of each — keep the big one for your station. Both are completely automatic — brews coffee to flavor-peak, then keeps it hot. Stays bright and clean with just a damp cloth. Backed by Mirro's 5 year warrantee.

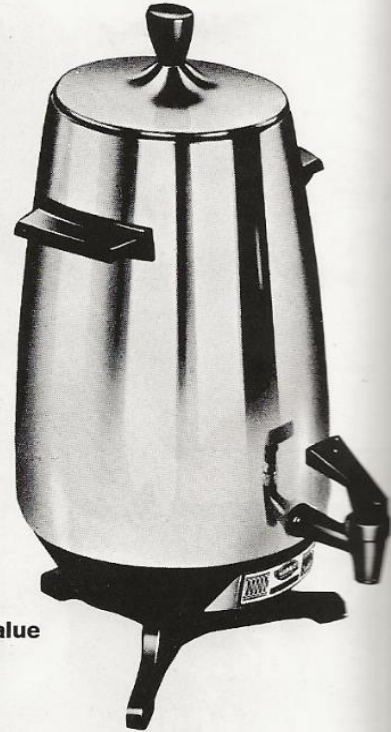
WITH YOUR ORDER FOR AUTOMOTIVE BELTS AND HOSE

	Choice of Percolator
20 Units	@ \$7.50*
35 Units	@ 3.50*
45 Units	FREE

*Plus State Sales Tax



\$15.95 Retail Value



\$18.95 Retail Value

Get free watch and also save up to 10% on Pure Chemicals

Get a 17-jewel "Princeton" Hamilton ladies' or men's wrist watch with your order for \$120.00 or more of Pure chemicals. Spring is the time to stock-up on these proven sellers with an up to 10% discount along with a free Hamilton watch. Here's how it works:

WITH YOUR ORDER OF PURE CHEMICALS

\$35.00
\$65.00
\$120.00

YOU RECEIVE

7% Discount Off Order
10% Discount Off Order
10% Discount Off Order

PLUS

Your Choice FREE A Hamilton Ladies' or Men's Wrist Watch.



SPOTLIGHT ON THE 2ND QUARTER TBA PACKAGE



Now available, Ruglyde in a new 5 gal. size— You save \$1.00

To supplement the regular gallon can size, you can now order a new 5 gallon drum size for greater inventory convenience. Perfect for large volume tire dealers as well as other dealers who make many tire mountings and demountings. Special introductory offer for this second quarter. A Ruglyde Tire and Rubber Service Kit worth \$4.95 is FREE with the purchase of two 5 gallon Ruglyde drums. Remember, you save \$1.00 when you buy the 5 gallon drum size. Dealer cost \$10.00 per 5 gallon drum.

NEW SAFETY CUSHION TIRES

Only

12% ABOVE PURE DEALER COST*

ASK TO SEE OUR PRICE LIST

*Dealer cost is the price established January 1, 1967 and charged to all Dealers — except for those who occasionally earn small additional quantity discounts.

ONE-SHEET 28" x 44"

WHITE
LOW
TREAD
ON
TOP

BLACK
TREAD
ON
TOP

THE REVERSIBLE TIRE

NEW Pure Sports S-70

Tools for selling customers at your station!

Powerful point of sale material at displays at your station along with national newspaper advertising brings those customers in. You'll find that using local ads are also one of your most successful ways to sell potential customers in your own area. Use your 3% bonus funds for your own personalized tire sale ads and cut your advertising costs in half. See your Pure Salesman to order your co-op ad mats.

NEW SAFETY CUSHION TIRES

Only

12% ABOVE PURE DEALER COST

8' x 2' LUBE BAY BANNER

Buy Now UP TO 12 MONTHS TO PAY Pay Later

NEW PURE SPORTS S-70

- Reversible Sports Stripes
- Low / Wide Tire

NEW SAFETY CUSHION TIRES

Only

12% ABOVE DEALER COST

LIFETIME TIRE GUARANTEE

PURE TIRES ARE GUARANTEED FOR LIFE OF TREAD AGAINST:

1. Defects in workmanship and material
2. Road hazards (except reliable practices)

CIRCULAR TIRE FILLERS 15"

NO MONEY DOWN

PURE TIRES

USE PURE CREDIT.

NEW SAFETY CUSHION TIRES

ONLY 12% ABOVE PURE DEALER COST

STACK BANNERS 24" x 18"

BE A WINNER!

with these FIREBIRD and RACING PROMOTION IDEAS!

SHOW YOUR COLORS!



Fly Your American Flag Proudly —

also
Fly the Firebird Racing Flag and Be a Winner!

Take advantage of the low prices of this special introductory offer.

- 22-foot white tubular steel flag pole.
- Large 4' x 8' 50-star, 100% cotton bunting flag, sewed stripes, dyed stars.
- Nylon haylard, pulleys, cleat and fasteners.
- Ground socket and re-useable storage carton.

No. 7469 Flag and Pole Set, in single carton with easy-to-install instructions. American Flag only with pole.

\$28.50
FOB Chicago

FIREBIRD RACING FLAG

Colorful symbol of racing supremacy—the red Pure Firebird on black and white checked racing flag background, Anco-dyed on cotton bunting. 3' x 5' to fly on the same giant 22-ft. white flag pole with the American Flag.

No. 7470 Firebird Racing Flag—Special Price—Only

8.20 each
Postage Paid

TIE-IN YOUR STATION WITH THE "FIREBIRD SUPER RACING THEME" WITH THIS SPECIAL TRAFFIC-BUILDING OFFER!

FIREBIRD AERIAL RACING FLAGS with FREE POINT-OF-SALE MATERIAL



To everyone in your area Pure Firebird gasoline and racing go hand in hand. Flag all your customers' cars with this patented plastic antenna Firebird Racing Flag. They'll go wild over it. Comes complete with expandable tube to assure proper display.

NO. PC-7011 FIREBIRD RACING AERIAL FLAG

250 Min.	500	1,000
16¢ ea.	15¢ ea.	14¢ ea.

You get FREE POINT-OF-SALE POSTERS with each order!

Two colorful "A" Frame posters invite all to come in and ask for your FREE Firebird Racing Aerial Flag.



CREATE A "FIREBIRD SUPER RACING" ATMOSPHERE IN YOUR STATION!

FIREBIRD RACING PENNANT STRING—designed to last twice as long as ordinary pennants, this 30-foot string has two large firebirds on racing flag backgrounds, printed 2-sides on opaque triple-coated plasticized drill cloth.

No. 7488 FIREBIRD RACING PENNANT STRING
\$2.00 per string
Min. order, 5 strings

Send Payment with Order
Make Check Payable to ...



SALES CORP.

3425 S. BUSSE ROAD • MT. PROSPECT, ILLINOIS 60056
TELEPHONE: AREA CODE 312-439-4300

ITEM NO.	DESCRIPTION	QUANTITY	UNIT COST	TOTAL CHARGE



Your Name _____
Street _____
City _____ State _____

Sub Total _____
Tax _____
TOTAL _____

AUTHORIZED SIGNATURE

Shipment to Arrive
(Specify Date)

CHECK ENCLOSED

TAKE THE
CHECKERED
FLAG



INTRODUCING THE NEW PURE SPORTS S-70



WHITE

sports
sidewall
stripe
one side

RED

sports
sidewall
stripe on
the other
side

PERFORMANCE PROFILE OF THE PURE SPORTS S-70

- Nearly 2" wider than most conventional tires for better bite, better traction
- Uses less horsepower, puts it all to work
- Has white sports sidewall stripe on one side, red on the other
- Stops in 25% less distance, even on wet pavement
- Maximum safety at any speed
- Faster starting, easier cornering
- Easier handling, greater stability
- Runs cooler, runs easier
- 4-Ply nylon cord tubeless

**THE MOST
REVOLUTIONARY
TIRE EVER,**

***and you're the first in the
oil industry to sell it!***

make room for this tire that's built for *TOP DEALER*

the market for the Pure Sports S-70 is ready, eager and willing to be sold

Here is a brand new tire to sell all your customers demanding a wide oval tire. This is an exciting prestige tire, which comes in four special sizes only, and is made in 4-ply, nylon cord construction. *It's a Pure Oil Company first and no other oil company has a tire like this!* Also, no other company in the United States has the reversible sports stripe . . . red on one side, white on the other. The new Pure Sports S-70 will be available for sale starting in April in limited sizes and also quantities on a first come, first serve basis. This is going to be the "hot" one, so get your order in now.

Estimated 15% sales increase in tire sales for you

The trend is clear and it could mean a 15% increase in your tire sales. In today's automobile industry, it points straight to high-performance models, accessories and equipment. It includes millions of average, conservative car buyers as well as racing and sports car buffs who seek a measure of excitement in their motoring. And since these are the kind of tires where prices aren't "footballed around," you'll be making bigger, better profits per tire. The market is ready, waiting and tremendous. Forecasts point to 15% sales increase for you as a result of selling your new Sports S-70.

The Pure Sports S-70 proved in 6,000,000 test miles

Probably no tire in tire history has been subjected to the gruelling punishment inflicted on it as this kind of tire has, and come out in one piece. The proving ground has been both the race track and the test track. This remarkable tire was put through its paces in over 6,000,000 punishing test miles. And before the tests began, three years went into its design and development. Now your Pure Sports S-70 is ready to perform in the demanding high-performance market.

Pure Sports S-70 fits 1/2 million 1967 cars

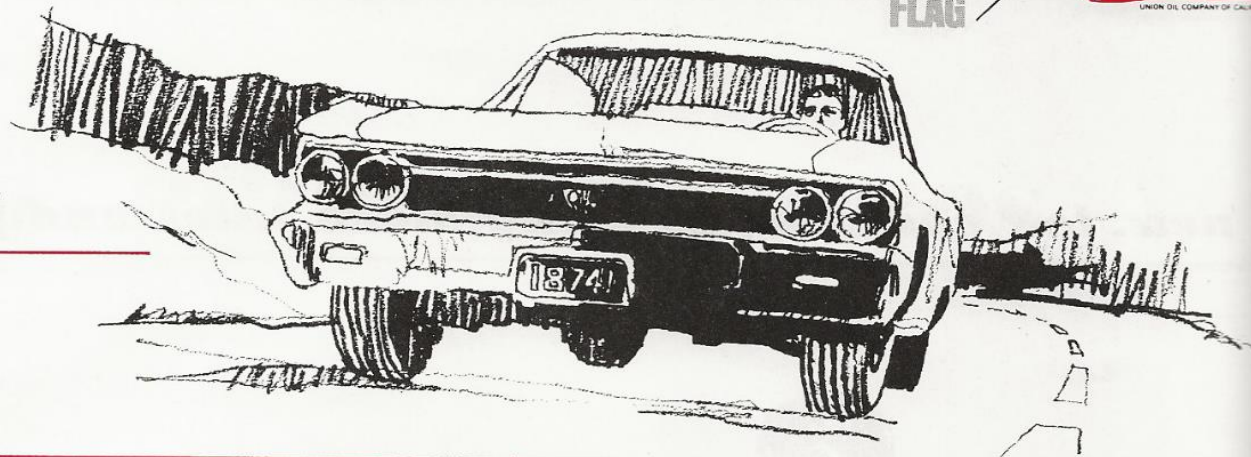
The Detroit automotive engineers are a hard bunch to convince. Yet their response to high-performance tires was so positive and immediate that more than 1/2 million new, 1967 cars will roll off the assembly lines equipped with them.

For immediate sales the Pure Sports

You probably can't sell the replacement market for 1967 models . . . yet. But you *can sell* the replacement market for many popular models on the road right now. Due to its extreme width, the Pure Sports S-70 does not fit every car on the road. Here are all the models, 1964 through 1967 that the 4 sizes of Pure Sports S-70 fits:

Automobile Manufacturer and Model	Original Equipment		Pure Sports S-70 Size
	Standard Size	Optional Size	
Buick 1967 Special and Skylarks GS 400 Special Station Wagons	7.75-14 F70-14 7.75-14	8.25-14 — 8.25-14	F70-14 F70-14 F70-14
Buick 1966 Special Series V6 All Special Series Wagons Skylark Gran Sport Le Sabre Series	6.95-14 7.75-14 7.75-14 8.15-15	7.35-14 8.25-14 8.25-14 8.45-15	D70-14 F70-14 F70-14 G70-15
Buick 1965 Special Series V6 Le Sabre Series Except Wagons	6.95-14 8.15-15	7.35-14 8.45-15	D70-14 G70-15
Buick 1964 Special Series Except Wagons Le Sabre Except Wagons Riviera	6.95-14 8.15-15 8.15-15	7.35-14 8.45-15 8.45-15	D70-14 G70-15 G70-15
Chevrolet 1967 Chevelle 6 Cyl. Chevelle V-8 Chevelle 396 V-8 SS Camaro All Camaro 350SS Chevrolet All Except Wagons Chevrolet Disc Brakes	7.35-14 7.75-14 F70-14 7.35-14 D70-14 8.25-14 8.15-15	7.75-14 F70-14 — D70-14 — — G70-15	F70-14 F70-14 F70-14 D70-14 D70-14 G70-14 G70-15
Chevrolet 1966 Nova Series Chevelle 6 Cyl. Chevrolet All Except Wagons	6.95-14 6.95-14 7.75-14	7.35-14 7.35-14 8.25-14	D70-14 D70-14 F70-14
Chevrolet 1965 Chevelle 6 Cyl. Chevrolet All Except Wagons	6.95-14 7.35-14	7.35-14 7.75-14	D70-14 F70-14
Chevrolet 1964 Nova V-8 and All SS Series Except Wagons Chevelle Except Wagons Convertibles	6.95-14 6.95-14 7.75-14	7.35-14 7.35-14 8.25-14	D70-14 D70-14 F70-14
Chrysler 1966 Newport Series Except Wagons	8.25-14	8.55-14	G70-14
Chrysler 1965 Newport Series Except Wagons	8.25-14	8.55-14	G70-14
Chrysler 1964 Newport Series 300 and 300K Station Wagons	8.25-14 8.25-14 8.25-14	8.55-14 8.55-14 8.55-14	G70-14 G70-14 G70-14
Dodge 1967 Dodge All Except Wagons Dodge All Disc Brakes Coronet 6 Cyl. Coronet 426 and 440 Charger Dart 6 Cyl. Disc Brake Dart 8 Cyl.	8.25-14 — 7.35-14 7.75-14 7.75-14 — D70-14	8.55-14 8.15-15 7.75-14 — — 6.95-14 —	G70-14 G70-15 F70-14 F70-14 F70-14 D70-14 D70-14

PROFIT



S-70 comes in 4 sizes to fit many pre-1967 models

Automobile Manufacturer and Model	Original Equipment		Pure Sports S-70 Size	Automobile Manufacturer and Model	Original Equipment		Pure Sports S-70 Size
	Standard Size	Optional Size			Standard Size	Optional Size	
Dodge 1966 Polara 880 and Monaco Coronet 6 Cyl. Coronet 426 Hemi Charger	8.25-14 6.95-14 7.75-14 7.75-14	8.55-14 7.35-14 — —	G70-14 D70-14 F70-14 F70-14	Oldsmobile 1965 F-85 6 Cyl. Olds 442 Jetstar 88 Dynamic, Delta, Jetstar, Starfire	6.95-14 7.75-14 7.75-14 8.25-14	7.35-14 — 8.25-14 8.55-14	D70-14 F70-14 F70-14 G70-14
Dodge 1965 Polara 880 and Monaco Coronet 6 Cyl. Coronet 426 Hemi	8.25-14 6.95-14 7.75-14	8.55-14 7.35-14 —	G70-14 D70-14 F70-14	Oldsmobile 1964 F-85 6 Cyl. Models Jetstar 88 Series Dynamic 88 and Super 88 Series Jetstar 1 and Starfire Coupe	6.95-14 7.75-14 8.25-14 8.25-14	7.35-14 8.25-14 8.55-14 8.55-14	D70-14 F70-14 G70-14 G70-14
Dodge 1964 330, 400 6 Cyl. Station Wagons 330, 400 8 Cyl. Station Wagons 880 and Custom 880	7.75-14 7.75-14 8.25-14	8.25-14 8.25-14 8.55-14	F70-14 F70-14 G70-14	Plymouth 1967 Valiant 6 and 8 Cyl. Disc Brakes Barracuda Barracuda Formula S Belvedere Fury All Except Wagons Fury 380 and 440 and Convertible Fury Disc Brakes	— 6.95-14 D70-14 7.75-14 7.75-14 7.75-14 8.25-14 8.15-15	6.95-14 D70-14 — 8.25-14 8.25-14 8.55-14 8.45-15	D70-14 D70-14 D70-14 F70-14 F70-14 F70-14 G70-14 G70-15
Ford 1967 Falcon 6 Cyl. Falcon 8 Cyl. Mustang 6 Cyl. Mustang 8 Cyl. (289) Mustang 8 Cyl. (390) Mustang GT All Fairlane Sedans Fairlane Convertible Fairlane GT and 427 Ford 390 V8 Ford 428 Thunderbird	6.95-14 7.35-14 6.95-14 6.95-14 7.35-14 F70-14 7.35-14 7.75-14 F70-14 F70-14 8.15-15 G70-15 8.15-15	7.35-14 — 7.35-14 7.35-14 F70-14 F70-14 F70-14 — — — — —	D70-14 D70-14 D70-14 F70-14 F70-14 F70-14 F70-14 F70-14 G70-15 G70-15 G70-15	Plymouth 1966 Belvedere and Satellite Fury 6 Cyl. Fury 8 Cyl.	7.75-14 7.35-14 7.75-14	8.25-14 7.75-14 8.25-14	F70-14 F70-14 F70-14
Ford 1966 Falcon 8 Cyl. Mustang All Fairlane Sedan Ford 8 Cyl. Thunderbird Shelby GT350	6.95-14 6.95-14 6.95-14 7.75-15 8.15-15 6.95-14	7.35-14 7.35-14 7.35-14 8.15-15 — —	D70-14 D70-14 D70-14 G70-15 G70-15 D70-14	Plymouth 1965 Belvedere and Satellite Fury 6 Cyl. Fury 8 Cyl.	7.35-14 7.35-14 7.75-14	7.75-14 7.75-14 8.25-14	F70-14 F70-14 F70-14
Ford 1965 Mustang Fairlane Sedan	6.95-14 6.95-14	7.35-14 7.35-14	D70-14 D70-14	Plymouth 1964 All Station Wagons	7.75-14	8.25-14	F70-14
Ford 1964 Fairlane 6 and 8 Cyl. Sedans All 8 Cyl. Except Wagons All 8 Cyl. with Air Conditioner Station Wagons	6.95-14 7.75-14 8.25-14 8.25-14	7.35-14 8.25-14 8.55-14 8.55-14	D70-14 F70-14 G70-14 G70-14	Pontiac 1967 Tempest GTO Tempest Station Wagon	7.75-14 F70-14 7.75-14	F70-14 7.75-14 F70-14	F70-14 F70-14 F70-14
Mercury and Comet 1967 Comet 6 Cyl. Comet 8 Cyl. Comet 427 Ang GT Mercury All Sedans Cougar 289 and 390 Cougar GT	7.35-14 7.75-14 F70-14 8.15-15 7.35-14 F70-14	F70-14 F70-14 — 8.45-15 F70-14 —	F70-14 F70-14 F70-14 G70-15 F70-14 F70-14	Pontiac 1966 Tempest 6 Cyl. Tempest Station Wagon GTO Pontiac All Except Wagons	6.95-14 7.75-14 7.75-14 8.25-14	7.35-14 — — 8.55-14	D70-14 F70-14 F70-14 G70-14
Mercury and Comet 1966 Comet 6 Cyl. Comet Cyclone Mercury All Models	6.95-14 7.75-14 8.15-15	7.35-14 — 8.45-15	D70-14 F70-14 G70-15	Pontiac 1965 Tempest 6 Cyl. GTO Pontiac All Except Wagons	6.95-14 7.75-14 8.25-14	7.35-14 — 8.55-14	D70-14 F70-14 G70-14
Mercury and Comet 1965 Comet 6 Cyl. Mercury All Models	6.95-14 8.15-15	7.35-14 8.45-15	D70-14 G70-15	Pontiac 1964 Tempest All Models 6 Cyl. Pontiac All Except Wagons	6.95-14 8.25-14	7.35-14 8.55-14	D70-14 G70-14
Mercury and Comet 1964 Comet 6 Cyl. Models Comet 6 Cyl. Station Wagons Comet 8 Cyl. Sedans and Hardtops Mercury Station Wagons	6.95-14 6.95-14 6.95-14 8.25-14	7.35-14 7.35-14 7.35-14 8.55-14	D70-14 D70-14 D70-14 G70-14	American 1967 American "6" American "8" Rebel "6" Rebel "8" Ambassador and Marlin "6" Ambassador and Marlin "8"	6.45-14 6.95-14 7.35-14 7.75-14 7.35-14 7.75-14	6.95-14 7.35-14 7.75-14 8.25-14 7.75-14 8.25-14	D70-14 D70-14 F70-14 F70-14 — —
Oldsmobile 1967 F-85 Sedans and Wagon F-85 442	7.75-14 F70-14	— —	F70-14 F70-14				
Oldsmobile 1966 F-85 Cutlass 6 Cyl. F-85 Station Wagon F-85 442 Jetstar 88 Dynamic, Delta, Starfire	6.95-14 7.75-14 7.75-14 7.75-14 8.25-14	7.35-14 — — 8.25-14 8.55-14	D70-14 F70-14 F70-14 F70-14 G70-14				

- NOTES**
- All examples listed are based on a given vehicle's capability of taking the next larger size tire over the standard original equipment size.
 - Alignment. After application of new Pure Sports S-70 tires, front wheels should be realigned to insure uniform tread wear and car control.
 - Normal tire rotation every 5,000 miles is recommended for maximum tread wear.
 - The above Pure Sports S-70 applications do not require wheel changes.
 - For best results, Sports S-70 tires must be applied in pairs on the same axle or complete set of four.
 - Pure Sports S-70 tire inflation pressures should be equal to that used in the standard original equipment size tire, or as recommended in the car owner's manual.

a new, low cost way to bring more sales and profits to



"Prizes for Pros" incentive program at your station

Here is a terrific new opportunity to net outstanding TBA and Motor Oil sales this quarter. Your PRIZES FOR PROS Program is a service station employee incentive program that's designed to help you earn more profits by increasing your TBA and Motor Oil sales. And your cost is the lowest since Pure will split it with you. You can use up to 50% of your TBA bonus funds for valuable PRIZE POINT Coupons to help you score greater sales in your station!

Use TBA Bonus money to cut promotion costs in half

Your TBA Bonus money is the fund set aside in your name based on 3% of your total TBA purchases. The more Pure TBA you buy, the bigger your TBA Bonus reserve grows. These funds can be used by you for the purchase of uniforms, advertising, and the purchase of station equipment with 50% of the cost being paid for by the money in your TBA Bonus fund. Now, with the PRIZES FOR PROS Program qualifying for the use of up to 50% of your TBA Bonus, run your own station incentive program—award valuable prizes—at 50% of the actual cost.

Cost

- Coupons are worth **50 prize points** each . . . and they're **easy to buy**. Just order them from your Pure representative.
- 100 Coupons (minimum order) cost \$31.00 . . . but our special plan enables you to get them for only half that amount . . . \$15.50. **Your 3% TBA bonus fund pays for the other half!** You can order additional Coupons at any time.
- Best of all . . . **everything** is included in your price . . . transportation, taxes, and cost of awards. There are no hidden extras.

Certificate redemption

Use Your TBA Certificates

to conduct hard hitting sales contests in your station.

- This is a great low cost way to motivate your men to sell more TBA.
- Certificates are redeemable for any of the great merchandise or travel awards shown in A. C.'s Treasure and Pleasure Award Catalog.
- Contests are **easy and profitable** to run.

Your station **PRIZES FOR PROS**

Spring "Prizes for Pros" incentive plan

With the baseball season just getting underway, run your own baseball games sales race in your station . . . featuring new products or services each quarter. How to score:

- Award four Coupons for each Home Run.
- Award three Coupons for each Triple.
- Award two Coupons for each Double.
- Award one Coupon for each Single.
- During April—May—June

Sales values

Product Sale	Hits	Coupons	Dealer Cost
Each Tire	Home Run	4	\$.62
Each Battery	Home Run	4	.62
Tune-Up Sale	Home Run	4	.62
Lube and Oil Change	Triple	3	.47
Each Oil Filter	Single	1	.16

Extra awards

Every two weeks during the program, offer your employees additional opportunities to win "Prizes for Pros" Coupons by featuring a "Hit Parade Special" as shown below.

Date	Item	Value	Date	Item	Value	Date	Item	Value
April 2 to April 15	Air Filter	Single	April 30 to May 13	Sealed Beams Per Pair	Single	May 28 to June 10	Brake Job	Home Run
April 16 to April 29	Muffler	Home Run	May 14 to May 27	Thermostat	Single	June 11 to June 30	Wiper Blades Per Pair	Double

Product Sale	Hits	Coupons	Dealer Cost
Pair of Sealed Beams	Single	1	\$.16
Air Filter	Single	1	.16
Thermostat	Single	1	.16
Muffler	Home Run	4	.62
Brake Job	Home Run	4	.62
Pair Wiper Blades	Double	2	.31

Every other week list your "Hit Parade" special on the "Hit Parade Special" wall poster which your salesman will provide for you. Then have each of your contestants record his sales for each two week period on the individual progress charts. Keep all the charts posted in your station where all the men can see them.

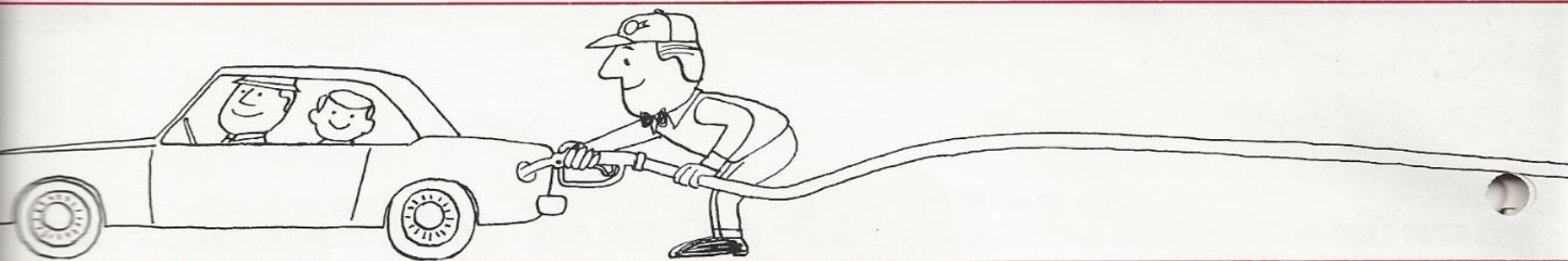
Get off to a fast start!

- Award an extra **Home Run** to the first man to sell 4 tires each month.
- Award an extra **Home Run** to the first man to sell 2 batteries each month.

IT'S EASY TO PLAY . . . AND SCORE . . . IN PRIZES FOR PROS. USE PRIZES FOR PROS COUPONS TO GET THE JUMP ON COMPETITION. MAKE SURE YOUR MEN UNDERSTAND THAT THE MORE TBA THEY SELL . . . THE MORE THEY WIN! AND THAT THE MORE TBA AND MOTOR OIL THEY SELL . . . THE BIGGER YOUR PROFITS!!!

Rules and procedures for ordering "Prizes for Pros" award coupons

1. Only incentive programs set forth in this article are eligible for co-oping on the 3% TBA Bonus Plan. No changes in these plans are permitted.
2. Dealers wishing to participate in this plan should submit their order for award certificates to their Pure Representative. These orders must be accompanied by cash payment equal to one-half the total order—and 3% TBA Bonus Certificates equal to the other half. In no instance may dealers utilize more than 50% of their 3% TBA Bonus Certificate(s) in ordering "Prizes for Pros" Award Coupons.
3. Dealer may, at his option, order award certificates in quantities exceeding those restricted above by supplying cash payment in full for all certificates not qualifying under the terms set forth above.
4. See your salesman for complete material and instructions.



JOIN THE EXTRA MILEAGE AC CLUB...

GET THAT SOMETHING EXTRA!

TO ASSURE BETTER MILEAGE

TUNE UP WITH AC Fire-Ring Spark Plugs

Three spark plugs, misting only 1/2 the time, can cut your mileage by 27.3%. Maximize your mileage. Have your spark plugs replaced at least every 12,000 miles. Have them cleaned and checked more often. When you need to replace, insist on AC Fire-Ring Spark Plugs. They're balanced—for best all-around driving.

FIRE UP WITH PURE Firebird Gasoline

Firebird Super has the same chemical ingredients as the same engine-saving Tri-Same additives as Firebird Racing Gasoline. And it's blended just right for today's high performance passenger car engines.

INSTALL NEW AC Air Filter and PCV Valve

Save up to 3 miles per gallon! Check your air filter every 5,000 miles. If it's dirty, it's robbing you of important mileage! At replacement time, install the best—AC Air Filter.

Have your PCV valve checked.

Install an AC PCV Valve.

and for your key to complete service, stick with the finest—

Pure Safety Service

Statement stuffer promotes AC and Firebird



Boosting your business for April will be a direct mail piece to all of Pure's credit card customers, reminding them of PURE and AC's "Extra Mileage Club" benefits. This hard-hitting piece tells the story in brief how customers can substantially increase mileage by having new AC spark plugs, air filter and PCV valve installed on their cars along with a fill up of Firebird Super Gasoline. This all ties in with your Pure/AC Spring Sales Extravaganza and should result in a lot of sales and extra profits for you this spring.



Skelly Oil Company issues two new credit cards

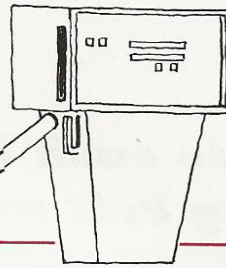


On January 12, 1967, one of our exchange companies, Skelly Oil Company, issued all new customers a redesigned 10-digit credit card. All Skelly credit card customers will receive this new card within the next sixty days. Also, a newly designed 10-digit Skelly ladies card is being issued. Please begin at once to honor these new cards. You may also continue to honor the old style 8-digit regular and ladies cards until further notice. All Skelly cards are good indefinitely, but do not accept extended terms or credit sales exceeding \$100.00. TBA sales may be made on these cards. Any violations of the above will be charged back.

TAKE THE
CHECKERED
FLAG



PURE ROUND UP NEWS



Hot rod builds station traffic

Looking for ways to build interest and traffic for his station, Pure dealer Van Allen of Tuscaloosa, Alabama, came up with this novel approach. This custom built rod sits prominently in front of his station, drawing attention and has stimulated a lot of increased business for Allen. In talking with Van he said, "It's surprising just how much a little thing like this will cause a great deal of interest. I've had a lot of young people and adults too, come into the station just to see and admire this car . . . you can bet I'm selling more products because of it."



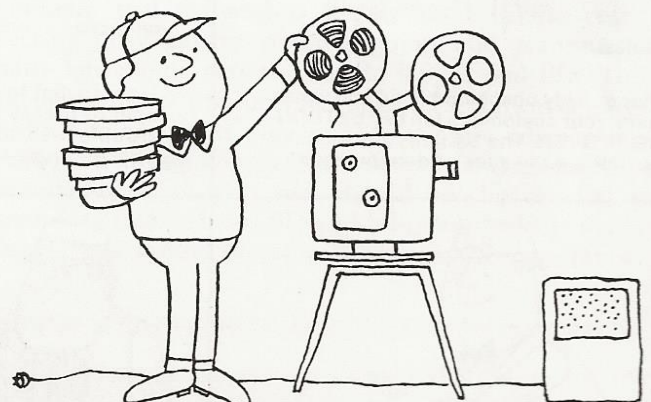
Film available on the 1967 Union/Pure Oil Performance Trials

A 16mm color film showing the highlights of the 1967 Union/Pure Oil Performance Trials is now available for Pure dealers to show interested groups such as: schools, civic groups, organizations, etc. This film, along with all the Pure racing films, is available through the Modern Talking Picture Service Offices listed below. This is a good way for you to introduce Pure Oil to many potential customers in a very highly entertaining way.

MODERN TALKING PICTURE SERVICE OFFICES FOR ALL PURE OIL FILMS

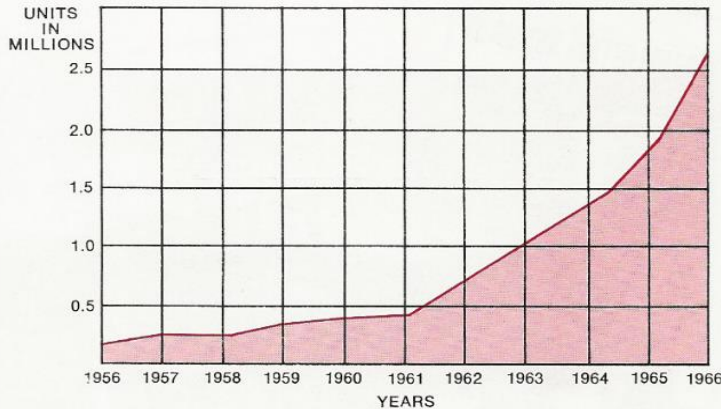
Atlanta, Georgia
Charlotte, North Carolina
Chicago, Illinois
Cincinnati, Ohio
Cleveland, Ohio
Detroit, Michigan

Indianapolis, Indiana
Memphis, Tennessee
Milwaukee, Wisconsin
Minneapolis, Minnesota
Pittsburgh, Pennsylvania
Washington, D.C.



Spring is the time to cash in on the big air conditioning belt market

Your market for air conditioning belts is increasing



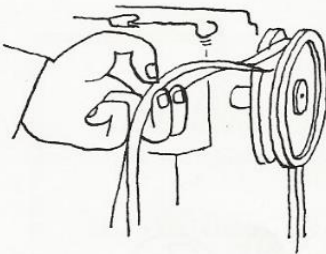
Factory air conditioning

1956 - 176,000 Units 1966 - 2,524,124 Units
 1966 - Air Conditioning Increased 28.92% over 1965

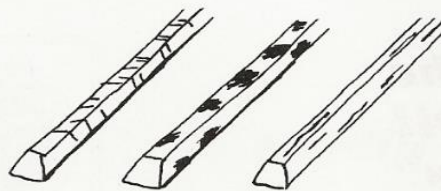
With hot humid weather just around the corner, now's the time to start checking those air conditioning belts. With air conditioning becoming almost standard equipment on many of today's cars, the need for replacing automotive belts is growing by leaps and bounds. In 1966, there were over 2 million factory installed air conditioning units. This represents a 29% increase over 1965. Check and replace worn belts and hose on every car that you service with top quality Pure belts and hose. The market is there and waiting for you.

THESE 19 PURE BELT SIZES GIVE 90% COVERAGE OF FACTORY INSTALLED AIR CONDITIONING UNITS.	V-125	V-595	V-615	W-680	W-687
	V-127	V-603	V-632	W-681	W-689
	W-128	V-611	V-637	V-682	W-690
	V-132	V-612	V-674	W-685	

Follow these easy steps for greater belt and hose sales!



After quickly checking his oil and water, check your customer's fan belt by TURNING IT OVER. The bottoms and sides of the belt are the sites of danger signs.



CRACKED GREASY SPLIT

Here's what to look for . . . Cracked or split or greasy belts are all signals that trouble lies ahead. They should be changed now to check woe later.



If his belt shows any of these danger signs . . . TELL YOUR CUSTOMER. He'll appreciate your interest. If you can show him the bad belt, so much the better.



Also a thorough hose inspection on every car that stops at your station can result in more sales for you and be profitable for your customers, too.



Point out how prudent foresight is . . . that a hose change now will save him time, trouble AND money later. Sell him that it's easy-to-install . . . and FAST!



By following these steps you can not only jump your Pure belt and hose sales, but build lasting good will and repeat business from grateful customers. Develop the habit today. Include this quick belt and hose check in the service you offer each car. Make it as automatic as checking the oil or cleaning the windshields. It's this plus service that gets you the plus sales . . . and the repeat sales too!

Service Savvy

Checking automatic transmission fluid level

Manufacturers generally recommend that the fluid level of automatic transmissions be checked with the transmission "hot" — in other words, immediately after 10 to 15 miles of driving or with fluid at operating temperature. Car should be level with parking brake firmly set and engine idling. Shift selector lever through all positions, then place in PARK (neutral for Chevrolet, Chrysler and American Motors cars).

Wipe filler tube cap and edge of tube before removing fluid level indicator to prevent accumulated dirt from getting into transmission. Fluid level should be at the full mark or slightly below. Slowly add fluid as required, using type and grade recommended by the manufacturer.

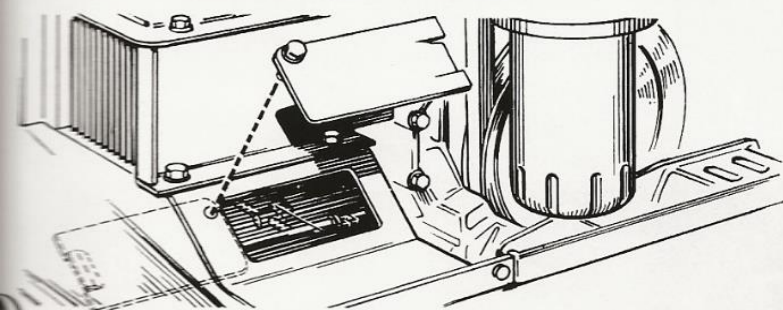
Checking a cold transmission and bringing the fluid level up to the full mark can result in blowing out of excess fluid through the filler tube after the transmission has been warmed up by driving.

Don't overfill transmission or loss of control pressure will result. Follow manufacturer's recommended specifications for correct grade of automatic transmission fluid. This is especially important in the case of new cars covered by warranty in order to protect your customer's warranty.

Corvaire air conditioner service tips

Owners of Corvaire equipped with air conditioning may overlook the requirement for removal of the cover plate on the engine air recirculating slot during winter months when cooling is not necessary.

1967 models have this instruction stenciled on the plate: FOR WINTER OPERATION TURN PLATE 180 DEGREES TO UNCOVER CARBURETOR AIR WARMING SLOT. FOR SUMMER OPERATION INSTALL PLATE OVER SLOT WITH ENGINE WARMED UP.



Stored position of cover plate when air conditioner is not operating.

Plate is removed by loosening the hex head bolt and turning as shown above, when outside temperatures are continuously below 60° F.

It's a good idea to check this plate on air conditioner-equipped Corvaire and to also recommend that the air-

conditioning system be run for five minutes a week when not in use to lubricate seals and moving parts.

For summer temperatures (above 60° F.) reinstall the plate over slot.

When replacing discs, check brake fluid

Cadillac advises that you check the master cylinder reservoir fluid level just before replacing disc brake linings. If it's full, all but 1/2 in. of brake fluid should be siphoned off. Removal of the fluid prevents overflow when pistons are reset in their cylinders to accommodate the new brake linings. When linings have been put in place, add fresh brake fluid to within 1/4 to 1/2 in. of the reservoir top, then pump the brake pedal several times to seat the new linings.

67 Buick instrument cluster fuse

On all 1967 Buicks, the instrument cluster fuse feeds all instrument panel indicating lights. Consequently, a blown cluster fuse could cause the Generator light to glow with the engine running. A blown cluster fuse would be indicated by either of these two conditions and should be inspected before checking the charging system.

1. Engine running—Generator light on full bright.
2. Ignition switch ON but engine not running—Generator light on 1/2 bright (same as in Accessory position) and Oil light out.

If checking instrument cluster fuse reveals it is not at fault, proceed with checks of the electrical systems.

Lubricant seals

Synthetic seal material is widely used in the rear axles, steering gear, power steering pump and transmissions of many late model cars to provide longer seal life. The seals resemble rubber products in appearance, however their composition is such that they will deteriorate when cleaned or washed in strong commercial solvents or degreasing agents. Manufacturers caution seal should not be cleaned in this manner or reduced seal life and lubricant leakage may result. Faulty seals should be replaced if inspection warrants.

Free running hub lubrication

Ford reminds its service personnel that lubricant may be washed from free running hub assemblies on Bronco conventional and 4 wheel drive models when operated in deep water for extended periods of time. Under such conditions, hubs should be repacked daily to insure proper preventive maintenance. Driving the vehicle without sufficient lubrication can result in premature failure of the king pins and front hub bearings.

Dealer Progress



HELPING PURE OIL DEALERS PROFIT MORE THROUGH BETTER SERVICE

BULK RATE
U. S. POSTAGE
PAID
Palatine, Illinois
Permit No. 29

Published by PURE OIL COMPANY
a division of Union Oil Company of California
200 East Golf Road • Palatine, Illinois 60067
Don P. McCauley, Editor

MR. MORRIS MILLER
LEMONT REFINERY
BOX 239
LEMONT, ILLINOIS 60439

MISC

Andretti, Ford and Firebird team up to WIN DAYTONA 500!!

Mario Andretti and his 1967 Ford powered with Pure Firebird Racing Gasoline, drove a brutal race, running out front of the starting field of fifty cars for 112 of the 200 laps, and beating out his Ford teammate, Fred Lorenzen by 30 seconds.

The fastest field in history held at the Daytona International Speedway, entertained a record Florida sport crowd of 94,255 with frequent leader changes and laps at 178 to 180 plus miles per hour. Nine caution flags for 50 of the 200 laps, however, held the average speed to a sub-record of

146.9 m.p.h.

Andretti earned \$35,000 first prize plus a good chunk of lap money. Fred Lorenzen collected \$14,900 for second place. A lap behind Lorenzen in third spot came James Hylton in a 1965 Dodge. He collected \$10,925. Veteran "Tiny" Lund took fourth place in a 1966 Plymouth and won \$6,675.

The 500, with approximately \$200,000 in prize money, paid the biggest purses in stock car history, and played to one of the biggest crowds ever to witness a sports event in the south.

