

Dealer Progress

5780

PURE OIL CO.	
LEMONT REFINERY	
REC'D	
SEP 10 1968	
ACD	JGV
PSK	CEH
HPS	EMV
GJA	GJG
BBC	WDC
1-2-3-4-5	

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BUST OUT WITH A WINNER

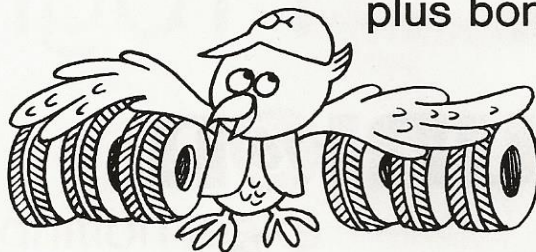
see page 4

Pure Oil Division
Union Oil Company of California

Dealer Progress

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DON P. McCAULEY.....Editor

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TBA fall 1968
EARLY BIRD SALE!
 plus bonus discounts

Early Bird discounts mean bigger cold weather profits plus bigger driveway sales when you DO IT NOW!

Stock-up bonus on TIRES

The following Early Bird Bonus Discounts are yours for a one-time delivery of Pure tires. Any combination of tires, including Truck, Safety Cushion or Pure Cushion can be counted in a qualifying order.

ONE TIME ORDER FOR PURE TIRES	Discount per unit on			
	10 TIRES	50 TIRES	100 TIRES	250 TIRES
SILENT SNOW	\$.50 ea.	\$1.00 ea.	\$1.25 ea.	\$1.50 ea.
SUPER SILENT SNOW	1.00	1.50	2.00	2.50
SUPER SILENT S-70	1.50	2.00	2.50	3.00
PURE PRIDE	1.00	1.50	2.00	3.00
SPORTS S-70	1.00	2.00	3.00	4.00
PRIDE FIVE STAR	2.00	3.00	4.00	5.00

ADDITIONAL FILL-IN BONUS — All dealers who get a one-time delivery of 50 or more tires automatically qualify for earned discounts on all fill in orders of 10 tires or more for the balance of 1968.

Stock-up bonus on TUBES

With any one-time purchase of any size combination of passenger car and truck tubes, you will receive the following dealer discounts:

- 24 tubes — 7% discount**
- 48 tubes — 12% discount**
- 96 tubes — 15% discount**

ADDITIONAL FILL-IN BONUS — All fill-in orders for balance of 1968 will be billed at your discount earned on the original fall stock-up order.

Stock-up bonus deals on ACCESSORIES

This is a real opportunity to cash in on excellent pre-season deals on accessories. They will be big profit makers or valuable service items in the months ahead. Buy Now for your customers needs.

ITEM	IF YOU ORDER	EARLY BIRD DEALS
PURE BATTERY CABLES	12 Cables..... 24 Cables.....	You receive two Battery Cables FREE (one No. 2012 and one No. 1512) and you can purchase one set of 12 ft. Heavy Duty "Klondike" Booster Cables (\$16.00 dealer value) for \$11.95 You receive five Battery Cables FREE (two No. 2012, two No. 1512 and one No. 1212) and you can purchase 12 ft. Heavy Duty "Klondike" booster cable set for \$9.95
PURE BELTS AND HOSE	Any Belts & Hose combination of 25 units 45 units 60 units	You receive a Murray "Gold Seal" 100 Unit Hose Clamp assortment for \$14.95 (save \$6.53) 7.95 (save \$13.53) FREE (save \$21.48) } and/or { \$8.95 } and/or { \$3.95 Belt Tension Gauge (\$14.95 dealer value) for 8.95 Belt Measuring Device (\$8.95 dealer value) for 3.95
PURE WINTER CHEMICALS	Your choice of chemicals amounting to \$45.00 75.00 100.00	You receive a 12 pack assortment of Dole Winter Thermostats (DN-12-W or DN-12-X) for \$14.95 (save \$5.09) 7.95 (save \$12.09) FREE (save \$20.04)
PURE SUPER HEAVY DUTY BRAKE FLUID	Any size order in any size container	8% discount
DILL TUBELESS TIRE VALVES AND EXTENSIONS	125 pack assortment (Dill Stock No. 5289)	Early Bird price of \$22.98 (save \$5.00)
AMERICAN GREASE STICK SPECIALIZED LUBRICANTS AND SERVICE PRODUCTS	Deal Assortment (your choice of 4)	Early Bird discount of 13¾% to 17¼% per deal
CASITE ADDITIVES	Any two cases of CASITE products	Northern Divisions only You can receive a pair of Wolverine Sport Boots (\$24.95 retail value) for \$5.75 Southern Divisions only 3 piece Corning Ware oven set FREE
RUBBERMAID CAR WASTE BASKET	72 unit assortment	Early Bird price of \$47.88 (save \$9.00) You will make a gross profit of \$45.00
WINDSHIELD SERVICE PRODUCTS	5 cases No. 526 TOWELS 6 cans No. 32 FILM-FYTER CONCENTRATE 4 — TRIGGER SPRAYERS 1 — WINDSHIELD SERVICE CABINET ALL FOR ONLY \$59.05	You will receive a second attractive, durable plastic windshield service cabinet FREE.....\$10.40 Dealer Value



When you DO IT RIGHT!

Stock-up bonus on BATTERIES

For a *one-time* delivery of 15 or more Poweramic batteries, Pure dealers will receive an "Early Bird" bonus discount of \$1.00 per unit ordered.

- 15 unit Battery order—\$1.00 off Dealer (15-29) Bracket Price
- 30 unit Battery order—\$1.00 off Dealer (30-49) Bracket Price
- 50 unit Battery order—\$1.00 off Dealer (50 & over) Bracket Price

ADDITIONAL FILL-IN BONUS — All fill-in orders for 6 or more Battery units through December 31 will be billed at the same discount you earn on your original stock-up order. Make sure you qualify at the lowest price.

special equipment offer for "early bird" orders

All Pure dealers who place orders for 15 or more batteries between August 19 and October 31 can purchase any one of the following BIG FOUR equipment items at special discount prices.



Battery Master Analyzer
Model 3065N
Regular Pure price \$70.00
Special offer price \$59.95

Portable Charger Model 1268
Regular Pure price \$120.00
Special offer price \$99.95



Speedway "Auto Start" Model 7062
Regular Pure price \$49.00
Special offer price \$41.95



Stock-up bonus on ANTI-FREEZE

This year Pure will again make the popular ONE-FILL Anti-Freeze guarantee offer with FREE replacement no matter what the cause. Make sure you have enough ONE-FILL anti-freeze to fill your customer's demand.

For a one time delivery anytime before March 31, 1969, Pure Dealers can purchase ONE-FILL Anti-Freeze at these special prices.

	ALL PRICES IN GALLONS		
	1 Gal. Cans	1 Qt. Cans	55 Gal. Drums
6 to 149 gallons	\$1.65	\$1.72	\$1.57
150 to 239 gallons	1.62	1.69	1.54
240 to 479 gallons	1.59	1.66	1.51
480 or more gallons	1.55	1.62	1.47

early bird special!

For any deliveries on or before September 30, 1968, deduct 5¢ per gallon discount from the above price schedule.

And for your Station Display—COLD WEATHER AHEAD

Merchandising material

that suggest your customers to BUY NOW!

Snow Tires, Batteries, Anti-Freeze, Motor Oil, Filters, Tune-ups and other Profitable Winterizing Services.

Be prepared for the fall rush stock-up and get ready for colder weather now!

DO IT NOW!
It's Fall
changeover time



DO IT RIGHT!
Get Full Protection
with Professional
Installation



AVOID COLD WEATHER
DRIVING WORRIES
WE'LL **WINTERIZE**
your car now!

FOR EASY
WINTER STARTING
LET US **TUNE-UP**
your engine

FORECAST:
SNOW
Don't get stuck!
GET YOUR
**SNOW
TIRES**
Now!



COLD WEATHER AHEAD!
LET US
TEST YOUR BATTERY

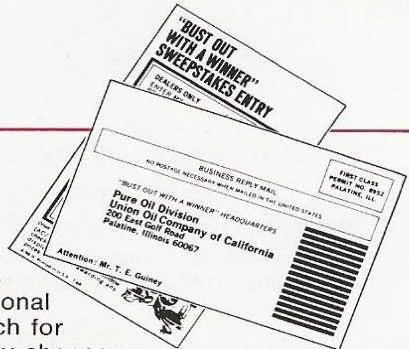
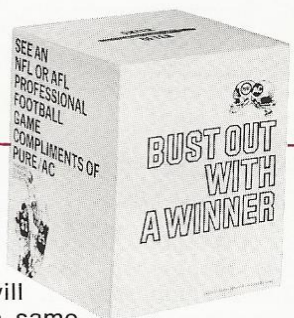
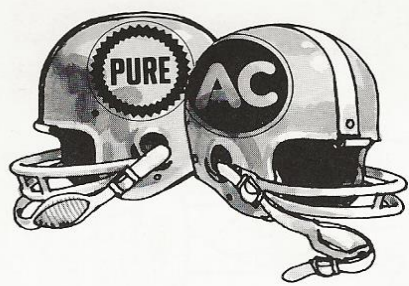
* **ARE YOU READY FOR COOL WEATHER?** *

DON'T TAKE A CHANCE LET US INSTALL **ANTI-FREEZE TODAY!**



win two ways in the Pure/AC fall promotion

BUST OUT WITH A WINNER



You win pro football tickets plus \$50 travel-expense allowance

Four dealers in each PURE Division will receive two tickets each to an NFL or AFL Professional Football game, plus \$50.00 each for travel expenses. You have many chances to enter and every entry increases your chances of winning one of the sets of prizes. Enter once by returning the "Enter Me" postcard enclosed.

And then—Pure Oil lets you *enter again and again*. Pure Oil gives you another chance to win every time you order forty-eight AC Spark Plugs, twelve AC Oil or Air Filters, twelve AC Filler Caps or twelve AC Guide Sealed Beams during September (see Pure Oil's "Bust Out with a Winner" Bulletin). A special pad of entry forms is included in this package. Simply fill out one form and attach it to each qualifying AC order!

Be one of the four real pros among the dealers in each PURE Division who will enjoy a professional football game, compliments of PURE/AC.

The "Bust Out With A Winner" drawing will be held October 15, 1968. All dealer entries should be mailed no later than October 7. Winners will be notified by mail.

Your employees win football tickets plus \$50 travel-expense allowance

A separate and similar contest will be run for your employees at the same time. This is designed to make them more enthusiastic in promoting extra sales for you. They will have a chance to win tickets and \$50.00 for travel expenses with every AC sale they make.

They merely write their name on the AC carton or box flap after they sell the product. Then they deposit the box flap in the container you find in your promotion kit. On October 1, and again on November 1, you mail these employees entries to your Pure Oil Division office, in the special envelopes provided. All entries should be mailed no later than November 5. Four winners will be selected in each PURE Division on November 12, and notified by mail. Be sure to show your salesmen the Sales-Starter Bulletins designed to give proven selling approaches for moving more AC Filters, AC Spark Plugs, AC Filler Caps, and AC Guide Sealed Beams to your customers!

Now! P.O.P. points at no extra cost on AC filters and AC guide lamps

You know how much P.O.P. has stimulated your employees to sell filters in the past! Now you can profit from the same enthusiasm on another AC product, as Guide Lamps are added to the Parade. Two hundred P.O.P. Prize Points (at no extra cost) are yours with each qualifying order of 12 AC/Guide Sealed Beam headlamps, as well as with every order for 12 AC Air/Oil Filters. Now you can go after both—the profitable sealed-beam replacement business and Oil/Air Filter business, and earn Parade of Prizes Points in the most valuable award program in the industry.



Increase sales with the Pure/AC sales-starter bulletins

These Sales-Starter Bulletins are four, short, easy-to-understand guides to more profitable TBA selling procedures. They are designed to help your employees sell more products to customers . . . by showing driveway salesmen, simply and clearly, how to start a selling conversation about filters or a tune-up, or other services and products that you handle.

With the incentive of free football tickets to encourage them, your employees should find these Sales-Starter Bulletins on AC Guide Lamps, Oil/Air/Gas Filters, Spark Plugs, and Filler Caps, timely and helpful. They spell four opportunities for increasing your sales and profits.

Big news! now P.O.P. points at no extra cost on AC spark plugs!



It's the biggest news in AC's Fall Campaign. Now you can receive 200 value-packed P.O.P. Points **AT NO EXTRA COST** every time you buy an AC 48-pack. Be one of the first dealers in your Division to take advantage of this new offer. Order your fall spark plugs today and reap the rewards of the outstanding P.O.P. Program! But hurry . . . this offer is good for a limited time *only*.

increase TBA sales!
win pro football tickets and
\$50.00 travel expense allowance

winners in each division



AC offers these new premiums this fall



F 2 G-1 Corsair Plane



Corvette Sting Ray Car

WORLD'S GREATEST BUY-IN-A-BARREL—A 132-piece Dinnerware Ensemble plus an authentic wooden sugar barrel can be yours with a qualifying order of AC products. This exciting \$76.90 value consists of 65 pieces of Melmac Dinnerware, 32 Anchor Hocking glasses, a 26-piece Anchor Hocking Punch Bowl Set, and a 9-piece Sintex All-Cotton Tablecloth and Napkin Set; and it's packed in an old-fashioned wooden barrel, just for the fun of it! See your AC or Pure Oil representative for full details.

CHRISTMAS TREE—This 6½-foot, 207-tip flameproof lifetime tree is of highest garden shop or nursery quality. It will bring enjoyment for many years. It comes in a re-storage box for ease of packing once the holidays are over. \$40.00 retailer, value-priced at only \$20.63 with qualifying orders of 104 AC Spark Plugs or 48 AC Filters.

COX ENGINE-POWERED MODELS—These authentic replicas are now available to you with qualifying purchases of AC Spark Plugs or Filters. Kits complete with fuel and all other necessary accessories. Most wanted gift. Value-priced with a qualifying order of 48 AC Spark Plugs or 24 AC Filters Corsair Model. \$6.98, Corvette Model—\$9.49.

The new AC guide lamp aim program

AIM TO SELL with the added incentive of P.O.P. Points on every qualifying order.

AIM TO PROFIT with a minimum inventory. Just 5 Sealed Beams and 15 Miniature Bulbs take care of 90% of all automotive replacement needs!

AIM TO SAFETY as you perform a valuable and profit-making service to motorists.

AIM TO LIVE.

FREE AC GUIDE LAMP MERCHANDISING AIDS! For details, see your Pure Oil Representative



Big bustin' out AC filler cap program

This attractive snack and dip tray is a value buy with a qualifying order of 12 AC Filter Caps. A regular \$1.98 retailer, it's yours for only 75¢. Attractive avocado green high impact polystyrene plastic. Order several—some for you, some as thoughtful gifts for your customers.



Announcing the new PCT-3 radiator cap and cooling system tester

DEALER PRICE \$19.07



Increase your service business. Quick and easy to use. Leak-proof sealing test from 1 to 30 pounds pressure adapters available to fit special cooling system needs.

To help you sell . . .

PURE/AC provides these two colorful sales aids to dress up your windows and remind motorists that it's time for service.

The poster suggesting Anti-Freeze and a new Filler Cap and the window banner that recommends a complete oil change, using new improved High HP Purelube and an AC Filter, is for posting throughout the fall.



Plus these additional pieces

Four Sales-Starter Bulletins. Easy-to-understand bulletins provide selling ideas to better equip driveway salesmen for selling profitable AC items and Pure Oil Products.

- Dealer Sweepstakes Entries. The kit contains an "Enter Me" card and a pad of entry forms that give you 25 more chances to win.
- Flyers Explaining Program to Employees. Brief write-ups explaining the employee opportunities for winning one of the sets of pro football tickets plus travel-expense money.
- A Deposit Box for Employee Entries. This serves as a handy collection point and a continuing reminder to your employees that extra efforts in selling can pay off handsomely.
- Two Envelopes for Employee Entries. These are for mailing box-top entries collected in your salesmen's sweepstakes.
- Be sure to mail all employee entries by November 5th, so they will be received in time for the November 12th Drawing. (Sweepstakes are void in states where prohibited by law.)

HOW TO STOP CHARGE-BACKS

The new Pure Imprinter is a precise writing instrument. Open bed design lets you see what you are doing when you insert the credit card and invoice. The sturdy, solid writing handle rolls easily to give a sharp, black impression. A self-locking feature keeps the writing handle from being moved until the money amount keys have been reset. This keeps you from accidentally recording the amount of the previous sale. It has an open compartment for blank invoices and a locked compartment for completed invoices. Designed to mount on pole, pedestal, or wall, the 14-55 is built for long life and durability under the most demanding conditions with very little maintenance required.

Here are some do's and don'ts to make sure the system will operate properly

- Use imprinter for all credit transactions.
- Make sure imprinted and written money amounts agree.
- Insert credit card and invoice properly in the imprinter.
- Take care not to smudge, mark, or write on invoice in the imprinted area.
- Never try to correct an invoice. Tear it up and write a new one.
- Never shim the bed to create pressure.
- Never tinker with the imprinter. Call your dealer-salesman immediately.

Never submit a ticket if the money imprint is wrong
... tear it up and complete another

Order replacement of damaged or worn customers credit cards
... insure future good impressions

01 1223 344 5 04385
C H G BACKS

DEC54

PURE OIL SERV ANYWHERE USA
51 1234 567 2 23 66

QUANTITY	PRICE	AMOUNT
Firebird GASOLINE	REGULAR	7.50
PURELUBE SUPERDUTY	HIGH HP	3.50
SALES TAX		3.17
TOTAL		14.17
GRAND TOTAL		14.385

76 PURE
PURE OIL CO. A DIVISION OF UNION OIL COMPANY OF CALIFORNIA
No. 0841650

1. Never staple, spindle or mutilate.

01 1223 344 5 00450
C H G BACKS

DEC54

PURE OIL SERV ANYWHERE USA
123 456 1234 3 1 68

QUANTITY	PRICE	AMOUNT
Firebird GASOLINE	REGULAR	11.00
PURELUBE SUPERDUTY	HIGH HP	4.50
SALES TAX		
TOTAL		15.50
GRAND TOTAL		15.50

76 PURE
PURE OIL CO. A DIVISION OF UNION OIL COMPANY OF CALIFORNIA
No. 0841611

2. Never write in shaded scan area at top of card.

01 1223344 5 04385
C H G BACKS

DEC54

PURE OIL SERV ANYWHERE USA
123 456 1234

QUANTITY	PRICE	AMOUNT
Firebird GASOLINE	REGULAR	3.50
PURELUBE SUPERDUTY	HIGH HP	2.40
SALES TAX		1.58
TOTAL		7.48
GRAND TOTAL		7.58

76 PURE
PURE OIL CO. A DIVISION OF UNION OIL COMPANY OF CALIFORNIA
No. 0703388

3. No credit card used.

Look at the card copy—could you bill the customer if you had to?

Familiarize your personnel with the Credit Card Guide
... avoid charge-backs

4. Bad plate, new card should be requested. Use card form 210-25.

01 1223 344 5
C H G BACKS

DEC54

PURE OIL SERV ANYWHERE USA
123 456 1234

Firebird GASOLINE
REGULAR 112 32.1 3.80

VEHICLE LICENSE NO. 5X 3456
STATE KY

76 PURE

PURE OIL CO. A DIVISION OF UNION OIL COMPANY OF CALIFORNIA
No. 0841727

01 1223 344 5
C H G BACKS

DEC54

PURE OIL SERV ANYWHERE USA
51 1234 567

Firebird GASOLINE
REGULAR 2 23 68

VEHICLE LICENSE NO. 312 721
STATE CALIF

76 PURE

PURE OIL CO. A DIVISION OF UNION OIL COMPANY OF CALIFORNIA
No. 0703415

8. This ticket should have been destroyed and a new one imprinted.

5. Money wheels not set.

01 1223 344 5
C H G BACKS

DEC54

PURE OIL SERV ANYWHERE USA
51 1234 567

Firebird GASOLINE
REGULAR 185 33.9 6.25

VEHICLE LICENSE NO. 43W-3589
STATE FLA

76 PURE

PURE OIL CO. A DIVISION OF UNION OIL COMPANY OF CALIFORNIA
No. 0703392

01 1223 344 5
C H G BACKS

DEC54

PURE OIL SERV ANYWHERE USA
51 1234 567

Firebird GASOLINE
REGULAR 187 38.7 7.28

VEHICLE LICENSE NO. 375422M
STATE MICH

76 PURE

PURE OIL CO. A DIVISION OF UNION OIL COMPANY OF CALIFORNIA
No. 0703391

9. Metal wheels cutting through form. Get a replacement for this machine.

6. Ticket not properly lined up in imprinter.

01 1223 344 5
C H G BACKS

DEC54

PURE OIL SERV ANYWHERE USA
51 1234 567

Firebird GASOLINE
REGULAR 10. 4.00

VEHICLE LICENSE NO. XT 345
STATE ILL

76 PURE

PURE OIL CO. A DIVISION OF UNION OIL COMPANY OF CALIFORNIA
No. 0841640

01 1223 344 5
C H G BACKS

DEC54

PURE OIL SERV ANYWHERE USA
51 1234 567

Firebird GASOLINE
REGULAR 1. 3.00

VEHICLE LICENSE NO. Pure
STATE Ohio

76 PURE

PURE OIL CO. A DIVISION OF UNION OIL COMPANY OF CALIFORNIA
No. 0703390

10. Scotch tape under plate area caused this... and this. Never shim.

7. Ticket was imprinted twice.

01 1223 344 5
C H G BACKS

DEC54

PURE OIL SERV ANYWHERE USA
51 1234 567

Firebird GASOLINE
REGULAR 13.6 4.75 34527

VEHICLE LICENSE NO. 111
STATE ILL

76 PURE

PURE OIL CO. A DIVISION OF UNION OIL COMPANY OF CALIFORNIA
No. 0703441

ORIGINAL MAIL WITH TICKETS

No. 7-0000003

1234 East Broad St
Anytown, USA

2-10-68 134 13

01-1223-344-0	256
01-1223-344-1	1097
01-1223-344-2	310
01-1223-344-3	470
01-1223-344-4	710
01-1223-344-5	500
01-1223-344-6	823
01-1223-344-7	362
01-1223-344-8	450
01-1223-344-9	758
01-1223-344-10	778
01-1223-344-11	300
01-1223-344-12	150
01-1223-344-13	470
01-1223-344-14	4385
01-1223-344-15	380
01-1223-344-16	625

134 13

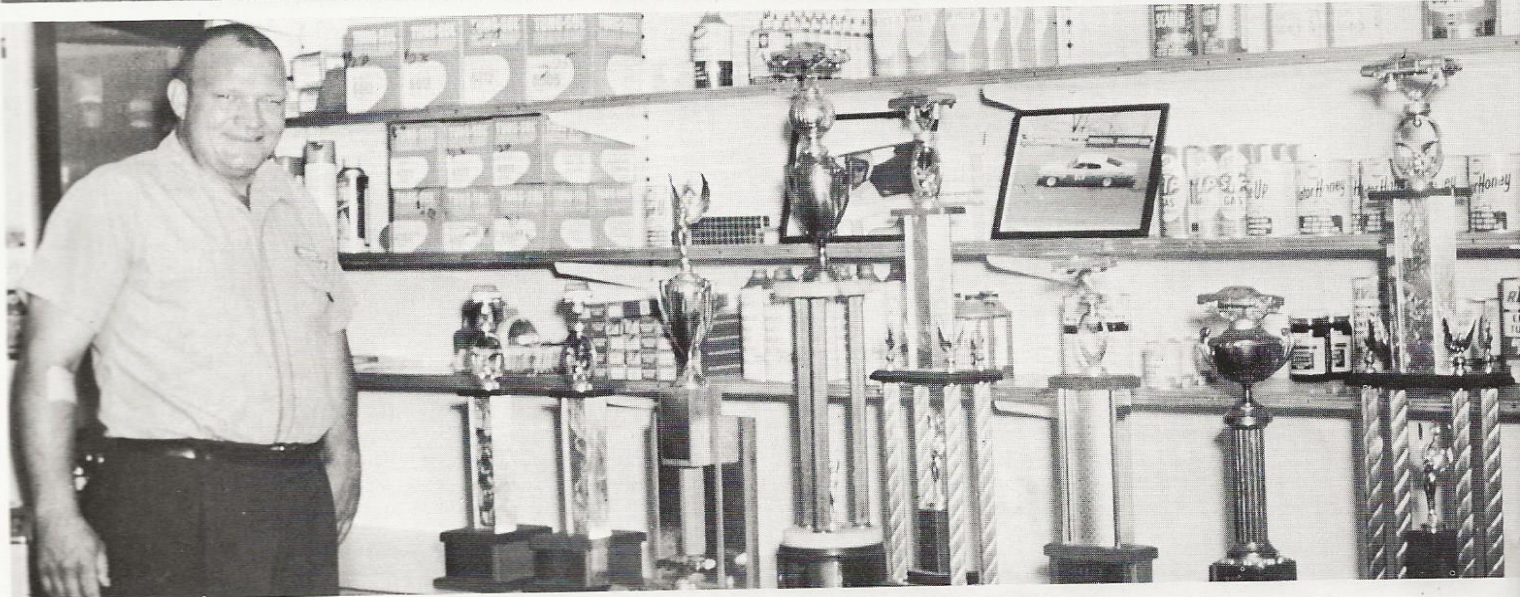
76 PURE

PURE OIL CO. A DIVISION OF UNION OIL COMPANY OF CALIFORNIA

11. Make your transmittals legible... never accumulate. List all tickets.

PURE DEALER IS BIG ON RACING CIRCUIT

Pure Dealer Paul Wensink of Deshler, Ohio.



Proud dealer Paul Wensink with just a few of the many trophies he has won on the racing circuit.

If any busy executive ever feels harried, he should follow race driver, businessman, Paul Wensink around for a week. After a couple days of Wensink's pace, a young man would toss in the towel. An elder person wouldn't even think of keeping up.

The 38-year-old Deshler, Ohio native is a long-time established star on the Automobile Racing Club of America circuit. In fact, Wensink is in his 16th year with the John Marcum Association.

Although Wensink was second in the 1967 ARCA National Point Standings, he still races as a hobby. Wensink's full-time job is operating a Union/Pure Oil Service Station in his hometown of Deshler, Ohio, 40 miles south of Toledo.

In addition to keeping up with the tight ARCA schedule, Wensink also keeps tab on his service station. "The station offers a good income for me and the family," he said, "where as in racing, you don't know how much you might be bringing home."

A typical day in the life of Wensink is opening the station in the morning about 7 a.m., checking the race car out during the day between customers, and running down to Louisville, Ky. or up to Fort Wayne, Indiana for an ARCA 100 miler.

Following the race, it's pack-up time which means Wensink usually gets into bed around one or two in the morning. What about this torrid business schedule which would drive many a non-race driver to insomnia?

Closest thing to Racing Gasoline is the theme that Paul tells his customers.



"I like the business world. It's a great challenge and a fellow has to think about what he's going to do when he retires from driving," Wensink remarked.

The third hat that Wensink wears is that he is his own sponsor of Pure Firebird Gasoline.

"I get a great deal more than just having the name of the company flash past spectators," he reasons. "For one thing, crowds are becoming double in size. But that's still only a small fraction of the exposure. Some of the races are taped replays on television that reach millions of people. The name of the gasoline I am using is always in front of the public, during a race, after a race . . . when the car is just sitting idle, even when it's being hauled from race to race," he stressed.

Wensink started his racing career in 1949 in the modified stock cars at Bryan, Ohio Speedway, not far from his home. He banged, knocked and pushed his way around the dirt ovals until 1952 and decided to either get into national competition or give up the sport.

In 1953, Wensink began running new cars with the MARC Association which is now ARCA. In his 15 years with ARCA he has finished in the top five in national points each year. The popular Wensink was Rookie of the Year in 1957, champion car owner in 1958 and captured the Sportsmanship Award in 1965.

Paul's thrills in auto racing have been numerous, but he feels his win in a 300-lap event at Raceway Park, Toledo, Ohio in 1956 was one of his greatest. In addition to holding the present qualifying record at Louisville Downs, Wensink is also the defending champion of the Derby Town event.

Paul also prides himself with being a member of the driving team that set a handful of International Records during the Comet Endurance Run at Daytona International Speedway in 1963.

The real irony of this 5-9, 190 pound driver is that he drives a race car using a steering knob. A birth defect left him with only limited use of his left arm. The handicap has not affected his competitive spirit as the record will prove. In fact, like a good vintage wine, Wensink seems to be improving with age.

He was third in the ARCA point standings in 1966, second in 1967 and during the half-way point of the 1968 season is right in the thick of the fight for the title.

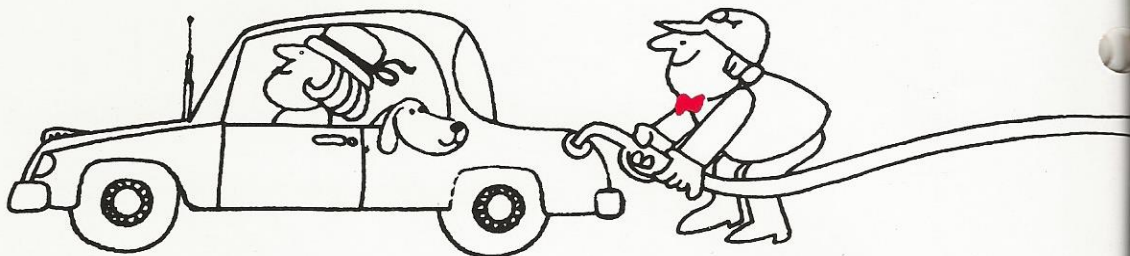
When Wensink isn't running around the race tracks in his 1968 Ford or pumping gas at his service station, he is doing something with his family.

Wensink, his wife Joyce and their five children are avid campers, boating and water enthusiasts. The children—Randy 14, Ray 12, Joe 10, Sharon 8, and Kayleen 5 are all expert water skiers, like their mother.

As if this wasn't enough to keep a guy busy, Wensink has added a second car to the ARCA circuit this season—a 1967 Fairlane Ford.

Now, do you think you can keep up with this dealer?

PURE ROUND-UP NEWS

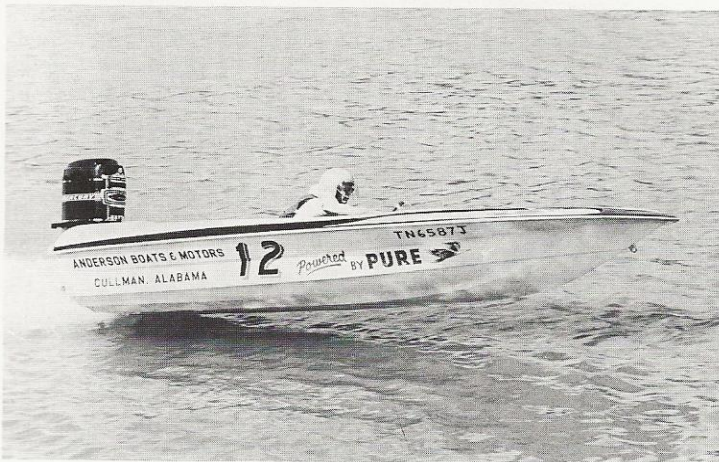


Plush Pure station opens in Sanford, North Carolina

A new downtown Pure Oil service station here offers its customers a carpeted lounge, color television, and stereo as well as a four-bay station with complete service facilities.

A special grand opening was held Friday and Saturday (June 7-8) and included the appearance of Miss Lynn Jacobs, Vero Beach, Florida, Indian River Citrus Queen offering customers Florida orange juice through the pump; an authentic full-sized merry-go-round for the children; a golf professional giving golf lessons at the station; various prizes every hour; and music by a string band.

This Pure station, known as the Union Service Center, is located on Carthage Street, across from the hospital in downtown Sanford. Dealers Dennis Maddox and Hayden McDuffie own and operate the station.



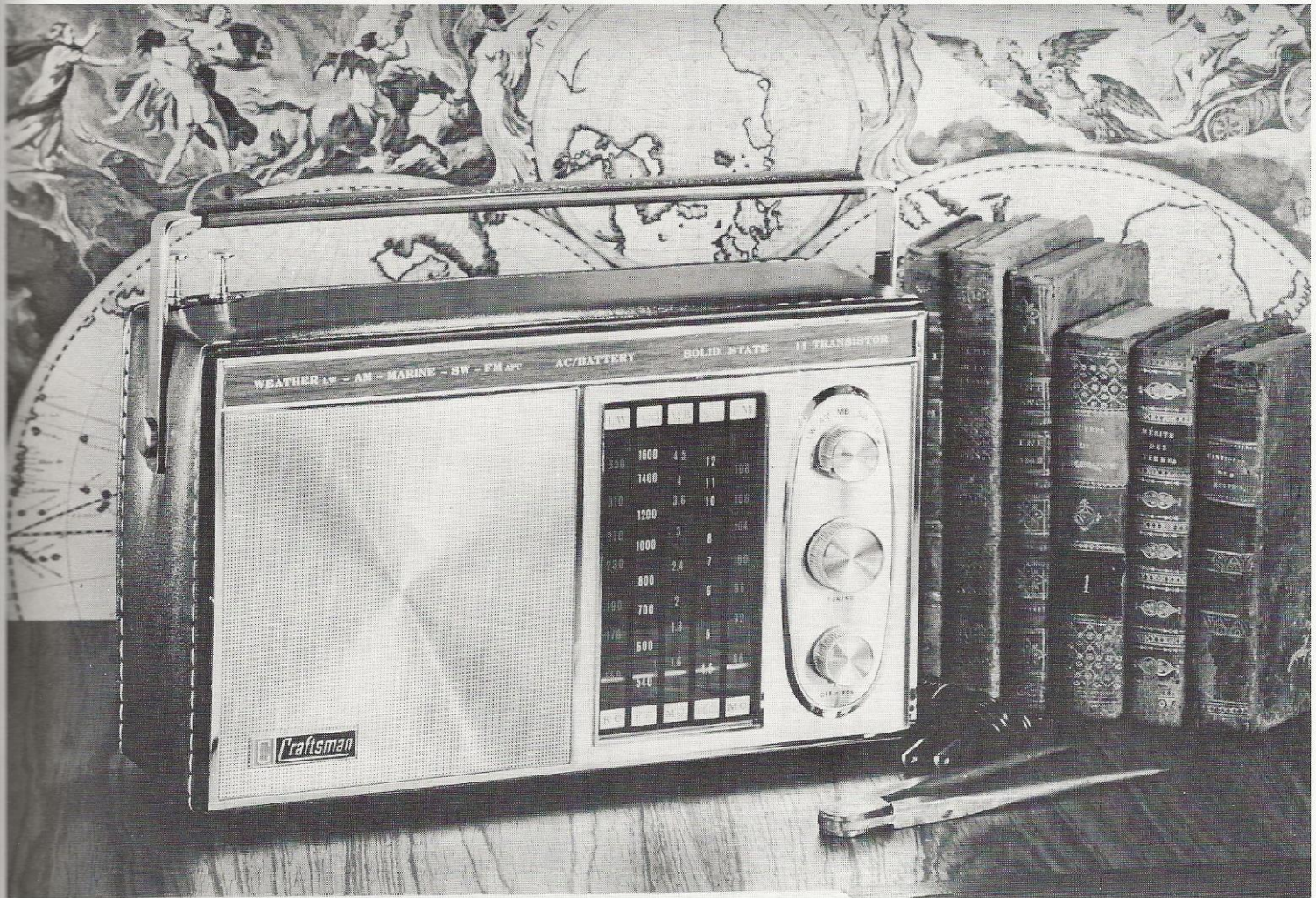
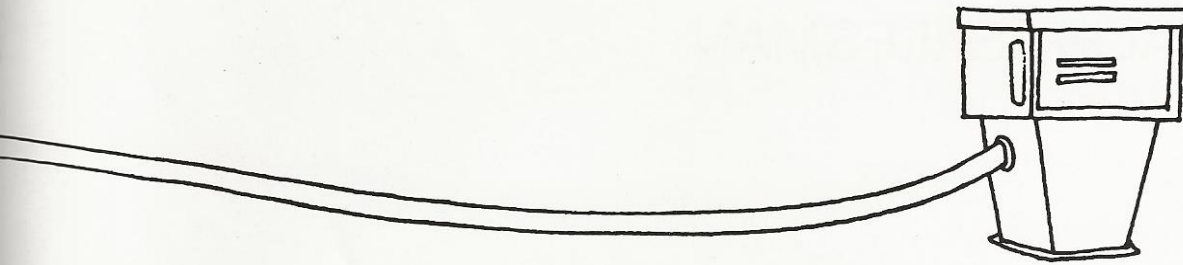
The Pure Firebird takes to the water

Bill Treanor is a young man who races outboard stocks out of Nashville, using Firebird Super gasoline right out of the pump. He won the stock single engine championship at the National Outboard Association's International Championship last fall, and he also holds two different national competition speed records. Recently, Bill walked away with five of the eight first place trophies in the first annual Clarksville Regatta. Most all other boat owners use many blends of fuel, but Bill uses only the gasoline out of the Firebird Super pump—he seems to be bringing home all the marbles, so it looks as if Firebird Super is doing OK on water as it does on land!



558 dealer/employees win prizes in PURE/AC SWEEPSTAKES

During the Pure/AC Spring Power-Up and Clean-Up Sweepstakes Promotion held last April, 558 lucky dealers and their employees walked off with valuable prizes just for entering the sweepstakes. There were 62 dealer/employee winners in each of nine divisions, and prizes included color Polaroid Land Cameras, Dacron and Cotton blazers, and top quality Etonic shoes. Shown from left to right drawing the lucky 62 winners from the Chicago Division are: Tom Guiney, Pure's Supervisor of Battery and Accessory Programs; Helene Budde, Secretary; Bill Thiede, AC Sales Representative; Hub Bartelme, TBA Manager, Chicago Division; June Schuckels, Secretary.



Outstanding radio value for pure credit card customers

Combining a \$100,000 Discover America Sweepstakes drawing along with a special merchandise offer, Pure Oil credit card customers can tune in on music and news from all over the world with this superbly toned, 14 transistor, solid state radio. The powerful 5 wave bands (AM-FM-short wave-long wave and marine band) will pick-up foreign programs, ship to shore, air to ground, short wave frequency, 24 hour weather broadcasts as well as the entire spectrum of available AM-FM stations.

This luxurious leather-encased radio comes equipped with an AC adapter for use on inside household current; a big 4" front-mounted speaker; 4 "D" cell batteries for portable use; a jack and plug-in earphones for private listening; two anten-

nas; and automatic frequency control (AFC) on the FM band to prevent station drift.

We believe this outstanding merchandise offer is an excellent way of saying "thank you" to your customers and their loyalty to Pure Oil products. We appreciate their business and patronage of Pure Oil stations everywhere, and use merchandise offers such as this outstanding radio, to let them know that we care.

We want you to be as enthusiastic about this radio merchandise offer, too. The best way, we feel, is for you to be able to buy this radio at a special discounted price . . . so watch for a special mailing that will allow you to take advantage of this offer at a special dealer price.

THIRTY-FOUR WEEKS OF ABC MAKE A DEALER SALESMAN

One Friday in early October, Billy Hill walked into the general offices of the Pure Oil Division, Palatine, Illinois. Thirty-four weeks later, Billy Hill, now a company sales representative, walked into William Dwyer's Pure Oil Service Station in Dayton, Ohio. What happened during that 34 weeks to prepare Hill for his job is a matter of ABC. It's a story of an integrated and intensive training program designed to indoctrinate men like Hill in the responsibilities necessary to successfully manage a sales territory by serving the needs of the Pure Oil dealers in it.

Formally, Hill's preparation for his role as a company sales representative is called Marketing Indoctrination Training, or MIT. The 34 weeks spent in MIT are divided into three phases, Phase A, Phase B, and Phase C.

Phase A—THE DEALER

Since it's the sales representative's job to serve the company by serving its dealers, the trainee begins his indoctrination in Phase A, learning the service station business from the dealer's point of view.

Here, the trainee is formally introduced to the Pure Oil Division through participation in the Dealer Development Program. Along with new Pure dealers, the trainee spends 15 days learning not only what must be done to earn a profit in a service station, but also how to avoid unprofitable activities.

Like the dealer coming out of Pure's Training Center, the trainee's next stop is a Pure service station. In fact, the trainee spends the next seven weeks working in as many as six different Pure stations. In each station, he must complete a written assignment designed to give him a first-hand, working knowledge of the business. Pure stations are constantly being screened and selected as training grounds for the future salesman. The criteria for selecting such stations are summed up in one word—"Best." They have to be, because it is through the dealers that operate them that the trainee learns and fulfills the assignments that background him to counsel with other dealers.

During his seven weeks of service station indoctrination, the trainee learns about Pure products, service station mer-



Welcoming sales trainee Billy Hill, right, to the Pure Oil Division is training coordinator Bob Broome. During the next 34 weeks, Hill's development into a company sales representative will be Broome's personal responsibility.

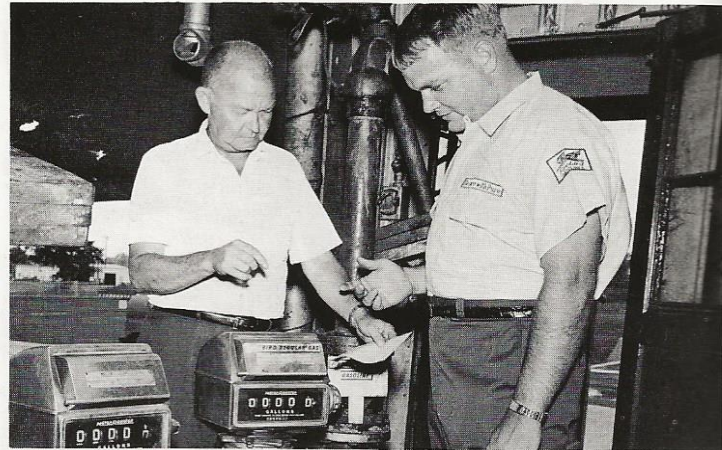
chandising and advertising, salesmanship and service, and service station operations. Through other assignments, he gains knowledge of manpower and service station management. Each assignment is carefully screened upon completion by field management in conjunction with a training coordinator who is personally responsible for the man's development.

Having successfully completed his Phase A training, the future sales representative moves into Phase B of his indoctrination.

Phase B—THE COMPANY

Phase B of MIT involves 10 weeks of assignments designed to teach a trainee the service station business from the industry and company point of view. From a service station, his training puts him to work in a retail sales area office, bulk plant or terminal, and in the field with sales representatives best qualified to help him fulfill particular assignments.

In this phase of his training, a man becomes familiar with the area office, its functions and how it supports the dealer. He learns how to serve the dealer in public relations and how Pure helps dealers arrive at objectives, potentials, etc. Next,



Area office and bulk plant or terminal operations are part of Hill's Phase B training. Here, Roy Craft, Pure's Dayton, Ohio terminal dispatcher gives trainee Hill some information he needs to fulfill one of his assignments.

he gets an understanding of division management functions in the area of sales operations and credit. An important part of his office assignment is to establish a complete understanding of the procedures involved in making a dealer selection and getting the new dealer started right. Having successfully completed this assignment, the trainee moves on to learn Pure's policies on dealer financing, methods of financing and the role he will play in such matters.

From the area office, the trainee moves to a bulk plant or terminal to learn product procurement, warehousing, delivery and pricing. At the same time, he studies service station maintenance, safety, etc.

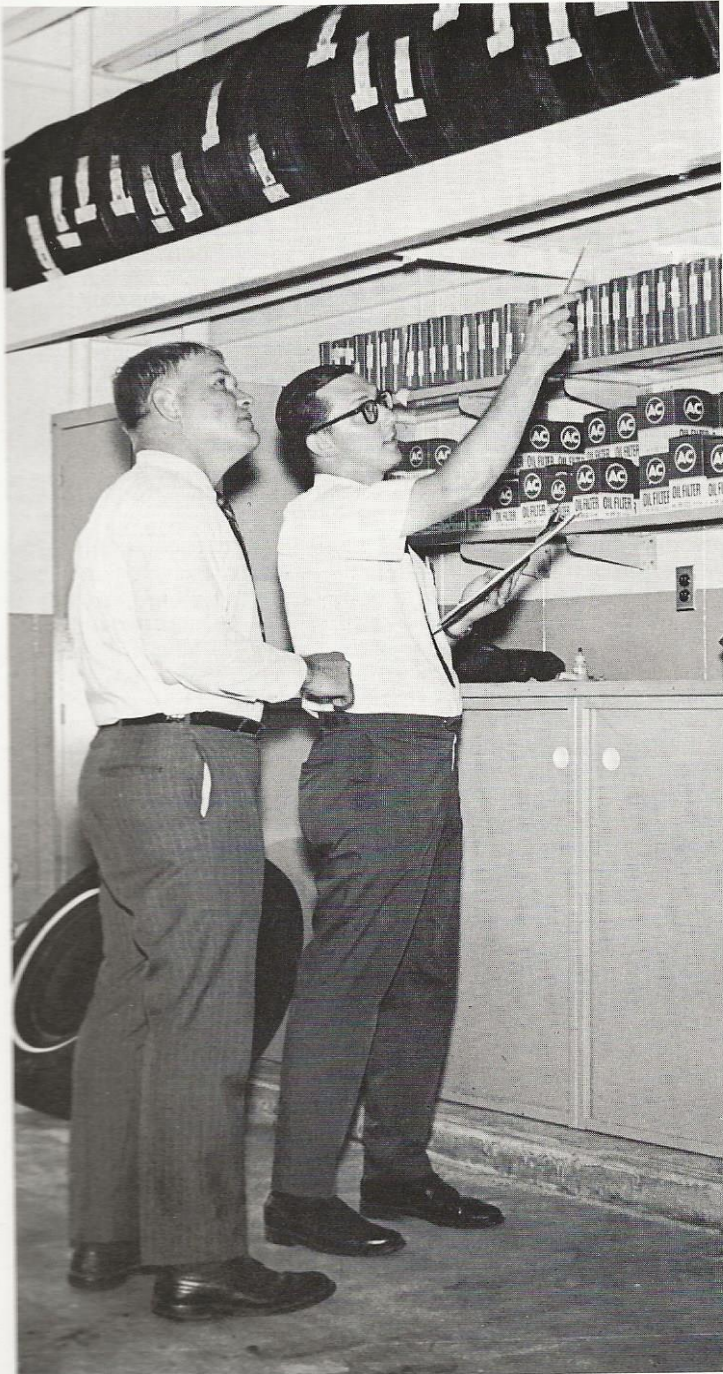
With an understanding of dealer and area office operations the trainee gets a taste of his future job when he begins to work with successful sales representatives. From them, the trainee learns how to plan his calls so that each is of maximum benefit to both dealer and salesman. At the same time, he learns how he can assist dealers in determining and satisfying requirements for a profitable service station.

Near the end of a trainee's Phase B assignments, he prepares to return to the Palatine, Illinois area for two weeks of classroom conferences. Two conferences, one on recruiting and selecting the right dealer for the right station, and the other on business counseling for building dealer volume and profit, consist of 10 days of intensive training. Knowledge acquired previously in MIT is applied in practical situations and refined with the addition of new material. Using the latest audio-visual equipment, trainees role-play actual sales and counseling situations then see and critique themselves and each other when the situations are repeated on an instant replay TV monitor. Returning to the area of the country where he is being trained, the trainee immediately applies the knowledge and techniques he has gained from the classroom conferences to a post-conference assignment. This completed, he wraps up Phase B of his training with a general orientation designed to acquaint him with channels of trade other than service stations.



During the seven weeks of his Phase A training, Billy Hill works in as many as six different Pure stations, learning the service station business from the dealer's point of view.

Thirty-four weeks of ABC make a dealer salesman



Getting a taste of his future job, Hill, along with Pure sales representative Robert M. Pagura, takes inventory at a Pure station. From successful salesmen such as Pagura, trainees learn how they can assist dealers in determining and satisfying requirements for a profitable service station.

Phase C—SUPERVISED APPLICATION

When a trainee enters Phase C of MIT, he is ready to apply what he has learned during the previous 22 weeks. He is assigned from five to seven service station accounts (sales representatives serve about 15 accounts). He services these accounts just as a sales representative would do, but under the close scrutiny of those ordinarily responsible for the success of the accounts. In addition, the trainee must complete projects dealing with records and reports, new dealer induction, business counseling, dealer/employee development and special promotions. Other projects include financial condition problems, dealer recruitment and selection, preparation of specific station proposals, service station site analysis and other general assignments.

The end of Phase C of a man's training brings with it graduation from MIT and assignment to a territory as a Pure dealer sales representative.

When a man like Billy Hill walks into a Pure service station after completing MIT, he's a far cry from green. He knows the problems dealers face because he's learned them from the best Pure dealers. He knows his company, its products and dealer services because he has trained under the best personnel in the Pure Oil Division. Finally, he is ready to serve dealers to the best of his ability because he believes this is the way he best serves himself and Pure.



Assigned to a territory, Billy Hill, now a company sales representative counsels with Pure dealer William Dwyer, Dayton, Ohio. During his Marketing Indoctrination Training, Hill has learned his job from the best dealers and company personnel in the Pure Oil Division.

OVERALL GALLONAGE UP 15% IN JULY ... CREDIT DUE TO CASH ROULETTE



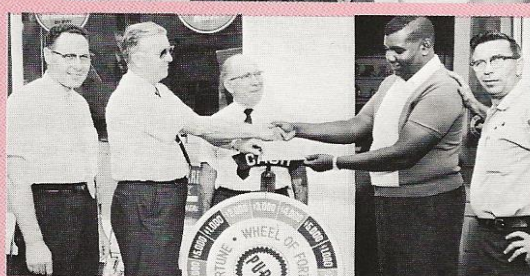
The wheel of fortune continues to spin for customers and dealers alike as Cash Roulette goes on to rack-up impressive gallonage increases all over Pure's marketing territory. Latest reports show that the overall gallonage is up 15% for the month of July, and is still holding strong into August. While some of this increase can be attributed to normal summer vacation driving, the majority of credit must go to Cash Roulette.

Cash Roulette will continue as scheduled to run through Labor Day, September 2. Much of how your sales picture will look at the end of the contest will depend on you. As with any promotion, the success will be governed by the ability of the dealers and their employers to play the game right; to make regular customers out of the casual visitors that will be drawn into your station because of the game. Show them that they're truly welcome; give them the finest in service, and Cash Roulette will provide the big payoff for you too.

\$3000 winner, J. G. Wheeler from Charlottesville, Va., (left) receives check from Sam Bailey, Area Sales Representative for Pure.



Another \$3000 winner is Albert B. Edwards from Benton Harbor, Michigan. Shown from left to right are: Al Backus, Priebe Brothers Oil Company; Dick Williams, J/D Sales Manager, Detroit; George Hardin, J/D Salesman; Albert B. Edwards, \$3000 Winner; Ken Haynes, Dealer.

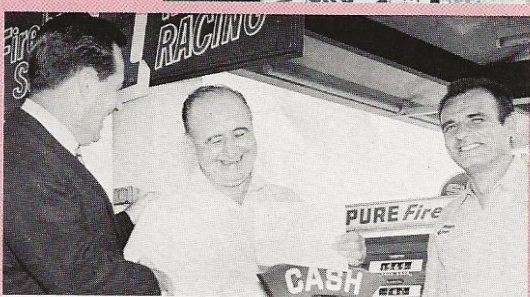


R. B. King, Retail Sales Manager (left), \$5000 winner Paul Salley from Tuscaloosa, Alabama, and Jim Copeland, Pure's Birmingham Merchandising Manager.

Pure's Retail Sales Manager, W. A. Magerkurth, presents a \$2000 check to Mrs. Nettie M. Smith of Columbus, Ohio.



Here is one of the many big top winners. W. H. Mahoney (center), a \$5000 winner from Springfield, Ohio gets his check from F. X. Schirtzinger, Retail Sales Manager from Dayton, Ohio (left) and dealer, Tony Ross of Springfield.

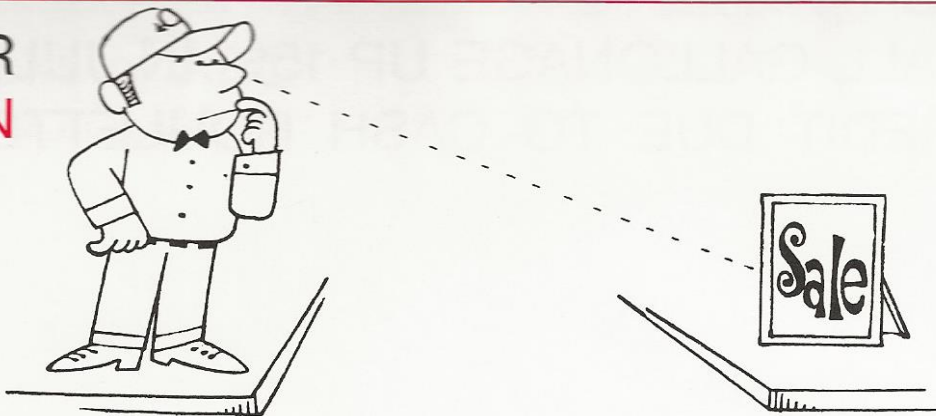


Theodore Respass (right), Pure Dealer from Washington, North Carolina, hands a \$5000 check to winner Bernell Peel.



John F. Reid, Rock Hill, South Carolina man, wins \$4000. From left to right are: Pure Jobber, Merritt Wilkerson; Charlotte Merchandising manager, Jim Bass; J/D sales manager, Fred Young; winner, John Reid; J/D sales representative, Pete Buis.

WHAT'S YOUR COMPETITION DOING?



No matter how successful you may be as a Pure dealer, you will always find that somewhere, there is a competitive dealer who has an idea or a good gimmick that has paid off with increased business—and that's the whole purpose of this column—to let you know what is going on with other dealers. We think you'll find by adapting some of these ideas to your operations, your business will profit also.

Credit customers pay off

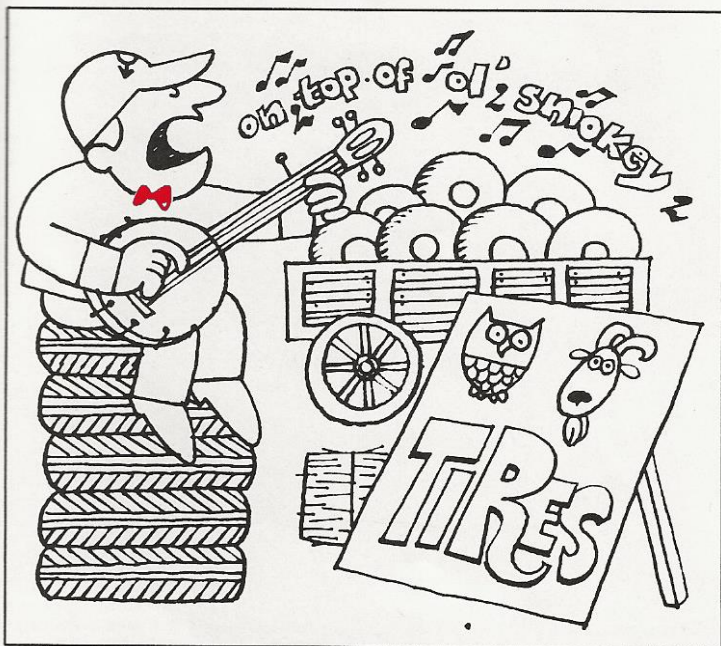
Attracting new customers to your station is a big challenge if you are already in business, but a Humble dealer in Merced, California, decided to take on an even bigger one. He went after prospective customers even before his new Enco station was even finished. He obtained a stack of Humble credit card applications and contacted every business establishment and acquaintance in town. Before he even opened his doors, this dealer had 100 customers waiting for him. He picked up 70 more new credit card holders during the opening. Continuing efforts to promote credit card business helped him top the 30,000-gallons-a-month mark in just six months of operation.

The Humble Extra

Whatenanny?

Tire Hootenanny. That's what a South Carolina dealer called his tire promotion. He set up an old farm wagon at the fence area of his station and had it overflowing with tires. He also placed bales of hay around the wagon with tires piled up next to them. Large signs throughout the station directed customers to his "tire hootenanny."

DXtra



Be kind to kids . . . it pays!

Recent Mutual Admiration Society contest in Kansas drew this letter from a customer, concerning the services of a Conoco dealer of Arlington, Kansas. "I have been in his station when he has given a boy or girl a penny, nickel or dime for them to spend in the candy or pop machine . . . He buys from the Boy and Girl Scouts and often hires them to do odd jobs around the station . . . My daughter's junior class washed and cleaned cars all day long one Saturday to help the class raise money . . . It is not unusual for him to open his morning mail and find pictures of one of the many school children who go past his station every day . . ."

Conoco Today

Safety first

"Many nights I have noticed that some cars are running with burned out headlights . . . tail lights . . . directional lights," writes a lady customer in Indianapolis. A simple check can prove the number is alarmingly high. Take a sharp look at the cars as they drive in . . . drive out . . . after dark. You'll be surprised how many need attention. What service takes only a few minutes but pays off in such handsome profits? What courtesy to a customer is more important than, perhaps, the chance to save his or her life . . . an entire family.

Sunoco Diamond

Soft sell

Selling by suggestion has been quite successful for an Ashland Oil Dealer. When he finds a worn windshield wiper blade, for example, he'll remove it and show it to his customer. "That blade is about gone," he'll say. "Next time it rains you'll probably notice streaking; you won't be able to see as well as you should. Shall I replace the blade for you?"

In that short, soft-sell pitch, this dealer has sown the seeds of a sale. "I may not sell the blade right then," he says. "But the next time it rains the customer will remember what I told him. Sooner or later he's going to buy that blade from me."

Ashland Oil Dealer

Tell and sell

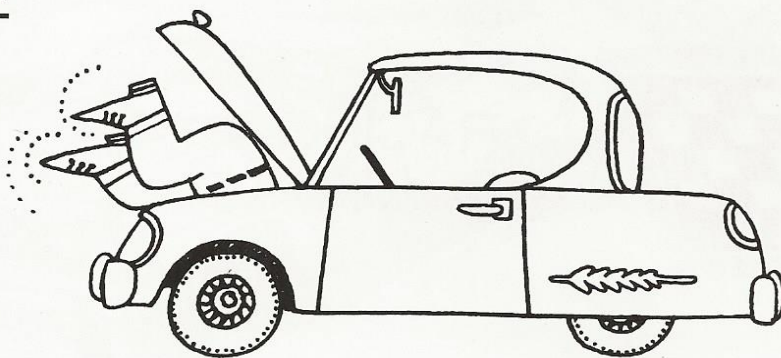
If you're looking for some extra profit during the Fall-Winter service period I'd like to suggest that you put greater emphasis on TELLING your customers what their cars need in the way of service or products.

After all, in 99 cases out of 100 they just don't know when their cars need a crankcase oil change . . . an engine tune-up . . . or a set of tires, a new battery or brake linings or shock absorbers.

If you're working on a theory of mental suggestion or other indirect forms of salesmanship to get through to motorists who visit your station—forget it! Before you can get a "break-through" to their subconscious minds they'll either get the message in a hurry through an car break-down or from some competitor who'll cash in on the car's needs.

Richfield Spark

SERVICE SAVVY



Buick revises air cleaner service requirements

Buick Motor Division has revised its service requirements covering the crankcase ventilation filter installed in the air cleaner of all 1968 Buick engines.

Formerly, service called for cleaning the filter every 24,000 miles. Revised service calls for replacement of the filter at the same interval. The service replacement part number is 648966 which includes the filter assembly with a gray or tan plastic case.

Buick further recommends that the crankcase ventilation filter element and the engine air cleaner element be inspected at every oil change (every 4 months or 6,000 miles) and replaced if inspection deems it necessary. Where severe service requirements such as operation in areas of extreme dust prevail, the oil change and inspection of the filter elements should be performed at more frequent intervals.

Replacement of the engine air cleaner element is a warranty maintenance service item and careful attention must be given to the condition of the element in order not to void the new car warranty.

Clean tractor engine air filters

A common cause of poor tractor engine performance is dirt entering the engine through a defective air cleaner system. An average farm tractor, during 10 hours of operation, takes in an amount of air equivalent to that breathed by 40 to 50 persons in a 24-hour period. Tractor experts recommend that the air cleaner be inspected and cleaned every 10 hours of engine operation—at shorter intervals when working in dry or dusty fields.

Ignition coil and engine harness replacement—1967 Chevrolet V-8 engines

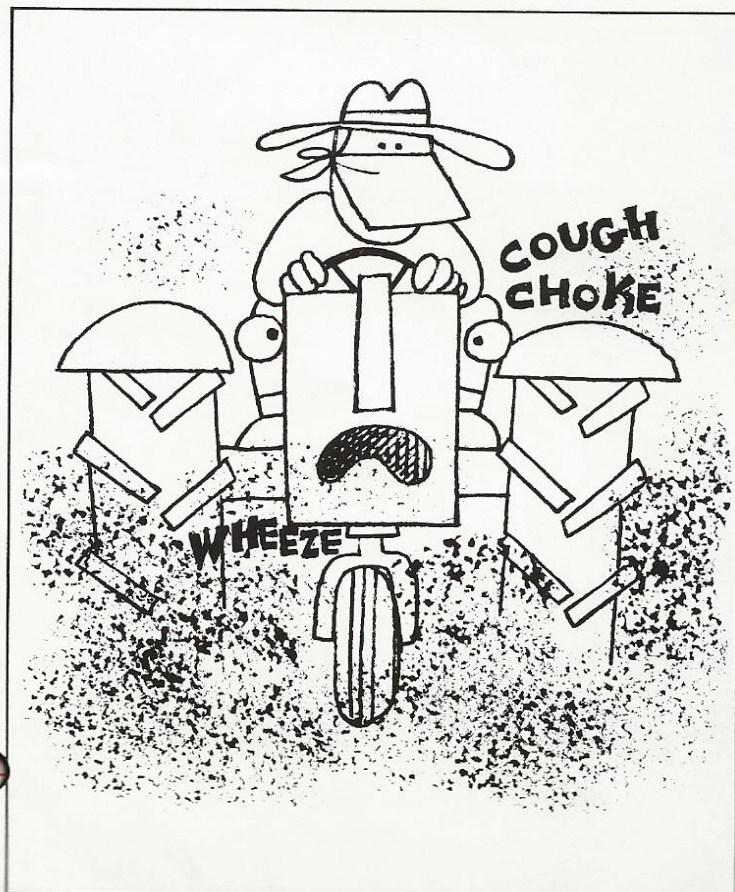
1967 Chevrolets with 283, 327 and 350 cu. in. engines used two different ignition coil and engine wiring harness combinations designated as Design 1 and Design 2. Components of the two designs must not be intermixed—a Design 1 coil must not be used with a Design 2 harness and vice versa. Design 2 coils have the letters BR embossed on the coil shell below the part number and have brass colored terminals and nuts. Design 1 do not. Design 1 or Design 2 harnesses can be determined by checking resistance with an ohmmeter. Locate resistance wire in harness (white insulation with cross orange-purple tracer) and connect one ohmmeter lead to primary terminal of coil, the other to wire terminal in cowl junction box. Design 1 resistance should be 1.8 ohms, Design 2, 1.3 ohms. Mismatching of Design 1 and Design 2 coils and harnesses can cause primary ignition system troubles which will result in loss of secondary circuit output and weakened ignition.

Inoperative fuel gauge—1968 Mercury

An inoperative or erratic fuel gauge on 1968 Mercury and Montego models may be caused by a loose or disconnected radio suppression choke at the instrument cluster constant voltage regulator. To correct, remove the choke assembly and with a screwdriver or similar tool, indent the center leaf of the choke female connector which connects to the Ignition terminal of the regulator. Make certain a tight connection exists when the choke is reconnected.

1967 Chevy II radio fusing

Radio and wiper motor circuits of the 1967 Chevy II are protected by a 20-amp fuse in the fuse block. Since this is insufficient protection for the radio, a 10-amp fuse was added in the speaker wiring harness between the power source and the radio. If complete radio failure occurs, the first thing to be checked is the condition of this in-line 10-amp fuse which will blow before the 20-amp in the fuse block. The in-line 10-amp fuse is located near the radio connector and is readily visible.





RACING ROUND-UP

Happiness is winning

Buddy Baker, President of the Pure-Darlington Record Club was elated after his World 600 victory in Charlotte, North Carolina. "I can't think of anything that would make me happier," he said, "except winning the Southern 500."

Baker's famous father, Buck, is a three-time winner of the prestigious old race. Young Baker will oversee rookie tests for the 19th annual Southern 500 when practice gets underway August 27.

Perfect combination

Cale Yarborough, plus a 1968 Mercury, plus Pure Firebird gasoline made an unbeatable combination during the running of the 10th Annual Firecracker 400 at Daytona International Speedway July 4th.

More than 45,000 fans watched Yarborough pick up a full lap lead on the field after 91 laps and then win the race by two full laps over Lee Roy Yarbrough, also in a 1968 Mercury.

The victory was Cale's third Daytona win in a row and boosted his earnings for the 1968 season over \$95,000.

Also at Daytona during July 4th, Lloyd Ruby ran a perfect race in a Mercury Cougar to win the second Paul Revere 250. More than 10,000 fans watched Ruby's Pure Firebird powered car streak across the finish line four laps in front of John McComb.

New light

Jim Hylton of Inman, South Carolina vacated the grand national racing division and copped the Commerce 200 at Jefco Speedway in his 1965 Dodge.

New director

Peter DePaolo has been named Director of Manufacturers and Industrial Relations for Michigan International Speedway.

DePaolo began his racing career 48 years ago as a riding mechanic for his famous uncle, Ralph DePaolo, winner of the 1915 Indianapolis 500. In 1922 Pete got behind the wheel of his own car and in 1925 became the first driver to top 100

GETTING TO BE A HABIT—Cale Yarborough and victory lane at Daytona International Speedway are getting to be pretty fair country pals. The above scene shows Yarborough in victory circle for the third consecutive time after winning the July 4th Daytona 400. Also in victory lane with Cale are Miss Firebird (left) and Cale's wife, Betty Joe.



m.p.h. mark at the brickyard, winning the Indy 500 at an average speed of 101.13 m.p.h.

Hornung to speak

Paul Hornung, former Golden Boy of the World Champion Green Bay Packers, will be the guest speaker at the Ninth Annual Pure-Darlington Record Club Banquet, August 28 at Florence Country Club, Florence, South Carolina.

Recently, Hornung was named Sports Director for a Chicago, Illinois television station. Hornung retired from active competition in the National Football League in 1967 because of a damaged nerve root in his spinal cord. He ended his colorful playing career with the New Orleans Saints as an assistant backfield coach.

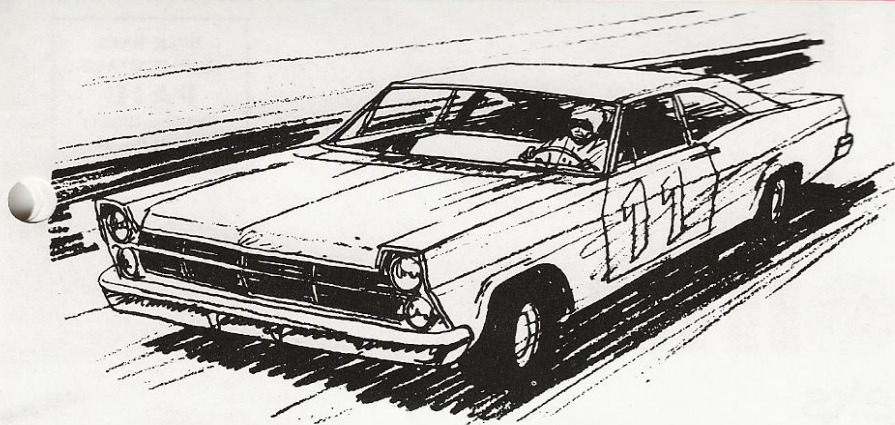
Hornung played halfback for the Packers from 1957 to 1965, was the National Football League's Most Valuable Player in 1960 and 1961, and set a league scoring mark of 176 points in 1960. Now 32 years old, Hornung was an All-American quarterback at Notre Dame in 1955-56 and won the Heisman Trophy in his senior year.

He was named to the All-Pro team three times and was voted the most valuable player after the 1961 championship game in which he scored a record 19 points.

Record Club membership is open to the top qualifiers of different make cars, on the first day of qualifying before the

WINNING SMILE—Lloyd Ruby flashes a big smile and at the same time gets a big hug from Miss Firebird after copping the second annual Paul Revere 250 at Daytona International Speedway. Ruby led the race from start to finish.





annual Southern 500 stock car race run Labor Day at Darlington, South Carolina. Six repeat members will be inducted into the club this year. They are: Buddy Baker, Bobby Johns, Darel Dieringer, Lee Roy Yarbrough, Richard Petty, and H. B. Bailey.

Firebird spreads wings

The Pure Firebird Invitational Golf Tournament, one of the fastest growing amateur events in the South, is really spreading its wings in 1968.

Tournament director, Harry Lambert, announced that this year's event will be a 54-hole affair, consisting of the elite

HIS FIRST BIG ONE—Donnie Allison (center) holds onto check and accepts congratulations from Don Finke (right) assistant Automotive Director of Pure Oil. Also hanging onto the check is Allison's car owner and chief mechanic, Banjo Matthews. Allison won the Carolina 500 at Rockingham, N.C.



DIFFERENT TYPE OF DRIVING—Bobby Isaac (right) of Newton, N.C. and currently the Grand National Stock Car point leader explains a different type of driving to R. D. Dolan (left) Pure's Director of Automotive Events. Isaac was pointing out the problems he was having during a round of golf—mainly his driving. Although Isaac didn't fare too well on the links, he is doing well in his Dodge Charger on the NASCAR tour.



of the amateur class in the Southeast.

The tournament, slated August 23-25 at Darlington Country Club, is staged annually preceding the Southern 500 stock car race at Darlington Raceway.

Jay Horton of Wilmington, North Carolina won the rain-shortened 1967 event. Following a cloudburst that washed out the first 18 holes, Horton posted a one-under-par 71 to grab top honors.

Race is over

The checkered flag is at half mast, life's race is over for Henry McLemore.

Auto racing has lost a dear friend. Colorful, effervescent, likeable Henry McLemore, the master storyteller is dead at 61, the victim of a heart attack.

Although small in stature, Henry was a giant in his profession. He was a member of the Daytona International Speedway publicity department and also served as a chairman of the Union/Pure Oil Racing Panel. The Racing Panel consisted of people Henry loved most—members of the news media.

The new 69's

Want to schedule time to see the 69's early?

Most will hit your local dealer during the last week of September for public introduction.

For what it's worth, here's more on 69 models. All new Pontiac Grand Prix and Mercury Marquis, Mercury Marauder X-100 with leather bench seats, Mustangs with four headlights, carpeted trunk in Lincoln, radio antenna in windshield pillar of Pontiacs, door lock buttons in center of door, more ventless side windows ala Mercury Cyclone and Ford Torino, more GM cars with dandy horn ring built into wheel as in Oldsmobile this year, rubber bumpers, racing style rear-view mirrors for Fords instead of the present chrome monstrosities, new door and floor construction on many big GM models, plus energy absorbing frames for Fords and Thunderbirds.

Turbines get green light

The turbine engine will be allowed to compete in the USAC championship circuit next year after all—but it may be reduced in power once again.

The USAC Board of Directors turned down a recommendation by the rules committee that only piston engines be allowed to compete on the championship circuit next year.

In making the decision, the board appointed a committee to study an equivalency formula to make turbine engines compatible with the reciprocating piston-driven powerplants.

The Board also resolved that after January 1, 1970, all USAC cars will be limited to two driving wheels and turbines eligible for the championship circuit must be of the automotive type. This of course, knocks out the four-wheel drive, that was used not only on the turbines at Indy this year, but also on George Bignotti's race car driven by Al Unser.

Dealer Progress

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BULK RATE
U. S. POSTAGE
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How to look for ignition leaks

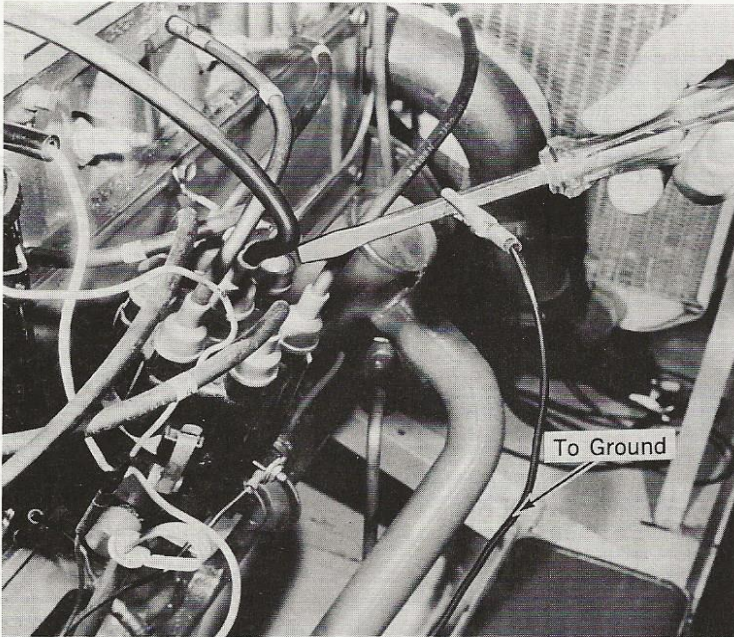


FIGURE ONE — To probe for leaks, first start the engine and remove a cable from a spark plug. Then with a grounded screw driver shank, probe around the coil high tension lead and its boot. Sparks jumping from the coil lead or boot indicate that both should be replaced.

With wet winter weather just around the corner, sure starting and smooth engine performance are more dependent than ever on good ignition system condition. Any "leaks" in the wiring or spark plug boots are bound to cause trouble.

Here is a simple way to check if leads are damaged, one that does not require elaborate equipment or excessive time. Here's how it works.

The procedure requires a jumper wire with a clip on each end and a screw driver. Fasten one clip to a good engine ground. Then clip the other end to the screw driver shank which serves as a probe.

With this equipment ready, start the engine and remove one

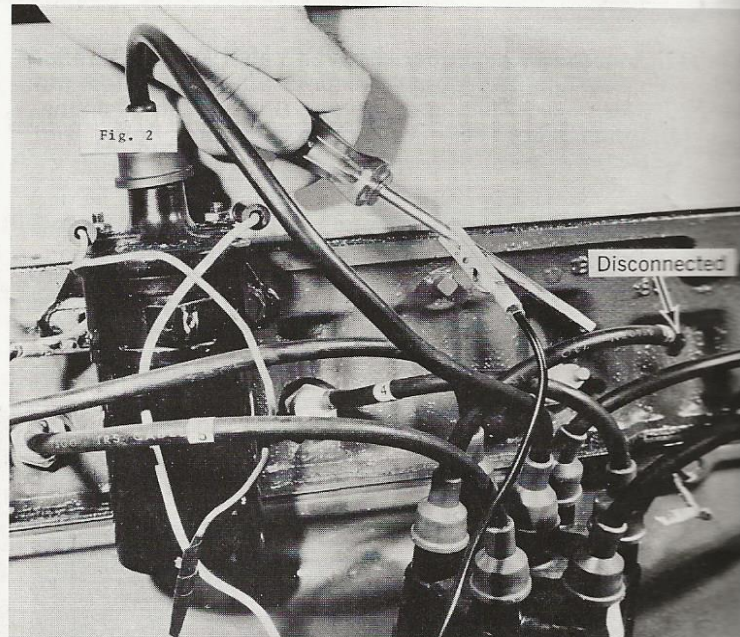


FIGURE TWO — The same procedure around the disconnected plug cable and boot will indicate defective wiring if you notice sparks. If you find two leads and boots defective it's recommended that all be replaced since deterioration is probably imminent.

cable from a spark plug. With the engine running, probe around the coil high tension lead and its boot.

If you notice any sparks jumping from the coil boot or lead it's a sign that the cable and boot need replacement.

With the engine still running, probe around the disconnected plug cable and boot, looking for sparks. If you notice them replacement is called for. Reconnect the cable and check the remaining cables in the same manner.

To save further time, if you find several cables defective chances are good that all the cables will soon be giving trouble. So, you'll be doing your customers a favor to replace them all at once.