

Dealer Progress

February 1967

Vol. XIV No. 2



HELPING PURE OIL DEALERS PROFIT MORE THROUGH BETTER SERVICE



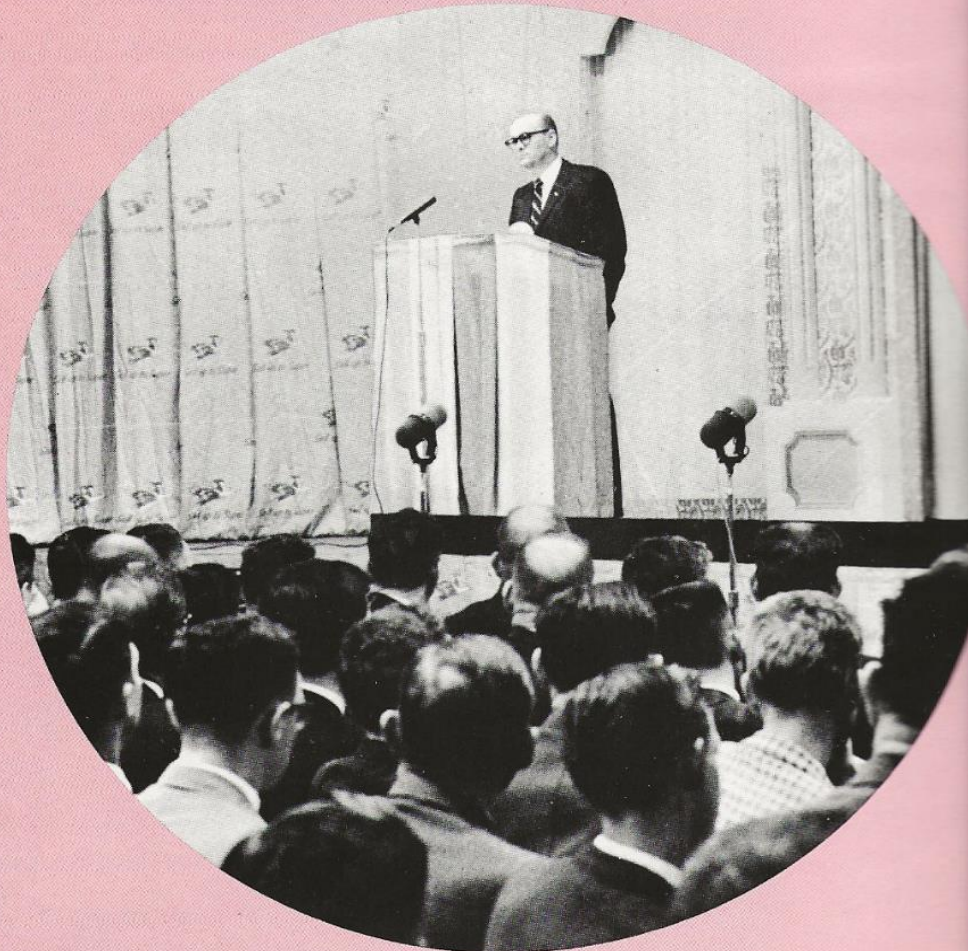
Dealer Progress

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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.



Again, live stage shows will provide great entertainment for dealers.



Claude S. Brinegar, president of Pure Oil Company, speaking to dealers at 1966 dealer meeting.



ANNOUNCING *the 1967 dealer meetings*

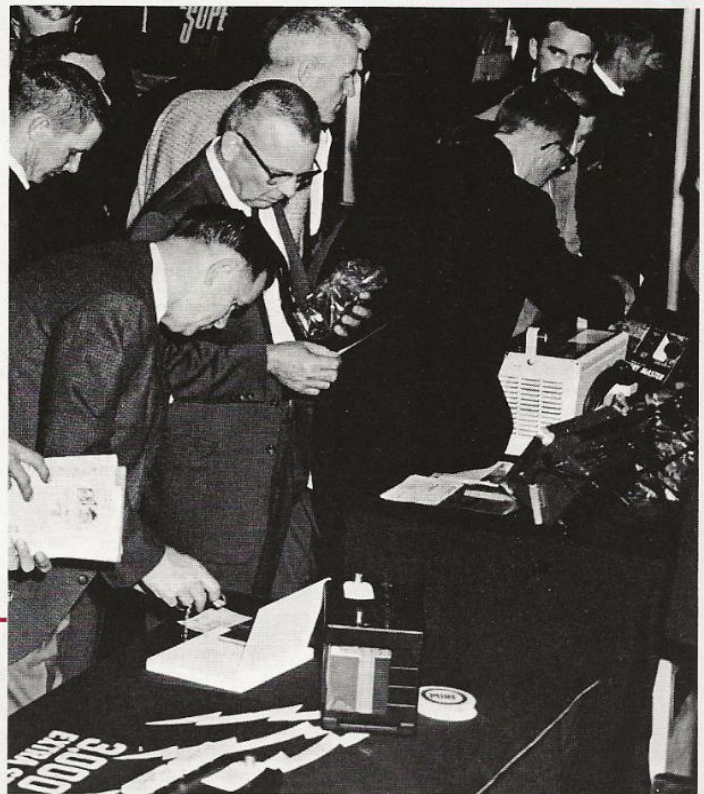
If you missed last year's meeting, you missed out on one of the greatest shows and news of interest to dealers in a long time . . . And this year's 1967 meetings are shaping up now to be bigger and better than anything that's been put on in the past!

Again, there will be a live stage show, great music, entertainment and food while you pick up valuable ideas and get all the plans for 1967 that are designed to make more money for you.

Top management from Pure Oil's general office at Palatine, Illinois, will be participating at each meeting on a tight working—and—traveling schedule. They will be speaking on subjects of interest to you—and will be joining the crowds in an informal get together at the trade shows and dinners. Make plans now so that you will be sure to attend the big Pure show of the year.

***don't miss this outstanding affair
... here is your dealer meeting
schedule. See your salesman
for full details.***

- March 7—Columbus, Ohio
- 9—Charlotte, North Carolina
- 13—Chattanooga, Tennessee
- 15—Atlanta, Georgia
- 17—Memphis, Tennessee
- 20—Pensacola, Florida
- 23—Birmingham, Alabama
- 27—Miami, Florida
- 29—Orlando, Florida
- April 3—Richmond, Virginia
- 7—Detroit, Michigan
- 10—Indianapolis, Indiana
- 12—St. Paul, Minnesota
- 14—Chicago, Illinois



Dealers getting first hand product knowledge at 1966 meeting.



Frank H. Allen, (right) Pure Oil's vice president of marketing, in an informal get-together with dealers at 1966 Show.



PURE JACKPOT

After 13 weeks of tremendous success, Pure Jackpot came to an end in December. This promotion was overwhelmingly accepted by the public, and according to some participating dealers, there were increases in gasoline sales as high as 41%. The number of new customers coming in is truly outstanding.

Customers could win anywhere from \$1 to \$1,000 and just a few of the \$100 and \$1,000 happy winners are pictured on these pages. To date, there have been over 60,000 cash

winners, and because of space limitation, just the \$1,000 and \$100 winners are listed as of our latest report thru January 6th.

According to Pure dealers everywhere who participated in Jackpot, this was one of the most successful promotions ever held. Again, it goes to show that these promotions work to increase sales when the dealers play the game right—and when the game itself is right. Average gasoline increase was 17% in November and 13% in December.



Here are the \$1000 and \$100 Jackpot Winners as of January 6, 1967

\$1,000 WINNERS

William M. Bates
Fairborn, Ohio
Edward Bunn
Adamsville, Alabama
Mrs. Lois Manrow
Toledo, Ohio
Leon Wallace
Chattanooga, Tennessee
Gerald T. Kocan
Bedford Hts., Ohio
Charles W. Neitman
Springfield, Ohio
William T. Oneal
Aliceville, Alabama
Harvey L. Porter
Atlanta, Georgia
R. A. Taylor
Nesbitt, Mississippi
Edward Bartell
Taylor, Michigan
Howard H. Callaway, Jr.
Lovejoy, Georgia
Robert W. Connell
Memphis, Tennessee
Rufus Warren Dial
Tuscaloosa, Alabama
David Hanes
Atlanta, Georgia
Jack Hunkemoeller
Newport, Kentucky
Mrs. Betty Johnson
Detroit, Michigan
Barbara R. Lyon
Minneapolis, Minnesota
Warren K. Moffitt
Edina, Minnesota
Howard Noparstak
Chicago, Illinois
Nancy Odenkirk
Canton, Ohio
John A. Primozich
Dearborn, Michigan
Patricia Robertson
Detroit, Michigan
Arthur F. Rood
Toledo, Ohio

Arch. Smith
Naperville, Illinois
Albert M. Long, Jr.
Fort Mill, South Carolina
Leonard E. Gamble
Goodlettsville, Tennessee
Donald J. Guisinger
Lancaster, Ohio
Evelyn Hill
Inkster, Michigan
Elizabeth Martin
Des Plaines, Illinois
Ray Puterbaugh
Dayton, Ohio
Rev. J. A. Rudisill, Jr.
Dyersburg, Tennessee
Francine A. Schultz
Port Clinton, Ohio
David H. Sherry
Canton, Ohio
Earnest R. Stacy
Madison Heights, Michigan
Thomas J. Tygart
South Amherst, Ohio
William Gregory Bodde
South Fort Mitchell, Kentucky
T. J. Williams
Akron, Ohio
Shirley F. Anderson
Minneapolis, Minnesota
Fred L. Carter
Douglasville, Georgia
Stephen M. Claeys
Wilmington, Ohio
William W. Loepp
Cleveland, Ohio
Howard F. Nesbitt
Birmingham, Alabama
Myrtle M. Green
Toledo, Ohio
David Parker
Oak Park, Michigan
Huetta Donald Philbeck
Ellenboro, North Carolina
Tim Shapiro
Akron, Ohio
Mrs. Betty Wilson
Whitehaven, Tennessee

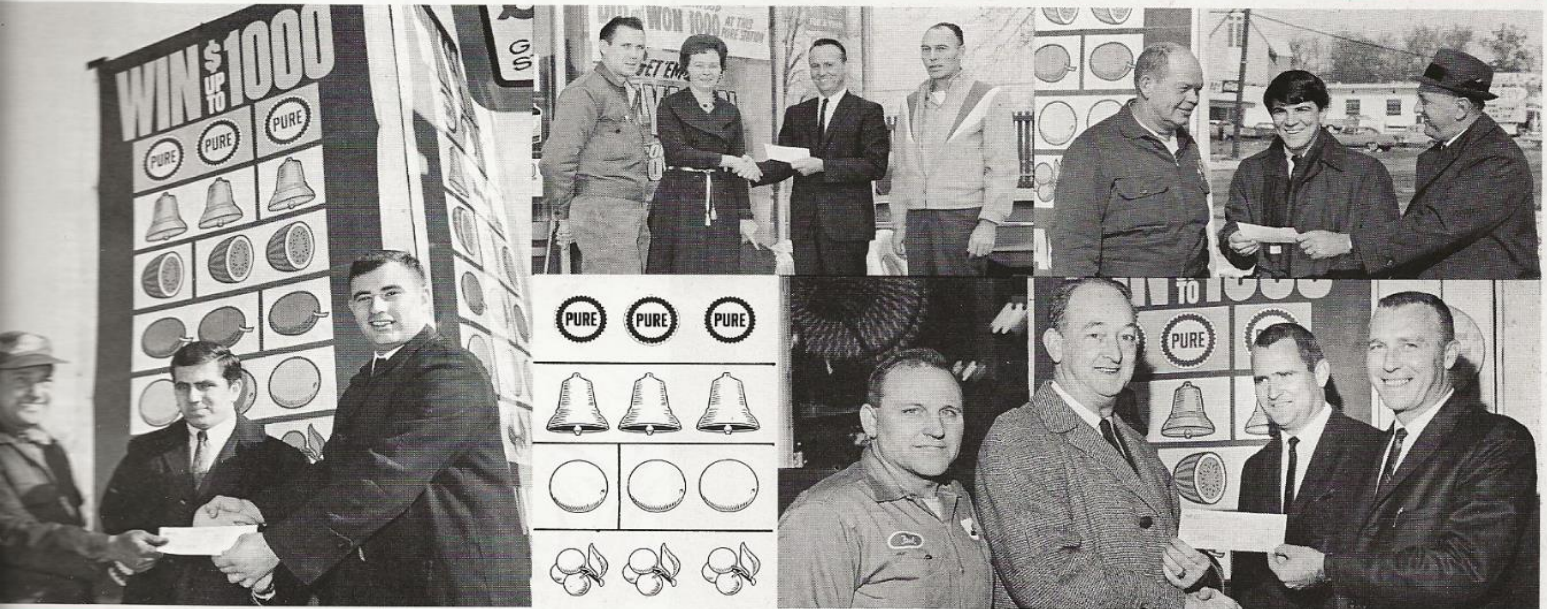
George W. Berry
Cleveland, Ohio
Julia E. Manning
Charlotte, North Carolina
Earl J. Mehus
Minneapolis, Minnesota
Gary Adams
Bolivar, Ohio
William R. Jones
Coshocton, Ohio
Edrew C. Smith
Union Mills, North Carolina
James Ward Smith
Memphis, Tennessee
Harry Tegtmeyer
Dayton, Ohio
Kenneth Dunn
Hopkins, Minnesota
William Winston
Atlanta, Georgia
David Cameron Stevens, Jr.
Charlotte, North Carolina

\$100 WINNERS

Jack E. Bowyer
New Philadelphia, Ohio
Mr. Kenneth M. Coryell
Atlanta, Georgia
Mrs. J. S. Harris
Birmingham, Alabama
Mrs. Charles R. McDonald
Birmingham, Alabama
Clayton E. Miller
New Concord, Ohio
Rosalind M. Moore
Akron, Ohio
Mrs. Carol Sharp Smith
Knoxville, Tennessee
Mrs. Lucille Waits
New Castle, Alabama
Mrs. Janet Walker
Harrison, Tennessee
James Wiecks
Osakis, Minnesota
Larry J. Wilson
Farmington, Michigan
Marino Aurelia
Dearborn, Michigan
Mrs. Juanita Cather
Willis, Michigan

Fred Clemons
Inkster, Michigan
David C. Friddle
Charlotte, North Carolina
George T. Harris
Dyersburg, Tennessee
Mrs. Alice Hotchkiss
Mentor, Ohio
Jean Hill Ramsey
Tuscaloosa, Alabama
Richard Springer
St. Paul, Minnesota
Anna P. Webb
Vermilion, Ohio
Mrs. Nancy Davis
Ravenna, Ohio
Lorena M. Depew
Chillicothe, Ohio
Marilyn De Tomasi
Des Plaines, Illinois
John Dixon
Charlotte, North Carolina
Robert Filson
Montpelier, Ohio
C. A. Forsyth
Helena, Ohio
Samuel Gay
Chattanooga, Tennessee
Jackie L. Green
Atlanta, Georgia
Evelyn D. Jordan
Memphis, Tennessee
Mrs. Marian C. Kirk
Columbus, Ohio
Jerry D. Latch
Memphis, Tennessee
Max Levinsohn
Mound, Minnesota
Norman H. Lovett
Lesslie, South Carolina
Willene D. Martin
Gadsden, Alabama
Pat McCoy
Orient, Ohio
E. L. McPherson
Douglasville, Georgia
Fred Miller
Bradford, Ohio
Harold Mazingo
Wayne, Michigan
Lillie Red
Southaven, Mississippi
Mrs. Julia Shott
Canton, Ohio

A SMASHING SUCCESS!!!



Mrs. Billie M. Simonton
Lawrenceville, Georgia
E. P. Tighe
Maple Lake, Minnesota
Mrs. Marie Badgett
Oxford, Alabama
Susan Benfield
Rock Hill, South Carolina
Carl Dunlap, Jr.
Knoxville, Tennessee
George R. Genter
Chattanooga, Tennessee
John R. Hyatt
Mount Vernon, Ohio
Barry Peaden
Knoxville, Tennessee
Mr. Keith C. Plummer
Carroll, Ohio
Mr. Noah McRoberts
Batavia, Ohio
W. Bruce Sproull
Birmingham, Alabama
Nancy Lee Tefft
Maple Heights, Ohio
Ronald J. Waked
Union Lake, Michigan
Janis Marie Wood
Brickeys, Arkansas
Linda S. Bachman
London, Ohio
Billie Doris Chambers
Lilburn, Georgia
Evelyn Czyzewski
Cleveland, Ohio
Louis F. Dye
Norton Village, Ohio
Dean Edward Fisher
Petersburg, Michigan
Gene P. Harris
Rock Hill, South Carolina
Mr. Vernell Katzung
Owatonna, Minnesota
Mrs. Ray S. Kujawski
Bedford, Ohio
Mr. Michael J. Klopstein
Cincinnati, Ohio
Howard H. Robinson
Memphis, Tennessee
Eual K. Page
Mentor, Ohio
Angela L. Reece
Park Forest, Illinois
Mrs. Jerry Rowan
Memphis, Tennessee

Henry Scherder
Ft. Mitchell, Kentucky
W. H. Skinner
Warrior, Alabama
Frank Switalski
Taylor, Michigan
James Barker
Columbus, Ohio
Ruth Bradford
Birmingham, Alabama
Mrs. Patricia A. Bubp
Gettysburg, Ohio
Mr. Robert Dotson
Memphis, Tennessee
Charles Keith Hampsten
Waukegan, Illinois
Elmer B. LeMaster
Reynoldsburg, Ohio
Barton L. Mather
Toledo, Ohio
Minnie Montgomery
Charlotte, North Carolina
Paula E. Natemeyer
Cleveland, Ohio
Joycelyn Redd
Columbus, Ohio
Richard C. Sadler
Canton, Ohio
Mrs. Lennie A. Sams
Atlanta, Georgia
James R. Swann
Charlotte, North Carolina
Mrs. Dorothy Zimmerschied
Minneapolis, Minnesota
Clark O. Davidson
Gordon, Ohio
Wilburn Edwards
Alpharetta, Georgia
Ralph M. Felice
Parma Heights, Ohio
James T. Fetty
Akron, Ohio
Edwin K. Hoover, Sr.
Nashville, Tennessee
Mrs. Willie M. Perry
Memphis, Tennessee
Mr. M. Rizzo
Chicago, Illinois
Mrs. H. C. Sharp
Memphis, Tennessee
Alice Smith
Cleveland, Ohio

Mrs. Pearlle M. Smith
Tuscaloosa, Alabama
James R. Sumey
Akron, Ohio
Laurence M. Swenson
Rochester, Minnesota
Joan M. Trushell
Barberton, Ohio
Marvin C. Wray
Akron, Ohio
Earl A. Allgood
Atlanta, Georgia
Dorothy M. Bonner
Columbus, Ohio
Jack S. Brotherton
Elyria, Ohio
D. L. Brown
Riverside, Illinois
Betty Campbell
Logan, Ohio
Virginia M. Canfield
St. Paul, Minnesota
Evelyn De Marcus
Knoxville, Tennessee
Timothy Eull
Robbinsdale, Minnesota
Ruth R. Harned (Mrs. Fred C.)
Birmingham, Alabama
George Kara
Cleveland, Ohio
Bryan LaPointe
Temperance, Michigan
L. S. Looney
Tipp City, Ohio
Ronnie Martin
Cincinnati, Ohio
Ambrose G. McCall
Fort Mill, South Carolina
James E. Miller
Maumee, Ohio
Clyde Smart
Thornporte, Ohio
Steven J. Teets
Buckeye Lake, Ohio
Earl Wuebbeling
Celina, Ohio
Arthur Ray Adams
Birmingham, Alabama
Philip Bonse
Stillwater, Minnesota
Marvin Bosshart
Truman, Minnesota

Wilbur S. Freeman
Pontiac, Michigan
Garry Lee Johnson
White Bear Lake, Minnesota
Mrs. Florence Miller
Monroe, Michigan
John Ori
Highland Park, Illinois
Elroy R. Parpart
St. Paul Park, Minnesota
David E. Roberts
Nashville, Tennessee
Mrs. James F. Smithson
Hermitage, Tennessee
Glenn Tuma
New Market, Minnesota
Mr. Valere Verhaeghe
Elmwood, Park, Illinois
David J. Ackerman
Fremont, Ohio
James Ballah
Sandusky, Ohio
Mr. Raymond Charles Dwyer
Roseville, Minnesota
Clarence E. Haack
Canton, Ohio
Mrs. Lewis R. Harper
Mentor, Ohio
Barbara Ann Harshman
Dayton, Ohio
Mrs. Frank T. Lewis (Shirley)
Goodlettsville, Tennessee
Mr. Carl F. Syx
Akron, Ohio
Charles Wayne Allen
Homewood, Alabama
Elsie Johnson
Cleveland, Ohio
L. A. Luna
Memphis, Tennessee
Donald Glenn Lutrick
Charlotte, North Carolina
Jimmy L. Ray
Trussville, Alabama
Wallace Stiving
Perrysburg, Ohio
Dorothy I. C. Evans (Mrs. Will H.)
Henning, Tennessee
Norman R. Lien
Fridley, Minnesota
Mrs. Evelyne Skidmore
Barrington, Illinois
Ed Davis Trout
Marietta, Georgia

New Safety Features...New Car Warranties

YOUR 1967 PURE SAFETY SERVICE GUIDE



\$15.00

1967 PURE SAFETY/SERVICE GUIDE

The One Service Key That Fits All Cars

The emphasis for 1967 is on SERVICE! Service that will insure your customers' cars are kept in a safe operating condition—and service that will maintain their new cars in warranty.

Your customers have already been "pre-sold" on the value of complete car service. Radio, TV, even Federal legislation, has impressed upon them the importance of safer cars. Then, too, all four manufacturers are offering new, improved warranty programs—programs that *require* certain services be performed at specified intervals.

So it's up to you to deliver the kind of service your customers want—fast, expert service that will keep your present customers coming back and gain new ones for your station.

This type of service requires a thorough knowledge of the service requirements of over 350 different models of passenger cars and light trucks. And where else but in the 1967 Pure Safety/Service Guide could you find the detailed information you need—from automatic transmission service to tune-up specifications; from brake adjustment data to PCV Service Instructions.

Safety Inspection Service



With everyone thinking "Safety," now is the time to sell your customers on a complete safety inspection program. No matter how safe cars are built, regular inspection and proper maintenance is a must if they are to *stay* that way.

Safety inspection service, when sold to your customers on a regular interval basis, is profitable in itself. But more than that, it automatically exposes all the customer's automotive needs. By showing him what is required—and why—your sales of TBA products, lube jobs and tune-ups will take a big jump—and so will your profits.

Manufacturers' New Car Warranties

For 1967 all four manufacturers are offering 5 year/50,000 mile warranty programs that cover the entire drive train. To keep his warranty in force, the car owner *must* have certain services performed at specific intervals.



Mean More Service – Bigger Profits in '67

Of particular importance to you is the fact that these services do *not* have to be performed by the car dealer. Let your customers know that you are qualified to maintain their valuable warranties—that you will provide them with an accurate record of the services performed, the materials used and the mileage at which the services were performed. The car owner need only present these records to his car dealer at specific intervals (American Motors, Chrysler and GM every 6 months; Ford every 12 months) to validate his warranty.

Here is the big, new profit opportunity of the decade—and your 1967 Pure Safety/Service Guide can be the key that opens it up for you.



Brake Adjustment Data

Don't let the term "self-adjusting" mislead you. Brakes still require periodic inspection and attention. Adjustment is important after relining or other corrective work. Follow the procedures in your 1967 Pure Safety/Service Guide to make sure this vital job is done correctly.

Long Interval Relubrication

This section has been revised to cover the new models. The different types of ball joints are explained and illustrated—followed by step-by-step service procedures for the different makes and models equipped with each type.

PCV-Smog Control Devices

A complete section of service procedures covering all types of PCV Systems—and Smog Control Devices—is included in the new Guide. There is nothing mysterious about servicing these systems—yet they do require special attention at specific intervals. Make sure you—and your men—are acquainted with the various systems in use—and what's more important, how each is serviced.

Lubrication Service Charts

These individual diagram charts—covering U.S. Passenger Cars, Light Trucks and popular Imports—can be a real help in selling your service. Show your customer the chart covering his car—point out what items need to be serviced. Let him see just how many different components need to be lubricated, replaced, oiled, or simply checked to make sure they are operating correctly. You'll soon find out that many car owners will sell themselves—and you reap the profits!

And Even More . . .

A multitude of other basic facts round out your 1967 Pure Safety/Service Guide—facts that can help you speed up your service work. For example: a complete dipstick chart, outboard motor recommendations, tire pressures, cooling system capacities and pressures, hood release locations, frame engaging lift adapter positions—and many more.

Put all of this material together in one, big spiral bound reference—and you have the 1967 Pure Safety/Service Guide. The one selling and merchandising tool you can't afford to be without.

Order your copy through your Pure sales representative *now!* Put it to work the day you get it. Become acquainted with every feature—know where to find the information you need—the minute you need it. *Train your employees* in how to use the Guide—and follow through to see that they do.

The cost? Only \$4.95. A small investment that will return big dividends in service know-how and service profits. See your Pure salesman!

Tune-Up Specifications and Procedures



Simple, step-by-step procedures, combined with specifications and part numbers for individual models, give you a double assurance that your tune-up jobs will be done right. Prove to the car owner that your performance is based on manufacturer-approved recommendations. The result—satisfied customers.



FIRST ANNIVERSARY

October 1965, found jobber, Lewis K. Bell, joining the Pure Oil family. The busy town of Augusta, Georgia watched Bell Oil Company switch from a major competitor to Pure, with 33 more stations flying the big red Firebird. The rest of the story is petroleum history in Augusta.

“Going for a Million”

With the theme, “Going for a Million” gallons of Pure Firebird gasoline a month, grand openings were held all over Augusta. Six new stations were opened, and a 9,225 gallon transport tanker was added to the fleet to meet the demand.

First Anniversary

Time quickly passed and Bell soon approached the first anniversary with Pure Oil Company. To celebrate this event,

it was decided to have a gigantic tire sale. In preparation, over 18,000 direct mailings were made to credit card customers in the Augusta area. Pure’s “Miss Firebird,” Winky Louise arrived to assist in the promotion, and took the town by storm. An objective was set to sell a minimum of 500 new Pure tires, with results surpassing all expectations. During the three day anniversary promotion, 963 new Pure tires were sold, gallonage increased substantially, and over 23,749 pieces of anniversary cake were consumed by the citizens of the greater Augusta area. To quench their thirst, over 1,675 cases of Pepsi-Cola were given away. As a follow-up, glassware was given away, and the 1,000,000 gallons of gasoline per month objective is now very close at hand.

Bill Davies' Pure station on Walton Way was one of the most colorfully decorated stations. Bill had four extra men on duty and still ran behind.



Colorfully wrapped Pure tires were placed at every corner of stations all over Augusta. The pay off was 963 tires sold in this special three day anniversary promotion.





Worth changing brands to get!

Winky Louise, Pure's "Miss Firebird" with Paul Griffin of Bell Oil Company. This was one of many colorful appearances she made at stations during the first anniversary celebration between Pure Oil and Bell.



A PURE TIRE IS BORN

A mold opens and there it is, hot and steaming from the process that changed its very molecular structure, a thing of strength and versatility from the moment of its birth.

That's the beginning of the life of a Pure tire; the end of the complex and painstaking process that made it possible.

Ahead lie many thousands of miles of service on turnpikes, through muddy fields, over rocks and logs, in deserts and frozen wastelands—depending on the type of tire. Ever present will be its responsibility for the human lives entrusted to its care. Behind is a manufacturing network that stretches from jungle-rimmed rubber plantations to precision machines that enable skilled workmen to control tire dimensions to a few thousandths of an inch.

Rubber, from plantations and from synthetic rubber factories, arrives at the tire factory in bales and is broken down or softened in a milling machine or banbury internal mixer. The type and amount of compounds and chemicals mixed into the rubber depends upon the part of the tire in which the rubber will be used.

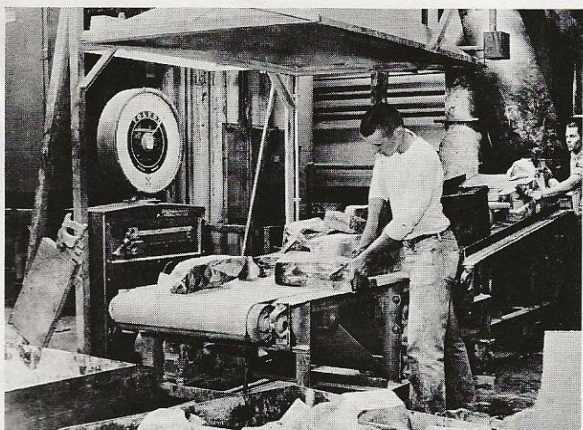
The average person is probably not aware that a rather soft and pliable compound is vital on the sidewall to permit a great deal of flexing; whereas compounds for the tread portion must have maximum abrasive-resistant characteristics. Still another completely different compound is required in the bead area which is the supporting column of the whole tire. Ply cords also have their own special compound.

Fabric comes to the plant in huge rolls that must be carefully processed before they go into a tire. After the fabric is dipped in a special solution to provide proper adhesion between fabric and rubber, it is fed through giant calenders in which rolls similar to millstones squeeze rubber into it to produce rubberized fabric. Then the rubberized fabric goes to a bias cutting machine, which cuts it into diagonal strips of varying widths, according to the size and type of tire in which they will be used.

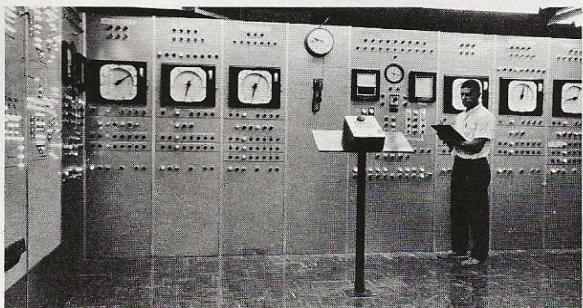
In another part of the plant, the tire tread is processed. Rubber is fed into an extruding machine, which forms it into the shape and size desired. The sidewall rubber can be part of the same piece, or can be extruded separately on another machine.



A
Crude rubber from Far East is unloaded.



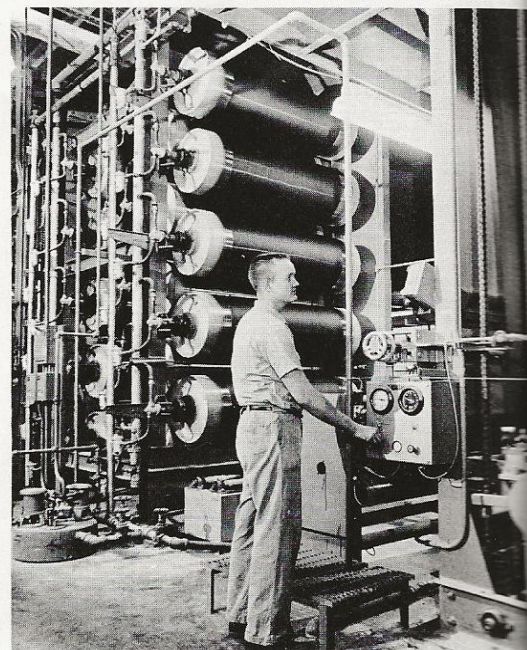
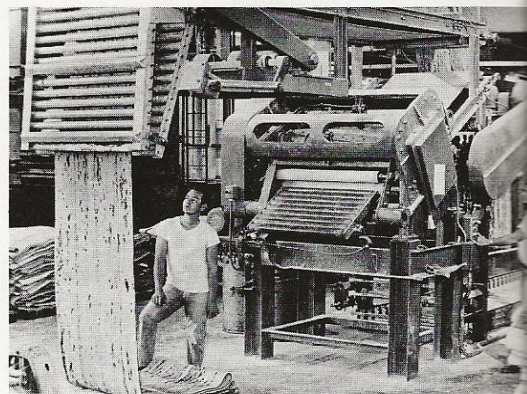
D
Rubber and compounds are mixed in the Banbury mixer producing a continuous strip of processed rubber.



B
Precise weighing of rubber and compounds for Banbury internal mixer.

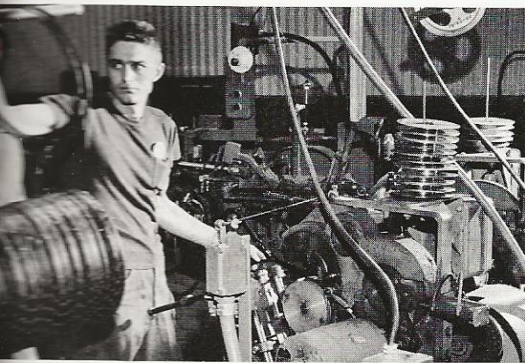
E
Nylon cord fabric is pre-stretched and pre-heated prior to being coated with rubber.

C
Banbury control room showing control panel for automatic Banbury mixing equipment.



In still another area, other machines and workmen make tire beads, which are composed of strands of high tensile steel wire, surrounded with rubber and covered with fabric. Now the rubberized fabric, the tread and the bead are ready for the tire-building machine. The basic part of the tire-building machine is a collapsible, turning cylinder shaped like a wide drum rather than the familiar outline of a tire. To begin, the tire builder lays the required number of plies of rubberized fabric on the drum. Most passenger car tires have two or four plies. The beads are placed into position and the plies are locked into place over the beads. Next, the tire builder wraps the tread and sidewall around the drum, over the rubberized fabric. The drum is collapsed and the tire is ready to be molded and vulcanized. At this point, the tire looks like a barrel with both ends open. The Pure tire is nearing its birth, but it still needs shaping and curing—or vulcanizing—to gain certain characteristics that will fit it for service on a vehicle. The tire goes from the builder's machine directly into a curing

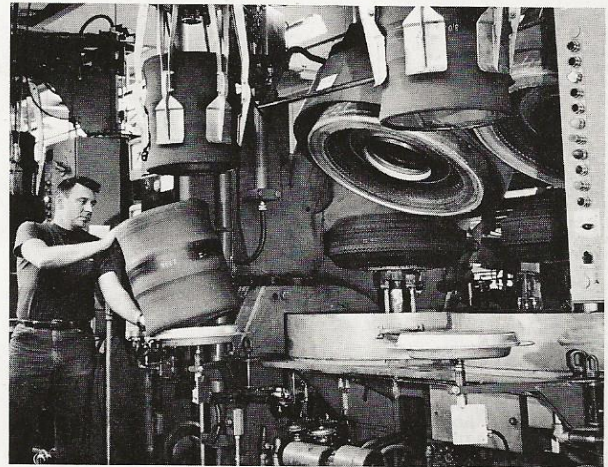
press that has its own air bladder. The machine automatically shapes the tire as the mold closes to complete the cure. With the opening of the mold after vulcanization, the building of a Pure tire is completed. Its tread design is sharp and precise with its sidewalls curving into the bead. This Pure tire is now ready instantly for its role as quality equipment for high speed passenger cars. Each step in the building of a tire is equally important to the characteristics and quality of the final product. The compounder must add his ingredients in exact amounts, plies of rubberized fabric must be made in an even thickness, the tire builder must use skill and care, and the cure ending at the proper time completes the cycle. Today, production control devices such as electronic "brains" and atomic gauges help maintain peak standards in all phases of tire building. The fact that the modern Pure tire is safer and longer-wearing than ever before in history—despite rising speeds and horsepower—attests to the success of this precision-building.



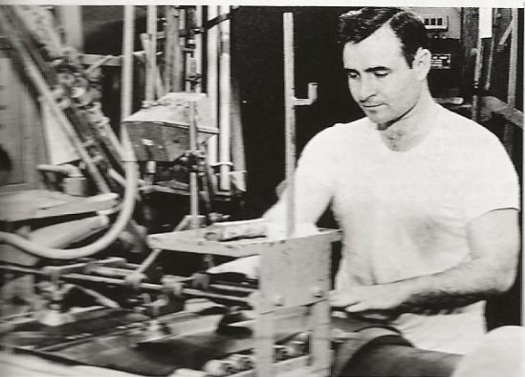
F
Bead room—strands of steel wire are coated with rubber. The bead provides a means of anchoring the tire to the rim.



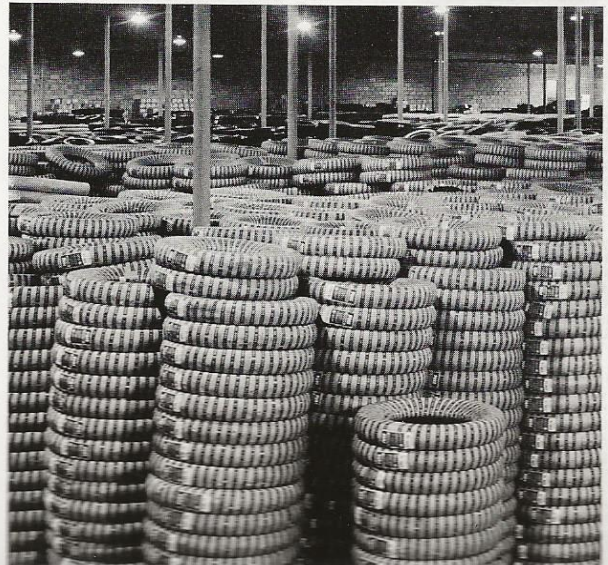
I
Bagomatic presses—the green tire is automatically placed in the vulcanizing mold to be formed and cured.



G
Checking tread width to set up a production run.



J
Tire warehouse—all tires are temporarily stored here prior to shipping to major distribution points.



H
Tire building—all components of a tire are assembled here. Applying the tread is the final tire building operation.

OVER 148,000 ENTER PURE'S \$50,000 CREDIT CARD SWEEPSTAKES



YOU MAY ALREADY BE A WINNER IN THE
BIG \$50,000⁰⁰
SWEEPSTAKES
1835 BIG PRIZES IN ALL!

3 GRAND PRIZES 3
WIN A '67 MUSTANG
AIR CONDITIONED... FULLY EQUIPPED

25
second prizes
MAGNAVOX
25"
Color TV's

1307
third prizes
Sunbeam
Electric Knives
Cut perfectly even slices—
thick or thin as you like

HERE are the winners in Pure's \$50,000 CREDIT CARD SWEEPSTAKES

First Prize:

1—1967 Mustang

Dr. Melvin Miller
Wauwatosa, Wis.

Second Prize:

9—Magnavox 25-Inch Color Television Set

H. Beasley
Charleston, W. Va.
Scott Camp, Jr.
Bridgeport, W. Va.
Thomas Cox
Rossville, Ga.
Robert Hartley
Louisville, Ky.
Fred Hatrich
Bamberg, S. C.
Harry Lomason, II
Atlanta, Ga.
Donald Phillips
Jackson, Tenn.
Walker Stansell
Memphis, Tenn.
J. Trout
Spartanburg, S. C.

Third Prize:

308—Sunbeam Electric Knife

Ronald Abraham
Zionsville, Ind.
Robert Abrams
McMinnville, Tenn.
James Adams
Kalamazoo, Mich.
Francis Ahern
La Grange, Ill.
Bill Allen
Cincinnati, Ohio
M. Anderson
High Point, N. C.
Earl Andrews
Wilson, N. C.
Walter Andrews
Tuskegee, Ala.
Bronius Araminas
Dayton, Ohio
Sidney Arrow
Atlanta, Ga.
James Andrew
Minneapolis, Minn.
Jas. Ascher
Minneapolis, Minn.
Morris Asher
Oak Park, Mich.
Albert Askea
Alpharetta, Ga.
Larry Atkins
Portsmouth, Ohio
John Auchestetter
Friendship, Wis.
John Austin, Jr.
Greenville, S. C.
Mrs. Earl Ayers
Auburn, Mich.
Walter Bailey
Decatur, Ga.

Daniel Barufaldi
Royal Oak, Mich.
Major W. H. Bandura
Norfolk, Va.
Robert Bea
Parma Hgts., Ohio
David Beaman
Troy, N. C.
John Becker
Dearborn, Mich.
Chester Bell
Selma, Ala.
Jas. Bellefleur
Birmingham, Mich.
John Belton
Menomonee Falls, Wis.
H. Bence
West Point, Ga.
Frank Benedict
Lansing, Mich.
L. Benoit
Benson, Minn.
Thomas Bevan
Lima, Ohio
Elvin Bond
Dothan, Ala.
Paul Boyd
Canton, Ohio
H. Braswell
Monroe, Ga.
Robert Bremer
Dayton, Ohio
Richard Brixner
Columbus, Ohio
Roy Brooks
Memphis, Tenn.
Don Bundy
Roanoke, Va.
Sam Buring
Memphis, Tenn.
Sam Burnside
Pascagoula, Miss.
Harvey Campbell
Nashville, Tenn.
Robert Carey
Downers Grove, Ill.
E. Carlson
Winnetka, Ill.
Roy Case
Tracy, Minn.
William Caton
Chester, Va.
George Cecil
Warner Robins, Ga.
S. Cheek
Elkin, N. C.
R. Cheek, Sr.
Atlanta, Ga.
Thomas Cherek
Waukesha, Wis.
John Cochill
Allen Park, Mich.
W. Collar
Columbia, S. C.

Hugh Conner
Charlotte, N. C.
Kermit Conner
N. Wilkesboro, N. C.
Richard Connor
Thunderbolt, Ga.
Thomas Conser
Royal Oak, Mich.
Daniel Cooper
Columbus, Ohio
Richard Cooper
Rome, Ga.
Willie M. Copelan, Jr.
Abbeville, S. C.
Wetsel Cox
Kenova, W. Va.
Arthur Crain
St. Clair Shrs., Mich.
Norman Dalton
High Point, N. C.
Jon Dalzell
Wyandotte, Mich.
Jerry L. Daniels
Walton, Ind.
W. Davey
Jonesboro, Ga.
Grover Davis
Hickory, N. C.
C. Dehmoke
Pontiac, Mich.
Mrs. Julia Denison
Shaker Hts., Ohio
Kenneth Edstrom
Pine Island, Minn.
James Elliott
Russellville, Ala.
William Estes
Birmingham, Ala.
Alton Everson
Sylvester, Ga.
Edwin Faulk
Bloomington, Minn.
John Ferrey
Smyrna, Ga.
Richard Finch
Grosse Pte., Mich.
Herschel Fleck
Welch, W. Va.
Hazel Fordham
Dublin, Ga.
Frank Fox
Chesapeake, Ohio
Orville Frandle
Blue Earth, Minn.
Noel Gallaway
Shelby, Ohio
Thomas Gardner
St. Paul, Minn.
Mrs. C. Garris
Portsmouth, Va.
Dr. C. Gerken
Minneapolis, Minn.
Robert German
Charlottesville, Va.

George Gillis
Salisbury, Md.
Paul Gordon
Springfield, Ohio
S. Gorsyca
Greensboro, N. C.
C. Gottmoeller
Indianapolis, Ind.
Raymond Gozdecki
Mt. Prospect, Ill.
Bernard Grady
Cincinnati, Ohio
Gerald Greene
Dayton, Ohio
Paul Greene
Wheeling, W. Va.
Alfred Greenwood
Alexandria, Va.
Charles Greiner
Menasha, Wis.
Michael Greko
Saginaw, Mich.
Ferrell Griswold
Birmingham, Ala.
John Gross
Mansfield, Ohio
Stanley Grubb
Kernersville, N. C.
Ted Gugler
Cleveland, Tenn.
Monroe Guy
Tuscaloosa, Ala.
Otto Hager
Canton, Ohio
John N. Hall
Arlington Hts., Ill.
John W. Hall
Marvell, Ark.
Robert Hall
Oglethorpe, Ga.
J. Hamilton, Sr.
Opelika, Ala.
Wm. Hamilton
Statesville, N. C.
Ira Hancock, III
Norfolk, Va.
Howard Handley
Tawas City, Mich.
R. Harasek
Northbrook, Ill.
M. Harden
Meridian, Miss.
Geo. Hargreaves, Jr.
Akron, Ohio
Kenneth Harlan
Memphis, Tenn.
David Harrell
Kokomo, Ind.
Thomas Harte
Charlotte, N. C.
James Hartigan
Roanoke, Va.
George Harvard
Birmingham, Ala.

Albert Hayles
Broadview Hts., Ohio
Rev. G. Heigesen
Winnetonka, Minn.
Richard Heslet
Fremont, Ohio
John Hice
Cincinnati, Ohio
F. Hiltz
Atlanta, Ga.
C. Hinman
Wilmington, Ohio
Leroy Hoffmann
Appleton, Wis.
Hubert Hogeman
Metuchen, N. J.
E. Hollingsworth, Jr.
Augusta, Ga.
John Holmes
Hopkins, Minn.
Jack Horton
Elberie, N. C.
Michael Howard
Birmingham, Mich.
Flossie Howerton
Winston Salem, N. C.
Ernie G. Humeke
Batesville, Ind.
James Hunter, Jr.
Valdosta, Ga.
Richard Isakson
Chaska, Minn.
Charles Jackson
Exford, Ohio
Norma Jacobs
Cannel, Ind.
Frank J. Janscak
St. Paul, Minn.
James Jenkins
Edenton, N. C.
Grant Jensen
Camerton, Wis.
Paul Johnson, Sr.
Charlotte, N. C.
Robert Johnson
Minneapolis, Minn.
Wm. Johnson
Greensboro, N. C.
Boyce Jones
Bay Minette, Ala.
David Jones
Richmond, Va.
Hugh Junkin
Riverside, N. J.
Edward Kaczmarek
Panna, Ohio
Lawrence Kamp
Detroit, Mich.
Bernard Kamenberg
Minneapolis, Minn.
John Kaufman
Dayton, Ohio
James Keast
Cleveland, Ohio



148,000 Pure Oil credit card customers entered Pure's \$50,000 Sweepstakes drawing for big prizes. These prizes were air conditioned, fully equipped 1967 Ford Mustangs, 25 inch Magnavox color TV sets, and Sunbeam electric carving knives complete with storage rack.

This Sweepstakes tied-in with various gift offer promotions from Pure and was offered as a special to credit card customers only.

Pure made this unusual offer because:

It's our way of adding extra value and convenience to your customer's Pure Oil credit card. They can buy top quality, brand name products.

It's our way of increasing your customers' buying power by offering an outstanding value they may never be able to duplicate.

It's our way of assuring your customers that Pure Oil always tries to give them more for their money.

It's our way of getting inactive accounts back to buying Pure products and services.

It's our way of saying "Thank You" for your customers' loyalty to Pure products—and of letting them know how much we appreciate their business.

Promotions like this generate a lot of interest and good will from customers for Pure, but the ultimate pay-off is more business in your station!

J. Kennedy
Parma, Ohio
Shelvin Kieffer
St. Paul, Minn.
Kathleen Kilway
Cleveland, Ohio
Betty King
Minneapolis, Minn.
Dr. Laura Kivlin
Bowling Green, Ohio
James Knight, Jr.
Knoxville, Tenn.
David Kovacic
Cleveland, Ohio
Donald Kubetz
Chicago, Ill.
Richard Ladd
Toledo, Ohio
S. Lagaard, M.D.
Minneapolis, Minn.
Neil Lampman
No. Mankato, Minn.
William Leath
Birmingham, Ala.
George LaPlante
New Brighton, Minn.
James Lewis
Norfolk, Va.
Charles Levitzetz
Winnetka, Ill.
Ben Loden
Haleyville, Ala.
James Long
Charlotte, N. C.
F. Lovett
Holt, Ala.
Ch. Capt. Alex Ludwig
Eden Valley, Minn.
Carl Lutz
WPAFB, Ohio
Emery Marton
Cleveland, Ohio
D. Mathiason
Hopkins, Minn.
Michael McAdoo
Dayton, Ohio
Ralph McCauley
Kokomo, Ind.
W. McClendon
Greenville, S. C.
Don McElveen
Savannah, Ga.
Curtis McKee
Gadsden, Ala.
John McMahan
Corwith, Iowa
Edward McNabney
Park Forest, Ill.
Paul McNorrill
Waynesboro, Ga.
Victor Meden
Barberton, Ohio
E. Medicus
Marietta, Ga.

Robert Menkhaus
Cincinnati, Ohio
Jack Meredith
Dayton, Ohio
Patricia Michels
Minneapolis, Minn.
Nelson Miles
Columbus, Ohio
Len Miller
Nashville, Tenn.
Paul Miller, Jr.
Cincinnati, Ohio
Dr. W. Miller
LaPorte, Ind.
Jack Moeller
Midland, Mich.
Donald Mokren
Hudson, Ohio
Albert Moore
Palatine, Ill.
Mary Morley
Harper Woods, Mich.
Wm. Morrison
Charlotte, N. C.
Willie Moses
Troy, Ala.
H. Mosiniak
Duluth, Minn.
L. Moultrie
Atlanta, Ga.
Richard Mullins
S. Charleston, W. Va.
Carroll Munson
Dilworth, Minn.
Capt. Eio Mussetto
Springfield, Va.
Mrs. Susie Mustoe
Rossville, Ga.
Elwood Myers
Portsmouth, Va.
John Nelson
Mayfield Hts., Ohio
Irving Neuman
Minneapolis, Minn.
Alex Neussendorfer
Minneapolis, Minn.
Arthur Newkirk
Wadesboro, N. C.
Billy Nix
Memphis, Tenn.
Alvin Noullet
Meridian, Miss.
M. Nozzarella
Norfolk, Va.
William Oertel
Worthington, Ohio
M. Olufson
Enderlin, N. D.
Paul Oster
Akron, Ohio
Jerry Pagliuca
Mt. Prospect, Ill.
Carl Paletti, Jr.
Northfield, Ill.

Frank Pauley
Charleston, W. Va.
James Pedder
Bloomfield Hills, Mich.
E. Pegram
Charlotte, N. C.
John G. Perkins
Livonia, Mich.
Ivory Phillips
Nashville, Tenn.
Donald Pickens
Albion, Mich.
N. Pittman
Montgomery, Ala.
Robert Poling, Jr.
Lancaster, Ohio
Kenneth Preston
Columbus, Ohio
James Price
Fairmont, W. Va.
James Prickett
Springfield, Va.
Eugene Pypno
Toledo, Ohio
L. Quinn, Jr.
McMinnville, Tenn.
Lawrence Quiram
Streator, Ill.
Stanley Rainko
Utica, Mich.
Jerry Reber
Akron, Ohio
John Redmond
Lafayette, Ohio
Marvin Reed
Tallmadge, Ohio
Jack Reid
Atlanta, Ga.
James Renaud
Charleston, S. C.
George Reno, M.D.
Detroit, Mich.
Casper Reus
Three Rivers, Mich.
D. M. Riddle
Oglethorpe, Ga.
C. Riley
Minneapolis, Minn.
George Ritter
Oak Park, Ill.
L. Roach
Bennettsville, S. C.
James Russell
Battle Creek, Mich.
Mr. and Mrs. Jack Salter
Birmingham, Ala.
George Sakellaris
Evanston, Ill.
William Sannwald
Chicago, Ill.
Ben Sarenpa
Cokato, Minn.
N. Saul, Sr.
Morrow, Ga.

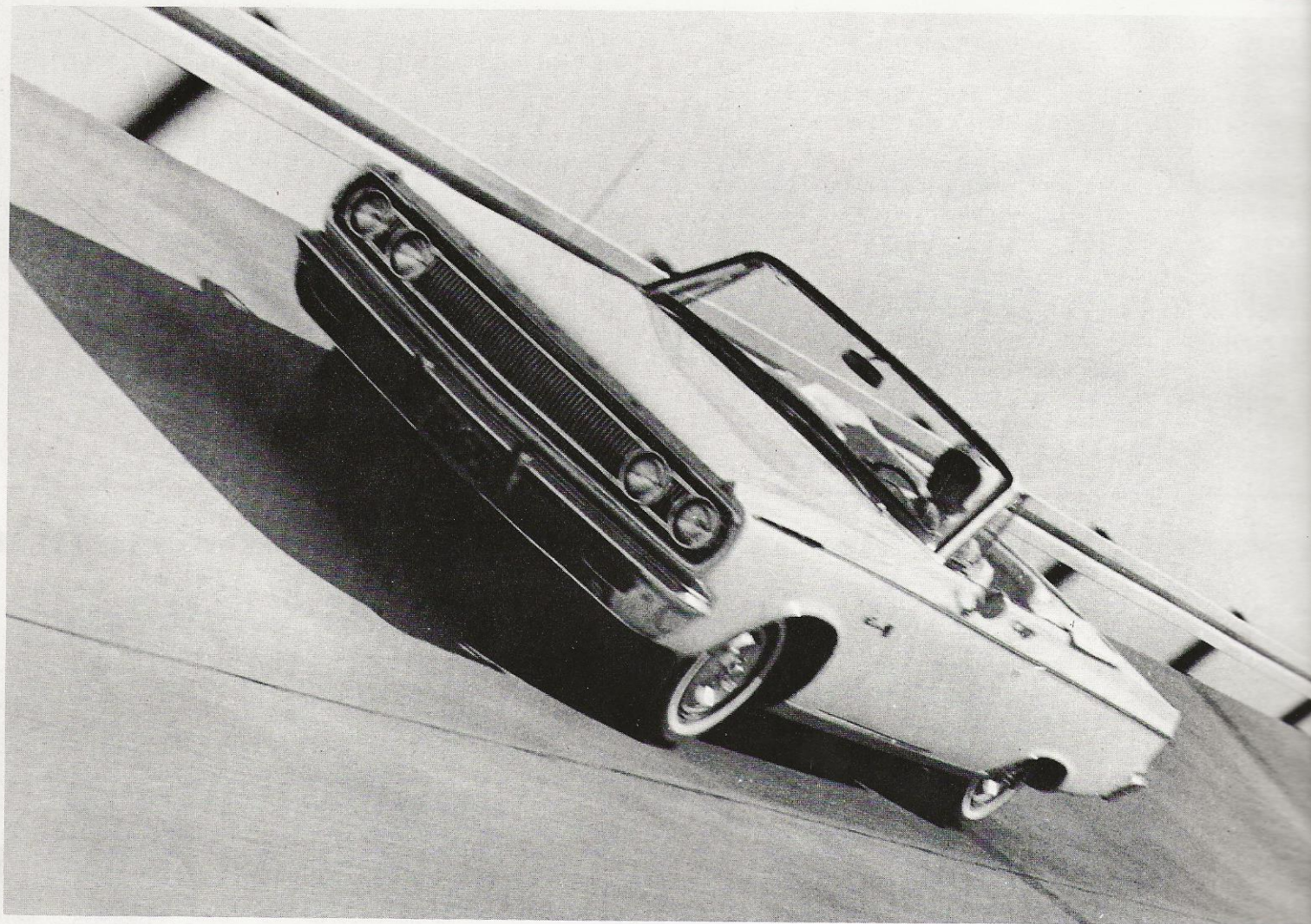
Ben Schafer
Milwaukee, Wis.
B. Schneider
Brookfield, Wis.
Arthur Schroeder
Chesaning, Mich.
W. Schuler
Minneapolis, Minn.
F. Scott
Augusta, Ga.
Lum Searcy
Opelika, Ala.
Louis Sergeant
Virginia Beach, Va.
Harold Shingler
Clinton, Ohio
Wayne Shope
Charlotte, N. C.
Hardin Short
W. Prestonsburg, Ky.
Odin Simon
Toledo, Ohio
Earl Simpson
Mt. Clemons, Mich.
Rita Skelton
Park Ridge, Ill.
Roy Slee
Walbridge, Ohio
Vernon Smith, Jr.
Birmingham, Ala.
W. Snelling, Jr.
Atlanta, Ga.
Harold South
Dayton, Ohio
Quinn Spada
Warren, Mich.
Alpha Spangler, Jr.
Peninsula, Ohio
Henry Speer
Port William, Ohio
Calvin Stammer
Appleton, Wis.
John Stark
South Bend, Ind.
Gerald Stewart
Navarre, Ohio
Frank Still
Collinsville, Va.
Robert Strain
Wayne, Mich.
Don Strawn
Memphis, Tenn.
Thomas Stuart
Lancaster, Pa.
Raymond Suiter
Canton, Ohio
Peter Surckla
Cleveland, Ohio
Edward Swain
Vinton, Va.
Thomas Swaney
Detroit, Mich.
C. Snyder
Thomas, W. Va.

Sibyl Tatum
Biloxi, Miss.
John Taylor
Dixon, Ill.
V. Taylor
Ocean Springs, Miss.
Milton Thornton
Savannah, Ga.
James Todd
Wilmington, N. C.
Henry Trawick
Magnolia Springs, Ala.
Edward Trott
Westerville, Ohio
William Truman
Columbus, Ga.
Clifton Turner
Mobile, Ala.
Joseph Verdonck
Palatine, Ill.
Robert Verhaeghe
Glen Ellyn, Ill.
Edward Vogel
Marion, Ohio
Bernard Vogt
Cincinnati, Ohio
David Wallace
Union Lake, Mich.
Howard Walrath
Meridian, Miss.
Wendell Ward
Eau Claire, Wis.
E. Watson, Jr.
Raleigh, N. C.
Ralph Weaver
Pascagoula, Miss.
Rodney Webb
Fairborn, Ohio
Harry Weeks
Foley, Ala.
Mrs. Jeanne Weirich
Baraboo, Wis.
Harold Wells
Lebanon, Ind.
William Wesley
Huntsville, Ala.
W. Wheeler
Cleveland, Ohio
Jack Williamson
Hamilton, Ohio
Clayton Willis, Jr.
Columbus, Ga.
Lillian Wilson
Newark, Ohio
William Wilson
Bonaire, Ga.
Karl Wirtz
Virginia Beach, Va.
Harold Wise
Montezuma, Ga.
Raymond Woodsmall, Jr.
Gadsden, Ala.
Quintin Yao
Defiance, Ohio
Oren Yoder
Michigan City, Ind.

THE DAYTONA 500



February 26, 1967



Cities and states where Daytona 500 Race will be shown on close

STATE	CITY	LOCATION	STATE	CITY	LOCATION	STATE	CITY	LOCATION
Alabama	Mobile	Municipal Auditorium Theatre	California	Pasadena	Academy Theatre	D. C.	Washington	Keith Theatre
		401 Auditorium Dr.		Pomona	1003 East Color		Macon	619 - 15th St., N.W.
Arizona	Phoenix	Fox Theatre		Redondo Beach	114 West Third St.	Georgia	Chicago	Municipal Auditorium
Arkansas	Little Rock	109 E. Washington		Riverside	Fox Theatre		Rockford	1st & Cherry Sts.
		512 Louisiana St.		Sacramento	105 West Diamond St.	Illinois	Indianapolis	Opera House
California	Anaheim	Melodyland		San Carlos	3801 Seventh St.		Davenport	20 North Wacker Drive
	Bakersfield	10 Freedman Way		San Diego	Fox Theatre		Des Moines	at Madison Street
	Congo Park	Fox Theatre		San Francisco	912 "K" St.	Indiana	Louisville	Coronado Theatre
	Fresno	2001 "H" St.		San Jose	Circle Star Theatre		Lafayette	312 North Main
	Glendale	Topanga Plaza Theatre		Stana Barbara	1717 Industrial Rd.	Iowa	Portland	North Side Armory
	Hollywood	Topanga Blvd. & Victory		Ventura	Fox Theatre		Worcester	711 North Pennsylvania
	Huntington Park	Alex Theatre		West Los Angeles	7th & "B" St.	Kansas	Detroit	116 East Third St.
	Long Beach	216 North Brand Blvd.		Colorado	Warfield Theatre			Kent Theatre
	Los Angeles	Chinese Theatre		Connecticut	982 Market St.			10th & Pleasant St.
	Los Angeles	6925 Hollywood Blvd.			Municipal Auditorium			Municipal Auditorium
	Los Angeles	Huntington Park Theatre			Market & San Carlos Sts.			214 East 8th St.
	Los Angeles	6714 Pacific Blvd.			Granada Theatre			Kentucky Fairgrounds
	Los Angeles	West Coast Theatre			1216 State St.			Exposition Center
	Los Angeles	333 East Ocean Blvd.			Ventura Theatre			P.O. Box No. 17067
	Los Angeles	Orpheum Theatre			26 South Chestnut St.			Lafayette Municipal Auditorium
	Los Angeles	842 South Broadway			Village Theatre			South College Rd.
	Los Angeles	3784 Wilshire			961 Broxton Ave.			Exposition Building
	N. Hollywood	El Portal Theatre			Paramount Theatre			239 Park Ave.
	Oakland	5269 Lankershim Blvd.			519 - 16th St.			Bradford Hotel
		Fox Theatre			WHCT-TV (Channel 18)			275 Tremont St.
		1819 Telegraph St.			555 Asylum Rd.			Memorial Auditorium
								Lincoln Square
								Cobo Hall
								1 Washington Blvd.



“World’s Fastest Race on the World’s Fastest Track”

Where men thrill to the sight and sound of speed, the Daytona 500 is recognized as one of the world’s truly great automobile races. The Daytona 500 and preliminary events carry a purse of more than \$192,000 not including lap money.

This 200 lap battle round the 2.5 asphalt trioval of Daytona International Speedway, in which the world’s fastest late model stock cars compete, has no equal for flat-out speed and bumper-to-bumper action. It is the swiftest of all 500 mile races, and in 1966, drew close to 88,000 fans from all corners of the earth.

Qualifying time trials start on February 12 at Daytona Beach, Florida, and the fastest car to qualify on that date will not only get the inside pole position for the 500, but a bonus cash prize of \$5,000 . . . and the competition promises some of the fastest running ever seen on any track. Experts are of the opinion that it will take a qualifying mark of 180 MPH, or a shade better, to pull down the pole spot and the five grand.

The 500 starting field is limited to 50 cars, and this Annual race in 1967 promises to be the fastest run since its inception in 1958. The first race was won by Lee Petty. Richard Petty, Lee’s son, won in 1964 and 1966 and is the only two-time winner. Other winners were Junior Johnson, Marvin Panch, Fireball Roberts, Tiny Lund and Fred Lorenzen.

Pure promotion via closed circuit TV

This year for the first time, the Daytona 500 will be telecast on closed circuit TV in movie theaters throughout the country.

It’s estimated that approximately 600,000 people could be watching the races on closed circuit TV. Because Pure Firebird Racing Gasoline will be the official gasoline used by most of the drivers, and because of our long association with NASCAR, we will have a great deal of Pure identification signs at the track, which will be picked up on camera during the race as it is televised. This could give us a captive TV theater audience of nearly 600,000 people for 3½ hours—which is fantastic when you consider it’s estimated that every sign shot picked up is equivalent to 20-second TV commercial. Along with this coverage, there will also be extensive advertising promoting Pure’s products and association with the Daytona 500.

As with all major racing events that Pure is associated with, it gives Pure dealers everywhere the opportunity to promote the products used at these races. It makes your overall selling job just that much easier because of the tremendous Pure Oil Company awareness that customers will have due to the fact that Pure is involved in these exciting events.

Play up this fact that Pure Firebird Racing Gasoline will be used at the 500 and urge your customers to watch the race at their movie theater on closed circuit TV. Below is a listing of the cities, complete as possible as we go to press, where the Daytona 500 race will be showing. Post this list in your station, and consult your local paper for exact theaters and time.

circuit theater TV

Consult your local paper for exact theaters and time

STATE	CITY	LOCATION	STATE	CITY	LOCATION	STATE	CITY	LOCATION
Michigan	Flint	Capitol Theatre 144 East 2nd	N. Carolina	Winston-Salem	Winston-Salem Memorial 27106 North Cherry St.	S. Carolina	Charleston	County Hall 1000 King St.
Missouri	Kansas City	Plaza Theatre 4701 Wyandotte St.	Ohio	Cincinnati	Cincinnati Music Hall 1243 Elm St.		Spartanburg	Spartanburg Memorial Auditorium 385 North Church St.
	St. Louis	Kiel Municipal Auditorium Opera House 1400 Market St.		Cleveland	Cleveland Arena 3717 Euclid Ave.	Tennessee	Chattanooga	Chattanooga Memorial Auditorium 399 McCallie Ave.
New Jersey	Newark	Branford Theatre 11-23 Brandford Pl.		Columbus	Lausche Building Ohio State Fairgrounds		Memphis	State Theatre 152 South Main
	Trenton	Lincoln Theatre 25 N. Warren St.		Toledo	Sports Arena-Exhibit Hall 1 Main St.	Texas	Corpus Christi	Center Theatre 408 North Chaparral
New Mexico	Albuquerque	Civic Auditorium Civic Center	Oklahoma	Tulsa	Tulsa Assembly Center 100 Civic Center		Odessa	Ector County Coliseum 42nd St. & Andrews
Nebraska	Omaha	Civic Auditorium 1804 Capitol Ave.	Oregon	Portland	Orpheum Theatre 759 Broadway	Utah	Salt Lake City	Utah State Fairground Coliseum
New York	Albany	Washington Avenue Armory 195 Washington Ave.		Salem	Salem Armory Auditorium 13th and Woodward	Virginia	Norfolk	Municipal Auditorium 9th & Granby St.
	Far Rockaway	Columbia Theatre 1014 Beach 20th St.	Pennsylvania	Erie	Warner Theatre 811 State St.	Washington	Seattle	Paramount Theatre 901 Pine St.
	Freeport (L. I.)	Grove Theatre		Pittsburgh	Pittsburgh Civic Arena Auditorium Place	W. Virginia	Charleston	Charleston Civic Center Reynolds St.
	Hamburg	Leisure Land Camp Road		Reading	Rajah Theatre 126 North 6th		Clarksburg	Ritz Theatre 404 West Pike St.
	Rochester	Auditorium Theatre 875 Main St.		Wilkes-Barre	Paramount Theatre 71 Public Square	Wisconsin	Green Bay	Bay Theatre 117 South Washington
N. Carolina	Asheville	Asheville Auditorium Haywood St.	Rhode Island	Providence	Rhode Island Auditorium 1111 North Main St.		Madison	Capitol Theatre 207 West State St.
	Raleigh	Raleigh Memorial Auditorium Fayetteville St.					Milwaukee	Riverside Theatre 116 West Wisconsin Ave.

PURE ROUND-UP NEWS

Special award for 75,000 gallon dealer



Seventeen greater Atlanta area dealers with potential for the "High Gallonage Club" recently met with Pure Oil personnel at a dinner meeting to give recognition to the present members of the club. Atlanta, presently has dealers Fred Adams and E. L. Barrett in the 35,000 Gallon Club and dealers Ira Jackson and Norb Grenkowski in the 50,000 Gallon Club. A twelve months projection calls for another four members to be added to the club.

Guest speaker for the occasion was Milo Hamilton, "the voice of the Atlanta Braves," with presentation of gifts, including a portable television set, to dealer Ira Jackson, who pumped 75,000 gallons of Firebird gasoline during one month.

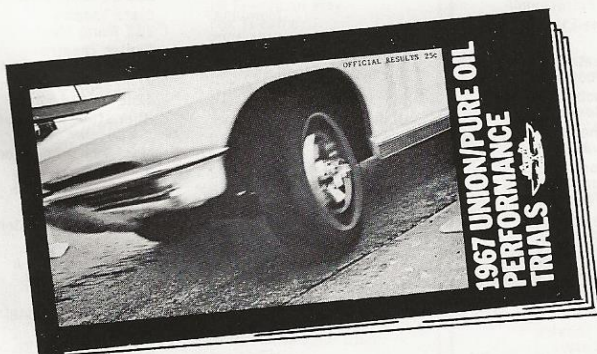
From left to right, dealers E. L. Barrett, Fred Adams, Ira Jackson and Norb Grenkowski.



Tampa dealer fills 'er up for United Fund

Wally Thomas, Tampa, Florida Pure dealer and president of Hillsborough County Gasoline Dealers Organization, shows Miss Tampa United Fund how to pump gasoline. Under Wally's leadership, the Hillsborough County Gasoline Association Dealers agreed to contribute 1¢ per gallon of gasoline sold on one day to the Tampa United Fund. Congratulations to Wally for spearheading this worthwhile and very successful promotion.

Free trial results booklet for Pure's credit card customers



A recent mailing was made to Pure's credit card customers offering them a free color booklet that gives all the results of the 1967 Union/Pure Oil Performance Trials. This unique booklet gives the inside story on the most comprehensive, impartial tests of the 1967 car models which was held at the Daytona International Speedway, Daytona Beach, Florida, January 14 through 18.

This free booklet is just another one of many plus benefits that your customers receive when they have and use a Pure credit card. Let your non-credit card customers know this, and keep passing out Pure Credit Card Application Forms . . . it's good business for you!



Dealer Harold Kersey's new station in Kingsport, Tennessee.

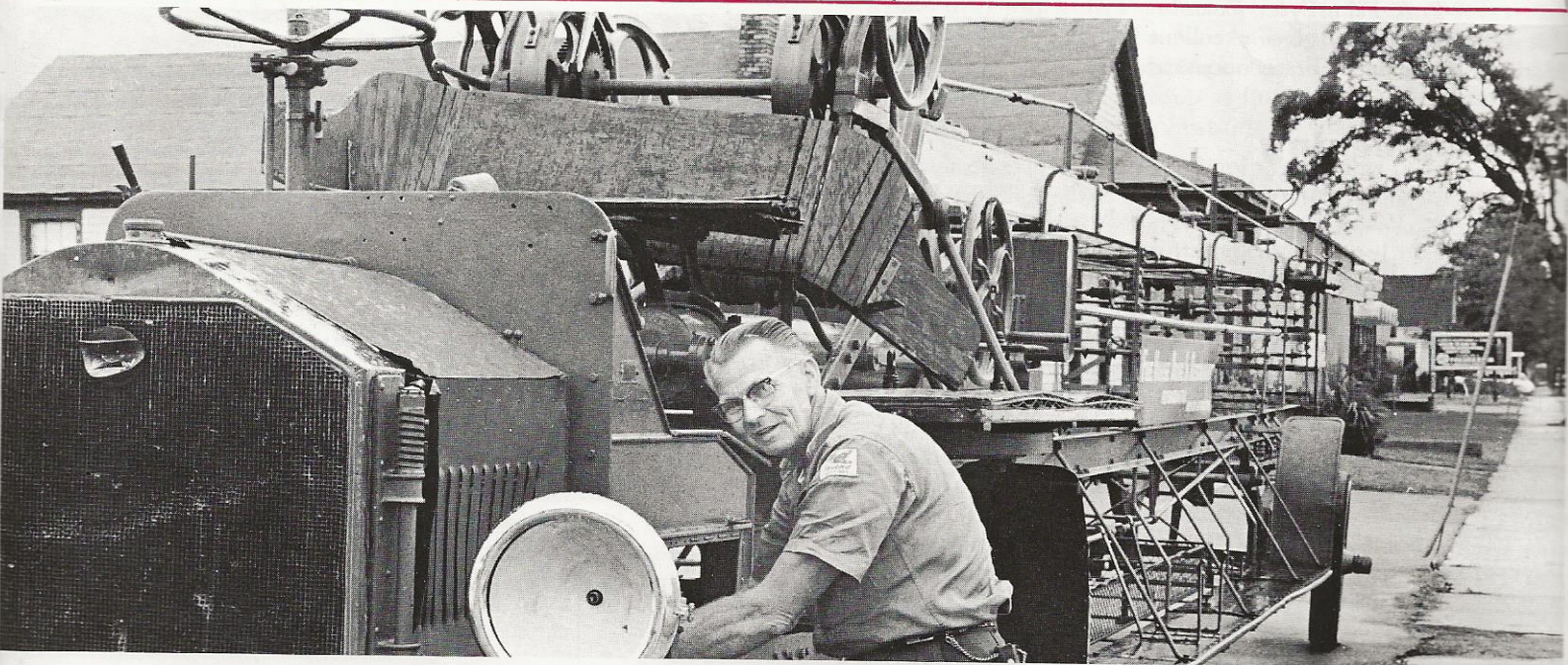
High praise for SPOM training

Recently dealer Harold C. Kersey, who was going into a new Pure station in Kingsport, Tennessee had nothing but the highest praise for his SPOM training. The following is an exact quote from his letter to Erle Hughey, Southwest Division SPOM trainer.

Dear Erle,

"You were right, you can do almost anything if you try hard enough. I got opened up in this location May 15. It was doing about 4,000 gallons before it was torn down and remodeled. In August I did 19,311 gallons and business is still picking up very strong. I sold 177 tire units in two months in spite of the fact that I am next door to a Sears Automotive Department. Hope to see you when you are up this way. Keep up the good work, SPOM Training sure paid off for me!"

Regards,
Harold



Commercial vehicles pay off for Pensacola dealer

This is just about the only commercial vehicle around the neighborhood that Pure Dealer Tommy Dahlgren, Pensacola, Florida, doesn't service. It's a display fire engine.

Tommy leases a small station which is completely surrounded by commercial business, and traffic is nearly all commercial. So he went after that trade and has 12 good

commercial customers (stores, small truck fleets, etc.) which accounts for 80% of his business. He has an OPS ratio of \$130 from a multitude of lube bay jobs. Tommy says, "If you work at it, you don't need a new station." He has already put his children through college and spends his spare time boating and skiing.

How to clean windshields in cold weather



Cleaning windshields has always been a big headache for dealers in the winter time. To help solve this problem, several series of tests were conducted recently on windshields at temperatures down to 0° F. Using nearly every conceivable combination of cleaner, towel, sprayer, squeegee, sponge, etc., the most satisfactory results, by far, were obtained by using the following procedures. *These procedures represent a change from any previous recommendations in that the cleaner is sprayed on the towel rather than the glass.* Proper cleaning action is possible via this method because of the new features of Pure Film-Fyter Foaming Twinwipes (No 526). This method not only gives excellent results but is also considerably faster and more economical.

Above freezing

In cool weather, the removal of excess moisture before cleaning is a must. Water is twice as wet when the glass is cold and there is little or no evaporation to help the towels do their work—if you've ever tried to wipe a dew covered windshield on a cool morning, you know the problem. When the glass is covered with dew or mist, squeegee or sponge as much water as possible from the surfaces to be cleaned. Then thoroughly spray the *blue* side of the foaming towel with a 2:1 mixture of Film-Fyter Cleaner Concentrate (No. 32). Wipe glass with *blue* side and turn towel over and dry with *red* side.



Spray Pure Film-Fyter Cleaner Concentrate directly on blue side of Pure Foaming Twinwipe Towel.



Pour Concentrate to this line for cool temperatures. (2:1 ratio)



Pour Concentrate to this line for sub-freezing temperatures. (1:1 ratio)

Below freezing

Mix concentrate in flask at a 1:1 ratio with water. Spray cleaner on blue side of towel and wipe glass—turn towel over and dry with red side. For heavy salt splatter and/or dirt, back up towel with a second clean dry towel, spray cleaner liberally on blue side of towel and carefully wipe glass. Dry thoroughly with red side making sure all residue is removed from glass. The back-up towel can be used for a final wipe if necessary, then saved for use on the next windshield.

Ice and snow

Use scraper to remove frost and ice before cleaning. Brush snow from glass, wiper blades and arms, then clean glass as outlined above by spraying cleaner on towel.

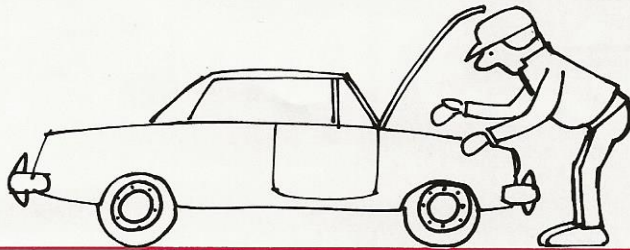
Streaking

Streaking is caused by failing to clean all of the glass surface with liquid and towel, also by residue re-applied from the dirty surface of a towel.

Streaks can be eliminated by:

1. Wiping the entire glass surface to complete dryness.
2. Making sure that final wiping is done with a clean dry portion of the towel.

Service Savvy



A look at the '67 dual brake systems

In compliance with new Federal car safety legislation, all 1967 U. S.-made cars have dual brake systems. For dealers who have not previously worked on such systems, here are general facts that will serve to introduce you to these brake systems.

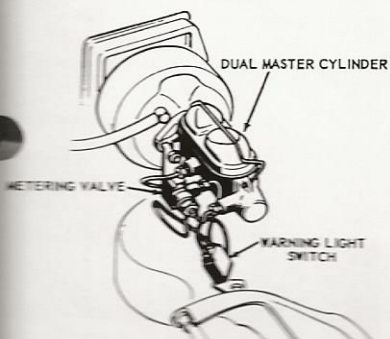
Every dual brake system has a master cylinder with two pistons—one linked by hydraulic lines to the front brakes, the other connected to the rear brakes. A failure in either system will not destroy braking power in the companion system.

So that a driver will know when two of his four brakes are inoperative, all 1967 cars have a warning light on the instrument panel. All but one of the U. S. car makers employ a pressure-sensing switch connected to the two hydraulic lines from the master cylinder to activate this light. If pressure falls in one line, normal pressure in the other forces the switch piston toward the inoperative line. The warning light comes on as the piston contacts the switch assembly.

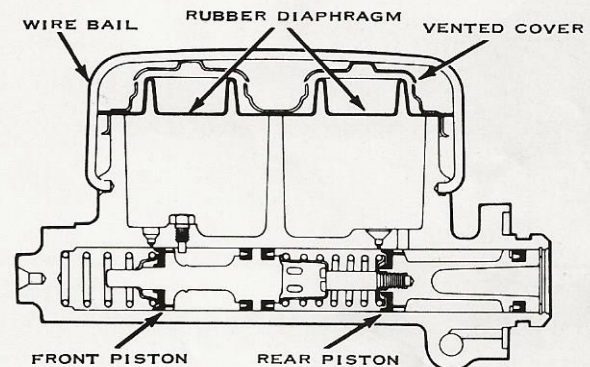
Cadillac does not use a pressure-sensing switch. Relying on the fact that a failure in either hydraulic system results in an immediate increase in the amount of brake pedal travel needed to stop the car, Cadillac has installed a switch on the brake pedal that activates the warning light when pedal travel exceeds 2 $\frac{1}{2}$ in.

Some models of all makes of 1967 U. S. cars have, or are available with, disc brakes on front wheels. Because they dissipate heat more rapidly, disc brakes are superior to the drum brakes in high-speed stops and other severe braking conditions. However, because there is a considerable difference in brake-pedal pressure needed to activate disc and drum brakes (the disc type requires little pressure), drivers who continually make light brake applications can cause excessive wear on disc brakes on cars having both brake types.

To overcome this, General Motors cars with disc brakes have a metering valve mounted next to the master cylinder. Fluid to front-wheel disc brakes must pass through this valve, which prevents brake application until pressure reaches about 75 lbs. This pressure will activate the rear-wheel drum brakes. Thus,



Typical of most cars (except Cadillac) is this arrangement of the warning light switch. The metering valve is a GM innovation to unify action of disc and drum brakes when used on the same car.



This sectional view of a dual master cylinder appears in Chevrolet's 1967 New Product Manual. The primary piston is at right. Reservoirs are completely independent.

the valve permits both disc and drum brakes to work in unison, and equalizes wear.

To prevent contamination of hydraulic fluid by airborne dust and moisture, most dual master cylinders now are sealed with a rubber diaphragm. Where used, the diaphragm is not vented, but its cover is held by a wire bail that relieves excess pressure if built up under the diaphragm. This cover is vented to allow the diaphragm to drop as fluid levels fall, in the reservoirs, as during brake application.

By excluding moisture, this diaphragm helps to maintain the proper boiling point of hydraulic fluid. Because of higher fluid temperatures encountered when disc brakes are used, several cars now employ a fluid with a boiling point well above that of fluid normally used for drum brakes.

Bleeding of dual brake systems is essentially the same as for single brake hydraulic systems. A notable difference exists in the fact that both portions of a dual system must be bled separately. You should also note these points of instruction, and of specific differences:

- The pressure-sensing switch on Ford-built cars requires two men to shut off the warning light. With ignition switch on and brake pedal firmly depressed, slowly bleed that portion of the brake system which was not bled last. *Discontinue bleeding immediately when the warning light goes out.*
- Before bleeding brakes on 1967 Ramblers, remove the plastic plug, inner spring, and plunger from the center of the pressure-sensing switch. Re-install these parts when bleeding is finished. (Unless this procedure is followed, warning light will remain on.)
- For GM cars with disc brakes on front wheels, a button on the metering valve must be depressed while front brakes are bled. Failure to depress the button will create the need for excessive pressure for bleeding.

Dealer Progress



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IMPORTANT

Time is running out for Union Oil Merit Scholarships

Remember, the Union Oil Company of California Foundation will again sponsor 10 Merit Scholarships for qualifying sons and daughters of dealers, jobbers, distributors and employees of Union Oil Company including the Pure Oil Division.

High school students who are second-semester juniors or first-semester seniors this spring are eligible, as are any students planning to leave high school and enter college in 1968.

To be included in scholarship competition, your son or daughter must take the National Merit Scholarship Qualifying Test.

Students should see his or her high school principal now to arrange for the test, which will be given on February 25, 1967, or as an alternate, on February 28, 1967. Also, students who will be taking this test in February, and want to qualify for a Union Oil Scholarship, should obtain a special Union Oil enrollment form by writing: Secretary, Union Oil Company Foundation, Union Oil Center, Los Angeles, California 90017. The complete Union Oil form must be returned by March 15, 1967. (See January issue for complete details)

