

PURE OIL CO.
LEMONT REFINERY
REC'D
AUG 2 1968

DGM	JGV
ACD	LWV
PSK	CEH
HPS	EMV
CJA	GJC
BEC	WDC

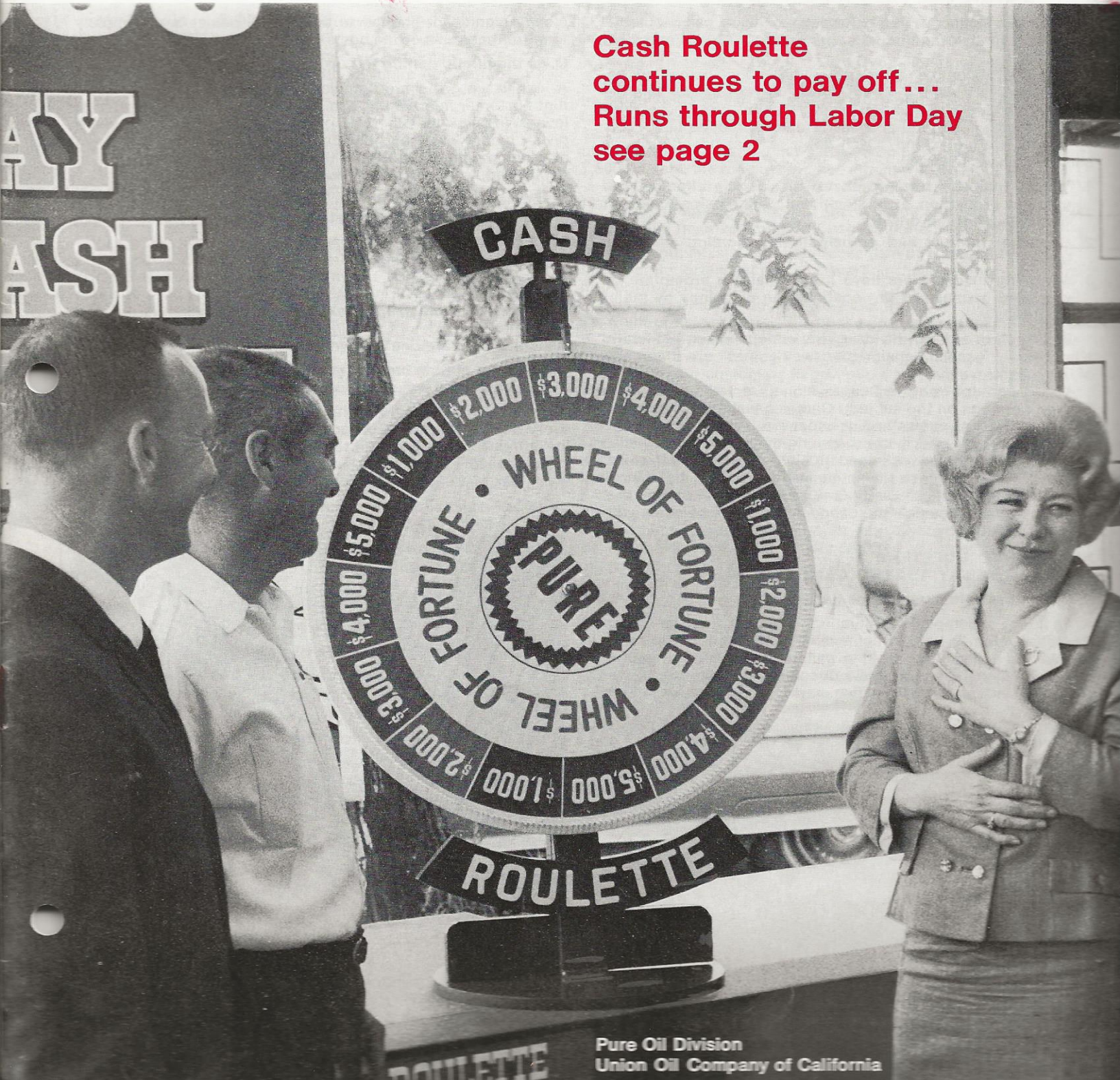
Dealer Progress

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UNION 76

**Cash Roulette
continues to pay off...
Runs through Labor Day
see page 2**



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 Marketing Department, Pure Oil Division, Union Oil Company of California.

Pure has announced the extension of its "Cash Roulette" Promotion for two additional months, through the Labor Day weekend.

In view of recent widespread publicity about games we believe every Pure dealer should know the reasons for this decision. Here are some important facts about gasoline service station games in general and Cash Roulette in particular.

The decision to extend "Cash Roulette" was based on three sound business reasons:

1. "Cash Roulette" has proven to be a highly effective and efficient promotion. It is significantly increasing sales for the majority of our dealers.
2. Customer interest and participation is holding at a high level.
3. Many Pure Oil dealers have asked that the promotion be extended because of the continuation of games by major competitors.

On the other side of the coin, this announcement comes at a time when "gasoline station giveaway games" are the center of lively controversy.

As you perhaps know, a Congressional Committee has been holding hearings on the subject. Games have been widely discussed in the trade press and newspapers.

It is apparent—as it has been right along—that games cannot replace good service and quality products. But it is also apparent that they have an enthusiastic following by a large segment of motorists. Sales figures prove that the station that does not have a game is handicapped in trying to compete with the ones that do.

ANSWERS TO QUESTIONS ABOUT DRIVEWAY TRAFFIC GAMES

Q. Do games actually increase gallonage?

A. In today's competitive situation, a game such as "Cash Roulette" clearly helps business. Our Marketing Research people are constantly checking gallonage at several hundred representative stations. Game-induced sales increases of over 10% are evident in market after market. These increases are

Pure Dealer Jack Marshall congratulates Mrs. Ella Mae Gooden, a \$4000 winner from Elizabethtown, North Carolina.



WHY PLAY CASH ROULETTE?

clearly significant enough to enable the dealer and company to more than recover the costs of the promotion.

Q. Is the public getting fed up with giveaway games?

A. While we get some complaints, our overall findings show that customer interest in Cash Roulette is continuing at a high level. We think that there is one big reason for this—we're giving money away and our customers enjoy taking a chance at winning some of it. By the time "Cash Roulette Roulette" is completed, we will have given away over \$1,000,000.

Q. Some games have been criticized because there are not enough winners. Just what are the odds in Cash Roulette?

A. In order to complete the promotion, we have ordered a total of 72,000,000 game pieces from the supplier. Seeded prizes number about 680,000. This means that a customer's chance for winning a prize during a single visit is a little over one in a hundred. A customer that makes 10 separate visits during the promotion has odds of one in 12 of winning one prize; for 20 visits the odds are one in seven.

Q. Does my station have as good a chance to have one of the big cash winners as any other station?

A. It does. We are certain that there are winning numbers in every box. \$1.00 and \$5.00 prizes are seeded mechanically in the printing process—and to the best of our technical ability there are 16 Instant \$1.00 winners and one \$5.00 winner in every box of 2,000 tickets. In addition there is a \$10.00 winner

Stephen McQwain, \$2000 winner (center) from Bridgeport, West Virginia gets his check from D. L. Barnes (left) Pure Salesman and Dealer Howard McDaniel.



in every 5 boxes, a \$100 winner in every 100 boxes, a \$500 winner in every 250 boxes and a Grand Prize winner in every 800 boxes. The major prizes are seeded randomly under the supervision of an independent Certified Public Accountant and the boxes are scrambled so that no one knows where they will be shipped.

Q. How many prizes have been claimed so far — will there be more?

A. Large prizes have been won, but there are still plenty left. At the latest reading (July 5) the following major prizes (over \$5) have been claimed:

Prize	Total Claimed
Grand Prize	14
\$500	40
\$100	85
\$ 10	1,019

Plus over 100,000 prizes of \$1 and \$5.

Q. How many Grand Prize winners are there? How much have they won?

A. We estimate that there will be 45. As of July 5, 14 had been claimed. Grand Prize winners are spinning the Wheel of Fortune and winning anywhere from \$1,000 to \$5,000. Not all of the actual winners have yet spun the Wheel — but here's the record as of this date:

- Mrs. Ella Mae Gooden, Elizabethtown, N. Carolina won \$4,000
- Mr. Raymond H. McKrow of Detroit, Michigan won \$4,000
- Mr. Willis Newport of Plymouth, Michigan won \$1,000
- Mrs. Louise Hicks of St. Petersburg, Florida won \$4,000
- Mr. Stephen McQwain of Bridgeport, W. Va. won \$2,000
- Mr. Floyd E. Kretzschmar of Bolivar, Tennessee won \$4,000
- Mrs. Evelyne J. Shick of North Riverside, Illinois won \$3,000
- Mr. Paul Salley of Tuscaloosa, Alabama won \$5,000
- Mr. James G. Wheeler of Charlottesville, Virginia won \$3,000
- Mrs. Nettie Smith of Columbus, Ohio won \$2,000

Dave McCann (left) Detroit Division Sales Manager, \$4000 winner Raymond McKrow, and Dealer Chris Wright share in the excitement of winning. Incidentally, Chris Wright has been a Pure Dealer for 40 years.



Q. How does Pure's investment in Cash Roulette compare with the Pure Oil Dealers' investment?

A. Pure Oil has about \$1,000,000 invested in materials and prizes. In addition, Pure is spending about \$1,000,000 on advertising and display materials — a total of about \$2,000,000. Pure is selling the tickets to its dealers for \$10.00 per 1,000 — or \$20.00 per box. Nothing is being charged for game cards, point-of-sale banners or advertising. Based on participation by about 7,500 dealers, the total dealer investment will be about \$720,000 — about one-third the company's investment.

Q. What, besides passing out game cards and slips, can I do to make my investment in Cash Roulette pay off?

A. Your enthusiasm, and the enthusiasm of your employees, is the most important factor in converting these temporary gains into permanent gains.

Use the promotion aggressively to attract customers. Display the point-of-sale material, talk up the promotion, post the names of winners in your station windows. When new faces appear do all you can to encourage them to become permanent customers.

To **keep** your customers happy, make sure each one receives Royal Welcome Service . . . Thank them for their business . . . Invite them to come back again.

It's not only a good way to win and hold customers, it can also help put you and your employees among those who will win between \$5.00 and \$50.00 in the Cash Roulette Employee Incentive Sweepstakes between now and Labor Day. Three drawings have already been held and 1,725 lucky dealer employees have won a total of \$12,750. Three additional drawings will be held August 6, August 20, and September 6. Send in your Good Service Award Coupons and you may win one or more of the remaining 1,725 prizes to be awarded — you have a good chance to win a part of \$12,750 cash still to be won.

Pure's Chicago Division Merchandising Manager, Roy Hester, Dealer Howie Costello, and Pure Salesman Dennis Bilen present Mrs. Evelyne Shick of Riverside, Illinois with a \$3000 prize.



CASH ROULETTE EMPLOYEE INCENTIVE SWEEPSTAKES DRAWING NO. 1

Winners of 25 first prizes \$50, each

Junior Copeland Birmingham, Ala. Hanner & Son Pure Service Center La Grange, Ga. W. H. Waters Serv. Sta. Bloomington, Ga. 31302	A. Marchincik Niles, Ill. 60648 Roy Miller & Son Fountain City Indiana 47341 W. & W. Pure Oil Batesville, Ind.	Max H. Welch Frankfort, Ind. 46041 Dick Andrezejewski Royal Oak, Mich. 48067 Jerry's Pure Service Paynesville Minnesota	Herbert Zander Brownton Minnesota 55312 Poplar Springs Pure Ctr. Meridian, Miss. 39301 Norman C. Bailey Lexington, N. C.	D. F. McKeithan Abbotsburg North Carolina 28321 Richard W. See Morehead City, N. C. Davidson's Pure Oil Marysville, Ohio Jimbo's Pure Oil Dayton, Ohio	George Koubeck Mentor, Ohio Steven Snyder Orville, Ohio Robert Vihtelic Mentor, Ohio Odie Brannon Memphis, Tenn. 38117 Philip Spinolo Memphis, Tenn. 38112	James Olliver Bristol, Va. 24201 R. Spangler Chesapeake, Va. 23320 Larry Shaffer Charleston, W. Va. 25312 D. J. Swecker Fairmont, W. Va.
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Winners of 50 second prizes \$10, each

Roy Biggs Linden, Ala. Henry E. Newton Camellia Serv. Sta. Greenville, Ala. Pat Penuel Town & Commerce Geneva, Ala. 36340 Sims Pure Service Mobile, Ala. 36606 L. W. Chase Pensacola, Fla. 32501 J. A. Garcia Garcia's Instant Serv. Tampa, Fla.	Jewel Mott Ft. Myers, Fla. 33901 Bryson Pure Serv. Sta. Cartersville, Ga. 30120 Ronald Eirhart Effingham, Ill. 62401 Joe Gupp Girard, Ill. 62640 Bruno Harit 5 Star Truck Stop Bloomington, Ill. Emmert's Pure Oil Indianapolis, Ind. Arnold Hedge Muncie, Ind. 47304	Peter J. Aleksynas Grd. Rapids, Mich. 49503 Daniel Brejnak E. Detroit, Mich. 48021 Dick's Pure Oil St. Louis, Mich. Jeff Fresch Royal Oak, Mich. Bill Raushi Pinconning, Mich. Berwyn Timmons Hartford, Mich. Chris Walter Mattson St. Paul, Minn. 55106 Gary Nelson St. Paul Pk., Minn. 55071	Ted Okerstrom Minneapolis, Minn. 55418 Shamla Oil Co. Silver Lake Minnesota Thomas G. Skelton Moose Lake Minnesota 55767 James Stites St. Paul, Minn. E. R. Edwards Raleigh, N. C. Thomas Gillespie Elizabethtown, N. C. Mrs. Ada Penninger Charlotte, N. C.	Junior Roach Burlington, N. C. 27215 Andy's Pure Oil Serv. Toledo, Ohio Ted Ballinger Celina, Ohio 45822 Ken Dunn Columbus, Ohio Joe Getz Cleveland, Ohio 44102 Tim W. Keys Mt. Healthy, Ohio 45231 Charles McKinney Columbus, Ohio Nick Meo Mentor, Ohio 44060	Fred Smith Clyde, Ohio Joe Lee Palmetto Pure Serv. Florence, S. C. Carl W. Coffey Morristown, Tenn. 37814 Charles L. Harris Memphis, Tenn. 38117 Timbs Jackson Humboldt, Tenn. 38343 Phyllis Milhorn Bristol, Tenn. Wilbert Saults Limestone, Tenn. 37681	Red Willis Oak Ridge, Tenn. 37830 Bruce C. Leonard Bristol, Va. Karl Mason Charlottesville, Va. Larry V. Davis Huntington, W. Va. 25701 Verdan McCourt Webster Springs, W. Va. 26288 J. D. Miles St. Albans, W. Va. 25117
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Winners of 500 third prizes \$5, each

Henry Akins Cordova, Ala. Clois Armstrong Pure Service Station Eldridge, Ala. 35554 Harlon Baldwin Piedmont, Ala. 36272 Mrs. R. E. Black Gaylesville, Ala. 35973 L. H. Booker Foley, Ala. 36535 Craig Canaan Loxley, Ala. Jimmie Cannon Linden, Ala. Jack Carter Anniston, Ala. 36201 College Service Sta. Mobile, Ala. Elmer Conner Geneva, Ala. 36340 Roger Culpepper Scottsboro, Ala. Dan's Pure Oil Sta. Northport, Ala. 35476 Davis Serv. Sta. Foley, Ala. 36525 Grover Dean Richard, Ala. Vernon Lee Fall Birmingham, Ala. Plain View Serv. Sta. Douglas Gilbreath Albertville, Ala. Bill Hubbard Tuscaloosa, Ala. 35401 Cleve Jackson, Jr. Mobile, Ala. Wilson Lamon Jasper, Ala. J. B. Mayo Pure Sta. Boaz, Ala. 35957 Ed Murray Sylacauga, Ala. One Stop Service Boaz, Ala. 35957 C. L. Owens Empire, Ala. 35063 Palmer Service Sta. Pinson Alabama 35126 James B. Payne, Jr. Demopolis, Ala. 36732 J. Walter Robinson Goodwater, Ala. 35072 Mrs. O. L. Russell Goshen, Ala. 36035 John Sharpe Pure Oil Serv. Sta. Montevallo, Ala. 35115 Ricky Shumate Lacys Springs, Ala. 35754	James Skinner Jasper, Ala. Pure Service Store Greenville, Ala. 36037 Arthur J. Strong Goodwater, Ala. 35072 J. P. Turner Montgomery, Ala. 36105 J. C. Vick Childersburg, Ala. 35044 Woco Service Station Florence, Ala. Ruth Wofford 431 Tackle Shop Albertville, Ala. 35950 Jessie Beard Hughes Arkansas 72348 John Guggs Hughes Arkansas 72348 Leonard Jenkins Tapp Palmer Serv. Sta. Marianna, Ark. Jackie Sorrells Tapp Palmer Serv. Sta. Marianna, Ark. R. S. Bassett Dellwood Service Sta. Tallahassee, Fla. 32303 Bill Benjamin Riverview, Fla. James Blankenship Clearwater, Fla. Chester Boyd, Sr. Tampa, Fla. 33612 Don Buffkin Pensacola, Fla. Philip DiMarco Garcia's Instant Serv. Tampa, Fla. W. V. Estep Pensacola, Fla. Felix Faircloth Quincy, Fla. 32351 R. L. Frost Pensacola, Fla. Chip Gordon Pensacola, Fla. Frank Griffith Jacksonville, Fla. Dale Mabry Tire & Battery Service Ralph I. Hall Tampa, Fla. 33609 James E. Henderson Henderson's Pure Sta. Perry, Fla. 32347 Homer H. Hobby Dade City, Fla. Donald Horton Miami, Fla.	Jim Howard Miramar, Fla. Norvel D. Johnson Worrrington, Fla. Charles Kruppner Tampa, Fla. A. P. Lanford Panama City, Fla. 32401 Joe Lieberman Miami, Fla. 33145 Alex Marti Miami, Fla. 33145 W. D. Mathis Panama City, Fla. Henry Lee Moore Pensacola, Fla. 32504 Naranja Pure Serv. Homestead, Fla. Jack McNabb Pensacola, Fla. Buck Nichols Tampa, Fla. E. Pinder Arcadia, Fla. E. L. Richardson Marianna, Fla. 32446 William Sapp c/o Fla. Car Park Baylen at Garden Pensacola, Fla. Richard Smith Pensacola, Fla. James A. Sousa Ft. Myers, Fla. Willie Stallworth Pensacola, Fla. F. A. Stauch c/o Florida Car Park Baylen at Garden Pensacola, Fla. Lewis Steen Pensacola, Fla. C. B. Twilley Pensacola, Fla. Dennis C. White Panama City, Fla. 32401 Young's Pure Oil Sta. West Palm Beach, Fla. Barrett's Service Station Calhoun Georgia 30701 Bates Pure Oil Milledgeville, Ga. Bryson Pure Serv. Sta. Cartersville, Ga. 30120 Ray Coggins Buford, Ga. Mrs. Joshua Dowd Dowd's Serv. Sta. Bloomington, Ga. 31702	W. H. Garner DBA Bills Pure Serv. Chickamauga, Ga. 30707 Wayne Hallmark Atlanta, Ga. 30329 Harmon's Service Sta. West Point, Ga. Claude Mann Hartwell, Ga. 30643 C. A. Staples Macon, Ga. Dave Stuman Dalton, Ga. 30720 Wm. J. Wilson Atlanta, Ga. 30310 James Woodward, III Vienna Georgia 31092 Ray Albertson 5 Star Truck Stop Bloomington, Ill. H. Brooks A & A Serv. Chicago, Ill. 60607 F. Bruggemeyer Broadview, Ill. 60153 Randy Cleland Carpentersville, Ill. Lester Couch 5 Star Truck Stop Bloomington, Ill. John Daly c/o Calumet Pure T/S South Holland, Ill. 60473 Leonard Dubsky Hillside, Ill. 60162 Richard Hansen Crystal Lake, Ill. 60014 Dave Erickson Wilmette, Ill. A. B. Gillespie Park Forest, Ill. 60466 Alice L. Hazelwood Elgin, Ill. 60120 Don Homerding DBA Don's Pure Oil Lockport, Ill. G. H. Hudson Elmer's Pure Serv. Des Plaines, Ill. 60016 Sam Jones Chicago, Ill. John A. Lohr Steger, Ill. 60475 Paul Peters Effingham, Ill. 62401 Pete's Pure Oil Skokie, Ill. W. F. Ploetz, Sr. Carpentersville, Ill. R. Prindle Wheeling, Ill.	Rally-Ho Pure Arlington Hts., Ill. 60005 Larry Robinson Pure Oil Serv. Sta. Rolling Meadows, Ill. Paul Rybski Chicago, Ill. 60646 Gordon Schlozman Wheeling, Ill. 60090 Gerald Schoonover Brookfield, Ill. Tom Schweiss DBA Tom's Pure Oil Fox Lake, Ill. 60020 Joseph Sikora, Jr. Palatine, Ill. 60067 Bill Sluss Lombard, Ill. 60148 Ted Smolucka Calumet City, Ill. Donald Snow 5 Star Truck Stop Bloomington, Ill. John Steiner Hazel, Ill. Ace Garage Coloma, Mich. 49038 J. Alpeter Madison Heights, Mich. Dave Aspin Auburn, Mich. 48611 Steve Balcirak Midland, Mich. Barneys Pure Oil St. Charles, Mich. Herman Bersano Pinconning, Mich. 48650 Gordon Berthune Sugar River Groc. Gladwin, Mich. Daniel Brejnak E. Detroit, Mich. 48021 Dwight A. Cheeseman, Jr. Tawas City, Mich. 48763 Philip P. Cook Grand Haven, Mich. 49417 Joseph Coyer Kawkawlia, Mich. 48631 Don Dennis Jim's Pure Lapeer, Mich. Ed Duda Wyandotte, Mich. 48192 Stephen Ellmer S. Haven, Mich. 49090 Fall's Bros. Pure Oil Serv. Chesaning, Mich. Dan Fournier Bay City, Mich. Evelyn Gies Pinconning, Michigan	Sid's Mich. City, Ind. 46360 Joseph W. Smith Frankton, Ind. 46044 Sobecki's Pure Oil Serv. Mich. City, Ind. 46360 Red Troxel Frankfort, Ind. 46041 Eugene Witt Edinburg, Ind. Lloyd Bork Grafton Iowa 50440 Kenneth Boyd Charles City, Iowa Lorna Johnson Council Bluffs, Ia. 51501 Terry Bastan Bellevue, Ky. Gene Collins Newport, Ky. Howell Stacks Bob & Don's Pure Hazel, Ky. Ace Garage Coloma, Mich. 49038 J. Alpeter Madison Heights, Mich. Dave Aspin Auburn, Mich. 48611 Steve Balcirak Midland, Mich. Barneys Pure Oil St. Charles, Mich. Herman Bersano Pinconning, Mich. 48650 Gordon Berthune Sugar River Groc. Gladwin, Mich. Daniel Brejnak E. Detroit, Mich. 48021 Dwight A. Cheeseman, Jr. Tawas City, Mich. 48763 Philip P. 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Pat Trotolata
South Haven
Mich. 49090
Howard Van Dusen
Martin's Pure Oil
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Vic's Service Station
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& Wrecker Serv.
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Washington, N. C.
Willie Carswell
Fayetteville, N. C.
Dewey E. Carter
Richfield Farm Supply
Richfield, N. C.
Rex Casey Serv. Sta.
Goldsboro, N. C.
Gary Corn
Arden, N. C. 28704
James Carter
Southgate Pure Service
Salisbury, N. C. 28144
Benny L. Dunn
Biscoe, N. C.
Tony Fox
Taylorsville, N. C. 28681
Landon M. Funderburk
Charlotte, N. C.
R. C. Glosson
Graham, N. C. 27253
Godfrey Bros. Garage
Pure Service Center
Forest City, N. C. 28043
Harrison's Pure Service
Windsor, N. C. 27983
James Cecil Hartsell
Locust, N. C. 28097

Johnny Hobbs
Greene St. Serv. Sta.
Snow Hill, N. C. 28580
J. A. Hoggard
Windsor, N. C.
James Hopkins
Washington, N. C.
Hotel Service Station
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R. G. London
Mt. Holly, N. C.
Bill Mc Curry
Five Point Pure Oil
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Curtis Lee McKoy
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Meadowbrook Pure Ser.
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Charlotte, N. C.
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Buddy Phillips
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Kelly, N. C. 28448
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Pine Hall, N. C. 27042
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Fargo, N. D.
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Fargo, N. D.
Ernest Stewart
University Pure Oil
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Pat Wagner
Fargo, N. D.
Wolfs Service Station
Zeeland, N. D. 58581
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Poland, Ohio
George Alamarteoff
Mansfield, Ohio 44905
Bob Alfrey
Shelby, Ohio
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Copley Pure Oil Service
Copley, Ohio 44321

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Marlin L. Cugini
West Richfield, Ohio
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Thornville, Ohio
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Garrett Caudill
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Winfred Howard
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Maumee, Ohio
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Elida, Ohio
Art Lemmerman
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Lockland, Ohio 45215
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Harold Shumway
Lucasville Serv. Cen.
Lucasville, Ohio
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Mardis Pure Service
Newcomerstown, Ohio
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Ada, Ohio
Don McMaster
Gates Mills, Ohio
Leonard McMaster
Cleveland, Ohio
Nick Meo
Mentor, Ohio
Sam Mumba
Elida, Ohio
Mike Murnane's
Brookshire Pure Oil
Columbus, Ohio 43204

Ed Neiger
Broadview Hts., Ohio
Norman Wilson
Jamestown Oil Co.
Jamestown, Ohio 45335
Michael Obock
Parma, Ohio
Hiram Osborne
Portsmouth, Ohio
Jim Parlette
Lima, Ohio 45804
Jerry T. Post
Ray, Ohio 45672
H. F. Radabaugh
Cuyahoga Falls, Ohio
James Rainsberger
East Canton, Ohio 44730
Kenneth D. Reed
Wheelerburg, Ohio
James P. Rix
Lakewood, Ohio 44107
Roger E. Rothe
Lockbourne, Ohio
Bill Samuels
Youngstown, Ohio
Albert Sanchez
Mansfield, Ohio
James E. Shattuck
Springfield, Ohio 45502
Dan Shaw
Montpelier, Ohio
Jamie Sheffield
Columbus, Ohio
Sickel's Pure Servicerter
Norwalk, Ohio 44857
Dave Smith
Paulding, Ohio 45879
Ron Stachler
Celina, Ohio 45822
Russell Tabler
Columbus Grove, Ohio
Jim Thatcher
Canton, Ohio
Ray W. Triplett
Uhrichsville, Ohio
Terry L. Warner
Paulding, Ohio
James Larry Washington
Columbus, Ohio
John H. Weber
Dayton, Ohio 45449
Ed Wilcoxon
Wissenger's Pure Oil
Service
Springfield, Ohio
Richard Welsh
Twinsburg, Ohio 44087
Keith Westphal
Lakewood, Ohio
Charles A. Wiechart
Delphos, Ohio 45833
Jack Wise
Dennison, Ohio
Charles Woodward
Berkey, Ohio
Wyants Pure Oil
Akron, Ohio
Chris Yount
Troy, Ohio 45373
Anna S. Zelinsky
Cleveland, Ohio
Burn's Pure Oil
Charleston, S. C. 29407
Charlie C. Farmer
Greer, S. C.
Joe Lee
Palmetto Pure Service
Florence, S. C.
Lewis Pure Service
Columbia, S. C. 29209
Billy Locklair
Florence, S. C.
James Sweet
Columbia, S. C. 29205
Frank Black's Serv. Sta.
Memphis, Tenn.
W. L. Brown
Oak Ridge, Tenn. 37830
Jimmy Chandler
Knoxville, Tenn.
Carl W. Coffey
Morristown, Tenn. 37814
Crumley's Grocery
Mosheim, Tenn. 37818
Clifford Dumas
Memphis, Tenn. 38117

Johnnie Ezell
Chattanooga, Tenn.
W. P. Ferguson
Memphis, Tenn.
Terry Gamble
Price Pure Oil Station
Dyersburg, Tenn.
Willie Gilliland
Broad Ave. Serv. Sta.
Memphis, Tenn. 38112
Lesley Hartgrove
Kingsport, Tenn.
Robie L. Hillman
Oakwood Pure
Kingsport, Tenn.
R. C. Holland
Memphis, Tenn. 38114
Wilson Holmes
Memphis, Tenn.
Henry Hux
Greenville, Tenn.
Jesse E. James
Bakewell, Tenn.
Charles Johns
Bewleys Pure Oil
Morristown, Tenn. 37814
Donivan Jones
Midway Pure S. S. *
Kingsport, Tenn. 37663
Mark Maddex
Kingsport, Tenn.
Joe Manning
Memphis, Tenn.
George A. Middleton
Memphis, Tenn. 38108
Ronnie Mack
Kingsport, Tenn. 37663
Roy Myles, Jr.
Memphis, Tenn. 38109
Harold C. Kersey
Oakwood Pure Service
Kingsport, Tenn.
Margaret Parsons
Memphis, Tenn.
C. R. Patterson, Jr.
Knoxville, Tenn. 37921
Ted Reeves
Jonesboro, Tenn. 37659
Fred Rhodes
Chattanooga, Tenn.
Wanda Sue Shannon
Kingsport, Tenn.
Vaughn Simerly
Concord, Tenn. 37720
Robert Slaughter
Kingsport, Tenn. 37663
William Solomon, Jr.
Morristown, Tenn.
South Broad Pure Serv.
Chattanooga, Tenn.
Sparke Pure Oil Station
Knoxville, Tenn. 37914
Philip Spinolo, Sr.
Memphis, Tenn. 38112
Travis Stegall
Memphis, Tenn.
W. W. Sutherland
Jonesboro, Tenn. 37659
John L. Teague
Kingsport, Tenn. 37663
W. E. Thompson
Morristown, Tenn. 37814
I. M. Trusty
Memphis, Tenn.
Phil Wallace
Memphis, Tenn. 38117
C. D. Ward, Jr.
Oakwood Pure Service
Kingsport, Tenn. 37664
James Allen
Grundy, Va.
Davis & Harris
Norfolk, Va.
Roy F. Dennis
Crewe, Va.
Robert M. Driskill
Richmond, Va.
Lands Pure Oil
Richmond, Va. 23228
P. M. Lester
Emory, Va. 24327
Meadowbrook Pure Serv.
Norfolk, Va.
Terrace Pure Service
Norfolk, Va.

Arbogast Service Station
Bowden, W. Va.
Larry Buskirk
St. Albans, W. Va. 25177
Wetzel Bennett
Richwood, W. Va.
William H. Boley
St. Marys, W. Va. 26170
L. H. Briers
Hinton, W. Va. 25951
Vincent C. Burns
Mill Creek, W. Va. 26280
Forrest P. Cain
Fairmont, W. Va. 26554
Mr. C. B. Campbell
Hinton, W. Va. 25951
Theodore Casto
Wheeling, W. Va.
Charlie's Pure Oil
Wheeling, W. Va. 26003
Eva Cody
Wayside, W. Va. 24985
Clayton Compton
Union, W. Va.
Larry V. Davis
Huntington, W. Va. 25701
Carl Donaldson
Belington Pure Oil Sta.
Belington, W. Va.
Wallace Facemire
Richwood, W. Va. 26261
Bob Foster
Huntington, W. Va. 25705
Tommy Frame
Richwood, W. Va.
Opal H. Gaston
West Union, W. Va. 26456
Chester E. Gifford
Bridgeport, W. Va.
Lloyd Halstead
Windfield, W. Va.
Walter L. Harrison
Dunbar, W. Va. 25064
Harold Hill Pure Oil
Huntington, W. Va. 25702
Carl Hosey
Cottle, W. Va.
Varen Janes
Pennsboro, W. Va. 26415
Irene Kelley
Five Forks, W. Va. 26145
Jim Longwell
Clarksburg, W. Va.
Mike L. McCauley
Grafton, W. Va. 26354
Verdon McCourt
Webster Spring, W. Va.
Joe McCue
Grafton, W. Va.
W. L. McDaniel
Bridgeport, W. Va. 26330
Hal McCann
McFann's Serv. Store
Ceredo, W. Va.
Michael's Pure Oil Sta.
Cairo, W. Va.
Charles Paugh
Thomas, W. Va. 26292
A. O. Perry
Mullens, W. Va.
James F. Fort
Charleston, W. Va. 25311
Raymond Riffle
Flemington, W. Va.
Roy H. Robinson, Jr.
St. Marys, W. Va. 26170
John H. Smith
St. Albans, W. Va. 25177
Jay Taylor
New River Serv. Sta.
Hinton, W. Va. 25951
Mr. & Mrs. L. Templeton
Glenwood, W. Va.
Raphael P. Turnley
Grafton, W. Va.
James Vanscoy
Nutter Fort, W. Va.
Harley Lee Watson
Fairmont, W. Va.
Denzil Williamson
Ranger, W. Va.
Kenny Woodridge
Dunbar, W. Va.

CASH ROULETTE EMPLOYEE INCENTIVE SWEEPSTAKES DRAWING NO. 2

Winners of 25 first prizes \$50, each

Harlon Baldwin
Piedmont, Ala. 36272
Charles Sparks
Jacksonville, Ala. 36265
Gerald Backus
Tampa, Fla. 33612
W. D. Blum
Pensacola, Fla.

George Walters
Tire & Battery Service
Manhattan & Wallcraft
Tampa, Fla.
Kenneth Butler
Gainesville, Ga.
Dave Fullerton
Atlanta, Ga.
Bob Potts
Arlington Heights, Ill. 60004

John Weber & Ken Westerfeld
W. & W. Pure Oil Service
Batesville, Ind.
C. R. Foster
Foster's Pure Oil Service
Ft. Thomas, Ky. 41075
Eskel O. Engwall
Manistee, Mich. 49660

Matthews Service
Vernon, Mich.
Mike's Friendly Station
Minneapolis, Minn. 55417
Ben Sugimara
Brooklyn Center, Minn. 55429
C. H. Swartzbaugh
Jerry's Pure Service
Paynesville, Minn.

Ray Elmore
Jackson, Miss.
Marlin L. Cugini
West Richfield, Ohio 44286
Myles McCray
Cleveland, Ohio
Charles E. McKinney
Columbus, Ohio

Harry T. Robinson
Mansfield, Ohio 44907
Lewis F. Welsh
Canton, Ohio 44707
Delaware, Ohio 43015
Joseph Eddie Lee
Palmetto Pure Service
Florence, S. C.

Troy Sanders
Memphis, Tenn.
Tulip Grove
Pure Service Center
Hermitage, Tenn. 37076
Travis E. Miller
Logan, W. Va. 25601

Winners of 50 second prizes \$10, each

Vester Blankenship
Alexander City, Ala.
Elmer Conner
Jernigan's Pure Service
Geneva, Ala. 36340
E. B. Keeton
Russellville, Ala. 35653
James E. Owens
Decatur, Ala.
E. H. Barton
Lake City, Fla. 32055
Sam Plumb
Four Corners Service Station
Clearwater, Fla. 33516
Raymond Schmidt
Hastings, Fla. 32045

Bruce
Cross Keys Service Center
Atlanta, Ga. 30329
J. H. Butler
Butler's Pure Station
Chickamauga, Ga. 30707
Gorden L. Cohen
Ft. Oglethorpe Pure Station
Ft. Oglethorpe, Ga.
Harmon's Service Station
West Point, Ga.
L. A. Hayes
Corner Service
Shellman, Ga. 31786
Bobby Meroney
Aragon, Ga. 30104
Riverdale Pure Oil Service
Riverdale, Ga.

Bill Burghart
Wilmette, Ill. 60091
Peter H. DeMeulenaer
Algonquin, Ill. 60102
Clifford Brown
Council Bluffs, Iowa 51501
Eugene Castle
Burdine, Ky. 41517
Ed Armstrong
Grand Rapids, Mich. 49505
John Beck
Midland, Mich.
Clark W. Gray
Sanford, Mich. 48657
Jim Stocks
Grand Rapids, Mich. 49505

Brooklyn Pure Oil
Brooklyn Center, Minn. 55429
Bill Gatz
Shakopee, Minn.
Fernald Hansen
Minnetonka, Minn. 55343
Emmet Rossow
Rossow Pure Oil Service Sta.
Mankato, Minn. 56001
Sandy's Pure Service
Ely, Minn. 55731
Victor Sloat
St. Paul, Minn. 55106
Strese Pure Oil
Rosemount, Minn. 55068

Dewey E. Carter
Richfield Farm Supply
Richfield, N. C. 28137
Bob Denton
Pure Oil Service Station
Lenoir, N. C. 28645
Dixie Truck Stop
Conway, N. C.
Frank Hedrick
Perry's Pure
Raleigh, N. C.
Uldrick's Gro-Service
Cycle, N. C. 27015
Andy's Pure Oil Service
Toledo, Ohio
Nick J. Heinal
Adobe Motel
Donnelsville, Ohio

Kenny Mellinger
Massillon, Ohio 44646
P. R. Miller
Trump Road Pure Oil
Canton, Ohio 44707
Owen Newman
Atwater Pure Oil
Atwater, Ohio 44201
Fred Shenkel Pure Oil Sta
Defiance, Ohio 43512
George L. Kendaros
Trammel Bros. Pure
Greenville, S. C.
Callahan-Hughes Pure Oil
Erwin, Tenn. 37650
Hoards Food Mkt. & S. S.
Rogersville, Tenn. 37857

Bill Massingill
Piney Flats, Tenn. 37686
R. D. Ervine
Covington, Va.
J. R. Grubbs
Louisa, Va.
William F. Jones
Barracks Road Pure
Charlottesville, Va.
Walter F. Clark
Huntington, W. Va. 25705
Clyde McFann
Huntington, W. Va. 25704
Jay Taylor
New River Service Station
Hinton, W. Va. 25951

Winners of 500 third prizes \$5, each

Clarence E. Adams, Jr.
Brundige, Ala. 36010
Clois Armstrong
Pure Station
Eldridge, Ala. 35554
Eddie Blevins
Druid City Pure
Tuscaloosa, Ala.
Booker's Pure Service
Foley, Alabama 36535
E. T. Burton
Tuscaloosa, Ala. 36401
Jimmy Chandler
Irontdale, Ala.
J. A. Coleman
Calera, Ala.
James Compton
Skyland Pure
Tuscaloosa, Ala. 35401
Dan's Pure Oil Station
Northport, Ala. 35476
Davis Service Station
Foley, Ala. 36535
E. L. Edmondson
Sylacauga, Ala. 35150
Halbert Evans
Gordo, Ala.
Larry Evans
Eva, Ala. 35621
Jerry W. Fitts
Sullivan's Super Service
Selma, Ala. 36701
Roy Guthrie
Townley, Ala. 35587
Ray Hall
College Service Station
Mobile, Ala. 36608
Phil Hardy
Pure Station
Auburn, Ala.

Mrs. M. D. Hassell
Childersburg, Ala. 35044
Edwin J. Hayden
Birmingham, Ala.
C. L. Haynes & Don Sevstat
Anniston, Ala. 36201
A. R. Hendrix
Boaz, Ala. 35957
Cleve Jackson
Mobile, Ala.
Gordon Lindell
Lindell's Garage
Silverhill, Ala.
Roosevelt McClendon
c/o Baker's Pure
Adamsville, Ala.
Frankie J. Parker
Brewton, Ala. 36426
J. W. Robinson
Goodwater, Ala. 35072
Carl Skipper &
Douglas Jayroe
Pure Service Store
Greenville, Ala. 36037
Tarrant Pure Service Center
Tarrant, Ala. 35217
Walters Grocery
Demopolis, Ala.
Ronald H. White
Birmingham, Ala. 35213
C. P. Wiley Service Station
Governors Dr.
Huntsville, Ala.
J. P. Wilkins
Carrollton, Ala.
Mary Williamson
One Stop Service
Boaz, Ala. 35957
Haskel Wimbs
Robert Allen: Dealer
Decatur, Ala. 35601

Ruth Wofford
Albertville, Ala. 35950
D. M. Alsobrook
Dade City, Fla. 33525
Chester K. Arnold
Wildwood, Fla. 32785
Marshall Baker
Bellevue, Ala. 32620
Barney's Pure Oil
West Palm Beach, Fla.
Beach's Pure Oil
Jacksonville, Fla.
Ray Blystone
Hallandale, Fla. 33009
Bob's Pure Oil Service
Jacksonville, Fla. 32205
Tim Brasby
Brandon Pure Oil Service
Brandon, Fla. 33511
Marvin Alford Byrd, Jr.
Havana, Fla. 32333
Herb Carroll
822 - 19th St.
Vero Beach, Fla. 32960
B. O. Cassidy
Dade City, Fla.
Joe Cogan's Pure
Neptune Beach, Fla.
Joel Coleman
Pure Servicenter
Miami Beach, Fla.
Kenney DeGord, Jr.
Hastings, Fla. 32045
John Dupree
Dupree's Pure Service
Tampa, Fla.
Chester Fernandez
Combs' Pure Oil Service
Tampa, Fla.

M. S. Giddens
Tallahassee, Fla. 32301
Ernie Goatzinger
Miami, Fla. 33155
Grigg's Pure Service Center
Ft. Walton Beach, Fla. 32548
D. M. Hancock
Wildwood Truckers Paradise
Wildwood, Fla.
Harris Dist. Co., Inc.
Jacksonville, Fla. 32220
Havana Truck Terminal
Havana, Fla. 32333
Levander Hogans
c/o Pure Pep Service Station
DeFuniak Springs, Fla. 32433
Jim Howard
6343 S. W. 29th St.
Miramar, Fla.
C. S. Huggins
Pensacola, Fla. 32504
Jim's Pure Oil
Jacksonville, Fla. 32211
R. E. Johnson
Tallahassee, Fla. 32303
J. M. Koon
Lake City, Fla.
Milton Leonard
Tampa, Fla. 33619
Lou's Pure Service
Key West, Fla. 33040
E. J. Maddox
Caryville, Fla.
Sam Mason
Pensacola Beach
Pure Serv. Sta.
Pensacola Beach, Fla. 32561
O. E. McKinley
80 Scenic Hwy.
Pensacola, Fla.

Mr. Ethan E. Pinder, Sr.
Arcadia, Fla. 33821
Ray Rentz
Chattahoochee, Fla. 32324
Robert H. Roberts
Big R Pure Service
Tallahassee, Fla.
Schramm's Pure Station
Hollywood, Fla.
Vernon Schwartz
2618 N. 7th Ave.
Pensacola, Fla.
Clyde Snipes
Gene Robarts Service Center
Lake City, Fla.
Stacy Pure Oil Station
Jacksonville, Fla. 32210
Allen K. Stevens
Tampa, Fla. 33609
A. L. Stroup
Pensacola, Fla.
M. A. Vallina
Cosmopolitan Garage
Tampa, Fla. 33605
Williams Pure Oil Service
Jacksonville, Fla.
Jack Aday
Columbus Tire Service
Columbus, Ga. 31901
Mr. Bill Anderson
Peters Pure Oil Station
Social Circle, Ga.
Austin Drive Pure
Decatur, Ga. 30032
Don Bowers
Pure Service Station
Tifton, Ga.
Bryson Pure Service Station
Cartersville, Ga. 30120

H. J. Burkhalter
Silvercreek, Ga.
Gene Cartee
Statesboro, Ga. 30458
Ray Coggins
Buford, Ga.
Joel E. Cook
Lyerly, Ga.
Randy Davis
Atlanta, Ga. 30329
Dorsey's Service Station
Cedartown, Ga.
Johnny DuBose
St. Marys, Ga. 31558
Floyd's Pure
Palmetto, Ga.
Four-Lane Pure Service Sta.
Cartersville, Ga.
Gallman's Pure Service
Calhoun, Ga.
Ocell Galloway
Atlanta, Ga.
W. H. Garner
DBA Bills Pure Service
Chickamauga, Ga. 30707
Griffin & Zachery
Pure Service Station #353
Atlanta, Ga. 30317
Roy Hendrix
Metter, Ga. 30439
Hesters Pure Oil
1211 Maple St.
Carrollton, Ga.
Leonard Lawley
Brookwood Pure Oil Service
Atlanta, Ga. 30309
J. H. Lawter
Atlanta, Ga. 30305
Earl D. Mosley
Savannah, Ga. 31404

Northwoods Pure Service Sta.
Chamblee, Ga. 30005
Patterson Pure Service
Tucker, Ga. 30054
W. R. Quillian
Atlanta, Ga.
George Schwells
Savannah, Ga.
W. Q. Scruggs
Pure Oil Station
Bertha, Ga. 31078
Shelton & Haley
Athens, Ga. 30601
Harold Simmons
Gainesville, Ga.
Sparta Pure Oil Station
Sparta, Ga. 31087
W. R. Stallworth
Covington, Ga. 30209
Charles Tate
Rome, Ga. 30161
F. Turner Pure Oil Service Sta.
641 E. Lake Dr.
Decatur, Ga. 30030
Ken Anderson
c/o Rally Co. Pure
Arlington Heights, Ill. 60005
A. Angelo
A. & A. Service
Chicago, Ill. 60607
Harold Balough
Chicago, Ill. 60628
Dina Bare
West Salem, Ill. 62476
Richard Bates, Jr.
Aurora, Ill. 60506
Jay C. Brooke
Riverside, Ill.
Randy Cleland
Dundee, Ill.

PURE ROUND-UP NEWS



Leave sufficient slack between shoulder belt and body to comfortably insert a closed fist.

In defense of shoulder belts

Many drivers, it appears, are giving the cold shoulder to shoulder belts required by federal law on all new cars since last January first.

Salesmen who want to present a neat appearance when calling on prospects and women who complain the belts make a mess of their coats and dresses, are the most vocal protesters.

It's likely that much of their dissatisfaction is due to belts being improperly adjusted. Some drivers tighten a shoulder belt as if they were strapping on a parachute.

That isn't necessary. It is only intended to prevent a complete forward body movement in the event of a collision or sudden stop. Normally, it can be worn comfortably with no restraint of movement (reaching for the ash tray, for example) and without mussing clothes.

One thing is certain—considerably more than clothes will be mussed if they are unfortunate enough to have a front end collision and are not wearing their shoulder belts.

Incidentally, it is worth noting that it is illegal for a dealer or a car service mechanic to remove the shoulder belt and its mooring hardware despite what a customer may request. What the car owner does on his own, is, of course, his choice, and responsibility. However, the minor inconvenience of shoulder belts is more than compensated by the protection they offer against possible tragedy.

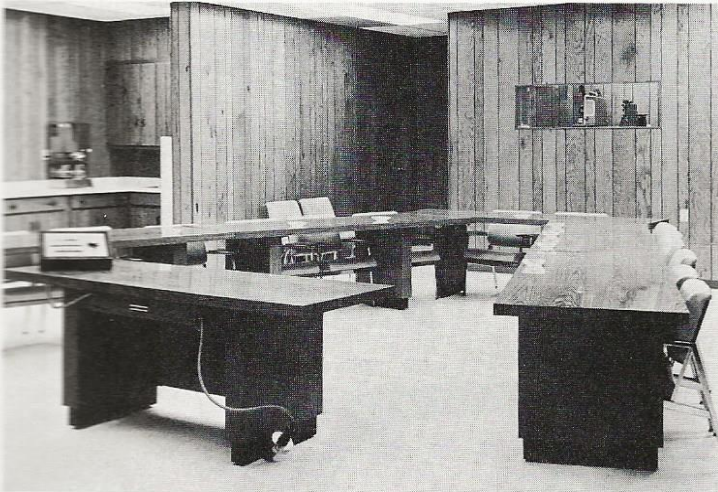
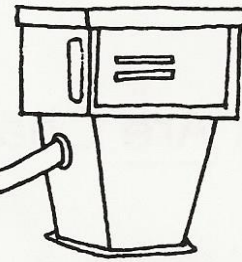


70 Flags flutter unity message

Seventy new U.S. Flags were hoisted on new 18-foot poles in simultaneous ceremonies at 70 Pure Oil Stations in Memphis and Shelby County as a symbol of the need for all Americans to "pull together."

The flags went up by pre-arrangement. The banner at the "official" raising at Spinolo's Pure Oil Station, Memphis, was pulled up by Paul Graves, Pure's Memphis Division Manager, Ralph Stovall, American Legion Commander, and Pure Dealer Spinolo.

"The idea grew out of Pure Oil's giving away 40,000 small American flags at the last Liberty Bowl Game," said Graves. "As a result of that, we decided to have permanent metal poles installed at all Pure Stations not only in Memphis, but in all metropolitan markets in Tennessee." The flags, each three by five feet, will fly seven days a week at hours stipulated by flag etiquette.



New training center now open in Orlando

A plush new Dealer Development Training Center has opened in Orlando, Florida to better serve Pure's Southwestern marketing area dealers. This brings the total number of centers to five in order to make Pure Oil dealers and their employees more successful.

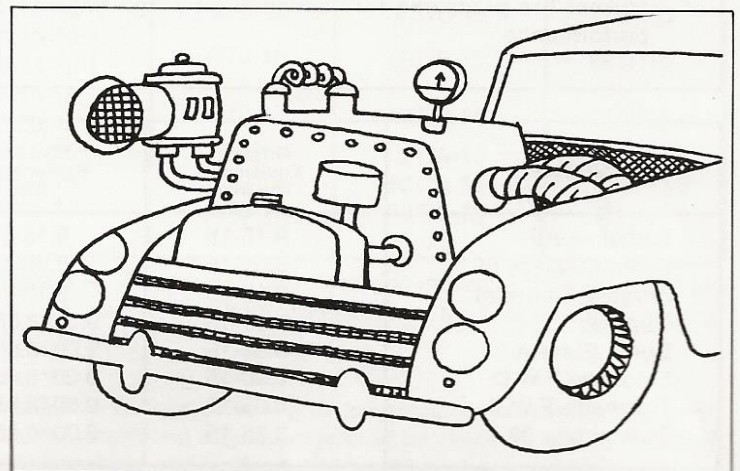
Innovation and modernization are the new look in training. Representative of this look is Pure's Orlando, Florida Dealer Development Training Center shown here. Along with its new three-week dealer training program (See Dealer Progress, May 1968) the Sales Training Department has begun remodeling each of its older centers. Work has already been completed on

two of them, with completion on the others expected by the end of this year. All centers are thoroughly equipped to teach all aspects of the service station business from knowledge of products to management of the business. Step-by-step demonstrations and practice with actual tools and equipment round out a dealer's training.

See your salesman now to make arrangements for you or your employees to attend the Training Center nearest you— odds are you'll find the answers to your business problems and increase your profits.

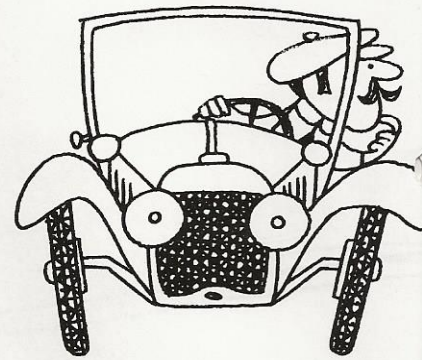
Air pollution control devices grow

Detroit is confident that it has aided air pollution control with the devices on its 1968 cars. But car makers admit the devices will do the job only if they are serviced properly. One system is comprised of an air injection pump complete with check valves, hoses and air injection tubes with a special air distribution manifold for each bank of cylinders. A second system effects emission control through engine design and adjustment. Here, larger intakes and combustion chambers permit more complete burning. Some use a dual diaphragm distributor to restrict richness adjustment. All of this adds up to greater service revenue and profits for you as a Pure dealer. Are you getting your share?

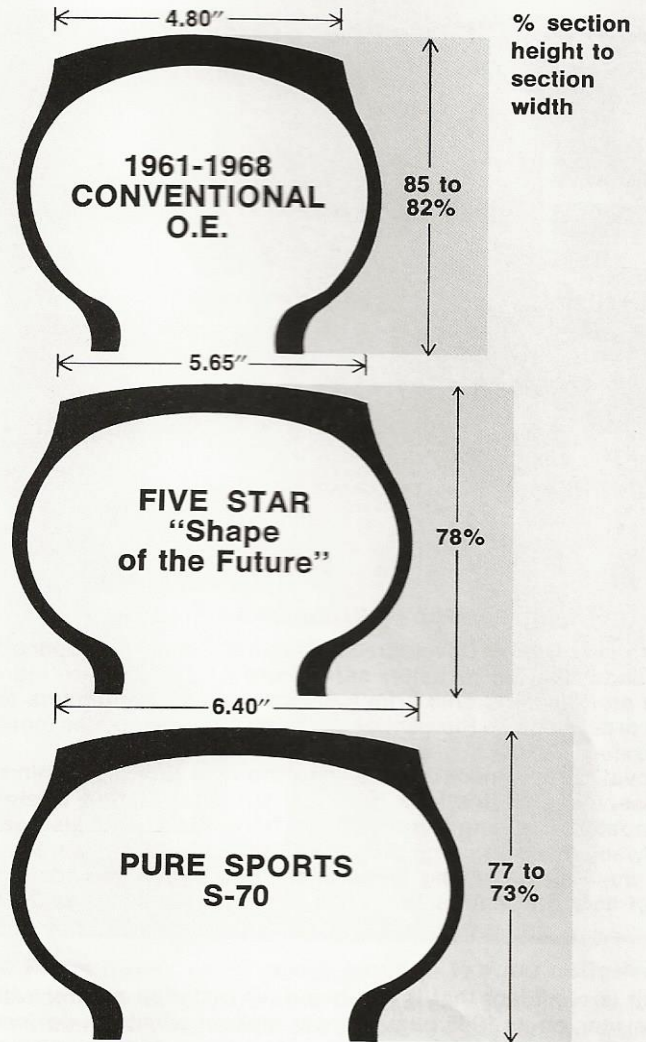


PURE PRIDE FIVE STAR

Tire Shapes Are Changing



(8.25-14)
Comparative
tread widths of
present day tires



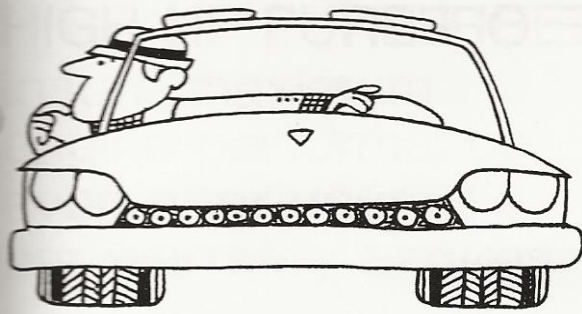
Proper Application of 9.00/8.85-15 and 9.15-15 Tire Sizes

Due to the lower tire section height, and wider cross section width of the New Pride Five Star Tire, it is not possible to use the 9.15-15 as an oversize option to the 9.00-15, as often practiced in the past with conventional size tires. The following illustration is meant to clarify the proper application of these two sizes, their options and correct tire pressures for maximum care and tire performance.

Car Make	Original Equipment Tire Size	Five Star Replacement Size	(Cold) Tire Pressures		Five Star Permissible Oversize	(Cold) Tire Pressures	
			Front	Rear		Front	Rear
Lincoln—All	9.15-15	9.15-15	24	24	none	—	—
Except—Mark III	*8.85-15	8.45-15	26	24	none	—	—
Chrysler Imperial	9.15-15	9.15-15	24	22	none	—	—
Cadillac	9.00-15	9.00/8.85-15	25	25	none	—	—
Buick-Electra	8.85-15	9.00/8.85-15	24	24	none	—	—
Eldorado F.W.D.	9.00-15	9.00/8.85-15	25	22	9.15-15	24	20
Toronado F.W.D.	8.85-15	9.00/8.85-15	24	22	9.15-15	23	20
Oldsmobile 98	8.85-15	9.00/8.85-15	24	24	none	—	—

* Explanation of new size marking change is noted on opposite page.

Rotation recommended at 6,000 mile intervals.



New tire size markings

It may be noted on some new late model 1968 cars, that the application of either 8.25-15 (which may be found on Pontiac) or 8.55-15 (Pontiac and Lincoln Mark III) is being introduced. These new size markings will replace the present 8.15-15 and 8.45-15 sizes. Except for the size markings, there will be no change made in the 8.15-15 or 8.45-15 tire either in our line or those of industry. However, the reason for this size marking change is merely to place these two new sizes in their proper perspective with the 14" size range. Both size markings are fully interchangeable with each other.

For your ready reference, we are listing below the size range and markings of five different types of tires that may be interchangeable for most applications.

Size Marking Change

8.15-15 to 8.25-15
8.45-15 to 8.55-15

The RMA "Consumer Guide to Tire Care and Safety", a pamphlet that customers receive when purchasing a new tire, should have this size and load inked in on Page 7.

Load Capacity Change @ 32 P.S.I.

1,610 lbs. to 1,620 lbs.
1,740 lbs. to 1,770 lbs.

It is Pure's plan to restamp the present 8.15-15 and 8.45-15 tire molds in the Safety Cushion, Pure Pride, and Pure Pride Five Star line with these new size markings as soon as possible. On the back sidewall of the tire and on new labels, we would indicate "Also Fits 8.15-15" etc. There will be no change in pricing or tire ordering procedures.

Comparative Size Relationship U.S.A. PASSENGER CAR TIRES

Conventional Sizes		"70 Series" and Radial		
1964 And Earlier	1965 And Later	"70 Series"	"70 Series" Radial	Radial
6.00-13	6.00-13	—	—	165R13
6.50-13	6.50-13	—	—	175R13
7.00-13	7.00-13	—	—	185R13
6.00-14	6.45-14	—	—	165R14
6.50-14	6.95-14	D70-14	DR70-14	175R14
7.00-14	7.35-14	E70-14	ER70-14	185R14
7.50-14	7.75-14	F70-14	FR70-14	195R14
8.00-14	8.25-14	G70-14	GR70-14	205R14
8.50-14	8.55-14	H70-14	HR70-14	215R14
9.00-14	8.85-14	J70-14	KR70-14	225R14
9.50-14	9.15-14	—	LR70-14	—
6.00-15	6.85-15	—	DR70-15	175R15
6.50-15	7.35-15	E70-15	ER70-15	185R15
6.70-15	7.75-15	F70-15	FR70-15	195R15
7.10-15	{ 8.15-15 }	G70-15	GR70-15	205R15
	{ 8.25-15 }			
7.60-15	{ 8.45-15 }	H70-15	HR70-15	215R15
	{ 8.55-15 }			
8.00-15	8.85-15	J70-15	JR70-15	225R15
8.20-15	9.00-15	K70-15	KR70-15	—
—	9.15-15	L70-15	LR70-15	235R15

note 1 — Rated loads, dimensional limits, and recommended rims are not necessarily the same for equivalent tires. The above chart is only a guide to determine probable vehicle usage compared to new current Low Section Height O.E. Tires.

note 2 — Due to *different handling characteristics*, rolling radii, etc., radial ply tires *should not be mixed* with "bias" tires on the same vehicle.

note 3 — When switching from conventional tires to radial ply or "70" series, check tire clearance with wheel well and steering mechanism.

note 4 — Whenever new tires are mounted on front wheel positions, a front end *alignment should be made* to insure optimum car handling and uniform tire wearing characteristics.

PURE'S DOUBLE-BARRELED GUARANTEE OFFER GIVES "NEW LIFE" TO MOTOR OIL SALES

A new approach to oil change recommendations and servicing warranties will sell motor oil for you like in the "Good Old Days". Because new High HP 10W-40 motor oil far exceeds the qualifications and standards approved by car manufacturers, and provides the ultimate in lubrication, *you can offer an*

industry first double-barreled guarantee to your customers. And remember, there are big profits in motor oil sales. At a suggested retail price of 85¢ per quart, you will make a gross profit of \$2.00 on an average 5-quart change of 10W-40 motor oil.

1. Product quality guarantee

To fully protect his warranty, your customer must have his car serviced at the specified intervals that conform to the manufacturer's required maintenance recommendations. You, as a Pure Oil Dealer, have a real sales opportunity to perform this required service work for your customers, and at the same time, making sure his warranty stays in effect.

To give your customers the added assurance that Pure products are of approved quality levels, the Pure Oil Division guarantees that all of the products listed below meet or exceed the warranty requirements of all United States manufactured cars.

- High HP Purelube Motor Oil
- Super Duty Purelube Motor Oil
- Purelube Golden Grease
- Purelube ATF Dexron (All except Ford)
- Purelube FTF (Ford only)
- Purelube Multi Purpose Gear Lubricant 80-90

To back this quality guarantee, the Pure Oil Division will honor any claim for repair or replacement of parts damaged, if caused by a deficiency in any of the above listed products, and if such use is the only cause for denial of claim by the car manufacturer.

2. Free replacement oil guarantee

The results from extensive taxicab and "Stop and Go" performance tests substantiate that High HP Purelube 10W-40 and 5W-30 motor oil not only gives the ultimate in lubrication protection, but actually reduces oil consumption as much as 20% over other multi grade motor oils.

While Pure Oil guarantees High HP Purelube 10W-40 motor oil to perform well under the drain intervals set by car manufacturer's warranties, industry statistics show that almost 80% of all driving occurs on short trips with frequent stops and starts, and under other conditions car manufacturers describe as "less than ideal" in their warranties. To compensate for these more severe driving conditions, Pure Oil recommends a more frequent oil change interval for your customer's car.

Therefore, the Pure Oil Division guarantees that if your customer's car is still under manufacturer's warranty, and he changes to new High HP Purelube 10W-40 or 5W-30 motor oil, and replaces it every 3,000 miles or 3 months (whichever comes first), any make-up oil that is added, between changes, will be absolutely FREE.

3. Instructions for replacement of free High-HP 10W-40 or 5W-30 motor oil

After changing oil with new High HP 10W-40 or 5W-30, keep copy of invoice and give customer GUARANTEED SERVICE

Product Quality GUARANTEE

(NEW CAR WARRANTIES)
All major U.S. car manufacturers provide a 5-year/50,000-mile warranty on new cars to cover the repair or replacement of certain parts which might fail because of defective workmanship or material.

To protect his warranty the car owner must have his car serviced at specified intervals conforming to the manufacturer's required maintenance recommendations.

Pure Oil service station dealers, by providing products of approved quality levels and performing required warranty service work at the proper intervals, can help you keep your warranty in effect and give you greater enjoyment of your car.

Pure Oil guarantees that the products listed below meet or exceed the warranty requirements of all U.S. manufactured cars.

- High HP Purelube Motor Oil
- Super Duty Purelube Motor Oil
- Purelube Golden Grease
- Purelube ATF-Dextron (excluding Ford transmissions)
- Purelube FTF (Ford transmissions only)
- Purelube Multi Purpose Gear Lubricant 80-90

Pure Oil Division will honor a claim for repair or replacement of parts damaged if caused by a deficiency in any of the above listed products if such use is the only cause for denial of claim by the car manufacturer.

union
Pure Oil Division
Union Oil Company of California

Free Replacement Oil GUARANTEE

The quality of High HP Purelube 10W-40 Motor Oil* is unexcelled in the industry and exceeds the specifications for approval by all major U.S. car manufacturers. Results from extensive taxicab and "stop and go" performance tests substantiate that High HP Purelube 10W-40 not only gives the ultimate in lubrication protection, but actually reduces oil consumption as much as 20% over other multi grade motor oils.

Pure Oil guarantees its products to perform well under the drain intervals of car manufacturers warranties (see reverse side), however we recognize that almost 80% of all driving occurs under conditions car manufacturers describe as "less than ideal" in their warranties. Therefore Pure recommends all car owners change oil every 90 days or every 3,000 miles, whichever occurs first.

This is to certify that if you have a car still under manufacturer's warranty and change to new High HP Purelube 10W-40, Pure Oil will give you any oil you have to add in 90 days or 3,000 miles, whichever occurs first.

union
Pure Oil Division
Union Oil Company of California

*Also High HP Purelube 5W-30 Motor Oil

RECORD ENVELOPE with the necessary information written on it.

If customer needs replacement oil within 3,000 miles or 90 days (whichever comes first) he presents GUARANTEED SERVICE RECORD ENVELOPE and/or invoice showing proof of purchase within specified mileage or time limits.

After replacement of free High HP oil, customer signs FREE OIL REPLACEMENT RECEIPT, showing date, mileage, make of car and number of quarts received.

Dealer collects and turns FREE OIL REPLACEMENT RECEIPTS over to Pure Sales Representative who will replace the free motor oil the dealer has redeemed. Dealer must also have copy of original invoice to substantiate each redemption claim.

WIDE RANGE HIGH HP PURELUBE MOTOR OILS



insure maximum
engine performance
even after your
car warranty expires

New wide range multi-grade additives recently developed through Union/Pure Research facilities now give a super performance status to High HP Purelube motor oil. This brand new motor oil not only reduces oil consumption, but gives car engines the ultimate in lubrication protection while providing outstanding performance under *extreme all-weather* operating conditions. 10W-40 multi-grade High HP far exceeds the high temperature requirements of all car engines and is recommended for year around use in the central and southern states. Its lighter multi-grade companion, High HP 5W-30 motor oil provides *identical* lubrication protection and high engine performance, but is recommended for use in the northern states where cold weather starting and performance are important.

Extended warranties
More power accessories
More horsepower
Longer drain intervals

Increased engine demands create need for higher motor oil performance

Since 1963, passenger cars have demanded more and more performance from their engines. Increased horsepower requirements, larger engine displacements, with higher operating temperatures, new PCV and emission control exhaust systems, air conditioning and other power accessories have made motor oils work harder and harder.

At the same time, car manufacturers have recommended oil change intervals as high as 6,000 miles, and have increased car engine warranties to 5 years or 50,000 miles.

All these changes added up to the need for superior performance in a motor oil . . . one that would perform under the more severe conditions applicable in today's driving.

Chrysler MS-4071
Ford M2C-101B
General Motors 6041M
American Motors "MS" Requirements

High HP 10W-40 motor oil far surpasses new standards and approval requirements set by car manufacturers

Union/Pure Research people have developed oils which exceed the car manufacturers' most stringent engine oil performance requirements with new 10W-40 and 5W-30 High HP Purelube motor oil. Formulated from the finest base stocks, these brand new wider range motor oils, with improved additives, actually far surpass the new high performance standards set by car manufacturers. The result—a superior High Performance Purelube motor oil that not only exceeds car manufacturer's standards in industry-accepted "MS" tests for validating car warranties, but meets the more severe conditions measured by the Union/Pure SAG (Stop and Go) and Taxi performance tests.

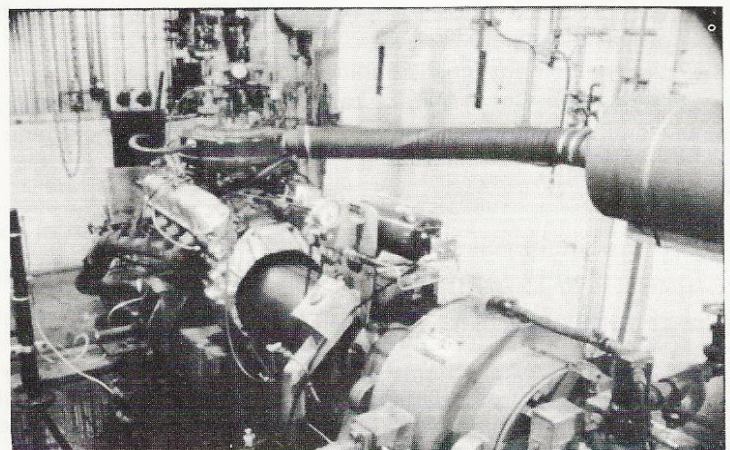
Change oil every 3000 miles

Regular oil changes with new High HP Purelube keep engines "trouble-free" for years

Severe driving conditions as a result of low temperature operation, prolonged idling, stop-and-start driving, short runs, and light loads all promote water accumulation, corrosive acid formation, fuel dilution and varnish and sludge deposits. With long and irregular oil change intervals, the level of contaminants increases to the point that the additives in even the best motor oils become depleted or are used up in service because of the contaminant load.

So your customer will get the kind of lubrication necessary to keep his car "trouble-free" for years, you are urged to recommend a regular change interval of new High HP Purelube 10W-40 . . . the best motor oil he can buy.

Specialty designed Union/Pure SAG laboratory tests provide proof of the exceptional performance of HIGH HP 10W-40 motor oil.



Additional very severe fleet testing in Taxi Cab Stop & Go driving provides operational proof of performance for HIGH HP 10W-40 motor oil

HIGH HP PURELUBE MOTOR OIL ULTIMATE IN LUBRICATION PROTECTION

now in new 10W-40
& 5W-30 multi-grades

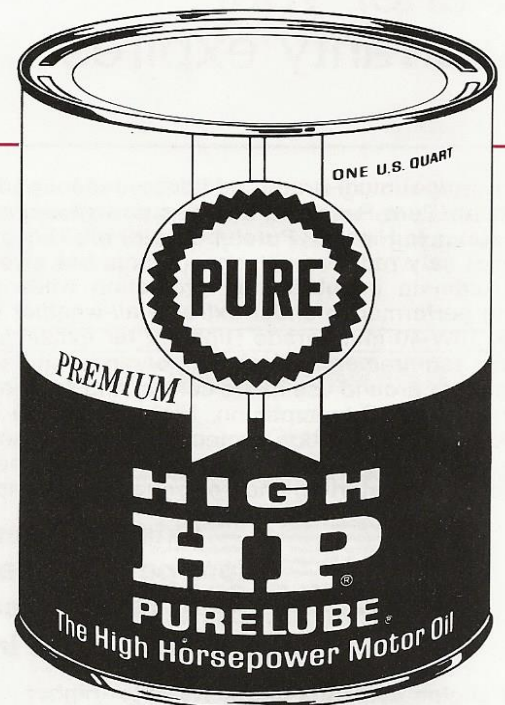
A new wide range multi-grade formulation, combined with improved "maintenance free" additives makes High HP Purelube the finest motor oil ever made. High HP 10W-40 and 5W-30 multi-grade motor oil gives car engines the ultimate in lubrication protection, while providing outstanding high performance under extreme all-weather operating conditions.

These superior High HP motor oils not only exceed industry performance standards and manufacturer's warranty specifications, but meet the more severe requirements of the Union/Pure SAG (Stop and Go) and Taxi cab fleet tests.

High HP 10W-40 is recommended for year around use in the central and southern states. Its lighter multi-grade companion, High HP 5W-30 provides identical lubrication and high engine performance, but is recommended for use in the northern states where cold weather starting and performance are more important.

The superior additives and wider range formulation in High HP 10W-40 provide the motorist with these outstanding performance features:

- Actually reduces oil consumption up to 20%
- Improves gasoline mileage
- Virtually eliminates costly engine repairs
- Far surpasses Car Manufacturer's warranty specifications
- Gives maximum performance and protection during extreme hot and cold temperatures



- Keeps engines cleaner, longer
 - Provides superior wear protection
 - Minimizes combustion deposits, rusting and sludge build-up
- Available in 1-qt. cans, 30 and 55 gal. drums.

New improved formulation!

Super Duty Purelube

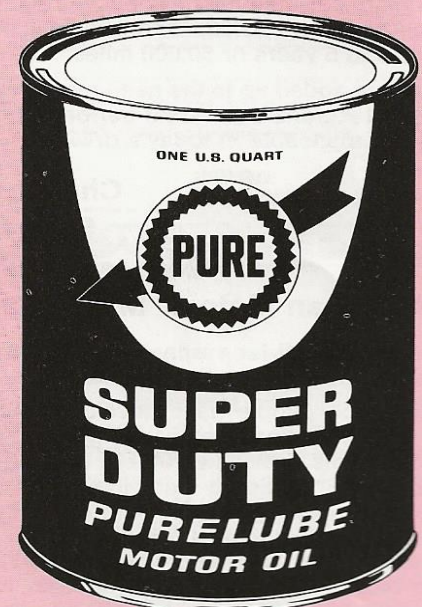
The best buy for people who still prefer a straight grade SAE motor oil.

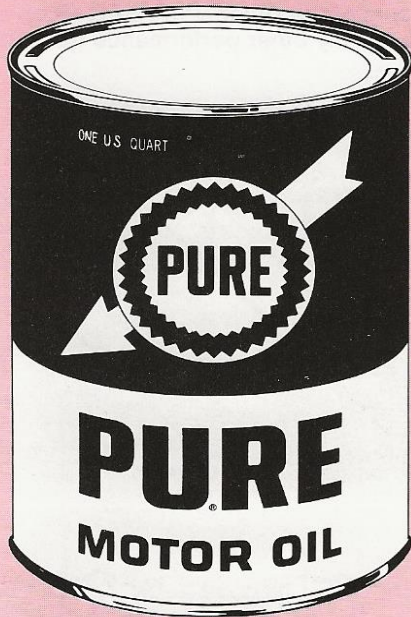
A high performance motor oil in straight 10W, 20W, and 30 grades. Super Duty has been reformulated with improved additives to meet the more stringent requirements of the modern engines. This top quality motor oil gives your engine outstanding protection in stop and go driving as well as on high speed turnpikes.

Fortified with special additives to give outstanding engine protection and performance.

- Keeps engines clean and free of sludge under the most critical operating conditions.
- Fortified with anti-wear additive to protect all sensitive parts in the engine.
- Exceptional rust and corrosion protection.
- Far exceeds the MS sequence test requirements used by car makers as a criterion of quality.
- Recommended for API Service Classifications MS-DG-DM.
- Meets Ford M2C-101-B, GM 6041-M, Chrysler MS4071 and all other car manufacturer's warranty performance specifications.

Available in 1-qt. cans, 30 and 55 gal. drums.





A premium motor oil at an economy price

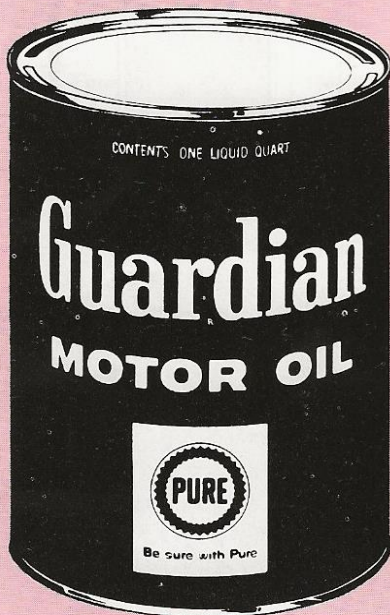
Pure motor oil

To meet the demand for premium motor oil at an economy price, Pure motor oil has been reformulated to meet the requirements of normal light to moderate duty service.

Pure motor oil is ideal for the customer that requires a non-detergent mineral motor oil but who also needs the anti-oxidation and anti-wear additives to provide a better performance from older cars.

- Resists oxidation and corrosion
- Protects against wear
- Gives positive lubrication
- Low viscosity changes under extreme heat and cold
- Recommended for API Service Classification MM

Available in 1-quart cans and 55 gallon drums in S.A.E. 10W, 20W/30 and 40 grades.



Back in the line by popular demand

Guardian Motor Oil

Guardian motor oil is straight mineral oil with no additives. Gives adequate lubrication and performance for older equipment.

Its quality and low price is comparable to other light duty oils and gives you an opportunity to be competitive in the price oil market.

Available in 1-quart cans and 55 gallon drums in S.A.E. 30 grade only.

**A light duty
oil for the
price buyer**

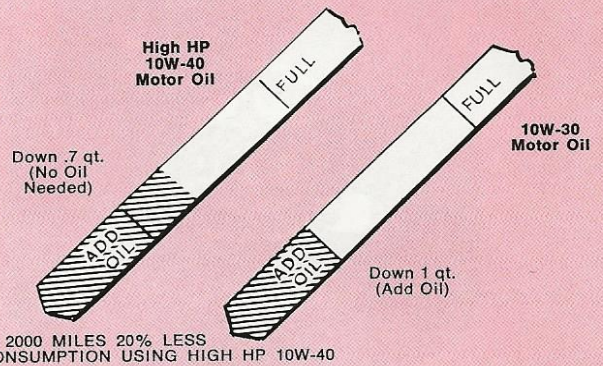
WHAT WIDE RANGE HIGH HP MOTOR OIL MEANS TO YOUR CUSTOMERS

This remarkable new motor oil is fortified with newly developed additives to provide the motorist with an extra margin of safety. High HP 10W-40 and 5W-30 motor oil not only exceed the requirements of the car manufacturers' warranty specifications

and their extended drain intervals, but also meet the more exacting requirements of the Union/Pure SAG (Stop and Go) test which far surpasses any other performance qualification.

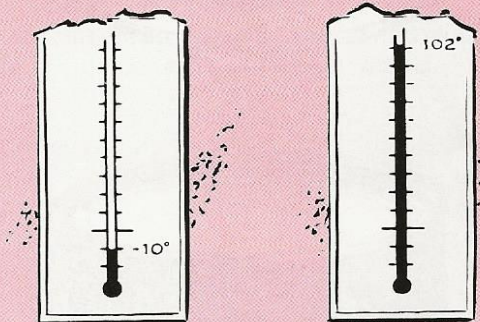
Less oil consumption

With a new multi-grade range that gives better lubrication protection at higher engine temperatures, new High HP 10W-40 and 5W-30 will reduce oil consumption up to 20% compared to other multi-grade motor oils.



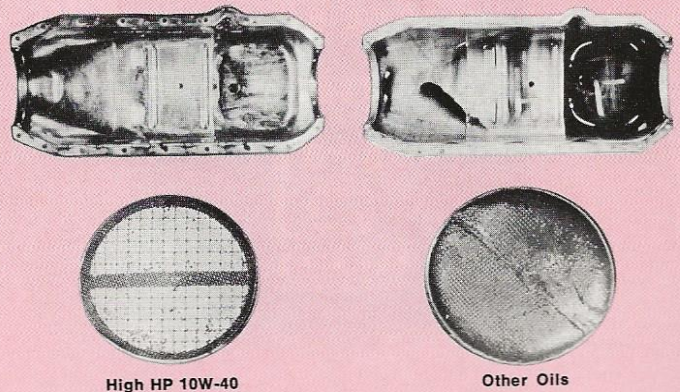
Gives all-weather protection

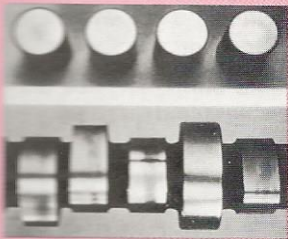
New High HP 10W-40 and 5W-30 motor oils provide a tough lubricating film that will perform and stand up when driving over the road at high speed during extreme summer temperatures, plus the qualities of a low friction, easy starting lubricant necessary in cold weather.



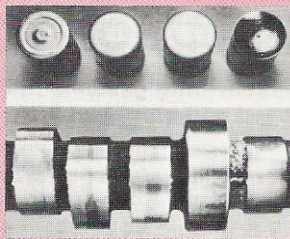
Keeps engines cleaner, longer

Improved additives in High HP 10W-40 and 5W-30 keep engine sludge and varnish from forming . . . a main cause of engine trouble. Even at long drain intervals these high quality additives keep engines clean under the most severe "Stop and Go" service, high speed expressway driving and during extreme weather conditions.





High HP 10W-40



Other Oils

Provides superior wear protection

The anti-wear additives in new High HP 10W-40 and 5W-30 motor oils guard critical valve train components against wear under severe operating conditions and provides long lasting protection necessary for the extended drain intervals now recommended by car makers.

Oil
Change
Intervals
to
maintain
car
warranty

MAKE OF CAR	YEAR	MANUFACTURER'S RECOMMENDATIONS DAYS OR MILES		CHANGE SOONER IF YOU DRIVE UNDER THESE CONDITIONS	PURE RECOMMENDATIONS FOR TROUBLE-FREE DRIVING DAYS OR MILES	
Cadillac, Oldsmobile, Buick, Pontiac, Chevrolet	1968	120	6,000	Dust Storms, Dusty Roads Same as above	90	3,000
	1963-67	60	6,000		90	3,000
Lincoln Mercury	1963-68	180	6,000	High speeds in high temperatures, dusty areas, low speeds or idling in low temperatures	90	3,000
	1963-68	180	6,000		90	3,000
Ford	1963-68	180	6,000	Dusty areas, extended idling short runs	90	3,000
Imperial, Chrysler, Dodge, Plymouth	1963-68	90	4,000	Dusty Roads, Sandy areas short trips in cold weather	90	3,000
American Motors Cars	1967-68	120	4,000	Dusty Conditions, Short Trips Same as above	90	3,000
	1963-66	180	4,000		90	3,000



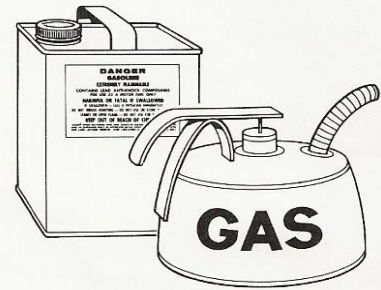
Actual non-rusted engine parts after severe rust test

Minimizes combustion chambers deposits, rusting and acid attacks

These improved additives minimize combustion chamber deposits, thus reduce octane requirements. Reformulated anti-rust and corrosion inhibitors in High HP 10W-40 and 5W-30 retain their full potency even at the end of extended drain intervals to provide maximum rust and corrosion protection, never before possible.

GASOLINE CAN BE DANGEROUS

(Please clip out this page
and display in sales office)



The season is now here which we will see increased use of power lawn equipment, power boats, power saws and various types of gasoline powered portable equipment. To service all of this, your customers will be buying gasoline in portable containers.

When this is done, most states, plus Federal Legislation, require that the gasoline be dispensed only in containers of sound metal construction with a tight closure with screwed or spring cover and fitted with a spout or so designed that the contents can be poured without spilling. The safety cans shown here are approved for this purpose. In addition, the Federal Hazardous Substances Act requires that all portable containers into which you deliver gasoline be labelled as shown. Failure to comply with this can result in court action and a maximum penalty of one year in prison, a fine of \$3,000, or both on conviction. Required labels can be obtained through your PURE Sales Representative.

Similar labeling requirements are also applicable to kerosine, diesel fuel, fuel oil, and any solvents that are dispensed in portable containers. Many states additionally require that portable containers for gasoline be painted red in addition to the labeling requirements.

Gasoline Safety Practices

Because gasoline is a volatile substance and highly flammable when mixed with air, it should be dispensed and handled with care to avoid unnecessary hazards. Following are some basic practices that assure maximum safety to your customers, your employees, and yourself:

When delivering gasoline to a customer's car:

- Do not smoke at anytime.
- Post "No Smoking" signs at island.
- Caution customer against smoking at island.
- Be sure engine is shut off when delivering gasoline.
- Never allow the customer to serve himself.
- Maintain good metal contact between the nozzle and fill pipe to ground out static electricity.
- Avoid overfilling gas tank by keeping eyes on fill pipe and listening for escaping air that indicates tank is nearly full.
- Stand to one side of fill pipe where gasoline from a spill cannot get on you.
- If gasoline is spilled on ground, wash it down with hose, and remove from driveway with a squeegee to avoid a condition that might cause slips.
- If gasoline gets on clothing or skin, wash it off. It is not only a fire hazard, but can cause skin irritation.
- Do not deliver gasoline to any vehicle which has a source of ignition present, such as: highway tar wagons with fired tar box, a vehicle with a fired car heater, or a vehicle with an auxiliary internal combustion engine, such as found on a cement mixer, while the engine is running.

When cleaning parts or station facilities:

- Never use gasoline as a cleaner—it's a motor fuel.
- Use only standard solvent or kerosine.

When using gasoline to prime a carburetor:

- Prime the engine only outdoors to avoid accumulation of vapors.
- Do not pour gasoline into carburetor when engine is being turned over, since a flashback might ignite the vapor.
- The proper procedure is to pour a small amount of gasoline or PURE START into the carburetor air intake; and stand back as the engine is turned over. Repeat until engine starts. When engine is running, replace the air cleaner and lower the hood.

When delivering gasoline into portable container, use only an approved and properly labeled container, as described previously.

Maintain adequate fire prevention equipment.

- It should be inspected regularly.
- It should be kept in good repair.
- It should be easily accessible.
- Personnel should know how to operate it.

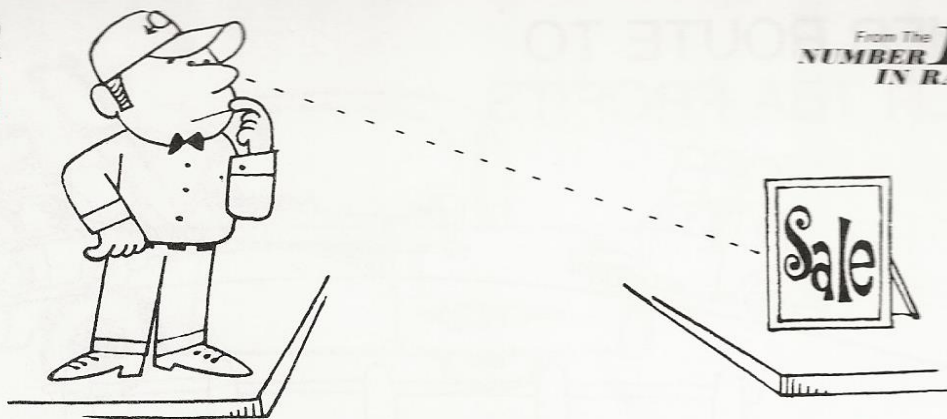
If a fire should occur at the pump when you're dispensing gasoline:

- Stop the pump by pulling the pump switch or main station switch.
- Use dry chemical or CO₂ extinguisher to smother flames. If not available, wrap a damp cloth around the pump nozzle to cut off supply of air.

WARNING—GASOLINE IN CONTAINERS WILL BE SOLD ONLY TO:

1. Responsible Adults.
2. In Containers That Meet Approved Federal And State Regulations.
3. These Containers Must Be Marked And Labeled To Meet Approved Federal And State Regulations.

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 new 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.

How to sell air filters

A Gulf dealer near the Holiday Inn in Osprey, Florida, has developed a unique and effective technique for selling air filters. Here's how it works:

The filter on each car that stops is checked. When one is clogged, the dealer or one of his driveway salesmen say this to the customer: "If you've ever had asthma, you know how important breathing is. It's the same way with your car. This clogged filter keeps your car's engine from breathing properly. It takes only a minute to install a new one. Shall I do it now?"

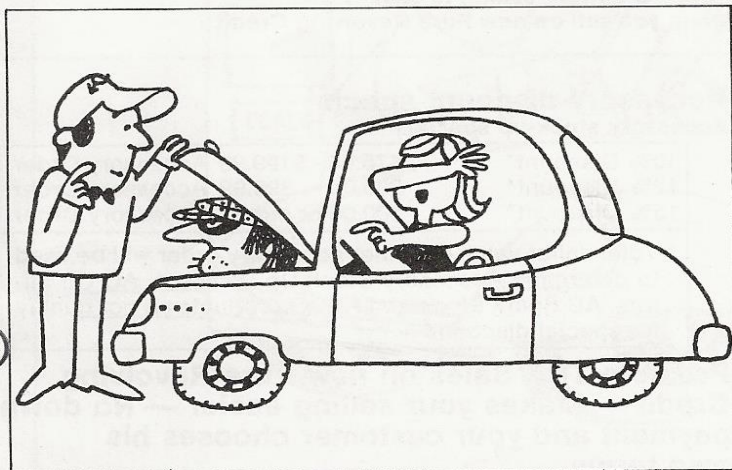
Records show that one of every four customers buy an air filter.

Gulf Dealer News

Another way to sell air filters

As time moves on and business becomes more competitive, we as service station operators must find and put to use the best merchandising techniques possible . . . Here is a simple yet highly effective merchandising aid for selling air filters, an item too often neglected and one in which there is a fair amount of profit. I took an empty oil case and cut the sides to resemble bars of a small jail house. I labeled it "Rick's Conoco County Jail." The idea behind this is that all dirty and clogged air filters are robbers and should be in my jail, where robbers should be . . . People coming into my station are amused with the sales aid but even though they're smiling, they're wondering if they have a robber in the car. Our air filter sales increased 20 percent after I tried this and considering the small investment of time and money, other operators might like to try it.

Conoco Today



Those extra hours help

"My place was open 12 hours a day, from 7 to 7, when I started out. But I quickly found it would pay to extend my hours to 10 p.m. That was because I was missing out on business from lots of men who drive their cars to work and often don't get off until pretty late. The three extra hours, though, gives them ample time to come by. Now they can even go home, eat supper and then drop by the station. As a result, I sell that much more gas, TBA and lube bay jobs. For example, I always sell at least two gallons of motor oil nearly every night.

"I also open 30 minutes earlier now. That brings in a number of nurses who must be on duty by 7 a.m. at a nearby hospital. I've let them know that I open at 6:30 especially to serve them. They show how much they appreciate the courtesy by sending some of their friends to trade with me."

The Humble Extra

On the house

This summer, a Texaco dealer gave away a half-gallon of ice cream with each lube job, oil change, tire or battery sale, or purchase of 10 or more gallons of gasoline. The ice cream came from a local dairy and the dairy also supplied the dealer with a freezer to use during his three-day special promotion.

"The only expense was the wholesale cost of the ice cream," he says. "Customer response was terrific; we pumped over 8,000 gallons of gasoline alone during the promotion."

The Texaco Dealer

Hooray for girls!

One the lady motorist comes in, she likes to be treated with respectful friendliness, but is resentful of familiarity (and won't come back). We can't with authority tell just how to woo and win lady customers, but will try to pass on a few tips that they have given us.

They appreciate all the "free" services around their cars, and expect to be told promptly when they need to change oil and filter and get a lube job. Checking the tires impresses them. They feel you have their safety at heart. If they pay cash, they like clean money in change. Tell them the amount first, then the number of gallons bought.

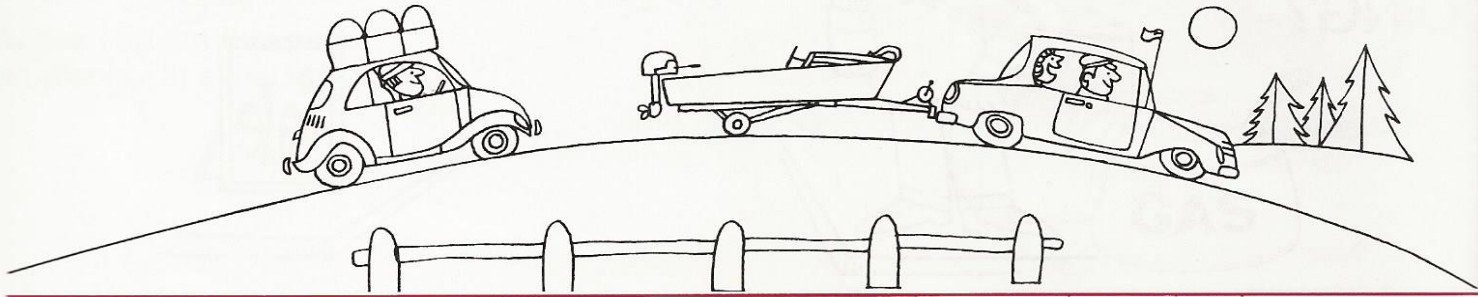
Skelly news

Dog helps out on midnight shift

A Sunoco Dealer, and his partner, operate their station in Pittsburgh, Pa. on a 24-hour basis. They have found that one of their best employees on their midnight shift is the large dog they keep tied up in front of the station. The dog not only keeps the man company on the 12 to six shift, but also keeps away any undesirable persons.

Sunoco Diamond

SUMMER ROUTE TO BIGGER TBA PROFITS



12% above dealer cost tire sale

A repeat of your most successful TIRE EVENT

12% above Pure dealer cost safety cushion tire sale

When you have a winner like our "12% ABOVE PURE DEALER COST" Safety Cushion Tire Sale that's so good, it literally sold us out of Safety Cushions, it makes good sense to put it to work again. And that's exactly what you'll have working for you in July to capture your share of the big vacation travel business.

Supported with major newspaper advertising

70 Newspapers in 39 major cities will receive a series of 3 hard-hitting ads telling customers that PURE is the place to buy tires with your "12% Above Pure Dealer Cost" ad. And, best of all, all three ads are designed for Pure dealer tie-in station listings so customers know where your station is to take advantage of your tire sale.

Big newspaper ads run July 12, 19 & 26

Exciting tie-in display material

To help you sell in your station



Make your station promotion complete

With action-getting local newspaper tire ads. Support your tie-in station listing in the major city newspaper ad with a Tire Sale ad in local newspapers to zero-in on your customers. USE YOUR 3% TBA BONUS MONEY AND SAVE 50% ON THE COST OF YOUR LOCAL NEWSPAPER ADVERTISING.

Free battery special

Plus a Triple Deal Summer Battery Special

Deal no. 1
Free 22F-FPN
with 15 Battery order



Deal no. 2
Free Two 24-FPN with 30 Battery order



Deal no. 3
Free Four 24-FPN
with 50 Battery order



Pride & 5-Star tire deal

Pure Safety Cushion Stock-Up Special
Pure Pride and Pure Pride 5-Star Stock-Up Deal



(1) Save \$1.00 per tire OR

(2) Save \$1.50 per tire

for 20-tire or more order, one-time delivery. Also qualifies for \$1.50 per tire discount on Safety Cushion fill-in orders for balance of quarter.

Free — 2 tire display stands,
4 plastic wheel covers with order for
20 Pure Pride and/or Pure Pride Five Stars.

Special plastic display "Mag" type display wheel covers will make your display tires look like a "million dollars." They come with 3 metal tire spreaders and when installed on a mounted tire display stand they give the impression of a fully mounted tire.

Sports S-70 deal

Special dealer prices

Size	1-7 Tires	8 or More
D-70-14	\$26.94	\$24.00
F70-14	29.93	26.50
G70-14	32.41	28.75
G70-15	32.41	28.75

Federal Excise Tax to be added to above prices.



Tube special dealer prices

Applies to any combination of TRUCK and PASSENGER tube order.

24 tubes — Save 7%

48 tubes — Save 12%

96 tubes — Save 15%

Fill-in orders for balance of quarter will be billed at discount earned on the Stock-Up Order.

Tire and battery selling is easy
when you sell on new Pure Revolving Credit

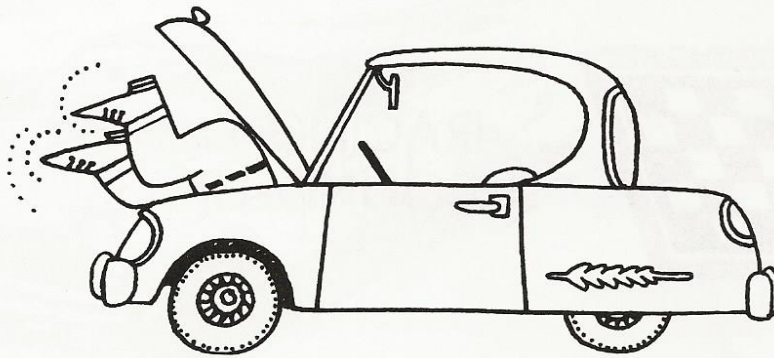
Accessory discount special

Accessory stock-up specials

10% Discount*	\$75.00 - \$199.99	Accessory Order
12% Discount*	200.00 - 399.99	Accessory Order
15% Discount*	400.00 or more	Accessory Order

* Total dollar value of dealer accessory order will be used to determine Accessory Stock-Up Discount. AC Oil Filters, AC Spark Plugs and ANCO products no not qualify for special discount.

Promote TBA Sales on new Pure Revolving Credit — Makes your selling easier — No down payment and your customer chooses his own terms.



Corvaire oil filter removal and replacement

All 1968 Corvairs and earlier models with air conditioning have the oil filter mounted horizontally instead of vertically. To avoid oil spillage into the engine shroud when replacing filter, remove both the filter and adapter, making certain the assembly is kept level. When replacing, use new inner and outer adapter gaskets, Part Numbers 5575514 (inner) and 3838401 (outer).

TorqueFlite transmission oil filter

Chrysler Motors advises that the one hole, internal type oil filter, P/N 2801655, should be used only on 1966 through 1968 TorqueFlite Automatic Transmissions without a rear oil pump. Using the one hole type filter on 1960 through 1965 transmissions will result in erratic shifting and a noise similar to a speedometer click. Continued use could cause damage to the rear pump due to lack of lubrication. A two hole filter, P/N 2466849, should be used on all transmissions having a rear oil pump.

Checking windshield washer & wipers at island

Here's a good island service tip you may want to try out. When a car drives up for service, before you clean the windshield, ask the driver to turn on the washer and wipers for a few seconds. It will show whether they are operating properly and also reveal the condition of the wiper blades. The windshield can then be cleaned in the normal manner but the driver is assured of a system in good working order. Don't forget to sell him replacement wiper blades if the present ones streak. Check the washer fluid reservoir when servicing under the hood.

Checking and torquing Dodge trucks wheel stud nuts

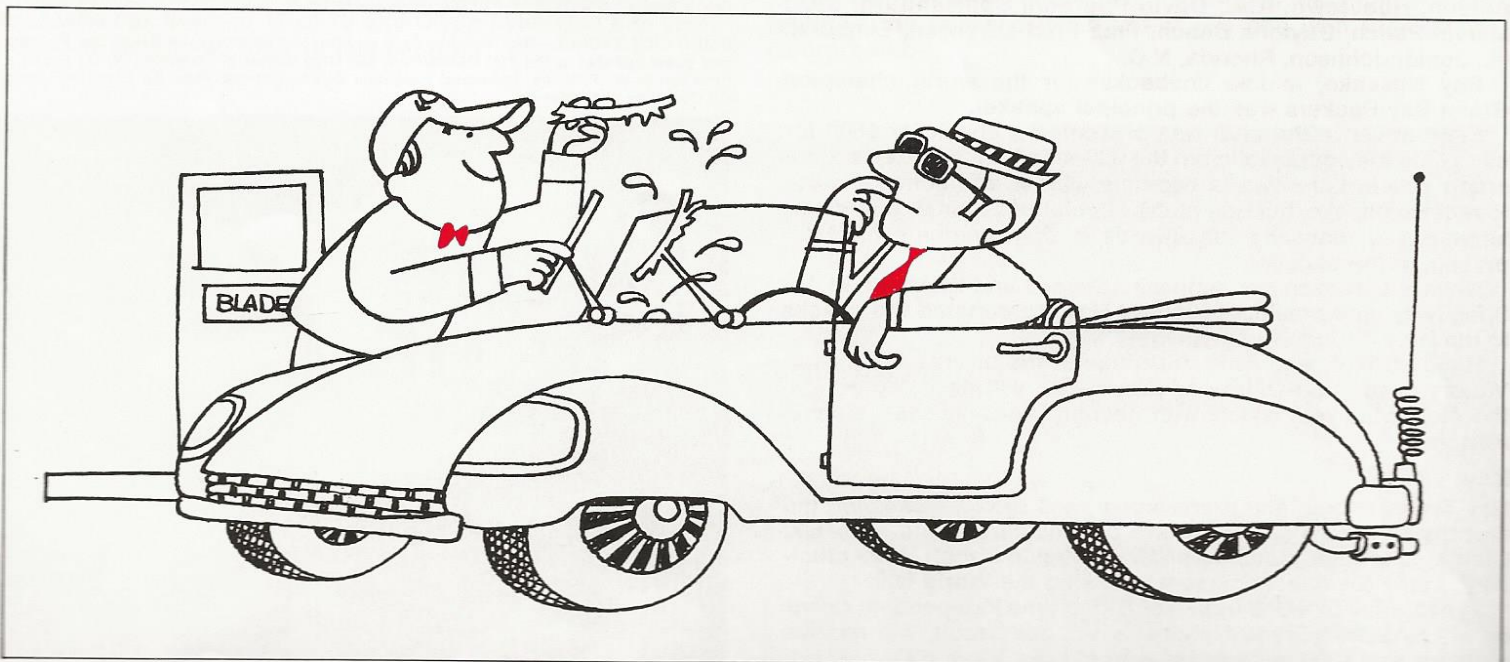
Dodge Truck recommends that wheel stud nuts for all D300, P300 and P375 models be checked and tightened to 200 ft. lbs. at intervals not to exceed 100, 500 and 1,000 miles on new vehicles and thereafter every 2,000 miles. On dual rear wheel models prior to mid-1965 which do not have an aligning pin hole in the wheels, the coned surfaces of stud holes in both wheels must be properly mated. Both wheels of a dual set must be off the ground during tightening. A torque wrench with an indicator reading directly in foot/pounds should be used.

Where's the Jack, Jack?

The first edition of 1968 Corvette Owner's Manual does not indicate where the jack is stored. You'll find it under the tool compartment box which is located immediately behind the right bucket seat. For access to jack, raise the tool compartment lid and insert fingers in the holes provided for lifting the box out of the compartment.

Mounting tires on styled steel wheels

The design of styled steel wheels is such that they cannot be firmly held at the spider center pilot hole when using most tire mounting machines. Bishman Manufacturing Company, Osseo, Minnesota, offers a machine which clamps at the outer bead seats of the wheel to facilitate mounting tires on styled steel wheels. Lacking this, or similar equipment, it may be advisable to go to an outside source who has such equipment for tire mounting on this type of wheel. Don't resort to tire irons—you'll have an unhappy customer if the wheels surfaces are nicked or scratched.





RACING ROUND-UP

Pure 600 golf tournament

Sonny Grant, reigning North Carolina amateur champion, and C. C. Little, Jr., of Concord, N.C. were the top winners during the first annual Pure 600 Golf Tournament, played at Cowans Ford Country Club near Charlotte, N.C.

The tournament was held in conjunction with the World 600 stock car race at Charlotte Motor Speedway.

Grant fired a three-over-par 75 to walk off with medalist honors and was presented an engraved silver wine cooler. Little was tops in the handicap scoring with a 72. He received a dish washer.

A total of 121 golfers participated in the event, sponsored by the Pure Oil Division, Union Oil Company of California and Charlotte Motor Speedway. The field consisted of press members from the two Carolinas, stock car drivers, race officials and accessory personnel.

Lee Petty, former racing great and father of Richard Petty, was tops among the racing personnel with a 77, five over par.

Scores of other race drivers competing in the event were: Sam McQuagg, 104; Buddy Baker, 98; Tim Flock, 83; Ned Jarrett, 98; Curtis Turner, 95; Bobby Isaac, 102.

New racing club

The first annual Pure/600 Club dinner-meeting was held in Charlotte prior to the running of the World 600. To qualify for membership in the club a driver must either win the World 600 or finish in the same lap with the winner.

Receiving awards for their accomplishments in winning the longest race on the NASCAR circuit were: Joe Lee Johnson, Chattanooga, Tenn.; Nelson Stacy, Daytona Beach, Fla.; Jim Paschal, High Point, N.C.; Earl Balmer, Floyd Knob, Ind.; Bobby Allison, Hueytown, Ala.; David Pearson, Spartanburg, S.C.; Marvin Panch, Daytona Beach, Fla.; Fred Lorenzen, Elmhurst, Ill.; Junior Johnson, Rhonda, N.C.

Ray Nitschke, middle linebacker for the world champion Green Bay Packers was the principal speaker.

Each driver in the club was presented a check for \$600 for each time they accomplished the 600-mile feat, a blazer, chronograph watch. Lorenzen, a two-time winner and Johnson were to receive checks, but one of the stipulations concerning membership and receiving the awards is that members must be present at the banquet.

Neither Lorenzen nor Johnson attended and Charlotte Motor Speedway vice president Richard Howard donated the checks to the Holy Angels Nursery.

Buddy Baker, who rode the wings of the big red Firebird to Victory in the rain-shortened World 600, will be inducted into the club next year along with second place finisher, Donnie Allison.

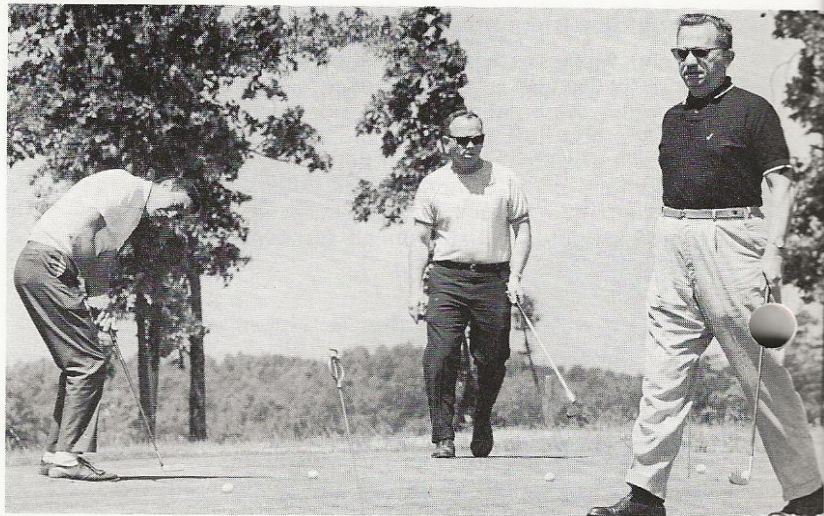
New award

Roy Tyner, a long time professional race driver, was voted the first distinguished service award by members of the Pure/600 Club at Charlotte Motor Speedway. Marvin Panch, club president, made the announcement following the World 600.

Tyner, a full blooded Indian and long time independent driver on the NASCAR Grand National stock car circuit, will receive a plaque and \$600 in cash. He is from Lake View, S.C.

The 30-year-old father of two organized an effort among his fellow drivers to raise money for the Holy Angels Nursery at Belmont, N.C. which specializes in care for infants with serious birth defects.

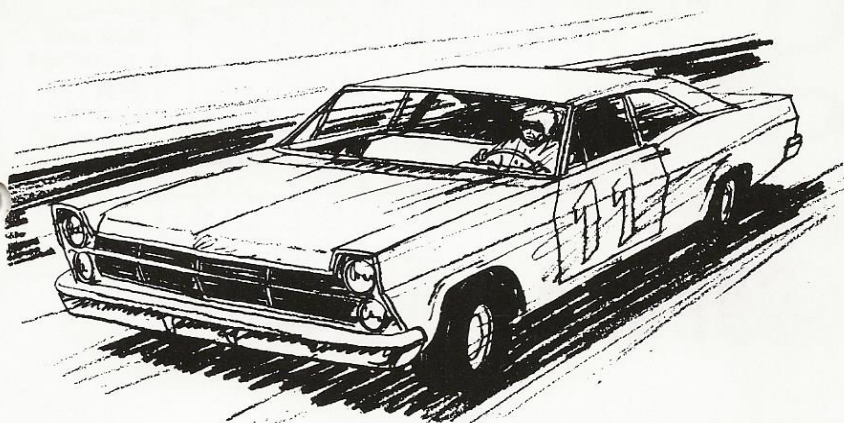
Tyner's efforts netted more than \$6,000 for the nursery, including 10 percent of his own winnings of \$1,225 in the race. Tyner also enlisted a dozen name drivers to contribute a like amount from their purse money to the Nursery.



WARMING UP—Bobby Isaac (left) currently leading the Grand National Point chase gets in a few practice putts before teeing off in the first annual Pure/600 golf tournament held in Charlotte, N. C. Coming over from the right to finish off a short putt is Smith Barrier, Sports Editor of the Greensboro Daily News.

BLIND SIDE TACKLE—Ray Nitschke (left) middle linebacker for the Green Bay Packers and guest speaker at the first Union/Pure 600 Club dinner in Charlotte, N. C., pokes a little fun at W. F. Krick, Industrial Relations Director of the Pure Oil Division, Union Oil Company of California.





Turbine tuned

The Pure powered Howmet Turbine car visited the winner's circle during SCCA race recently in Huntsville, Ala.

The "Whoosh" car qualified first for the 40-minute feature and was never headed. The car is scheduled to compete in a number of events in the United States before returning to France for the 24 Hours of LeMans.

Special award

The Pure Oil Division, Union Oil Company of California will present a special award to the winner of the Indy 200 at Indianapolis Raceway Park, July 21.

A bronzed helmet mounted on a walnut base will go to the winner of the annual event.

Newcomer on scene

Bill Vukovich, Jr., son of former Indianapolis Speedway great, chose Union Pure fuel for his J. C. Agajanian Wagner-Lockheed Special for this year's Indy 500.

Vukovich was more than pleased with his choice of fuel. He finished seventh in the race, two laps behind winner Bobby Unser. But most of all he was named Rookie of the Year for his consistent ride.

Vuky's father, who was killed at the "Brick Yard," was a Union Oil service station owner in Fresno, California, prior to his death.

Tide turns

After finishing his first four starts, Bobby Allison hasn't been around at the finish of the last six races. And Paul Goldsmith, who's switched from a Plymouth to a Dodge, hasn't finished a race since the Daytona 500. Then there's Dodge's Bobby Isaac who has finished 17 of 19 and Clyde Lynn who has been around at the end of 16 of 19 this season.

Lee Roy Yarbrough, never a winner but always a finisher, nevertheless is boss of NASCAR's big tracks this season. And, if he keeps leading the 76th lap at the super speedways, he could become a Pure Oil dealer.

Yarbrough, who drives for Junior Johnson, has been no worse than fifth in events thus far. Twice, in three attempts, however, he has been the winner of the Firebird 76 lap, good for 2,000 gallons of Pure gasoline.

Yarbrough finished second in both the Daytona 500 and the Atlanta 500, fifth in the Darlington 400 and third in the Charlotte World 600.

New rule for 1969-70

The car classification Committee of the Automobile Competition Committee of the United States has ruled that stock cars on the NASCAR and USAC circuits will be limited to one four barrel carburetor in 1969-70.

A spokesman said the change reducing the two four barrel carbs allowed this year, was made in an attempt to make it easier for newcomers to enter racing.

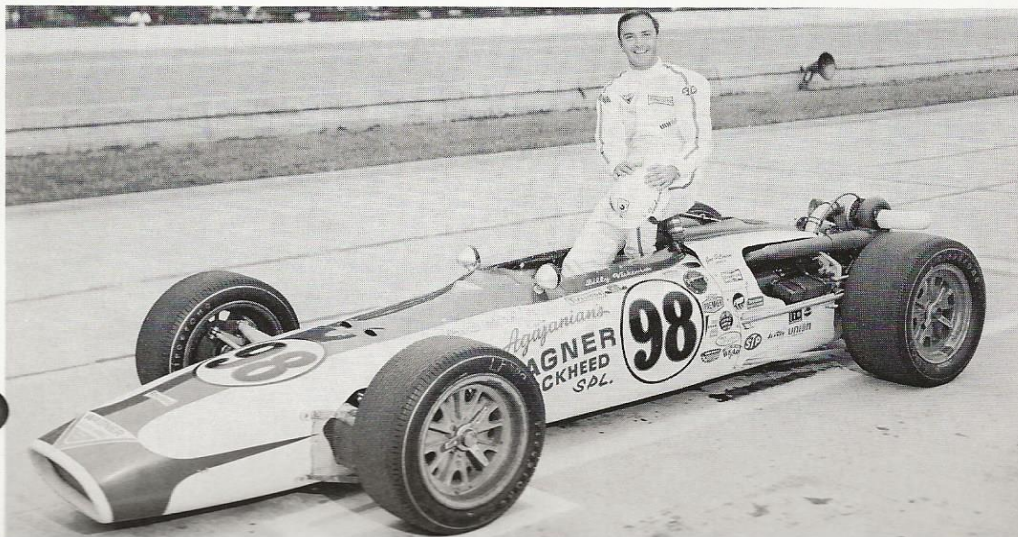
The change will be effective January 1, 1969.

Changing a winner

The general rule in anything from poker to ping pong is never to change a winner. But, Ford Motor Co. isn't pouring money into auto racing just to keep drivers and crews happy. So the color scheme on David Pearson's car was ordered changed.

Pearson won four in a row with the brilliant colors of blue and gold on a new Ford Torino. The solid gold color of Pearson's car now coincides with an upcoming Ford special edition called, "the golden Torino."

The color change didn't seem to bother Pearson. He ran fourth in the rain shortened World 600 and won the Macon, Georgia 300.



ROOKIE OF YEAR—Billy Vukovich, seventh place finisher in the 1968 Indianapolis Motor Speedway 500, was named the Rookie of the Year for his finish. Vuky was running Union/Pure fuel in his Wagner-Lockheed Special.


Dealer Progress

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 Don P. McCauley, Editor


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