



Purol Globe



Published By The Pure Oil Company To Help You Sell More

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VOL. IV.

JULY, 1933

NO. 1.

Lubricating Fuels Are Here

Special Lubricant Is Needed For Blending Lubricating Gasoline

Merely to add oil to gasoline does not produce a lubricating motor fuel. The oil added must be a specially prepared product, designed particularly for the work it must do. And it must be added in the correct proportions if the results are to be right.

The Pure Oil Company's lubricating gasolines, Purol-Pep and Purol-Ethyl, are scientifically treated with a special lubricant—Purol Upper Cylinder Lubricant. It is a specially made mineral oil and is blended in exactly the right proportions to insure correct mixture, regardless of how many gallons a motorist may buy.

In the past most upper cylinder lubricants have been sold in bottles at service stations. Assuming that the lubricant was a good product, the motorist still had to guess at the right proportion because he had to buy a full bottle and once opened the entire contents of the bottle had to be poured into the gasoline tank.

If he had two gallons in the tank and bought fifteen more, or had five in the tank and bought five more, the proportions of oil and gasoline would vary. Never could he be certain of getting exactly the right amount of lubricant. And, of course, he had to pay extra for the lubricant.

Now with Pure Oil Lubricating Gasolines, the motorist gets exactly the right proportion because the lubricant is blended for him by experts. He gets a tried and proven Upper Cylinder Lubricant, proved by more than half a billion miles of actual use. And he gets it for no extra cost.

Road Taxes Diverted to Other Uses

Taxes that motorists pay for roads will be used for the general support of government to the extent of \$300,000,000 in 1933 if plans of state and federal governments for diversion of gasoline tax funds are carried out. Diversions of gasoline tax income amounted nearly to \$200,000,000 in 1932, it is estimated, and the money was lost to roads.

Study of gasoline taxation by the American Petroleum Industries Committee reveals that while originally this tax was levied specifically to finance roads, several states for years have been diverting portions of the income to schools, textbooks, sea walls, oyster farms, fish hatcheries, state departments, etc. County and city gasoline tax revenue generally has been diverted, with no estimate of the total available.

U. S. Diverts 60 Million

In 1932 government reduced expenditures upon roads, and further curtailment of road-building, with all its advantages to trade and employment, is planned for 1933, although the money is available from gasoline taxes. The federal government diverted its entire estimated gasoline tax income of \$60,000,000 in 1932. New Jersey took \$55,000,000 from a \$100,000,000 "highway" bond issue. New York diverted at least \$15,000,000.

Some Quick Facts About Pure Oil's Lubricating Fuels

- Includes Special Upper Cylinder Lubricant.
- Increases mileage.
- Adds actual horsepower.
- Reduces wear on pistons, rings, valves, cylinders.
- Reduces scoring.
- Decreases oil consumption.
- Reduces crankcase dilution.
- Improves hill climbing.
- Reduces carbon.
- Gives better oil seal to pistons.
- Gives new car performance.
- Costs no more than non-lubricating, dry gasolines.

Purol-Pep and Purol-Ethyl, the lubricating gasolines, are truly the greatest gasoline values of 1933. They will make new customers for you and hold your present trade. Don't miss an opportunity to tell every customer about your amazing new gasolines. Start another house to house solicitation as soon as you get your supply of lubricating gasolines and urge your prospects to try a tankful. Explain the benefits of Upper Cylinder Lubricant and let them know that they can get it all with no extra cost. Lubricating gasolines make a powerful story for you. Be sure to let everyone know about them.

Pure Oil Employees in Big Campaign For Sale of \$5, \$10 Coupon Books

Did you know that you have a sales force several thousand strong working for you? Well, you have. Every Pure Oil dealer has this big sales force in the shape of a new employees' sales contest. The latest effort along this line is the sale of coupon books which is now being carried on in every department in all parts and operations of The Pure Oil Company.

All employees of The Pure Oil Company and affiliated companies entered in the contest. Each employee is selling \$5 and \$10 coupon books to his friends, acquaintances, and business associates. The coupons contained in each book are the same as cash, and are good in any Pure Oil station for any products. Although the contest has been running but a short time, several thousand books of coupons have already been sold.

Think of what this means to you as a dealer. Once a person buys a coupon book he will never use any thing but Pure Oil products as long as he has coupons in the book. Every time a book is sold some Pure Oil dealer acquires another steady customer. When you realize that several thousand employees are selling these books you will see how it is possible for dealers to win thousands of new customers.

Coupons which you take in payment for merchandise can be turned in at face value to the company in payment of your own merchandise. In order words, you can pay for your load of gasoline or motor oil with the coupons you have taken from motorists.

Watch for Coupon Holders

Whenever a customer comes in with a coupon book give him plenty of service, for it's a pretty safe guess that the motorist is acquainted with a Pure Oil employee and has bought the coupon book from that employee. If you give him the right kind of service you can win him over as a permanent customer of your station. He already believes in your products or he wouldn't have the coupon book.

So these coupon book customers don't have to be sold on the quality of your products. Some employee did that job for you. All you have to do is see that the customer gets the right kind of service so that he will want to come back to your station regularly.

Remember, you have thousands of salesmen in all parts of Pure Oil territory selling your products for you. Make good use of this effort by selling your service to the coupon holders so that they will become your permanent customers.

HIGHER Anti-knock! Lubricating Purol-PEP

Here is a picture of the attractive new 3 by 6 foot banner announcing Lubricating Purol-Pep. Every retail outlet selling this remarkable new motor fuel will be supplied with these banners. As soon as you receive yours put them up where everyone can see them. The banners are in two colors, the dark letters in Pure Oil blue, and the lighter letters a brilliant red.

Pure Oil Extends Use of New Gasolines to All Parts of Company

Heralding one of the most advanced steps in the improvement of motor fuel is The Pure Oil Company's announcement of Lubricating Gasolines. Within a short time all areas served with Pure Oil Gasolines will have these lubricating fuels to offer a waiting public. Both Purol-Pep and Purol-Ethyl are treated with a special Upper Cylinder Lubricant. No increase in price will result from the addition of Upper Cylinder Lubricant. The new gasolines are 1933's greatest motoring value.

The Pure Oil Company's decision to market lubricating gasolines in all territories came only after many months of research and actual use. For nearly a year lubricating gasolines have been marketed by the company in several sections of the country. Public response to lubricating fuels has been so great that the policy of selling lubricating gasolines is now being extended to cover all Pure Oil territory.

Half a Billion Miles

During the months lubricating fuels have been sold in certain sections of the country by Pure Oil dealers and service stations, motorists have driven more than half a billion miles on these remarkable gasolines. This is more than 20,000 times around the earth at the equator. During this tremendous mileage the superior performance of these fuels has been proved by motorists themselves.

Many automotive authorities advocate the addition of upper cylinder lubricant to gasolines. But to gain the advantage of upper cylinder lubricant motorists have been forced to buy it separately and add it to the gasoline themselves. It cost the car owner more to give the engine of his automobile the complete lubrication it demands. And this manner of adding upper cylinder lubricant was only guesswork at best. Even if he could purchase a good grade of lubricant, especially designed for this work, he had to guess at the proper amount to add.

Now The Pure Oil Company again offers new value to motorists by giving them powerful, smooth running gasolines PLUS upper cylinder lubricant with no increase in price.

Purol Upper Cylinder Lubricant, a highly refined mineral oil, is scientifically blended in the right proportions to give motors the extra lubrication in upper cylinder parts which they must have if they are to deliver maximum power and true mileage economy. At the same time it reduces wear. New blending tanks have been erected at Pure Oil Refineries to insure proper proportions.

Why Upper Cylinder Lubricant?

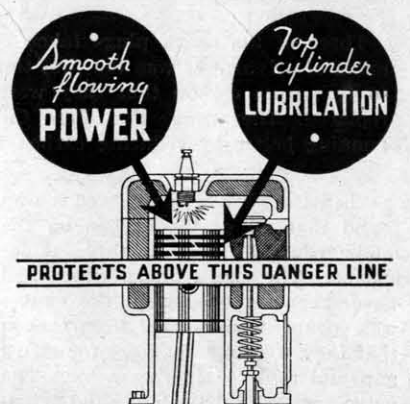
Why is upper cylinder lubrication necessary? In the old days of low compressions, wet gasolines and slow speeds, upper cylinder lubrication was not so important. Even in those days motor car manufacturers recommended the addition of lubricant to the gasoline, especially when the engine was being "broken in." But with the development of high speed, high compression, close fitting motors, a new need for lubrication was set up. The supply of motor oil from the crankcase is not sufficient. It needs lubrication

from the top down to supplement the present oiling system.

High compressions introduced smaller clearances between pistons and cylinder walls. High speeds developed greater heat around valves. Improved refining methods left gasolines dry. They burned completely, giving greater power but leaving the upper parts of the motor hot and dry. Because of the tightness of the piston rings it is impossible to introduce sufficient lubricant from below.

When the choke is used a certain amount of raw gasoline is drawn into the combustion chambers. This gasoline runs down the sides of the pistons and valve stems, washing away what little oil has reached those parts from the crankcase. When the ignition is turned off the engine spins for a couple of revolutions before it stops. This action also draws raw gasoline into the cylinders with the same result.

After standing all night the pistons must work without proper protection when the motor is started in the morn-



This striking illustration graphically portrays the benefits of Upper Cylinder lubrication. It is one of the illustrations in the new pamphlet you will receive.

ing. Metal to metal contact may result from this condition causing costly wear to pistons, rings, cylinder walls, and valve stems. This condition is emphasized in cold weather.

How It Protects

How does Purol Cylinder Lubricant overcome this danger? By scientific blending only the correct amount of upper cylinder lubricant is mixed with the gasolines. There is no guessing at the right amount, as the motorist must guess if he adds upper cylinder lubricant at the service station by buying a bottle and pouring the contents into his gasoline tank.

This highly refined lubricant is heavier than gasoline and, therefore, is not vaporized in the carburetor. Instead it is atomized—broken up into small drops, and is drawn into the cylinders in much the same form as perfume is sprayed from an atomizer. These small drops of oil are deposited on the cylinder walls and on the valve stems, giving these parts much needed lubrication.

Not only does upper cylinder lubricant reduce wear but it also increases power by giving greater oil seal to the piston rings. The engine is able to utilize more of the gigantic power of Purol-Pep and Purol-Ethyl because of this extra piston seal.

(Please turn to page 2)

Value of Top Lube Proved

Pure Oil Extends Use of New Gasolines to All Parts of Company

(Continued from page 1)

A great deal of crankcase oil dilution is caused by gasoline working past the pistons into the crankcase. Because upper cylinder lubricant forms a stronger oil seal at the pistons, less gasoline gets by and as a result crankcase dilution is retarded materially. Tiolene Motor Oil run in Pure Oil's test cars using lubricating Purol-Pep retained its lubricating qualities over greater mileages.

Keeps Compression High

In one particular test, a 1932 Essex Terraplane Six, was driven more than 10,000 miles by an average motorist. It was driven under all sorts of conditions—city traffic, short trips, long trips at high speeds, over a period of seven months. At the end of 10,148 miles the motor was examined. Under 100 pounds of air pressure the cylinders showed an average compression loss of only 11 per cent. Only 7 per cent of this loss was past the pistons, the other 4 per cent being past the valves.

The examination was made by a regular Hudson dealer. The shop foreman stated that most cars with that mileage would show from 30 to 70 per cent compression loss.

and the exhaust valve stems were remarkably free from carbon.

Must Be Proper Lubricant

It is not sufficient to put any kind of oil in gasoline for upper cylinder lubrication. To get the best results the lubricant used must be especially made for this particular work. Test after test, in company cars and cars belonging to motorists, proves that Purol Upper Cylinder Lubricant does what it is supposed to do—reduces wear, minimizes carbon deposit, retards crankcase dilution, gives smoother engine performance with greater power and more mileage.

Letter after letter from satisfied car owners proves beyond doubt the public acceptance of Purol-Pep and Purol-Ethyl Lubricating Gasolines. Records from dealer after dealer in the territories where they have been marketed for nearly a year show undeniably the increases in gallonage made possible by these revolutionary gasolines. Not since The Pure Oil Company introduced Purol-Pep made by the Gyro Vapor Phase refining process has such an improvement in motor fuel been made.

Purol-Pep and Purol-Ethyl, the Lu-



Agent Joe Askren

Uses Globe Stories for Sales Talks

Here's a part of a letter we received from Agent Joe Askren, of Cincinnati, Ohio.

"It seems to me that very few of our agents realize the value of our monthly publication 'The Purol Globe.' This little medium of news and advice offers the finest means of contact with one's customers we have.

"The April issue strikes me as a fine example and in view of the fact that we are in the midst of our house to house solicitation it is exceptional. It brings out quite in detail all the points concerning Purol Household Oil and ties in this addition to our sales items along with our old standbys, Puritan Cleaner, Poco Shampoo and Tiolene Soap. What better combination could anyone present to a housewife on a personal call?"

"The items on Page 2 are valuable. What better advertisement for Tiolene Motor Oil than the item on 'Pennsylvania Oils'? What more forceful argument for changing oil regularly than the item on 'Running a Motor on Dirty Oil'?"

"Page 1 was a close second with headlines of 'Spring Lubrication Due' and the interesting item on the motorist and his taxes. Wow! What selling power this publication has!"

"All in all the Globe is a first class advertisement for Pure Oil products and should be utilized more than it has been in the past."

Thanks for the bouquet. Mr. Askren, you're doing just what we hope every reader of the Globe does. We want everyone to make use of the stories we print. The Globe is your paper. It is published with the single purpose of being helpful to you dealers. We try to keep it filled with information that you can use to increase your profits and make better satisfied customers for yourself.

No sales argument is any stronger than the spoken word of a sincere salesman. If you use the stories in each issue as selling arguments on your driveway, if you are sincere in your efforts to give your customers better running cars, there will be no question of your success.

We are always interested in hearing from Pure Oil dealers. We wish that more of you would write, telling us what you would like to have printed in the Globe. Our only aim is to be helpful and we'd like to know sometimes if we are accomplishing our purpose.

Gas Mileage Increases, Motor Oil Consumption and Repairs Show Drop

In one of the most exhaustive road tests ever made to prove the performance of an automotive product, Upper Cylinder Lubricant proved its worth in the motors of a large fleet of transcontinental busses which traveled 36,000,000 miles in a single year during the test. No testimonial as to the value of Upper Cylinder Lubricant could be more impressive than the records which were kept by the operators of this fleet. These records undeniably showed superior performance and lower operating costs for motors run with lubricating gasoline.

Busses were run over their regular routes on regular schedules during the test. At the end of one year's operation on lubricating gasoline, the records were compared with the previous year's operation for gasoline mileage, crankcase oil mileage, cost

of repairs, and so forth. It was found that with lubricating gasolines every bus motor delivered better and cheaper operation.

Gasoline Mileage Increased

They established that gasoline mileage increased from 4 to 8 per cent. Increases in motor oil mileage ran as high as 100 per cent. Carbon formation was greatly reduced. Upper Cylinder Lubricant prevented sticky valves and frozen rings and pistons. Valve grinding was reduced materially and the run-in time for overhauled engines was reduced to one fourth the original period necessary for this work.

In bus operation it is common practice to pull motor heads every 15,000 miles. Valves are usually in poor condition at this mileage because of the high operating temperatures of the motors which causes warping and pitting. Since using lubricating gasoline only a light valve grind is necessary and seldom has an engine suffered from sticky valves. The use of Upper Cylinder Lubricant has also reduced the number of cracked cylinder heads which bus engines are subject to because of high temperatures.

After overhauling a bus engine the common practice is to run-in the motor on a block for about 16 hours. The engine is then installed in the bus and a sticker placed on the windshield warning the driver to keep his speed down until the engine loosens up. With lubricating gasolines the engines are run in six hours and are then sent out with no warning stickers on the windshield.

Oil Mileage Increased Also

Carefully kept records of gasoline mileages show that each bus running with lubricating gasoline gained a considerable percentage in mileage. Whenever Upper Cylinder Lubricant was added to the fuel the gasoline mileage charts began to climb.

Motor oil mileage also increased. Busses began to get greater mileages between additions of oil. In fact the increase in motor oil mileage reached the point where the bus operators decided to run their busses an average of 15 per cent more mileage between oil changes.

As this test was conducted over the period of a year, and busses of different ages were used, in all parts of the country, no more convincing evidence of the economy of lubricating gasoline could be asked for. The tests were conducted independently of any oil company and were made solely by the bus company.

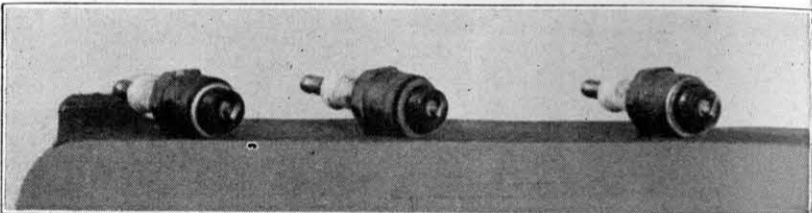
To the average motorist the results of this test are significant. If bus engines can be made to produce more power, better gasoline and oil mileage with lower operating costs under the severe conditions of bus operation, the average motorist may expect definitely noticeable improvement in his motor's operation with the use of lubricating gasoline.

Gives Motor Full Power

The extra piston seal which the Upper Cylinder Lubricant provides, the better valve operation which it gives, the extra lubrication for the hot, dry, upper parts of the motor results in new engine performance, in addition to better gasoline and oil mileage. The use of lubricating gasoline will permit the engine to deliver the full power for which it was designed.

The freedom from vibration, the extra smoothness of operation, the added surge of power are apparent as soon as lubricating gasoline is used. The increase in gasoline and oil mileage will prove themselves after enough time has elapsed to permit a fair check.

Tell your story of lubricating gasoline to your customers. Let them know that you are selling them 1933's greatest gasoline value.



Three of the spark plugs taken from a Pure Oil test car after 10,000 miles of driving. It was the first time they had been removed. They were so free from carbon that they were only reset for spark gap and were replaced. They prove that Pure Oil's Lubricating Gasolines keep motors running better by reducing carbon formation.

When the head was removed it was found that all of the carbon on the motor could be held in three tablespoons. The spark plugs, which had never been removed until the engine was opened, were so free from carbon that they were merely reset for spark gap and replaced in the motor. The valves needed only a light hand grinding. None were warped or burned

lubricating Gasolines, are 1933's greatest motoring values. The moment your supply reaches you start telling your customers. Start your house to house solicitation all over again, for you have a strong sales story to tell. Display your new banner prominently. Make good use of the new folders. Take advantage of every method given you to get this big story across.

TAXOCRACY!



REDUCE THE GAS TAX

Lubricating 'Pep' Gives Ohioan 31 Miles Per Gallon

Here is a letter from an Ohio motorist who has used Lubricating Purol-Pep Gasoline for many months. He drives a 1930 Ford coupe which had a total of 82,000 miles on it when he made this test. Read it yourself. Then show it to some of your customers. Here's proof of unquestionable authority as the motorist writing this letter made this test independently.

"I am a traveling salesman and naturally interested in automobile economy, so will relate the trial I gave Purol-Pep Lubricating Gasoline.

"First I had my speedometer tested and approved by the Travel Director of the Cincinnati Automobile Club. Then I put five quarts of Tiolene Motor Oil in the crankcase and purchased a one gallon can of Lubricating Purol-Pep, taking the gallon can to the Measure Bureau for official gauge, where the can was sealed.

"Draining the gasoline tank at the Automobile Club, I then broke the seal of the can and poured one gallon of Purol-Pep into the gasoline tank. The gasoline tank was sealed in the presence of officers of the Automobile Club.

"I kicked my starter, was ready to go, no sputtering, no warming up necessary. The speedometer reading was taken and I started in heavy traffic through Cincinnati over Highway 52 traveling 31.07 miles on one gallon of Purol-Pep Lubricating Gasoline, down hills and up, never a knock, fast or slow, always smooth, powerful motor operation.

"I exceeded by four miles the average of other gasolines higher priced. My car is a standard equipped 1930 Ford, driven 82,000 miles."

(Signed) Roger B. Shackelford, 6326 Savannah Ave. Cincinnati, Ohio.

You can ignore the cost of production, but it will never ignore you.

Purol Globe

Published for all marketers of Pure Oil Products by The Pure Oil Company, Pure Oil Building, Chicago, Illinois. Address all correspondence or news items to Purol Globe, Room 1848, Pure Oil Building, Chicago, Illinois.



Purelube Passes Hard Test

Here Is New Official Pure Oil Uniform; See About Yours Now

Here is the new official uniform of The Pure Oil Company. The complete uniform consists of a blouse, two pairs of trousers, one cap with two interchangeable tops, four Summer weight shirts, and one black tie. A service coat is also available for use in lubrication work. All garments are



The attractive new Pure Oil uniform.

grey whipcord, with Pure Oil Blue trimming.

This uniform has been selected after careful study of clothing requirements in service stations. It is very attractive, but at the same time is especially comfortable. The cloth used is high quality whipcord of exceptional wearing ability.

Grey with Blue Trimming

The official uniform is the last step in tying in your station with Pure Oil products. Just as there is a big advantage in selling products that are uniform in all parts of Pure Oil marketing territory, so also is there a big advantage in properly identifying yourself with one organization. Motorists will instantly recognize your station as one selling Pure Oil products and giving Pure Oil Service if you and your helpers are outfitted with the new uniforms.

During cold weather the blouse may be worn, with or without a sweater underneath. In warm weather the blouse may be discarded and only the powder blue shirt worn. If the cloth in the cap becomes soiled it is a simple matter to exchange the dirty top for a clean one, just as you can change from soiled trousers to clean ones. The wool garments of the uniform must be dry cleaned.

The cap, blouse and shirts all carry the Pure Seal emblem. In addition the cap has a Pure Oil Blue band around the headband. The blouse has a Pure Oil Blue collar, with trimming of the same color down the front, along the shoulder straps, the pocket flaps and the lower band that goes around the waist. The trousers have a Pure Oil Blue stripe down the outside of each leg.

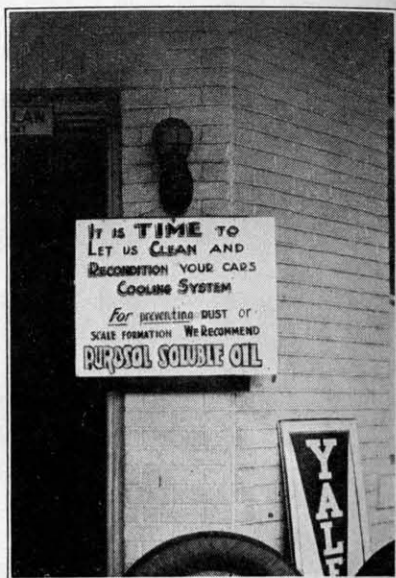
Doesn't Show Dirt

The grey color of the whipcord will not show dirt as readily as other col-

ors, yet it is a fine contrast to the Pure Oil Blue trimming. The complete uniform presents an attractive appearance which motorists have commented upon. This uniform was tested at several picked stations before it was finally approved.

At each of the stations more than 90% of the motorists expressed approval of the uniform and stated that they preferred a uniformed salesman to serve them.

The cost of the complete uniform has been made exceptionally low for the high quality of goods. It will pay every Pure Oil dealer to see his nearest Pure Oil representative for complete information on the new uniform. Not only will you get a good uniform at a reasonable price but you will also gain the benefit of favorable recognition by motorists.



David Wilan took no chances with his customers' overlooking proper attention to the cooling systems. This is the sign he displays at his station. Read the story of his successful campaign on the next page. You too, can get plus sales by using his suggestion method of informing customers of needed services.

Motorist Saves 50c a Day on Lubricating Gas

From down in West Virginia comes this letter telling about Lubricating Purol-Pep.

"I live in a car. For five years I have been burning gasoline and oil over Ohio, Kentucky, Virginia and West Virginia. I have made enough mileage to encircle the globe eight times.

"Having tested all the gasolines sold in this area and after using Lubricating Purol-Pep every day since its introduction, I prefer this new product on the basis of costs and performance.

"My gasoline cost has been reduced from 1 2/10 cents to 9/10 cents per mile. This means 50 cents saved in an ordinary day's run.

"Oil showed so little degradation at the first regular change that I have lengthened the period of use. This means a saving of \$1.25 per month.

"My car starts easier and its starting is not accompanied by piston squeak, even on cold mornings.

"I feel a new rampant power under my foot. This difference becomes more pronounced as I change from gear to gear.

"I am no longer annoyed by valve click and knocking while taking the hills at higher speeds. The motor stays cooler on the hardest hills and while making top speed. Lubricating Purol-Pep takes the tax out of gasoline." (Signed) William Cleveland Thompson, Mount Hope, W. Va.



GLEASON WORKS

Builders of Bevel Gear Machinery for Over Sixty Years
1000 UNIVERSITY AVENUE, ROCHESTER, N. Y., U. S. A.

May 26th, 1933.

Pure Oil Company,
Pure Oil Building,
35 East Wacker Drive,
Chicago, Illinois.

Attention of Mr. J. A. Moller.

Gentlemen:-

We are enclosing herewith new list of Approved Oils which now includes your "Purelube".

In accordance with your request, we have shipped the three samples of oil marked for your attention to the Pure Oil Company, 117 W. Austin Street, Chicago, Illinois.

Enclosed is log of Test No. 488 and 488A.

Yours very truly,
GLEASON WORKS.

W. J. Lowell
Engineering Department.

W. T. Cowell:GMB.

Enclosures.
Log of Test No. 488 and 488A.
List of Approved Oils.

Reproduction of the letter from the Gleason Works stating that Purelube has officially been approved for use

Hypoid Gears Perfect After Severe Reverse Run on E. P. Lubricant

It is only a few short months since Purelube, the Extreme Pressure Fluid lubricant was placed on the market. In that short time this remarkable lubricant has proved its superiority in thousands of automobiles and in many industrial plants. Purelube has been officially passed by the Gleason Works of Rochester, New York, as a recommended lubricant for Hypoid Gears.

The Gleason Works manufacture machines which cut Hypoid Gears. A Hypoid Gear, you will remember, is a spiral bevel gear in which a line through the center of the pinion shaft does not pass through a line through the center of the ring gear, but is offset. This change in the position of the pinion and ring gear teeth makes for quietness of operation but introduces exceptionally severe lubricating conditions.

Tooth Pressures High

Because of the position of the pinion shaft, the pinion teeth exert a severe wiping action on the teeth of the ring gear and at the same time raise the tooth pressure enormously. This condition demands a lubricant capable of withstanding high pressures without breaking the film, a lubricant that will cling to the gears, a lubricant that will keep the gears cool, a lubricant that will be fluid enough to reach the axel and pinion bearings, a lubricant that will not thin out too much. To meet these strenuous conditions, The Pure Oil Company makes Purelube. Ordinary transmission oil will not lubricate Hypoid Gears properly.

The actual operation of Hypoid Gears in automobiles creates lubricating conditions more severe than gears of other types. In order to test lubricants for ability to protect Hypoid Gears, the Gleason Works have devised a machine fitted with Hypoid Gears, in which the conditions of operation are much more severe than operating conditions found in automobiles. The test is purposely made drastic with the idea in mind that if a lubricant can pass the lubrication test of this special machine, it can easily withstand the pressures and wiping action of Hypoid Gears in ordinary motor car operation.

So high do the Gleason engineers keep tooth pressures that any lubricant which does not permit metal to metal contact during the test run can be safely recommended for motor car use. Ordinary transmission oils rapidly break down under the strain of this test and only the highest type Extreme Pressure Lubricants are capable of withstanding the terrific pressures.

Use 100 H. P. Load

The machine in which the lubricant is tested runs with a load equivalent to 100 horse power (568 lbs. on the scale) with an axel shaft speed of 262 r. p. m., or the equivalent of about 25 miles per hour. All during

the test the temperature of the lubricant of the gear cases is taken at 5 minute intervals. So also is the power input, which measures the amount of power increase or decrease necessary to keep the axel shafts at a uniform speed. In this manner the engineers can tell whether the lubricant being tested is helping or hindering the gears. When the test is completed the gears are examined for wear by measuring the backlash and are then examined under a microscope for gouging or scuffing marks.

The first test consists of a two hour run in forward speed under the conditions described. Then the oil is permitted to stand in the cases overnight. The next morning the engineers examine the gears to see if all the oil has dripped off. Purelube stayed on the gears so well that when the gears were turned over the first meshing teeth were properly lubricated.

Severe Reverse Run

Without changing oil the gears are run the second day for twelve con-

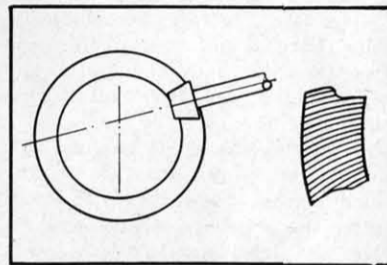


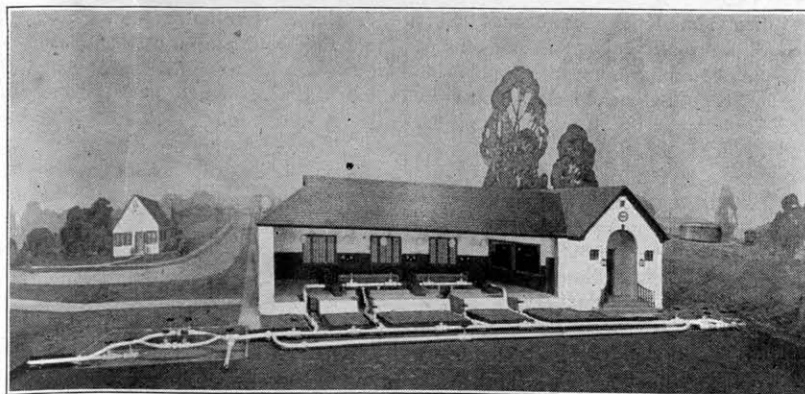
Diagram of Hypoid Gear showing offset pinion gear.

secutive hours in reverse, still at 25 m. p. h. In reverse the gears have a much more severe wiping action because of the curves of the teeth. Temperature readings are taken at 15 minute intervals during the twelve hour run and at the end of the test the oil was observed and found to be in perfect condition.

At the conclusion of the oil test the gears are taken apart and carefully examined for any marks that would show metal to metal contact. The gears used in the Purelube test were faultless after the severe grind, according to Gleason engineers.

It was also noted that despite the heavy work it had to do, Purelube did not heat up excessively. In fact the temperature readings were exceptionally low. The engineers also remarked favorably on Purelube's adhesiveness, or ability to stick to the teeth, creating a firm cushion at all times.

While the technicalities of this severe test may not be of interest to your customers, it is to their interest to know that you have a product which favorably met the stiffest test the makers of Hypoid Gears could give it. Let your customers know that Purelube has passed the most severe tests and has demonstrated its ability to lubricate properly under difficult conditions.



Picture of the diorama of a Texas Pure Oil Company exhibit at the Century of Progress.

Yale Construction Is Best

No Breaker Strip Method Gives Easier Riding With Less Strain On Shoulders; Has Stronger Tread

Almost every modern service station today sells tires. And most of them sell good tires at reasonable prices, backed with pretty good service, and in some cases a fairly wide guarantee is given in order to compete profitably in the tire market a service station must have a strong sales story, actually backed up by facts that can

stand 18 pounds pull, and there are four full plies and the tire section is one inch wide, it will take a pull greater than 1152 pounds to break that section.

Why Yales Are Stronger

However, some tire makers put two extra floating plies right over the tread section. These floating plies are

tires are so free from the trouble commonly referred to as "broken sidewalls."

Yales Are Easy Riding

Because the tread of the full ply Yale tire takes up some of the flexing movement these tires give exceptionally easy riding. They may be operated with five pounds less pres-



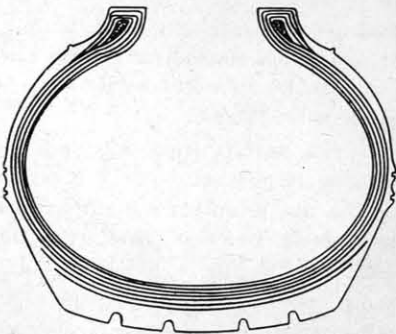
Cross section of tire with floating plies showing why extra plies add no tensile strength to the carcass. They add only weight and stiffness under the tread. Shoulder strength is not helped.

be proved and in addition must give the customer some assurance that adequate protection against inferior service is present with each sale.

The very restrictions on selling which the tire market presents to the service station operator puts the dealer handling Yale tires in about the strongest position in the field. Yale prices are better than other makes of first line tires. The written guarantee that you have with each casing is double proof of tire performance for each Yale tire is doubly guaranteed by the General Tire & Rubber Company and The Pure Oil Company.

Yale Construction Important

Probably the strongest point in your favor is the actual construction of the tire. General's exclusive "no breaker strip construction" is more than a trade slogan—it is a strong selling point for greater mileage and greater riding comfort. To understand the benefits of no breaker strip con-



Extra plies prevent tread from flexing, making shoulder do more work in absorbing blows. Notice distended sidewalls.

struction let us take a tire apart and see what's inside.

The foundation of a tire is made up of cords constructed of many cotton strands, closely woven to make

known as "breaker strips." They are supposed to make the tire stronger—but do they? They are not anchored to anything, but are merely held in place by rubber. How then can they add to the tensile strength of the tire when they are not full plies and are not attached to the beads? The answer is—they can't.

They do add some weight and stiffness to the tire in the tread section but that works a hardship in other ways as will be explained. The true strength of a tire casing must be measured by the full plies in the carcass. Yale tires have only full plies.

Rubber, because it is elastic, will stand from eight to ten times more shock than cotton. So where the tire with two floating plies adds weight and stiffness at the tread, the Yale tire, with its rubber cushion instead of floating plies, adds from eight to ten times the shock proof qualities in the same place. So we see that the no breaker strip construction is actually better protection against carcass breaks from road shocks than the construction that utilizes floating plies.

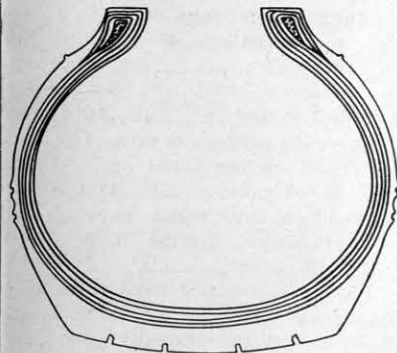
Breakers Cause Hard Riding

The two extra plies also work a hardship on the passengers. We know that cotton fabric won't bend as much or as easily as rubber. So the tread of a tire built with breaker strips is harder to flex than a tire with rubber cushioning instead of floating plies. The riding comfort of a tire depends upon its ability to flex, or bend, in the act of absorbing bumps. If it is stiff it takes a much harder blow to make it bend, which means harder riding. So the tire with full, true plies, permits softer riding also.

When a tire flexes it does so mostly at the hinge point or shoulder. This is the part between the edge of the tread and the lower sidewall closest to the bead. The tire with floating

sure, size for size, than any other tire except the Jumbo type. The flexibility of the tread also lessens the work of the hinge point which decreases the heat generated at this point and leads to longer tire life.

To sum up, your Yale tires are full plies—no floating breaker strips—



Full ply Yale tire, showing tread contracted while absorbing shocks. Notice the straight sidewalls which are not called upon to perform extra work.

with each ply anchored to the beads. The cushion section is from eight to ten times stronger than the tire with floating plies. The flexing of the tread permits comfortable riding and at the same time reduces the wear at the hinge point.

Yale tires have every advantage that tires of floating ply construction have and in addition have longer life and better riding qualities. Yale tires compare favorably in price with other makes of tires commonly accepted as first line quality. Yale tires are doubly guaranteed by The Pure Oil Company and the General Tire & Rubber Company. Who could ask for more?

Study this story of tire construction. Learn it thoroughly. Then you can outsell competition with little trouble.



Agent David Wilan asks a customer about his cooling system. By showing the rust and dirt to this customer Wilan is able to sell a flushing job and a pint of Purosol Soluble Oil. It's easy to make plus sales if you try. Read about Agent Wilan's method in the next column.

Place Pure Seal on all Yale Tires

Because the Company is quite proud of the Yale tire, it is highly advisable that every tire sold by Pure Oil dealers should have the additional marking of a Pure Oil seal placed on the side wall close to the Yale name. The seal is round, in blue and white colors, and not too loud in its effect. It serves to identify the tire and to recall to the user's mind that he got this tire from a Pure Oil station.

These seals will stay on the side wall of a tire very well if they are properly applied. Use the buffer lid from a tube repair kit to buff a spot on the side wall of a tire a little larger than the size of the seal. Be sure to roughen up the side wall quite a bit and to brush off after this roughening process the rubber dust which the buffing will produce. Apply a coat of cold patching cement of any good grade to this buffed spot on the side wall of the tire. Let the cement dry.

While the cement on the sidewall is drying, apply a little of the same cement to the back of the rubber seal itself. You must always remember to tear off the paper backing which is on the rubber seal before putting any cement on it. If the cement is just applied to the seal with the paper backing on it, the seal, of course, will not stay on. After the cement has dried on the seal, place the seal on the buffed and cemented spot on the tire by putting on one side first and then rubbing down smooth with the fingers, so that there are no air pockets under the seal.

Agent Wilan Gets Those Extra Sales

When Special Agent David Wilan of Charleston, West Virginia, read the stories in past issues of the Globe telling how extra profits could easily be made by pushing the sales of Purosol Soluble Oil, he decided to get busy right away. First he had a little sign made which told motorists it was time to recondition the cooling system and add soluble oil to prevent rust. He put the sign up in a prominent spot and then went to work.

Just because he had his sign up he didn't expect it to do all the work. If a motorist failed to notice the sign Wilan called it to his attention and then started his sales talk on the care of cooling systems. By using a little extra effort he was able to make sales of several gallons of Purosol, sales that he wouldn't have made if he hadn't asked for them. He says it's easy to make a sale if you ask for it in the right manner.

Selling soluble oil isn't his only accomplishment. One night a truck driver came into his station about eleven o'clock. His truck was badly in need of two tires but the driver didn't have authority to purchase anything but gasoline. Did that stop Mr. Wilan? It did not.

Sells Two Yale Tires

Questioning the driver Wilan found that the trucking concern headquarters were in Cincinnati and that the office was open all night. Wilan called the office on the Long Distance phone, told the stroy to the night superintendent and sold two Yale tires. Since that time he has received a lot of additional business from this concern because the truckers appreciated Agent Wilan's effort to prove helpful in getting that load to its destination late at night.

A little extra effort on your part will help you sell soluble oil too. It doesn't take much for the average car, a pint for small and medium sized cooling systems, and a quart for large systems. So the cost to the motorist is small. But these extra pints and quarts soon mount in gallons for you and increase your profits. At the same time it increases the efficiency of your customer's cars and you are doing them a good turn to sell then soluble oil.

Mix With Cool Water

When adding soluble oil to a radiator be sure that you mix the oil in cold water before you pour it into the cooling system. Soluble oil is made with a blending agent to enable it to mix readily with water. But if it is put into hot water the heat partially evaporates the blending agent and does not permit the oil to mix readily with the radiator water.

The best way to add Purosol to the cooling system is to mix the soluble oil with an equal amount of cold water in a container. It will mix at once and will turn milk white. After the oil has mixed thoroughly with the cold water pour the entire solution into the radiator of the car. In this way you will get the best results and your customers will have the benefit of a rust preventive in the cooling system. If these instructions are followed the subsequent heating of the water in the cooling system will not destroy the mixture.

The next time you add water to a radiator, see if it is rusty. If it is, remember Agent Wilan and his method of getting extra business. You'll be surprised how many extra sales you can make if you ask for them.

Some people depend upon horse-shoes for luck, others upon horse sense.



Cross section of full ply Yale tire, showing rubber cushion under tread which permits tread to flex and helps absorb blows. Tensile strength is as much as floating ply tire, while tread strength is from 8 to 10 times greater.

each cord. The cords in Yale tires are made of five-three twist 1½ inch cotton strands, each cord having a tensile strength of 18 pounds. The cords, when bound together by new live rubber, provide the strongest tire foundation. In four ply tires the four plies of Yale type cords give a total tensile strength of 1152 pounds over each square inch of tire surface. Theoretically it would take a blow of 1153 pounds to break the fabric at a given point.

Let us assume that all tire manufacturers make a fabric of the same strength, which of course is not the fact actually. Why are Yale tires any stronger? In the first place, all four plies in a Yale tire are anchored to the beads. Picture a cross section of a tire. It looks like a U. Now take a bead in each hand and stretch the tire section flat. If each strand will

breaker strips has no more strength at the hinge point than a tire with full plies, because the floating plies extend only across the tread section and are not anchored to the beads. But the tire with breaker strips must do more work at the hinge point because the extra plies under the tread do not allow the tread to flex. Therefore, all the flexing must be taken by the hinge point.

The Yale tire with full plies, on the other hand, has a rubber cushion under the tread which permits the tread itself to take some of the flexing action. This lessens the strain on the hinge point. The hinge points of both types of tires have the same strength. If then, one hinge point has less work to do but is the same strength as the other, doesn't it stand to reason that the Yale type will last longer? That's just why Yale



Cover of the new Pure Oil Coupon Book which all employees of The Pure Oil Company and affiliated companies are now selling in new sales drive. Every coupon book sold means new customers for you.

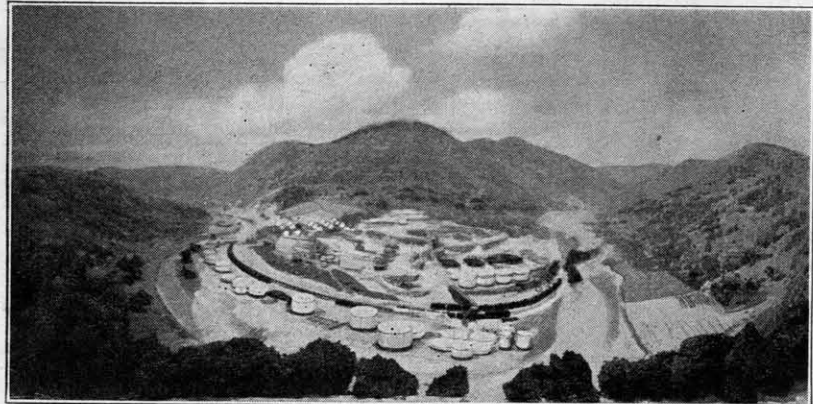
Training Schools Helpful

Pure Oil Exhibit at World's Fair Attracts Thousands of Visitors

One of the most attractive displays at the Century of Progress in Chicago is the Pure Oil Company's booth in the first General Exhibits Building. Every day thousands of visitors to the World's Fair pass through this great hall and a large percentage of these visitors stop to spend from two to ten minutes at the Pure Oil exhibit.

lights which permit the spectator to locate them immediately as they are described by the speaker.

Then special lights overhead are turned on which play upon the heads of more than 16,000 pins representing retail outlets in their true locations. The heads of the pins are painted with luminous paint so that



Picture of the diorama of Cabin Creek Refinery which is part of the Pure Oil exhibit at the World's Fair.

The main display of the company's exhibit consists of a relief map of the United States east of Montana, Wyoming and New Mexico. This map is 18 feet square and is built in great detail with amazing accuracy of outline.

Spotted on the map are Pure Oil's eight refineries, more than 900 bulk plants, over 16,000 retail outlets, the lake and Ocean terminals, pipe lines, Ocean tanker routes, and producing fields. A loud speaker system, synchronized with a flasher unit, tells the story of The Pure Oil Company while lights on the map show the part of the operation being described.

Lights Follow Story

The speaker starts out telling about Pure Oil's vast producing properties as lights illuminate the principal producing fields spotted on the map. Then the producing lights go out and the eight refineries are lighted with different colored lights as the loud speaker tells the story of Pure Oil refinery operations.

Next lights show on the more than 900 bulk stations, as the story goes on to describe this part of Pure Oil operations. Pipe lines are represented by long glass tubes, accurately located to show the course of the lines through the country. These tubes are also lighted, some amber, some red, and the speaker reveals the story of the part pipe line transportation plays in Pure Oil operations. The Ocean terminals are also equipped with

they show up vividly when the overhead lights shine on them.

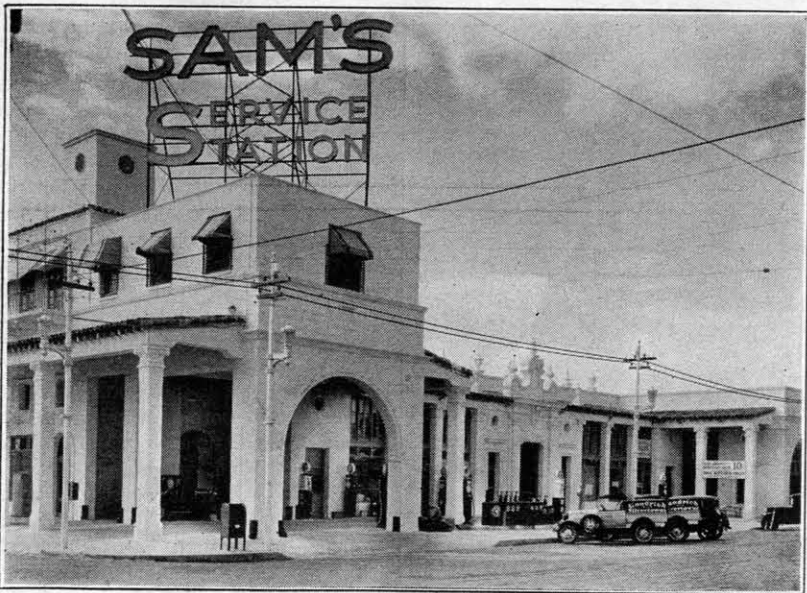
Dioramas and Films Show Size

Above the entire display are dioramas showing production, refining, storage, transportation, and a typical service station. A diorama is a model so built that it appears to have three dimensions although in reality the background is painted and only the figures in the foreground are modeled. It is a very impressive method of displaying an operation.

Behind one end of the main booth is a screen upon which a series of still films are shown. These pictures, which move rapidly from one view to the next, also show the extent of Pure Oil operations and enable the spectator to understand the vastness of the territory covered by the large relief map.

The extent of Pure Oil's operations and the quality of its products are the main theme of the speaker system. If any of your customers are coming to A Century of Progress be sure to tell them to see The Pure Oil Company's display in the first General Exhibits building. They will come away with a new idea of your company and its products. They will go home better customers of yours.

Every day thousands of potential customers are hearing the story of your products at the World's Fair. Don't miss any of them when they get home.



Believe it or not. Here's the once famous office of Coral Gables in Florida, now transformed into a Pure Oil service station. Once the headquarters for people looking for a bargain

in real estate, it is now the headquarters for motorists seeking economical transportation. Do they get it? Well, they don't sell anything here but Pure Oil products so it's a safe bet.

Lubricating Gas Saves 60c Daily

Another Ohio motorist writes in to tell about the dollars and cents saving he effects with Purol-Pep Lubricating Gasoline. Look this over and then see if Pure Oil Lubricating Gasolines aren't 1933's greatest values.

"My preference for Lubricating Purol-Pep is non-technical and boils itself down to a matter of dollars and cents. When you touch my pocket-book, you touch my most vital spot and I am just old fashioned enough to make my own gasoline tests regardless of extravagant advertising claims. Here is one I have just completed.

High Test Competitor's Gasolines

336 gallons @ 21c-----\$70.56
Mileage covered -----3,024
Average miles per gallon---9

Lubricating Purol-Pep

336 gallons @ 18c-----\$60.48
Mileage covered -----4,872
Average miles per gallon---14½

Purol-Pep Saved Me:

Initial cost -----\$10.08
Increased mileage equal to 205 gallons @ 18c per gallon ----- 36.90

Total saving -----\$46.98

Average saving per mile---1½c

Yearly saving based on 15,000 miles -----\$225.00

Daily saving based on 365 days' driving, a trifle over -----60c

"I could say that I liked the added smoothness produced by Lubricating Purol-Pep; its exceptionally quiet performance; its lightning quick starting and abundance of power (all of which I do) but when it comes to actual preference, I prefer the dollars and cents it saves as shown by actual personal tests."

(Signed) Charles W. Frank,
8 South Adolph St.,
Akron, Ohio.

Here's Cure for All Your Worries

George Lawrence Parker wrote a letter to the editor of his paper, the Herald of Boston, last April and set forth therein a thirteen rule program for living under depression conditions. Conditions may be as dire as they were in April of 1932, but the rules laid down by Mr. Parker would be helpful under even worse circumstances. His ruling for guiding individual lives follow:

1. Don't believe all you hear about the depression. Carry your own courageously. Allow for exaggeration.
2. Dare to be unfashionable. Don't curse the world you live in.
3. Don't smile all the time, but do smile some of the time. Snarling is bad for the face and the soul.
4. Don't deny the depression; but don't substitute it for eternity.
5. Maybe you weren't really happy before the depression. Try it now.
6. Keep healthy. Most people eat too much anyhow.
7. Look into religion a bit. Maybe there's something in it.
8. Love people harder than ever. They need it.
9. Play with children. They don't know anything about the stock market.
10. Expect a better world. It's on the way. Part of it will get here if you don't spill it.
11. Drive out fear. "He's the only thing to be afraid of."
12. Forget prosperity. You never had much of it anyhow. Most of it lies under your own coat.
13. Be honest. It will soon be in fashion again.

Minneapolis Dealers Show Themselves That Sales Are Easily Made

For more than a year The Pure Oil Company has been conducting educational schools for Special Agents, training these men in the proper operation of a service station. The training course includes the story of Pure Oil products and the company which makes them, sales promotion ideas that can be practiced in the driveway, the sales story of Yale tires, accessories and so forth. So successful have these schools been that The Pure Oil Company is gradually extending the training course to include dealers.

The task of reaching the thousands of dealers selling Pure Oil products is tremendous and it will take several months before the program can be put into effect all over the territory. But this work is proceeding as rapidly as possible and ultimately the training will be available for all dealers. In the meantime the Globe would like to show you what has been accomplished—what has been proved by these schools.

Solicitation Successful

Many stories have been printed in past issues of the benefits of personal solicitation. Many other stories have told you about the success different dealers have gained by this method. This time we are presenting the actual record kept by the school faculty, which proves beyond doubt that there is plenty of new and permanent business waiting for the station operator who goes out after it.

As part of the training in these schools every student operator is required to engage in personal solicitation. During a school conducted in Minneapolis under Station Supervisor Stair, the class went out one afternoon to call on small commercial accounts, houses with trucks, salesmen's cars and personal cars. None of the accounts approached was very large but they were all prospects.

The class divided into groups selling Yale tires, Tiolene Motor Oil, lubrication jobs, and Guardian Motor Oil. Each man carried a sample of his merchandise, a section of a tire, a sample of motor oil, or a Purol Check-Chart and a grease gun. Ninety-three calls were made that afternoon

and forty sales resulted from the effort.

The forty sales included 18 tires, 29 gallons of Tiolene, 10 lubrication jobs, and 50 gallons of Guardian Motor Oil. Think of the profit this business would bring into your station. In some cases where no sales were made because the account had just bought a supply of oil or grease, or had no immediate use for tires, the solicitors were told that they would get future business from that account. Another call in a short time will probably result in selling many of these accounts.

Most of the men engaged in this particular solicitation were not old timers in the oil business. Think of the advantage of having been engaged in the business for several years and being able to present the story of some of your satisfied customers to your prospects.

Set Your Own Quota

Of course, it is impossible to make ninety-three calls yourself in one day but don't let that stop you. Suppose you made three calls a night for one month, or about ninety all told. Suppose these calls resulted in 75 extra gallons of motor oil, 18 extra tires, and 10 extra lubrication jobs. It would be well worth while, wouldn't it? All these sales are extra sales that you wouldn't get otherwise.

After getting the customer in the first place, your service, your products and your willingness to be helpful will keep them coming back. So these extra sales become permanent extra business. That's the way to build up a steady volume. And there is no doubt of the superiority of the personal solicitation method for getting new business. Every week the schools are proving this point.

If you haven't tried soliciting before do it now. Make it a point to call on five prospects a night for the next week. You can prove for yourself, just as the schools are constantly proving, that ringing the doorbell rings the cash register.

REDUCE THE GASTAX



Half of a sale is proper display of your merchandise. Here you see a wide awake Pure Oil dealer showing his new Yale tires to a prospective customer. He has placed the tire rack where it can be seen by everyone coming into his station.

But just because his tires are well displayed this dealer isn't waiting for some customer to ask about them. He is taking the customer right to the tire, letting him examine it for himself. In the meantime, the dealer is telling his story about the superior-

ity of Yale tire construction and the double guarantee that goes with each casing.

In this issue of the Globe you will find a story giving you the sales points of your Yale tires. Study the story carefully. Learn the strongest sales arguments for your tires. Point out the better qualities to your prospects and you'll see how easy it is to sell tires when you really try. Your story is right. Your tires are right. Now is the time to cash in on tire sales.

New Reo Self Shifter Needs Lubricating at 3,000 Mile Intervals

The latest development to make its appearance on an automobile is the Reo Self Shifter which has been on the market about a month. The most important point from the service station operator's standpoint is the proper lubrication of this unit.

The mechanism itself is quite intricate but the proper lubrication of the assembly presents no difficult problem. There is only one fill plug, located at the left side of the transmission case. Lubricant level should always be up to the filler plug.

However, in draining the unit to change lubricant, two plugs must be removed. One plug is located in the forward half of the case and another is in the rear half. Both drain plugs are underneath the case. Be careful to remove both plugs when draining and be extra careful to put both plugs back before filling the unit.

Use Purelube EE

Only S. A. E. 90 Extreme Pressure Free Wheeling lubricant should be used in the Self Shifter, according to the manufacturers. In extremely hot temperature this may be changed to S. A. E. 110 Extreme Pressure Free Wheeling lubricant. This means that only Purelube EE should be used except in extremely hot climates where Purelube DD may be used. The capacity of the unit is 6 PINTS.

The Reo factory emphatically states that the unit should be drained after the first thousand miles and then every 3,000 after that during the life of the car.

One of the lubrication changes this new shifter brings about is in the clutch release bearing. In the Self Shifter the clutch release bearing receives its lubrication from a wick leading into the transmission case. The oil used is such that it feeds to the throwout bearing in sufficient quantity to lubricate the bearing properly.

The shifting mechanism has a high pressure fitting on the housing which

requires lubrication every 10,000 miles with Tiolene Wheel Bearing Lubricant. Lubricant applied at this fitting fills the shifting cable as well as the shifting mechanism.

How It Works

The new Self Shifter does not do away with the usual clutch pedal. Neither does it change the use of the clutch pedal. A handle on the dash sets the gears in neutral, forward or reverse. It is necessary to depress the clutch to keep the car at a standstill, unless the dash control handle is placed in neutral.

When the clutch is released and the car starts to move forward no more attention need be paid to shifting gears. As the car gains speed and the transmission turns over faster, centrifugal force is used to shift from low into high with no effort on the driver's part. This shifting is unnoticeable and is automatic.

If the car slows down to five miles per hour the gears automatically shift into low gear when the accelerator pedal is depressed. Once the car again attains approximately fifteen miles per hour the transmission automatically shifts into high.

Two sets of forward speeds are provided, one being a power ratio and the other a normal driving ratio. Only two forward speeds are used at one time. That is, if the handle on the dash is set for the high speed range the transmission will shift from low to high, or high to low, only in that gear ratio. To change to the power ratio the dash handle must be moved.

Proper lubrication of this unit is very important as the shifting mechanism is filled with intricate gears. If any of your customers purchase a new Reo with the Self Shifter remember to caution them that the lubricant should be drained after the first thousand miles and every 3,000 thereafter.

Plenty of Prospects If You Look

Specialized lubrication presents one of the largest markets for the service station operator. It is also one of the most profitable parts of service station operation, if full advantage is taken of every sales opportunity.

If you don't think there are plenty of chances to sell specialized lubrication, just take a good look at the cars driving past your station, into your station, past your home, or running around your neighborhood. Listen to the squeaks and squeals of moving parts that are starving for lubricant. Watch the passengers bounce up and down on the back seat because the springs and shackles are not working easily. Watch for missing hub caps that let water, dirt and grit get into the wheel bearings.

Listen to the Squeaks

When you are driving your own car and come to a stop at a traffic light, listen to the sound of motors around you. Watch how sluggish many fine looking cars are when the light flashes green. There is plenty of market in lubrication work for any service station operator who just looks around him.

Most car owners don't neglect lubrication because they want to ruin their cars. They neglect to have this work done because they don't realize the importance of regular and correct lubrication. The average car owner won't deliberately forget or refuse to have work done on his car in order to run up repair bills.

Most car owners can be convinced that regular lubrication will make their cars last longer if you put it to them in the right manner. You don't have to high pressure them. Just explain the workings of various parts. Tell them why certain lubricants are made for certain parts of the automobile.

Be Helpful

Whenever you see a car without front hub cap tell the owner what will happen when grit and dirt works into the bearings. Advise him to have the cap replaced at once. It will cost him only a few cents but it will save him several dollars. Teaching the car owner to save money is one of the surest methods of bringing him back to your station.

Whenever you hear a car groaning and squeaking, tell the owner what might happen if he allows this condition to exist for long periods.

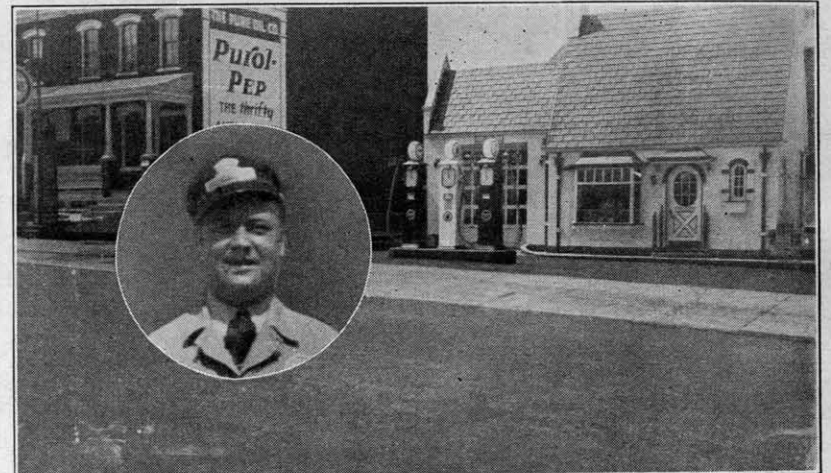
There is probably no part of your operation that affords as much opportunity for sales and profits as specialized lubrication. Not only do you profit from the lubricants but you also have a chance to lead into the sales of other needed articles. Motor oil changes, spark plugs, light bulbs, wiper blades, oil filters, tires, batteries and battery cables, hose connections, fan belts—in fact every accessory and every article you have for sale can be worked into the topic of conversation during a lubrication job.

Solicitation Has 'Em Waiting at the Pumps Before Station Opens

Is there any sense in attending sales meetings, looking at pictures of Pure Oil operations, hearing the story of the products you sell, and getting new sales ideas to work out in your own station? Well, if you don't think so listen to the story of J. Roy McCann, Lancaster, Pa.

In a letter to the Globe Mr. McCann writes: "Three weeks prior to the

"Along with this I have found that local advertising pays big dividends. I make it a point to keep my name in front of the eyes of the motoring public, so as not to let them forget me. I distributed a large number of circulars and had a great many blotter type name cards made up and distributed among the business places throughout the city. I have also in-



opening of this station I was shown a series of still slide pictures which gave me a lot of valuable information about The Pure Oil Company's vast operations, the method used in the manufacture of its gasolines and motor oils, and the proper way of soliciting and servicing customers.

"Not having had any previous experience in the gasoline business, I acquired a lot of knowledge through these pictures and felt that I was in a position to start out soliciting, as I had a fair knowledge of the company and its products. Immediately I began this solicitation, telling everyone that I called on that I would be opened in about three weeks.

Always Greets Customers

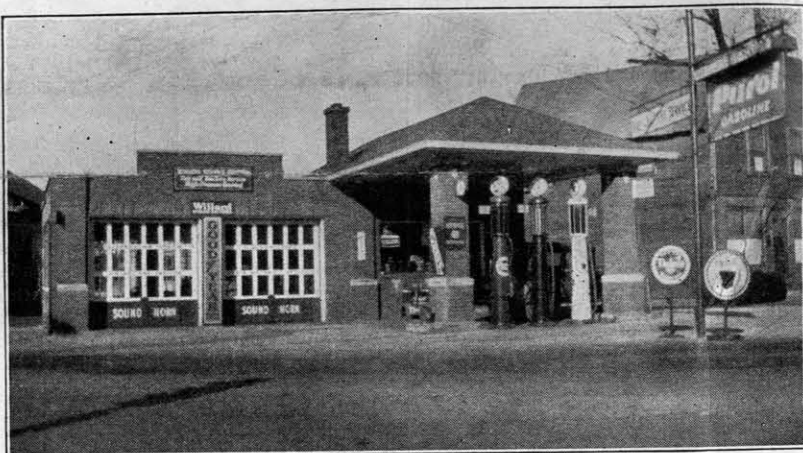
"As a result of this work, on the day of my opening I had several customers waiting in front of my gasoline pumps to buy gasoline before the electric current had been turned on. From then on my work started.

"I always make it a practice to get out to talk to my customers regardless of whether I wait on them or my helper waits on them. I feel that this helps to make a more friendly feeling between myself and my customer and goes a long way in keeping his business. We make every effort to give the finest of service and find that our customers appreciate this.

It isn't necessary to try to sell a customer something that he doesn't need. If you look over the cars around you, you will find that almost every one of them is in need of something you have to offer. Half of the sale is seeing the opportunity.

Watch the cars around you. There is plenty of business for the service station operator who takes the trouble to look for it.

Service And Pure Oil Make Jensen a Success



"If you want to be successful in this business," says Mr. August Jensen of Indianapolis, "you have to go out and bring 'em in. There are too many service stations today where the operators sit around and wait for trade to come in. Not me. I go out after them."

When Mr. Jensen graduated from school he took a position in one of the large banks in Indianapolis. He held this position for a number of years, but he was ambitious. He wasn't satisfied to stand still. He wanted to get into a business of his own. So he built a service station in 1929 and went into business for himself.

The location he selected, at Bluff Road and Raymond Street, was considered unfavorable for a service station by many whose opinions were usually respected in this matter. But Mr. Jensen went ahead anyway.

Decides On Pure Oil

While his station was being built

he looked over different oil companies' products. Finally he decided Pure Oil products offered the best buy to his future customers and on opening day the familiar blue and white pumps and tanks greeted his first customers.

Shortly after opening his station he made his first personal solicitation. The results were so satisfying that he decided to continue and to this day he follows a regular schedule of solicitation. Coupled with his solicitation work is a direct mail campaign and a well handled followup system which enables him to keep his customers informed of services necessary. Service at this station is always prompt and courteous and every car that comes in is treated as if it were his own.

This type of service and Pure Oil products have built up a fine gallonage for Mr. Jensen and he feels that his decision to leave the bank, open up his own business and handle only Pure Oil products was the best step he ever took.



Mansfield, Ohio, got a good look at an attractive store when this new Pure Oil station was opened recently at the intersection of Lexington Avenue, Mandota and South Mulberry streets. It faces U. S. 42, the main highway between Columbus and Cleveland. Mr. E. F. McKee, agent in charge of

this operation, never refers to this as a station. "It's a retail store," he says, "and we aim to run it like a store, making full use of our knowledge of retail selling and taking full advantage of our display space. If you want to find the finest products on the market properly applied, stop in some time. We'll be glad to show you."

Prehistoric Oil Pits In Pennsylvania

Pits cribbed with timbers built by prehistoric man to skim petroleum from the waters of Oil Creek, Pa., can still be seen. They were 7 feet long, 4 feet wide, and 6 feet deep. Notched logs were placed inside to be used as ladders.

In more modern times, some 7,000 years ago, bitumen was used by Egyptians for embalming. The term "mummy" arises from the Persian word for bitumen. Bitumen for this particular purpose was used extensively and for many thousands of years, it was, therefore, a well established and standardized article of commerce.

Herodotus (484-424 B. C.) indicates the ancient method of manufacture when he refers to a well in Ardwricea, about 40 miles from ancient Susa in Persia, as follows:

"From this well they get bitumen, salt and oil, procuring it in a way that I will now describe: They draw with a swipe (a well-sweep or the like) and instead of a bucket they make use of the half of a wine skin; with this the man dips and, after drawing, pours the liquid into a reservoir wherefrom it passes into another and there takes three different shapes.