Published By The Pure Oil Company To Help You Sell More

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Lubricating Fuels Are Here

Special Lubricant Is Needed For Blending Lubricating Gasoline

Many oil additives have been boldly claimed as lubricating agents; but few have held up under the test of field performance as well as the latest Lubricating Chemical developed by the Pure Oil Company. A recent test conducted in the State of Washington with the new Lubricating Chemical on highway motor vehicles showed a saving of fuel and a marked reduction in oil consumption, indicating that the mixture of the new Lubricating Chemical with gasoline makes a superior motor oil.

The Pure Oil Company's Lubricating Gasoline is sold as a single product, and is not intended for use with any other lubricating oil. It is a unique product and should be sold as such. The new lubricating chemical is a combination of several materials which work together to provide superior performance. It is not a substitute for motor oil, but it can improve the performance of existing motor oils.

Some Quick Facts About Pure Oil's Lubricating Fuels

- Includes Special Upper Cylinder Lubricant
- Increases mileage
- Reduces wear on pistons, rings, valves, cylinders
- Reduces scoring
- Reduces oil consumption
- Reduces crankcase dilution
- Improves hill climbing
- Gives better oil seal to pistons
- Gives same lubrication
- Costs no more than non-lubricating, dry gasolines

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

Heretofore one of the most advanced motor oils in the world has been found in the Pure Oil Company's automobiles. Within a short time all areas served with Pure Oil Gasolines will have these lubricants in the right proportions. Both Pure-Pulp and Pure-Pulp with Pulp-Oil are being added to the Upper Cylinder Lubricant. No increase in price will be made.

The new lubricating chemicals are 1882's greatest motor oil value.

Pulp-Oil and Pure-Pulp, the lubricating gasolines, are truly the lubricating gasolines of the future. They will make new customers for you and hold your present trade. Do not miss this opportunity to tell every customer about your amazing new gasoline.

Lubricating agents are not a luxury; they are a necessity. You must have the new 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? All Pure Oil dealers have a special coupon book which is now being carried on every delivery to all customers. In all parts of the country, these books have been sold to motorists and are proving very successful.

All employees of The Pure Oil Company and affiliated companies are asked to get every customer who orders gasoline to buy one of these coupon books. They contain various coupons which give valuable discounts on the purchase of Pure Oil products. The more books that are sold, the more money will be made.

Think of what this means to you as a dealer. Once a person buys a coupon book he will never use any other but Pure Oil products as long as he has coupons in the book. Every time a book is sold Pure Oil adds another customer to the rolls of motorists who buy motor oil from you every time they go to your station.

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

For every coupon book you sell you can make a profit of 75 cents as well as the amount of the book. The more books you sell, the more money you will make.

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The new lubricating chemicals are 1882's greatest motor oil value.

The Pure Oil Company's decision to extend lubricating gasolines in all territories came only after many months of research and actual use. For much of a year your lubricating gasolines have been marketed by the company in several areas. The tests to date show that the new lubricating gasolines are now being extended over all areas the company serves.

Half A Billion Mile

During the months lubricating fuels have been marketed here in the Pacific States, motorists have driven more than half a billion miles on these remarkable gasolines. This is more than 22,000 times around the earth at the equator. During this tremendous mileage the superior properties of motor oil these gasolines have been proved by motorists themselves.

Many automotive authorities advocate the addition of upper cylinder lubrication to gasoline. The advantage of using upper cylinder lubricants is that they are sold separately and can be added to the gasoline at any time. The upper cylinder lubricants enable the engine of any automobile to function better.

This stirring illustration graphically depicts the action of Upper Cylinder Lubrication. It is one of the many new items which will be sent you upon request.

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 $100,000,000 in 1933 if plans of state and federal governments for diversification of gasoline taxes are carried out. Diversion of gasoline tax income amounts to nearly $38,000,000 in 1932. It is estimated, and the money was lost to roads.

Study of gasoline taxation by the American Petroleum Industries Commission reveals that while originally this tax was levied specifically for the purpose of building roads, several states for years have been diverting part of the license to schools, textbooks, sea- ouths, farm hitches, state departments, etc. County and gasoline tax revenue generally has been diverted, with the result that the total available is reduced.

A Wish To Divert 49 Million

In 1932 government expended duties upon roads, and further cur- tailed expenditure for road building, with the result that there is little money available from gasoline taxes. The federal government diverted highway estimated gasoline tax income of $100,000,000 in 1932. New Jersey, for example, diverted $50,000,000 from a $190,000,000 "highway" bond issue. New York diverted at least $15,000,000.

Higher Anti-knock Lubricating Fuels

Pure-Pulp and Pulp-Oil, the lubricating gasolines, are truly the lubricating gasolines of the future. They will make new customers for you and hold your present trade. Do not miss this opportunity to tell every customer about your amazing new gasoline.

Start another house to lease solicitation as soon as you get your supply of lubricating gasolines and urge your prospects to try a trial tank. Obtain up to date copies of your Local 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.

Here is a picture of "the attractive new 3 by 6 foot banner announcing Upper Cylinder Pulp-Oil. Every retail outlet selling this remarkable new motor fuel will be supplied with these banners. As soon as you receive your box 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.

This striking illustration graphically depicts the action of Upper Cylinder Lubrication. It is one of the many new items which will be sent you upon request.

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 Pulp-Oil Cylinder Lubricant operate? By raising the temperature, blending only the correct amount of upper cylinder lubricant with the gasoline. There is no gumming as all gasoline is completely consumed. It must not be added to the gasoline, any amount of gumming. It will not gum as the upper cylinder lubricant is designed for the service of acting either as a bottle and pouring the contents into the gasoline tank.

This highly effective lubricant is heavier than gasoline and, therefore, is not evaporated in the carburetor. It is not a substitute for motor oil, but it can improve the performance of existing motor oils.

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INTRODUCTION
Value of Top Lube Proved
Pure Oil Extends Use of New Gasolines to All Parts of Company

(Please note: the first part of this article was covered on page 1.)

A great deal of crankcase oil dilution is caused by gasoline contacting the pistons into the crankcase. Because upper cylinder lubricant forms a stronger oil seal at the piston, the pure gasoline acts as a result, crankcase dilution is retarded materially. Thence Motor Oil run in Pure Oil test cars using lubricating Pure-Pol and retained its lubricating qualities over greater mileage.

Keeps Compression High
In one particular test, a 1932 Essex 6-16cylcine-R 8, was driven over 10,600 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 13,148 miles the oil was examined. Under 200 pounds of air pressure the cylinders showed a marked decrease in oil consumption of only 1-3 per cent. Only 1 per cent of this loss was past the piston, the other 4 per cent being past the valves.

The conclusion was made by a regular Hudson dealer. The shop foreman stated that most cars with that mileage would show from 18 to 20 per cent compression loss.

Lubricating ‘Pep’
Gives Ohioan 31 Miles Per Gallon

This is the report of a letter we received from3. Agent Joe Askren, of Cincinnati, Ohio.

"It seems to me that very few of our agents realize the value of our new lubricating gasoline, the Pure "Pep." This little medium of news and advice offers the finest means of contact with our customers because we [the Pure Oil Company] have the agent in our veins. What more effective argument for the greasing oil into every tire and every wheel? This not only keeps our tires in condition, but in the long run of the road, it is cheaper. "Pep" oil will reduce the cost of maintenance and upkeep of your car. This is a matter of such importance that we are offering a prize of $50 to the first person who will forward us a letter written by a motorist who has used ‘Pep’ gasoline, giving the number of miles per gallon and a description of the car."

We were pleased to receive the following letter from Agent Joe Askren, of Cincinnati, Ohio:

"I am a traveling salesman and naturally interested in gasoline economy, so will relate the trial I gave Pure-Pol and Pure Pep oil in my car. I find it to be just as good as advertised."

Three of the spark plugs taken from a Pure Oil test car after 15,600 miles of service. It was the first time they had been changed. They were reported so clean that they were still used 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 small spans. The spark plugs, which had never been removed during the entire run, were so free from carbon that they were merely used for spark gap and replaced in the motor. The valves needed only a light hand grinds.

Enjoy the Gas Mileage Increases, Motor Oil Consumption and Repair, Show Drop

In one of the most exhaustive road tests ever made to prove the performance of an automobile product, Upper Cylinder Lubricant proved its worth in the running of a large fleet of transcontinental buses which traveled 36,800 miles. Although your dealers knew, sometimes if we are accomplishing for purpose.

Gasoline Mileage Increased
They established that gasoline mileage increases in motor oil at mileage ran as much as 15 percent. This increase in gasoline consumption was greatly reduced. Upper Cylinder Lubricant prevented sticking and false rings and piston wear. Punching was reduced materially and lessened wear on valve stems and motors run with lubricating gasoline.

Buses were run on every regular route on regular schedule. At the end of one year’s operation, the mileage increases in gasoline consumption were compared with the previous years, and the results showed superior performance and lower operating costs. Gasoline runs with lubricating gasoline.

Gives Ohioan 31 Miles Per Gallon

Here is a letter from an Ohio motorist who has used Lubricating Pure-Pol Gasoline for many months. He drives a 1936 Ford car which he runs on a total of 8,200 miles on it when he made this test. He reports:

"I am very satisfied with the results of the Pure-Pol and Pure-Pep gasoline."

"I find my gasoline is burning so much better, gasoline mileage increased many miles per gallon."

As an added point, the oil consumption in the car was greatly reduced. Upper Cylinder Lubricant was added to the gasoline to prevent sticking of the valve stems and piston wear.

Oil Mileage Increased
Oil consumption is much reduced when gasoline shows 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.

As a test conducted over the period of a year, and buses of different types were selected, the result was no more convincing evidence could be found to prove that the mileage could be increased. The tests were made at 80 or 90 per cent. Harvester oil company and were made solely by the motorist.

"To the average motorist the results of this test are significant. If bus engine power could be improved, better gasoline and oil mileage with lower operating costs under the severe conditions of bus operation, the advantage that could be gained in a gas mileage of 15 per cent more mileage between oilings was tremendous.

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Potato River story of lubricating gaso-
lines is your concern. Then let them know that we are selling them with great gas mileage value.

Purol Globe
Published for all marketed Pure Oil Freely Distributed, Pure Oil Building, Chicago, Illinios. Address: 1044 W. Harrison St., Chicago, Illinois.

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

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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 a double belt. A service coat is also available for use in lubrication work. All garments are cherry red, yet it is a fine contrast to the Pure Oil Blue trimming. The complete uniform presents an attractive appearance which motors will comment upon. This uniform was tested at several picked stations before it was finally approved.

At all events, more than 93% of the motorsators 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 send 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.

Motorist Saves 50c a Day on Lubricating Gear

From down in West Virginia comes this letter telling about Lubricating Pure-Pop.

"I live in a car. For years there has been burning gasoline and oil over Ohio, Kentucky, and West Virginia. A small change made enough mileage to excite the globe eight times.

"During tests the gasoline was used in this area and after using Lubricating Pure-Pop every day since its introduction, I prefer this new product on the basis of costs and performance. My gasoline cost has been reduced from 1.910 cents to 928 cents per mile. This means 10 cents saved in an ordinary day's run."

"I am no longer annoyed by valve stick and knocking while taking the hills at higher speeds. The motor slips under on the hardest hills and while making top speed. Lubricating Pure-Pop takes the tax out of gasoline. (Signed) William Cleveland Thompson

Mount Hope, W. Va.

"Oiled showed so little depreciation at the first regular change that I had prolonged the period of use. This means a saving of $1.15 per month.

"My car starts easier and its stopping is not accompanied by piston snap, even on cold mornings. I have a new rapport with my car's foot. This difference becomes more pronounced as I change from one gear to another.

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Mount Hope, W. Va.
Yale Construction Is Best

Almost every modern service station today sells tires. And most of them sell good tires at reasonable prices. Because of strict government price controls, in some cases a fairly wide guarantee is offered. The best advice to give to buyers is to shop around. It is likely in the tire market a service station must have a system which the buyer actually backed up by facts that can be

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

The very recommendations on which the tire market prospers to the service station operator puts the dealer handling Yale tires in about the strongest position in the field. Yale is the only company which makes first line tires. The writing guarantees that you have with a cementing is double proof of tire perfor- mance for each Yale tire is double 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 "breakless strip construction" is more than a trade slogan—it is a strong selling point which will give greater riding comfort. To understand the benefit of no breakless strip con-

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 each cord. The cords in Yale tires are arranged in a helix. Each cotton strand, each cord having a tensile strength of 18 pounds. The cords, when bound together by new life rubber, provide the strongest tire foundation. In four ply tires the two plies of Yale type cords give a total tensile strength of 1151 pounds over each square inch of tire surface. Theoretically it would take a blow of 1151 pounds to break the fabric at a given point.

Let us assume that all tire manufac-
turers 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 bead. Picture a cross section of a tire, you will see that the five plies are anchored to a bead in each hand and stretch the tire section flat. If each strand will

stand 18 pounds pull, and there are four full plies and the tire section is one inch wide, it will take a pull of 72 pounds to stretch that section.

Cords Are Stronger

However, some tire makers put two plies over the tread section. These full plies are

FLOATING PLYS

Cords Are Stronger

However, some tire makers put two plies over the tread section. These full plies are

standing only weight and stiffness under the tread. Shoulder strength is not helped

known as "breaker stripe." They are supposed to make the tire stronger—do they do this? The answer is anything, but are merely held in place. How can they add to the tensile strength of the tire when they are not full plies and are not attached to the bead? The answer is they do not.

They do add weight and stiffness to the tire in the tread section and are probably held in other ways as will be explained. The true breaker is the tread floating plies must be reviewed by the full plies in the car-

Yale tires have full plies only. Rubber, because it is elastic, will stand from eight to ten times more shock than cotton. So where the tire has two floating plies added weight and stiffness to the road. The Yale tire, with its rubber cushion instead of floating plies, is much safer to ride in. In ten times the shock proof qualities in the same place. So we see that the no breaker strip construction is actually better protection against concussion breaks from road shock than the construction that utilizes floating plies.

Breakless Cured Hard Riding

The two extra plies also work hard shock on the passengers. We know that cotton fabric won't bed as much or as easily as rubber. So the reason for the extra plies is to breakless strip is harder to find than a tire with two full plies instead of floating plies. The riding comfort of a tire depends upon the ability to flex. Second, the tread has a harness. The tread has an air cushion, a flexible harness. If it is stiff it takes a much harder tire. Third, a tire with a breakless strip, which makes harder riding, for the tire as a whole will not flex or bend as readily as a tire with two full plies attached to the tread.

Tire Repair Is Made Easy

Notice the straight sidewalls which are not called upon to per-

form extra work.

These weights will stay on the old 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 spot to be filled. Rub the spot against the rubber and apply the rubber cement to this spot after roughing up the side wall quite a bit. Use a brush or after roughing up the rubber cup with the cup pointing in. Apply a coat of color matching 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 one end first and then rubbing down smooth with the fingers, so that there are no air pockets under the seal.

RUBBER CUSHION

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

Agent William Van Dam asks a customer about his cooling system. By showing the rust and dirt to this customer he is able to sell a Service Oil and a pint of Pure Oil Snow Oil. It's easy to make more sales if you try. Read about Agent William'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 all Yale tires sold by Pure Oil dealers should have the additional mark-up of a Pure Oil seal placed on the tire near the side wall close to the Yale name. This seal is round, in blue and white col-

ors, and not too loud in its effect. It serves to identify the tire and to re-

Tell the one man who got this tire from a Pure Yale station.

These seals will stay on the old 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 spot to be filled. Rub the spot against the rubber and apply the rubber cement to this spot after roughing up the side wall quite a bit. Use a brush or after roughing up the rubber cup with the cup pointing in. Apply a coat of color matching cement of any good grade to this buffed spot on the side wall of the tire. Let the cement dry.

Mix With Cool Water

When adding soluble oil to a radi-

ator be sure that you mix four parts cold water before you pour it into the cooling system. Soluble oil is made with a blending agent to em-

bine it in mixture with water. But if it is put into hot water the heat will break the blending agent and does not permit the oil to mix really with the radiator water.

The best way to prevent the cooling system is to mix the soluble oil with an equal amount of water in a container. It will mix at once and will turn milk white. After the oil has been mixed with the cold water pour the entire solution into the radiator. In this way you will get the best results and you will also prevent the formation of a rust preventing in the cooling system. If these instructions are fol-

owed properly the water in the cooling system will not destroy the mixture.

The next time you add water to a car, be sure to do it. In my opinion, Agent William and his method of getting extra business, both from the customer and the present customer, are methods you can make if you ask for a few extra sales.
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 Grumman Exhibition Building. Every day thousands of visitors to the World's Fair pass through this 45-foot high, 30-foot wide and 67-foot long giant building, and a large percentage of them stop to admire the brilliant, eye-catching display of Pure Oil products and the effective use of color and lighting which permit the spectator to locate them immediately as they were described by the speaker.

Then special lights overhead are turned on which play upon the heads of the crowds, giving a sense of being lost in a city of lights. The heads of the people are painted with luminous paint so that they do not move, and they are shown in line when the lights are turned on. The display is shown throughout the day and the cheeks of the people are shown as red as possible, which gives a sense of excitement. The display is continued throughout the day, and the cheeks of the people are shown as red as possible, which gives a sense of excitement.

Lubricating Gas Saves 60c Daily

Another Ohio material writer has brought to the attention of the public the fact that gasoline is a valuable commodity and that it is essential to the well-being of the country. The writer has shown that gasoline is a valuable commodity and that it is essential to the well-being of the country.

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 over the entire 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 published in last week's edition of the newspaper. Many other stories have been told about the success of the dealer in personal solicitation. Many other stories have been told about the success of the dealer in personal solicitation.

Here's Cure for All Your Worries

George Lawrence Parker wrote a letter to the editor of his newspaper, the Report of Boston, last April and re-ented in a thirteen rule program for living under pressure conditions. Conditions may be as follows, such as work, college, the war, or the big expenses. The letter was re-printed in the Globe, and it is a helpful guide to people who are under pressure conditions.

Every day thousands of potential customers are hearing the story of the product at the World's Fair. Don't miss any of them when they are gone.

Here's Cure for All Your Worries

Believe it or not. Here's the cure for many of the troublesome types of people you encounter. Modern man is a busy man, and there are many people who do not have the time to spend on personal matters. For example, there are many people who do not have the time to spend on personal matters.

Here's Cure for All Your Worries

Believe it or not. The answer to the question of what to do when you are in a hurry is simple. If you are in a hurry, you can come up with a quick answer. If you are in a hurry, you can come up with a quick answer.

Half of all sales are in proper display of your merchandise. If you see a new display of the Globe, you will find a story giving you the sales of the Globe, and you will also find a story giving you the sales of the Globe, and you will also find a story giving you the sales of the Globe. In the meantime, the dealer is telling his story about the superior

Minnnesota 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 them in the proper operation of a service station. The training course includes the story of Pure Oil and the company which makes them, some motion pictures 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 over the entire 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.

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

The latest development to make its appearance on the automobile is the Reo Self Shifter which has been on the market about a month. The most important point from the service department 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 oil plug, located in the left side of the transmission case. Lubricant level should always be up in 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 replace both plugs when drain is completed and be extra careful to put both plugs back in firmly after filling the unit.

Use Purdue EE

Only S. A. E. 10 Extreme Pressure lubricant should be used in the Self Shifter, according to the manufacturer. But even if the hot temperature this may be changed to S. A. E. 11 Extreme Pressure lubricant. This means that only Purdue EE should be used away from the extreme areas, wherever Purdue DD may be used. The manufacturer does not recommend it.

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

One of the lubrications changes this new self shifter gear box is in the clutch release bearing. In the Reo Self Shifter the clutch release bearing re-ceives a larger portion of the lubrication, while the release bearing in the transmission case. The Reo factory recommends that the clutch release bearing in sufficient quantity to lubricate the bearing properly.

The shift on the Reo requires a high pressure fitting on the housing which requires lubrication every 10,000 miles with Transcoat or Terry's Lubricant. Applied at this fitting fills the shifting cable as well as the shifting mechanism.

How It Works

The new Shift-on-the-floor lever slides away from or toward the conventional pedal. The shift lever can be moved in either direction. To the rear, it slides into neutral position. Forward movement of the lever causes the car to move forward.

When the clutch is released and the car starts to move forward, no matter how light the pressure is applied, so that the car will not move forward, it will not move backward. If the car is stopped, the lever can be shifted any time without moving the car.

Satisfaction has "Em Waiting at the Pumps Before Station Opens

In there any cues 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 Mr. McKee, manager of the Pure Oil station in Lancaster, Pa.

In a letter dated April 20, Mr. McKee wrote: "Three weeks prior to the 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 by the manufacturers of its gasoline and motor oils, and the proper way of advertising and selling the products. At the same time I was given a lot of knowledge through these pictures and felt that I was in a position to start out educating, as I had a fair knowledge of the company and its products. Immediately I began this solicitation, selling everyone I came in contact with for certain parts of the country.

Buy Devon Oil

As a result of this work, on the day of 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 go out to talk to my customers regarding the good results of bringing him back some of the new Devon Oil. Whenever you hear a car grooming around the streets, you will be sure that it can happen if it allows this contact to exist for long periods.

Therefore, buy Devon Oil, for the factory gets its name and its reputation in your satisfaction that affords as much appeal as the product itself. Just as in any business transaction. Not only do you gain a good name as a gasoline customer, but you also have a chance to lead into the locale of your friends and neighbors. And you can impress the gasoline company, buying which are written into the topic of conversation during a lubrication job.

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