

ACTION NEEDED

This summer Gulf stations gave out decals of state and U.S. flags to all customers, to put on their cars. Gulf called their campaign "How To Save the United States." Aside from the patriotic feelings this brings forth, it also is an advertising campaign. However, another result of this campaign which Gulf had not anticipated is that it gives us an exciting avenue for reaching Gulf consumers. Anytime you see a car with one of these decals you know that car has been to a Gulf station.

Our plan of action is to leaflet cars with these decals, thus attempting to influence actual Gulf consumers. We have done some foot-work on this idea and have evolved the following plan:

TARGET DATES: Thanksgiving to January 1st

SITES: Shopping centers, university parking lots, sports events, or any other place where large numbers of cars are assembled.

PLAN: Two or more people drive up and down the rows of parked cars at the selected site, looking for cars with the decals. One person drives while the other puts leaflets on the windshield of the car with a decal. From experience this is very easy to do, does not take much time and involves little risk of confrontation. Further, you know that you are getting the message to a potential Gulf boycotter. If you happen to find a car with someone in it, just hand them the leaflet and say that you know they are a Gulf consumer and hope they will read the leaflet.

To give you an idea, we covered one relatively large shopping center on a busy day in 35 minutes and averaged one car every 2½ minutes. We also found that most cars place the decals on the rear bumper.

Because of Christmas consumption, shopping center lots will be full of cars during our target dates. We suggest that you try to cover the area once every week during this time.

For those of you who are Church minded this could be a vehicle for evangelizing as called for in the Key 73 program.

MATERIALS: Statue of Liberty flyer. Please let us know how many you need.

EVALUATION: Let us know if you plan to act on this plan and what kind of results you have.

TO BE EFFECTIVE THIS ACTION MUST REACH MANY CONSUMERS ALL OVER THE COUNTRY. PLEASE PLAN TO INCLUDE IT IN YOUR ACTIVITIES FOR THE NEXT FEW WEEKS!

Just a reminder. Gulf is sponsoring the
Republican convention starting Aug-
ust 12th on the NBC-TV network.



GULF OIL COMPANY - U.S.

(This is part of a Gulf mailing
to credit card holders. Note the
incorrect date.)

GULF ALSO SPONSORS:

An oppressive Portuguese colonial regime (over \$30,000,000 in 1972)
Rape of Angolan natural resources (up to 150,000 barrels of oil per day)
Use of herbicides to starve Angolans (sprayed by Portuguese on cassava)
Regroupment of Angolans into strategic hamlets (a la Vietnam)
Pacification of Angolans (educational methods)
Napalm use in Angola (by Portuguese via NATO membership)
Deaths of Angolans (Portuguese war against liberation)
Republican presidential candidates (Mellon family largest contributor 1968)
Nixon support of Portugal (\$435 million grant in Dec. 1971)

BOYCOTT GULF

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