

SERVICE STATION

DEETH & WHITE
329 McDONNELL ST
PETERBOROUGH ONT

management and merchandising

MARCH/1963

The Line-up— This Month's Features

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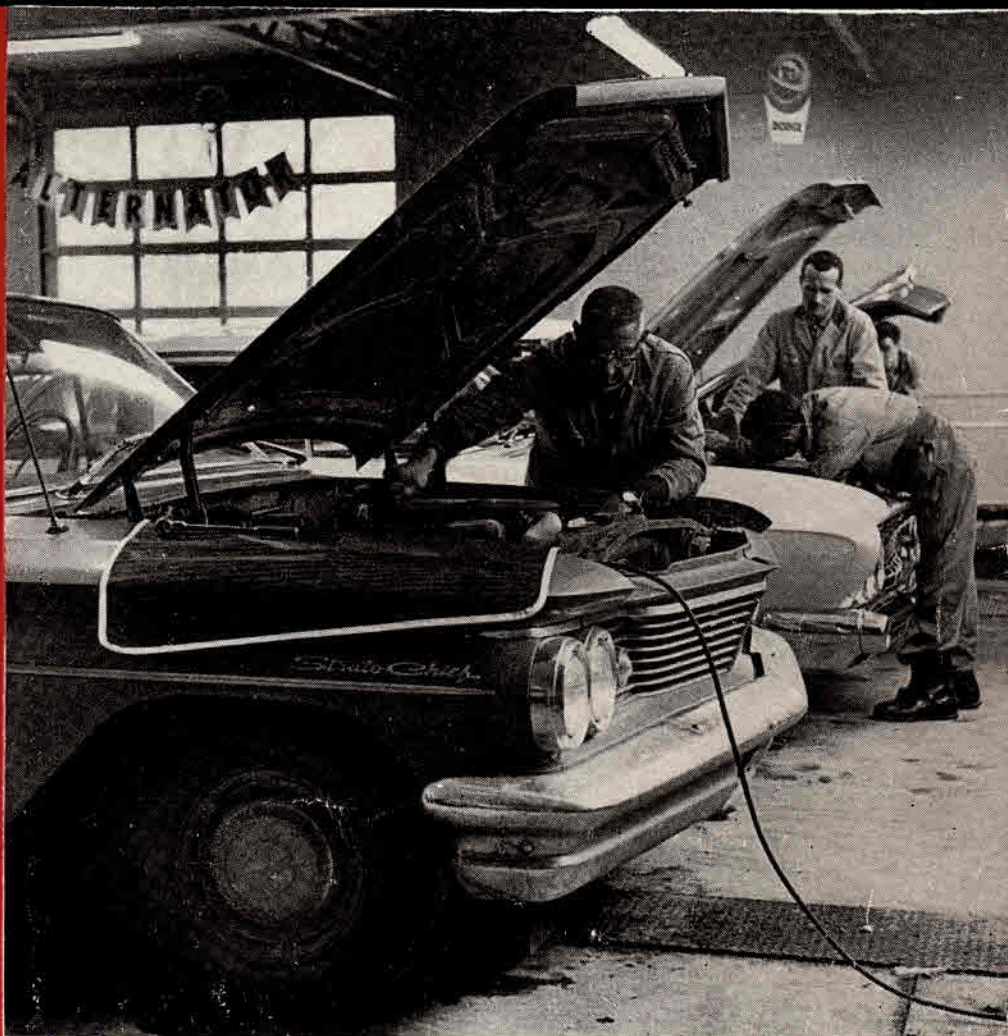
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Another notch in Deeth & White escutcheon, a big service area.

Former Bulk Milkmen Now Gasoline Retailers

TWO FORMER MILK pick-up merchants in Peterborough, Ontario, turned service station owners, have found out where the cream of business comes from; expansion.

Reginald Deeth and Harvard White in December, 1962, took the wraps off a spanking new Esso

station they had been building for nine months.

It was built around two sides of the premises they purchased 15 years ago at the southeast corner of McDonnell and Reid Sts. They smartly razed the old building to reveal the full facade of the mod-

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Harvard White (left) and Reginald Deeth are livewire partners who have parlayed faith in each other, and good business techniques, into a small empire in the Peterborough, Ont., area.



Behind station service department counter are employees Chas. Barnard (left) and Al Urbach, talking to car salesman Fred Revoy about TBA needs for service jobs coming up in future orders.

Ex-Milkmen Ace Gasoline Retailers . . .

(Continued from front cover)

ern establishment that set them back \$250,000!

The new service centre is faced with an expanse of glass, stained firwood trim and cutstone columns.

It contains, under one roof, the attendant's retail service room, fuel oil sales and dispatch office, retail car sales office and showroom, large stockroom, maintenance department and quick car wash.

There are two service islands paralleling each street, each equipped with a pair of pumps and five more pumps beside the building proper.

All pumps are supplied from buried underground tanks with capacities for 15,000 gallons of gasoline, 2,000 marine gasoline and 1,000 each kerosene and naphtha.

Built Four Other Stations

Deeth and Whites' is a service station's service station. Starting in 1957 the partners built four other service station sites for leasing, valued at \$150,000.

These are situated at George St. North; Highway 28, Monaghan Rd., South and Hunter St. East. Although Deeth & White is an Imperial Oil agency, the satellite outlets have been taken over by competitive companies.

Two stations stock Texaco products and one each British-American and BP.

Fuel Oil has always been big business with Deeth and White, starting in 1951. One decade later they had expanded into tank farmers with a four-tank site on Chemong Road. The farm storage has a capacity of 60,000 gallons and tankers serve a radius of 25 miles around Peterborough.

From Milk To Gasoline

Reg and Harvard are hometown boys and have been partners for 18 years, the first five of them in bulk milk tanker pick-up. They purchased the Richard Dawson Imperial Oil outlet for \$30,000 in 1950.

It had a service station advantage in those days of a private CNR railway siding on the property and tank car deliveries.

But as regional tank farms and bulk tanker deliveries replaced rail shipments of fuels, the partners had the siding dismantled; the space gave them yard room for bulk fuel tanks.

When Messrs. Deeth and White decided on a new main station they were assisted, mortgage-wise, by Imperial Oil who also supplied architectural plans. These were

followed closely with some modifications to suit the lot layout.

City architectural draftsmen Rood and Moulton made the necessary plan changes and the partners acted as their own contractors, jobbing out the various trades work.

The start on the new layout was in the spring and nine months later the firm was ready for renewed business.

"And pep it up, it did," say the partners with considerable pride and satisfaction.

Only black topping in the yard remains to complete the final plans. The building has no basement but sits on foundations.

Changing the name to Deeth and White Motors at the first of this year was necessary because of the purchase of a car sales franchise. The bright roomy showroom and attractive side offices are now as busy as the service and fuel oil departments.

There is a minimum of trade-in cars on the lot, "and we will continue with that policy," said Mr. Deeth.

The used cars are adjacent to the maintenance department where a shop foreman and three mechanics are kept busy doing re-conditioning and an increasing custom repair and tune-up service.

(See page 30)

**Newspapers, radio,
television, direct mail
and calendars drum
up their business!**

"Indy" Winners Are Made, Not Born!

Based on talk by
George Bignotti
Race Car Designer

Material drawn from an
SAE North California Section talk

THE average Indianapolis-type car weighs 1600 lb. and costs about \$25,000, of which \$12,000-\$15,000 is the cost of the chassis alone.

Chassis are made of welded, chrome-moly tubing. Heat treating the entire chassis has been found to be without benefit. The body is made of magnesium sides and aluminum shell, and tails are fiberglass to save weight. The chassis is located on the axles off-center to the left for better weight distribution on turns.

Driver Controls Weight Transfer

The driver has a ratchet wrench with extensions located in the cockpit for weight transfer. The transfer is "screwed on" after fueling to limit drive wheel weight since the extra traction with full fuel load might pull rubber off the right front tire in turns.

About every 10-12 laps the driver "lets off" a notch to compensate for consumed fuel.

Steering has a 12/1 ratio on the Halibrand unit. Wheels and spot disc brakes are made of magnesium. The 8-gallon oil tanks are made of steel for reliability.

The engine is a Meyer & Drake Offenhauser of 255 cu. in. displacement and rating of 400 h.p. at 6000 r.p.m.

Top turning speed is 7000 r.p.m. although racing at 7400 r.p.m. has been done without difficulties. Tuning the exhaust headers and intake air rams has resulted in an increase of 30-40 h.p.

Pistons are made of aluminum alloy, and the forged and drilled chrome-moly connecting rods weigh only 3 lb. each.

Fuel is injected and the normal compression ratios are in the 14/1-15/1 range, timed approximately 35 degrees before top dead center.

Careful Analysis After Trial

After a trial run or race, the engines are read by observing the carbon deposit on the piston tops. This will tell if too much oil is entering via the valve stems and if there is fuel dilution of the oil.

The fuel is methanol alcohol to which water is sometimes added to gain proper engine performance.

The two rear and right front tires are similarly read to determine tire life expectancy and proper car balance. The temperature of the three tires should be the same and in practice they have been at times.

To try to equalize the tire temperatures the mechanic modifies the weight transfer.



In new parts department are Robert Crozier (left) and Robert Brannan, parts and service managers respectively for Deeth & White outlet.

A genial couple in the business office, popular with the clients, are Frances Stevens (left) and Laura Sutton, obviously in rare form!



The car wash with a Washmobile unit keeps two attendants busy. The extensive stockroom, a new feature for D & W, opens handily onto both business office and maintenance floor.

The partners are not only shrewd business men but apostles in the steady expansion of various fields touching on the automotive, and in spreading word of their wares through all the popular advertising mediums.

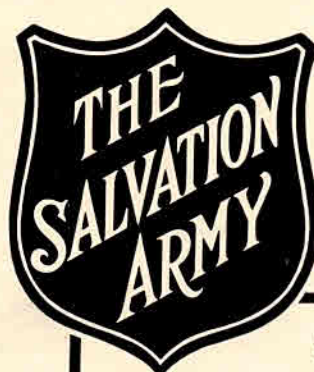
A fairly substantial annual budget is spent on newspaper, radio, television, direct mail and calendar outlets.

The firm also sponsors a bantam 'A' hardball team that won the city championship in 1962.

The new plant has increased business quite noticeably since it was opened early in December, Mr. White says. It also doubled the working staff which now stands at 21 employees. It is a non-union shop.

What are plans for the future?

The shrewd partners say, "For the time being, anyway, we shall keep our noses to the grindstone, paying for what we have right here! But then other opportunities may come along..."



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