

December 1, 1970

Mr. C. J. Olander  
Export Manager  
Oy Polykem AB  
Et Rautatiek 10  
Helsinki 10, Finland

Dear Uke:

Obviously, our wires have been crossing one another. I still haven't heard from you regarding whether or not Fruchter has paid.

The reason for this letter is to tell you that Ken Jones, from Gulf Oil in Houston, called me a few moments ago with some information he felt I might want to pass on to you. This information was given to me in confidence. He said it was all right, of course, to pass it on to you, but would prefer the other people at Gulf didn't know he had informed you prior to any official notification you might be receiving in the future.

The picture is not good. Gulf feels that the present movement in the United States is to make gas stations look more like homes, that is, less conspicuous, brick construction, etc. While they felt your design was very startling, it did not meet the bill in terms of conservatism and, apparently for that reason, did not appeal to the man in charge of all gas stations for Gulf. Ken has then gone on to pry into how many gas stations Gulf will be building in the next 12 months. In a normal year they would produce 300 new stations but will be producing only 100, representing a great retrenchment in the year to come. Ken and others, who apparently were in the meeting longer than Ken was able to attend, wondered why you were taking the approach to sell them exclusively. While they appreciated the gesture, they didn't feel that it was to your best interest to obliterate any future markets - and really didn't mean that much to them to have it exclusively. Ken feels, and I believe I mentioned the same feeling to you in Louisville, that you should sell the design to all takers.

According to Ken's report, he feels that you should not waste any more time trying to convince Gulf in the United States. I'm sorry to bring you this message, but perhaps you had already sensed the problem at Gulf.

We look forward to seeing the design on the new house.

Warm regards,

Charles W. Cleworth  
President

CWC:dm