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C. M. McDermott Has Established An Outstanding Record In This Area As Distributor For Associated Oil Co.

In twelve years the volume of Tidewater-Associated Oil business in Roseburg has been built up by Mr. McDermott as second only to Portland in the state and, third in the coast region—Recognition of this record was given by the National Petroleum News.

By R. KENNETH EVANS

It is with much satisfaction and full appreciation of the acceptance given him by Roseburg and Douglas county people, that C. M. McDermott, distributor for Tidewater-Associated Oil company products, experiences his twelfth anniversary of successful business in this region. He can, rightfully, point with pride to the enviable record of building the volume of business for Tidewater-Associated, in that comparatively short space of time, to a place where it is second only to Portland in the state and third in the coast region. This information goes, hand in hand, with the fact that this is National Oil Week, in the United States—a week when the major oil companies will endeavor to make the public more conscious of what these oil companies have done to stabilize the nation's economy and, contributions they are making to the maintenance of the high standard of living in America. C. M. McDermott is chairman of the Douglas county committee appointed to carry this information to the public during national oil week.

It was through the introduction of the motor car that Americans were able to see America, in all its glory, but, without petroleum products this could not have been made possible. Today, the nation's economy is stabilized, immeasurably, by fast and reliable transportation of commodities by the motor-transport companies covering regular daily routes, to and from, every point in the nation. American homes are made more livable by automatic heating systems using oil for fuel and many industrial operations depend upon fuel oil for heating and power. These are only a few of the meritorious accomplishments that have been made possible through the petroleum industry.

A Quarter-Century Experience
C. M. McDermott has been identified with the petroleum industry for almost a quarter of a century. For twelve years prior to locating in Roseburg as the distributor for Tidewater-Associated oil company products, Mr. McDermott was northwest specialty salesman for this company. This brought him closely in contact with consumers and dealers which gave him a good background of knowledge of the need for improved service and, buying habits of the users of petroleum products.

No doubt, Mr. McDermott realized that Roseburg and Douglas county provided a good field for putting this knowledge to a practical test when he decided to locate here. Therefore, in September, 1940, he came to Roseburg as the distributor of petroleum products for Tidewater-Associated Oil company.

Today, there are 21 modern service stations, strategically located in all sections of Douglas county, that are supplying their customers with quality gasoline, lubricants and accessories from the Tidewater-Associated wholesale plant in Roseburg. There are, also, more than 800 Douglas county homes and commercial establishments that are heating with Tidewater-Associated fuel oil supplied them by modern metered-oil trucks operated by courteous driver-salesmen, employed by C. M. McDermott as the distributor.

McDermott Recognized Quality
Of course, C. M. McDermott was close enough to the Tidewater-Associated products to know that the high quality would be an important factor in his success in the Roseburg area. Today, there is no gasoline on the market that is superior to Flying "A" Ethyl gasoline, packed with Tiger stock and lead content. The "Let's Get Associated" slogan always gives a personal touch to the invitation to use these products. In other words, C. M. McDermott realized that he was fortunate in having behind him quality products that would give him the proper support for the success that he anticipated when he decided to locate in Roseburg.

Keeping abreast of the outstanding growth and development of Roseburg and Douglas county, Mr. McDermott has established storage

tanks located just off Airport Road that have a capacity for 75,000 gallons of gasoline and fuel oil. Under normal conditions, there never is a question as to the availability of a supply of gasoline and lubricants, at all times, for the 21 service stations operating in the county and, for the 800 fuel oil customers. There are five truck-tankers that are operated out of this plant in Roseburg. Two of these are the latest modern and metered fuel oil trucks that are used to cover the regular routes keeping the customers supplied. Three of the tanker-trucks are used for the delivery of gasoline with one special truck used for the delivery of accessories.

The large warehouse is always stocked with oils and lubricants including Veedol and Tydol—two of the nationally known brands of quality crank-case oils. A full line of nationally known accessories are supplied at wholesale to the service stations, from this warehouse, including spark plugs, Purolator oil filters, fan belts and a dozen or more well known other accessories that are always in demand.

Some Concrete Advice

However, in connection with fuel oil for the coming winter, all regular and potential customers are advised that it would only be using good business judgment and foresight to place their orders for fuel oil as soon as possible, to forestall possible contingencies that might make it difficult to get the needed volume later in the season.

It can be authoritatively stated that the fuel oil situation is severe in the nation as a whole. This is not the "Wolf-Whistle" cry of the fables but, is a reality. At the present time, according to Mr. McDermott, there is ample fuel oil on hand in the Roseburg plant to meet the normal demand but, national regulations over which Mr. McDermott has no control, might be received at anytime that could put fuel oil on a rationing basis, been made by C. M. McDermott.

The outstanding record that has been made by C. M. McDermott, as the distributor for Tidewater-Associated Oil company products, has been due, no doubt, to his ability as a conscientious distributor, the quality of the products he represents and, the outstanding growth in population that has been experienced by Roseburg and Douglas county. But, be that as it may, this record has attracted national interest to the extent that the Purolator manufacturers gave recognition in a full page advertisement published in the National Petroleum News, in September, last year, of the large volume of sales made through the efforts of Mr. McDermott and his representative service stations. The publishers of the National Petroleum News, followed the Purolator feature in October of last year, using the front page of the magazine with pictures of the plant and, a summary of the record.



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