

HAVE YOUR PETROL SALES SLUMPED?

Trade may not yet be as bad as depicted in our cartoon but continuous price increases seem sure to make the pleasure motorist a prime candidate for the endangered species list.

To prosper you must maintain your share, so why not join the hundreds of garages who have taken franchises for a low cost traffic and loyalty building sales incentive.

The Free Line Football Promotion is based on the football pools which, through the miracle of the micro-chip revolution, enables garages to offer tickets containing ready-made, unduplicated pools entries which could win up to £75,000. For further details and free valid samples write or telephone now!

*** SIMPLE TO OPERATE & EASY FOR MOTORISTS TO UNDERSTAND!**

No puzzles or competitions to solve, no coupons to fill in, nor postage to pay.

*** YOU MIGHT WIN A FORTUNE YOURSELF!**

All unclaimed pools dividends from your entry are paid to you. There have been several cases of franchise holders winning considerable sums - from a sales incentive paid for by their business as a tax deductible publicity expense.

*** YOUR NAME ADVERTISED ON YOUR TICKETS!**

A continuous advertising benefit as tickets are retained by the recipients until their match date for checking against the results on T.V. to see if they have "scooped the pools".

*** LOW COST!**

One ticket per visit per driver (not tied to purchase) effectively means only one half penny in the pound when calculated against an average purchase of 4 gallons.



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