

# **Al Ring's American Service**

**December 16, 1965 to October 14, 1967**

**4300 Shelbyville Road  
Louisville, KY 40207**

**By Al Ring, 2007**

**In December 1965, Bob Schulten, my mentor moved his business to a Texaco Station on Hurstbourne Lane and I bought him out at the station I worked for him at, at 4300 Shelbyville Road. This was really a lucky break for me. Even though I was only 22 years old, my friendship with Jack Wessling and Bob was the deciding factor, and the fact that the station American was to build for me, was not progressing as fast as it was supposed to. I believe I was the youngest American Oil Station owner with the third largest American station in the state of Kentucky. I paid Bob \$5,466.00 for all his items, and sold my other American Station to Bill Riebel, who was a real good man. I also bought Bob's old GMC truck for \$640.00. I stayed with American for about two years until Enco executives approached me to take over a new station being built at Hubbards Lane and Shelbyville Road. I had approached Enco way back when and they wouldn't even officially meet with me because of my age. Success sure changed their minds! I just could not pass up the opportunity to open a brand new station with what I thought was one of the top companies in the country, (Boy, did I learn differently).**

Bought out Bob Schulten American, December 16, 1965

## Bought out Schulten Dec. 16, 1965

Cash and C.C.	181.60
S+H stamps	75.00
Coke	21.58
Petroleum Products	1224.90
Equipment	2441.16
T.B.A.	1504.27
	<u>17.49</u>
MATTS	5466.00

Equipment Bought from Schulten Dec. 16, 1965		
1	Driveway alarm and hose	20.00
2	Blowmatt fixtures	10.00
1	Alemite Equip.	250.00
1	oil drain can	28.00
2	Drop cards.	20.00
1	metal table	2.00
1	Desk	10.00
1	Lowel carts	8.00
1	tire display	5.00
2	air gauge	10.00
3	air hose	15.00
1	battery filler	4.00
8	auto noggins	32.00
1	sealot col.	25.00
5	windshield towel col.	15.00
2	water buckets	4.00
1	file cabinet metal 2 drawers	14.00
1	file cabinet 9 drawers wood.	10.00
2	fluorescent fixtures	6.00
1	Desk top	4.00
1	office door	8.00
1	safe	55.00
1	metal desk driveway	6.00
1	Chrysler Pack. sold reb \$500.00	981.16
1	sempa guys	249.00
1	GAAC TRUCK	<u>650.00</u>
		2441.16



## Equipment I have

Equipment I have.		Col.
Audible jack for d.T.	20.00 -	36.00
small hand hydraulic jack	23.00 -	6.00 <i>notes</i>
air jack	180.00 -	125.00
jack stands	17.50 -	17.50
<del>roll hydraulic jack</del> 5060	<del>110.00 -</del>	<del>3.50</del>
air tank	21.58 -	21.58
DT 64 battery tester	52.95 -	30.00
Battery charger	195.18 -	148.32
" "	35.00 -	30.00
Bench grinder	45.00 -	29.99
air fix gun	115.00 -	103.95
air wrench	142.00 -	135.00
creeps	11.50 -	11.50
VICE	11.99 -	11.99
Paint Clean	30.85 -	29.95
wheel bearing packs	20.10 -	20.00
on the car balancer	300.00	18.45 <i>fix</i> - - -
DOUBLE BALANCER	99.95	25.00
Adding machine	97.03	80.46
Billing col.	35.54	35.54
small hand tool	703.84	703.84
Scope		
tire changer	409.50	327.60
hydraulic jack	---	122.50
brake bleeder	---	40.00
buffer	---	75.00
spark plug cleaner <i>received 6-1-67</i>	---	81.37
Check written	---	40.00
low pressure lub gun	30.00	15.24
2 auto matie ruggels	---	27.40
headlight aimers		
Tool box	120.00	90.00
New battery tester		
Brake lock		188.27
Vacuum	125.00	119.12
Filters for air compress	15.50	15.50
spray glass	---	63.80
front end equ.	185.00	185.00
Stamp machine		100.00















**AIR CONDITIONING & HEATING** 366-6164  
ZIP to ZIPPER 1546 Berry Blvd.

**APPLIANCE SALES & SERVICE** 893-3279  
LORENZ Appliance Co. 1908 F'Fort Ave.  
SALES -- SERVICE -- PARTS

**AUTO PARTS & SERVICE** 895-4231

BLUEGRASS Mercury Inc. Sales & Service  
"we service all make cars"  
4301 Shelbyville Rd. St. Matthews Ky.

**BAKERY** 896-4438  
PLEHNS BAKERY 3940 S'ville Rd.  
"Serving St. MATTHEWS since 1924"

**Sanders** 896-4433  
"beautiful cleaning"  
124 St. Matthews Ave.

**DRUG STORE** 897-2545  
frankel KLAPHEKE drug Co.  
4001 Shelbyville Rd. free delivery

**FLORISTS** 895-2411  
NANZ & KRAFT Florists Inc. Since 1850  
FTD delivery service 141 Breckinridge Lane

**GROCERY STORE** 896-1734  
ROPPEL'S MARKET  
100 Cannons Lane free delivery

**HARDWARE STORE** 896-1764  
ST. MATTHEWS HARDWARE CO.  
3919 F'Fort Ave. complete RENTAL service

**HOME IMPROVEMENT CO.** 451-6541  
"since 1927"  
complete remodeling service

BATHROOM - KITCHEN - ROOM ADDITIONS  
Air conditioning-Plumbing-Heating-Roofing

**EVERGREENS INC.** 895-7627  
complete landscape & nursery service  
ROSES --- LAWN & GARDEN CENTER  
275 N. Hubbard Lane Chas. P. Dawson - Pres.

**STATE FARM INSURANCE** 895-9461  
ST. MATTHEWS OFFICE  
Room 206 Fairfax Bldg.

**PLUMBING & SEWER SERVICE** 451-6541  
ANDERSON Plumbing Co. 1206 B'Town Rd.

**REAL ESTATE -- Realtor**  
THE DUFFY COMPANY  
895-0573  
3922 Willis Ave.

**AL RING'S AMERICAN SERVICE** 896-9120  
AAA ROAD SERVICE we give S&H stamps  
complete minor repairs 4300 S'ville Rd.

**LYNDON TV & APPLIANCE CO.** 425-7928  
TV Sales & Service  
Curtis Mathes color  
Lyndon Shopping Center

**EMERGENCY NUMBERS**

FIRE -- St Matthews 896-4411  
FIRE -- LOU. 587-6791  
POLICE 587-8411



Phone: 896-9120



**AL RING'S  
AMERICAN SERVICE**

4300 SHELBYVILLE ROAD

ATLAS TIRES -- BATTERIES -- ACCESSORIES

Al Ring (Class of '61) invites you  
to "fill 'er up" with  
American Final Filter Gasolines

**AL RING'S AMERICAN SERVICE**  
SHELBYVILLE RD. AT FAIRMEADE RD.

We Give **S&H** Green Stamps **AAA** Service

**AL RING'S**

4300 Shelbyville Rd.  
(At Fairmeade)



**SERVICE**

Phone  
896-9120



**ATLAS  
TIRES**

Priced Below  
All Competition  
Due To Our  
Volume Selling.



ROAD  
SERVICE  
CALLS

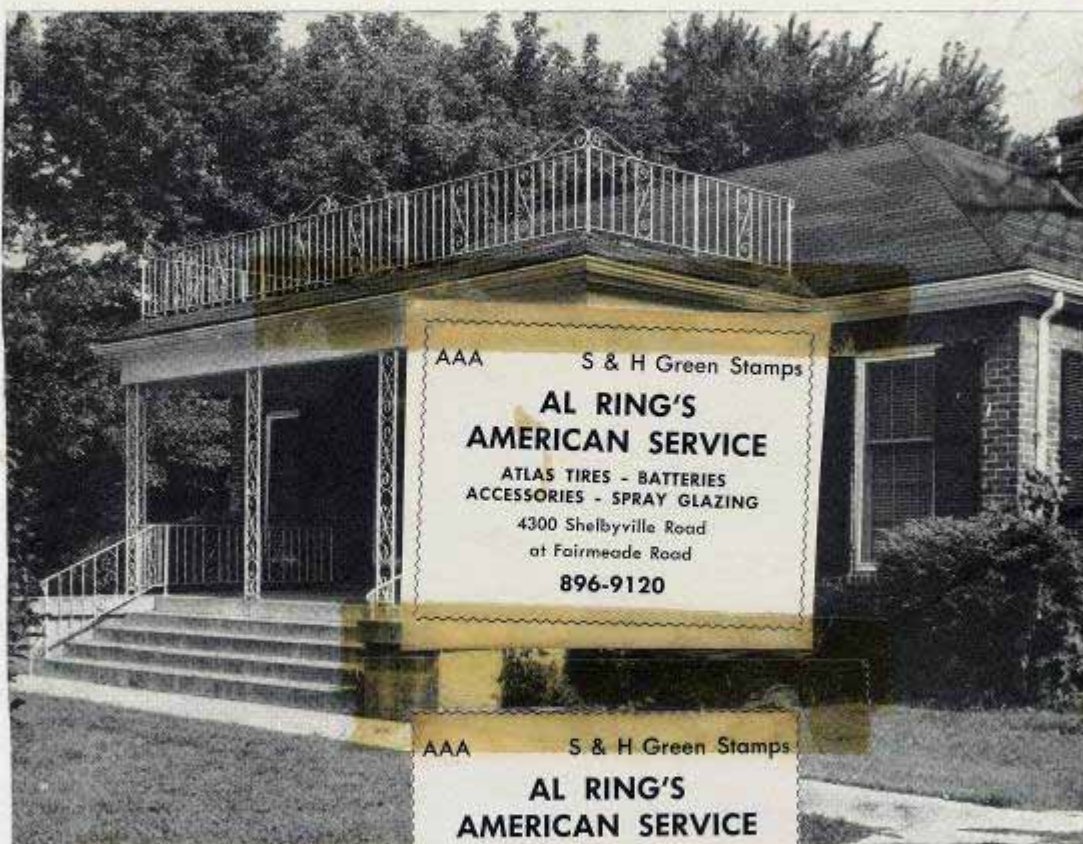
**ENGINE ANALYZER FOR TUNE-UPS**  
**EXPERT DUPONT SPRAY GLAZING**



*THE*

# *BULLETIN*

September, 1966



*Woman's*



*thews*

*St. Matthews, Kentucky*



# AL RING'S AMERICAN SERVICE



4300 Shelbyville Road  
Louisville, Kentucky  
Phone 896-9120



**FREE**  
**100,000**  
**S & H GREEN STAMPS**  
**3 WINNERS 3**  
**EACH WEEK**

JANUARY 21st THRU FEBRUARY 18th -- No Purchase Necessary

*We Feature:*

- AAA AUTO SERVICE
- FREE PICK-UP & DELIVERY SERVICE
- MOTOR ANALYZER TUNE-UP SERVICE
- BRAKE WORK
- ATLAS TIRES - BATTERIES - ACCESSORIES
- BUDGET PLAN ON SERVICES & PRODUCTS



# AL RING'S SERVICE

**4300 Shelbyville Road** **Phone: 896-9120**

Dear Customer:

Spring has sprung, the trees and flowers are blossoming, the birds are chirping, etc.

In other words, the driving season is here, the time to enjoy your automobile is at its peak. To attain this end for you, we are featuring for 30 days, April 15th to May 14th a special promotion to beautify and safety check your car.

We have the most modern electronic engine tester and the newest spray-glazing equipment available. We also feature a complete line of Atlas Tires, Batteries and Accessories.

FROM APRIL 15TH THRU MAY 14TH WE WILL FEATURE:

**DOUBLE *S & 7* GREEN STAMPS ON:**

- **ALL TIRE PURCHASES**
- **ALL ENGINE \*TUNEUPS**
- **ALL SPRAY GLAZING**

\* SPECIAL \$2.00 ALLOWANCE WITH COUPON

*Al Ring*



*East Commerce Baptist Church*

*East Commerce Street - Louisville, Tennessee*

*Parsonage 359-2948  
Church 359-1027*

*James A. Hutson, Pastor*

August 24, 1966

Al Ring's American Service  
4300 Shelbyville Road  
Louisville, Kentucky

Dear Mr. Ring:

Surprise of all surprises! I had already notified American Oil Company of my lost credit card, and they had sent me a duplicate. I had no idea where I had left the card.

It was very thoughtful of you to protect the card and to return it to me. If and when I am back in Louisville, I will let you sell me a tank of gas.

Thanks, again.

Sincerely,

*James A. Hutson*  
James A. Hutson

3 Coventry on Duxbury  
Plum Grove Village  
Rolling Meadows, Ill.  
November 11, 1966

Al Ring's American Service  
4300 Shelbyville Road  
Louisville, Kentucky 40207

Dear Mr. Ring:

I appreciate your note welcoming me to your service station as a customer. I enjoyed your service so much that I made several purchases from you. As satisfied as I was, you will not be seeing much of me in the future since I moved from Louisville.

Thank you again for taking time to write me.

Very truly yours,

*Joe H. Wray*  
Joe H. Wray

JHW:mc

December 29, 1966

Inez Webb  
3125 Randolph Avenue  
Louisville, Kentucky 40206

Dear Miss Webb:

We appreciate your note concerning the Al Ring Station.

We are forwarding this to our District Office, as we know he will want to add his compliments and forward this along to the dealer.

We certainly appreciate your taking the time to write.

Yours truly,

L.L. Hall, Manager  
Customer Relations Department

aw  
cc:

ROI

INEZ WEBB  
3125 Randolph Avenue  
LOUISVILLE, KY. 40206

ACCOUNT 495 414 946  
NUMBER



INEZ WEBB

I would like to say  
how courteous and  
helpful the men at  
Al Ring's station  
were during the  
pressure time of  
the early and unexpected  
snow which came to  
Louisville in November

PH-63  
closed





# AMERICAN OIL COMPANY

165 NORTH CANAL STREET CHICAGO, ILLINOIS 60606

December 2, 1966

CENTRAL CREDIT CARD OFFICE

L. G. GOODLANDER  
Manager  
W. L. LINDLEY  
Office Manager  
H. G. KRUMMEL  
Credit Manager

LGG

471 826 435 3

Commonwealth Distributing Company  
1220 River Road  
Louisville, Kentucky

Attention: Miss Zaring

Dear Miss Zaring:

Thank you for your recent letter. It was nice hearing from you.

Mr. Forsberg has told me he spoke with you on the telephone and requests that I convey his thanks for your courtesy.

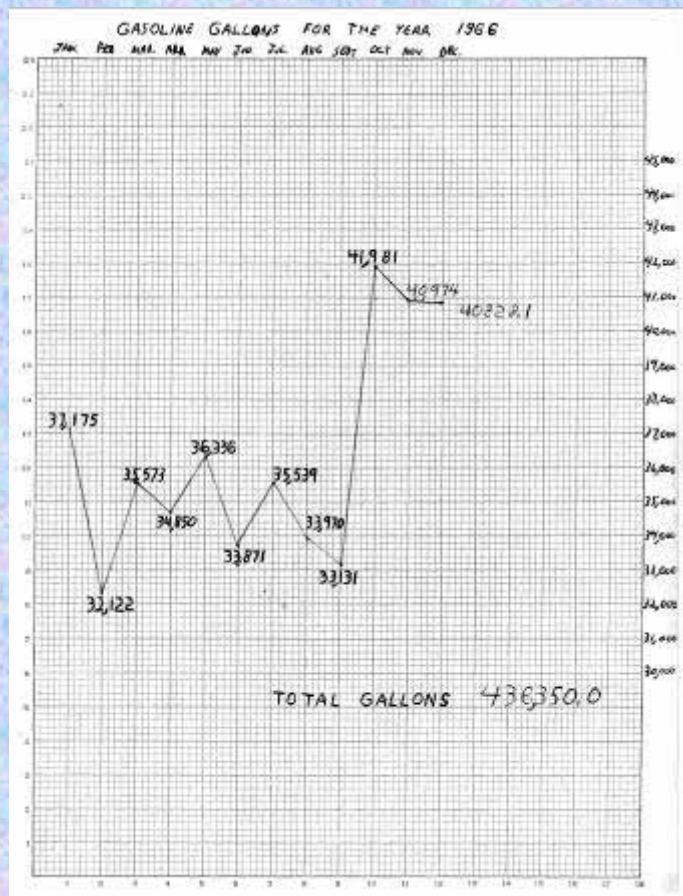
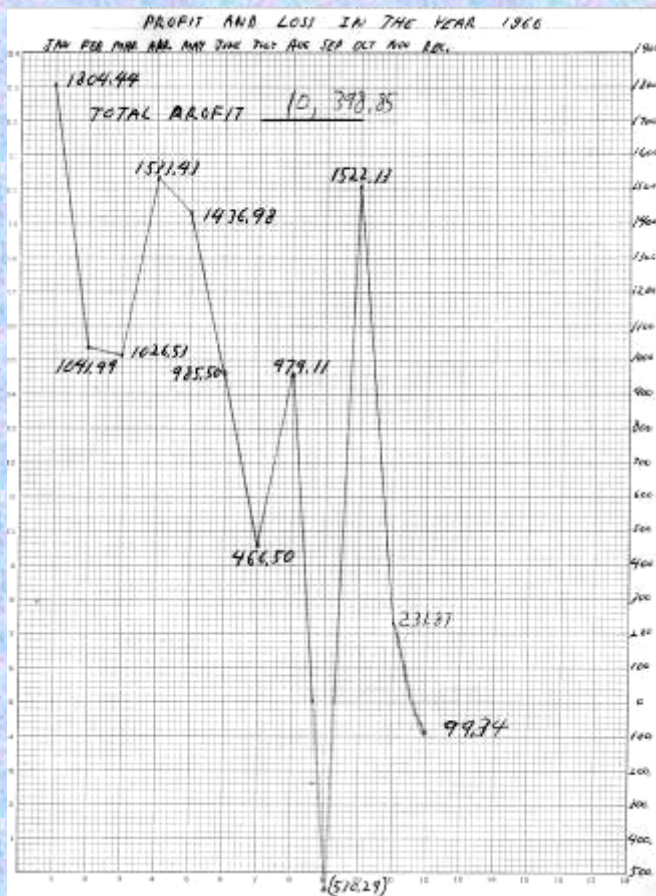
As was discussed and agreed, I am enclosing one credit card for Ring's American Service to be used by the Jones Apothecary Inc. This card is a one station card to be used and kept at Ring's Service Station only.

Thank you for bringing this matter to my attention so that I could be of assistance to you in this matter. Thanks also for delivering this card to Mr. Ring.

Yours truly,

*L. G. Goodlander*  
Manager

LGGoodlander/dr  
Enclosure



1966

TOTAL GASOLINE GALLONS	436,350.0	\$156,442.12
TOTAL OIL GALLONS	2,497.00	6419.43
TOTAL TIRES	377.00	10,082.46
TOTAL BATTERIES	104	2,742.74
TOTAL ACCESSORIES SOLD	17,939.34	
TOTAL LABOR SALES	10,545.19	
TOTAL LUBRICATION SALES	1,593.81	
TOTAL SOFT DRINK SALES		1,125.14

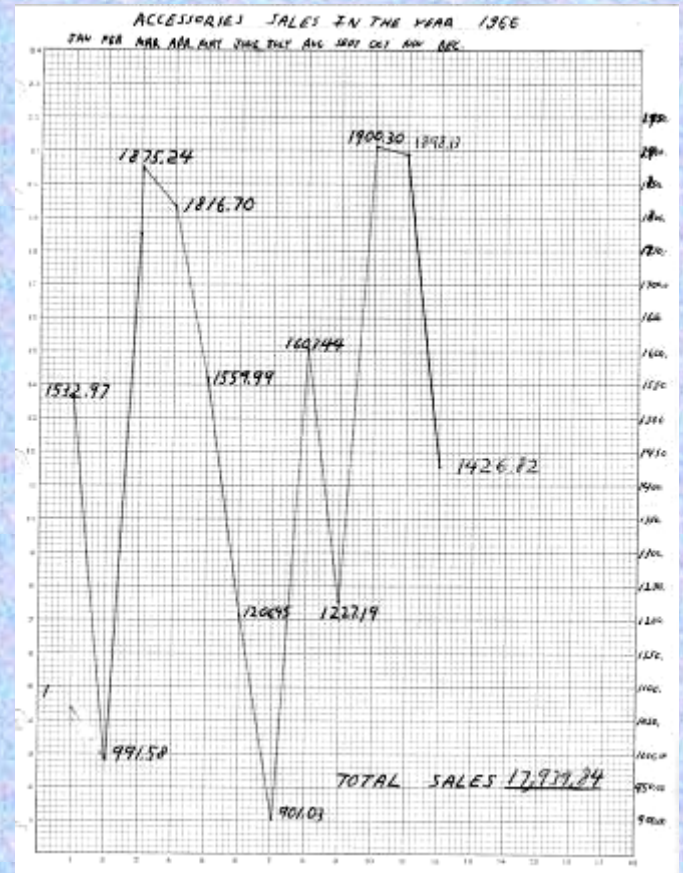
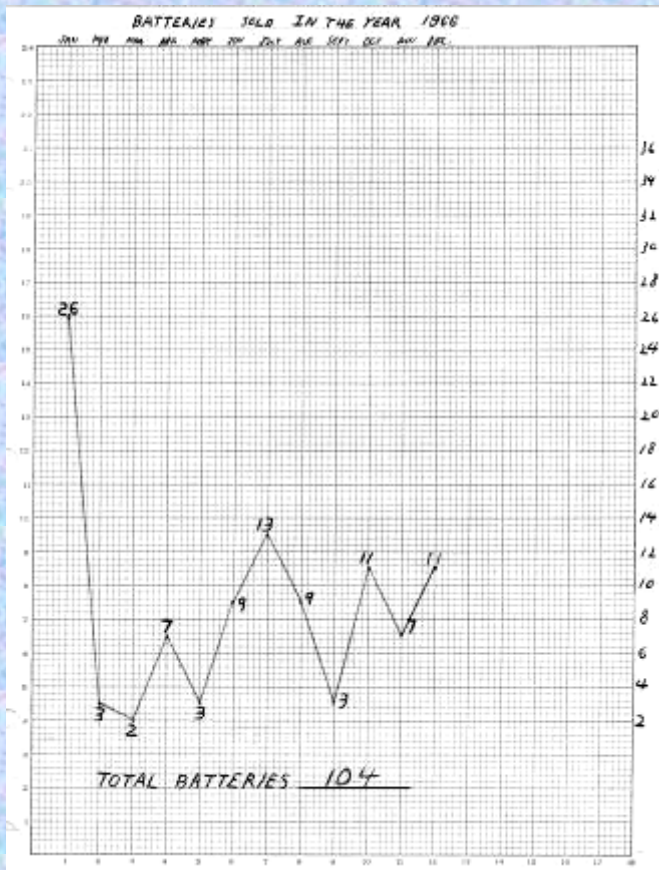
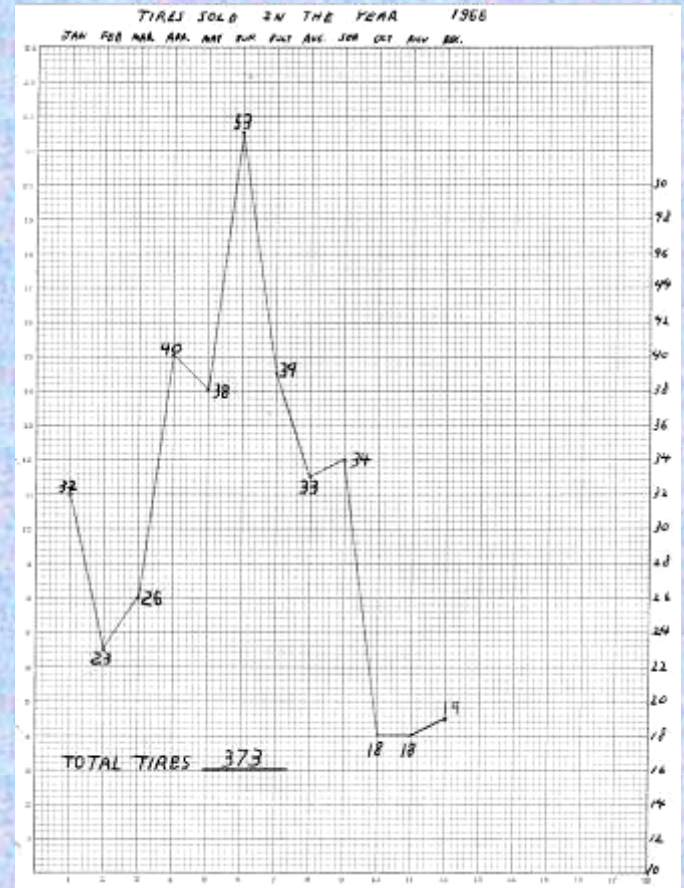
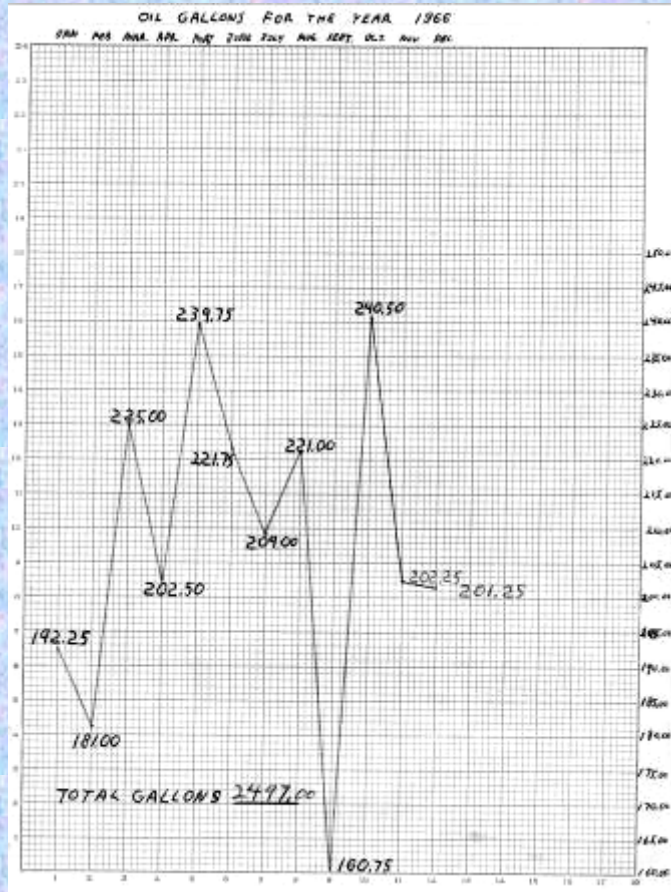
TOTAL GROSS 207,880.38

GASOLINE	17%	5%
MOTOR OIL	45%	
SOFT DRINKS	45%	
TIRES	17%	
BATTERIES	39%	
ACCESSORIES	46%	
LUBRICATION		
LABOR		

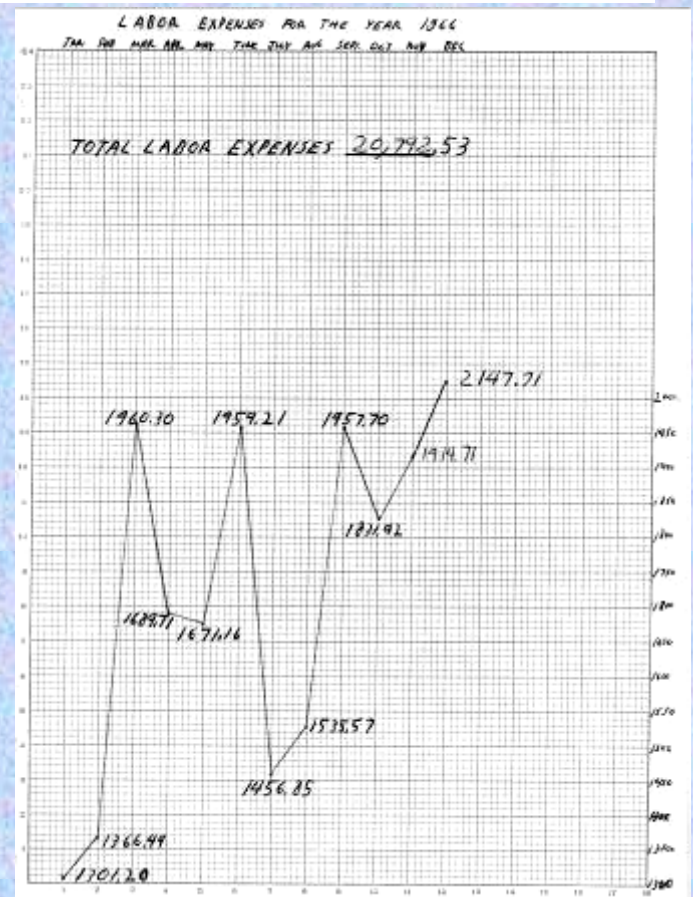
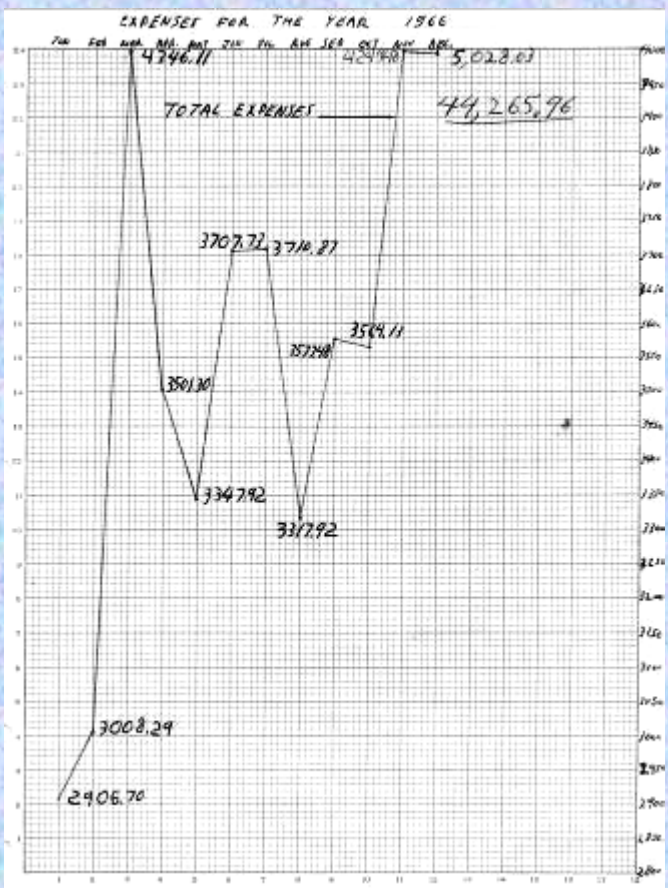
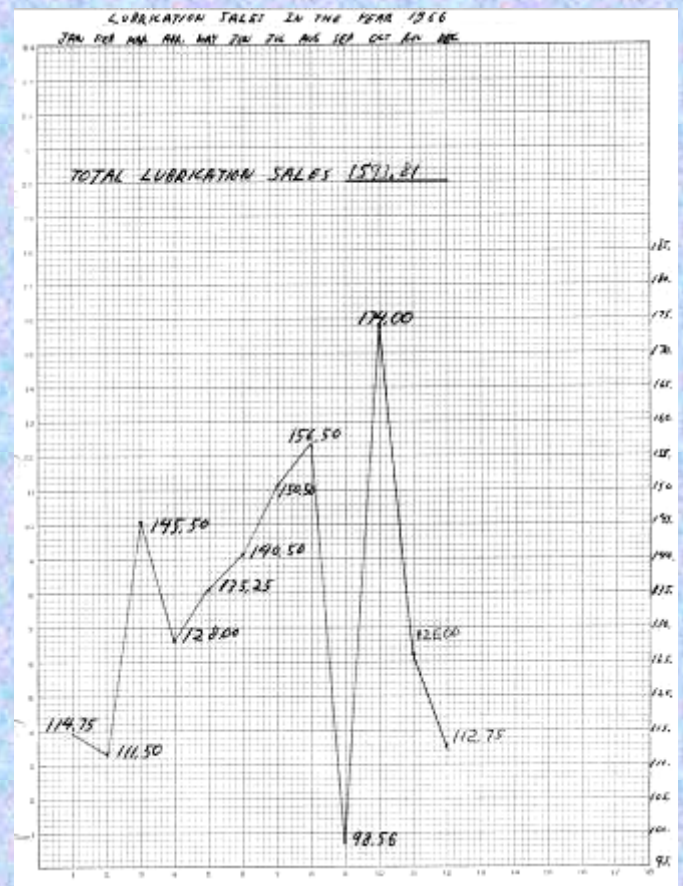
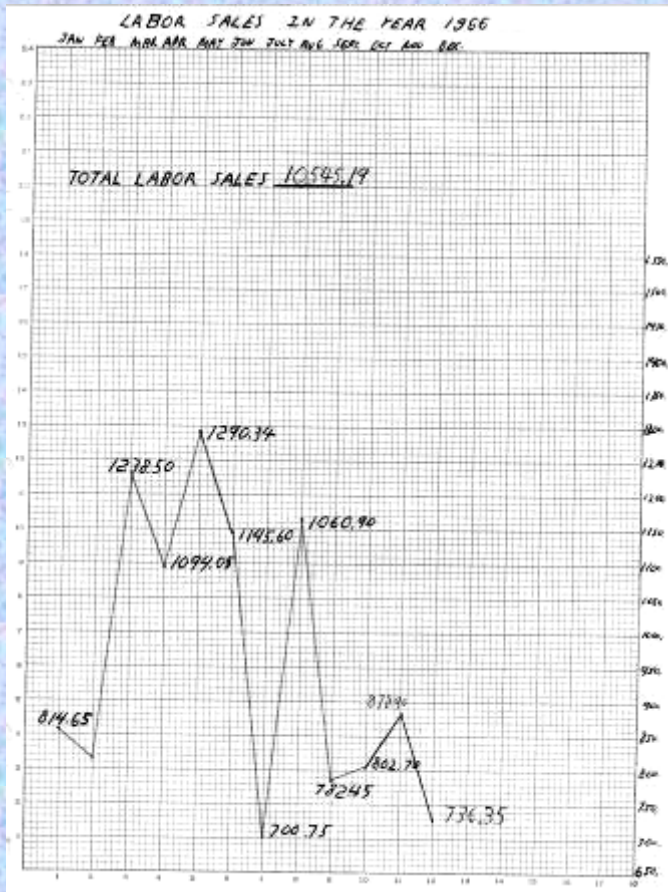
AVERAGE SALES RATIO 118% per 1000 gal.

average gas sales per month. 36,362.5

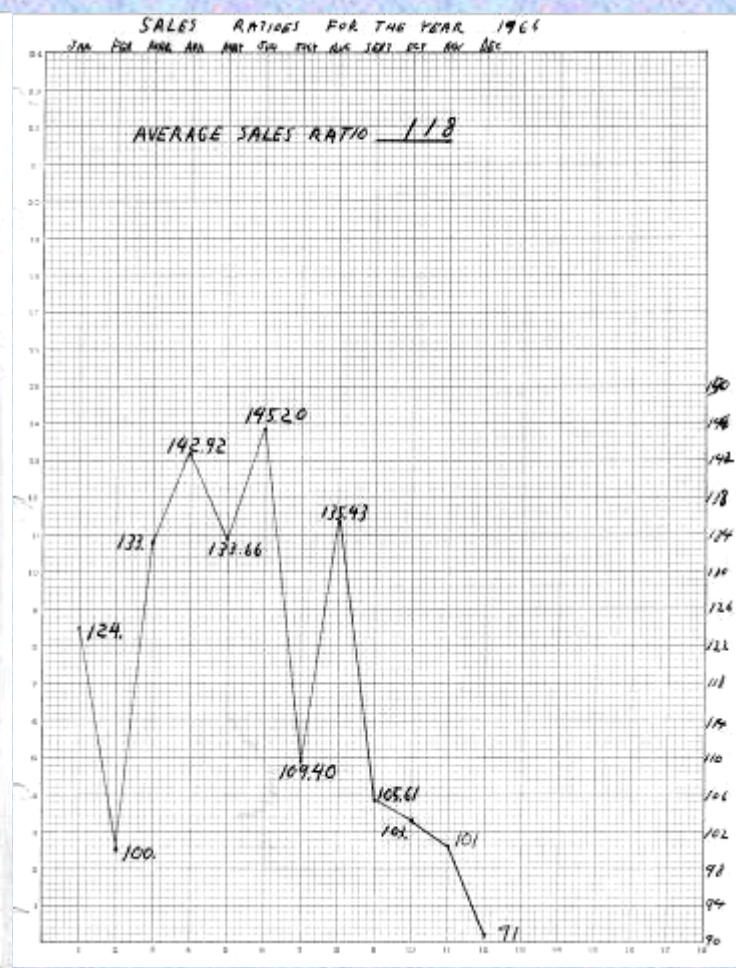
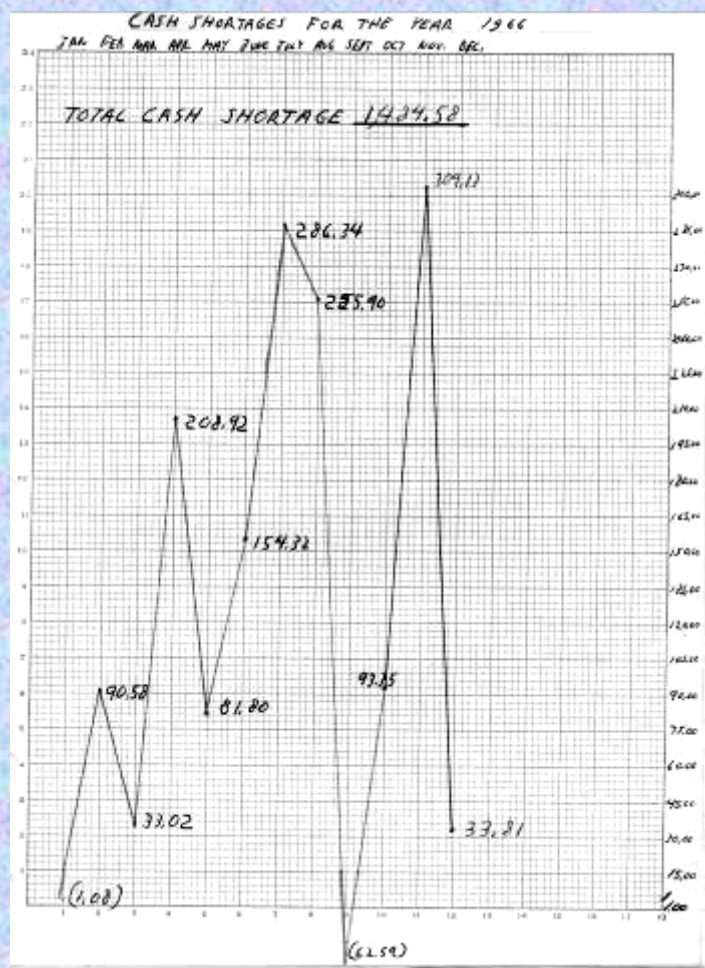
















## Al Ring's American Service

*Shelbyville Road & Fairmeade Road  
Louisville, Kentucky*

### DID YOUR TEAM WIN?

Play "All-Pro" with the American Oil Co. As of October 2, 1966 and for twelve straight weeks, American Oil is giving away a football field of Mustangs plus Cash Prizes up to \$250.00 per winner. Nothing to buy. Enclosed is your opportunity to score some points for yourself. Compliments of Al Ring's American Service, Shelbyville Road and Fairmeade Road.

We are equipped to keep your automobile in excellent running condition. AAA Road Service — Atlas Tires, Batteries, Accessories — Motor Analyzer . . . men who will tune your car professionally — Front End Equipment second to none. Guaranteed Service to your car is our business.

Enclosed also for your convenience is an American Oil Co. Credit Card.

Please Drive Carefully!

Sincerely yours,


*Al Ring*

Al Ring





### NFL ALL-PRO RULES

1. Get envelopes, with NFL All-Pro player pictures inside, at your participating American dealer. No purchase necessary.
2. Separate player pictures. Dampen and place pictures on gummed matching squares on other side of this card.
3. Collect all players in a prize group — win that prize. See your American dealer with your winning card immediately. All redemptions must be made within 15 days after the announced closing of promotion, but in no event later than March 1, 1967.
  - Collect the 6 players in the Mustang Group — Win a Mustang
  - Collect the 5 players in the \$250 Group — Win \$250
  - Collect the 4 players in the \$25 Group — Win \$25
  - Collect the 3 players in the \$5 Group — Win \$5
  - Collect the 2 players in the \$1 Group — Win \$1
4. Offer open to all licensed drivers except American Oil Company employees and their dependents, its agents and employees, jobbers, dealers and their employees, and affiliates.
5. No purchase necessary to participate. Winning picture collections subject to verification. Void where prohibited by law.



# ALL-PRO

WITH

NO PURCHASE NECESSARY

## WIN MUSTANG

\$250 · \$25 · \$5 · \$1

©COPYRIGHT, 1966, BY THE CHASE COMPANY, INC., DIVISION OF GLANDINING COMPANIES, INC.,  
UNDER LICENSE NATIONAL FOOTBALL LEAGUE PROPERTIES, INC.



**1967 MUSTANG**

### WIN A MUSTANG WITH THESE 6 ALL-PROS

SIGNATURE \_\_\_\_\_ VALIDATION \_\_\_\_\_


HERE'S ALL YOU DO TO WIN:

1. Get NFL All-Pro Envelope, With Player Pictures Inside, At Your Participating Dealer.
2. Separate Players. Dampen and Place On Matching Squares Of This Card.
3. Collect All Players In A Prize Group — You Win That Prize. See A Participating Dealer With Your Winning Card.

SEE COMPLETE RULES ON OTHER SIDE

<h3 style="color: red; text-align: center;">WIN \$250 DOLLARS WITH THESE 5 ALL-PROS</h3> <p>SIGNATURE _____ VALIDATION _____</p>	<div style="display: flex; justify-content: space-around;">       </div>
<h3 style="color: red; text-align: center;">WIN \$25 DOLLARS WITH THESE 4 ALL-PROS</h3> <p>SIGNATURE _____ VALIDATION _____</p>	<div style="display: flex; justify-content: space-around;">      </div>
<h3 style="color: red; text-align: center;">WIN \$5 DOLLARS WITH THESE 3 ALL-PROS</h3> <p>SIGNATURE _____ VALIDATION _____</p>	<div style="display: flex; justify-content: space-around;">     </div>
<h3 style="color: red; text-align: center;">WIN \$1 DOLLAR WITH THESE 2 ALL-PROS</h3> <p>SIGNATURE _____ VALIDATION _____</p>	<div style="display: flex; justify-content: space-around;">    </div>





**PLAY ALL-PRO**

**WIN · MUSTANG · \$250 · \$25 · \$5 · \$1**

### WINNER'S RECEIPT NFL ALL-PRO

**CONGRATULATIONS!**

This to certify that JOE AN PLEASE PRINT FULL NAME  
presented a winning NFL ALL-PRO game card, with the winning player pictures affixed, and, subject to validation, is the winner of one of the following prizes (circle one):

1. 1967 Mustang
2. \$250.00 Cash Prize
3. \$25.00 Cash Prize

Winner's signature grants the right to American Oil Company to print, publish, or reproduce winner's photograph and/or name for advertising and publicity purposes.

Copies of this Winner's Receipt (Form WR), along with the winning game card, will be sent immediately to the District Office (ALL-PRO Winner Redemption Center) for validation, at which time the winner will be promptly notified, confirming that his prize payment is in process.

**VALIDATION INFORMATION**

1. Winner's Signature \_\_\_\_\_
2. Winner's Complete Residence Address \_\_\_\_\_
3. Winner's Sex: ☒ Male ☐ Female
4. Winner's Employment (if any) \_\_\_\_\_
5. Dealer's Name \_\_\_\_\_
6. Station Number (or Jobber Name) \_\_\_\_\_
7. Station Address \_\_\_\_\_

**RETAIN BY**

### WINNER'S RECEIPT NFL ALL-PRO

**CONGRATULATIONS!**

This to certify that HARRY FRET PLEASE PRINT FULL NAME has presented a winning NFL ALL-PRO game card, with the winning player pictures affixed, and, subject to validation, is the winner of one of the following prizes (circle one):

1. 1967 Mustang
2. \$250.00 Cash Prize
3. \$25.00 Cash Prize

Winner's signature grants the right to American Oil Company to print, publish, or reproduce winner's photograph and/or name for advertising and publicity purposes.

Copies of this Winner's Receipt (Form WR), along with the winning game card, will be sent immediately to the District Office (ALL-PRO Winner Redemption Center) for validation, at which time the winner will be promptly notified, confirming that his prize payment is in process.

**VALIDATION INFORMATION**

1. Winner's Signature \_\_\_\_\_
2. Winner's Complete Residence Address 1005 CORP ISLAND CT
3. Winner's Sex: ☒ Male ☐ Female Age: 30
4. Winner's Employment (if any) \_\_\_\_\_
5. Dealer's Name \_\_\_\_\_
6. Station Number (or Jobber Name) \_\_\_\_\_
7. Station Address \_\_\_\_\_

**RETAIN BY DEALER**



OFFICE OF THE GOVERNOR  
FRANKFORT, KENTUCKY

August 25, 1967

EDWARD T. BREATHITT  
GOVERNOR

Dear Mr. Ring:

Congratulations on your participation in the Kentucky Service Station of the Year Contest which is being conducted this summer.

As you are aware, you and other service station dealers have more contact with the tourist than any other single group of businessmen. The traveler's attitude toward Kentucky is substantially based on his experience at the service station. The manner in which the tourist is treated at our service stations and other accommodations can cause him to stay longer in Kentucky and come back sooner. I know that in entering this contest you and your employees are among Kentucky's best hosts for visitors to our state.

We deeply appreciate everything you are doing to make Kentucky visitors happier.

Sincerely,

*Edward T. Breathitt*

Mr. Al Ring  
Ring's American Service  
4300 Shelbyville Road  
Louisville, Kentucky

