

# Curiosity, novelty fuels gasohol sales

By Shelley Smith

Curiosity and the excitement of a novelty have caused gasohol sales to soar after one week at Lincoln's only gasohol station, according to its owner.

Don Gerbig, owner of Gerbig Oil Co. at 14th and Pioneers Blvd., said since last Friday, gasohol sales have been "more than expected."

He said about 3,000 gallons were sold in the past week, and attributes it to customer curiosity, "and by word of mouth."

Steve Girbig, who works with his father, said that at 10 a.m. last Friday, cars were lined up waiting to try the gas that the government has said increases gas mileage.

"And it does," Gerbig contends. "There was a guy in here the other day that said he had increased his gas mileage by three miles."

### 5 percent increase

He said that gasohol can be used in any car and will generally show a five percent increase in gas mileage.

He said that many customers had read about gasohol in the newspapers and hoped it was a worthwhile improvement over lead-free gas.

Gasohol, which sells for about 70 cents a gallon, is the same price as lead-free gas.

Don said that because the prices were the same most people were willing to try gasohol.

"The best way to promote something is to suggest it to the customer," he said.

"If someone comes in here and asks for lead-free gas I say why not try gasohol, and then I explain the benefits of it. We've only had about two that have turned us down."

### Sign promotion

The only other promotion the station is using is a sign in front of the station, he said.

"We're also giving out bumper stickers that say 'Let's all fuel around with gasohol,'" he said.

He said that along with better mileage, gasohol helps keep the temperature of the motor low and has a higher octane rating than lead-free gas.

Steve said the only complication in using gasohol could be if it is used in a car using leaded-gas that has been sitting around for some time.

He said that an idle car using leaded gas causes the gas tank to be coated with varnish.

"The alcohol in the gasohol would break down this varnish and could clog the carburetor. But this is a very isolated case."

### Helps farmers

Don said he began selling gasohol because he was interested in it and he realized that it would help the farmers.

He said there is a lot of wet grain that needs to be used, and by converting it to alcohol it can be used for mix in gasohol.

Also, he said, the use of gasohol can help the United States reduce its imports of foreign oil.

"Besides, it sounded fun," he added.

daily nebraskan

Publication No. 144080

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The Daily Nebraskan is published by the UNL Publications Board on Monday, Wednesday, Thursday and Friday during fall and spring semesters, except during vacations.

Address: Daily Nebraskan, Nebraska Union 34, 14th and R streets, Lincoln, Neb. 68588. Telephone: 472-2588.

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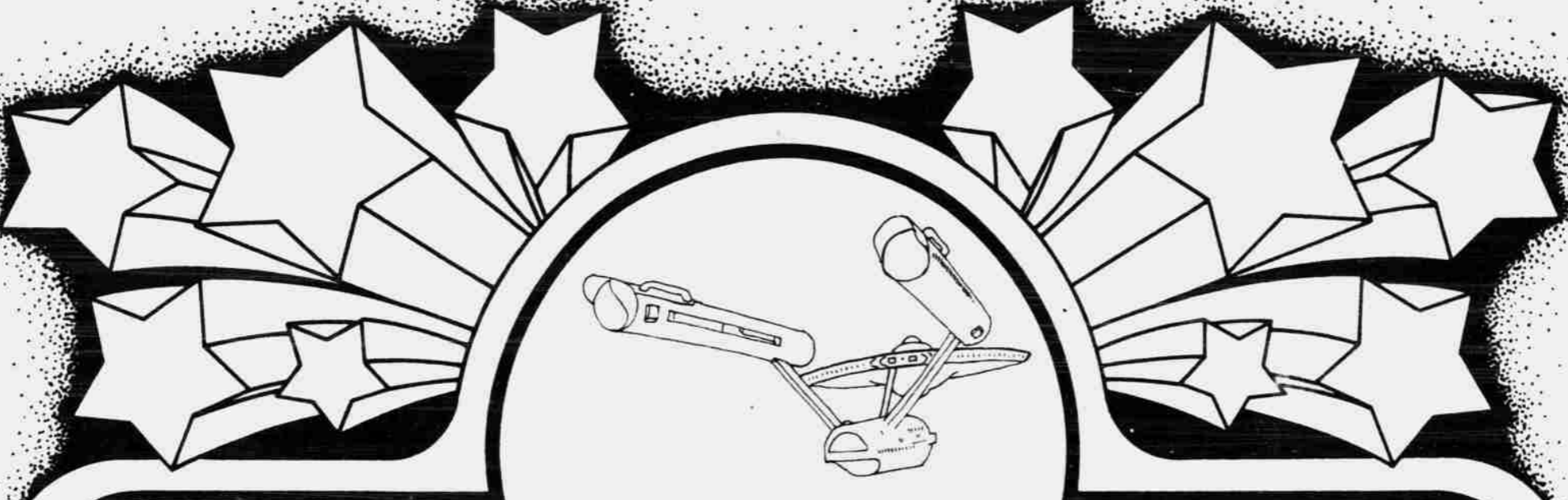
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