

September 22

1978

COLOR



Husky Oil, a leading Canadian Independent Oil Company, is proud to welcome your neighbourhood ROCO service station to Husky's expanding system of Car/Truck Stops and marketing outlets which extend from Ontario to the west coast.

ROCO (Radio Oil Ltd.) was started in 1921 by Ben Hechter with one gasoline pump in front of a small family grocery store in East Kildonan. In 1925 Max Hechter provided additional capital and joined his brother Ben in the expansion of the business. In 1930 business had expanded to the point where the brothers seriously considered erecting their own refinery and at this stage were joined by another brother Frank, and brother-in-law Fred Sures and the refinery was built.

Gerald M. Hechter joined the company in 1939 and by the early fifties had become the sole owner of the business.

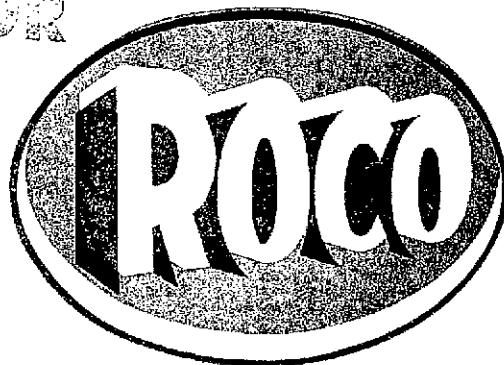
Under Gerald Hechter's vigorous entrepreneurship, Radio Oil expanded its refining activities to about 2000 barrels per day and the company embarked on a program of sustained growth.

During the fifties and sixties Radio Oil's expansion continued, generally as a result of Gerald Hechter's foresight in the selection and acquisition of service stations and viable sites. Today, beginning a well earned retirement, Gerald Hechter says of those earlier days: "As often as not, I was working five and ten years into the future".

But life for Gerald Hechter was not without its setbacks. In 1963 an extreme high blood pressure condition led to complete loss of vision and he was rushed to the Mayo Clinic in Rochester, Minn. where treatment over a period of months restored his sight.

"When I returned to Winnipeg", Hechter says, "I felt I should ease up a little and I sold most of the properties of Radio Oil to Tobanne Enterprises Limited with a lease-back arrangement to Radio Oil Ltd."

*Left to right:
James M. Halliday, Tobanne Enterprises Limited
M. J. (Jack) Tallon, Husky Oil
Gerald M. Hechter, President, Radio Oil Ltd.*



By 1975, Radio Oil had grown to include many more locations in Manitoba when, once again, Gerald Hechter was struck by illness. That year he suffered a heart attack and, following hospitalization and recovery, he decided to sell. His decision was also influenced by the fact that he has no children and would not have a successor in the family to carry on the business.

Husky, after a long period of negotiations, acquired most of Radio Oil's remaining petroleum marketing assets as of August 31, 1978.

