



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1974

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[[image - black and white photograph of two men looking at a wall map]]
 [[caption]] Frank and his district manager surveying potential new dealer opportunities. [[/caption]]

[[image - black and white photograph of three men working at an office desk]]
 [[caption]] Frank, his financial manager and sales supervisor in conference. [[/caption]]

[[image - black and white photograph of three men looking at a clipboard]]
 [[caption]] Here Frank checks oil delivery timetabled with his plant supervisor and shop foreman. [[/caption]]

[[image - black and white photograph of a man standing and holding papers, with a woman seated at his side]]
 [[caption]] Discussing a surplus equipment report with his secretary. [[/caption]]

[[image - black and white photograph of a man walking near a car with a Gulf sign hanging on the wall above the car]]
 [[caption]] A busy schedule keeps Frank on the go. [[/caption]]

You don't run a 20 million dollar operation just because you're black.
 [[image- black and white photograph of Frank Odom]]

You have to know what you're doing. And Frank Odom does. That's why we hired him in 1961. Only then we were more interested in his color than his qualifications. Because then we were only looking for someone to sell to the black community.

But that was 12 years ago. Since then we've both come a long way. That's why in 1971 when we needed a new Retail Marketing Manager for the Detroit district, Frank Odom was our man.

So now instead of selling to a few people, he's responsible for over \$20 million in Gulf assets, in a marketing district that covers nine counties in southeastern Michigan, including Metropolitan Detroit.

He has an executive staff, an office staff, a computer to keep track of things, a massive fleet of trucks to deliver his product and a fleet operations and plant maintenance staff to keep everything running.

We could have overlooked Frank Odom because the job didn't call for a black face. But we didn't because the job called for a highly qualified professional.

We know that says a lot about Frank Odom. We hope it'll tell you something about Gulf Oil Corporation.

[[image- Gulf Oil Corporation logo]]
 Gulf. Where human energy counts.

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