if you can get petrochemicals from 10,000 (or so it seems) suppliers, why buy Espesol?

Consistency... above all, for consistency. Consistently meeting tight specs... consistent maintenance of product purity. And consistently reliable, helpful service.

Take the case of one of our Midwestern customers. He had just received a split truckload of Xylene and Toluene (right on time, but that's not our story). Inadvertently one of the customer's employees ran the Xylene into his Toluene tank, and vice-versa. Our quick-thinking District Manager Frank Taylor (right) was summoned, and here is how he resolved the situation:

1. Found a suitable alternate use for the hybrid mixture.
2. Sent his customer another shipment the very same day.

This isn't being cited because it represents unusually good service, but because it's the kind of service Espesol customers can count on consistently.

PETROCHEMICALS FROM SIGNAL OIL AND GAS COMPANY

Let us demonstrate our consistency next time you need: AROMATIC, INTERMEDIATE OR ALIPHATIC SOLVENTS, HEXANE, HEPTANE, BENZENE, TOLUENE, XYLENE, PROPYLENE, CYCLOHEXANE, BASIC PETROCHEMICALS. For consistently better service, we have offices and terminal facilities in every major industrial area: HOUSTON, Walnut 3-1651 • NEW YORK, Circle 7-2520 • CHICAGO, Village 8-5410 • CLEVELAND, Edison 3-0188 • LOUISVILLE, Juniper 3-7634 • ATLANTA, 233-3227 • OAKLAND, Olympic 3-8052 • LONG BEACH, Nevada 6-3301 • SIGNAL CHEMICAL (EUROPA) N.V. - ROTTERDAM, HOLLAND: Groothuis, Westblaak 37, Telephone 13 50-45 • SIGNAL EXPORT COMPANY — LOS ANGELES, CALIFORNIA: 1010 Wilshire Boulevard, Telephone HU 2-0722