

FROM

Place 3¢

Stamp

Here

Unitog

COMPANY

138-142 West Pine St.

Warrensburg, Mo.

25% OFF

**SEE
ESSO'S
OFFER
INSIDE**

2-54

Unitog

APPROVED  UNIFORMS

25% OFF! $\frac{1}{4}$ THE COST OF YOUR APPROVED ESSO-
STRIPE UNIFORMS WILL BE PAID FOR BY
ESSO STANDARD OIL CO. (SEE INSIDE)

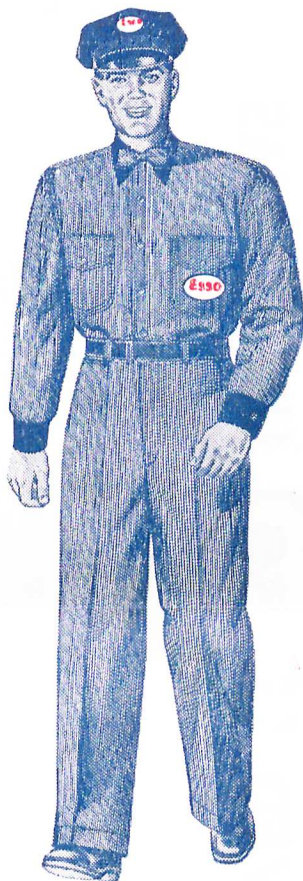
NO ENVELOPE NECESSARY
Simply Fold, Seal, and Mail This Order Blank

HOW TO MEASURE FOR SHIRT AND PANTS

Esso shirts are made in every half-inch neck size from 14 through 18½. In addition, each neck size is made with short (31½"), medium (33"), or long (34½") sleeve lengths.

To measure for your correct neck size, be sure that tape measure is not tight enough to choke, or loose enough to sag.

For your correct sleeve length, measure from center of neck label, over shoulder, to bottom of cuff, with arm hanging in a natural position at your side.



Pants are ordered by waist size and inseam length.

Pants are made in all waist sizes from 28 through 34 and in all even numbered waist sizes from 36 through 50. Waist measurement should be taken over shirt at waistline, at height you normally wear trousers.

Inseam lengths are available from 26" through 36". For inseam length, measure from crotch to top of heel of shoe.

SPECIAL INTRODUCTORY OFFER

PRICE LIST No. 328 EFFECTIVE UNTIL MAY 1, 1954



New APPROVED

UNIFORMS

UNIFORM ORDER

to **UNITOG COMPANY**
138-142 WEST PINE ST.
WARRENSBURG, MO.

Date _____

Ship To _____

Street and No. _____

City and State _____

Date Received _____

Checked By _____

Recapped By _____

Delivery Date _____

Date Shipped _____

Shipped Via _____

Weight and No. of Cartons _____

Our Invoice No. _____

PLEASE DO NOT USE THIS SPACE

SEE MEASURING INSTRUCTIONS, REVERSE SIDE

STANDARD ESSO EMBLEMS ARE ATTACHED TO ALL UNIFORMS AT NO EXTRA CHARGE

ESSO
Pays 25% Of
The Cost

25% OF THE COST OF ESSO'S REGULATION UNIFORMS AND ACCESSORIES (AS LISTED IN THIS BOXED SECTION OF THE ORDER BLANK) WILL BE PAID FOR BY THE ESSO STANDARD OIL COMPANY IF THE ORDER INCLUDES EITHER 3 COVERALLS OF THE SAME SIZE OR 3 SHIRT AND PANTS SETS OF THE SAME SIZE.

COVERALL LOT 491 Blue and White Esso Stripe	CHEST SIZES											TOTAL QUAN. EACH LINE	PRICE EACH DELIV- ERED	TOTAL AMOUNT EACH LINE HERE		
	32	34	36	38	40	42	44	46	48	50						
Regulars—For Heights 5'8"-5'11" Quan.																
Shorts—For Heights 5'4"-5'7" Quan.																
Longs—For Heights 6'-6'3" Quan.																



HOW TO MEASURE FOR COVERALLS, LUBE COATS, AND JACKETS

Esso Coveralls are made in "proportioned sizes" in all even chest sizes from 34 through 48. Size 32 is available in "regulars" and "shorts" and size 50 is available in "regulars" only.

- Shorts fit men—5'4" to 5'7".
- Regulars fit men—5'8" to 5'11".
- Longs fit men—6' to 6'3".

Unitog coveralls are full cut for greater freedom of action, greater WORKING COMFORT. Our patterns are roomier in the chest and shoulders and slightly longer in the body than some other brands which you may have worn previously. This is done without sacrificing the streamlined appearance desirable in a one-piece suit. Give your **actual chest measurement, over garments to be worn beneath suit**, and Unitog will give you a comfortable fit and a neat appearance.

Lube Coats and Lot 840 Jackets are made in all even chest sizes from 34 through 48, in regular lengths only. Give your actual chest size, measured high up under arms, over clothing to be worn under coat or jacket.

Lot 1741 Jackets are made in all even chest sizes from 34 through 48. In addition, each chest size is made in three sleeve and body lengths.

"Regulars" have 33" sleeves. "Longs" have 34½" sleeves. "Shorts" have 31½" sleeves. Please give both chest size and sleeve-length in ordering Lot 1741 Jackets.

ESSO
Pays 25% Of
The Cost

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COVERALL LOT 491 Blue and White Esso Stripe	CHEST SIZES										TOTAL QUAN. EACH LINE	PRICE EACH DELIV. ERED	TOTAL AMOUNT EACH LINE HERE
	32	34	36	38	40	42	44	46	48	50			
Regulars—For Heights 5'8"-5'11" Quen.												\$6.25	
Shorts—For Heights 5'4"-5'7" Quen.												6.25	
Longs—For Heights 6'-6'3" Quen.												6.25	
LUBE COAT LOT 391 Blue and White Esso Stripe	CHEST SIZES												
Regular Lengths Only Quen.		34	36	38	40	42	44	46	48				
SHIRT LOT 391 Blue and White Esso Stripe	Show Neck Size (N), Sleeve Length (S)												
Convertible Collar, Full Length Sleeves Quen.	N	S	N	S	N	S	N	S	N	S			
SPORT SHIRT LOT 509 Blue and White Esso Stripe	SIZES												
Convertible Collar, Elbow Length Sleeves Quen.												3.05	
PANTS LOT 691 Blue and White Esso Stripe	Show Waist Measure (W), Inseam Length (L)												
SIZES	W	L	W	L	W	L	W	L	W	L			
Quen.													
UNIFORM CAP C491U Electric Blue Army Twill	SIZES												
Cap Complete (Cane Frame, Winter Band, 2 Covers) Quen.	6½	6¾	7	7½	7¾	7¾	7¾	7¾	7¾	7¾		3.75	
LOT C491U CAP COVERS ONLY (To match above caps) Quen.												2.65	
BOW TIE LOT 191 Blue and White Esso Stripe	SIZES												
Ready-Tie, Elastic Band Quen.												.65	
												.45	
TOTAL AMOUNT													
DEDUCT ¼ WHICH ESSO PAYS													
YOUR COST													

APPROVED ESSO UNIFORM ACCESSORIES AND OTHER GARMENTS WHICH ARE NOT INCLUDED IN THE ABOVE ESSO OFFER.

EISENHOWER JACKET LOT 1741 Electric Blue 19oz. Gibraltar Cloth	SIZES	CHEST SIZES										TOTAL QUAN. EACH LINE	PRICE EACH DELIV. ERED	TOTAL AMOUNT EACH LINE HERE
		32	34	36	38	40	42	44	46	48	50			
Regulars—33" Sleeve Length Quen.													7.95	
Shorts—31½" Sleeve Length Quen.													7.95	
Longs—34½" Sleeve Length Quen.													7.95	
MELTON JACKET LOT 840 Electric Blue 32oz. Wool Melton	SIZES													
Regular Lengths Only Quen.		34	36	38	40	42	44	46	48					
BELT LOT B101 Black Genuine Leather No-Scratch Buckle	SIZES													
Quen.	30	32	34	36	38	40	42	44	46	48		9.95		
												1.25		
INDIVIDUALS' NAMES EMBROIDERED OVER RIGHT POCKET IF DESIRED (Attach Your Copy)														
SUB-TOTAL OF JACKETS, BELTS AND/OR INDIVIDUAL NAMES												.15		

Place Amount of Money Order or Check Here Payable to Unitog Company

Dollars	Cents

PLEASE FILL IN BELOW
 Money Order No.
 Check No.
 Name of Bank.

MAKE ALL CHECKS OR MONEY ORDERS PAYABLE TO UNITOG COMPANY
 PLUS "YOUR COST" SHOWN ABOVE
 TOTAL AMOUNT TO BE PAID

PLEASE NOTE BEFORE MAILING ORDER
 Unitog pays the postage if your remittance accompanies order. You thus save up to 15% of the total amount of your order by enclosing your check or money-order. If order is shipped C. O. D., you pay the postage plus C. O. D. charges.

A MESSAGE TO THE ESSO MAN

Regulation Esso uniforms are made by Unitog from Esso's exclusive vat yarn-dyed "Esso 1953" blue-and-white pinstripe uniform material. Tailored to the latest Esso improved style and refinement specifications, plus Unitog's own famous "proportioned sizes" and improved construction features, these are among the finest service station uniforms ever produced, and will "pay out long before they wear out." Unitog's pledge to you is "the best in quality—the best in service," now and in the years to come.

Quinton Brookfield
 President