



PHIL H. BRAUN
President



ROBT. F. DOEPEL
Secretary and Treasurer



CARL L. BRAUN
Vice-President

The Story of Oil on the North Shore is the History of Braun Bros. Oil Co.

WHEN Phil H. Braun, Carl L. Braun and Robt. F. Doepel in July, 1925, incorporated Braun Bros. Oil Co. for the purpose of distributing heating oils, they had visions of the future. People were skeptical. Not a few scoffed. But these three men had an abiding faith in the principle of oil heating, and they had faith also in the product they sold. They happily realized, furthermore, that the most important commodity they dealt in was not oil, but an intangible item—Service. And to render Service at all times has been their unalterable aim.

Today the business which had such an inauspicious start is a young giant, yet the three founders retain their personal interest and control. Their faith has been justified, and their unswerving determination to deal honestly and fairly has brought its reward.

Phil H. Braun is now President of the company and devotes his time to the Evanston and Wilmette territory. Carl L. Braun is Vice-President, and handles Highland Park and Lake Forest business. Robt. F. Doepel, Secretary and Treasurer, takes care of Kenilworth, Winnetka and Glencoe.

That the business has shown marked growth is due primarily to the individual attention which the Company gives to each customer and his particular needs. Conditions vary according to the building served and the type of burner in use.

Braun Bros. Oil Co. are fully alive to the problems of their business, and they are in a position to offer reliable, scientific advice so that the best results may be obtained from each oil-burner installation.

All equipment is kept up-to-date through purchases and replacements. Four bulk plants with a storage capacity of 1,000,000 gallons are in operation, efficiently equipped with the latest machinery for handling oil from the cars and transferring it into the trucks.

Deliveries may be had at any time. Twenty-four-hour service is maintained every day, including Sundays and holidays, as a special accommodation to those who have allowed their oil supply to run low. A phone call at any time will quickly bring fuel to any oil tank on the North Shore.

Braun Bros. Oil Co.

WINNETKA - HIGHLAND PARK
GLENCOE - EVANSTON

"FOR FUEL — USE OIL"

Telephones: Highland Park 3290
Emergency Service: Highland Park 3291

