



We used some very sensitive instruments to develop the first cleaner smelling home heating fuel.

The human nose.

It's a very sensitive instrument. Especially when it comes to unpleasant home heating oil odours.

That's why Esso is proud to introduce the first cleaner smelling home heating fuel. So your furnace and the area around it smells cleaner—less oily.

And it's good to know the new cleaner scent home heating fuel from Esso is backed by some of the best service in the business, too.

New cleaner smelling home heating fuel, only from Esso. Just one more way we're going that extra mile.

Make the switch today!



GOING THAT EXTRA MILE
Imperial Oil