



**Meet Mr. Independent**—Your friendly distributor who's always on the spot with oil field supplies, when and where you want them. He's the reason why . . .

## Oil Men Don't Buy From Strangers

Oil men like to make their own decisions. They are gambling with every well they drill—gambling that their equipment will perform the way they want it to—gambling that they will reach pay and be able to produce at a profit. Naturally, they want to drill their holes their own way, and keep the odds as low as possible.

Often they are working from one emergency to another, and the way they handle these emergencies may spell the difference between success or failure.



They can't afford delays in service or red tape that hogties them when they need fast action.

It is easy to see why more and more of these oil men are

dealing with independent distributors—the men they know best and who know them and their problems on a close personal basis. They can count on getting what they want, when and where they want it.

• **The Big Change**—Back in the twenties when oil and gas producers were drilling less than 20,000 wells a year, you could count the independent distributors on the fingers of your hands. They were supplying oil men with only about 15 per cent of the equipment used.

The independents have grown fast since then. Today, with some 50,000 wells being drilled a year, there are about 30 large independent distributors from whom oil men are getting about 60 per cent of their equipment. The reasons for their growth are many.

• **The Can-Do Men**—The independ-

ent distributor offers oil men a service that is geared for speed and flexibility, yet it is a more personal service based on long and tried relationships.

### Aces in the Hole

Distributors who supply Pittsburgh Steel Company's seamless drill pipe, casing and oil well tubing are backed by long established mill know-how. All Pittsburgh seamless is reliably made to API specifications in standard sizes, grades and ranges.