None of the prior art recognizes that the surfactant of the presently claimed invention may be employed in a reservoir having a temperature of from about 120 degrees F to about 180 degrees F, more preferably, .having a temperature of from about 140 degrees F to about 170 degrees F, most preferably having a temperature of from about 150 degrees F to about 160 degrees F, and even more preferred having a temperature of greater than 150 degrees F.

SUMMARY OF THE DISCLOSURE~~INVENTION~~

In its broadest embodiment, the present disclosure~~invention~~ is directed to a process for preparing an alkylaryl sulfonate comprising (a) reacting at least one meta-xylene compound with olefin or a mixture of olefins having from about 10 to about 20 carbon atoms, in the presence of an acid catalyst, wherein the resulting product comprises no more than 40 weight percent of 1-alkyl- 2, 4 dimethylsubstituted aromatic compound and at least about 60 weight percent of 1-alkyl- 3, 5 dimethyl substituted aromatic compound; (b) sulfonating the product of (a); and (c) neutralizing the product of (b) with a source of alkali or alkaline earth metal or ammonia.

Accordingly, the present disclosure~~invention~~ is also directed to an alkylaryl sulfonate compound prepared by (a) reacting at least one meta-xylene compound with olefin or a mixture of olefins having from about 10 to about 20 carbon atoms, in the presence of an acid catalyst, wherein the resulting product comprises no more than 40 weight percent of 1-alkyl- 2, 4 dimethylsubstituted aromatic compound and at least about 60 weight percent of 1-alkyl- 3, 5 dimethyl substituted aromatic compound;
(b) sulfonating the product of (a); and
(c) neutralizing the product of (b) with a source of alkali or alkaline earth metal or ammonia.

The present disclosure~~invention~~ is also directed to a method of recovering crude oil from a subterranean hydrocarbon containing formation which comprises
(a) reacting at least one meta-xylene compound with an olefin or a mixture of olefins having from about 10 to about 20 carbon atoms, in the presence of an acid catalyst, wherein the resulting product comprises no more than 40 weight percent of 1-alkyl- 2,