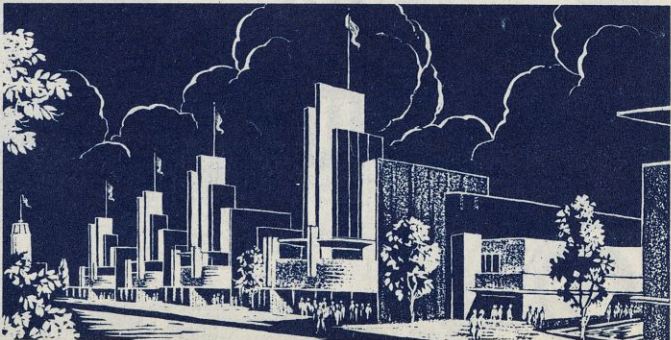


Modern Motors need this Heat-Resisting Oil

All that stands between your motor and costly wear is a thin—tissue-thin—film of oil. This oil film must resist temperatures ranging from 250° F. at the main bearing to 450° near the top of the piston. If the oil film breaks, metal grinds against metal! Only the best oils can give positive protection at all times.

Tiolene Motor Oil is famous for its ability to resist heat, to lubricate and protect, long after ordinary oils have thinned out and broken down. The secret of this superior heat-resistance can be found in the super-Pennsylvania grade Cabin Creek crude from which Tiolene is skillfully refined.

Because it keeps its body longer, Tiolene gives more miles of safe lubrication per fill . . . costs less per mile. These facts have been proven by thousands of motorists. You are invited to prove them in your own car.



PURE OIL... *at the* FAIR



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PRODUCTION

Tiny oil derricks spotted over the map indicate the location of over 5,000 Pure Oil producing wells in different

fields throughout nine states. By controlling the production of every type of crude oil found in the United States, this company can choose the most desirable type from which to refine each product.

Of particular importance among Pure Oil's producing properties is the Cabin Creek field in West Virginia and the Van field in Texas. The Cabin Creek field is famous for its premium grade of Pennsylvania crude, from which highest quality lubricants are refined. The Van field is regarded as the finest oil reserve in the United States under the control of one company, and is a model of "unit development" which eliminates the waste caused by unrestricted competitive drilling.

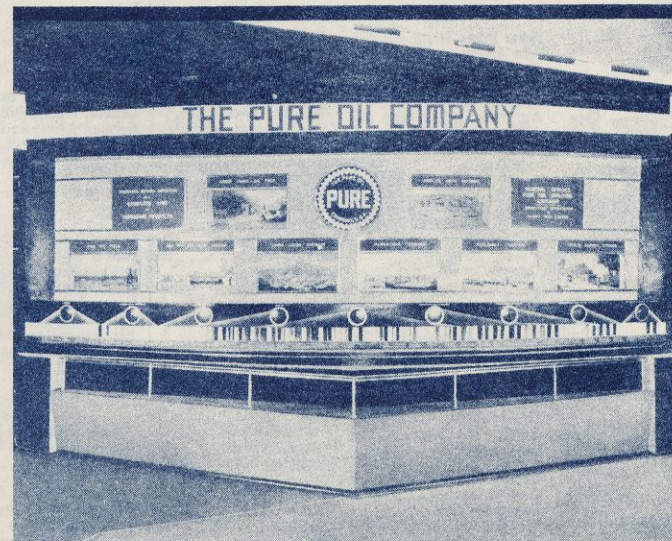
REFINING

Within the vast towers and stills of modern refineries, crude oil is transformed into gasoline, kerosene, lubricating oil, and hundreds of other domestic and industrial products which are essential to our daily life. Pure Oil's eight modern refineries have a combined capacity of 70,000 to 100,000 barrels of crude oil daily. As indicated on the map, they are strategically located with relation to producing fields and principal marketing territories.

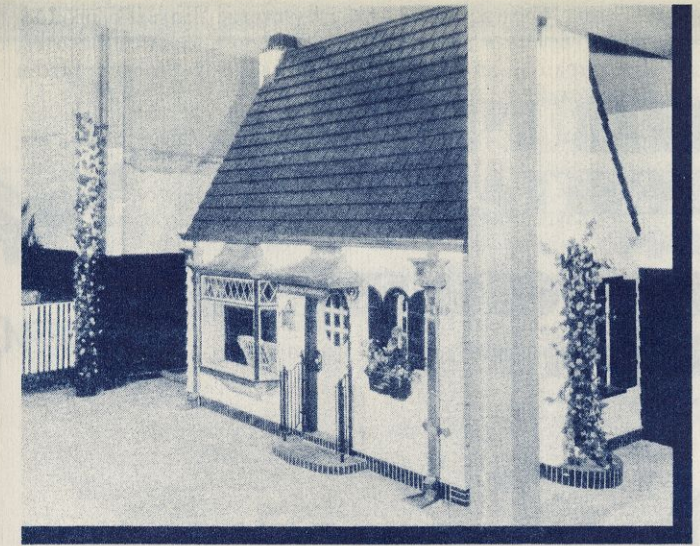
TRANSPORTATION

A well balanced transportation system, for the movement of both crude and refined products, is of vital importance in the oil industry. Pure Oil's 2,700 miles of solely or jointly owned underground trunk pipe lines are supplemented by a fleet of ocean tankers and river barges in linking producing fields to distant refineries and bringing refineries economically closer to markets.

The advantages of a co-ordinated pipe line and water transportation system are well illustrated by Pure Oil facilities. For example: crude oil from the Van field is



The eight dioramas in this display give an accurate third dimension picture of selected Pure Oil producing, refining, transportation and marketing properties. Below are shown samples of 118 of the principal products refined from petroleum.



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In addition to extensive pipe line and water transportation, Pure Oil uses over 2,500 railway tank cars and operates a fleet of 2,100 motor vehicles, including hundreds of tank trucks for the delivery of refined products.

MARKETING

There are approximately 900 bulk storage plants throughout thirty-two states, from which Pure Oil products are delivered by truck. The principal automotive products refined by this company are sold through 16,000 retail outlets located on the principal highways and thoroughfares of the eastern two-thirds of the United States. You can identify these service stations by their blue and white color scheme and the PURE seal signs which hundreds of thousands of motorists recognize as a symbol of quality products and courteous service.



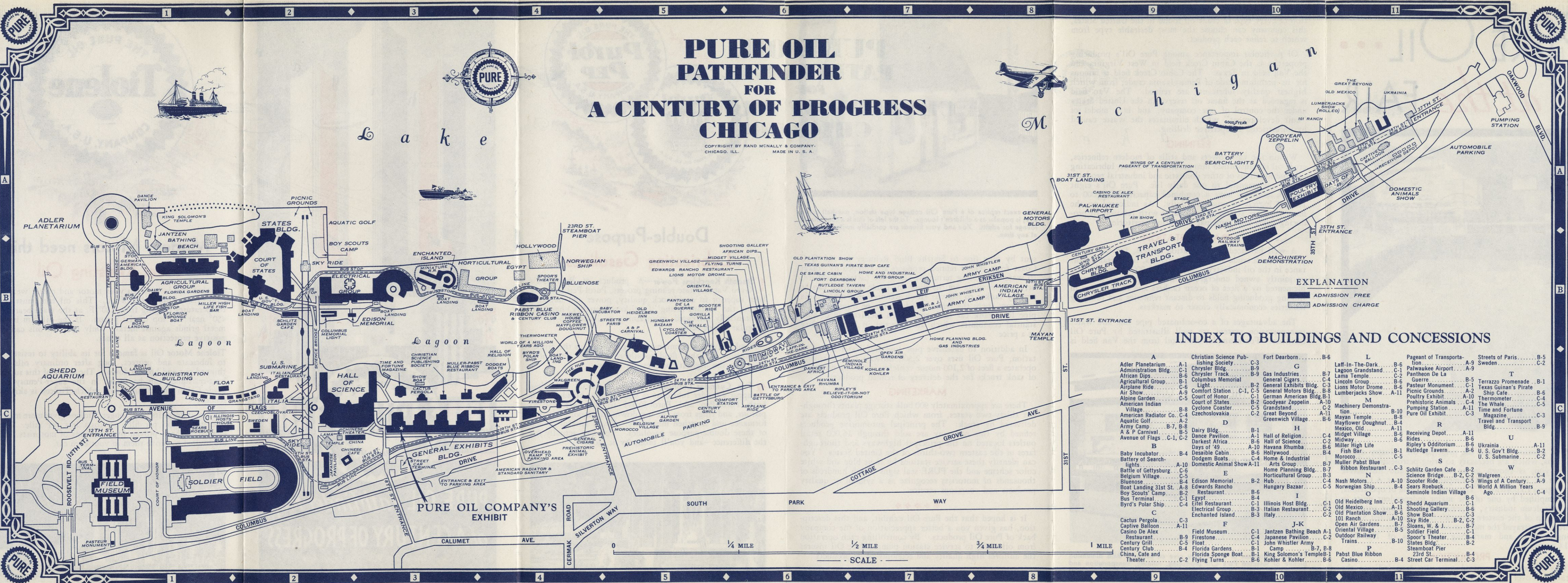
It is hoped that the Pure Oil exhibit, and this description, has given you a better appreciation of the company back of Pure Oil products. By controlling each operation from oil wells to service station pumps, Pure Oil insures the uniform high quality and economy of its products.

THE PURE OIL COMPANY U. S. A.



PURE OIL PATHFINDER FOR A CENTURY OF PROGRESS CHICAGO

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CHICAGO, ILL. MADE IN U. S. A.

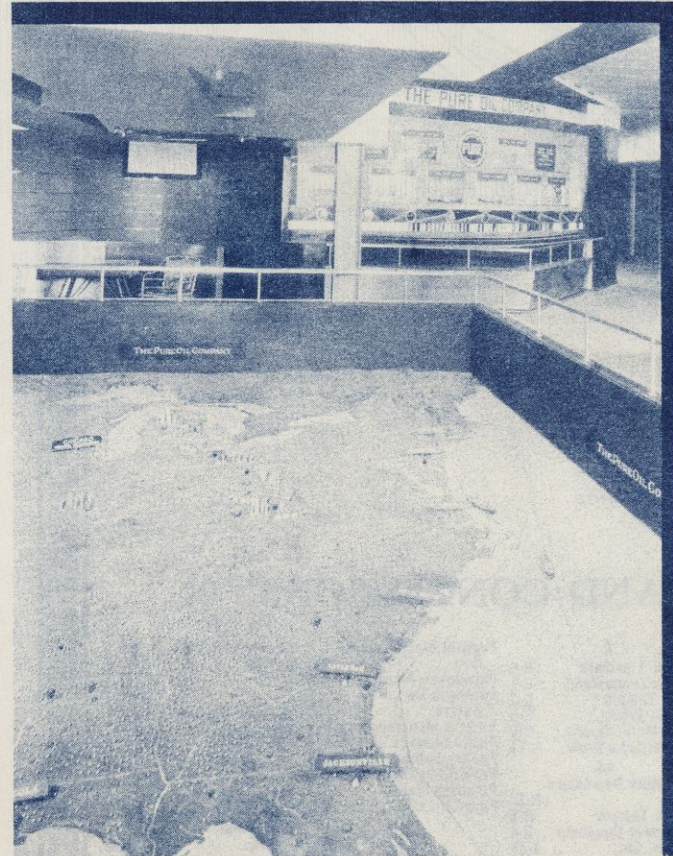


EXPLANATION
 [Solid black rectangle] ADMISSION FREE
 [Hatched rectangle] ADMISSION CHARGE

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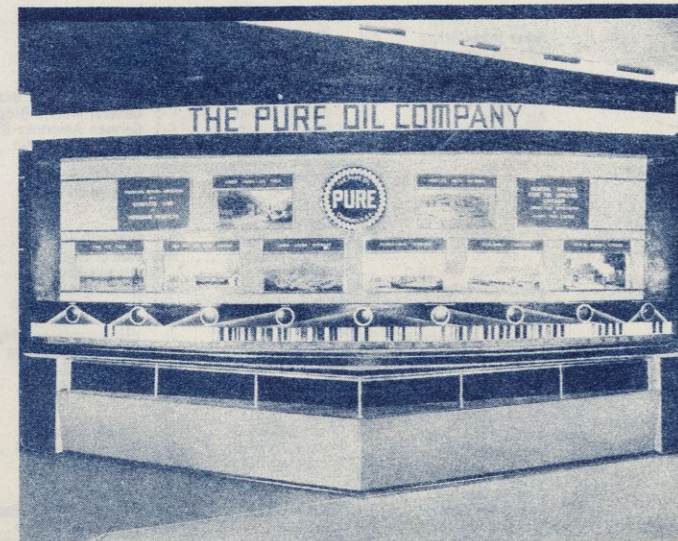
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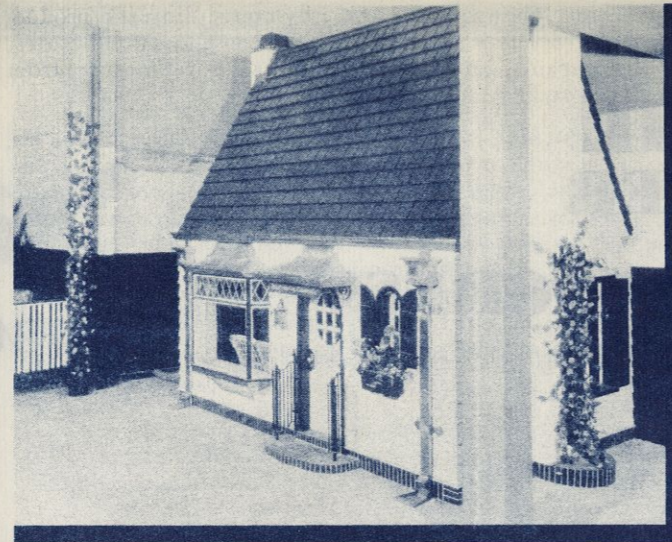
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THE PURE OIL COMPANY U. S. A.



Double-Purpose Lubricating Gasolines

1 Smooth Knockless Power—A product of Pure Oil's Gyro Vapor-Phase refining process, Purol-Pep has long been superior in anti-knock quality, power and mileage. Again, the "octane rating" (anti-knock quality) has been substantially increased, maintaining its leadership in the "regular" price field.

Purol-Ethyl is a premium grade gasoline plus the proper proportion of Ethyl fluid to silence the last trace of a knock in the highest compression motors.

2 Top Cylinder Lubrication—Now, a special carbonless upper cylinder lubricant is scientifically blended with both Purol-Pep and Purol-Ethyl to lubricate valves, pistons, and rings from the top down—to smooth out performance and lengthen motor life. Try a tankful of one of these double-purpose gasolines. You can actually feel the difference—and you'll profit by it, too.



THE PURE OIL COMPANY, U.S.A.

PURE

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**PURE OIL Pathfinder Map
of A CENTURY OF PROGRESS**

Compliments of THE PURE OIL COMPANY
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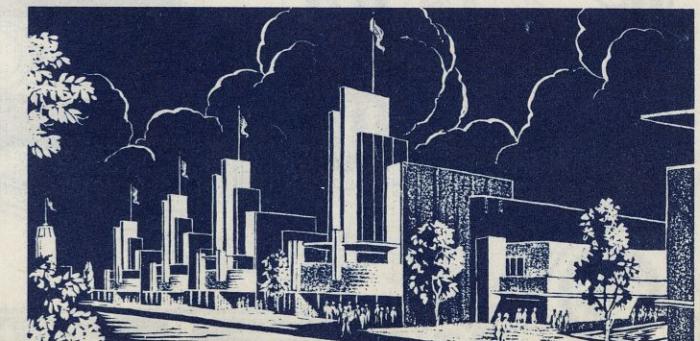


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