

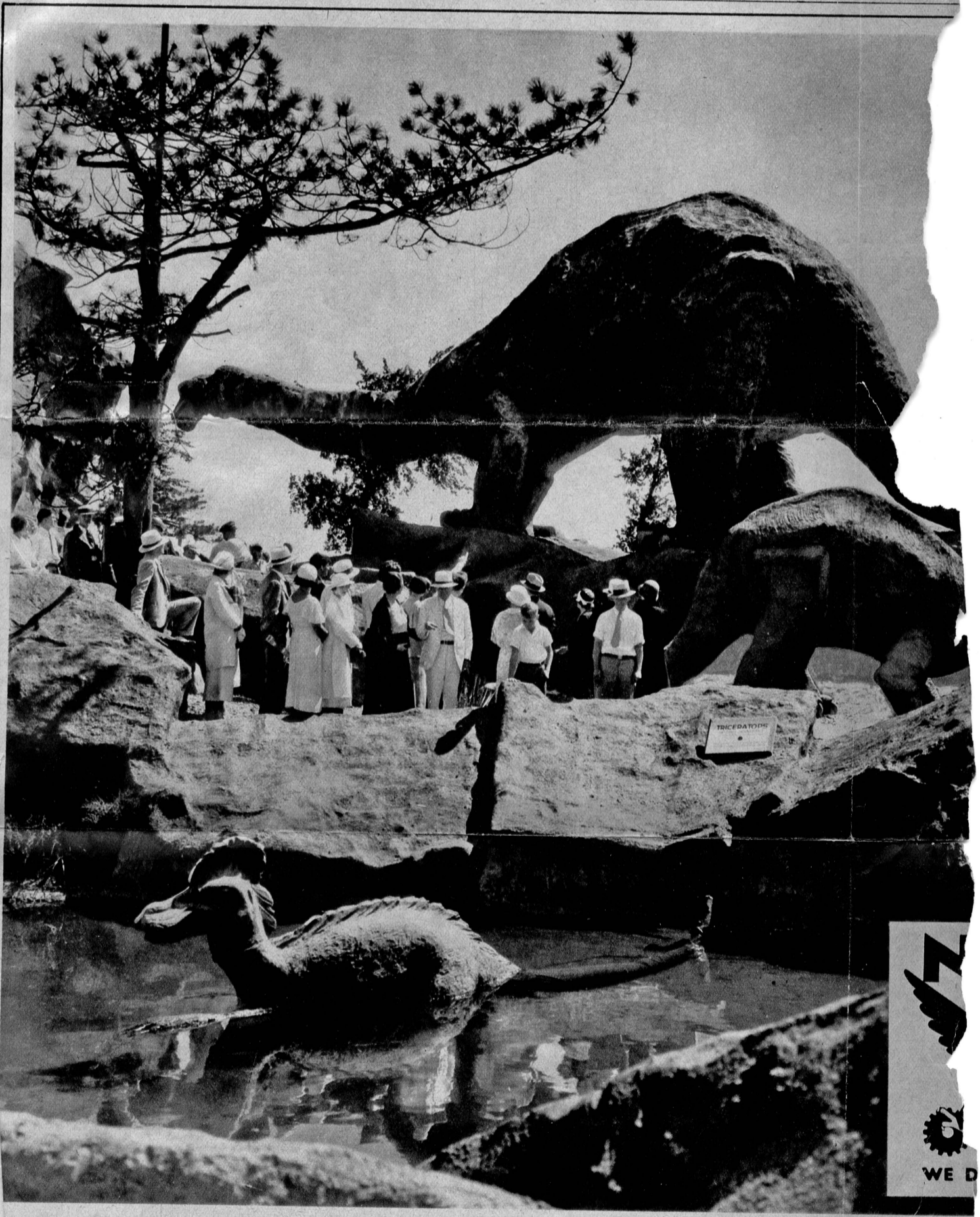
CHICAGO WORLD'S FAIR EDITION

CIRCULATION
2,000,000

BIG  NEW

Published by Sinclair Refining Company (Inc.), 45 Nassau Street, New York, N. Y.

MILLIONS SEE WA SINCLAIR DINOSA



CROWDS NEVER TIRE watching the life-like motions of the roaring dinosaurs that feature Sinclair's exhibit at the World's Fair. In the picture above, an interested group of visitors is looking over three of the strange monsters that roamed the earth millions of

years ago. Brontosaurus, who bulked forty tons in life, is recreated seventy feet long. He appears at the top of the photo. Below, cooling himself in a pool, is a Duck-Billed Dinosaur known as a Trachodon, or Rough-Tooth. To the right is a Triceratops or Three-Horned

Face. Sinclair has built these exhibits to impress visitors with the crude oils used in their manufacture and Sinclair Petroleum products. The exhibit is generally accepted as the oldest crude oil

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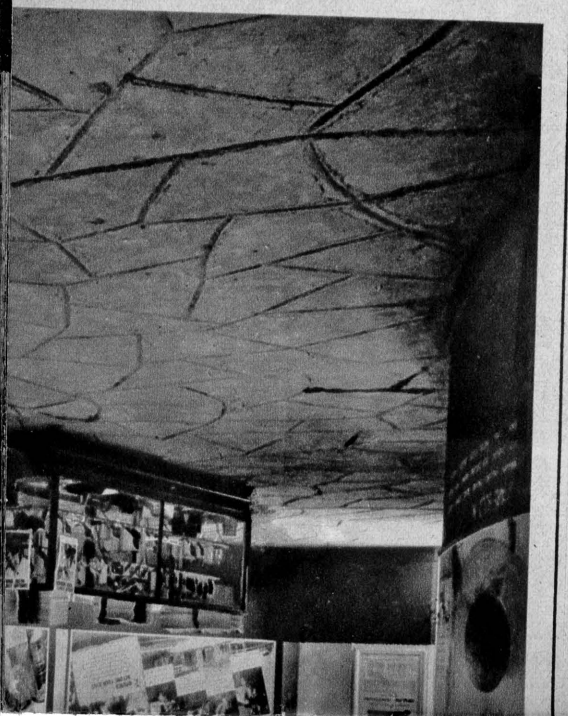
BIG NEWS

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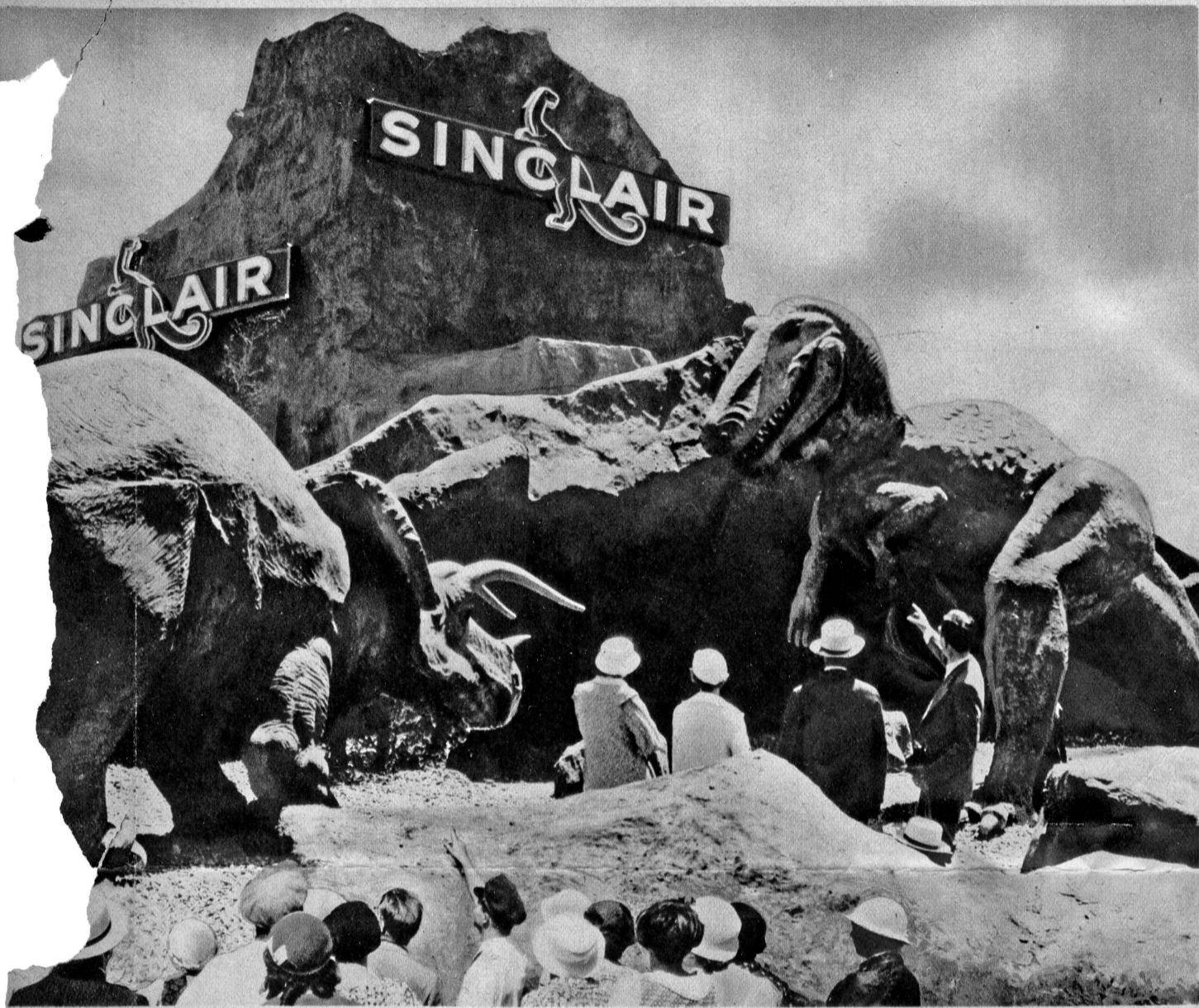
SECOND
EDITION

Published by Sinclair Refining Company (Inc.), 45 Nassau Street, New York, N. Y.



CUTIE CUTS CUTICLE. Manicuring has entered the field of big business at the World's Fair, judging from this photo of Julia Lyons, who is engaged in keeping Tyrannosaurus Rex, King of the Tyrant Reptiles, in shape for his daily battle with his ancient foe, Triceratops, at the Sinclair Dinosaur Exhibit. While these strange dinosaurs roamed the earth millions of years ago, Nature was mellowing and filtering the crudes from which are made today's Sinclair Opaline and Sinclair Pennsylvania Motor Oils.

FAIR DINOSAUR EXHIBIT DRAWS WORLD'S FAIR VISITORS



TURIES! Each day Fair Exhibit is re- millions of years ago. Tyrannosaurus Rex, the most ferocious animal ever known, engages in combat with his ancient foe, Triceratops. In the photograph above, these two age-old enemies are pictured in their struggle for existence, while visitors follow the battle from the "ringside."

Prehistoric Beasts Draw Thousands Daily

(Continued from page 14)
The Century of Progress Exposition has never before reproduced out-of-doors the life of millions of years ago. Here is an exhibit where mammoth dinosaurs and other prehistoric beasts have been recreated in all the glory and ferocious appearance. The

Sinclair exhibit is formed from the skeletons of the dinosaurs so that the models might withstand the strong gales that often descend upon Chicago from the wide expanse of Lake Michigan. Then the "hides" were applied to these bones of steel. The animals are made to move and breathe and, seemingly, live again by means of electric motors and intricate mechanism.

The general contractors for the Dinosaur Exhibit were Kaiser-Ducette of Joliet, Ill.; the architects, Burnham Brothers, Chicago.

Skeletons and Footprints Found in United States

Many World's Fair visitors to the Sinclair exhibit have expressed interest in the fact that evidences of dinosaur existence have been found in the United States as well as in Asia and other foreign lands.

In Connecticut and Massachusetts, for instance, both skeletons and footprints have been found. Dinosaur footprints may

be seen today on a ledge of rock located but a stone's throw from a Sinclair filling station on the main highway between Holyoke and Northampton. New Jersey is another State where dinosaur footprints are found, in Pompton Lakes and in New Brunswick, near Rutgers College. Dinosaur skeletons have also been found in Haddonfield, N. J., near Philadelphia.

In the Western States, too, have been found evidence of dinosaur life. Footprints are to be seen in Arizona and New Mexico, and parts of skeletons have been found in Texas, New Mexico, Arizona, South Dakota, North Dakota, Utah, Colorado, Wyoming and Montana.

Lived in Mesozoic Era

Dinosaurs thrived during the Age of Reptiles, known technically as the Mesozoic Era, which came to an end about 40,000,000 years ago. It endured for 110,000,000 years preceding.

The estimates are based on the now generally accepted estimate of 2,000,000,000 years for the age of the earth. The first billion years are believed to have been lifeless. The first half of the second billion was spent in going from one-celled forms of life to many-celled forms, such as sponges and shellfish. Another 300,000,000 years evolved true fish and amphibians. Then came the Age of Reptiles, in which dinosaurs rose to their brute strength and mammoth size.

Dinosaur Exhibit Shows Six Different Beasts Variance in the size and ap-

pearance of dinosaurs is strikingly shown by the Sinclair exhibit. All of the prehistoric animals have been recreated in full life size. Largest of these is the brawny Brontosaurus, who in life bulked forty tons. This monster was a vegetarian, scientists assert, living on plants. He had four heavy, pillar-like legs and a twenty-foot neck and thirty-foot tail. He stood approximately twenty-one feet high.

Smallest of the dinosaurs shown at the Sinclair exhibit is Protoceratops, or Forerunner of the Horned Face. He is but four feet long. The nest of dinosaur eggs, which is one feature of the Sinclair exhibit, is that of Protoceratops. The eggs are about the size of a turkey egg. The nest is modeled from real dinosaur eggs found in Mongolia.

Between these two extremes in the sizes of the Sinclair dinosaurs, are Tyrannosaurus Rex, king of the Tyrant Reptiles; Stegosaurus, or Spine-Armored dinosaur; Triceratops, or Three-Horned Face, and Trachodon, or Rough-Tooth, better known as Duck-Billed dinosaur.

At the Sinclair exhibit, Tyrannosaurus is shown battling his ancient foe, Triceratops. In actual life, Tyrannosaurus was the most awful beast the world has ever known. Towering on his tremendous hind legs, with his terrific over-developed jaws, he resembled nothing so much as a giant nut-cracker—a resemblance he carried out to the letter whenever he exercised his

six-inch dagger teeth on any lesser dinosaur which strayed across his path. The Tyrannosaurus model is 25 feet long, the Triceratops, 20 feet.

The Duck-Billed dinosaur, which is fifteen feet long, appears in his natural habitat, a pool of water. Nearby, the twenty-five foot Stegosaurus with the weirdest backbone ever known, is shown in a position as though eating. Like all but one of the dinosaurs recreated by Sinclair, Stegosaurus, too, contented himself with a vegetarian diet. The only flesh eater in the group was the king of them all, the ferocious Tyrannosaurus Rex.

Realistic Setting

Not only have the dinosaurs been recreated by Sinclair with scientific accuracy, but every effort has been made to construct the entire setting in accordance with conditions believed to exist millions of years ago. Authorities were freely consulted and no detail overlooked. The rocks which are part of the dinosaur exhibit, for example, are representative of the pre-glacial period, in regard to both shape and coloring. The vegetation shown at the exhibit also has been a subject of comment by many visitors. Pines, ferns, cattails and other plants which scientists assert, may well have been a part of dinosaur diet a hundred million years ago, have been used in keeping with the herbivorous tastes of Brontosaurus, Stegosaurus and other plant-eating dinosaurs.

Sinclair Official Reveals "Behind-the-Scenes" Facts to Reporter

New York, N. Y.—In an interview today at Sinclair Refining Company headquarters, 45 Nassau Street, an official of the company explained why Sinclair built the Dinosaur Exhibit at the Century of Progress Exposition in Chicago.

"In constructing the Sinclair Dinosaur Exhibit at the World's Fair," this executive said, "we saw an opportunity to impress upon the minds of millions of motorists the great age of the crudes from which Sinclair Motor Oils are refined. Our refining department officials have discovered that, generally speaking, the oldest crudes make the finest lubricants. That is why we use the oldest crude oil in manufacturing some 200 grades of Sinclair lubricants. To present this fact in an impressive manner, we constructed the Sinclair Dinosaur Exhibit.

"Nothing we could use would graphically portray tremendous age as well as do these dinosaurs. These prehistoric forms of life are so utterly different from anything we know today that people need no argument or explanation to convince them that such outlandish brutes must have lived hundreds of millions of years ago. The Sinclair Dinosaur Exhibit is, therefore, a symbol of tremendous age.

Oil or Dinosaurs First?

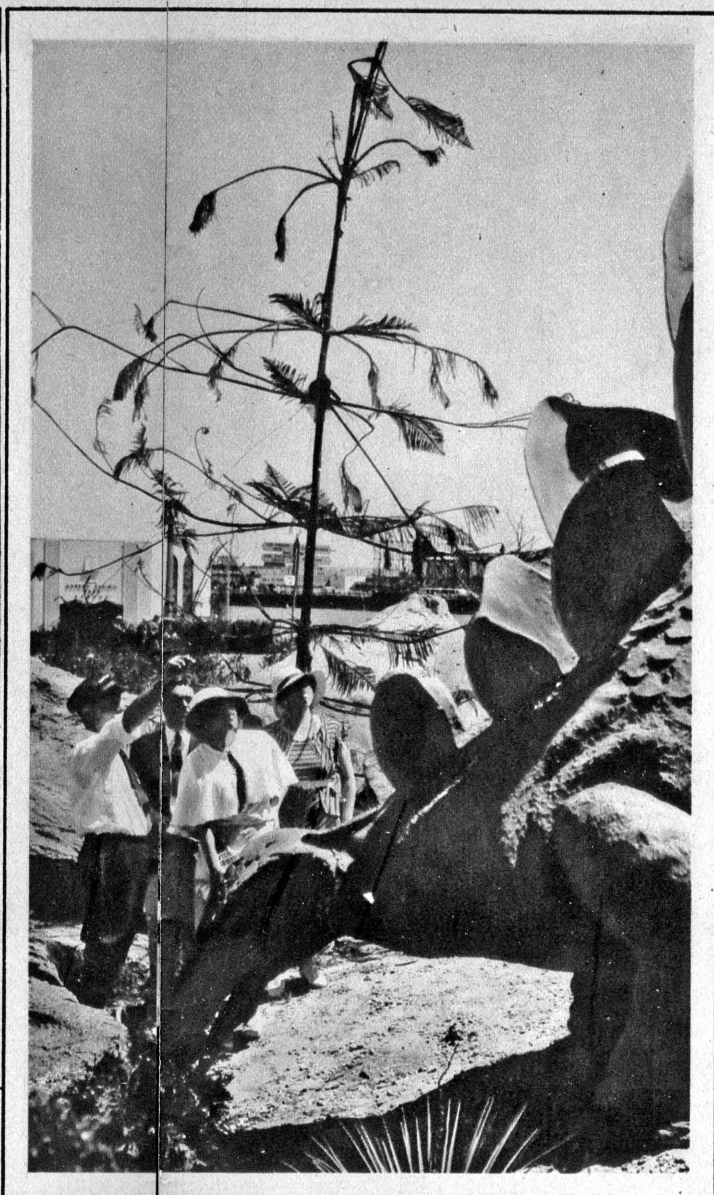
"World's Fair visitors to the

Sinclair Dinosaur Exhibit have asked which came first—the oil or the dinosaurs? The fact is that all crudes from which Sinclair Motor Oils are refined are much older than the dinosaurs. It is for this reason that in Sinclair advertising we point out that these crudes were mellowing and filtering while dinosaurs roamed the earth. In other words, the oils were formed before the dinosaurs came into being. The word *while* is important to scientific accuracy. But it is the mellowing and filtering of the crude oils used by Sinclair that the company wishes to emphasize rather than the approximate date of the *origin* of the crude.

"Another question asked us by World's Fair visitors is—how do we know the crudes selected for refining into Sinclair Motor Oils are 80 million or 100 million years old? The answer is that crude oil is found in different geological strata, the age of the strata being known to scientists. The age of the crude oil, therefore, is very likely to

be the age of the earth in which the oil is found. However, scientists have various methods of measuring the age of the geological strata in which crude oil is located. Some methods give a longer age to the earth and to these geological eras than do others. To avoid the possibility of exaggeration in stating the age of its crude oils, Sinclair has taken the very lowest of these scientific estimates.

"In symbolizing the tremendous age of the crude oils from which Sinclair Motor Oils are refined," said the Sinclair executive interviewed, "our Dinosaur Exhibit at the World's Fair portrays some of the most interesting facts about Sinclair Motor Oils. Yet there are other facts which are just as important to motor oil buyers. One of these, for example, is that in Sinclair refineries, both Sinclair Opaline and Sinclair Pennsylvania Motor Oils are stripped of wax and non-lubricating petroleum jelly at temperatures as low as 60° below zero F. This is an extra step in the manufacturing process taken by few, if any other, refiners, and helps to explain why millions of motorists rely on Sinclair Opaline Motor Oil—Mellowed 80 Million Years, and Sinclair Pennsylvania Motor Oil—Mellowed 100 Million Years."



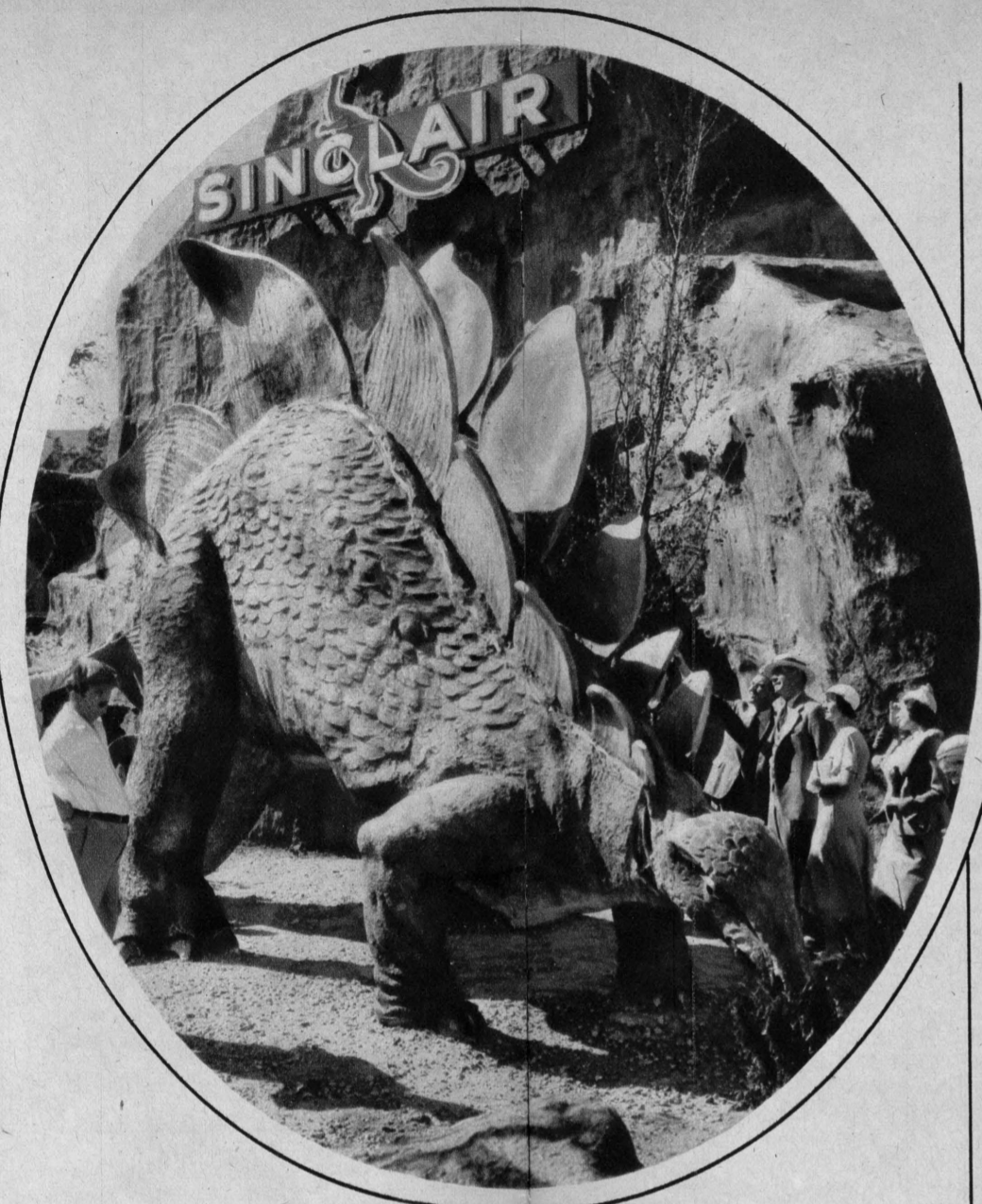
ANOTHER WORLD'S WONDER. Sinclair guide points out to visitors one of the wonders of the prehistoric world—the most weird backbone ever known. Its owner is none other than Stegosaurus, or Spine-Armored Dinosaur, whose back plates were his protection from attack.



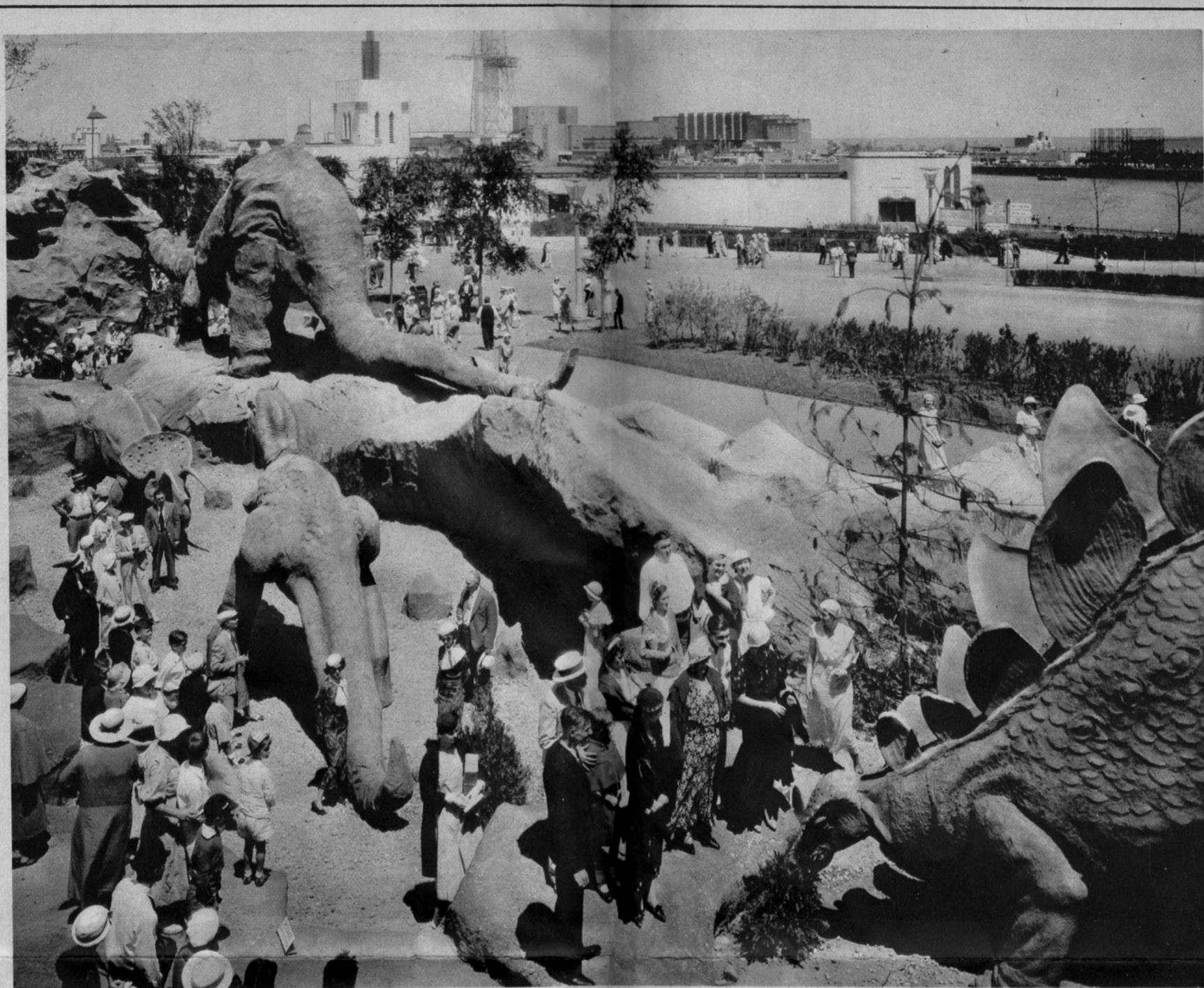
MOST PHOTOGRAPHED EXHIBIT—Attendance at the Sinclair Dinosaur Exhibit is running over 1,000,000 people monthly. In a single day, 79,000 persons have "met" these fantastic creatures who occupy a World's Fair

spot that is a "throwback" in time to the remote ages of the world when life prevailed on a gigantic scale. The dinosaurs' lair not only recreates the strangest animal life of all time, but also reproduces a landscape typical of that

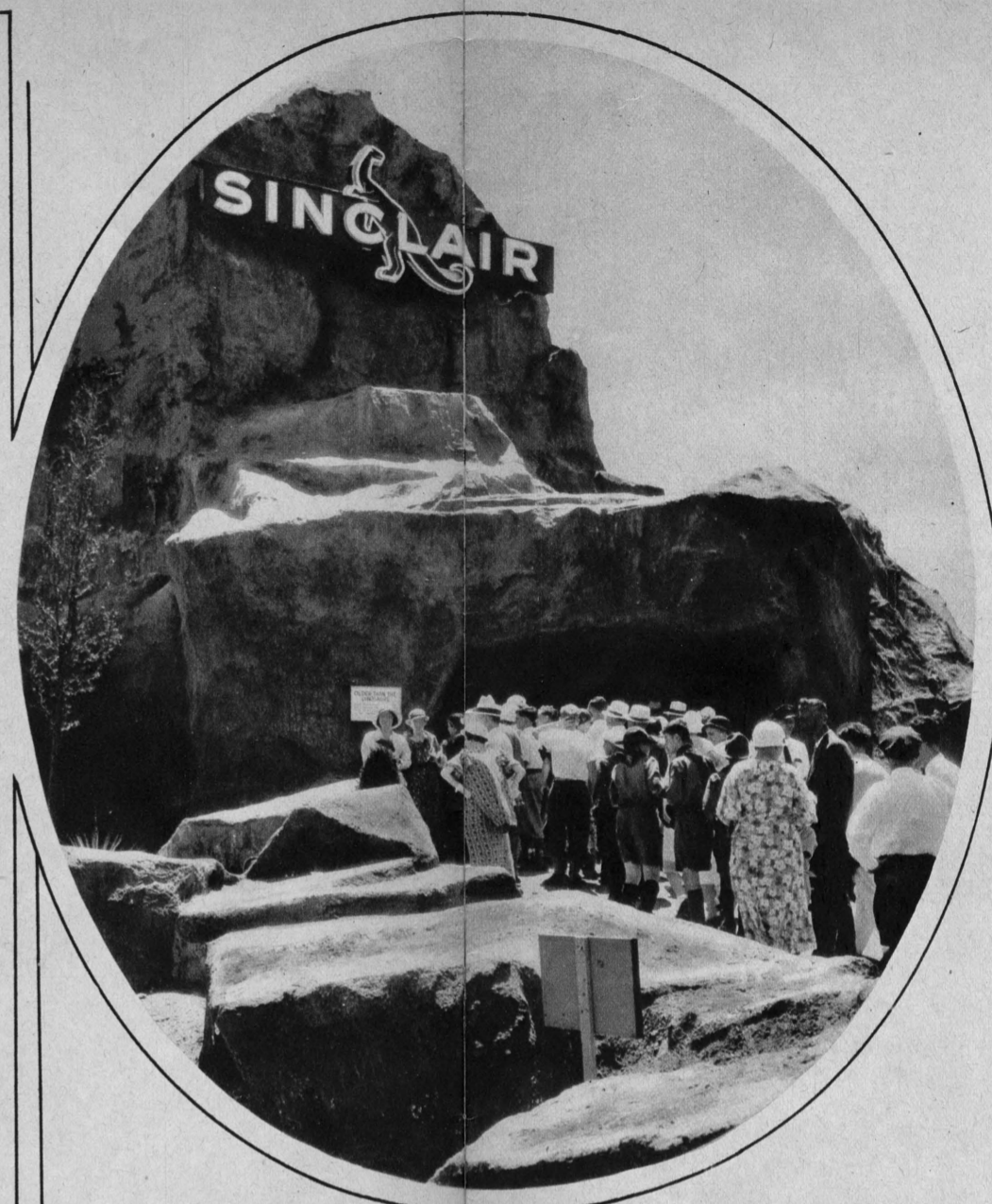
time. Thousands of photographs are being taken weekly of these weird dinosaurs, the Sinclair Exhibit providing a favorite background for picture-taking by amateur photographers who want striking "shots."



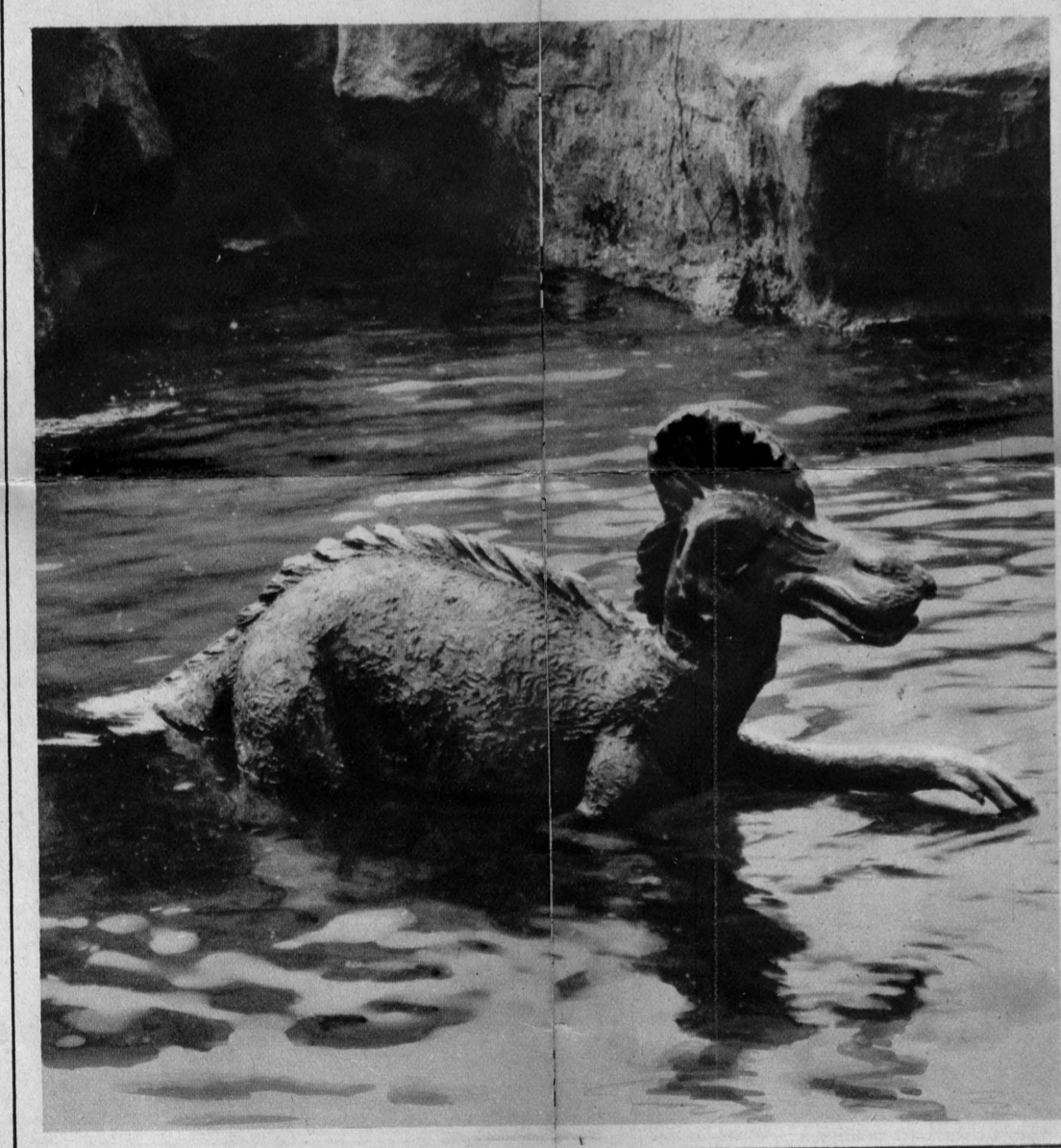
STEGOSAURUS. A close-up of the twenty-five-foot Spine-Armored Dinosaur in the Sinclair exhibit at the World's Fair. Scientists have discovered that this creature had two brains, one in his skull and the other at the rear end of his ponderous backbone, probably to keep his hind legs from wandering off in the wrong direction.



WORLD'S STRANGEST ZOO.—This picture shows a general view of the Sinclair Dinosaur Exhibit with other World's Fair buildings in the background. In a few famous museums you can see skeletons of dinosaurs but this is the first chance any one has ever had to see life out of doors as it existed millions of years ago. Truly, the "world's strangest zoo."



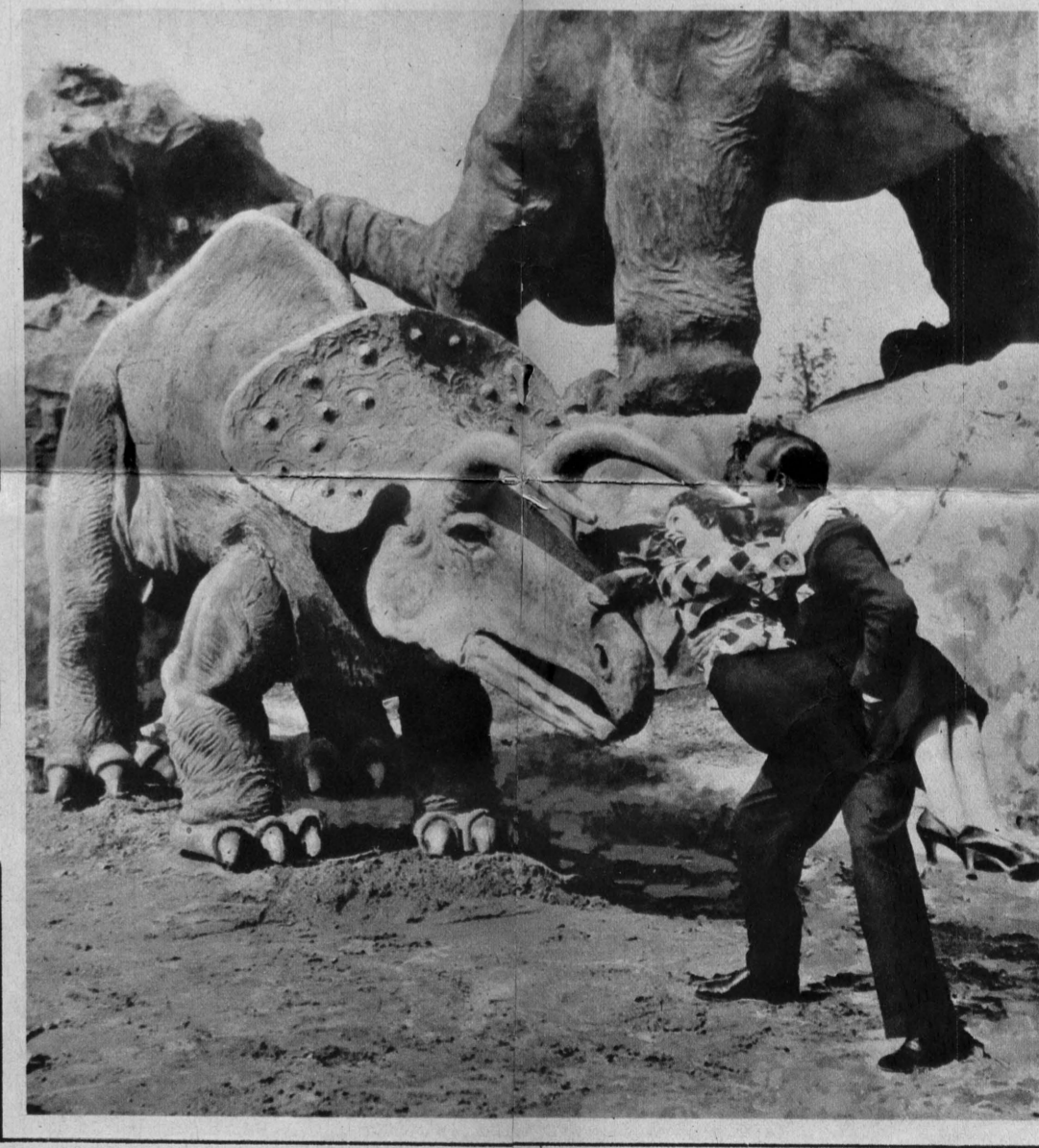
"ROCK OF AGES"—This photo shows the mountain of rock which is a distinguishing feature of the Sinclair exhibit. The color and formation of the pre-glacial rocks have been reproduced with scientific accuracy. The crowds shown in the picture above are entering the grotto which is inside the mountain.



DUCK-BILLED DINOSAUR, or Trachodon, splashes about in a pool just as he did millions of years ago. These dinosaurs are thought to have been as common in prehistoric times as deer are today.

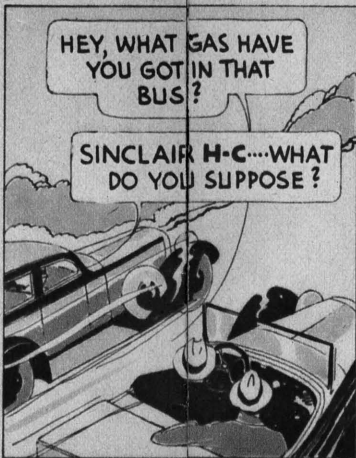


"THUNDER BEAST" in action. Brontosaurus, the largest of the Sinclair dinosaurs, is 70 feet long; his back soars 21 feet in the air above his massive hind feet. When he swings his 20-foot neck and flicks his 30-foot tail, Brontosaurus lives again. Called "Thunder Reptile" by scientists because the ground shook under his 40-ton tread, Brontosaurus lived during the Jurassic Period of the Mesozoic Age. Ingenious mechanism not only makes the Sinclair dinosaurs move but also makes them hiss and roar and even appear to breathe.



There was almost a tragedy at the World's Fair when Ben Bernie, noted leader and maestro of the Pabst Blue Ribbon Orchestra, mistook his diminutive dancer, Gladys Curtin, for a goat or something and tried to feed her to the Sinclair Oil Company's dinosaur. But he didn't.
—Reprinted by permission Chicago American.

KIRBY STEPS AHEAD *and it costs him nothing extra*



Now a new amber **SINCLAIR H-C GASOLINE**

Higher anti-knock than Stepped-Up 70. Higher, even, than original H-C which sold at the premium price for five years.

At the price of regular gas!

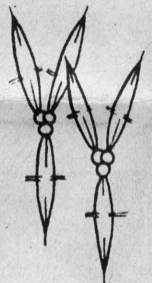


PROTOCERATOPS
or Forerunner of the Horned Face
(Cretaceous Period of the Mesozoic Age)

Some dinosaurs were no larger than Plymouth Rock Hens. The Protoceratops for instance ranged in size from 6 inches to about 4 feet. The dinosaur eggs recently found in Mongolia were laid by the Protoceratops.

Sinclair

PROTOCERATOPS or Forerunner of the Horned Face was hatched from an egg similar to those shown in the nest at the left. This type of dinosaur ranged in size from six inches to about four feet, the length of the one shown here.



NOT TURKEY EGGS. These eggs at the Sinclair exhibit are modeled from real dinosaur eggs found in Mongolia. As you can see, they are no larger than good sized turkey eggs. They were laid by the Protoceratops shown at right.



THE GROTTO of the Sinclair Dinosaur Exhibit. After viewing the Dinosaurs, visitors to the Sinclair Exhibit pass through this grotto where Sinclair products and activities are dramatically portrayed. The pictures on the walls are actual photographs enlarged to ten feet by four feet and they explain why Sinclair is known as America's "fastest-growing" oil company.

A CONDENSED LIST OF SINCLAIR PRODUCTS

- | | | |
|---|--|--|
| <p>GASOLINES AND KEROSENE</p> <p>Sinclair H-C Gasoline
(Now at regular gas price.)</p> <p>Sinclair Ethyl Gasoline</p> <p>Sinclair U. S. Motor Specification Gasoline</p> <p>Sinclair Green Gasoline</p> <p>Sinclair Superflame Kerosene</p> <p>Sinclair Heating Oils</p> | <p>Sinclair Opaline Motor Oil</p> <p>Sinclair Opaline Chassis Lubricant</p> <p>Sinclair Opaline Gear Lubricant</p> <p>Sinclair Opaline Universal Grease</p> <p>Sinclair Emerald Auto Oil</p> <p>Sinclair Water Pump Lubricant</p> <p>Sinclair Flushing Oil</p> <p>Sinclair Industrial Oils
(200 different types)</p> | <p>Sinclair Stock Spray</p> <p>Sinclair Household Oil</p> <p>Sinclair Wax Oil</p> <p>Sinclair Special Solvent
(For cleaning and to replace turpentine in paint and varnish making)</p> <p>Sinclair Soap</p> <p>Sinclair Waterproofer</p> <p>Sinclair Metal Polish</p> <p>Sinclair Chromium Polish</p> <p>Sinclair Spot Remover</p> <p>Sinclair Tar Remover</p> <p>Sinclair Automobile Polish</p> |
| <p>OILS AND LUBRICANTS</p> <p>Sinclair Pennsylvania Motor Oil</p> | <p>SPECIALTIES</p> <p>Sinclair P. D. (Insecticide)</p> | |

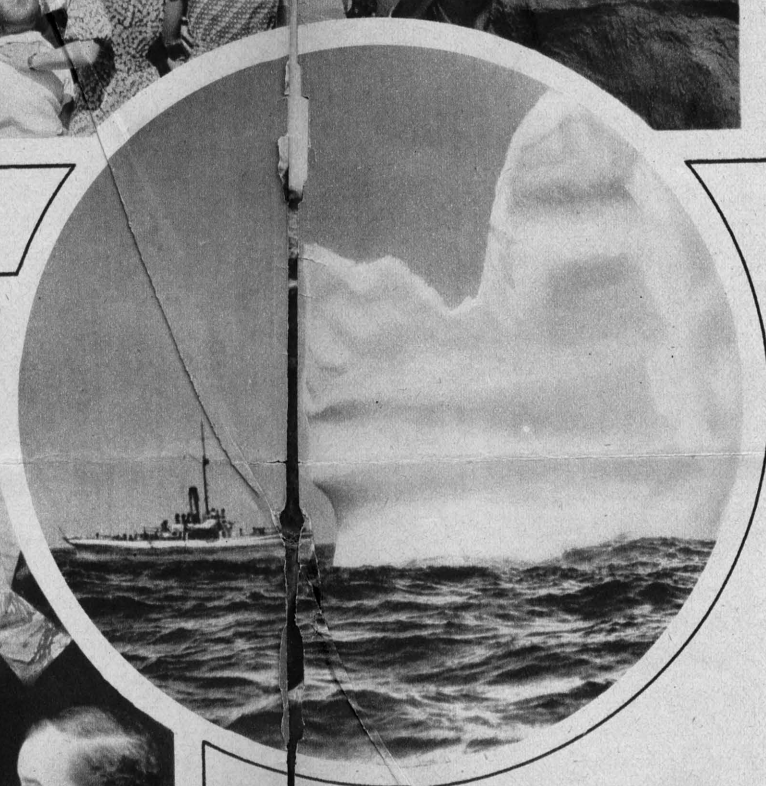
SINCLAIR REFINING COMPANY (Inc.), 45 Nassau Street, New York, N. Y.



Many and varied are the products produced by Sinclair. A glance through this list may suggest additional Sinclair products for your use at home—in your car—on your farm or in your industrial plant. See your local Sinclair dealer or agent.



Cast of Greater Sinclair Minstrels. This "real show played before a real audience" in Chicago is broadcast over thirty-nine NBC stations every Monday night. The Greater Sinclair Minstrels broadcast is a big attraction to World's Fair visitors—so popular in fact that Sinclair officials have been busy all Summer explaining why it is impossible to give passes to the three or four thousand people who apply each week. The reason is that the studio holds but 400. We wish it held 4,000.



On International Ice Patrol. Coast Guard Cutter wirelessing location of a huge Atlantic berg. Ships of the Patrol use Sinclair oils while guarding shipping lanes. Battleships, destroyers, submarines and other U. S. Navy vessels, as well as the Army's fighting tanks and aircraft, also use Sinclair oils under a Government contract awarded Sinclair for the third successive year.

HOW A WISE MOTORIST foils oil bootleggers

THEY DON'T GYP ME ANYMORE WHEN I BUY OIL!

HOW DO YOU KNOW THEY DONT?

WE'LL STOP FOR OIL AT THIS SINCLAIR STATION AND YOU WATCH

I'LL BE ALL EYES

SEE, HE'S OPENING UP A SINCLAIR BOOTLEG-PROOF CAN

YES, SIR, EVERY DROP OF OUR SINCLAIR OPALINE IS CANNED AT THE REFINERY

THIS COMBINATION FUNNEL-OPENER WRECKS THE CAN—NOBODY CAN REFILL IT

BOY! THAT SURE STOPS THE OIL BOOTLEGGERS! ME FOR SINCLAIR OPALINE IN THESE CANS FROM NOW ON

OIL BOOTLEGGERS FOILED

Sinclair Opaline Motor Oil and Sinclair Pennsylvania Motor Oil now come in these scaled 1-quart and 5-quart cans. Refinery-sealed—opened before your eyes. And the can is so mutilated that it never can be used again.



SINCLAIR MOTOR OILS ARE NOW BEING SOLD IN THESE CANS IN CHICAGO AND SOME OTHER CITIES. THIS SERVICE WILL BE GRADUALLY EXTENDED.

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