CROWDS NEVER TIRE watching the life-like motions of the roaring dinosaurs that star Sinclair's exhibit at the World's Fair. The picture above, an interested group of spectators 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 both stars to impress buyers of the crude oils used and Sinclair Pen generally accepted as the oldest crude oil.
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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 deadly 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.
AIR DINOSAUR EXHIBIT ES WORLD'S FAIR VISITORS

TURIES! Each day Fair Exhibit is re-e-millions of years ago.

Tyranosaurus 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
thousands Daily

IN BIG NEWS-
the Century of Progress Expo-
tever to reproduce out-of-doors in millions of years ago. Here is exhibited, when: mammoth dino-
saur and other prehistoric beasts have been recreated in all the glory of ferocious appearance. The

form the skeletons of the dino-
saurs so that the models might withstand the strong gales that often descend upon Chicago from the wide expanse of Lake Michigan. Then the "skeletons" were applied to these bones of steel. The arms are made to move and breathe and, seemingly, live again by means of elc-
tric motors and intricate mech-

The general contractors for the Dinosaur Exhibit were Kaiser-Durckett-Oflet, Ill.; the contacts, Burcham 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 skeletal remains 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 Col-

In the Western States, too, have been found evidence of dino-
saur 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 techni-
cally as the Mesozoic Era, which came to an end about 60,000,000 years ago. It lasted for 151,-

The estimates are based on the now generally accepted esti-
mate of 6,000,000,000 years for the age of the earth. The first billion years are believed to have been the barren earth, the first half of the second billion was spent in going from one-cellular forms of life in many-celled forms, such as sponges and shellfish. An-
other 300,000,000 years evolved true fish and amphibians. Then came the Amphibians, in which dinosaurs rose to their brute strength and mammal age.

Dinosaur Exhibit
Shows Six Different Beasts

variance in the size and ap-

pearance of dinosaurs is strik-
ingly shown by the Sinclair ex-
hibit. All of the prehistoric ani-
mals have been recreated in full life size. Largest of these is the
braywyw Brontosaurus, who in life bulked forty tons. This

This monster was a vegetarian, scien-
tists assert, living on plants. He had four heavy, pillar-like legs and a twenty-foot neck and thoracic foot tail. He stood approxi-
mately twenty-one feet high.

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

Between these two extremes in the sizes of the Sinclair dino-
saurs are Tyrannosaurus Rex, king of the Tyrrant 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, Ty-
ranosaurus 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 Tyranno-
saurus model is 25 feet long, the Triceratops, 20 feet.

The Duck-Billed dinosaur, which is fifteen feet long, ap-
ppears in his natural habitat, a pool of water. Nearby, the twenty-five-foot Stegosaurus with the werenotched back嚴重, 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 vege-
tarian diet. The only flesh eater in the group was the king of them all, the ferocious Tyrannosaurus Rex.

Realistic Setting

Not only has the dinosaurs been recreated by Sinclair with scientific accuracy, but every ef-
fort has been made to construct the entire setting in accordance with conditions believed to exist during millions of years ago. Authori-
ty were freely consulted and no detail overlooked. The rocks which are part of the dino-
saur 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. Pine, fern, cattail 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 crude oils from which Sinclair Motor Oils are refined. Our refining department officials have discovered that, generally speaking, the oldest crude makes 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.

"World's Fair visitors to the Sinclair Dinosaur Exhibit have been asked the question, "Is there any connection between the dinosaurs and the crude oils?" The fact is that all crude oils are refined from a mixture of crude oils. The dinosaurs, which lived millions of years ago, were formed before the dinosaurs. At the time of the dinosaurs' appearance, the earth was in its early stage of development, and it is for this reason that in Sinclair advertising we point out that these crude oils 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 crude 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 areas 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 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 degrees below zero F. This is an extra step in the manufacturing process taken by few, if any other, refineries, 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."

MOST PHOTOGRAPHED EXHIBIT—Attendance at the Sinclair Dinosaur Exhibit is running over 1,000,000 people monthly. In a single day, 76,000 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 dinosaur fair 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."
STEGRODACTYL.—A close-up of the twenty-five-foot long第二大恐龙 at the Sinclair exhibit at the World's Fair. Scientists have discovered that this creature had two heads, one in front and the other at the back of its body. It is thought that this dinosaur was a kind of scavenger, as it is often found with its kind legs from wandering 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 exhibits of dinosaurs but this is the first time any one has ever had to see life out of doors as it existed millions of years ago. Truly, the "world's strangest zoo."

THUNDER BEAST! In spite of its name, the Sinclair dinosaur, is 76 feet long, has back only 31 feet in the air above his back, and has 12-inch tail. In one of its leaps, it can jump 12 feet high and 40 feet across. It is thought that this dinosaur lived in the Cretaceous Age, suggesting movement not only across the Sinclair Dinosaur area but also across the whole of the Sinclair Oil Company's territory.
KIRBY STEPS AHEAD and it costs him nothing extra

LOOK OUT! KIRBY’S TRYING TO BEAT US AGAIN

NOT WHILE WE’RE USING SINCLAIR STEPPED-UP TO

HEY, WHAT GAS HAVE YOU GOT IN YOUR CAR?

SINCLAIR H-C—WHAT DO YOU SUPPOSE?

NOT ME!

YEARTH-YOU HAD TO BUY A PREMIUM PRICE GAS.

GET NEXT TO THE BIG NEWS, BOY. THE NEW H-C SELLS AT REGULAR PRICE—AND FIGURE OUT FOR YOURSELF WHETHER IT’S BETTER THAN GOOD OLD STEPPED-UP TO!

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!

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.

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 about four inches to about four feet, the length of the one shown here.

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

GASOLINES AND KEROSENE
Sinclair H.C. Gasoline
Sinclair Ethyl Gasoline
Sinclair U. S. Motor Special Gasoline
Sinclair Green Gasoline
Sinclair Superthane Kerosene
Sinclair Heating Oils

OILS AND LUBRICANTS
Sinclair Pennsylvania Motor Oil

Sinclair Opaline Motor Oil
Sinclair Opaline Chassis Lubricant
Sinclair Opaline Gear Lubricant
Sinclair Opaline Universal Grease
Sinclair Emerald Auto Oil
Sinclair Water Pump Lubricant
Sinclair Fishing Oil
Sinclair Industrial Oils (in different sizes)

SPECIALTIES
Sinclair P. D. (Insecticide)
Sinclair Stock Spray
Sinclair Household Oil
Sinclair Wax Oil
Sinclair Special Solvent (For cleaning and to replace turpentine in paint and varnish making)
Sinclair Soap
Sinclair Waterproofer
Sinclair Metal Polish
Sinclair Chromium Polish
Sinclair Spot Remover
Sinclair Tar Remover
Sinclair Automobile Polish

SINCLAIR REFINING COMPANY [Inc.], 65 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—or in your industrial plant. See your local Sinclair dealer or agent.

On International Ice Patrol. Coast Guard Cutters, wavelengthing location of a huge Atlantic berg. Ships of the Patrol use Sinclair oils while traveling 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.

Cast of Greater Sinclair Movietone. This "real show played before a real audience" in Chicago is broadcast over thirty-nine NBC stations every Monday night. The Greater Sinclair Movietone 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 —pooicces 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.

HOW A WISE MOTORIST foils oil bootleggers

THEY DON'T QVIP ME ANYMORE WHEN I BUY OIL!
HOW DO YOU KNOW THEY DON'T?

WE'LL STOP FOR OIL AT THIS SINCLAIR STATION AND YOU WATCH!
I'LL BE ALL EYES!

SEE, HE'S OPENING UP A SINCLAIR BOTTLES-PROOF CAN—NOBODY CAN REPEL IT!

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

THIS COMBINATION FUEL-OIL-OPENER WROUGHT THE CAN—NOBODY CAN REPEL IT!

BOY! THAT SURE STOPS THE OIL BOOTLEGGERS! I CAN'T REPEL THESE CAN FROM NOW ON!

OIL BOOTLEGGERS FOILED
Sinclair Opaline Motor Oil and Sinclair Pennsylvania Motor Oil are now in these sealed 1-quart and 3-quart cans. Refillable-capped-topped before your eyes, and the seal is impenetrable 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.
MILLIONS SEE WILDLIFE AT SINCLAIR DINOSAURS