

7

# PURE OIL Pathfinder Map of A CENTURY OF PROGRESS EXPOSITION

1934



Compliments of THE PURE OIL COMPANY

•• Group One-General Exhibits Building



# PURE OIL PATHFINDER

FOR A CENTURY OF PROGRESS EXPOSITION—1934

## INDEX TO BUILDINGS AND CONCESSIONS

- |                               |                                |                                      |                             |                                |                                 |
|-------------------------------|--------------------------------|--------------------------------------|-----------------------------|--------------------------------|---------------------------------|
| C-13 Adler Planetarium        | B-5 Common Brick House         | B-12 Frank Buck Animal Show          | B-5 Irish Village           | B-13 Person's Exhibitors Co.   | B-8 Swift Bridge & Band Stand   |
| A-11 Administration Building  | B-12 Continental Baking Co.    | C-3 Frigidaire Bldg.                 | B-12 Island Midway          | C-1 Poultry Show               | A-9 Swiss Village               |
| B-12 Agricultural Building    | C-1 Crowell Pub. Co.           | B-7 General Cigar Co.                | B-10 Italian Pavilion       | A-9 Pure Oil Co. Exhibit       | B-13 Terrazo Promenade          |
| B-7 Alpine Garden             | B-5 Crane & Co.                | A-9 General Exhibits Building        | B-7 Italian Village         | B-5 Ripley's-Believe It Or Not | B-8 The Casino                  |
| B-6 American Colonial Village | A-10 Czecho-Slovakian Pavilion | B-5 General Houses, Inc.             | B-5 Japanese Pavilion       | B-5 Rostone House              | B-7 The Hub—H. C. Lytton & Sons |
| A-8 American Radiator Co.     | B-7 Doughnut Machine Corp.     | C-3 General Motors Building          | B-5 Johns-Manville Co.      | B-5 Rutledge Tavern            | B-7 The Oasis                   |
| B-4 Armo Ferro Enamel House   | C-11 Dutch Village             | B-5 Glass Block House                | B-12 King Solomon's Temple  | B-8 Thermometer                | B-11 Thompson's Restaurants     |
| B-10 Armour & Co.             | B-6 Edwards Rancho             | B-5 Good Housekeeping Gardens        | B-5 Kohler Building         | A-11 Sears Roebuck Building    | B-9 Time & Fortune Building     |
| A-10 Army Camp                | A-12 Eitel's Rotisserie        | C-1 Goodyear Landing Field           | A-10 Lama Temple            | A-12 Shedd Aquarium            | B-9 Travel & Transport Bldg.    |
| A-11 Avenue of Flags          | B-10 Electrical Group          | B-5 Lincoln Group                    | B-5 Lumber House            | A-10 Skyride                   | C-10 U. S. Military Camp        |
| B-11 Bandstand & Stage        | B-9 Enchanted Island           | B-5 Hall of Religion                 | C-2 Machinery Demonstration | B-10 Soldier Field             | B-5 Victor Vienna Restaurant    |
| B-13 Beach Midway Restaurant  | C-1 Farm Home Group            | A-10 Hall of Science                 | B-5 Masonite House          | B-5 Walgreen Drug Co.          | C-2 Wings of a Century          |
| B-7 Belgian Village           | B-11 Federal Building          | B-5 Hawaiian Gardens                 | B-5 Mayan Temple            | B-10 World in Miniature        |                                 |
| B-5 Black Forest Village      | C-1 Federal Homes              | B-11 Hiram Walker & Sons, Inc.       | C-8 Mexican Village         |                                |                                 |
| C-1 Brookhill Laboratories    | A-11 Field Museum              | B-5 Home & Industrial Arts Group     | B-6 Midway Village          |                                |                                 |
| B-8 Byrd's Polar Ship         | B-11 Firestone Building        | B-5 Home Planning Hall               | B-5 Nash Motors             |                                |                                 |
| B-9 Cactus Pergola            | B-11 Fish Bar                  | B-8 Horticultural Building & Gardens | B-5 Old English Village     |                                |                                 |
| C-3 Casino De Alex            | B-5 Florida House              | B-5 House of Tomorrow                | B-5 Standard Oil Building   |                                |                                 |
| C-2 C. & N. W. Ry.            | B-12 Foods Building            | A-11 Illinois Host House             | B-11 States Bldg.           |                                |                                 |
| A-9 Chinese Pavilion          | B-4 Ford Building              | B-12 Illuminated Fountain            | B-7 Stran-Steel House       |                                |                                 |
| B-9 Christian Science Monitor | C-4 Ford Grand Stand & Park    | B-7 Streets of Paris                 | B-7 Streets of Shanghai     |                                |                                 |
| B-3 Chrysler Bldg. & Track    | B-5 Fort Dearborn              | B-7 Infant Incubator                 | A-10 Swedish Pavilion       |                                |                                 |

This map compiled from information available May 1, 1934

Copyright by Rand McNally & Company, Chicago







**THE PURE OIL COMPANY, U.S.A.**

**PURE OIL PATHFINDER**  
*Pictorial Map of the*  
**WORLD'S FAIR-1934.**



THE relation between the principal oil industry operations which are necessary to bring petroleum products to you, is shown in an interesting and instructive manner at The Pure Oil Company exhibit at A Century of Progress. The complete cycle of operations, as exemplified by one of the major independent units in the petroleum industry, is presented on a huge animated relief map of the eastern two-thirds of the United States. Here are portrayed the more important producing, refining, transportation and marketing operations of The Pure Oil Company.

#### 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 essential domestic and industrial products. Pure Oil's seven 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.

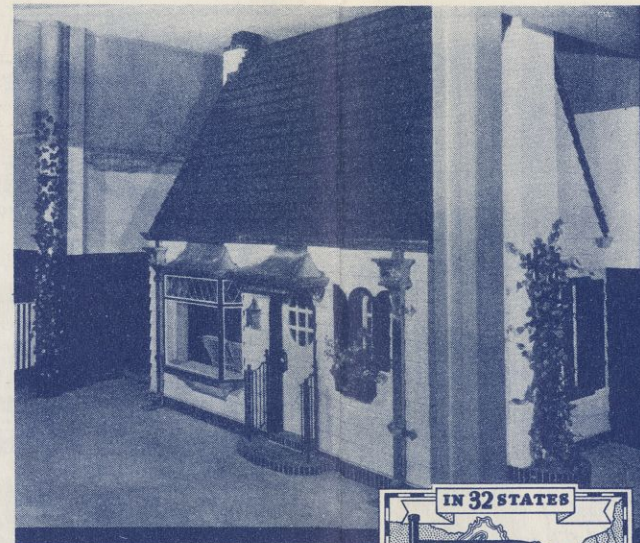
For example: Crude oil from the Van field in Texas is sent by pipe line to Pure's Smiths Bluff refinery on the Gulf coast, where it is refined, and the finished products shipped by tanker to ocean terminals near east-coast marketing areas. Upon reaching the gulf coast by pipe line, the crude oil itself can be sent by tanker to the Marcus Hook refinery in Pennsylvania, from which the refined products can be transported to marketing plants by pipe line, tank car, or barge. Such transportation facilities effect substantial economies and contribute to uniform high quality.

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

#### MARKETING

There are approximately 900 bulk storage plants throughout 32 states, from which Pure Oil products are delivered to Service Stations and other wholesale buyers. This company's best known automotive products are Purol-Pep gasoline (sold in some southern states as Woco-Pep) and Tiolene, the 100% super-Pennsylvania Motor Oil. These, and other automotive products in Pure Oil's complete line, are sold through over 16,000 retail outlets along the

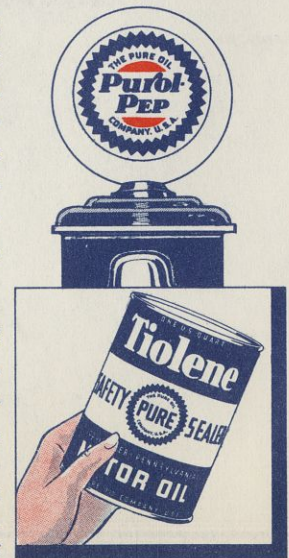
principal highways and thoroughfares of the eastern two-thirds of the United States. You can identify these service stations by the blue and white PURE seal sign—a symbol of quality products and courteous service to hundreds of thousands of motorists.



#### THE PURE OIL COMPANY U. S. A.

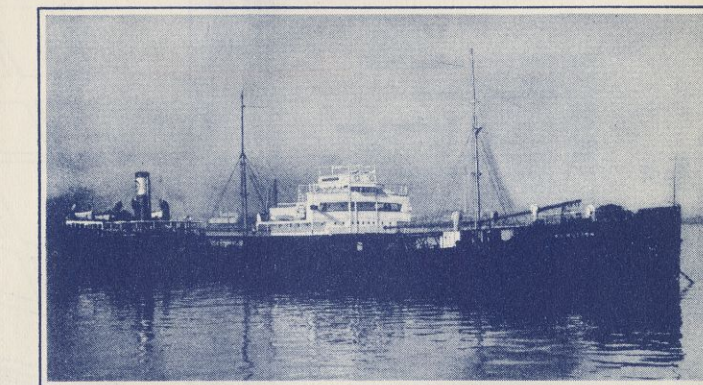
Wherever you drive throughout 32 states, it pays to Tour with Pure. At home or en route, the men who operate stations displaying the PURE seal sign are at your service . . . ready to check your car from bumper to bumper . . . anxious to show you the short cut to long run economy.

Purol-Pep is more than just a gasoline—it is a modern motor fuel that combines all needed elements to give peak performance. Skillfully refined to meet today's speeds and needs, Purol-Pep (or its southern twin, Woco-Pep) gives more "go" per gallon.



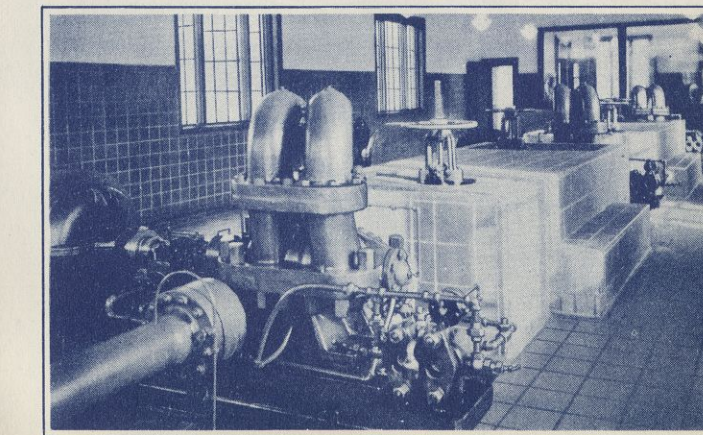
Thousands of hard driving motorists have found that Tiolene, the 100% super-Pennsylvania motor oil, keeps its body longer, gives more safe miles per fill. This famous heat-resisting oil is sold, refinery fresh, in safety-sealed cans—for the protection of your motor and your pocketbook. **TOUR WITH PURE**

## The Company Back of PURE OIL Products

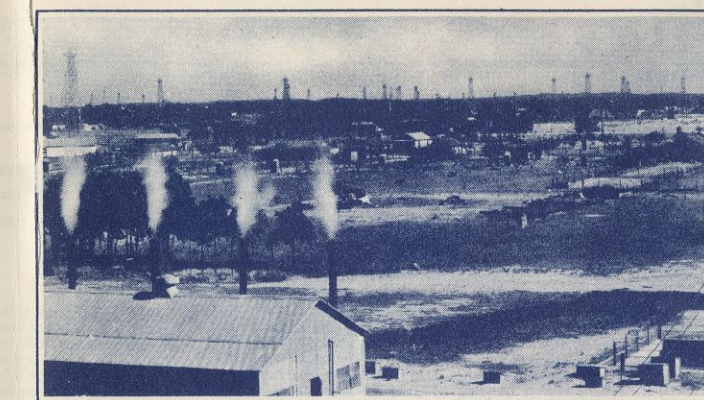


Pure Oil's fleet of ocean tankers and river barges supplement pipe lines in linking producing fields to refineries and bringing refineries economically closer to markets.

Pumping stations, such as this, supply the heartthrob which forces crude and refined products through the 2,600 miles of underground pipe lines used by Pure Oil.



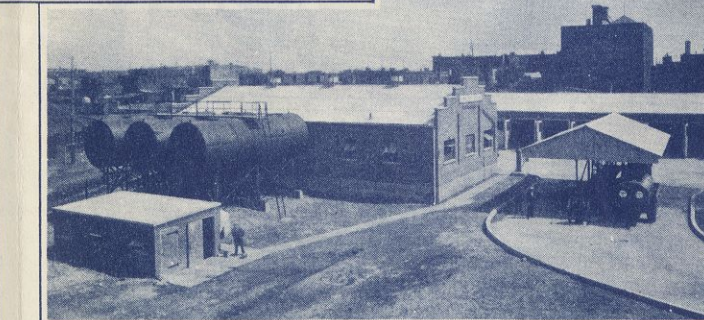
By controlling each operation from oil wells to service station pumps, Pure Oil controls the uniform high quality and production costs of its products. That is why more and more motorists are buying them with utmost confidence and ultimate economy. . . .



A section of Pure's Van field in Texas. With over 5,000 producing wells in different fields throughout nine states, Pure Oil can choose the most desirable crude from which to refine each product.



At Marcus Hook, Pa. (near Philadelphia) is one of the seven modern refineries operated by this company in different sections of the country.



From over 900 bulk storage plants in 32 states, Pure Oil products are delivered to the blue and white service stations of agents and distributors which you can identify by the PURE Seal sign—a symbol of quality.

## PURE OIL Pathfinder Map of A CENTURY OF PROGRESS EXPOSITION

# 1934



Compliments of THE PURE OIL COMPANY  
•• Group One-General Exhibits Building





**PURE OIL PATHFINDER**  
*Pictorial Map of the*  
**WORLD'S FAIR • 1934 •**