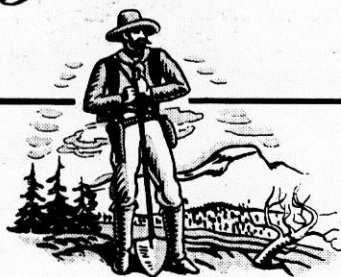


“GREEN GOLD”

The Romance of The World's Finest Motor Oil



HISTORIANS have devoted many pages to the heroic deeds of the men who have fought the wars of the world ... and too few pages to those who have pioneered the world's progress in peacetime.

One of the most colorful stories of peacetime pioneering (and not always peaceful, either) is the story of the early days in the oil fields of Pennsylvania.

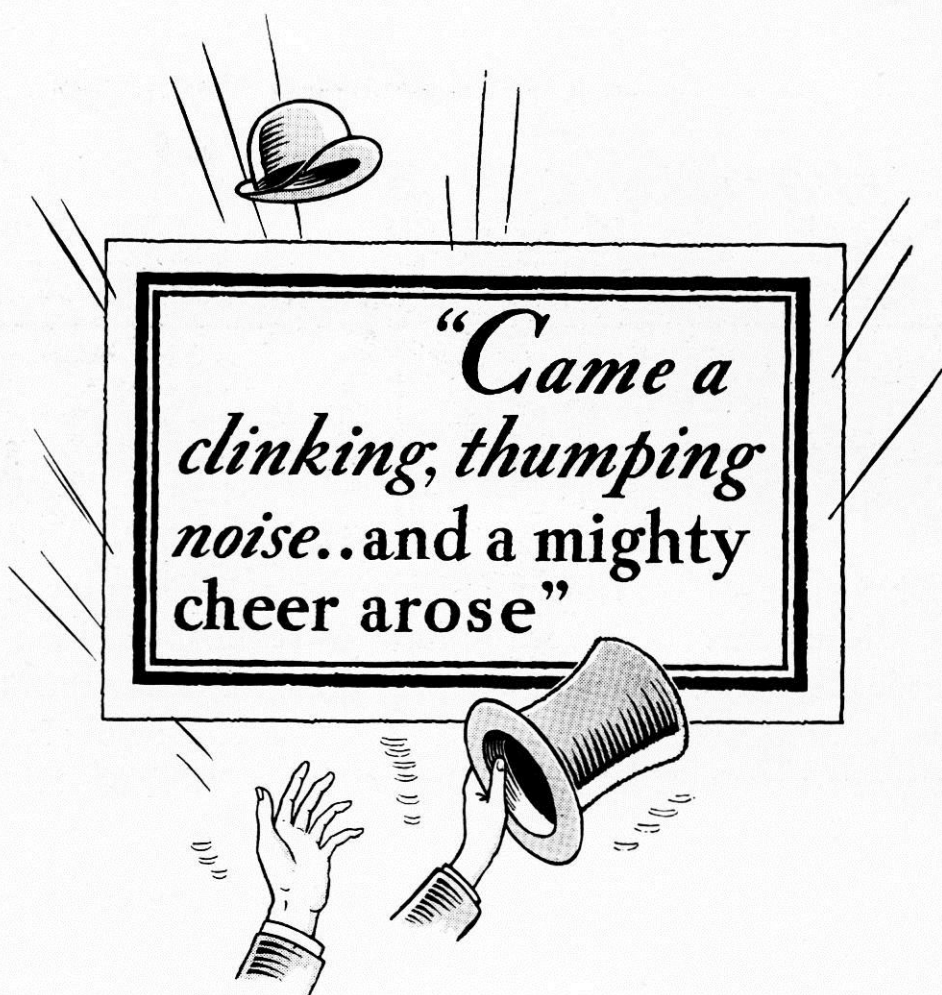
They called the Pennsylvania oil, "Green Gold" ... "Gold", because it has a full-bodied richness found in no other crude oil ... "Green", because its peculiar color identifies its superior quality, wherever oil is sold.

No wonder the men who founded the

Tide Water Oil Company met with every kind of selfish opposition in realizing their dream of piping this "Green Gold" to the coast ... refining it there ... and bringing it to millions at the lowest possible cost.

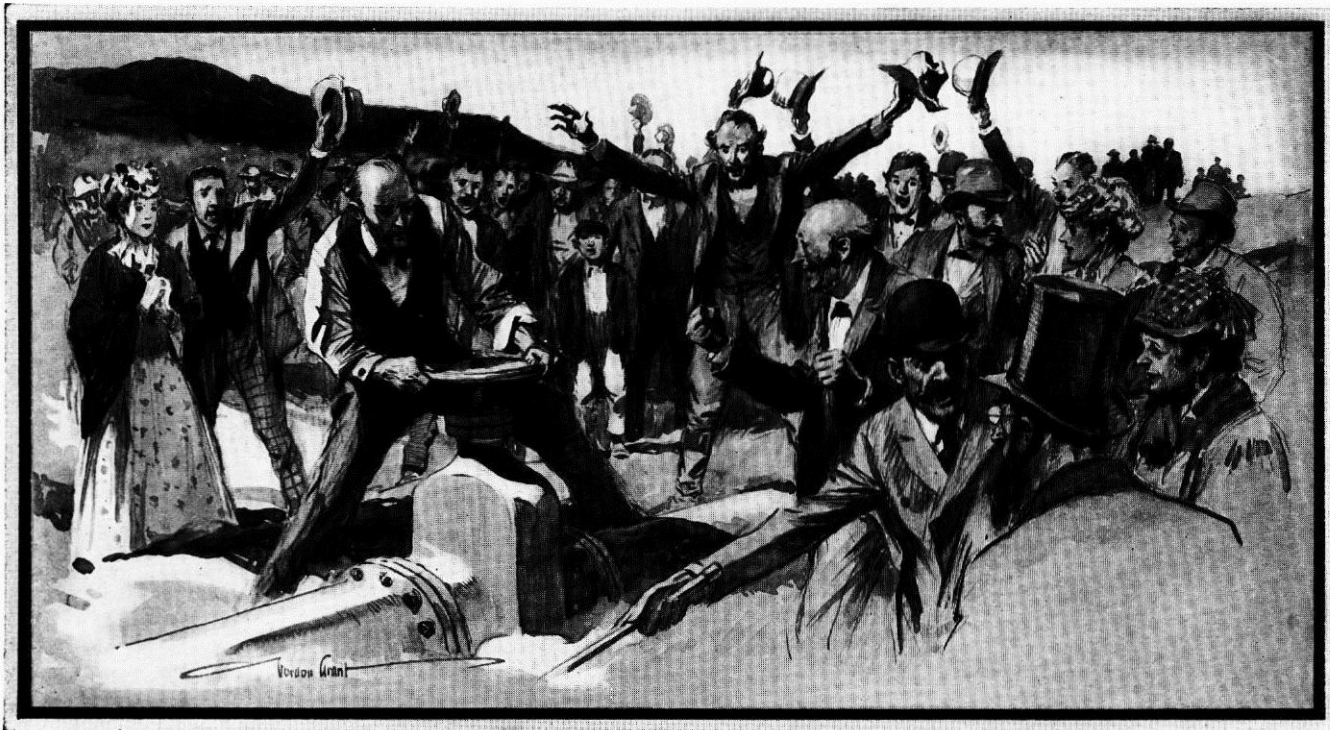
It was the courage and indomitable will of these men, which supplied the impetus that has resulted in Tide Water being, today, the largest producer and marketer of Pennsylvania lubricants ... and the refiner of Veedol, known as the world's finest motor oil.

Every Tide Water executive, employee and dealer ... every man and woman who is interested in the future of the Company ... should be proud of the Company's past, as told in this book.



*“Came a
clinking, thumping
noise..and a mighty
cheer arose”*

GAMBLERS LOST THEIR SHIRTS WHEN "BENSON'S FOLLY" WORKED



"Came a clinking, thumping noise . . . and a mighty cheer arose."—From Chapter I . . . in the Romance of the World's Finest Motor Oil

ON THE morning of May 28, 1879, the townsfolk of Coryville, Pa., were in a gay and carnival mood. Byron D. Benson was about to reveal his long promised miracle. A magic pipe-line that would whisk petroleum over the mountains to Williamsport—over 100 miles away.

For months, "Benson's pipe dream" had been the talk of the town. Oil men called it a harebrained scheme. Gamblers bet 50 to 1 that no pump could be built powerful enough to force a stream of oil across the Alleghenies.

But Benson and his associates, the founders of the Tide Water Oil Company, had grimly proceeded with their project. They knew they *had* to win. They knew that the railroads were crushing the Pennsylvania oil

producers to death with exorbitant freight rates. They knew that unless a cheaper way could be found for shipping Pennsylvania crude, the public would be forced to buy an inferior petroleum.

A great crowd was on hand when Benson turned the valve which let the first oil into the pipes. Came a clinking, thumping noise . . . and a mighty cheer arose. The oil was on its way, moving on and upward over the hills of Coryville.

Seven days later, the liquid gold poured out of the pipe terminals at Williamsport. And Tide Water knew it had completed the first leg of its pipe-line journey to the sea.

Just as Tide Water opened a new era in petroleum transportation . . . so nearly every

major improvement in the making of fine motor oil can be traced to Tide Water's development of the Pennsylvania oil fields . . . and to its refinery achievements.

Change to the World's Finest Motor Oil

What wonder that Tide Water makes the finest motor oil . . . when its experience is unequaled as the world's oldest and largest producer of Pennsylvania lubricants.



A single crankcase of VEEDOL is a revelation. Drive it hard. Drive it fast. Keep your oil level up and you can't break VEEDOL down . . . You can get Indestructible VEEDOL in refinery sealed cans . . . at no extra cost.

YOU CAN'T BREAK IT DOWN!

A TIDE WATER ASSOCIATED PRODUCT



100% PENNSYLVANIA AT ITS FINEST

INDESTRUCTIBLE VEEDOL MOTOR OIL

*“And the cleaner
was nicknamed
THE
GO-DEVIL!”*



FARMERS SAID: "THE DEVIL'S AFTER US,
CAN'T YOU HEAR HIM RUMBLING?"



"And the cleaner was nicknamed 'The go-devil'"—From Chapter 11 . . . in the Romance of the World's Finest Motor Oil

IN 1879, Tide Water opened a new era in petroleum transportation. It completed the first leg of its pipe-line journey from Pennsylvania to the sea.

When the news reached the ears of certain competitive interests, there was much alarm. "Halt that pipe-line!" was the cry. "Tide Water's Pennsylvania crude is the finest in the world. If it's brought into our markets at a lower transportation cost, we're done for!"

So every possible legal aid was invoked to stop the pipe-line dead. Injunctions were sought; permits to cross railroad lands were revoked; property was bought up in the path of the line. But somehow the resourceful pipe-line men were able to checkmate the enemy.

As the pipe-line pressed onward, efforts were made to hamper the flow of the oil. Obstructions appeared, mysteriously, in the line . . . sticks, stones, and pieces of rope. To remove these, Tide Water invented a whirling scraper which revolved as it was sent through the pipes by the force of the oil.

Farmers, hearing the rumble of the scraper as it pumped along under their lands, thought the devil was after them. And the cleaner was nicknamed "The go-devil."

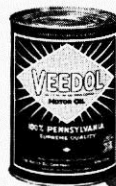
In 1881, Tide Water's pipe-line touched the shores of the sea at Newark Bay. From there it was carried forward on the floor of the ocean to the refinery at Bayonne. Such is the parentage of Veedol Motor Oil, sired

and bred by the company which has written some of the most brilliant pages of achievement in the history of the oil business.

The Secret of Veedol's Longer Life

Veedol Motor Oil is refined from Bradford Pennsylvania Crude . . . the finest in the world. Exclusive processes remove sludge and carbon-forming compounds which cause other oils to burn up and break down.

Drive Veedol hard. Drive Veedol fast. It's more than a match for any motor heat or speed. Keep your oil level up and you can't break Veedol down . . . Veedol comes to you in refinery-sealed cans . . . at no extra cost.



"ASK THE MAN AT THE PUMP!"
YOU CAN'T BREAK IT DOWN!

A TIDE WATER ASSOCIATED PRODUCT



100% PENNSYLVANIA AT ITS FINEST

INDESTRUCTIBLE VEEDOL MOTOR OIL