

Setting the Pace



Conoco Museum

501 W. South Avenue  
Ponca City, OK 74601  
580-765-TOUR (8687)  
www.conocomuseum.com

If you are interested in volunteering, please contact Carla O'Neill at 580-767-2143.



**Hours of Operation**  
Monday-Saturday: 10 a.m.-5 p.m.  
Sunday: 1-5 p.m. • Closed Holidays  
FREE ADMISSION



Welcome to the Conoco Museum. We hope that your visit today immerses you in the rich 127-year history, from the wildcat days of the Cherokee Outlet to the birth of this international energy empire.

This world-class facility celebrates the success of Conoco, which was built not by just one person, but by thousands of employees bonded by old-fashioned practicality and sheer determination. It is their stories that create the heritage that truly is the spirit of Conoco.

We thank you for joining us in experiencing the legacy of Conoco and sharing in our Centennial gift to the great state of Oklahoma.

Carla O'Neill, Director



### A Legacy of Achievement

Starting small but thinking big. Conoco used pioneer grit and western spirit to create a worldwide legacy of remarkable achievements.

#### A Proud Heritage

Experience the evolution of Conoco's identity from its early days. See the reconstruction of Marland's boardroom and learn about the challenges of the 1981 takeover bid. Listen to the firsthand accounts of Conoco executives who were instrumental in the 1998 initial public offering of stock, making Conoco an independent company once again.

#### Ponca City Proud

The Ponca City refinery dates back to 1918, making it one of the oldest operating refineries in the United States and a crucial feature in the history of Conoco. See the development of the Ponca City refinery through computer-generated images and photographs taken during construction. Learn the history of Conoco aviation and try a hands-on exhibit of how a fractionation tower works.

#### Generation to Generation

Watch interviews with lifetime Conocoans telling their stories of the Conoco family. Share a favorite Conoco memory to display on our memories wall.

#### Getting to the Future First

The spirit of innovation and technological achievements lies at the heart of Conoco's development, from a small kerosene distributor serving 19th century pioneer America into a diversified global company. See and hear what it was like to work in a 1950s R&D laboratory. Discover the meaning of coking technology and the patenting of Vibroseis.

#### Setting the Pace

The Conoco story is not about a few individuals, but a celebration of teamwork and achievement. Together, Conoco employees achieved many firsts and set the pace for industry competitors to follow. Visit an outdoor doodlebugger work site. Observe the role that drillships played as Conoco led the way in expanding the hunt for oil. Listen to the story of the tension-leg platform, the world's most advanced offshore oil platform in history.

#### Marketing Conoco

Conoco's award-winning marketing campaigns reflected the company's core values, pioneering spirit and western roots. Watch Conoco's commercials and see how they developed through the years. Play an interactive game in a 1930s Touraide office. Visit a replica service station complete with an operative gravity-fed gasoline pump.



## Entrance and Welcome

1. Continental Oil Company horse-drawn wagon
2. Welcome desk

## Chronology of Conoco

3. 1917 Continental Oil Company delivery truck
4. Timeline – Key company dates and events
5. Theater pre-show

## A Pioneering Spirit

6. 39-Seat theater – Film narrated by Bill Kurtis depicts the spirit of Conoco through perseverance, innovation, teamwork and corporate responsibility

## A Proud Heritage

7. The early years of Continental Oil and Marland Oil
8. A new beginning – two companies merge
9. Marland's Boardroom

*Continued on opposite panel*



*A Proud Heritage continued*

10. Presidents, CEOs and corporate gifts
11. Name and brand development – The changing over from the Conoco triangle to the Conoco capsule
12. Acquisition and independence – The days before and after DuPont

## Ponca City Proud

13. Ponca City refinery animation – Computer-generated “flyover” of Oklahoma’s oldest operating refinery
14. My Conoco Memories – Personal, handwritten accounts of what made Conoco special
15. Generation-to-Generation – Interviews with generations of families employed with Conoco
16. Conoco’s aviation heritage
17. Fractionation tower – Hands-on display depicting the various processes crude goes through in the refining process

## Getting to the Future First

18. 1950s Research and Development – Reconstructed work area
19. Vibroseis
20. Revolutionary new motor oils
21. Coking technology
22. Continental Oil Company horse-drawn wagon

## Setting the Pace

23. Conoco firsts – Drillship and double-hulled tanker models
24. Doodlebugger work site
25. The world’s first tension-leg platform

## Marketing Conoco

26. Classic Conoco commercials
27. 1950s Touraide office with interactive travel game
28. Visible gravity-fed gas pump
29. Yellowstone National Park and Conoco Travel radio show excerpt