

PRINT-FRIENDLY PAGES




Conoco Museum

PRINT-FRIENDLY PAGES

Be an Internet Detective Worksheet

Use the clues online to find out about E.W. Marland and why he is so important to Ponca City and our world today.

Answer the questions below using the following Web site for reference: www.marlandmansion.com

1. Many oilmen considered Marland to be a "Maverick." What did he do that made people think he was an innovative leader?
2. Read Marland's quote. Explain what you think it means.
3. How did Marland's oil refinery influence the population of Ponca City?
4. Marland gave his employees many benefits. Name a few of these benefits, and explain why or why not you think he was a fair boss.
5. Marland Oil was very innovative in the oil business. Choose one of the ways in which it was active, and explain why you think it was important.
6. Name one characteristic of a typical Marland Oil filling station.
7. At one time Marland had accumulated a substantial personal fortune. How much was he worth?
8. Marland Oil Company merged with the Continental Oil and Transportation Company in 1929 and changed names. What was the company's new name?

ACTIVITY TEMPLATE

1

2

3

A B C

4

Important Events in the Life of E.W. Marland

WORKSHEET

- 1874 Marland is born in Pittsburgh, Pennsylvania.
- 1941 Marland is laid to rest in Ponca City, Okla.
- 1908 Marland moves to Oklahoma to explore for oil.
- 1934 Marland is elected as Oklahoma's 10th governor.
- 1925 Construction begins on Marland Mansion.
- 1928 Mansion is complete. Marland moves into mansion.
- 1911 Marland discovers oil southwest of Ponca City.
- 1918 Marland builds a small refinery in Ponca City.
- 1928 Marland resigns as president of Marland Oil Company.

TIMELINE QUESTIONS

Arrange the E.W. Marland timeline to calculate the answers to the following questions:

1. How many years did Marland live?
2. How many years was the Ponca City refinery operated under Marland's leadership?
3. How long did it take to build the Marland Mansion?
4. How long did it take Marland to discover oil after moving to Oklahoma?
5. Oklahoma became a state in 1907. How many years later did Marland become the governor?

Drilling Around the World WORKSHEET

Categorize the information for **arctic**, **desert**, **ocean**, and **tropics** with the picture card that illustrates oil drilling taking place.

Work together as a group to compare and contrast what problems an oil company might encounter when attempting to drill for oil in each of the following regions:

1. What difficulties could you encounter when drilling in the arctic?

2. What difficulties could you encounter when drilling in the desert?

3. What difficulties could you encounter when drilling in the ocean?

4. What difficulties could you encounter when drilling in the tropics?

Go Exploring! Entrance and Chronology of Conoco WORKSHEET

Read and discuss each of the following within your group.

Be prepared to share information after the field trip.

Museum Entrance

1. Locate the quote under the Welcome to Conoco Museum lettering. Interpret what you think it means by, "Starting small but thinking big, Conoco used pioneer grit and western spirit to create a worldwide legacy of remarkable achievements."

Chronology of Conoco

2. Locate and discuss the place in Oklahoma where Marland first discovered oil.
3. Compare how Marland's 101 Ranch Oil Company changed between 1908 and 1929.
4. Research the timeline and locate the name of the foreign country where Conoco made a major oil discovery.
5. Locate the name of the first underwater oil storage tank.
6. The Vibroseis System was developed by Conoco scientists in 1956. Determine how seismic oil exploration changed with this invention.
7. Calculate how many years ago Conoco merged with Phillips Petroleum Co.
8. Examine the Packard tank truck located in the front window display. Consider how you think this vehicle was used to store and deliver oil products.

If time permits, observe and discuss other items of interest.

Go Exploring! A Proud Heritage WORKSHEET

Read and discuss each of the following within your group.

Be prepared to share information after the field trip.

Early History

1. Locate the *Early Beginnings* display. Name the Ponca Indian chief who gave Marland permission to drill on sacred ground. Explain why the land was sacred.

Brands of Distinction

2. Under the *Merger of Mutual Benefit* panel, read out loud the different pronunciations of Conoco. Discuss the origin of the Conoco name.

Corporate Headquarters

3. Examine the Marland Boardroom display. Explain the connection between this replica of Marland's boardroom and Ponca City's offices.
4. Browse through the notebook in front of the boardroom. Now study the photo murals overhead. Compare the murals to the pictures in the notebook. Identify the cities in which these two offices are located.

Strong Leadership

5. Find the *Honoring Those We Lost* panel. Summarize what occurred on Sept. 4, 1991.
6. Observe the portraits of past Conoco presidents and CEOs. Determine which man led Conoco for the most years.

If time permits, observe and discuss other items of interest.

Go Exploring! Ponca City Proud WORKSHEET

Read and discuss each of the following within your group.

Be prepared to share information after the field trip.

Development and Expansion

1. Observe the blue mural titled *Hard-Boiled, Two-Fisted*. Explain the importance of Mr. Dan Moran to Conoco's operations. Describe an unusual money saving technique he used.

Oklahoma's Oldest Operating Refinery

2. Evaluate the method by which Mr. Marland acquired the money to build the Ponca City refinery.
3. Located in the display case find the quote, "Moving 'forward together' and making a difference." Identified is a partnership between two groups. Name the two groups.

Conoco's Other Refining Operations

4. Name the four locations of Conoco's North American refineries.
5. Locate the diesel to hydrotreating fractionation process on the lighted wall. Follow the lights to the vehicle for which diesel fuel is produced. Name the vehicle.

Support During World War II

6. Explain women's involvement in Conoco's operations during World War II and give an example of their efforts.

If time permits, observe and discuss other items of interest.

Go Exploring! Getting to the Future First WORKSHEET

Read and discuss each of the following within your group.

Be prepared to share information after the field trip.

Technological Advancements

1. Inspect the items in the laboratory drawers. Describe which items might still be useful in a modern day laboratory.
2. Find the case with the oil exploration equipment. Describe where you could use a seismic detector.
3. Locate the quote by Ray Gilbert on the wall. Explain some advantages of the new technological breakthrough Vibroseis System.
4. Examine the poster that describes winners of the Conoco Mileage Merchant contest. Count the number of different states represented by the \$5 winners.
5. Name a product created with Conoco wax.

World Leaders in Coking

6. Summarize how crude oil is manufactured to produce coke.

If time permits, observe and discuss other items of interest.

Go Exploring! Setting the Pace WORKSHEET

Read and discuss each of the following within your group.

Be prepared to share information after the field trip.

Expanding the Hunt for Oil

1. Conoco began exploring offshore in 1999 with the Deepwater Pathfinder. Summarize the reasons why this was such a big breakthrough in exploration.

Doodlebugger Display

2. Read and interpret the information about what life was like for doodlebuggers. Evaluate whether you think you would like the lifestyle. Be able to explain your reasoning.
3. Examine the doodlebugger equipment. Discuss what equipment you think the doodlebugger might have needed but didn't have.
4. Examine the red dynamite shooting box sitting near the doodlebugger and read the information. Infer what you think the last CAUTION statement means.

Storage and Delivery

5. Compare the delivery of kerosene, gasoline, and crude oil in the 1870s to delivery in 1998.

Overseas Expansion

6. Find *A Marvel of Technology*. Instead of using pipelines, Conoco saved millions of dollars by storing oil on its head. Summarize how it was able to store oil in a tank without a bottom.

If time permits, observe and discuss other items of interest.

Go Exploring! Marketing Conoco WORKSHEET

Read and discuss each of the following within your group.

Be prepared to share information after the field trip.

Traveling with Conoco

1. Analyze the information in the Touraide Travel Bureau desk area. Explain how Conoco's free Touraide Trip Planning Service would assist travelers.

Fueling the Nation

2. Describe what types of services were offered at Conoco stations in the 1940s and 1950s. Explain how that is different than services of today.
3. Compare and contrast the design of a Conoco station in 1930 to a present day Conoco station.
4. Operate the hands-on gravity fed pump in the small service station. Compare and contrast this pump for the 1920s to the gasoline pumps of today.

JETting Into International Marketing

5. Conoco marketed its Libyan oil through newly acquired JET stations. How many JET outlets did Conoco operate? Name European countries where JET stations can be found.

Partnership at Yellowstone

6. Evaluate why Yellowstone National Park would only allow Conoco to be sold inside the park.

If time permits, observe and discuss other items of interest.

GAME BOARD

Chronology of Conoco	A Proud Heritage	Ponca City Proud	Getting to the Future First	Setting the Pace	Marketing Conoco
100	100	100	100	100	100
200	200	200	200	200	200
300	300	300	300	300	300
400	400	400	400	400	400