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BE THERE OR "BE SQUARE" – THE LIFE AND LEGACY OF THEODORE NEWTON BARNSDALL

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Born and raised in the shadow of Edwin Drake's landmark well in the Oil Creek Valley of Pennsylvania, it may have been no surprise that Theodore Barnsdall followed with dreams of his own petroleum ventures. Indeed, by the end of his relatively short life at age 66 in 1917, "Thede" Barnsdall was an oilman well-known to the American public, and the companies he created and held interests in were often reported to be the only formidable rival to Standard Oil. However, while "the Standard" and John D. Rockefeller are names still widely recognized today, it seems that Barnsdall's role in the early exploration and development, transportation and refining of petroleum products has faded in U.S. petroleum history.

Theodore Newton Barnsdall was born in the summer of 1851 in Titusville, PA. His father, William Barnsdall, had emigrated from England and was a shoemaker-turned-petroleum pioneer in his own right. William partnered in the drilling of the second Oil Creek Valley well (Barnsdall, Mead, Rouse & Co. well no.1) following Drake's success, and is credited with building the first multiple-still kerosene refinery in Pennsylvania in 1860. Theodore reportedly learned his trade as a young teenager by first assisting with a well in Pithole, Pennsylvania, owned by his father.

Theodore Barnsdall later amassed numerous interests in coal, gold, silver, copper and silica mines; railway companies; and oil and gas companies within the U.S., Canada and Mexico. He both competed against and, reportedly, collaborated with Standard Oil. One of his most contentious business dealings involved allegations that he acted as a front man for Standard Oil's acquisition of the Osage Indian Territory lands in northern Oklahoma in the early 1900s. Following Barnsdall's death in 1917, his son-in-law, Robert Law, Jr., took over all of Barnsdall's interests and consolidated them into the Barnsdall Corporation.

In 1920, Barnsdall Corporation merged with the Bigheart Producing and Refining Company in Oklahoma, to create the Barnsdall Refining Company, which marketed its line of lubricating oils and other products under its "Be Square" and "Be Square to Your Motor" slogans. The International Barnsdall Corporation was incorporated in October 1921, with the Barnsdall Corporation owning a majority interest of its stock. In the early 1920s the company provided drilling equipment and personnel to improve development of the Baku oil fields under an agreement with Soviet Russia. In mid-1922, control-

ling interest in the Barnsdall Corporation was bought out by the Atlantic Refining Company. Barnsdall Oil Company survived until 1950 when it was acquired by Sunray Oil Corporation. Barnsdall Oil Company's west Texas properties were reportedly bought by Amoco. Cities Services Company (a Citgo predecessor) had previously bought certain Barnsdall holdings in 1912. The Barnsdall Refining Company was renamed "Bareco" in 1940 and in 1946 it ceased refining operations in order to concentrate on the manufacture of specialty waxes. That company later became Bareco Wax Company, was eventually bought by Petrolite Corporation, and is now owned by Baker Hughes, which manufacturers wax products using both the "Bareco" and "Be Square" trade names.

Vestiges of Barnsdall and ties to Pennsylvania remain scattered across the country. The town of Bigheart, Oklahoma was renamed Barnsdall in 1922 after the company's numerous wells and refinery located there. In California, the Potter Sand was named after the Potter Oil Company, controlled by the Potter Natural Gas Company of Potter County, PA. Oklahoma hosts both a Barnsdall Formation and a Barnsdall soil series, while the Barnsdall Sand is located within the Premont field of Texas. And Barnsdall Park outside of Hollywood is named after the family. Barnsdall's younger daughter, Aline, used her inheritance to commission Frank Lloyd Wright to design a home for her there in 1919. The home and grounds were eventually donated to the city of Los Angeles and are used to host arts and theater events; "Hollyhock House" was designated a National Historic Landmark in 2007.

So while Theodore Barnsdall may not be a well-known name, he certainly left his mark on the oil and gas industry of the United States, and his legacy lives on in the 21st century.