

Pioneering Petroleum...

JOHN D. ROCKEFELLER



The most widely known oilman, John D. Rockefeller, in the latter 1860's established the partnership of Rockefeller, Andrews & Flagler. The firm had refining operations in Cleveland, a crude oil purchasing office in Oil City, and a shipping office in New York City. In 1870, the firm reorganized as the Standard Oil Company of Ohio. Eventually, Standard Oil would refine 90% of the crude oil in the country. Under the leadership of Rockefeller and 12 other Directors, Standard Oil vertically integrated the petroleum industry from

refining and transportation to marketing of refined product. In 1888, under threat of loss of crude supply, Standard Oil expanded to include production of crude oil. Rockefeller's vigorous efforts to consolidate the refining business during a time of over-capacity and efforts to develop an innovative national organizational model across state lines, along with Standard Oil's unprecedented success, brought Rockefeller both wide acclaim and criticism.

Ultimately, he lost the battle of public perception, but Rockefeller had a lasting impact on our nation's views of the petroleum industry.

Rockefeller withdrew from active Standard Oil leadership in 1897. In 1911, the Supreme Court ordered the dissolution of Standard Oil. Financial gains from the breakup of Standard Oil made John Davison Rockefeller among the wealthiest men in the world.

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