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THEATA Magazine containing about 60 articles
by native students with line drawings and 20
photographs of scenes from village Alaska can be
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THEATA is printed by the Eskimo, Indian, and Aleut
Printing Co., Inc. Price: \$1.75, a penny a page.
Money will go to support next year's issue.

How to spot a Cornus Canadensis L from 50 feet.

Or maybe an Eriophorum Scheuchzeri Hoppe.
They're all there, casually sprinkled along our
roadsides. Things you see, admire and, sometimes,
wonder about.

Alaska is blessed with mighty mountains,
awesome rivers and silent sparkling glaciers. All
massive, beautiful and different.

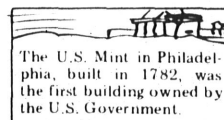
But the dimensions of beauty can be small.
Like our wildflowers—Ground Dogwood, Arctic
Cotton and Fireweed. Most of us who share
this Great Land can identify these tiny splashes
of color with the flick of an eye—at a hundred
yards. Those who come north to briefly share
our brilliant summers, however, sometimes seem

to miss much of Alaska. Driving our highways,
they're overwhelmed by size; they often
overlook the small up close things.

Because we feel more people should get to
know our state better, even the small things that
are important to us, Exxon USA has produced
a new booklet, "Beauty by the Roadside." It
features color photographs and descriptions of
a dozen of our most common wildflowers. We
thought visitors would like to have it; it's free.

P.S. We've set aside a few copies for Alaskans,
too. If you would like a copy—perhaps for a
friend—drop us a note at P.O. Box 440, Anchorage,
Alaska 99510.

EXXON COMPANY, U.S.A.



The U.S. Mint in Philadel-
phia, built in 1782, was
the first building owned by
the U.S. Government.



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wore shoes that played
music when they walked
—to advertise their calling.