

New technology doesn't mean an end to old customs.



Both can work together.

In the 1880's, the intricate carving of ivory by Western Alaskan Eskimos was practiced by the glow of a seal oil lamp. Later, this same delicate craft was performed under the light of a lamp fueled by kerosene, supplied by a company that would one day be known as Chevron. The introduction of this new fuel did not change this time-honored art . . . only illuminated it.

Today, Chevron provides fuel that plays an important role in the subsistence life-style of many bush communities. Petroleum products from Chevron power equipment as dif-

ferent as outboard motors, snowmachines and chainsaws — all an integral part of Western Alaskan life.

New ideas and technology don't necessarily mean an end to old ways and customs. Working together, they can provide a better way of life for all Alaskans.

Chevron was in Alaska at the turn of the century helping to illuminate a culture and fuel new ideas. And Chevron is here today, helping to fuel Alaska's, and America's, energy needs.

There's nearly 100 years of Alaska behind every Chevron sign.

