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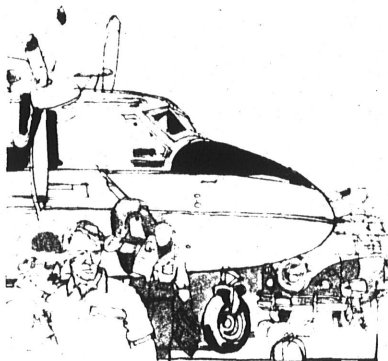
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Every year more and more tourists are discovering Alaska's biggest attraction: 586,000 square miles of open space and open sky. Standard Oil is helping more people enjoy this vast state.

Every year we provide travel information and guidance to thousands of families planning trips to Alaska, and we actively promote Alaska tourism

through travel films, books, magazines, maps and other travel aids.

As Alaskans, we're working with government, business and individuals to achieve the objectives of the tourist industry of tripling visitors to Alaska by 1980. We think the tourist industry will play a significant part in Alaska's future growth.

As longtime Alaskans, we've been helping tourism grow ever since "the Highway" went in, and we built the first network of modern service stations in the state. Today we're the major petroleum supplier for every

route to Alaska — road, sea and air.

Alaska residents and tourists alike are never more than a tankful of gasoline away from a Chevron Dealer on any of the major state highways, and Chevron products are available at over 35 points along the Alaska Highway.

Alaska's Marine Highway System has been a steady user of Chevron fuels and lubricants since it started.

And we've been an active promoter to help fill its passenger lists. Last year 24,000 visitors arrived by ferry alone!

We have long supplied major interstate and intrastate airlines serving Alaska. And we've helped Alaska's charter plane operators expand their serv-

ices by expanding ours.

Today there are over fifty Chevron Airport Dealers throughout the state, making even the most remote fishing and hunting areas accessible to visitors by air.



# We're working to triple Alaska tourism by 1980.



Standard Oil is working with Alaskans everywhere, from Ketchikan to Barrow, in petroleum, fishing, mining, tourism, government, ecology, education, forest industries, construction, and transportation.

We're continuing to expand services, developing special products for Alaskan needs, and working closely with the problems and concerns of all Alaskans. We've been helping pioneer Alaska since before the turn of the century. So we know how to help.

**Alaskans helping Alaskans**

**Standard Oil Company  
of California**

