

# 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.

