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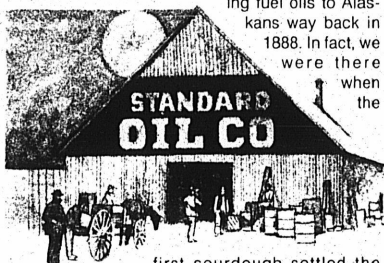
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1888

The people of Standard Oil have been living, working, and investing in the Alaskan economy longer than most Alaskans have been Alaskans. That's why nobody thinks of us as cheechakos — newcomers. We're what you'd call sourdoughs.

The first representative of Standard Oil started selling fuel oils to Alaskans way back in 1888. In fact, we were there when the



first sourdough settled the Yukon. At that time we were the only oil company with enough faith in Seward's so-called ice-box to make a major investment in this young economy. A few years later, when the great gold dredges crawled the icy land, the people of Standard Oil were on hand once again supplying the bulk storage of fuel and

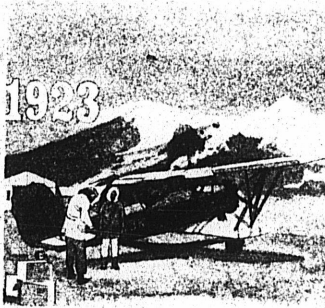
lubricants to keep the dredges working, long after their supply ports were ice-locked.

By 1904 Standard Oil's commitment to Alaska's growing economy extended itself to the construction of five fuel tankers. To grow, develop and thrive, Alaskans needed oil and Standard was intent on supplying it.

Years passed and the territory of Alaska grew. Standard helped that growth with service stations, expanded home fuel oil delivery and major investments in oil exploration.

And in 1923, when commercial flight service became a reality for Alaska, the men from Standard Oil were on hand. We were there supplying lubricants and gasoline so that the week-long cross-country dog

1904



treks could be cut to two hour air hops. And as Alaska's flight needs grew Standard's commitment to Alaska grew. We erected a bulk oil plant in Fairbanks in 1926, assisted Alaska's first airline—"The Anchorage Air Transport Company," and time after time offered our services to our government's war time efforts during the 1940's.

Standard Oil's involvement with Alaska can still be seen today. Not only have the number of service stations increased over the years from a handful to 175, but we've been active in education, the environment, as well as supplying valuable services to Alaska's industries.

But of all the

things we've done in Alaska, or are doing,

1973

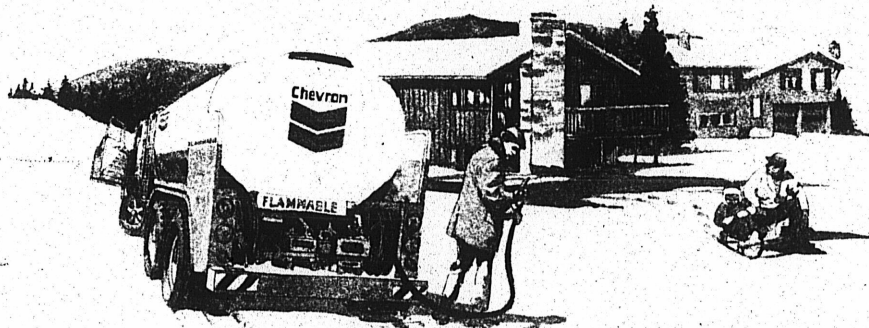
none is as potentially important as the recent exploratory agreements between Standard and NANA Regional Corporation, Inc., and the Arctic Slope Regional Corporation.

These agreements place in our hands the responsibility to conduct major oil exploration efforts in the native regions in a concerted effort to assist the natives in their land selection process under the Alaska Native Claims Settlement Act. This is but the first step in the continuing partnerships between Standard Oil and each of the two native corporations to carefully develop any oil and gas reserves in such a manner that native hunting, fishing and other means of subsistence are protected.

It's like the man said: "Once a sourdough, always a sourdough."



When you've lived and worked in Alaska for 85 years you're not exactly a Cheechako



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 our investment in Alaska, 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**

