

# The future will be written in oil.

In 1960 Americans needed 10 million barrels of oil a day;  
in 1970 15 million. By 1980 it will be about 25 million.

And demand will keep going up. While known domestic reserves  
are going down.

More than three-fourths of our energy needs are supplied by oil and  
natural gas. And that figure won't change much before the year 2000.

We need to find and develop more oil fields—fast.

A country that runs on oil can't afford to run short.

**AtlanticRichfieldCompany** ♦