



They take American friendship with them ...everywhere they go!

They're not the kind of men who often make news. But they carry American friendship and ideas into some of the most out-of-the-way places on earth. They are Standard Oil geologists, engineers, technicians.

You can't tell *these* men there are no more new frontiers! They're exploring new ones every day: primitive jungles, deserts, tundras, bayous, even the ocean bottoms.

When they find oil in these far-off places, many other benefits follow.

The local country gains a new source of energy. New jobs and revenues are created. Living standards improve. American cooperation makes stronger friendly nations.

The Free World needs oil in rising quantities every year. But Standard Oil men are more than oil-hunters. They are goodwill ambassadors—some of the best our country ever had.

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Standard opened another frontier, America's first service station, in Seattle, in 1907. From this proud tradition, the man at the Sign of the Chevron serves you with today's highest quality S.O. Products.

*The Chevron—
Sign of excellence*



STANDARD OIL COMPANY OF CALIFORNIA