

Everybody gets a better buy with three new Chevrons

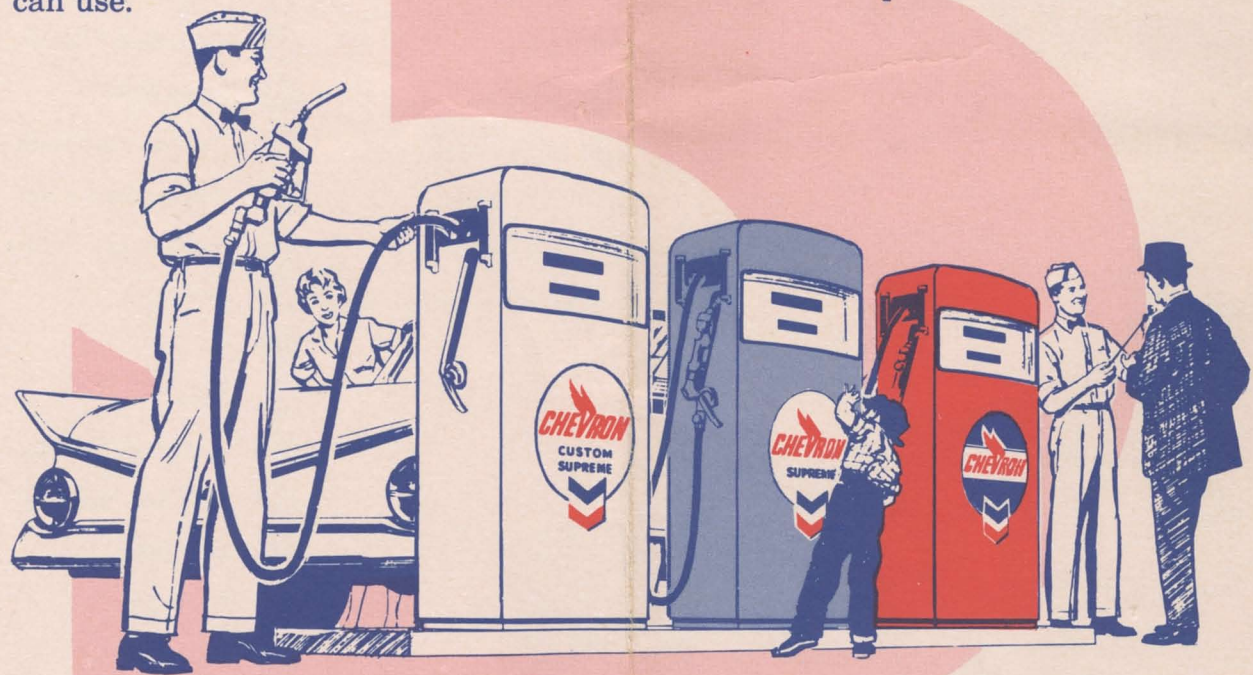
you pay only for the octanes you need!

It makes good sense: Three grades give you a wider octane choice than two. Now—whatever car you drive—you can get full performance. And you don't have to buy higher octane gasoline than you can use.

If you need extra high octane, new Chevron Custom Supreme is a grade *above* today's best premium gasolines.

If you're a premium-user now, new Chevron Supreme has all the octanes needed for smooth going anywhere.

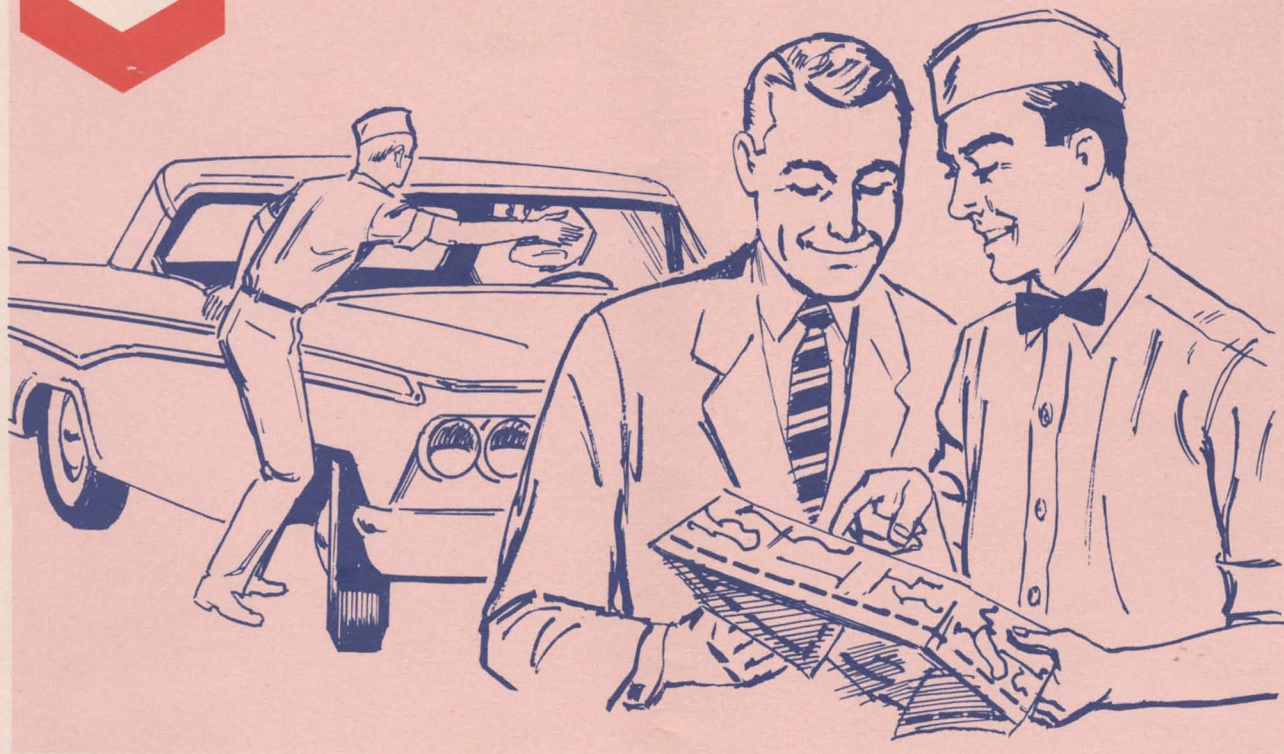
If you want an economy regular, new Chevron Gasoline delivers new high octane—better performance.



at the sign of the chevron **WE TAKE BETTER CARE OF YOUR CAR** standard stations, inc • chevron dealers



follow the Chevron trail...



To the most helpful service on the road!

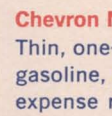
Watch for the Chevron sign wherever you go—it always means fast, thorough service from cleaning your windshield to checking under-hood danger spots—tires and batteries, too, if you have an extra minute.

Look to us, too, for helpful travel information, clean restrooms, and top-quality petroleum products...



RPM Supreme Motor Oil halts engine wear with triple-grade protection. Flows like a light oil for fast starts... like a medium oil for ordinary driving... protects like a heavy oil on long hot runs.

Its exclusive Detergent-Action compounding keeps parts so clean, protects them so well... engines can outlast the car itself!

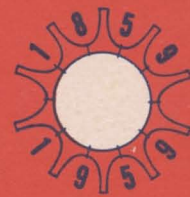


Chevron National Credit Card convenience. Thin, one-piece plastic card lets you charge gasoline, oil and other car needs, provides expense record.

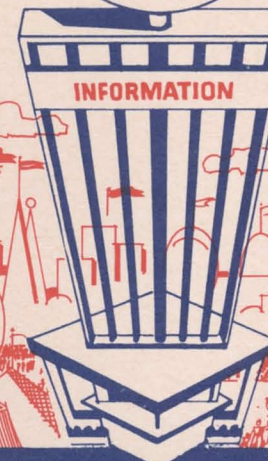


Atlas Tires, Batteries, Accessories sold and serviced by 38,000 dealers throughout the U.S. and Canada

FRONTIER OF THE FUTURE



OREGON CENTENNIAL EXPOSITION and international trade fair



This map of fair grounds is another public service by **STANDARD OIL COMPANY OF CALIFORNIA**

STANDARD OIL COMPANY OF CALIFORNIA



Wont you join the campaign to Keep America Beautiful? Carry a litterbag in your car. Dispose of travel trash at home or in places provided along the road.

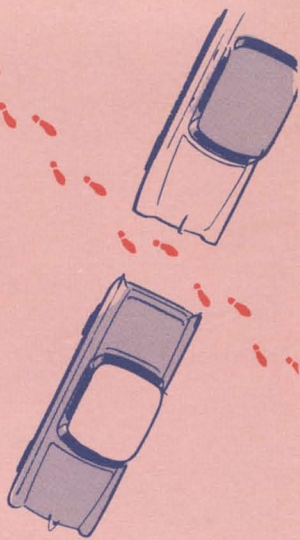
- They take tax money out of your community's budget (Trash thrown in public places must be cleaned up with public funds)
- They ruin scenic views, picnic and camping sites
- They make streets and highways *unsafe* and *unsightly*

LITTERBUGS CAN ALSO SPOIL MOTORING!



- The majority of children injured in traffic accidents were jay-walkers or coming from behind parked cars
- About 40% of all pedestrians killed in accidents were jay-walkers

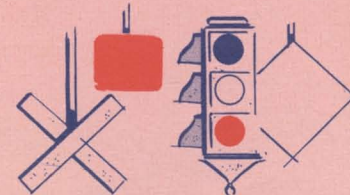
3 Walk safely, too...



2 Know and obey traffic laws

Let's look at the record:

- 3 out of 10 drivers in fatal accidents were violating a speed law
- 11 out of 100 drivers involved in all traffic accidents did not have the right of way
- 8 out of 100 were following too closely
- 5 out of 100 disregarded a sign, signal or officer



1 Check your car for safety

Last year ONE out of FIVE vehicles checked needed attention to one or more important parts

- 1 out of 15 needed service to rear lights
- 1 out of 25 needed service to brakes
- 1 out of 25 needed service to front lights
- 1 out of 40 needed service to exhaust system

(Other items safety-checked and found in need of service were tires, steering mechanism, windshield wipers, glass, horns and rear-view mirrors.)



For happy motoring...

OREGON CENTENNIAL EXPOSITION AND INTERNATIONAL TRADE FAIR

June 10 to Sept. 17 ★ 1959 Portland



KEY TO NUMBERS ON MAP

ADVENTURE LAND

- 1 Frontier Village
- 2 Indian Village
- 3 Covered Wagon Area
- 4 Boom Town
- 5 Saw Mill Area
- 6 Out Door Theatre & Beer Garden

INTERNATIONAL GARDEN OF TOMORROW

- 7 Douglas County Bldg.
- 8 Portland General Elect.
- 9 Gas Flame
- 10 Flower Exhibit Bldg.
- 11 Forest Products Bldg.
- 12 Flower Clock
- 13 France Fountain
- 14 Japan Tea Garden
- 15 House of Religious History
- 16 Candlestick Bldg.
- 17 Garden & Societies
- 18 Holland
- 19 Belgium
- 20 Scandinavian
- 21 British Commonwealth
- 22 South American
- 23 Tree Farm
- 24 Commercial Exhibitors Booths

CENTENNIAL BUILDING

- 25 Agriculture, Food & Beverage
- 26 Nikko Exhibit
- 27 Transportation
- 28 Print Collection
- 29 International Trade Fair
- 30 Dining Area & Restaurant
- 31 General Motors
- 32 U.S. Army Engineers
- 33 Rest Area
- 34 Misc. Exhibitors
- 35 Main Arena
- 36 Telephone Exhibit
- 37 Pacific Power & Light Co.
- 38 Gas Co. Exhibit
- 39 Electronic & Light Metals
- 40 Building Industry & Labor
- 41 Oregon Products Progress
- 42 Cameo Home
- 43 Fine Arts
- 44 Atomic Energy
- 45 Oregon Coast Association
- 46 Fish & Game Commission
- 47 Photography
- 48 Universities
- 49 State Agencies
- 50 Architecture
- 51 U.S. Navy
- 52 Health Doctor

MISCELLANEOUS

- 53 Gay Way
- 54 Playland
- 55 Aqua Stadium
- T Toilets
- A Main Entrance
- B North Entrance
- C South Entrance



Standard Oil Information Booths