

*Adventuring through
the*

NATIONAL
PARKS

of the

WEST

Presented by

STANDARD OIL COMPANY
OF CALIFORNIA

*in the interest of
enjoyable motoring*



Drive all the way



Adventuring through THE NATIONAL PARKS

TRAVELER, in planning your national parks holidays, remember that each of these enchanted wonderlands is an adventure in itself. You must visit them all to know your national parks. Each surpasses all the others in some outstanding, incomparable natural wonder. Go to Yosemite and you are surrounded by the most spectacular granite cliffs and the most majestic waterfalls on earth. Visit Sequoia or General Grant and you stand with bowed head beneath the world's oldest and largest living things, the Sequoia Big Trees. See Grand Canyon and you gaze awe-inspired at a dream of pastel temples rising in the earth's most colossal gorge. In Zion you find yourself in a canyon of red and pink and gold and ivory hues, blended unbelievably in sandstone. Bryce's dazzling spires and domes hold you fascinated by their fantasies. Carlsbad's fantastic underground grottos are the world's largest, most beautiful caverns. You marvel at Mt. Rainier, Crater Lake, Lassen Peak, once ancient belching volcanic rivals. Today, Rainier slumbers beneath its glaciers, Crater Lake shimmers like a jewel deep in its setting atop the Cascade range, Lassen rumbles and grumbles, as is the privilege of the only live volcano in our land. Go to Yellowstone and you marvel at the never-ending activity of the earth's largest bed of geysers. Motor into Death Valley, 276 feet below sea level, lowest spot in our land, and you find yourself surrounded by unequalled and weird satanic formations.

So it goes throughout the magnificent reserves set aside as national parks or monuments for the enjoyment of the people forever. In this vast public recreation domain nine million acres of unspoiled wonderland offers you thrills and adventures without end. Nine-tenths of the area lies in the West within easy motoring distance of every resident between the Rockies and the Pacific. The open highway beckons you and in each park itself roads that are breath-taking marvels of engineering achievement glide beneath your tires to the heart of the wilderness itself.

Think of your national parks as more than scenic wonderlands. They are happy, hospitable playlands as well. Even the wild animals make you welcome. In these sylvan game reserves wild life is unafraid of you. Shoot to your heart's content—with a camera. Or camp, or hike, or ride trail, or fish. You may rough it next to nature at a government campsite, or rough it de luxe at a hotel or lodge. Miles of trails, safe and well signed, take you beyond the highways, through forests, past lakes and streams and canyons, across glaciers and timberline passes. Adventure waits you on every hand and somewhere in some park or monument is just the spot that is sure to be your idea of motorists' paradise. It is in the hope of helping you plan your next national parks adventure that the Standard Oil Company of California publishes this booklet, outlining briefly what awaits you in each of our Western National Wonderlands.

COPYRIGHT 1935 STANDARD OIL COMPANY OF CALIFORNIA



Map showing Locations of
NATIONAL PARKS and NATIONAL MONUMENTS
in the West

U. S. Highways only are shown. Standard Oil road maps, available at Standard Stations, Inc., and Standard Oil dealers, give accurate, detailed information on roads, distances, etc.

YOUR SCENIC PLAYLANDS OF THE WEST

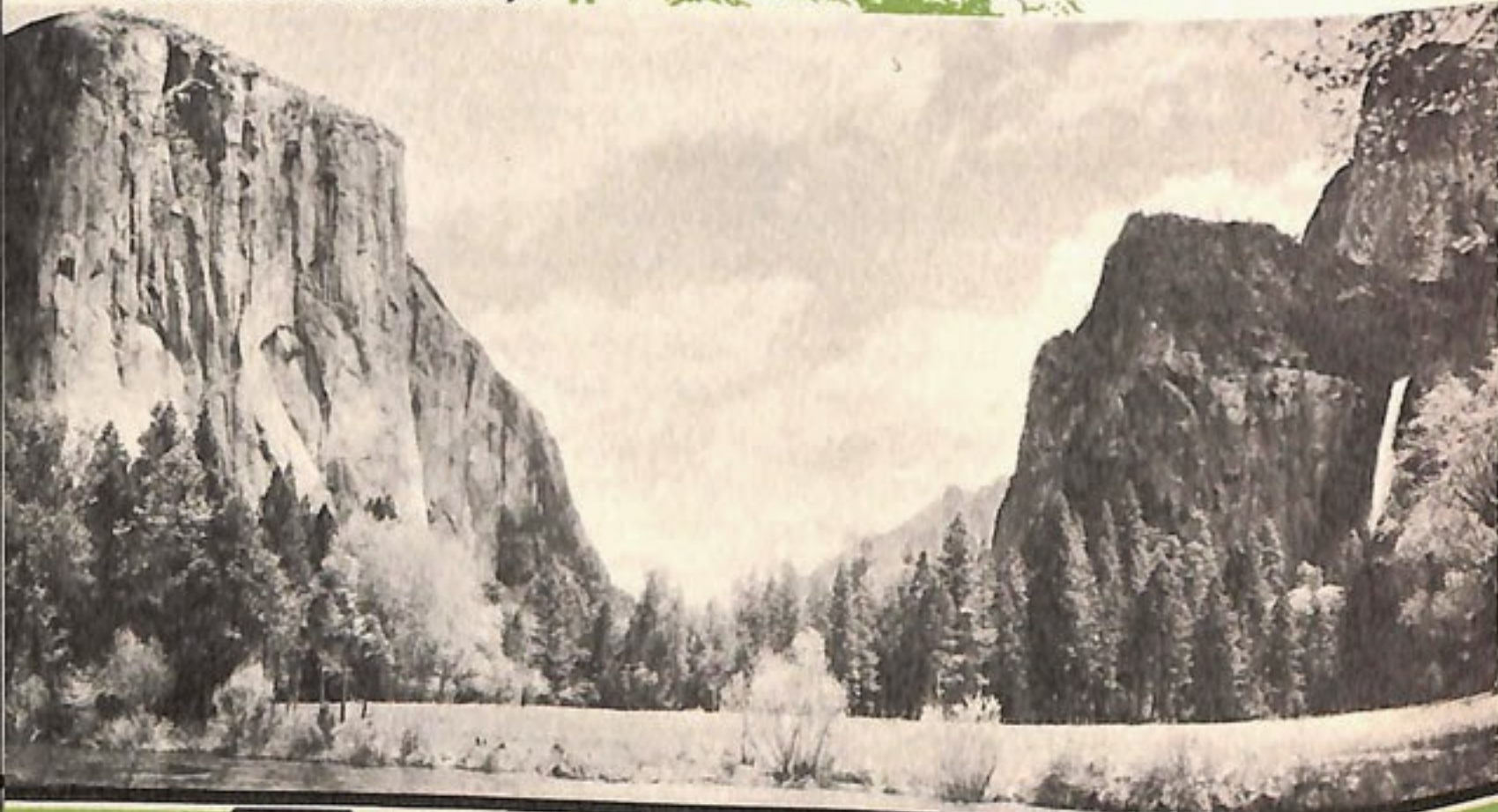
M-10-A PRINTED IN U. S. A.





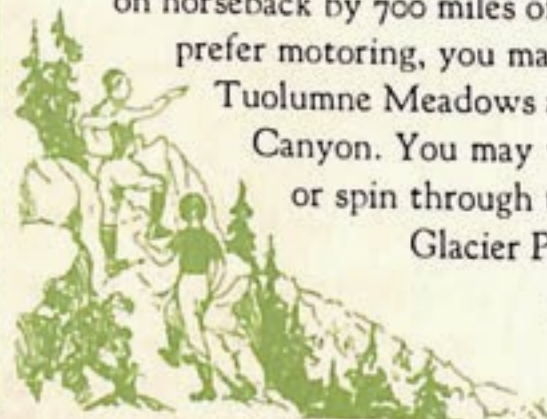
Majestic Yosemite Falls, total drop 2555 feet.

The Gates of Yosemite Valley, El Capitan to the left, Bridal Veil Falls to the right.



YOSEMITE NATIONAL PARK offers you much. First is incomparable Yosemite Valley, forested, guarded on all sides by imposing granite sentinels; Half Dome, rising a mile above the valley floor, El Capitan, Cathedral Rocks, Eagle Peak, Glacier Point and others almost as lofty. From these eminences tumble the majestic waterfalls with delicate bridal sprays; Yosemite Falls, 1430 feet in one drop, 2555 feet from crest to valley; Bridal Veil, 620 feet; Ribbon Falls, 1612 feet; the tempestuous Vernal and Nevada Falls formed by the thundering waters of the Merced River. Accessible all the year 'round via the All-Year Highway, Yosemite Valley lures you with the peaceful river, forest trails, a grand hotel, lodges, camps, a golf course. In the summer, hiking, swimming, campfire entertainment. In the winter, snowsports. In the spring, a galaxy of flowers. In the fall, autumn colors gorgeous to behold.

Surrounding this rare vale, the Yosemite high country rises on all sides, 1168 square miles of skyscraper peaks, forests, a chain of mountain lakes, rushing, foaming streams, mountain meadows blanketed with wild flowers, granite gorges, glaciers—all made easily accessible to you afoot or on horseback by 700 miles of magnificent trails. If you prefer motoring, you may take the Tioga Road to Tuolumne Meadows and spectacular Leevining Canyon. You may visit Hetch Hetchy Lake, or spin through the tunnel road and on to Glacier Point and the famed Mariposa Grove of Big Trees.

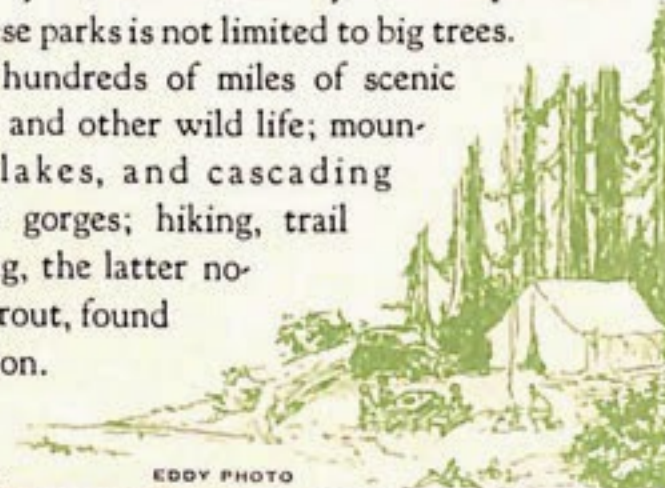


IN SEQUOIA and General Grant national parks you find yourself standing with reverent head in the realm of the world's oldest and largest living things, the *sequoia gigantea*, or Big Trees. General Sherman tree, Sequoia's pride, is estimated to have lived between 3000 and 4000 years. General Grant tree, called the nation's Christmas tree, is almost as hoary and large. Thriving in protected pockets of the Sierra Nevada at about the 6000-foot elevation the Big Trees have survived storms, fires, glacial ages from an ancient era.

From the Big Tree area the Sequoia back country rises gradually to the loftiest point in the United States, Mt. Whitney, 14,496 feet high. From this eminence, reached by a winding trail, you may gaze down the abrupt, breathtaking escarpment of the east Sierra Nevada into Death Valley, 276 feet below sea level.

Sequoia and General Grant parks lie in the ruggedest section of the Sierra Nevada, the world's largest single mountain, one block of granite 400 miles long, two miles high, pushed bodily out of the earth by internal pressure.

The lure of these parks is not limited to big trees. They offer you hundreds of miles of scenic trails; bear, deer, and other wild life; mountain meadows, lakes, and cascading streams; colossal gorges; hiking, trail riding, and fishing, the latter notable for golden trout, found only in this region.



CALIFORNIANS INC. PHOTO
General Sherman Tree in Sequoia, considered the largest and oldest living thing on earth.
General Grant, the Nation's Christmas Tree.
ROBERTS PHOTO

A scene in the Giant Forest.

EDDY PHOTO



• S E Q U O I A • G E N ' L G R A N T •

SEASON: Both Sequoia and General Grant are open all year; the summer season is from May to September inclusive. Accommodations: lodges, camps, and public campsites.



• Y O S E M I T E •



SEASON: Yosemite Valley and Mariposa Grove are open all year; Yosemite High Country, June to September, inclusive. Accommodations: hotels, lodges, camps, housekeeping cabins, public campsites.





A steam vent whose hissing reveals the internal volcanic activity of the Lassen region.

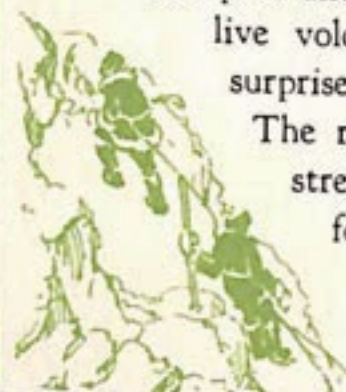


A boiling mud pot.

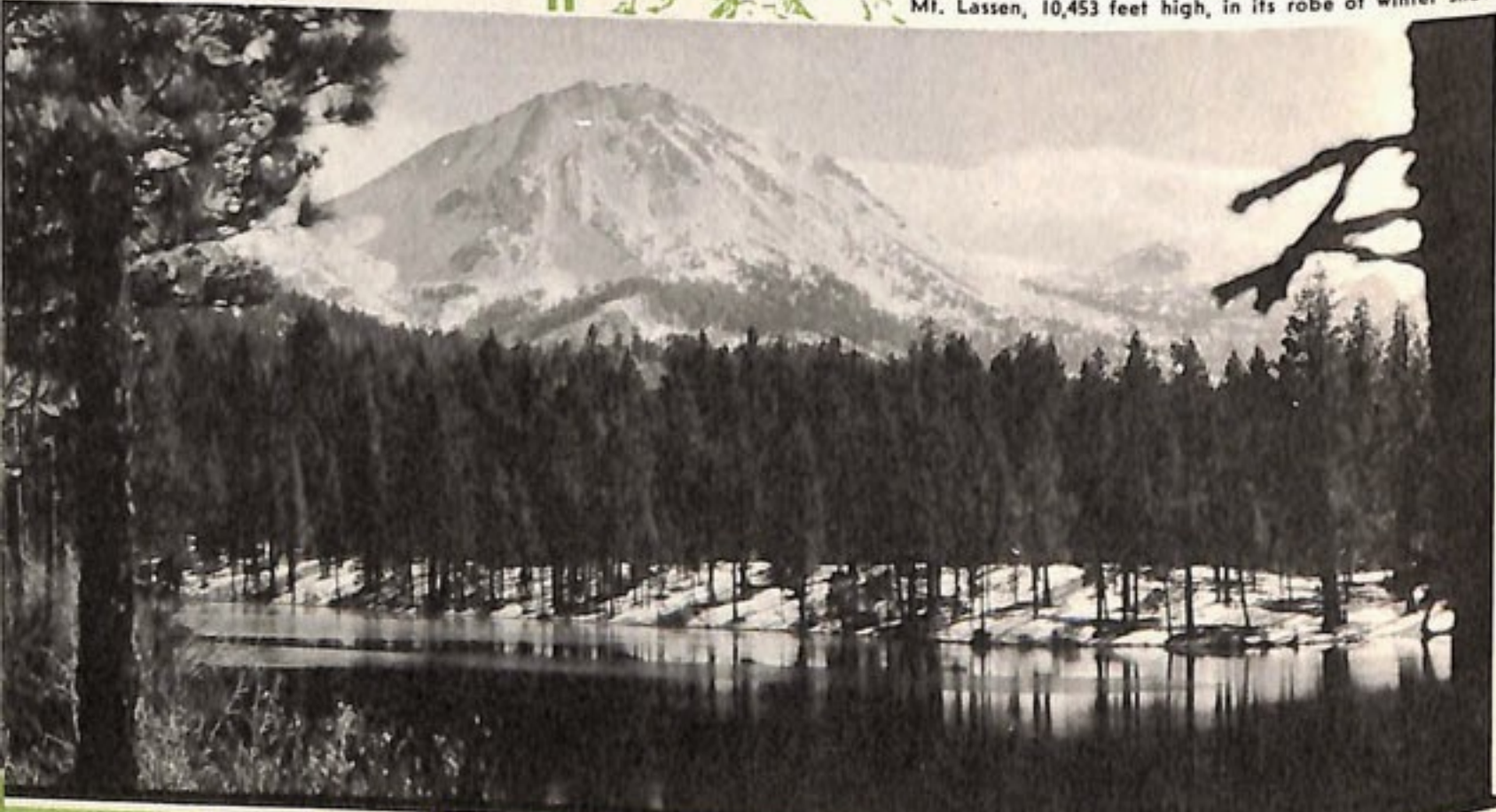
WHEN you visit Lassen Volcanic National Park you are adventuring in the land of "the blown up mountains." While certain ranges, such as the Sierra Nevada, are pushed up bodily from the heart of the earth, other mountains are "blown up" by internal fires whose volcanic outlets heave forth ashes and molten lava in such enormous quantities that they pile up new heights. Lassen Peak, Crater Lake, and Mt. Rainier are outstanding examples of ancient volcanic activity. But Mount Lassen, you discover, is the only one that is still active. Lassen Peak is unique also in that you may motor via a splendid mountain road over the very shoulder of the volcanic peak almost to its gaping crater. Looking down into the yawning mouth you may see the hissing steam vents and hear the rumble of Vulcan's fires. This is an entirely safe adventure for you, because Lassen has always given ample warning before blowing forth the hot ashes and lava.

On Lassen's slopes you may inspect the recently formed lava beds, made by tongues of molten rocks which crept red-hot down through the dense pine forests. Hidden in the forests are sizeable simmering lakes, hot gurgling mudpots and black cinder cones that once were live volcanoes. And you discover to your surprise that all in this park is not volcanic.

The region abounds in hidden lakes and streams ideal for fishing, in unbroken forests, and delightful meadows, all connected by excellent trails.

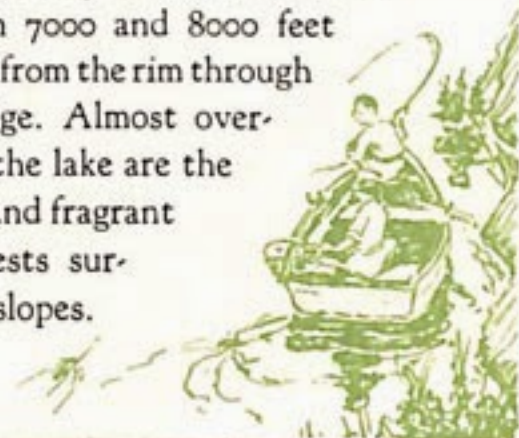


Mt. Lassen, 10,453 feet high, in its robe of winter snow.



CRATER LAKE challenges your very credulity as you come abruptly upon the rim of the ancient crater and gaze down two thousand feet upon the placid, deepest-blue lake, the waters of which are broken only by the weird Wizard Island and the Phantom Ship sailing in a bit of fallen sky. You try to realize how it could be that this gem in a setting of lava nestling in the Cascade Range 6000 feet above the sea could once have been a lofty, roaring volcano. Yet geologists say that where the lovely lake now lies there once rose mythical Mt. Mazama, perhaps the most majestic peak in the Northwest. Then there occurred the titanic holocaust in which the peak exploded and collapsed into the awful depths of the crater. When the snows of ages melted there, in the mountain's place atop the Cascade Range, nestled an incomparable azure lake.

Aside from its unbelievable sylvan loveliness, Crater Lake is remarkable in many ways. It is 2000 feet to bottom. Its deep blue color, unchanged in character by sunshine or shadow, baffles scientific explanation. Although Crater Lake has no visible outlet, its waters are eternally fresh, kept so perhaps by hidden underground exits. A road traverses the rim between 7000 and 8000 feet above the sea. A trail winds from the rim through the trees to the lake's edge. Almost overshadowed by the glory of the lake are the hundreds of miles of dense and fragrant hemlock, pine, and fir forests surrounding the crater on all slopes.



The abrupt, spectacular east wall of Crater Lake.

A view of the lake, showing an island formed by a volcano within a volcano.

NATIONAL PARK SERVICE PHOTO



L A S S E N V O L C A N I C



SEASON: Accessible all year 'round, except in bad weather; the summer season is from May 15 to October 15. Accommodations: lodges and campsites.

C R A T E R L A K E

SEASON: Early spring to late fall, depending upon snowfall. Accommodations: hotel, lodge, housekeeping cabins, public campsites.

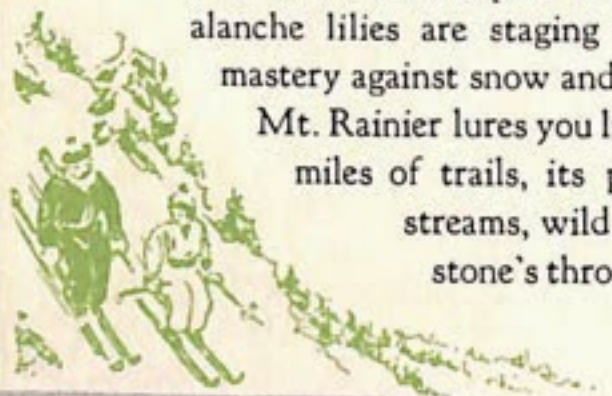




MT. RAINIER so dominates the Northwest that everyone in that land of magnificent mountains refers to it simply as "The Mountain." Soaring 14,408 feet in lofty majesty above the nearby Pacific and rising almost two miles above the Cascade Range that forms its base, Mt. Rainier is easily the most impressive height in the United States. Other peaks which rival it in elevation, rise, as does Mt. Whitney, out of already lofty ranges. Once upon a time, geologists say, Mt. Rainier rose two thousand feet higher than it does today, but some ancient explosion ripped off its crest. The sleeping internal fires have long since been capped by mighty and everlasting glaciers whose icy fingers creep slowly down the slopes of The Mountain, carving new canyons, forming pale crystal ice caves, then melting to feed the milky torrents that rush in cascades and waterfalls to the valleys below.

All year 'round you may enjoy winter sports on the slopes of The Mountain. You may climb its peak in the snows, you may ski or snowshoe, or explore the fascinating crystal ice caves hewn in the glaciers. Or, a mile or so distant from these wintry scenes, you may camp in meadows ablaze with alpine flowers—where the avalanche lilies are staging a unique battle for mastery against snow and ice, and are winning.

Mt. Rainier lures you likewise with its many miles of trails, its protected valleys, its streams, wild animals, all within a stone's throw of paved highways.



Mt. Rainier offers glaciers, snowfields, forests, lakes and alpine blossoms, all in one scene.

"The Mountain" as seen from Paradise Valley.

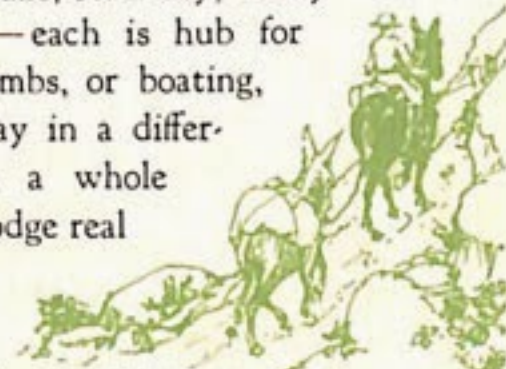
NATIONAL PARK SERVICE PHOTO



"THE SHINING MOUNTAINS!" You find yourself repeating the old Blackfeet Indian name for Glacier National Park. How much more apt than the white man's name, derived from the sixty living glaciers which still cling to the glistening slopes! But Glacier, you discover, is anything but an icy, glacial region. Between the steep, square-cut peaks are dozens of sheltered alpine valleys, each with its chain of lakes fed by cascading streams surrounded by moaning pine forests, broken in turn by meadows that blaze with wild flowers. Over the international boundary, the Canadians have extended the reserve in Waterton Lakes National Park.

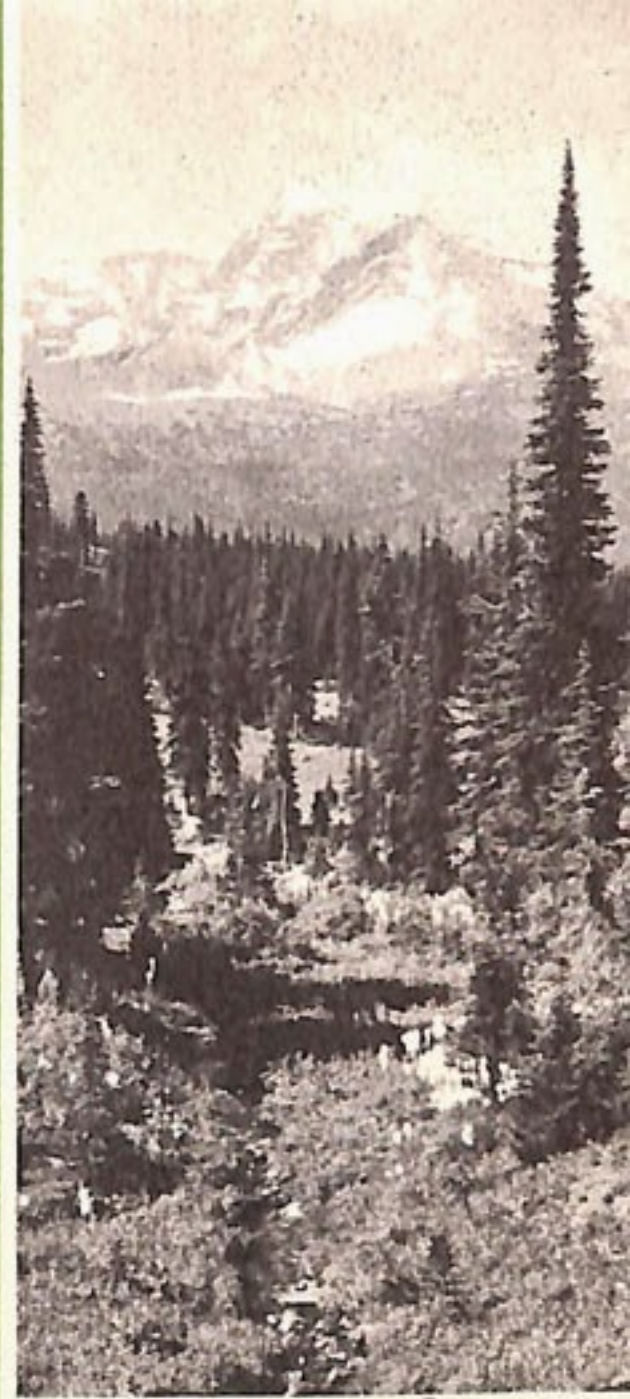
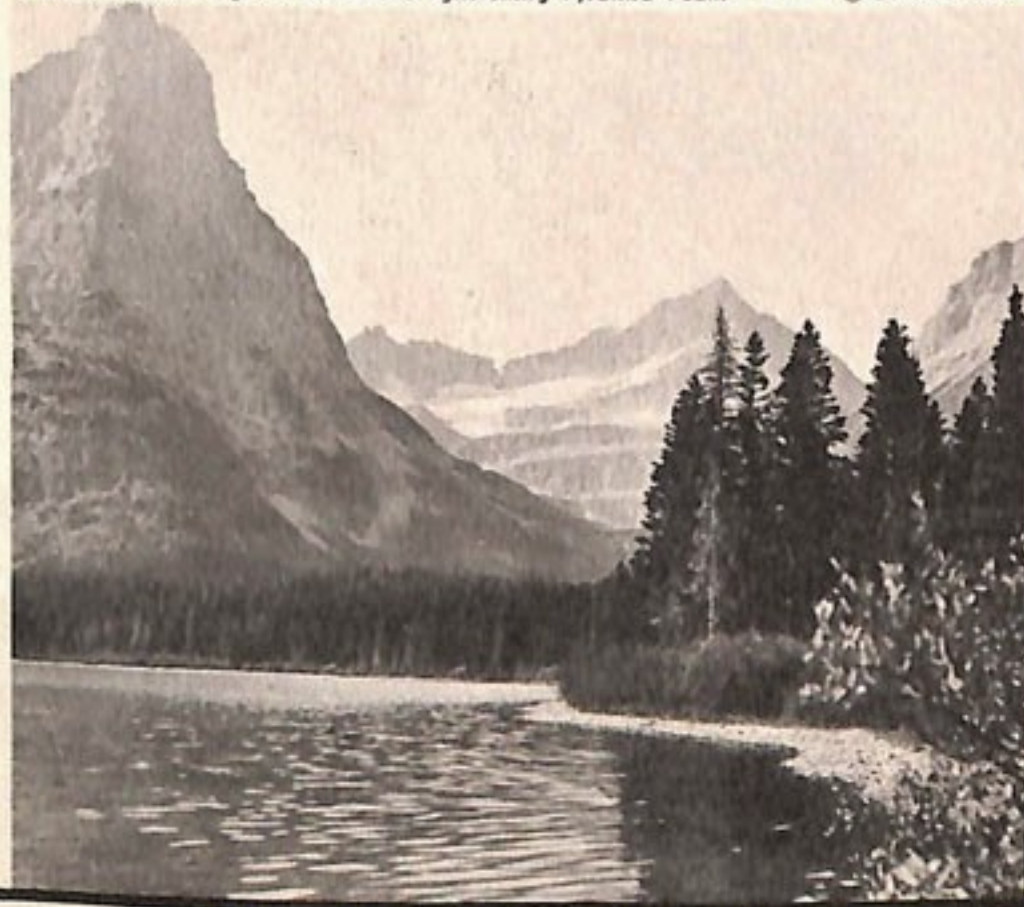
Until recently The Shining Mountains were known as trailriders' paradise. They are still that, what with 800 pack and saddle animals from which to choose to explore the hundreds of miles of trails winding over skyscraping passes from which you may stretch your eyes over a dozen dim mountain ranges, past lakes and waterfalls and fleeting mountain sheep, through forests and over glaciers. Today you may spin by motor into the very heart of this delightful wonderland, crossing the Rockies at Logan Pass.

Sun Camp, MacDonald Lake, St. Mary, Many Glacier, Waterton Lakes—each is hub for trail trips, or mountain climbs, or boating, and you may fish every day in a different lake or stream—for a whole vacation. At Glacier Park lodge real Indians live in teepees.



Glen Lake, melting at the base of glistening Pyramid Peak.

© BY HILEMAN



© BY HILEMAN

A typical glacier scene, snow-capped Heaven's Peak, forests, meadows of bear grass in blossom.

A Blackfeet encampment.



• M T . R A I N I E R • • G L A C I E R •



SEASON: Mt. Rainier is open all year 'round. Accommodations: hotels, lodges, housekeeping camps, public campsites.

SEASON: June 15 to September 15. Accommodations: hotels, and chalets, housekeeping camps, public campsites.





NATIONAL PARK SERVICE PHOTO
Old Faithful, the world's most famous geyser.

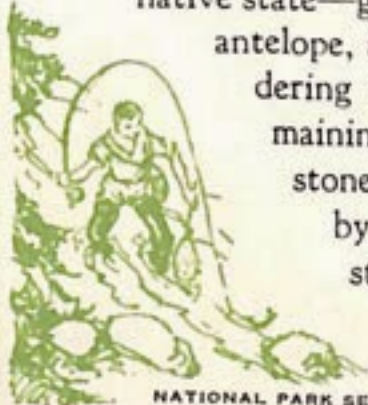
Yellowstone Canyon and Falls.



"THE BURNING MOUNTAINS," to use again a descriptive Indian name, form Yellowstone, your largest national park. Extending over an area of 3,438 square miles Yellowstone covers a vast volcanic plateau, straddling the Rockies. Beyond the southern boundary of the park rise the lofty granite Tetons with their heads in the clouds and their feet in a chain of emerald lakes.

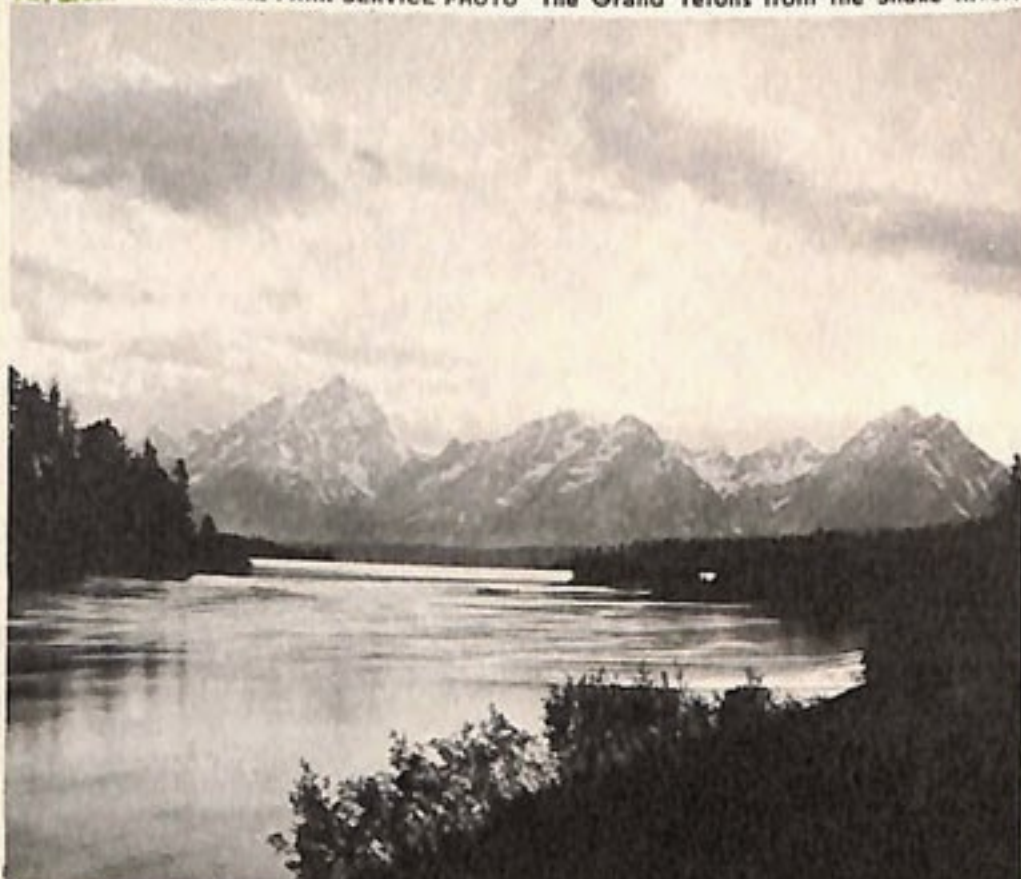
What can you expect of Yellowstone? More geysers—which are hot-water volcanoes—than you may find in all the rest of the world together. Seething hot mud-pots and clear simmering pools. Mammoth geyser cones. Colorful limestone terraces built by bubbling hot springs. Old Faithful geyser, which has spouted hourly ever since it has been known to man.

At the southern end of the park is farflung Yellowstone Lake, at 7,730 feet elevation with hundreds of miles of shoreline. Scores of lesser lakes, almost hidden in the lodgepole pine forests. Fishing Bridge, where more trout are caught each summer than anywhere else. Yellowstone Canyon, a galaxy of red, pink, yellow, cream, and brown hues, so dazzling it makes you blink—yet what a setting for gorgeous Yellowstone Falls! Wild animals in their native state—grizzlies, brown bear, moose, elk, deer,



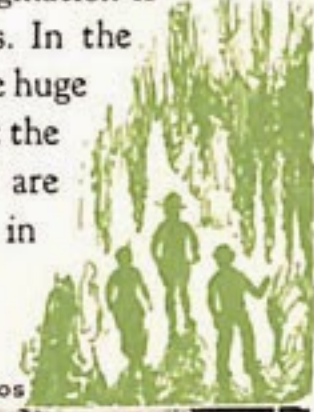
antelope, and most thrilling of all, The Thundering Herd of Lamar Valley, greatest remaining herd of American buffalo. Yellowstone and Grand Teton are easily reached by highways entering at West Yellowstone, Idaho, Gardiner, Montana, and Cody, Wyoming.

NATIONAL PARK SERVICE PHOTO The Grand Tetons from the Snake River.

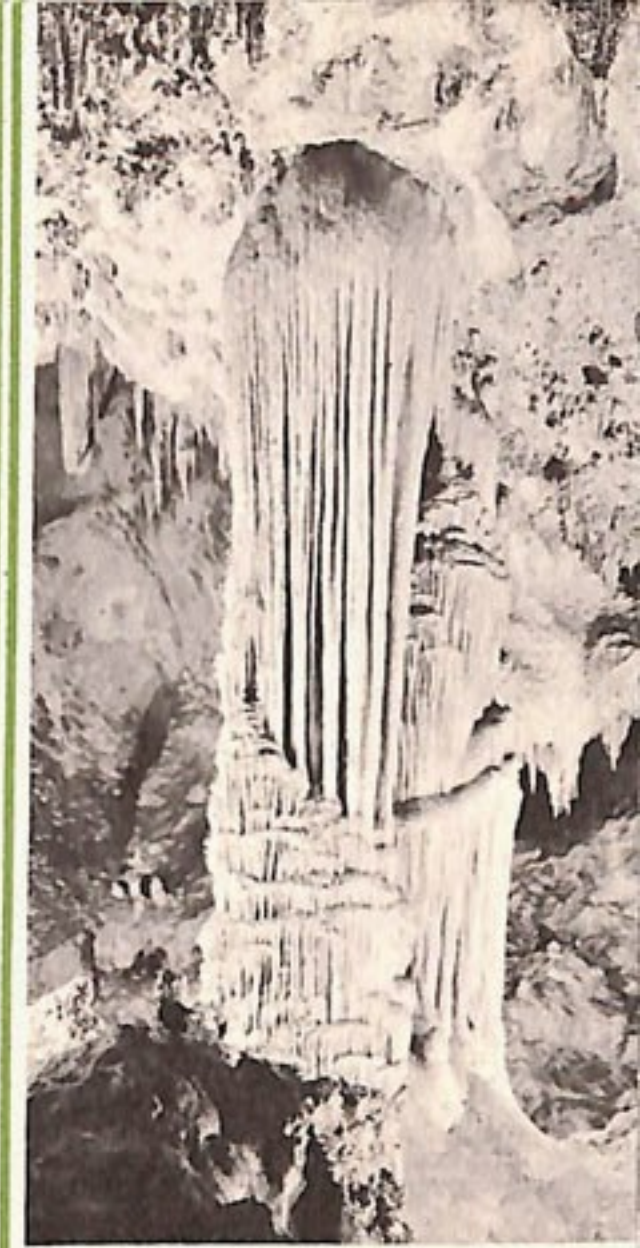


CARLSBAD CAVERNS offer you a visit to the netherworld in the most spectacular series of brilliantly colored, delicately sculptured underground chambers yet discovered. Thirty-two miles of this amazing series of caverns have been explored, yet much of this wonderland still awaits the pathfinder. To make this fascinating region easily and safely accessible, the National Park Service has laid out well-marked trails and installed a system of concealed lights which illuminate the pathways and the outstanding features of the caverns.

The Carlsbad Caverns are extensive limestone formations laid down some two million years ago, after which the region rose and underground streams began their patient task of hollowing out the great rooms. Dripping water slowly formed the lofty columns, the hanging decorations, and the statuary with which the underground halls are draped. The Big Room is nearly 4,000 feet long, 625 feet wide and 300 feet high at one place—the largest chamber in the world, yet it is crowded with stalactites and stalagmites ranging from tiny, delicate items of needle-like proportions to enormous and massive pendants as large as a house. Your imagination is intrigued by the variety of formations. In the Music Room, for example, they resemble huge organ pipes, in other rooms they suggest the interior of a cathedral. The Caverns are on three levels, and you explore them in company with competent guides.

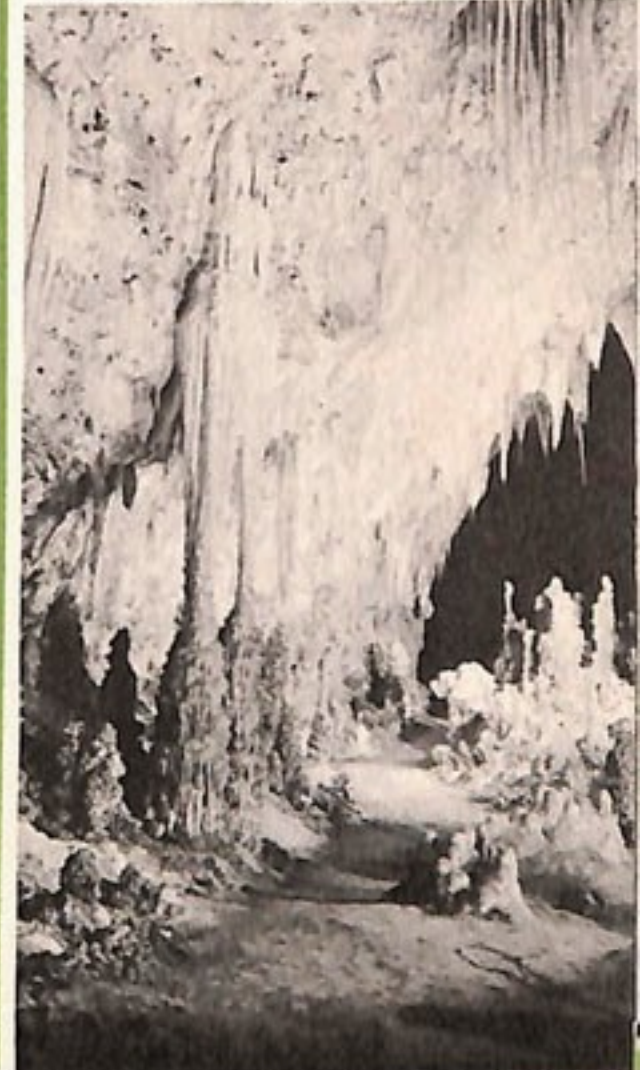


Stalactites in the caverns. NATIONAL PARK SERVICE PHOTOS



One of the formations of fantastic natural sculpturing in Carlsbad Caverns.

The Trail around the Big Room, largest chamber in the world.



YELLOWSTONE • TETON •



SEASON: June to October. Accommodations: hotels, lodges, camps, housekeeping cabins, public campsites.

CARLSBAD CAVERNS •

SEASON: Carlsbad Caverns are accessible all year around. Accommodations: hotel, lodges, public campsites, in nearby towns.





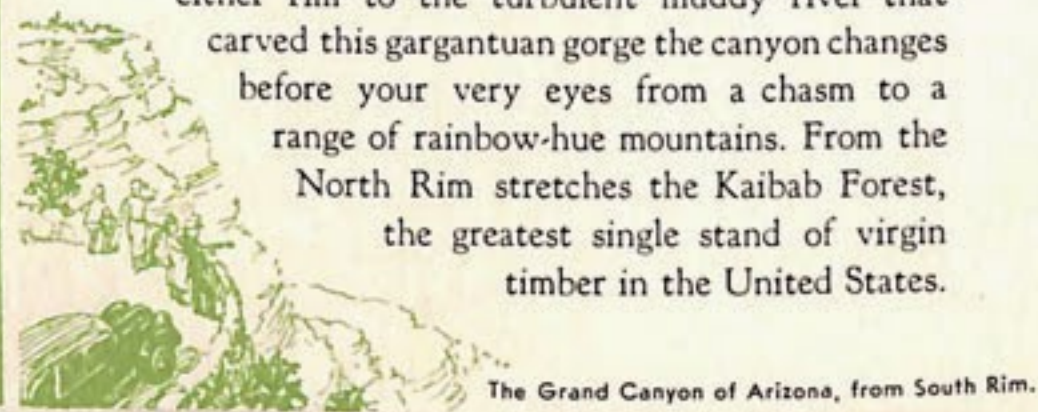
NATIONAL PARK SERVICE PHOTO
The Colorado River, seen from North Rim.



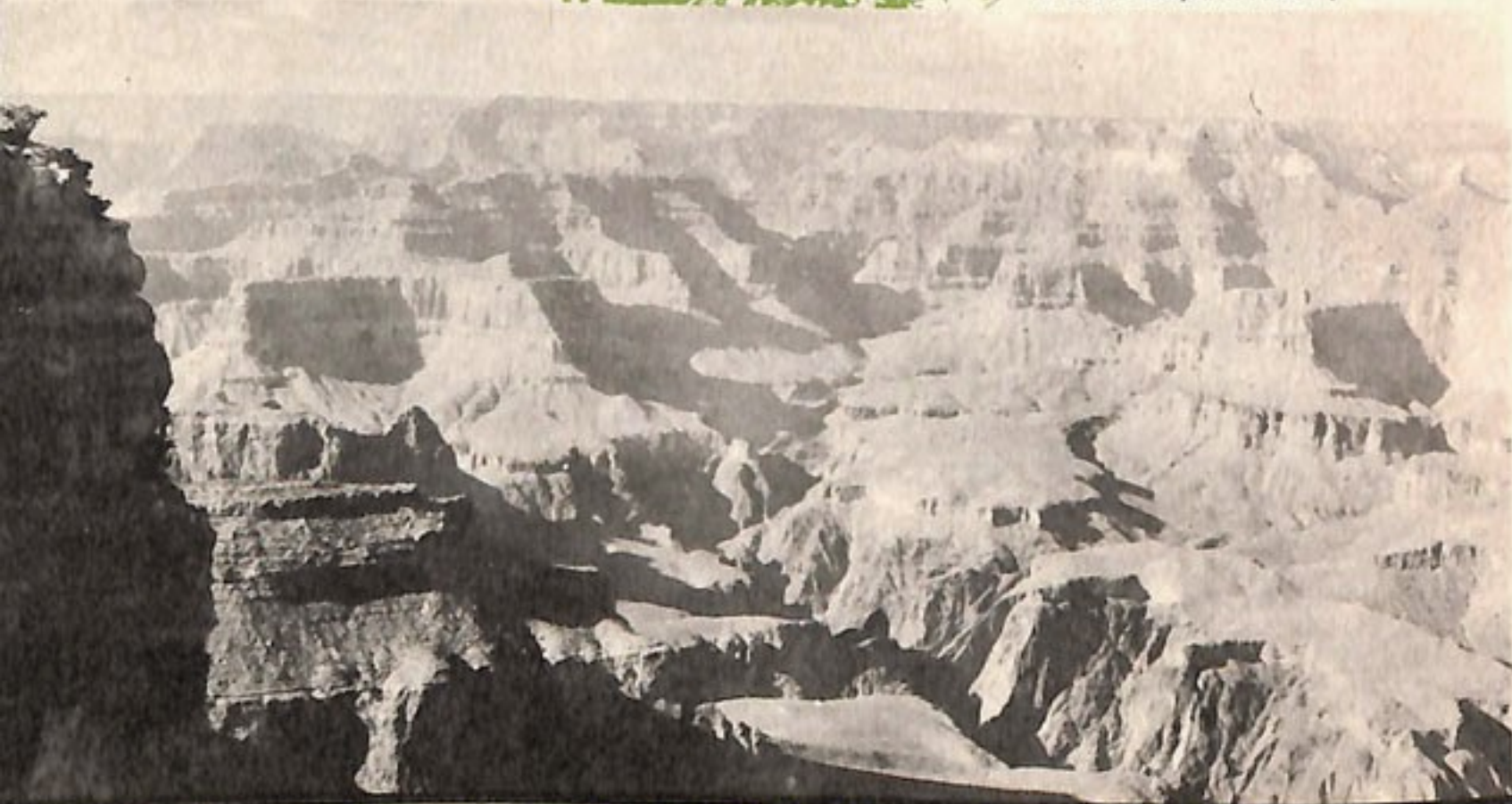
A party of trail riders.
HARVEY PHOTO

YOUR "RAINBOW CANYONS" adventure includes Grand Canyon, Zion, and Bryce Canyon national parks, all of them "high spots in reverse," so to speak. Most of the national parks are spectacular demonstrations of how Nature builds up lofty elevations. In the rainbow canyons, Nature shows you how she tears them down. Each is an outstanding example of erosion in some form. And in each Nature has dealt her colors with a reckless lavishness rivaled only by the rainbow itself. These three magnificent canyons lie in a rough triangle in the high plateau that forms southern Utah and northern Arizona. They are easily reached by motor from either of these states or via the Arrowhead Highway from California.

If you approach Grand Canyon from the South Rim, you are standing on a precipice 7000 feet high looking down into a chasm a mile deep. From the North Rim you gaze down at Phantom Ranch in Bright Angel Canyon from an elevation of 8350 feet. From rim to rim is a sea of pastel shades broken by dimly outlined oriental temples. Its very silence roars and its magnificent distances hold you breathless. As you descend the trails from either rim to the turbulent muddy river that carved this gargantuan gorge the canyon changes before your very eyes from a chasm to a range of rainbow-hue mountains. From the North Rim stretches the Kaibab Forest, the greatest single stand of virgin timber in the United States.



The Grand Canyon of Arizona, from South Rim.



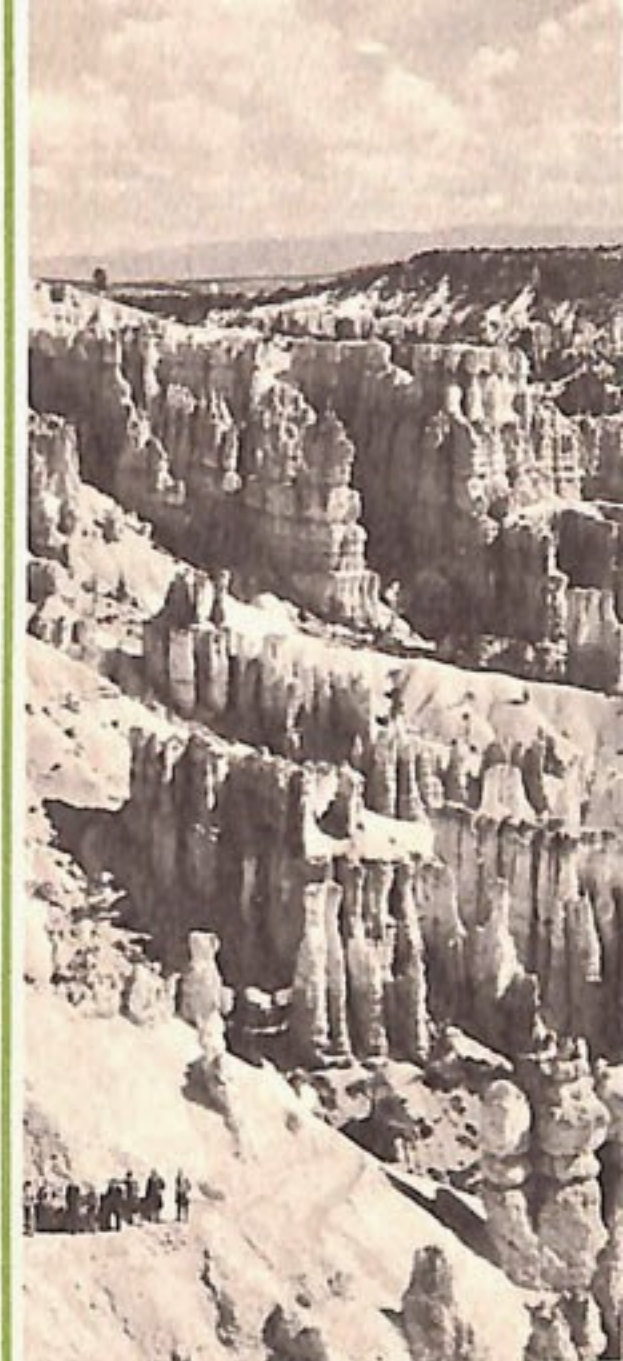
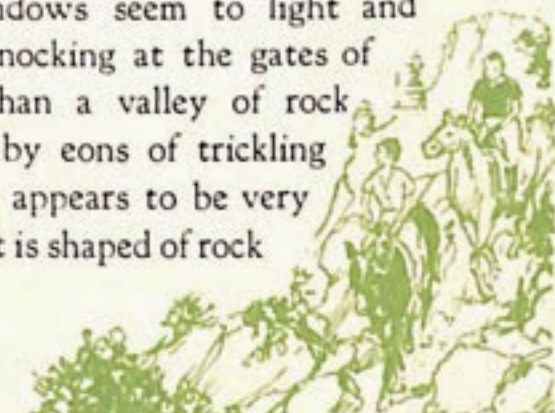
• GRAND CANYON •



SEASON: South Rim is accessible all year 'round. North Rim from May to October. Accommodations: hotels, lodges, housekeeping camps, public campsites.

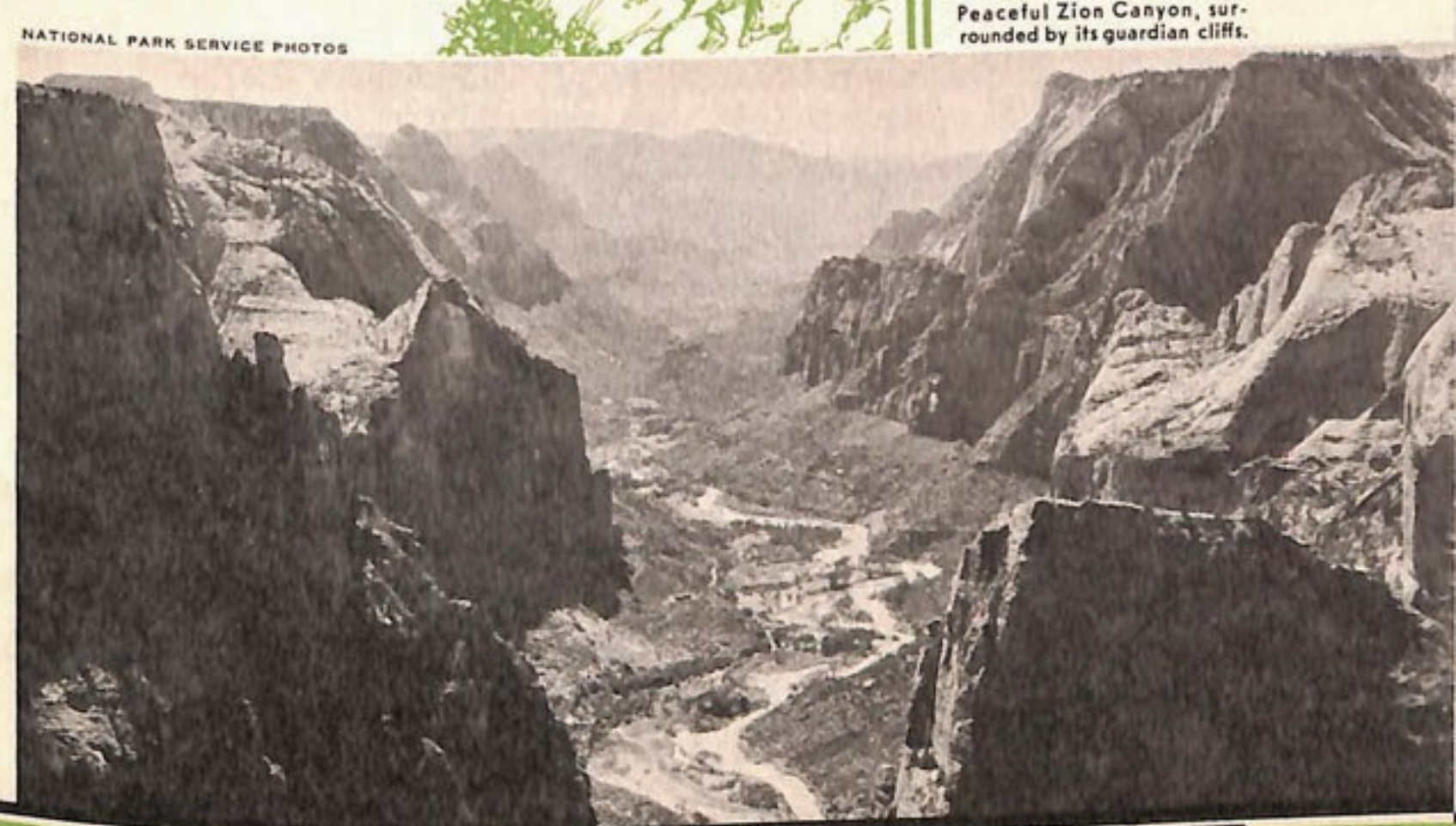
Zion Canyon, you discover, is a Yosemite done in full color, a deep, narrow chasm hewn in the many-colored sandstones of the Prismatic Plain. Its lofty, abrupt cliffs, ranging from deep maroon through shades of pink, gold, and yellow to alabaster white, were carved and smoothed by the combined forces of rushing waters, wind, sand, and rain. The verdant valley's green blends with the brilliant tones until it disappears in a canyon so narrow that one wall overhangs the other. Hanging gardens cling to the walls. The peaceful vale is an invitation to linger, as did the early Mormons who discovered and named this lovely canyon. Trails wind up the cliffs and a spectacular highway climbs the east wall, then bores into the cliff itself, affording you a glorious vista of the canyon from any of its five galleries.

Bryce Canyon is so different from its neighbors that when you come upon its rim suddenly from a pine forest you stare in speechless wonderment. You look down upon a farflung amphitheater crowded with tens of thousands of delicately carved, brilliantly colored castles, spires, and minarets. As the sun strikes this fairyland from an angle, a million windows seem to light and you feel that you are knocking at the gates of a dream city, rather than a valley of rock carved so fantastically by eons of trickling raindrops. The statuary appears to be very fragile but you find that it is shaped of rock that will last for ages.



A corner of Bryce Canyon showing a few of the fantastic, brilliantly colored minarets.

Peaceful Zion Canyon, surrounded by its guardian cliffs.



NATIONAL PARK SERVICE PHOTOS

• ZION • BRYCE •



SEASON: Both Zion and Bryce are generally closed during winter months. The summer season is from May to October inclusive. Accommodations: lodges, housekeeping camps, public campsites.





NATIONAL PARK SERVICE PHOTO
Tumacacori Mission.



NATIONAL PARK SERVICE PHOTO
Cliff Dwellings in Montezuma Castle.



The Wedding Chamber, Lehman Caves.

THE NATIONAL MONUMENTS, like the national parks, are set aside to preserve outstanding spots of scenic, geologic, or historic interest. The monuments are a worth-while part of your travel adventures. Owing to their number, it is impossible to describe them in detail, but the following listing will suggest what you may expect to find in each of the national monuments of the West:

ARIZONA—

- PIPE SPRING: A historic stone fort, at a desert oasis.
- NAVAJO: Prehistoric Indian cave dwellings.
- WUPATKI: A prehistoric pueblo.
- SUNSET CRATER: A volcanic crater with lava flows and ice caves.
- WALNUT CANYON: Miles of cliff apartments.
- PETRIFIED FOREST: Fossil remains of great trees.
- MONTEZUMA CASTLE: Remarkable dwelling clinging to the cliff eighty feet above the base and reached only by ladders.
- TONTO: Ancient cliff dwellings.
- CASA GRANDE: Ruins of early American civilization.
- SAGUARO: A splendid stand of great cactus trees.
- TUMACACORI: Remnant of an early Spanish mission.
- CHIRICAHUA: Surprising rock formations.
- CANYON DE CHELLY: Red limestone walls and cliff dwellings.

CALIFORNIA—

- MUIR WOODS: A beautiful stand of virgin redwoods.
- PINNACLES: Domes, spires, and caves.
- DEVIL'S POST PILE: Long hexagonal rocks resembling posts.
- CABRILLO: Where the Spaniards first landed in 1542.
- DEATH VALLEY: Lowest point in the United States, 276 feet below the sea, a region of weird formations, brilliant rocks, desert sand dunes, and wild flowers.
- LAVA BEDS: Interesting ice caves and lava tunnels.

IDAHO—

- CRATERS OF THE MOON: Weird volcanic formations.

NEVADA—

- LEHMAN CAVES: With fascinating galleries of stalactites.

NEW MEXICO—

- AZTEC RUINS: A 500-room ancient Indian pueblo.
- CAPULIN MOUNTAIN: Recently extinct volcanic cinder cone.
- CHACO CANYON: Huge semi-circular, pueblo ruins.
- BANDELIER: Caves of ancient Americans.
- EL MORRO: Carved records of Spanish explorers.
- GRAN QUIVIRA: Ruin of an early mission.
- GILA CLIFF DWELLINGS: Hanging far above the canyon floor.
- WHITE SANDS: Noted for its gypsum sand dunes.

OREGON—

- OREGON CAVES: Interesting underground chambers.

UTAH—

- TIMPANOGOS CAVE: A great limestone cavern.
- DINOSAUR: Fossil remains of giant prehistoric reptiles.
- CEDAR BREAKS: Amphitheater of nature-carved spires.
- ARCHES: Natural bridges, balanced rocks, and spires.
- RAINBOW BRIDGE: The most remarkable natural bridge yet found, 309 feet high and 278 feet from pier to pier.
- NATURAL BRIDGES: A series of bridges hewn by erosion.

WASHINGTON—

- MT. OLYMPUS: Noted for beautiful forests, ice-fields, streams.

Tips to National Park Motorists

ALL OF THE NATIONAL PARKS and most of the national monuments of the West are readily reached by motor car via excellent highways. In this booklet, space is too limited to show the numerous highways connecting these great wonderlands, but your nearest Standard Station or Standard Oil dealer will be pleased to supply you with the latest road maps and other travel information.

Many motorists overload their cars with camping equipment, bedding and food supplies. This places an undue strain on the car, and makes motoring both unsafe and unpleasant. Also, it is quite unnecessary. In each park are stores, providing food and other supplies at prices but slightly above those in the cities. In most parks there are cafeterias and restaurants serving meals at popular prices. Housekeeping camps for those who wish to camp, relieve the motorist of the necessity of carrying heavy camping supplies. In all of the parks, the rates at hotels, lodges and camps, as well as the prices in stores, are subject to government regulation for the public's protection.

For the motoring party proposing to camp out at least part of the time in the parks the following is a suggested list of necessities: one lightweight tent, one oiled-silk sleeping bag for each person, or folding beds with all-wool blankets, a gasoline camp cook stove, one frying pan, two pots, a coffee pot, a compact set of plates and utensils, fishing tackle, an axe, a shovel, mosquito netting, a flashlight with extra batteries, an emergency medical kit and a hot water bottle, one day's supply of food, to be replenished enroute, a complete set of car tools, two spare tires, a tow rope, and tire chains.

Fisherman's luck may be improved decidedly by consulting the rangers in each park before casting a line. There's no use fishing where there are no fish. Also make sure of the daily limits in each park. Fire-arms must be sealed at the park entrance, by the rangers. Register at each park upon entering and secure a visitor's sticker. The registration is for your protection. When you start on long hiking trips, notify the rangers, so that they can be on the alert for your safety in case of accident. Enjoy the wild animals, but avoid trying to feed them by hand, particularly the bears. It can be done, but it is dangerous.

Avail yourself of the services for motorists offered by Standard Stations and Standard Oil dealers enroute to and from the national parks. Just as each park has been created to preserve some incomparable wonderland for your enjoyment, so these stations and dealers are located at strategic points along every highway to provide you with unsurpassed motoring services wherever you are bound.

The Standard Station's chevron sign and the Standard Oil dealer's red, white, and blue pump are emblems that bid you welcome even though all you may want is a windshield cleaned. Standard service men are ready with accurate, complete road maps and latest information as to routes, accommodations, sights to see. Their facilities and services include clean rest rooms, complete, scientific lubrication, checking tire pressures, checking and filling battery and radiator. And they serve you with Standard Oil products—your choice of three fine gasolines, a full range of motor oils, guaranteed Atlas tires and batteries, motoring accessories and other motoring needs. Make Standard's facilities a basic part of your National Parks adventure.



STANDARD OIL COMPANY OF CALIFORNIA **STANDARD OIL Dealers**

NATIONAL MONUMENTS

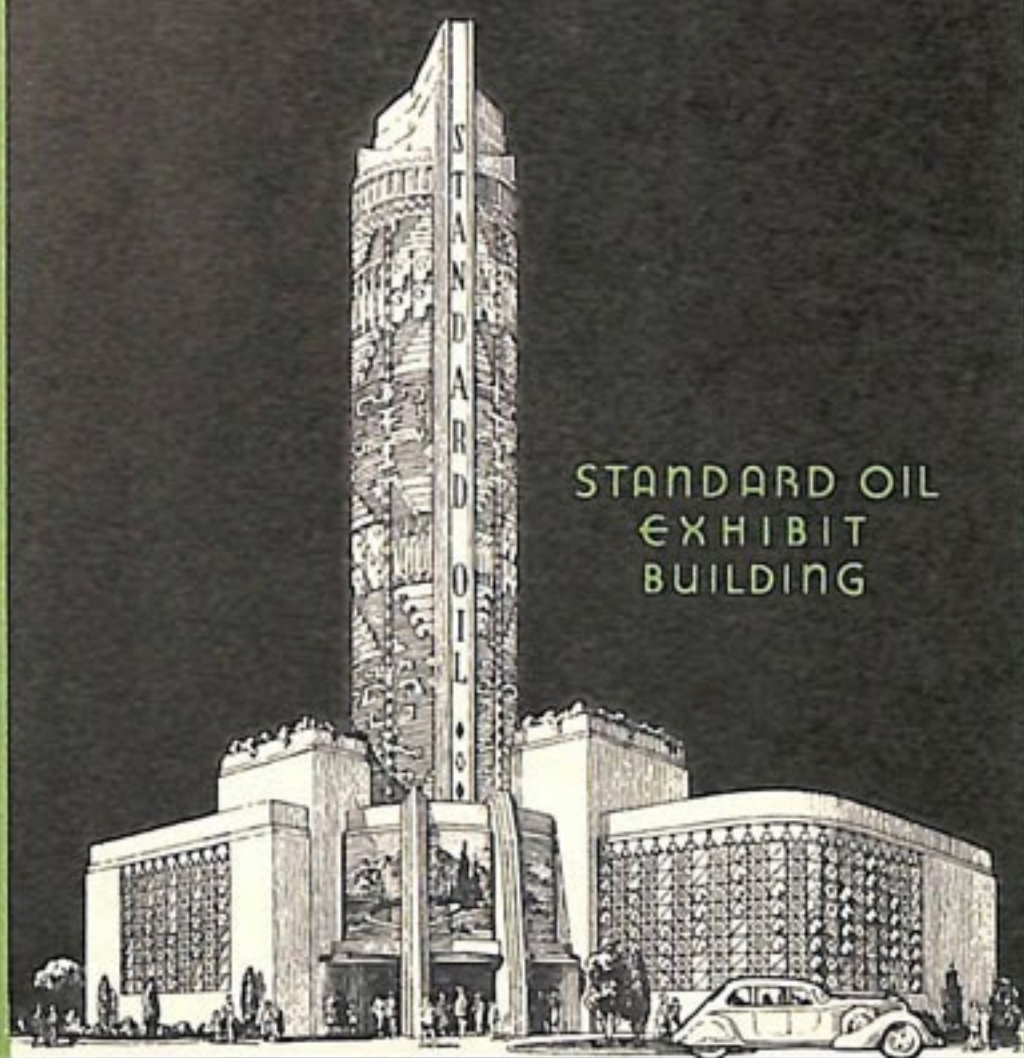
Standard Service all the way



Souvenir from the

CALIFORNIA
PACIFIC
INTERNATIONAL
EXPOSITION

SAN DIEGO
1935



STANDARD OIL
EXHIBIT
BUILDING

STANDARD OIL COMPANY OF CALIFORNIA