

ENCO Road Maps, 1960 - 1972

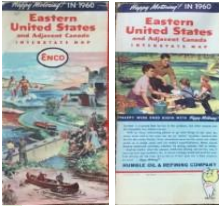
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This is an expansion of the article on Enco road maps which appeared in **Legend #87, Spring 2021**. While it is believed to be mostly complete, it is still a work in progress and no doubt missing a few maps. Notes in red below indicate map covers or information that is still lacking. If anyone can provide missing information, or has corrections to anything noted below, please send us an email at the address(es) above.

The **Standard Oil Company of New Jersey (Esso)** consolidated all domestic marketing under its subsidiary, **Humble Oil and Refining Co.**, in 1959. This led to the **Enco** brand name being introduced in 1960 to replace various other regional brands in the Central and Western U.S. (**Carter, Humble, Oklahoma, Pate**). The name "ENCO" was created from the slogan "America's Leading Energy Company" since Humble was not allowed to use the "ESSO" brand in marketing areas outside its home territory. The Esso brand was retained in the East and South (though Enco as well as Esso maps were issued for Southern states starting in 1966), while the Humble brand was used in Ohio because **Sohio** objected to both the Esso and Enco names there. The first road maps using the new Enco brand were issued in 1960, and continued through 1972 when the Exxon brand name replaced Esso, Enco and Humble throughout the United States.

Road maps issued varied considerably by the cartographic firms which created the maps. Some cover designs from previous issues of the regional brands (**Carter, Humble, etc.**) were used, and continued to be distinctive for several years after 1960. Most maps conformed to a standard cover design by 1966. Thus, the maps illustrated here are organized by the cartographic firm which created them. Not every issue of road map is shown below. The focus is to illustrate new cover designs in the first year they were issued. Many of these continued, sometimes with slight modifications, in the succeeding years.

General Drafting, 1960



Eastern U.S.

NOTES:

- > This is the only known map from 1960 with the Enco brand, front and back covers shown. It uses the same cover design, front and back, as the Esso Eastern United States map from that year. The Enco brand was first used in the former Oklahoma/Pate marketing territories, which included the states of **Wisconsin (Pate)** and **Illinois/Indiana/Kentucky (Oklahoma)**. Thus, it is likely that a similar Western United States map was not issued, and no such map has been observed.

General Drafting, 1961 State & Regional Titles



1961 Common Back Cover



Arizona



California-Nevada



New Mexico



Texas



Central-Western U.S.
(also Eastern U.S. same cover)

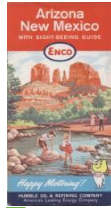
NOTES:

- > The **Arizona** cover is similar to the 1960 Humble cover, though the images have been rearranged somewhat.
- > The **California-Nevada** map has dual covers as shown above, thus does not have the back cover shown at left.
- > Both **California-Nevada** and **Texas** include "With Sight-Seeing Guide" below the title while **Arizona** and **New Mexico** do not.

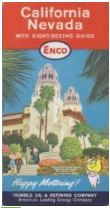
General Drafting, 1962 State & Regional Titles



1962 Common Back Cover



Ariz.-New Mex.



Calif.-Nevada



Colorado-Utah



Ida.-Mont.-Wyo.



Illinois-Indiana



N.D.-S.D.-Nebr.



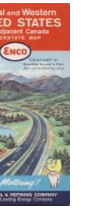
Oregon-Wash.



Texas



Wisc.-Minn.



Central-Western
(& Eastern U.S.)

NOTES:

- > All state issues include "With Sight-Seeing Guide" below the title except for **Illinois-Indiana**.
- > There is an overprint in the sky on the **Central and Western United States** map shown, which states "Century 21, Seattle World's Fair, April 21 - October 21, 1962". There is also an **Eastern U.S.** map with the same cover, but without the overprint. It is not known if each variation occurs with each title, or if the overprint is unique to the **Central and Western U.S.** map.

General Drafting, 1963 State & Regional Titles



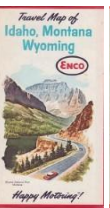
1963 Common Back Cover



Ariz.-New Mex.



Colorado-Utah



Ida.-Mont.-Wyo.



Illinois-Indiana



Michigan



N.D.-S.D.-Nebr.



Oregon-Wash.



Texas



Wisc.-Minn.



Western U.S.
(also Eastern U.S.)

NOTES:

- > No **California-Nevada** map is known for 1963 (maps issued in October 1963 were for the following year, and are shown below in the 1964 section).
- > See "Other Maps" section below for **Eastern/Western U.S.** maps with different covers than that shown here.

General Drafting, 1964 State & Regional Titles



1964 Common Back Cover Ariz.-New Mex. Calif.-Nevada Colorado-Utah Ida.-Mont.-Wyo. Michigan N. D.-S.D.-Nebr. Okla.-Kansas Oregon-Wash. Texas Wisc.-Minn.

NOTES:

- > Mileage charts on back cover are tailored to the area of the map coverage.
- > Michigan and Texas maps are somewhat taller than other titles.

General Drafting, 1965 State & Regional Titles



1965 Common Back Cover Ala.-Georgia Ariz.-New Mex. Calif.-Nevada Colorado-Utah Ida.-Mont.-Wyo. Illinois Indiana Michigan N.C.-S.C. N. D.-S.D.-Nebr.

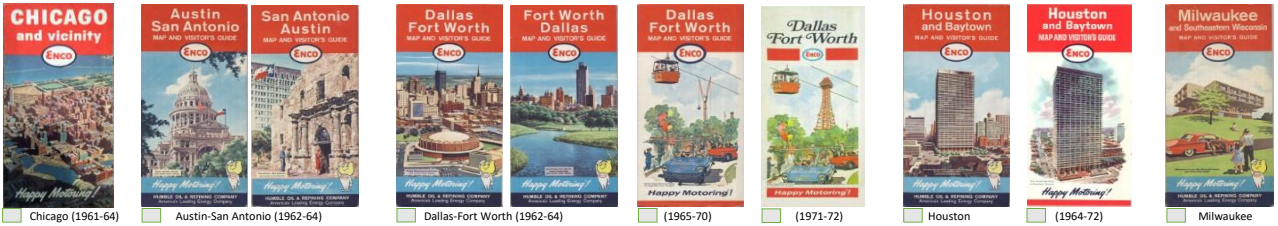
NOTES:

- > Most back covers same as 1964, but "Put a Tiger in Your Tank!" caption and graphic added, but some issues do not have the Tiger graphic/slogan, as with 1964.
- > Some maps are somewhat taller than other titles.
- > General Drafting maps produced after 1965 mostly used the common cover designs shown at the end of this report.



Okla.-Kansas Oregon-Wash. Texas Wisc.-Minn.

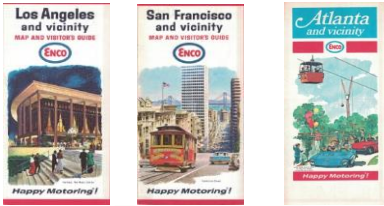
General Drafting, City Titles



Chicago (1961-64) Austin-San Antonio (1962-64) Dallas-Fort Worth (1962-64) (1965-70) (1971-72) Houston (1962-63) (1964-72) Milwaukee (1962-64)

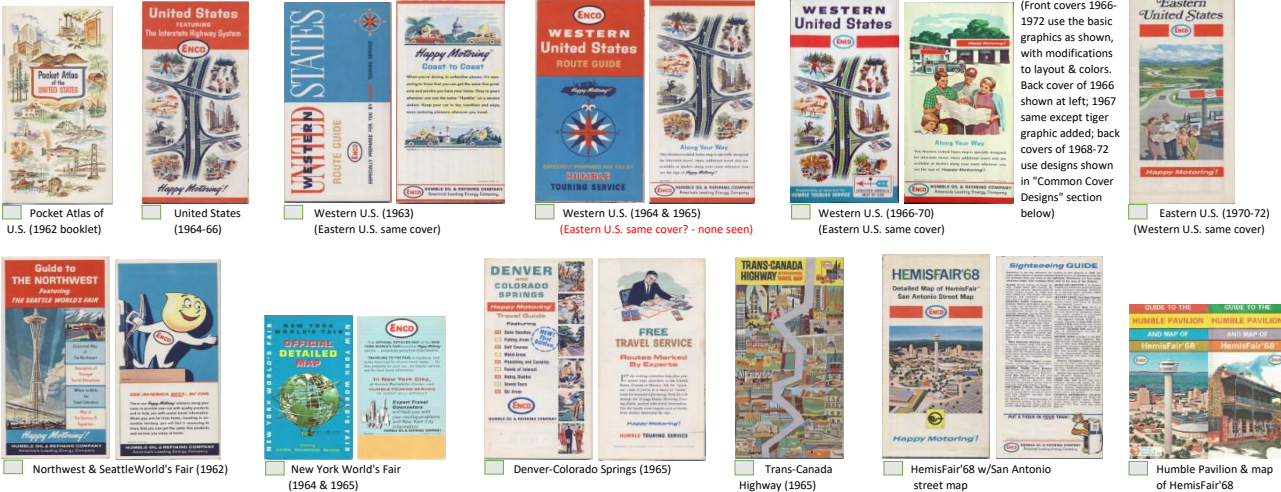
NOTES:

- > A Chicago map dated January 1960 with 1959 copyright date on the legend box inside, but with code "G761" on the back cover is known. This code indicates that General Drafting printed the map in July 1961, thus it would be a 1961 issue. The cover art actually started in 1960 with the Oklahoma brand, and was also used on a 1964 map, after which the common cover designs were used.
- > Most city maps used the common back covers as illustrated in the yearly sections above, though some have mostly text on the back covers with local attractions information, and Austin-San Antonio and Dallas-Fort Worth have dual covers as shown.
- > The Dallas-Fort Worth cover was modified in 1971 to show the new "oil derrick" tower (completed in 1969) at Six Flags Over Texas. In 1972 a new cover for Atlanta was issued (prior to that the common cover designs were used) using the same artwork as Dallas-Fort Worth, though identified as "Six Flags Over Georgia."
- > Most city titles continued to be issued until 1972, but used the common cover designs (illustrated below) after the years depicted here.



Los Angeles (1965-72) San Francisco (1965-72) Atlanta (1972)

General Drafting, Other maps not shown above



(Front covers 1966-1972 use the basic graphics as shown, with modifications to layout & colors. Back cover of 1966 shown at left; 1967 same except tiger graphic added; back covers of 1968-72 use designs shown in "Common Cover Designs" section below)

NOTES:

- > Some of these maps were issued by the **Humble Touring Service**, used for people requesting route planning for trips, but were also likely given out at service stations.
- > Similarly sized booklets titled "**Touring Guide**" and "**Touring Tips**," and "**Adventures**" for various states also exist. These are not illustrated here, as they are really not maps (though some do include some maps in them).
- > There were two maps issued for **HemisFair'68** in San Antonio. The first one shown above contains a full-sized street map of San Antonio on one side, with a map of the fairgrounds and information on the fair and the city on the other side. The second map shown above is much smaller, and contains only the map of the fairgrounds (at a smaller scale than the first map), and some information on the fair. This second map was likely meant for use while walking around the grounds.
- > The first Enco map of **Mexico** appeared in 1963 (no issues are known from 1961 or 1962). These maps continued with this same cover graphic from 1964 to 1972, with the layout altered to match the yearly style, and image slightly truncated in later years. Back covers vary somewhat from year to year, with a few examples shown.



(Back covers of several issues of Mexico maps)

Non-Road Maps - these are not road maps, and were also issued with the Esso brand.



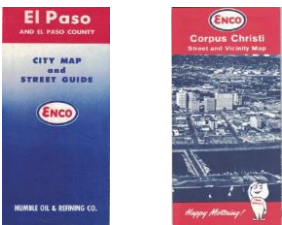
Folklore and Legends (1962) Discovery and Exploration (1963)

- > The **Travelaide** map show at right is by National Advertising Co., not General Drafting. This map was issued in 1970, but other years, with somewhat different cover designs, also exist.



Travelaide

Ashburn



El Paso (1961) Corpus Christi (1962, '64 & '65)

NOTES:

- > Only two titles of Enco maps were produced by Ashburn, **El Paso** and **Corpus Christi**. These maps have copyright dates in the legend. Both of these maps have the same cover, front and back.
- > The **El Paso** cover is a continuation of cover designs used on 1960 Humble maps. This cover style and Ashburn cartography were only used in 1961, **El Paso** maps from 1962 and later were published by Gousha.
- > The **Corpus Christi** map has the same cover for all years, 1962, 1964 & 1965 (no maps are known for 1961 or 1963). After 1965, maps were published by Gousha.

Gousha



Common front & back covers (1961) Phoenix (1961 and 1962) Tucson (1961 and 1962) Back cover of 1961 Phoenix & Tucson Albuquerque (Both of these covers issued 1962 only) El Paso "Map Segment" cover (1962) "Map Segment" cover (1963-66) Back cover of 1962-66 issues

NOTES:

- > The 1961 common front and back covers were used on many titles (state and city), and are a design carried over from 1960 Carter maps.
- > The 1961 and 1962 **Phoenix** and **Tucson** maps use a design carried over from 1960 Humble maps. The Humble issue was one map of **Phoenix-Tucson**; this was split into two separate issues by Enco in 1961.
- > The **Albuquerque** and **El Paso** map covers shown were used only in 1962, after that they used the common "Map Segment" cover from 1963 to 1966. Both have the back cover illustrated at far right, but printed in only two colors.
- > Other than the four cities shown above, 1962 maps feature a segment of the map inside on the cover, thus each title will have a unique cover design (only one example is illustrated here). This continued for the years 1963 to 1966, though in 1962 covers were printed in full color, while in later years only two colors. Covers from 1963 to 1966 are all the same, except for a slight change to the Enco logo in 1966 (slightly narrower lettering with thicker blue circle around).
- > The back cover design for 1962 to 1966 maps was "borrowed" from General Drafting, and has their publication code of W1261 (Dec. 1961). This was not updated on Gousha maps in later years (it is the same code on all maps, 1962 to 1966) and thus can NOT be used to date these maps.
- > All Gousha maps after 1966 transitioned to the common cover designs shown in the last section below, though back covers varied from those illustrated and Gousha maps were printed with just two colors, rather than four colors as with General Drafting maps.

Hotchkiss



NOTES:

> Hotchkiss, Inc. produced only three titles for Enco; **Billings**, **Colorado Springs** and **Denver**. None of these maps are dated, and do not contain any kind of codes to help with dating. It may not be possible to pinpoint the exact years of issue for each, but the following seems likely:

- 1961: continuation of cover designs from 1960 Carter maps
- 1962: map segment front cover with oil drop back cover
- 1963: photo front cover with oil drop back cover
- 1964: photo front cover with oil drop back cover (same as 1963, maps inside may vary)
- 1965: photo front cover with tiger back cover
- 1966-68: common Enco front cover with freeway interchanges back cover
- 1969-72: Billings only, common Enco front cover (Colorado Springs and Denver maps changed to Gousha starting in 1969). **Unsure if 1969-72 Billings maps all have the same cover, and/or if back covers are different than common Enco maps.**

> Seven distinct issues for **Denver** have been identified, most likely for the years 1961-67. These are detailed in a separate document. It is not known if a final map (1968) was issued prior to Gousha maps in 1969.



Rand McNally



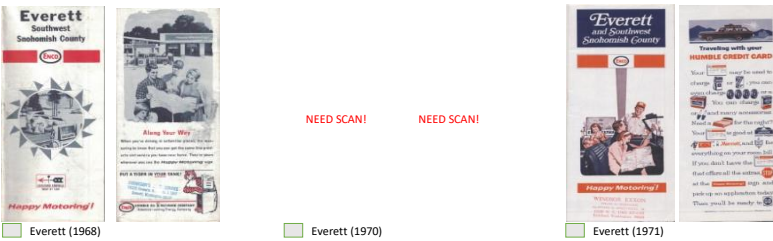
NOTES:

> Rand McNally & Co. produced four titles in the Los Angeles area - **Long Beach**, **Los Angeles**, **Orange County**, and **San Gabriel Valley**. All four show the same illustrations on the cover, though the **Los Angeles** title is slightly wider with a bit more of the design shown at each edge. These maps were only issued in the years 1961 and 1962, after which they were produced by Gousha with the Gousha style covers.

> 1961 **Orange County** map has not been verified, may not have been issued.

> The cover designs on the 1966 & 1967 **Indianapolis** map are generic Rand McNally artwork, found on road maps from other oil companies as well. After 1967, Indianapolis maps were done by Gousha using the common cover designs shown below.

Western Map Co.



NOTES:

> The only title produced by Western Map Co. for Enco was "Everett and Southwest Snohomish County" in the state of Washington.

Common Cover Designs, used by multiple cartographic firms, 1966-72



NOTES:

- > Most titles use the Common Front Cover shown, some back covers on maps from cartographic companies other than General Drafting vary somewhat.
- > Small variations exist for some of these cover designs, such as different text colors, or added/removed "Discover America" logo - these are not all illustrated here.
- > Several cities continued with their scenic cover designs from previous years in 1966 and later (see above), while other cities used cover images from previous years.
- > Some issues, primarily those produced by Gousha, are printed in two colors only rather than full color.
- > Some maps are dual-year dated inside, such as "1969-70."
- > Some issues are somewhat taller than others.