

Esso Covers 1942-1965

1942-1945



1942 Front Covers

Beginning in 1942 the Esso maps, drawn by General Drafting, featured an artistic rendering of a landscape or landmark of the area mapped. The maps up through 1948 had an uncolored border. Note that the date was listed on the Washington, D.C. cover and not on the New York. This also occurred with the 1945s as shown next.

1942-1945, cont.



1945 Front Covers

Like the 1942 New York shown on the previous page, the Carolina map did not have the date shown on the front. It was listed inside as a 1942 (Revised) with a General Drafting code of 445—April, 1945. Although these two drawings were similar, an identical cover was rarely repeated for another year of the same map or for a different map where the same picture would have been appropriate. There were exceptions.

1942-1945, cont.



1942 A?

1942 B?

These two maps of New England, apparently identical other than the cover date, each had the General Drafting code of 142—January, 1942. It is unsure which one was published first. Not all maps in this series contained a code. There appears to be no pattern as to which ones did have and which did not.

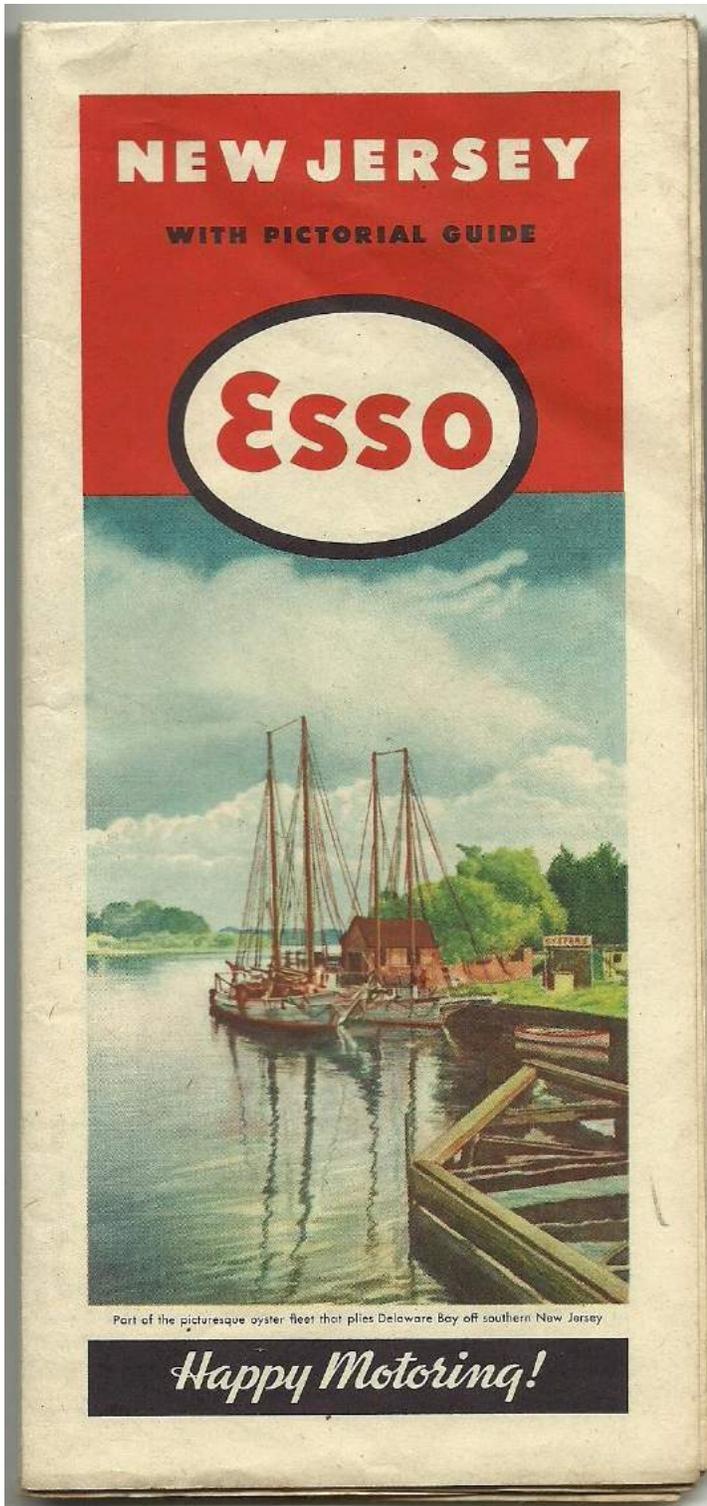
1942-1945, cont.



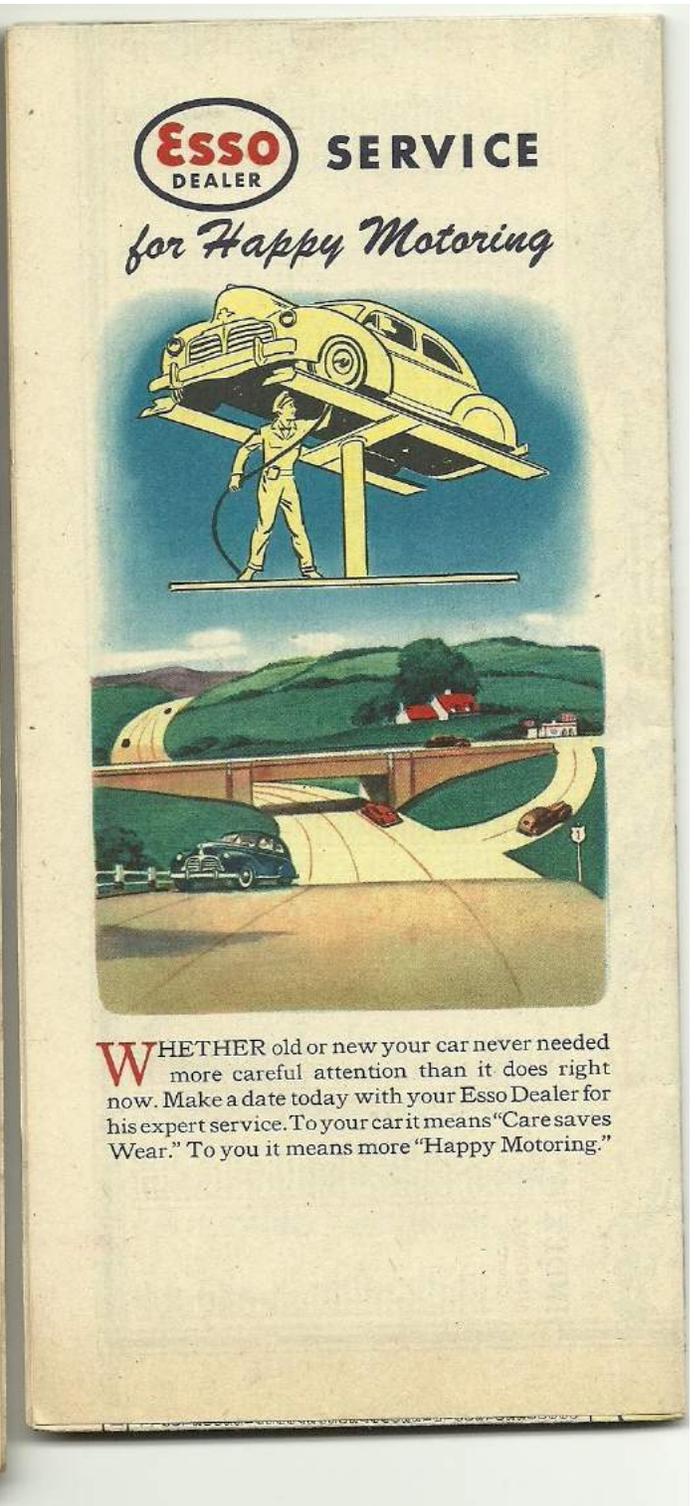
1942 and 1945 Back Covers

All 1942 and 1945 back covers appear to be like the one shown here.

1946-1948



1946 Front Covers



1946 Back Covers

All 1946 issues had the red background above the artwork. All of the back covers had the vehicle-on-a-hoist drawing. Each successive year's issue usually had a newly designed back cover but it was not always exclusive to the year.

1946-1948, cont.

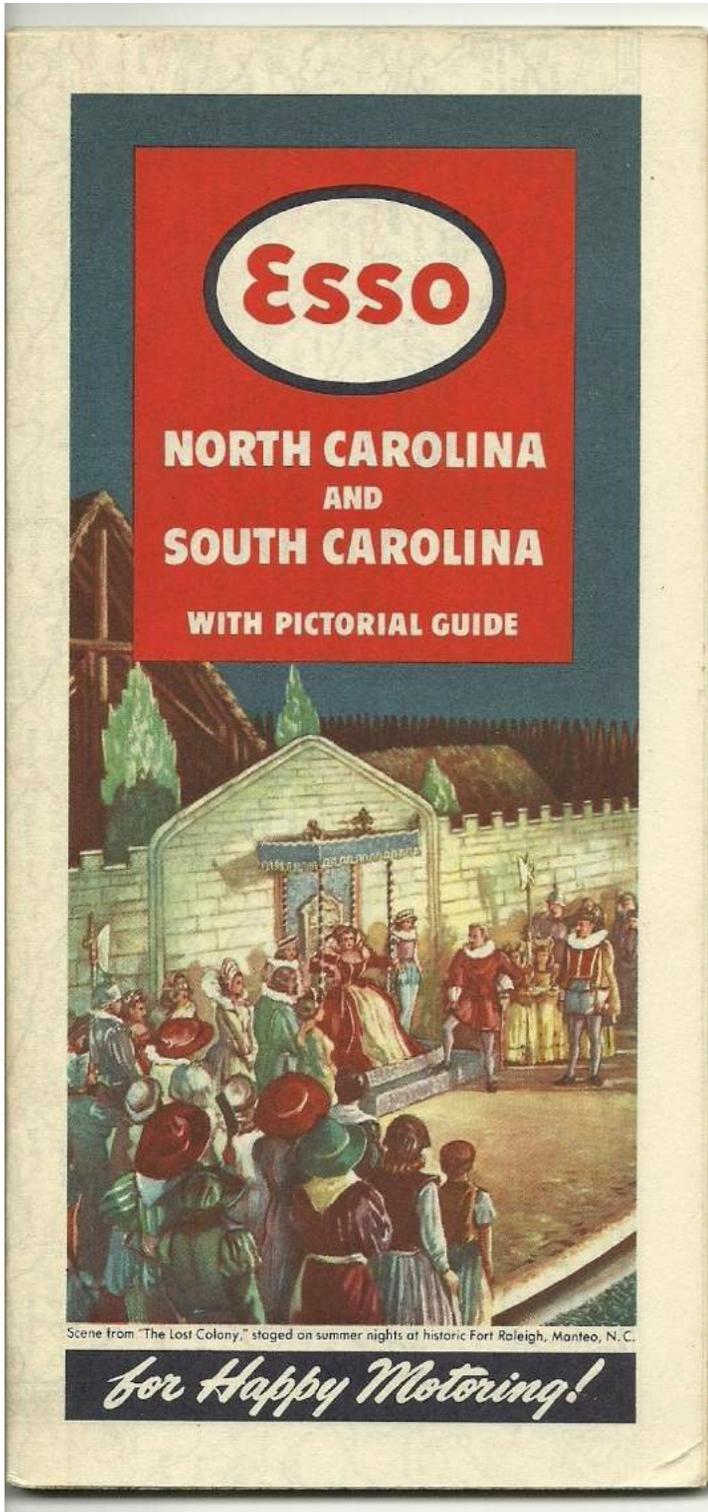


1947 Front Covers

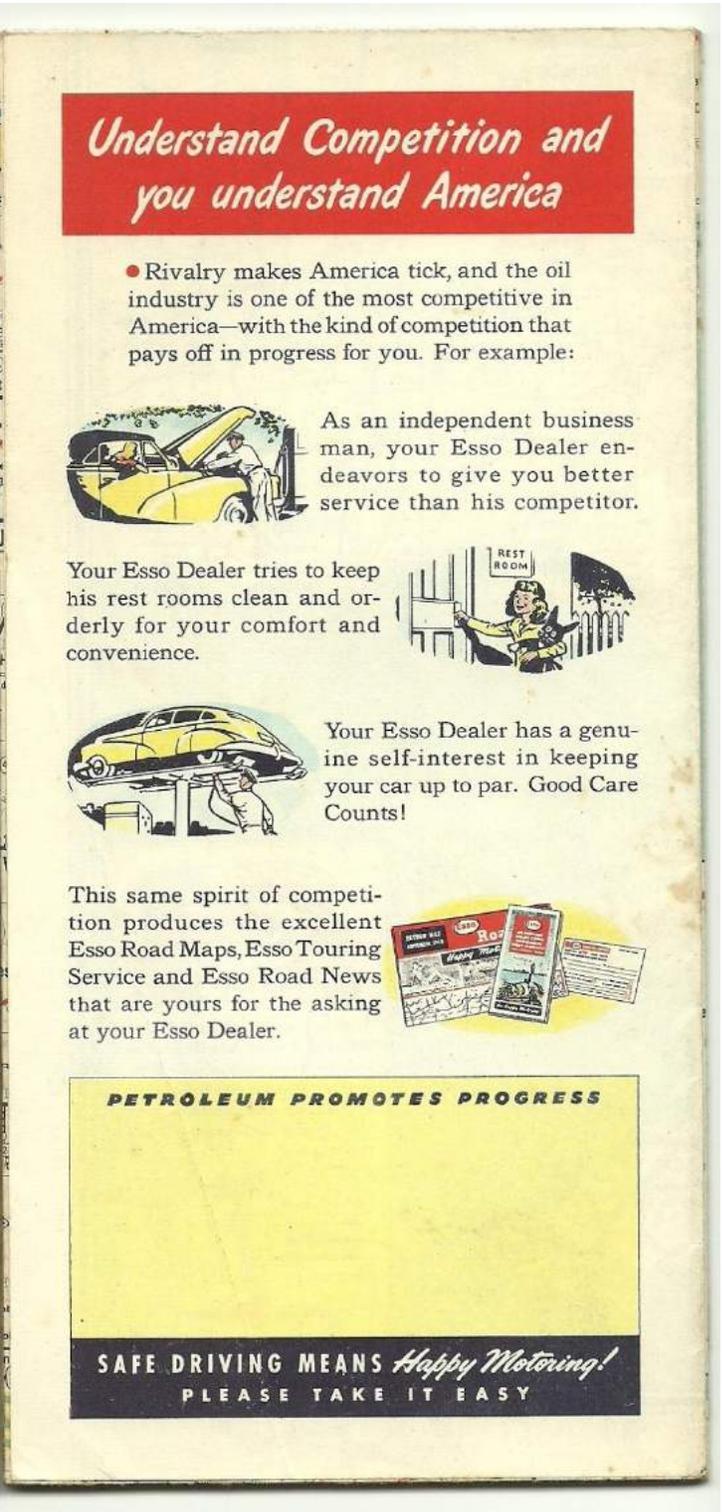
1947-1949 Back Covers

The 1947 front covers had no red background. Instead, the artwork faded to a dark blue like the Arkansas/Louisiana shown here. The gas station back cover was used for all 1947s and occasionally for 1948 and 1949.

1946-1948, cont.



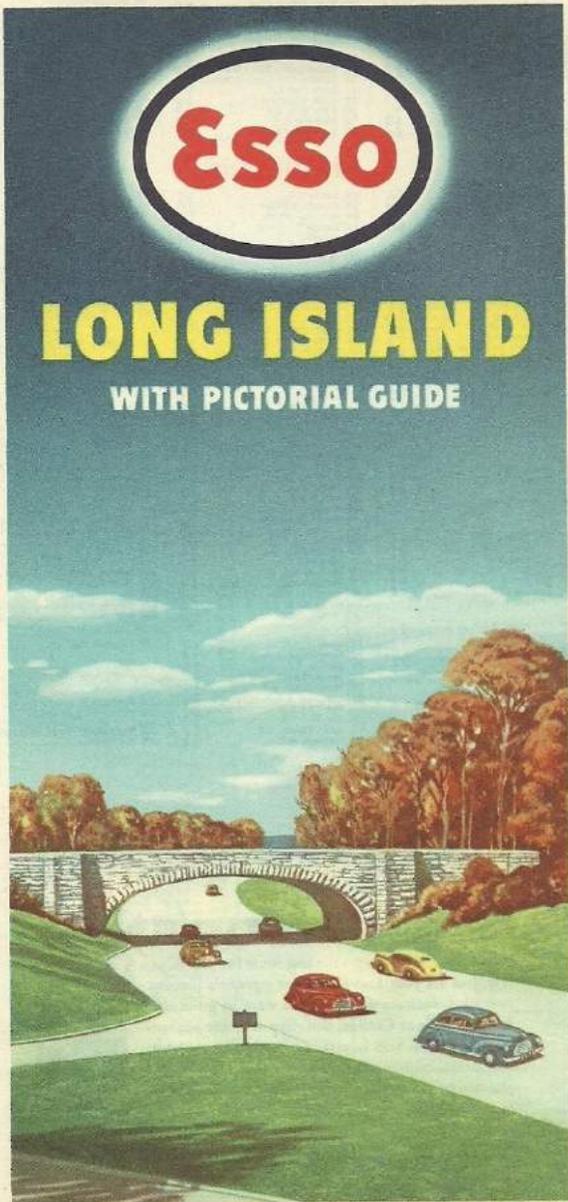
1948 Front Covers



1948 Back Covers

For 1948 the front covers usually had a red box as background for the Esso logo and map title. The back cover that was printed for most 1948s was totally redesigned. Remember that the 1947 back cover sometimes appeared.

1946-1948, cont.



Esso

LONG ISLAND
WITH PICTORIAL GUIDE

Beautifully landscaped parkways lead to Long Island's recreational and scenic attractions.

for Happy Motoring!

YOUR *Touring* HEADQUARTERS



Here is the place to get accurate, complete touring information—the finest anywhere. Your Esso Dealer has these three important free services for you just for the asking:

- Esso ROAD MAPS**
Accurate, detailed, up-to-date, with pictorial guides.
- Esso TOURING SERVICE**
A prepaid post card brings you marked maps.
- Esso ROAD NEWS**
Detour map, trip suggestions. Summer months.



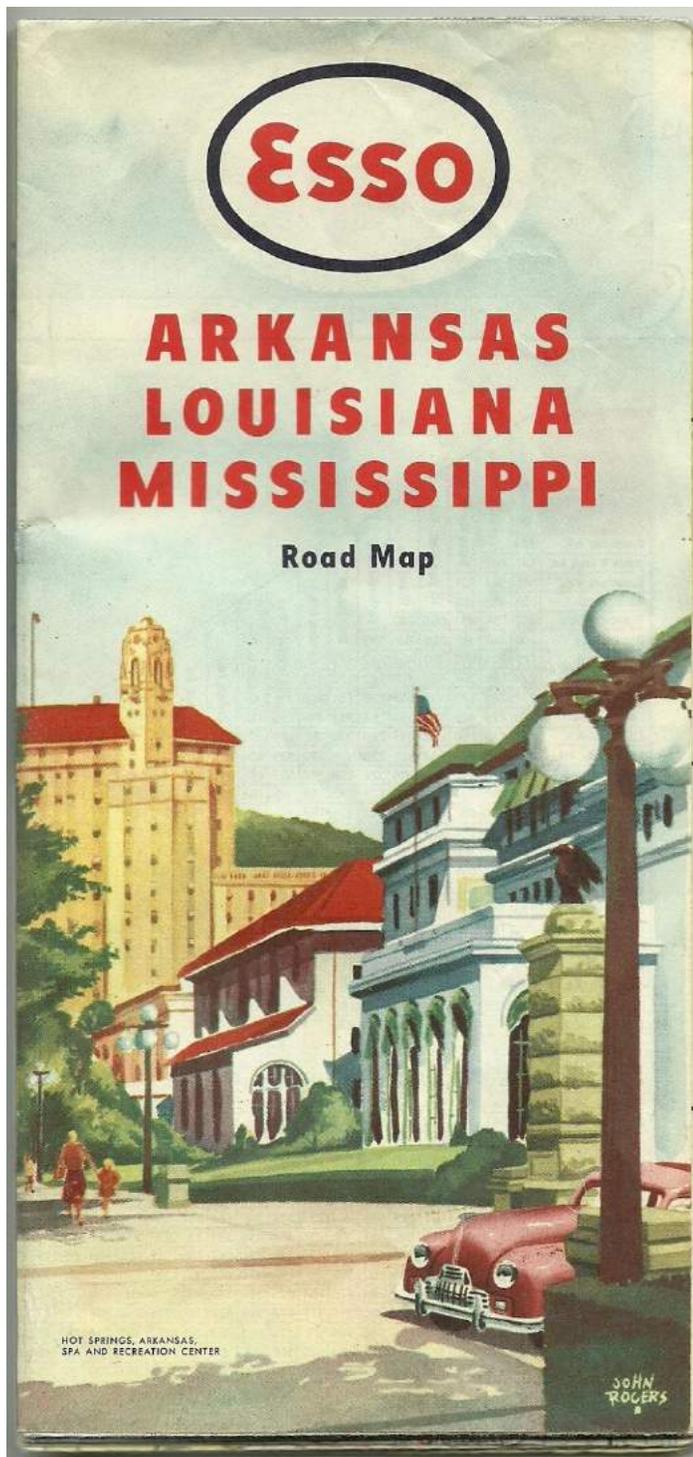
Before starting a trip let your Esso Dealer give your car complete service. Then, on the highway, make the Esso Dealer Sign your touring headquarters.

good care counts!

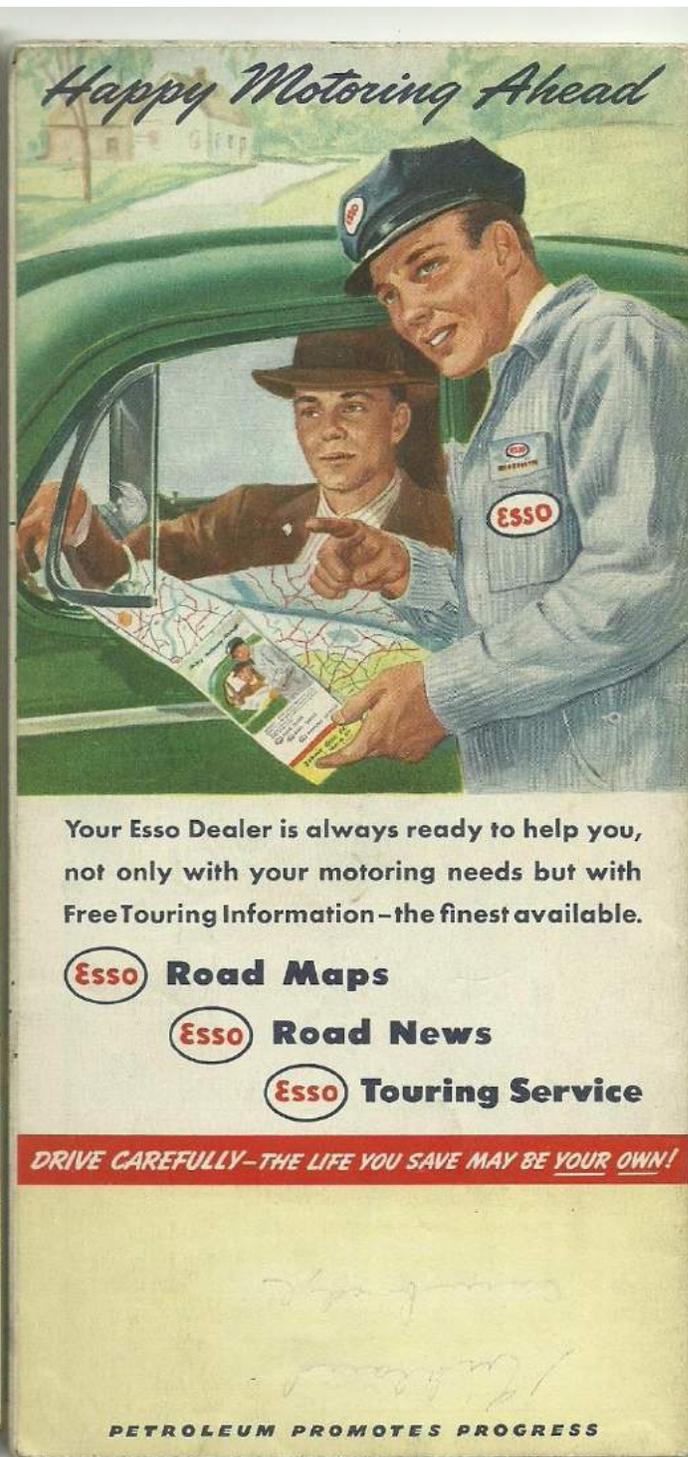
1948 Long Island

This map, along with the 1948 New York City map, used the 1947 format for both the front and back. There may have been others. The Long Island map, even though dated at 1948, had a GD (General Drafting) code for 1947. The New York City had no GD code.

1949



1949 Front Covers



1949 Back Covers

All of the 1949s issued used a full-cover piece of artwork. They usually had no border whatsoever (an exception is shown later). The back cover was changed to show an attendant giving directions—using an Esso map, of course, that had a smaller rendering of same scene as the full-sized.

1949, cont.

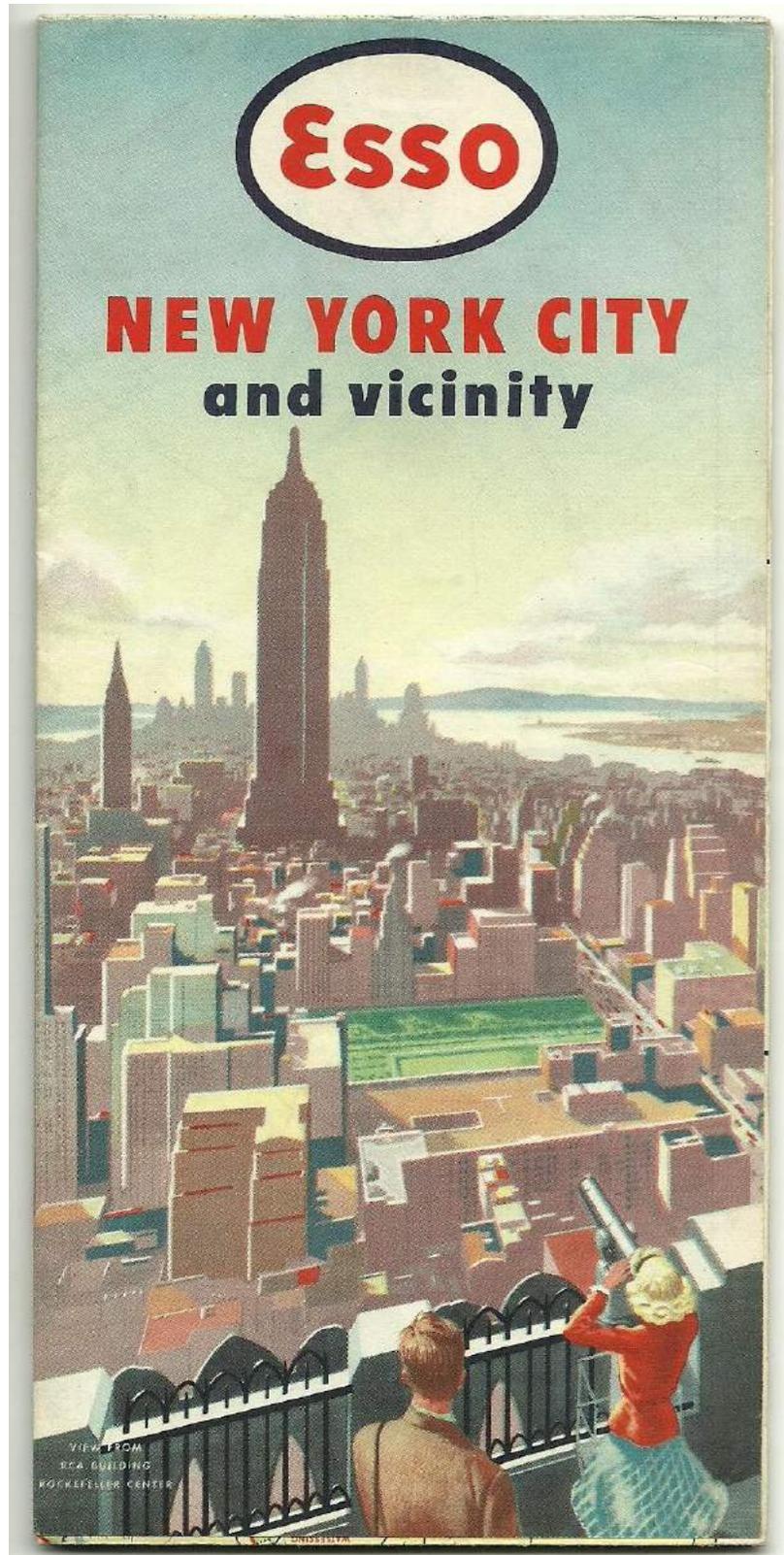


1949A

1949B

The Central/Western US and Southeast US 1949 regionals shared the same picture as shown above. This Northeast US 1949A issue is the only 1949 map seen so far that had any border; all others had the drawing the entire way to all front edges. The A issue also used the gas station back cover that was used primarily in 1947. Note that the GD code for the A map was 249 and the B map was 349. Possibly the A issue was a misprint.

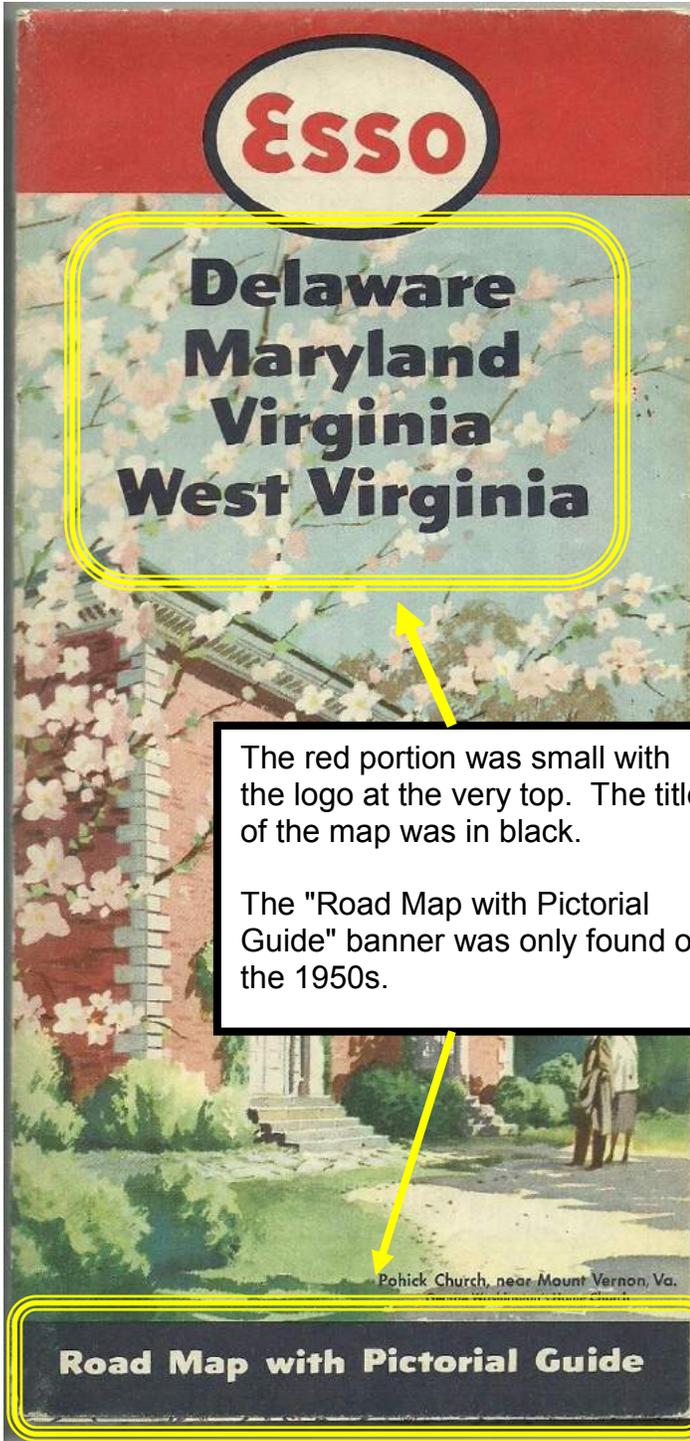
1950-1959



1950 New York City

The New York City map used the both the 1949 front cover and back cover format. It is the only one seen as of yet. There may be others.

1950-1959, cont.



The red portion was small with the logo at the very top. The title of the map was in black.

The "Road Map with Pictorial Guide" banner was only found on the 1950s.

Pohick Church, near Mount Vernon, Va.

1950 Front Covers



HE'S NOT ON OUR PAYROLL...

but we couldn't do business without him!

When you take your car to an Esso Dealer Station for gasoline, or oil changes and check-ups—you're not really "doing business" directly with Esso Standard Oil Company, even though we make the fine products you get.

Instead, these 25,000 Esso Dealers from Maine to Louisiana are local, independent business men. You deal with the owners themselves—men who have invested *their* money and *their* initiative in building their own futures on serving you.

From many competing brands of gasoline and oil, these local business men have chosen Esso products. Year after year, they have seen evidence of the satisfaction to the buyer

that Esso quality stands for. These able business men have handled Esso products for an average of 12 years each. Many have bought from us for 35 and 40 years.

Obviously, we couldn't do business without these men. And naturally we're proud of them—just as proud of them as we are of the 29,000 workers on our payroll.

Both groups—our own employees and these "partners" in their independent businesses—express this company's basic belief that individual enterprise, given its fair chance to earn fair rewards—is the best way and the American way to make progress with and for all the people of this country.



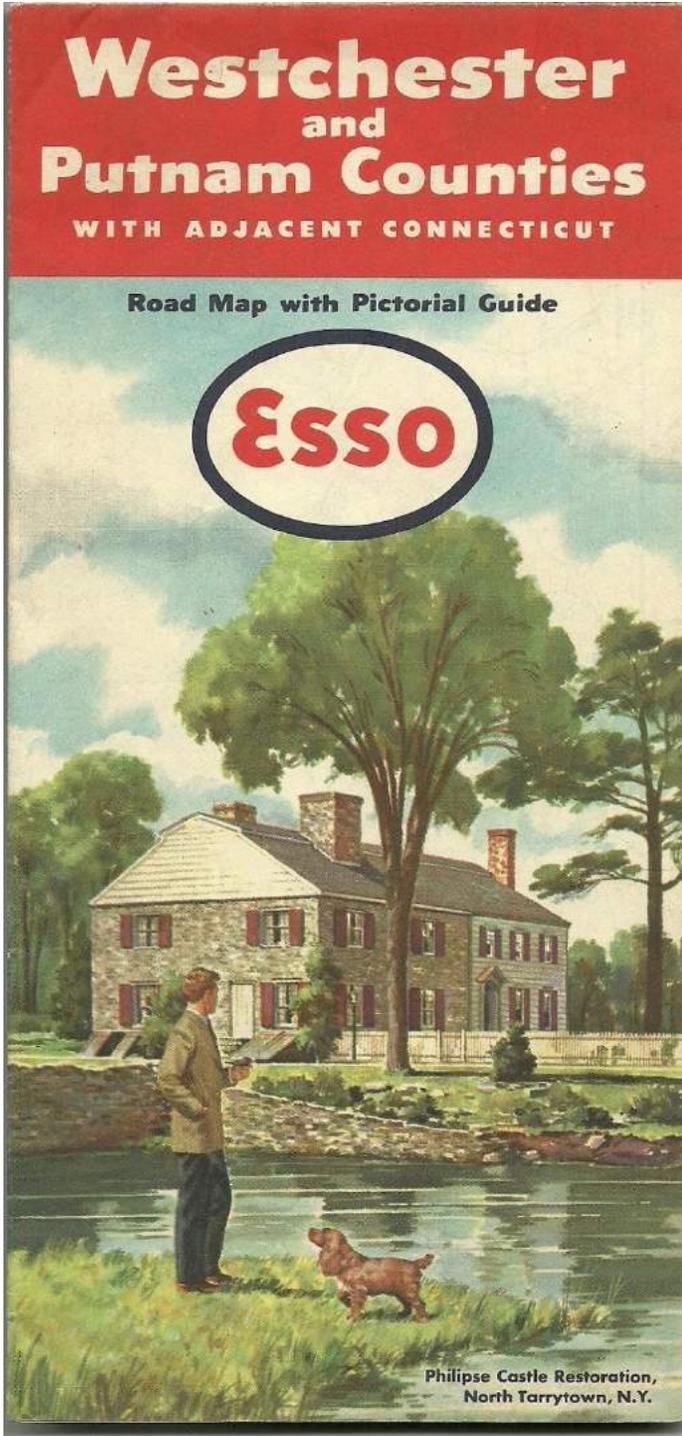
ESSO STANDARD OIL COMPANY

DRIVE CAREFULLY - THE LIFE YOU SAVE MAY BE YOUR OWN!

1950 Back Covers

From 1950 through 1959 (other than exceptions such as the previously-shown New York City) all of the Esso maps had a scenic cover with a solid red background at the top of the picture. However, the size of the red portion and the placement of the Esso logo and its size varied by the year, along with other minor format changes. As mentioned earlier, most years had a back cover that was exclusive to that year.

1950-1959, cont.



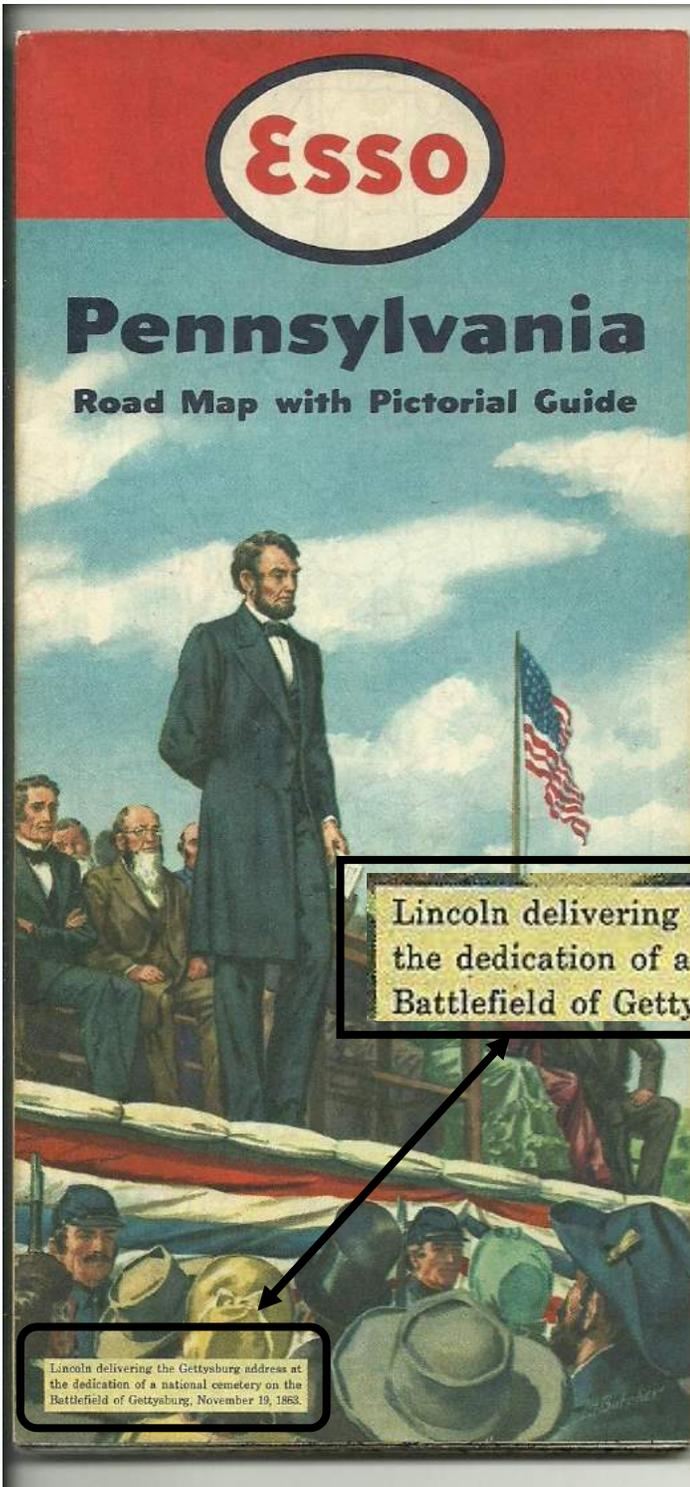
1951 Front Covers



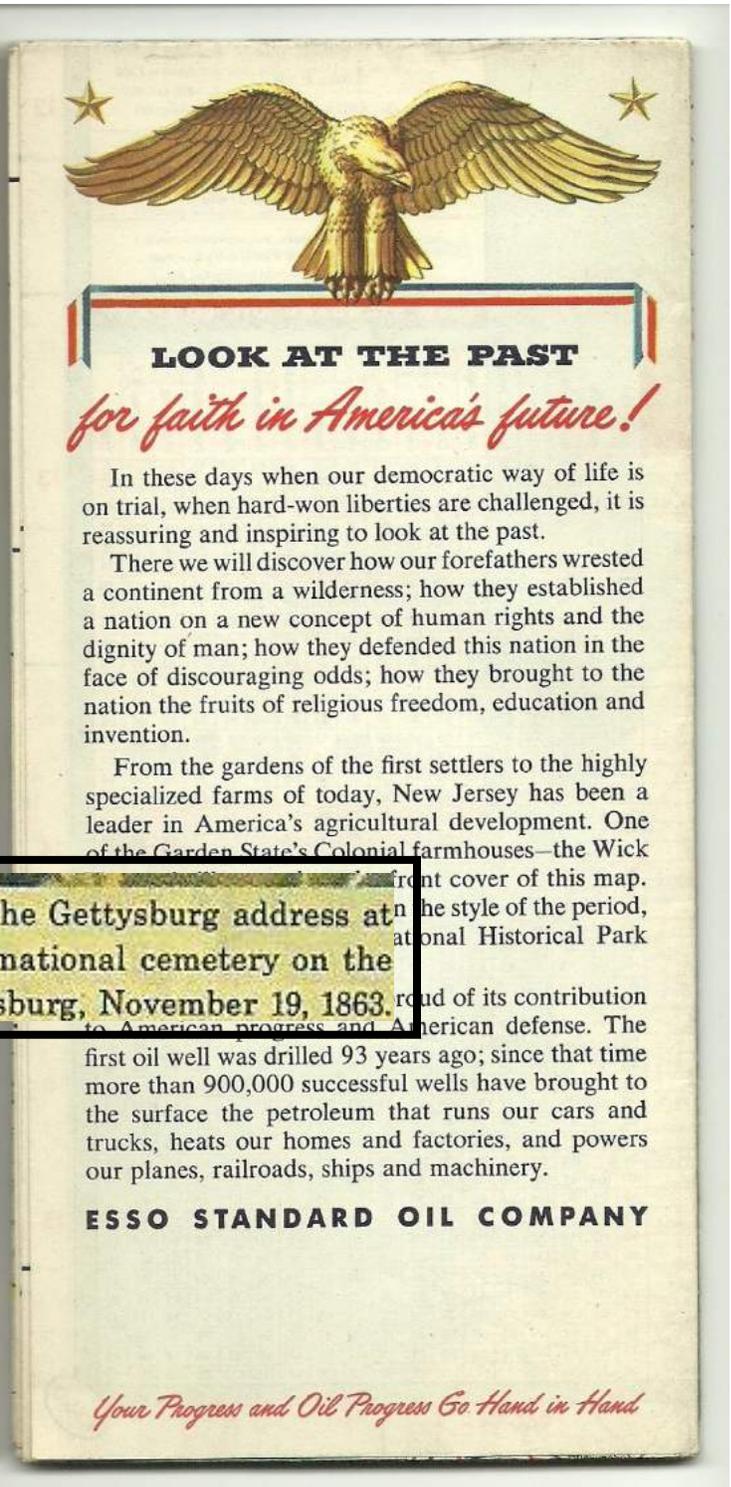
1951 Back Covers

The red portion at the top was much larger with the Esso logo somewhat below it. The map title was printed in white lettering and the "Road Map with pictorial Guide" text was moved.

1950-1959, cont.



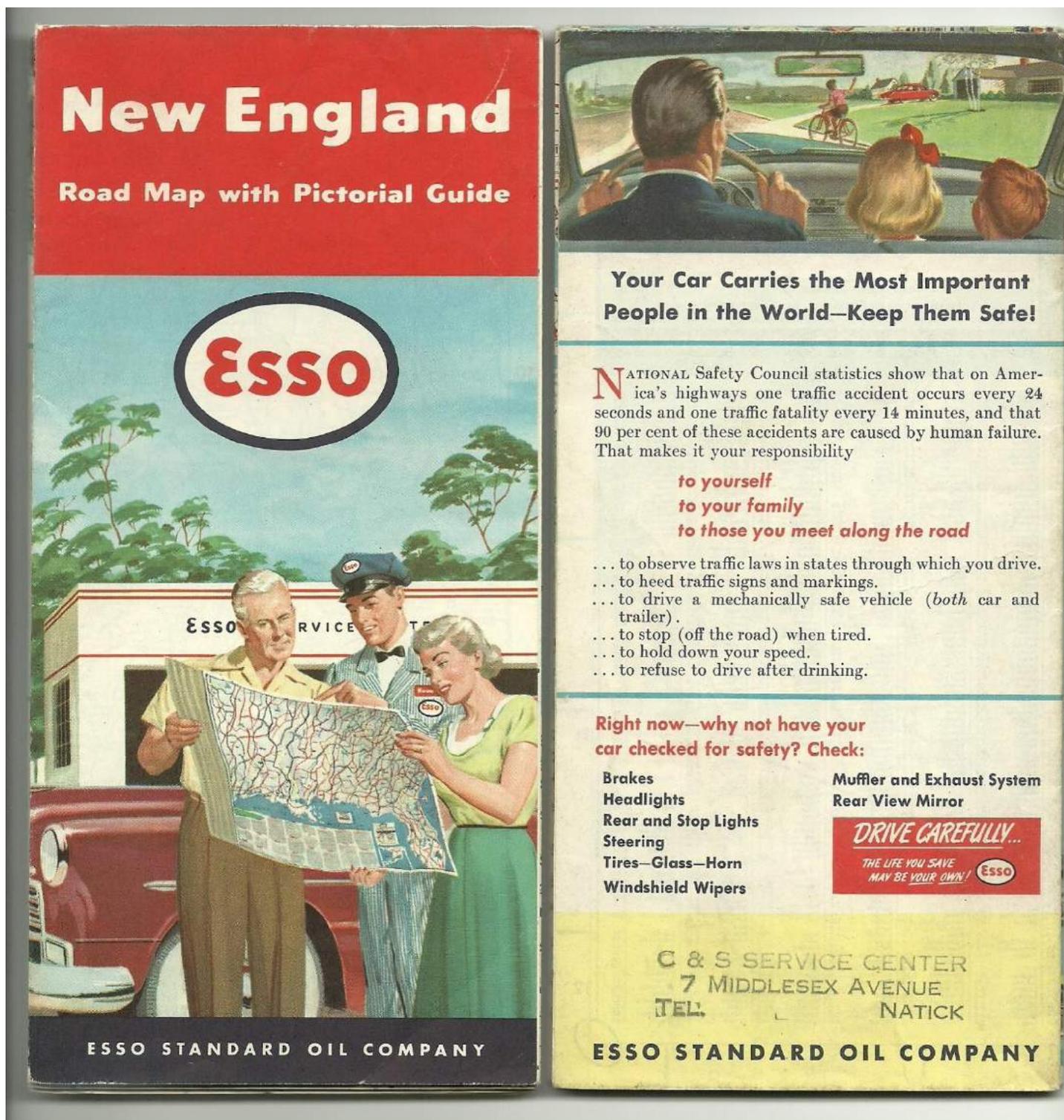
1952 Front Covers



1952 Back Covers

The red portion at the top was made smaller with the Esso logo on top of it, essentially the same as the 1950. The map title was again in black lettering but now with the "Road Map with pictorial Guide" underneath. Only the 1952s had a small text box containing the picture's caption.

1950-1959, cont.

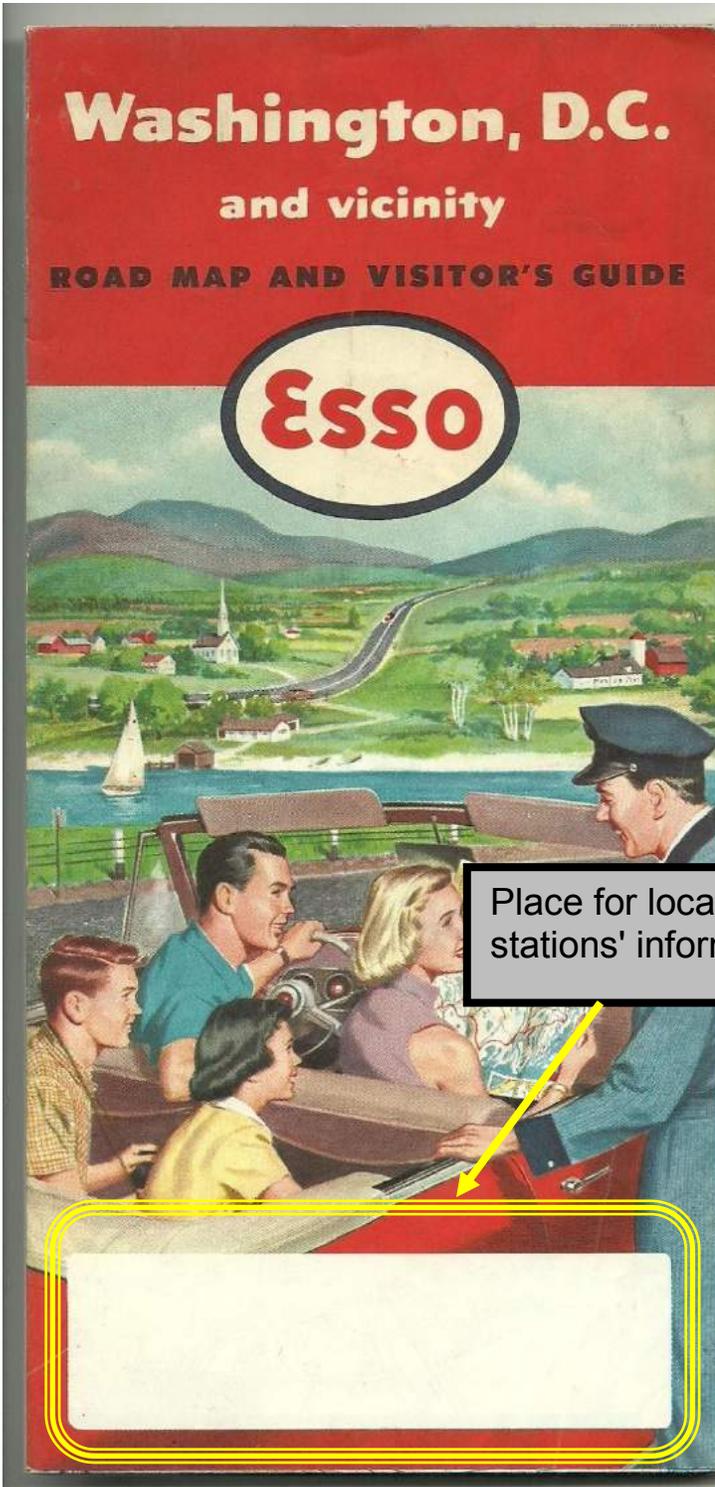


1953 Front Covers

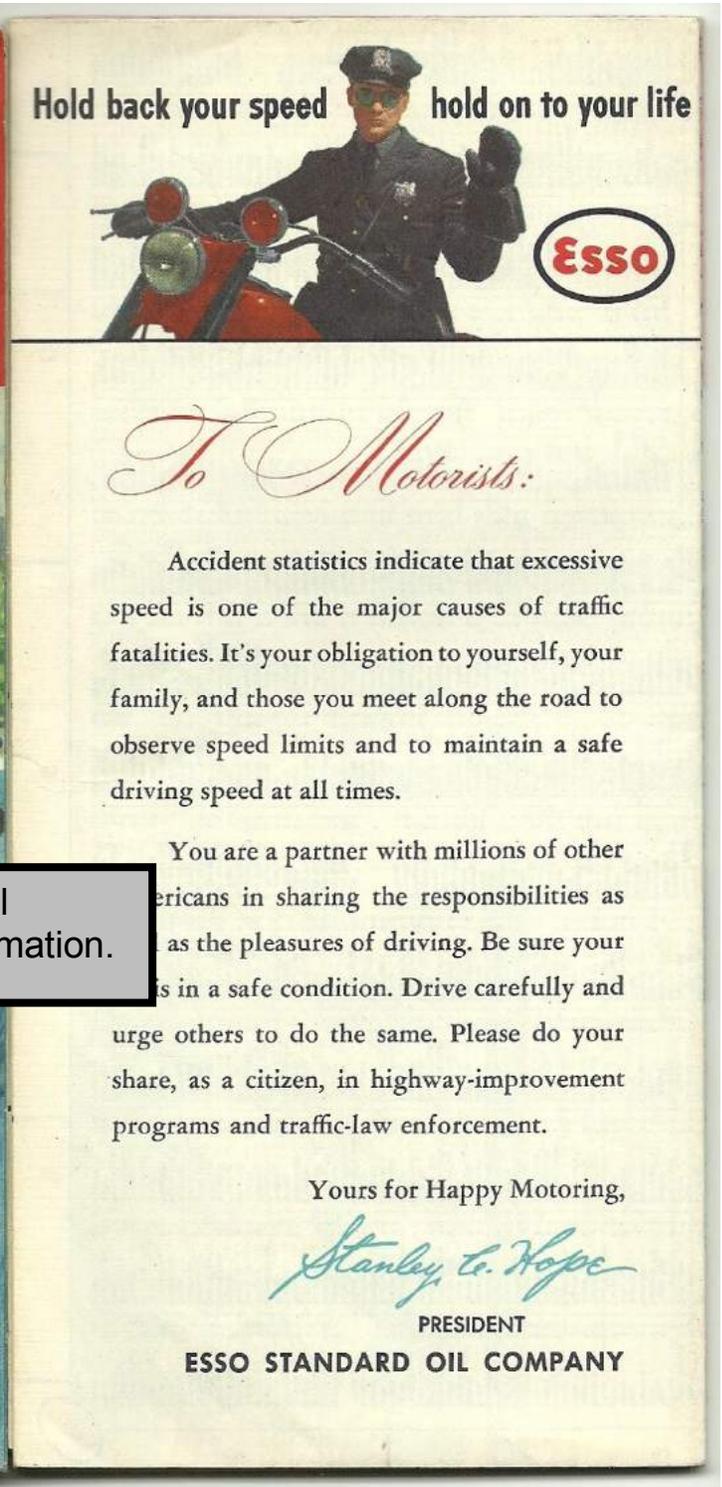
1953 Back Covers

All 1953 maps used the same front cover art shown above, whether state, region, or city, the picture of the attendant using an Esso map to assist the travelers. The back cover format was the same for all maps, too.

1950-1959, cont.



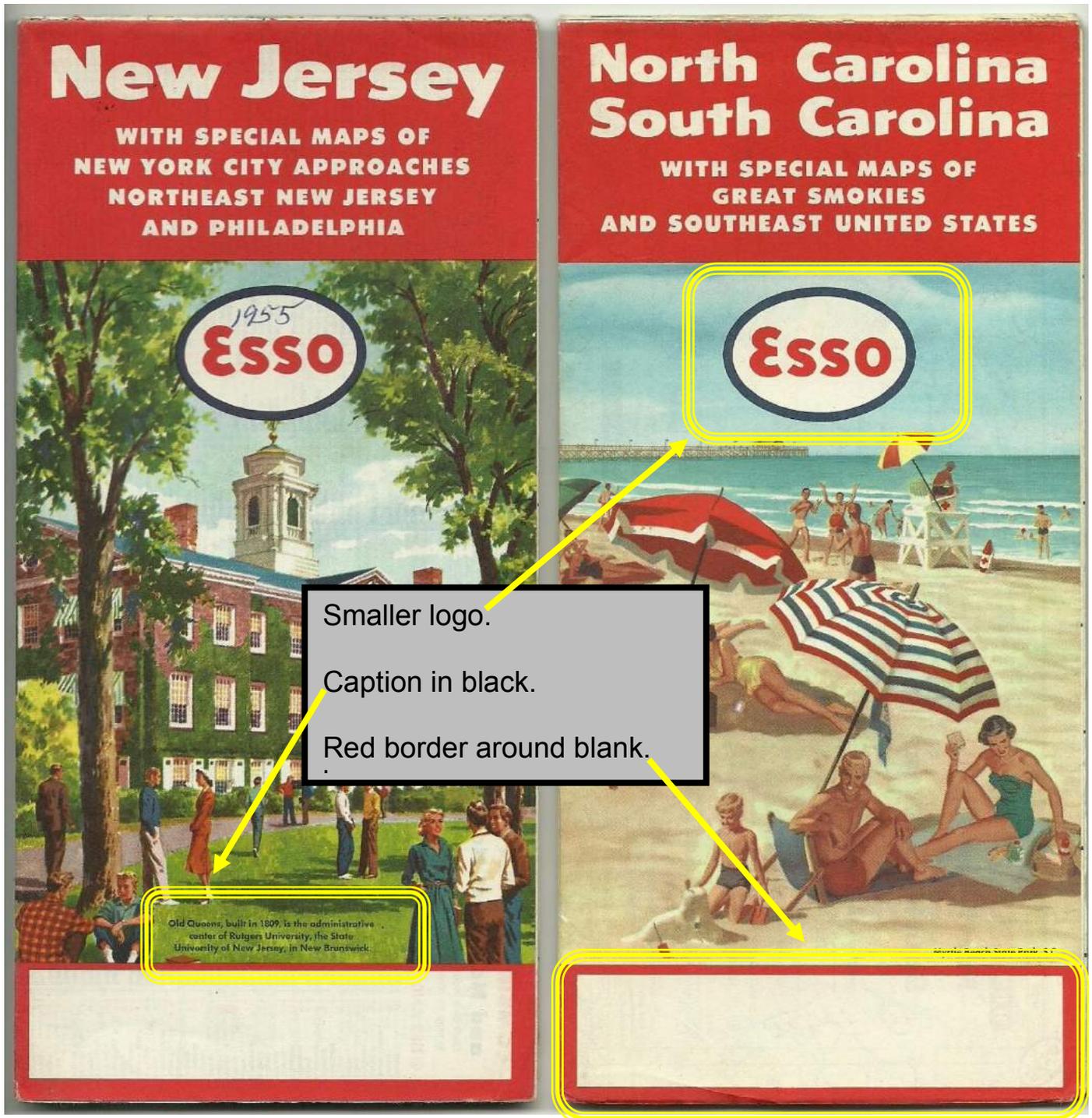
1954 Front Covers



1954 Back Covers

The 1954 maps used the drawing shown above on all front covers, whether state, region, or city. The front cover format was altered somewhat from the 1953 issues. The most noticeable change is that this year was the first issue where a white box was left uncolored for a local station to stamp its name and address.

1950-1959, cont.



1955-56 Front Covers

The maps dated 1955-56 had a number of significant changes from the 1954s. The covers again had historical or scenic drawings appropriate for the area covered like the examples shown above, but the Esso logo became smaller and it was located below the title area. The title and accompanying information were printed in all white and the box for a station stamp had a red border. Captions for the pictured scenes were printed in black.

1950-1959, cont.

HOW TO READ THIS MAP

New Jersey

1955-56

Roads

INTERCHANGE
 Expressways, Dual Highways, Parkways

1st Class, Numbered (Hard Surfaced)

1st Class, Not Numbered (Hard Surfaced)

2nd Class (Gravel or Equivalent)

3rd Class (Unimproved) Also streets on city maps

ROADS UNDER CONSTRUCTION OR PROPOSED ARE SHOWN WITH BROKEN LINES

U.S. Route Numbers State Route Numbers

Secondary Route Numbers

Esso Stations on Major Expressways

No Connection Between Roads

RED ROADS. To give maximum clarity to this map a limited network of principal through routes is printed in red. These roads generally carry more traffic than other main highways shown in dark blue but do not necessarily offer better travelling conditions.

Mileages

(APPROXIMATE, BETWEEN TOWN CENTERS AND ROAD JUNCTIONS)

Point to Point Cumulative

ALSO SEE MILEAGE TABLES ABOVE AND ON OTHER SIDE

Cities and Towns

With approximate populations

Over 25,000 25,000 to 10,000 10,000 to 5,000 5,000 to 2,500 2,500 to 1,000 1,000 to 500 Under 500

Additional Data

Principal Public Recreation Areas (See list above)	Points of Interest
Airline Stops	State Lines
Military Airports	County Lines
Other Airports	MORRIS County Names
Hiking Trails	County Seats
Elevations in Feet	FV, T.B. Ferries, Toll Bridges (None over 75¢ for passenger cars)
N. J. State Police Stations	

Scale of Miles

0 5 10 15

One inch equals about 5.1 miles Lambert Conformal Projection 1:325,000

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ESSO STANDARD OIL COMPANY

1955-56 Back Covers

HOW TO READ AN ESSO MAP

Familiarity with Esso road map symbols will make traveling easier and thus add to your motoring pleasure. The principal symbols are explained below. Others are included in the legends which accompany the maps.

Roads

Expressways, Dual Highways, Parkways

1st Class, Numbered (Hard Surfaced)

1st Class, Not Numbered (Hard Surfaced)

2nd Class (Gravel or Equivalent)

3rd Class (Unimproved)
Also streets and connecting roads on city maps

U.S. Route Numbers State Route Numbers

Mileages

(APPROXIMATE, BETWEEN TOWN CENTERS AND ROAD JUNCTIONS)

POINT TO POINT CUMULATIVE

Additional Data

Principal Public Recreation Areas	State Lines
Airline Stops	County Lines
Military Airports	MACK County Names
Other Airports	Points of Interest

FY TO Ferries, Toll Bridges

HOW TO FIND A TOWN

ESSO	A	B	C
1			
2		Millsburg	

Thin blue lines divide this Esso map into convenient rectangles for indexing. If Millsburg is listed in the index as B-2, it will be found in the rectangle below the red B in the top border and to the right of the red 2 in the side border.

ESSO STANDARD OIL COMPANY

1955-56 Most Common Backs

Several back covers appeared for the 1955-56 issues. The cover above right was used for most. There were exceptions for New Jersey and others such as the Washington, D.C., shown next.

1950-1959, cont.

HOW TO READ THIS MAP

Washington, D.C., & vicinity

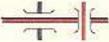
1955-56

Roads

-  Expressways, Dual Highways, Parkways
-  1st Class Through Routes
-  City Streets, Connecting Roads

ROADS UNDER CONSTRUCTION OR PROPOSED ARE SHOWN WITH BROKEN LINES

 U.S. Route Numbers   State Route Numbers

 No Connection Between Roads

RED ROADS. To give maximum clarity to this map a limited network of principal through routes is printed in red. These roads generally carry more traffic than other main highways shown in dark blue but do not necessarily offer better traveling conditions.

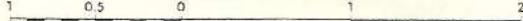
Additional Data

-  Principal Parks and Reservations
-  Golf Clubs (See Index at Right)
-  Airports
-  Points of Interest (See Index at Right)
- ★ 1.2 ★ Approximate Mileages

FOR MORE DETAIL

See other side for a complete street map of Central Washington showing government buildings, embassies, legations, hotels and department stores.

Scale of Miles



One inch equals about 1.1 miles 1:71,000

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ESSO STANDARD OIL COMPANY

1955-56 Back Cover

Like New Jersey, Washington had its own back cover.

1950-1959, cont.



1955-56 Eastern United States

There were at least four different printings of the Eastern US for the 1955-56 issue. Note how the right hand example, GD code 155, had a lined border around the company name. Later printings looked like the one at the right.