

Section 3-A Oil Cruising Guides & Fishings maps

Major Oil Overview



Atlantic & Florida coasts

1947

1950

1964

Esso (47-66), Gulf (41-72), Mobil/Socony/Marine (38-73), Phillips-66-(57-75), & Texaco (34-91) had regional folding maps of the Maine to Tampa coastal areas during some portion of the years listed above. Sinclair (63-64-RI to northwest-FL) & Standard Oil-KY-(41-72-VA to New Orleans) both covered smaller areas. Some FL maps included the Bahamas. Most Cruising Guides started in the Northeast US and expanded south down the Atlantic coast.



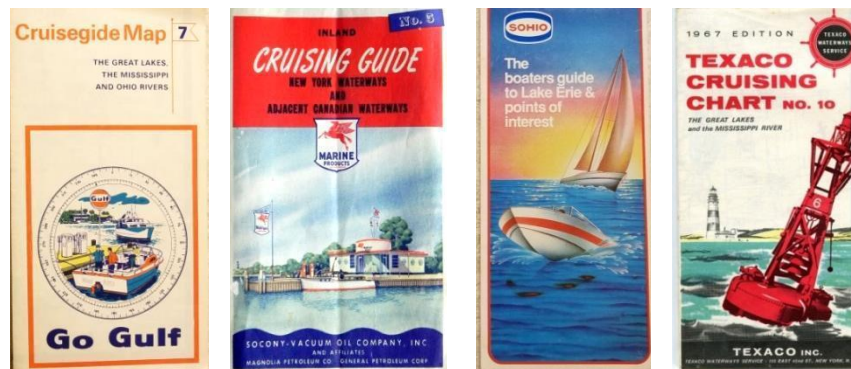
Gulf coast

1969

1961

1958

Citgo (69), Enco-booklet-(61-only TX), Esso-(62-64, 66-FL to New Orleans; LA to TX-only 1965), Mobil (48-73), Phillips-(62-75), Std.Oil-KY (41-64-GA to LA, 65-72 FL to TX), & Texaco (39-91). Some subtitles mention the Bayou Country (coastal LA, MS, & AL).



Inland Waterways

1972

1951

1990

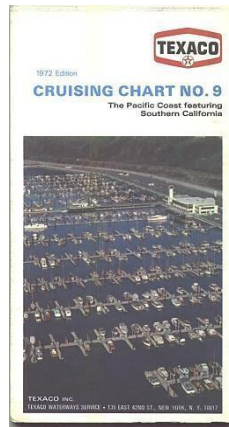
1967

Great Lakes, Mississippi River, & NY State maps were made as 3 separate titles, but sometimes combined on one or two maps. Many of these included Illinois waterways and the Ohio River. All 3 together-Mobil (59-73); Great Lakes & Miss. River combined-Gulf (69-72), Phillips-(66-75), Sinclair (64), Texaco (66-77). Great Lakes-Gulf (47-68), Mobil-(48-55), & Texaco (35-65).

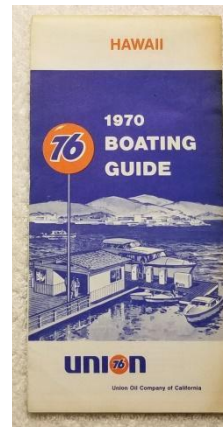
Mississippi River-Gulf (47-68), Mobil (48-55), & Texaco (50-65). NY state -Esso (47, 49), Mobil-(41-55), Texaco (35-71). These often included Lake Ontario and the St Lawrence River. From 1952-66 Fleet Wing, Marathon, Sohio, and Speedway 79 all had one or two titles covering Lake Erie, Lake St. Clair, & the Ohio River. Sohio/BP also issued a Lake Erie map (87-90).



1969



1972



1970

Pacific area

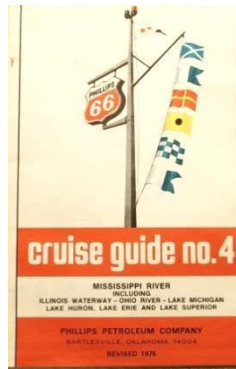
Chevron made 5 titles (60-72). Unique titles for San Joaquin River, Colorado River, & Lake Mead. Union 76 issued five titles (61-72). Only Union had a HI title and they were the only one to issue a separate San Diego-all others combined with southern Calif. Rand McNally made multiple Pacific Coast titles for Mobil, Phillips 66, and Texaco. All versions had the entire Pacific coast on one side. The other side featured either southern-CA, SF Bay, or the Puget Sound/Columbia River. Mobil/Socony made 3 titles (47-73), Phillips had 2 titles (71-75), & Texaco had 3 titles (59-91).



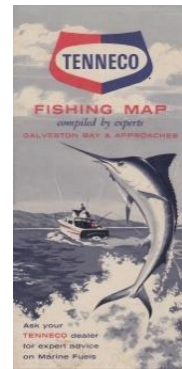
1935



1991



1975



1961



mid 60's

Notes

The very first one was the SF Bay map by Standard Oil-CA in 1930. Texaco started yearly maps in 1934 called Cruising Charts. Other companies issued them from the late 1930's until the mid-70's. By the 1980's only Texaco still issued marine maps but only once every three years. The last Starport Cruising Chart made in 1991.

Every title wasn't issued every year in the date ranges given above. Many of the maps were based the US Coast & Geodetic Survey maps.

Marine titles-General Drafting-1938-39, 41, 47, 49, 50-53, 55-66; Gousha-64, 66-67, 69, 72); Rand McNally (47-77, 85, 88, 91), and Cruise Maps (60).

In the US and Canada Shell showed marine dealers only on some road maps (40-67, 72-74).

Gulf Fishing maps covering the Texas gulf coast. Tenneco only issued the Galveston Bay area. Gulf Florida road maps (1938-75) illustrated fishing spots for coastal and inland waters.

Inland fishing information for rivers & streams was found on Atlantic (65-68) PA Fishing maps and on the back of 5 state road maps (ME to VA) issued by Richfield of NY (39-42).

Marine Dealer Details

Chevron, Esso, Gulf, Texaco, Union 76 listed marine stations shown on the map with dealer's name and services offered on the map. Details on marine dealers were handled differently by each company. Texaco (38-91) always listed their on the map. Texaco also listed dealers not shown on the map (66-85). Mobil/Socony/Marine Products (46) had 3 Harbor Guides (ME to SC). Mobil showed locations but didn't have dealer info on its maps. Esso put out small Fueling Stops booklets (47, 49) with coastal & inland dealers (ME to LA). In 1947 they made a larger Harbor Guide (MA to NJ). Esso (60-66) listed dealers on the map. Gulf (39-60) made 4 regional Harbor Guides (ME to TX & Inland). Starting in 1940 most had folding maps pouched inside a cover. Gulf (66-72) listed dealers shown on the map and inland dealers not shown on the map. Phillips 66 didn't list dealers on the map but issued a "Pier 66 Marina directory" (66-75) listing all US marinas. Chevron (65-72) marine maps show all launching facilities. Only the two Chevron (69, 72) Colorado River and Lake Mead titles have Chevron dealers and available services. Union (61-72) listed their dealers as well as other marinas on its maps. On the back of all (except HI) the regional map shows 23 inland dealers on lakes, rivers, and reservoirs CA and along the Colo.River in AZ and NV, and Mason Lake (WA).

Contents

Oil Cruising Guides (US, Canada, & the Caribbean)	Page 3
Oil Company Fishing Maps	Page 18
Boating Info shown on regular Road maps	Page 19
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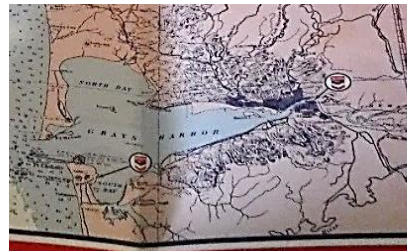
Cruising Guides (aka *Cruising Charts, Boating Guides, Cruise Maps, or Marine Guides*) were made for yacht and sailboat owners to help plan pleasure boat trips. Today, what we would call recreational activities. Many noted marine dealers at mailports, harbors, and later at resorts and marinas. By the late 1960's many were aimed at the middle-class folks with speedboats, houseboats and fishermen (both back woods and deep sea trophy types).

B/A (British/American) "Travel Fun" (61); "Marine Guide" (64)

1961 ON Travel Fun map of Ontario-(RMcN-source map)-lists all B/A fueling points in ON.
1964 Trent-Severn Waterway (ON)-mapmaker RG McLean-34 dealers-B/A also on Gulf NY St. below.

Chevron/Std Oil (CA) "Cruise Chart, Boating & Cruising Guide, Marine Cruising Guide"

1930 Standard Oil (CA) Cruise Chart-SF Bay-shows dealers.



^ Both above 1962 *Cruise Chart* ^ Port Townsend to Blaine, Straits of Juan de Fuca, Cape Flattery to Aberdeen (WA) (USC & GS)

~1954 San Joaquin River Delta exists.

~1961 CA exists

1962 "Cruise Chart" (WA-Olympic Peninsula) Full title above.

1963 "Cruise Chart" San Joaquin River Delta (west of Stockton-CA). Both the San Joaquin & Port Townsend used USC&GS maps (U.S. Coast & Geodetic Survey),

both show stations with a white **CHEVRON** in red over **thin red, white, blue chevrons (see above)**. "Cruise Chart" (64); "Chevron Marine Cruising Guide"-(67, 69, 72) by Gousha 1964 & 66-Colorado River-no dealers shown.

1964, 67-Lake Mead-no dealers shown (64), uncertain if dealers shown (67).

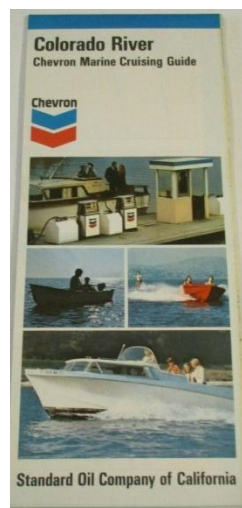
1967, 69 & 72-two titles (Gousha)-Colo. River & Lake Mead **1967 & 69 has older blue/white/red chevrons (no words)** with services listed in an outlined box. **1972 has newer Chevron logo with wider blue & red chevron with red line pointing to red dot.**

"Boating & Cruising Guides"-(65); "Chevron Marine Cruising Guide"-(67, 69, 72) by Rand McNally 1965, 67, 69, 72-CA & Pacific NW maps. 1965-69 don't show Chevron dealers, but do show all launching facilities using a **red circle and number**, map shows name, address, and facilities with a letter. The letter "F" means gas is sold, no brands shown. Pac. NW covers WA & OR coasts, Puget Sound, & the Columbia River. The 1972 Pacific NW map does show all Chevron Marine Stations using a **numbered red dot above a newer Chevron logo**, other launching facilities have just a small red dot.

The two covers below show the evolution from well-to-do yacht and large sailboat owners to middle-class recreational boaters.



^ 1969 Lake Mead

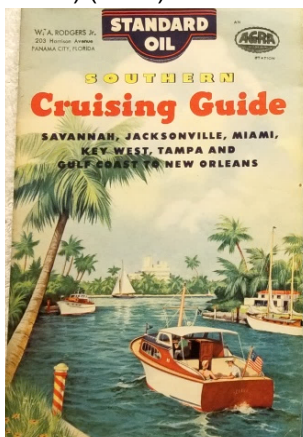


^ 1972 Colo.River

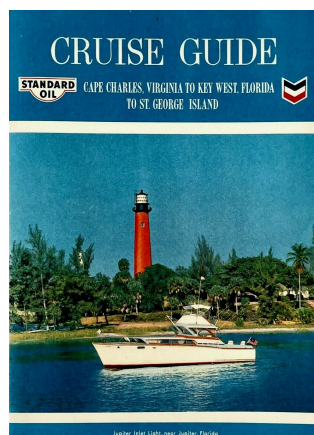
Marine Cruising Guides (Gousha)

Std Oil (KY) "Cruise Guide"

1941, Oct/47, 50, 53, 55, 57, 1/58, 59, 60, 61, 62, 1/63, 64 "Southern Cruising Guide" (Savannah to New Orleans) (GDC)



< Jan 1958



<1965

same cover drawing-53, 55, 58, 59, 60, 61, 63

None of the GDC maps above show any marine dealer locations.

1965, 67, 69 "Cruise Guide"-(RMcN)-two regional maps. Cape Charles-VA/Key West/St. George Is.-FL; Cedar Keys-FL to Rio Grande-TX. All (65, 67, 69) show Standard Oil marine stations with older **red/white/blue Chevron logo**. Unsure if both titles were made all 3 years.

Chevron/Std (KY) "Cruise Guide"

1972-(RMcN)-two regional maps-Cape Charles-VA-Key West-St George Island; Cedar Keys-FL to TX.

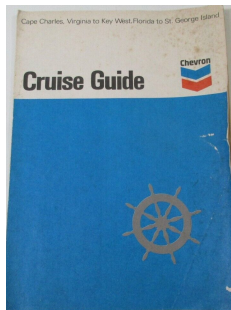
These do not show marine stations.

See the Mobil 1972 below for Kyso marine stations in FL & GA.

Same size cover as 1958--white and blue cover with a captain's wheel in the lower right corner.



<1969

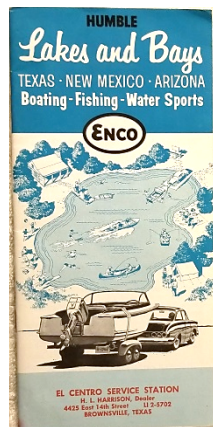


<1972

Citgo

"Cruising Chart"

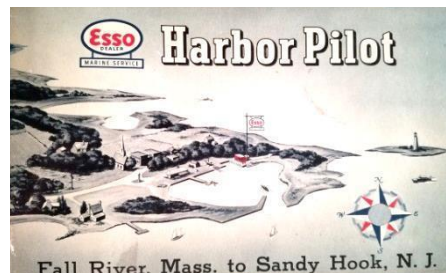
1969 Cedar Keys (FL) to the Rio Grande-(TX) by RMcN. This map doesn't show any marine dealers on the map nor have any dealers names or addresses listed.



<1961

Enco

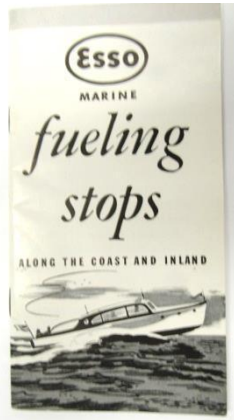
1961 "Humble Lakes and Bays" TX/NM/AZ (GDC) This booklet with the new Enco sign on the cover has one section covering the Texas Gulf Coast that list 16 out of 26 ports that sell "humble gas, oil" None of the other sections list marine dealers. This is the only year known that Enco put out this booklet. It also lists lakes in AZ, NM, and the entire state of TX. The reason why marine dealers were listed as Humble is because the 1965 Esso New Orleans to Brownsville Cruising Guide below that shows Esso Marine dealers on the Texas Gulf Coast.



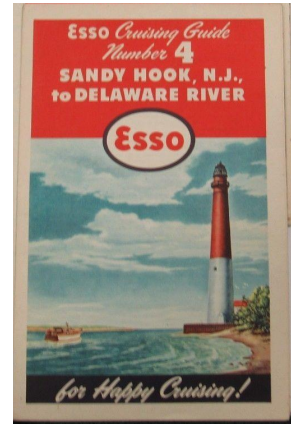
Esso

1948 "Esso Harbor Pilot" (Fall River-MA to Sandy Hook-NJ) is the only known one. The 9 x 6" small guide book lists 147 dealers (harbors) with one or two dealers per page. It lists service facilities and amusements for each harbor. Only some have a photo and the exact site is not noted on any of the photos. The index map uses **red dots** but does not show any towns.

Esso "Cruise Guides"



MARYLAND (Inland Company of New Jersey)		COASTAL LOCATIONS	
CHESAPEAKE BAY - WEST SIDE			
BALDWIN	Corinthian Yacht Club	W	G E F
BALTIMORE	Captains Ship Chandlery Co. (Boat)	W	G E F
BALTIMORE	Standard Oil Co. of New Jersey	W	G E F
ANNAPOLES	W. L. Hopkins	W	G E F
GALLENVILLE	Woodfield Ice Company	W	G E F
DEALE	H. D. Manifold	W	G E F
	North Beach Amusement Co.	W	G E F
	J. C. Webster & Co.	W	G E F
CHESAPEAKE BAY - EAST SIDE			
SMITH ISLAND	Georley Elliott	L	G E
HURWOOD	George Quale	L	G E
CHESAPEAKE BAY - EAST SIDE			
KENT ISLAND	Carrol Baxter	W	G E
KENT ISLAND	Daisy Coother	W	G E
TILGHMAN	A. N. Faulkner	W	G E
TILGHMAN	Tilghman Packing Co.	W	G E
OXFORD	Crockett Brothers	W	G E
CAMBRIDGE	J. M. Clayton Co.	W	G E
HONGA	Allen Parker	W	G E
HONGA	William Euell	W	G E
ELLIOTT'S ISLAND	Charles Gray	W	G E
ELLIOTT'S ISLAND	Louis Dickerson	W	G E
SEASIDE	Smith Island Oil Co.	W	G E F



1947 Esso Marine "fueling stops" front cover & Maryland page

1947

1946, 47, 49-six regional maps-(GDC)-covering ME/Adj. Canada to Savannah, & NY State/Adj. Canada.

1947 Esso Marine Fueling Stops along the Coasts and Inland (booklet with no maps) lists Esso marine dealers list dealers on the waterfront or nearby in Me, Nh, Ma, Ct, Ny, Pa, Nj, Pa, Dc, Va, Nc, Sc & Louisiana; Std Oil KY) dealers in Ga, Fl, Al, Ms; It also lists landlocked dealers in Me, Nh, Ct, Ny, Nj, Va, Wv, Tn, & La. By 1949 Fueling Stops only list waterfront dealers and is one typed sheet for each state and includes: depth of water at dock, fresh water, ice, repairs, laundry service, provisions, mail service, and near-by restaurants. This lasted until marine stations where shown on maps starting in 1960. Only the 47 & 49 maps showed the Bay of Fundy.

1954-58, 4/59, 3/60, 61-two regional maps-(GDC)-(ME to NY Harbor, NY to Savannah)-ME coast & NY State discontinued. The late 40's and 50's fueling stops booklets meant no marine dealers were shown on the maps. 1960-66 used a **red Esso inside blue oval** with dealer's names and towns listed on the side and back.

1962, 63, 64, 66-three regional maps-(GDC)-Maine/NYC, NYC/Savannah, Savannah to New Orleans.

1965-four regional maps-(GDC)-added New Orleans to Brownsville-TX to the three above. This map shows Esso marine dealers using the same **red and blue Esso logo** as the other regional maps. On the Legend it says "see list" next to the Esso Marine dealers symbol. There is no marine dealer listing on the map. Please note that it shows 40 Esso marine dealers in Texas. (21 near Galveston Bay, 14 near Corpus Christi, and 5 near Brownsville). In 1965 there were no Esso highway gas stations in Texas as all the Humble had been rebranded Enco. Also see section 3 for the 1946-50 Esso aviation fuels marketing area that included Ohio and Texas. There appears to be different rules regarding aviation and marine product stations using the Esso name even after the many legal battles Esso lost to use the Esso name outside its original marketing area.

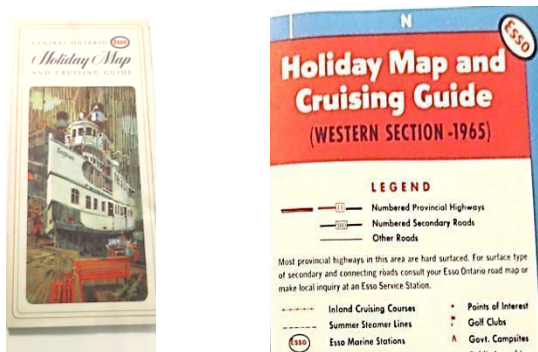
1994 Grand Cayman co-sponsored by Esso/Esso Food Shops. A US Government coastal chart, cruising, and a fishing map. No stations are shown on the map. Cover lists name of dealers, towns, and 3 Marine center locations on the island.

2000 St Thomas/St John co-sponsored map uses **red Esso in blue oval-black stick to black dot** and . also has Esso sign with a small sailing boat symbol for Esso Marina stations (also one on Havensight inset). No stations on St John.

(Imperial) Esso (Canada)

1939, 40, 47, 49, 55, 57- "*Muskoka Lakes and Lake of Bays Districts*" in central Ontario. No marine stations shown. 1940 & 47 show 3 ovals for the Information Bureau/Bureau.

1956-65 "*Central Ontario (Canada) Holiday and Cruising Guide*"-show Esso marine stations using an **Esso sign** symbols.



1965 Central ON Holiday Map and Cruising Guide (GDC)

Esso Foreign Cruising Maps at the bottom of this Section

Fleet Wing

“Cruise Guide”



< 1957 Lake Erie Cruise Guide (RMcN)

1957 *Lake Erie*-(RMcN)-Since Sohio owned Fleet Wing at this time, same blue/white preservers cover, same title, Sohio name removed from cover & Legend. No dealers shown.

Gulf Harbor books

Titles in Italics (Areas covered in brackets)

Similar to AAA TourBooks. One dealer (1930-59) or 2 marine dealers (1960) on each page. From 1939 to 1956 the size was 6x9”. The last one in 1960 was 11.5x8.75”. Each book was undated, updated and issued on an irregular basis-not every year. I have used the map date to estimate the book’s date. Earlier books have a staple binding. Starting in 1950 a plastic comb binding was used. The ca1941 book had a Marine Info-Map inside the front cover. Later books had a Cruise guide map glued into the back cover (47) and from 1948-59 put in white sleeve inside the back cover. See Cruise guide listings (below) for map symbols used.

1939, 40, 46-48, 50, 52, 54, 56, 58, 58/59, 60 various editions of *Gulf Harbors Books*.

Known titles below. . I have shown the map year when available

1939 *Harbors of the North* (Norfolk to Eastport-ME)-no map inside cover-the last few pages used hand-drawn maps with **small orange dots**.

1940, 48, 52, 56, 58/59, 60 *Harbors of the Middle Atlantic* (NYC to Norfolk)-1948 map in 48 book

1942, 46, 52, 56, 58, 63 *Harbors of the South* (Norfolk to Port Isabel-TX-1940 map in 42 book-covering Del. & Chesapeake Canals to Brownsville-TX; 45/46 map in 46 books.

56 map title-“Norfolk to Port Isabel.”

1947, 48 *Harbors of the North* (now Eastport-Maine to NYC/NY State Waterways)-46 map in 47 book.

48 map in 48 book-title “*Northeastern States/NYC to Eastport*”

1947, 54, 56, 58/59 *Harbors of Long Island Sound* (54, 56, 58 with nearby NY Harbor to New London-Ct)

1948 map title *Great Lakes, Miss. River, & adj. waters* (NY & IL Waterways, Ohio and Tenn. Rivers)

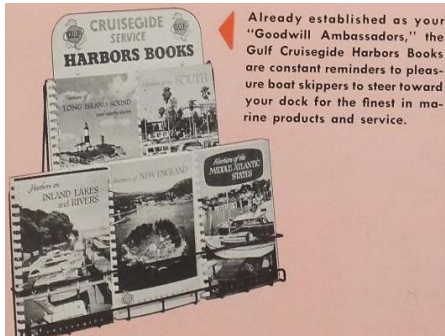
1950, 52, 54, 56, 58/59, 60 *Harbors of New Engl.*-60 books now bigger-two dealers per page.

1952, 54, 56, 57, 58/59, 60 *Harbors on Inland Waters or Inland Lakes & Rivers*).

1958 *Harbors of the South*



1958/59 Harbors of Inland Lakes and Rivers



< 1956 Magazine Photo

The Harbor Guides books before 1960 had a black & white picture of many dealers and a small map printed in black using a **black & white Gulf sign or a Gulf sign inside b&w life-preservers with "Mailport" printed on it**. MotorBoating Magazine ads (41, 46, & 52) said "for yachtsmen and fishermen" and Free by mailing Gulf or asking at Gulf service ports.

1939-one book, 1941-three regional books, 1948 to 1960-five regional books.

Gulf "Gulf Marine Info-Map"-(41) "CruiseGides" (47 to 72)

1941-Three regions-Northeastern States; Middle Atlantic States; Southern Waterways; (Maine to TX)

1945-Marine Info-Map Southern ~45

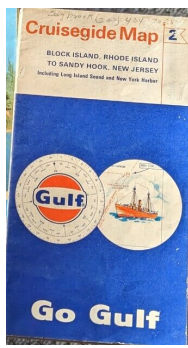
1947, 48, 49, 50, 52, 54, 56, 58, 58/59, 60, 60/61, 62-67-(RMcN)-Nine regional maps (47-65) including NY waterways/Great Lakes/Miss. river. Uncertain number of regional maps (66-67).

1948 uses a **white number or white star inside a solid orange dot symbol** that refers to a Harbor book. The 1948 Middle Atlantic States covers NYC to Norfolk and the Del. & Chesapeake bays.

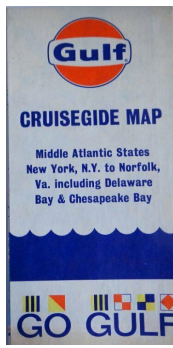
1956 lists which dealers Mail Ports. The 1963 also lists Canadian B/A marine dealers.

From 1956 until 1972 marine dealers' names were listed at the edge of the maps. The 1963 Great Lakes/Waterways map lists B/A marine dealers in Canada. The 1967-72 #5 and #7 maps listed dealers in Canada. The 1969-71 #7 listed dealers beyond the area of the map dealers in AL, AR, GA, KY, MS. The 1972 #7 listed dealers in Osage Beach-Mo & Bottineau-Nd.

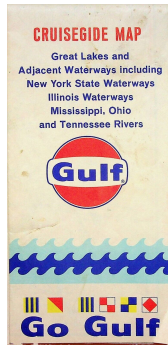
1968, 69, 70, 71, 72-Seven regional maps (69, 70, 71, 72) -(RMcN)- CT/NY; NY/VA; VA/FL; FL/TX; Miss. River/IL waterways/Great Lakes; NY State/adj.Canada. In 1972 the #4 Atlantic coast map had an inset for the Bahamas. It also listed marine dealers in the Bahamas, Puerto Rico and the US Virgin Islands. No Pacific Coast maps were ever made. Unsure if every regional map was issued every year. The dates are based on information when each series began and ended. 1977 Pacific Coast (Canada) Marine map made.



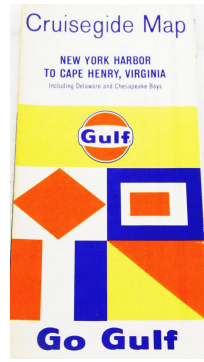
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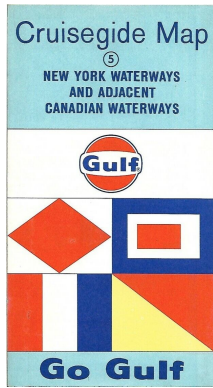
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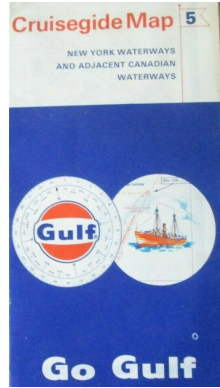
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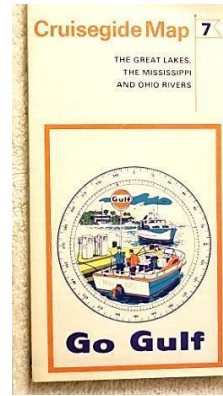
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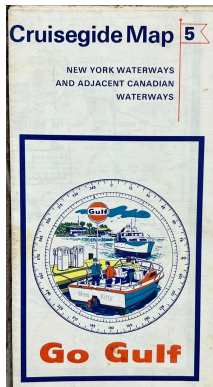
<69



<70



<71



<72

orange "Go Gulf"

orange Cuisegide

orange CruiseGide

blue CruiseGide

69 has Gulf in a compass next to an old ship

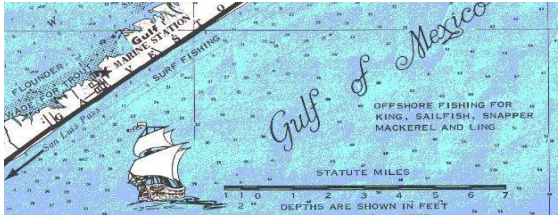
1969 has same top as 1970

On the map dealers are shown with a 2 digit number in a solid orange dot or a 3 digit number in an orange oval (41-65) for Gulf Service Ports found in (41-60) Harbor books) and white star inside solid orange dot (for "limited service dealers". Marine dealers were also listed on the edge of the map-(41, 56-71). A white number in a blue dot (66-71) was used for dealers shown on the map, & dealers "beyond the area of this map" were also listed on the edge of the map. Marine stations (71) in all states east of the Miss. River and TX. The 1971 Great Lakes/Miss. River #7 map list "beyond dealers" in far-western-ON, ND, MN. 1971 had an orange frame on cover, 1972 had a blue frame.

Circa-64/65 "Major Industries, Waterways & highways/ Port Arthur, Beaumont, Orange, Lake Charles & Cedar Bayou areas." (No mapmaker shown) No marine stations listed but Gulf offices and facilities shown (Pipeline office, production office, olefin plant, marine dept.). It also shows all petrochemical

companies with river facilities. Gulf offices and plants (not stations) listed on the back. It also lists all petrochemical companies with river facilities. Not a Cruise- (but marine related).

Fishgides of the Texas Gulf of Mexico coastline are mentioned on a 1940 Gulf Houston map back cover. The earliest known sheet maps were dated 1953. Known years now include 1953, ca55, ca60, 1969, ca1975 Gulf Fishgides (TX) (12x22" sheet maps-no mapmaker shown). Uncertain how often these were updated. Originally 7 titles: Port Isabel (& Padre Is.), Corpus Christi, Port Aransas/Rockport, Port O'Connor/Port Lavaca/ Palacios, Freeport, Galveston, and Port Arthur. By 1969 expanded to nine titles: Port Isabel, Port Mansfield/Baffin Bay, Corpus Christi, Port Aransas, Matagorda, Port O'Connor, Freeport, Galveston, and Port Arthur. **A black star with a full color Gulf logo over Marine station** (~55, ~60, ~70). **A black star next to an all black "Gulf MARINE STATION"** (~75) locates several dealers. Back of maps have text about good fishing areas, locations, type of fish, hotels, boat rentals, etc.



< ~75 Galveston Fishgide (USC&GS)