

Section 4 Travelaide maps



^ 1966 to summer-1970

^ Fall 1970 to 1974

Original title	Ga/FI	Mi.Oh	Il..Co	CA	Chi-Ny	Ks.Tx	Il..Mn	Ny/NE	Nc/Sc
First year	66	67	68	68	70	68	68	69	69
1970 title	Tn.FI	Mi.Ky	Chi-Den	CA	Chi-Ny	Ks.Tx	Il.Mn	Ny/NEngl	Nc..Va
1973-74 title	Se Gulf	e Mdw	c Mdw	Far w	na	Sw	n Mdw	N East	Mid Atl
Arco-71-74	..	X	..	X	X	X	X	X	X
Atlantic-69-70	X	X	X
Richfield-68-70	X
BP-70-73	X
Sohio 73	X
Sohio/Boron/BP-69-73	..	X	X
Chevron-W Coast-68-74	X	X
Chevron/Std-Ky-66-74	X	X	X
Citgo-69-73	X	X	..
Conoco-68-71	..	X	X	X
Enco-66-72	X	..	X	X	..	X	X
Esso-69-72	X	X	X	X
Exxon-72-74	booklet	..	X	X	..	X	X
Fina-69-73	X
Gulf-66-74	X	X	X	X	X	X	X	X	X
Marathon-67-74	..	X	X	X
Mobil-68-74	..	X	X	X	X	X	X	X	X
Phillips-66 66-74	X	X	X	X	X	X	X	X	X
Shell-66-74	X	X	X	X	X	X	X	X	X
Sinclair-68-71	X	X
Skelly-68-74	X	X	X
Sunoco-67-71	X	X	X	X	X
Sunoco-DX-71-74	X	X	X	..	X	X	X	X	X
DX-67-71	X	X	X
Texaco-66-74	X	X	X	X	X	X	X	X	X

Union-76 68-74	X	X	X	..	X
Pure-66-70	X	X
Pure/Union 76-1970	X	X

Branded maps (66-summer-70); Unbranded maps (fall-70 to 74) exit locations on white cards in pouch
 Exxon Winter-Spring 1975 SE -E Gulf states booklet with white card stapled into booklet

Notes to above chart: Chi-NY, NC/SC/VA, IL..MN, and KS/OK/TX--all 1970 maps were branded.

White cards Summer-Fall 70 for: TN/GA/FL, MI/OH/KY, NC/SC/VA.

White cards Fall-Winter 70 for: CA, & Chicago to Denver.

Title changes Started in 1966 with just one map for GA/FL. They ramped up for several years.
 As the areas grew the names changed year to year. Simplified titles:

<u>First Year-Original Title</u>	<u>1970 Title</u>	<u>1974 Final Title</u>
1966-GA/FL	TN/GA/FL	Southeast/East Gulf
1967-MI/OK/Northern-KY	MI/OK/KY	Eastern Midwest
1968-California	California	Far West
1968-IL/IA/NE/WY/CO	Chicago-Denver	Central Midwest/Rockies
1968-KS/OK/TX	TX/OK/KS (71)	Southwest
1968-IL/WI/MN	IL/WI/MN	Northern Midwest/Rockies
1969 NY/New England	NY/New Engl.	Northeast
1969 NC/SC	NC/SC/VA	Mid-Atlantic
1970 Chi. to NY via Tollroads	IN/OH/PA/NJ/DE/MD-(71)	(split-Eern Midwest & Northeast)

15 unique symbols used on branded maps 1966-1970:



Other symbols used for branded Traveleide maps:

Chevron (CA) 68-70-same logo as Std Oil (KY) above
 Citgo-69-70-solid red triangle

DX (67-70)-all red DX sign

Enco-(68A)-all red Enco sign, (68B-70)-blue and white Enco

Esso-(66-70)-blue and red Esso sign logo

Fina (69-70)-all red Fina sign

Gulf (68-70)-black and white Gulf sign

Pure (66-69)-solid red triangle for gas stations-switched to blue sign logo in 1969

Shell (66-70)-Shell sign logo

Sinclair (68-69)-black and white Sinclair sign

The others used sign (one color or black and white, or full color) or shape symbols.

Travelaide titles were a combination of Interstate, US, and a few State Highway numbers, they a geographic state or region followed by still more Interstate highway numbers and a few named turnpikes. Examples include "I-75 Georgia Florida I-95, Sunshine State Parkway" and "California US-101, CA-99, I-80, I-5, I-680". The title with the most numbers was "N.Y.-New England I-87, I-89, I-90, I-91, I-93, I-95." To simplify matters I am using used the state or regional portion of the title (no hwy. numbers or name).

A major expansion was done in 1973 & 74:

Year started	Map title	States added
73	Far West	WA, OR
74	Southeast/East Gulf	AR, east-Louisiana, MS, AL
74	Central Midwest/Rockies	NV-(Reno/Las Vegas covered earlier), UT, south-WY
74	Northern Midwest/Rockies	ND, SD (Fargo/Sioux Falls covered earlier), MT, north-WY & ID
74	Southwest	AZ, NM

In 1974 maps covered all states except AK & HI). The map program was ended after the 1974 issues. Each map was revised 2 times per year from the year started until 1973 and only a single revision in 1974. In the 1970's made a few Travelaide 8.5x11" tourist magazines with no gas stations listed. An unbranded map of TN/GA/FL was made in W-Sp-1970, all maps of Mexico were unbranded.

A sample of Travelaide covers between 1966 and 1974:

All maps were branded from 1966 until late 1970.



Two 1966 versions, just one title. 66A-Map covers I-75 & the (SSP) Sunshine St. Parkway. "Interstate Directory" was used above title only in 1966.

66B-Later 1966 maps added I-95 in FL and first use of the "Travelaide" name.



1967 had two titles. The Travelaide name was in blue from late 1966 until 1968. I-95 in northeast FL removed from the 1967 GA/FL title for Shell, Std Oil (KY), and Texaco. Note the Shell says "Stations on I-75 are marked." I-95 was added back in 1968. Standard Oil (KY) station drawing is on the back cover.



1968 now had six titles. The CA, IL/CO, IL/MN, & KS/TX titles were added in 1968. Gulf used the same cover illustration from 1966-1974. The Skellyland on the right is a back cover. Travelaide's name was blue late 1966-68. The Travelaide name on the cover was red 1969-74.



1969 had eight titles. NY/New England and NC/SC were added.



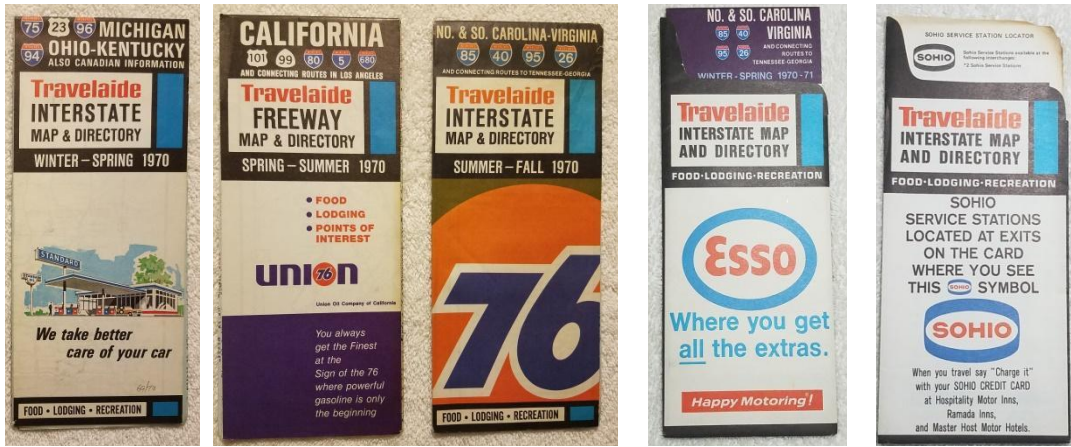
All above maps are early 1969. The 1969 Standard Oil (KY) front cover was the same cover used in 1966, 67, and 68.



From the Fall of 1969 until the summer of 1970 Travelaide added dates under the Travelaide name. All Mobil back covers had ads for Mobil Travel Guides with the year printed on the edge of the guides. This one is dated as 1969. Dated maps from 1969 have Fall-Winter 1969 and Winter-Spring 1969-70.



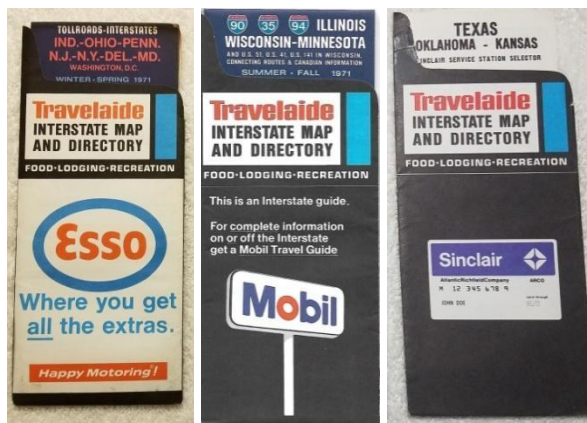
1970 branded maps had nine titles. Chicago to NY via Tollroads was added. Maps were branded from 1966 until the summer of 1970. So most 1970 maps were branded. Branded maps were dated Winter-Spring 1970, Spring-Summer-1970, Summer-Fall 1970, and Fall-Winter 1970.



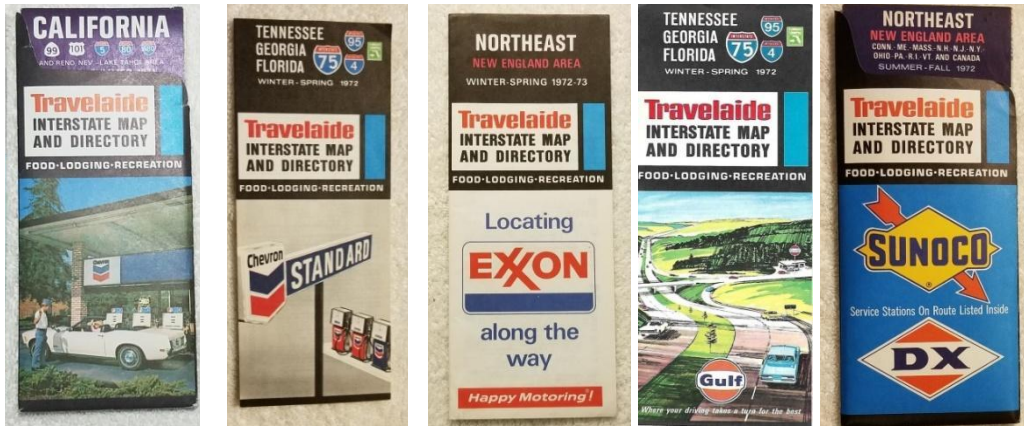
Starting in late summer 1970 Travelaide switched to unbranded maps in a pouch with white cards listing exit locations for the brand listed on the pouch cover (see Esso and Sohio above). The 1970 unbranded had three titles. The unbranded maps were dated Summer Fall 1970, Fall-Winter 1970, Winter-Spring 1970, and Winter-Spring 1970/71.



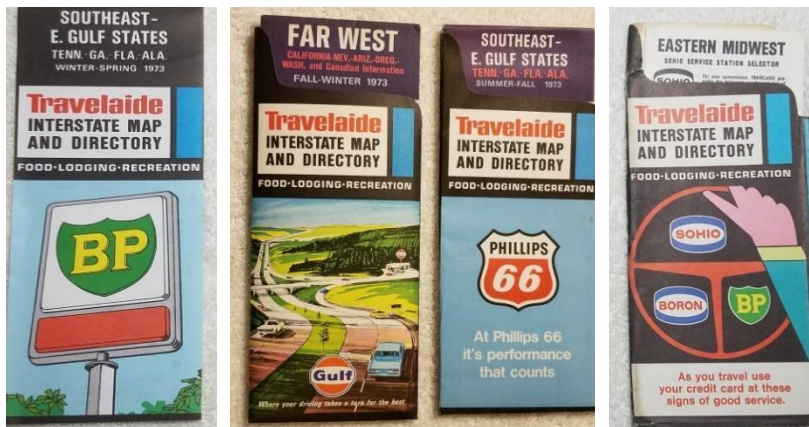
Starting in late summer 1970 Travelaide switched to unbranded maps in a pouch with white cards listing exit locations. This white card system was used until the Travelaide map program ended in 1974. A non-oil Mexico folding map was made 1971-74.



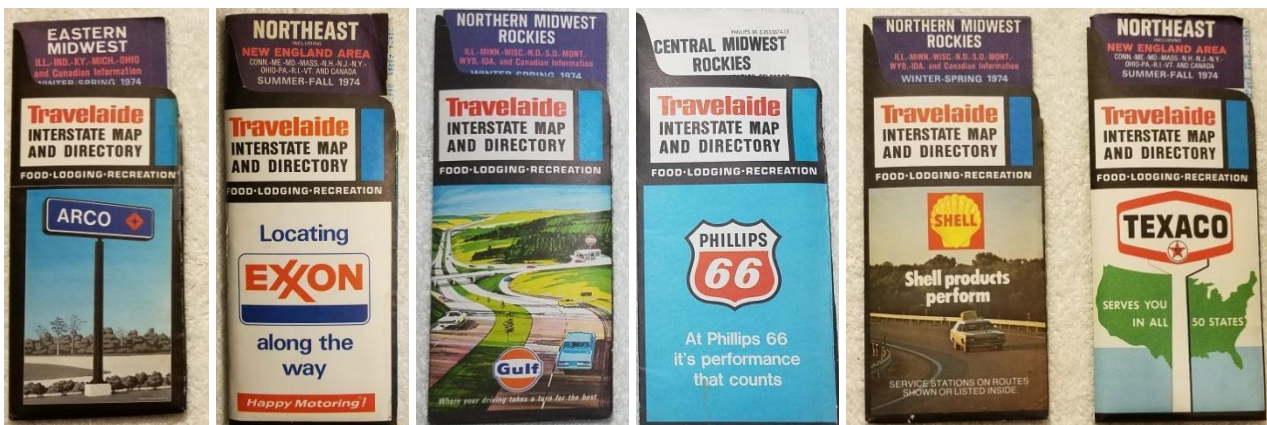
1971 had 10 titles. Dated versions were Winter-Spring 1971, Spring-Summer 1971, Summer-Fall 1971, and Fall-Winter 1971.



1972 had 10 titles. Maps were dated Winter-Spring 1972, Spring-Summer 1972, Summer-Fall 1972, Fall-Winter 1972, and Winter Spring 1972-73. . All 1972, 73, and 74 maps were made by R R Donnelley. All maps 1966-1971 were © by National Advertising (a division of 3M-Minnesota Mining & Mfg.) Portions of the 1971 CA map were made by Rand McNally.



1973 maps had nine titles. Chicago to NY was split and put on Eastern Midwest and Northeast maps. The dated maps were Winter-Spring 1973, Spring-Summer 1973, Summer-Fall 1973, and Fall-Winter 1973.



1974 had nine titles and each map only had one version. Dated maps were Winter-Spring 1974, Spring-Summer 1974, and Summer-Fall 1974. Oil issued Travelaides ended in 1974. Generic Summer-Fall 1974 Mid-Atlantic had blurry cars on Fwy sunset cover

Each year (except 1974) two revisions were made for each title.

Symbols used (66 to early-70) on some branded maps next to gas station symbols.

24 Hour stations

Shell used a **red wedge on the side of its sign symbol** to show 24 hour stations (66-70)

Multiple stations at the same exit

Atlantic, BP, Chevron, Chevron/Standard (KY), Citgo, Conoco, Mobil, Phillips 66, Pure, Shell, Sinclair, Skelly, Sohio, Sunoco & Texaco all use an **asterisk (*)** next to the symbol for 2 stations at the same exit. Enco & Esso used a **superscript ² behind the sign symbol** for 2 stations at the same exit.

RV Travel Trailer Sanitary Disposal Facilities

1969 Conoco uses red "TT" outlined in red for stations with RV sanitary disposal facilities

Stations under construction

Chevron used a **black square around the chevron symbol** to show stations under construction.

Gulf used an **orange circle around Gulf symbol** (66) to show stations under construction

Stations with restaurants

DX used an **all red logo inside an open red rectangle** for stations with restaurants.

Marathon (69 & 70) used an open red rectangle for stations with food service.

Pure used a solid red square (66 & 67) & blue square (69) around it's symbol for stations with food service.

Gulf used black rectangle around the Gulf symbol (66-early-70) to show stations with restaurants.

Skelly uses a red R inside a red diamond for stations with restaurants (68-early-70).

Texaco used a red box (70) around the red dot/white symbol for stations with food service.

Union 76 used a blue square (70) around the 76 symbol for stations with a restaurant.

Stations with restaurants & motels

Pure used a **solid red circle** (66 & 67) for stations with restaurants and motels.

Truck stops

Pure used **white TS in a solid red square** (66 & 67) for Truck Stop.

Skelly used an **all red T in a diamond with a diagonal arrow on the outside** or Truck Stops (68,70).

Stations with Travel stores

DX used an all **red logo inside an open red circle** for TravelMarts (stores with traveler's supplies).

Symbols used (late-70 to 74) next to exit name with gas station locations on the white cards:

(*) Sohio (late-70) & Sunoco (late-70) used an asterisk (*) for 2 stations at the same exit (as did the branded maps above).

(*) Gulf (71-72) & Shell (late-70 to 74) switched the meaning to 24 Hour stations.

FS for Food Service-DX (late-70-71), Gulf (71-74), Marathon (72-74), Skelly (71-73), Sunoco/DX (72), Texaco (71-73), and Union 76 (late-70-74). No restaurant brands were shown.

R for Restaurants-Skelly (70)

T for Truck Stop-Skelly (70)

TS for Truck Stops-Marathon (73-74), Skelly (71-73), Sohio/Boron (73), Union 76-(73-74).

These are the only maps Marathon had showing Truck Stops.

TM for TravelMart-DX (late-70-71), Sunoco/DX (72)-to show stations with TravelMart stores inside.

TT for Travel Trailer (RV sanitary disposal) stations-Arco, Chevron/Std-KY, & Phillips 66.

See Section 6 for specifics.

Notes:

“D” Tours were nearby tours printed on a folded separate sheet inside map pouches. None of these had any branding. In each region the same tour card was stuffed in all map/pouches for all oil companies that used that regional map. These were found inside branded Travelaide map pouches for Arco, Atlantic, BP, Esso, Enco, Exxon, Fina, Gulf, Marathon, Mobil, Phillips 66, Richfield, Shell, Skelly, Sohio, Sunoco/DX, Texaco, & Union 76 starting in late 1970. See Section 3 for tour titles and dates.

Top Value trading stamps notes: Dealers that gave the Top Value trading stamps were noted on the same white card with gas station exit names in 1972 and 1973. The white cards were included inside maps with pouches from Arco, BP, Chevron/Standard Oil (KY), Citgo, Enco, Esso, Gulf, Marathon, Mobil, Phillips-66, Shell, Sohio, Sunoco/DX, Texaco, & Union 76

Sunoco/DX (71) some folders still showed DX or Sunoco and DX or Sunoco on the white card with exit names.

Two 1974 Donnelley generic maps were folded to be 9-1/8”x4” and slightly stick out of the 9” pouch.

Recap of Travelaides years for each brand:

<u>First</u>	<u>Last</u>	<u>First</u>	<u>Last</u>	<u>First</u>	<u>Last</u>
66-Pure-69		67-Marathon-74		69-Atlantic-70	
66-Enco-72		67-Sohio-73-Boron added in 1969			
		68-Union”76”-74		69-Citgo-73	
66-Esso-72		68-Chevron (CA)-73		69-Fina-73	
66-Shell-74		68-Sinclair-71		69-Sohio/Boron-73	
66-Gulf-74		68-Richfield-70		70-BP-73	
66-Std Oil (KY)-70		68-Sunoco-71		71-Arco-74	
66-Phillips”66”-74		68-Conoco-70		72-Sunoco/DX-74	
66-Texaco-74		68-Skelly-74		72-Exxon-74	
67-DX-71		68-Mobil-74			

3M/National Advertising “Travelaide” Background & History.

Minnesota Mining & Manufacturing (known as 3M) was a company that had for years made reflective billboards advertising traveler services along the roads. In the mid-60s President Johnson’s wife, Lady Bird Johnson, had started a campaign to remove the “ugly” billboards from the roadsides. This may have lead 3M to try and take travelers services on to paper and make maps to let travelers know what was ahead on the interstates. Billboards in rural areas today have to be outside a 600 feet buffer zone. With cell phones and GPS people can now find out about gas, food, and lodging coming up ahead.

Travelaides were designed to be a blended road map and strip map. It was the first non-oil company series that listed each interstate station along each highway. They were able to sign up 18 oil companies using 26 different brands. It was the first non-oil company series that listed each interstate station along each highway. It lasted from 1966 (two regional titles) until 1974 (8 US regions).

When the Travelaide branded strip map/road map program began they listed the actual name of each exit right on the map (66-67) with blue lines connecting each exit name and exit on the map. The gas stations symbols were placed right next to the exit on the map. By 1968 they had simplified and improved by using lettered brackets (examples A, B1, B2, C, and D). Then then listed the exit names and gas station symbols next to the map in sections marked with a letter and highway number and section (for example “=F= I-75

Atlanta to Macon"). Travelaides were updated twice a year except in 1974. Starting with the Fall-Winter 1969 issue they began using dates on the cover. So, Winter-Spring, Spring-Summer, Summer-Fall were used until the maps ended in 1974. The branded map program lasted from 1966 until the summer of 1970.

A more cost-effective system started in the fall of 1970 when they switched to a generic (un-branded) map and placed it in a 4x9" road map-like pouch. Each pouch front cover had advertising, a picture, or logo for that oil company. Most of the back covers had a Mileage & Expense Log. A few back covers had small ads like for Mobil Travel Guides. The pouch was filled with a generic regional map, a white card showing all gas stations for that brand by highway number & exit name. The branded map program (66-70) maps had all been made by 3M's National Advertising. The generic (unbranded) maps in the pouches were made by (70-71) National Advertising-(except most of the 1971 CA was made by Rand McNally) and RR Donnelley (72-74).

Travelaide tried taking the white card and printing one side to look like the pouch and black top of the generic map. The exit names were still on the other white side. I believe this is so it could be placed in front of the generic map and easier for the user to find. I know of 3 cards this was used on, all 1972, for Enco, Exxon, and Chevron/Standard. In 1973 they went back to the plain white card. The entire map program ended in 1974 after the Oil Embargo had seriously cut-back the era of free road maps in the US. Travelaide did try to change into a magazine format with unbranded road maps inside. An unbranded Mexico map (71-74) was also put out.

From about 1974 until 1979 Travelaides were reimagined as a 8x11" tourist-brochure handouts for Mexico, Mid-Atlantic, & Tennessee that lasted until 1979.

Travelaide's Minor Competitors

Very similar to Travelaides were the 1968 Freeway Guides. They used the same covers as Travelaides. They were issued by Conoco, Shell, Skelly, Mobil, Pure, & Texaco. They had just the one title (Chicago-Minneapolis St Paul) and were only made in 1968. The booklets have one map in the center covering Twin Cities to Chicago and simple Twin Cities, Milwaukee, & Chicago maps at the back of the booklet.



Another competitor was Hobbs Interstate Highway Guides.

The Sept 69 to Sept 70 I-81 listed American, Atlantic, Citgo, Esso, Gulf, Mobil, Phillips 66, Pure, Shell, & Texaco. It covers from the US/Canada border to the VA/TN border and has listings for NY, PA, & VA.

It also listed a Travelodge and several Tastee Freez.

The 1971 Hobbs I-85/I-26 has American, Atlantic, Enco, Esso, Gulf, Citgo, Phillips 66, Shell, Sin, Spur, Texaco, 76

Travelaide's Major Competitor

When Travelaide was making maps (66-74) Amoco (IN) already owned Tempo Designs. So Amoco, American, and Standard (IN) considered them a competitor and never issued any Travelaide maps.

3M's National Advertising came out in 1966 with a Georgia-Florida title. Despite getting 25 brands to buy and give away Travelaide along with their company-produced branded road maps they never got Indiana Standard to use them. This is the period when Amoco bought Capco, renamed it Tempo Designs, and was starting up their own blended road map/advertising brochures in the eastern states. At first it was a separate advertising map for each state (65 & 66). Tempo maps for Standard and American included AL, IN, and NY.

The program then moved the advertising on to regular Standard (IN) and American's road maps. This avoided having 2 titles in some areas and greatly increasing the circulation and advertising rates.

As 3M's Trave-laide blended strip/road map program Standard (IN) never bought any of the titles. However, in 1968 they put out their first attempt to counter the new 3M maps. The only example I have ever seen is an undated 1968 Iowa & Nebraska Interstate Service map. This was exactly dated by Interstate road construction. It has 4 symbols on its simple maps. Only exits with Standard stations are shown.

sold red oval & torch silhouette = gas **sold red oval & torch silhouette with a white dot = gas-food**
sold red oval & torch with a white star = gas-food-lodging **TS=truck stop**

As 3M added more regional titles Indiana Standard (and it's sibs American and later Amoco) started adding strip backs to the back of their regional maps. Rand McNally printed "Prepared exclusively for Tempo Designs" on all four regional maps (back covers dated-Oct-69, Apr-70, & Oct-70) for Standard (IN) and American. In 1971 Tempo Designs switched to Universal Printing and stated "Published by Tempo Designs." Universal Printing made Standard (IN) and American five regional maps (back cover-Apr-71; front cover-Winter-Spring-72, Summer-Fall-72, Winter-Spring-73, 73/74, & 74). [Note--When Amoco switched mapmakers Rand McNally sold the regional strip map idea to Arco, BP, and Marathon.] Standard's (IN) North-Central US 74/75 was the last of their Interstate strip maps. Amoco & Standard (IN) regional maps after this date did not use strip maps.

Interesting to note that Amoco's front cover dates with multiple seasons (72-73) were similar to Trave-laide's cover dating used from 1969 until 1974. Amoco owned Tempo Designs and was the only major oil company to never have used Trave-laide maps. It is unknown if the Trave-laide came up with their own dating or perhaps borrowed it from the competition. Amoco then switched to cover dating without seasons from 73/74 until 75/76.

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