

Standard Covers 1946-1976

1946-1948



Almost all of the covers for 1946 and 1947 looked like the Michigan above. There appear to be few exceptions. The back cover of the 1946 Illinois shown was the same as most of the 1946 and 1947 issues. There were some variations, however.

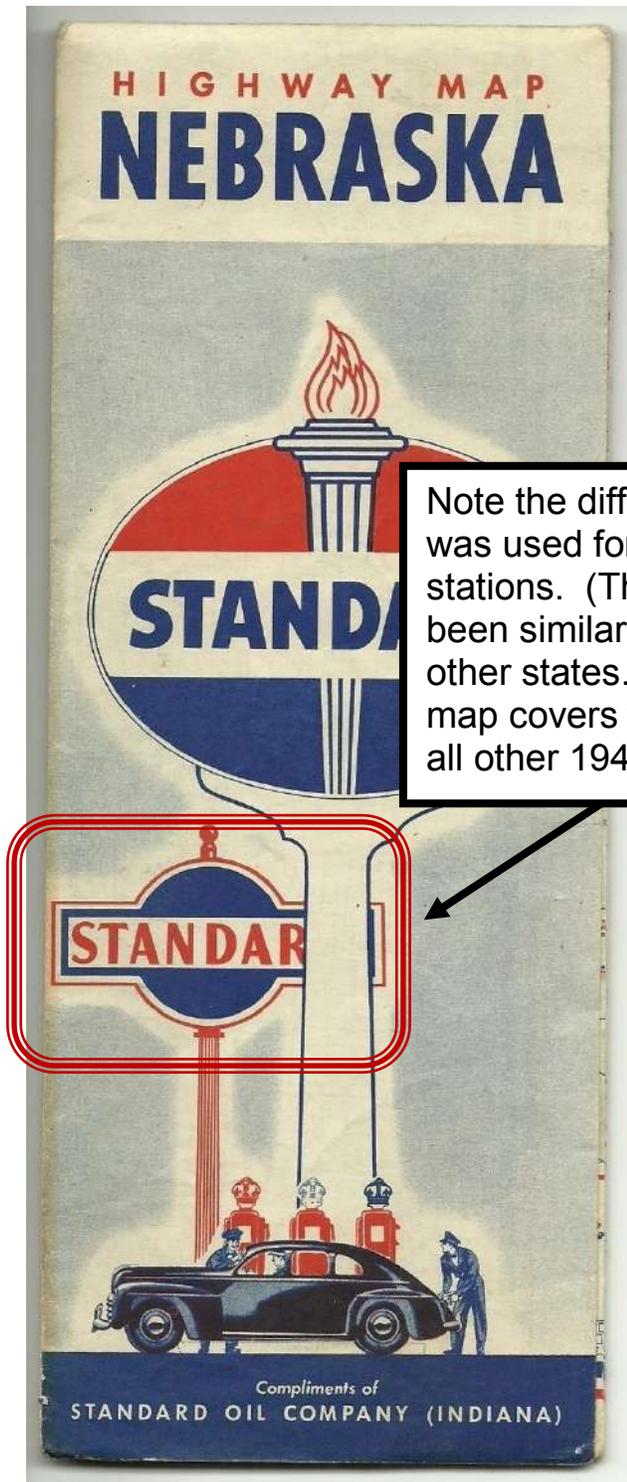
1946-1948, cont.



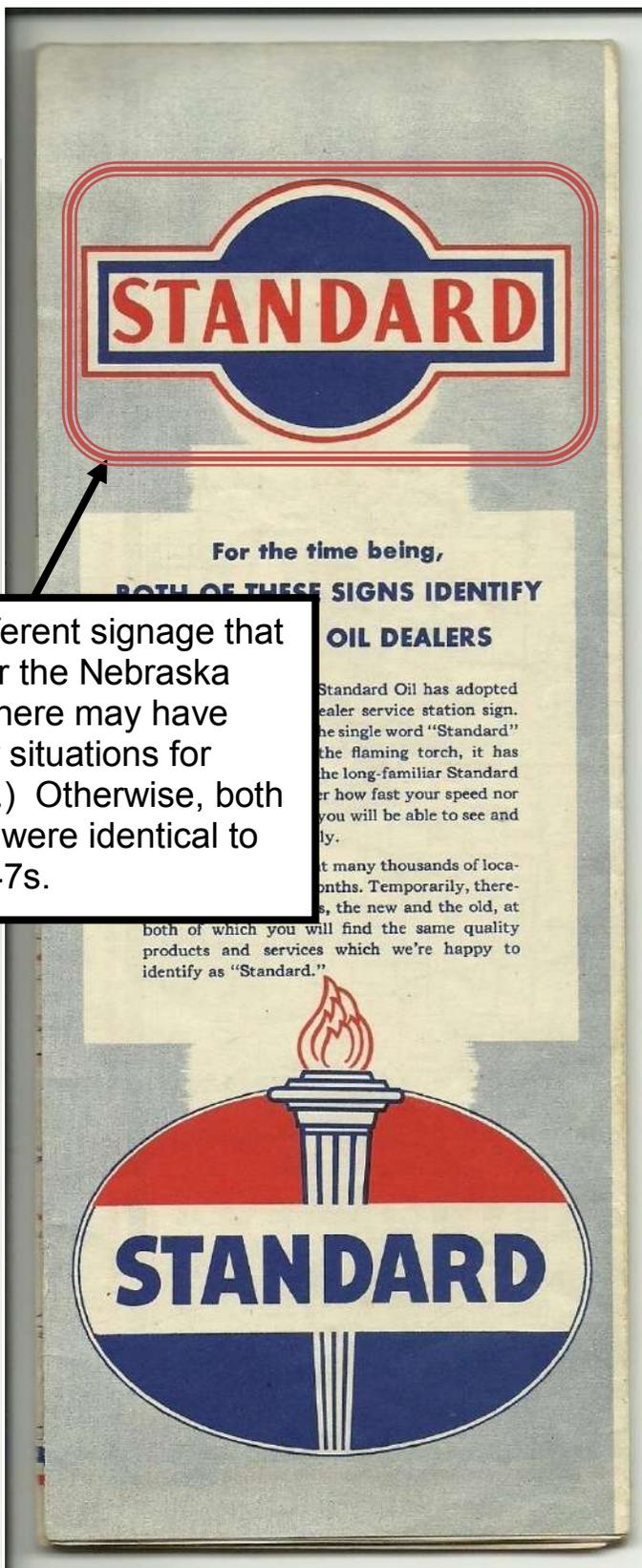
This 1946 Illinois was a triple folder by Gousha. The usual back cover was shown on the previous page. Some of the triple Goushas may have been folded to show this inside back cover, instead. At this point it is not known how many other triple folders there were for the 1946-1948 years.

1946 Illinois Inside Back Cover

1946-1948, cont.



1947 Nebraska Cover



1947 Nebraska Back Cover

Note the different signage that was used for the Nebraska stations. (There may have been similar situations for other states.) Otherwise, both map covers were identical to all other 1947s.

1946-1948, cont.



1946-47 Front Covers

1948 Front Covers

The 1948 front covers were virtually unchanged from the previous two years except for one easily-overlooked detail. Instead of a white flame with red outlining, the colors were reversed with white outlining a red flame.

1946-1948, cont.



All of the 1948s appeared to have this same back cover. (Nebraska may again have been an exception to the rule.)

1948 Back Covers

1949-1952, cont.

*Signs of home
in far away places*



STANDARD SERVICE

When you're on the road, away from home, you often want advice . . . where to eat or sleep, conditions of roads and detours, other helpful travel guidance.

When you feel the need of such friendly aid, just head for the familiar Standard sign. There you'll find "Standard Personalized Tourist Information" . . . another Standard service to make your trip more pleasant.

At the Standard sign you'll also find the Service Specialist and Oil school for the personal attention you need.

Remember—the same dependable, high-quality products you get from your Standard Oil Station at home are available at Standard Oil Dealer Stations all along the road. Look to the long-familiar Standard Service sign—or to the new oval Standard torch sign—your guide to better service wherever you may drive.

Ended with "drive" about halfway across.

1949 Back Covers

*Signs of home
in far away places*



STANDARD SERVICE

When you're on the road, away from home, you often want advice . . . where to eat or sleep, conditions of roads and detours, other helpful travel guidance.

When you feel the need of such friendly aid, just head for the familiar Standard sign. There you'll find "Standard Personalized Tourist Information" . . . another Standard service to make your trip more pleasant.

And to make your trip more enjoyable, be sure to ask your Standard Dealer for a *Tourist Information Kit*. This kit includes maps for regional travel, a record of road conditions, and other services—*in your car*—all yours free.

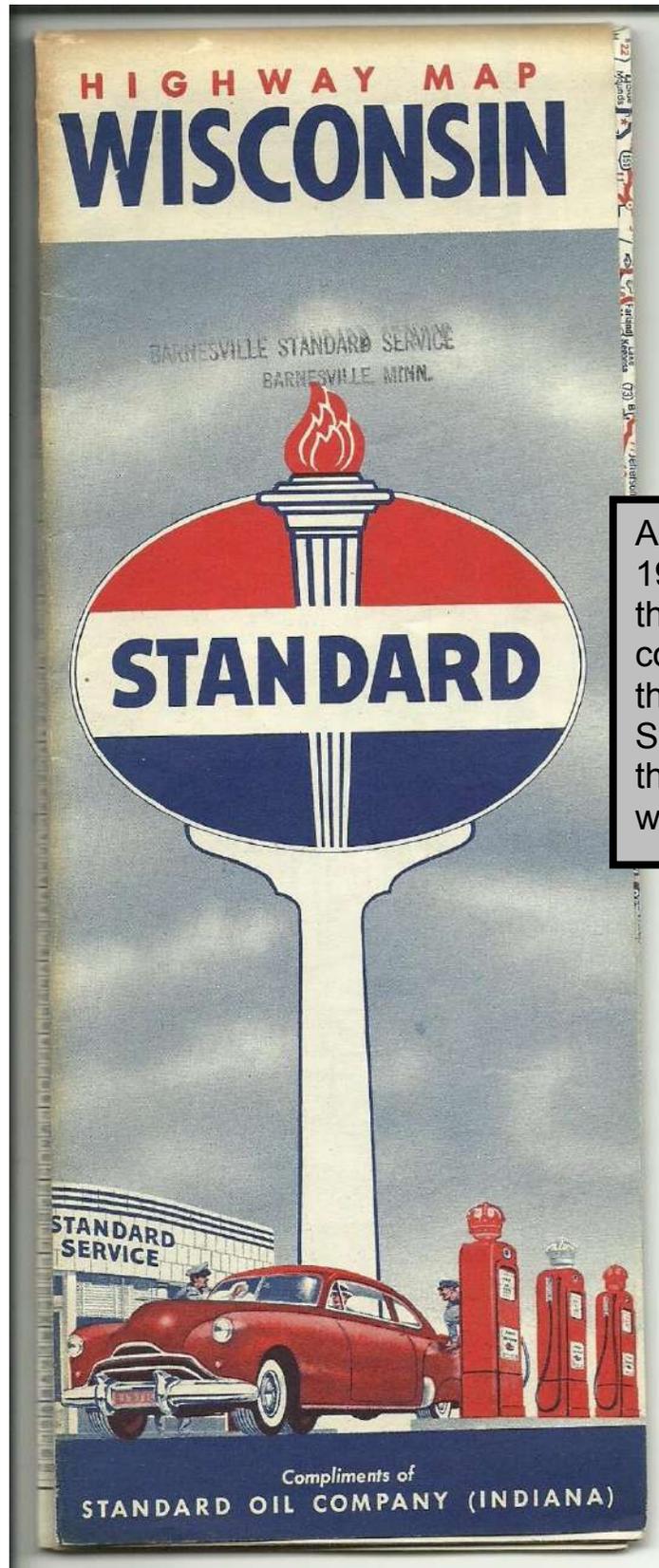
Remember—the same dependable, high-quality products you get from your Standard Oil Station at home are available at the Sign of Standard all along the road. Look for the oval Standard torch—the sign of the Service Specialist—for the personal attention you enjoy and the expert attention *your car requires*.

Ended with "your car requires" in italics.

1950 Back Covers

At first glance the backs appeared identical. Note that the text was slightly changed. The easiest way to spot the difference is to compare the ending lines as shown above.

1949-1952, cont.



All of the 1950-1952 maps had this same front cover. Note that the second Standard sign in the background was removed.

1950-52 Front Covers

1949-1952, cont.



1951 Back Covers

1952 Back Covers

A newly redesigned back cover had the red stripe with STANDARD OIL COMPANY written on it. Also, the Standard sign at the top left was larger on the 1951 map. Otherwise, the 1951 and 1952 covers were essentially the same.

1949-1952, cont.

*Signs of home
in far away places*



STANDARD

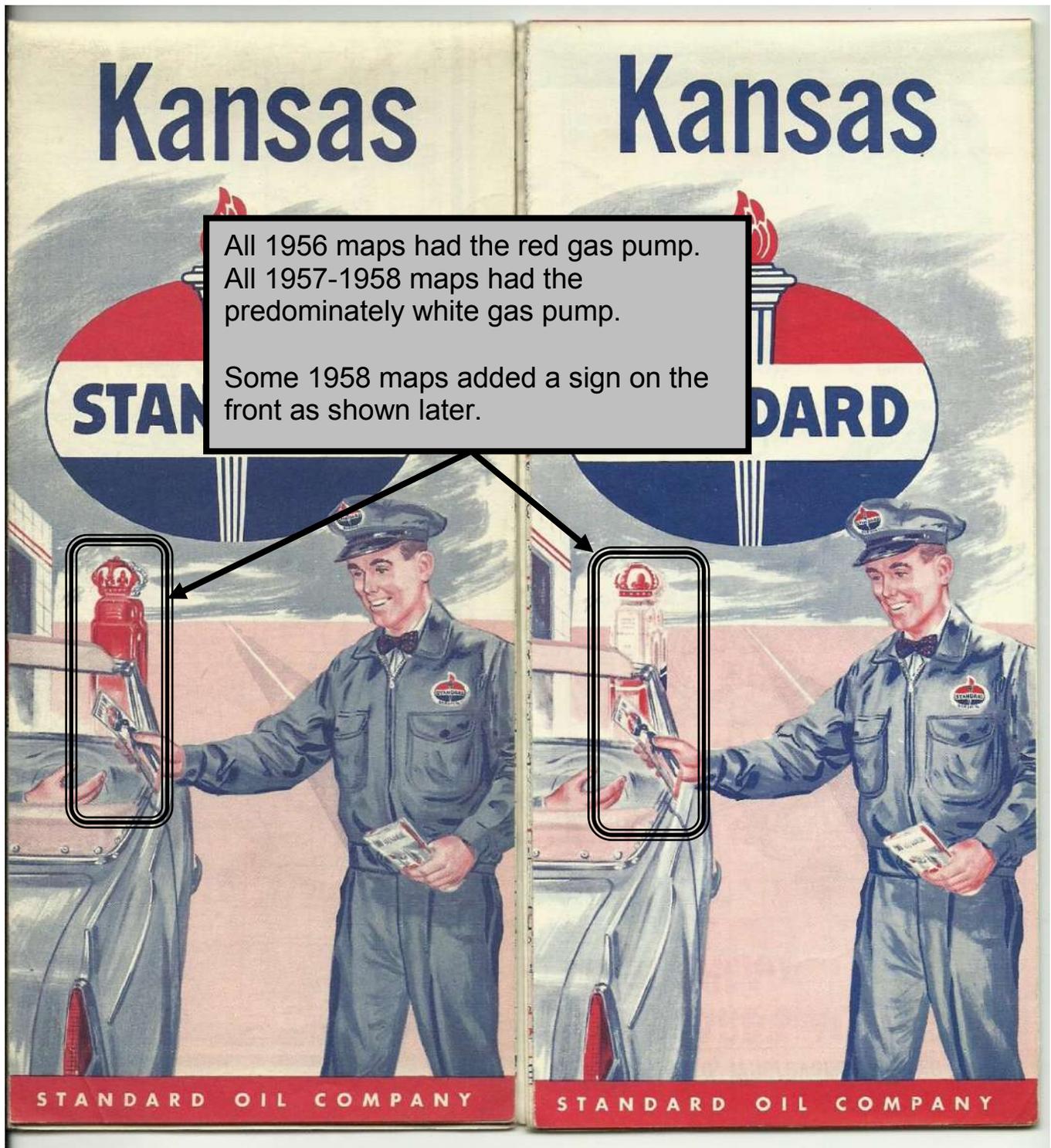


When you're on the road, away from home, you often want advice . . . where to eat or sleep, conditions of roads and detours, other helpful travel guidance. When you feel the need of such friendly aid, just head for the familiar Standard sign. There you'll find "Standard Personalized Tourist Information" . . . another Standard service to make your trip more pleasant. And to make your trip more enjoyable, be sure to ask your Standard Dealer for a *Tourist Information Kit*. This handy packet not only holds your maps for ready reference, but also contains a popular record book for daily accounting of trip expenses—including meals and lodging. And it's yours *free for the asking!* Remember—the same dependable, high-quality products you get from your Standard Oil Station at home are available at the Sign of Standard all along the road. Look for the oval Standard torch—the sign of the Service Specialist—for the personal courtesies *you enjoy* and the expert attention *your car requires*.

Although the second sign was removed from the front cover, the sign special to Nebraska still appeared on the back of this 1950 issue. There may have been other, similar situations.

1950 Nebraska

1956-1958

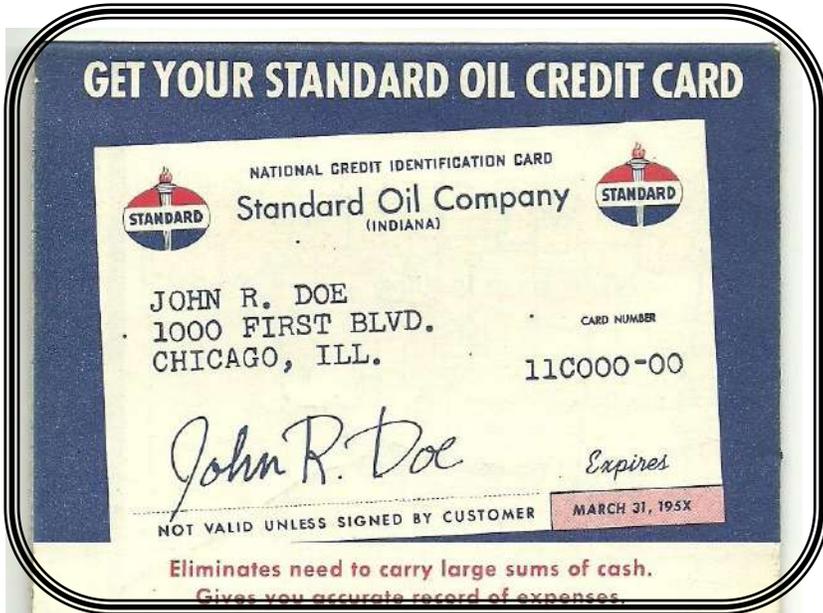


1956 Kansas

1957 Kansas

Note: The 1957 Kansas had a 1956 code for its main map while the U.S. map on the back had a 1957 code. The Indiana and Iowa maps also had their main map with a 1956 code and a 1957 U.S. map. Likely there were more.

1956-1958, cont.



Eliminates need to carry large sums of cash.
Gives you accurate record of expenses.

All 1956 back covers looked the same. Note the blue background that surrounded the facsimile credit card. The 1957-58 cards all had a red surround as shown below.

HONORED COAST TO COAST
WHEREVER YOU SEE THESE SIGNS

Standard Oil Company (Indiana)

Colorado
Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri



Montana
Nebraska
North Dakota
Oklahoma
South Dakota
Wisconsin
Wyoming

American Oil Company (Maryland)



Connecticut
Delaware
Dist. of Col.
Florida
Georgia
Maine
Maryland

Massachusetts
New Hampshire
New Jersey
New York
North Carolina
Ohio

Pennsylvania
Rhode Island
South Carolina
Vermont
Virginia
West Virginia



Alabama
Arkansas

Pan-Am Southern Corp.

Kentucky
Louisiana

Mississippi
Tennessee



Idaho

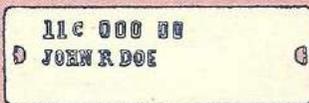
Nevada

Oregon

Utah

Washington

CUTS PURCHASING TIME



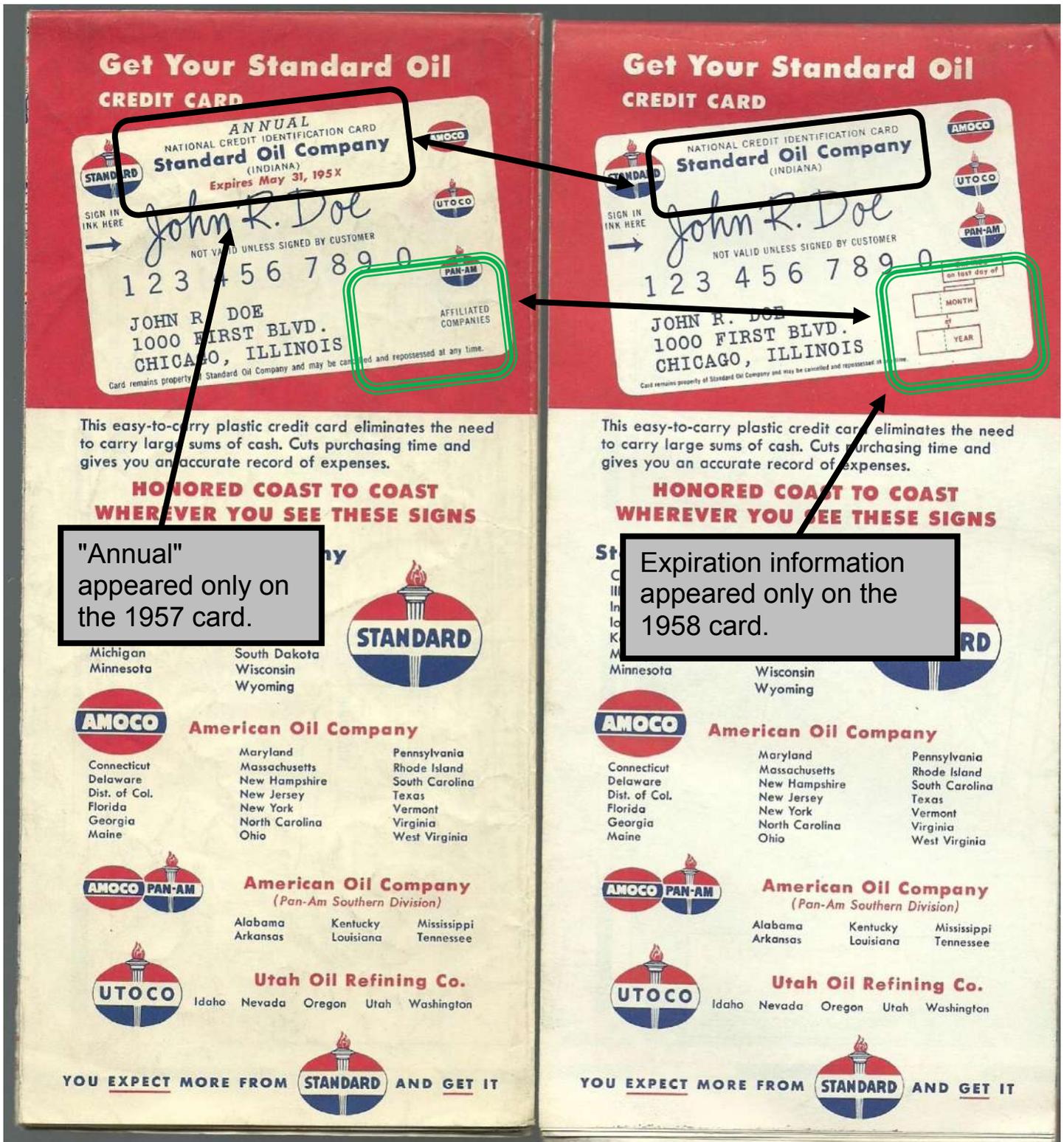
Standard's new credit card plate speeds service... plate imprinters are now in use at stations of all companies shown above.

Apply for your credit card at nearest Standard Oil Service Station or Company office.

YOU EXPECT MORE FROM  AND GET IT

1956 Back Covers

1956-1958, cont.



"Annual" appeared only on the 1957 card.

Expiration information appeared only on the 1958 card.

Again, note that both the 1957 and 1958 issues had a red background surrounding the facsimile credit cards.

1956-1958, cont.



1958B Indiana

Some of the 1958s included the "As you travel" sign on the front covers. It appeared only on second issues of the year with the code AD 7291. The first issue was AD 7177. An Illinois map (code AD7370) was printed using the front and back of the 1958B but all of the maps included had the Rand codes for 1959. It is the only one so far noted.

1959-1960



1959-60A Front Covers

1960B Front Covers

As shown above, two different Standard signs were used in the series. All 1959 maps (other than the Illinois variation noted earlier) and first issue 1960 maps looked like the 1960A Wisconsin. The 1960 second issue maps all resembled the 1960B Wisconsin.

1959-1960, cont.

Get Your Standard Oil CREDIT CARD

NATIONAL CREDIT IDENTIFICATION CARD
Standard Oil Company
 (INDIANA)

SIGN IN INK HERE → *John R. Doe*

NOT VALID UNLESS SIGNED BY CUSTOMER

5 1 2 3 4 5 6 7 8

JOHN R. DOE
 1234 MAIN STREET
 ANYWHERE, U.S.A.

GOOD THROUGH
 MONTH ←
 YEAR ←

Card remains property of Standard Oil Company and may be cancelled and repossessed at any time.

Pick up a handy request form at your Standard Dealer's. This easy-to-carry plastic credit card eliminates the need to carry large sums of cash. Cuts purchasing time and gives you an accurate record of expenses.

**HONORED COAST TO COAST
 WHEREVER YOU SEE THESE SIGNS**

Standard Oil Company

Colorado	Missouri
Illinois	Montana
Indiana	Nebraska
Iowa	North Dakota
Kansas	Oklahoma
Michigan	South Dakota
Minnesota	Wisconsin
	Wyoming

American Oil Company

Delaware	New Hampshire	Vermont
Dist. of Col.	New Jersey	Virginia
Florida	New York	West Virginia
Georgia	North Carolina	
Kentucky	Ohio	
Louisiana	Pennsylvania	
Maine	Rhode Island	
Maryland	South Carolina	
Massachusetts	Tennessee	
Mississippi	Texas	

Utah Oil Refining Co.

Idaho Nevada Oregon Utah Washington

Your Standard Oil Company credit card is also honored by several other Companies in the United States and Canada as indicated on the reverse side of the card.

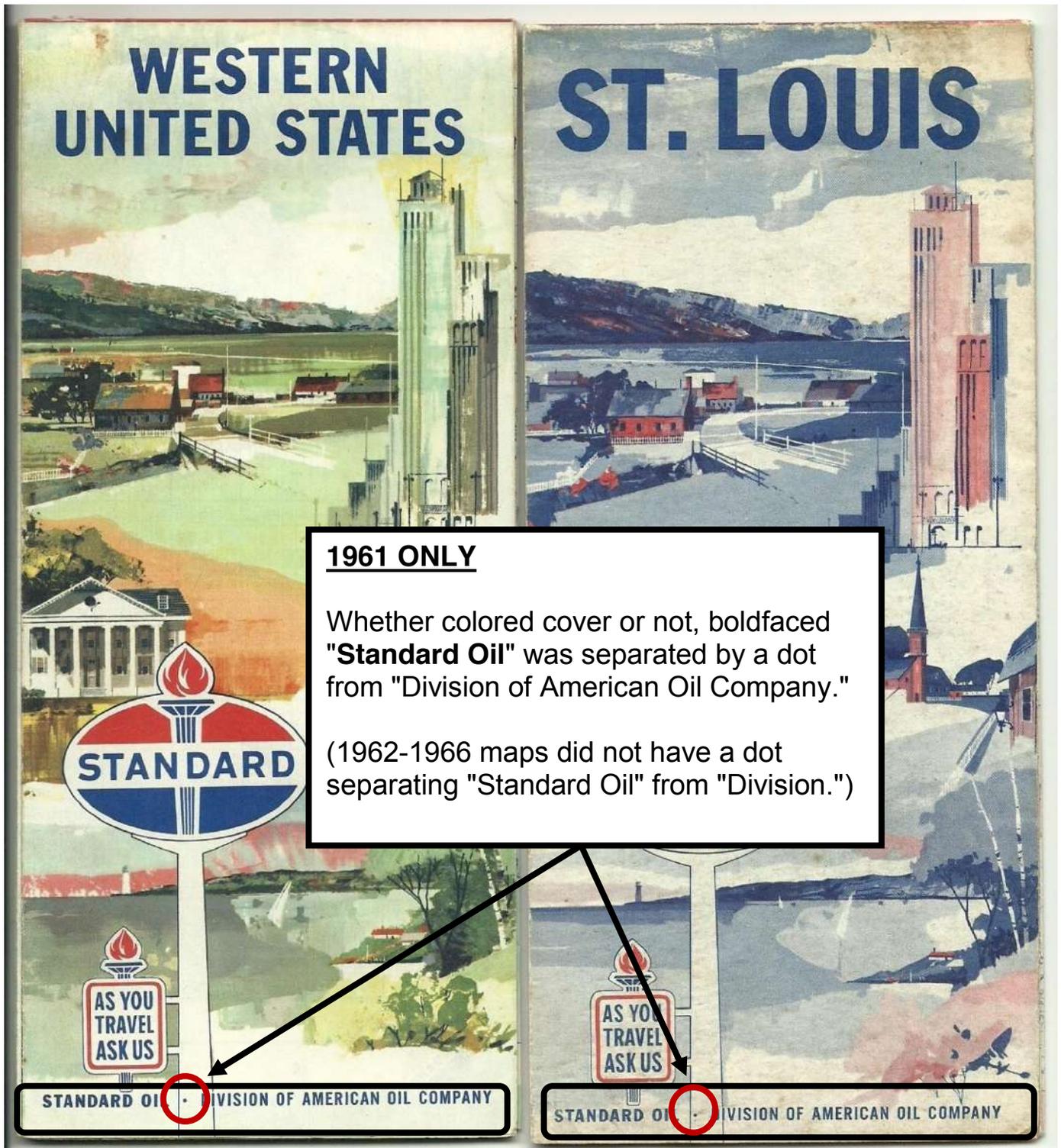
You expect more from and you get it!

All of the 1959 and 1960 issues had back covers as shown here. The layout of the various signs and states where they were located is modified significantly from the 1956-1958 maps.

- Note that the Pan-Am logo no longer appeared.
- Also, the text was changed.
- Another noticeable variation--the expiration information was arranged differently.

1959-60 Back Covers

1961-1966



1961 Front Covers

Color covers appeared for regional, Toll Roads, and some city maps for 1961 and 1962 Rands. From 1963 through 1966 they only appeared for Toll Roads and a few city maps. As far as is currently known, Diversified never printed color covers.

1961-1966, cont.

GET YOUR STANDARD OIL CREDIT CARD

STANDARD OIL
DIVISION OF AMERICAN OIL COMPANY
NATIONAL CREDIT CARD

John Doe

SIGN IN INK ABOVE & NOT VALID UNLESS SIGNED BY CUSTOMER

512 345 618 9

GOOD THRU
MONTH
YEAR

JOHN DOE
1234 MAIN STREET
ANYWHERE USA

CARD IS PART OF PROPERTY OF THE AMERICAN OIL COMPANY AND MAY BE CANCELLED AT DISCRETION OF THE COMPANY

Pick up a handy request form at your Standard Dealer's.
This easy-to-carry plastic credit card eliminates the need to carry large sums of cash. Cuts purchasing time and gives you an accurate record of expenses.

**HONORED COAST TO COAST
WHEREVER YOU SEE THESE SIGNS**

STANDARD OIL
DIVISION OF AMERICAN OIL CO.

Colorado	Missouri
Illinois	Montana
Indiana	Nebraska
Iowa	North Dakota
Kansas	Oklahoma
Michigan	South Dakota
Minnesota	Wisconsin
Wyoming	

AMERICAN OIL COMPANY

Alabama	Maine	Oregon
Arkansas	Maryland	Pennsylvania
Connecticut	Massachusetts	Rhode Island
Delaware	Mississippi	South Carolina
Dist. of Col.	Nevada	Tennessee
Florida	New Hampshire	Texas
Georgia	New Jersey	Utah
Idaho	New York	Vermont
Kentucky	North Carolina	Virginia
Louisiana	Ohio	Washington
	West Virginia	

Your Standard Oil credit card is also honored by several other Companies in the United States and Canada as indicated on the reverse side of the Credit Card.

You expect more from and you get it!

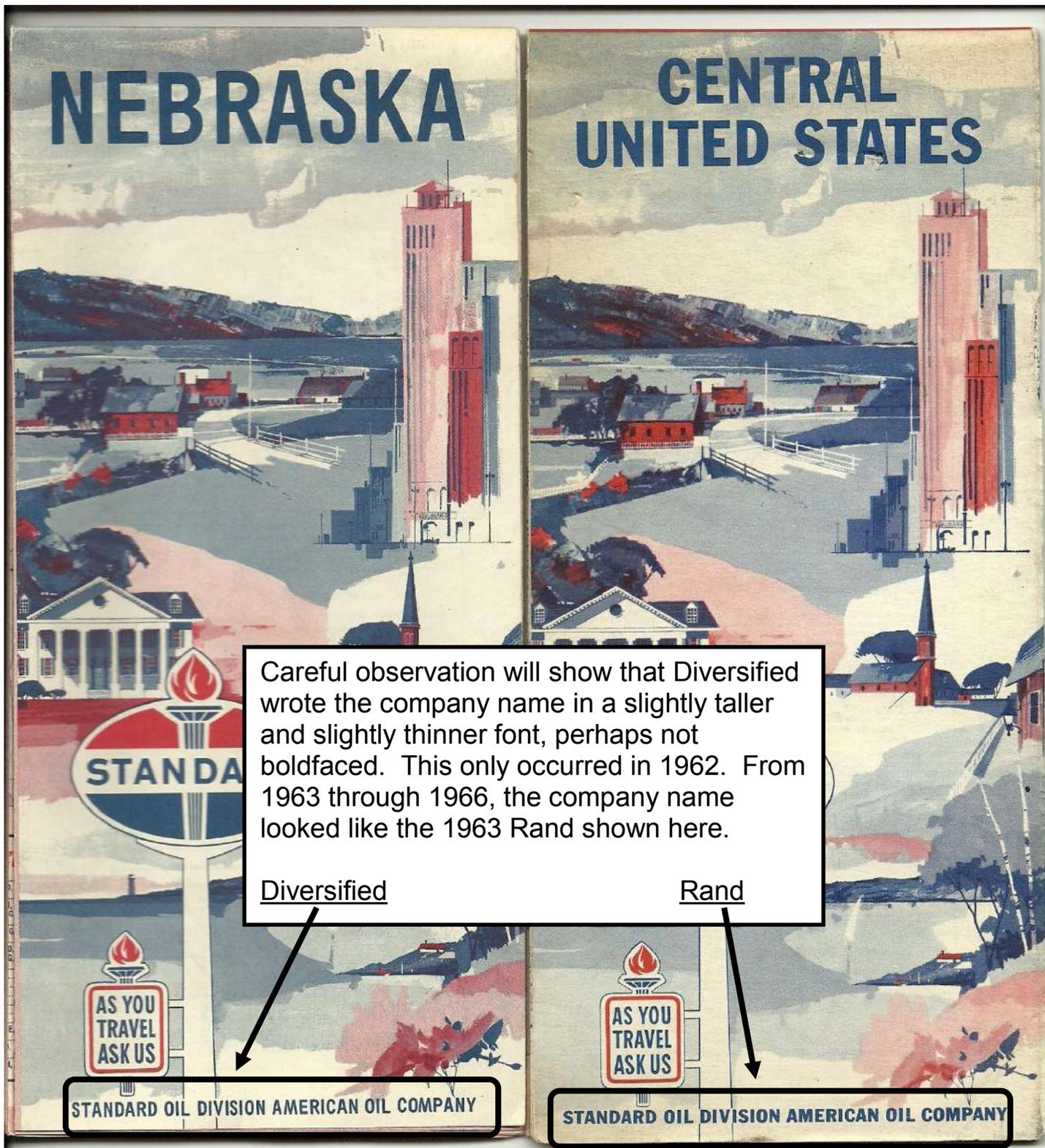
STANDARD OIL · DIVISION OF AMERICAN OIL COMPANY

"Sign in ink" statement was printed in blue.

Similar to the way the name appeared on the front cover. "Standard Oil" was separated from "Division" by a dot.

1961 Back Covers

1961-1966, cont.



1962 Front Cover by Diversified

1963 Front Cover by Rand McNally