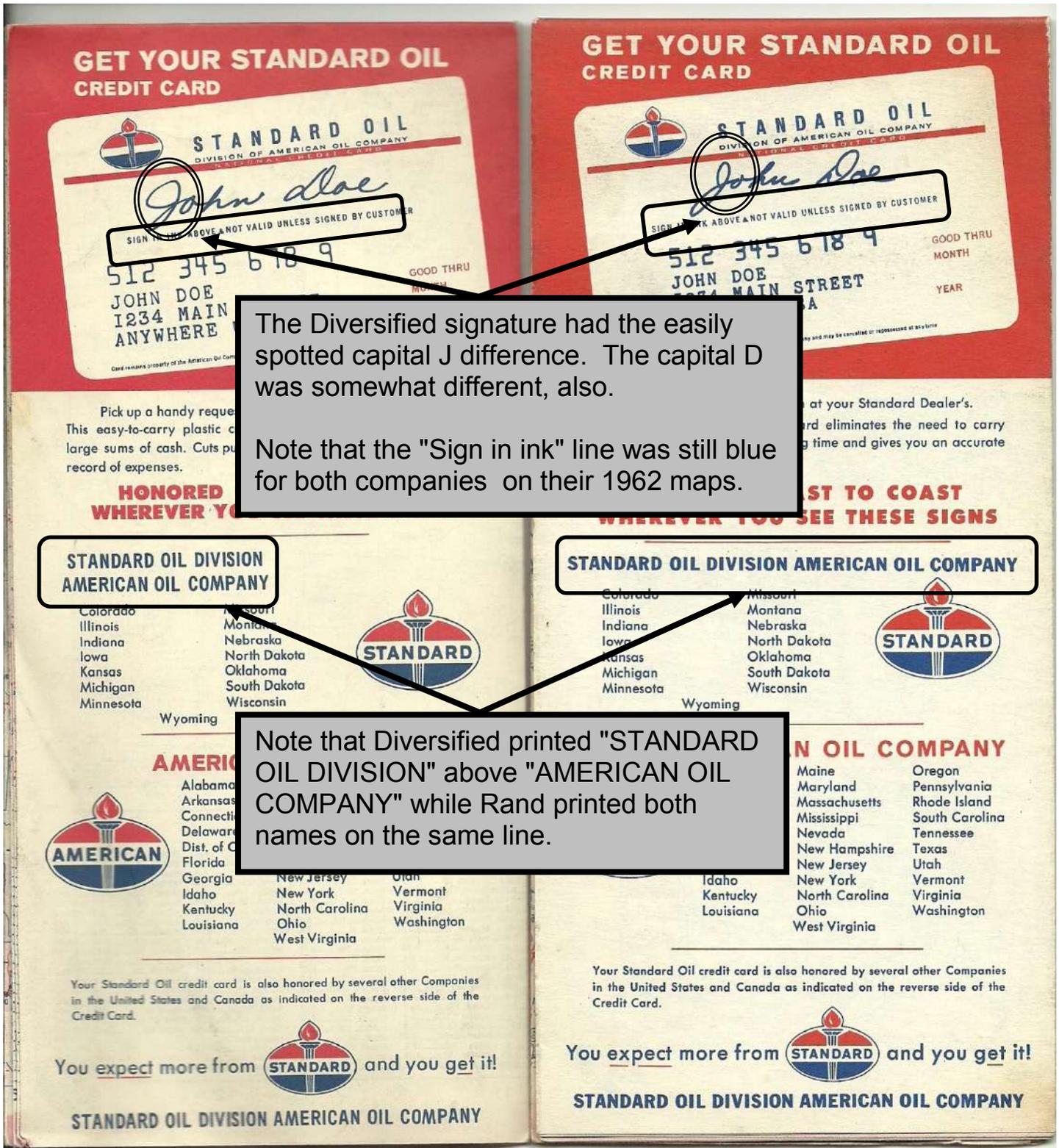


1961-1966, cont.



The Diversified signature had the easily spotted capital J difference. The capital D was somewhat different, also.

Note that the "Sign in ink" line was still blue for both companies on their 1962 maps.

STANDARD OIL DIVISION AMERICAN OIL COMPANY

STANDARD OIL DIVISION AMERICAN OIL COMPANY

Note that Diversified printed "STANDARD OIL DIVISION" above "AMERICAN OIL COMPANY" while Rand printed both names on the same line.

1962 Back Covers by Diversified

1962 Backs by Rand McNally

The 1962 maps all had the "Sign in ink" line blue but took out the dot between "Standard Oil" and "Division."

1961-1966, cont.



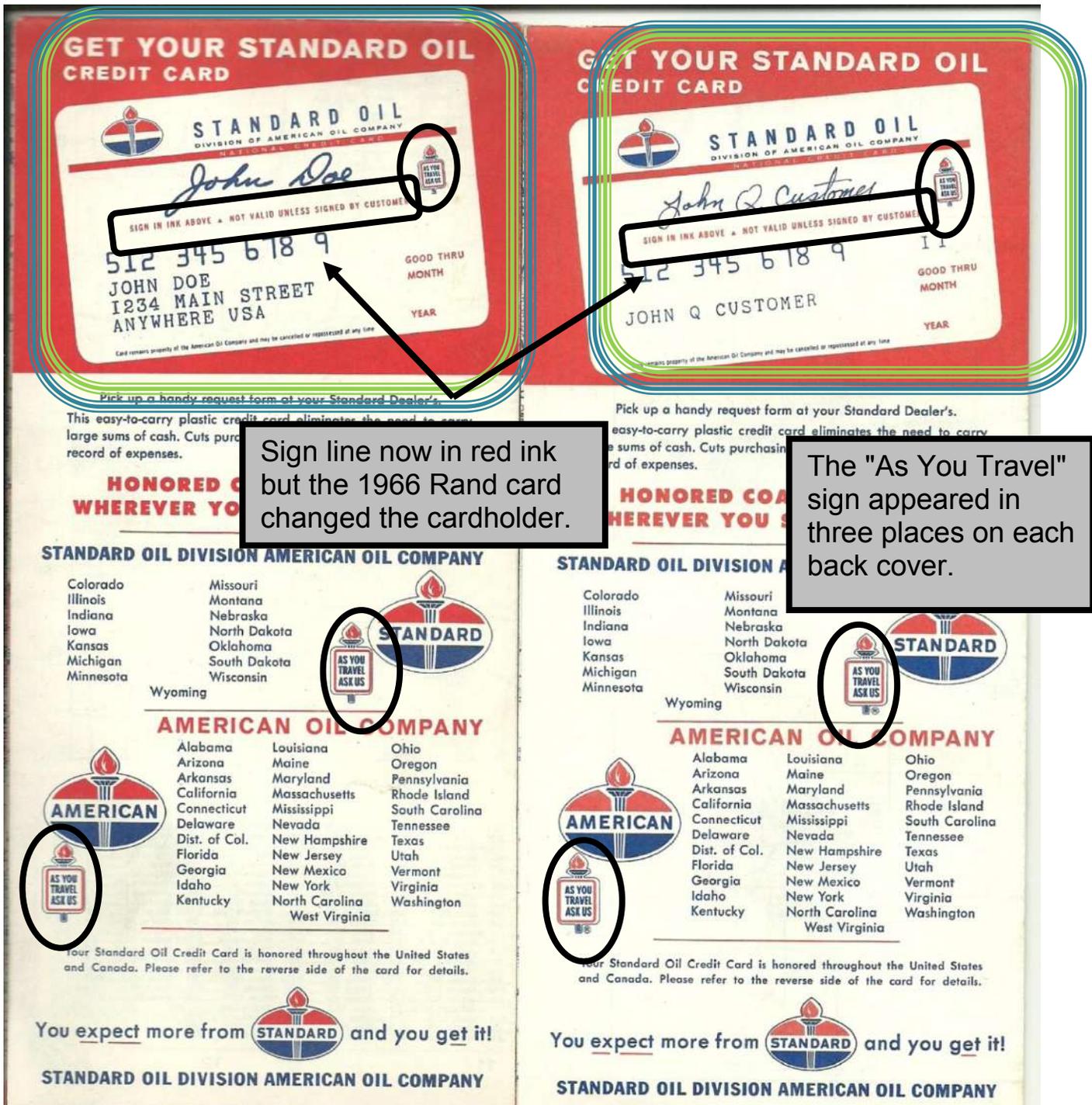
This "Discover America" symbol has only been found on maps copyrighted 1966 or 1965 copyrights with the AD 9700-3 code.

1963-65 Front Covers

1966 Front Covers

As noted above, the "Discover America" arrow was added to the 1966, appearing on covers of both printers, Rand and Diversified. A few 1965 maps with the AD code, 9700-3 also contained the arrow. A later 1965 Michigan and a 1965 Minneapolis-St. Paul are two examples of AD 9700-3 printings that had the arrow design on the front.

1961-1966, cont.



Sign line now in red ink but the 1966 Rand card changed the cardholder.

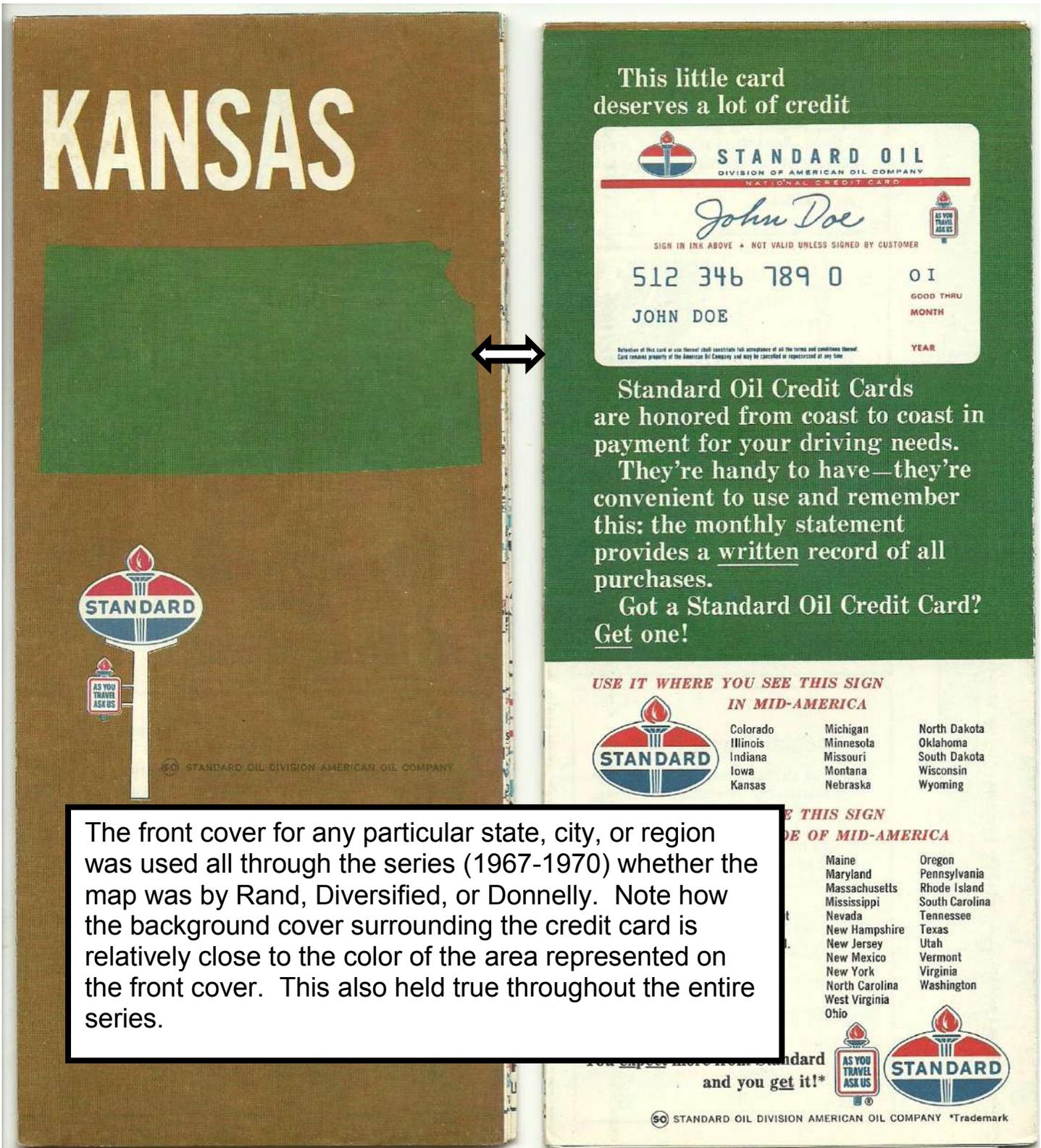
The "As You Travel" sign appeared in three places on each back cover.

1963-66 Backs by Diversified
1963-65 Backs by Rand McNally

1966 Backs by Rand McNally

The backs for Diversifieds from 1963 through 1966 were the same as shown above. Rands for 1963-1965 were also the same. For both companies the "Sign in ink" line on the credit card became red instead of blue as in the two prior years. The 1966 Rand issue contained the revised credit card.

1967-1970



The front cover for any particular state, city, or region was used all through the series (1967-1970) whether the map was by Rand, Diversified, or Donnelly. Note how the background cover surrounding the credit card is relatively close to the color of the area represented on the front cover. This also held true throughout the entire series.

1967-1970 Front Covers

1967 Back Covers

This little card
deserves a lot of credit



Standard Oil Credit Cards
are honored from coast to coast in
payment for your driving needs.
They're handy to have—they're
convenient to use and remember
this: the monthly statement
provides a written record of all
purchases.

Got a Standard Oil Credit Card?
Get one!

USE IT WHERE YOU SEE THIS SIGN
IN MID-AMERICA



Colorado
Illinois
Indiana
Iowa
Kansas

Michigan
Minnesota
Missouri
Montana
Nebraska

North Dakota
Oklahoma
South Dakota
Wisconsin
Wyoming

USE THIS SIGN
OUTSIDE OF MID-AMERICA

Maine
Maryland
Massachusetts
Mississippi
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
West Virginia
Ohio
Oregon
Pennsylvania
Rhode Island
South Carolina
Tennessee
Texas
Utah
Vermont
Virginia
Washington

and you get it!*



STANDARD OIL DIVISION AMERICAN OIL COMPANY *Trademark

1967-1970, cont.

This little card
deserves a lot of credit



Standard Oil Credit Cards are honored from coast to coast in payment for your driving needs. They're handy to have—they're convenient to use and remember this: the monthly statement provides a written record of all purchases.

Got a Standard Oil Credit Card? Get one!

This little card
deserves a lot of credit



A Standard Oil Credit Card is good for much more than normal driving needs. Use it at



USE IT WHERE YOU SEE THIS SIGN
IN MID-AMERICA



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

USE



All 1967s with the TD codes of 216-1 or 216-2 had a large amount of text.

Dist. of Col.	New Jersey	Utah
Florida	New Mexico	Vermont
Georgia	New York	Virginia
Idaho	North Carolina	Washington
Kentucky	West Virginia	
Louisiana	Ohio	

You expect more from Standard and you get it!*



SO STANDARD OIL DIVISION AMERICAN OIL COMPANY *Trademark

USE IT WHERE YOU SEE THIS SIGN
IN MID-AMERICA



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

USE



All 1968s and 1967s with the TD codes of 216-3 replaced much of the writing with advertising logos.

Georgia	New York	Virginia
Idaho	North Carolina	Washington
Kentucky	West Virginia	
Louisiana	Ohio	

You expect more from Standard and you get it!*

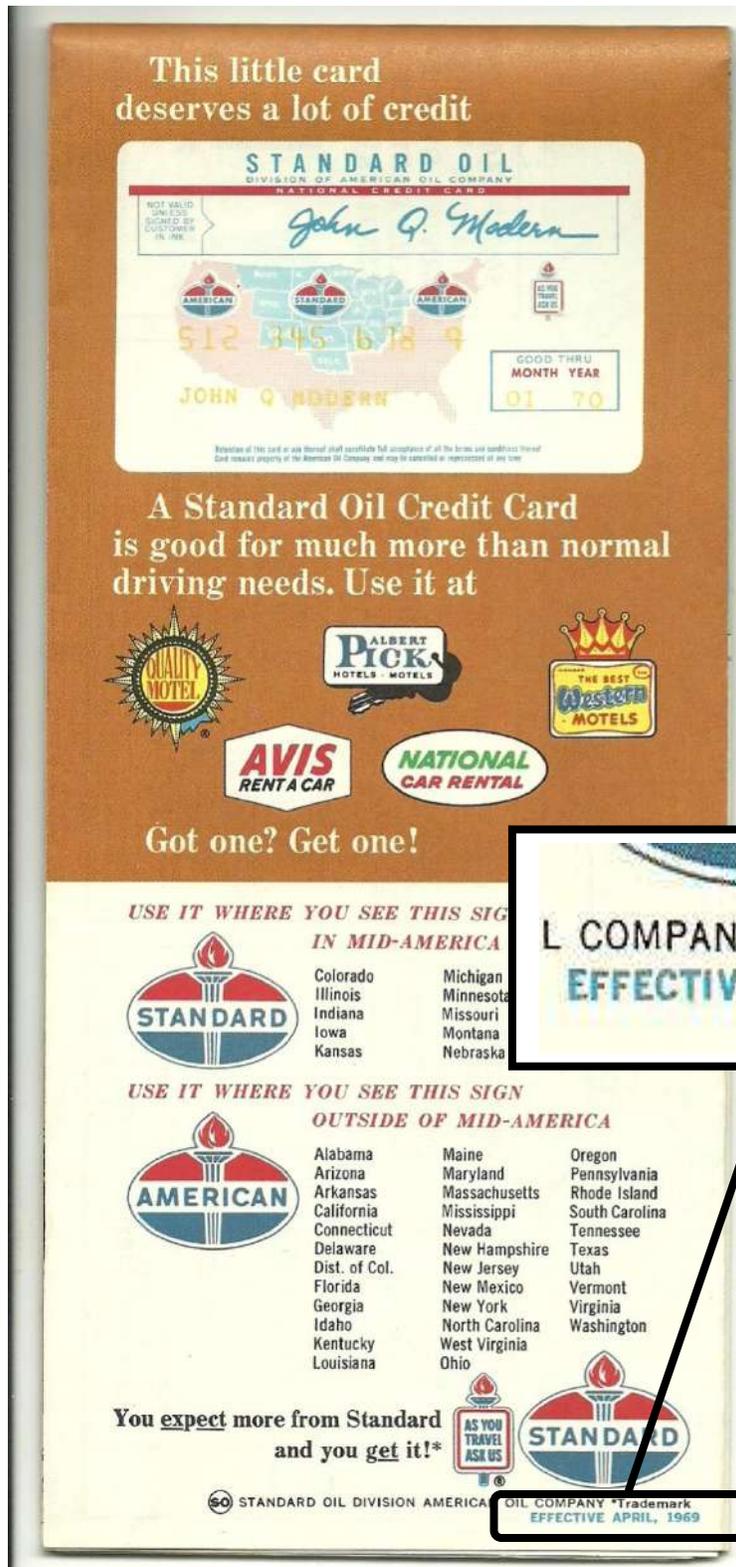


SO STANDARD OIL DIVISION AMERICAN OIL COMPANY *Trademark

1967 Backs TD 216-1 or TD 216-2

1967 Backs TD 216-3
1968 Backs

1967-1970, cont.



April, 1969 Back Covers

All April, 1969 backs looked similar except for the color that coordinated with the front.

1967-1970, cont.

This little card deserves a lot of credit

STANDARD OIL
DIVISION OF AMERICAN OIL COMPANY
NATIONAL CREDIT CARD

NOT VALUED
SHOWN BY
CUSTOMER
TO BANK

John Q. Modern

512 345 678 9

JOHN Q. MODERN

GOOD THRU
MONTH YEAR
04 73

Retention of this card or use thereof shall constitute full acceptance of all the terms and conditions thereof.
Card remains property of the American Oil Company and may be cancelled or repossessed at any time.

A Standard Oil Credit Card is good for much more than normal driving needs. Use it at

Got one? Get one!

USE IT WHERE YOU SEE THIS SIGN
IN MID-AMERICA

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

USE IT WHERE YOU SEE THIS SIGN
OUTSIDE

Alabama Nevada Tennessee
Arizona New Hampshire Texas
Arkansas New Jersey Utah
California New Mexico Vermont
Connecticut New York Virginia
Delaware North Carolina Washington
Dist. of Col. West Virginia
Florida Ohio
Georgia
Idaho
Kentucky
Louisiana

You expect more from Standard and you get it!*

AS YOU TRAVEL ASK US

© STANDARD OIL DIVISION AMERICAN OIL COMPANY *Trademark EFFECTIVE OCTOBER, 1969

Credit card expiration date of 4 73.

STANDARD OIL COMPANY *Trademark EFFECTIVE OCTOBER, 1969

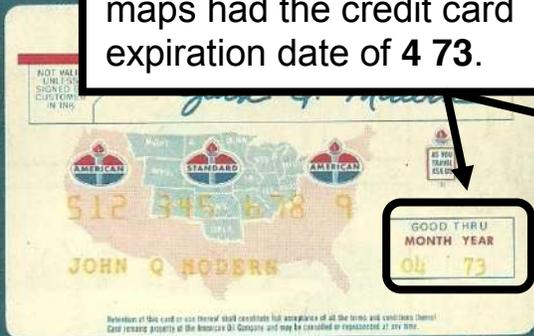
STANDARD OIL COMPANY *Trademark EFFECTIVE OCTOBER, 1969

October, 1969 Back Covers

All October, 1969 maps looked the same except some later printings had a credit card expiration date of 4 73 as shown above. Most—earlier printings—had a date of 1 70.

1967-1970, cont.

All April and October 1970 maps had the credit card expiration date of 4 73.



This little card deserves a lot of credit

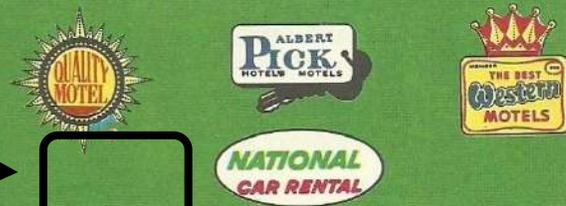


A Standard Oil Credit Card is good for much more than normal driving needs. Use it at



Got one? Get one!

A Standard Oil Credit Card is good for much more than normal driving needs. Use it at



Got one? Get one!

USE IT WHERE YOU SEE THIS SIGN

USE IT WHERE YOU SEE THIS SIGN
 North Dakota
 Oklahoma
 South Dakota
 Wisconsin
 Wyoming

USE IT WHERE YOU SEE THIS SIGN
 AMERICAN
 Alabama
 Arizona
 Arkansas
 California
 Connecticut
 Delaware
 Dist. of Col.
 Florida
 Georgia
 Idaho
 Kentucky
 Louisiana
 Maine
 Maryland
 Massachusetts
 Mississippi
 Nevada
 New Hampshire
 New Jersey
 New Mexico
 New York
 North Carolina
 West Virginia
 Ohio
 Oregon
 Pennsylvania
 Rhode Island
 South Carolina
 Tennessee
 Texas
 Utah
 Vermont
 Virginia
 Washington

You expect more from Standard and you get it!*

STANDARD OIL DIVISION AMERICAN OIL COMPANY *Trademark EFFECTIVE, APRIL 1970

USE IT WHERE YOU SEE THIS SIGN
 IN MID-AMERICA

USE IT WHERE YOU SEE THIS SIGN
 IN MID-AMERICA
 Colorado
 Illinois
 Indiana
 Iowa
 Kansas
 Michigan
 Minnesota
 Missouri
 Montana
 Nebraska
 North Dakota
 Oklahoma
 South Dakota
 Wisconsin
 Wyoming

USE IT WHERE YOU SEE THIS SIGN
 STANDARD OIL COMPANY *Trademark EFFECTIVE APRIL - 1970
 Oregon
 Pennsylvania
 Rhode Island
 South Carolina
 Tennessee
 Texas
 Utah
 Vermont
 Virginia
 Washington

You expect more from Standard and you get it!*

STANDARD OIL DIVISION AMERICAN OIL COMPANY *Trademark EFFECTIVE APRIL - 1970

Some April 1970 maps, likely the later issues, did not have the AVIS logo.



STANDARD OIL COMPANY *Trademark EFFECTIVE APRIL - 1970

April, 1970 Backs, First Issue

April, 1970 Backs, Second Issue

1967-1970, cont.

This little card deserves a lot of credit

STANDARD OIL
DIVISION OF AMERICAN OIL COMPANY
NATIONAL CREDIT CARD

John Q. Modern

512 345 678 9

JOHN Q. MODERN

GOOD THRU
MONTH YEAR
04 73

A Standard Oil Credit Card is good for much more than no driving needs. Use it at

Got one? Get one!

USE IT WHERE YOU SEE THIS SIGN
IN MID-AMERICA

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

USE IT WHERE YOU SEE THIS SIGN
OUTSIDE OF MID-AMERICA

Alabama	Maine	Oregon
Arizona	Maryland	Pennsylvania
Arkansas	Massachusetts	Rhode Island

OIL COMPANY *Trademark
EFFECTIVE OCTOBER, 1970

Kentucky
Louisiana

West Virginia
Ohio

You expect more from Standard and you get it!*

AS YOU TRAVEL ASK US

STANDARD

© STANDARD OIL DIVISION AMERICAN OIL COMPANY *Trademark
EFFECTIVE OCTOBER, 1970

None of the October 1970 maps had the AVIS logo.



OIL COMPANY *Trademark
EFFECTIVE OCTOBER, 1970



Early October, 1970 Back Covers

1971 (RWB) — 1975-76



Later October, 1970 Front and Back Covers

The next series began with some of the later October 1970 issues using the new, red-white-blue (RWB) format, with either a 1970 or a 1971 copyright date.

1970 (RWB) — 1975-76, cont.



April and October, 1971 Front Covers

All of the following RWB (Red, White, Blue) covers had the date on the red midsection.

1970 (RWB) — 1975-76, cont.

You expect more
from **Standard**
and you get it!

This little credit card deserves a lot of credit



USE IT WHERE YOU SEE THIS
SIGN IN MID-AMERICA

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



ELSEWHERE USE IT COAST-
TO-COAST WHERE YOU SEE
THIS SIGN



ALSO HONORED AT:
■ QUALITY MOTELS ■ ALBERT PICK HOTELS/MOTELS
■ NATIONAL CAR RENTAL ■ BEST WESTERN MOTELS

You expect more
from **Standard**
and you get it!

This little credit card deserves a lot of credit



USE IT WHERE YOU SEE THIS
SIGN IN MID-AMERICA

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



ELSEWHERE USE IT COAST-
TO-COAST WHERE YOU SEE
THIS SIGN



ALSO HONORED AT:
■ QUALITY MOTELS ■ ALBERT PICK HOTELS/MOTELS
■ NATIONAL CAR RENTAL ■ BEST WESTERN MOTELS



Join America's Fastest Growing Club!
American Torch Club

The first and only *all purpose* card that combines all Standard Oil credit privileges with the world-wide charge power of DINERS CLUB. Fine restaurants, hotels, motels, airlines, auto rental firms and retail stores — over 350,000 of them.



Join America's Fastest Growing Club!
American Torch Club

The first and only *all purpose* card that combines all Standard Oil credit privileges with the world-wide charge power of DINERS CLUB. Fine restaurants, hotels, motels, airlines, auto rental firms and retail stores — over 350,000 of them.



The Help Club!

Travel with protection and convenience of AMERICAN OIL MOTOR CLUB Membership! Our benefits and services are designed to save you money, and travel headaches. Membership covers BOTH you and your wife for the yearly fee of only \$15.00. JOIN TODAY!

APRIL - 1971



The Help Club!

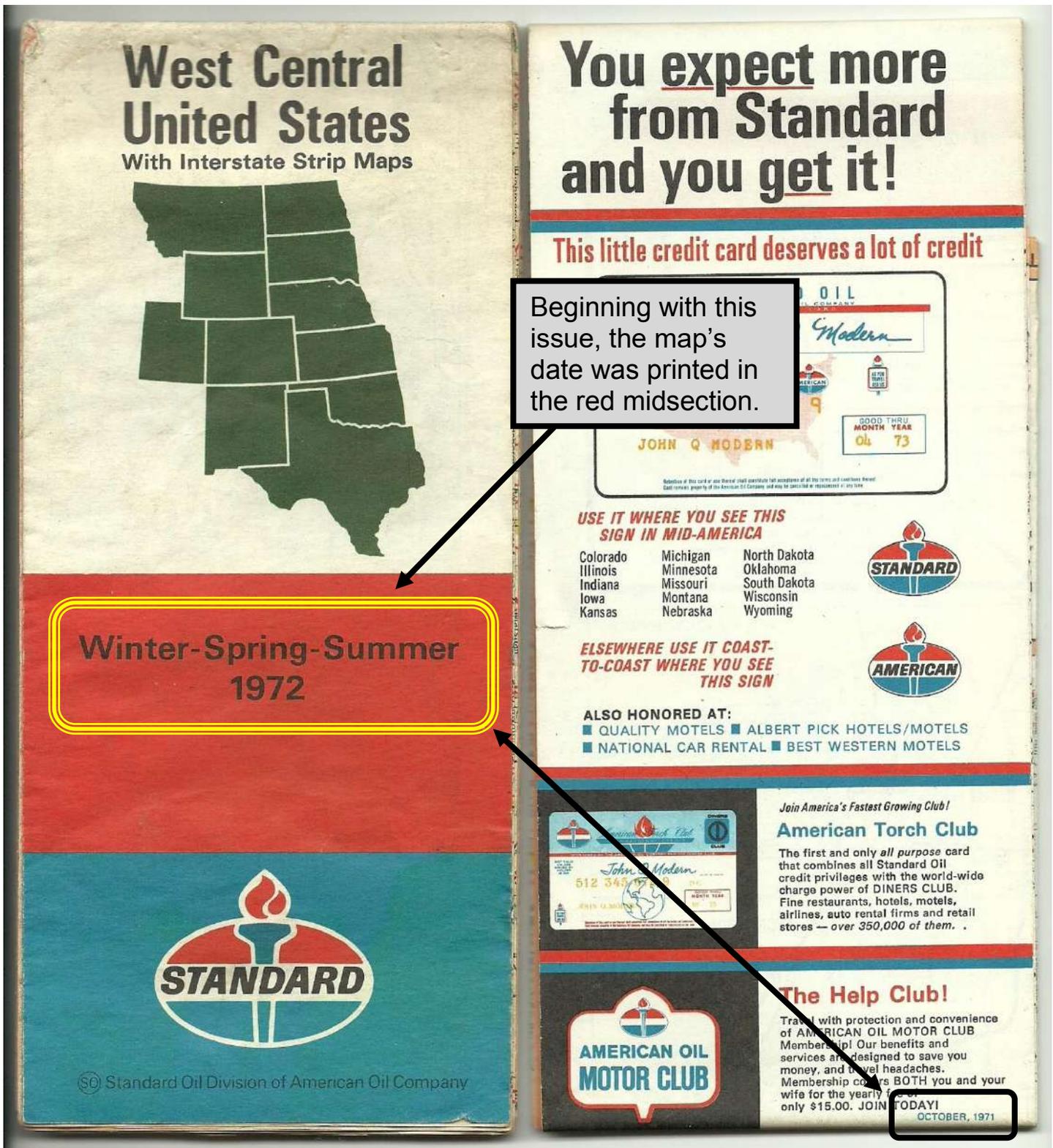
Travel with protection and convenience of AMERICAN OIL MOTOR CLUB Membership! Our benefits and services are designed to save you money, and travel headaches. Membership covers BOTH you and your wife for the yearly fee of only \$15.00. JOIN TODAY!

OCTOBER, 1971

October, 1970 – WSS 1972 Back Covers

Other than the date printed on the October 1970, April 1971, and October 1971 issues, the backs were the same up through the Winter-Spring-Summer 1972. Note that a WSS 72 might also have had an October 1971 date on the back, as shown next.

1970 (RWB) — 1975-76, cont.



WSS 1972 Front Covers

WSS 1972 Back Covers

It's hard to understand the dating logic on this example. Most of the WSS 1972s (if not all) listed a 1971 copyright along with the October, 1971 on the back cover.

1970 (RWB) — 1975-76, cont.



Note the interesting oddity in the credit card. From this issue on, state maps had numbers that begin 412, whereas regional and city maps usually, but not always, started with 512.

SF 1972 Front Covers

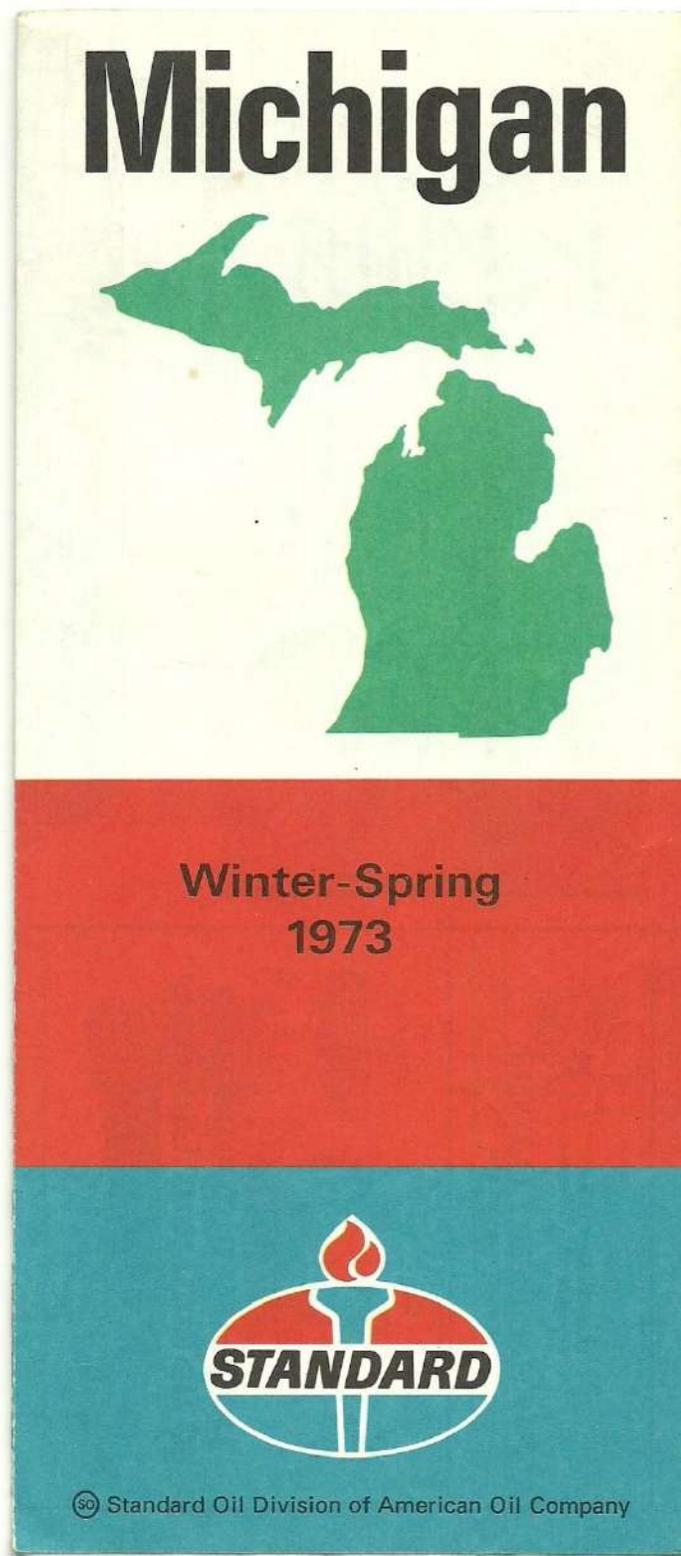


New credit card.
and
New logo.

SF 1972 Back Covers

The credit card on the back was newly designed from the previous issue and the logo at the bottom was changed.

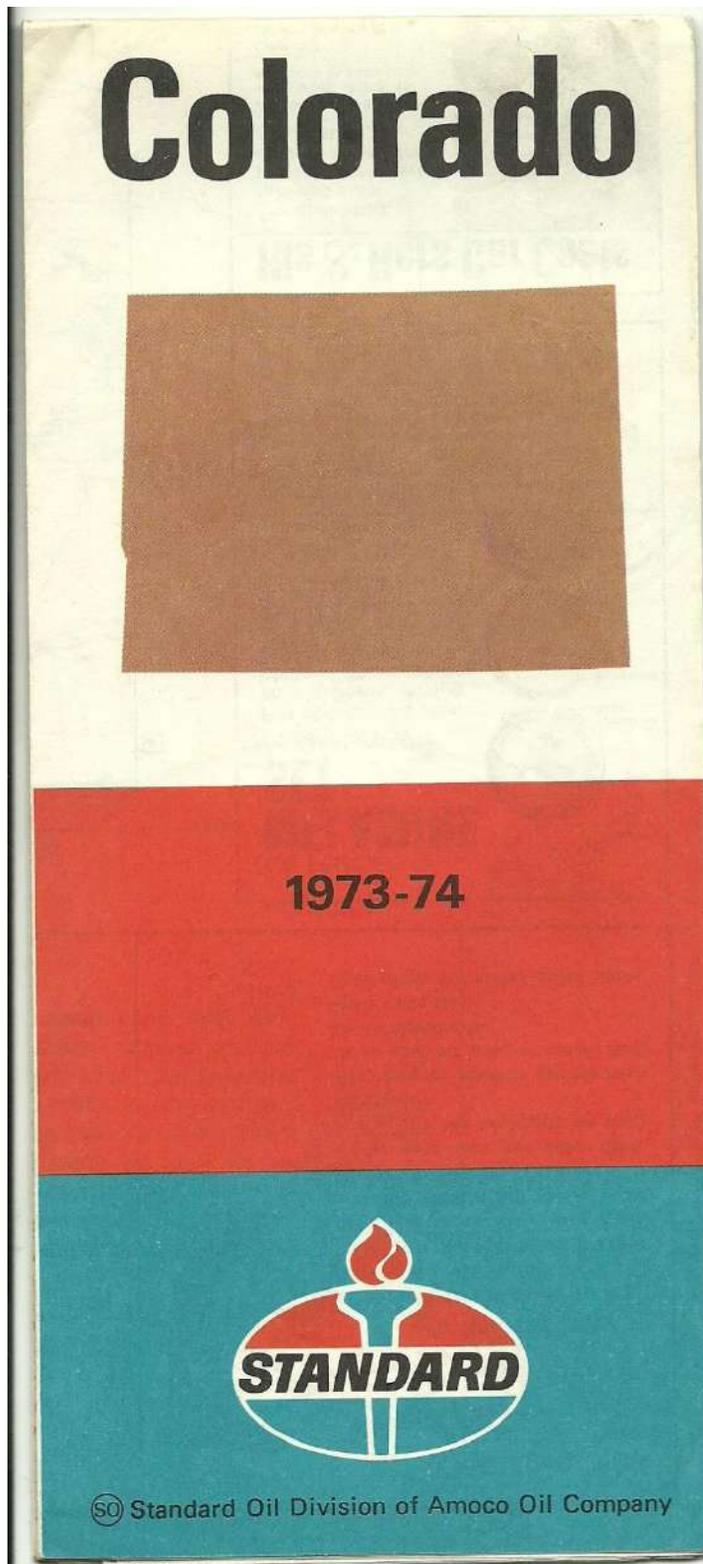
1970 (RWB) — 1975-76, cont.



WS 1973 Front Covers

The backs were the same as the Summer-Fall 1972 maps.

1970 (RWB) — 1975-76, cont.



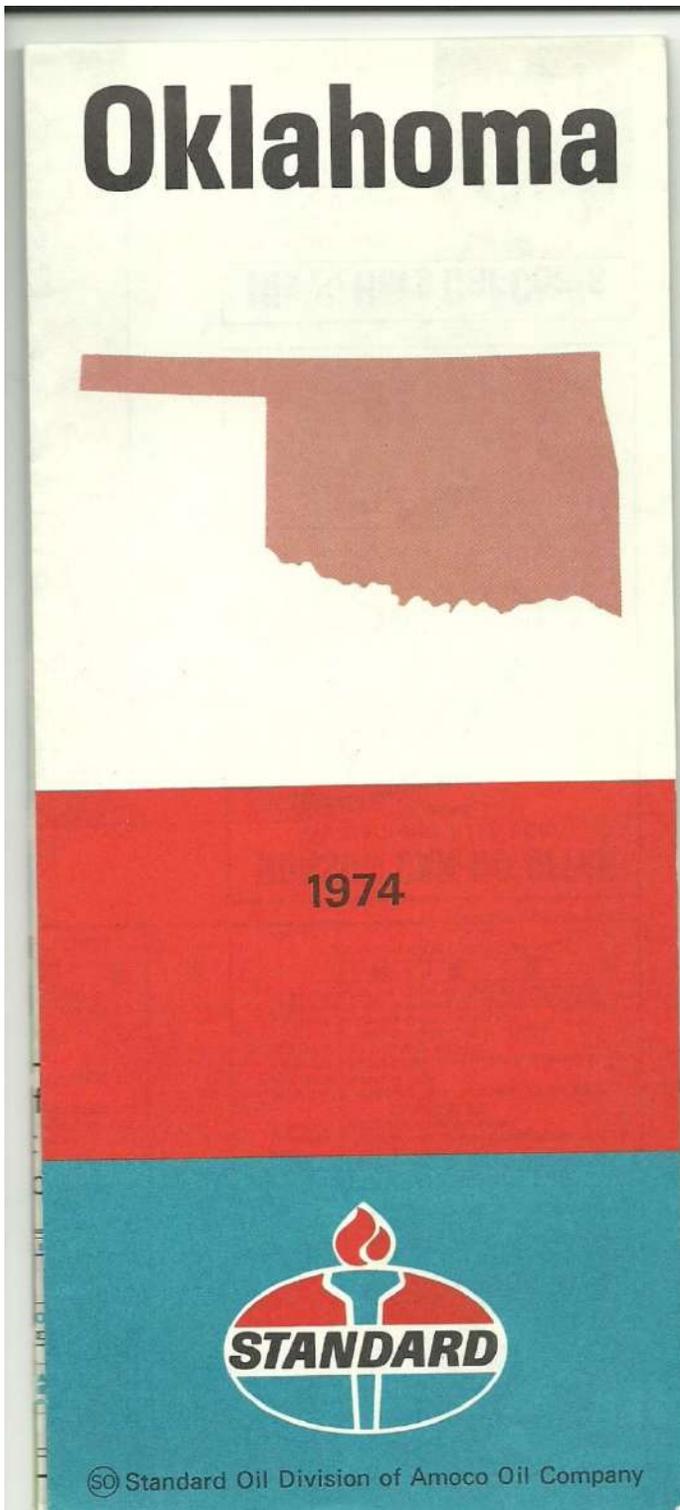
1973-74 Front Covers



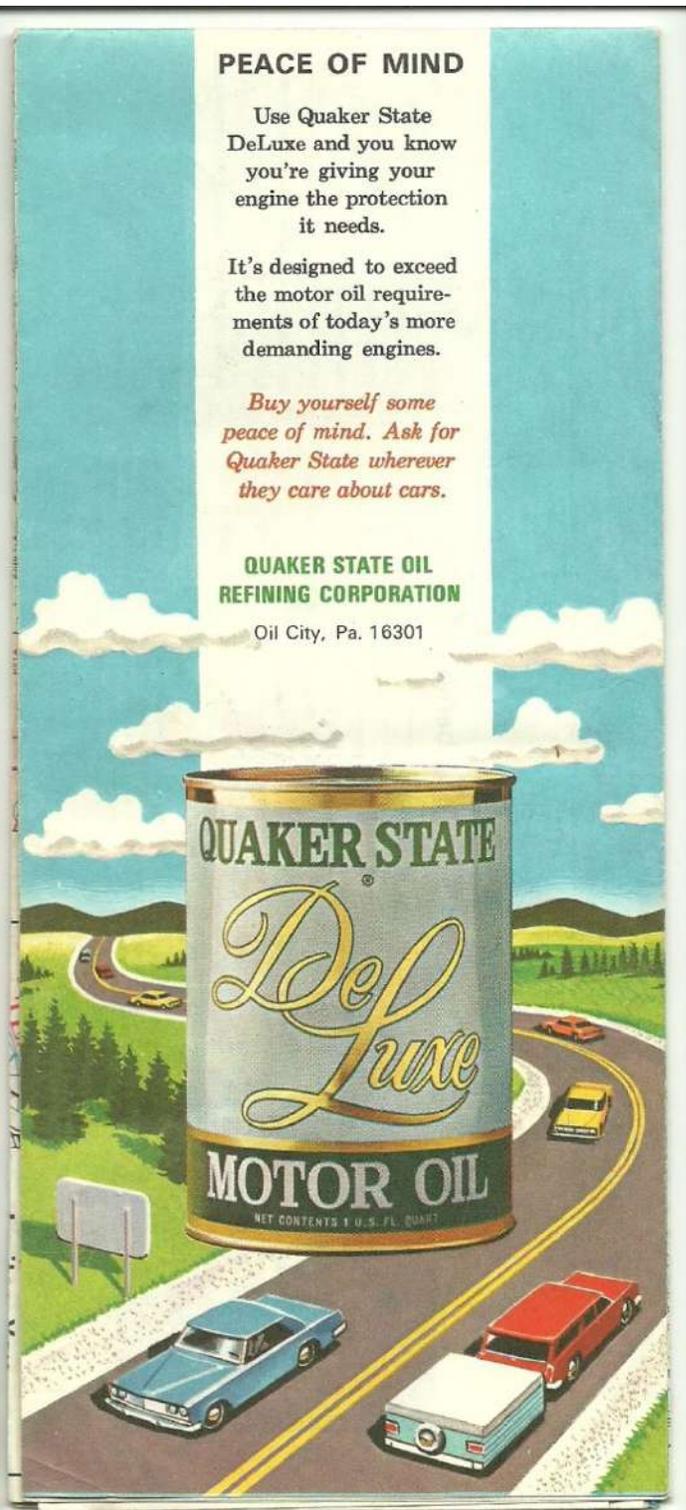
1973-74 Back Covers

Only the date on the front cover and a later credit card expiration date on the back were different from the previous (Winter-Spring 1973) issue.

1970 (RWB) — 1975-76, cont.



1974 Front Covers



1974 to 1975-76 Back Covers

The back cover introduced in 1974 was used throughout the rest of the RWB series. The only noted exceptions were that some cities may have had no actual back cover at all, just a folded portion of the map itself or companion material.

1970 (RWB) — 1975-76, cont.



1974-75 Front Covers

Beginning with this issue, most of the covers looked similar to the Indiana, having printed tourist information on them instead of an image of the state or region. Note, however, some of the states silhouettes still appeared in this and later issues.

1970 (RWB) — 1975-76, cont.

Michigan

Road map and directory

- Food
- Lodging
- Points of Interest

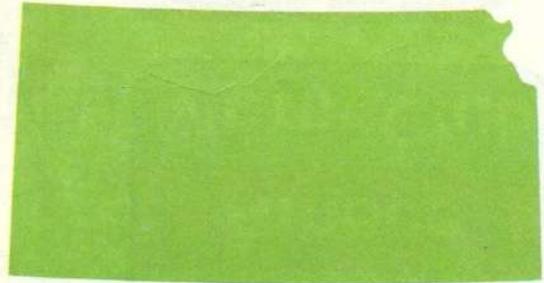
Use this map and color-coded directory to plan your trip for most efficient mileage.

1975



Standard Oil Division of Amoco Oil Company

Kansas



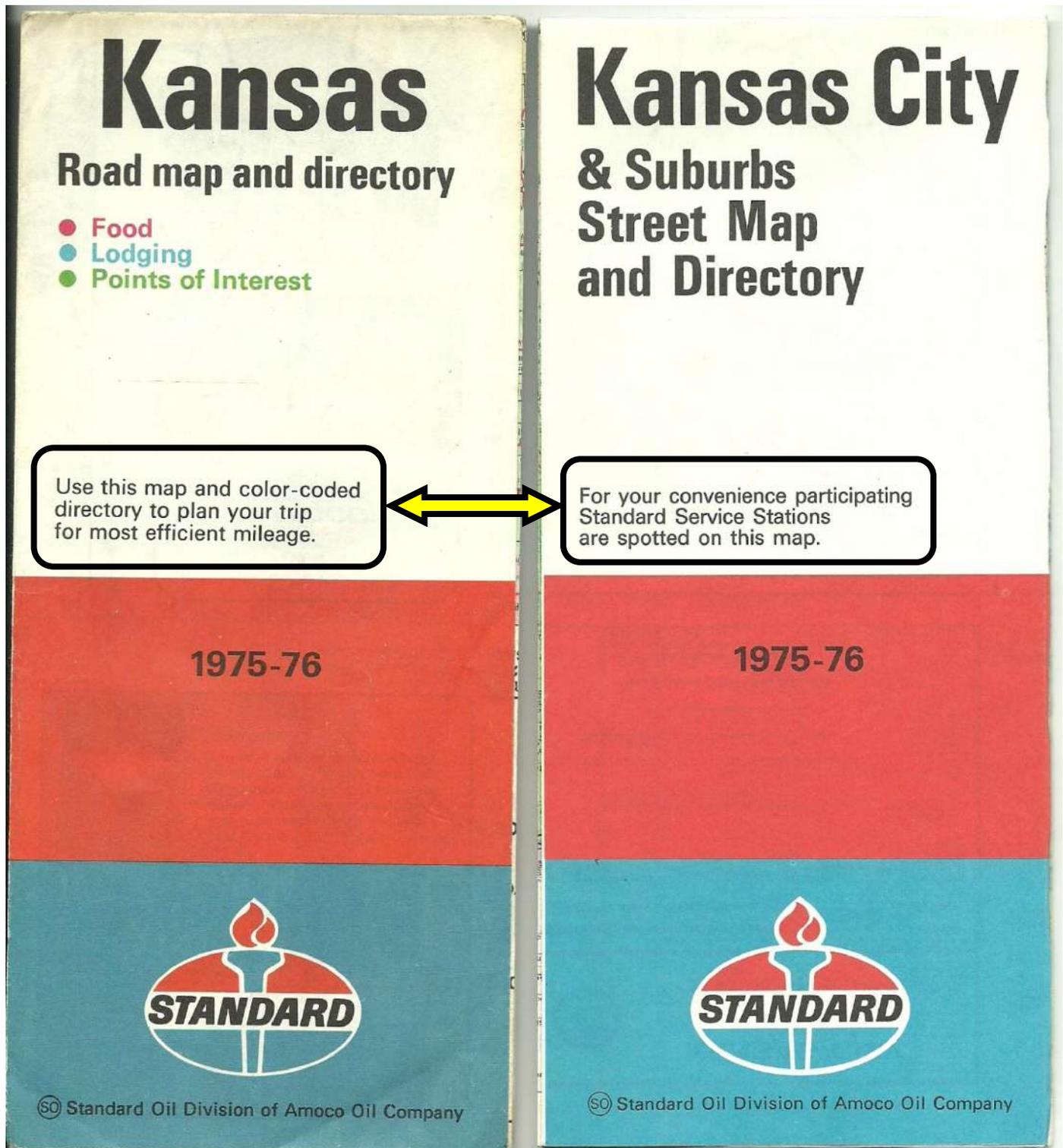
1975



Standard Oil Division of Amoco Oil Company

1975 Front Covers

1970 (RWB) — 1975-76, cont.



1975-76 Front Covers

The written information on the city and region maps was somewhat different for this issue. It may also have been the case for the previous 1974-1975 and 1975 issues but not enough maps have been available to verify such.