

## The SIGMA Maps of 1967 through 1971

Like a number of petroleum-related organizations the Society of Independent Gasoline Marketers of America (SIGMA) sponsored road maps for its members. As far as we can tell this occurred starting in 1967 and ended in 1971. SIGMA was first organized in 1958, continues to this day and their offices are located in Fairfax, Virginia. Currently SIGMA has over 250 members which include not only gasoline marketers but other businesses related to gasoline marketing like transporters.

SIGMA maps for the entire run have identical covers, a map with yellow bands top and bottom and a collage of 4 photos showing a beach scene, a highway view, a river scene and a lake scene with several sailboats. The reverse has a red and blue weather vane with DISCOVER AMERICA at the top, then BEST BY CAR, some advertising text, the SIGMA logo and the SIGMA name and "PRICE PLUS QUALITY" at the bottom. Rand McNally is the cartographer. Most maps known are for the East Coast, the Southeast and the Midwest, but it is likely there are maps for most all US locations. On a few maps the bottom line "PRICE PLUS QUALITY" is blacked out. The reason for this is unclear. Most SIGMA maps you will find are not co-branded with individual member company logos, but there are some that are branded.

So who were these SIGMA members? Nearly all SIGMA member companies were small, having only a few stations. In many cases these are the only road maps known branded by some companies and in other cases they are brands seen on their own maps. Some of the only known on SIGMA brand maps are Gastown, Inc., Swifty, Dutch Gas Haus, La Gloria and Curt's. Some SIGMA members, like Billups, Rose and Zephyr (Naph-Sol), had their own map programs and probably did not produce any SIGMA maps. The Colonial Oil Company (Jacksonville, FL) is the only SIGMA map I've seen with a logo on the top yellow band. All others' logos are in the lower yellow band only. The La Gloria map is the only one where the logo is in red and company name and address in black.

While I have been unable to obtain a complete list of SIGMA members for all the years from 1967 through 1971 I was able to utilize two documents provided by Ms. Amy Rider, Director of Communications and Political Engagement for SIGMA. These are sheets depicting locations across the United States of all SIGMA member locations but best of all circling the US map are the logos for those members. Ms. Rider was able to provide copies of sheets for 1968 and 1971. The sheets were originally given to members as part of annual reports from the SIGMA President. As can be seen from these sheets the member roster was not the same for 1968 as 1971. Likely, membership varied year to year. Dave Leach received a letter from Howard Teak, the Exec. Director of SIGMA, in 1970, in which Teak indicated what company members were currently participating in the SIGMA map program. No one currently working in the SIGMA offices was aware of their map program decades ago, and the staff was thrilled to learn about it when I contacted them. Maybe we can recruit a new club member from their ranks.

Using the information provided by SIGMA and by our members I have compiled a list of what we currently know about SIGMA maps. Oddly, thus far we have not discovered any SIGMA maps dated 1969. The reason for this is unknown.

I wish to thank SIGMA office personnel for their assistance (especially Amy Rider) and fellow RMCA members Walt Wimer, Wayne Stitt, Dave Rowilson, Rich Horwitz, Judy Aulik, Jim Wakefield, Dave Aldred, Doug Schub, Dave Leach and the late Jim Masson for contribution of map images and information about their map collections.

### SIGMA MAPS

	YEAR				
	1967	1968	1969	1970	1971
Allied	Texas				
Arkla Service Centers*	AR-LA-MS-AL				
Bland's	GA-FL				
Certified Oil*				DE-MD-VA- WV-NC-SC	
	IN-IL			IN-IL	
	KY-TN-MO			KY-TN-MO	
	OHIO	OHIO			
Cheker Oil Co.*					
Colonial Oil (Jacksonville)				GA-FL	
Crystal Flash*	GA-FL			GA-FL	
	IN-IL				IN-IL
	MI-WI				
Curt's*	KY-TN-MO				
Delta	AR-LA-MS-AL				
Direct Oil*		DE-MD-VA-WV- NC-SC		DE-MD-VA- WV-NC-SC	DE-MD-VA-WV- NC-SC
		KY-TN-MO		KY-TN-MO	
		US			
Drake's*	MI-WI				
Dutch Gas Haus*				NJ-PA	
East Coast Oil*		DE-MD-VA-WV- NC-SC			
ETNA				DE-MD-VA- WV-NC-SC	DE-MD-VA-WV- NC-SC
Fisca*		DE-MD-VA-WV- NC-SC			
	IN-IL				
	MI-WI				
		MN-ND-SD			
		NJ-PA			
	Texas				

	IA-NE					
Gastown*				OHIO		
Gate Petroleum Co.*						
Hi-Fy Service Stations*	IN-IL					
		NJ-PA				
Horton*						
Hy-Flash				MI-WI		
Imperial Florida Oil Co.*						
Imperial Refineries	AR-LA-MS-AL					
	GA-FL					
	IN-IL					
	IA-NE					
					KY-TN-MO	
			MN-ND-SD			
				OHIO		
LaGloria*	GA-FL					
Martin Oil*	IN-IL	IN-IL				
	KY-TN-MO					
MFA*	AR-LA-MS-AL			AR-LA-MS-AL		
		IN-IL			IN-IL	
		KS-OK				
	KY-TN-MO	KY-TN-MO		KY-TN-MO	KY-TN-MO	
	US	US				
Minute Man*						
Owens	IN-IL					
Red Head*		DE-MD-VA-WV-NC-SC		DE-MD-VA-WV-NC-SC	DE-MD-VA-WV-NC-SC	
	IN-IL					
				MI-WI		
		NJ-PA				
				NY CITY		
			OHIO		OHIO	
Rich Terminal Co.*						
Savings Oil Co.*	AR-LA-MS-AL					
		DE-MD-VA-WV-NC-SC				
Shamrock	GA-FL					
Swiftly*	IN-IL					

				KY-TN-MO	
		OHIO			
Temko	AR-LA-MS-AL				
T-O Service Station	AR-LA-MS-AL				
Tresler*	IN-IL			IN-IL	
	KY-TN-MO			KY-TN-MO	
	OHIO	OHIO		OHIO	OHIO
U-Save				NJ-PA	
United Oil Manufacturing*		NJ-PA		NJ-PA	
	OHIO				
Wareco					GA-FL
	IA-NE				
		KY-TN-MO			
	MI-WI				
		MN-ND-SD			
Western-Red Ace-Delta					KY-TN-MO
Wides		IN-IL		IN-IL	
SIGMA (Unbranded)				AR-LA-MS-AL	
				DE-MD-VA- WV-NC-SC	DE-MD-VA-WV- NC-SC
	GA-FL			GA-FL	GA-FL
	IA-NE				
	IN-IL			IN-IL	IN-IL
		KS-OK			
		KY-TN-MO		KY-TN-MO	KY-TN-MO
	MI-WI			MI-WI	MI-WI
		MN-ND-SD			
				NJ-PA	
				NY CITY	
				OHIO	OHIO
	US				
	1967	1968	1969	1970	1971

\* Indicates these companies were part of the 1970 map program per letter from Howard Teak, Exec. Director SIGMA, to D. Leach

**SIGMA members not known to produce SIGMA maps**

4M ?
Ashland
Autotronic


1971
1971
1971

Baily Distributing		1971
Balch		1971
Bay State	1968	1971
Bazar		1971
Beacon	1968	1971
Berkshire		1971
Best	1968	1971
Billups	1968	1971
Bi-Lo	1968	1971
Bonded	1968	1971
Bulko	1968	
Buzz	1968	1971
C & C		1971
Cannon		1971
Cariboo		1971
Clark	1968	1971
Comoco	1968	1971
Consolidated	1968	1971
Consumers	1968	1971
Crest		1971
Crystal	1968	
Dance	1968	
Diamond ?		1971
Digas		1971
Dividend	1968	1971
Dixie Vim		1971
Este		1971
Far-Go	1968	1971
Fletcher	1968	1971
Foster	1968	
Four Star Gasoline	1968	1971
Gasamat or Gas-Mart	1968	1971
Gibbs	1968	1971
Golden Eagle	1968	1971
Golden Imperial	1968	1971
Hauck		1971
Hess	1968	1971
Highway	1968	1971

Hi-Octane or Mo-Jo	1968	1971
Holiday	1968	1971
Hometown	1968	1971
Hudson of Delaware	1968	1971
Keystone	1968	1971
Kocolene	1968	1971
Liberty	1968	1971
Limpp	1968	1971
Little		1971
Lonas		1971
M & H		1971
Mars	1968	1971
Merit		1971
Miller Oil		1971
Milton-Savex		1971
Mohawk		1971
Morgan's	1968	1971
Mutz	1968	
Nunis		1971
Payless	1968	1971
Pilot	1968	1971
Rebel Oil	1968	1971
Ring-Free		1971
Rose	1968	1971
San Ann		1971
Scott	1968	1971
Self Service Gas		1971
Sing		1971
Site	1968	1971
Skat		1971
SOC		1971
Southern Tank Lines	1968	1971
Stallings		1971
Star Service	1968	1971
Supreme	1968	1971
Tankar Stations	1968	1971
Terrible Herbst Oil Co.		1971
Texas Independent	1968	1971

