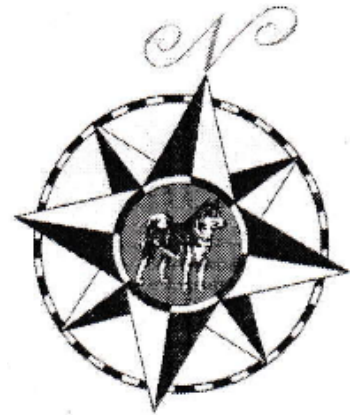


Husky Oil Company Maps

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The **HUSKY** Pack!

Dave Leach



We love our wolves, always popular at zoos, and the pet ones we call dogs. Perhaps that is one reason that collectors like stuff from the Husky Oil Company. The Husky brand has an interesting story and lots of great maps. But the Husky Brand, or pack, encompasses a few brands and companies. The bulk of this article was written for the November, 1995 issue of "Check the Oil" magazine. At least four RMCA members are contributors to "CTO!"

When I started to work on this article I wasn't sure whether I should use a genealogy program in addition to other more common resources. The Husky family is rather strange you gotta admit. Realizing that The Legend is about maps first and foremost, not history or canines, I will pretty much tell the Husky family story in maps. But since my background is in history, I felt compelled to do a little digging as well.

My search took me to Canada—where else would anyone first look for huskies? After all, I vaguely remember as a kid watching the TV program *Sgt. Preston of the Yukon*. I discovered from a 1967 annual report that Husky Oil Company Limited was founded in 1938. Their primary refinery at Lloydminster, BC, went on stream in 1947. Husky opened the 613 foot Husky Tower and adjoining office building to house offices, shops, observation deck and a revolving restaurant in downtown Calgary in 1968. I also learned that it was not until 1960 that the Canadian and US Husky Oil Companies were consolidated into one corporation. The Husky joint operation continued until 1984 when the U.S. operations were sold to concentrate on the Canadian operations, according to the Benjamin & Henderson, *Gas Pump Globes* book,

The Husky story in the United States is a little more convoluted. The Husky brand was first owned by Western Oil And Fuel Company of Minneapolis. The earliest Husky map I've seen is a Mid-West Map of Wisconsin that probably dates from the mid-thirties. It sports a blue cover featuring a husky running through a snow covered landscape,



Noteworthy in this drawing is the aura around the dog's face which was used in various styles at least into the mid-50s on globes, cans, pumps etc., until being replaced with the standing dog. As Mid-West Map improved their quality the same cover appears in a bright vermillion color on a 1939 issue. The next map on our color sheet dates from 1941, also a Mid-West Map issue, but with a better drawn husky though the dog's face is in the same pose. Several Husky maps use the same drawing of the running dog positioned in the center of a large red, pink and white compass rose. This Rand McNally map shows a can with the same running husky. The same map design was issued from the late 40's until 1953, (The year when Rand McNally changed from the tri-fold maps, which gave us so many pretty covers, to the more usable accordion style). Beginning in 1947 and continuing at least through 1954, Husky maps were being issued by Western Oil and Fuel Company of Minneapolis and first Husky Refining Company then Husky Oil Company of Cody, Wyoming. The 1952 map includes a map of a small marketing area no more than an easy day's drive from Cody. A corporate envelope from 1959

indicates that Western supported three brands, Mileage, DS (Direct Service) and Husky. This means that Husky maps from Western could exist as late as that year. The Husky Oil map from 1954 shows the familiar standing dog Husky sign, an annual report indicates that 1954 marked the unveiling of that logo which would be in use about ten years before losing the dog and adopting a bowed rectangle sign, similar to the Champlin sign of the 60's.



In 1954 there was another big change. Maps from H. Earl Clack's Hi-Power brand now show the company name: H. Earl Clack, Inc., subsidiary of Husky Oil Company, Cody, Wyoming. The acquisition of the former Hi-Power/Heccolene brands transformed Husky into a regional marketer reaching from North Dakota almost to central Washington and south into northern Utah. The maps from 1954 through 1960 feature the region's outdoor heritage, particularly hunting and fishing. These specially designed Rand McNally maps feature a reverse side with a map of the Husky states without roads but with drawings of the terrain and the various animals and fish to be found. The creativity in these maps must have come from the H. Earl Clack line as you will soon discover. The 1958 map shows yet another change—the company becomes Husky Hi-Power Inc., still of Cody. Husky Oil Company maps during this period make no mention of the Clack subsidiary. The 1961 map shows Husky Oil Company with no further mention of Hi-Power. No doubt this was a result of the consolidation with the Canadian company and discontinued use of the Hi-Power brand.

Before going further on the Husky family tree, let's take a look at the Clack branch before it became part of the Husky pack, as it were. H. Earl Clack Company headquarters were in the thriving metropolis of Havre, Montana. Almost at the Canadian border, the Hi-Power stations stretched from North Dakota to western Washington. Indeed this would complement Husky's southern Montana, southern Idaho, and Wyoming territory. An interesting H. Earl Clack map from probably the late 30's is called a

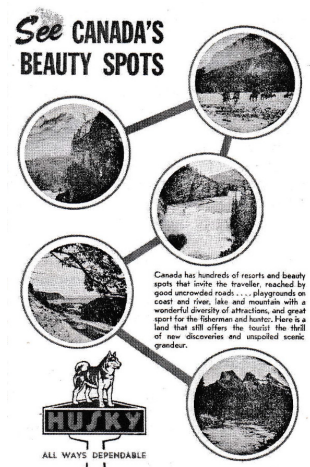


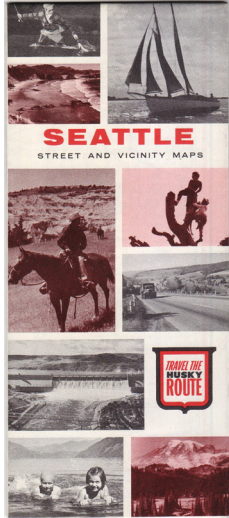
Hysterical Road Map with cute little drawings, puns on some names, station locations, Clack's tourist apartments, (read cabins), historic blurbs and more. Other maps through 1953 included a station list, showing no growth in the company. The 1953 map also lists the credit card exchange companies, Great West and Highway in Canada as well as Gardner in Washington and Fletcher (Veltex) stations. So, in the fifties there were Husky maps coming from four companies: Western Oil and Fuel, Husky Oil, H. Earl Clack, and the Canadian, Husky Oil

Ltd.

What about the Canadian company? Any maps from them? Well yes, and a nice example comes from the early to mid-50s from Husky Oil & Refining Limited. This one proclaims "Travel Canada First with Husky", features the standing dog signpost and some nice photos inside of a couple new Husky stations and a Husky snack bar, (Remember the snack bar, there may be a quiz later). Hi-Power is listed as one of the company's regular grade gasolines along with Husky and Husky Premium. The map by an unnamed cartographer stretches from Vancouver to Toronto with Husky locations highlighted with orange pennants. The bulk of their stations were in Saskatchewan??

A series of "Travel Canada First..." booklets were published by Tom Taylor Travel Publications, "the gold standard of Canadian motor travel". While the booklets covered all of Canada and were distributed throughout Canada, the copies distributed in Western Canada were Husky editions with Husky covers. A photo of one of the inside cover ads is above right.





With the consolidation came a joint map program and the first mention of Husky stations in the other country. A Northwestern USA and Western Canada map appeared and strangely a city map of Seattle, where the company never seemed to have stations. So why a map when the closest station was probably central Washington? Glad you asked, 'cause I think I have an answer. 1962 was the Century 21 World's Fair in Seattle. This was the first such event in the Northwest so everyone would be going there, and all of the big oil companies gave out Seattle maps and so, too, for at least that year did Husky! I know of no other Husky city maps from any of the Husky companies other than the Denver map that was regularly issued after the acquisition of Frontier. Also in the early 60's, Husky established a number of Travelcentres or Superstops (depending on which country the traveler was in), which were illustrated on the covers of some of the maps around 1964-1966. These centers were generally truck stops for which special maps were issued to show the many locations and the various facilities at each.

Maps from 1967 and 1968 show the locations of Husky stations with orange dots. This practice ended with the expanded map program of 1969, which included the Frontier and Beeline outlets which were fast being converted to the Husky brand. Oh, yes, another branch of the family through merger was Frontier Refining Company of Denver which operated both of the aforementioned brands, Frontier had acquired Western States Petroleum of Salt Lake City, Utah in 1960. They also operated a chain of Mustang self-service stations but this brand did not show up on any maps. Except for the earliest maps and the latest one, most of the Frontier map designs are fairly common. Many were issued for multiple years. Frontier Refining & Marketing which has resurrected the brand apparently issued the 2000 map in small numbers. The novelty map on the right may be the only map from Beeline.



Covers in the 70's show a map of the continent with the Husky territory highlighted. The '70 through '72 versions had (yawn) credit card applications printed on the back. A 1978 map shows a new white on blue logo. A truck stop map from the same year shows expansion into the Yukon and Toronto. Also a signpost in Canada with a husky face logo appears in a photo collage on the same map. A variety of foldout maps, atlases and station directories continued to be issued in Canada at least through 2000.

[Click here](#) to view a gallery of Husky Oil Company map covers