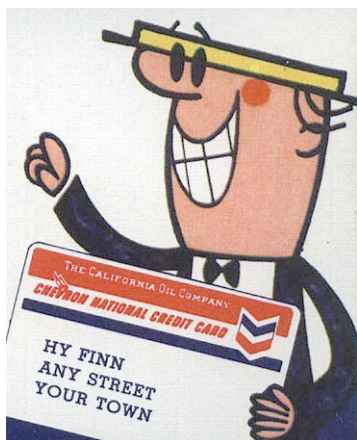




Chevron's 'Hy Finn' Maps

by **Richard Horwitz** (RMCA #314)

Standard Oil of California expanded its California Oil Co. subsidiary into the Northeast states by buying Monogram Oil in 1945. They branded it "Calso," same as their stations in the Rocky Mountain region.

In 1946, Calso's northeastern stations had their first maps, a green Gousha unlike any other series in the Chevron empire (see: "Calso" in "Cover Styles" scans below). Starting in 1949, they switched to the scenic design covers, similar to Chevron maps of the western states. That changed in 1959, when the Calso stations from Maine to Virginia were renamed "Chevron." The maps were tied to an ad campaign to call attention to the new brand. In doing so, they gave up the classy scenic design map covers for a crass commercial message from a cartoon pitchman they named Hy Finn. It was 1959, when car makers decided tail fins were the style. He was created by the giant BBDO advertising agency

There were television commercials starring the cartoon character. His gravel voice came from actor Paul Ford, who was then popular as Colonel Hall in the Sergeant Bilko TV series. In one ad, Hy brings his gas can to a Chevron station, then rips the gas pump off its base and puts it in his car. The announcer extols the "invisible bond" between the motorist and Chevron. Our hero ignores the Chevron signs and says, "They ought to advertise it."

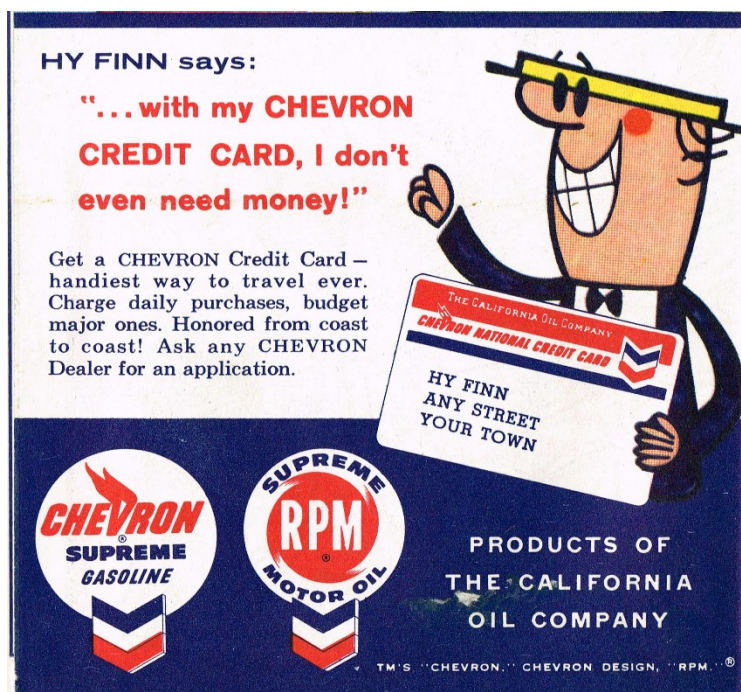


Illustration from 1959-60 map rear cover

Something only an adman would appreciate. Hy also appeared in print ads, including the Saturday Evening Post.

The Hy Finn character was put on the covers of the 1959 maps as Calso change to Chevron. At the same time, the stations distributed contest entries so the public could suggest Hy's "quips." Five winners received cars, 404 each received \$75 worth of Chevron gasoline, enough to drive across the country in those days. There is no evidence any winning quips were used on map covers.

Over the next five years, the map covers used 10 different drawings (see: style A through J on page 3, below) with at least 37 quips (see: chart below on page 4), all reading like Madison Avenue's pitch for the Chevron stations themselves and Chevron Supreme grade gasoline. "If you're near a Chevron station, it's

Official Entry Blank

CHEVRON'S Hy Finn Quip Contest

Type or print your Hy Finn quip here

NAME _____

STREET _____

CITY _____ STATE _____

MY CHEVRON DEALER IS
Wally's Chevron Station
Columbia, Maryland

COURTESY: TOM FRANKLIN



almost fun to run out of gas!" is one example. Another: "A Chevron station at sundown - One of the world's beautiful sights!"

Maps were issued from 1959 through 1964, but Hy remained in 1965 on the backs of the birds-and-flowers series (see: "1965" on page 3).

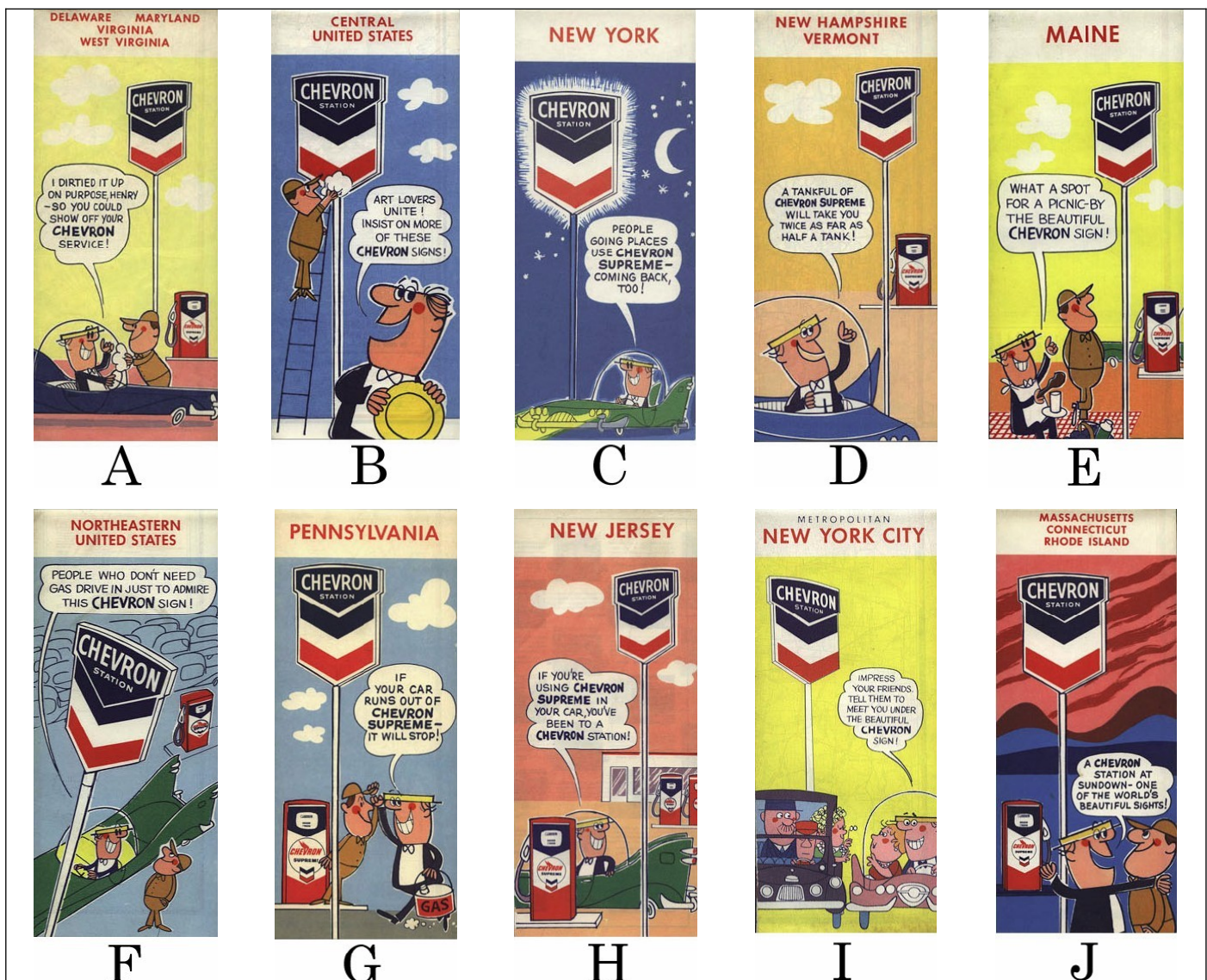
The 1963 map covers were the same as 1962. The 1964 is a variation: The Chevron signage changed from Chevron Station to Chevron Dealer. The color of the Chevron Supreme gas pump changed, and the

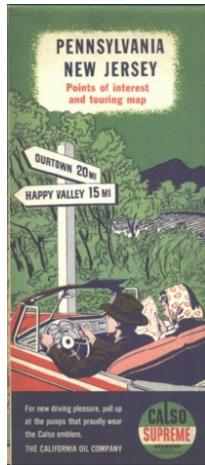
background color of each map cover style was changed. A regional map for World's Fair Approaches replaced the New York City issue. The Chevron map of the Fair itself was not in the Hy Finn style (see: "WF1" and "WF2" on page 3, below). All 1964s have the World's Fair insignia. The 1964 New Jersey map also marked the state's tercentenary.

An oddball issue is a 1962 map of Washington, D.C. (see "Washington" on page 3). Not only is the design different, but it is by Rand McNally. All others are Gousha.

Illustration from 1961 map rear cover

CHEVRON "HY FINN" COVER STYLES





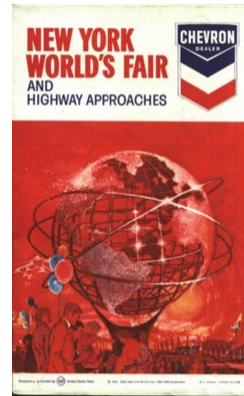
Calso



Washington



WF1



WF2



1965

CHEVRON "HY FINN" MAPS

MAP	YEAR	STYLE	QUIP
US	1961	A	I dirtied it up on purpose, Henry - so you could show off your Chevron service!
East US	1960	B	Art lovers unite! Insist on more of these Chevron stations!
East US	1961	C	When you're driving alone at night, take along Chevron Supreme for companionship!
East US	1962/3	D	Chevron Supreme is tomorrow's gasoline - but buy it today!
East US	1964	E	Always look for the Chevron sign - It's right at the top of the pole!
Central US	1960	B	Art lovers unite! Insist on more of these Chevron stations!
Northeast US	1959	D	If this sign isn't overhead, you're at the wrong station!
Northeast US	1960	F	People who don't need gas drive in just to admire this Chevron sign!
Northeast US	1962	D	If this sign isn't overhead, you're at the wrong station!
ME	1959	A	People who read backwards should look for the norvehc sign!
ME	1960	E	What a spot for a picnic - by the beautiful Chevron sign.
ME	1961	G	If you use Chevron Supreme exclusively, you can't drive without it!
ME	1962/3	H	Chevron Supreme is better than anything. If you are using anything else - switch
ME	1964	I	Never ask for Chevron Supreme - Let your chauffeur do it!
NH-VT	1959	C	Y'know, they light up the Chevron sign so you can enjoy it at night, too!
NH-VT	1960	J	Ah... The Chevron sign at sunset! What a sight!
NH-VT	1961	D	A tankful of Chevron Supreme will take you twice as far as half a tank!
NH-VT	1962/3	B	Chevron dealers take such pride in their stations it's frightening!
NH-VT	1964	B	Buy Chevron Supreme a gallon at a time - You get to see more Chevron stations.
MA-CT-RI	1959	F	People who don't need gas drive in just to admire this Chevron sign!
MA-CT-RI	1960	H	Funny...Wherever there's a Chevron sign, they've built a Chevron station
MA-CT-RI	1961	I	If you're too shy to ask for Chevron Supreme yourself, have your chauffeur do it!
MA-CT-RI	1962/3	J	A Chevron station at sundown - One of the world's beautiful sights!
MA-CT-RI	1964	J	Wherever you see the Chevron sign - stop and admire it!
Boston	1964	H	Chevron Supreme will mix with other gasolines - but it doesn't like to!
NY	1959	G	If you're near a Chevron sign, it's almost fun to run out of gas!
NY	1960	D	If this sign isn't overhead, you're at the wrong station!
NY	1961	B	Chevron dealers take such pride in their stations it's frightening!
NY	1962/3	C	People going places use Chevron Supreme - Coming back, too!
NY	1964	C	You can drive all day with Chevron Supreme - All night, too!
NY City	1959	E	What a spot for a picnic - by the beautiful Chevron sign!

NY City	1960	I	Impress your friends. Tell them to meet you under the beautiful Chevron sign!
NY City	1961	J	The glow of sunset on a Chevron Supreme pump - What a sight!
NY City	1962/3	F	If that sign isn't overhead - you're at the wrong gas station!
World's Fair	1964	A	Chevron dealers don't make anything cleaning windshields - except friends!
NJ	1959	J	Ah... the Chevron sign at sunset! What a sight!
NJ	1960	A	People who read backwards should look for the norvehc sign!
NJ	1961	H	If you're using Chevron Supreme in your car, you've been to a Chevron station!
NJ	1962/3	E	That's what I like about a Chevron station - It's a home away from home!
NJ	1964	D	If you're not stopping at the Chevron sign - check your brakes! [NJ Centennial]
PA	1959	H	Funny... Wherever there's a Chevron sign, they've built a Chevron station
PA	1960	C	Y'know, they light up the Chevron sign so you can enjoy it at night, too!
PA	1961	F	Chevron stations are very convenient - Every one is right next to a road!
PA	1962/3	G	If your car runs out of Chevron Supreme - it will stop!
PA	1964	G	Insist on Chevron Supreme - But only at Chevron stations!
Philadelphia	1964	H	Chevron Supreme will mix with other gasolines - but it doesn't like to!
DE-MD-VA-WV	1959	B	Art lovers unite! Insist on more of these Chevron signs!
DE-MD-VA-WV	1960	G	If you're near a Chevron sign, it's almost fun to run out of gas!
DE-MD-VA-WV	1961	E	Great spot for a picnic - next to the beautiful Chevron Supreme pump!
DE-MD-VA-WV	1962/3	A	I dirtied it up on purpose, Henry - so you could show off your Chevron service!
DE-MD-VA-WV	1964	F	Best thing about a Chevron sign is...there's always a Chevron station underneath!
Wash DC	1964	H	Chevron Supreme will mix with other gasolines - but it doesn't like to!
NC-SC	1960	B	Art lovers unite! Insist on more of these Chevron signs!
NC-SC	1962	B	Art lovers unite! Insist on more of these Chevron signs!

Other titles known to exist: US 1962; Central States 1961,1962; Western States 1962, Boston 1963, Wash DC 1963.