

Road Map Collectors Association

Number 33 Summer 2006



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 family, 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 "CTOI!"

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 MidWest Map of Wisconsin probably dates from the mid thirties. It sports a blue cover featuring a husky running through a snow covered landscape,

THE COMPASS

Husky from hunting and fishing
guide on Hi-Power maps

The Husky Pack	page 1
Editor's Notes	page 1
President's Views	page 3
Atlas Competition	page 4
RMCA Officers	page 5
Where's Portland?	page 6
Husky Maps	color insert
Clack and Frontier Maps	color insert



EDITOR'S NOTES

Dave Leach

Thanks to those who contributed to this issue!

As I write this, the main article and color sheet for the next issue will be maps and guides from the Auto Club of Southern California. I do appreciate having people come forward with interesting material... It really isn't hard. Remember regular appearance of *The Legend* in your mailbox depends on contributors of articles and the color page as well as the editing and publishing.

The next issue will have photos from the Map Expo. I can't imagine why any road map collector wouldn't want to be there!

Some of the Husky article comes from an article I wrote for "Check The Oil!" magazine many years ago, but much is different. A few maps have been discovered which changes some of the story. It reminds me just how many fine maps are still being discovered.

Hmmm... digital mapping isn't so perfect, is it? See Ian's article on page 6.

Upcoming deadlines are:

#34 early Oct #35 early Jan #36 late March

newsletter@roadmaps.org



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 vermilion 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 '52 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

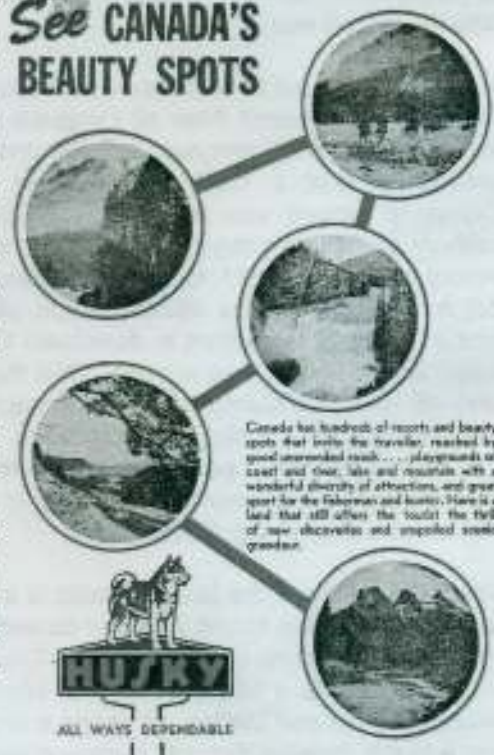
exist as late as that year. The Husky Oil map from 1954 shows the familiar standing dog Husky sign, an annual report indicates that 1954 marked the unveiling of that logo which would be in use about ten years before losing the dog and adopting a bowed rectangle sign, similar to the Champlin sign of the 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 lets 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 compliment 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 mps 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 companies 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??

See CANADA'S BEAUTY SPOTS



Canada has hundreds of resorts and beauty spots that invite the traveler, reached by good overland roads... playgrounds for cast and their, lake and resorts with a wonderful diversity of attractions, and great spots for the fisherman and hunter. Here is a land that still offers the tourist the thrill of new discoveries and unspoiled scenic grandeur.



SEATTLE
STREET AND TOURIST MAPS



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 on the previous page.

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.

PRESIDENT'S VIEWS

Judy Aulik
judy@roadmaps.org

In the dog days of August, I find myself trying to organize for our annual Expo in Hammond, plus balancing these plans with my ongoing postcard projects and my annual genealogy trip. This year I am especially looking forward to the 15th and 16th of September. It has been a season of missed opportunities for flea markets and travel.



It has also been a season of concern for the travel industry. New regulations make it far more difficult to carry on luggage, a difficulty for those of us from far-flung areas. It brings back memories of our 2001 meet, which was extremely somber and sparsely attended. I want to extend a special invite to those of you who can drive to Hammond, yet haven't come to a meet in several years, to return. Maybe you can drive the Lincoln Highway: the Illinois Association has done a fantastic job in remarking the routes. Perhaps tracing the remnants of Route 66 on the way east will appeal to you Westerners. Gas is expensive in Chicago; but cross the border into Indiana, and it's reasonable once again.

When you unfold your road maps and look at those that were well used, think of the families and the vacations they planned with them. Think of the hopes of better days in the hearts of those who sought a better life across the continent. We're a resilient people. But remember—it's not only the maps, it's fellowship and the joy of the journey.

Road Atlas Competition around 1930

Stan DeOrsey

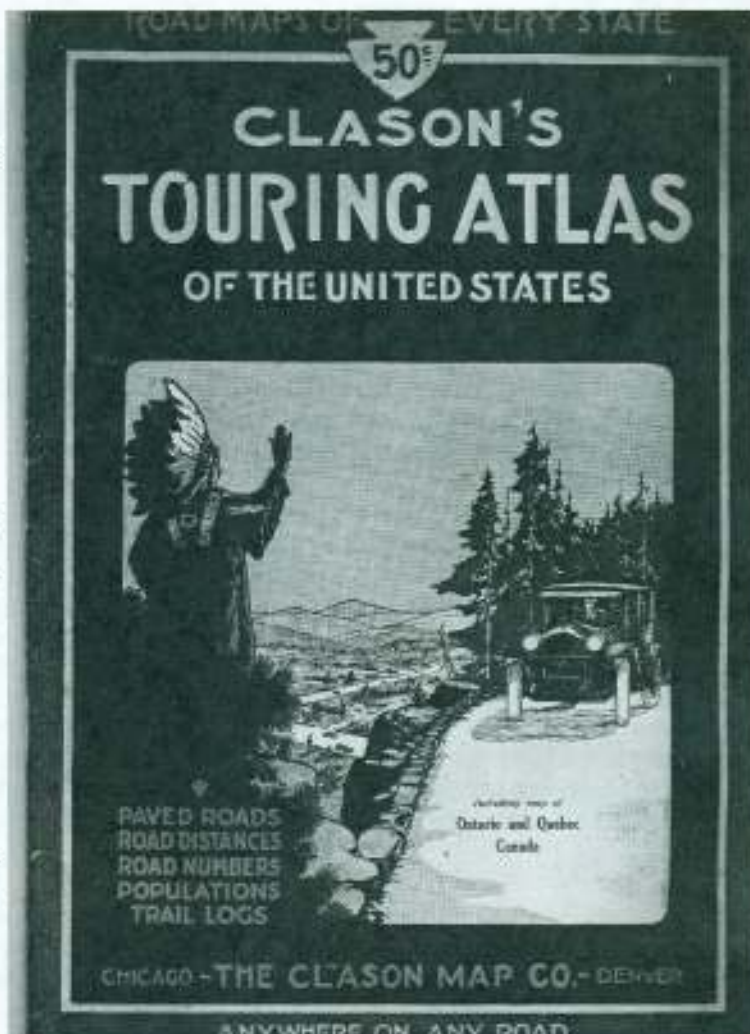
The 1920s and early 1930s represented a time in the United States when everyone wanted to travel. Railroads were at their peak, airlines were starting, the federal highway system was in place and paved roads were spreading everywhere. Radio networks, national magazines, and newspaper wire services were bringing people and places from every corner of the country to your very home. The twenties were roaring and the full effects of the depression were still in the future. Wanderlust gripped the country and road atlases were a small way to envision what lay beyond the neighborhood and in your dreams. It was also the peak time to publish a road atlas, competition was tough.

In *Legend #31*, Rand McNally road atlases were covered as they evolved different styles during this 1925-35 period. *Legend #30* reviewed road atlases from both Cram and National Survey, those being the first to cover all 48 US states. But there were many other road atlas makers.

One of the early and more common road atlases was published by the Clason Map Co. of Denver, with an office in Chicago. The company was started by George Samuel Clason. He published "Green Guides" for each Midwest and western state, folding maps with a separate index in cardboard covers. Then in 1923 his first 48-state Road Atlas appeared, before Rand but after Cram and National Survey. These were issued until 1931, at least. Measuring a relatively small 8½ x 12 inches and 48 pages, they employed the double side-fold style (except the first year). The entire atlas was unfolded once, right to left as a book; then the double size page (17 x 12) was opened as usual. The early editions, to at least 1925, used only blue ink for the maps with roads basically unclassified, while later ones used red for US highways and fully classified the road surface.

Next on the scene was the L.L. Poates Publishing Co. of New York City. I have never seen their road atlas but understand one was issued in 1924 and 1925 covering the US.

Then came the A.L. Langwith Publishing Co. of Minneapolis, although the company began in Iowa by 1923. Their road atlas was unique, and patented, but only published from 1928 to 1930! The closed atlas measures 9 x 12 inches. Opening to a map page yields a quadrant of the previous map on the left and a quadrant of the map to open on the right. The



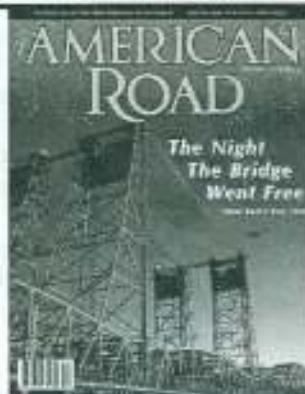
Attention RMCA Members!

*Introducing a magazine celebrating all U.S. Highways
and Auto Trails from sea to shining sea*

American Road Magazine will soon be available with
special rates for RMCA members.

12.96 for one year or 24.96 for two years

American Road - PO Box 46519 - Mt. Clemens, MI 48046
Link to American Road from our www.roadmaps.org website



right map is unfolded from the binding to double size, then unfolded again from the top to re-double in size. To add a little confusion, the front and back of the large sheet showed two different states. This double fold yields pages 17½ x 24 (with the remainder of the atlas adjacent at the top, unless the previous page was also unfolded as shown in their instructions!) Some of the smaller states only unfolded once. There were 21 double sided sheets in the atlas, including one each for Canada and the full US. Not a good atlas to use in a car with the top down. Ripped pages are common. Since the Langwith maps were grouped by geographical area, they also issued regional atlases, identical, simply with fewer states. All maps are two color with roads classified.

A relatively long term road atlas publisher was the Gallup Map & Supply Co. of Kansas City. They published road atlases from 1928 to 1939 or 1940 when they were bought out by Rand. Similar to Rand and Clason road atlases, the Gallup atlas differed by having the largest unfolded page size at that time, 11 x 14 inches (smaller for 1928), plus many maps covered both facing pages yielding 22 x 14, a bit smaller than Langwith's sheet size. There were 76 pages and again two color with roads classified.

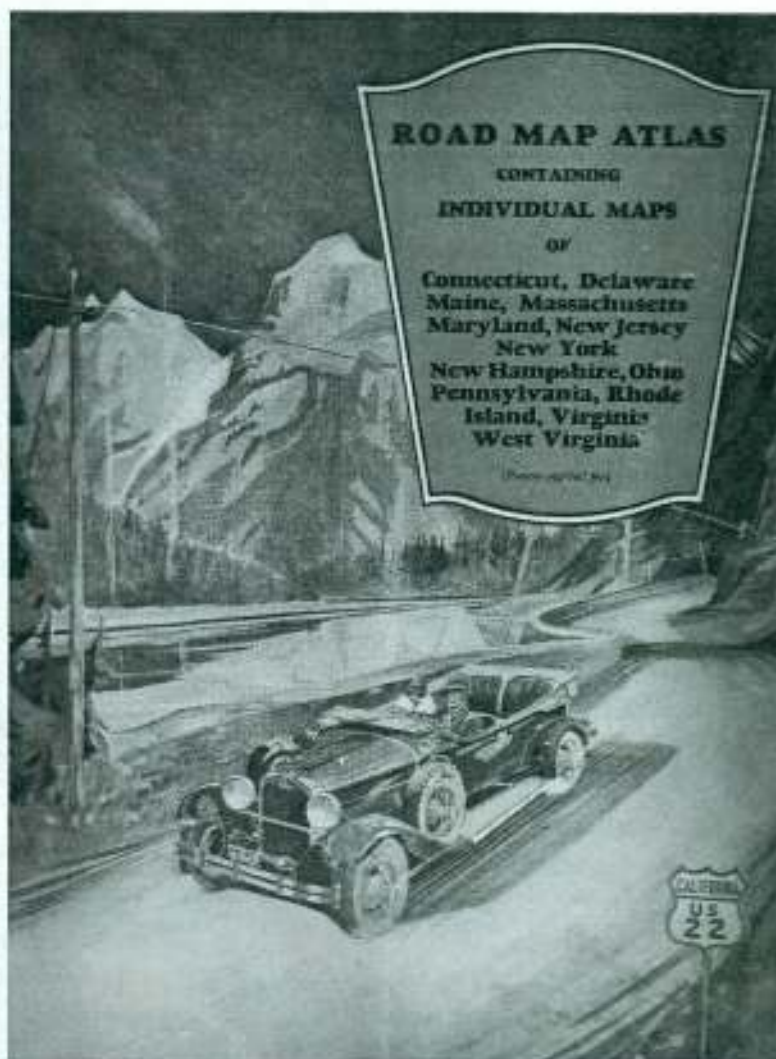
Last is the Mid-West Map Co. of Aurora, Mo. The company was started by two brothers, Whaley and John Burney, in 1923. I have only seen their full US road atlas for 1935 sponsored by Sears, Roebuck & Co. As with Gallup, page size is 11 x 14, but most maps cover multiple states or only one page of the 44 page atlas. Only blue ink, but roads are classified.

C.S. Hammond certainly issued maps and atlases, but I am not aware of any full US road atlas by them before World War II. Similarly, H.M. Gousha was slow to enter the atlas business, although they issued bound maps in the 1930s, more on them in another *Legend*.

George S. Lee with Aetna Casualty and Surety Co. issued a collection of tours covering most sections of the United States in 1931. The Automobile Club of America did likewise in the 1920s. Both appear to have done their own map drafting and neither are a true atlas of the United States, being similar to regional travel guides except they cover coast to coast.

Most of the road atlases mentioned here sold for less than one dollar directly from the publisher. They displayed colorful covers, often featuring period automobiles or Indians. Various sponsors, including oil companies, also distributed them, often with their own cover.

If anyone is aware of other companies which published road atlases covering all 48 states before 1940, please let me know.



RMCA OFFICERS

President -	Judy Aulik
Secretary -	Mark Greaves
Treasurer -	Gary Spaid
Webmaster, Registered Agent -	Jon Roma
Newsletter Editor -	Dave Leach
Publicity Chairman -	Charles Neuschafer
Meeting Coordinator -	Nikki Hemphill

BOARD MEMBERS (2004-2005)

Judy Aulik, Ian Byrne, Stan DeOrsey, Richard Horwitz, Dave Leach, Jon Roma and Walt Wimer

To join RMCA, send your name, address, phone, e-mail address, and a short description of your road map collecting interest, to: RMCA PO Box 158 Channelview, TX 77530-0158

Dues are \$15. Canada \$16, other countries \$20. Dues may be sent via Paypal on the web site to dues@roadmaps.org

www.roadmaps.org

Husky Road Maps - RMOA legend #33

Images from the collections of Ian Byrne, Dave Leach, Jon Roma, Craig Solomonson and Gary Spaid



Mid thirties



late 30's-1941



1941



late 40's-1951



1954 Western Oil



1947 Husky Refining



1952 Husky Oil



1954 Husky Oil



1961



1962



1964



1965-1966



1967



1968



1969



1970-1972



1973-1977



1978



1978



1997



1999 Husky/Mohawk



1969



1978



mid to late 50's



1957



1960



1983



2000

H. Earl Clack and Frontier Road Maps - RMCA legend #33

Images from the collections of Dave Leach and Walt Wimer



Late 30's



1948



1950



1953-1954



1956 (from b/w copy)



1957



1960



1958-1959 front and back



Hysterical map by "Jolly Lindgren" probably late 30's
Similar to a less funny Laureleaf map from the same era



2000 Frontier Oil & Marketing



1951-1952



1954-1955



1956-1961



1962



1963



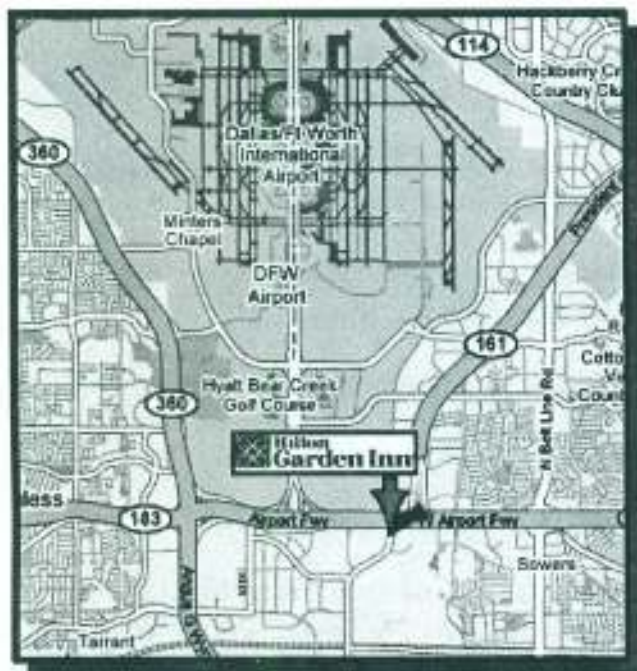
1964-1967



1968

ROAD MAP COLLECTORS ASSOCIATION

September 21-22, 2007



The Road Map Collectors Association
and
The Texas Map Society
Announce



2007 RMCA MAP EXPO and TEXAS ROAD MAPS AND MOTERING HISTORY EXHIBIT September 21-22, 2007

- ◆ Texas Road Maps and Motoring History Exhibit
Open 1 To 5 Friday, Sept. 21
Open 9 To 5 Saturday, Sept. 22
Entry \$5 (Free With Expo Entry)
- ◆ Map Expo Open To The Public
From 9 To 2, Saturday Sept. 22
Entry \$7 Per Person (Under 12 Free)
- ◆ Exhibit Located At:
The Hilton Garden Inn DFW South
2001 Valley View Lane
Irving, Texas

Map expo, where
you can buy, sell,
trade, talk and see
thousands of
road maps!
Dealers call
281-635-0677
or check the website at
www.roadmaps.org

Register by September 7