

Section 5 Theme Parks, National Parks, Weekend Tour maps

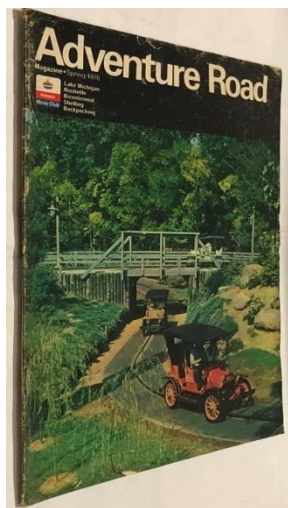
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Theme Parks (maps & oil-sponsored rides)

Amoco (72-94?), Richfield (55-70), Jenny (59-69), Enco/Humble (61-72) Exxon (72-86) sponsored rides at Theme Parks. Gulf sponsored a children's ride at the Hemisfair (68) in San Antonio. In the early 1970s Gulf had the exclusive rights to sell gas on the Walt Disney World property. Below is how their maps and publications showed these.

Amoco sponsored the Tin Lizzie antique car ride at Opryland in Nashville



<Adventure Road-1976 club magazine article

Note the torch and oval on the car door. Opened in 1972, this Amoco Motor Club article is from 1976, unsure how long Amoco sponsored it. It did not appear on any Amoco road maps.

Richfield Disneyland ~1955 & dated 1956 maps have directions to Disneyland. Richfield sponsored the Autopia (Automobile Utopia) ride (1955-70), Chevron sponsored 2000-12.

1967 & 68 Orange County maps have a black & white picture of the Disneyland castle on the cover. The 1969 & 70 CA maps show a Richfield location at Disneyland in Anaheim on the LA inset.

Jenny Pleasure Island amusement park Wakefield, MA-(nicknamed-Disneyland of the Northeast) was open from 1959-69. See Park History below. The 1963 Jenney road atlas shows Pleasure Island on the Boston insert. Jenny sponsored the Horseless Carriage kiddie ride. There was no Jenney station near the park.

Enco/Exxon 1961 Enco Long Beach & Orange County maps have a Disneyland drawing on the front cover. Six Flags over Texas-(61-86), Six Flags over Georgia-(67-75)-Humble Happy Motoring Freeway kiddie ride at Six Flags

over Texas in Arlington-TX drawing on the cover of 1962, 65, 68, 70-72 Dallas Ft. Worth road maps.



1972 Enco Atlanta used the same drawing for the Humble Happy Motoring Freeway at Six Flags over Georgia, west of Atlanta.



Gulf Hemisfair-1968 Hemisfair map's back cover is a color picture of the Gulf Touride. The exact track diagram is also shown on the fairgrounds map.

Gulf Disneyworld-1972 FL/GA, 1971 ME to Walt Disney World on I-95, 1972 MI (and Chicago) to Walt Disney World on I-75 all show drawing of Gulf "one of a kind" service stations at Disney World.

The I-75 and I-95 maps also have color drawing of the Cinderella Castle at sunset on the front covers.

Richfield 1955 Disneyland map mentions Richfield's Years-Ahead show near the Autopia

1956 Disneyland map says to ride the Richfield Autopia in Tomorrowland. .

Theme Park Oil Company maps with front cover pictures & drawings

Amoco & Standard (IN) maps (76-78) show one picture on the front cover (unless noted). It appears they sold front cover space to defray the map costs.

American 1973 NYC/LI shows Freedomland USA on map. See Amusement Park History below.

Amoco 1976 Georgia shows Six Flags over Georgia roller coaster.

5/76 NJ shows the Great Adventure Ferris wheel.

5/76 OH shows the King's Island roller coaster and grounds.

1/77 & 6/77 OH has a King's Island (Mason-OH) fireworks and tower picture.

1/77 Northeastern US shows 3 pictures of Sea World in OH.

1/77 Western US & 1/78 CA maps have the Magic Mountain roller coaster north of Los Angeles.

1/78 DE/MD/VA/WV shows 3 pictures of Kings Dominion's roller coaster & mascot (in Richmond-VA).

Standard (IN) 1976-MO-Worlds of Fun roller coaster in KC, 2 versions-one picture & one drawing.

Valley Fair-1/77-Minneapolis/St. Paul-has one picture of Valley Fair Theme Park.
1/78-Mpls-St Paul-has 3 pictures of Valley Fair. Neither shows Valley Fair on the map.
1978 Chicago-(Streets)-Marriott's Great America.

Conoco 1970-79 TX maps has a picture of Aquarena Springs sky ride (San Marcos) with discount admission offer. The small amusement park was open from 1950-96. On the back of Conoco TX maps, above the Dallas/Ft. Worth inset, there is a picture and info about Six Flags.

Enco 1962 Orange County street map has a two-color drawing of Disneyland castle with red balloons.

Hancock 1969 Los Angeles & vicinity Freeway map has a color picture of Disneyland castle on the cover.

Shell-1972 Orange County map has a drawing of people entering Disneyland castle.

Non-Oil Multiple Theme Parks

1977, 78, 78/79, & 80 Knott's Berry Farm Southern CA map has a large blue arrow to show the theme park.

2001-CA Fun Spots map -(Maps.com-has the name and an arrow for each theme park on the large state map. Six Flags, Legoland, SeaWorld, Knotts Berry Farm, Universal Hollywood Studios-are shown.

Amusement Park History

In 1953 a Disney Vice President, C.V. Wood was thought to have chosen the Anaheim site that was then just another orange grove. He went on to help plan and build it. Based on Disneyland's success Wood wanted to try and duplicate the idea elsewhere. Disney fired him in Jan. 1956 (possibly because by wanting to build his own amusement parks, they considered him disloyal to Disney).

Wood, then 36 years old, began planning and constructing other amusement parks. In 1958 his first, Magic Mountain opened in Golden (CO), near Denver. It lasted only until 1960. Wood later built another Magic Mountain north of LA in 1971 and it is still open today. Pleasure Island near Boston was another of Wood's parks. It opened in Wakefield (MA) in 1959 and was closed in 1969. Freedomland USA in the Bronx borough of NYC lasted from June 1960 until the end of the 1964 season. It has been noted by others who said by choosing Denver, Boston, and NYC he did not realize that a year-round mild climate may have been missing in the 3 other cities.

National Parks

Regional & US maps of the National Park system

Chevron 1966 "Pictorial Guide to National Parks and Monuments in Scenicland USA" booklet covers has a picture and written information on each Park. Simple map shows each park but no highways. Scenicland USA covers ID, MT, WY, wSD, wNE, UT, CO, AZ, NM, & wTX.

Flying A/Associated

1935 map of Western National Parks (Natl. Auto Club map) has name of park printed on large brown arrow pointing to each park. It covers the states of MT, WY, CO, & NM to the west coast. .

Sinclair

1951, 54-57 "US featuring National Parks & Monuments". 1959-61, 63, 66-67 they were "US featuring National Parks". All by Rand McNally.

Maps for Specific National Parks & city maps that feature nearby Parks

Arco

1970 "Fresno and National Park areas" maps-Yosemite, Sequoia, & Kings Canyon.

Chevron

1953-55, 57-62 Fresno has a National Parks area on the back of the city map. 1963-71 Fresno map includes the South Sierra Recreational map on back of the map. 1972-73,, 76, 3/78 Fresno lists South Sierra Recreational area as a subtitle on the front of the map and the same map on the back.

1963-64, 66-71 Stockton has a map on the back-side of the Northern Sierra Recreational area including Yosemite. 1972-73, 78 Stockton maps are subtitled North Sierra Recreational area with a map on the back of Yosemite National Park area.

Conoco

1963-88, 90, 92-93, 95 (HMG), 96-97, 99, 2002 (RMcN 96-2002), ~2004-(unknown) Yellowstone National Park maps showed Conoco locations. It has been reported that a 1957 Conoco Yellowstone map exists. 57 & ~60 Conoco Hot Springs National Park maps.

1977 Conoco Denver/Mountain Parks/Boulder that includes Rocky Mountain National Park. No locations shown.

1984 Conoco issued a New Orleans World's Fair map. Shows French Quarter & fairgrounds layout and an ad for Conoco sponsored photo exhibit. Only known map to show Conoco as a DuPont company. No Conoco locations shown.

(Imperial) Esso of Canada

1958-64 Mountains Playgrounds-for visitors to Banff and Jasper National Parks.

Flying A

1953-55, 58, 60-61, 65 Fresno maps had National Parks area on the back.

Mobil

1957 & 60 Fresno (HMG) had National Parks on the back.

Phillips-66

1966-70 Fresno map has a National Parks map on the back.

Richfield (CA)

1952-63, 65-67, 69 "Fresno and National Parks area" Yosemite-Sequoia-Kings Canyon. 1970-see Arco
1962 Stockton (Thomas Bros. map) has Routes to Yosemite Valley on the back.
1963, 66-68 Stockton has (HMG) has Northern Sierra Recreation area (including Yosemite) on the back.

Shell

1963-68 Fresno map has Sierra Recreation map Yosemite to Sequoia

Signal

1952-53, 55-57, 59-61, 63-64, 66 Fresno & National Parks areas (Gousha).

Sinclair

2014 Yellowstone National Park map after they got the fuel concession for Yellowstone.

Texaco

~1946, 5/47, 5/48, 1949, 5/50, 3/51, 3/52, 5/53, 3/54, 3/55, 3/56 (taken from dates in the lower right corner of both sides. Yellowstone-Glacier National Parks (RMcN)-black & white with Glacier on one side

and Yellowstone on the other. All maps are double-sided, printed only in black, none have covers.

1963 Texaco Canada Western Mountains Park map.

Union 76

1948 & ~55/56 Stockton (Thomas Bros.) maps have Routes to Yosemite Valley on the back.

1951 & 56 Fresno (RMcN) has 2 maps on the back Kings Canyon/Sequoia and Yosemite.

1967-71 Stockton (HMG) has Northern Sierra Recreation area including Yosemite on the back.

Hunting & Fishing maps See RMCA website page "Cruising Guides" for Fishing only maps

These maps for sportsmen combine Hunting & Fishing on the same map. (sorted by starting year)

Bluemound Poly Gas 1947 WI Sportsmen's map breaks state down into grids with hunting-fishing info.

Canfield

1939 OH Hunting & Fishing map—one color green printing with drawings of game and fish. All Canfield stations within 60 miles of Cleveland are listed with "c" inside black circle (just like the copyright symbol).

Esso

1946 NC Hunting & Fishing map exists

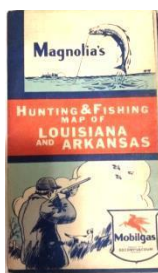
Gilmore

1931 Where to Fish and Hunt in CA/OR/WA booklet lists Gilmore station cities on small county maps.

Humble 1959 Sportsman's Guide to (Game and Fur-Bearing) Mammals of AZ, NM, & TX. It covers bears, deer, elk, antelope, buffalo, wild pigs, beavers, and smaller critters. It has no maps.

Husky Later 1956, all 1957, 58, & 60 state maps-have a pictorial Hunting, Fishing, & Outdoor Sports map on the back-covering WA, OR, ID, UT, MT, WY, & ND. It has charts of game birds, waterfowl, big game, and game fish by state. It has drawings of sail-boating in WA and skiing in Utah.

Leonard/Total 1967, 68/69, 70-Manistee County (MI) Hunting & Fishing map-jobber map by Rengo Oil. All 3 were overprinted on a County road map.



Magnolia/(Mobilgas)

^1941/42 Magnolia Hunting & Fishing map of LA/AR Ashburn

1939 TX, 1940 NM/OK, TX, 41/42 LA/AR, 1941 TX, 1946-SW-(LA/TX/NM)-all made by Ashburn maps

Power

1941 & 42 MT Fish & Game cartoon illustrated map. It shows peasant & elk hunting areas, which fish are found in which lakes, skiing areas, & 8 towns with golf courses.

Pure

1934, 35, & 38 MN Hunting (and fishing) maps (Hudson Map)-covering WA, OR, ID, UT, MT, WY, & ND.

Sears

1932 Bay & Delta region (Ca) Fishing maps exist.

1946 Lake Texoma map exist

Shell 1962-65 Louisiana & 1962-65 MO-both have hunting & fishing maps on the back. The larger map shows hunting, fishing, and waterfowl areas. Smaller maps show deer, squirrel, turkey, quail, waterfowl ranked by abundance

Socony-Vacuum (Mobilgas)

1941, 47- Michigan-Hunting & Fishing atlas.

1941, 42, 47-Michigan-Fishing and Hunting Guide road maps-7 zone maps covering the whole state.

1941 has color drawings of different fish and game animals found in Michigan.

1955 Michigan Fishing & Hunting Guide (Road atlas) single booklet with regional maps covering entire state. The cover states "third edition"

Others years likely in that same pre- and post-war period.

Skiing maps

Ford (Motor) Times 1965 Ford Times map of the Great Lakes lists ski areas & annual events.

No Ford dealers are listed on the map.

Sinclair 1969 Sinclair MI/WI map-one-of-a-kind-(discovered by Richard Horowitz). Ski areas **circled in gray**. 14-upper-MI, 55-lowerMI, 2-IN, 7-IL, 47-WI, 12-MN and a ski area directory at the bottom of both map sides. No Sinclair station locations were shown.

Auto Racing

BP Oil (Canada)-1970 Ontario shows BP Motor Racing Circuit tracks in Mosport & Hazelwood as well as the BP Skid Control School in Oakville. 1971 BP & 1973 BP/Supertest Ontario maps both show the Mosport Racing Circuit and the BP Skid Control Control School in Oakville.

Pure/Union 76-Despite Pure (and later Union 76) being the official fuel of NASCAR, Pure never uses the NASCAR name on its map nor do they show race tracks. However, the 1968 & 69 back covers say "Pure Firebird Super ...from the number one name in racing." Union 76 maps never made any mention of NASCAR. Today Sunoco has the "Official Fuel of NASCAR" slogan on most of its canopies.

Tours, Weekend & Others

Actual map titles are shown with italics.

Many Oil & Non-oils used the words Tour or Touring on their maps. In the 1960's some road maps also listed The Heritage Trail, The Great River Road, Old West Trail (and others) on regular state maps.

Many oil companies listed city tours on the back of their city maps. These pointed out points of interest on a highlighted route around the city. Gulf did this on their Pittsburgh city maps from 1955 until 1974. I have not listed due to the sheer volume of these.

The Atlantic *Weekender*, Chevron, Conoco, Gulf (except Civil War), Marathon, Mobil, and Union 76-HI show short "circle" (or loop) tours that covered one or two states near larger cities. The Civil War Maps, Phillips-66, S&H, Union 76-*Weekend Adventure* list points of interest but don't show a suggested route.

American

~1966 (Eastern PA) brochure with one tour Reading-Hershey-Lancaster-Pa

Arco

Some 1969 and 1970 state maps by Diversified (aka as Dimpaco) had loop tours on the back.

None of the maps in the former Richfield (West) area had tours.

1969 CT/MA/RI-2 tours NY-4 tours,

1970 DE/MD/VA/WV-4 tours, FL-4 tours, NY-4 tours, 1970 PA-one tour (Liberty Trail). .

Likely maps with tours include IL-69, 69 & 70 NC/SC, OH-70.

Unsure if the 1969 IA/MO, IL/IN, MI, or TX/OK had tours on the back.

Unsure if the 1969 & 70 AL, GA, or IA had tours on the back.

Atlantic

1961 *Main Routes* to FL listed two Civil War tours to the booklet.

1968 *Weekender Tour maps* just show 7 to 10 tours with looped routes with highway numbers and show Atlantic stations along the way. The titles are ME/NH/VT, CT/MA/RI, OH/western PA, NY, DE/eastern PA/NJ, MD/VA, NC/SC, and FL/GA. (no Atlantic stations in Maine).

Certain 1968 state maps (Diversified/Dimapco) also had one or two loop tours on the back. All mention that additional tours for that state can be found on circa-1968 Weekend Tours maps listed above.

In 1968 they made 9 Weekender Tours (separate titles)-so the regular states maps mentioned the Weekender maps and showed outlines of the routes in those states (with no specifics), but did have one or two detailed tours with highways numbers. 1968 CT/MA/RI-2 tours, DE/MD/VA/WV-one tour, FL-1 tour, ME/NH/VT-1 tour-later 68 only, NJ-2 tours, NY-1 tour, NC/SC-1 tour, OH-1 tours, & PA-2 tours.

GA-1-tour, likely **tours on the back of 1968 MI** The 1968 IN & ME/NH/VT do not have any tours.

For 1969 & 1970 see Arco.

Chevron

~1955 Laramie (WY) *Suggested tours*. 8 loop tours-most hwy. numbers given. Hand-drawn maps with a few black & white pictures.

~1960 VT Close to Home Tours 3 routed tours with hwy. numbers. No Chevron stations shown.

~1966 southeast-PA/DE *Close-To-Home Tours*

Citgo

1967 Fun Tours Four circle tours-Allentown/Poconos, Long Island, NYC/Jersey Shore, NYC/Princeton/Bucks County. All have highway numbers. Oversized at 3-1/4 x 11-1/2"

Diversified/Dimpaco also showed loop tours on the back of some 1968 & 69 Citgo state maps.

1968 & 69-DE/MD/VA/WV-5 tours, 1968 & 69-IL-5 tours, 1968 ME/NH/VT-3 tours, 68 MI-4 tours, 1968-NY & PA-5 tours, 69 OH-3 tours, 68 & 69 NC/SC-4 tours. 68 MA/CT/RI & 69 NJ-no tours

Conoco

1937-53 *Touraide* green covered booklets with routed vacations.

The 1963 Oklahoma City map lists 5 tours on the back of the map.

The 1963 Salt Lake City map lists tours covering the whole state. .

1963 & 64 *Touraide Weekend Trips from Denver (4 tours) & 5/63 Weekend Tours from Kansas City (5 tours)*. Tours in a fold-out booklet and not on the back of a city or state map) with a unique color picture cover. The Denver has a mountain cover and Kansas City has a speedboat on a tree-covered lake.



<1966 Conoco Sioux City (HMG)

1964-69 "exciting *Weekend Touraide Trips*" (all by HMG) in a sunburst on the right side on city maps

under the map title. Most of the maps used the same multi-level interchange picture. Unknown where this was taken, but it was not in Sioux City Topeka, or Shreveport.

City maps with tours known to exist:

Abilene-67, Albuquerque/Santa Fe-64 , Austin-65, 66, 67, 68, Baton Rouge-64, 66, Cedar Rapids-64, 67, Colorado Springs-63, 64, 65, 66, 67, Colorado Springs/US Air Force Academy-68, Corpus Christi-64, 65, 66, 67, 68, Denver-65, 66, 67, 68, 69, Des Moines-66, Ft Worth-66, 67, Kansas City-late-64, 65, 66, 67, 68, Lincoln-64, 65, 66, 67, 68, 70, 71, 72, 73, Little Rock-65, 66, 70, Milwaukee-64, 67, 68, Minneapolis-St Paul-66, 68, New Orleans-late-64, 66, 67, 68, 69 Oklahoma City-64, 65, 66, 67, Omaha/Council Bluffs-66, 68, St Louis-65, 66, 67, Salt Lake City-64, Salt Lake City/Ogden-66, 67, San Antonio-late-64, 65, 66, 67, 68, 69, Shreveport-67, Sioux City-66, 68 Spokane-64, Topeka-66, 68, 70, Tulsa-66, 67, 69.

There is also a 1968 Mileage-DS/Conoco Minneapolis-St Paul Twin Cities Tour map that also contained the 4 weekend tours, but no street maps. This was during the transition period when the Mileage and DS stations were being rebranded Conoco. The Twin Cities tour is all in text with no map. It covers 2 panels with a picture of the state Capitol grounds. The 4 outstate tours each have a map-Tour #1 gives hwy numbers. A map of all 4 tours has no hwy. numbers. .

The 1970-73 Lincoln & 70 Little Rock & 70 Topeka maps are the only known city titles to have tours after 1969. It is unlikely that 1970 Louisville had tours shown, the 1967 Louisville map has no tours. .



^ 1965 Conoco Kansas City MO/KS Gousha



^1966 Conoco Mpls-St Paul Gousha

Only the city maps made by H M Gousha had the tours. Maps by Western Map Co. did not. It is unknown why Gousha city map titles of Chicago, Dallas, Houston, Las Vegas/Lake Mead, & Louisville did not show tours. The program began in 1964, and expanded with the later 1964, 65, & 66 versions. It peaked in 1966-68 and by 1969 Kansas City & St Louis no longer had tours. All of the 1964-69 city maps listed above had 4 looped routes (except Shreveport had just one, Colorado Springs had 3 and Little Rock had 5). The tours were on the back of the city maps and included highway numbers. The Colorado Springs, Kansas City, Minneapolis-St. Paul, & Tulsa were oversized at 4-1/4 x 10-5/8". The height of the Minneapolis map cover may have been oversized because the inside needed to be larger because it also contained the Twin Cities tour. Conoco was the only oil company to issue Abilene, Cedar Rapids, Shreveport, & Sioux City maps.

On the Conoco state maps of Utah from late 1966 until 1969 a yellow circle under the title in the left hand

corner said "plus Golden Circle Attractions map." This was a tour that wound its way thru southeast-Utah, sw-Colorado, nw-New Mexico, and northern-Arizona. It hit 5 National Parks (including Zion & the Grand Canyon) and 8 National Monuments. It was not mentioned on the covers from 1970 until 1979 but still could be found on the back of each state map.

Enco

6/63 Wisconsin Adventures: Guide to Family Fun, 31 page booklet with simple state maps with Natural Wonders, Workaday Adventures, Museums, Historic Bldgs, Wildlife and Flowers, & Festivals maps that have numbers, maps contain no town names or hwy. numbers.
1964 Montana *Territorial Centennial Adventures* map

Esso

1961 *Civil War Shrines/Battlefields* (SE regional map shows 1861 railroads, but no roads. Insets of battlefields show 1961 hwy. numbers. No looped routes given.
1964 (6/64) Eastern New England Weekend Family (3-*Close to Home*) Tours
~66/67 *Discover Historic PA (Off Turnpike Tours)* set of 2 Western & Eastern PA-3 loop tours with highway numbers.

Flying A

1961 *Civil War Centennial* map. Battlefields and war sites printed on a 1961 road map with highway numbers. States and sites listed alphabetically, no marked loops.

Gulf

1914-1929 Numerous Week End Tour, One Day and Half Day Tour maps show locations/addresses of stations on the map and/or the mileage logs.

1940 *Week End Trips*-10 different titles of tours from Pittsburgh with map with hwy. numbers & mileages.

Late 1950s *Plantation Trip Guide* (New Orleans) 3 brochures #1-From New Orleans via Old River Road/East Bank, #2-From New Orleans via Old River Road/West Bank, #3 New Orleans to Baton Rouge.

~51/53, ~57, & 1962 *Tri State Week-End Trip Guide* (Pit) (White-Gulf logo 62). 1951/3 & 57 have 10 loop tours from Pittsburgh with hwy. numbers. 1962 is a single title with all 10 tours. It has hwy. numbers but no maps inside.

Late 1950s *Weekend Guide* from Toledo exists.

1961 *Civil War Centennial* souvenir map with battlefields and points of interest. It shows battlefields and war sites printed on the 1961 road maps with highway numbers. No marked loops. States and sites listed alphabetically.

1962 *Tri-State Week-End Trip Guide* (10 trips from Pittsburgh) no maps but hwy. numbers & mileage.

1965 *Weekend Tourgide*-Little Rock-5 trips, Wash. DC/Baltimore-6 trips,

1966 *Weekend Tourgide*-Boston-6 trips, 1966 & 69 *Weekend Tourgide*-Atlanta-6 trips.
1966 *Discover Historic PA (Off Turnpike Tours)*-2 versions-Western PA & Eastern PA-3 loop tours.
Dated by the same back cover as Gulf state maps.
5/1968 *Weekend Tourgide*-Rhode Island

Marathon

1969 *Weekend Adventure Plans* (one each for) IL, IN, MI, OH & WI.

Mobil

1925 & 1927 (New England/NY) *Historic Tours in Soconyland*-60 pg. booklet-illustrated-no highway

numbers.

1965 WA & 1966 AR, CA, UT *Close-to-Home Family Tours*. Not sure of the date of AR tours.

1969 Salt Lake City/Ogden, has one tour

1970 Sacramento, & Washington DC each have one tour

1971 Detroit & St Louis each had one tour. 1971 San Jose two

1971 TX *Family Tours*

Phillips-66

1964-67 state maps have state maps on the back with scenic routes shown with red highways.

1994, 95, & 96 OK-Green Country *Trips on a Tankful* 156 highlights in 21 county areas in east-central OK.

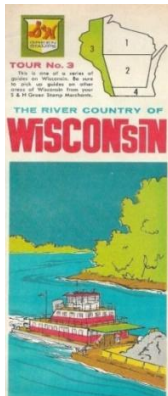
Green numbers next to red dots on the map. No loop tours.

Richfield

1930's Let's Go Places-southern Calif tours

S&H Green Stamps

These maps may have started with the 1961 New Orleans/Bayou-Southern Louisiana map. The program was greatly expanded in 1962. 1962-WA-set of 4 maps, OR-4, CA-10, ID-3, MT-3, UT-3, CO-5, WI-4, WY-4.



Other upper-Midwest states may exist. These maps have number highlights on maps with highway numbers-no loop tours. The Oregon & Utah maps state that they were made by S&H for service stations that gave away their stamps. I have seen a S&H CA map that has a rubber stamp for a Mobil station in Indio, CA. So I have included them on this list. Each has a unique color drawing that fits the area covered.

Shell

1939-51-*Finger-Tip tours* booklets. Some cover just one city (San Francisco), others cover a long highway (US 10-Seattle to North Dakota).

1939 NY/New Engl History and Tour Tips (no maps) has mountains & lakes, state parks, beaches, & points of interest (text only with a few b&w pictures).

1960 "Central CA See American Best by Car/ 3 Close to Home tours" Loop tours with highway numbers Shell put Family Adventure tours on the back of some 1965, 66, & 67 state road maps. The Gousha maps put the routes for all the tours around a small state(s) map. RRD (66-67) had a separate map for each tour. All tours loop tours with highway numbers. 1965-all Gousha; 1966, & 67 most were Gousha.

AL-5 tours, 1967 AR-5 tours, AZ-5 tours, CA-5 tours, DE/MD/VA/WV-5 tours, GA-5 tours, IL-5 tours, IN-4 tours, KY/TN-5 tours-only in 67, LA-3 tours (only in 66 & 67), ME-6 tours, 66 & 67-MA/CT/RI-5 tours-RRD, MI-4 tours, 67-MN-3 tours, MO-5 tours (66 & 67-only), MS-5 tours (66, 67, & 68-HMG only), 65, 66, 67-NV-3 tours, 67-NH/VT-5-tours, 66-NJ-4-tours-RRD, NM-5 tours, 66-NY-3 tours-RRD, NC-3 tours (66 & 67-only) (67-2 different back covers), OR-3 tours-66 & 67, PA-3 tours (65&66 only), 67-Puerto Rico-3 tours (likely also 65, 66, & 68), SC-5 tours-67, 67-WA-5 tours, No tours-FL, HI, IA, ID/MT, ID/WY, MA/CT/RI, 68-MN, 68-NV, 68-NJ, ND/SD,

No tours-OH, TX, 67-TX/OK, WI. **Not sure if 65-NC/SC had tours.**
LA & MO tours started in 1966 as 1965 had Hunting/Fishing maps on the back.
Early-1967 AR had suggestions by travel writer Lou Oberste.

Sinclair

1961 *Civil War Centennial* map. Battlefields and war sites printed on a 1961 road map with highway numbers. States and sites listed alphabetically, no marked routes.

Skelly (all maps are Diversified)

No 1965, 66, or 67 maps had tours,
Due to two side state maps 1968 & 1969 MN & ND/SD never had tours
1970 maps were made by Gousha and had no tours.
1968 & 69 AR have 2 loop tours with highway numbers
1968 IA, IL, KS, NE, MO maps have 4 loop tours with highway numbers
1969 CO & IL maps had 4 tours
Likely 1968 & 69 OK & 1969 MI each have 4 tours
Unsure if 1968 & 69 NM, TX, or 1968 Louisiana maps have tours.

Standard Oil (IN)

1968 IL History map 9 regional tours around IL to celebrate Illinois' 150th year of statehood.

Standard Oil (KY)

1938-42, 45, 50 Louisville featured Crown tours 1941 Louisville Crown Tours map lists 5 tours in the countryside around Louisville. 42-4 tours all in Kentucky. 50-one tour
1940, 41, 46, 47, & 48 Miami city maps featured Crown Tours. In 1941 it had 4 tours near Miami.

Sunoco

1968 Cleveland area brochure (not a road map) mini-tours-4 loop tours with highway numbers.

Sunoco/DX

The 1969/70, 1970/71, & 1971/72 Sunoco/DX (Diversified) road maps all had loop tours with highway numbers. The ME/NH/VT and OH road maps had 3 tours.
The FL, IL, IA, KS, MI, MO, Nebraska, NY state, NC/SC, OK, & TX each had 4 tours.
Unsure if the 1968 NM map had tours.

Union 76

1961-1966 *A Weekend Adventure Drive* series (north & south-CA-NV/AZ/WA/OR).

Simple maps that show only town names only, but no stations.

CA titles: 61-Frontier Forts-also 63

62-Misty Lure of a Waterfall, Where to hunt for Jade Pebbles, Where to see Speed Boat Races

62-Pageants-Dramas

63-Art Colonies and Festivals, Rapid Rapids on Riverboats, Scenic Ski Lifts

CA/NV titles: 63-Planetariums-also 61 64-Waterfalls

CA/OR title: 64-Ancient Trees

(N-CA)-61-Old capitals of CA, Park Concerts, Summer Theaters

62-College Campuses, Fishing in the turf, Grandeur-of-a-dam, Helicopter-flights,

62-Fall Color, Fish Hatchery, Flower Festivals, Horse Show/Cowboys, Indoor Nature Centers,

62-Livestock Auctions-also 63, Pageants, Real "Castles", Swimming Holes, Waterfalls

63-Magic and Color of Caves, Summer Theaters, What's new at the Zoo-also 65

(S-CA/AZ)-63-County Fairs, Driftwood Collecting-also 65, Duck Hunting, Folk Dancing Festivals,

63-Frontier Forts, Locating a Legend site, Magic and Color of Caves, "Oldtime" Auto Shows,

63- Old West Towns, 63-Petrified Wood, Excursion Boats

(undated) Agate Collecting-s-CA/AZ

WA/OR titles: 63: Forest Hunts, Geysers & Hot Springs-Wa/Or edition, Old West Towns,

63-Petrified Wood.

64-Ghost Towns-Wa/Or

N-CA/NV titles: 63-Geysers & Hot Springs-(Ca/Nv version), Nature trails, Old West Towns,

63-Petrified Wood, Panning for Gold, Scenic Chairlift, Frontier Forts
64-Crazy Contests
65 & 66-Christmas Tree Farms

Other known titles

1963 Fossils, Rodeo, Historic Homes, Fire Lookouts,
1965 Wildlife Refuges, Flower Fields
1966 Dams & Powerhouses, Harvest Tours, Mountain Meadows, Photo Tours,
1966 Barbecues, Display Gardens, Scenic Hwys

1958 (RMcN) & 1964(HMG) HI maps has *Adventure Tours on Oahu* on back cover

The 1960s Decade of the Tour titles

1961 Civil War Centennial-separate titles by Esso, Flying A, Gulf, & Sinclair.
Combined with the state road maps-Atlantic.

Separate state tour titles in chronological order (not including Civil War titles)

Union "76"-61-66	Gulf-62, 65, 67, 69	S&H Green Stamps-62	
Conoco-63&64-(KC & Denver only)	Enco-64	Esso-66-68	
Chevron-66	Mobil-66	Sunoco-68	Marathon-69

On the back of a road map-Conoco-64-69 (Little Rock & Topeka were also on the 1970 maps;
Lincoln-Ne lasted until 1973) Shell-66-67

3M/National Advertising branded Interstate strip maps were available from 1966 until early 1970.
From late 1970 until oil branded Travelaides pouches ended in 1974, "D" Tour cards were also pouched.
The D stood for Discovery (Tour). Some of the US tour names were Bristol County (MA), Amana Colonies
(IA), Heart of the Rockies (CO) Lake Superior/North Shore Drive (MN). The Canadian Government
Travel Bureau sponsored tours of Atlantic Canada, Ontario, Winnipeg-East-West-(Prairie and
Wilderness). Another unrelated Travelaide tour was the 1971 Photo Safari Tour from San Diego to El
Centro-CA sponsored by Film Service of America It came with a photo-finishing mailer.

Home Office and Regional offices

They were proud enough to show-off their home offices on some maps.

Republic Oil state maps from 1938-40 back covers showed their home office in Pittsburg and their
deepwater port terminals from Baltimore to Jacksonville.

Sinclair 1963-68 Chicago street maps & the Chicago inset on IL maps show the Research Lab in Harvey,
IL also using red letters inside a red box with a red arrow.

Standard of Indiana had some Chicago, IL, & IN maps showing the Standard Oil Bldg. in downtown
Chicago from 1959 to 1977 using the "torch and oval" sign symbol. The 1964-70 Enco Houston maps
featuring the Humble Bldg. drawing on cover and on downtown map insert. The name changed to Exxon
Bldg. and shown as late as 1985 on Houston map.

Gulf got into the act with its 1968 Pittsburgh map with large orange block letters pointing to the Gulf Bldg.
on the down map and shown but unnamed on the cover.

Another Gulf Bldg. was in downtown Houston and pictured on the front cover of 1968-74 Houston maps.

A 1958 hard-bound set of (all US & Canada) Shell maps (from the Railroad Sales Dept.) shows Shell
Divisional, District, and Sales offices noted and circled in red in Albany (NY), Atlanta (GA), Birmingham
(AL), Boston (MA), Chicago (IL), Cincinnati (OH), Cleveland (OH), Detroit (MI), Los Angeles (CA),
Memphis (TN), Miami (FL), Milwaukee (WI), New Orleans (LA), Sacramento (CA), Saint Louis (MO), San
Diego (CA), San Francisco (CA), & Seattle (WA).

Touring Services (Sampling-many more exist)

Conoco Many 1932 state maps show an inside 3 panel ad for the Conoco Travel Bureau at 1749 Glenarm in Denver.

Esso 1963 NY state maps shows Esso Touring Office at 15 W 51st St, Manhattan

Shell 1957 Greater NYC & 1963 Vancouver-Victoria (BC) show **red "Shell Touring Service" on a yellow shell outlined in red with an arrow** showing each location.

Humble 1960 Humble maps had two drawings and addresses on their Mexico Touring Offices in Laredo and Brownsville (TX).

Texaco 1961 New York City map has a drawing of the Texaco Touring Center 300 Park Ave. on the back cover. It is noted on the Manhattan inset with an oversized red and gray arrow.

Refineries Now many larger oil companies have sold off their refineries. In the past they highlighted some on their maps.

Pure 1928 MN showed its Heath (OH) refinery with a **red star** on a regional map on the back.

Cities Service 1933 Chicago map shows East Chicago refinery.

Sterling 1934 DE/MD/VA/WV map 3 panel cover shows 4 refineries (3 in nw PA and one in WV) and the Pennsylvania-grade crude oil field.

Pepper 1937 OH/KY/WV map front cover shows their 2 refineries in Ohio & WV with **red stars**. They were owned by Ashland Oil and Refining.

Enco 1966 Enco Billings (MT) map shows the Humble Oil refinery and has a picture of it on the back.

Sinclair Sinclair 1947-51 Chicago (& vicinity) & IL maps show a drawing of the East Chicago refinery on the back and says tours are available at 10am & 3pm Mon-Fri.

1962-69 Chicago & IL maps show the refinery using red block letters in a red box with a red arrow.

1964-67 ID/MT/WY maps show its refinery in Sinclair (WY). Using red letters in a red box & red arrow.

Tesoro All Tesoro AK maps from the 1970s, 1980 & 1981 show their refinery in Nikiski (AK).