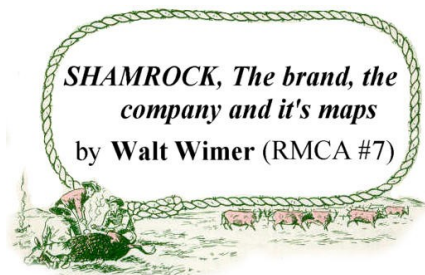


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Shamrock Oil Company Road Maps



THE COMPANY AND THE BRAND

The Shamrock Oil & Gas Company was founded in 1929 in Amarillo, Texas. Little is known of the company's early years, but by the 1950s they had become a solid regional marketer with a respectable place in the Texas and New Mexico markets and outreaches into a number of other Southwest and Rocky Mountain states. That wasn't easy, as the Texas market was tough, dominated by such giant major brands as Texaco, Humble, Gulf and Mobil. And if that wasn't enough the likes of Sinclair, Phillips 66 and Conoco all had a strong presence as well. Chevron and Cities Service also had a piece of the action, as did other independent refiners such as Cosden, Premier, Amlico and Panhandle. Add many local private branders, most of them discounters, and the Texas market was a tough one. One of the toughest in the country at that time. Shamrock didn't have the most stations of the independent refiners, but generally, the

quality of their gas stations was a notch above their regional rivals.

In 1967 the first of several mergers occurred with Shamrock merging with Diamond Alkali Company (formerly Diamond Chemical) to form Diamond Shamrock Corp. The merger of the two publicly traded companies helped to further the market position of the Shamrock brand in Texas. Over the years Shamrock picked up several strong local private branders such as Sigmor in San Antonio and Cliff Brice in Pueblo, Colorado. Shamrock later bought Sigmor and its chain of high-volume stations in 1983 to lock up a large amount of gallonage. Cliff Brice, which remains in business today, put the Shamrock brand on the map in Colorado for many years but now flies the Sinclair banner.

In 1996 Diamond Shamrock became part of an even larger operation when they merged with British based Ultramar PLC to form Ultramar Diamond Shamrock, or "UDS" as it is often referred to. This gave them combined marketing that stretched from California to the Maritimes of eastern Canada. The Ultramar brand was one of the strongest in eastern Canada and had bought Beacon Oil, the only surviving independent refiner in California. The two companies had not even had time to get used to their new position in the pecking order of the world's oil companies when they took over the

Total marketing operation when the French oil giant pulled out of US marketing around 1997. From 1970, when they purchased Michigan's Leonard Refineries, Total had also taken over the Vickers and Apco marketing and refining operations and now had a marketing network stretching from Oklahoma to Michigan. Most stations had been rebranded to Total by the time the French company fled back across the Big Pond to the safer market conditions in Europe. UDS now had a marketing effort that was well over 2,000 US stations (plus those in Canada) and was on a level with some of the smaller majors when it came to station counts.

But more changes were yet to come!!! As we moved into the first decade of the twenty first century, few motorists had ever heard of Valero. Texas based Valero Energy Corp. was born in 1980 as the successor to LoVaca Gathering Co., a subsidiary of the Coastal States Gas Corp, who spun off the company. Valero, headquartered in San Antonio, was named for The Alamo, which was originally known as the Mission San Antonio de Valero. At that time Valero had little refining and no branded gasoline marketing. But over the years they acquired a number of refineries and then in 2000 entered the retail market when they bought a California refinery, 80 gas stations and a distribution network from Exxon that was sold due to the Exxon-Mobil

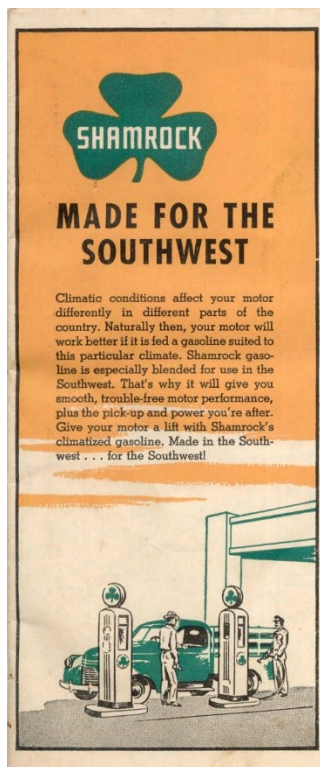
merger. Then Valero became a real player in 2001 when they merged with UDS, also headquartered in San Antonio by that time. Now Valero had a fully integrated oil company, with a gasoline marketing network stretching from California to eastern Canada. Valero is now in the process of rebranding thousands of U.S. stations from Diamond Shamrock, Beacon and Total to the Valero brand.

I would guess that most map and petroliana collectors hated to see the always popular Shamrock brand replaced by "Diamond Shamrock" with a brand new logo as it was in the early 1980s. However, take heart, the "Shamrock" brand may live, albeit in a rather limited way. A few years back, maybe before the Valero merger, the powers at UDS elected to rebrand some of the smaller low volume sites with just the "Shamrock" brand, complete with a big green shamrock on the signs, something that hadn't been seen for some 20-25 years. If Valero elects to continue that branding, the Shamrock brand may stay around for many more years on a smaller scale. If not, the Shamrock brand may fade into history with its one-time Texas rivals Cosden, Premier, Amlico, and Panhandle.

THE MAPS

The first known Shamrock map was issued in 1938. It is a Rand McNally issue, as all Shamrock maps would be until the mid-1980s. The cover design is a rather plain dark green with a Shamrock logo in the center. The logo on that map shows a big green shamrock in an inner white circle with "Polymerine" across the center. Arched around the outer circle are the words "Shamrock Gasoline." This is the only Shamrock map issue showing that early logo. This cover design lasted until 1943, with there probably being no 1944 issue during the War.

With the war ending, Shamrock issued a new cover for their maps in 1945. This cover done in a rather unusual tan, green & white, was the first of many Shamrock map covers showing western scenes with cowboys, horses, buffaloes and such. The front cover of the map shows a cowboy on horseback waving while under a Shamrock station



1945-48 interior panel

sign. This particular sign was a die cut green shamrock that was used in the 1940s and early 50s, but had all but disappeared by the late 1950s. The slogan on the back cover reads "A mighty good brand." This design, one of the scarcer Shamrock covers, lasted through 1948, a run of four years.

In 1949 a third Shamrock map design was issued with some big changes. This was the first Shamrock map to feature cowboy artwork by H.D. Bugbee and 1-1/2 panels of text on "The Heraldry of the Range" by J. Evetts Haley. Although the maps would change some, the Bugbee artwork and Haley story would be part of Shamrock maps until 1968. Shamrock's well known slogan "A Mighty Good Brand in A Country famous for Brands" also first appeared on the 1949 map. The 1949 and 1950 maps used a tan background, but that changed in 1951 when they went to a light green background, which only lasted a single year.

Big changes were in order for the 1952 issue. The three-panel format used on the previous maps was replaced by the newer accordion style. But there was an even bigger change. With the 1952 issue Shamrock went to a single map covering their entire marketing area rather than separate maps for each state. Prior to this, maps were issued individually for

different states, with Arizona-New Mexico, Colorado, Kansas, Oklahoma and Texas known to have been issued. With the new regional map, eight states were covered including Texas, New Mexico, Colorado, Arizona, Oklahoma, Nebraska, Kansas and Wyoming. This format would remain until Shamrock discontinued their map program in the mid-1980s. The cover was different as well as the cowboys were reduced in size and shown below a new Shamrock station ID sign which placed the big green shamrock in a white circle. The text by Haley was continued, but only on the back cover. Inside, it is obvious that the map was especially formatted by Rand McNally for Shamrock with routes and printing in green and red along with Shamrock logos, compared to the "generic" insides of previous maps.

In 1958 one somewhat minor change was made when the previous center pole sign shown on an angle was replaced by the newer off center pole mounting which was shown straight on. The maps continued covering eight states. But, and here is a strange one, in 1962 a map covering just Colorado, Nevada and Utah was issued. It appears that this map was only issued in 1962 and that there were no other different state combinations issued. The reason for this three state issue remains a mystery!!

After a 23 year run with cowboy themed map covers, Shamrock completely changed in 1968. The 1968 cover, which would be used through 1971, featured a blue cover with black artwork showing a man loading a station wagon for a family trip. This map also brought forth the new Shamrock logo, which saw the shamrock move to an oval background for the first time. This is also the first map showing the 1967 merger and the name "Diamond Shamrock Oil & Gas Company," which appears on the back cover. The states covered also grew to nine with the addition of Utah.

That 1968 cover was out of character for Shamrock and they returned to their western roots with a new cover issue in 1972. A very colorful western desert scene is the centerpiece of this attractive cover, which also lists a "United States Map" on the reverse, while the regular map added Louisiana to cover ten states. That exact cover lasted four years before some changes in 1976. The same artwork remained but the logo was reduced in size and moved to the center, with the "Diamond Shamrock" name added prominently under the logo. Nebraska was also removed from the state listing. But the big change was the addition of a station directory, one of the most elaborate on post war maps. The station directory takes up about 40% of one side of the map, sharing

space with a U.S. map and "points of interest."

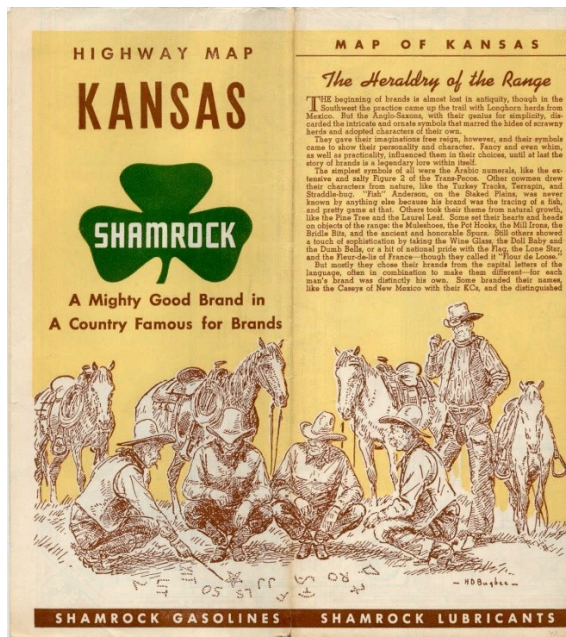
The final map design comes along in 1981, at a time when most major oil companies had already given up their map programs. Done in tan and brown, this issue brings back some of the excellent drawings by noted cowboy artist H. D. Bugbee. This issue is totally different than any of the others featuring such artwork, and continued the station directory. The number of states was now up to 11 with the addition of Idaho and Nevada, which now had a couple of Shamrock stations. However, the biggest change was the new Diamond Shamrock logo, which replaced the traditional shamrock that had identified the company and brand for well over 50 years. There was then a slightly different version in 1984, which mentioned the montage by Bugbee on the cover rather than on the inside.

The 1984 version also saw the coverage area grow from 11 states to 14 with the addition of Arkansas, Missouri and the return of Nebraska. This map also brought forth a change in cartographers as Gousha replaced Rand McNally, who had done all previous Shamrock maps.

The Shamrock brand had a long and colorful history, and is popular with collectors of other gas & oil items besides maps, as a whole range of collectibles exist. At least seven globes with big shamrocks are known and their Cloud Master and Trail Master pump plates from the 50s/60s are really colorful and popular. In closing I need to give special thanks to fellow collectors and RMCA members Jim Wakefield, Richard Horwitz, Mark Greaves, Dave Leach and Gary Spaid for their help in checking their collections for issue dates and such.



Front and back covers, 1945-48



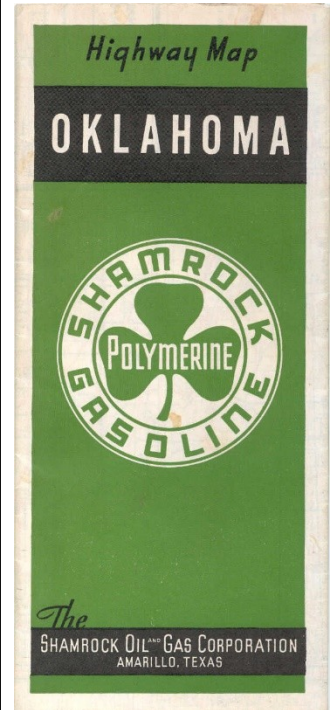
Front and back covers, 1949-50



Shamrock Map covers

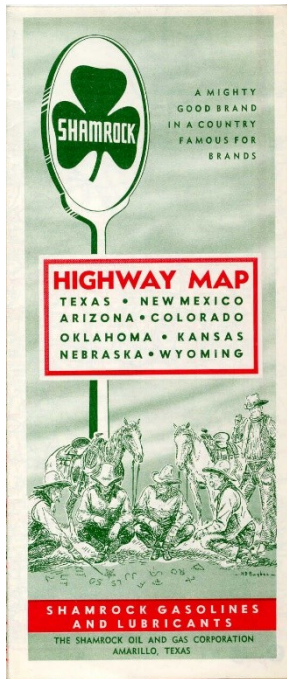
The four cover designs shown here, issued from 1938 until 1951, were issued by individual state (or state pair), with the following states known to exist: Arizona-New Mexico, Colorado, Kansas, Texas and Oklahoma.

Based on map code analysis, the maps shown below were issued for the years indicated, except that no maps were issued in 1955, 1961, 1966, 1974 and 1979. It is not known if maps were issued for the years 1970, 1972, 1982 and 1983, but seems unlikely as none have been reported by collectors as of this date.

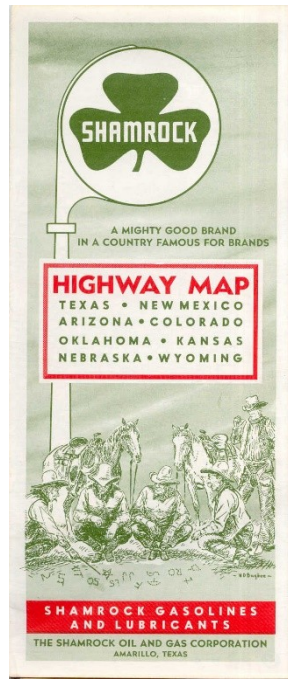


Front cover, 1938-43

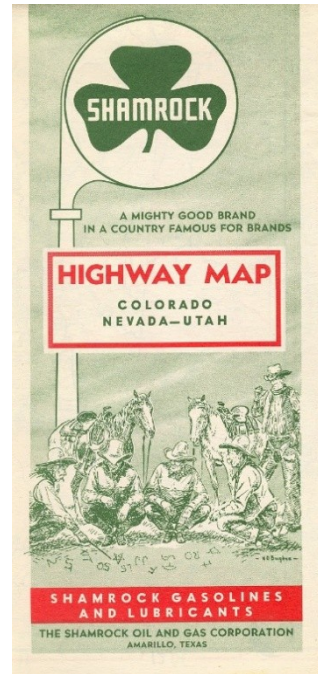
Front and back covers, 1951



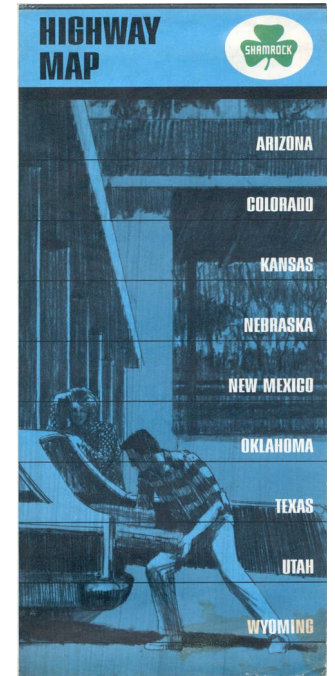
Front cover, 1952-57



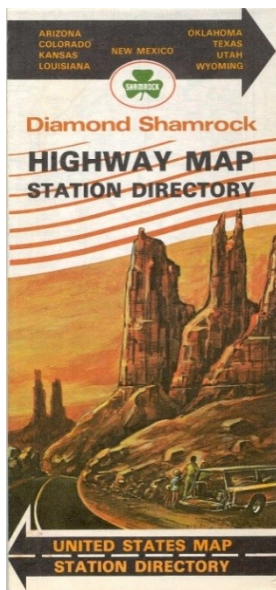
Front cover 1957-67



1962 Colorado-Nevada-Utah



Front cover, 1968-71



Front cover, 1972-1975