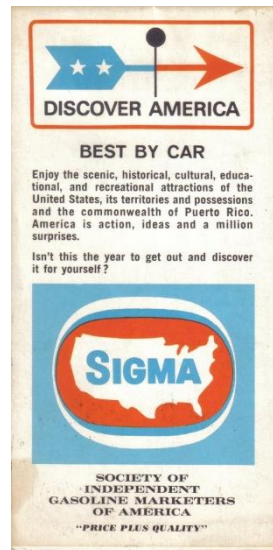
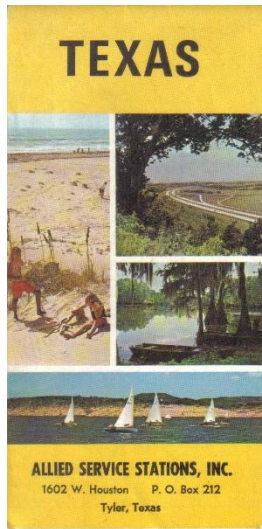


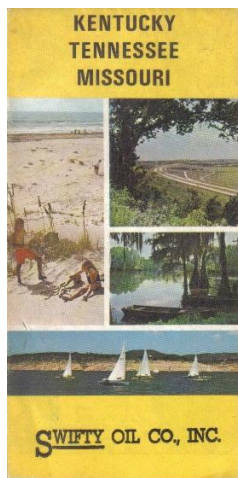
The SIGMA Maps of 1967 through 1971

Like a number of petroleum-related organizations the Society of Independent Gasoline Marketers of America (SIGMA) sponsored road maps for its members. As far as we can tell this occurred starting in 1967 and ended in 1971. SIGMA was first organized in 1958, continues to this day and their offices are located in Fairfax, Virginia. Currently SIGMA has over 250 members which include not only gasoline marketers but other businesses related to gasoline marketing like transporters.

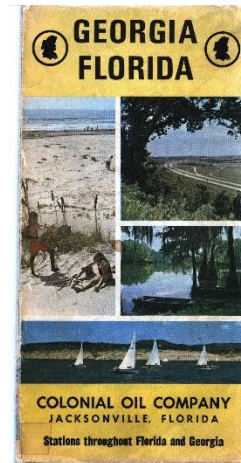


SIGMA maps for the entire run have identical covers, a map with yellow bands top and bottom and a collage of 4 photos showing a beach scene, a highway view, a river scene and a lake scene with several sailboats. The reverse has a red and blue weather vane with DISCOVER AMERICA at the top, then BEST BY CAR, some advertising text, the SIGMA logo and the SIGMA name and "PRICE PLUS QUALITY" at the bottom. Rand McNally is the cartographer. Most maps known are for the East Coast, the Southeast and the Midwest. bottom line "PRICE PLUS QUALITY" is

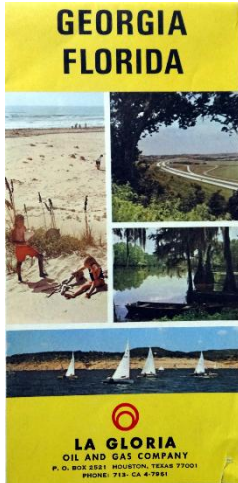
On a few maps the blacked out. The reason for this is unclear. Most SIGMA maps you will find are not co-branded with individual member company logos, but there are some that are branded.



So who were these SIGMA members? Nearly all SIGMA member companies were small, having only a few stations. In many cases these are the only road maps known branded by some companies and in other cases they are brands seen on their own maps. Some of the only known on SIGMA brand maps are Gastown, Inc., Swiftly, Dutch Gas Haus and La Gloria. Some SIGMA members, like Billups, Rose and Zephyr (Naph-Sol), had their own map programs and probably did not produce any SIGMA maps.



The Colonial Oil Company (Jacksonville, FL) is the only SIGMA map I've seen with a logo on the top yellow band. All others' logos are in the lower yellow band only.



The La Gloria map is the only one where the logo is in red and company name and address in black.

While I have been unable to obtain a complete list of SIGMA members for all the years from 1967 through 1971 I was able to utilize two documents provided by Ms. Amy Rider, Director of Communications and Political Engagement for SIGMA. These are sheets depicting locations across the United States of all SIGMA member locations but best of all circling the US map are the logos for those members. Ms. Rider was able to provide copies of sheets for 1968 and 1971. The sheets were originally given to members as part of annual reports from the

SIGMA President. As can be seen from these sheets the member roster was not the same for 1968 as 1971. Likely, membership varied year to year.

No one currently working in the SIGMA offices was aware of their map program decades ago, and the staff was thrilled to learn about it when I contacted them. Maybe we can recruit a new club member from their ranks.

Using the information provided by SIGMA and by our members I have compiled a list of what we currently know about SIGMA maps. Oddly, thus far we have not discovered any SIGMA maps dated 1969. The reason for this is unknown.

Please contact Gary Spaid if you have additions or corrections (garyspaid109@gmail.com).



KNOWN SIGMA MAPS

Company	1967	1968	1969	1970	1971
Allied	TX	-	-	-	-
ARKLA Svc. Centers	AR-LA-MS-AL	-	-	-	-
Bland's	GA-FL	-	-	-	-
Certified Oil	IN-IL KY-TN-MO OHIO	OHIO	-	DE-MD-VA- WV-NC-SC IN-IL KY-TN-MO	-
Colonial Oil (Jacksonville)	-	-	-	GA-FL	-
Crystal Flash	GA-FL IN-IL MI-WI	DE-MD-VA- WV-NC-SC KY-TN	-	GA-FL	IN-IL
Curt's	KY-TN-MO	-	-	-	-
Delta	AR-LA-MS-AL	-	-	-	-
Direct Oil	-	DE-MD-VA- WV-NC-SC KY-TN US	-	DE-MD-VA- WV-NC-SC KY-TN	DE-MD-VA- WV-NC-SC
Drake's	MI-WI	-	-	-	-
Dutch Gas Haus	-	-	-	NJ-PA	-
East Coast Oil	-	DE-MD-VA- WV-NC-SC	-	-	-
Este Oil	-	-	-	-	OHIO
ETNA	-	-	-	DE-MD-VA- WV-NC-SC	DE-MD-VA- WV-NC-SC
FISCA	IA-NE IN-IL MI-WI TX	DE-MD-VA- WV-NC-SC MN-ND-SD NJ-PA	-	-	-
Gastown	-	-	-	OHIO	-
Hi-Fy Service	IN-IL	NJ-PA	-	-	-
Hy-Flash	-	-	-	MI-WI	-
Imperial Refineries	AR-LA-MS-AL GA-FL IN-IL IA-NE	MN-ND-SD	-	KY-TN-MO OHIO	-
La Gloria	GA-FL	-	-	-	-
Martin Oil	IN-IL KY-TN-MO	IN-IL	-	-	-
MFA	AR-LA-MS-AL KY-TN-MO US	IN-IL KS-OK KY-TN-MO US	-	MI-WI	IN-IL KY-TN-MO

Owens	IN-IL	-	-	-	-
Red Head	IN-IL	DE-MD-VA- WV-NC-SC NJ-PA OHIO	-	DE-MD-VA- WV-NC-SC MI-WI NY CITY OHIO	DE-MD-VA- WV-NC-SC
Savings Oil	AR-LA-MS-AL KY-TN-MO	DE-MD-VA- WV-NC-SC	-	-	-
Shamrock	GA-FL	-	-	-	-
Swiftly	IN-IL	OHIO	-	KY-TN-MO	-
Temko	AR-LA-MS-AL	-	-	-	-
T-O Serv. Stn.	AR-LA-MS-AL	-	-	-	-
Tresler	IN-IL KY-TN-MO OHIO	OHIO	-	IN-IL KY-TN-MO OHIO	OHIO
U-Save	-	-	-	NJ-PA	-
United Oil Mfg.	OHIO	NJ-PA	-	NJ-PA	-
Wareco	IA-NE MI-WI	KY-TN-MO MN-ND-SD	-	-	GA-FL
Western-Red Ace- Delta	-	-	-	-	KY-TN-MO
Wides	-	IN-IL	-	IN-IL	-
SIGMA (unbranded)	GA-FL IA-NE IN-IL MI-WI	KS-OK KY-TN-MO MN-ND-SD US	-	AR-LA-MS-AL GA-FL IN-IL KY-TN-MO MI-WI NJ-PA NY CITY OHIO	AR-LA-MS-AL GA-FL IN-IL KY-TN-MO MI-WI OHIO