

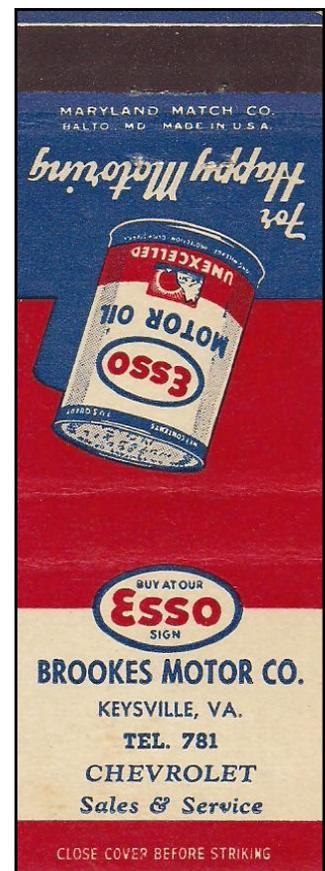
The Story of Esso

In 1911, Standard Oil was broken up into 34 companies, some of which were named "Standard Oil" and had the rights to that brand in certain states (the other companies had no territorial rights). Standard Oil of New Jersey ("Jersey Standard") had the rights in that state, plus in Maryland, West Virginia, Virginia, North Carolina, South Carolina, and the District of Columbia.

By 1941, it had also acquired the rights in Pennsylvania, Delaware, Arkansas, Tennessee, and Louisiana. In those states, it marketed its products under the brand "Esso", the phonetic pronunciation of the letters "S" and "O". It also used the Esso brand in New York and the six New England states, where the Standard Oil Company of New York (Socony - Vacuum, later Socony - Mobil) had the rights, but did not object to the New Jersey company's use of the trademark (the two companies did not merge until November 1999). However, in the other states, the other Standard Oil companies objected and forced Jersey Standard to use other brand names.

In most states the company used the trademark Enco ("Energy Company"), and in a few "Humble". The other Standard companies likewise were "Standard" or some variant on that in their home states, and another brand name in other states. Esso ranked 31st among United States corporations in the value of World War II production contracts.

In 1973, Standard Oil of New Jersey renamed itself as the Exxon Corporation, and adopted that trademark throughout the country. It, however, maintained the rights to "Standard" and "Esso" in the states where it held those rights, by a token effort, by selling "Esso Diesel" in those states at stations that sell diesel fuel, thus preventing the trademark from being declared abandoned. It retained the "Esso" brand in Puerto Rico and the United States Virgin Islands until 2008, when it sold its stations



there to Total S.A.

The Enco brand name was still used on locations in the Midwest until 1977 when they were sold to Cheker Oil Co. (now part of Marathon Petroleum subsidiary Speedway LLC); Exxon continues to have a presence in Southern Ohio today (as it does throughout much of Appalachia in general), though Mobil is the company's primary brand in the Midwest. [<http://en.m.wikipedia.org/wiki/Esso>]

Greg Lund, MD, had an amazing 2,222 Esso covers as of October 2013.

Of course, I would imagine that most interested collectors just collect "Service Stations" in general (Greg has 59+ albums), but even then they would have them arranged by brand, I assume, so all the Esso would be together, all the Shell would be together, etc. Thus, one would have all the essential subcategories organized for handy perusal.

[covers courtesy of Loren Moore, CA]

