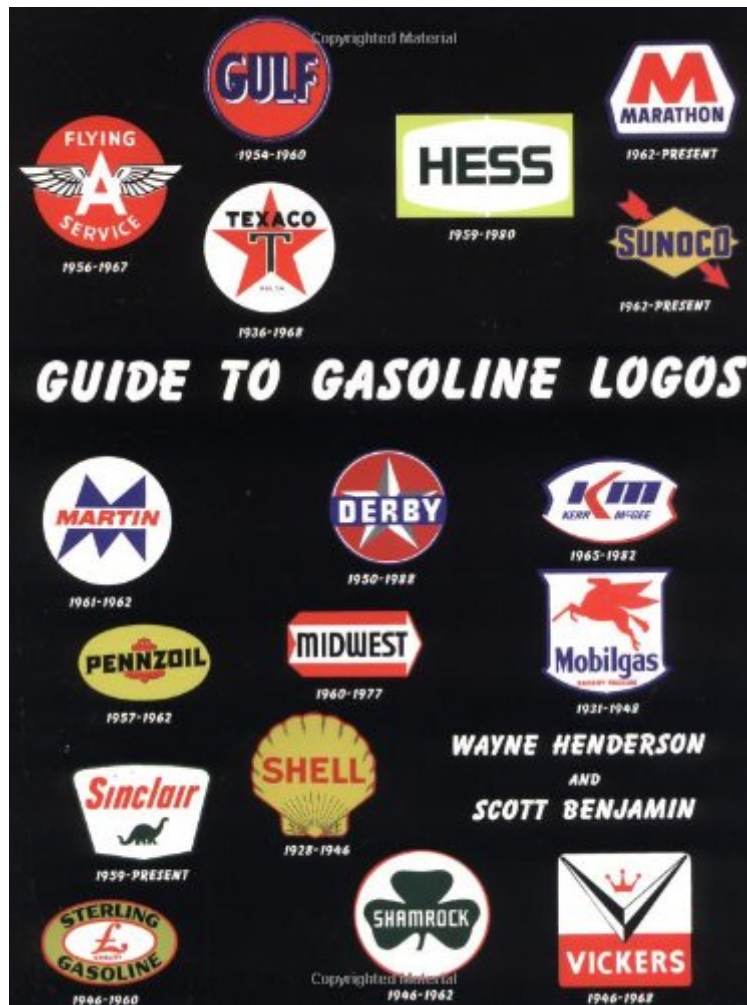


## Guide to Gasoline Logos

Wayne Henderson, Scott Benjamin  
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**Wayne Henderson, Scott Benjamin : Guide to Gasoline Logos** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Guide to Gasoline Logos:

0 of 0 people found the following review helpful. Five Stars By Customersupper great job, very fast shipping as well, I will use again, my 1st choice 0 of 0 people found the following review helpful. Fun way to relive your youth By mrsooline "Guide to Gasoline Logos" is a nice way to take a trip back to your youth. If your town was anything like the place I grew up in, there were several different gas stations using the logos presented in this book. The book itself offers very brief but enlightening outlines of the history and activities of each oil company and their progression through mergers and sales, expansions and contractions. The texts are short and to the point and are accompanied by the logos of each firm showing the progression of marketing through the years. As you go through the book you will no doubt find your memory being triggered by these logos and the stations you associate with them, as I was. When I

was a kid, I think I collected maps from all 50 states from our local Phillips 66 station and the mechanics there were only too happy to show me what they were working on. The book itself is paperback with lacquered pages. Unfortunately, the only logos in color are on the front and back cover-all the rest inside the book are in black-and-white, a major distraction and disappointment from the otherwise solid information and graphics presented in the book. Another disadvantage of the book is the outdated layout, fonts and bit-mapped images compared to books of more recent publishing. In spite of this, the book is a fun trip through gasoline marketing history and should appeal to auto-buffs everywhere. 9 of 9 people found the following review helpful. A+ for history...F for graphics! By A Customer I am fascinated with the history of logos and which oil company was bought out by what gas company and so on. Guide to Gasoline Logos gives just that kind of information. However, a logo book MUST be in color and this entire book, except for the cover is in black and white. How else would you be able to distinguish differences in logo ages and eras? Some of the black and white logos are repeated from one time period to the next. There must be some color variance or shade nuance but we will never know. Also, some of the pages look as though they were Xeroxed! Because of the poor graphics, I must give a relatively low over-all rating. I would willingly pay much more for a full color book.

1997, 1st oversized paperback edition, PCM Publishing, LaGrange, OH. Black and white photos / maps throughout. A rather amazing title, 22 years in the making. Prepared by the editors of Petroleum Collectibles Monthly, whose enthusiasm makes this a winner indeed. This guide presents the corporate logos of 44 major oil companies, with the addition of independents, grouped geographically.