



**Accession Number** M1757  
**Description**

An American map titled "Esso War Map: Featuring Transportation: The Key to Every Successful Campaign." A marketing strategy by Esso, this map describes the application of Esso products connected to the war effort. Printed text reads: "To-day transportation means petroleum. Fuel for battleships and freighters. Power for planes and tanks. Lubricants to save precious seconds in moving vast masses of men and materials to the ends of the world. It is not too much to say that Victory itself depends largely on the quality and quantity of petroleum products available to the United Nations."

**Date(s)**  
**Cartographer** Esso Marketers.  
**Keywords** [World War, 1939-1945](#)  
**Photo Color** Color  
**Physical Size** 22 3/4 X 33 inches

**Related Collection (Plain)**  
 Thirty-Fifth Division Association Records  
**Restrictions** Restricted  
**TIF Identifier** M1757.tif

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Credit: Esso Marketers.

Courtesy Harry S. Truman Library & Museum, Independence, Missouri.

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