

Road Map Collectors Association

Number 30 Fall 2005



MAPS OF WWII - AN INSIDE LOOK Bob French

Despite their colorful covers most wartime maps present a problem for road map collectors—they don't show roads. Sea routes and air lanes had taken the place of highways. State and local maps gave way to global scale. Maps that formerly promoted travel and gas consumption became advocates of conservation through "win the war" patriotism.

Oil companies favored conservation through improved efficiency and substitution. TYDOL promoted war-time car care with a "win against wear" slogan. PHILLIPS promised more miles per gallon from a well tuned engine and TEXACO supported the government mandated 35 MPH speed limit. Even "paper (was) precious". The first of the ESSO war map series noted the critical role of oil-based synthetics for rubber, fabrics, plastics and other products. Their slogan "oil is ammunition" promoted wise use but could also be taken literally as oil became an important component of explosives.

Global war enlarged the scope of maps. The "air age" called attention to the inadequacies of the familiar world Mercator projection that inspired McKinder's (and Hitler's) "Heartland" theory of continental ground warfare. ALCOA and ESSO-II show how "Over the Top" polar projections better depict great circle air and sea routes and the true proximity of belligerent nations. The map viewer is asked to judge if "air power" has changed our world view. The war also brought about innovations such as shaded relief appearing on maps of Japan (ESSO-III) and a "bedspread" 1944 PURE OIL map contains more European place names than a National Geographic Atlas! News maps appeared in America before the U.S. entry into the war and underwent many updates for the duration. RICHFIELD may have produced the most editions, while SINCLAIR added a few of its own. Many maps served to complement syndicated and sponsored radio columnists such as Lowell Thomas (SUNOCO), H.V. Kaltenborn (PURE) and Clifton Utley (SKELLY). The National Broadcasting Company also produced war maps for their affiliates such as WEA in New York. A SEARS issue shows a listener with a map in hand, sitting beside his

THE COMPASS

Sohio from the Training Camp Map

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EDITOR'S NOTES

Dave Leach

Thanks to those who contributed to this issue!

Thank you Richard... for all you've done for the RMCA, including nagging the newsletter editor about when the next issue is coming out.

Welcome to President Judy. May the club flourish under your leadership.

I have a few articles in hand for the next issue, but do not have an idea, or contributors for a color sheet. Some year ago there were plans for color sheets representing independent and private brand gasolines from the various regions. I think the only ones completed were the Southwest and Northeast. Perhaps we could pick a region for the next issue. Let's do North Central: Dakotas, Montana, Minnesota, Wyoming, Nebraska and Iowa. Would anyone like to volunteer to put it together?

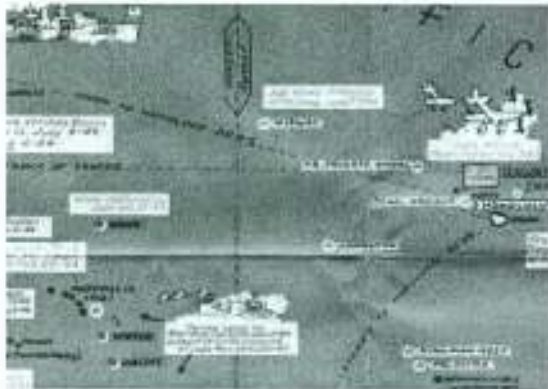
Upcoming deadlines are:

#31 mid Jan. #32 late March #33 early June

newsletter@roadmaps.org

hastily adapted from the stock of atlas maps. A RACKLIFFE map compares pre-WWI Europe with the post Versailles boundaries. Map publishers simply could not keep pace with current political and military changes. The public relied on newspaper sketches and radio broadcasts. It seemed every kitchen had a large reference map tacked to the wall upon which battle lines and annotations could be drawn.

Still, many maps reflect the perceptions of the times and evolved as the war progressed. Early maps show bases, blockades, mined areas and fortifications--hallmarks of the stationary trench war fought a generation earlier (RICHFIELD 1940). A SEARS map features a detailed cross-section of the Maginot Line situated opposite the German fortifications. It is reminiscent of "All Quiet on the Western Front". Of course we now know the German "blitzkrieg" skirted the Allied defenses by invading through Belgium and the Netherlands.



Cartographers struggled to keep abreast of developments and, to their credit, they chronicled the likes of Lend Lease, the building of the Trans-Siberian Railroad, Japanese annexation of Manchuria, the partition of Poland, Soviet occupation of the Baltic States, claims of Finland and Romania, the establishment of Vichy France, fall of the Philippines, the Japanese cutting of the Burma Road and the Ledo Road that replaced it, to name but a few. Dated events war maps such as TURNER's annotated pictorial maps (at least 20 editions) proved widely popular, (pictured on the left). Later maps anticipated Allied victory by the shrinking of the gray/green color of Axis occupation, annotations of battles won and heroic motifs.

Two atlases stand out among the wartime issues. CAPTAIN BRYAN'S, developed by the accomplished cartographer and museum curator, contains seventy-five detailed maps and earned its place as a standard atlas of the Pacific. The UNITED NATIONS WAR ATLAS also covered the Pacific with numerous maps drawn in relief and perspective. It also covered the European theatre, the Caucasus, Dardanelles, Panama Canal, Malta and Gibraltar.

It has been said that "all war maps are propaganda". WWII is no exception and examples range from the outright sinister creations of Goebbels to more modest heroic issues of the Allies. Colorful illustrations of Rand McNally, Gousha and generics that show tanks and aircraft blazing away at the enemy were intended to inspire confidence in defeat of the Axis even during the dark early years. The cost in blood and treasure was not addressed. A MOBILGAS map chronicles the early stages of the war and boosts morale with a red, white and blue shield on the cover. TYDOL used the "Minute Man" icon reflective of the war savings stamp. Maps by GREYHOUND and UNION PACIFIC, infused with flags, insignia and awards also boosted morale. Maps of military posts and training camps (WASHBURN, SOHIO) served a practical purpose as they represented links with home. (Oddly enough a 1942 SHELL map deliberately deleted them.)

Much of what appears on maps thus depicts a perceived war rather than a chronicle of actual events. Still, many war maps contain true historic gems such as in a TEN BRINK's map of Zeeland overprinted with a Nazi seal and dated 23 Sep 1940. Another is MICHELIN's "Battle of Normandy" that shows unit designations, commanders, strategic thrusts and dated battle lines along with assault areas, parachute drops, pipelines, artificial harbors, sunken ships, pillboxes, flooded areas, etc. Despite being released two years after the war and printed over a standard road map it represents a true cartographic chronicle of military history. A final example is drawn from a HAGSTROM world map of the war. Penciled upon the map appears a merchant sailor's tracking of a round-the-world voyage accompanied by a detailed daily log. One never knows what surprises await the collector!



NEW JERSEY OFFICIAL ROAD MAPS for 1931

Why are there two kinds?

By Dave Cole #72

How many collectors of official state highway maps are aware of the fact that some states issued two maps by different publishers, with identical information, in one year? Most of us who collect such maps are aware that some states, like Colorado, used to issue two maps a year, one for summer and one for winter, and others, like Texas, issued them every quarter, and at least one, West Virginia, put out a fresh map every month in the 1930s, but in most cases, we figure that if we find an official state highway map with an annual date on the cover, and its description matches what we find in the OFFICIAL MAPS MASTER LIST, by Greaves and Schul, well, that's it, we've got that one. Cross it off the want list.

That's what I thought recently when I bought a 1931 New Jersey Official Road Map. What I got matched the description given by Greaves and Schul, so I posted in my log book the fact that I had the 1931 New Jersey map. But the example I had received was a bit ragged around the edges, and when another dealer offered me the same title a few weeks later, I decided to buy that one, too, in the hope that it might be in better condition. Alas, it was worse. A big piece had been cut out of it, and I was all set to return it for credit, when I decided to compare it with the map I already had. In so doing, I began to spot differences between the two maps. Typography differed, although the text on both read the same. The layout of the detail maps, aerial views and charts on the back of the maps differed considerably, but each map had the same material, at least. When I turned both maps over and compared the full color state maps, I found the cartography entirely different, but giving the same information. The counties were shown in colors, pink, orange, yellow and green, but the colors were assigned differently. Starting at the north, Sussex County on one map was green while adjacent Warren and Passaic Counties were yellow, but on the other map, Sussex County was yellow and the other two were pink. At last, I checked to see who made these two maps, and found one had been done by General Drafting Company in New York, while the other was by The National Survey Company, of Chester, Vermont, with lithography by American Colortype Company, of Newark, New Jersey.



General Drafting (L) and National Survey (R)

Both maps give the same information at the same level of detail, but each is in a style typical of its publisher. Both measure 22 by 40 inches fully opened, and both fold to 3 3/4 by 10 inches. On the black-and-white back side of each map, there are three aerial views that had been prepared by the New Jersey State Highway Department, and were apparently provided to both of the map makers, but the detail maps of various metropolitan areas were done by the mappers, each of them covering the same areas.

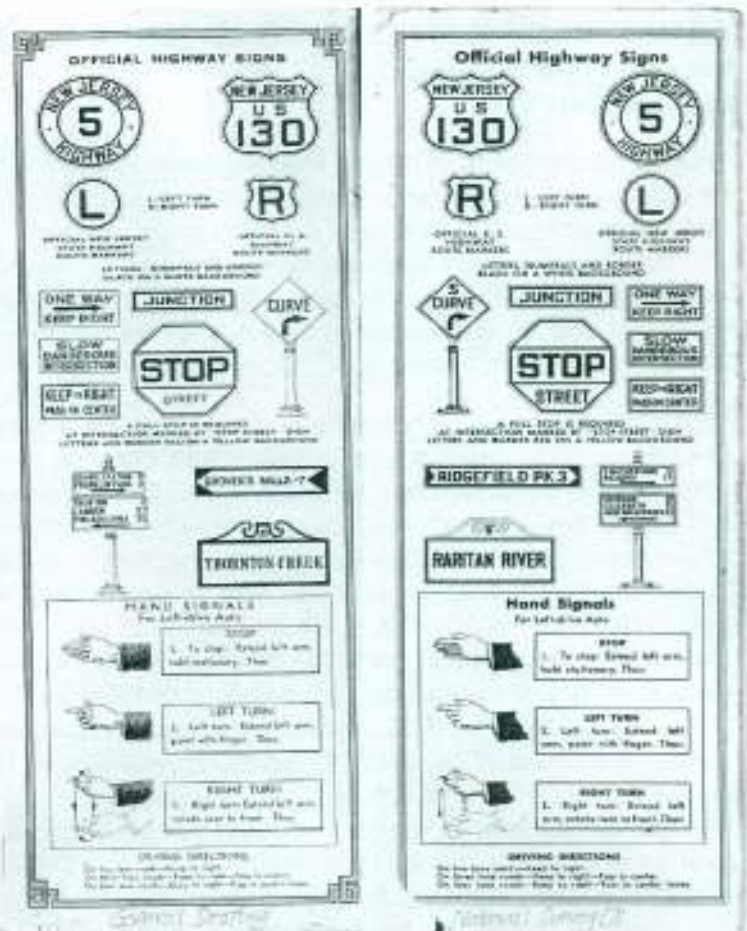
The covers, at first glance, appear to be identical, but closer inspection reveals many differences. The National Survey map has borders around the cover design with plain square corners, but General Drafting's corners are fancy, with seven right-angle bends to make one 90-degree corner. It appears that the state furnished the drawing on the cover of each map, a plan view of the state with the top half of it stylized to depict an Indian's profile and head-dress. The bends in the Delaware River form his profile, and the northerly part of the state complete his head, but the artist who conceived this likeness didn't know what to do with the southerly part of New Jersey, so it is just a simple map. The Indian is said to be "The First American Road-BUILDER," and indeed he was, but this bit of information was put on the lower right corner of the drawing by National Survey, while General Drafting put it centered at left. One might think the Great Seal of the State of New Jersey, which appears between the "19" and the "31" at the top of the front cover, would have been provided by the state, but apparently the mappers each drew their own versions, as there are many differences. Even the

banner or ribbon at the bottom of the seal differs. National Survey's banner says LIBERTY AND PROSPERITY - 1776, but General Drafting's leaves out the date. The women flanking the shield with the three plows pictured on it look like twins in National Survey's rendering, with each girl dressed identically, but General Drafting had some fun with their version. LIBERTY, on the left, is fully clothed, but PROSPERITY, on the right, wears nothing above the waist but the cornucopia over her shoulder. It would seem more likely that LIBERTY would be the nude and PROSPERITY would have clothes, but General Drafting thought otherwise. Pictured on the back panel of each map are the "Official Highway Signs" of New Jersey~ and "Hand Signals for Left-drive Auto". Here, too, each mapper followed the same basic layout, but did it his own way. National Survey's road signs showing the posts have grass growing at the base of each sign, but General Drafting's don't, and the directional signs show many differences. Even the diagrams for the hand signals were done by the mappers, not by the state.

Needless to say, when I discovered that my two 1931 official New Jersey maps were so very much alike and yet so much different from one another, I opted to keep both. But now I wonder if New Jersey offered road maps done by different mappers in other years. The official road maps of New Jersey are all in this same style from 1930 through 1937 - all the same size, with the same basic cover artwork, and so on. The examples I have show a remarkable diversity among mappers and lithographers in the eight year run, however. It could be that there are products of other companies besides the ones I list here:

- 1930 - General Drafting Company
- 1931 - as described above
- 1932 - Keystone Auto Club, lithography by A. Hoen & Co.
- 1934 - Keystone Auto Club, lithography by American Colortype.
- 1936 - Gallup's, Inc., Kansas City, Missouri,
- 1937 - with lithography by American Colortype

I do not have a 1933 New Jersey official, and nobody has one for 1935, as New Jersey did not print one that year. (An item in the New York Times, June 30, 1935, XI, 4:3, tells about that.) If you have examples of those maps by mappers other than the ones named above, I would like to know about it, and probably other collectors would be interested, too.



General Drafting (L) and National Survey (R)

RMCA OFFICERS

- | | |
|-------------------------------|--------------------|
| President - | Judy Aulick |
| Secretary - | Mark Greaves |
| Treasurer - | Gary Spaid |
| Webmaster, Registered Agent - | Jon Roma |
| Newsletter Editor - | Dave Leach |
| Publicity Chairman - | Charles Neuschafer |
| Meeting Coordinator - | Nikki Hemphill |

BOARD MEMBERS (2004-2005)

Judy Aulick, Ian Byrne, Curtis Carroll, Stan DeOrsey, Dave Leach, Jon Roma and Walt Wimer

To join RMCA, send your name, address, phone, e-mail address, and a short description of your road map collecting interest, to: RMCA PO Box 158 Channelview, TX 77530-0158

Dues are \$15. Canada \$16, other countries \$20. Dues may be sent via Paypal on the web site to dues@roadmaps.org

www.roadmaps.org

PRESIDENT'S VIEWS

Judy Aulik

Enclosed with this newsletter is the ballot for the RMCA Board and for our officer positions. The slate of candidates was selected by the current board, but there is the option of writing in another candidate of your choice. Please send your ballots promptly to the Clearview, Texas, post office box address.

Many of you know me from the meets and from the mailing list. I've been a member of the RMCA since it was the Road Map Collectors of America. A lot of things have changed in my life, but my love for the hobby remains constant. I collect Midwestern officials and most oil company maps, and may have one of the strangest product advertisement map collections around. I am an adult services librarian in a Chicago suburban library, and sharpen my technical training by cataloging my map collection. In addition, I maintain the website "Women and Roadmaps," which I developed for one of my classes in library school.



I'd like to acknowledge our former president, Richard Horwitz, and thank him profusely. Even before his presidency, he contributed his time and work at our meetings, especially in light of the travel involved for him. Richard has added a business-like approach to our club that is reflected in its current stability and civility, and I am grateful that he will remain on our Board of Directors. It's always difficult to follow such a class act and I hope to prove worthy.

Our treasurer, Gary Spaid, has done an excellent job with our accounts and with communicating with the board. As discussed at the 2005 annual meeting, he is also looking into the feasibility of a Texas location for the 2007 meet. With the hard work of Nikki Hemphill and family, plus Nelma Horwitz's able assistance, our meeting was its usual success.

This summer my husband and I had the pleasure of attending the Maine Paper Show in Portland, to which Stan DeOrsey, local Bob French, and Richard Horwitz played a large role in bringing in a road map contingent. Unfortunately, we were a little too radical a concept for the show. I believe that a seed was planted in New England that in a year or two will pay off for the hobby. Portland is a lovely city, and I enjoyed getting to know some of our Eastern members for whom Hammond is a difficult journey.

Many of us are concerned about our website. Our webmaster, Jon Roma, is considering options to provide value-added content to our current members only. I hope to be able to contribute some of my coding skills to this project. If you have a webpage you would like to link to the RMCA site, please let us know.

Collectively we are not always prompt with our writings and other submissions, which can leave Dave Leach—and *The Legend*—in a state of limbo at times. I'd like to encourage all members to look to their inner muse and submit something to *The Legend* this year. Think about the strange places you've found a map this year, or your favorite map, or an unusual sponsor of a road map. Perhaps you can contribute a paragraph and a scan. Perhaps you can contribute to our color sheet. If anyone out there is a crossword addict, maybe you can contribute a puzzle. Perhaps you can add a line or two in reply to a previous article.

Sometimes both the club and you can benefit from generating publicity. After an appearance on *Chicago Tonight*, a Chicago public television program, and being featured in an article in the *Chicago Tribune*, I became an odd celebrity in our area. Mainly it was just library patrons saying, "Where do I know you from?" It did, however, give me a chance to talk about the RMCA. Within a month of the WTTW program, a retired bus driver sought me out to give me a large box of maps. There are ways to make an impact. Many libraries look for display ideas, and can incorporate maps into displays about travel or history. Scout troops have projects. City or county historical societies need speakers. Perhaps you are a retiring soul. If you have a map-related website, do you link to our homepage? Do you know someone who has a site that can link to us? If you are not an e-person, would you mention the RMCA to collectors you meet at flea markets and petro meets?

I look forward to all of your contributions in various areas and am grateful for the opportunity you all have provided me.

Sincerely,
Judy Aulik, RMCA #273
judy@roadmaps.org

A few maps and scenes from the 2005 RMCA Road Map Expo



Late 30's Black Gold Map



You're not offering a dollar for a Cory Penn map? Are You?



Hey, look what I found!



Front and back Old Colony map



Another great banquet



White Eagle



Royal 99



Very early Marathon map



Elusive Salyer map the Expo



Thousands and thousands of maps!

War Map Information—All maps are WWII issue except as noted

- Line one: Global map issued by Alba Oil Company predecessor of Ampol (Australia).
Global map issued by Alcoa Aluminum.
European map issued by British American Oil Company (Canada).
Bryan's Pacific War Atlas
CBS Map of the Changing World - showing the changing borders as a result of WWII, and the partitioning of Palestine and the India.
Daily Mail War Map (London)
- Line two: Esso War Map - Transportation
Esso War Map II - The World Island & Fortress Europe
Esso War Map II - Invasion Edition
Esso War Map III - Pacific Theater
War Map of the World issued by Fleet-Wing, Ashtabula, Ohio
1942 War Map of Japan issued by Goushá
- Line three: Know your Navy, Know Your Army, issued by Greyhound
Global map issued by Hagstrom
Global map issued by Fred Harvey
WWI world map issued by Havoline - Indian Refining Company
WWI, Western Battle Front in Europe issued by Keystone Maps, published by Kenyon
- Line four: State of the War Map issued by Imperial Oil (Canada)
War Map of Europe issued by Litening Gasoline
Battle of Normandy Map issued by Michelin
Maps of Areas of Conflict - a Cold War map of Korea and Eastern Europe issued by Pure.
- Line five: Victory World Map issued by Mobilgas
Service Men's Map of Washington, DC, showing locations of service clubs, entertainment and sightseeing, sponsored by Pepsi Cola
Global war map issued by Phillips 66
1942 Global War Atlas; Kaltenborn's Defense Map and three global war maps issued by Pure



Detail from Keystone WWI map. Battle lines are shown.

RICHFIELD
European News Map

RICHFIELD
European News Map

RICHFIELD RICHLUBE
KEEP YOUR MOTOR YOUNG

RICHFIELD
European News Map

RICHFIELD RICHLUBE
KEEP YOUR MOTOR YOUNG

U. S. DEFENSE MAP
and
WESTERN HEMISPHERE CURRENT EVENTS

RICHFIELD RICHLUBE

RICHFIELD
World-Wide News Map

KEEP YOUR MOTOR YOUNG

EUROPE WAR

SAVE WITH MARCH 5th
THE RICHFIELD OIL CO.
GIVING THROUGHOUT
GENERAL COMMERCE

GLOBAL WAR MAP

WEAF

Battle Map of the Pacific

WOR

GLOBAL WAR MAP

WOR

INVASION MAP

WORLD-WIDE NEWS MAP

KEEP YOUR MOTOR YOUNG

RICHFIELD
WORLD-WIDE NEWS MAP

KEEP YOUR MOTOR YOUNG

RICHFIELD
WORLD-WIDE NEWS MAP

KEEP YOUR MOTOR YOUNG

WQAM INTERNATIONAL RADIO NEWS MAP

WQAM

MAP OF UNITED STATES MILITARY POSTS

SINCLAIR NEWS MAP
EUROPE - MIDDLE EAST

SOBIO
EUROPE WAR

TRAINING CAMP MAP
OF THE UNITED STATES

SOBIO

WAR PLANES AIR LANES

Jewell Thomas WAR MAP
OF THE WORLD

Warplanes WAR MAP

MILITARY MAP
OF THE UNITED STATES

BRICK PACIFIC BRIDGEO

The United Nations WAR ATLAS

EUROPE WAR

Oil is Ammunition
Use it Wisely

Seaside Road Map

Zeeland NIEUWE PROVINCEWAARTE

INDIANA HIGHWAY MAP

LION

MONTANA 1942 ROAD MAP

NEVADA 1942 ROAD MAP

PENNSYLVANIA
RICHFIELD

SHELL
All points of military interest have been marked...
MAP OF NEW YORK

ARKANSAS

NEW HAMPSHIRE VERMONT

NEW HAMPSHIRE VERMONT

War Map Information—All maps are WWII issue except as noted

- Line one: European News Maps 1939, February, 1940, June, 1940 issued by Richfield of New York
 U.S. Defense Map, 1941, issued by Richfield of New York
 World Wide News Map issued by Richfield of New York
- Line two: Europe War issued by Rackliffe Oil Company, Franklin Gas, published by Mid-West Map
 Global War Map issued by WEA radio, published by Rand McNally
 Battle Map of the Pacific issued by Duquesne Beer, published by Rand McNally
 Global War Map, Invasion Edition, issued by WOR radio, published by Rand McNally
 Invasion Map issued by Rand McNally
 International Radio News Map 2nd edition issued by WOR radio, published by Rand McNally
 World-wide News Map with polar projection map issued by Richfield of New York
 World-wide News Map with Western Pacific map issued by Richfield of New York
- Line three: International Radio News Map 3rd edition issued by WQAM radio, published by Rand McNally
 U.S. Military Posts issued by Rand McNally
 News Map of Europe and the Near East issued by Sinclair
 Victory War Map issued in 1943 by Skelly
 Training Camp Map issued by Sohio
 Lowell Thomas' Global War Map issued by Sunoco
 War Planes Air Lanes issued by Sunoco
 War Map issued by Union Oil Company
- Line four: Military Map of the U.S. issued by Union Pacific Railroad
 United Nations War Atlas
 Europe War issued by Yellow Cab Dynamic Gasoline, published by Mid-West Map
 1942 Associated map cover "Oil is Ammunition Use it Wisely"
 Ontario map issued by Eatons department store
 Netherlands map issued with Nazi Party symbol
 1941 Indiana Official map "Unity for National Defense"
- Line five: 1942 Lion Oil Company map with marching soldiers
 1942 Montana official highway map
 1942 Nevada official highway map
 1942 Richfield of NY map cover
 1942 Shell map cover "All points of military interest have been removed..."
 1943 Texaco map cover "Paper is Precious and 35 mph War Speed Limit"
 1942 Tydol map cover



Skelly war map earlier edition than the 1943 map on the other side; detail from Sunoco's War Planes guide