

THE LEGEND

Number 58, Spring 2013

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Journey Of 100 Years, 3,400 Miles

by Richard Horwitz (RMCA #314)



The Lincoln Highway, subject of a variety of collectibles, celebrates its 100th anniversary this summer.

On July 1, 1913, just 10 years after the first transcontinental automobile trip when roads were little more than muddy wagon trails, the Lincoln Highway

Association was organized to plan, promote and sign the route of an improved road from New York to San Francisco, named to memorialize Abraham Lincoln. The idea was credited to Carl Fisher, founder of the Indianapolis Motor Speedway and later the real estate developer of Miami Beach. With help from industrialists Frank Seiberling, president of Goodyear, and Henry Joy, president of Packard Motor, they envisioned a paved road stretching nearly 3,400 miles from coast to coast.



Carl Fisher, 1909

A route was mapped out through 12 states from Times Square in New York City to Lincoln Park in San Francisco that paved the way (pun intended) for today's national highway system. Colorado's request to be included was denied, but West Virginia was later added to make it 13 states. To meet the \$10 million needed (only half was raised), donations from the public were sought as well as support from the auto industry and suppliers (Henry Ford refused) and from towns along the route which were promised an upsurge in tourism. In fact, The New York Times reported in 1916 that a small Utah desert town counted an average of two cars a day passing through in 1913, saw up to 10 a day in 1915. The federal government stepped in with matching funds to states for road improvement.

In 1919, a young soldier named Dwight D. Eisenhower crossed the country on the Lincoln Highway as part of the U.S. Army's Trans-Continental Motor Truck Trip. As president in 1956, Ike credited the experience when creating the Interstate Highway System. Named highways faded in 1926 when the US route numbers took over. But the Lincoln Highway remains in highway lore. The Lincoln became US 1 in New Jersey (now State Route 27) and US 30 in the Midwest, to US 530 and US 50, ending as US 40 in San Francisco. Today,

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Road Map Collectors Association

ROAD MAP COLLECTORS ASSOCIATION, INC.

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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 also be paid via PayPal from the RMCA website at

www.roadmaps.org

E-mail Legend material to: mgreaves61@gmail.com

RMCA CLUB NOTES

NEW MEMBERS

Welcome to our new members:

Robert Brannon of Joshua, TX (#1017)
Edward Gleason of Ooltewah, TN (#1018)
Dennis Kelly of San Francisco, CA (#1019)
Barbara Clement of Wellesley, MA (#1020)
James Wallgren of Driftwood, TX (#1021)

Welcome back to returning members:

Eric Riback of Rhinebeck, NY (#197)
Richard Carkeek of Wheat Ridge, CO (#360)

A complete directory of RMCA members is now available in the members area of the website, www.roadmaps.org

Lincoln Highway – from page 2

Interstate 80 approximates the same route, much faster but not as nostalgic. In 1928, Boy Scouts marked the highway about every mile with an "L" on a concrete post and a small bust of Abraham Lincoln. Some remain today.



Part of the Army cross-country truck convoy in Nebraska, 1919

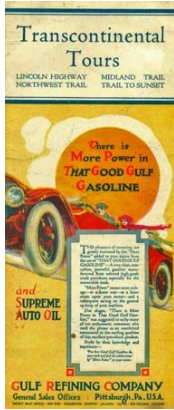
It appears that only Gulf and Texaco produced special Lincoln Highway oil company maps, but there are many other collectibles, including tourist and auto club maps, and post cards. Gulf's Transcontinental Tours, by Automobile Blue Book in 1915, highlights the Lincoln Highway and three other trails on a US map. Gulf issued several in the 1920s, aimed at its main marketing area, Pennsylvania, showing the route between Pittsburgh-Philadelphia-New York with mileage itineraries in both directions. In 1927 a Gulf map showed the route from Pittsburgh to Johnstown, Pa., via the Wm. Penn Highway with a return trip on the Lincoln, and advertised maps for a "Lincoln Highway Tour DeLuxe." Texaco's 1929 Rand McNally map of the United States broke the Lincoln Highway into eight detailed sectional maps. Earlier, they issued a small booklet of strip maps. It noted "The Lincoln Highway is truly a Texaco Trail...you are never more than an hour from a Texaco Pump."

To mark the anniversary, the Lincoln Highway Association is sponsoring two cross-country trips on as much of the original route as possible. The tours will start simultaneously June 22, 2013, one from New York City, the other from San Francisco. They'll meet in Kearney, Neb., for the centennial celebration on July 1.

Check out the Lincoln Highway Association's website at <http://www.lincolnhighwayassoc.org>, their interactive map at <http://www.lincolnhighwayassoc.org/map/> and their strip maps at <http://www.lincoln-highway-museum.org/1928-Maps/28Map-Index.html>. Also recommended is a history of the highway by James Lin: <http://lincolnhighway.jameslin.name>.

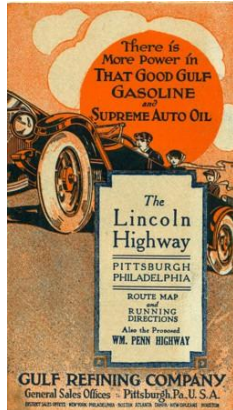
Thanks to Russell Rein (RMCA #916)

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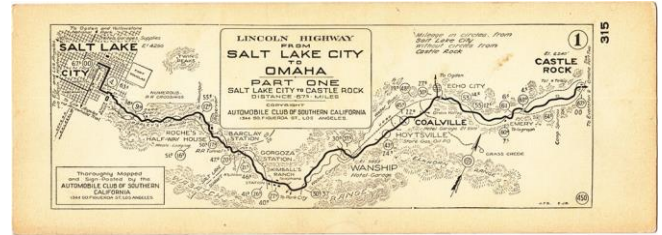
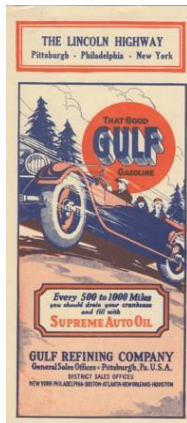
← Transcontinental Tours map by Gulf, credited Automobile Blue Book, 1915.

Gulf distributed this map and itinerary of the Lincoln Highway from Pittsburgh to Philadelphia in 1916 or 1917. It also includes the planned Wm. Penn Highway (proposed in 1916). No cartographer credited →

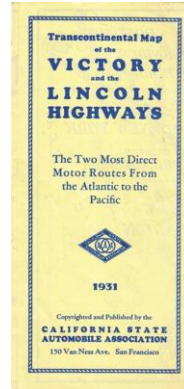


← Gulf Pittsburgh-Philadelphia-New York, about 1922, no cartographer listed.

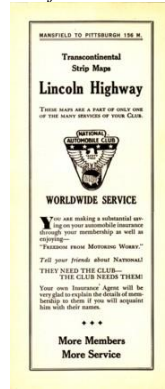
Gulf in 1925 updated their Lincoln Highway map from Pittsburgh-Philadelphia-New York. No cartographer shown →



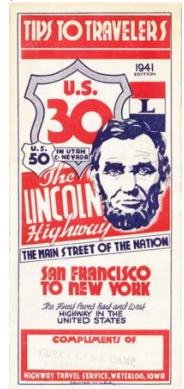
Automobile Club of Southern California, 1920s



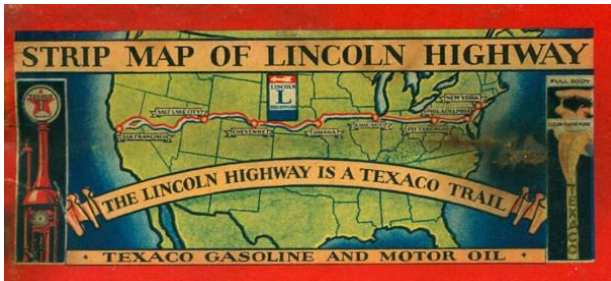
California State Automobile Association, 1931



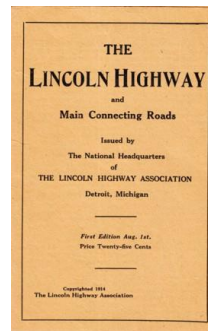
Strip map from the National Automobile Club, c1930



Tourist map from 1941, featuring sites along the Lincoln Hwy

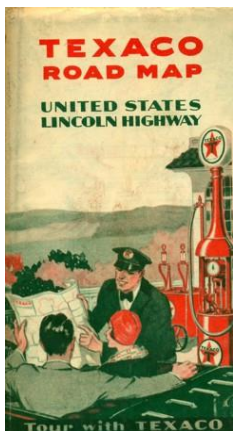


1920s booklet of strip maps by Texaco



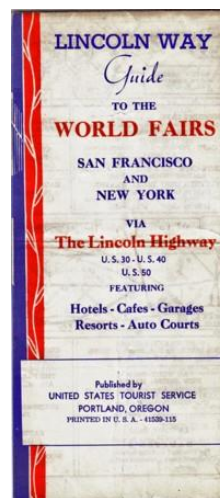
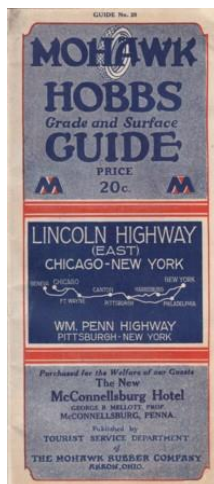
← Lincoln Highway Association's first map booklet, 1914. They also produced a strip map set of 17 cards.

A 1929 promotional Langwith map of Iowa featured a state map with its section of the Lincoln Highway marked, strip maps of the national route, and a list of commercial members of the Lincoln Highway Club →



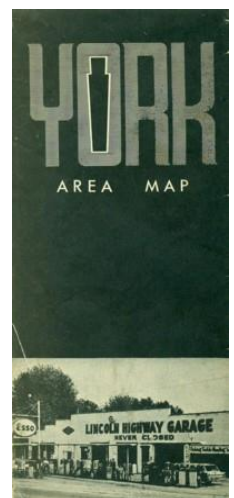
← Texaco 1929 by Rand McNally, features the Lincoln Highway on a US map.

A 1928 Mohawk-Hobbs Guide of the eastern part of the Lincoln Highway from the tire company and a hotel sponsor with 24 pages of maps, charts and tourist information →



← Guide to reach either the San Francisco Golden Gate Exposition or the New York Worlds Fair, at opposite ends of the Lincoln Highway in 1939. Lots of advertising.

Map of York, Pa., from the Lincoln Highway Garage, 1964. A fixture on road since 1921, the station sold several brands, including Esso, Texaco, Amoco, Sunoco and Atlantic →



Road Map Collectors Association

Make Your Plans for RMCA 2013 Meet

by Terry Palmer (RMCA #392)

While both of the RMCA's previous two shows held in conjunction with CTO in Columbus, Ohio were well attended, the Board felt it was time to move to another area of the country if possible. Various options were reviewed and the decision was made to join with the very large **Indy Ad Show** in Indianapolis.

The show is held twice a year (March and September) in a 65,000 sq. ft. building on the Indiana State Fairgrounds in Indianapolis. The RMCA will join them on Friday/Saturday September 27-28, 2013. This is a major production with professional booths, drapes and aisles; round the clock police security, etc. The caliber of people that attend is a high level with many serious buyers and attendance of around 1,800! They have agreed to have us there, but we have to adhere to some strict guidelines because of the magnitude of the show. We will have our own area where we can place our nice sign that Alan had made and we will have traffic flow to us. We also will be included in all the publicity. A RMCA flyer has already been created that they will have at other shows to encourage people to come to this show and see RMCA. They also do a quarterly magazine "Antique Back Roads" with almost 10,000 subscribers (<http://www.antiquebackroads.com/magazine.htm>). They will allow us to have an article in it.

Now for the details: Friday: Sept 27th, everyone in RMCA that buys table(s) and wants to get into the pavilion can set up from 9:00 a.m. to 12 noon. You can even drive into the building to unload. In order to do this you must do two things. Pay ahead of time the \$40 registration, and the table fee (8' this time instead of 6' from previous shows) as a dealer/exhibitor. This will allow you to come in that morning, help us all set up including the \$1 map tables, and buy, sell, trade within our group as well as the opportunity with other dealers, and allow other show dealers to come and buy from us. The fairgrounds charges for parking but this fee also covers receiving a parking pass. The \$40 covers both days admission. I am hoping we have more than 30 tables at \$35 each, otherwise it goes to \$45, but I am confident many of you will want to sell. So, for \$75 (or \$85 if we don't get more than 30 tables) you have two day's admission, parking and the ability to get in up front for first choice to buy and sell. By comparison, CTO registration and table was \$65. Also, we must cover the tables with an approved flame retardant cloth. RMCA will purchase these ahead in bulk to save cost and include them as part of your registration. They will be yours to keep for future shows. No exception to that policy. As for the hotel, we recommend you stay at the Drury Inn, <https://www.druryhotels.com/PropertyHotelServices.aspx?Property=0046>, and do not wait too long to make reservations. To obtain the discount rate which will include

breakfast, mention **group number 2161503**. Because of the volume of attendees at the Indy Ad Show they have negotiated a very good rate, so even though the show/table fee may be a bit more than previous years, we will end up paying less overall for the show and hotel. The show opens to the public from 1 p.m. to 6 p.m. on Friday. There is a food vendor set up in the building also. We would be on our own for dinner. Informal room to room trading will be at the Drury Inn, and at 9:30 p.m. at the hotel the **Board meeting** will take place.

We will have the **RMCA general meeting** on Saturday, Sept. 28th at 8 a.m., but must end by 8:55 a.m. in order to be ready for the public opening at 9 a.m. Therefore, everyone should come to the dealer entrance for the Champions building at the fair grounds between 7:45 and 8:00. Any RMCA members who are not registered as a vendor will need to pay the \$8 admission and will then be escorted to our area. Due to security issues, if you are not there by 8 a.m. you will not be admitted. If you miss the 8 a.m. deadline, you will have to wait until the show opens at 9. The show remains open until 4 p.m. and it is a requirement, I do mean they enforce this, no one can pack up early and leave before 4 p.m. As part of our registration form you will need to sign the terms and conditions. Excuses such as having to catch a plane or having to drive 18 hours and be at work the next morning will not cut it. No Exceptions. Everyone will need to plan ahead accordingly with this knowledge. With the number in attendance it will be well worth staying until 4 p.m. anyway. After 4 then everyone can pack up and head out.

Anyone that does not wish to buy table(s) but wants to attend on Friday (normal preview tickets are \$50 at the door), for a limited time may purchase tickets for \$25, good for both days, parking, etc. by going to the Indy Ad Show web page, <http://www.indyadshow.com/eventschedule.htm>.

Thursday, Sept 26th: those that need to come in early can make a reservation at Drury Inn or any of the other hotels listed on the Lodging page at the site already referenced. They have various hotels with room agreements for great pricing, much cheaper than at CTO, so you will not have to spend as much for that. Otherwise you can arrive on Friday any time after 9 a.m. up to 12 p.m. so you still have time to set up before the show opens at 1. The hotels fill up pretty fast as there are 100's of people from all over the country that come to this show.

So, there you have it, and as I said we are their guests to enrich the show, and they will add value and publicity to RMCA, which the Board feels is a great opportunity for us. The Board and Officers hope that many of you will plan to attend this show as overall this gives us another venue to partner with. A registration form is included in this Legend so register soon and mark your calendar for September 27-28, 2013 in Indianapolis, IN.