

Melchoir Huebinger and the First Iowa Automobile Road Atlas

By Mike Flaherty

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GAHC

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How did I get onto this subject

- After I started working for the Defense Mapping Agency, I took a cartography class at Montgomery College in 1992 where it was mentioned that the best cartographers steal from the best examples of the craft
- I was urged to collect maps of various styles and types to improve my cartographic skills
- So I started to collect maps.
- I've been collecting maps of Iowa and the Quad Cities for 30 years.
- My father had a family copy of the 1905 Scott County Huebinger Atlas
- I kept on finding maps and county atlases by the Huebinger Map Company and the Iowa Publishing Company, but no biographies had been written about Mr. Huebinger. So, I started collecting notes about him, and tried to find out more about his career.
- Here is a presentation about what I have discovered so far:

Short Biography



- 1854 - Born in Limburg an der Lahn, Limburg-Weilburg Hesse, Germany (near Frankfurt in Western Germany)
- 1870s – Trained as a surveyor and civil engineer in German army
- 1880 - Emigrated to Davenport to work as Surveyor for Army Corps of Engineers at Rock Island
- 1882 - Produces his first commercial map of Scott County and publishes his first subscription Atlas of Scott County
- 1887 – Combines efforts with his brothers photography studio and publishes his Album of Davenport (in German and English)
- 1890 – Surveys the City of Davenport, and produces his first surveyed map of Davenport and issues a large scale atlas of the City of Davenport
- 1893 – Exhibits his oversize map of the Tri-Cities at the Chicago Worlds Fair
- 1902 – Starts work on Iowa State Atlas
- 1904 – Sells Iowa Atlas and displays huge Iowa Map at the St Louis Worlds Fair
- 1908 – Starts selling separately issued automobile road maps
- 1910 – Moves to Des Moines to start work on the Iowa Good Roads Automobile Atlas
- 1912 – Publishes the first automobile atlas of Iowa
- 1918 – Sells Iowa Publishing Co and moves to Peoria
- 1923 – Dies in Peoria

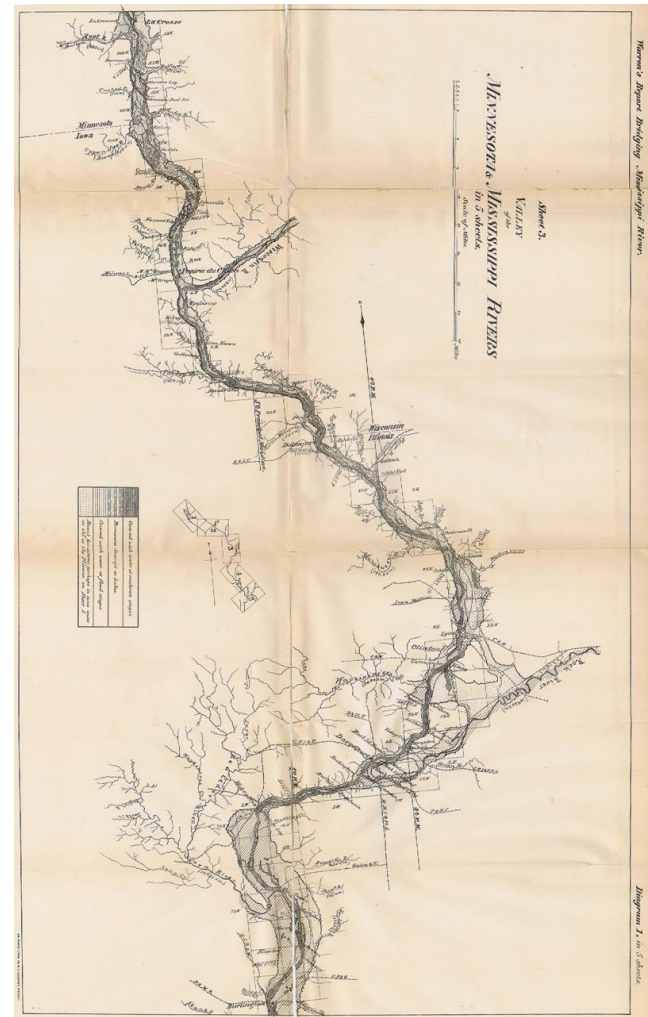


What was Huebinger's Career History in Germany?

- I don't have much information on Melchoir Huebingers military career and education prior to his immigration to the United States.
- If anyone has access to German genealogy resources and could help me out, I would greatly appreciate it.

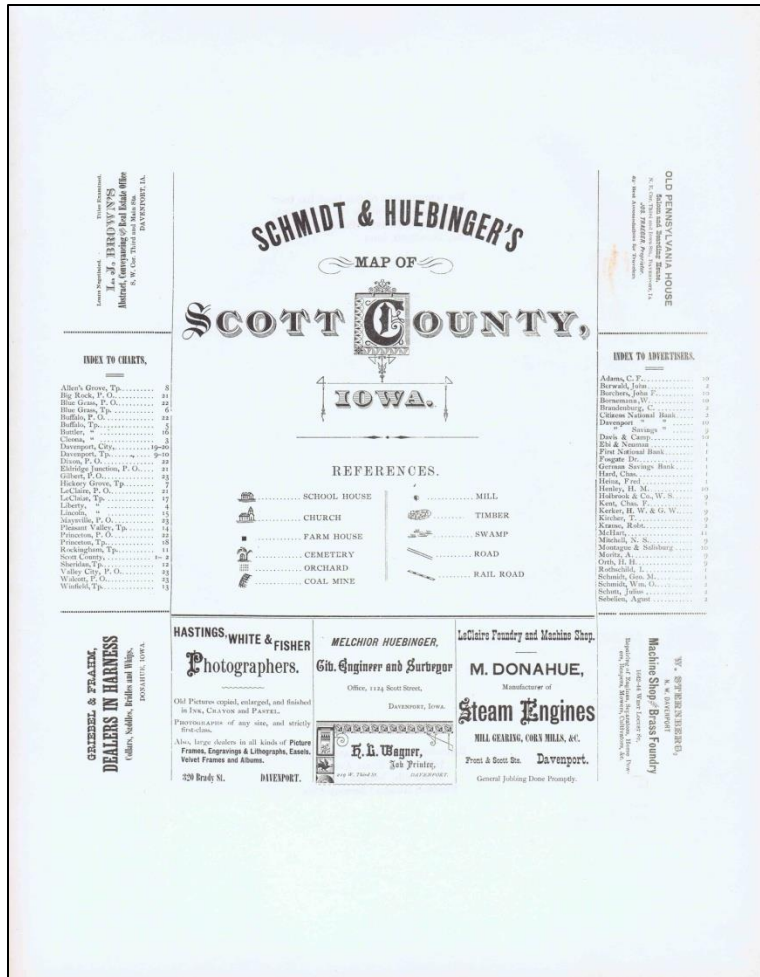
Examples of Corps of Engineers Maps

- In 1879 Congress created the Mississippi River Commission to oversee federal funds for flood control.
- Congress authorized the Army Corps of Engineers to participate in levee building on the Mississippi if matters of navigation were involved. Although the Commission was supposed to combine the ideas of both civilian and military engineers, in practice it was controlled entirely by the Corps. They were authorized to create a 4 ½ channel on the upper Mississippi from Minneapolis to St Louis.
- Huebinger was originally hired as a civil engineer surveyor to support mapping, planning and construction of flood control levees, and worked for the Corps of Engineers from 1880 to 1882.
- He only lasted a couple of years in this highly political engineering job.
- Worked as a civil engineer and surveyor for Major Hoffman at Rock Island.
- I haven't been able to find any ACE maps authored by Huebinger or other civilians, and assume his work was signed by the army officials responsible for the work.



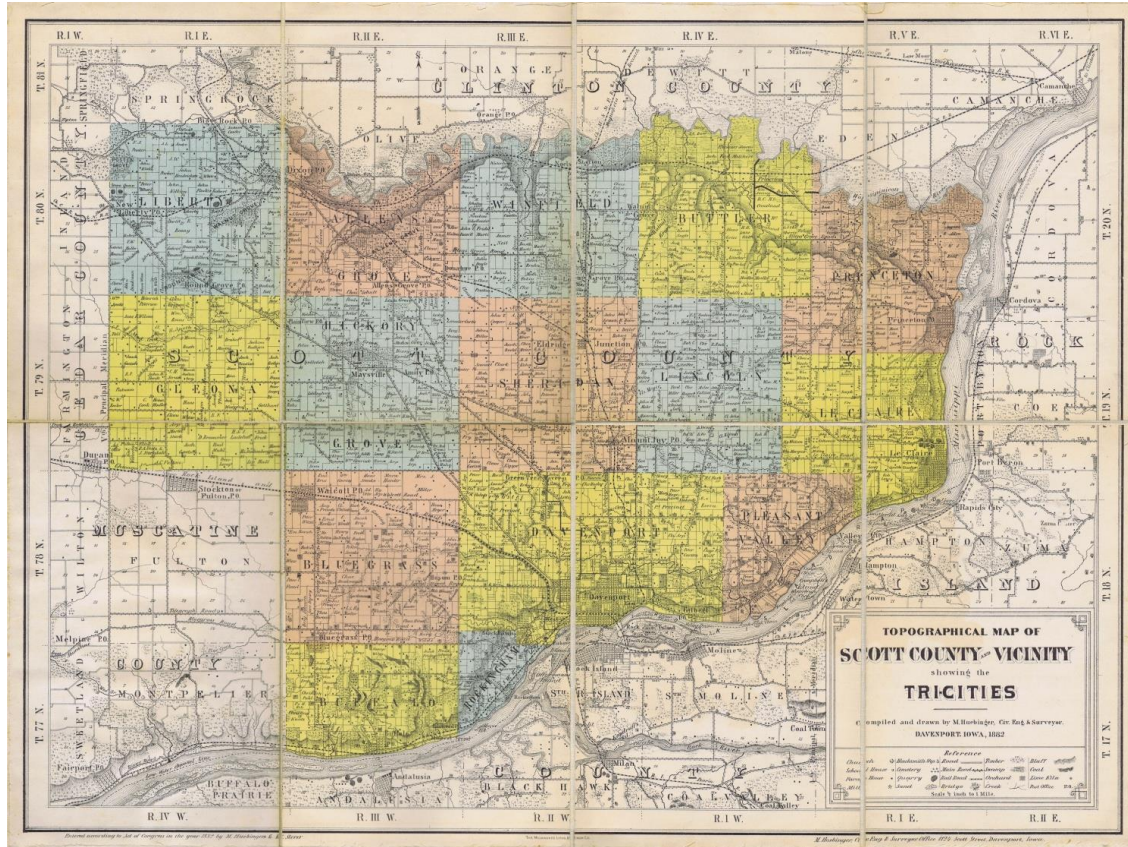
Not Huebinger's work, but a sample of what the Corps was producing at the time.

1882 Title Page to Schmitt and Huebinger Atlas



- In 1882 Melchoir Huebinger had the opportunity to partner with Hugo Schmidt to produce their 1882 subscription atlas of Scott County, Iowa.
- Hugo Schmidt was the city assessor in Davenport, Iowa and had issued several annual business directories for the City of Davenport. Schmidt had access to an accurate list of the city residents and businesses needed to sponsor and advertise in a possible Scott County atlas.
- Huebinger provided the skills to compile accurate large scale maps needed to complete the atlas, and the camera expertise to take needed to publish them.
- They combined their efforts and produced the first Scott County subscription atlas in 1882.
- Huebinger kept the copyright to the maps he produced for the atlas. He was later able to produce several large scale maps of Scott County and the cities and towns in the county.
- The atlas was successful and Huebinger was able to complete a separate small separately issued map of Scott County that he sold on his own later that year.
- The atlas and map sold well enough for Huebinger to leave his Army Corps of Engineers position.

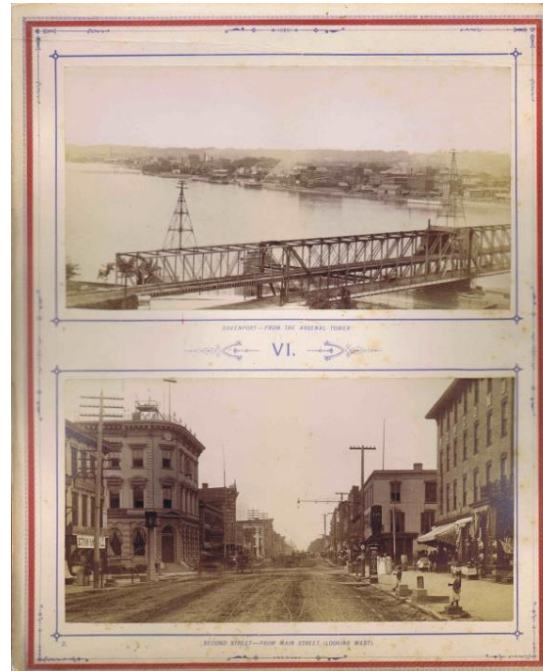
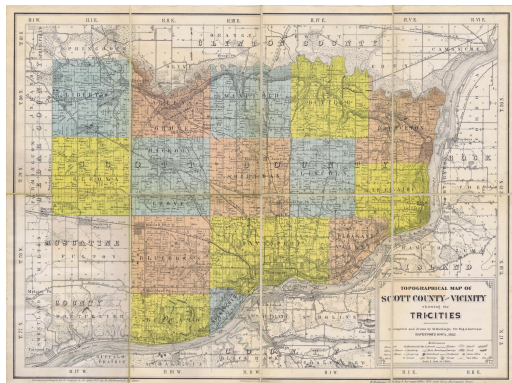
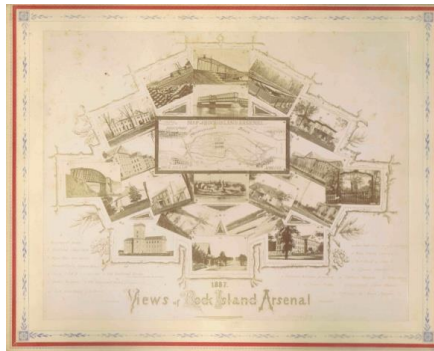
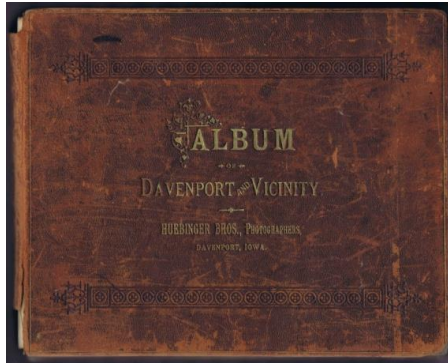
1883 Scott County Map



- ❖ This map was issued and produced solely by Huebinger
- ❖ He actually went out into the field to survey and compile the map
- ❖ Advertisizing was sold to help defer the costs of producing the map and help with his printing and publication costs
- ❖ The last similar map was published in 1869, and was published in a subscription county atlas, and not sold separately.

- ❖ He used this base map in several later editions
 - ❖ The Scott County map was later included in his historic bi-lingual Album of Davenport published in 1887
 - ❖ The map was also used as a base for his 1894 subscription atlas of Scott County

Photos of the Album of Davenport



Mechoir partnered with his brother Adam, a professional photographer to compile the historic 1887 Album of Davenport.

Adam Huebinger opened his photography studio in Davenport in 1885, after leaving Germany

He reused his 1882 Scott county map in the back cover

The book was issued in German, with an English language annex and showed the actual photos of prominent businesses and residences

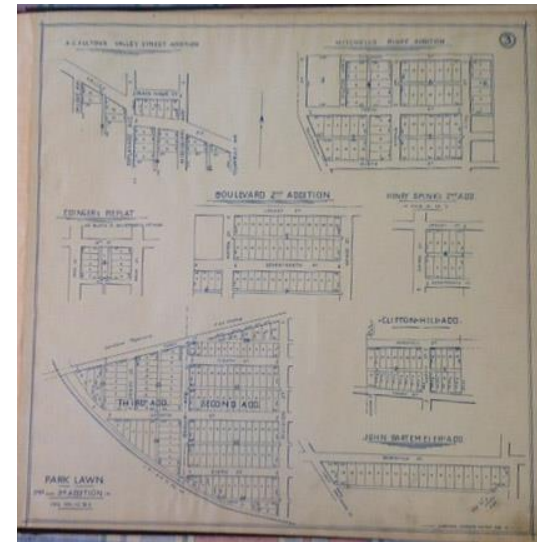
This was at the birth of large scale photo reproduction, individual photos were photographically reproduced and pasted in the album, a few years later Huebinger would move on to advanced photo lithography, composing pages and rescaling them for publication

Early days of photo lithography

- The album of Davenport was produced by photographic reproduction prints glued by hand to individual book pages
- The logical next evolutionary step was to photographically reproduce the images and transfer them to paper with a lithographic stone printing process.
- A cartographer with a brother who was a photographer and had a photography studio was helpful in adapting this technology to map making. He could help in touching up photos, composing layouts and labelling text
- Color printing could be added by making separate printing plates in the desired color and registering them to base black and white print
- Melchoir Huebinger used a large format mapping camera to photo reduce his drawings, photos and artwork down to print size for publication with lithographic stone printing.



1890 Map of Davenport



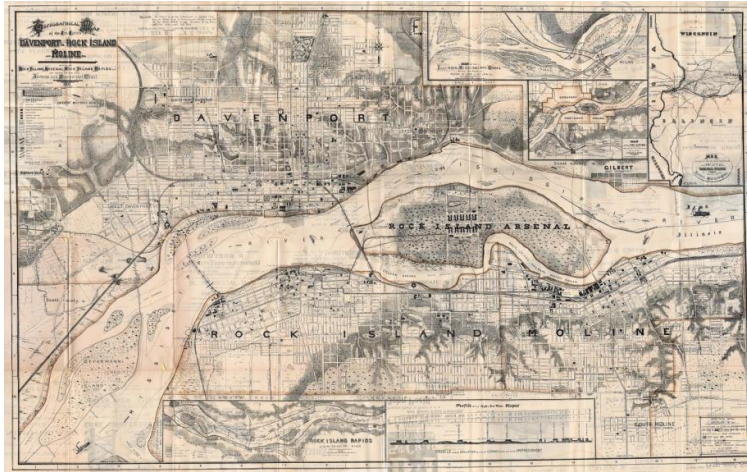
- Huebinger's next major effort was to produce a large scale accurate plat map of Davenport.
- This map was issued as a plat atlas and also had a supplement issued with it 9 years later
- Melchoir actually surveyed major points in the city and produced triangulated map and adjusted the map to the a datum he defined. He didn't publish his horizontal datum, just his vertical datum, to thwart copy right infringement
- The Davenport City map was published at 2 scales: One inch equals 350 ft (1:4200 scale) (6 atlas pages) and One inch equals 500 ft (1:6000 scale) (2 atlas pages) Very large scale, means lots of detail.
- The map shows streets, parks, major buildings, fire hydrants, fire alarm boxes, street lights, police patrol telephones, and survey bench marks. It was used by the City of Davenport for a variety of uses,
- The atlas was drawn and lettered by hand and then photographically reduced to the correct size, the pages were hand colored lithos and Huebinger put his blue copyright stamp on each page.
- He was able to sell advertiser space on the low run municipal atlas and special large scale editions to the City of Davenport.
- Huebinger then went on to produce similar maps for Rock Island and Moline, which he combined to produce a large advertising map presented at the Chicago Worlds Fair.
- It was also published as a pocket map and went through several editions and was used in his 1894 Scott County subscription atlas and was published in multiple scales and page sizes.

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1893 Tri Cities Map



Photo of Huebinger's Tri City Map displayed in the Iowa Pavilion at the 1893 Chicago Worlds Fair.

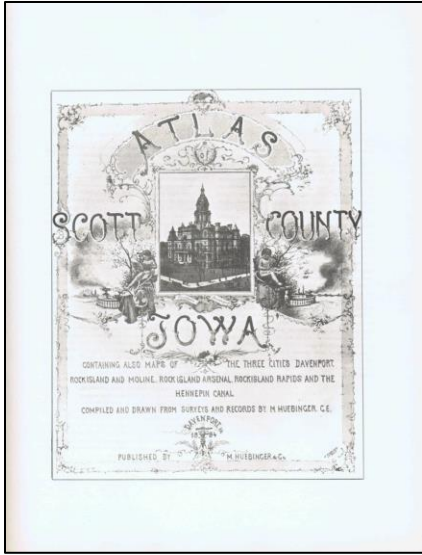


The map was extremely hard to make out, so here is a similar Tri-City map he issued in 1897

- In the 1890s, Huebinger focused on producing maps of the Tri Cities area (now the Quad Cities), and produced a 1893 map of the Tri Cities (Davenport, Moline and Rock Island) which he proudly displayed at the Chicago World's Fair in the Iowa Pavilion.
- The fair was a great marketing tool for his maps and subscription atlases.
- I suspect that he was paid to produce his wall map of the Tri-Cities, but I haven't confirmed it
- He gauged demand for another Scott County atlas, and the following year he produced another Scott County Atlas and then Clinton county in 1894,
- He later advertised and heavily promoted his Iowa State atlas at the St Louis Fair, 11 years later.

This is a detailed historical map of the Davenport, Rock Island, and Moline area in Illinois. The map is oriented with North at the top. The Mississippi River flows from the top right towards the bottom left, separating the city of Davenport (top left) from Rock Island (center) and Moline (bottom right). The Rock Island Arsenal is a prominent feature on Rock Island. The map shows a dense grid of streets in the urban areas. A title block in the top left corner reads 'GEOGRAPHICAL MAP of the CITY of DAVENPORT, ROCK ISLAND, and MOLINE, ILL.' and includes a scale bar. A profile of the river is shown at the bottom, labeled 'PROFILE of the River and its Slopes'. A small inset map in the top right corner shows the region around Davenport, Rock Island, and Moline, with labels for 'DAVENPORT', 'ROCK ISLAND', 'MOLINE', and 'CHICAGO'. The map is labeled with 'DAVENPORT', 'ROCK ISLAND', 'MOLINE', 'MISSISSIPPI RIVER', 'ROCK ISLAND ARSENAL', 'OFFERMANN'S ISLAND', 'SOUTH ROCK ISLAND', 'SOUTH MOLINE', and 'SCOTT COUNTY, ILL.' The map is a color reproduction of a historical document, with a yellowish-brown tint.

1894 Scott County Subscription Atlas



*Add scan of
facebook type page
of subscriber mug
shots*

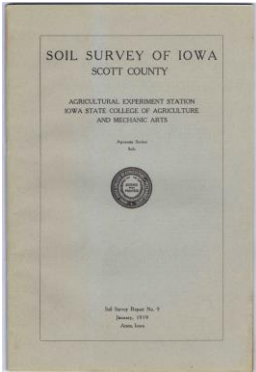
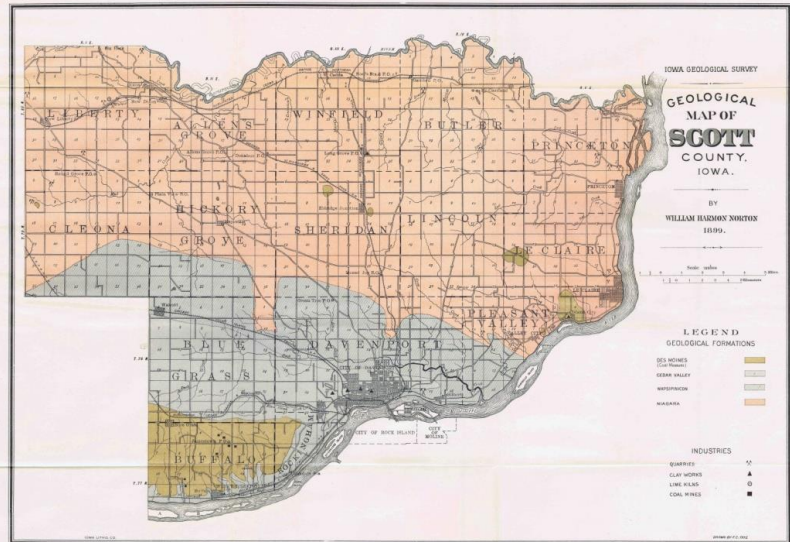
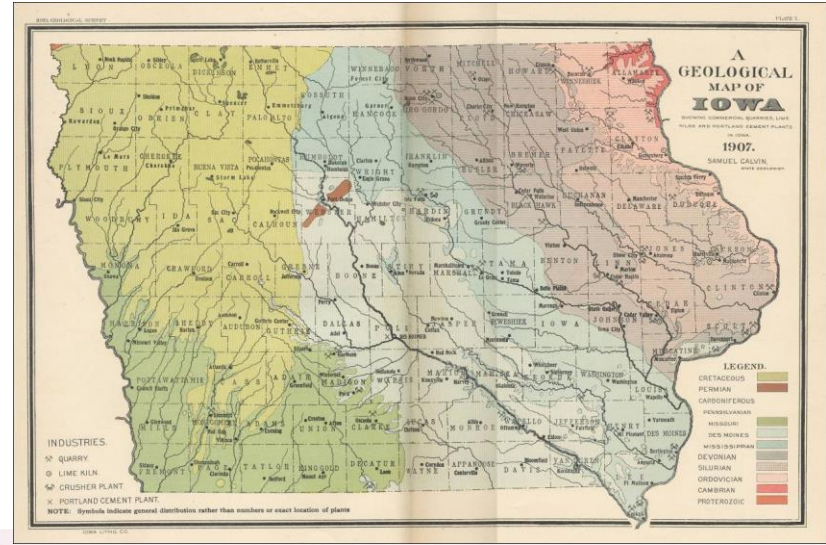
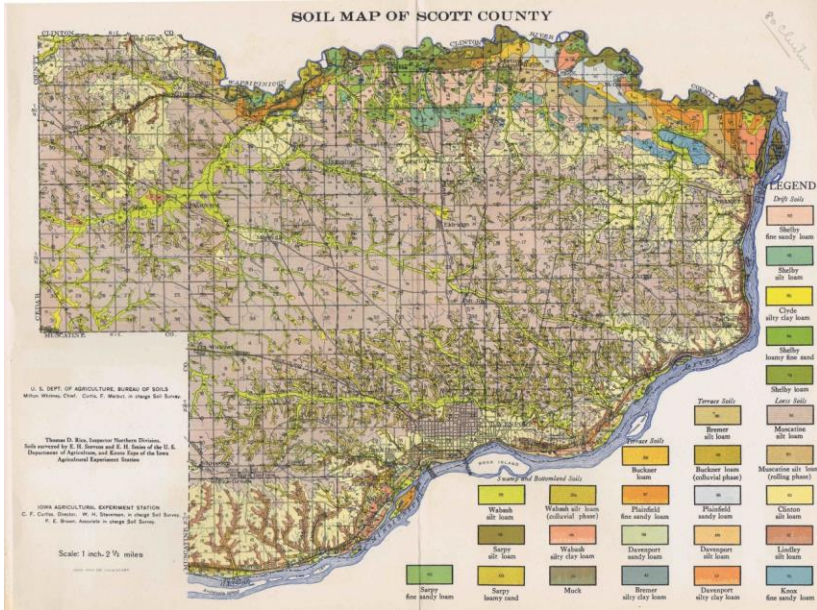
- He made money on the advertising in the atlas and the vanity publication of VIP subscribers
- Openly complains about the drudgery of surveying and updating the maps
- His 1883 map shows up again, but he then goes onto update much larger scale and more detailed maps of the townships
- He includes the set of maps he used to compile his historic Tri-City map displayed at the Iowa Pavillion at the Chicago Worlds Fair in 1893. He just reshot them and rescaled them to fit in the atlas.
- By this time he is living in a nice large new house on Kirkwood Avenue

Huebinger published 4 county atlases of Scott County 1882, 1894, 1905 and 1919.

County Soil and Geological Maps

- In the 1890s the state of Iowa saw the need to produce modern soil survey maps of each county
- Huebinger's Iowa Publishing Company published many of the county soil survey maps for the state
- The maps showed rivers, roads, local geology, marshes, swamps, forests, pastures, towns and prominent features
- Huebinger realized that the soil survey maps were in the public domain and would serve as excellent base maps for a state atlas.

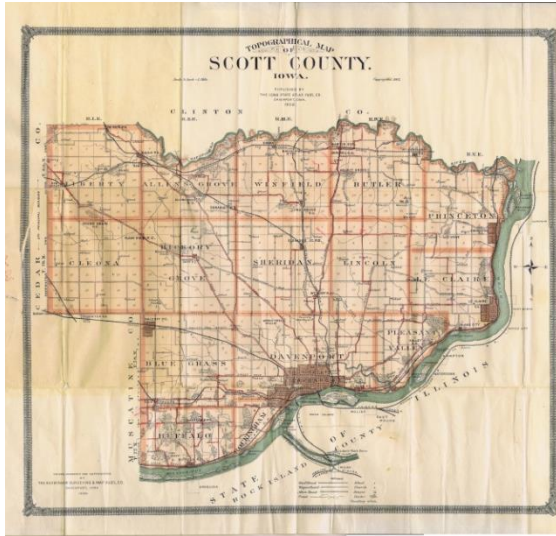
Geology Maps



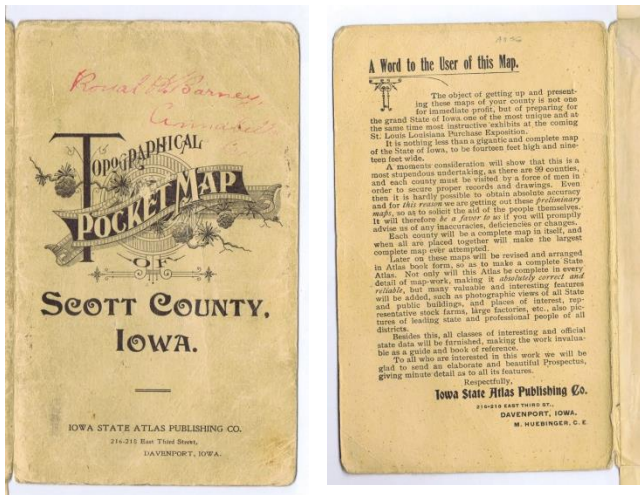
Huebinger's companies produced hundreds of state and county geological maps to support Iowa state geological and soil surveys. He was able to take advantage of existing accurate county base maps to support this effort.

1902 Map of Scott County

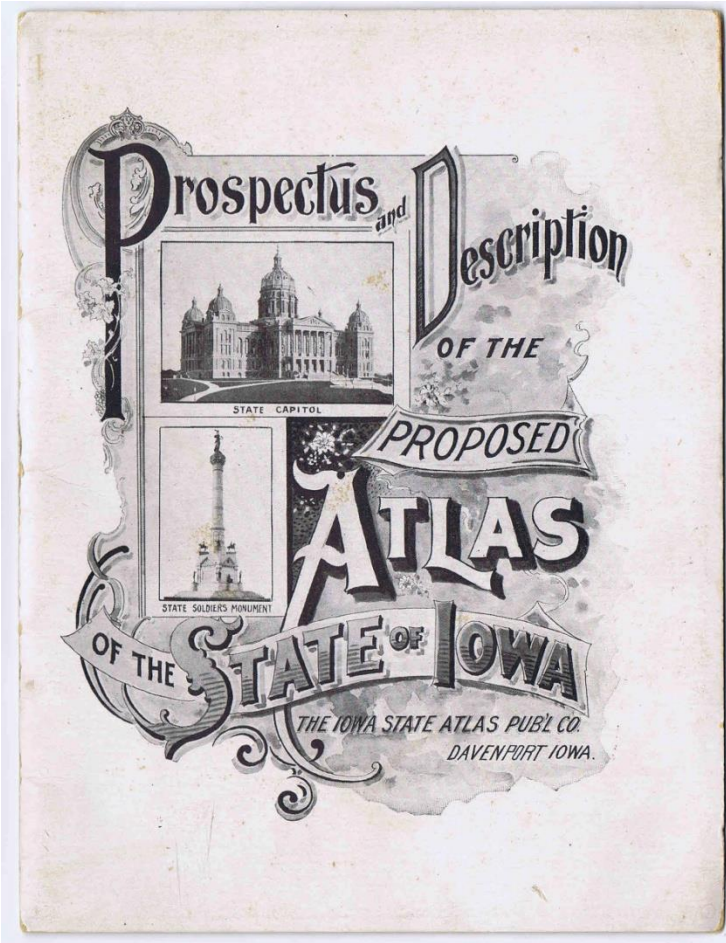
(start of his Iowa Atlas project for St Louis Worlds Fair)



- Most of his business was centered in Eastern Iowa counties, and by 1902 he had decided to produce a state atlas of Iowa to sell at the St Louis World's Fair.
- His 1902 Topographic map of Scott County states "A Word to the User of This Map. The object of getting up and presenting these maps of your county is not one for immediate profit, but preparing for the grand state of Iowa one of the most unique and at the same time most instructive exhibits at the coming St Louis Louisiana Purchase Exposition."
- The text mentions that this folding map is a preliminary, or sample, county map for an upcoming "gigantic and complete map of the state of Iowa, to be 14 feet high in 19 feet wide". It further states that each county will be a complete map in itself, and when all of these county maps are placed together, they will form the largest complete map ever attempted and that at a later time, the maps will be available in atlas form.
- He changed the name of his company to reflect his new goal of putting out a state atlas, the new name of the Huebinger Survey and Map Publishing Company was the Iowa State Atlas Publishing Company.

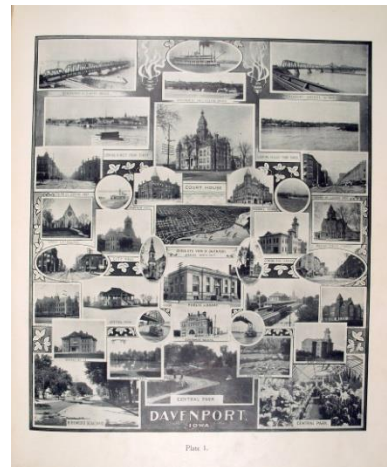
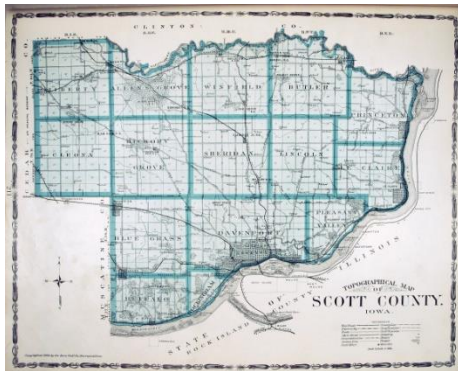


Subscription Ad for 1904 Iowa State Atlas



- In 1901, Huebinger announces plans to produce a new large scale Iowa State Atlas to sell and advertise at the St Louis Worlds Fair
- He used existing county maps from his subscription atlases of Scott, Muscatine, Cedar, Johnson, Linn and Clinton Counties for source materials. He also has statewide contracts to produce geological maps of each of the Iowa counties.
- Started out by compiling maps of the high population counties and issuing separately as pocket maps to help advertise his atlas effort and defray the costs of publication.
- Prospectus lists endorsements from officials from head of the Rock Island Arsenal , City Officials, State Geologists, Engineers, and others
- Early subscribers would get their photo published in the atlas
- Salesmen sold the atlas subscription door to door, as well as advertisements to businesses
- Books could also be purchased at the St Louis Fair.

Pictures of 1904 Iowa Atlas



- He mentions in the preface for the 1904 Atlas of Iowa that the atlas took his company 3 years to compile and that 99 sets of litho stones were created, one for each county in the state.
- He sent out crews to check and survey data in all 99 counties
- Subsidized by the state
- Produced bill board sized map of Iowa for display in the Iowa Building at the St Louis Worlds Fair.
- Much larger than his Tri-Cities map at the Chicago Worlds Fair.

What did his shop look like in 1904?

This page was published in the 1904 atlas of Iowa and 1905 atlas of Scott County, and shows Huebinger's Iowa Publishing Company busy at work making the billboard sized map of Iowa for the St Louis Worlds Fair.

Huebinger received funding from the Iowa State government to aid his production of the state atlas and create a billboard sized map of Iowa for the Iowa Building at the St Louis Fair. This atlas page shows how his shop produced the huge map of Iowa.





OFFICE BUILDING



M. HUEBINGER, CK.
PRESIDENT & MANAGER



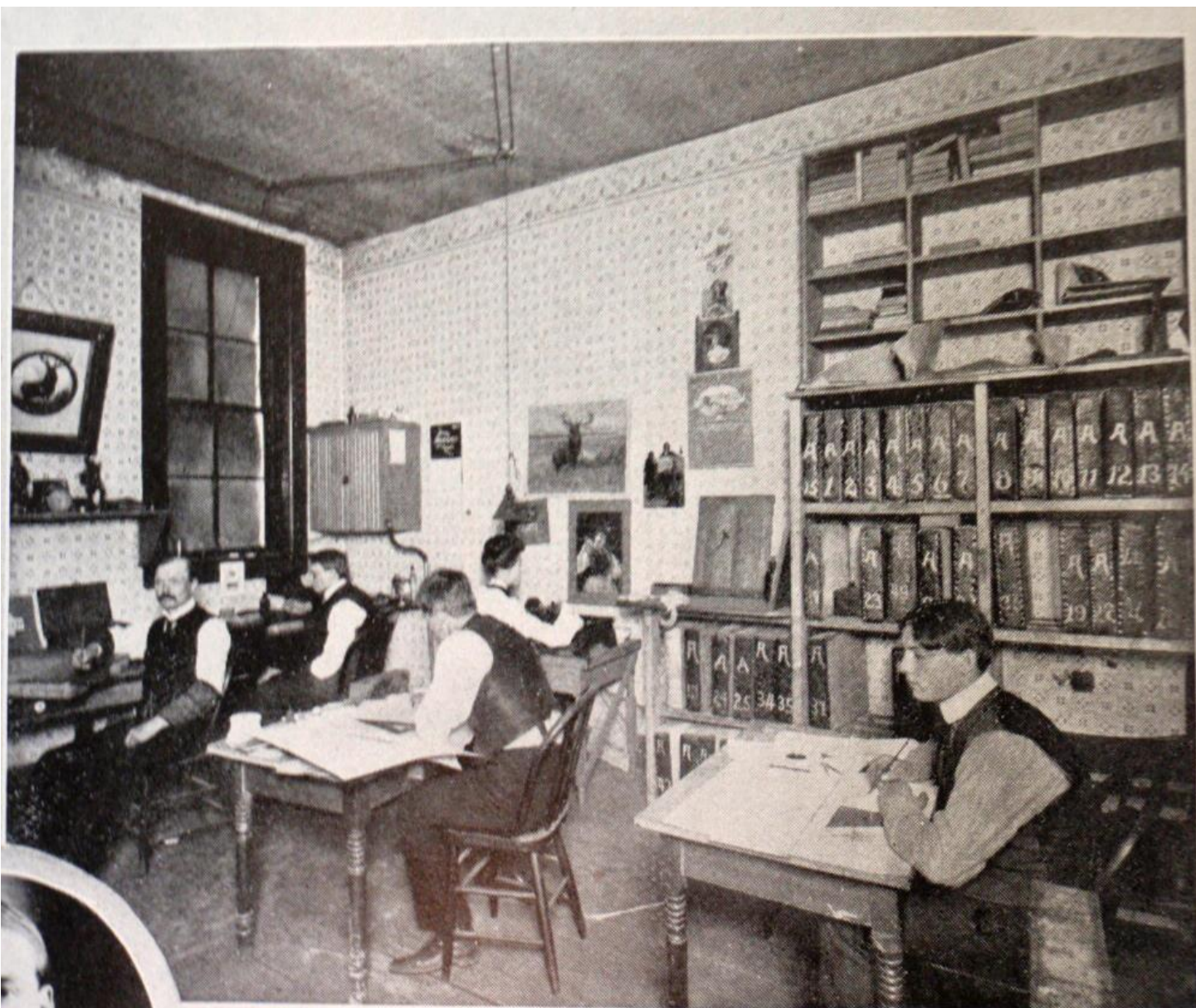
M. HUEBINGER, VICE PRESIDENT



T. W. GRIGGS, SECY & TREASURER

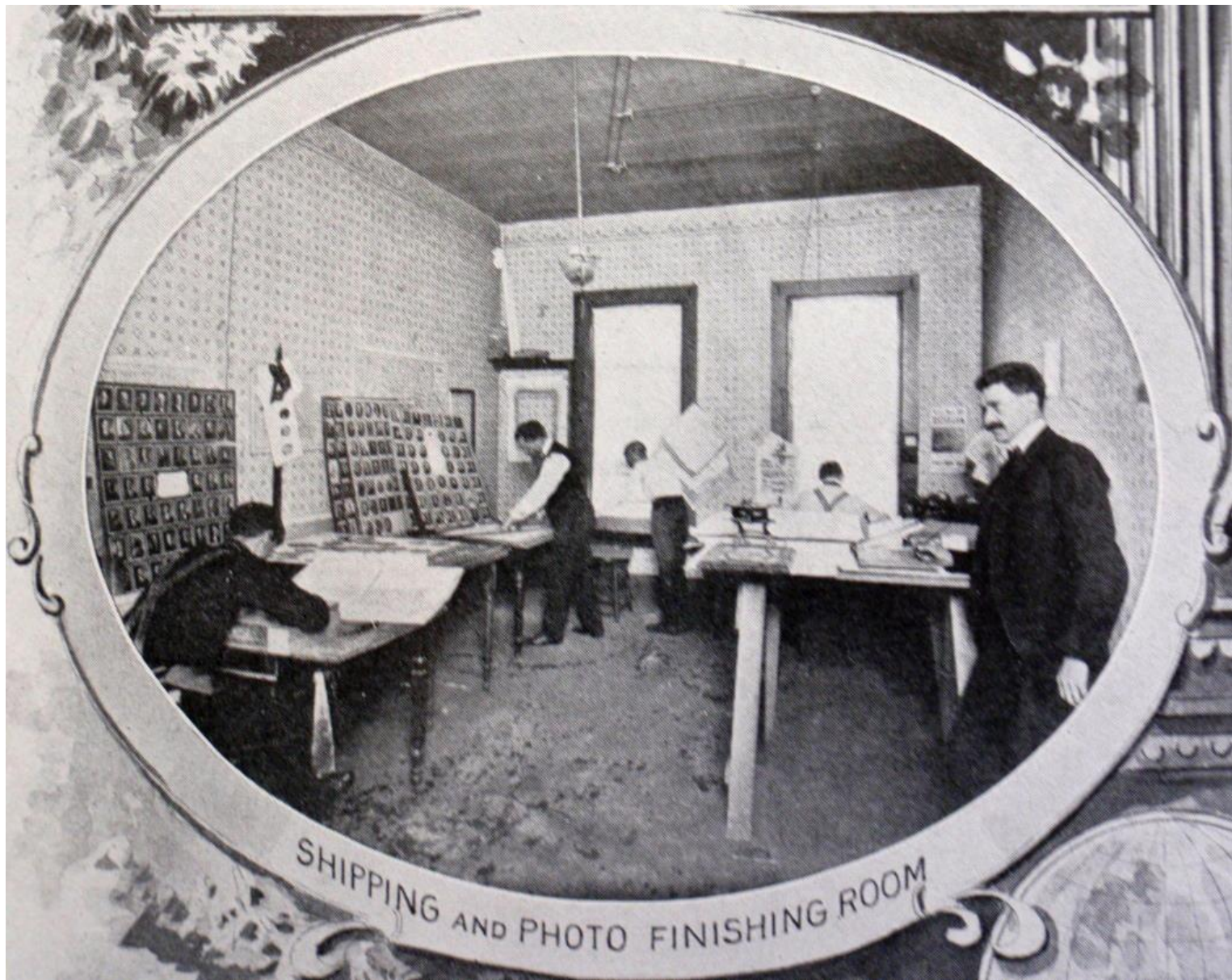


OFFICE



ENGRAVING ROOM



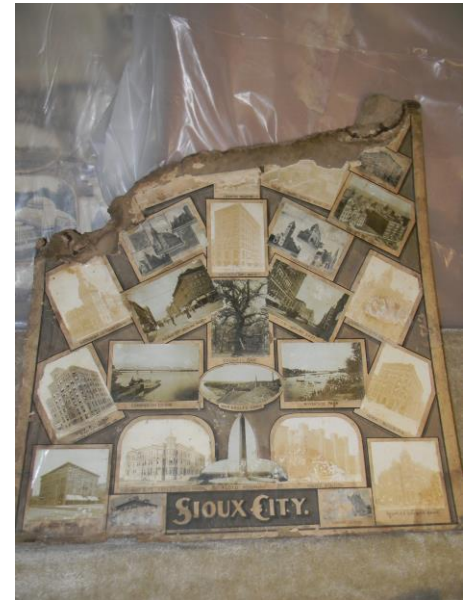


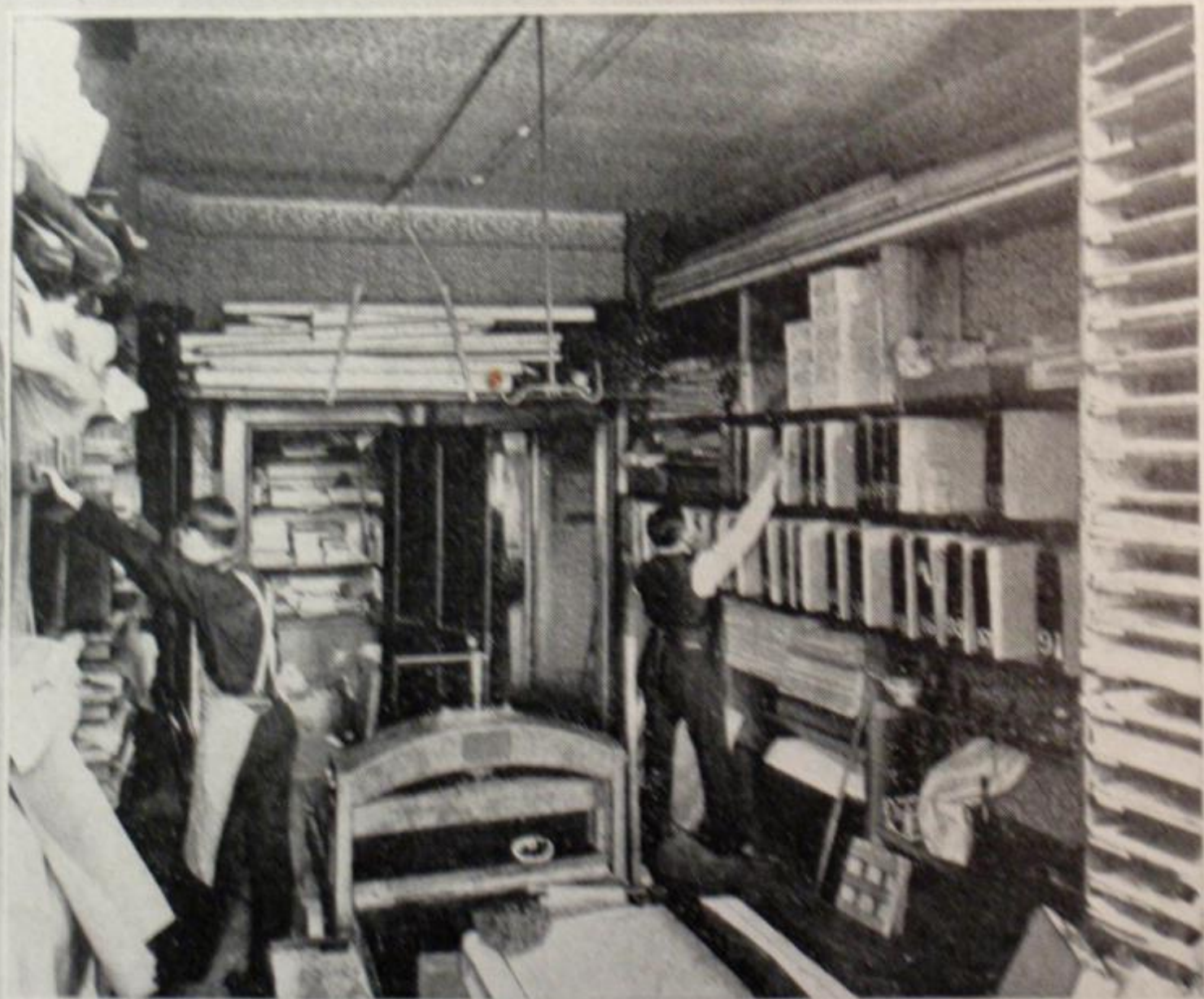
SHIPPING AND PHOTO FINISHING ROOM



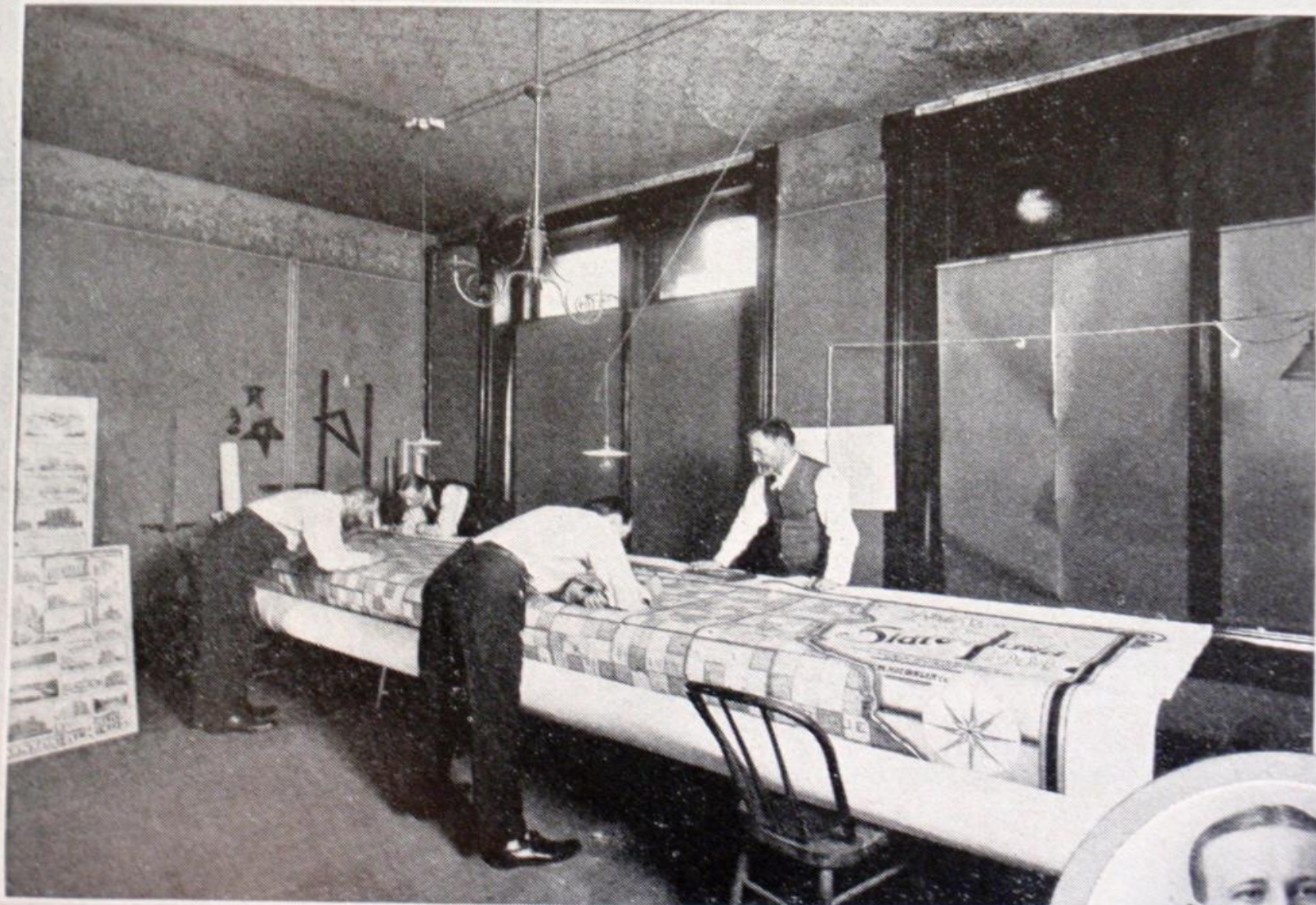


Some of these
composing boards
used in the 1904
atlas were for sale
a several years ago
on Ebay



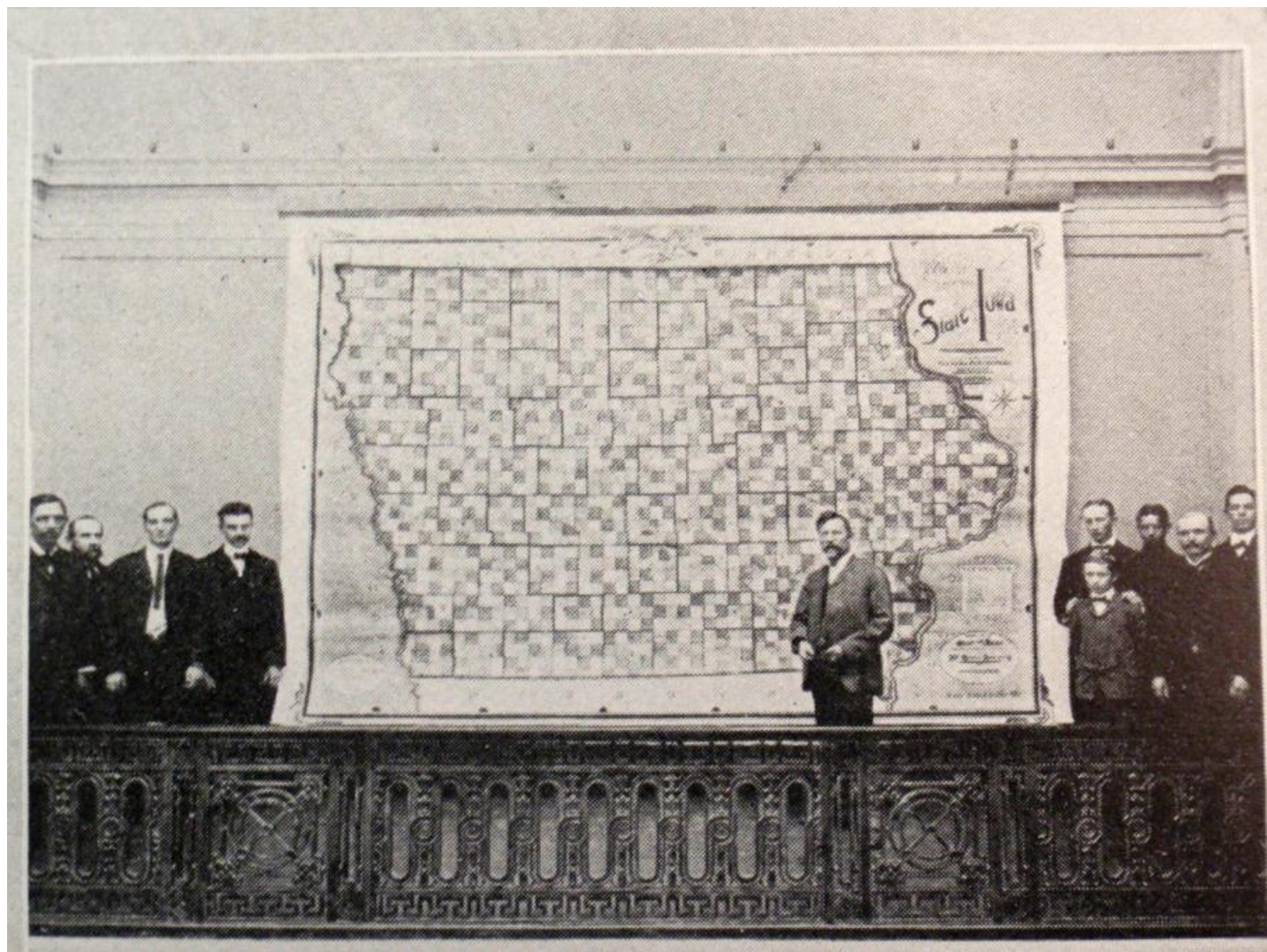


STOCK - PROOF AND PRESS ROOM



MAP FINISHING ROOM

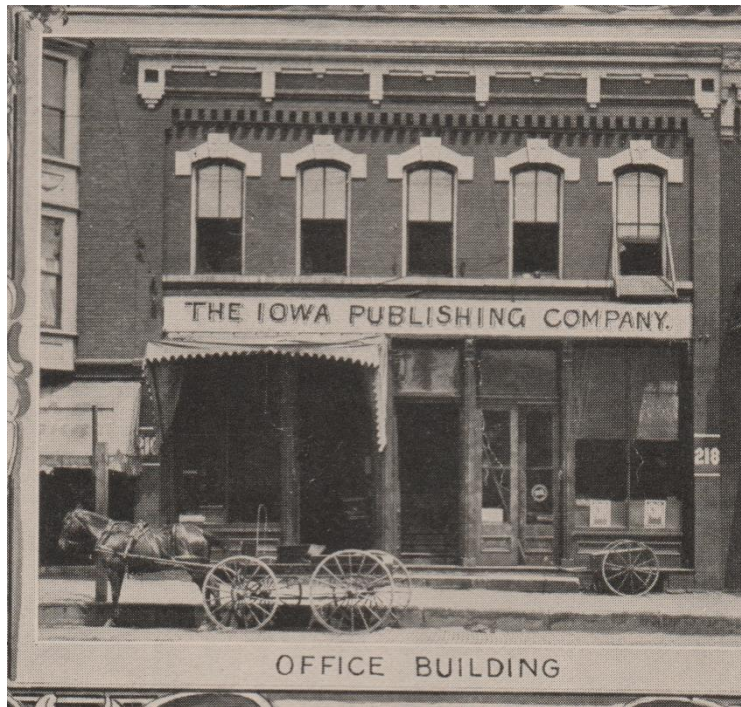






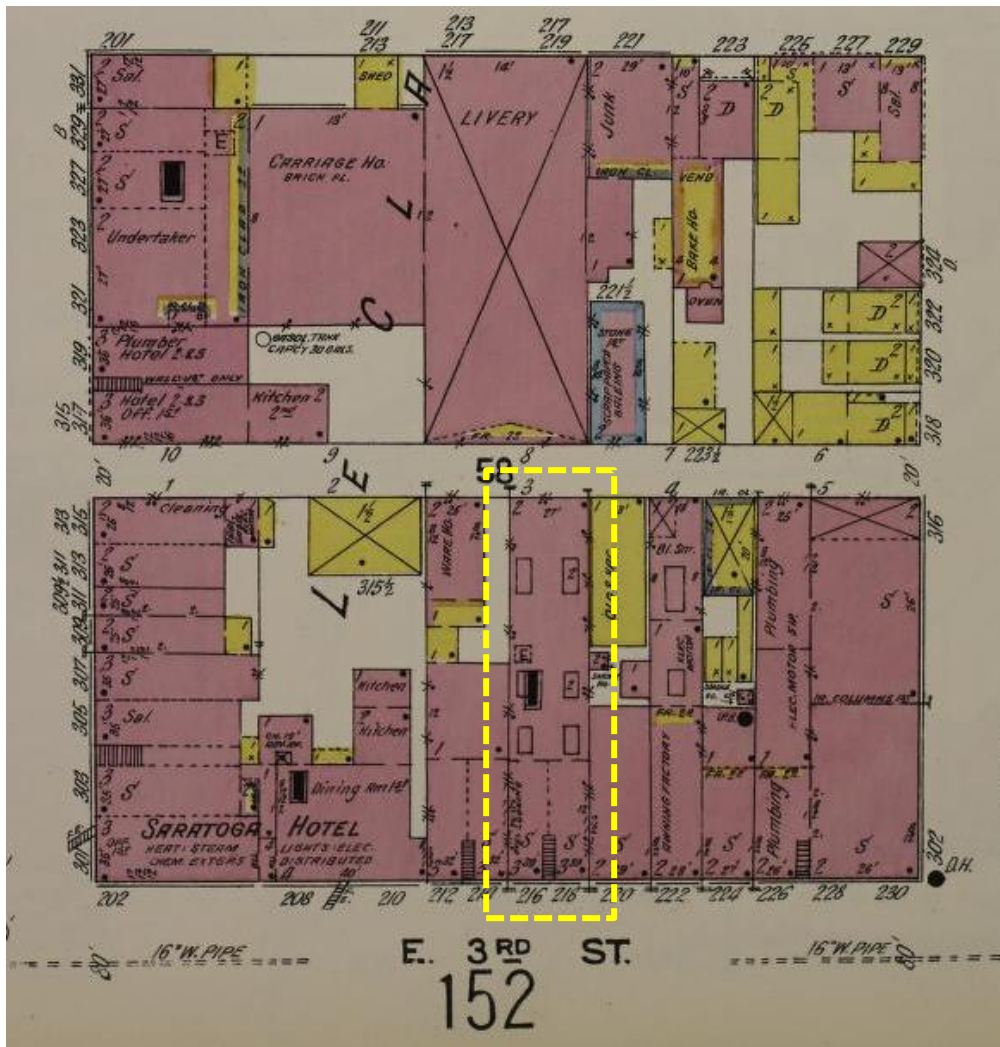
Back of Iowa Pub
Co page was the
Tri-City
Lithographic
Printing Co Ad,
located below
Huebinger's shop
at
216 E 3rd Street

There's Something Familiar About These Photos?



I think the Tri-City Litho folks photo shopped their signage on top of the Iowa Pub Co signs, pretty well done without computers. According to the 1909 Davenport City Directory Iowa Pub Co was located at 216 ½ -218 ½ E. 3rd street and Tri-City Litho was at 216-218 E. 3rd.

Here is a 1910 Sanborn Fire Insurance map of their Address



It looks like Huebinger's Iowa Publishing Company shared workspace with Tri-City Lithographic Printing.

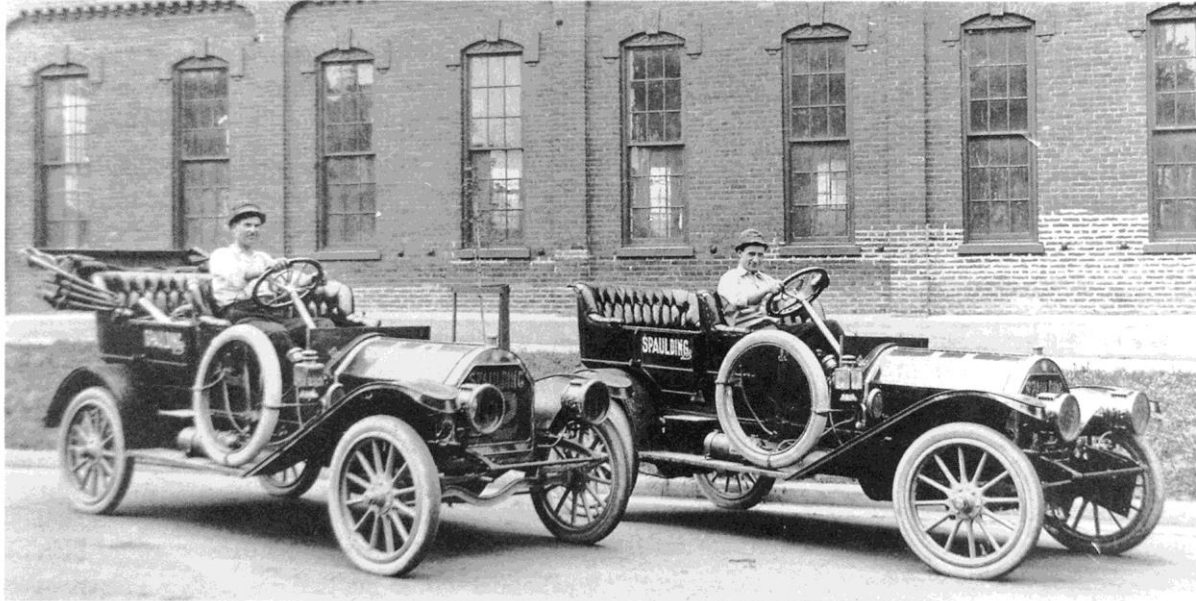
Huebinger produced the atlas and map ready to print composites, and then had Tri-City Litho print them.

This site is now the parking lot for the Blackhawk Hotel.

St Louis Worlds Fair Impact

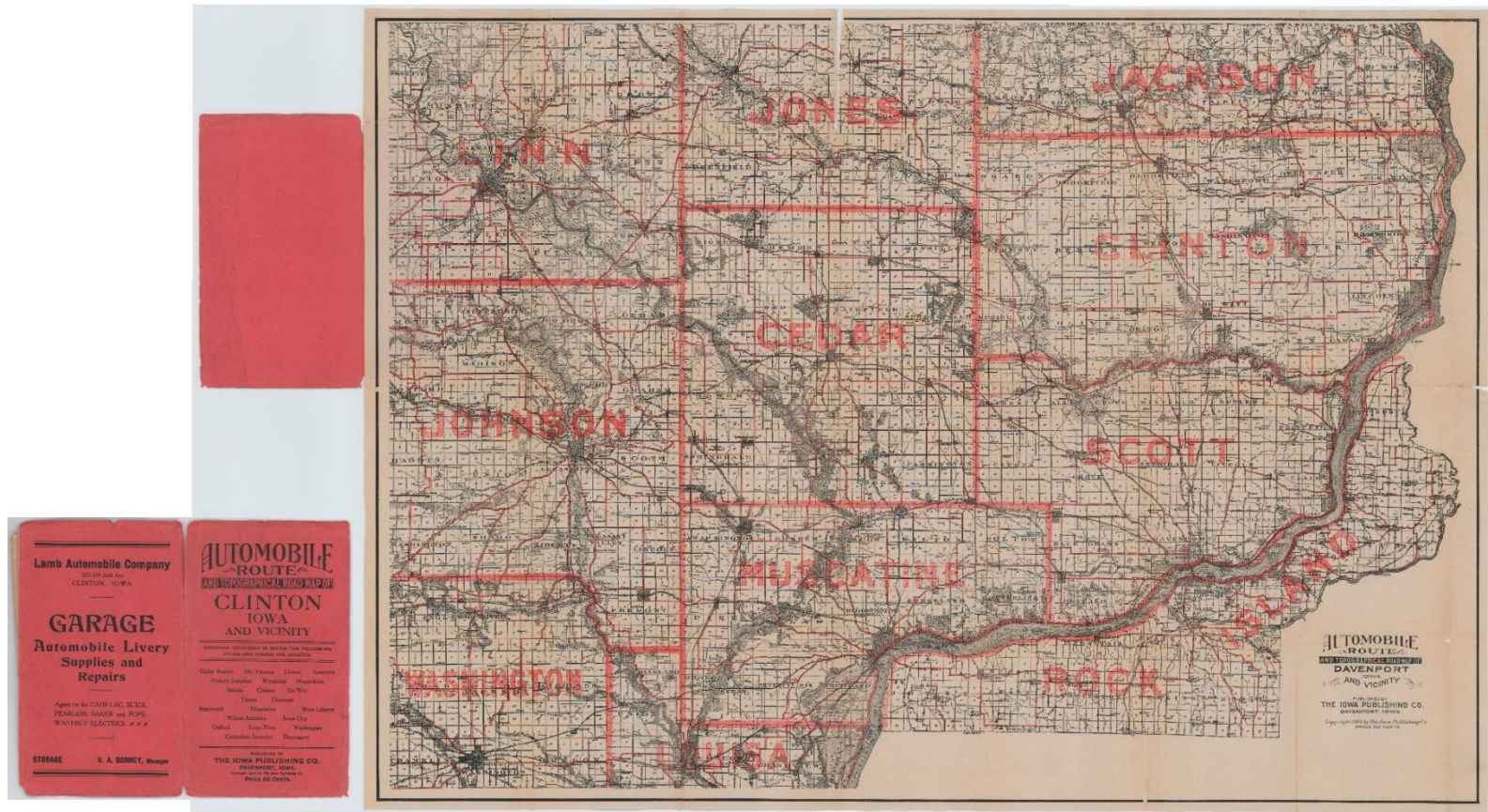
- Advertised and sold his Iowa State Atlas at the Iowa Pavilion
- Saw 80 different automobiles were on display at the fair
- No one was producing automobile maps of Iowa, if Huebinger started automobile map production he would likely have the Iowa market to himself.
- By 1908, Huebinger started production of large scale automobile maps of Iowa, first county maps, later regional maps based on smaller scale versions of the county maps, then route guides grouping county maps together to form long distance trail guide booklets, then culminating in his 1912 Iowa State Road atlas.
- The automobile atlas effort was an expensive undertaking, so moved his company to Des Moines in 1910 to centralize map production and sought the backing of the growing automobile insurance industry to defray the production atlas, as well as other state wide advertising opportunities

1911 Spaulding Cars Map the State



In 1911, the Iowa Publishing Company made a marketing deal with the Spaulding motor car company of Grinnell, to use an Iowan built automobile to map the state. The map makers used a 5 passenger Spaulding 30 sedan, painted steel gray and decorated with Grinnell pennants and illustrated signs. This car was driven by Spaulding factory reps and the Iowa Publishing Company map makers over 800 miles on the Transcontinental and River to River routes across Iowa.

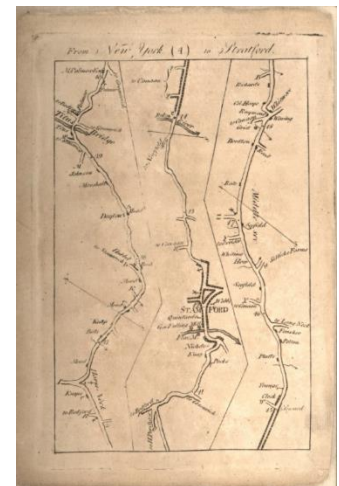
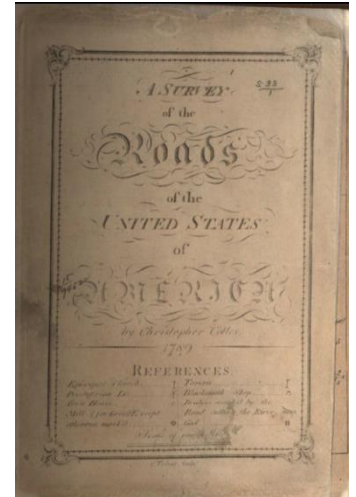
1908 Davenport and Vicinity Map



- Only 3170 cars and trucks were licensed by the State of Iowa in 1908. By 1914, 106,087 vehicles were licensed in Iowa.
- Map is labeled Davenport and Vicinity, but the cover is labeled Clinton?

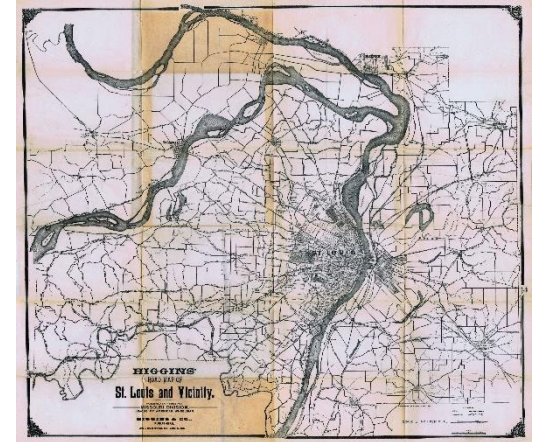
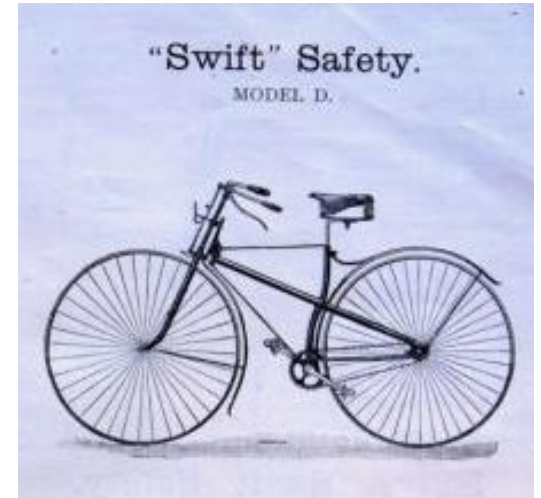
The origins of road maps

- First road atlas published in the US was in 1789, it cost a lot to produce and didn't sell well
- Rand McNally was founded in 1868 and started printing tickets and railroad time tables, they produced their first railroad map in 1872
- In the 1880s, Railroad Companies started to publish tour guides and regional rail guides to encourage travel and tourism along their routes
- The modern road map and tour guide had it's origin in the early bicycle tour guides and the related good roads movement



Bicycle Maps

- The safety bicycle was invented in 1876
- League of American Wheelman (LAW) was founded in 1880
- The adoption of bikes created an enormous demand for individualized long distance transportation
- Bike clubs members started publishing good road guides, DIY style home made maps
- Later the LAW regional groups found map retailers to start to publish road maps for profit
- These bicycling guides provided information on quality, type and grade of roads, locations of hotels, restaurants, and bike shops
- Good Roads Magazine was founded in 1892



1892 Bicycle Map of St Louis

Good Roads Movement Starts

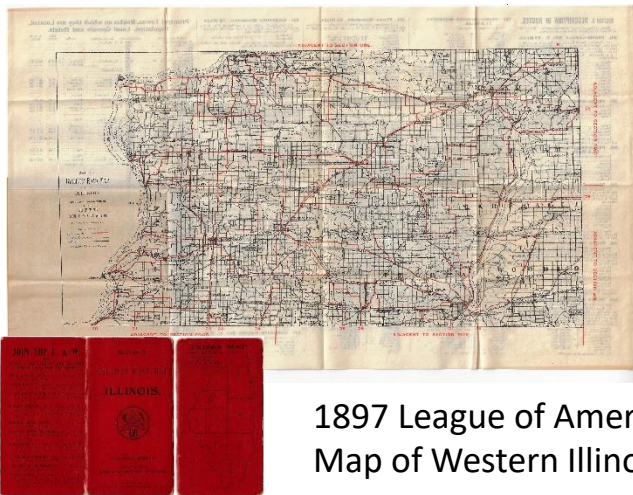
- Good Roads Movement supported the improvement of roads used by the United States Post Office Department to support Rural Free Delivery (passed in 1893)
 - The Post Office had to determine which local roads were suitable and which were not.
 - Farmers living on officially unusable roads now had motivation to get them upgraded.
 - Bicycle users found common cause with the farmers need for improved roads
 - Advocates for improved roads turned local agitation into a national political movement.
- The goal was to increase state and federal spending on rural road improvements.



Bad road somewhere in 1903 rural Illinois

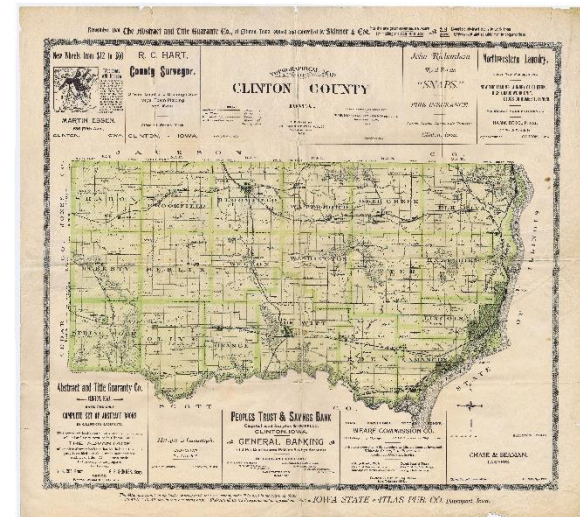
Farmers and Bicyclists Want Good Roads

- The Good Roads Movement was officially founded in May 1880, when bicycle enthusiasts, riding clubs and manufacturers met in Newport, Rhode Island, to form the League of American Wheelmen
 - Supported the burgeoning use of bicycles and sought to protect their interests from legislative discrimination.
 - In 1892, the LAW began publishing Good Roads magazine.
 - In three years circulation reached one million.
 - Early movement advocates enlisted the help of journalists, farmers, politicians and engineers in the project of improving the nation's roadways, but the movement took off when it was adopted by bicyclists.
- Groups across the country held road conventions and public demonstrations, published material on the benefits of good roads and tried to influence legislators on local, state and national levels.



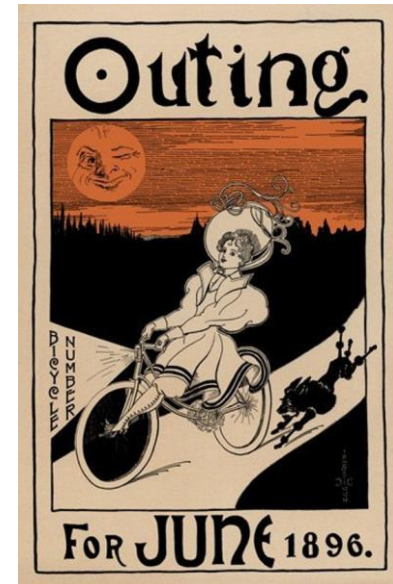
1897 League of American Wheelmen
Map of Western Illinois

1902 Huebinger Clinton
County Map with Bicycle
Advertisement



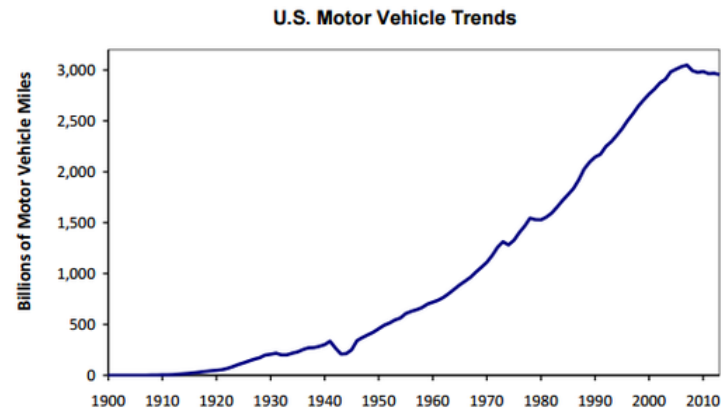
Automobiles Are Indebted to Bicycles

- These bicycle maps and guides were very well suited for low horsepower early automobiles
- As the price of automobiles declined and the technology improved, many of the early bicycle adopters migrated to owning automobiles
- The transfer was fairly quick, the League of American Wheelman magazine was taken over by Outing magazine and started writing articles about automobiles in 1900, and by 1902 ceased publishing articles about bicycles.
- Many of the early automobile manufacturers had their start in the bicycle industry
 - Dodge Brothers, Pope, Nash, Firestone, Leland, Durea, Deere, Duesenburg



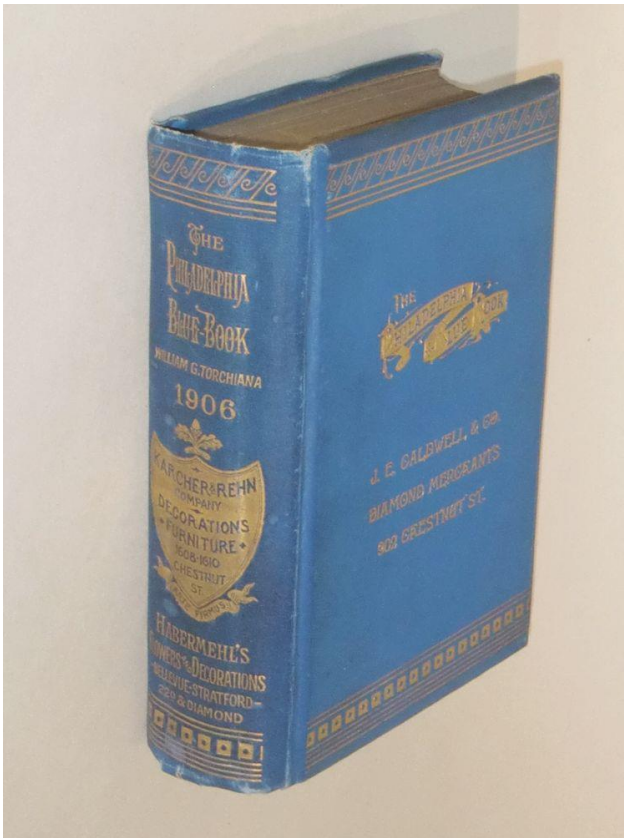
Growth of Automobile Ownership

- In 1900 there were only 8000 cars in the United States
- In 1910 only 1 out of 196 people in the US owned a automobile
- By 1912, there were nearly 1,000,000 motor vehicles registered
- By 1930 there were 23,000,000 motor vehicles registered and 60% of American families owned a car
- Now there are over 275,000,000 vehicles registered in America



An AAA Good Roads official passes the *only* road sign on his transcontinental auto trip — Glendive, Montana, 1912

Origins of Automobile Guide Books



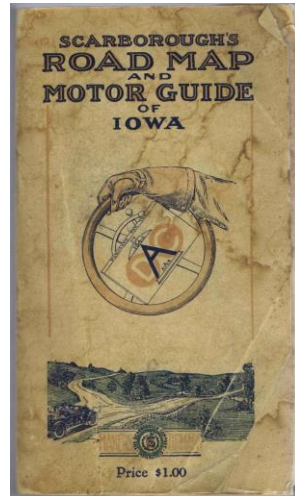
- Automobile Club of America (ACA) started in 1899, and American Automobile Association (AAA) started in 1902.
- The ACA started producing automobile tour guide books starting 1900, and combined with AAA to start producing blue book guides in 1906.
- Blue books provided drivers with information on the driving directions, best routes, road conditions, road grades, locations of service stations, hotels and automobile garages.
- As more autos were sold, more goods and services came available to serve them

Development of Driving Directions

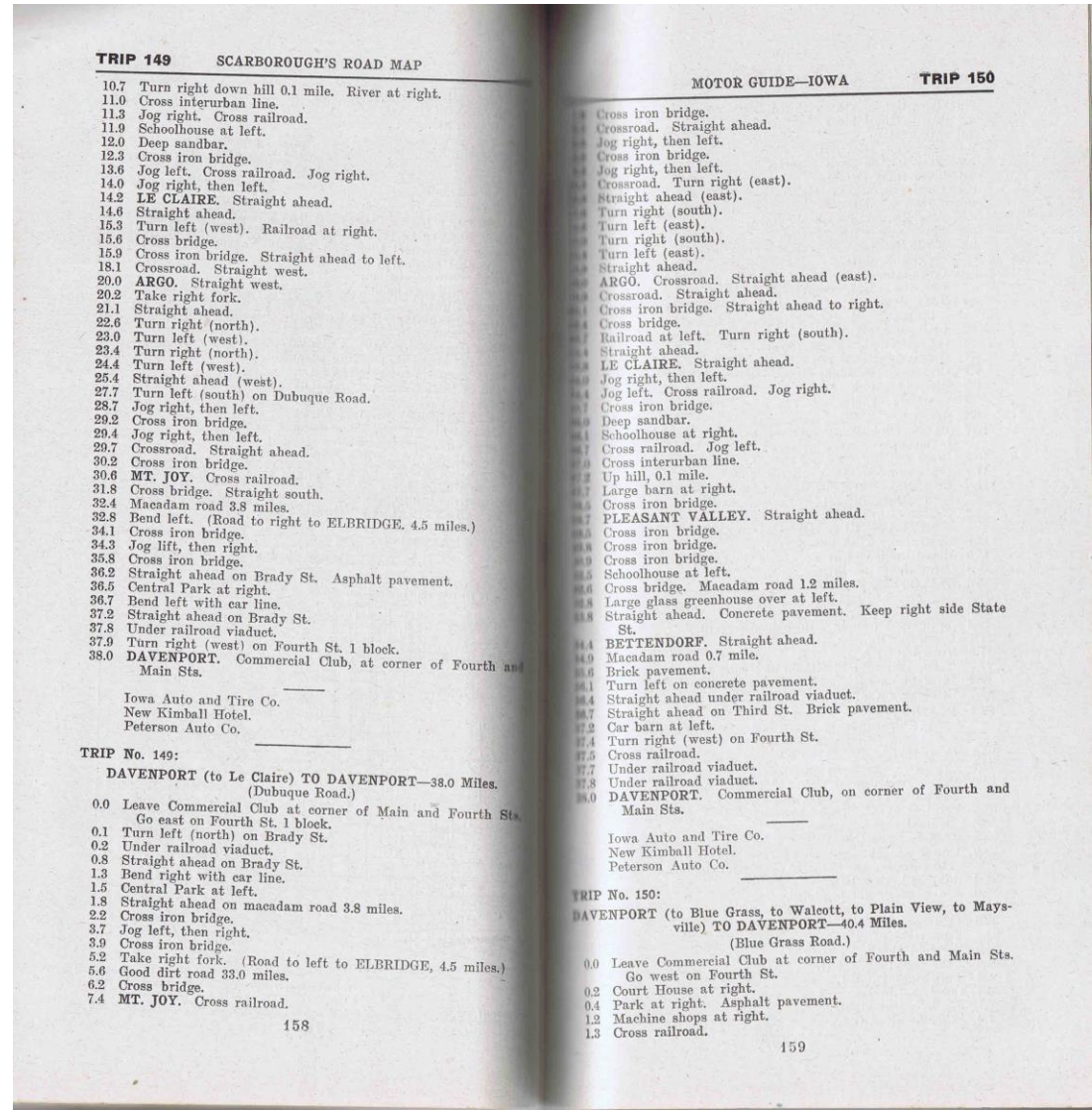


- Early automobile routes were very complex and often unmarked routes with only odometer distances given between turns
- Oil companies smelled an opportunity to advertise to these drivers
- Other sponsors of driving directions and maps had similar need to reach these customers
 - Insurance Companies, tire manufacturers, hotels, restaurants, automotive accessories, merchants, road side garages and service stations
- The early automobile guide books had a large array of advertisers
- Automobile ownership was growing at 200% per year in the 1910s.

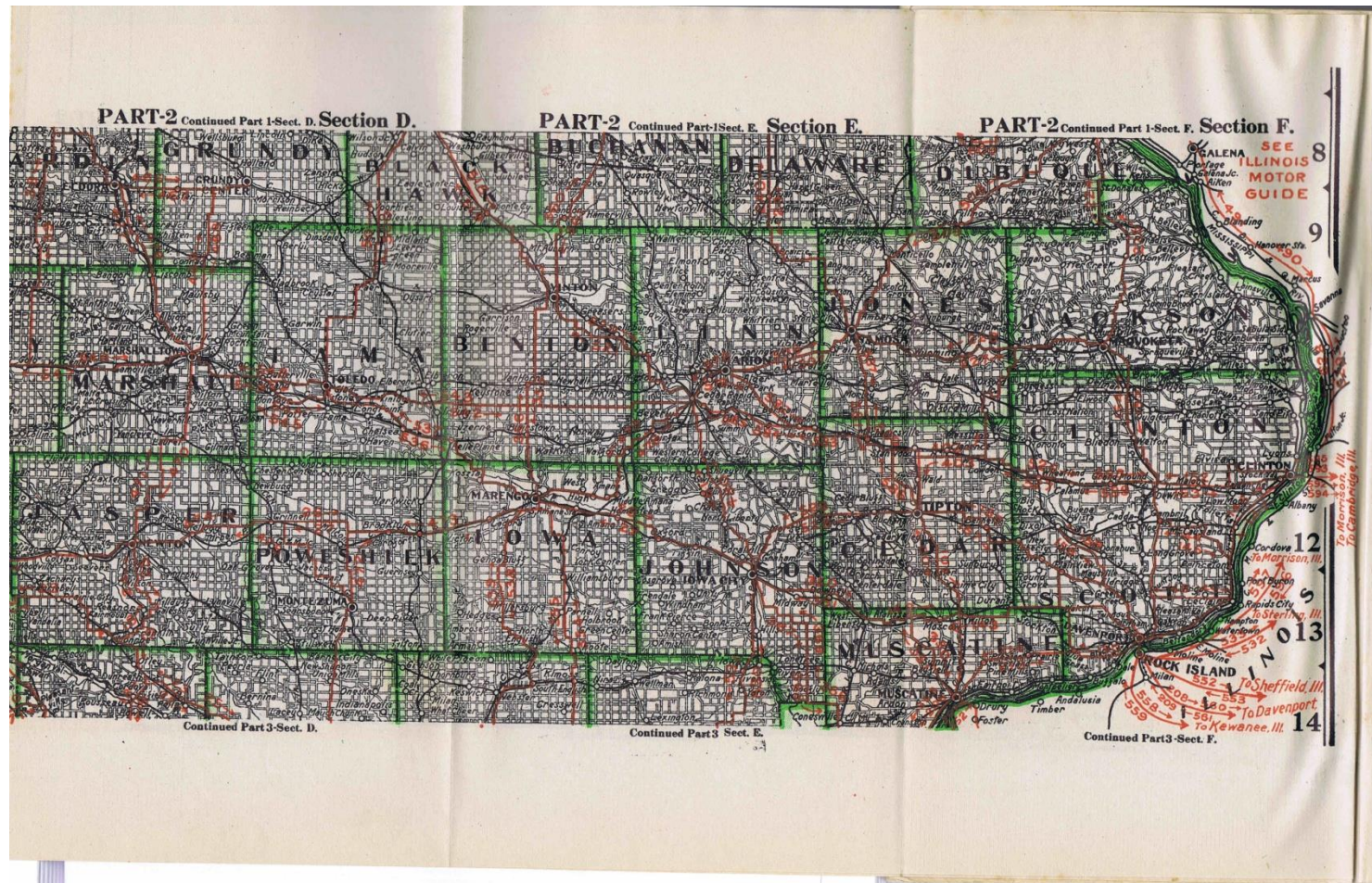
What did the other automobile maps that Huebinger was competing with look like?



1911 Scarborough Guide:
The round trip from Davenport to Le Claire only took about 80 lines of turns and descriptions, this was bad enough, but look at the map they included
Driving directions without the GPS or good maps

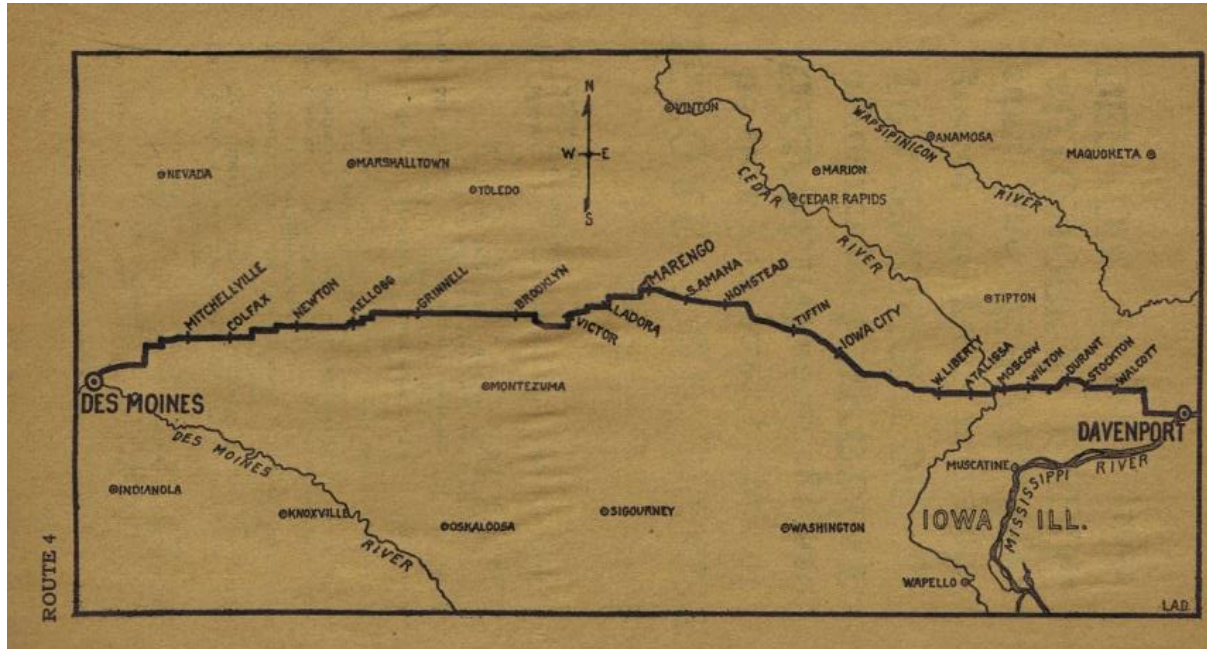


Driving directions were bad, but some maps were worse.

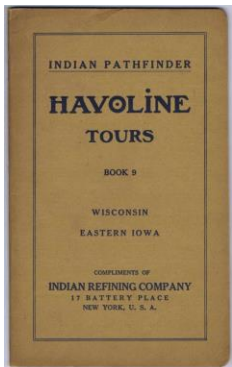


Go ahead and show me the way from Davenport to Le Claire on this map

Show Slide of lack of detail on early automobile maps



ROUTE 4	
DAVENPORT, IOWA to DES MOINES, IOWA. 183.6 M. Good dirt roads.	
0.0	Davenport: Go out Perry St., turn right on West 3rd St., turn right on Warren St., turn left on West 4th St., turn right on Marquette St., cross R.R. 1.3, turn left 1.8, turn right 2.0, turn left 2.4, and 8.4, straight on and cross R.R. 18.0, turn right and left 18.6, straight on through
20.2	Durant: Turn left and right, again right 20.4, turn right 25.6, bear left 26.1, cross R.R. 26.9, turn left straight on through
27.2	Wilton: Turn left and right 27.6, bear left 29.3, cross R.R. 29.7, bear right, cross R.R. and turn left 31.1, straight on through
31.2	Moscow: Cross R.R. 31.4, turn right 31.5, and 31.7, cross bridge 32.3, bear left 32.7, straight on through
36.3	Atalissa: Cross R.R. 36.8, and 38.2, at once turn right 38.4, cross R.R. 38.6, turn left 41.6, turn right and bear left 42.0, turn right 42.3, straight on through
42.4	West Liberty: Bear right 42.6, turn left 43.1, cross R.R. 43.2, turn left 43.5, cross R.R. 44.3, bear left 49.9, cross R.R. 51.6, bear left 57.8, turn right on Summit St. 2 blocks and turn left on College St., cross R.R. and turn right straight on through
59.0	Iowa City: Turn left on Washington St., turn right and left and cross bridge 59.2, cross bridge 60.8, straight on through
61.1	Coralville: Turn left 62.8, straight on through
66.8	Tiffin: Bear right and left across bridge 68.6, and 70.4, bear right 72.3, and 73.7, turn left 74.2, turn left, cross R.R. and turn right 78.2, straight on through
78.8	Homstead: Cross R.R. 80.1, cross bridge 81.0, cross R.R. and turn right 81.1, straight on through
84.0	South Amana: Cross R.R. 87.0, and 87.5, turn right and cross R.R. 89.2, turn left 89.6, straight on through
90.6	Marengo: Turn right and bear left 91.0, turn left and cross R.R. 91.1, cross bridge 94.0, cross R.R. 94.7, turn left, cross R.R. and bear right 97.6, bear right 98.5, straight on through
98.6	Ladora: Cross R.R. and bear left 99.6, turn left 101.5, cross R.R. 102.0, cross bridge 102.5, turn right 102.8, bear right and left 103.4, turn left straight on through
103.9	Victor: Turn right 105.0, straight on through
105.4	Carnforth: Cross R.R. 106.4, and 106.6, turn right 111.8, straight on through
112.2	Brooklyn: Turn left 113.1, turn right 120.6, turn left 121.6, turn left 1 block, turn right 2 blocks, turn left 2 blocks, then turn right 127.3, cross R.R. 127.5, turn right under R.R. and turn left 127.7, straight on through
127.8	Grinnell: Turn left 128.8, turn right 129.0, turn left 130.2, turn right 130.5, turn left and bear right 133.0, bear left 134.4, turn right 135.9, bear left 138.7, turn right and bear left 139.9, turn right 1 block and turn left straight on through
140.0	Kellogg: Turn left 140.1, cross R.R. 140.2, turn right 141.7, turn left 146.4, turn right 146.6, cross R.R. 147.6, straight on through
148.4	Newton: Cross R.R. 149.1, turn left 151.5, cross R.R. 154.4, cross bridge 155.5, cross R.R. 156.3, turn right 159.1, and 159.3, turn left 159.7, turn right straight on through
Continued	

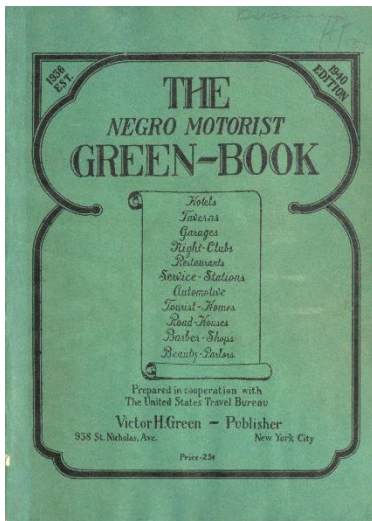
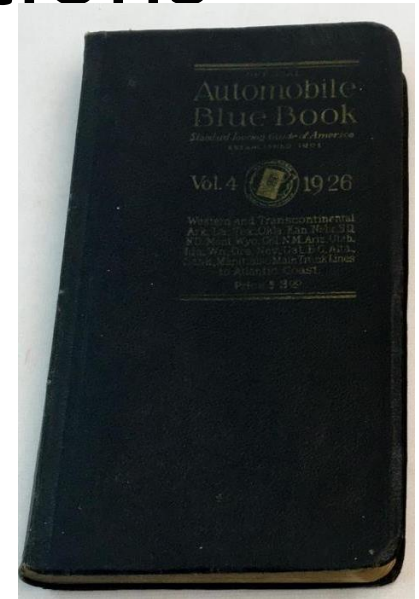


In 1911, Havoline Tours couldn't get you from Davenport to Le Claire, but they could get you to Newton in only 19 turns, and no other cross roads on the map.

Cheap maps usually skimped on detail!

Demise of Driving Directions

- As route signs were standardized and roads improved the need for driving direction guides diminished
- By the 1920s, the road network, automobiles and confidence has improved enough for the general public to plan cross country trips
- In 1926 Blue Books ceased publication,

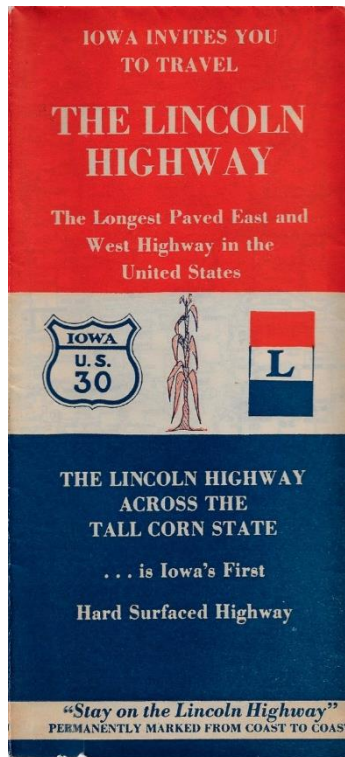
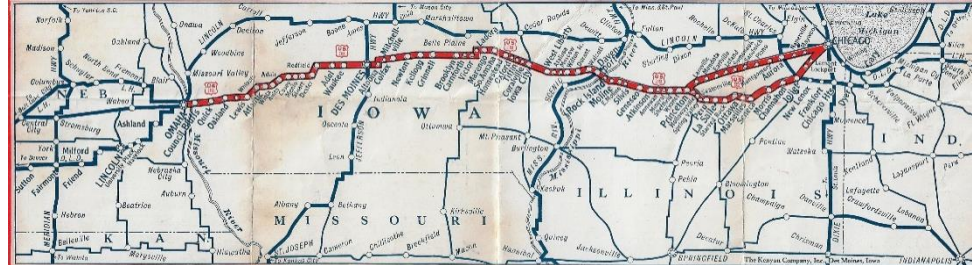


- Green Book Guides lasted a bit longer, but were made for a different audience
- The Green Book was a travel guide published from 1936 to 1966 that listed hotels, restaurants, gas stations, beauty parlors, and other businesses that would welcome African American travelers.
- The Green Book was created by Victor H. Green, a mailman from Harlem , who saw a need for such a guide while on the job.

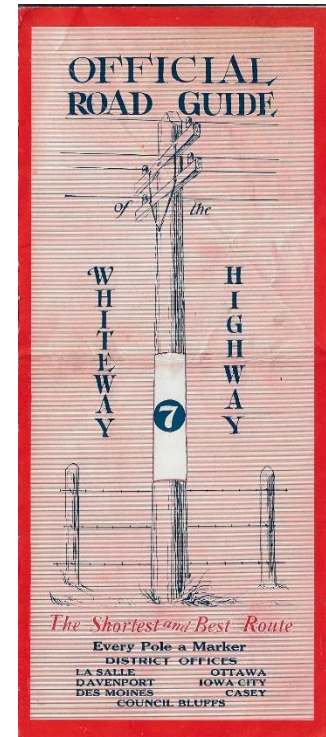
Automobile Maps

- The first automobile maps were published as early as 1895 to support auto racing
- Most were strip maps for specific routes
- As roads improved, automobile touring increased the need for general touring maps
- Automobile enthusiasts started publishing routes and lobbied for better roads
- Local groups started to band together to form road associations this led to the birth of the Blazed Trail maps

Blazed Trail Maps

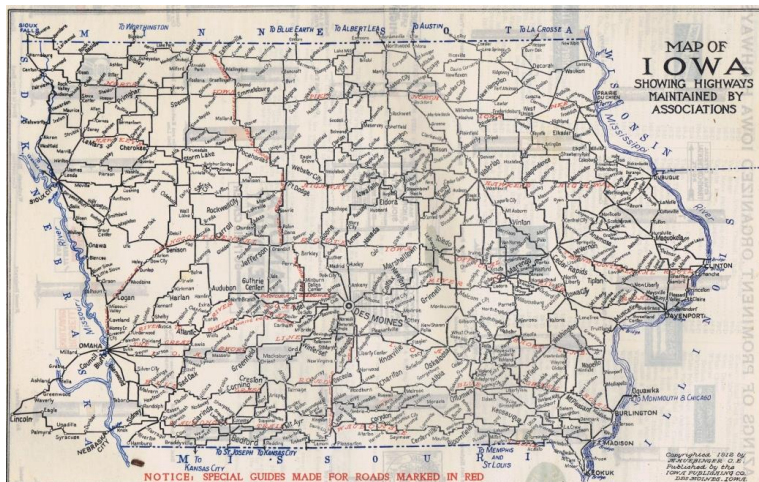
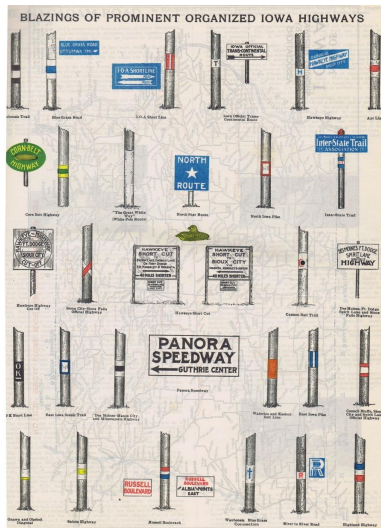


- Businesses realized that they could drive traffic to various routes if they banded together and formed highway associations
 - First national route was the Lincoln Highway (1913)
 - In Iowa, the White Pole Road (roughly follows US 6) was laid out in 1910 by boy scouts with buckets of white paint
- Competition from competing “Blazed Trail” routes caused the state of Iowa to pass legislation to register route name with the state in 1913
 - Competing routes would move signs, repaint markers and confuse drivers to drive their route
- The proliferation of so many named trails only served to bewilder drivers, and since most maps were printed in one or two colors by the time more than 15 markers were used it was nearly impossible to follow the trails on small scale road maps

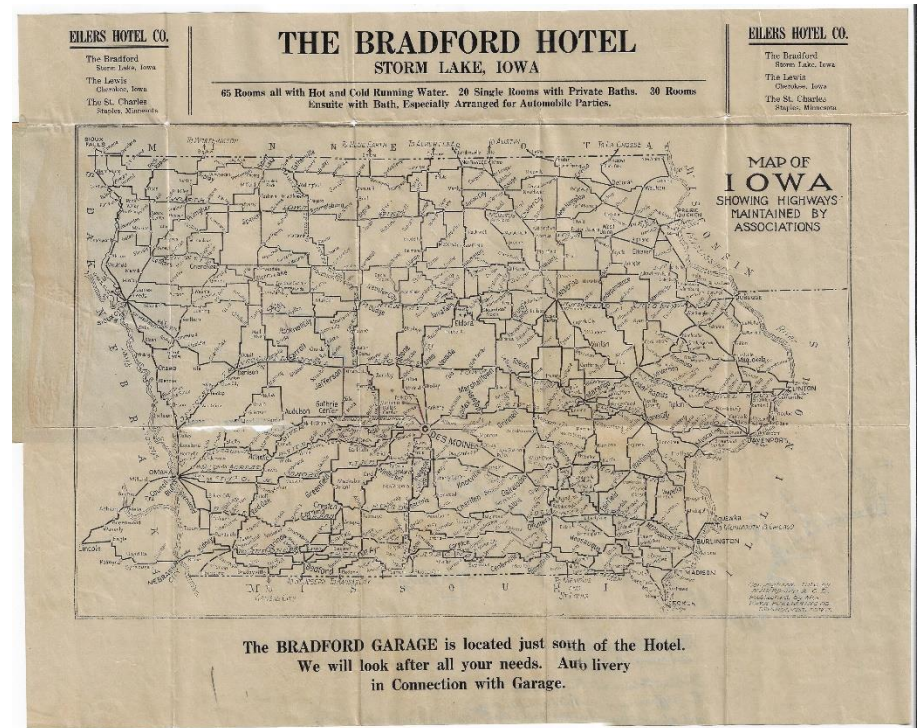


Iowa Blazed Trails in 1912

In 1912, blazed trail markers in their infancy, but were somewhat confusing. The modern numbered roads didn't exist until the 1920s.



This 1912 Huebinger Map shows the routes maintained by road associations.



If you string several county maps together, you can publish a trail guide

Huebinger's Automobile and Good Road Guides
FOR MOTORISTS AND TRAVELERS

There are 15 of these Main Road Guides, one for each of the following official routes:

Iowa Official Trans-Continental Route	Des Moines-Ft. Dodge-Spirit Lake and Sioux Falls Highway
North Iowa Pike	Panama-Spesshard
River to River Road	Interstate Trail
Hawkeye Highway	Keshuk-Indianapolis
Blue Grass Road	Prairie du Chien-Milwaukee
Washington Trail	Clinton-Chicago
I.O.A. Short Line	Davenport-Chicago

All of these, with the exception of the last four, are completed. These latter will be ready for delivery during the present season. They retail at 50c and \$1.00 each.

These Guides are 5 x 7 1/2 inches, with pliable covers of tough, durable cardboard, printed in two colors. They contain from 150 to 200 pages, printed on the best grade of book paper, profusely illustrated with halftone engravings of points of interest along the route. Besides containing all the information to be found in the county maps, these guides show in detail all topographical features, including bridges, culverts, etc. The distance from town to town is accurately given as measured by the Warner Auto Meter. A complete descriptive story of each town along the route is also given, together with the location of all stopping places, taverns, hotels, garages, repair shops, etc. This enables one to plan a trip definitely in advance and to figure the cost of the trip and the time necessary to make it before starting.

The Iowa Publishing Co., Inc., Publishers
DES MOINES, IOWA

Huebinger started publishing road guides in 1910 with the River to River guide from Davenport to Omaha

By 1912, Huebinger had published 15 different road guides to resell his individual county maps as strip road guides.

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Davenport-Chicago

All of these with the exception of the last five are completed. The latter will be ready for delivery during the present season. Price 50 cents each.

Omaha-Denver Trans-Continental Route, \$1.00



A FEW OF HUEBINGER'S ROAD GUIDES



There are 15 of these handy, practical Road Guides. They slip into the pocket easily, and give the traveler all the detailed information he desires. Don't start out without one.

COVERS PRINTED IN TWO COLORS See complete price list opposite Foreword

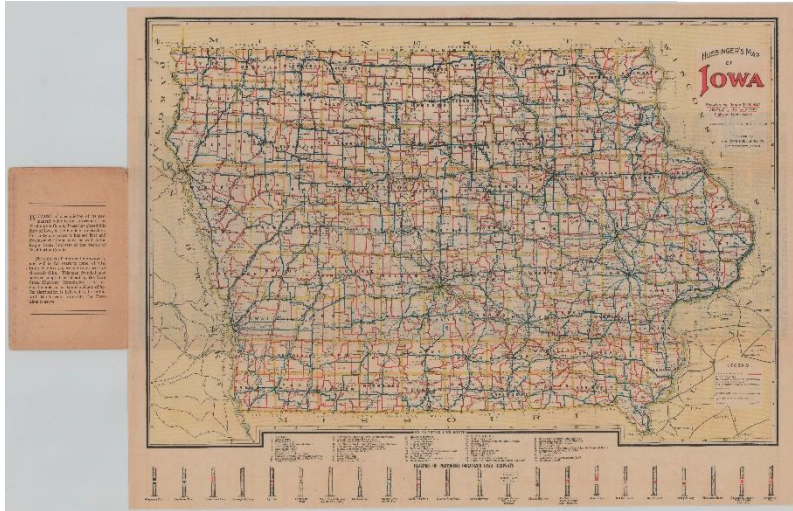
Officially  Endorsed

THE IOWA PUBLISHING CO., Inc.,
PUBLISHERS
DES MOINES - IOWA

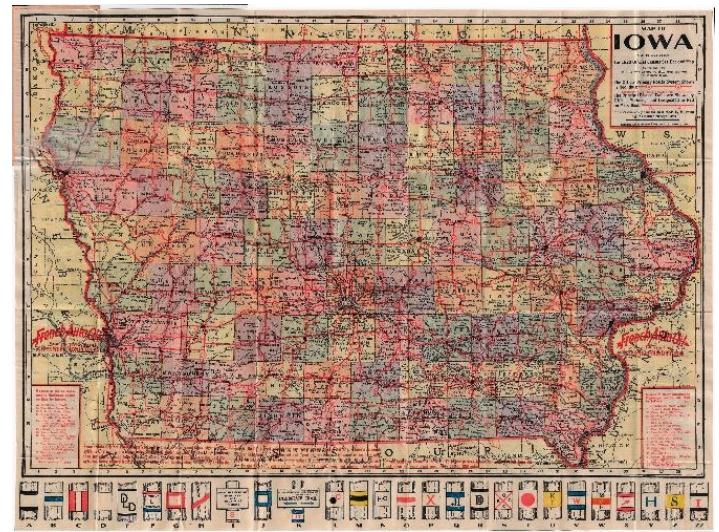
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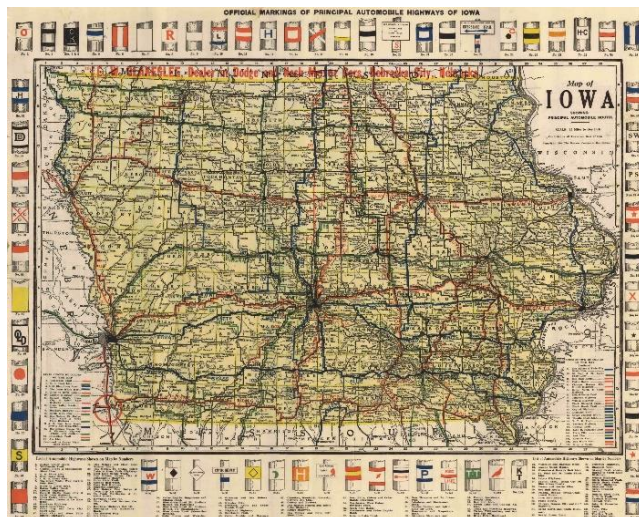
Examples of Blazed Trail Maps



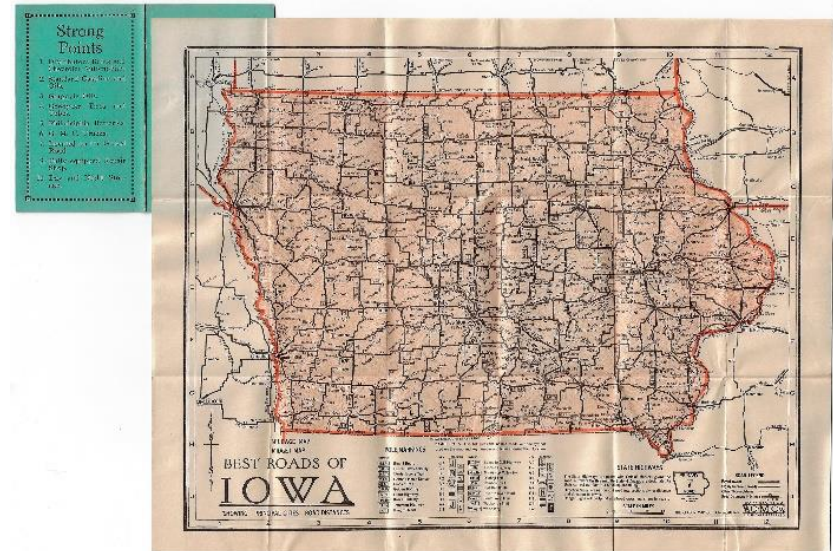
Huebinger's 1916 full color automobile Iowa Map with 54 listed trails and 22 illustrated markers



This 1921 map of Iowa has reduced the number of color blazed trail markers to 27, but is still hard to follow on color background of the map



This 1919 map of Iowa has 63 color blazed trail marker in color, but the map only shows a numbered index value for the named trails

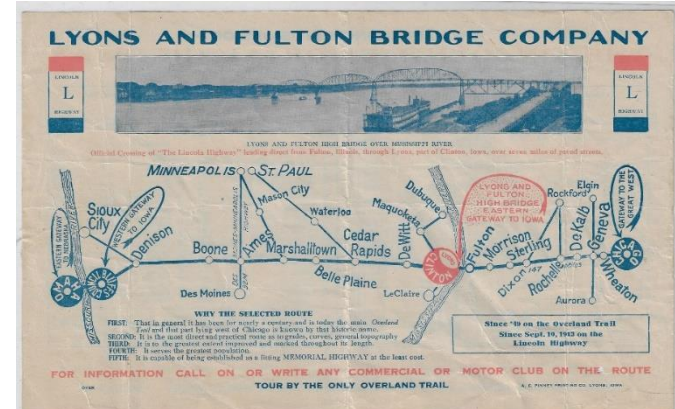
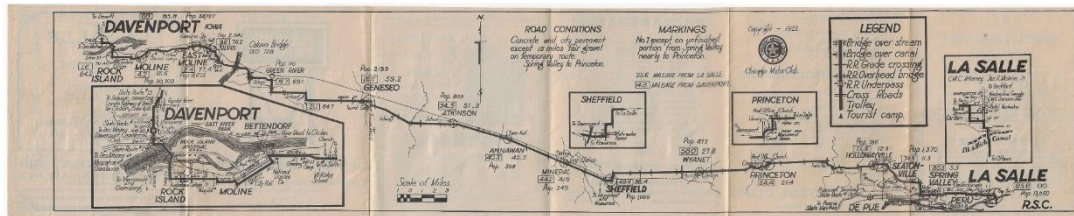
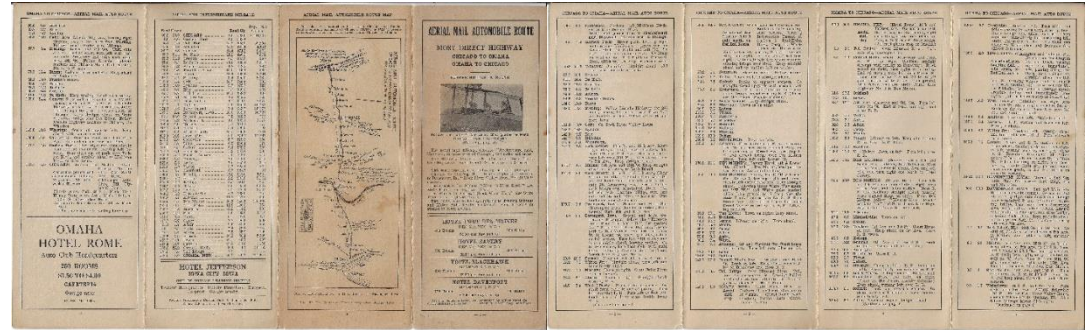
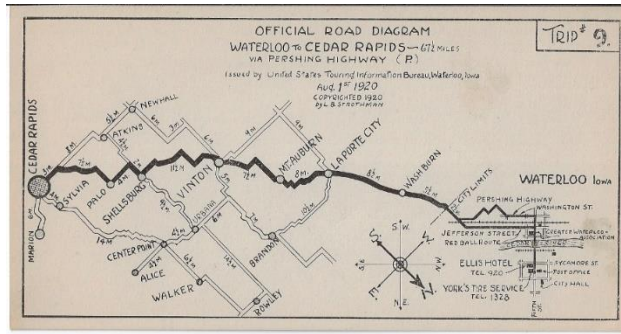


This small scale kids map of Iowa from 1925 has blazed trail markers that are almost impossible to follow

Strip Map Varieties

Drivers needed a compass and an odometer to get from Cedar Rapids to Waterloo in 1920

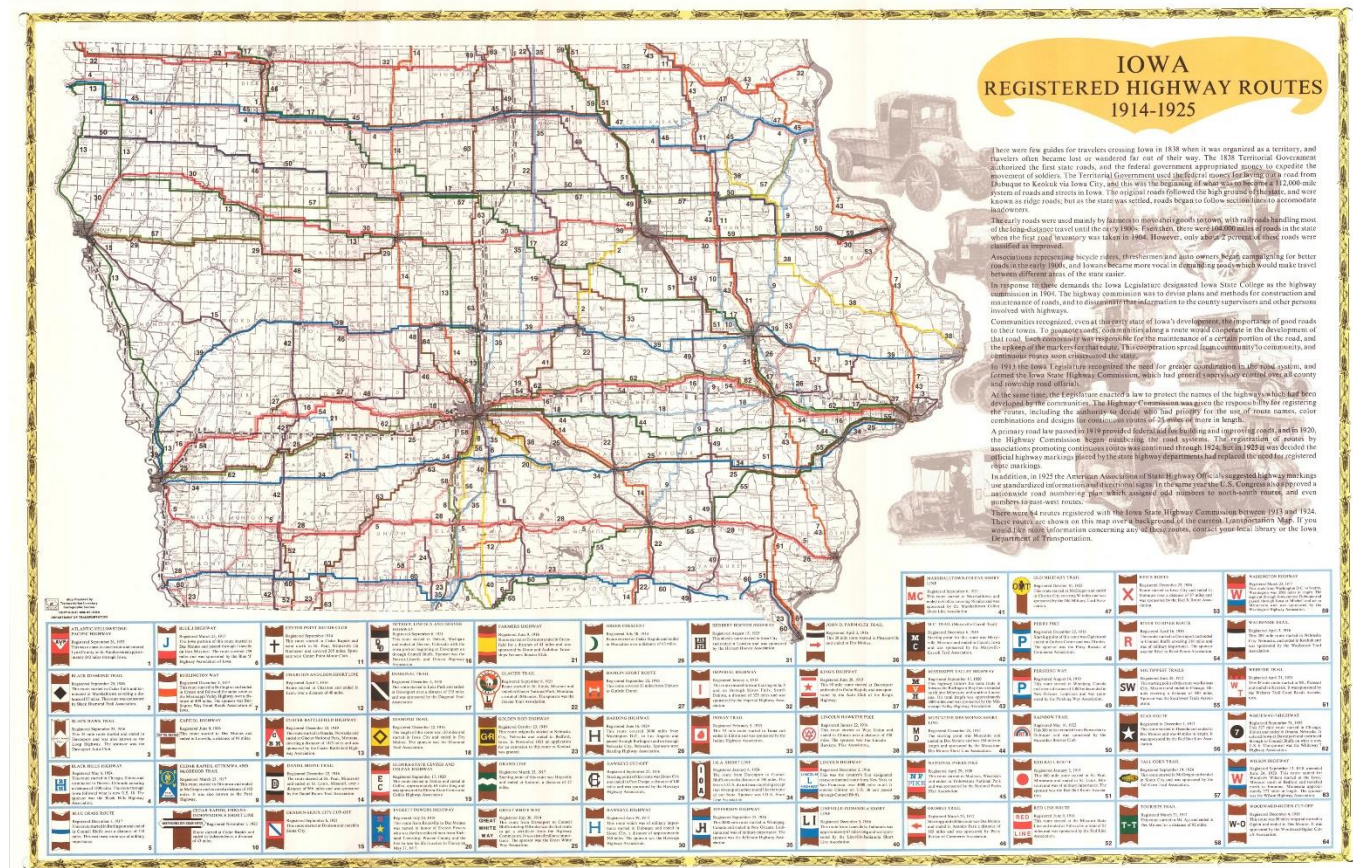
How about following the air mail plane
across Iowa?



Pretty good route map for traveling from Davenport to La Salle in 1923

Iowa State Route Markers

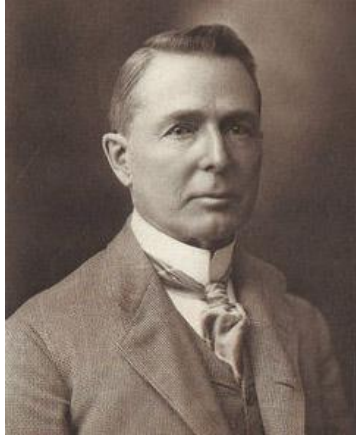
- 1913 Iowa creates the State Highway Commission to register and protect the names of the “Blazed Trail” routes
- 1920 Iowa institutes a standardized numbering system for state highways and roads
- 1925 Federal legislation is passed to standardize national highway naming conventions
 - Odd numbers are North-South Routes
 - Even numbers are East-West Routes
- 64 Named Routes were registered with the State of Iowa from 1913 to 1924



Evolution of road maps

- Generally, local individuals produced specialty route maps for specific uses: road races, high traffic roads, bicycle tours
- These were then adapted and enlarged to produce city and county maps that were then used to compile regional maps
- With Huebinger, in Iowa, he published several county maps and then assembled them into route guides and driving directions
- Huebinger then went on to issue 15 of these guides in Iowa by 1911
- These guides, along with an effort to map a few remaining isolated counties were assembled into a large full state automobile atlas in 1912

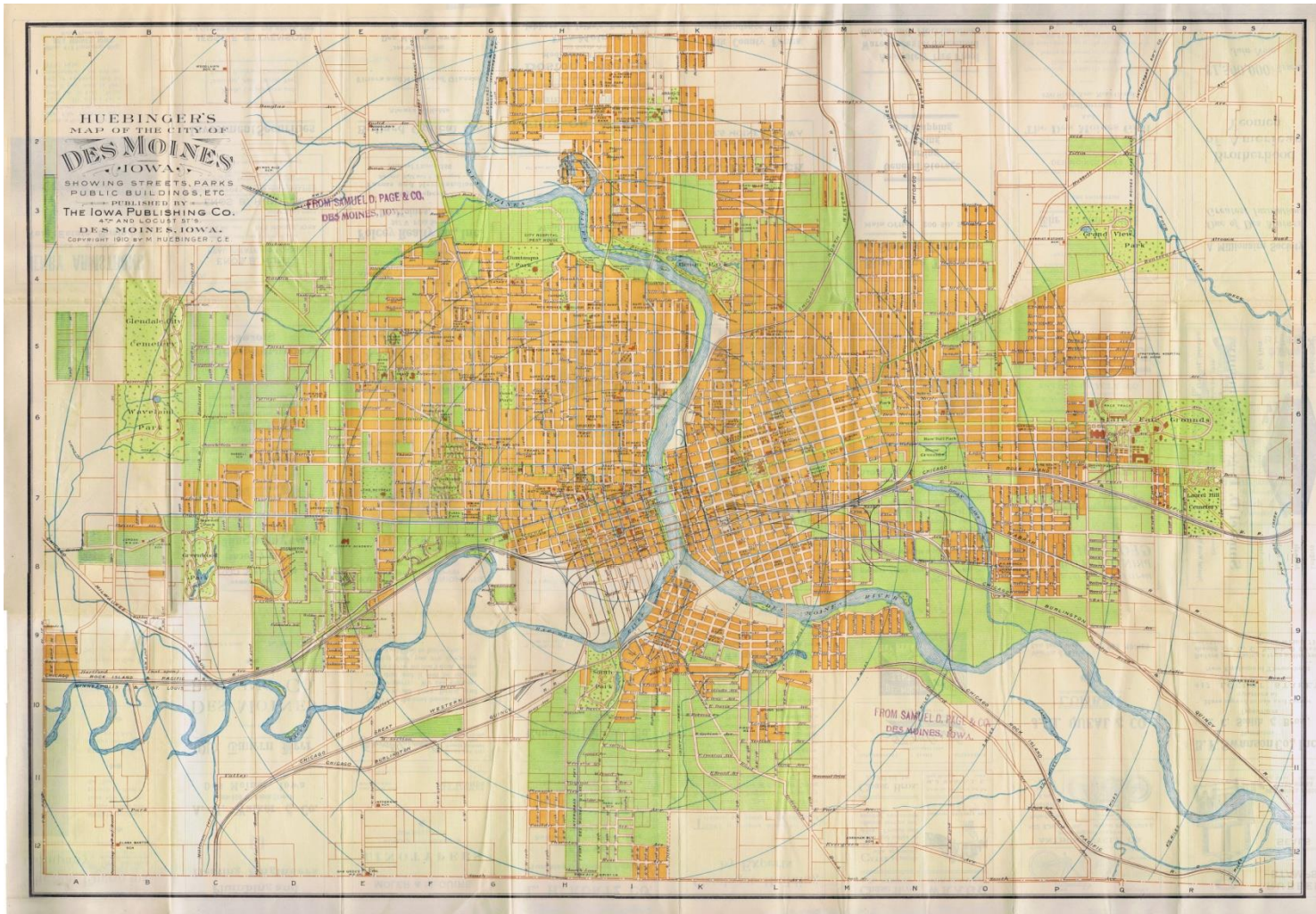
Development of the 1912 Road Atlas



F. W. Hubbell

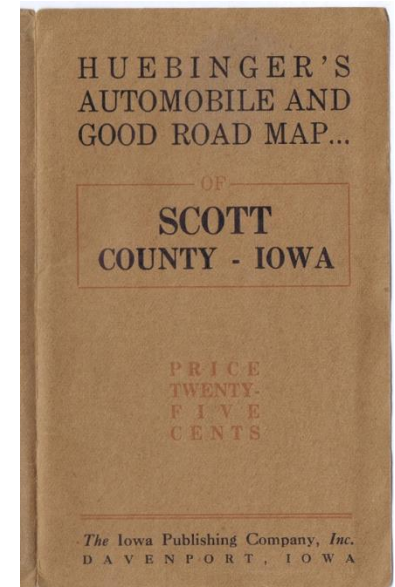
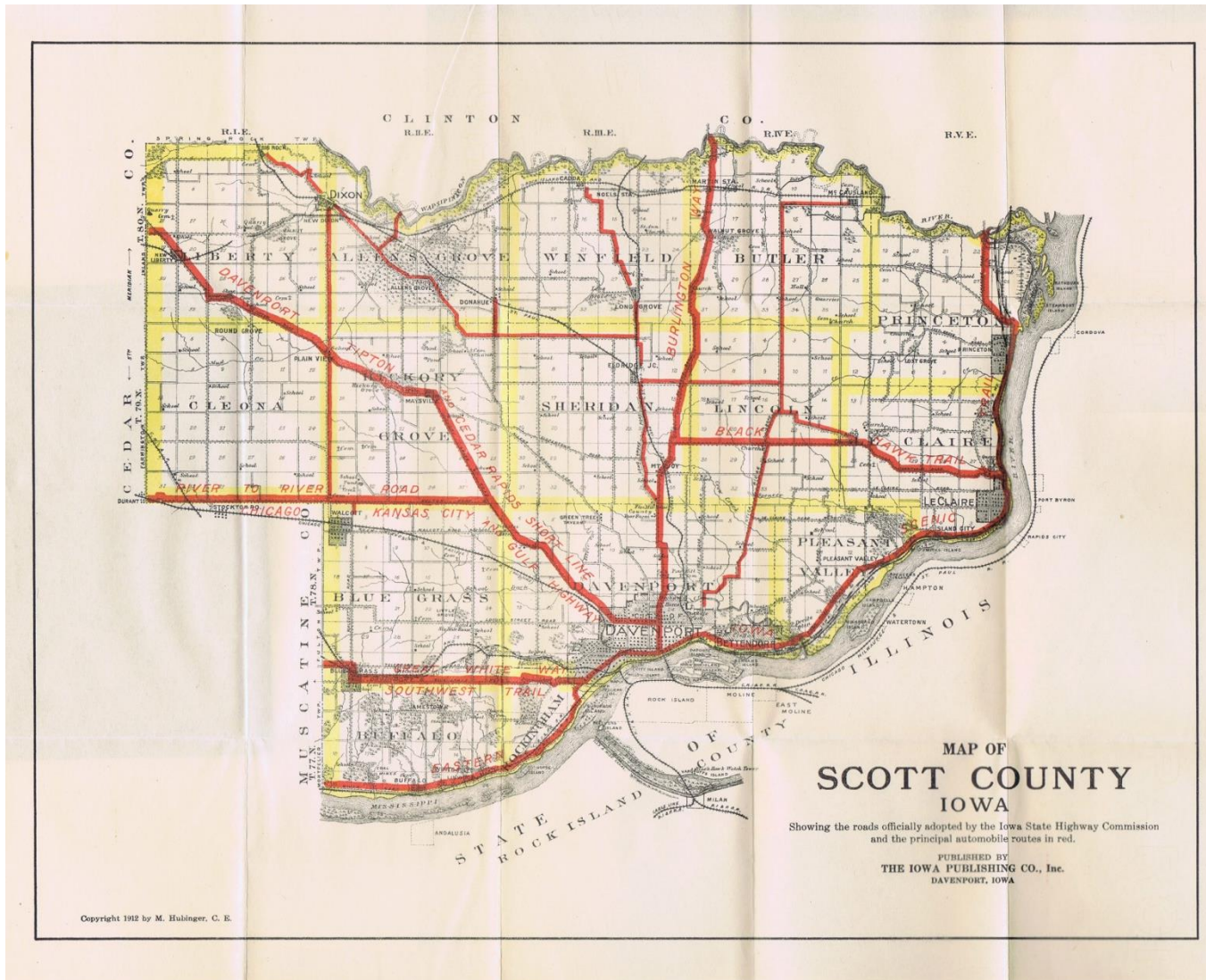
- In 1910, after publication of the Huebinger's Map and Guide for Des Moines for Resident and Stranger, Huebinger relocated to Des Moines, and renamed his new operation the Iowa Publishing Company.
- His Des Moines guide contained a large map of the Des Moines area with a guide book and local advertising. The map got the Iowa Publishing Company noticed by a prominent Des Moines business man, Frederick Hubbell.
- Hubbell convinced Huebinger to move his operations to Des Moines and to get active in producing a good roads atlas of Iowa.
- Hubbell was a founding member and chairman of the Equitable Life Insurance Company. His strong ties to the business community helped Huebinger sell advertising and generate subscriptions for the first true road atlas of Iowa and help underwrite the costs in compiling the atlas.
- Huebinger was hired as the president of the Iowa Publishing Company and his son Henning was the treasurer. His other son was hired as a field surveyor and sales agent.
- The move to Des Moines help Huebinger centralize the mapping effort needed for the good roads atlas effort. The maps borrowed heavily from his 1904 atlas, but he did send out crews to drive, survey and map roads in each county.
- They produced an incredibly detailed 124 page color and black & white large format atlas of the state
- It was sold as a subscription atlas, and had an incredible array of advertising, similar to the vanity county atlases he had previously produced

Example of Huebinger's Road Maps



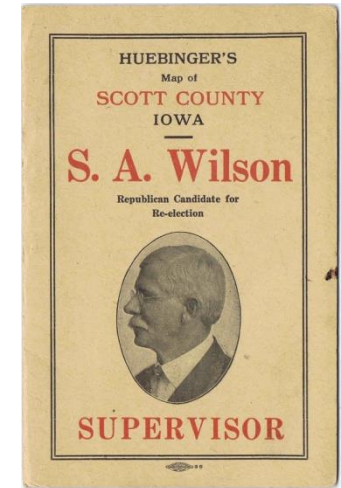
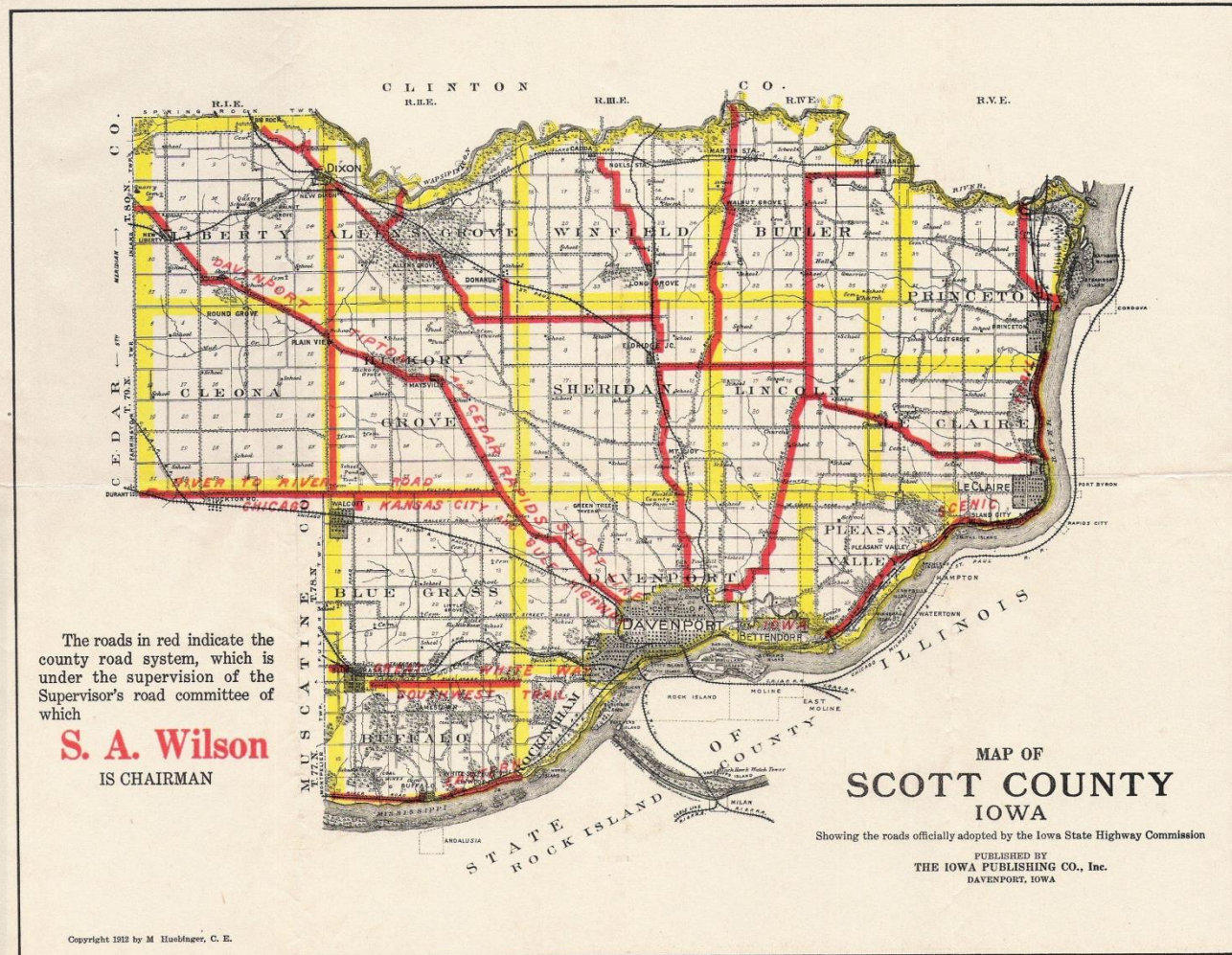
1910 Des Moines
for Residents and
Strangers
Color, highly
detailed for use
with automobile

Example of Huebinger's Road Maps



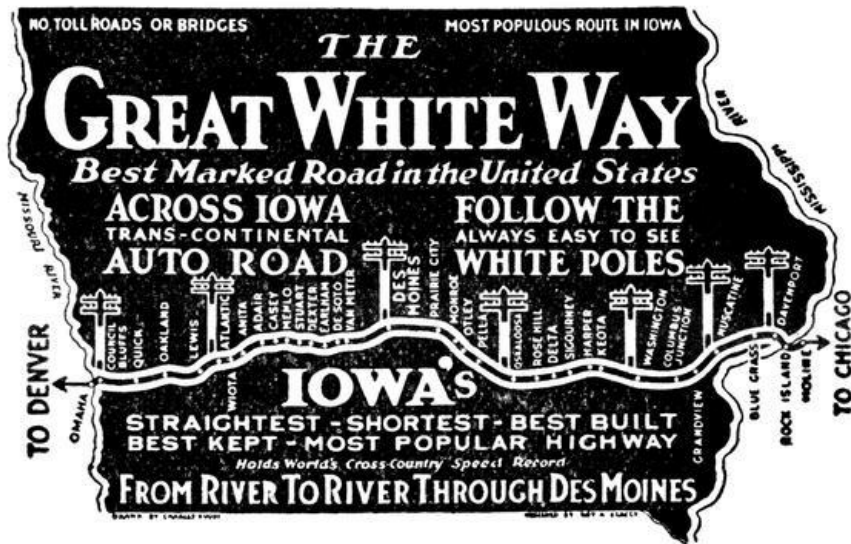
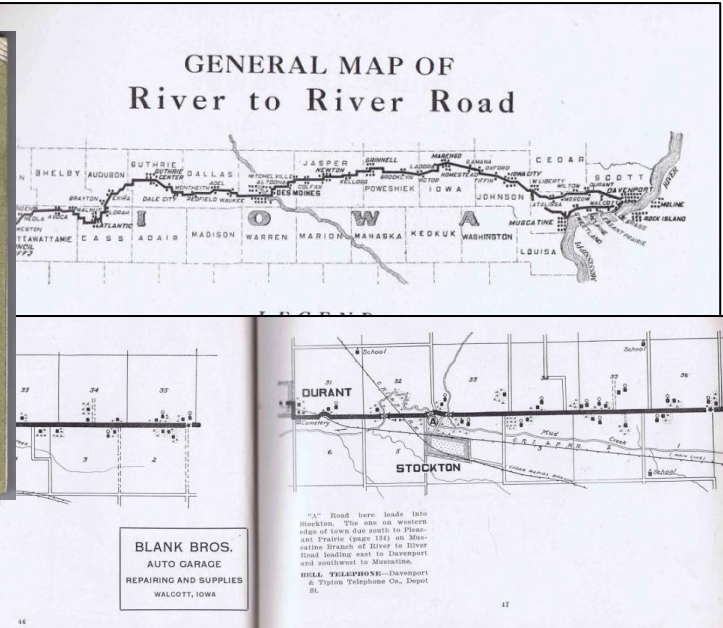
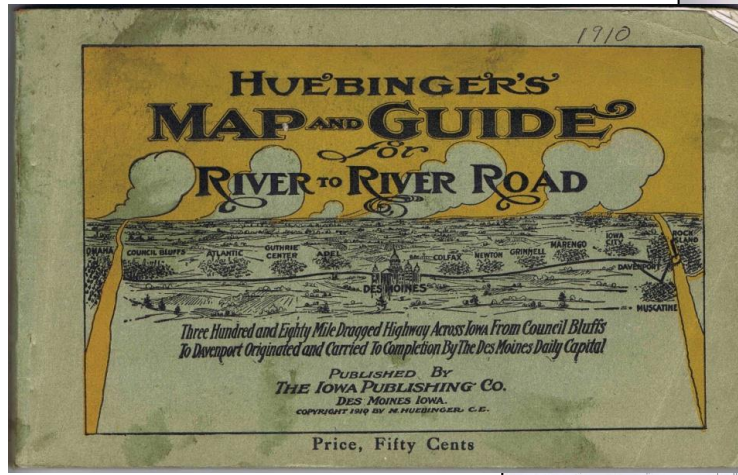
Huebinger
sold maps
from his
atlases
separately to
help defray
costs

Political Maps



Huebinger was politically active and supported candidates that pushed for higher road construction spending

Named Route Map Guides



Huebinger issued strips of county maps as a series of trail guides to help defray the cost of the development of the Iowa Road Atlas prior to mapping all of the counties in the state.

His first issue was the River to River Road published in 1910, when the white pole route was first painted on fence posts by boy scouts.

If you string several county maps together, you can publish a trail guide

Huebinger's Automobile and Good Road Guides FOR MOTORISTS AND TRAVELERS

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All of these, with the exception of the last four, are completed. These latter will be ready for delivery during the present season. They retail at 50c and \$1.00 each.

These Guides are 5 x 7 1/2 inches, with pliable covers of tough, durable cardboard, printed in two colors. They contain from 150 to 200 pages, printed on the best grade of book paper, profusely illustrated with half-tone engravings of points of interest along the route. Besides containing all the information to be found in the county maps, these guides show in detail all topographical features, including bridges, culverts, etc. The distance from town to town is accurately given as measured by the Warner Auto Meter. A complete descriptive story of each town along the route is also given, together with the location of all stopping places, taverns, hotels, garages, repair shops, etc. This enables one to plan a trip definitely in advance and to figure the cost of the trip and the time necessary to make it before starting.

The Iowa Publishing Co., Inc., Publishers
DES MOINES, IOWA

By 1912, Huebinger had published 15 different road guides to resell his individual county maps as strip road guides.

There are 15 of these handy, practical Road Guides. They slip into the pocket easily, and give the traveler all the detailed information he desires. Don't start out without one.

A FEW OF HUEBINGER'S ROAD GUIDES



COVERS PRINTED IN TWO COLORS

See complete price list opposite Foreword

Officially



Endorsed

THE IOWA PUBLISHING CO., Inc.,
PUBLISHERS
DES MOINES - - IOWA

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1912 Map Prices

Who Will Get the Profits in Your Town?

Somebody must sell these Maps—the Motorists and Travelers want them. Some live dealer in your town, or near your town, will be awake to this opportunity and will come in and accept our proposition and take the profits. Will it be you or the other fellow? Make out your order now from the following list:

Vest Pocket Automobile Good Roads Map

Scale three miles to an inch (Name counties wanted.) Retail each 25c.

Topographical County Maps

Scale one-half mile to the inch. (Name counties wanted.) Retail each 15c.

Huebinger's Automobile and Good Roads Guides

See list above. These Guides all retail at 50c each, with the exception of the Omaha-Denver Trans-Continental Route, which retails at \$1.00. In your order please indicate what Guides are wanted.

City Street Maps and Guides

Des Moines 5-color map, retails 50c. Davenport, Dubuque, Cedar Rapids, Burlington, Waterloo, and Clinton retail at 25c each. Indicate what cities wanted.

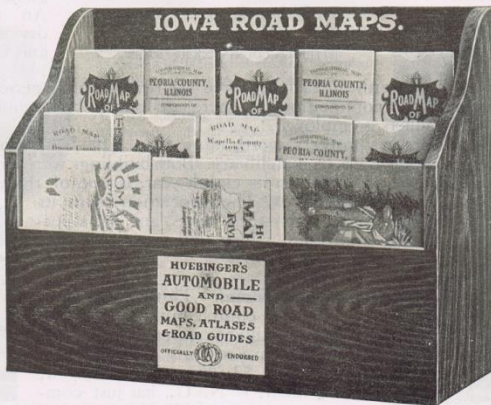
Large Sectional Map, State of Iowa

Folded or on sticks; size 31 x 44; giving a complete index on the margin of all counties, towns and post-offices, with the 1910 census; showing railroads, rivers, creeks, etc., with all official roads distinctly marked in blue, and all best traveled roads from town to town in red. Retail price, \$2.50.

❖ ❖

This Handsome
MAHOGANY
DISPLAY
CABINET
GIVEN FREE

❖ ❖



We Will Fur-
nish You
DISPLAY
CARDS
for Your Store

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CARDS
for Your Store

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The Iowa Publishing Co., Inc., PUBLISHERS
Des Moines - Iowa

Product	Price
Vest Pocket Automobile County Maps	25¢
Topographical County Maps	15¢
Good Road Guides	50¢
Des Moines City Map	50¢
Clinton, Davenport, Dubuque, Cedar Rapids, Burlington, Waterloo City Maps	25¢
Large Iowa State Map	\$2.50
Large Iowa Atlas	\$10.00
Small Iowa Atlas (more for leather cover)	\$2.00 to \$3.00

Why are they selling Peoria, IL maps in
their Iowa map display?

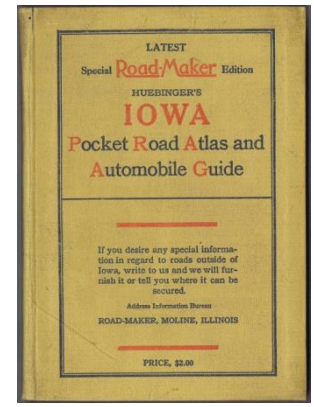
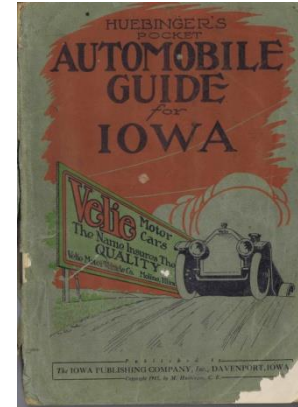
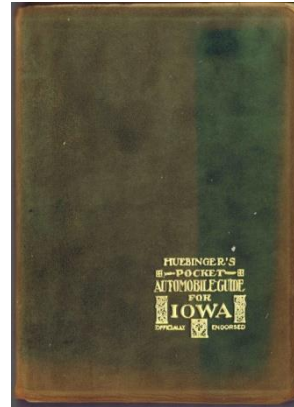
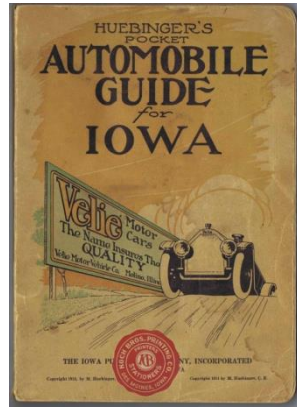
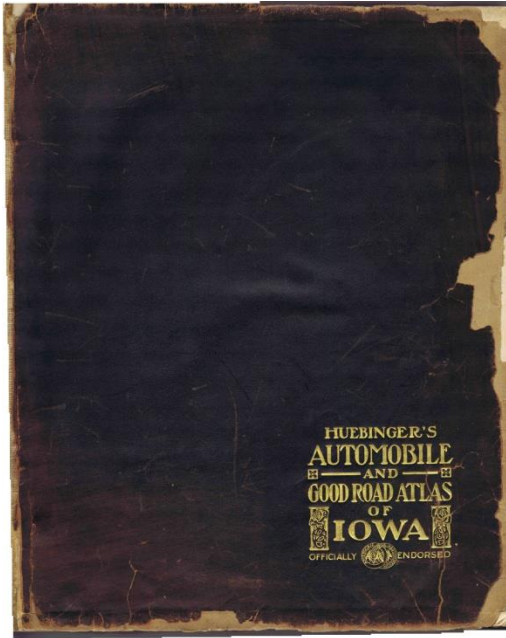
Huebinger's Activities 1911-1923

- The routes the Spaulding cars traveled were issued as separate map book route guides, and then reproduced in the 1911 Iowa Good Roads Atlas. This helped the company defray the cost of mapping each route needed for the state atlas.
- The Iowa Publishing company put out separate road guides for the River to River Road, the Blue Grass Route, the Waubonsie Trail, the Hawkeye Highway, and the North Iowa Pike.
- The 1911 Good Roads Atlas of Iowa was too large a book to easily use and store in a car, so in 1912 the Iowa Publishing Company started selling their Pocket Road Guides of Iowa.
- These smaller road atlases were huge sellers, and went through many editions, until being bought out by the North American Publishing Company in 1918. The company expanded to publish folding maps for automobiles covering multiple counties at 1 inch to 3 miles, and issued large scale city maps for many Iowa cities during the 1910s.
- After selling the Iowa Publishing Company, in 1917, Huebinger focused his efforts on the subscription atlas business and went on to publish county atlases for Scott County, Cedar County, Muscatine, and a city atlas of Davenport.
- In 1920, Huebinger moved to Peoria to work on a Peoria City and County atlas, and local road maps of Peoria and the state of Illinois
- 1923 Melchoir Huebinger dies of a foot infection

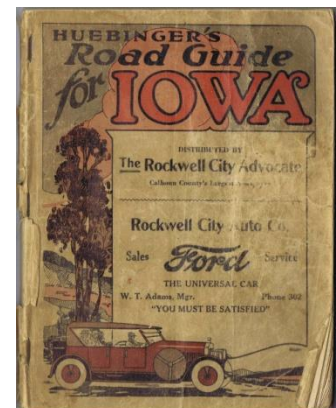
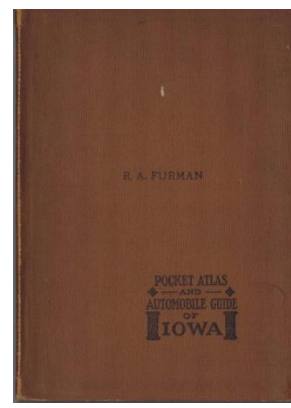
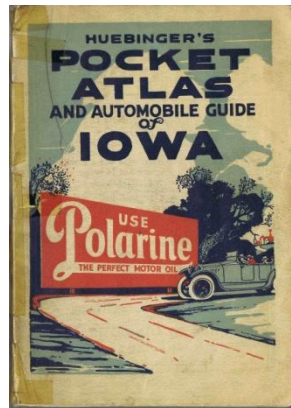
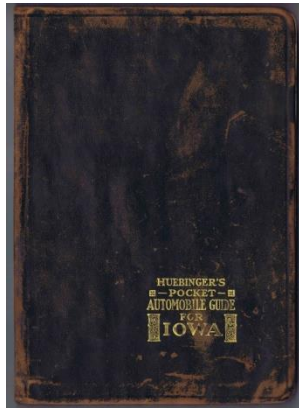
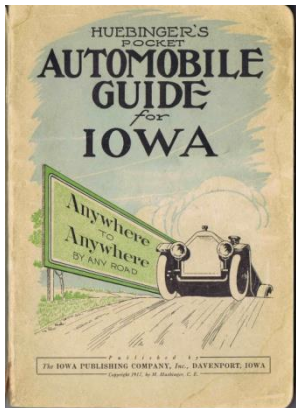
Road Guides Photo

1912 Full Size

The 1912 atlas, too large to easily use in the car, so following years were down sized



1913 1913 1915 1917
Iowa Publishing Co produced the atlases from 1913 to 1917



1917

1917

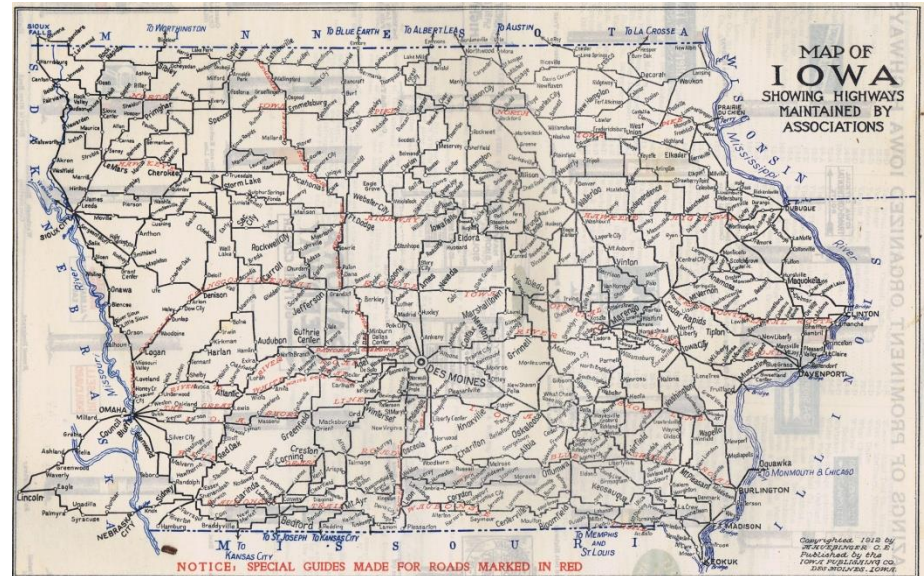
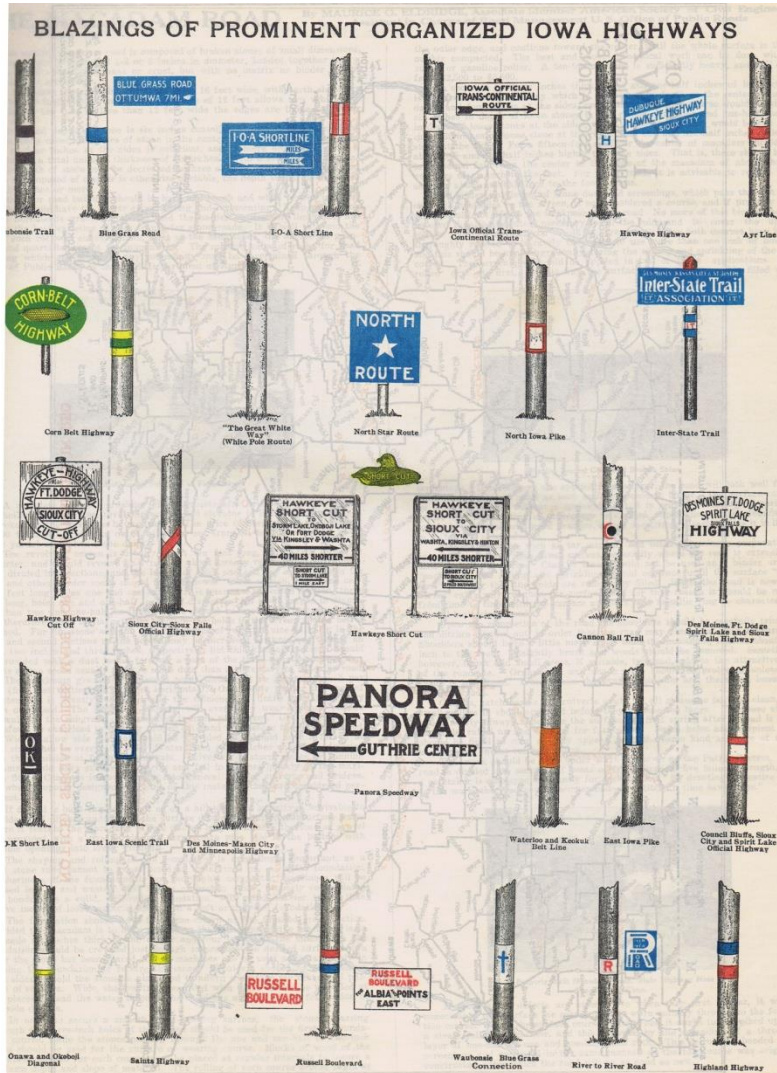
1918

1920

1924

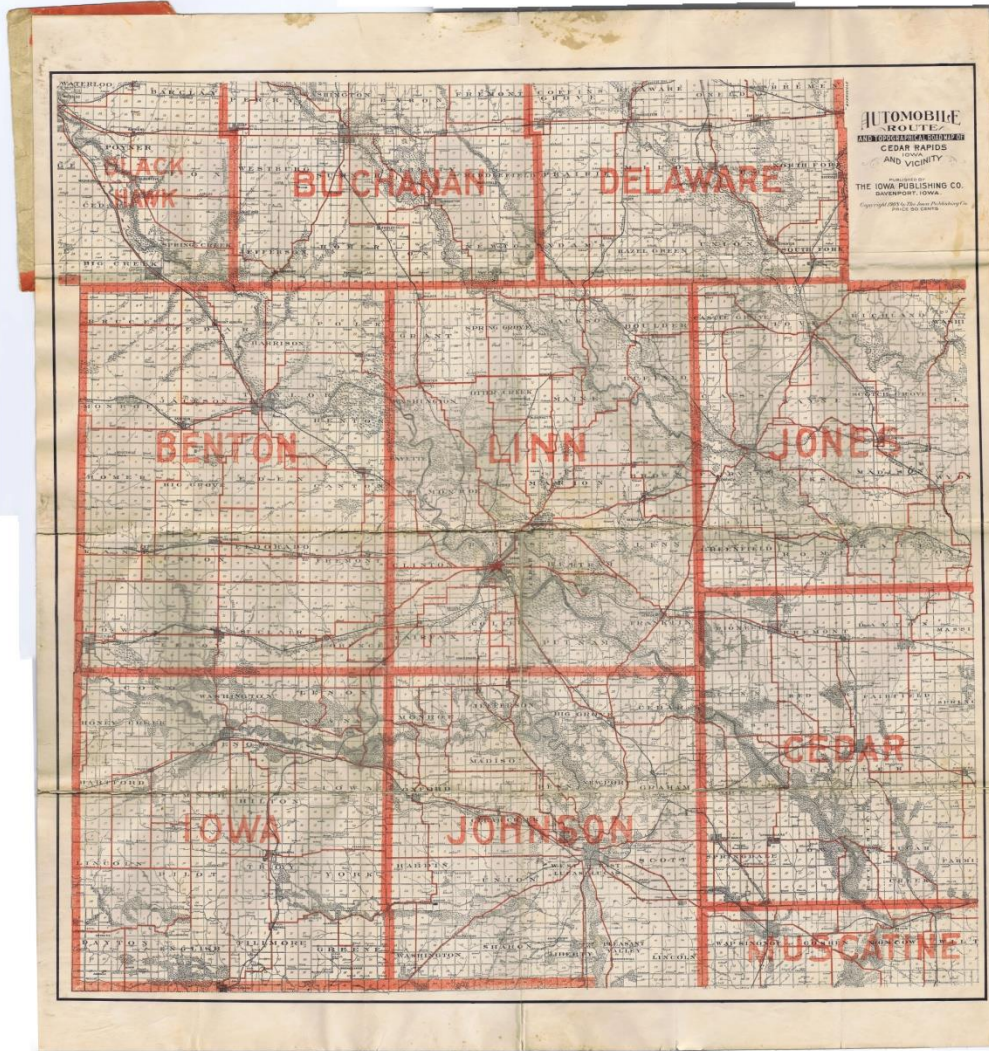
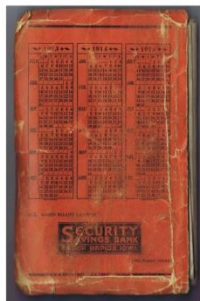
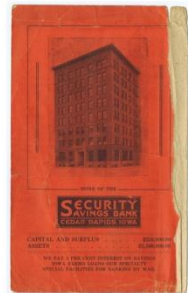
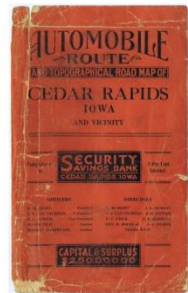
After 1917, the publication rights for the atlas was sold several times, but ended back in Huebinger's hands in 1924, for the last issue of his atlas

Color Map Large Scale Maps Help Folks Navigate



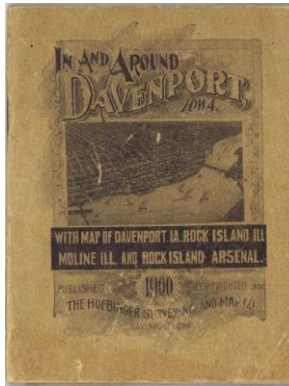
- In 1912, blazed trail markers in their infancy, but were somewhat confusing. The modern numbered roads didn't exist until the 1920s.

Example of Huebinger's Road Maps

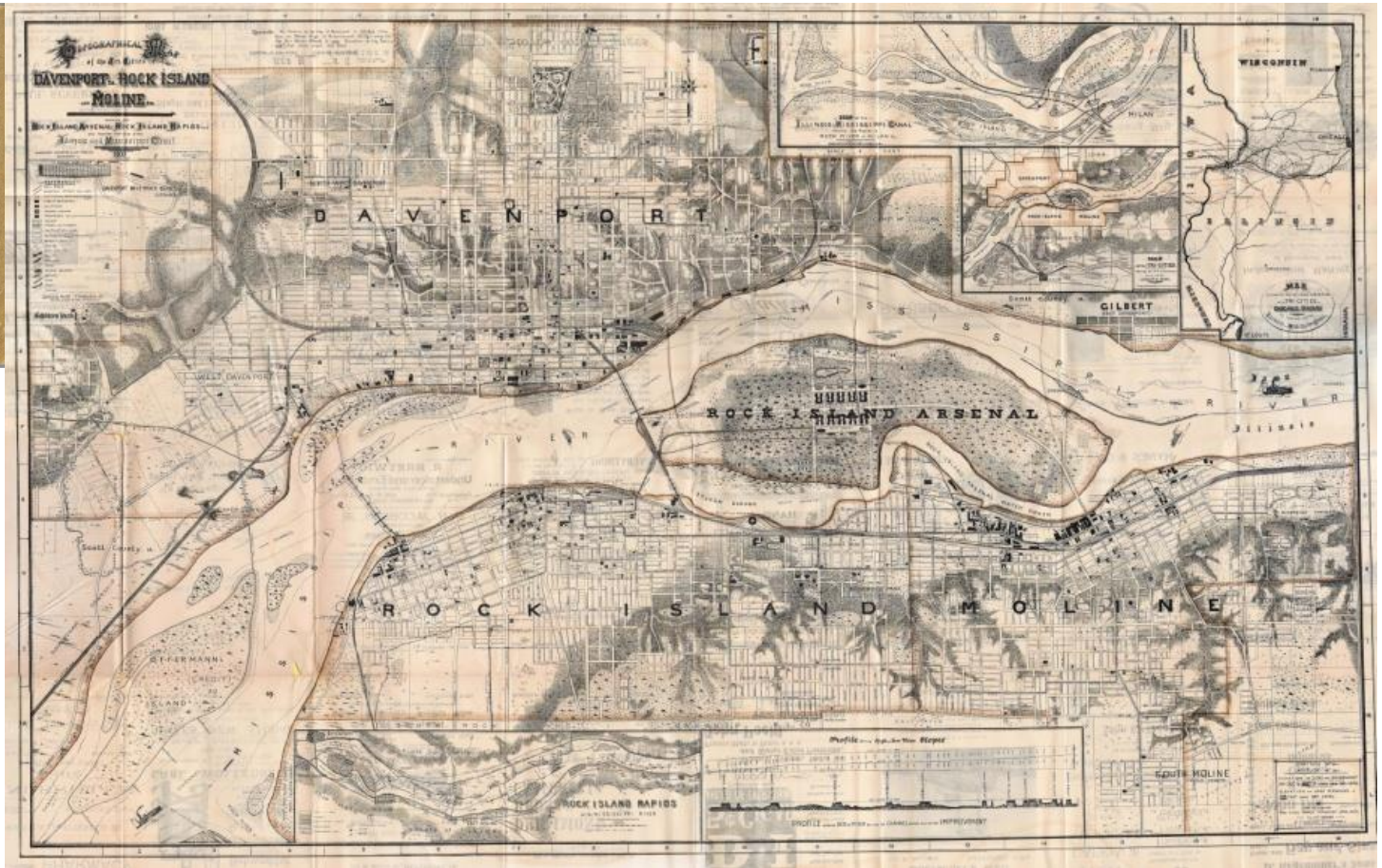


1908 Cedar
Rapids Area
Rural maps
were needed
to navigate
dirt and
gravel roads

Separately Issued City Pocket Maps

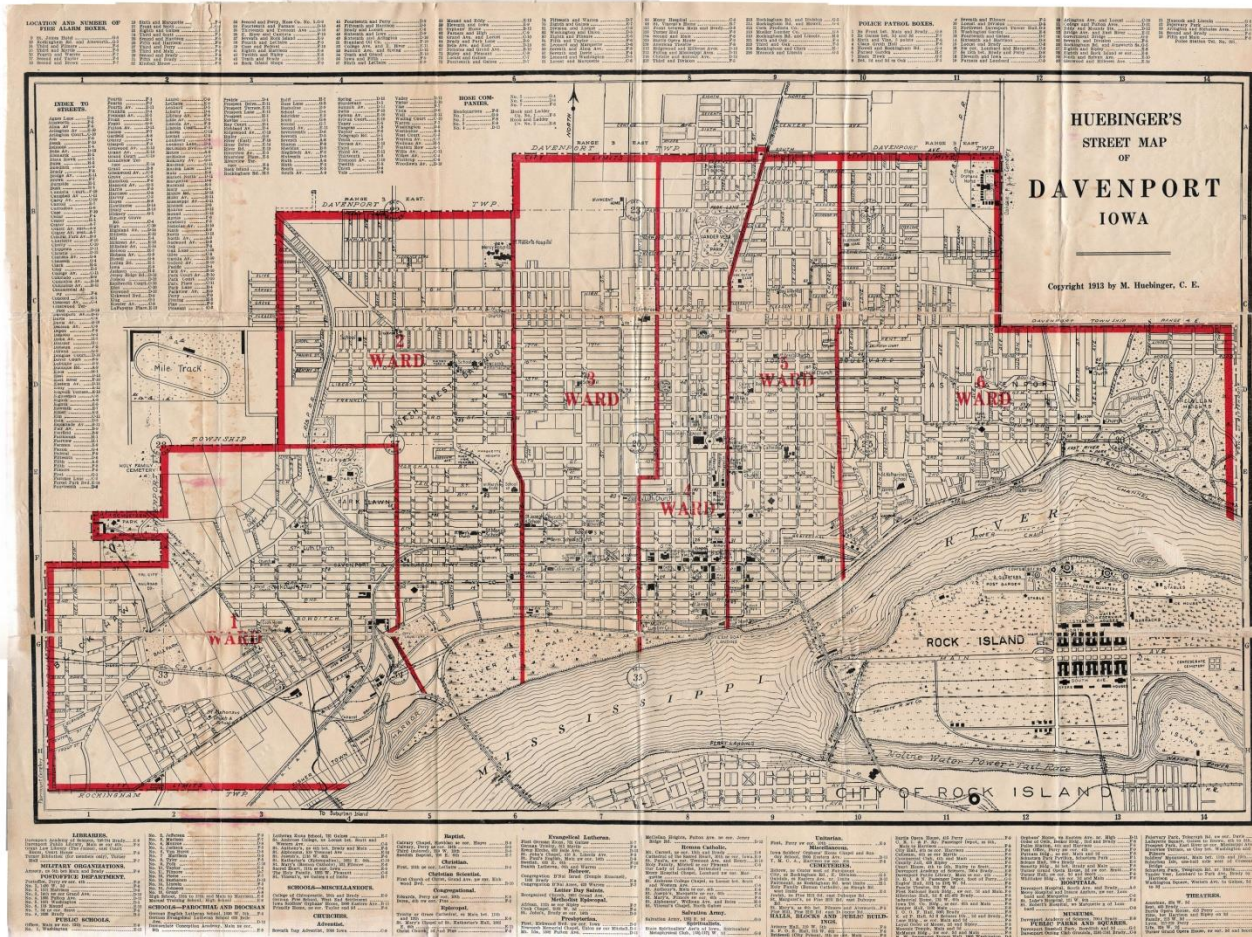


Single
color



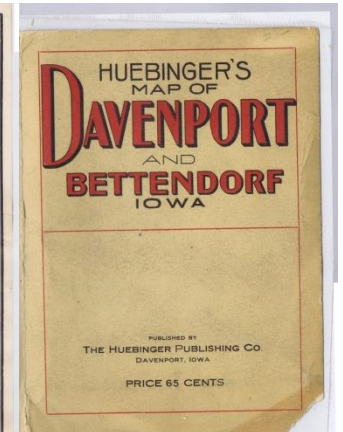
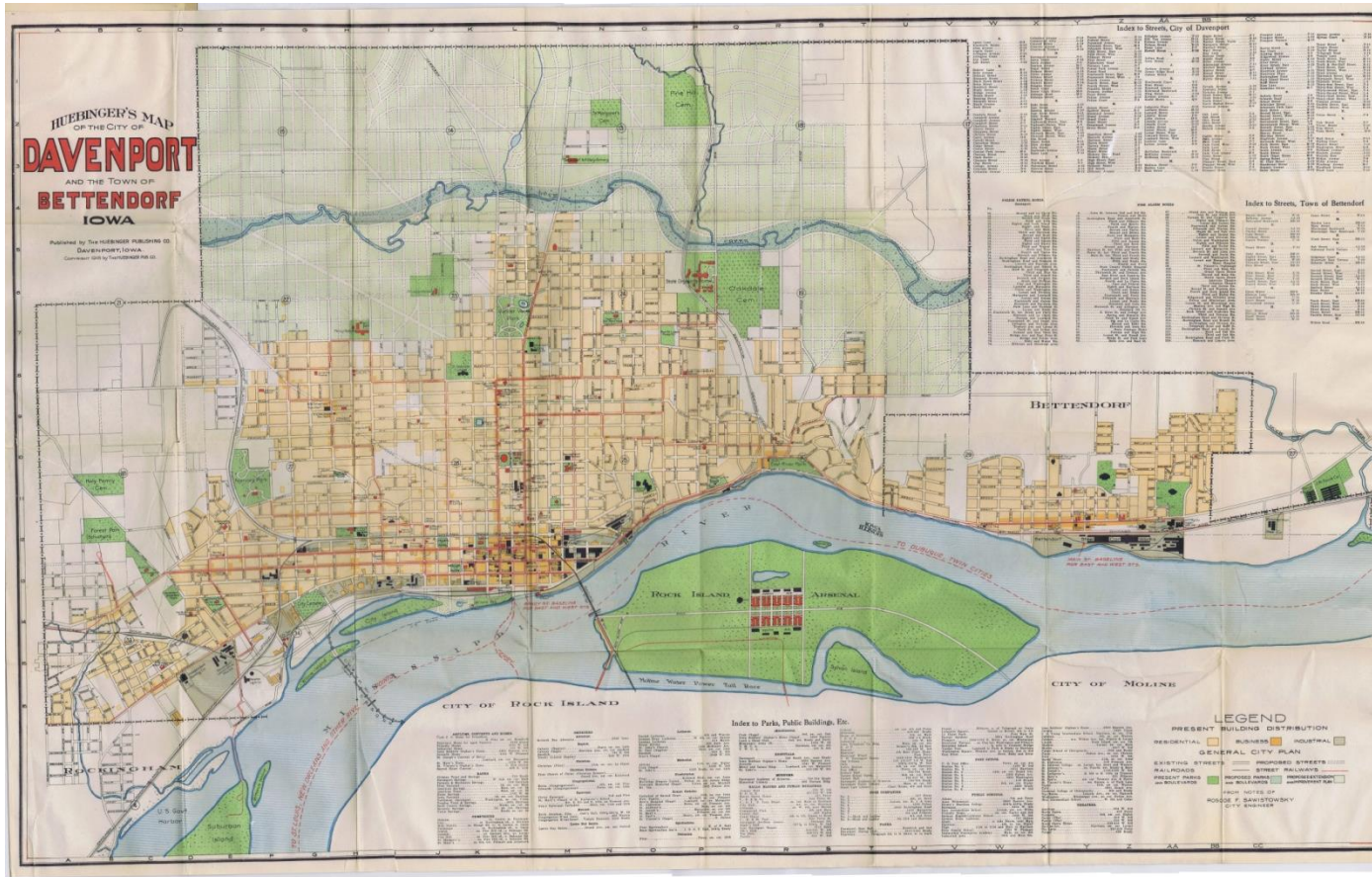
1900 map of Davenport issued for the GAR convention that year

Separately Issued City Pocket Maps



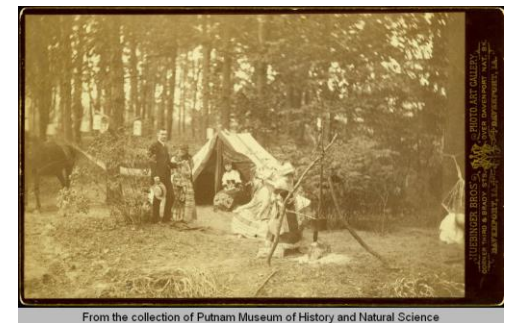
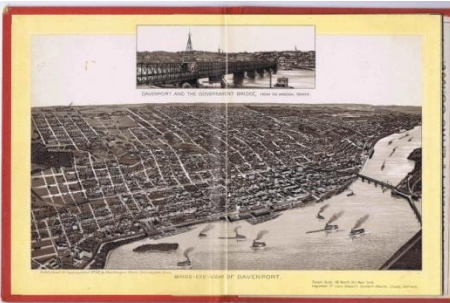
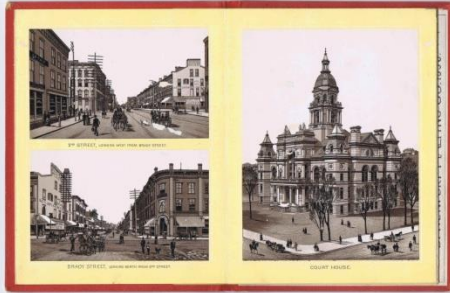
1913
Separately
issued
Davenport
street map
showing city
wards
Red line
updates
2 colors

Separately Issued City Pocket Maps



1918 Color
map of
Davenport
and
Bettendorf

Miscellaneous Maps and Ephemera



Huebinger also produced post cards, travel guides, souvenir books, posters and photos.

Local Address List of Huebinger's Companies

Huebinger Brothers Photographers 1887,
Corner of 3rd and Brady, Davenport

Schmidt & Huebingers 1882,
1124 Scott Street, Davenport

Huebinger Civil Engineering and Surveyor's Office
1882,
1124 Scott Street, Davenport

Huebingers Photo Studio 1890,
119 West 2nd street, Davenport

Huebingers Surveying and Map Publishing Company,
1899
417½ West 4th Street Davenport and 600 Main Street,
Peoria

Iowa State Atlas Publishing Company 1902,
216-218 East 3rd Street Davenport

Iowa Publishing Company
1910, 1912, 1913
4th and Locust Street Des
Moines

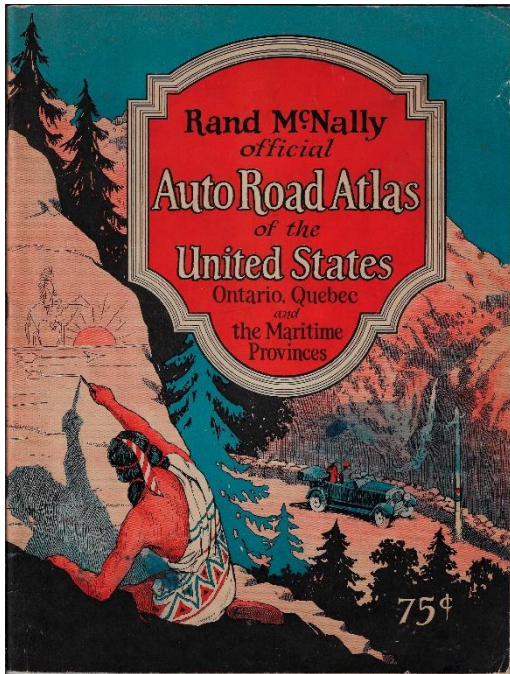
1918 North American
Publishing Company
Davenport, sold copyrights to
pocket guides and maps from
Iowa Pub Co to North
American Pub Co, moved
back to Davenport

Huebinger Publishing
Company Inc 1925,
Peoria, IL

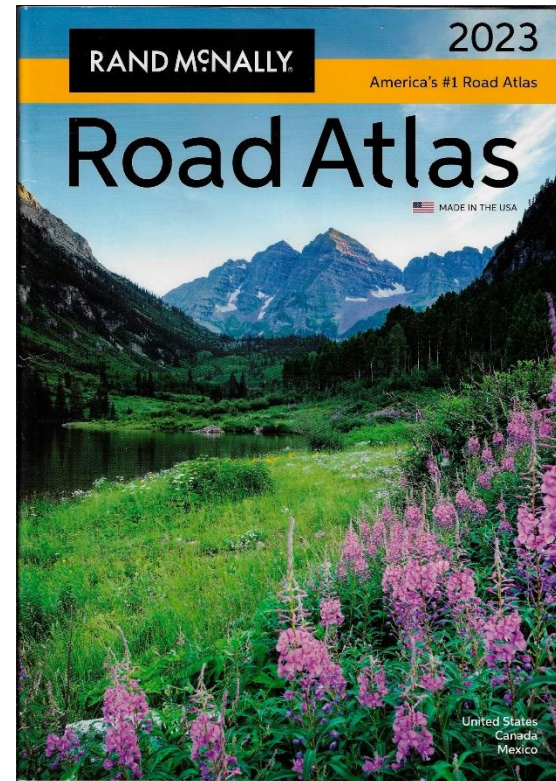
Examples of how to be a thrifty map publisher

- Reuse maps where ever possible (political, geological, roads, elections)
- Diversify (post cards, photo albums, posters)
- Publish large scale maps first, and then use them to make smaller scale maps
- Sell advertisements in your maps and atlases
- Sell vanity to subscribers
- Nepotism works, get your kids to work for you
- Pursue government handouts
- Use color only where needed
- File for, use and honor copyrights and trademarks

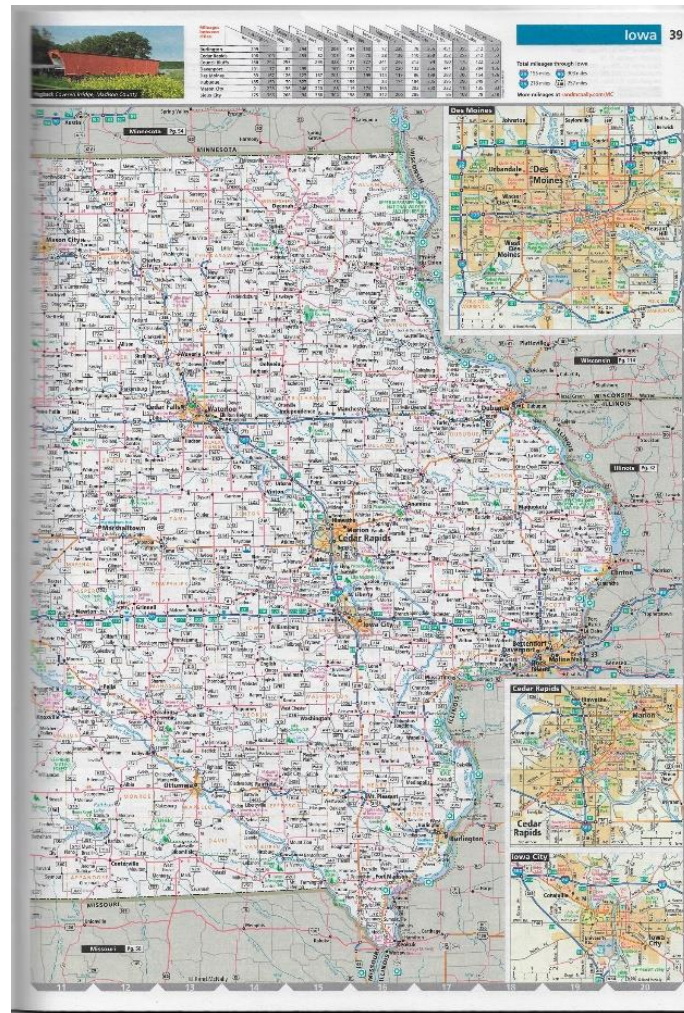
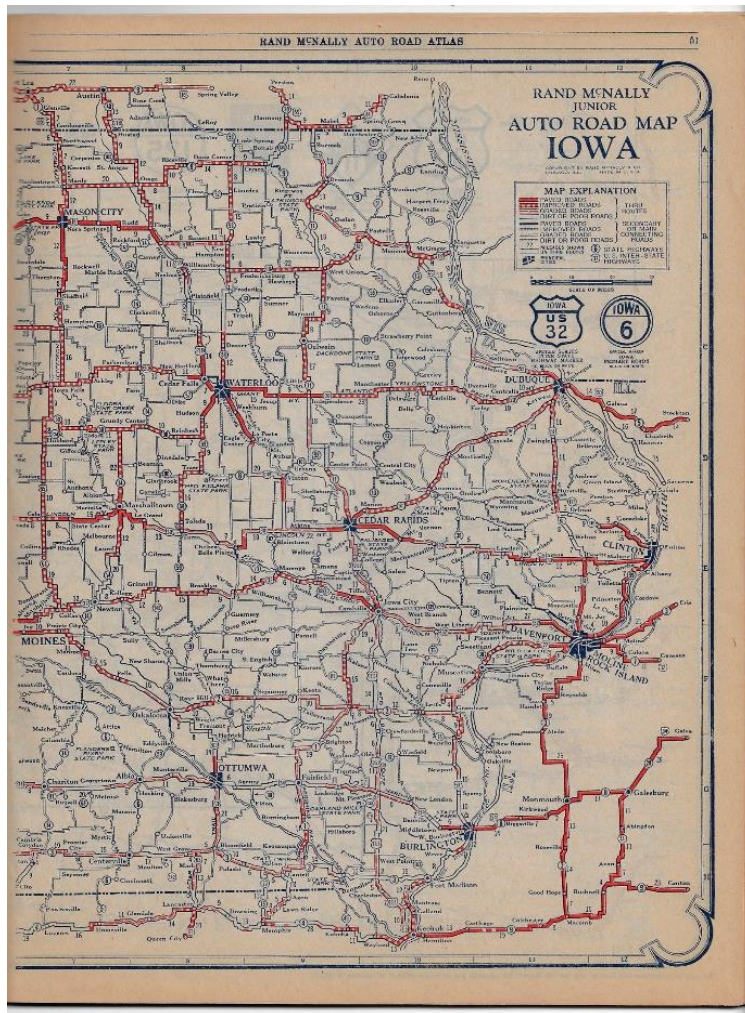
How Much Have Road Atlases Changed?



1927 75 cents bought a smaller less detailed road atlas, with 104 pages
the 2023 Atlas cost \$19.99, but is physically larger with 136 full color pages



Here are the similar Iowa maps 96 years later



1927 map has only 2 colors, but less detail is less confusing, easier to plan a route on the old map

2023 map has full color, inset city maps, mileage index, even has color photo, too busy to easily read, need to get out my magnifying glass

Let me know if you want any scans of these maps and atlases

- My contact info:

Mike Flaherty

Flaherty_Michael@sbcglobal.net

2116 W 43rd Street

Davenport, IA 52806

314-968-8574

- P.S Let me know if you come across any Huebinger maps, or pre 1930 road maps of Iowa