



Road Map Collectors Association

Number 34 Winter 2007

TEXAS... HERE WE COME!

Judy

We are pleased to announce our RMCA Road Map Expo plans for Dallas on 9/21 and 9/22/2007. It will be held at the Hilton Garden Inn – DFW Airport South. Many of you have heard rumors surrounding the move. Member Terry Palmer and our Treasurer, Gary Spaid, proposed a change as early as at the 2005 meeting. However, the plan was not fully fleshed out at that time, and we needed to ensure a place in the Lincoln Center for the 2006 Expo. Nikki Hemphill's event planning skill has kept our members from fully seeing the logistical troubles at Hammond. Years ago, we tried to hold our Friday night dinner in local restaurants, none of which could handle our group as it grew. Nikki, her family, and several of our spouses have done a fabulous job in providing catering. Several people have lost out on the fun when fetching the box lunches for the Expo. One brick wall problem remains at Hammond. At the Amerihost Inn, there is a fire department-mandated limit of occupancy. And all attendees dreaded that early morning trek to the Lincoln Center. The entire Dallas Expo will be under a single roof. Finally, Nikki has pointed out to me the cost to you members who fly into Chicago: \$21 each way. Shuttle service in Dallas will be provided by our hotel.

When we have had poor attendance in the last five years, it has been due to events beyond our control. Our October, 2004 Expo had improved numbers, but for several reasons, October is not currently an option in Hammond. Northwestern Indiana media have begun to lose their interest in covering our Expo, and lately we are not attracting even our members from Indiana and the Chicago area, much less local traffic. For the sake of the entire RMCA, we need to explore alternatives.

Dallas will not be our permanent home. Whether we rotate among cities central to clusters of our members, or return to our traditional location for 2008, remains to be decided. However, we look forward to interacting with members of the Texas Map Society and the potential of visits with the Texas Historical Society. As anyone who has bid on eBay against a Texan on a Texas map knows, those folks are passionate about their avocation!

THE COMPASS

Auto Club of Southern California
from the thirties' Metro Los Angeles
map on the color page

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What I urge each of you to do is to firm up your reservations ASAP to ensure the hotel's meeting hall for our use and to guarantee a table for your maps. An additional night's stay counts toward our minimum goal; we may even have post-Expo activities planned on Saturday. On January 2nd, I will claim my vacation time for the week of the Expo and start searching for the best travel deals. This is a circumstance I've never dealt with in conjunction with our annual meeting: the extent of my travel planning centered around filling up the car on cheap Indiana gas! Nevertheless, I know that this move is a positive step for our club to grow. I'm looking forward to seeing as many of you as can make it, and to meeting some new faces.

EDITOR'S NOTES

Dave Leach

Thanks to those who contributed to this issue! It is amazing how things come together... although it sometimes may take some time. This issue has a distinct Auto Club of Southern California flavor. My AAA collection isn't very large since working there didn't increase my interest... except in the older stuff. I contributed a few images to the color sheet and proudly have one of the first edition state maps from the national organization.

I still need someone(s) who will be responsible for upcoming color pages. And I always need contributions! Upcoming deadlines are:

#35 mid Feb #37 early May #36 early Aug

newsletter@roadmaps.org

The First Two Tour Books of The Automobile Club of Southern California by Dave Cole #72

For over a century, the Automobile Club of Southern California has been the most prolific publisher of road maps and tour guides of any auto club in the entire country. As early as 1912, the club began publishing a series of long narrow strip maps, highly detailed although only black on white card stock, that soon included hundreds of routes, not only in southern California, but all over the state, and within just a few years, all across the United States. There is something absurd about a strip maps showing the route of the Lincoln Highway from Times Square in Manhattan, across the Hudson River and on to Newark and Rahway, New Jersey, with "copyrighted by the Automobile Club of Southern California" in the title block, but such a map exists (#640) and the series of such maps continued all the way to California. Other major transcontinental routes were mapped, too.

In the mid-'teens, the ACSC started publishing folding maps of each county in their territory, the southerly third of California, and state maps, too. In the late 1920's, the club began publishing books of strip maps covering major highways to southern California, and some of these continued through the 1930's and '40's, with some of the most colorful artwork ever seen on auto club maps. If a collector had just one copy of every map, guide book, or special publication issued by ACSC over the last century, it would take an entire room to store it all, so vast has been their output. And it isn't hard to put together a representative collection of ACSC maps either. Issued by the millions, they have been saved by the hundreds and, in California, they are not particularly rare except for the very earliest ones. Here, you can find upwards of a dozen ACSC road maps for every such map issued by the auto club in northern California, the California State Automobile Association, headquartered in San Francisco. But ACSC did not start with strip maps or folding maps, their first such publications were tour books, very ambitious projects for a club that had a hundred members when they embarked on the compilation of the first one.

ACSC's FIRST TOUR BOOK, 1909

The first tour book by ACSC was a long time in preparation. The May 25, 1907, issue of Pacific Motoring magazine (now there's a rare publication!) carried a news item about the club's preparing a route book, but it was not published and bound until late in 1908, a year and a half later. But it was big, thick full of information, and very useful to auto tourists in California in 1909.

It ran 384 numbered pages, plus some inserts stuck in that would bring the total close to 400, with pages 5" by 9" inches. This was all bound in soft flexible black leather,

with the title, AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA TOUR BOOK, stamped in gold on the front cover. The back is plain black leather, there is no title on the spine, and certainly no artwork, alas, but it's a very classy-looking book regardless.



Strangely enough, it seems the book was published without a title page, and once this was discovered, an insert was printed and pasted in ahead of Page 1. Not all copies got this title Page addition, however. One would suppose the belated title page would give the date of publication, but it does not, nor is it on the cover. To calculate the date the book was printed, the best one can do is refer to another pasted-in page just before Page 33, on which is printed the new speed ordinance of the City of Los Angeles. The text says, "just after going to press, the Speed Ordinance...was changed as follows:", followed by the ordinance itself, which was "approved this 20th day of November, 1908." Thus, it appears this Tour Book was printed in October or early November, 1908, but it is regarded as dating from 1909, as that was the first season it was in use.

Almost a hundred pages in the front of the book are taken up with material other than maps and route descriptions. The Auto Club is described, its distinctive road signs are all pictured and described, and the full text of both the Los Angeles City Traffic Ordinance and the State Automobile Law (essentially the Motor Vehicle Code of the time) is presented, interspersed with advertisements for automobiles, garages, supplies, hotels and other things of interest to motorists. There are indexes of cities covered, a list of garages, a description of El Camino Real, and two index maps of routes in the front of the book, also.

At last, on page 97 you come to the first map in the book, this one "showing parks in and around Los Angeles". Pages 99 and 101 give directions on how to reach each one in text, and the intervening even-numbered pages are devoted to ads. So it goes, up to the last map in the book, page 383, showing the route from Gilroy over Pacheco Pass to Los Banos, with descriptive information about it on page 380.

Illustrated here are typical pages from this first tour book. Page 161 shows the roads from Los Angeles to Pasadena, and page 163 describes the routes in words. Facing pages are given over to more ads, most of them for businesses in the area shown on the map.



THE RAYMOND
Pasadena, California

Between New December and May
the air is beautiful between Los Angeles and Pasadena
including Redlands, Pasadena.

We can't show your AUTOMOBILE

SAFELY DEPOSIT VAULTS

American Bank and Trust
Company

Capital \$10,000,000
INCORPORATED IN CALIFORNIA
PASADENA, CALIFORNIA

Obviously, these maps are rather crude and simple. They show only the roads to follow, with forks in the road just stubbed off, so that if you got lost, you had no idea where you were or how to get back on the approved route. The running directions were, for the most part, contributed by auto club members who had traveled that way. Thus, some of them are pretty minimal and sketchy, while others are highly detailed. A few do not even follow the map! Clarence B. Smith, of 1321 South Main Street in Los Angeles, apparently volunteered to report on the route from Los Olivos to Santa Maria, but his instructions do not match the mapped route. He says in a note, "This description is not according to map but is the best route". Charles B. Hopper, who was on the ACSC board of directors, drove his Marmon car to Santa Barbara and back, and described the routes on the club's maps in sharp detail. He even told about his trip: "We were on the road 9 hours and 22 minutes, but the actual running time was 5 hours and 55 minutes, averaging for the trip 17.8 miles per hour. On the trip, we passed 8 automobiles, 85 rigs (pulled by horses, he means) 4 streams, 8 bridges, and 10 railroad crossings. Used 13 1/2 gallons of gasoline."

Be Sure and Visit the
Cawston Ostrich Farm at South Pasadena
The Original Ostrich Farm of America

Chickens of all ages - dozens of one birds
Japanese Tea Garden where children
laugh and play on an acre

\$50,000 Feather Display
Genuine Ostrich Feathers, Plumes, Bows,
Hats and Toys and More in the
Greatest of Pasadena Prices

Five Hours
Work

City Store
224 W. 3rd
Los Angeles

Los Angeles to Pasadena
German and Carsten Ostrich Fern
1910

1910 TOUR BY
OCTOBER 1910
BY ALBERTO
OSTRICH
CARSTEN
OSTRICH

Los Angeles to Pasadena
German and Carsten Ostrich Fern
1910

1910 TOUR BY
OCTOBER 1910
BY ALBERTO
OSTRICH
CARSTEN
OSTRICH

Auto Goggles
at Every Automobile
Famous British
Field Glasses
Marmon Optical Co.
382 South Broadway
Los Angeles

161

LOS ANGELES

That tells you a lot about motoring in southern California in 1908!

This first tour book covers routes from Los Angeles as far south as San Diego and Tia Juan.a (sic!) and as far east as San Bernardino, Redlands and Idylwild. Heading north, it goes only as far as San Francisco, following both the coastal route and the inland road via Bakersfield and Fresno.

ACSC's SECOND TOUR BOOK, 1911

Two years after the first tour book was published by the Auto Club of Southern California there had been enough changes in roads that the book had become obsolete, so a second edition was announced in December, 1910, and readied for distribution early in 1911. The layout of this second edition is very much like that of the first, but the maps and route descriptions had all been done by a professional map maker, George F. Beck, whose ad appears on Page 295, as pictured below. Note that Beck claims to have touring information and maps of the entire west coast, but surviving examples of any of it are exceedingly rare. It is known that Beck also did a tour book for the California State Auto Association in 1912, but no copies of it are known to survive Beck apparently ran the Commercial Printing House in Los Angeles, or at least its ad shows the same address as G. F. Beck's ad on Page 295. The same printery did the first edition, too.

295

LOS ANGELES TO DENVER
(Via Pasadena Pass)
1911 TOUR BY GEORGE F. BECK

1911 TOUR BY GEORGE F. BECK

DRINK EAST SIDE BEER
an ideal table beverage
FOR SALE EVERYWHERE
LOS ANGELES BREWING CO

DISTINCTIVE TAILORING
IS THE MAKER OF POPULARITY,
BOTH FOR THE WEARER AND
THE MAKER OF MEN'S CLOTHES
IT'S OUR KIND

Men's Norfolk Motoring Suits
Summer Outing Garments
High Class Clothes for
The Correctly Attired

J. H. HALLER, Men's Tailor
Room 1102
210 Normandie Place
Los Angeles, California

**Reliable Touring Information
AND MAPS**
The Entire Pacific Coast
Tia Juana to Vancouver
G. F. BECK
107 West Street
LOS ANGELES, CALIFORNIA

found was by Gousha in their *American Highway Atlas* starting in 1955, 13" x 16½". Today these folding options have all be disappeared except for possibly a map folded into the back cover.

Generally European, and occasionally a few American, road atlases have used the tile format. Early European road atlases were often rather small. Pratt's page size was 5" x 8½" into the 1930s, while the 1924 Continental Tire Road Atlas page size was 4¼" x 8". However, the larger the page the more area covered and the less page turning required. Two creative solutions for tile format atlases are the accordion page as employed by Continental Tire by 1935 (16th edition of their



Deutschland atlas). Their single page size was a slightly larger 5½" x 10" but the actual sheet size was 44" x 10" accordion folded 7 times making 8 pages. Only the left and right ends of the sheet were bound into the atlas allowing the user to unfold those sections needed as the trip progressed. The major drawback is clearly that this format works best for an east-west trip. North-south trips still required finding the next tile.

A variation of this last solution was used by McCauley of Detroit about 1939 in what he called a Map Case. The map was printed on long rolls of paper and inserted into the case which could then be scrolled as the trip progressed. While the sections I have seen are oriented north to south, the design would also allow for east to west scrolls. Then again, this is not exactly an atlas. The only maps I have seen in this format were published by Gousha.



While mentioning "mechanical" maps, there are a number of designs which use a metal or plastic "box" approximately 12" x 7" with a clear window on each side and six or more sliding tabs on the left and right edges. Moving each slide brings a new map into view. The maps generally consist of nine horizontal slices, such that each slice is hidden behind another slice until the slide moves the narrow slices up into view constructing a map in the clear window. Again, not an atlas but a creative solution to displaying sections of a map. This format seems to date from the 1940s and 50s and is more common in Europe but was also made for US and even New Zealand maps.



The other creative solution for tile format atlases was used for the *New Road Book of Great Britain* by the Daily Express newspaper with maps by George Phillip & Son in the 1930s. Rather than binding the map pages in a book, nine tiles were printed on cardboard and tucked into a pocket. Thus the user could sequence the tiles prior or during his trip and only needed to flip the cards as the edge was approached. But perhaps this too is stretching the definition of an atlas just a bit, although this one includes an annotated gazetteer of 128 pages. Other publishers used this approach with folded maps by simply storing them in a case.



The next solution was introduced very early, even before automobiles, and was frequently used by railroads. This is to present the road only and omit ancillary area, the strip

map. AAA was probably the most extensive user. From the 1920s, AAA published strip maps in their Tour Books, then from the late 1940s to the 1950s they published Route Books, basically a collection of all their strip maps with practically no text. While these may not be true atlases, combining the three volumes, Eastern, Southern, and Western, makes a reasonably good road atlas.

Two variations on the strip map approach were the Photo-Auto Guides by Gardner Chapin and published by Rand around 1907. These utilized photographs to illustrate turns and route changes, but were not bi-directional! Plus the Hobbs Guides of the 1920s and 1930s which added elevation profiles, as some bicycle maps had done by showing road grades. Neither of these are traditional road atlases.

While these attempts to provide more road information had varying degrees of success, just about all of them have fallen by the wayside. What other innovative approaches have you seen? How about the DeLorme Street Atlas CD, and a GPS system!

**2006 RMCA Road Map Expo
See what you missed...
What about Dallas this year?**



Nathan's display of Iowa Oil Company maps



RMCA OFFICERS

- | | |
|-------------------------------|--------------------|
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Judy Aulik, Ian Byrne, Stan DeOrsey, Richard Horwitz, 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



VINTAGE ADVERTISING COLLECTORS SHOW
Featuring: **Petroliana, Automobilia & Vintage Advertising of all types**
SUNDAY April 15, 2007 8 AM - 2 PM
WAYNE P.A.L. Complex, off Parish Drive at Route 23 North or South,
Lincoln Park/Route 202 Exit, Wayne, NJ 07470
(201)-493-7172 or jednat@att.net

Auto Club of Southern California—Maps and Guides RMCA Legend #34
 Images contributed by Curtis Carroll, Dave Cole, Brian Hatcher and Dave Leach



1925 and 1926 Strip Maps



1935 Route Book



1915 Mission Tour



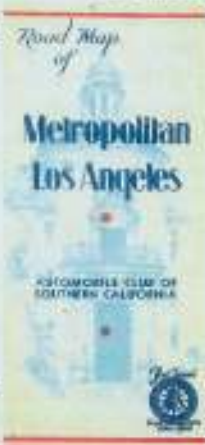
1927 Pacific Highway



1930's Map



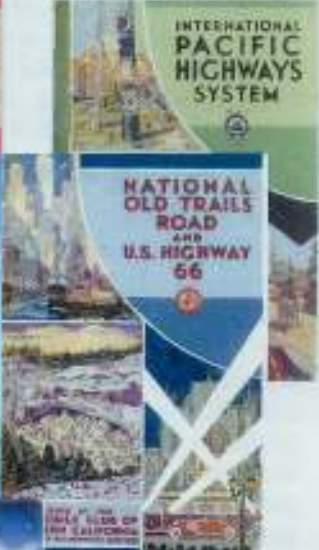
Two Specialty Maps from the '30's



City maps

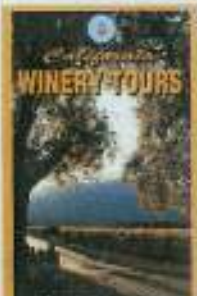


1932 ECH & OSP
 1940 Pacific Hwy
 1933 NOTR & 66



Of this series—only the Los Angeles Int'l map survived

Guide map and Southern California Regional maps



Recent guide books from Northern and Southern California

ACSC 100 YEARS OF SERVICE TO THE TRAVELER

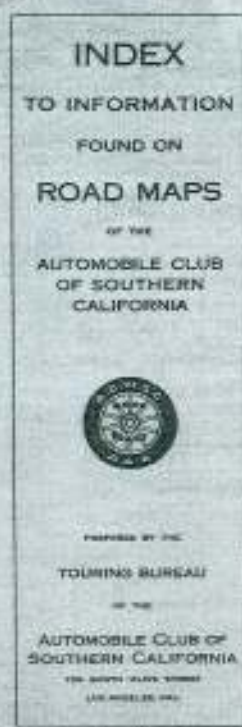
By Brian Hatcher

Edited by Curtis Carroll and Stan De Orsey

It was on December 13, 1900 when ten automobile enthusiasts gathered in Los Angeles to form the Automobile Club of Southern California (ACSC), mainly to seek out new places to travel and enjoy their cars. At that time, "The City of the Angels" had a population of around 100,000 and a total of 231 miles of paved roads and about the same amount of graded dirt streets. Outside the city limits it was an entirely different terrain extremely hostile to their vehicles. The roads were unmarked and their condition could be deeply rutted, muddy, sandy, rocky and everything in between. In many instances, these trails petered out into open country without any facilities to aid a stranded motorist and his broken down vehicle. It wasn't until six years later that the ACSC offered a travel service to its members and began marking roads with directional signs to lead the way.

According to a history of the ACSC published in 2000, the first touring guide books were issued in 1909 and the first road maps offered to the general public in 1911. The ACSC started out as part of the nationwide AAA federation but severed ties with them in 1915. This enabled the ACSC to sell their maps directly to other clubs, an important and unforeseen revenue source. They became in effect a competitor to the AAA and it was after this date they made tremendous efforts to greatly improve their cartographic quality. The ACSC and the AAA worked out their differences in 1950s and the ACSC was brought back under the AAA umbrella.

Shortly before the Second World War, the ACSC had worked with the U.S. military to provide up-to-date road maps of Southern and parts of Northern California. It was during this time that they decided to mask their date codes for security purposes. At first, the masking was quite easy and simple to read like the California State map copyrighted 426 or June 1942. As time progressed their masking system became a bit more complicated much like the California map 15454 or April 1954. What the 15 stood for I am not quite certain but other methods were used usually starting with a '1' and the date in reverse. It was not until 1966 that these dates were reinstated to their correct form.



Index ca. 1912-1914

Unlike most auto clubs who cataloged their maps alphabetically, the ACSC issued their maps chronologically. At first they issued their maps with simple map numbers that were changed every time a map was redrawn. When they started to combine their maps with insets and continuations, they found that it was becoming too difficult to index their inventory. Because of this, a catalog number on the cover was added in 1966 with 4 numerals at first and a fifth one added in 1971. Maps were then numbered in order by state, county, region and city. Now not only could the ACSC record their maps but they could also keep track of their other inventory such as tour books and other paraphernalia within this same system. Despite this change, the ACSC still continued their old map numbering system until January of last year.

Soon after the Second World War, the California State Automobile Association (CSAA) filed a law suit against the ACSC citing territorial infringement. The ACSC was soon forced to stop producing maps north of Tulare County with only a few exceptions. It was not until recent years, however, that the ACSC was allowed to again publish maps inside Northern California when they formed a partnership with the CSAA.

Today the ACSC is planning to broaden their sphere of influence by incorporating into Texas and other Western states. A sad turn of events is when their much popular county maps came to an end when they were discontinued in 2003 in place of much larger regional sheets. Despite this set back, newer maps have been recently published such as Santa Catalina Island, Sequoia National Park, North and South Winery Guides, Golfing (Southern California), and Mountains and Deserts of L.A. County.



Although this January 1988 California map is not rare, it is one of the few maps to show Nevada's unpopulated Bullfrog County