

ROAD MAP COLLECTORS ASSOCIATION

The Legend

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NON-OIL MAPS LEAD THE WAY

by **TIM NICHOLSON (#432)**

Why non-oil company maps? Because oil company maps did not arrive out of the blue - they had forerunners that gave the oil industry an idea to develop and a type to copy.

Originally, in the last quarter of the 19th century, there was the railroad map [right]. This was followed by the usually cheap (if not yet free) paper road map. This was issued by businesses that had nothing to do with oil, but were, however, concerned in some way with exploiting two new crazes of the years around 1900 - first cycling, then motoring.



After Gulf opened the floodgates in 1914, the oil company maps, in turn, inspired more free, or cheap, maps from other trades, which followed the oil companies' lead in treating road maps as promotional items. And the giveaway non-oil map aimed at the cyclist or motorist never went away - it is still around today, worldwide.

But foreign maps are another story. Here, the picture in North America is sketched in up to
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Tim Nicholson and his map collection live in London.

Texas site of Expo '07

by **JUDY AULIK (#273)**
RMCA PRESIDENT

Deadline: Sept. 7. Time is growing shorter to register for the 2007 Map Expo and RMCA Annual Meeting, to be held in Irving, Texas, on Sept. 21 and 22, at the Hilton Garden Inn-DFW. You can mail in the included form, or register through our web site using PayPal. You need to make the hotel reservations directly with the Hilton, mentioning "RMCA" to get the special rate, be located together, and to ensure we meet the minimum number of guests.



Judy Aulik photo
Wayne Stitt (#136) of Hudson, Wis., displays maps for sale or trade at Expo 2006 in Indiana.

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1960. It is not even the whole story: the theme is illustrated only by a handful of representative maps in the writer's collection, issued by just 15 different businesses and organizations related in some way to the motor car. However, the diversity of even these few shows how the car's influence quickly became all-pervasive in American society.

The earliest indicator in the writer's collection comes from the rubber industry. In the mid-1890s, L. C. Chase of Boston offered 15-cent



maps of Massachusetts in strip form [above], delineating routes between cities and advertising their cycle tires. Most businesses did not draw their maps themselves, but relied on those drafted by specialist map making and publishing companies. Chase acquired theirs from Waring & Co. also of Boston, publishers of "Long Distance Bicycle Road Maps." At this time such maps were not free because they were seen primarily as stock in trade, not promotional material. Their significance was as role models for later, mainly free maps from oil companies and others. Thirty-odd years on, Goodyear bought promotional maps from the H.M. Gousha Co., the example [color sheet: 1] is unusual in three ways. It makes no mention of the product on its front cover; that cover shows a real, rough, dirt road, not an idealized rural scene; and it hides its finest artwork inside (the famous Goodyear airship at night over Manhattan).

The map makers did more than draft maps for others to distribute: they might be publishers

themselves, so contributing to the diversity of trades promoting their products through maps. Such was C. S. Mendenhall of Cincinnati who, in 1909, was offering 22 high quality, part color printed road maps of 17 different Midwestern and Eastern states [2]. The biggest and most famous was Rand-McNally, map and atlas publishers of Chicago. They supplied many other businesses [3], but were best known to the 1920s motorist for their own Auto Trails Maps and Auto Road Maps, and also for their maps for railroad travelers and aviators. The Auto Trails Maps started out with very plain covers, but soon became renowned for their brilliant artwork. The miniaturized Junior Auto Trails series of the mid-1920s typified a departure from in-house publishing to supplying other trades as well, an example being the New York map for Diamond Tires [4]. The Rand-McNally Standard Indexed Map with Air Trails of New York [5] had

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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. Use PayPal from the club website.

www.roadmaps.org

E-mail Legend material to: editor@roadmaps.org

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a road map marked up for air travelers. The United States Survey Company of Rochester, N.Y., was responsible for the Nufold Road Guides [6], and Blum's Commercial Map Publishing Co. Inc. for Blum's Auto Map of Pennsylvania [7].

With other publishers, priorities were reversed, and they seldom produced maps for themselves. Although it identified Goodrich tire dealers in the states described, the 1934 New Gousha Tour and Contour Map [below] was very clear about who published it. Gousha had taken over the Hobbs Guides, previously published by Mohawk Rubber Co. which consisted



entirely of road profiles - side elevations - of numbered highways, with accompanying charts showing how road quality varied. As for General Drafting of New York, it is easy at first glance to mistake their 1926 Road Map of New England [8] for one of the maps they normally supplied to oil companies, so alike are the cover designs.

Many new roads and bridges were building in the 1920s and 30s to satisfy the insatiable demands

of the car-owning public, while old ones were improved and given new names. They were promoted by highway improvement associations, such as the Southern Ontario Highway Association, which boosted the Lake Erie North Shore Trail (King's Highway No. 3) linking Detroit and Niagara Falls on the Canadian shore [below left]. Such regional highway improvement associations were made up of local businessmen and elected officials who saw better roads attracting trade. Another project [below right] was the Roosevelt International Bridge Route crossing



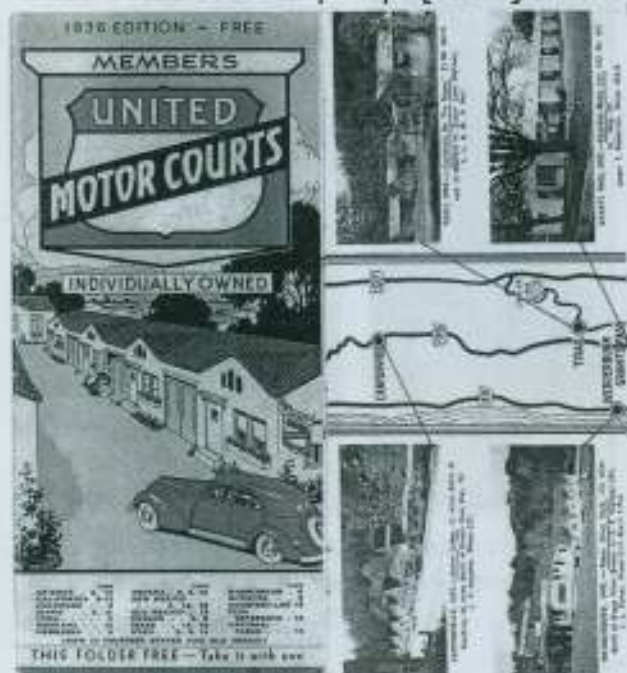
the St. Lawrence River, sponsored by the Cornwall-Northern New York International Bridge Corp.. Their 1939 map was from Rand-McNally.

Then there were the "officials," the maps issued in their thousands by local highway departments across North America, promoting their home states or provinces. In 1924 the state of Oregon's highway map [9] was paid for by Shell advertising; by 1941, the costs of a much more detailed official map of Oregon were defrayed by advertising for the Chadwick Hotels chain [10]. More conventional was New Mexico's "official" for 1940, with its superb watercolor landscape with Indian pastoralists [11], that commemorated the 400th anniversary of the Coronado

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expedition. In Canada in 1935, the province of Quebec offered a bright, bilingual road map for tourists [12].

Hotel, motel and roadside restaurant chains offered their own maps early on. The New England Hotel Association had issued its 1918 New England Tours brochure and map [13], as a freestanding item and as a color supplement inside Volume 2 of that year's Automobile Blue Book. The motel chain United Motor Courts of Santa Barbara used strip maps [below] to show



their locations in the Western states in the 1930s. At the same time, on the other side of the continent in Haverhill, Mass., the publisher Ray A. Walker produced his annual Cabin Trails listing, with conventional maps [14]. Advertising maps were favorites with banks and insurance companies, too. An immensely detailed 1930s street plan of Los Angeles [15], from Rand McNally, gave the locations of branches of the Bank of America. In 1932 the Granite State Fire Insurance Company of New Hampshire offered a map from the Vermont-based National Survey Company, describing road conditions throughout the Northeast [16].

Travel agents, and even steamship companies used road maps to help promote their services. The Ask Mr. Foster Travel Service Inc. of Los Angeles offered a map of the Western states and Canada that advertised the San Francisco Golden Gate Exposition of 1939 [17]. In the middle 1920s the superb color brochure of the International Mercantile Marine Co. and Roosevelt Steamship Co., entitled *Tour Europe in your own Car*, provided a quite detailed Automobile Road Map of Western Europe [18] for the benefit of US tourists shipping their cars across the Atlantic - not a map of America, but produced by an American company as promotion. Department and mail order stores, too, used maps to sell their products for the motorist, among them Sears, Roebuck. In 1936 they went to the Mid West Map Co. of Aurora, Mo., for their Golden Jubilee maps [19].

One of the biggest categories of promotional map users aimed at the motorist was the automobile club; and the largest of these was the national body, the American Automobile Association. Most of its conventional maps were plain and uninteresting, but not the strip maps [below]: one of Maryland showing the road between Baltimore and Cumberland in 1924, and the other a 1952 "Golden" Triptik route issued in the club's 50th anniversary year [20]. Although the AAA logo was on two New York city maps in the 1930s [21,22], they were produced by an affiliate, the Automobile Club of New York, and they were far more handsome than the AAA



norm. The 1935 strip maps, in particular, had a stunning art deco cover, but the 1939 map was not far behind. In the 1920s the Quebec Automobile Club offered a city map [23], and in 1926

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the Detroit Automobile Club, another AAA affiliate, sold a Rand-McNally map of the whole province of Quebec and adjoining US territory for fifty cents [24].

And finally, the filling station - on the face of it, an unlikely business to produce its own map in 1955. Perhaps Bert of Lancaster, Calif., was one of those free spirits outside the "solus" system, independent of any one particular oil company, and therefore not compelled to advertise one brand of fuel, nor to carry a stock of its maps. If so, he was at liberty to advertise his own business with his own, not very compelling local map [25]. Alternatively Bert's was, indeed, a solus station, carrying one company's oil prod-

ucts and state maps, but its proprietor saw an opportunity to promote his own business as well, and at the same time fill a need with a local giveaway map.

Here are a dozen or so very different organizations, from mail order stores to highway boosters, using road maps to promote trade directly, or indirectly through better roads; but these represent only major industries, and state or national bodies. By the 1920s the automobile had so thoroughly permeated American society that any business, however small and local, whether travel-related or not, that saw the motorist as a customer might try to drum up trade with a map. Two examples illustrate the

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WILLKIE

MARATHON'S ELWOOD, INDIANA

by Richard Horwitz (#314)

What is the smallest town mapped by a major oil company? What is the most uneventful event mapped by a major oil company?

Could be the same map. Elwood, an Indiana town of 10,900, was thrust into the news as Wendell L. Willkie's home. Wendell who?

Willkie (1892-1944) was a hero to Hoosiers. But, as Republican nominee for president he lost to Franklin D. Roosevelt in 1940.

Marathon Oil published this road map of Elwood for the ceremonies on Aug. 17, 1940, at which Willkie was officially notified that he was the GOP nominee.

THE TRAVEL BUREAU OF THE OHIO OIL COMPANY INCORPORATED

Join us in Dallas Sept. 21-22 for Map Expo '07

The 2007 Map Expo and Annual Meeting takes place Sept. 21-22 in the Dallas suburb of Irving, Texas. All events are at the Hilton Garden Inn at Dallas-Ft. Worth Airport (South).

The RMCA event is being held in conjunction with the Texas Map Society and their exhibit, "Texas Road Maps and Motoring History." RMCA registration includes admission to the exhibit.

REGISTER BY SEPT. 7. Send form (attached) and check (made out to "RMCA") to:

**RMCA Map Expo • PO Box 158
Channelview, TX 77530-0158**

Or, register from the web site using PayPal.
<www.roadmaps.org>

Hotel room reservations must be made directly with the hotel chain. Toll-free from the U.S. or Canada: 1-800-445-8667. From Europe: + 800 44 45 86 67. Hotel direct: 1-972-313-2800. When making reservation, mention "Group Code RMC." You may also reserve by going to the web site <www.hiltongardeninns.com> with the location "Irving, Texas" then DFW South. When reserving on the web, use the Group Code "RMC" in order to get the special rate and be located on the map collectors floor. The Hilton Garden Inn is at 2001 Valley View Lane in Irving, Texas (75061), just south of Dallas-Ft. Worth International Airport. Free shuttle bus provided. Room rate is \$79 per night, plus tax, single or

NOTE FROM THE PRESIDENT

by JUDY AULIK (#273)

I want to thank Tim Nicholson and Richard Horwitz, who have done the lion's share of the work in producing this issue of the Legend. Also, a thank you to Dave Leach, who took over editing the Legend during an interesting time in our club's history, and did an excellent job for years. Growing business commitments have led him to step down, and Mark Greaves will be stepping up to the computer with issue number 36. Best of luck to you both!

double. Breakfast is included. Our block of rooms is held until Sept. 7.

SCHEDULE

Friday, Sept. 21, 2007. Room-to-room trading
Location: Hilton Garden Inn

3 p.m. - hotel check-in, trading begins
6 p.m. - break for buffet dinner (advance registration required)

**Saturday, Sept. 22, 2007.
Map Expo and Annual Meeting**
Location: Hilton Garden Inn

Breakfast at hotel (provided with room)
8 a.m. - Set-up begins
9 a.m. until 2 p.m. - Swap meet (Box lunch available)
2 p.m. - 3 p.m. - Annual meeting.

Questions? Contact Gary Spaid (Gary_Spaid@verizon.net) or by mail to the above address.

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trend. The Midget Road Map of Ohio [below], issued by Greening's Big Nurseries of Monroe, Mich., is undated but still has named rather than



numbered highways, which probably dates it to before 1926. Lastly, in 1928, the Richman Bros. Co., tailors of Cleveland, Ohio, offered their colorfully presented Gousha map of the North-eastern US and adjoining parts of Canada [26].

[See color sheet]

NON-OIL COMPANY MAPS • Legend #35 • Summer 2007
Collection of Tim Nicholson



1 2 3 4 5 6



7 8 9 10 11 12



13 14 15 16 17 18 19



20 21 22 23 24 25 26

MAPS ON COLOR SHEET

- 1 Road Map of Ohio, for Goodyear, 1930
- 2 Mendenhal's Guide and Road Map of West Virginia, 1909
- 3 Rand-McNally Official Auto Trails Map, New England and Eastern New York, 1918
- 4 Rand-McNally Junior Auto Trails Map, New York, for Diamond Tires, about 1925
- 5 Rand-McNally Standard Indexed Map with Air Trails, New York, 1929
- 6 Nufold Road Guide, New York, with map extract, 1924
- 7 Blum's Auto Map, Pennsylvania, 1927
- 8 Road Map of New England, General Drafting, 1926
- 9 Automobile Road Map of the State of Oregon, 1924, with Shell advertising
- 10 Oregon Official Highway Map, 1941, with Chadwick Hotels advertising
- 11 Official Road Map of New Mexico, 1940
- 12 Highway and Tourist Map, Quebec Province, Canada, 1935
- 13 1918 New England Tours, New England Hotel Association
- 14 Ray A. Walker's 1940 Cabin Trails
- 15 Los Angeles Street Map, Bank of America, 1930s
- 16 Auto-Trails, New England and Eastern New York, Granite State Fire Insurance Co., 1932
- 17 Road Map, Western States and Canada. Ask Mr Foster Travel Service, 1939
- 18 Tour Europe in your own Car, International Mercantile and Marine Co., 1920s
- 19 California Official Road Map, Sears, Roebuck and Co., 1936
- 20 Triptik, American Automobile Association, 1952
- 21 Motoring in and out of New York, Automobile Club of New York, 1935
- 22 Greater Metropolitan District, Automobile Club of New York, 1939
- 23 How to see Quebec City, Quebec Automobile Club, 1920s
- 24 Official Highway Map, Quebec Province and adjoining US territory, 1926
- 25 Antelope Valley, San Bernardino County, California, Berts Service Station, 1955
- 26 Territorial Road Map, Northeastern US, Ontario and Quebec, The Richman Bros. Co., 1928

MAPS IN ARTICLE

- Page 1 Pennsylvania Short Lines, East and South from Chicago, railroad map, 1896
- Page 2 Waring & Co.'s Long Distance Bicycle Road Map, Boston to Lowell, for L. C. Chase, 1890s
- Page 3 New Gousha Tour and Contour Map, Delaware, Maryland, Virginia, W Virginia, 1934. with extract from New England Tours, Mohawk Hobbs Grade and Surface Guide, 1929
- Page 3 Lake Erie North Shore Trail, Ontario, Canada, 1920s
- Page 3 The New Roosevelt International Bridge Route, 1939
- Page 4 United Motor Courts, with map extract, 1936
- Page 4 Baltimore to Cumberland strip map, American Automobile Association, 1924
- Page 6 Midget Road Map of Ohio, Greening's Big Nurseries, with map extract, 1920s