



The Legend

Number 45
Winter 2010

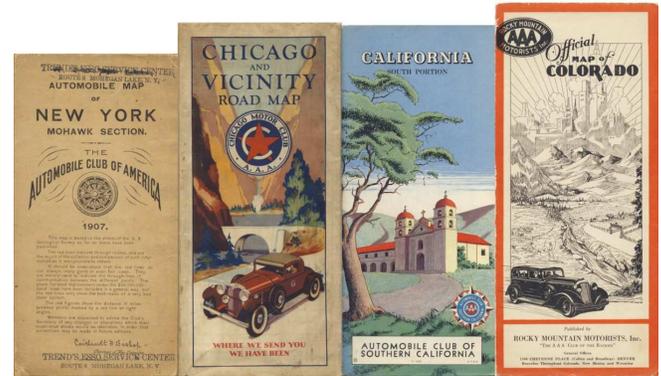
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2) One specific oil company only – the more common ones that I have noted are Chevron, ESSO, Shell, Sunoco, and Pure.



3) Auto club maps – these seem to be becoming a more attractive group because they are readily available and more reasonably priced. There has been lots of interest in the California clubs like the Automobile Club of Southern California and the California AAA branch.



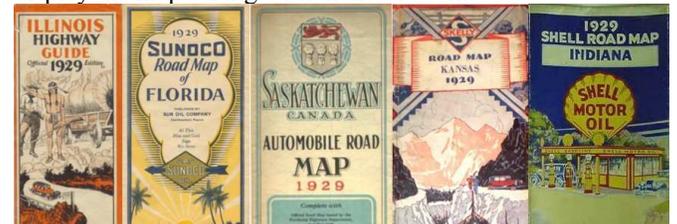
The Maps People Collect by Craig Solomonson (RMCA #7), illustrations by Mark Greaves (RMCA #39)

The question that often gets asked here by new collectors is “What do you collect?” The answers are usually pretty general—oil company maps, small independent company maps, official maps, auto club maps, etc. Over the past 20 years of having a list of maps for sale, I have had the opportunity to deal with many collectors that have a bit more focus to their collecting habits. I thought some of these might be of interest to those of trying to make a decision on what to collect. Here are a few types of collectors that I am aware of:



1) A specific state – while this seems to be most common among collectors of official road maps, I know of a few collectors like myself that carry this theme through with all types of maps.

4) Birth year runs – this seems to be more prevalent among official map collectors, but know of few that extend this to oil company issues. I know of collectors working on 1929, 1941, 1949, and 1978. Another group of collectors with the same focus base it on the year of their collectible car and display the maps along with their car at shows.



Continued on Page 6

Road Map Collectors Association

ROAD MAP COLLECTORS ASSOCIATION, INC.

DIRECTORS

Ian Byrne, Stan DeOrsey, Norm Fenske, Terry Palmer,
Wayne Stitt, James Wakefield, Walt Wimer

OFFICERS

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Vice President..... Richard Horwitz
Secretary/Historian..... Mark Greaves
Treasurer..... Gary Spaid

Newsletter Editor..... Mark Greaves
Webmaster..... Judy Aulik
Membership Coordinator..... Richard Horwitz
Publicity Coordinator..... <open>
Registered Agent..... Jon Roma

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

Dues are \$15, Canada \$16, other countries \$20. Dues may also be paid via PayPal from the RMCA website at

www.roadmaps.org

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

RMCA CLUB NOTES

BOARD ELECTION RESULTS

30 ballots were received for the recent election, which is a record. The results are:

Walt Wimer	30
Stan DeOrsey	29
Wayne Stitt	29
Ian Byrne	27
Jim Wakefield	27
Norm Fenske	26
Terry Palmer	25
Jon Roma	16

No write-ins were received. The top 7 vote getters are our new board. Congratulations Walt, Stan, Wayne, Ian, Jim, Norm and Terry.

MEMBER DIRECTORY COMING

The Spring 2010 edition of *The Legend* will contain the club's Membership Directory. Information included are

your name, address, e-mail address or telephone number, and collecting interests (as space allows). If your information has changed since the last directory in 2008, to make sure we have current data, please send an update to rhowitz@roadmaps.org or Box 158, Channelview TX 77530. Deadline is March 15, 2010.

NEW MEMBERS

Welcome to our newest members, including our 900th member, and our first from The Netherlands:

#891 Bill Pierce of Yucca Valley, CA
#892 Peter Sheets of Lompoc, CA
#893 Glen Fagin of Greenbrae, CA
#894 Cameron Frazer of Mount Vernon, WA
#895 Ron Kreuger of Oak Park, IL
#896 Paul Frisch of Upper Sandusky, OH
#897 Chuck Sakryd of Elyria, OH
#898 Jan Geeert Drent of Emmen, The Netherlands
#899 Paul Hortop of Madison, TN
#900 Peter Fausch of Dayton, MN

Update on Gousha Road Map Codes

by Curtis Carroll (RMCA #46)

I remember decoding the new format of Gousha map codes back in the mid-80s and figured it was to confuse the competition. I remember Tom Deiley's, one of Gousha's production managers, disappointment and surprise when I revealed that I had broken the code when talking to him back then. When I worked for Gousha, from early 1994 to the end in June, 1996, I found out otherwise.

The bane of retail map publishing, and in fact all of printed publishing, is returns. When Gousha's future relied more on retail maps than free, giveaway maps, they started taking the edition years off because distributors would return two or three year old maps for credit even though, in many cases, they were still the current edition or at least current enough to sell. Internally, they still had to know what year a particular map was issued so they devised a scheme that would hide that. AB, AC, and so on, was too easy to decipher.

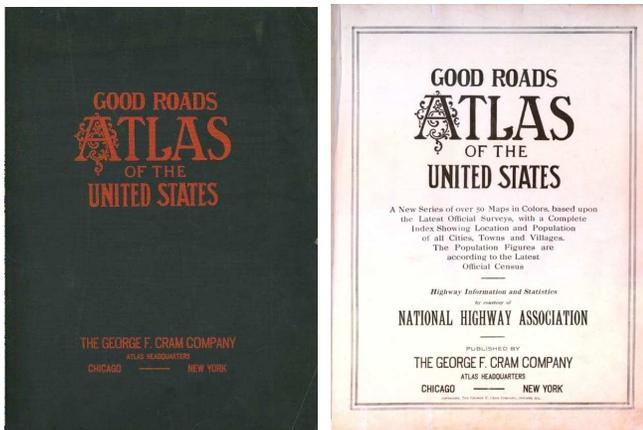
Another nugget of information I learned is that the number that preceded the letter year-code represents the month in which the main map, or inset, was updated in that 'edition year'. I recall the edition year being May to April, so that a 5-MM would mean the map was updated in May, 1964 and 4-MM, April, 1965. I believe Gousha started doing this in the early '50s. The other numbers in the string, like Mark's examples: 239 and 635, had something to do with the file drawers where the film was stored in fireproof vaults. I don't know what the letters S,J, or C mean.

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The Earliest U.S. Road Atlas – Another Contender by Carl Liedholm (RMCA #836)

Who produced the first U.S. road atlas? Stan de Orsey has argued persuasively (Legend # 31) that the two leading contenders are George F. Cram's "Auto Trails and Commercial Survey of the United States" and the National Survey's "The Official Map of the United States Sectionalized Edition," both of which appeared around the year 1921. This article argues that there is another contender for the title.

This new contender is the little known "Good Roads Atlas of the United States" produced by the George F. Cram Co. This road atlas, which, according to the title page, contains "a new series of over 50 maps in colors based on the latest official surveys," is quite scarce and appears to have had a short life. Known copies can be found at the Library of Congress as well as the libraries at the University of North Carolina, Brooklyn University, and the University of Wisconsin at Stevens Point.

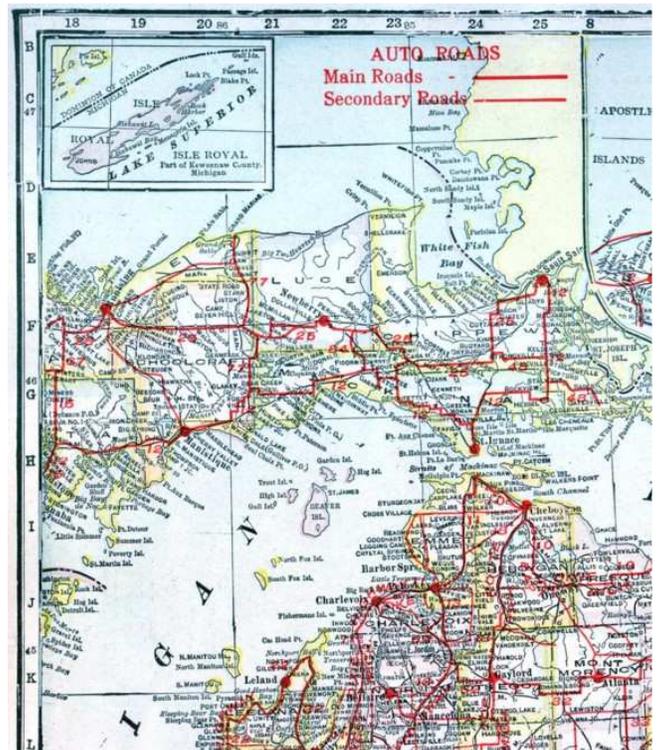


Although not dated, the most plausible date for this atlas would seem to be early 1921. Three pieces of evidence support this contention. First, the title page still retains the Chicago address and copyright of the George F. Cram Co., which was sold to the National Map Co. of Indianapolis in May, 1921. Second, the atlas contains the final state population data from the 1920 census, figures that were not available before early 1921. Third, on the national parks page (p.59), the date 1921 appears in the lower left-hand corner of the U.S. map.

The Good Road Atlas of the United States contains individual road maps of the 48 States, arranged in alphabetical order, as well as a one of the entire U.S. Surprisingly, it also includes individual maps of Alaska (but not Hawaii) and the Panama Canal Zone. Four large states (California, New York, Pennsylvania, and Texas) are divided, so that each of these is represented by two road

maps. There is also a town index, a gazetteer, as well as separate pages devoted to national monuments, national parks, and public roads and national highways. The atlas contains 100 pages and measures 11.5 by 15 inches.

The roads are crudely depicted on the individual maps in this atlas. Following the typical practice at this time, the roads are simply overprinted in red on top of Cram's already existing state commercial (railroad) maps. The maps are in full color with the counties as well as the railroads delineated. The road detail provided, however, is minimal at best. There are no indications of road quality and no distance between town information is provided. For most states, there is only one type of road depicted, which depending on the state is variously referred to as a "state trunk highway," a "main highway", a "main auto road," a "main traveled road" or a "main traveled highway." For a few states, however, two types of roads are listed, typically labeled as "main roads" and "secondary roads," but these are hard to tell apart. For some states, the names of the major auto trails are also posted over the roads. In the Michigan state map (detail pictured below), state route numbers are also indicated along with the major auto trails.

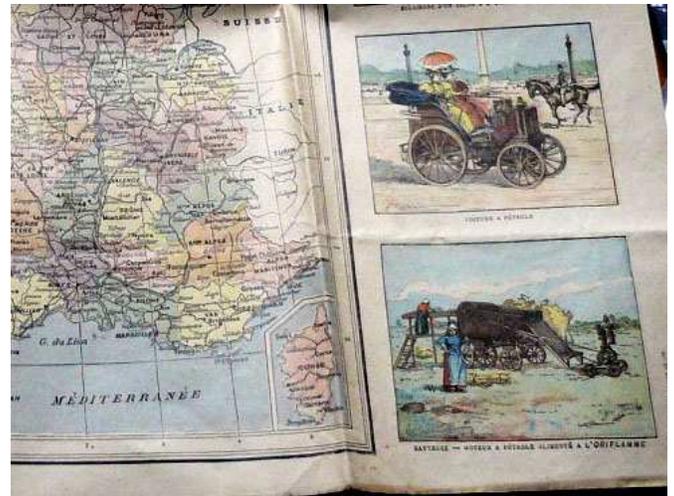


How does this Good Roads Atlas compare with the 1921 edition of Cram's more widely known "Auto Trails and Commercial Survey?" Both atlases depict the roads as red overprints, use the same base maps, and contain the identical, national monument, national parks, and public roads and national highways pages. Yet, there are important

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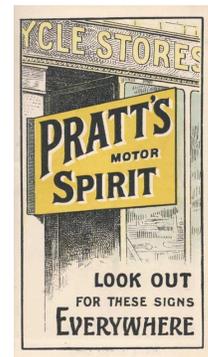
differences. The base auto maps in the Auto Trails and Commercial Survey are printed in blue ink only rather than in full color and the auto trails are indicated by numbers, rather than by names on the individual maps. In addition, the atlas maps are organized from east to west, rather than alphabetically, and the actual roads depicted by the red overprint often differ. Most importantly, the Auto Trails and Commercial Survey is, as the name indicates, not really a pure road atlas. For each state, there is not only a road map, but also a second commercial map highlighting the counties, steam and electric railways. This more comprehensive, 136 page publication continued to be published by the National Map Co for the remainder of the decade, while the more narrowly focused Good Road Atlas evidently did not survive beyond the initial year.

In summary, George F. Cram's Good Roads Atlas of 1921, both in name and content, would seem to be a strong contender for the title of the first 48-State Road Atlas of the United States. Unfortunately, like the other early contenders, it, too, was crudely produced and did not include the important road details that a few years later would be incorporated into the more automobile traveler friendly, initial road atlases of the Clason Map Co. (Best Roads Atlas, 1923 - See Liedholm and Greaves, Legend #39) and Rand McNally (Junior Auto Trails Atlas, 1924). In these later atlases, the maps were freshly drawn as road maps. Yet, the George F. Cram Good Roads Atlas was among the very first, and for this it deserves to be recognized.



The earliest map for motorists we've seen was found by Dutch collector Bas de Voogd. It is a turn-of-the-century map of France by the company Desmarais Freres, which became Automobiline/Azur. Detail shows an 1895 car.

Pratt's, an early relative of Esso, was around in 1904 with a UK atlas. This inside advert shows fuels were available at bicycle shops; later editions showed a garage. Pratt was Charles Pratt, a director of Anglo-American Oil Co.



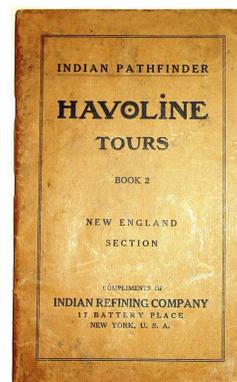
Oil Maps at 100 by Richard Horwitz (#314)

The second decade of the 21st century brings us to a turning point in collecting oil company road maps. We've started to celebrate the centenary of the oldest maps in our collections. Not bad for a sheet of cheap paper made to last a year or so.

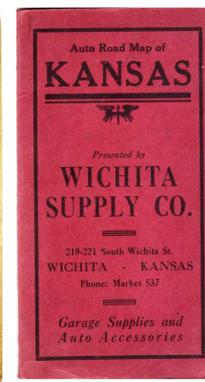
Though Gulf Oil, based in Pittsburgh, is given credit for first popularizing free gas station maps (no known copies exist of their first effort, a 1913 Allegheny County map), there were other oil companies with earlier issues. European drivers benefited from even earlier road maps. Many evolved from maps for cyclists, railroads and walking paths.

Here's a sampling of road maps your great-grandparents might have used.

(Thanks to Ian Byrne, Mark Greaves, Dave Leach, Gary Spaid, Dennis Toth and Jim Wakefield.)



This book of 1912 tour maps came from Indian Refining Co., makers of Havoline oil, later Texaco



Wichita Supply Co., providers of oil and auto accessories, printed a Kansas map in 1912.

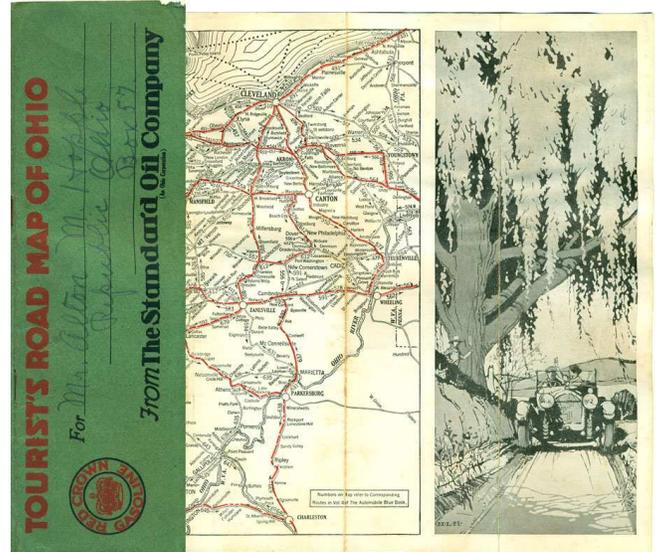


Monarch Oil Refining Co. printed this booklet in 1912, but it is the second edition. An earlier edition is mentioned inside, but no year is given for that one.

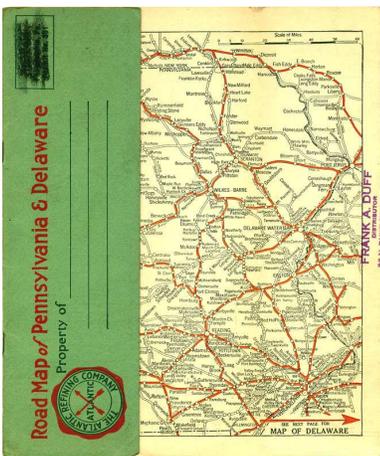
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There are no 1913 Gulf maps to be found, but 1914 issues do exist. Gulf gave away 300,000 copies of maps covering Pennsylvania, New England, New York and New Jersey.



Standard Oil of Ohio, later Sohio, mailed and distributed this 1917 map to Ohio motorists. It was by Automobile Blue Book.

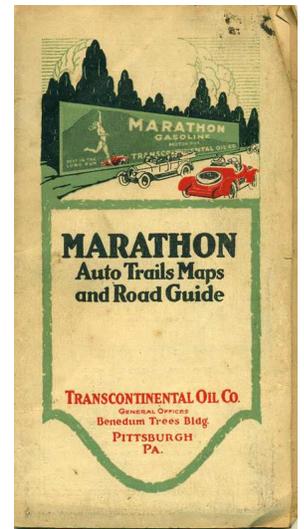


Atlantic Refining, recently split from the Standard Oil Trust, issued this map in 1915. Cartography was by Automobile Blue Book Publishing.



This 1916 map is from San Francisco's Associated Oil Co. It was founded in 1901 and began West Coast marketing in 1915. It later introduced the Flying A logo.

Marathon, then a brand of Trans-continental Oil, distributed this map of western Pennsylvania and eastern Ohio in 1919. Cartography was by Rand McNally in its early years of providing maps for oil companies.



Does anyone know of any other oil company issued road maps issued prior to 1920? We would love to hear from you!



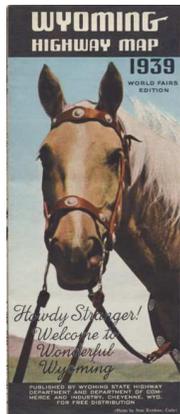
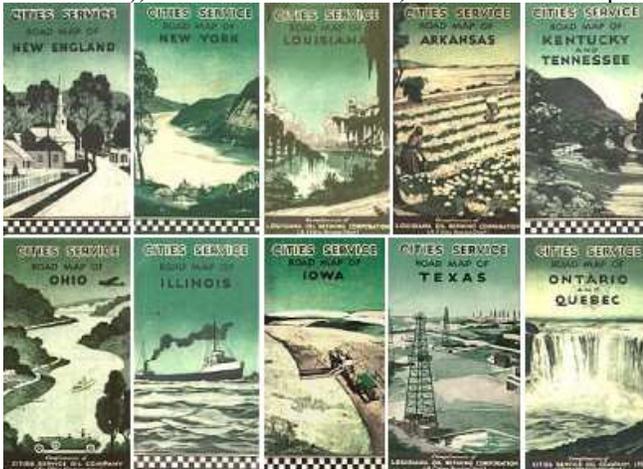
Standard Oil of New York used this 1917 map by Automobile Blue Book to get its message out to Socony customers in the Northeast.



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Maps People Collect – from page 1

5) Scenic cover series – these series provide lots of variation and can be a challenge to complete with each state and city having a different cover each year. Some of the more popular series are the Chevrons (1948-1965), ESSO (late 1930s-1965), the 1931 Cities Service, and the KYSO maps.



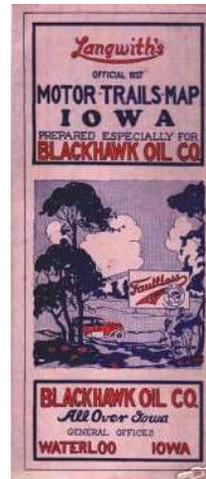
6) Maps showing some favorite personal collectible – the ones that I am personally aware of are horses and light houses. I would like to know of other types. Any "pig" or "chicken" collectors out there finding maps with these on the cover?



7) Promotional or theme based covers – a couple examples are the Hy-Finn series done by Chevron and that Gulf series in the mid-1970s showing different classic automobiles.



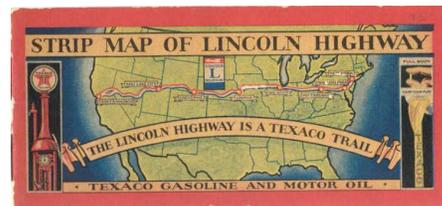
8) Special event maps – some events that seemed to get lots of interest among collectors are Expos, World Fairs, World War II, Olympics, and the 1976 Bicentennial.



9) Maps by a specific publisher – I know of a couple collectors who specialize in collecting just maps done by General Drafting and Ashburn. My favorite is Langwith and I have started a small collection of his atlases and maps.



Maps of a particular highway – most common roads seem to be the Lincoln Highway and U.S. Route 66. I would also place in this category the collectors of the tollway and turnpike maps.



11) Artwork covers - probably the best of these are the Montana officials from the 1930s and 1940s by the western artist, Irvin Shupe. Another popular cover is the 1932 and 1933 Shell License Plate covers, which are also very popular among license plate collectors.



12) Non-oil company maps - Several years ago, I knew a collector in Arizona collecting maps issued from banks. For some reason, there were lots of banks in Arizona giving

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away maps in the 1950s and 1960s. A couple other areas of interest are maps issued by food-related companies, chambers of commerce, hunting & fishing maps, insurance companies, and airline route maps.



Why You Should Come To Dallas!

by Terry Palmer (RMCA #392)

In 2006 the Board took a major change of direction for the first time and decided to have the 2007 Annual RMCA Meet in Dallas. With the help of some great friends and members the '07 Meet and Exhibit (featuring Texas Road Maps and Motoring History Exhibit) was a big success. Now, once again, you have the opportunity to come to Big D. As I reflect upon previous RMCA Map Meets I really am disappointed that more of our members do not attend. The opportunity that presents itself, no matter what types of maps you may collect, is amazing. There are literally twenty or more eight-foot tables full of maps as well as boxes and boxes of thousands of maps for sale or trade. The chance to interact with other collectors that have a huge wealth of information is extraordinary. You can learn so much about how to date maps, history about the oil companies, and trivia information that you could never imagine when it comes to road history, maps, officials, types of maps, foreign maps, atlases, or just about anything else you can think of to ask.

13) Special map types – I know one Florida collector who collects just cruising maps done by various oil companies and another that collects just maps of National Parks and Forests.



One thing that I have noticed about oil company map collectors over the years is the degree to which they collect. There are a few (many will know who these guys are!) who want every map ever issued by every oil company, while others are content with just one map from each company. In between are collectors that save just one map from each year or one map from each different cover design done by a company over the years.

Among official map collectors, there seem to be more collectors who are trying to collect the entire set since the total number issued is only a fraction of that issued by oil companies. While I have not totaled the number of official maps issued in the United States, I doubt that it exceeds 5,000 and there are a few collectors out there that have the majority of these in their collection. In this group, however, we most often find collectors collecting just their home state. What is the most popular state collected? I would have to say, based on my experience, that Michigan is easily the leader.

For those of you just starting to collect road maps, I hope that this might give you some different ideas for focusing your collection. If you know of any other special types or areas of map collecting interest, please share them with the group. Who has the most unique, or should we say "unusual" type of road map collection?

My desire is to also make your visit to the Dallas Meet fun by providing something extra special. In 2007 we had the museum quality show case exhibit of Texas maps. On Saturday after the close of the Meet in 2010 we will be traveling to a '50s Skelly Station and Diner & Ice Cream Parlor. This was an original Marathon in 1935; a private owner switched branding to Gulf before selling out to Skelly. It was demolished and a new modern brick structure was erected and operated until 1972. The restoration and creation of the diner was done so well that it was featured in a *Check The Oil* article. Also, I am working on the potential for us to visit a major collector of petroliana, including maps, before we travel to the Skelly for dinner. The hotel will extend our special rate for Saturday night, so plan to stay over and enjoy even more fun.

The Meet will be held at the same popular place, a very nice Hilton Garden Inn in Arlington that includes a great breakfast. They will hold to the same rate as we paid in 2007. The location is wonderful as you are close to the DFW Airport for flying in (hotel can pick you up) or easy access to Fort Worth or Dallas for sightseeing or attending other events. If you are a football fan then you will surely want to drive the very short distance to see the new Cowboys Stadium. Tours are also available. We don't know the schedule yet but there is a possibility there might even be a home game on Sunday.

Don't miss this great chance to attend the 2010 RMCA Meet to be held on September 17-18. So, mark your calendar and watch for registration information.

See you in Dallas!

TO THE TRAVELLER:

WE are pleased to inform you that the Texas Company announces that they have placed on the market a superior gasoline under the name of "THE NEW AND BETTER TEXACO GASOLINE." This gasoline contains no dopes or poisons, but is a pure unadulterated product, produced from selected crude oil. It is uniform in quality and is a dry instead of a wet gas. This gives a quick start, quicker pick-up and more miles per gallon.

Coming from the south on Trunk Line M-14 (U.S. No. 27), the first place in the County which will serve you with THE NEW AND BETTER TEXACO GASOLINE is at a curb pump in Bridgeville and operated by Orville L. Lewis. Bridgeville is a hamlet which in the times of the early settler and corduroy roads, was a stopping place for the traveller for refreshment and shelter for the night. It was also the proud possessor of seven bridges.

The next place to buy THE NEW AND BETTER TEXACO GASOLINE is at Pompeii, a thriving little village in the midst of a good farming section. Look for the TEXACO STAR where you will find the attendant cordial in his treatment.

Wending your way Northward 7 1/2 miles on M-14 (U.S. No. 27), you reach Ithaca, the County Seat of Gratiot County. Ithaca is a thriving town in Central Michigan, noted for being in the midst of good farms. Stop at the TEXACO STAR and you will find the manager of the station, Charles H. Jessup, desirous of answering to your every need in service and courteous treatment.

Your next stop on M-14 (U.S. No. 27), will be at Alma, the home of the GRATIOT COUNTY OIL COMPANY. We are pioneers in the business. Seven years ago we were the only gasoline filling station in this part of the State between Saginaw and Grand Rapids. Our Office and Station is located on the corner of Superior St. and Pine Ave. You cannot miss the place because the friendly TEXACO STAR will guide you to it. Our attendants are at your command

in service and attention. We maintain rest rooms for the comfort and convenience of tourists; drinking fountains of sparkling water to quench the thirst and road information to guide them on their way.

We are proud of our City and want you to know something about it. We have good schools, good churches, good water and good people. The City is governed by a commission form of government, with Wm. E. Reynolds as Manager. A Tourist Park is maintained by the City, located on the junction of M-14 (U.S. No. 27) and M-46 going through the City. The Park is equipped with electric lights, tables and shelters, washrooms and free fire-wood.

The Alma College (Presbyterian) and the Michigan Masonic Home are located here.

A further important factor is nearly everyone's life is to know that—ALMA STEERS THE WORLD—The Lobdell-Emery Manufacturing Co., manufacturer of steering wheels, makes it possible for Alma to claim this. Other manufacturing firms in the city are:

- Republic Motor Truck Co.
- Michigan Sugar Co., Alma Plant.
- Swift & Co.—Creamery, Cold Storage and Duck Farm.
- Libby, McNeal & Libby—Local Plant and State Office.
- Northern Wheel Co.
- Harley Williams—Foundry and Machine.
- Duplex Machine & Tool Co.
- Superior Baking Co.
- Model Bakery.
- Grain Elevators and other lesser industries.

In going to the North from Alma on M-14 (U.S. No. 27), you arrive at Forest Hill. We supply a curb pump at this point with THE NEW AND BETTER TEXACO GASOLINE, and is our last place in the County that we supply. If your gasoline is low you had better fill up. The friendly STAR will greet you on your return trip.

In going from Saginaw to Grand Rapids on State Trunk Line M-46, the first place at which gasoline

and motor oil furnished by the Gratiot Oil Company can be obtained is at the Merrill Garage, Merrill, Michigan. The TEXACO STAR bids you welcome, and the boys at the Garage will treat you right.

Coming on to the West the FRIENDLY STAR is again seen at Breckenridge where we own and operate a Filling Station. Breckenridge has good grain elevators and is one of the best farm produce markets in Central Michigan. The merchants and business men are wide awake and hustlers.

Continuing westward you come to the City of St. Louis. St. Louis is the home of the Park House, noted for its magnetic springs and baths. Some of the manufacturing establishments of the City are:

- Holland-St. Louis Sugar Co.
- Crippen Manufacturing Co.
- St. Louis Foundry Co.
- St. Louis Tile Co.
- There are other lesser industries.

The Gratiot County Oil Company operates a Service Garage, with gasoline service pumps in connection. The mechanics are experts in their line and you will find them courteous and obliging. The Garage is steam heated, making an excellent place for winter storing of cars.

We also maintain a Service Station in the heart of the City near the Park House. Again the RED TEXACO STAR tells you the place.

As you leave St. Louis to the southwest on M-46, you are no sooner out of one city until you are in another; for the corporation lines of St. Louis and Alma are nearly together.

Passing through Alma, the Home of the Gratiot County Oil Company, and going on to the West on M-46, you see the FRIENDLY STAR at Riverdale, Vestaburg and Rock Lake. Make your wants known at any of these places and courteous treatment will be given you.

You cannot go wrong by stopping at a Filling Station displaying a TEXACO STAR.

Another Gratiot County Oil Map by Dave Rowison (#557)

Terry Palmer wrote an article for the Spring 2006 *Legend* on a 1925 Gratiot County Oil map. I also have a 1926 map from Gratiot County Oil by Rand McNally. When the tri-fold of this map is opened up, it gives some company and Alma, Michigan history.

I can't add much about the company that wasn't mention in Terry's article or from this map itself. Terry has since found out that the company was dissolved on March 18, 1935. The company product offerings had changed or been added to with the addition of Mobiloil, Oildag & Gredag. Oildag & Gredag are lubricants still made today by the Acheson Co. of Port Huron, Michigan. "May this little map guide you on many a pleasant journey" is on both maps although they are from different publishers. An internet search doesn't come up any other source for that phrase.

OUR SERVICE

- Road Information
- Rest Rooms
- Drinking Fountain
- Crank Case Draining
- Greasing and Spraying
- Springs
- Battery Water

The Products We Sell

- THE NEW AND BETTER TEXACO GASOLINE
- Texaco Motor Oils
- Marland Motor Oils
- Mobiloil—all grades
- Oildag and Gredag
- High Test Gasoline
- High Grade Kerosene
- Fuel and Gas Oil
- Accessories and Auto Supplies

☉

YOU HAVE TRIED THE REST—
NOW TRY THE BEST

MILEAGE ROAD MAP of MICHIGAN



Compliments of
GRATIOT COUNTY OIL COMPANY, Inc.
ALMA, MICHIGAN

WE COVER THE COUNTY

Watch for the
Friendly Star

May This Little Map Guide You on Many a Pleasant Journey