



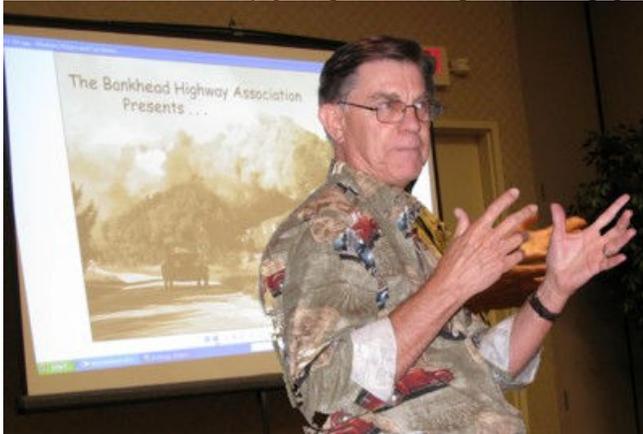
The Legend

Number 48
Fall 2010

Road Map Collectors Association Annual Meet

by Terry Palmer (RMCA #392)

This year's meet was held in the Dallas, Texas area on Friday and Saturday, September 17 and 18. The Friday began early with those who arrived in the afternoon opening up their rooms for the early birds looking for that first unique find. Then it was off to our dinner meeting which had a great attendance of 30 individuals. They were not disappointed for we were privileged to have two great speakers on the subject of the old Bankhead Highway. Dan Smith led off with many great pictures, maps and newspaper



Dan Smith documents the history of the Bankhead Highway

clippings in his slide show that gave the history of the Bankhead as it went through Texas. He also donated some CDs of his presentation and another previous presentation along with more historical documentation as a fundraiser for RMCA. Contact Terry Palmer if you are interested in owning one. Our second speaker, Jerry Flook shared the historical impact that the Bankhead had on Garland, a suburb Northeast of Dallas. Jerry was instrumental in working with the state to obtain a



Jerry Flook

historical marker that was placed in the downtown square in remembrance of the Bankhead Highway. A Q&A period followed and it was evident by the level of interest that these informative speakers were enjoyed by all. This really set the level of interest high for the next day's tour of the Bankhead.

The night was still young and it was time for the tradition of Room-To-Room Trading! The fifteen rooms open for trading held a lot of activity throughout the night. The Board and Officers also held their meeting and late as it was, more buying and selling was going on past midnight.



Bob Revor checks a bed full of maps

The hotel included a great breakfast for us on Saturday morning. Then it was time to head to the meeting room and set up for those that had bought tables for selling. By nine a.m. the doors opened to the public and everyone who was selling to the public or buying/trading between us stayed busy until our box lunches were delivered. After that we began our general meeting at one p.m.

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Road Map Collectors Association

ROAD MAP COLLECTORS ASSOCIATION, INC.

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

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

www.roadmaps.org

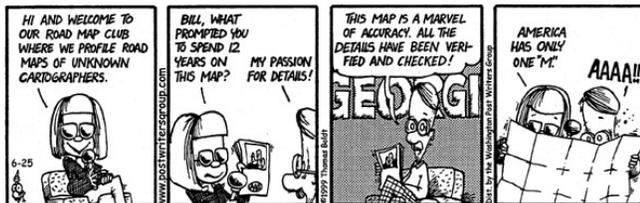
E-mail Legend material to: mgreaves61@gmail.com

RMCA CLUB NOTES

NEW MEMBERS

Welcome to our newest members!

- #917 Steve Williams of Alpharetta, GA
- #918 Jerry Park of Nashville, TN
- #919 Sharon Sterns of Uxbridge, MA
- #920 Bud Kennedy of Fort Worth, TX
- #921 Melody Kelly of Denton, TX
- #922 John Cereghin of Smyrna, DE



TREASURER'S REPORT

For the period 10/21/2009 through 9/17/2010, Treasurer Gary Spaid reports the following numbers:

10/21/09 PayPal balance	\$658.66
10/21/09 Bank balance	<u>\$2,735.74</u>
TOTAL	\$3,394.40

Income	\$4,228.87
Expenses	<u>-\$2,716.29</u>
NET GAIN	\$1,512.58

9/17/10 PayPal balance	\$1,247.53
9/17/10 Bank balance	<u>\$3,661.45</u>
TOTAL	\$4,908.98

Proposed 2011 budget:

Revenue	
Dues	\$2,580.00
Sale of back issues	<u>\$100.00</u>
TOTAL	\$2,680.00

Expenses	
Legend printing	\$1,500.00
Legend postage	\$440.00
Website	\$220.00
PO Box rental	\$60.00
Expo overrun	\$300.00
Bank charges	\$25.00
Treasurer costs	<u>\$10.00</u>
TOTAL	\$2,555.00

Imbalance \$125.00

ANNUAL MEETING HIGHLIGHTS

The big news from the annual meeting in Dallas this year, is a proposal to hold next year's show (2011) in Columbus, Ohio in conjunction with the Check The Oil! Show (www.checktheoilmagazine.com). Preliminary discussions to that end have been very positive, with all indications being that it will be a go. This will require a few changes to our schedule however, the most significant being the time of year. The Check The Oil! Show is held in June, with the dates for next year being June 24th - 25th (Friday & Saturday). More details will be forthcoming in the next issue of The Legend, but get those dates onto your calendar now so that you will be able to attend this exciting event. For those who also have an interest in gas & oil collectibles, there will be much more to see (and purchase) next summer!

Road Map Collectors Association

The Printing of Official State Maps in 1975 by Stan DeOrsey (RMCA #76)

The cost and quantity printed of official state maps is not normally easy to learn. I recently found a letter from the Rhode Island Department of Economic Development dated Nov. 13, 1975. Earlier that year they sent a questionnaire to every state highway department soliciting information on the various state's official road map program. Forty-one replies were received with only New York reporting they did not issue a map. States not replying were California, Hawaii, Maine, Michigan, New Jersey, South Dakota, Texas, West Virginia, and Wisconsin, some of which also did not issue maps. For states issuing maps every two years, it is not clear if the number printed is for one or two years.

The letter also summarizes answers to questions as follows. Unless noted, state names were not given.

- About half the states gave road maps to service stations.
- Five states filled large requests. The others cut the amounts sent.
- Six states set a maximum ranging from 10 to 900.
- Florida and Oregon charged for bulk requests.
- One state reported realtors are a problem in their use of state maps as a home sales aid, commercial use being prohibited.

My observations are:

- Of those states reporting, the average number of maps printed is just under 700,000 at an average cost of 8¢ each for a total yearly printing cost of about \$56,000. Recall these are 1975 numbers.
- Connecticut, Delaware, and Oregon printed the fewest at about 200,000.
- Virginia printed the most. Some high states may have printed for two years or for summer / winter maps.
- Printing costs were least in Montana, but sufficiently so that perhaps they attributed costs differently from other states. Illinois was the most expensive which is also odd given the large number of maps printed.
- North Dakota possibly had the best system as they printed a near average number of maps and at a low price. Remember too in 1975 official maps did not carry commercial advertising.



State	Annual Printing (1975)	Cost per map (cents)
Alabama	617,000	5.6
Alaska	300,000	8
Arizona	1,000,000	7.3
Arkansas	500,000	not reported
Colorado	1,000,000	6
Connecticut	200,000	8
Delaware	225,000	14
Florida	1,000,000	5
Georgia	800,000	8
Idaho	500,000	7
Illinois	1,500,000	15
Indiana	500,000	6
Iowa	1,000,000	4.9
Kansas	500,000	9
Kentucky	1,000,000	6.5
Louisiana	250,000	14.2
Maryland	1,000,000	9.5
Massachusetts	300,000	10
Minnesota	1,400,000	6.8
Mississippi	300,000	9
Missouri	1,100,000	6
Montana	1,000,000	1.5
Nebraska	700,000	5
Nevada	500,000	7.5
New Hampshire	400,000	11
New Mexico	400,000	8
North Carolina	600,000	8
North Dakota	550,000	4
Ohio	1,000,000	not reported
Oklahoma	600,000	8.6
Oregon	200,000	9
Pennsylvania	500,000	7.8
Rhode Island	400,000	not reported
South Carolina	450,000	9
Tennessee	550,000	10
Utah	1,500,000	12
Vermont	500,000	7.8
Virginia	1,600,000	7.7
Washington	400,000	10
Wyoming	800,000	5.9

Road Map Collectors Association

Oil Company Generic Maps - "Star-Compass" design Part 2 by Walt Wimer RMCA #7

NOTE: Part 1 of this article appeared in Legend #47, Summer 2010

ORIENTAL, Oriental Refining Co., Denver, Colorado.



Another independent refiner whose history goes back into the early 1930s or before. This small refiner seemed to have carved their own little niche in Denver and the Rocky Mountain area. When I saw some of their stations in 1959 they were all pretty much "dogs." But they were priced about five cents a gallon under the major brand stations while most of the other independents were only one to three cents below. Years later I was surprised to find out they ever had road maps!! Their maps lasted from at least 1945 to 1952 and they

had three versions of the Star-Compass design during that time. In 1970 they became part of the Canadian conglomerate Asamera, which had also purchased the Colorado Gasamat operation of Pat Griffin Oil. Asamera got out of the U. S. in 1982, selling off their assets. The Gasamat brand survived at least into the 1990s and may still be around today. My guess is that the Oriental sites just faded away, unable to compete in today's world of self-serv convenience stores.

PANHANDLE, Panhandle Refining Co., Wichita Falls, Texas.

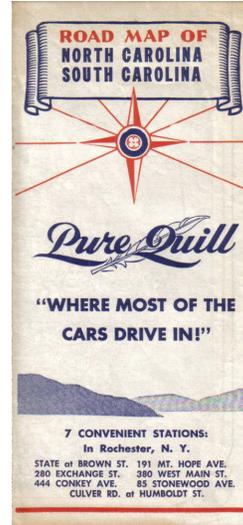


One of many independent refining companies who used to dot the landscape in the Lone Star State. It seems the company changed names quite often as they went from Panhandle Refining Co. to Panhandle Producing and Refining Co. then to Panhandle Oil Corporation in the span of about seven years!! All that changed in 1956 when they were the first company to be taken over by the new American Petrofina, the U.S. subsidiary of a Belgian international oil company. Petrofina began changing the Panhandle stations over to their Fina brand in 1958 and by 1959 Panhandle was

just a memory. The company dated back to 1923 and along the way issued quite a few different maps, all of them on the

scarce to rare side. This includes a couple of special cover Wichita Falls city maps. They had at least one other generic cover map and two versions of the star compass design. At one point in the early 1940s the company was part of Sovereign Service, but it does not appear they stayed with that cooperative marketing operation more than a couple of years. Marketing was confined to mostly northern Texas and maybe a few stations in southern Oklahoma.

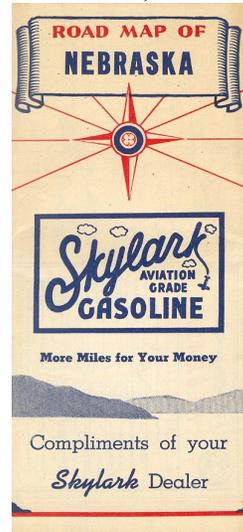
PURE QUILL, Pure Quill Gasoline Corp., Rochester, New York.



This was a very small operation, a private brand gas station chain that may have never grown past 7-8 stations, all in Rochester. But they are a good example of many very small oil companies and gas station chains that issued generic cover road maps. This is the only known map from the brand and in itself is a bit of a mystery. This map is a 1955 issue and an accordion fold map. All other known star compass maps from 1946 to 1952 are of the tri-fold design!!! What happened to Pure Quill stations?? Well I wish I knew, but that is a mystery as well. But they did issue a bunch of

matchbooks and had pump globes which are about as rare as the map!! In addition to this generic map, there was a 1930s Mid West Map Co. "advertising" map with a Pure Quill overprint.

SKYLARK, Blockton Oil Co., Blockton, Iowa.

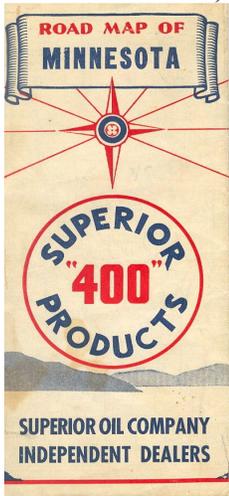


Blockton was a small private brand operation with a string of stations in southern Iowa and northern Missouri. The company had over 30 stations in the two states and lasted as late as 1995. They issued two generic maps, one with the star compass design and a much later one in the 1960s. Maybe ten years ago several batches of NOS 1960s maps turned up and for a while they were around quite a bit at shows and on eBay. But it would appear most have found their way into collections as you don't see them nearly as much nowadays. However, the star

compass design remains a scarce Skylark cover.

Road Map Collectors Association

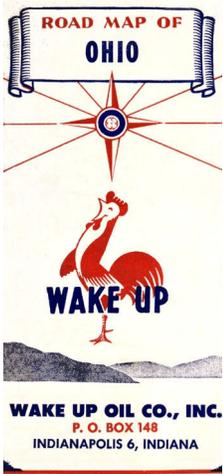
SUPERIOR "400", Superior Oil Co., Des Moines, Iowa.



Superior was a private brand that dated back to the mid 1930s. In the early 1960s they merged with Carpenter Oil Co., which had taken over the Coryell 70 operation about a decade before. At their height in the mid 1960s Superior had over 175 stations in eight Midwestern states, but over half of them were in Iowa. In the late 1960s they sold out to Gulf when that major oil company was in a western expansion mode. The stations were rebranded to Gulf and another old brand went to the history books. Then Gulf would later pull out of

the Midwest before the Chevron takeover. During their years on the scene Superior "400" issued no less than three different Rand McNally generic covers starting with the star compass and a 1941 MWM/Gousha issue. Their last maps before the Gulf takeover listed all their stations on the back cover.

WAKE UP, Wake Up Oil, Indianapolis, Indiana.



This Indiana private brander was originally J. A. Hogshire Oil Company, having been founded by Mr. Hogshire in 1926. Hogshire was an original member of the Independent Oil Men of America (Red Hat and the "Spread Eagle") and sold under the Criteria brand before changing to Wake Up in 1937. Hogshire and his descendents built the Wake Up chain into one of the strongest in the state of Indiana until selling out to Marathon in the early 1990s. Marathon, under its Emro Marketing subsidiary, operated the Wake Up stations for a

few years before converting them to the Speedway brand, which today operates over 1,600 stations in the Midwest/Great Lakes area including the Superamerica chain. Wake Up used several generic designs including a couple which just had their name as an overprint at the bottom of the back cover. The couple of generic maps with the well-known Wake Up Rooster logo are fairly scarce.

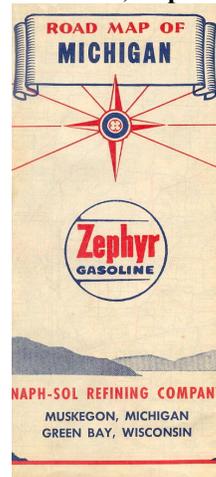
WASATCH, Wasatch Oil Refining Co. Salt Lake City, Utah.



The Wasatch operation was a collection of several small refiners in the Rocky Mountain and Pacific Northwest states. They marketed mostly under the Wasatch and Chief brand names with the stations in Idaho, Oregon and Washington using both the state name and "Chief" in their signage. Their star-compass map is the only generic issue from the company that I know of and also shows the Golden Eagle brand. There seems to be some confusion on the exact status and history of that brand, which also had a refinery in Los Angeles. The Wasatch maps were quite colorful

and usually listed the other parts of the parent company including Inland Empire Refineries (Spokane, Washington) and Idaho Refining. In 1947 Phillips Petroleum took over the Wasatch operation and in a couple of years Phillips 66 had replaced all the Wasatch brands. Well sort of. I know for a fact that there were Golden Eagle stations up along U. S. 99 in Oregon and Washington in 1958. Were they connected to the California refinery or "leftovers" from the Wasatch operation??? The last Chief map was issued in 1948 in Phillips 66 station colors with a small Phillips 66 credit card mention at the bottom.

ZEPHYR, Naph-Sol Refining Co., Muskegon, Michigan.

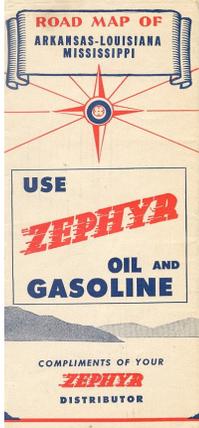


Founded in 1931 by Walter Anderson, who had already been in the oil business for several years, Naph-Sol introduced the Zephyr brand to the Michigan market in 1932. Through their own chain of stations along with jobbers and independent dealers, the Zephyr brand became one of the strongest independents in Michigan with a smaller operation across the lake in Wisconsin, with headquarters in Green Bay. In 1969 the refinery at Muskegon was closed, but the brand held on for many years. Naph-Sol

had at least two pre-War generic maps from Gousha before switching to Rand McNally and the star compass design. They issued one additional generic cover in the mid-50s before going to their own artwork covers around 1958. They had three such covers over the years into the early 1970s. From the late '60s until the end of their map issuing, Zephyr maps were Michigan State officials with special Zephyr covers.

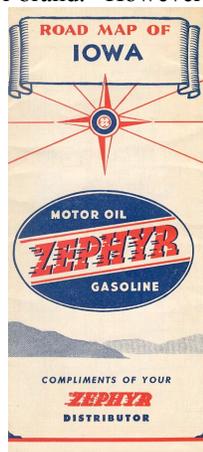
Road Map Collectors Association

ZEPHYR, J. D. Streett and Company, Maryland Heights (St. Louis), Missouri.



Founded way back in 1884 in Maryland Heights, Missouri, this company and brand had no relation to the above Zephyr brand. Streett's Zephyr brand was found from St. Louis to western Indiana and up into parts of Iowa and down to Kentucky. The company got into lubricants wholesaling in 1926 and followed with gasoline in 1939. At one time the company had as many as 500 stations in a six-state area. In the late '60s/early '70s they had expanded to a handful of stations in the Cincinnati area and into

northern Florida. But that expansion was short lived when the "Energy Crisis" of the mid-70s came along. With the worry of constant supply in the 1970s Streett began going to major brand sites, downsizing the Zephyr brand. However, the brand could be found as late as the mid-2000s. This Zephyr used generic maps their entire map issuing years from an early Mid West Map issue in 1941 into the 1970s and had two different star compass issues. The last Zephyr generic design came out in the mid 1950s and lasted into the '70s. However, for you fine line collectors, there are at least five different versions when small changes to the logo and the different oil cans on the back cover are considered. Today the company mostly uses the "Zephyr Express" name and "ZX" logo.



At right you will find a list of over 50 brands which are known to have issued maps of the Rand McNally star-compass design. I am sure this list is not complete as previously unknown issues are still popping up from time to time, adding to the list. Two good examples are Champlin and Wolf's Head. Star-compass issues from these brands came up on eBay while I was writing this article!! I had never seen either before and none of the collectors I had contacted had either on their lists. Champlin issued maps from the late 1920s into the mid 1970s, but the star compass map is the only generic I know of from the brand, while Wolf's Head was a long time user of generic maps with many different designs. Many of the 50 maps on this list are quite scarce and none can be considered "common" by any means. Out of the 20 brands shown here, I only have 15 and of the 50+ on the list, only 24 of them are in my collection. In addition to the brands listed here, Rand McNally also issued a generic version of their generic cover

with "See America" on the cover. Sometimes these See America issues show up with a rubber stamp from an oil company or gas station. Such are not listed here. If you have questions on any of these brands or maps, or can add to the list below, please email me at wwimer39@zoominternet.net.

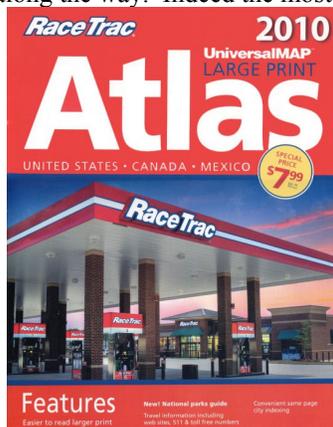
In closing, as always, I need to thank a number of my fellow collectors and RMCA members for their help. Without such help an article like this would not be possible as none of us have all of the scarce to rare issues. Special thanks go to Judy Aulik, Dave Cole, Alan Eastlund, Mark Greaves, Wayne Henderson, Richard Horwitz, Guy Kudlemyer, Dave Leach, Dave Rowilson, Gary Spaid, Robert Stephens, and Jim Wakefield.



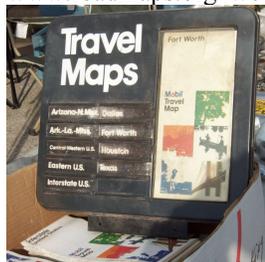
Road Map Collectors Association

Ian Byrne's Reflections on the 2010 Map Expo by Ian Byrne (RMCA #245, Milton Keynes, England)

As I had already travelled 5,000 miles to get to the RMCA swap meet in Dallas, it made little sense to go straight from the airport to the venue hotel; instead I turned left in a loop adding another 1,400 miles. While I saw some great things on the drive, including the Conoco & Phillips museums in Oklahoma, the Titanic in Branson and the Clinton Presidential Library in Little Rock, I didn't find that many maps in the antiques malls along the way. Indeed the most interesting map from that part of the trip was a 2010 Racetrac atlas from a service station in Garland. Essentially a custom cover for the Universal Map large scale atlas, it wouldn't win many prizes cartographically, but formed a nice partner to the vest pocket sized Racetrac map that I had found 17 years earlier in a Racetrac station in Orlando.



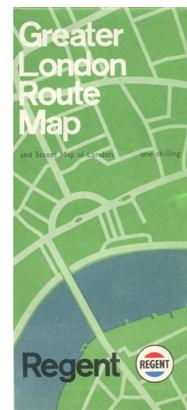
I arrived at the Hilton Garden Inn the evening before the swap meet, so followed the suggestion of the www.roadmaps.org website and called in at the Southwest Auto Event on Friday morning. There weren't many maps there at all, but one vendor did have a box of NOS 1978-82 Mobil maps, complete with the original advertising display – which he wasn't interested in selling to me!



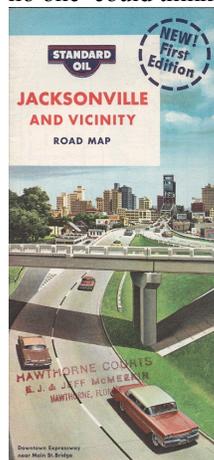
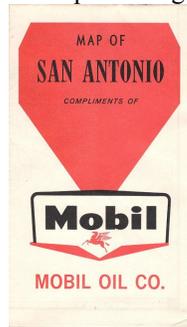
When I got to the RMCA meet itself, I was met by a friendly group, strung out along a second floor corridor. We soon had several rooms open for room to room trading, and although I had expected interest around my 1910 Duckham's maps, rather more was shown for the 2010 Racetrac, so we were able to send out an expeditionary force to relieve the nearest station of its maps. I won't bore readers with more than a few highlights from the trades, other than to single out a couple of favourites. The Phillips 66 map of Spirit Lake, Iowa is a simple jobber production printed in two colours, and listing around 20 locations – many of which were just for boats – at which the Waugh Oil Company could supply



you with Phillips' products. Like many such maps it carries no date or cartographer details. I also filled one unlikely gap in my collection by adding the early 1960s (again undated) Regent map of London. By this time Regent was majority owned by Texaco, and its maps are not usually that hard to find – except that this one has eluded me for the past 20 years!



As well as trades, RMCA members are always willing to sell maps. One favourite here was a 1965 Ashburn map of San Antonio produced for Mobil and Hertz, with one cover promoting each firm. This too is likely a jobber issue, although the only corporate credit is to "Mobil Oil Co." with no local details. On Saturday morning, RMCA meets also feature a "dollar box" of donated maps by members or others. This should not be overlooked, as it can contain some decent maps. Among the titles I fished out were an Aral of the Tirol and a 1961 Standard Oil (Kentucky) of Jacksonville proudly marked as being "New First Edition" – no one could think of another oil company map that makes this claim.



[Editor's Note: I know of at least one other such map, a 1965 Enco map of Denver and Colorado Springs, which was also done by General Drafting.]



Saturday lunchtime almost seemed to come too soon (as there was at least one member's box of bargain maps that I had not had time to trawl through), but the formal annual meeting and trip along the Bankhead Highway were calling, so it was time to pack up. In all, I had added 104 maps including a further nine brands to my collection, but left behind 145 – including my own contributions to the "dollar box" – if you go next year, you will have to guess which ones they were. But most of all, I had made some more friends in the hobby, whom I hope to meet again when I can next get over for the RMCA annual swap meet.

Road Map Collectors Association

RMCA Annual Meet – from page 1



Tom Sveum checks through the thousands of maps during the Expo

When the meeting closed it was time for those that had signed up to go on the Bankhead Highway tour to meet to start our car caravan. We had six vehicles and 17 people take the tour. The experience was truly a step back in time. Over the course of 2 plus hours we saw former old service stations from the '40s and '50s, old motels with the big, old neon signs from the '30s. One of the highlights was the Alamo Plaza, a chain from 1929 that will be razed any day. Fortunately for us, it was still standing.

Other highlights were the former Magnolia headquarters with the Pegasus on top and many other buildings from 1890 to the 1902 high school and many homes built alongside the Bankhead from the 1920s and '30s. Another highlight was the Gloco 1961 sign and station, still selling gas. Of course the big question to everyone was “does anyone have a Gloco map?” Sure enough someone piped up that he owned one! James Wakefield from California said that he was the proud owner of one. We arrived at the end of the tour at the downtown Garland Square where the historical marker that Jerry had successfully championed for had been placed.

Jim's well-worn 1960 Gloco map



Peggy Sue's diner, in an old Skelly station in Denison, Texas

The final stop on our travel was dinner at an old restored Skelly station in Dennison, Peggy Sue's Diner. We were very fortunate to have Mike, the owner, present and he gave a history of the place and did a tour.



Dinner at Peggy Sue's

Many comments were made that they really enjoyed this year's meet and especially the tour and hope to come back in the future.



Expo host Terry Palmer poses for a picture with the Bankhead Highway sign in Garland, Texas.