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Mid-West Map Company Date Codes

The date is determined by the first numeral after the first letter in the code. This code is found on most Mid-West Maps from 1926 through 1936. On the larger sized maps (5 x 7" from 1926—1928, and 5 1/2" x 8 1/2" from 1927—1935) the code was on the cover and on the inside, usually lower border of the map. If the date differs on the two codes, use the later date. Maps from 1934—1936 that are in the more traditional size 3 3/4" x 8 1/2". These are generally only coded on the inside.

Examples:

Ro529 (cover) Q08CE (inside) = 1930

2P8818 (cover), O716C (inside) = 1928

On the front of this sheet are maps from 1929 through the late 1941 Gousha issues. Those with the dates in red are the "advertising" type maps which were distributed by merchants who paid to be listed on the map. The maps with the dates in green are the various generic styles with company advertising on the cover. The maps with the dates in blue are a few custom covers.

Generally the quality of the paper from 1934 through 1936, in the more standard format seemed little better than newsprint.

Here are some photos from the 1937 sales promotion map.

This is An Actual Sample Of Our 1937 M W M MAP

Note the completeness of the map itself—the wealth of up to the minute information. Your customer will appreciate this map. He will find the United States Map, which shows ALL U.S. Highways, Interstate, In planning a business or recreational trip. The completeness of M.W.M. Maps. Don't miss this in tonight's party too.

For little more than one cent you can hand your customer an up to date M.W.M. Road Map carrying your advertising which is a personal message from you. Dollar for dollar, no other advertising medium is as effective.

OFFICIAL ROAD MAP IOWA

This Space IS FOR YOUR BUSINESS ADVERTISEMENT

TRADE MARKS of your products can also be placed in this space. If you have a CUT that you wish to be set, send it in with your order.

Everything You Want In A Road Map, At A Price You Can Afford To Pay

THE COMPLETE FACILITIES OF THIS MODERN PLANT AT YOUR SERVICE

