


2-2001

## Road Maps - The American Way

Osher Map Library and Smith Center for Cartographic Education

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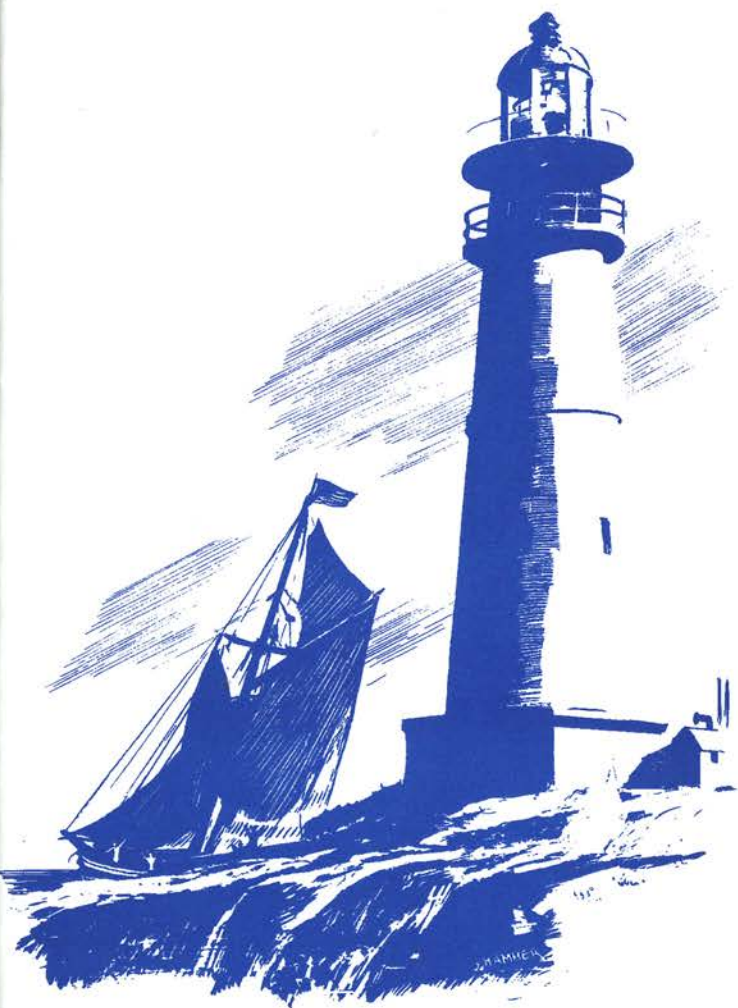
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# ROAD MAPS

*The American Way*



Osher Map Library  
and Smith Center for Cartographic Education





# ROAD MAPS

## THE AMERICAN WAY

*February 13, 2001 to December 21, 2001*

**Guest Curator- Robert French**  
*Associate Professor of Geography (Retired)*  
*University of Southern Maine*



### INTRODUCTION

Like jazz music, the automobile road map is an American innovation and just as much a part of American culture. Road maps brought much needed order to the national road system. Through both illustration and cartography, they made manifest the changes in the American landscape resulting from 20<sup>th</sup> century "auto-mobility." Their covers promoted a romance of the road that sold products. Most significantly, road maps extended a core of American values based on the freedom of the open road.

In this exhibit you will see how road maps contributed to this spirit – emphasizing a proud national history and promising a glorious future – through the magic of the automobile. The exhibition features a wide variety of maps and guidebooks from the first half of the twentieth century, published mostly by oil companies but also by automobile clubs, highway associations, and commercial map makers. So get out the road map to plot your course and don't forget to buy our brand of gas!



## ADVENTURE AROUND THE BEND

From the beginning, the art and cartography of automobile travel gave graphic expression to the myth of the freedom and adventure of the road. The road would give the city dweller access to the wilds of nature; it would allow the otherwise sedentary man to indulge his wanderlust. Even functional map covers possessed a graphic vibrancy and excitement!

1. Gervais, Paul. *L'Effron*. From: A. B. Filson Young, *The Complete Motorist*, 1905.
2. Wells, O. M., compiler. *Tyrol Trails: Pennsylvania and New Jersey*. New York: Conwell Graphic Companies for Tide Water Oil Sales Corporation, 1926.
3. *The Roads that Lead to the Checker Marked Go-Gas Service Stations on the Motor Routes of Connecticut and Vicinity*. Chicago: Rand McNally and Company for The Go-Gas Company, 1923.





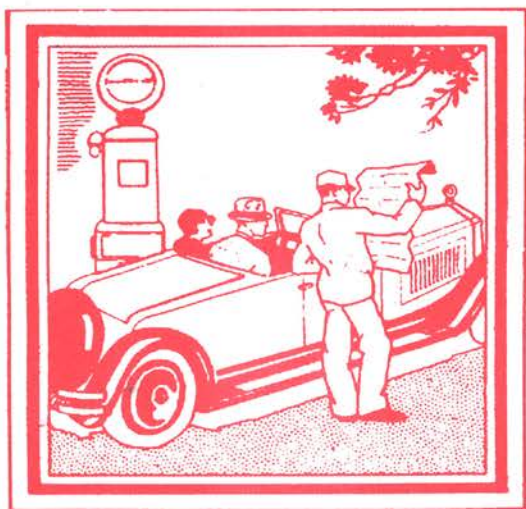
## TRAVEL AIDS

For a brief period in the 1930s, companies such as Shell posted weekly map bulletins at their gas stations to provide travelers with updated information about road conditions, construction projects, and detours.

4. *Shell Weekly Travelaide; New Hampshire, Vermont.* Chicago: The H. M. Gousha Company for Shell Oil, 1934.

5. *Shell Metropolitan Map: Baltimore and Vicinity.* Chicago: The H. M. Gousha Company for Shell Oil, 1931.

6. *New York.* New York: General Drafting Company for Colonial Beacon Oil Company, 1940.



## GUIDING THE TRAVELER

In order to increase their sales of gasoline, oil companies sought both to develop strong brand loyalty and to increase the confidence of auto travelers, so that they would take longer journeys. To do so, they offered free maps and a variety of travel services. Many map covers accordingly pictured solicitous gas station attendants dispensing instructions along with the free maps. In the mid-1930s, Continental Oil Company (CONOCO) developed personalized bound booklets of maps with information keyed to the traveler's specific destination, a format which survives in the Trip Tik® issued today by the American Automobile Association (AAA).

7. 1929 "*Standard*" *Road Map of New Jersey*. New York: General Drafting Company, Inc. for Standard Oil Company, 1929.
8. *New England in Soconyland: 1930 Road Map of New England*. New York: General Drafting Company, Inc. for Standard Oil Company, 1930.
9. *Atlantic Auto Road Map of North Carolina, South Carolina, Georgia, and Florida*. Chicago: Rand McNally and Company for Shell Oil, 1942.
10. *Nebraska*. Chicago: Rand McNally and Company for Standard Oil Company, 1959.
11. *Southern New England: Connecticut, Massachusetts, Rhode Island*. Chicago: Rand McNally and Company for Mobil Oil Company (a division of Socony), 1965.
12. Advertisement for Gulf Supreme Motor Oil Company. *Saturday Evening Post* (August 8, 1931): 34.
13. *Conoco Touraide*. Denver: H. M. Gousha Company for Continental Oil Company, 1939.
14. Conoco Travel Club Decal, ca.1930.





## SELLING AN IMAGE

### *Judging a Map by its Cover*

Oil companies used the covers of their road maps to link, in the consumer's mind, specific brands of gasoline with the mythic image of the freedom and adventure of the open road. They did so in several ways, stressing the allure of the open road, emphasizing the freedom granted by speed and power, yearning nostalgically for the adventure of the U.S.A.'s frontier past, and loudly proclaiming the technological progress of American culture.

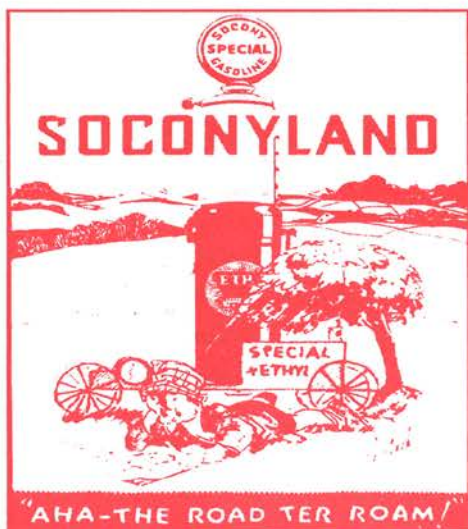
15. *1931 Colonial Beaconlight of Better Roads in Northern New England*. Chicago: Rand McNally and Company, 1931.

16. *Shell Motor Road Guide: Colorado*. Chicago: The H. M. Gousha Company for W. W. Gates, 1928.

17. *California-Nevada Highway Map*. Chicago: Rand McNally and Company for Union Oil Company, 1937.



18. *Sunrise Trails: Long Island*. New York: Redfield-Kendric-O'Dell Company for Long Island Hotel and Restaurant Association, Long Island, 1922.
19. *Richfield Strip Maps: Pacific Coast States*. Chicago: The H. M. Gousha Company for Richfield Oil Corporation, 1937.
20. *Trails of the Red Lion*. Los Angeles: G. A. Eddy for Gilmore Oil Company, 1935.
21. *Richfield Motor Routes in New York, New England*. Chicago: Rand McNally and Company for Richfield Oil Corporation, 1930.
22. *Pacific Highway Maps*. San Francisco: Pacific Highway Association of California, 1928.
23. *Pittsburgh Tourguide Map with Sightseeing Tour*. Chicago: Rand McNally and Company for Gulf Oil Company, 1947.
24. *Richfield Golden Trails in New Jersey*. Chicago: Rand McNally and Company for Richfield Oil Corporation, 1933.
25. *Standard Oil Road Map: Wisconsin*. Indiana: The H. M. Gousha Company for Standard Oil Company, 1934.
26. *Road Map of Washington: Standard Oil Company of California*. San Francisco: The Independent Press Room for Standard Oil Company, 1929.
27. *Montana: Highway Map*. Chicago: Rand McNally and Company for Montana State Highway Commission, 1942.



28. *Shell Metropolitan Map: New York and Vicinity: Long Island*. Chicago: The H. M. Gousha Co. for Shell Oil, 1933.
29. *Mid-Continent Petroleum Corporation Official 1932 Motor Trails Map: Iowa and the United States*. Chicago: Rand McNally and Company for Mid-Continent Petroleum Corporation, 1932.
30. *The Beacon Book of Better Roads for 1928*. Chicago: Rand McNally and Company for Beacon Oil Company, 1928.



### *Minorities on the Covers*

Racial minorities were excluded from the comfortable and affluent world depicted on road map cover art. On the rare occasions when they did intrude, they were depicted in accordance with the stereotypes established by the dominant culture. African Americans appeared as agricultural laborers, as part of the background scenery. Native Americans were depicted as noble savages who had stepped aside to allow European Settlers to take their lands, even as the oil companies appropriated their heritage to sell “Red Indian” and “Chief” brands of oil and gas.

31. *The Red Indian Pathfinder Road Map: Ontario, Quebec, Maritime Provinces 1940*. Montreal: McColl-Frontenac Oil Company Ltd., 1940.
32. *Cities Service: Road Map of Arkansas*. Chicago: Rand McNally and Company for Louisiana Oil Refining Corporation (A Cities Service Unit), 1931.
33. *Auto Road Map of Georgia: 1925 Edition*. Chicago: Rand McNally and Company for Standard Oil Company, 1925.

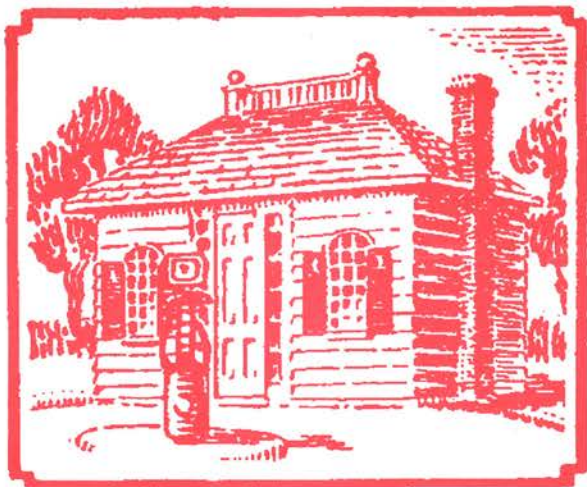


### *Women on the Road*

Map cover art has also represented mainstream America's understanding of the place of women in society. In the 1930s, oil companies introduced the image of the newly emancipated, independent young woman speeding along in an open-topped roadster for their advertising and map cover art. But this liberation was short lived: after 1950, women would once again be shown only in domestic and supportive roles.

34. *Shell Motor Road Guide*. Chicago: Rand McNally and Company for Roxana Petroleum Corporation, 1927.

35. *Phillips Highways of Wisconsin, 1933*. Chicago: The H. M. Gousha Company for Phillips Petroleum Company, 1933.



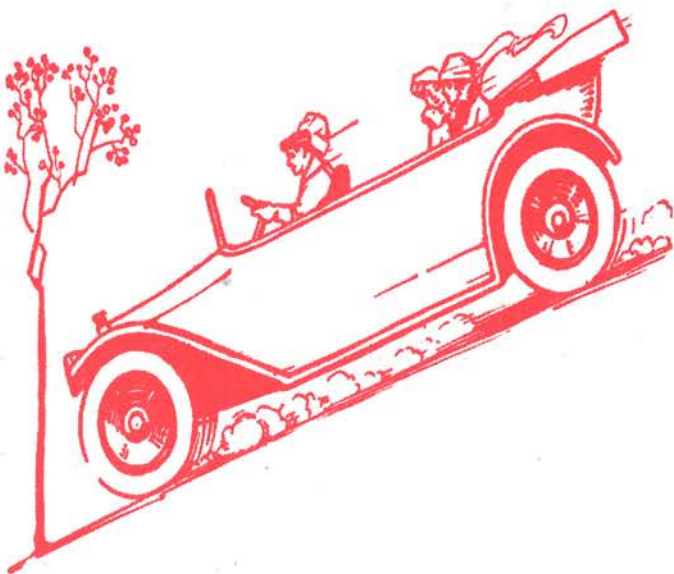


36. *Tydol Trails through New York*. Rogers-Kellogg-Stilson Company for Tide Water Oil Company, 1931.

37. *Tydol Trails through Massachusetts, Connecticut, Rhode Island*. Chicago: The H. M. Gousha Company for Tide Water Oil Company, 1935.

38. *1932 Road Map: Delaware, Maryland, Virginia, West Virginia*. Chicago: The H. M. Gousha Company for Shell Oil Company, 1932.

39. *Oregon: Standard Oil Road Map*. Chicago: The H. M. Gousha Company for Standard Oil Company, 1936.



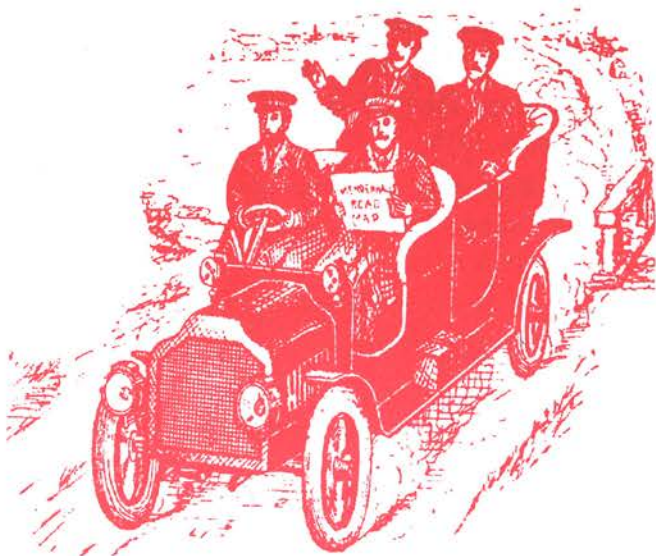
40. *See Idaho and the Pacific West*. San Francisco: Rand McNally and Company for Standard Oil Company, 1931.

41. *New Jersey*. Chicago: Rand McNally and Company for Richfield Oil, 1939.

42. *Kendall Guide Map: Pennsylvania, Ohio*. Chicago: The H. M. Gousha Company for Kendall Refining Company, 1950.



## SHOWING THE ROAD



The earliest guides to road navigation were detailed descriptions of particular routes which used text and photographs of landmarks to tell drivers precisely where to go; some auto clubs also provided their members with strip maps, printed on cards, of each route. After 1910, tire makers (B. F. Goodrich), map publishers (Rand McNally), and highway associations "blazed" increasing numbers of routes with graphic markers to guide the cross-country driver; these markers were keyed to the maps and guide books issued by the respective groups. In the mid-1920s, the federal government began to introduce standard route numbers.

43. Mendenhall, C. S. *Mendenhall's Guide and Road Map of Eastern Pennsylvania*. Cincinnati, 1911.

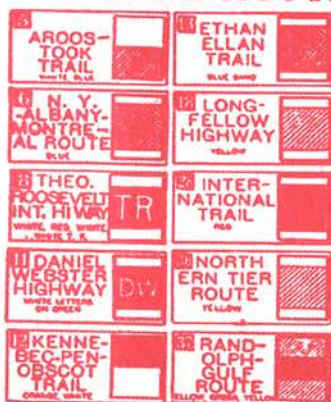
44. Michaels, H. Sargent. *Photographic Runs: Series C, Chicago to Lake Geneva to Delavan; Delavan to Beloit*. Chicago: H. Sargent Michaels, 1905.

45. *White Route Book Number Four: Route of a Tour From Philadelphia to Cape Charles*. Cleveland, Ohio: The White Company, 1907.

46. *Automobile Routes: Manhattan Island ( New York City).* [Automobile Route Card] New York: American Motor League, 1909.
47. *Automobile Routes: New York to New Haven.* [Automobile Route Card] New York: American Motor League, 1909.
48. *New England Hotel Association Tours.* Touring Bureau of Official Automobile Blue Book for New England Hotel Association, 1911.
49. *Goodrich Route Book: Best in the Long Run, Pennsylvania, East Delaware and Maryland.* Akron, Ohio: The B. F. Goodrich Company, 1916.



## TRAILS AND COLOR BAND ROUTES



50. Judd, Almon C. *The Air Line and Connecting Routes.* Boston: Almon C. Judd, 1924.
51. *The Atlantic Refining Company: Road Map of Pennsylvania and Delaware.* A. B. B. Publishing Company, 1916.
52. *Highway Pole Markers.* [Poster] Chicago: George F. Cram Company, 1915.
53. *Blazing the Big Trail.* [Advertisement] Chicago: Burdic Sign Company, 1924.
54. *The Lincoln Highway: A Connected Improved Transcontinental Highway open to Lawful Traffic of all Descriptions, Without Toll Charges.* Detroit: Lincoln Highway Association, 1929.



55. *Tydol Trails: New England Trails Road Marking System and Color Band Route*. Chicago: Rand McNally and Company for Tide Water Oil Company, New York, 1922.

56. *The Blazed Trails*. Chicago: Rand McNally and Company, 1922.

57. *Rand McNally and Company Official Auto Trails Map: Minnesota*. Chicago: Rand McNally and Company, 1925.

58. *Mileage Map of the Best Roads of Maine*. The C. M. C. for Hudson-Essex Cars-Hudson Motor Sales Company, 1926.

59. *Drive on Concrete, Inter-State Maps Show the Way, Auto Trail Map of New England*. Chicago: Interstate Map Company, 1920.

60. *The Geographical's Good Road Map of Mass, R. I., and Conn*. Chicago: The Geographical's Publishing Company, 1920.

61. *Highway Number System in New England with Other Information of Interest to the Tourist or Visitor, April, 1928*. New England Affairs Bureau and Boston Chamber of Commerce, 1928.

62. Hobbs, Howard F., compiler. *Mohawk Hobbs Grade and Surface Guide*. Akron, Ohio: Tourist Service Department of the Mohawk Rubber Company, 1925.

63. *Richfield Strip Maps: California, Oregon, Washington*. San Francisco: Rand McNally and Company for Richfield Oil Company, 1936.

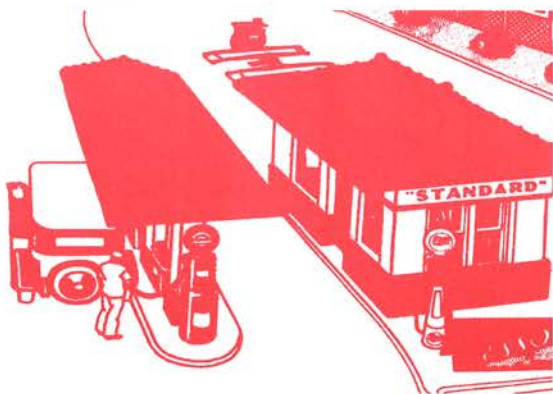
64. *New York to Florida: Upside-Down Map*. Convent Station, NJ: General Drafting Company for Esso Standard Oil Company, 1963.



## TRANSPORTATION MAPS

### *From Pedal to Plane*

The citizens of the United States have perhaps been the most mobile people in the world. After the Civil War, railways dominated long-distance transportation until the development of bus companies and commercial airlines in the 1930s. Personal mobility was, of course, greatly expanded by the bicycle late in the 1800s. These forms of transportation — together with subways and ferries — all produced their own maps to aid navigation and to attract customers.



### *Bicycle*

65. *A Road Book for Cycling and Carriage Driving in Maine*. Percy H. Richardson for League of American Wheelmen, Maine Division, 1896.

66. *Massachusetts Road Book*. Boston: George H. Walker and Company, 1898.

67. *Latest Road Map of New Jersey; Northern Part*. Boston: George H. Walker and Company, 1905.







**UNION  
PACIFIC  
HIGHWAY**

**NO.48**

Index F-9



**NEW  
SANTA FE  
TRAIL**

**NO.37**

Index G-9

## *Railroad*

68. *Tourist Map of Canada*. Chicago: Poole Brothers for Canadian National Railways, 1936.
69. *The Railway all the Way to the New York World's Fair*. N. Y. W. F., 1939.
70. Barnard, Chris. *Four - Track Series, No. 31: Seen from the Car, Travel as a Fine Art*. Chicago: Rand McNally, 1902.
71. C. H. & D. & D. M. System - Great Central Route. [Sale Flyer] Boston, Chicago, Philadelphia: Mason Lewis and Company, Bankers, July 1, 1904.
72. *Map of Canadian Rockies and the Triangle Tour of British Columbia, Alaska and The Yukon*. Chicago: Poole Brothers for Canadian National Railways, 1927.

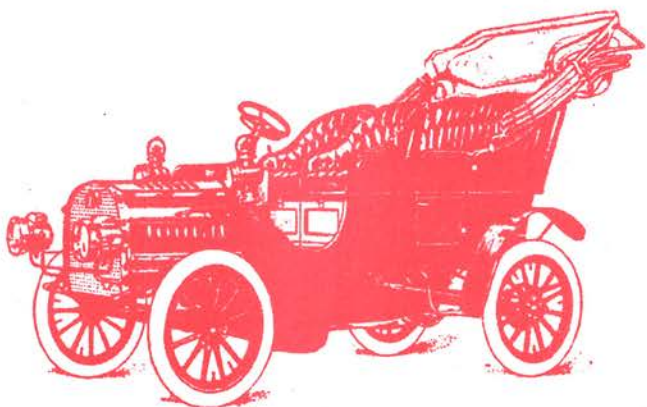


## *Bus*

73. *Greyhound Transcontinental Bus Time Tables*. The Greyhound Corporation, 1939.
74. *Guide Map: Street Cars and Bus Lines*. Washington, D.C.: Capital Transit, 1946.

## Automobile

75. *Road Map and Historical Guide: Ohio, Indiana, Kentucky*. Chicago: Rand McNally and Company for Sun Oil Company, 1936.
76. *World's Fair, New York 1939*. New York: General Drafting Company for Socony-Vacuum Oil Company, 1939.
77. *Official Map 1934 State Highways of Ohio*. Columbus: State of Ohio, Department of Highways, 1934.



## Aeroplane

78. La Rougery, Blondel, editor. *Paris - Bucarest: Carte de Route*. Paris: Air France, 1930.
79. *American Airlines System Map*. Chicago: General Drafting Company for American Airlines, 1950.
80. *The World's Fair Line, Comprehensive Map Showing the Commercial Air Transport System of the United States*. Chicago: The H. M. Gousha Company for American Airlines, Inc., 1939.





### *Over and Under*

81. *New York Subway Guide*. New York City Transit Authority, 1974.

82. *Cross the Delaware at Chester, PA: Avoid Philadelphia Traffic*. Chester- Bridgeport Ferry Company, 1937.

83. *Lake Champlain Bridges: All Year - Day and Night - No Delays*. Crown Point, New York: Lake Champlain Bridge Commission, 1939.

84. *Cruising Guide: Eastport, Maine to Barnegat Inlet, New Jersey including Long Island Sound*. Chicago: Rand McNally and Company for Socony Mobil Oil Company and affiliates Magnolia Petroleum Corporation and General Petroleum Corporation, 1947.

**THESE TIRES ARE  
GUARANTEED**

**PUNCTURE-PROOF and for  
FIVE THOUSAND MILES**

TRADE MARK

"SMILES AT  
MILES"



## ATLASES AND GUIDES

The very first auto guides provided extensive description in text form only. This cumbersome format was soon replaced by more practical guides with strip maps of principal routes, keyed to descriptions of hotels, gas stations, mechanics, and other locations essential for the early auto traveler; this popular and enduring format was pioneered by the "Blue Book" series of the American Automobile Association (AAA), begun in 1906. By the 1920s, commercial publishers such as Rand McNally had dropped the text almost entirely, thereby producing the road atlas which is today the most common form of road book.

85. *The Official Automobile Blue Book: Volume Three-Delaware, Maryland, New Jersey, Pennsylvania, Virginia and West Virginia.* Chicago and New York: The Automobile Blue Book Publishing Company for American Automobile Association, 1916.

86. *1918 New England Tours.* New England Hotel Association for American Automobile Association, 1918.

87. *Official Automobile Blue Book Highway Map: No. 5-Pennsylvania, New Jersey, Delaware, Maryland and Washington, D.C.* Chicago and New York: Automobile Blue Books, Inc. for American Automobile Association, 1927.

88. *Maine Automobile Road Book and Pine Tree Tour of Maine and White Mts.* Portland, Maine: Maine Automobile Association, Tourist Information Bureau, 1914.

89. *Maine Automobile Road Book: For Motoring in Northeastern United States and Eastern Canada.* Portland, Maine: Maine Automobile Association, Touring Bureau, 1918.

90. *The Automobile Green Book: Volume I- New England States and Trunk Lines West and South.* Boston: Scarborough Motor Guide Company, 1921.

91. *The Automobile Green Book: Road Reference and Tourists' Guide of all States East of Mississippi River, Eastern Ontario, Quebec, and Maritime Provinces.* Boston: Scarborough Motor Guide Company, 1932.



92. *Mixer's Road Guide and Strip Maps: A Book of Routes Tours and Points of Interest for New York State, New England, Lower Canada, New Jersey, Pennsylvania, Southeastern States and Florida.* New York: New England Hotels Publishing Corporation for National Automobile Association, 1926.

93. *The Official Maps of New England.* Chester, Vermont : National Survey Co., 1914.

94. *The Official Maps of New England.* Chester, Vermont: National Survey Co., ca.1924.

95. *Standard Indexed and Air Trails Maps of Mississippi: For Tourists, Aviators, Commercial Travelers, Transportation Men, Shippers, General Commercial and Business Reference.* Chicago: Rand McNally and Company, 1929.

96. Briggs. A. A. *Blazing the Red Indian Trail: Let the Red Indian be your Guide.* Toronto: A. A. Briggs, 1934.

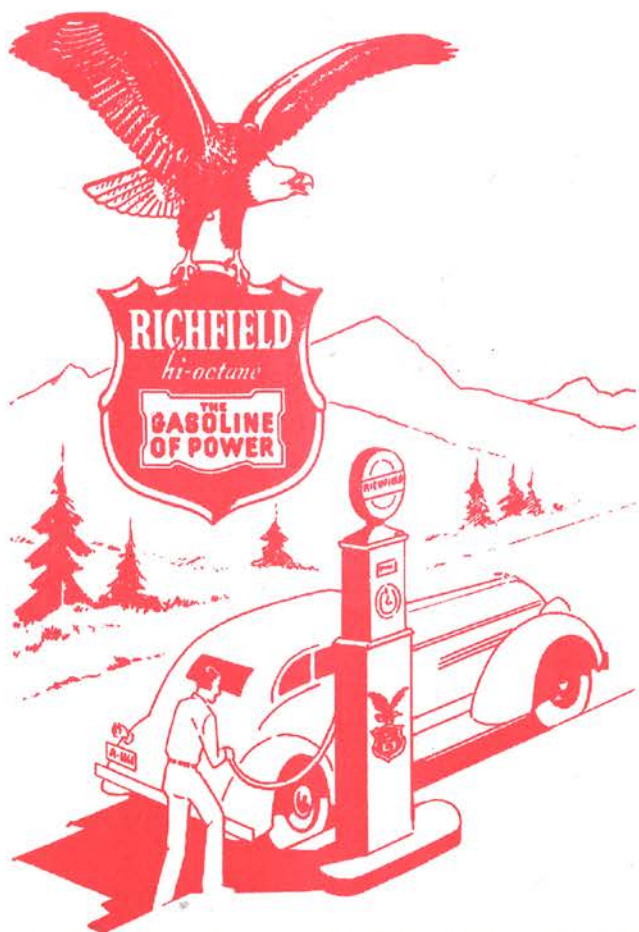
97. *Rand McNally Special Auto Road Atlas of the United States and Eastern Canada.* Chicago, San Francisco, New York: Rand McNally & Company, 1929.

98. *Auto Route Distance Atlas of Maryland, Delaware, Pennsylvania, New York, and New Jersey.* New York: C. S. Hammond & Co. for York Trust Company, 1924.

99. *Highway Atlas: A Map of Every State in the United States also Southern Canada and Mexico.* Kansas City, MO: Gallup Map and Supply Company, 1933.

100. *Clason's Touring Atlas of the United States: With Road Maps of Every State and Ontario and Quebec, Canada.* Denver, Chicago: The Clason Map Company, 1927.





101. *Auto Route Distance Atlas of New England*. Boston: C. S. Hammond & Company for Jenney Manufacturing Company 1934.

102. [Shell Salesman's Atlas]. Chicago: The H. M. Gousha and Company for Shell Oil, 1936.

103. [Texaco Composite Atlas]. Chicago: Rand McNally and Company for Texaco, 1938.

104. *Texaco Touring Map: Maine with Sectional Map of Adjoining States*. Chicago: Rand McNally and Company for Texaco, 1938.

105. *Texaco Touring Map: Mississippi*. Chicago: Rand McNally and Company for Texaco, 1938.

106. *Texaco Touring Map: Georgia*. Chicago: Rand McNally and Company for Texaco, 1938.

## ROAD MAPS AS HISTORY

Oil companies often provided special inserts with their maps to give their users special historical and regional information. A 1932 Standard Oil map, for example, plotted the travels of George Washington. Dramatic map cover art commemorated historic events such as the battle of Gettysburg, while a 1927 Tydol map depicted the world's first traffic light on New York City's Fifth Avenue: truly a sign of automotive progress!

107. *Tydol Trails Thru New England*. Chicago: Rand McNally and Company for Tide Water Associated Oil Company, 1928.

108. *Tydol Trails Thru New England*. Chicago: Rand McNally and Company for Tide Water Associated Oil Company, 1927.

109. *New England Road Map: Including Historical - Scenic Guide*. Chicago: Rand McNally and Company for Sun Oil Company (Sunoco), 1941.

110. *Road Map of Maine with Historical Guide*. Chicago: The H. M. Gousha Company for Tide Water Associated Oil Company, 1952.

111. *Historic Tours in Soconyland*. New York: Standard Oil Company, 1925.

112. *Delaware, Maryland, Virginia, West Virginia: Road Map with Pictorial Guide*. Convent Station, New Jersey: General Drafting Company, for Esso Oil Company, 1952.

113. *Sunoco Road Map of New York Showing Historical and Other Points of Interest*. Chicago: Rand McNally and Company for Sun Oil Company (Sunoco), 1930.

114. *Map of the Principal Events in the Life of George Washington*. New York: General Drafting Company for Standard Oil Company, 1932.

115. *Auto Trails to and from Gettysburg*. Chicago: Rand McNally and Company for Gettysburg Chamber of Commerce, 1925.

116. *Nebraska: Parco Motor Trails Map*. Minneapolis: Langwith for Producers and Refiners Corporation, (Parco), 1931.





## THE LEGEND OF ROUTE 66

Driving to Los Angeles from Lancaster, PA to pursue a song-writing career, ex-marine Bobby Troup and his bride Cynthia drove their 1941 Buick convertible all the way along Route 66. *En route*, they composed their now-famous song, which they wrote down on their 1946 AAA map of the United States. They later embellished the map with their snap shots and with sections of the final song sheet to produce a unique example of lyric cartography. The popularity of Route 66 has since spawned a variety of commemorative maps and other memorabilia.

117. *United States*. Washington, D.C.: American Automobile Association, 1946.

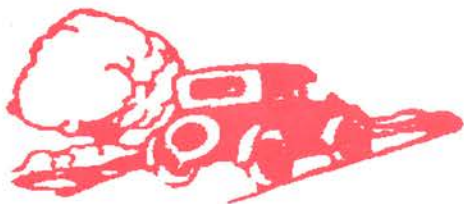
118. Bob Troup. "*Route 66!...*" New York: Burke and Van Heusen, 1946. Courtesy of Arthur Krim.

119. Photographs of Bobby and Cynthia Troup's Map of Route 66. Courtesy of the Bobby Troup Estate Collection.

120. *The Grand Canyon Route: Drive US 66 Across the Scenic West*. Oklahoma City: Southwestern Stationary and Bank Supply, ca. 1949.

121. *Road Map of Historic Route 66: Collector's Edition*. Palmdale, CA: Pro-Map, ca. 1976.

122. *Route 66: 66<sup>th</sup> Anniversary, 1926-1992*. Chicago: Rand McNally and Company, 1991. [*Saturday Evening Post*, permission of Curtis Publishing Company, 1991.]







## WHEN IS A ROAD NOT A ROAD?

As early as 1914, the National Highway Association (NHA) promoted the first interstate highway system for the continental United States. The NHA mapped out a network of highways which would connect the Atlantic and Pacific coasts. Their detailed maps emphasized how these roads would connect even the smallest towns. Most of these roads were not actually built. But some were: for example, the eastern portion of the National Old Trails route ultimately became U.S. Interstate 40, while its course west of Chicago became the fabled Route 66.

123. Mulford, John C., Chief Cartographer. *Map of the Canada - Kansas City - Gulf Road*. Issued under the joint auspices of: National Highway Association and Canada - Kansas City Gulf Road Association, 1915.

124. *Map of the National Old Trails Road; The Grand Canyon Route*. Kansas City, Missouri: National Old Trails Road Association, 1922.

125. *U.S. 40 National Old Trails Road*. Registered Service International, ca. 1925.

126. *U.S. Tour Book*. Washington, D.C.: National Highways Association, 1914.

127. Mulford, John C., Chief Cartographer. *National Highways Map of the State of New Jersey*. Washington, D.C.: National Highways Association, 1915.

128. *Colorado Highway Gulf*. Washington, D.C.: National Highways Association, 1922.

129. Davis, Charles Henry with the assistance of Stanley E. Bates and Will Ward Duffield. *Pineville, Kentucky: Why Living Is Costly Versus Middlesboro, Kentucky: How to Cut the Cost*. Washington, D.C.: National Highways Association, 1916.

## MAPPING BAXTER PARK

This series of official highway maps of Maine, published and distributed by the state government, traces the evolution of Baxter State Park from just before its creation in 1932 to the present. The park — a 6,000 acre tract encompassing Mount Katahdin — made its first appearance on the 1934 highway map. Subsequent maps show the park's growth and consolidation. They culminate with the 2000 edition, which depicts the park's most recent expansion with the acquisition of the Allagash Waterway.

130. *1932 Route Map of Maine*. New York: General Drafting Company, for Maine State Highway Department, 1932.

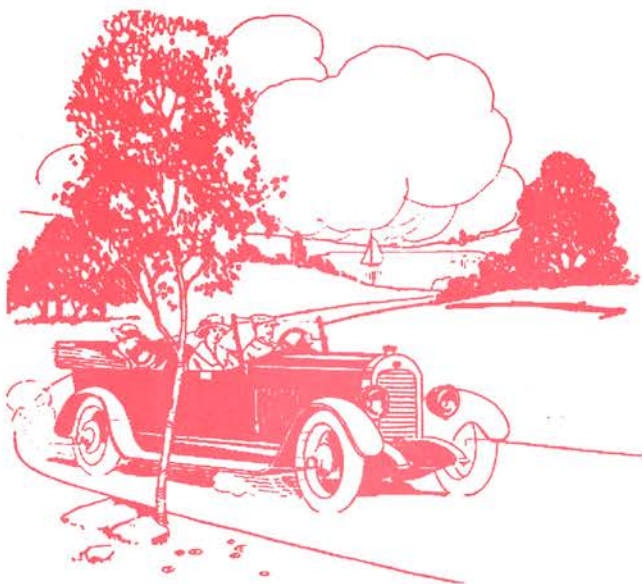
131. *Route and Pictorial Map of Maine*. Augusta, Maine: State Highway Commission, 1934.

132. *Route Map of Maine*. Chester, Vermont: National Survey Company for Maine State Highway Commission, 1939.

133. *Route Map of Maine: 1946*. Augusta, Maine: Maine State Highway Commission, 1946.

134. *Official Highway Map; Maine, 1953*. Augusta, Maine: Maine State Highway Commission, 1953.

135. *Maine: Official Highway Map*. Maine Tourism Association, 2000.



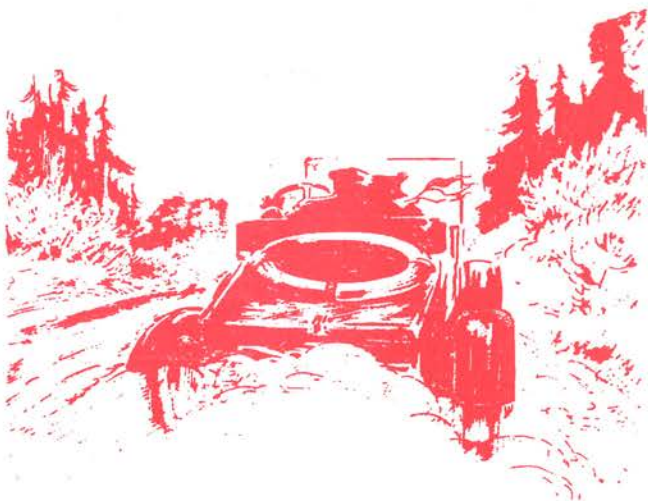
## Acknowledgments

This exhibition was curated by Robert French, Professor of Geography (Retired) at the University of Southern Maine. We are grateful to Arthur Krim for providing copies of the “Get Your Kicks” song map collage from the Bobby Troup Estate Collection commemorating the legendary song about Route 66. Valuable assistance was given by Dr. Harold L. Osher, Professor Matthew H. Edney, Yolanda Theunissen, and George Carhart. We also wish to thank the staff and student assistants of the Osher Map Library, in particular Jennifer Pye and Martina Morrow, and to acknowledge the technical assistance of Stuart Hunter and Jay York.

All transportation artifacts and memorabilia are on loan from the collections of the Owls Head Transportation Museum in Owls Head, Maine. Artifacts include: Model of Nash Airflyte; Radiator Motometer, Boyce Peerless; Model of Sikorski China Clipper (Pan Am); Lamp, “Neverout”; Metal Model of 19<sup>th</sup> Century Ladies Bicycle; Cast Iron Toy Auto; Cast Iron Toy Truck; Tin Key Wind Toy Auto; Cast Iron Yellow Cab Toy Bank; and Tin Locomotive Toy.

*Street Atlas U.S.A. 8.0* Courtesy of Delorme Mapping Company, Yarmouth, ME.

Lastly, we wish to express our appreciation to AAA Northern New England whose generous gift supported the publication of the exhibition checklist and poster.





## **The Collections**

The cartographic collections were formed from two major gifts, the first from the late Lawrence M. C. and Eleanor Houston Smith, and the second from Dr. Harold L. and Mrs. Peggy L. Osher. Other generous gifts from several individual donors including Professor Peter Enggass and Tony Naden, have substantially augmented the collections. The combined collections contain approximately 60,000 maps as separate sheets or bound in books and atlases. Some of the maps are contained in explorers' narratives or in works on cosmography, astronomy, navigation or historical geography. While the scope of the collection is global, the discovery and exploration of North America are especially well documented in materials published between the early 1500's and 1800's. The original materials are supplemented by many facsimile maps and atlases in reprint editions. These valuable study aids are augmented by a reference collection of related works including cartobibliographies, regional histories, dealer and exhibition catalogues, and monographs and journals on the history of cartography.



## **Osher Library Associates**

The Associates of the Osher Map Library is an affiliated group that supports the activities and programs of the map library. The group promotes the educational and outreach goals of the library and plans seminars, field trips and other formal and informal activities to further the objectives of the map library. The Associates publish a regular newsletter and occasional publications including exhibition catalogues and map reproductions in poster form. Membership in this non profit, tax-exempt organization is open to the general public. For information on dues, publications, and current activities please contact the Osher Library Associates, 156 West Elm Street, Yarmouth, ME 04069.



**The Osher Map Library  
and the Smith Center for Cartographic Education  
at the University of Southern Maine**

The Osher Map Library and Smith Center for Cartographic Education is the only separately established rare map library in Northern New England. The Smith and Osher collections comprise fine examples of original maps, atlases, geographies, and globes spanning the years from 1475 to present. They constitute a rich multifaceted resource for the study and teaching of geography, history, art and cultural development. These materials offer such compelling insights into the past that anyone, regardless of age or educational level, can enjoy and learn from them. For the University, the people of Maine, scholars, students, and visitors, the collections are indeed a treasure.

**The Mission**

As an integral part of a comprehensive urban university, the Osher Map Library is committed to sharing its collection with a broad constituency by means of exhibitions, lectures, conferences, and other special events. It encourages collaborative efforts with other institutions including museums, historical societies, and teaching institutions ranging from primary schools to the university level. It serves the university community and residents of Maine and Northern New England, including the general public and local school systems, as well as the global community of scholars and researchers.

**The Facilities**

The Osher Map Library is located on the ground floor of the Glickman Family Library on the Portland campus of the University of Southern Maine. In addition to the collections and reference materials, the Osher Map Library contains exhibition areas, a seminar room and facilities for research and study. The Osher Map Library provides access to its resources to the general public and scholars alike.

**Osher Map Library**

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