

Melchoir Huebinger  
and the  
First Iowa Automobile Road Atlas

By Mike Flaherty  
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Chicago Map Fair

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# How did I get onto this subject

- Took a cartography class at Montgomery College in 1992 where it was mentioned that the best cartographers steal from the best examples of the craft
- I was urged to collect maps of various styles and types to improve my cartographic skills
- So I started to collect maps.
- I've been collecting maps of Iowa and the Quad Cities for about 25 years.
- My father had a family copy of the 1905 Scott County Huebinger Atlas
- I kept on finding maps and county atlases by the Huebinger Map Company and the Iowa Publishing Company, but no biographies had been written about Mr. Huebinger. So, I started collecting notes about him, and tried to find out more about his career.
- Here is a presentation about what I have discovered so far:

# Short Biography



- 1854 - Born in Limburg an der Lahn, Limburg-Weilburg Hesse, Germany (near Frankfurt in Western Germany)
- 1870s – Trained as a surveyor and civil engineer in German army
- 1880 - Emigrated to Davenport to work as Surveyor for Army Corps of Engineers at Rock Island
- 1882 - Produces his first commercial map of Scott County and publishes his first subscription Atlas of Scott County
- 1887 – Combines efforts with his brothers photography studio and publishes his Album of Davenport (in German and English)
- 1890 – Surveys the City of Davenport, and produces his first surveyed map of Davenport and issues a large scale atlas of the City of Davenport
- 1893 – Exhibits his oversize map of the Tri-Cities at the Chicago Worlds Fair
- 1902 – Starts work on Iowa State Atlas
- 1904 – Sells Iowa Atlas and displays huge Iowa Map at the St Louis Worlds Fair
- 1910 – Moves to Des Moines to start work on the Iowa Good Roads Automobile Atlas
- 1912 – Publishes the first automobile atlas of Iowa
- 1918 – Sells Iowa Publishing Co and moves to Peoria
- 1923 – Dies in Peoria



# Examples of Corps of Engineers Maps

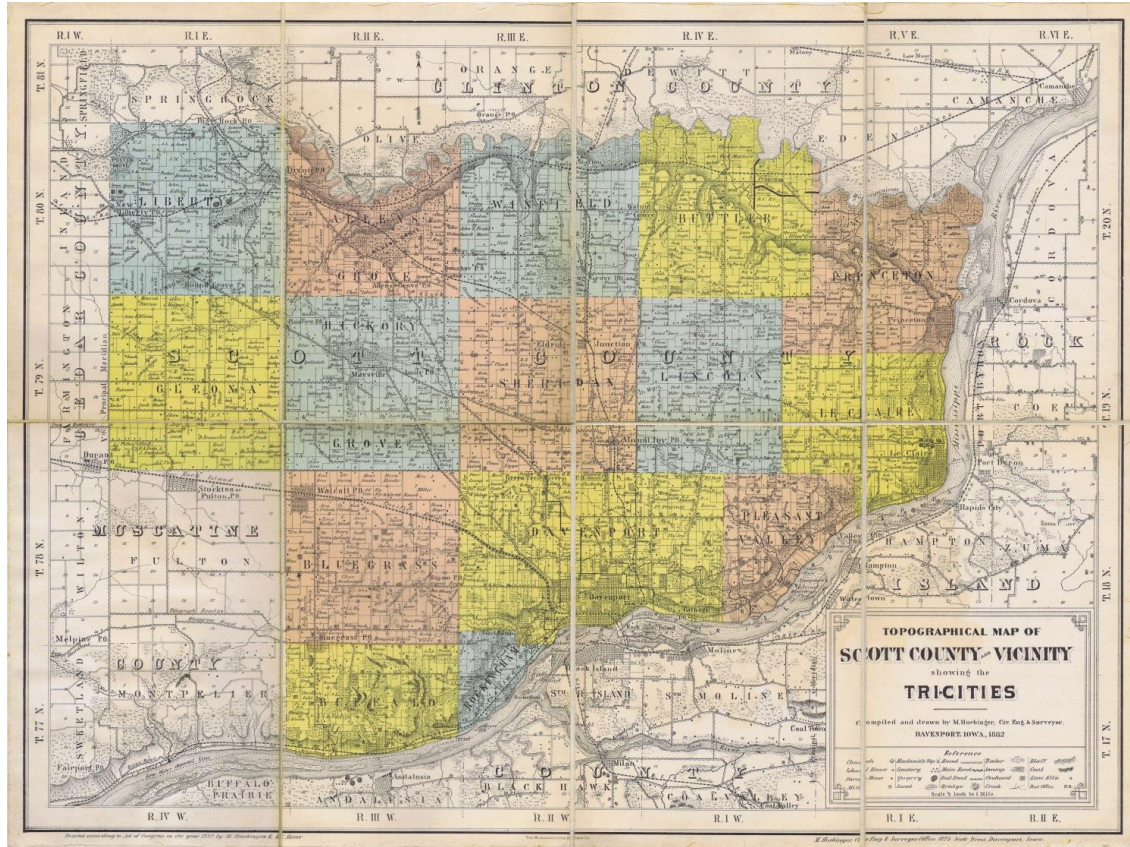
- In 1879 Congress created the Mississippi River Commission to oversee federal funds for flood control.
- Congress authorized the Army Corps of Engineers to participate in levee building on the Mississippi if matters of navigation were involved. Although the Commission was supposed to combine the ideas of both civilian and military engineers, in practice it was controlled entirely by the Corps.
- Huebinger was originally hired as a civil engineer surveyor to support mapping, planning and construction of flood control levees, from 1880 to 1882.
- He only lasted a couple of years in this highly political engineering job.
- Worked as a civil engineer and surveyor for Major Hoffman



Not Huebinger's work, but a sample of what the Corps was producing at the time.



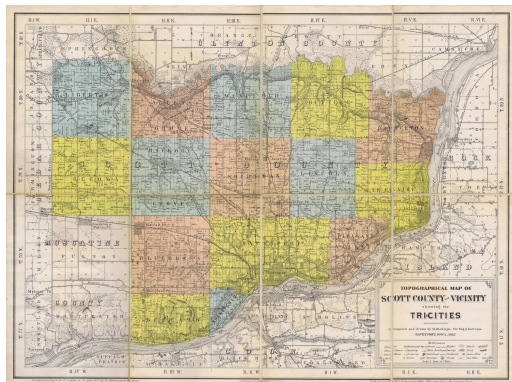
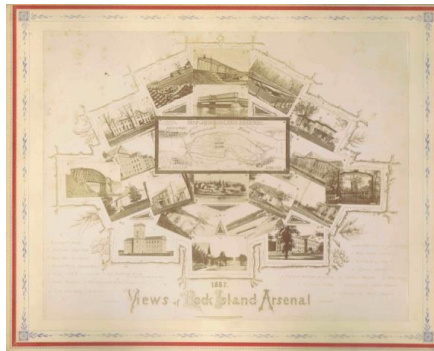
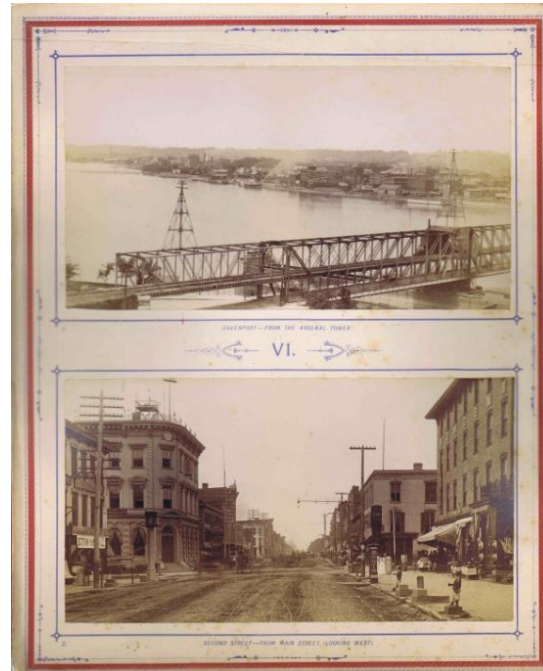
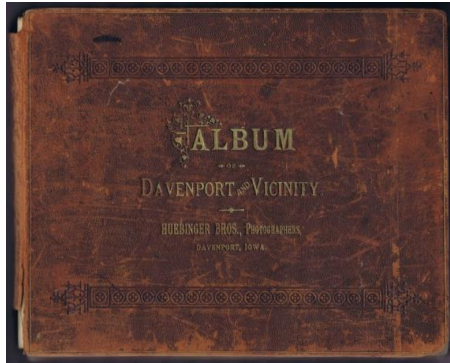
# 1883 Scott County Map



- ❖ This map was issued and produced solely by Huebinger
- ❖ He actually went out into the field to survey and compile the map
- ❖ Advertising was sold to help defer the costs of producing the map and help with his printing and publication costs
- ❖ The last similar map was published in 1869, and was published in a subscription county atlas, and not sold separately.

- ❖ He used this base map in several later editions
  - ❖ The Scott County map was later included in the historic bi-lingual Album of Davenport
  - ❖ It was also used as a base for his 1894 subscription atlas of Scott County

# Photos of the Album of Davenport



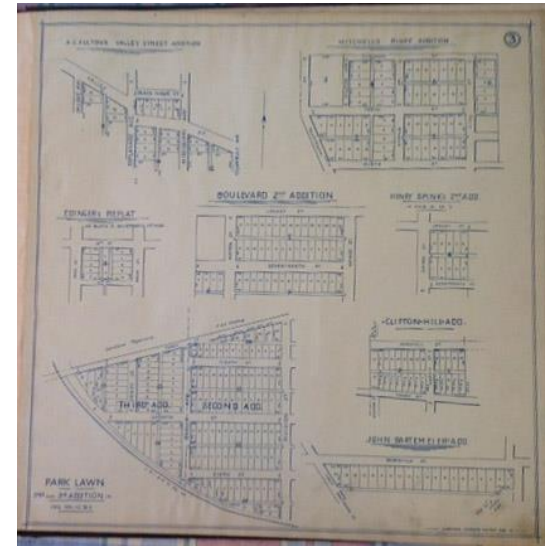
Mechoir partnered with his brother Adam, a professional photographer to compile the historic 1887 Album of Davenport.

He reused his 1882 Scott county map in the back cover

The book was issued in German, with an English language annex and showed the actual photos of prominent businesses and residences

This was at the birth of large scale photo reproduction, individual photos were photographically reproduced and pasted in the album, a few years later Huebinger would move on to advanced photo lithography, composing pages and rescaling them for publication

# 1890 Map of Davenport



- Huebinger's next major effort was to produce a large scale accurate plat map of Davenport.
- This map was issued as a plat atlas and also had a supplement issued with it 9 years later
- Melchoir actually surveyed major points in the city and produced triangulated map and adjusted the map to the datum he defined.
- Scale: One inch equals 350 ft (1:4200 scale) Very large scale, means lots of detail.
- The map shows streets, parks, major buildings, fire hydrants, fire alarm boxes, street lights, police patrol telephones, and survey bench marks.
- The atlas was drawn and lettered by hand and then photographically reduced to the correct size, the pages were hand colored lithos and Huebinger put his blue copyright stamp on each page.
- He was able to sell advertiser space on the low run municipal atlas.
- Huebinger then went on to produce similar maps for Rock Island and Moline, which he combined to produce a large advertising map presented at the Chicago Worlds Fair.
- It was also published as a pocket map and went through several editions and was used in his 1894 Scott County subscription atlas.



# 1893 Tri Cities Map

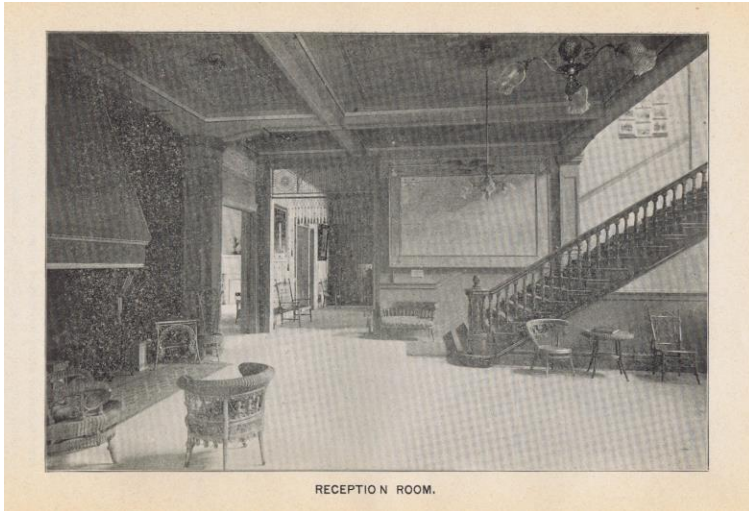
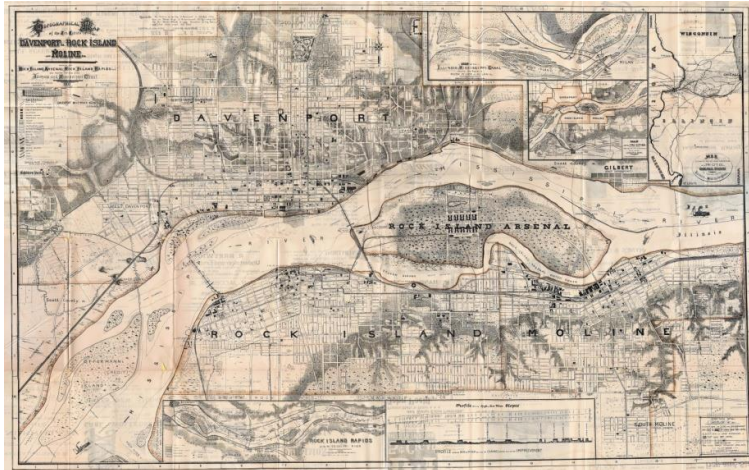


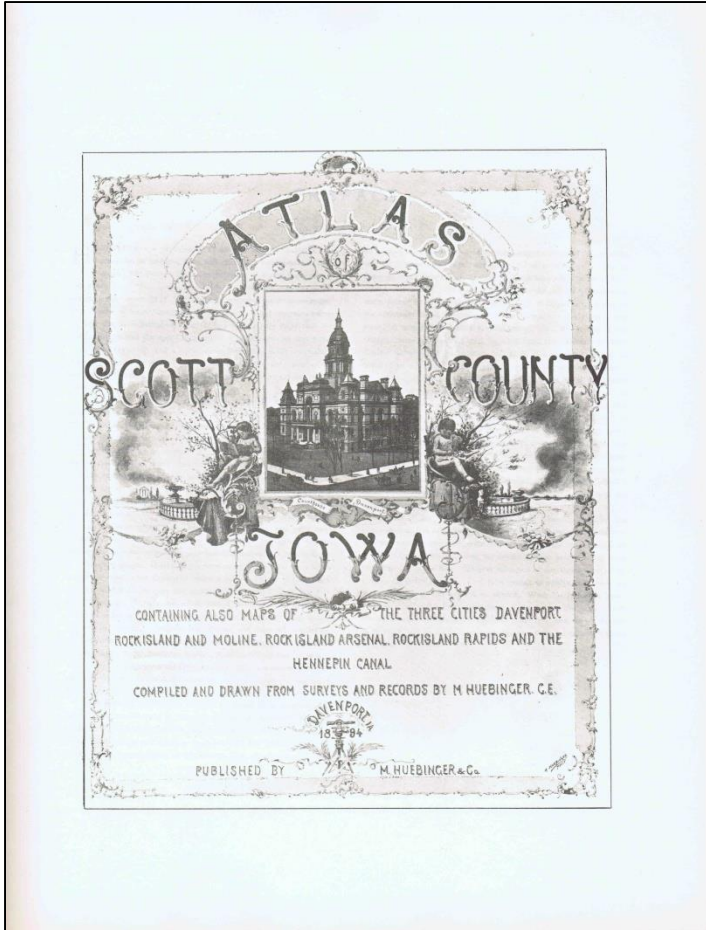
Photo of Huebinger's Tri City Map displayed in the Iowa Pavilion at the 1893 Chicago Worlds Fair.



The map was extremely hard to make out, so here is a similar Tri-City map he issued in 1897

- In the 1890s, Huebinger focused on producing maps of the Tri Cities area (now the Quad Cities), and produced a 1893 map of the Tri Cities (Davenport, Moline and Rock Island) which he proudly displayed at the Chicago World's Fair in the Iowa Pavilion.
- The fair was a great marketing tool for his maps and subscription atlases.
- I suspect that he was paid to produce his wall map of the Tri-Cities, but I haven't confirmed it
- He gauged demand for another Scott County atlas, and the following year he produced another Scott County Atlas and then Clinton county in 1894,
- He later advertised and heavily promoted his Iowa State atlas at the St Louis Fair, 11 years later.

# 1894 Scott County Subscription Atlas

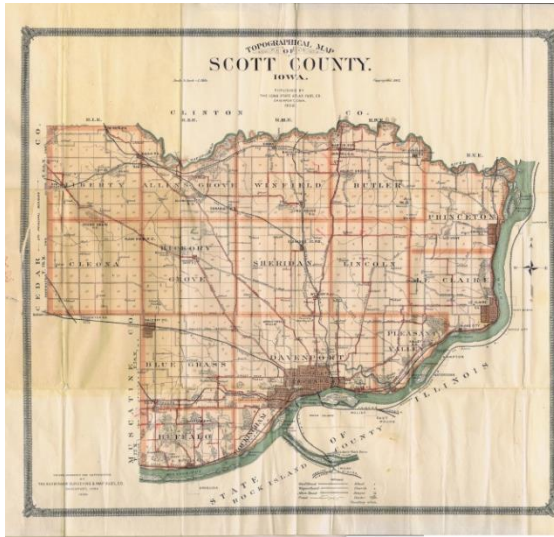


- He made money on the advertising in the atlas and the vanity publication of VIP subscribers
- Openly complains about the drudgery of surveying and updating the maps
- His 1883 map shows up again, but he then goes onto update much larger scale and more detailed maps of the townships
- He includes the set of maps he used to compile his historic Tri-City map displayed at the Iowa Pavillion at the Chicago Worlds Fair in 1893. He just reshot them and rescaled them to fit in the atlas.
- By this time he is living in a nice large new house on Kirkwood Avenue

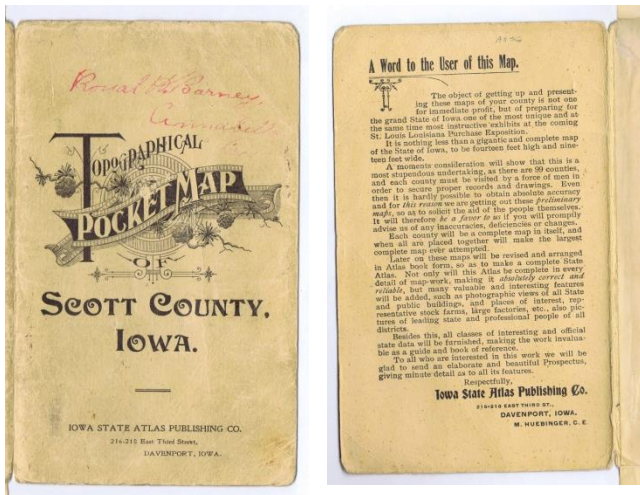
Huebinger published 4 county atlases of Scott County 1882, 1894, 1905 and 1919.

# 1902 Map of Scott County

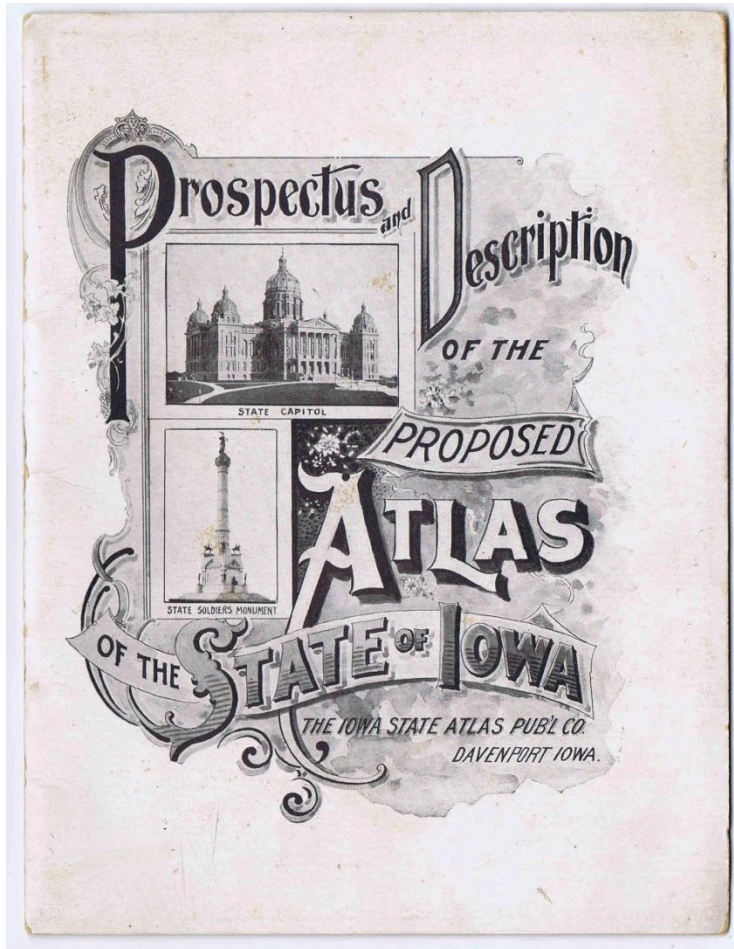
(start of his Iowa Atlas project for St Louis Worlds Fair)



- Most of his business was centered in Eastern Iowa counties, and by 1902 he had decided to produce a state atlas of Iowa to sell at the St Louis World's Fair.
- His 1902 Topographic map of Scott County states "A Word to the User of This Map. The object of getting up and presenting these maps of your county is not one for immediate profit, but preparing for the grand state of Iowa one of the most unique and at the same time most instructive exhibits at the coming St Louis Louisiana Purchase Exposition."
- The text mentions that this folding map is a preliminary, or sample, county map for an upcoming "gigantic and complete map of the state of Iowa, to be 14 feet high in 19 feet wide". It further states that each county will be a complete map in itself, and when all of these county maps are placed together, they will form the largest complete map ever attempted and that at a later time, the maps will be available in atlas form.
- He changed the name of his company to reflect his new goal of putting out a state atlas, the new name of the Huebinger Survey and Map Publishing Company was the Iowa State Atlas Publishing Company.

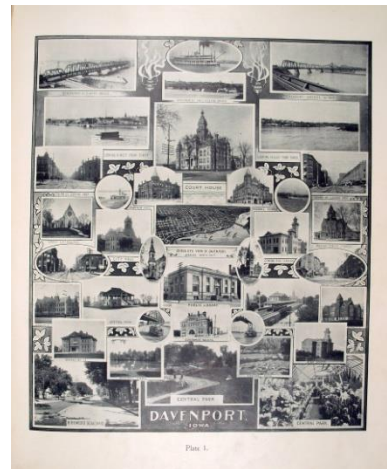
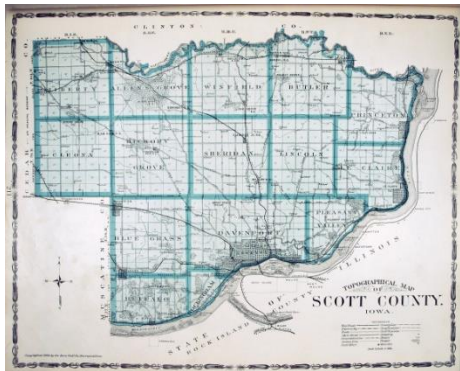


# Subscription Ad for 1904 Iowa State Atlas



- Announces plans to produce a new large scale Iowa State Atlas to sell and advertise at the St Louis Worlds Fair
- Use existing county maps from his subscription atlases of Scott, Muscatine, Cedar, Johnson, Linn and Clinton Counties for source materials. He also has statewide contracts to produce geological maps of each of the Iowa counties.
- Started out by compiling maps of the high population counties and issuing separately as pocket maps to help advertise his atlas effort and defray the costs of publication.
- Prospectus lists endorsements from officials from head of the Rock Island Arsenal , City Officials, State Geologists, Engineers, and others

# Pictures of 1904 Iowa Atlas



- He mentions in the preface for the 1904 Atlas of Iowa that the atlas took his company 3 years to compile and that 99 litho stones were created, one for each county in the state.
- He sent out crews to check and survey data in all 99 counties
- Subsidized by the state
- Produced bill board sized map of Iowa for display in the Iowa Building at the St Louis Worlds Fair.
- Much larger than his Tri-Cities map at the Chicago Worlds Fair.

# What did his shop look like in 1904?

This page was published in the 1904 atlas of Iowa and 1905 atlas of Scott County, and shows Huebinger's Iowa Publishing Company busy at work making the billboard sized map of Iowa for the St Louis Worlds Fair.

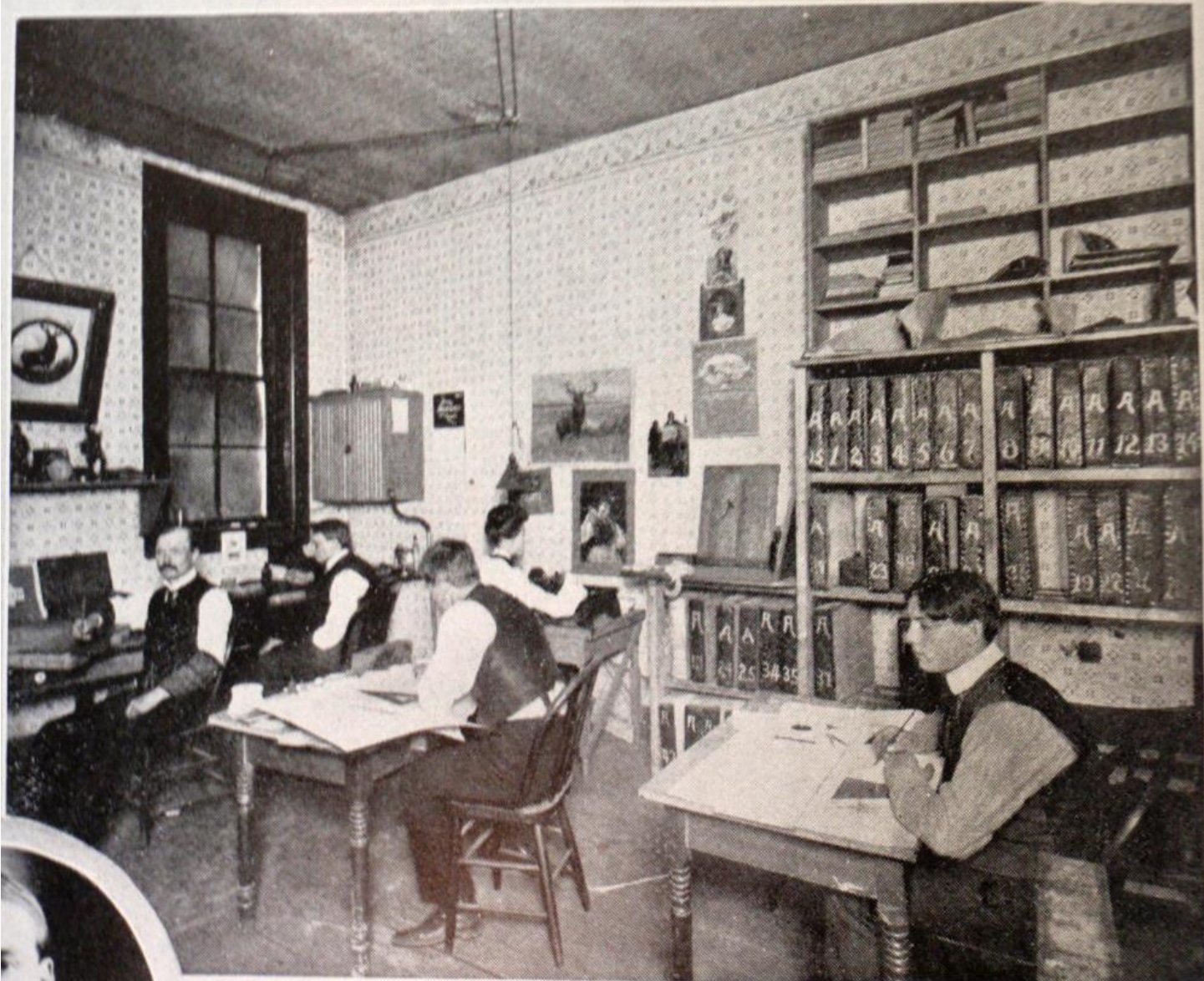




OFFICE BUILDING



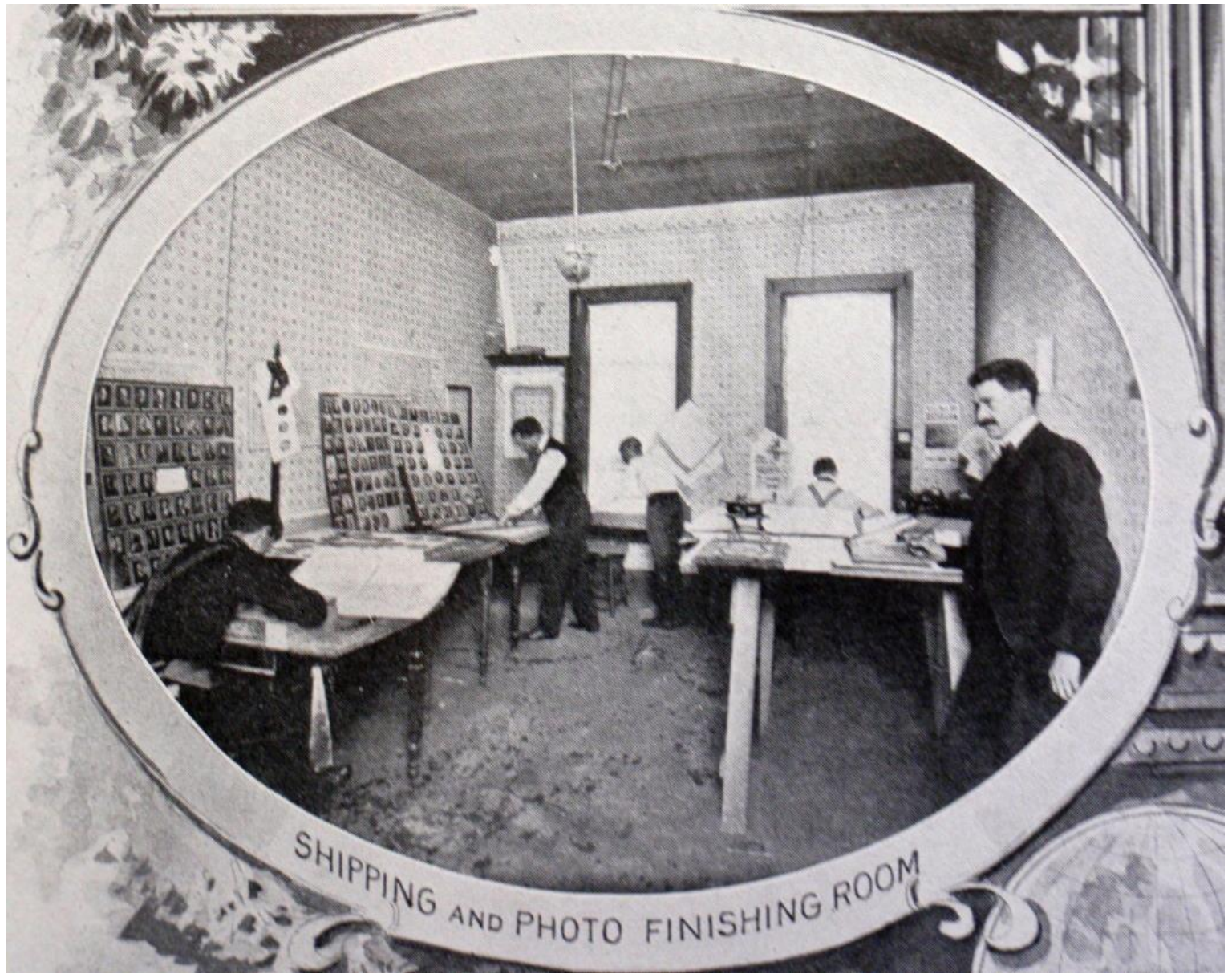




ENGRAVING ROOM



PHOTOGRAPHIC DEPARTMENT



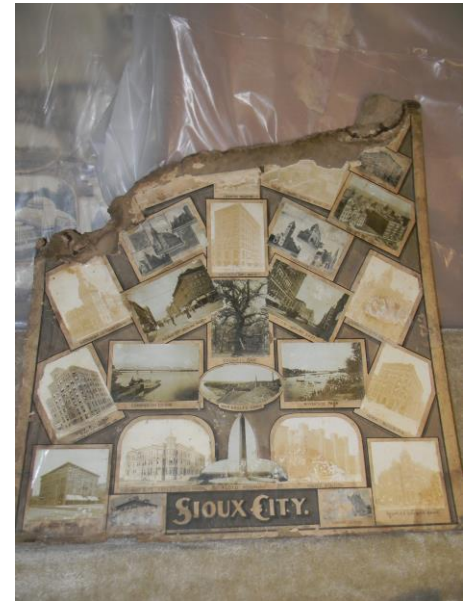
SHIPPING AND PHOTO FINISHING ROOM

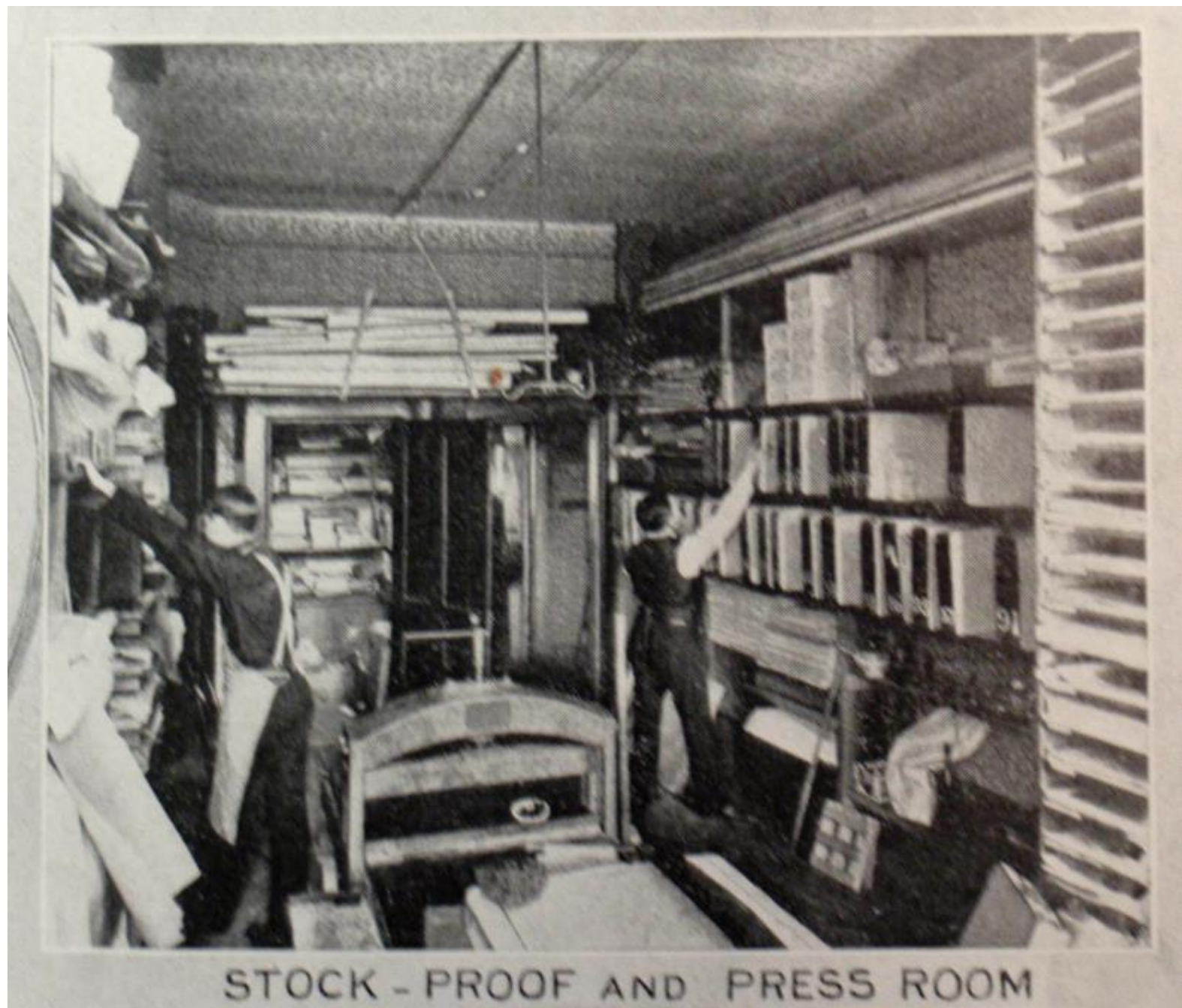


ART ROOM

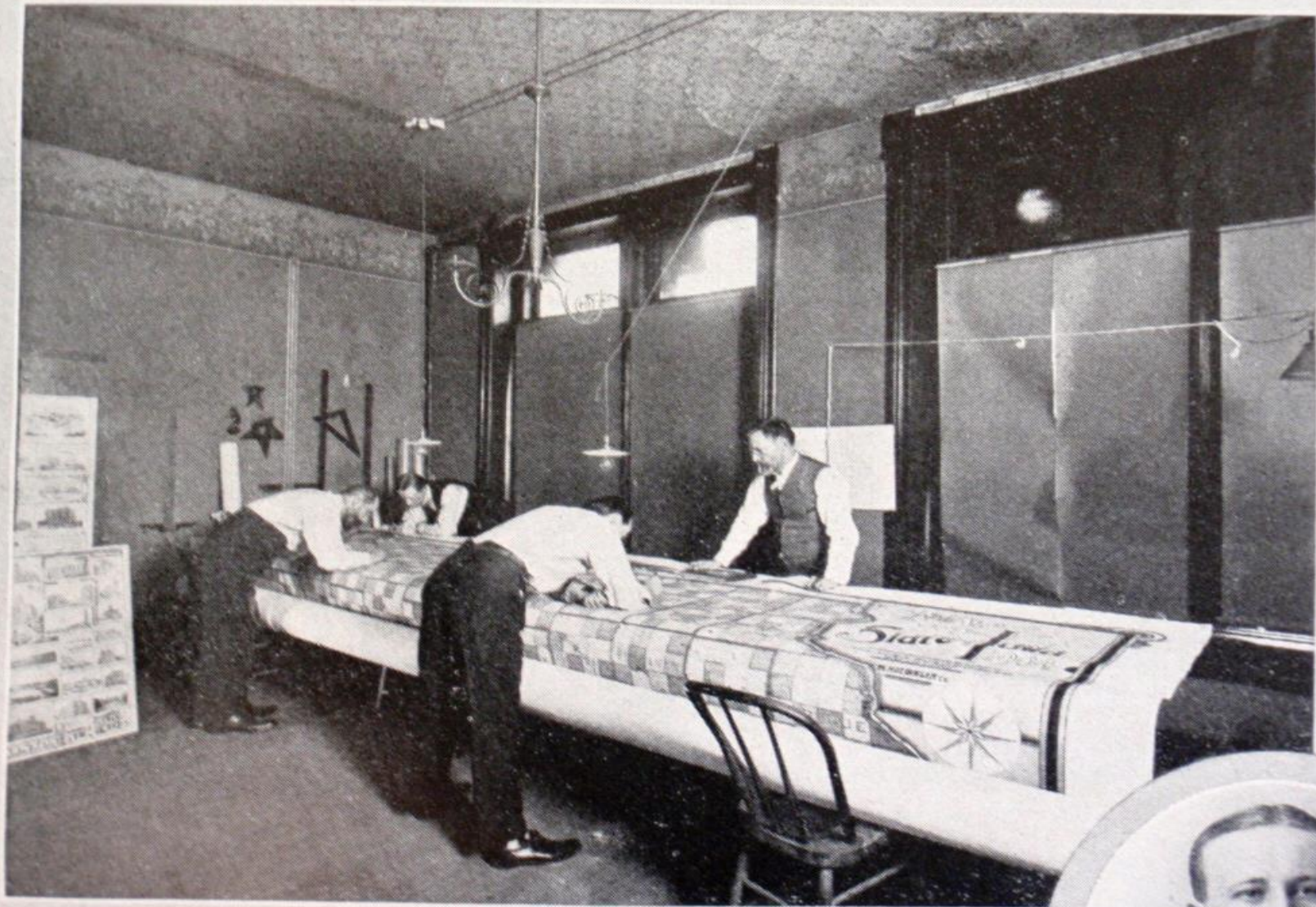


Some of these composing boards used in the 1904 atlas were for sale a few years ago on Ebay



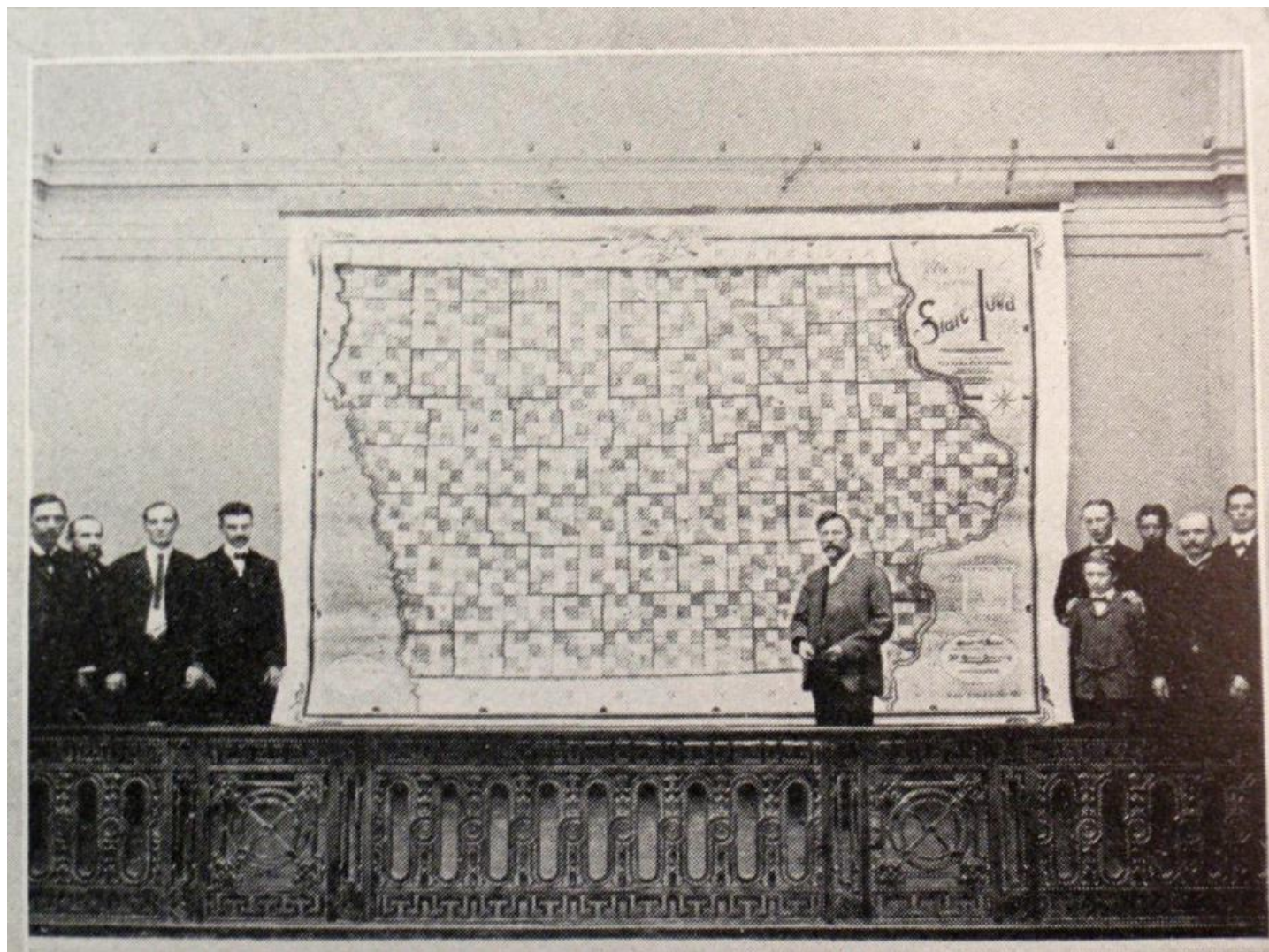


STOCK - PROOF AND PRESS ROOM



MAP FINISHING ROOM



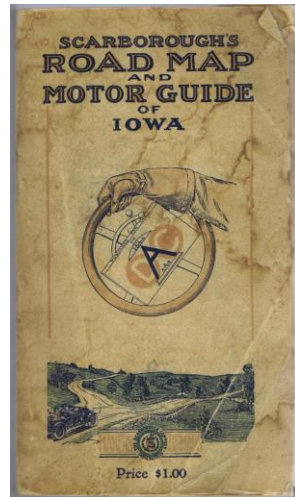




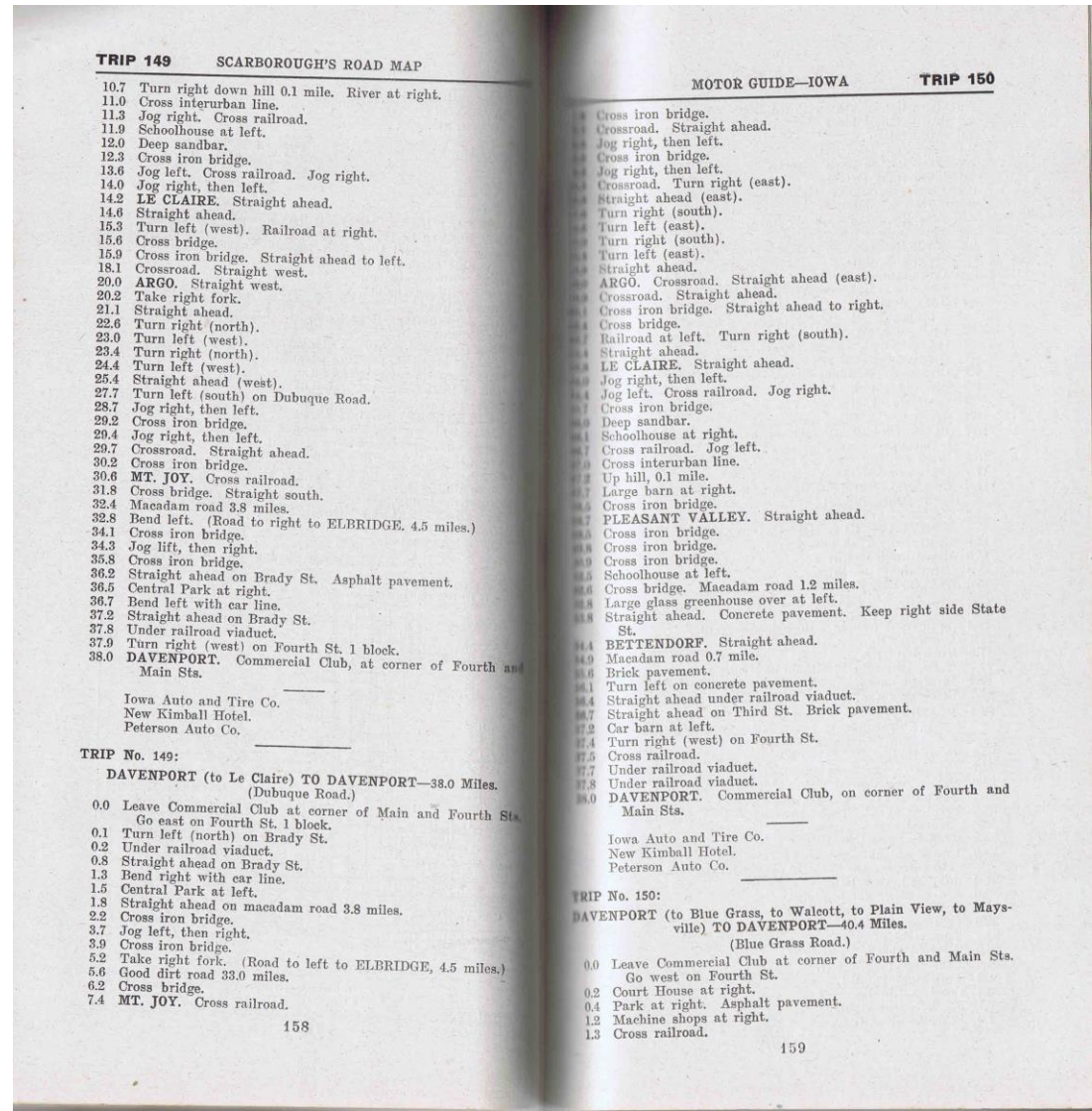
# St Louis Worlds Fair Impact

- Advertised his Iowa Atlas at the Iowa Pavilion
- Saw large number of automobiles on display
- Started to get active in the Good Roads Movement and develop a Iowa State Automobile Road Atlas
- Expensive undertaking, moved his company to Des Moines and got backing of growing insurance industry to produce atlas, as well as other state wide advertising opportunities
- Got Iowa made Spaulding Motorcar Company to donate 2 cars to help map the dirt roads of the state
- Hired his sons to drive to drive and map roads

# What did the other automobile maps that he was competing with look like?

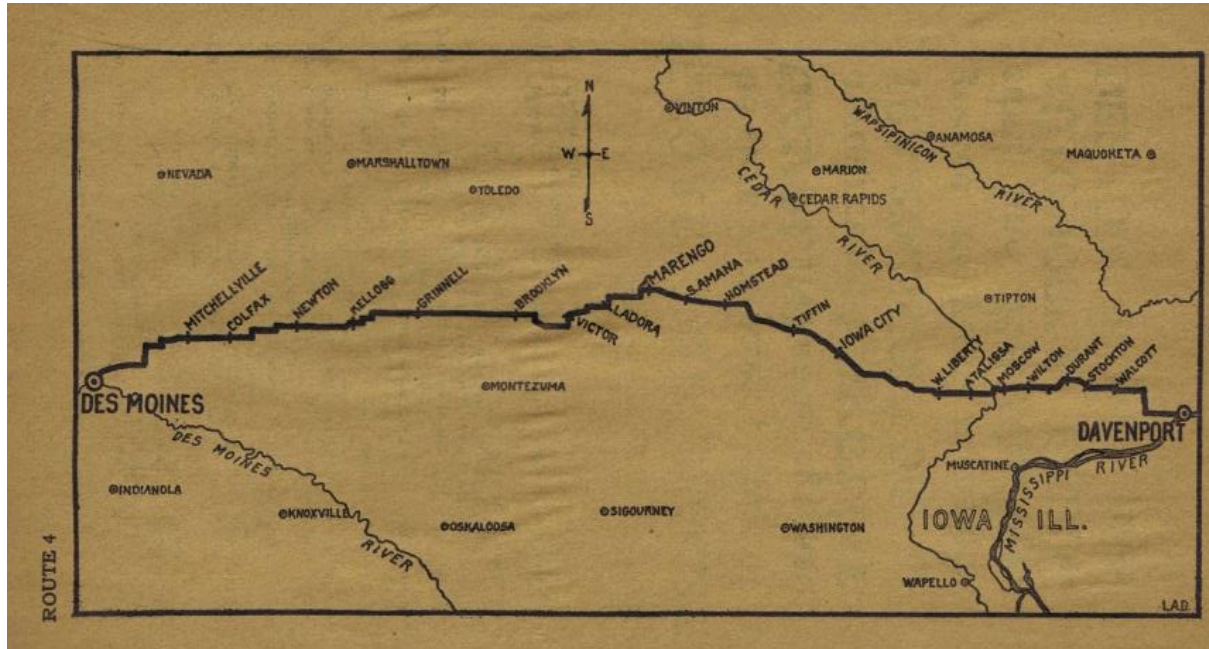


1911 Scarborough Guide:  
The round trip from Davenport to Le Claire only took about 80 lines of turns and descriptions, this was bad enough, but look at the map they included  
*Driving directions without the GPS or good maps*





# Show Slide of lack of detail on early automobile maps



ROUTE 4  
DAVENPORT, IOWA to DES MOINES, IOWA. 183.6 M.  
Good dirt roads.

0.0 Davenport: Go out Perry St., turn right on West 3rd St., turn right on Warren St., turn left on West 4th St., turn right on Marquette St., cross R.R. 1.3, turn left 1.8, turn right 2.0, turn left 2.4, and 8.4, straight on and cross R.R. 18.0, turn right and left 18.6, straight on through

20.2 Durant: Turn left and right, again right 20.4, turn right 25.6, bear left 26.1, cross R.R. 26.9, turn left straight on through

27.2 Wilton: Turn left and right 27.6, bear left 29.3, cross R.R. 29.7, bear right, cross R.R. and turn left 31.1, straight on through

31.2 Moscow: Cross R.R. 31.4, turn right 31.5, and 31.7, cross bridge 32.3, bear left 32.7, straight on through

36.3 Atalissa: Cross R.R. 36.8, and 38.2, at once turn right 38.4, cross R.R. 38.6, turn left 41.6, turn right and bear left 42.0, turn right 42.3, straight on through

42.4 West Liberty: Bear right 42.6, turn left 43.1, cross R.R. 43.2, turn left 43.5, cross R.R. 44.3, bear left 49.9, cross R.R. 51.6, bear left 57.8, turn right on Summit St. 2 blocks and turn left on College St., cross R.R. and turn right straight on through

59.0 Iowa City: Turn left on Washington St., turn right and left and cross bridge 59.2, cross bridge 60.8, straight on through

61.1 Coralville: Turn left 62.8, straight on through

66.8 Tiffin: Bear right and left across bridge 68.6, and 70.4, bear right 72.3, and 73.7, turn left 74.2, turn left, cross R.R. and turn right 78.2, straight on through

78.8 Homstead: Cross R.R. 80.1, cross bridge 81.0, cross R.R. and turn right 81.1, straight on through

84.0 South Amana: Cross R.R. 87.0, and 87.5, turn right and cross R.R. 89.2, turn left 89.6, straight on through

90.6 Marengo: Turn right and bear left 91.0, turn left and cross R.R. 91.1, cross bridge 94.0, cross R.R. 94.7, turn left, cross R.R. and bear right 97.6, bear right 98.5, straight on through

98.6 Ladora: Cross R.R. and bear left 99.6, turn left 101.5, cross R.R. 102.0, cross bridge 102.5, turn right 102.8, bear right and left 103.4, turn left straight on through

103.9 Victor: Turn right 105.0, straight on through

105.4 Carnforth: Cross R.R. 106.4, and 106.6, turn right 111.8, straight on through

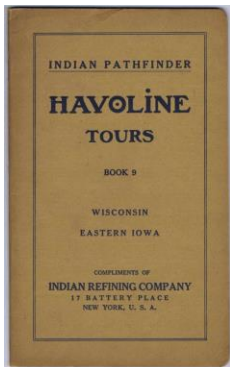
112.2 Brooklyn: Turn right 113.1, turn right 120.6, turn left 121.6, turn left 1 block, turn right 2 blocks, turn left 2 blocks, then turn right 127.3, cross R.R. 127.5, turn right under R.R. and turn left 127.7, straight on through

127.8 Grinnell: Turn left 128.8, turn right 129.0, turn left 130.2, turn right 130.5, turn left and bear right 133.0, bear left 134.4, turn right 135.9, bear left 138.7, turn right and bear left 139.9, turn right 1 block and turn left straight on through

140.0 Kellogg: Turn left 140.1, cross R.R. 140.2, turn right 141.7, turn left 146.4, turn right 146.6, cross R.R. 147.6, straight on through

148.4 Newton: Cross R.R. 149.1, turn left 151.5, cross R.R. 154.4, cross bridge 155.5, cross R.R. 156.3, turn right 159.1, and 159.3, turn left 159.7, turn right straight on through

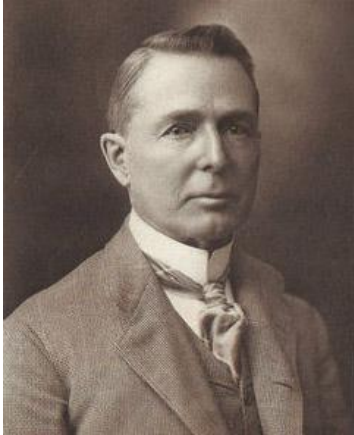
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In 1911, Havoline Tours couldn't get you from Davenport to Le Claire, but they could get you to Newton in only 19 turns, and no other cross roads on the map.

**Cheap maps usually skimped on detail!**

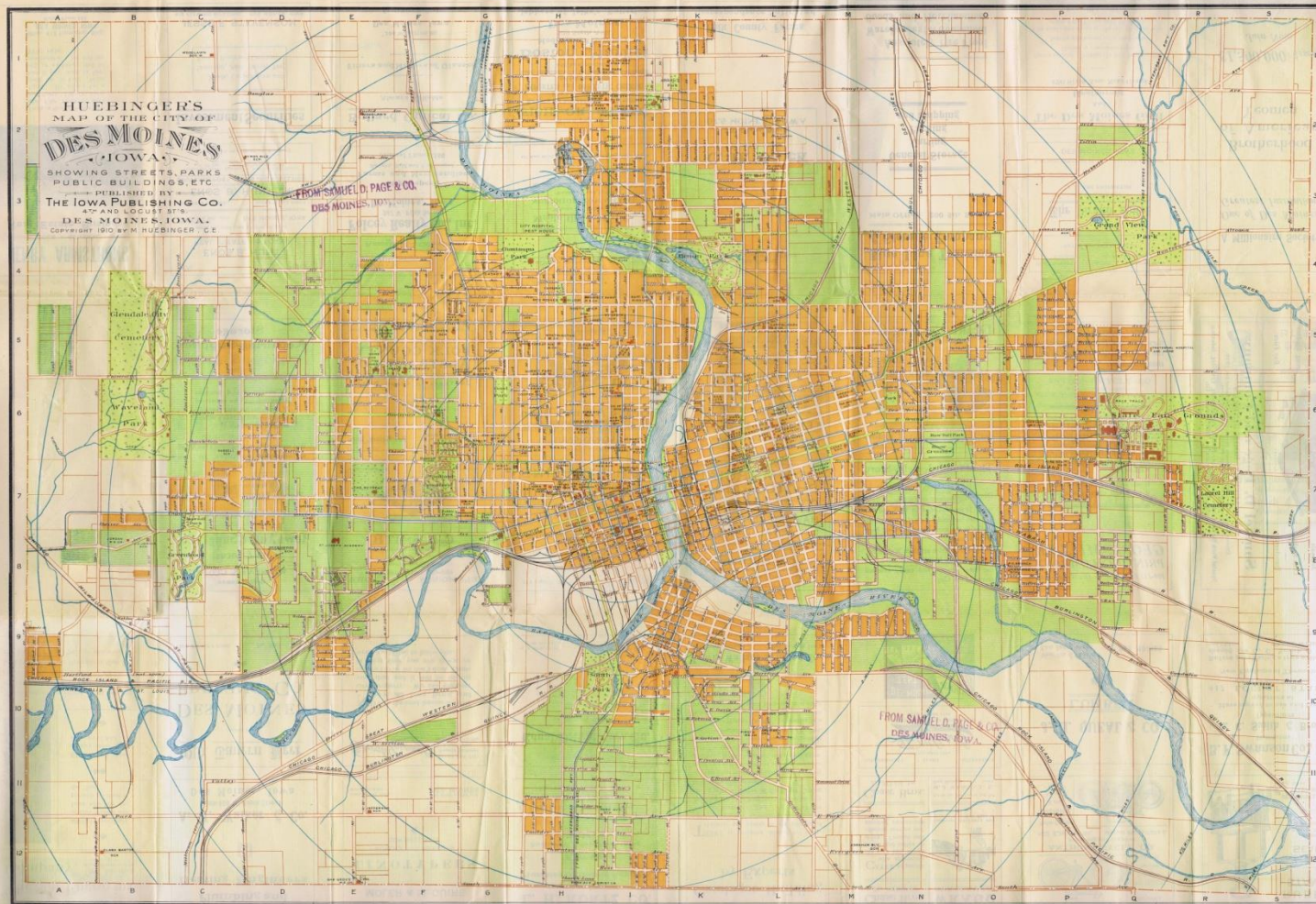
# Development of the 1912 Road Atlas



F. W. Hubbell

- In 1910, after publication of the Huebinger's Map and Guide for Des Moines for Resident and Stranger, Huebinger relocated to Des Moines, and renamed his new operation the Iowa Publishing Company.
- His Des Moines guide contained a large map of the Des Moines area with a guide book and local advertising. The map got the Iowa Publishing Company noticed by a prominent Des Moines business man, Frederick Hubbell.
- Hubbell convinced Huebinger to move his operations to Des Moines and to get active in producing a good roads atlas of Iowa.
- Hubbell was a founding member and chairman of the Equitable Life Insurance Company. His strong ties to the business community helped Huebinger sell advertising and generate subscriptions for the first true road atlas of Iowa and help underwrite the costs in compiling the atlas.
- Huebinger was hired as the president of the Iowa Publishing Company and his son Henning was the treasurer. His other son was hired as a field surveyor and sales agent.
- The move to Des Moines help Huebinger centralize the mapping effort needed for the good roads atlas effort. The maps borrowed heavily from his 1904 atlas, but he did send out crews to drive, survey and map roads in each county.
- They produced an incredibly detailed 124 page color and black & white large format atlas of the state
- It was sold as a subscription atlas, and had an incredible array of advertizing

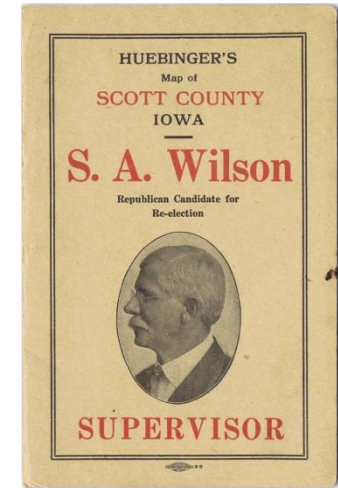
# Example of Huebinger's Road Maps



1910 Des Moines  
for Residents and  
Strangers  
Color, highly  
detailed for use  
with automobile



# Political Maps



Huebinger was politically active and supported candidates that pushed for higher road construction spending



# Huebinger's 1912 Automobile and Good Roads Atlas Local Pages



OPEN DAY  
AND NIGHT

SPECIAL ATTENTION  
TO TOURISTS

**MERCHANTS CAFE**  
H. G. MEDF, PROP.

MEALS AND SHORT ORDERS A  
: : : SPECIALTY : : :

321 BRADY STREET  
DAVENPORT, IOWA

PHONE 44

**INTER-STATE AUTO COMPANY**

AGENTS FOR THE

**Inter State**

**E. M. F. and FLANDERS**

**CARS**

125 East Third Street  
Davenport, Iowa.

**Davenport Accommodations and City Routes**

**ROPER**—New Hotel Kimball, Offi-  
cial A. A. Hotel, N. E. cor-  
ner 4th and Perry.  
**CAFE**—Merchants Cafe, 211 Brady  
St.  
**GARAGE**—Iowa Auto & Tire  
Co., Official A. A. Garage,  
41-53 Main St. Davenport Auto  
Co., 117 W. 4th St. J. A. Zeman  
Auto Co., 20-22 Main St. Union  
Auto Co., 20-22 Main St. Union  
Auto Co., 20-22 Main St. P.  
C. Peterson, 20-21 Main St.  
Witt & Leimbrecht, 10 Harrison  
St. Brown Week Auto Co., 902  
W. 43 St. Rowan & Bond, 20-22  
W. 43 St. Inter-State Auto  
Co., 20-22 St. Scott County  
Mechanical Co., 20-22 W. 43 St.  
St. Buck Motor Car Co., 21-23  
E. 2d St. Thomas Auto Co., 20

**Scott St.**  
**REPAIRING, ETC.**—H. W. Neu-  
man Machine Co., repairing, 20 E.  
2d St. Buck Auto, Carriage &  
Tire Repair Shop, 62 W. 2d St.  
Felix City Auto Tire Repair  
Shop, 211 E. 2d St. Davenport  
Rubber Co., 20 W. 2d St.  
**MOTOR CYCLES**—Fred J. Barr,  
22 E. 4th St. G. R. Myers, 111  
E. 4th St.

**Davenport Machine Shop**, 28  
Mound St.  
**VULCANIZING**—Tri-City Auto  
Tire Repair Shop, 62 W. 2d St.  
Felix City Auto Tire Repair  
Shop, 211 E. 2d St. Davenport  
Rubber Co., 20 W. 2d St.  
**GARAGE**—C. E. Zeman, 105 2nd  
St. Rock Island Auto Co., 230  
2d St.

**ROUTE 1—I-O-A SHORT LINE.** Go west on  
3d St., turning left with trolley one long  
block after railroad crossing; continue  
with trolley crossing double track trolley  
and railroad to end of line and cemetery,  
turn right at fork past school.

**ROUTE 2—RIVER TO RIVER ROAD AND THE  
DAVENPORT-TIFFIN-CECIL BAYDIN  
SHORT LINE.** Go north on Main St., pass-  
ing under elevated railroad tracks to 1st  
St.; pass straight on right to 2nd St.;  
School on left to trolley on East 2d St.;  
school left-hand corner; turn left, trol-  
ley leaves to left one block beyond; pass  
St. Andrews Sanctuary on right (trolley  
comes in from left at Galois St., and  
leaves to right on Macquett); continue  
straight ahead on right to 10th cor-  
ner, (Farmers Hotel on left-hand cor-  
ner); bear right on middle road.

**ROUTE 3—**Go north on Main St. to end of street  
at Central Park; turn left and right at  
end of Park.

**ROUTE 4—EAST IOWA PIKE.** Go north on  
Main St. to end of street at Central Park;  
turn right and left with trolley one block  
beyond; continue with trolley. Trolley  
makes loop at Garfield St., go straight  
ahead.

**ROUTE 5—EAST IOWA SCENIC TRAIL.** Go  
east toward river on 2d St. to end of  
street; turn left, follow trolley; go under  
viaduct and make sharp left and right  
turns with trolley; continue straight  
ahead. Trolley leaves to left at black-  
smith loop. Follow river all the way  
from end of 4th St.

**Lustre Creme Polish**  
"The best polish on earth"  
You have tried all the rest  
now come and use the best  
For the Auto Body and Wood

For the Nickel, Aluminum and Brass  
Sold by all leading Carriage and Dealers, ask for the  
sample from your dealer or send for it.

**Lustre Creme Polish Co.**  
Rock Island, Illinois

**OFFICIAL F.A.M. REPAIR SHOP**

Agents for  
Scott County  
Muscatine Co.  
Cedar County  
in Iowa

**Indian Motor Cycles**  
Write for 1912 Catalog

Agents for  
Rock Island  
County  
Mercer County  
in Illinois

4 H. P. Single Cylinder Indian . . . Price \$200.00  
7 H. P. Twin Cylinder Indian . . . Price \$250.00

Free engine clutch and New Indian Armored Magneto supplied  
on both models without extra charge.

**G. R. MYERS, 430 Brady St., DAVENPORT, IA.**

**EAST DAVENPORT  
MACHINE SHOP**

W. E. WATERS, Proprietor

Engines, Automobiles,  
Launches and General  
Machine Repairing

Special Machinery, Gear Cutting,  
Die Work, Pattern and  
Model Work.

Phone 4786  
408 MOUND STREET  
DAVENPORT, IOWA

# If you string several county maps together, you can publish a trail guide

## Huebinger's Automobile and Good Road Guides FOR MOTORISTS AND TRAVELERS

There are 15 of these Main Road Guides, one for each of the following official roads:

Iowa Official Trans-Continental Route	Des Moines-Pt. Dodge-Spirit Lake and Sioux Falls Highway
North Iowa Pike	Panora Speedway
River-to-River Road	Inter-state Trail
Hawkeye Highway	Keeok-Indianapolis
Blue Grass Road	Prairie du Chien-Milwaukee
Waubesa Trail	Clinton-Chicago
I.-O.-A Short Line	Davenport-Chicago



All of these, with the exception of the last four, are completed. These latter will be ready for delivery during the present season. They retail at 50c and \$1.00 each.



These Guides are 5 x 7 1/2 inches, with pliable covers of tough, durable cardboard, printed in two colors. They contain from 150 to 200 pages, printed on the best grade of book paper, profusely illustrated with half-tone engravings of points of interest along the route. Besides containing all the information to be found in the county maps, these guides show in detail all topographical features, including bridges, culverts, etc. The distance from town to town is accurately given as measured by the Warner Auto-Meter. A complete descriptive story of each town along the route is also given, together with the location of all stopping places, taverns, hotels, garages, repair shops, etc. This enables one to plan a trip definitely in advance and to figure the cost of the trip and the time necessary to make it before starting.



The Iowa Publishing Co., Inc., Publishers  
DES MOINES, IOWA

By 1912, Huebinger had published 15 different road guides to resell his individual county maps as strip road guides.

### A FEW OF HUEBINGER'S ROAD GUIDES





COVERS PRINTED IN TWO COLORS See complete price list opposite Foreword

Officially



Endorsed

**THE IOWA PUBLISHING CO., Inc.,**  
**PUBLISHERS**  
DES MOINES - - IOWA

*There are 15 of these handy, practical Road Guides. They slip into the pocket easily, and give the traveler all the detailed information he desires. Don't start out without one.*

*Huebinger's Road Guides answer all questions, settle all problems and do away with all difficulties of automobile travel in the State of Iowa. They are on sale at Stationers, Druggists and Garages throughout the State.*


### Huebinger's Automobile and Good Road Guides for Motorists and Travelers

There are fifteen of these main road Guides, one for each of the following official roads:

Iowa Official Trans-Continental Route	Des Moines-Pt. Dodge, Spirit Lake & Sioux Falls Highway
North Iowa Pike	Panora Speedway
River-to-River Road	Keeok-Indianapolis
Hawkeye Highway	Prairie du Chien-Milwaukee
Blue Grass Road	Clinton-Chicago
Waubesa Trail	Davenport-Chicago
I.-O.-A Short Line	

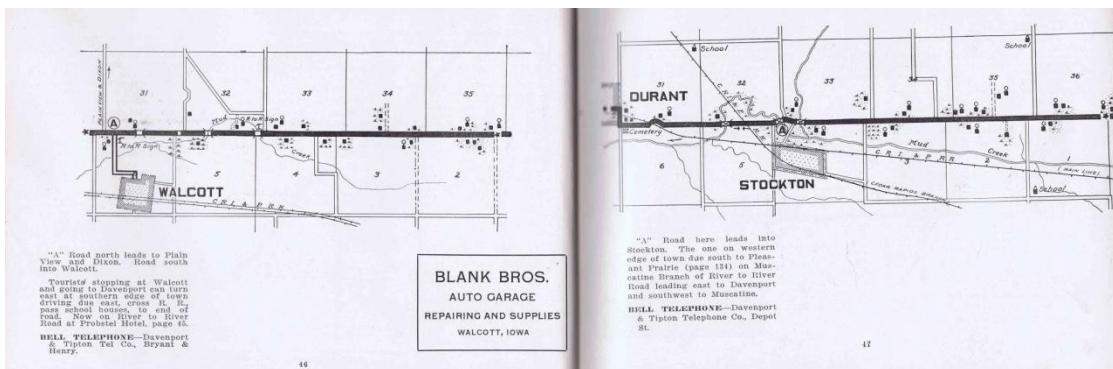
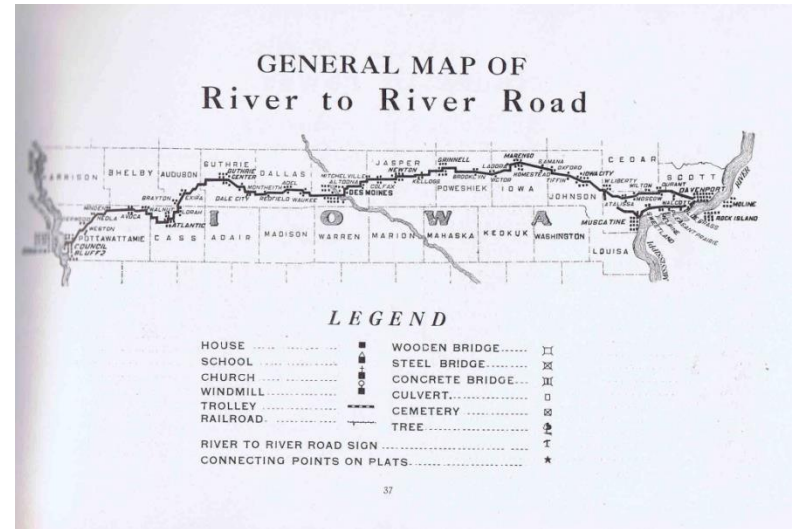
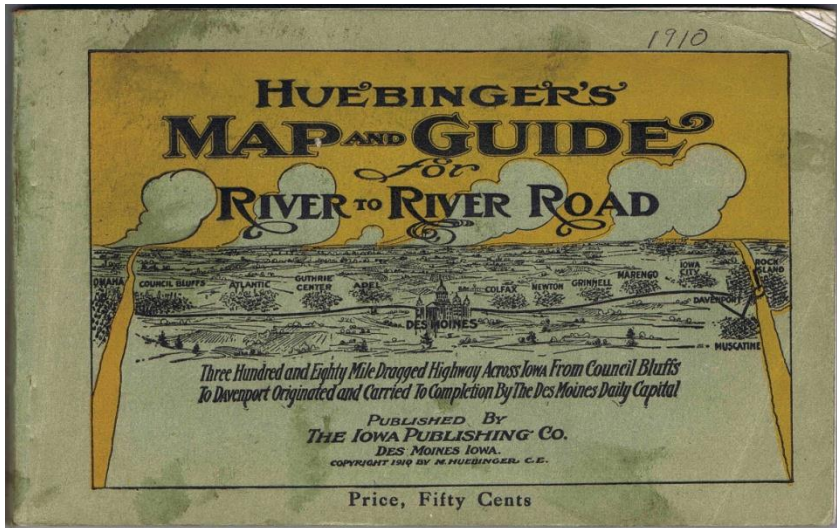
All of these with the exception of the last five are completed. The latter will be ready for delivery during the present season. Price 50 cents each.

Omaha-Denver Trans-Continental Route, \$1.00



Nebraska tried to hire Huebinger to make a similar atlas for their state, but Huebinger declined the offer due to all the work involved in his Iowa Automobile Atlas. He did produce a Omaha to Denver Trail Guide to explore the idea.

# Named Route Map Guides



Huebinger issued strips of county maps as a series of trail guides to help defray the cost of the development of the Iowa Road Atlas prior to mapping all of the counties in the state.

# 1912 Map Prices

## Who Will Get the Profits in Your Town?

Somebody must sell these Maps—the Motorists and Travelers want them. Some live dealer in your town, or near your town, will be awake to this opportunity and will come in and accept our proposition and take the profits. Will it be you or the other fellow? Make out your order now from the following list:

### Vest Pocket Automobile Good Roads Map

Scale three miles to an inch (Name counties wanted.) Retail each 25c.

### Topographical County Maps

Scale one-half mile to the inch. (Name counties wanted.) Retail each 15c.

### Huebinger's Automobile and Good Roads Guides

See list above. These Guides all retail at 50c each, with the exception of the Omaha-Denver Trans-Continental Route, which retails at \$1.00. In your order please indicate what Guides are wanted.

### City Street Maps and Guides

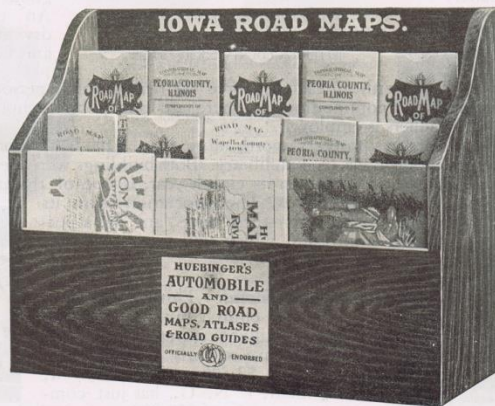
Des Moines 5-color map, retails 50c. Davenport, Dubuque, Cedar Rapids, Burlington, Waterloo, and Clinton retail at 25c each. Indicate what cities wanted.

### Large Sectional Map, State of Iowa

Folded or on sticks; size 31 x 44; giving a complete index on the margin of all counties, towns and post-offices, with the 1910 census; showing railroads, rivers, creeks, etc., with all official roads distinctly marked in blue, and all best traveled roads from town to town in red. Retail price, \$2.50.

This Handsome  
MAHOGANY  
DISPLAY  
CABINET  
GIVEN FREE

Write and Ask Us How



We Will Furnish You  
DISPLAY  
CARDS  
for Your Store

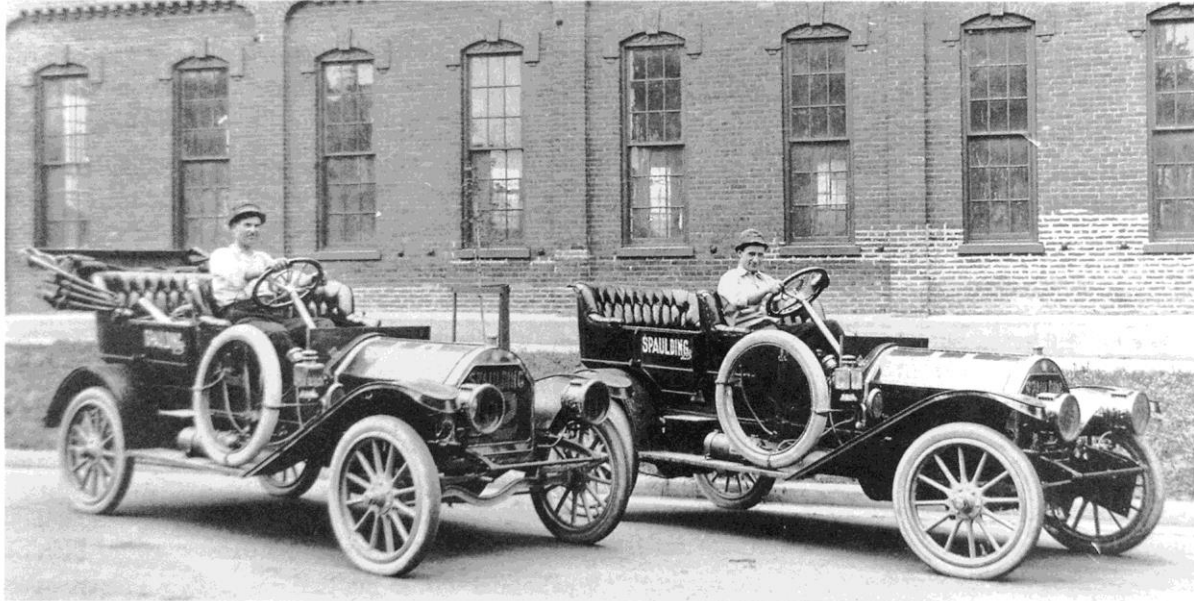
Write Today

The Iowa Publishing Co., Inc., PUBLISHERS  
Des Moines - Iowa

Product	Price
Vest Pocket Automobile County Maps	25¢
Topographical County Maps	15¢
Good Road Guides	50¢
Des Moines City Map	50¢
Clinton, Davenport, Dubuque, Cedar Rapids, Burlington, Waterloo City Maps	25¢
Large Iowa State Map	\$2.50
Large Iowa Atlas	\$10.00
Small Iowa Atlas (more for leather cover)	\$2.00 to \$3.00

Why are they selling Peoria, IL maps in their Iowa map display?

# 1911 Spaulding Cars Map the State



In 1911, the Iowa Publishing Company made a marketing deal with the Spaulding motor car company of Grinnell, to use an Iowan built automobile to map the state. The map makers used a 5 passenger Spaulding 30 sedan, painted steel gray and decorated with Grinnell pennants and illustrated signs. This car was driven by Spaulding factory reps and the Iowa Publishing Company map makers over 800 miles on the Transcontinental and River to River routes across Iowa.

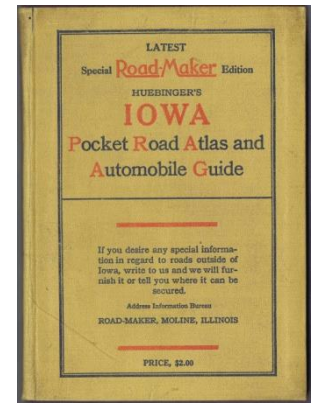
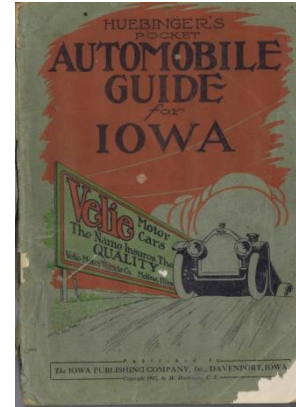
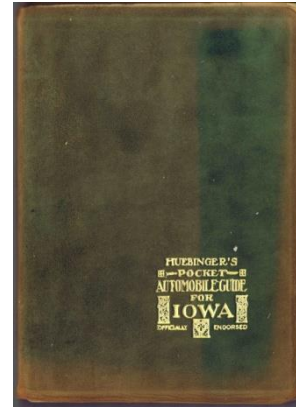
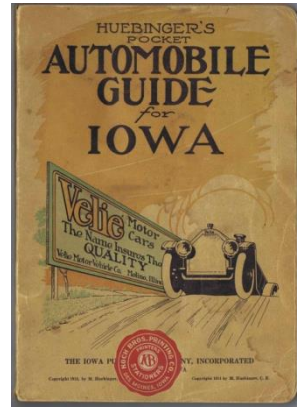
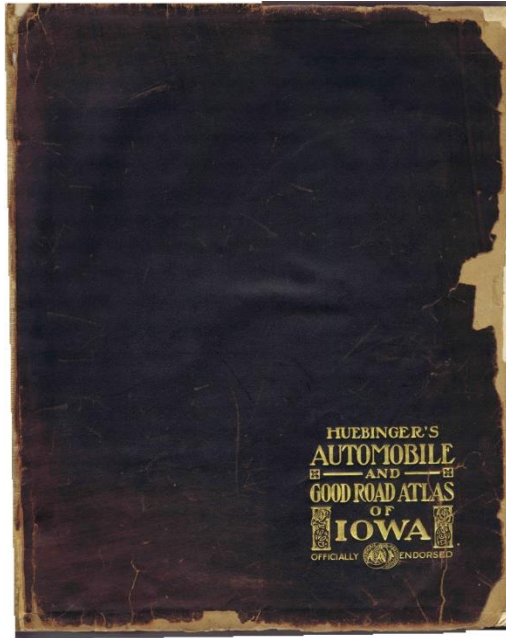
# River to River Road

The routes the Spaulding cars traveled were issued as separate map book route guides and used in the 1911 Iowa Good Roads Atlas. This helped the company defray the cost of mapping each route needed for the state atlas. The Iowa Publishing company put out separate road guides for the River to River Road, the Blue Grass Route, the Waubonsie Trail, the Hawkeye Highway, and the North Iowa Pike. The 1911 Good Roads Atlas of Iowa was too large a book to easily use and store in a car, so in 1912 the Iowa Publishing Company started selling their Pocket Road Guides of Iowa. These were huge sellers, and went through many editions, until being bought out by the North American Publishing Company in 1918. The company expanded to publish folding maps for automobiles covering multiple counties at 1 inch to 3 miles, and issued large scale city maps for many Iowa cities during the 1910s. After selling the Iowa Publishing Company, Huebinger focused his efforts on the subscription atlas business and went on to publish county atlases for Scott County, Cedar County, Muscatine, and a city atlas of Davenport. In 1920, Huebinger moved to Peoria to work on a Peoria City and County atlas.

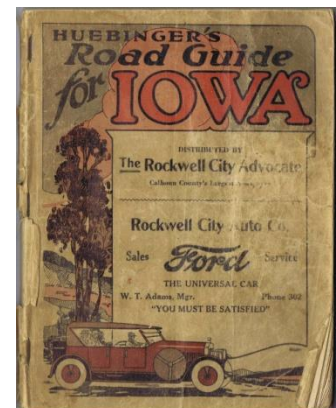
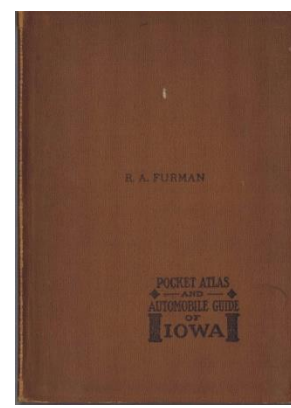
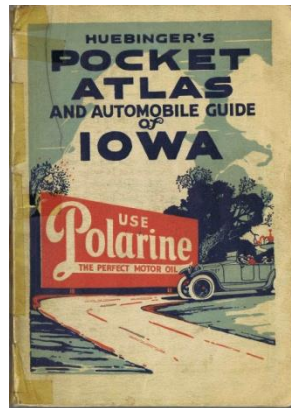
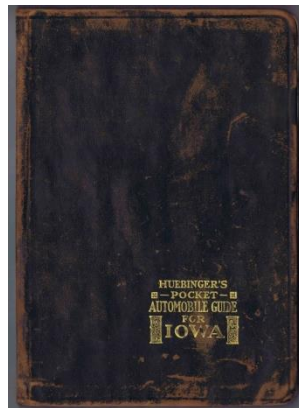
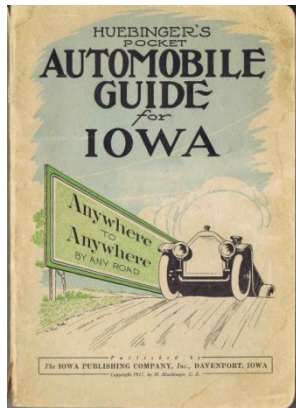
# Road Guides Photo

1912 Full Size

The 1912 atlas, too large to easily use in the car, so following years were down sized



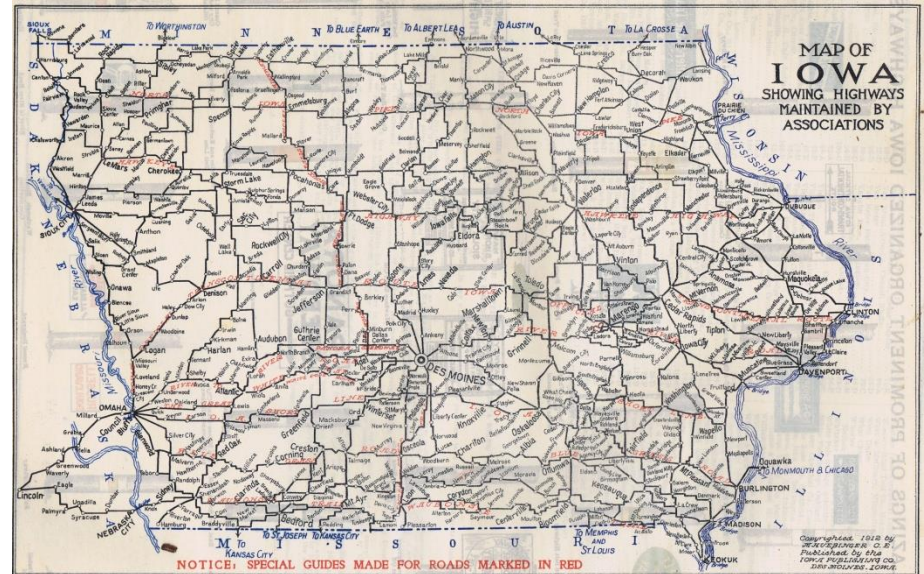
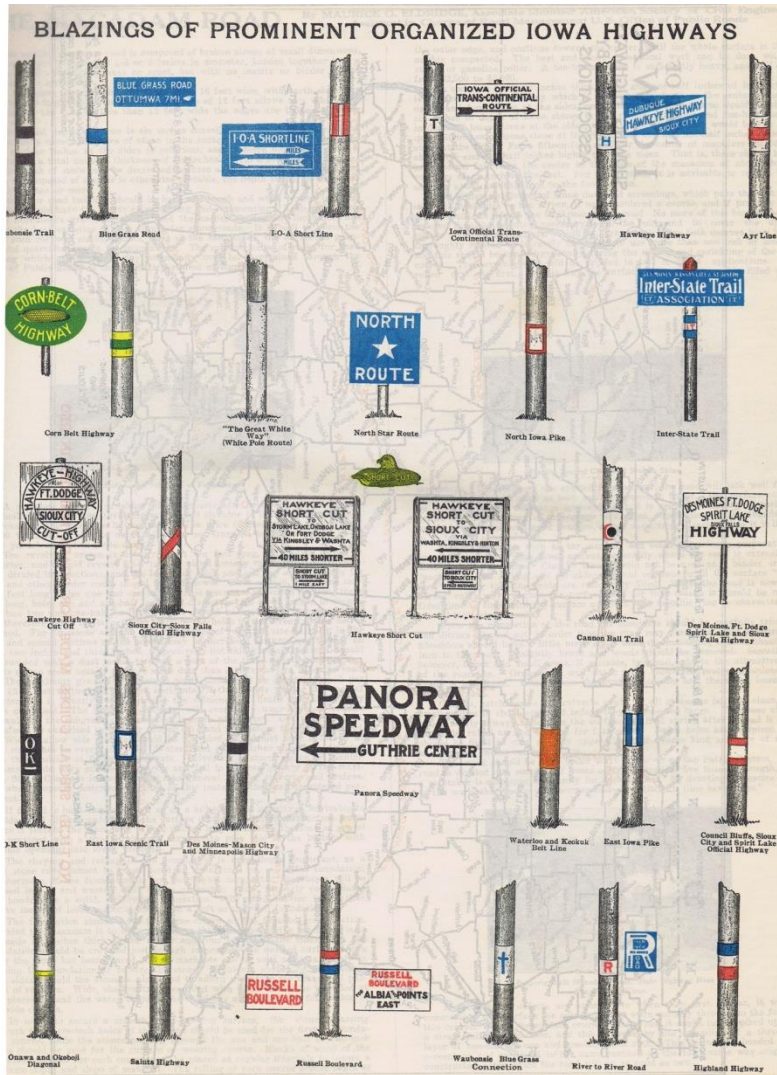
1913 1913 1915 1917  
Iowa Publishing Co produced the atlases from 1913 to 1917



1917 1917 1918 1920 1924

After 1917, the publication rights for the atlas was sold several times, but ended back in Huebinger's hands in 1924, for the last issue of his atlas

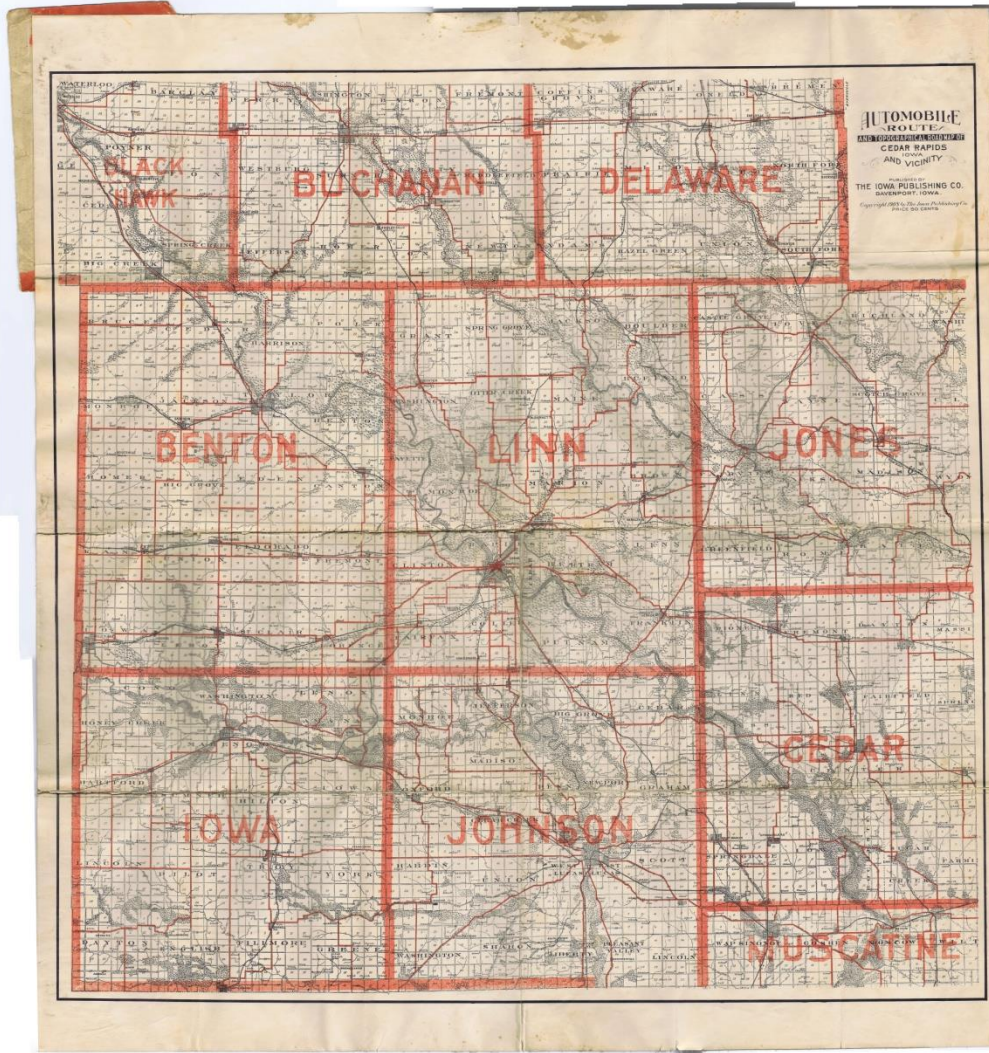
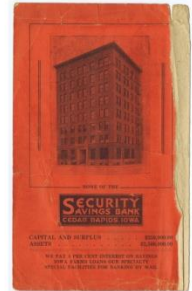
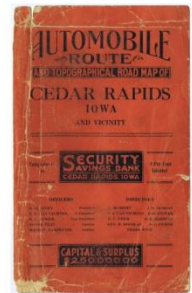
# Color Map Large Scale Maps Help Folks Navigate



- In 1912, blazed trail markers in their infancy, but were somewhat confusing. The modern numbered roads didn't exist until the 1920s.

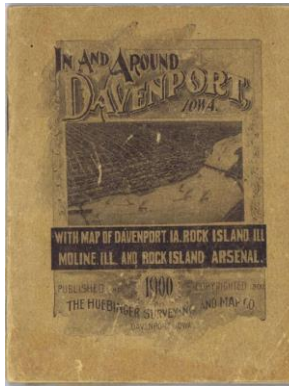


# Example of Huebinger's Road Maps

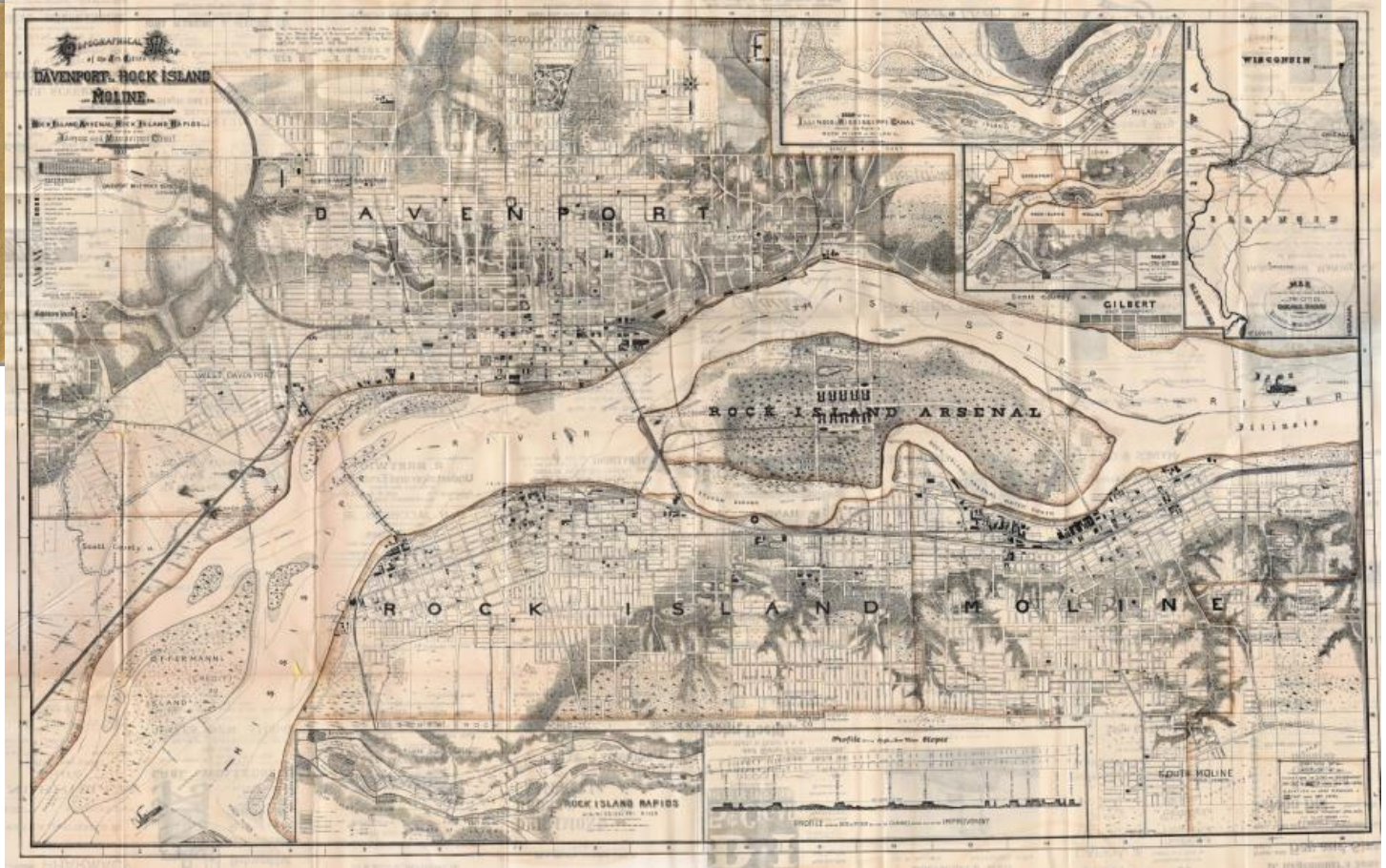


1908 Cedar  
Rapids Area  
Rural maps  
were needed  
to navigate  
dirt and  
gravel roads

# Separately Issued City Pocket Maps

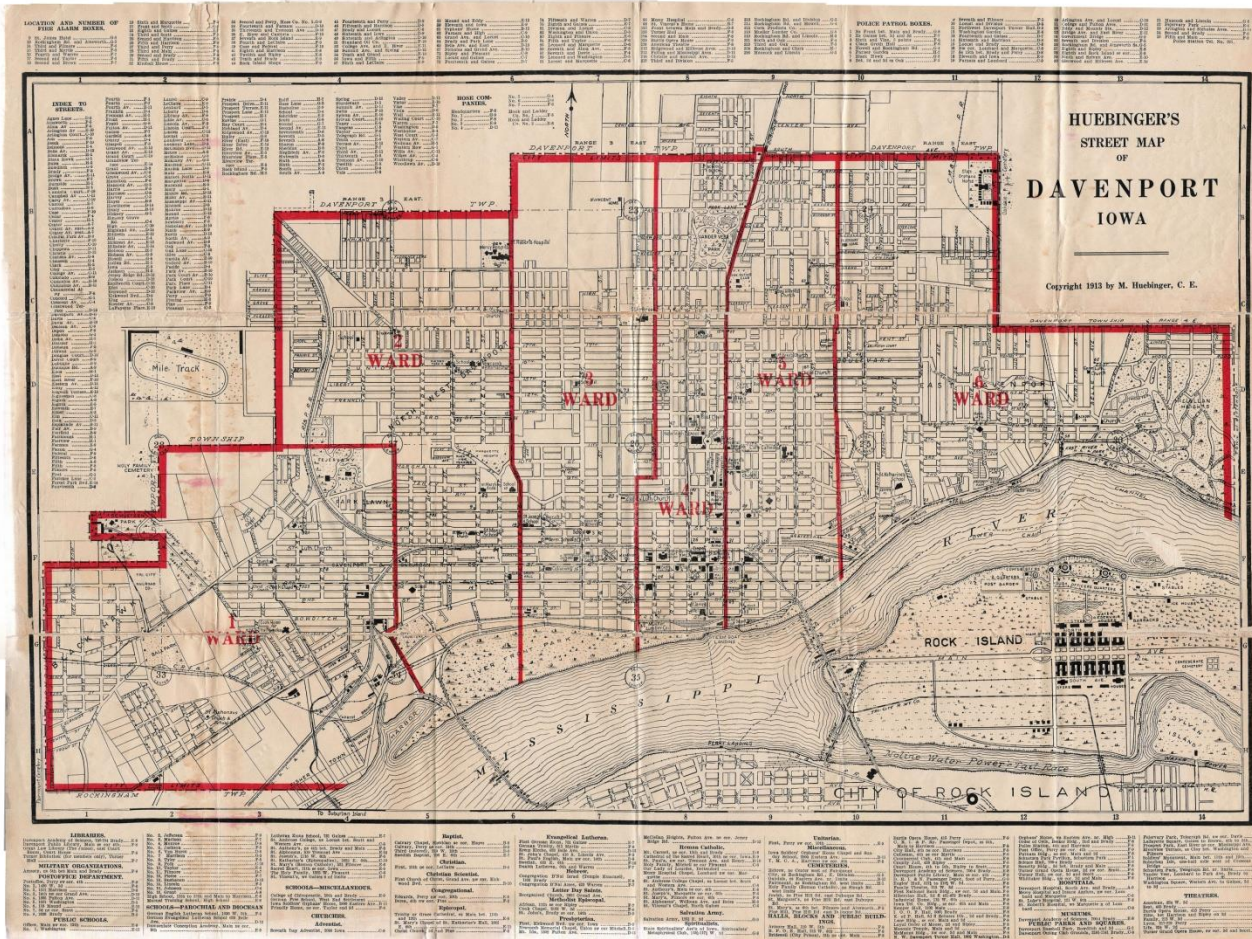


Single  
color



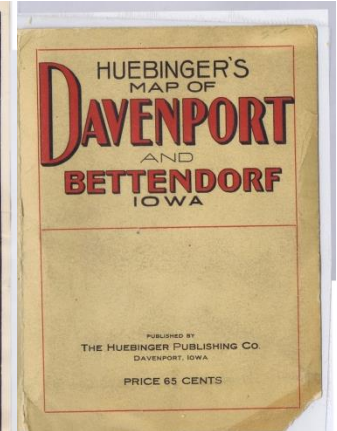
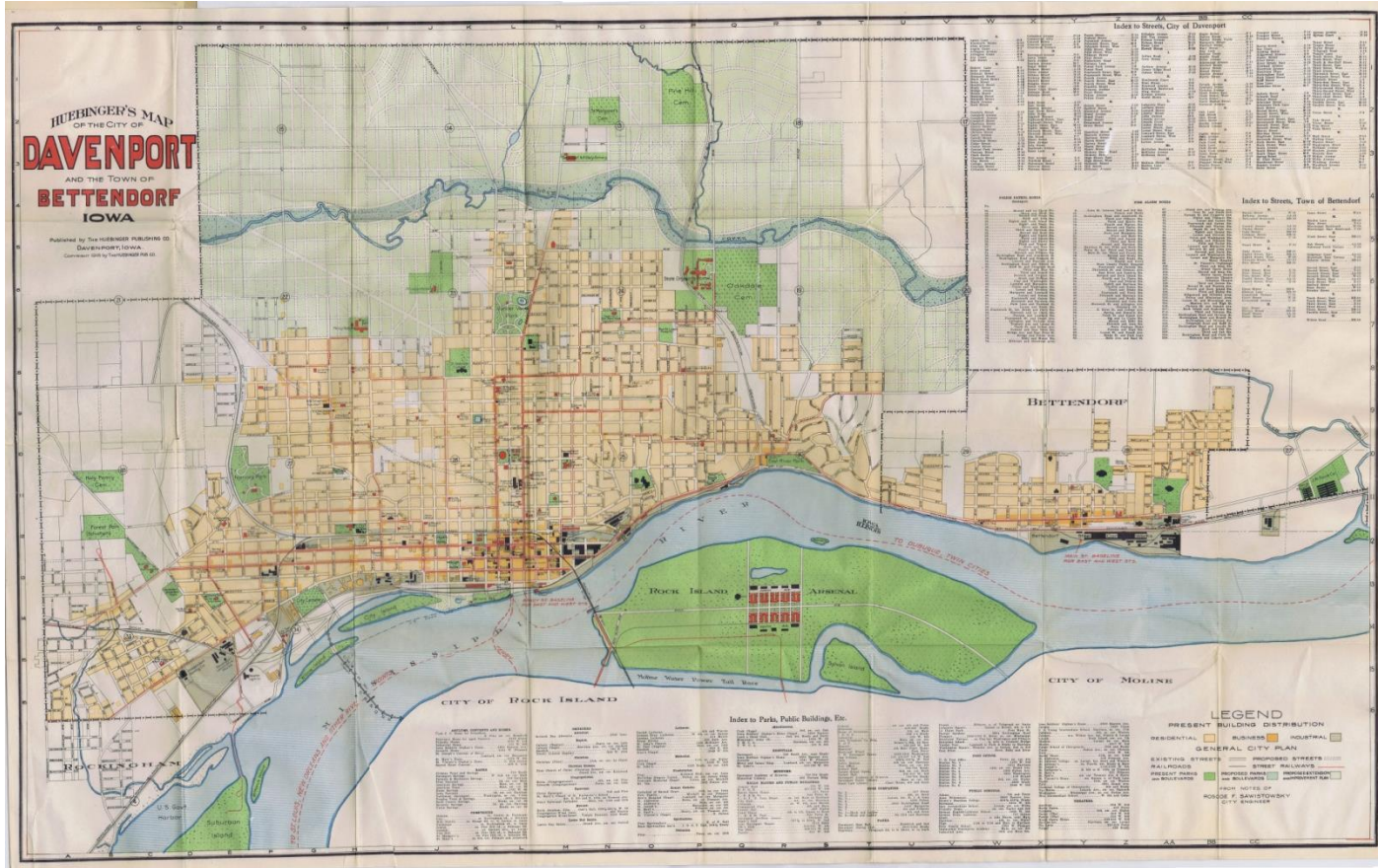
1900 map of Davenport issued for the GAR convention that year

# Separately Issued City Pocket Maps



1913  
Separately  
issued  
Davenport  
street map  
showing city  
wards  
Red line  
updates  
2 colors

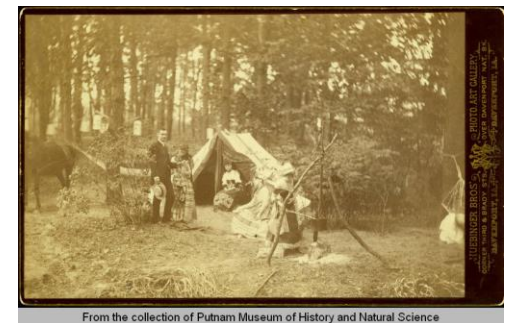
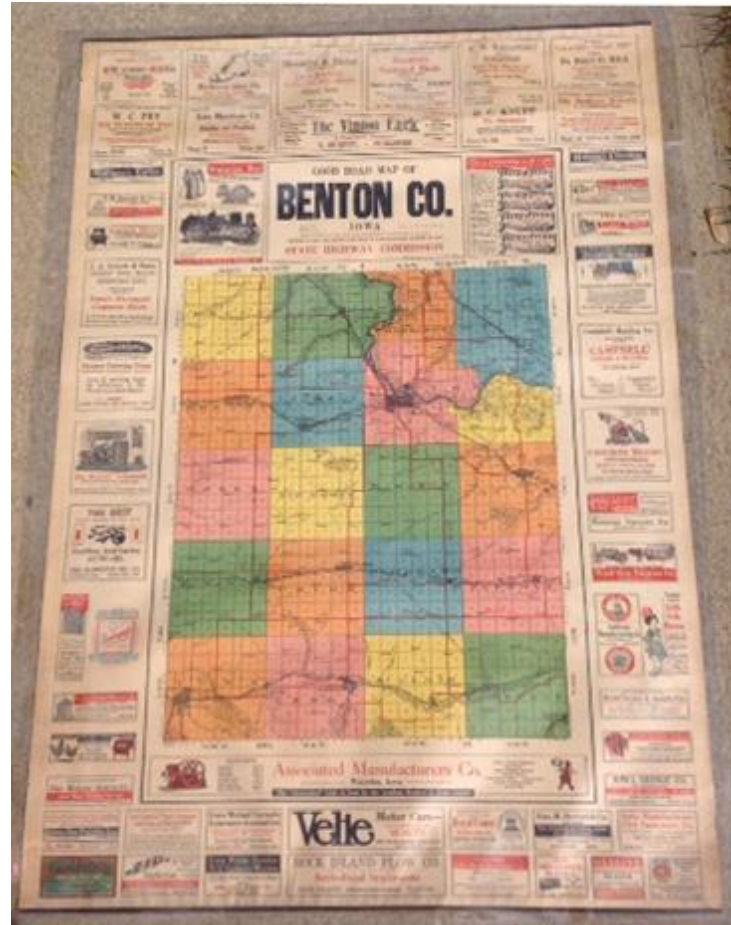
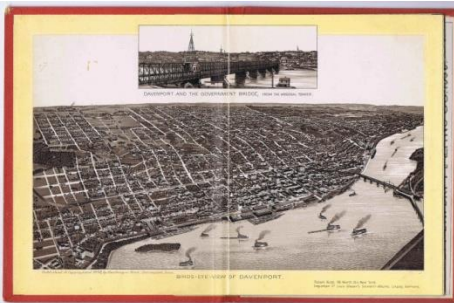
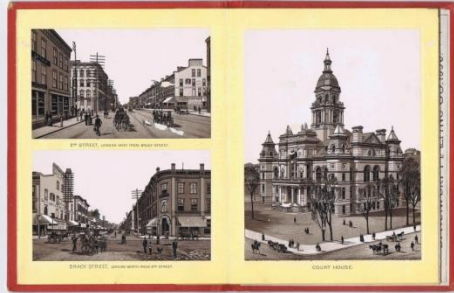
# Separately Issued City Pocket Maps



1918 Color map of Davenport and Bettendorf



# Miscellaneous Maps and Ephemera



Huebinger produced post cards, travel guides, souvenir books, posters and photos.

# Local Address List of Huebinger's Companies

Huebinger Brothers Photographers 1887,  
Corner of 3<sup>rd</sup> and Brady, Davenport

Schmidt & Huebingers 1882,  
1124 Scott Street, Davenport

Huebinger Civil Engineering and Surveyor's Office  
1882,  
1124 Scott Street, Davenport

Huebingers Photo Studio 1890,  
119 West 2<sup>nd</sup> street, Davenport

Huebingers Surveying and Map Publishing Company,  
1899  
417½ West 4<sup>th</sup> Street Davenport and 600 Main Street,  
Peoria

Iowa State Atlas Publishing Company 1902,  
216-218 East 3<sup>rd</sup> Street Davenport

Iowa Publishing Company  
1910, 1912, 1913  
4<sup>th</sup> and Locust Street Des  
Moines

1918 North American  
Publishing Company  
Davenport, sold copyrights to  
pocket guides and maps from  
Iowa Pub Co to North  
American Pub Co, moved  
back to Davenport

Huebinger Publishing  
Company Inc 1925,  
Peoria, IL

# Examples of how to be a thrifty map publisher

- Reuse maps where ever possible (political, geological, roads, elections)
- Diversify (post cards, photo albums, posters)
- Publish large scale maps first, and then use them to make smaller scale maps
- Sell advertisements in your maps and atlases
- Sell vanity to subscribers
- Nepotism works, get your kids to work for you
- Pursue government handouts
- Use color only where needed
- File for, use and honor copyrights and trademarks





# Front of the 1931 Official State DOT Map

