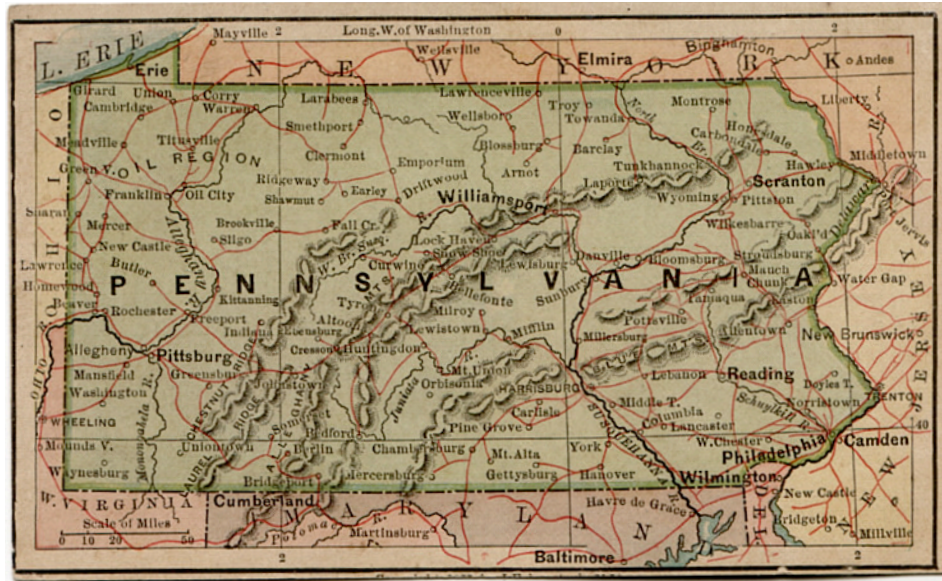


1878

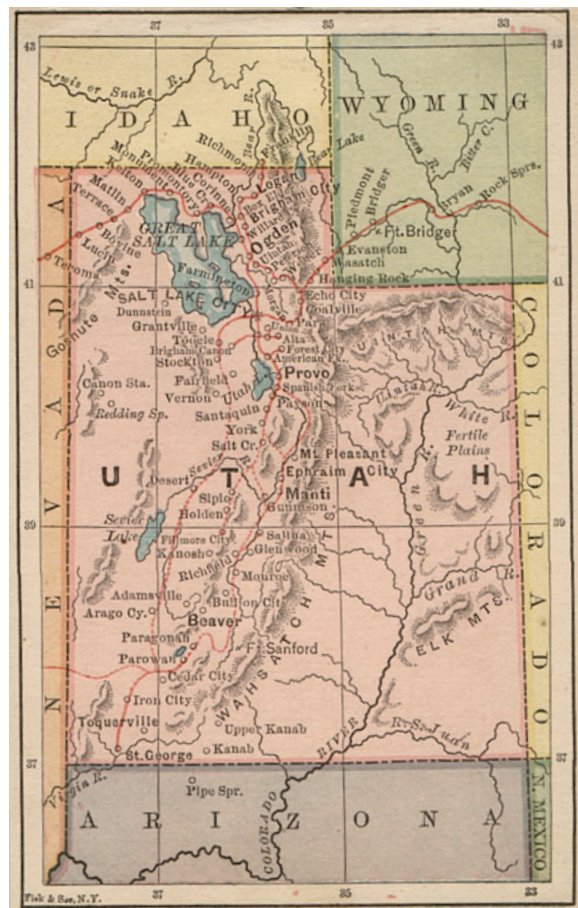
Bradstreet Company



John M. Bradstreet (1815-1863) founded the company which merged with its main rival in 1933 to form the famous firm of Dun & Bradstreet. The Bradstreet Company issued a series of free pocket atlases, 135 x 85 mm., which it also produced for a Boston clothing company well known for its innovative advertising. Although these were complimentary or promotional copies, they were produced to a high standard having soft bonded leather covers embossed with gilt capital letters. The single-page chromolithographic maps, about 119/124 x 72/76 mm., were very clearly drawn and printed in attractive colours on good quality paper. They were also issued as trade cards (see above) and this format may have been their original purpose. The first edition of the atlas in 1878 contains thirty-seven maps:

(United States); Maine; New Hampshire; Vermont; Massachusetts; Connecticut; New York; New Jersey; Pennsylvania; Maryland; Virginia; West Virginia; North Carolina; South Carolina; Georgia; Florida; Alabama; Mississippi; Louisiana; Texas; Arkansas; Kentucky; Tennessee; Ohio; Indiana; Michigan; Illinois; Missouri; Wisconsin; Minnesota; Iowa; Nebraska; Kansas; California; Nevada; Colorado; Oregon.

They have no numbers and their titles were printed in bold sans serif capital letters across each state. A second issue in the following year had another map added at the end, *Utah* (see below), and this had the imprint of 'Fisk & See. N.Y.' within the border at bottom left. Although it was later erased this is the only clue as to who produced these maps for the Bradstreet Company. A third issue in 1879 was the same but had a change of title. All copies of these first three issues had 'Bradstreet's' on the front cover and a running number printed on a leaf in front of the title-page. They also had increasing amounts of business and general information printed on the backs of the early pages.



The next issue, also in 1879*, was produced for Macullar, Parker & Co. and the lettering on the front cover differs completely from the third issue: 'Bradstreet's/Pocket Atlas/presented by/Macullar, Parker & Company/400 Washington Street/Boston.' Another version has the company logo instead of its name.

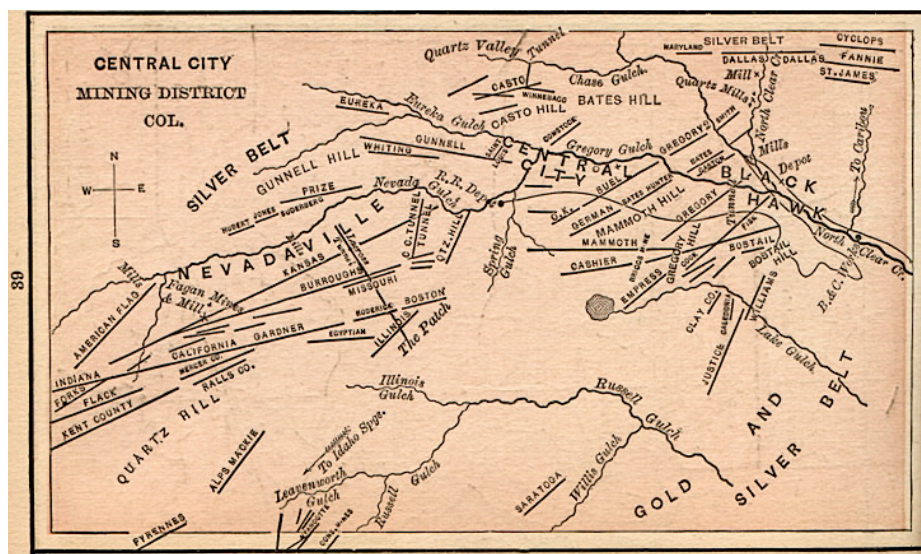
In 1880* a new edition was produced with a title-page stating: 'this edition is published for the exclusive use of Macullar, Parker & Company, Boston, Massachusetts.' The wording on the front cover is 'Bradstreet's/Pocket Atlas/presented by/Macullar, Parker & Company/400 Washington Street/Boston'. There was also a variant issue with the title-page reading: 'this edition is published for Macullar, Parker & Company, Boston, Massachusetts.' followed by a quotation from Edward Gibbon which became a standard feature on all issues. The cover words were changed to 'Bradstreet's/Miniature Atlas/of the/United States/and/Canadas.' A note on the back of the title-page explains that the demand for the complimentary book was so great 'that it has been found necessary to publish this special edition ... seventy-five cents per copy.'

This new edition differs considerably from the previous issues, having nine pages of advertisements for the Boston clothing company and the reading matter on the backs of the maps is extended to forty-six numbered pages, plus an index. The number of maps was increased to fifty-one, the first being a chart on two pages:

Track chart of the Cunard Line; Showing the route taken by the company's steamers; 1776 map of the thirteen colonies; (United States); Maine; New Hampshire; Vermont; Massachusetts; Connecticut; New York; New Jersey; Pennsylvania; Maryland; Virginia; West Virginia; North Carolina; South Carolina; Georgia; Florida; Alabama; Mississippi; Louisiana; Texas; Arkansas; Kentucky; Tennessee; Ohio; Indiana; Michigan; Illinois; Missouri; Wisconsin; Minnesota; Iowa; Nebraska; Kansas; California; Nevada; Colorado; Oregon; Arizona; Dakota; Idaho; Indian Territory; Montana; New Mexico; Utah; Washington; Wyoming; Ontario; Quebec.

In 1881 the Bradstreet Company published another edition of its own atlas, but with a new title and containing the new maps. In 1882* it produced another special one with the title-page reading 'published exclusively for Macullar, Parker & Company, Boston, Massachusetts.' and the cover lettering as before, but with 'presented by' changed to 'published for'. The imprint on the map of Utah had been deleted and an extra map entitled *Map of Mexico* was inserted in front of the one of Ontario. The reading matter on the versos was extended to fifty numbered pages. However, the major change for this edition was the inclusion on pages 27 and 35-48 of fifteen mining maps:

Copper and iron district of Lake Superior Michigan; Bodie District California; Map of San Juan Colorado; Leadville District Colorado No.1; Leadville District Colorado No.2; Central City Mining District Col.; Deadwood Black Hills Dakota; Silver Cliff District Colorado; Map of Caribou Hill Grand Island Mining District Boulder County, Colorado; Comstock District Nevada No.1; Comstock District Nevada No.2; Eureka Mining District Nevada; Eureka Mining District Nevada; Map of Treasure Hill White Pine County Nevada; Tuscarora Mining District Elko County Nevada.



In 1884 The Bradstreet Company published another edition of its own atlas with fifty maps. It had thirty-seven numbered pages of letterpress on the versos and the new map of Mexico, but not the North Atlantic chart and all the mining maps.

In 1885* it produced yet another special one, printed exclusively for Macullar, Parker & Company, having the chart but not the mining maps. There may well be other issues and variants. However, more than a decade later a completely new and larger pocket atlas appeared, with the states now in alphabetical order. (see 1899).

Bradstreet's Pocket atlas for the use of commercial travelers. New York, The Bradstreet Company, 1878, 1879.

Bradstreet's Pocket atlas of the United States. New York, The Bradstreet Company, 1879, 1879*.

Bradstreet's Pocket atlas of the United States. New York, The Bradstreet Company, 1880*, 1880*.

Bradstreet's Pocket atlas of the United States and Canada. New York, The Bradstreet Company, 1881.

Bradstreet's Pocket atlas of the United States. New York, The Bradstreet Company, 1882*, 1884, 1885*.

