

1885b

Rand, McNally & Co.

In 1856 William H. Rand opened a print shop in Chicago and was later joined by Andrew McNally, who eventually became a partner. Their printing of railroad timetables and tickets led to railroad maps, various other maps and eventually to atlases. Their company was to grow at a phenomenal rate and eventually become world famous.



About 1872 they started using cerography, a wax engraving process which enabled them to create plates very quickly and to use very small lettering. Their soft cover pocket atlas, in small octavo measuring 145 x 90 mm. with 128 pages, was first published in 1885.

It contains sixty-five miniature maps with attractive full colour, 70 x 125 mm. and usually on the recto with appropriate text on the facing page. The longitude from Greenwich is given at the head and from Washington at the foot of the maps, with an abbreviated publisher's imprint usually just above the bottom border. The titles are printed above the top border, all commencing with *Map of*:

*The World; North America; British Columbia, N.W. Territories, Manitoba; Ontario; Quebec; New Brunswick, Nova Scotia; United States; Maine; New Hampshire; Vermont; Massachusetts; Rhode Island; Connecticut; New York; New Jersey; Pennsylvania; Delaware; Maryland; Virginia; West Virginia; North Carolina; South Carolina; Georgia; Florida; Alabama; Mississippi; Louisiana; Texas; Arkansas; Missouri; Tennessee; Kentucky; Ohio; Indiana; Illinois; Michigan; Wisconsin; Iowa; Minnesota; Dakota; Nebraska; Kansas; Indian Territory; Colorado; New Mexico; Arizona; Utah; Wyoming; Montana; Idaho; Nevada; California; Oregon; Washington; Alaska; Mexico; Central America and West Indies; South America; Oceania; Asia; Africa; Europe; Northern Europe; Southern Europe; British Isles.*

In 1886 a new enlarged edition appeared and was published each year until 1891. It had 191 pages and ninety maps, but now only in single or outline colour or even plain:

*The World; Europe; Northern Europe; Southern Europe; British Isles; England; Ireland; Scotland; Germany, Belgium and the Netherlands; Spain and Portugal; France and Switzerland; Turkey, Greece, Servia, Montenegro, Bulgaria and Rumania; Italy; Austro-Hungary; Norway and Sweden; Russia; Asia; China, Japan, etc.; India and Ceylon; Persia, Afghanistan and Beluchistan; Africa; Morocco, Algeria and Tunis; Egypt Nubia and Abyssinia; Madagascar and South East Africa; Cape Colony, Natal, etc.; Congo Free State and West Coast of Africa; Northwest Coast of Africa; Oceania; Australasia; North America; Ontario; Quebec; New Brunswick, Nova Scotia; British Columbia, N.W. Territories, Manitoba; Alaska; Mexico; United States; Maine; New Hampshire; Vermont; Massachusetts; Rhode Island; Connecticut; New York; New Jersey; Pennsylvania; Delaware; Maryland; Virginia; West Virginia; North Carolina; South Carolina; Georgia; Florida; Alabama; Mississippi; Louisiana; Texas; Arkansas; Missouri; Tennessee; Kentucky; Ohio; Indiana; Illinois; Michigan; Wisconsin; Iowa; Minnesota; Dakota; Nebraska; Kansas; Indian Territory; Colorado; New Mexico; Arizona; Utah; Wyoming; Montana; Idaho; Nevada; California; Oregon; Washington; Central America and West Indies; Cuba; South America; U.S. of Colombia, Venezuela and Guiana; Brazil, Bolivia, Peru and Ecuador; Chili, Argentine Republic, Paraguay and Uruguay.*

A special 'Youth edition', was published in 1886 with green covers and gilt edges. John Berry Alden published a hardback edition, 155 x 100 mm., each year from 1887. In 1893 the popular world pocket atlas was replaced by a new and larger format version.

*Rand, McNally & Co.'s Pocket atlas of the world: containing colored maps ....* Chicago, Rand, McNally & Co., 1885, 1886.

*Rand, McNally & Co.'s Pocket atlas of the world: containing colored maps ....* Chicago & New York, Rand, McNally & Co., 1886, 1887, 1888, 1889, 1890, 1891.

*Rand, McNally & Co.'s Pocket atlas of the world. Youth edition.* Chicago & New York, Rand, McNally & Co., 1886.

*Alden's Handy atlas of the world.* New York, John B. Alden, 1887, 1888, 1889, 1890, 1891.





These paperback pocket atlases were also produced as promotional issues for other firms, when their names usually, but not always, replaced that of Rand, McNally & Co. at the beginning of the title. In 1885 it did this for various companies including: Forshee & McMakin, Cincinnati; P.W. Garfield, Cleveland; L.P. Miller & Co., Chicago; Geo. M. Rewell & Co., Cleveland.

It did the same for various newspapers including: *Aurora Beacon*; *The Elgin Courier*; *Hardin County Republican* (Ohio); *Illinois State Journal*; *New Castle Courier* (*The "Old lady's" pocket atlas of the world*); *The Republican & Leader* (La Crosse); *The Sentinel* (Milwaukee); *The Weekly Bee* (Gainesville). In 1886 the firms included Charles H. Besly & Co., Chicago and Whitely & others, Springfield, Ohio (*"Champion" pocket atlas of the world*). The newspapers included *The Dubuque Telegraph* and the *Ohio State Journal*.

Following the introduction of the larger edition in 1886, further promotional issues were produced for Irving & Evans & Co., Boston and for *The Macomb Journal* and the *Shelby Independent*. Another one was the *Pocket atlas of the world presented to the patrons and friends of the Chicago & North-Western Railway Co. compliments of the Passenger Department*. In 1887 they were printed for Clement, Bane & Co., Chicago, John Beatson, New York, R.H. Macy & Co., New York and the Union School Furniture Co. of Battle Creek, Michigan, with the *Memphis Appeal* also having one.

However, in 1887/8 New York outdid them all with the *New York Tribune's history of the United States with a pocket atlas of the world*, and in 1888 Connelly & Co. Ltd., of New York had a hardback version of the atlas produced. The imprint of another hardback, *Atlas öfver hela verlden*, reads 'Chicago, Svenska Amerikanarens Tryckeri (Swedish American Printing Co.), 1888' whereas it has 1889 on its cover. Finally *The Washington Star's pocket atlas of the world* was issued as a paperback in both 1888 and 1889. There were probably quite a few others too and it is doubtful if any other pocket atlas had as many variants.