



Barry Lawrence Ruderman Antique Maps Inc.

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McCormick's Map of the World

Stock#: 52320
Map Maker: McCormick & Company
Date: 1931 circa
Place: Baltimore
Color: Color
Condition: VG
Size: 18 x 16 inches
Price: SOLD



Description:

Decorative advertising and promotional map for McCormick & Company, promoting its world wide trade in coffee, tea, spices and flavorings.

The map is a fascinating blend of pictorial map, historical map (showing the routes of early Air and Zeppelin Travel), an illustration of its various products and flags and populations of major nations.

Illustrations include Native Tea Pickers of Ceylon, Natives Pulling Vanilla Beans in Mexico, Workers Loading Spices in India. Includes compass rose decorated with Bee Brand trade marks. Shows routes of famous aviators and the spices exported from nations around the world and little vignette illustrations include blimps, planes and ships. On verso: text, and uncolored views of various production plants, and products manufactured at McCormick Company.

McCormick & Company manufactures spices, herbs, and flavorings for retail, commercial, and industrial markets. The company was founded by Willoughby M. McCormick, in Baltimore, in 1889. From one room and a cellar, the initial products were sold door-to-door and included root beer, flavoring extracts, fruit syrups and juices. Seven years later, McCormick bought the F.G. Emmett Spice Company and entered the spice industry.

Willoughby died on November 4, 1932, and Charles McCormick was elected President and Chairman of the Board at age 36. The big "Mc" became a trademark for nearly all U.S. products in 1941. McCormick



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acquired A. Schilling & Company of San Francisco in 1947. Established in 1881, it was a coffee, spice and extract house that enabled McCormick to begin coast-to-coast distribution in the U.S.

Detailed Condition: