



Barry Lawrence Ruderman Antique Maps Inc.

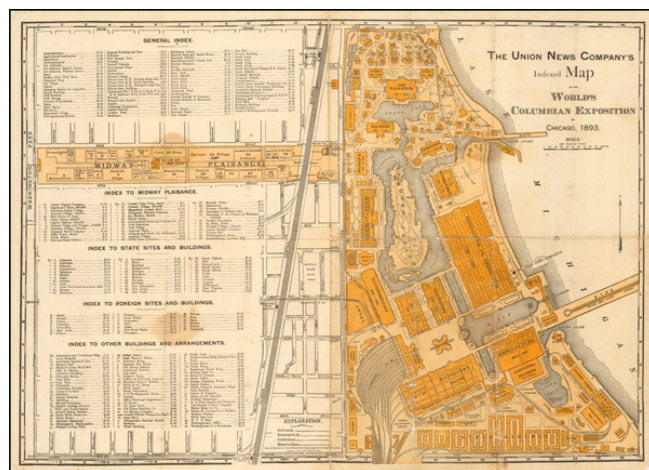
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The Union News Company's Indexed Map of the World's Columbian Exposition at Chicago, 1893.

Stock#: 58129
Map Maker: Rand McNally & Company
Date: 1893
Place: Chicago
Color: Color
Condition: VG
Size: 19.5 x 14 inches
Price: SOLD



Description:

Rare "Union News Company" variant of the Rand McNally map of the 1893 Chicago World's Columbian Exposition.

The map provides a finely detailed treatment of the Exposition grounds, with an extensive location key.

As noted by the Newberry Library on line exhibition:

Maps of the World's Columbian Exposition served many functions, ranging from facilitating the construction and promotion of the event to advertising specific displays, guiding tourists, and furnishing mementos. The Old Times Distillery distributed this vest-pocket map to draw visitors to their exhibit. The map features an image of the Old Times' miniature distillery exhibit, which was tucked in an out-of-the-way location in the southeastern corner of the fairgrounds. The cardboard cover of the map describes another promotional gimmick, a contest that invited visitors to register their estimates of the number of admission tickets that would be sold during the run of the fair. The best guesser was to receive "fifteen barrels of Kentucky's famous Old Times Sour Mash Whiskey."

For this guide, Rand McNally & Co. adapted one of its generic mass-produced maps of the fair, overprinting the sheet with the promotional illustration and text supplied by Old Times. Rand, McNally dominated the market for fair maps—and Chicago mapmaking in general—through efficient production, aggressive marketing. As exemplified here, the company was a master of



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customizing its products to suit the needs of its clients. Many other companies exhibiting at the fair also chose versions of the "Indexed Standard Guide Map of the World's Columbian Exposition." Rand, McNally's line of innovative, adaptable maps doubled as advertisements for the sponsoring firm and for the exposition itself, all the while leading readers to where they wanted to go.

Rarity

While the map appears in institutional collections, it is very rare on the market, this being the first example we have ever seen.

Detailed Condition:

Minor soiling.