## Whitehead's New Map of Victoria. 1868. . . .

**Stock#:** 88857
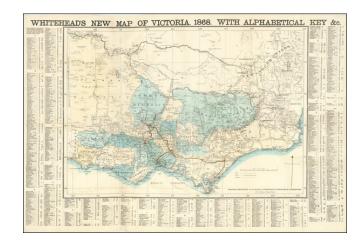**Map Maker:** Whitehead & Co.

**Date:** 1868
**Place:** Melbourne
**Color:** Hand Colored
**Condition:** VG
**Size:** 29 x 19 inches

**Price:** $ 750.00



**Description:**

### Rare Early State

Finely detailed map of Victoria at the end of the Gold Rush.

*Whitehead's New Map of Victoria* is is an important record of region created towards the end of the Victorian Gold Rush (1851-1869). The present example includes the notes of an early owner, highlighting early travels, including travels to the Gold Regions in Loddon District and Talbot.

When *Whitehead's New Map of Victoria* was released, an advertisement in the July 16, 1869 *Bendigo Advertiser* noted that:

> *This beautifully engraved Map has been revised and brought down to the present time; and, with the Alphabetical Key, is the most complete and the cheapest Map ever published; Price, 6d plain; 1s colored; 2s 6d in case; on linen, post free, 2d extra. E.. WHITEHEAD and CO, Publishers, 67 Collins-street east.*

The following year, 1870, Whitehead's promoted the edition in the *Portland Guardian* and *Normanby General Advertiser* on January 3, 1870, advising that:

> *WHITEHEAD'S NEW MAP OF VICTORIA, 1869 ... is corrected to the latest date, and around is arranged an Alphabetical Key, with Post Towns and Money Order Offices marked. The Map*

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*being divided into squares and numbered, by reference to the Key any place can be found immediately. Price Is beautifully colored, or mounted on linen in case, 2s 6d. Post free, 2d extra, in Victoria. B. Whitehead and C0., Publishers, 67 Collins-street East, Melbourne.*

In the same edition of the *Portland Advertiser*, they also promoted their business generally, saying:

*E WHITEHEAD and Co., Stationers, Engravers, Lithographers, 67 Collins street East, execute every description of Lithographic PRINTING, BILL-HEADS. NOTE Headings. Business Dies Engraved and Embossed on Envelopes &c. ARMS, MONOGRAMS, AND CRESTS Engraved and Embossed in Colour, superior to any other house in the Colony. Specimens, post free, 2d. Lithographers, &c, to H.R.H. the Duke of Edinburgh, and Die-inkers and Embossers to His Excellency Sir J. H. T. Manners-Sutton, K C.B. Orders executed for the Trade.*

The map was apparently a commercial success, as it was re-issued until at least 1894.

### Rarity

First issued with a date of 1867-68, the early states are quite rare.  As noted in the description of the copy at the State Library of Victoria,

*In addition to its historical significance, this is a rare map, of which the only known copies in Australian public collections are those held at the National Library of Australia, the State Library of Victoria, State Library of New South Wales and the University of Queensland Library.  (* ***https://victoriancollections.net.au/items/5acacd9621ea670e8ce73888 *)***

**Detailed Condition:**