

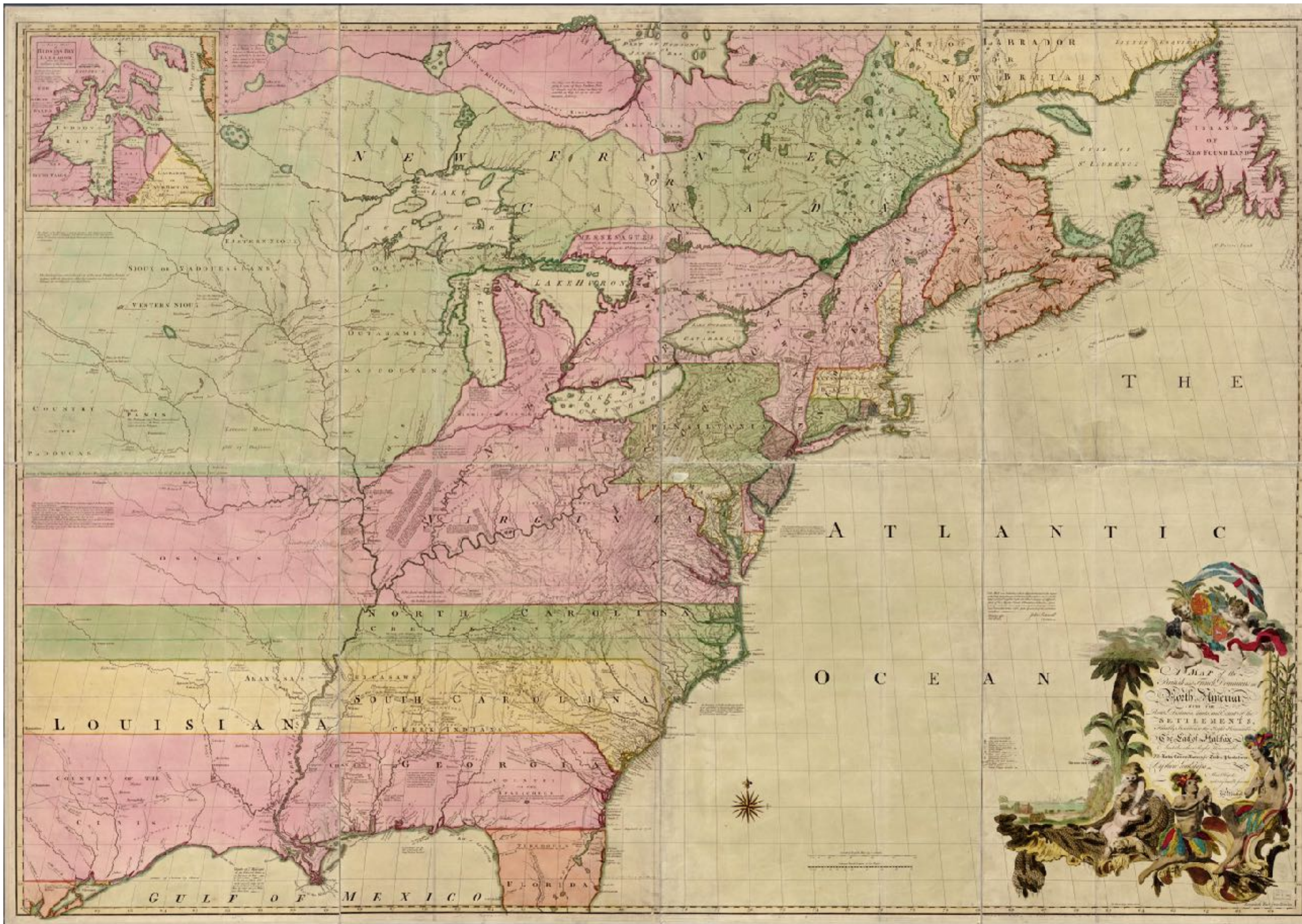
NEATLINE ANTIQUE MAPS PRESENTS

THREE LANDMARK MAPS FROM THE YEAR 1755

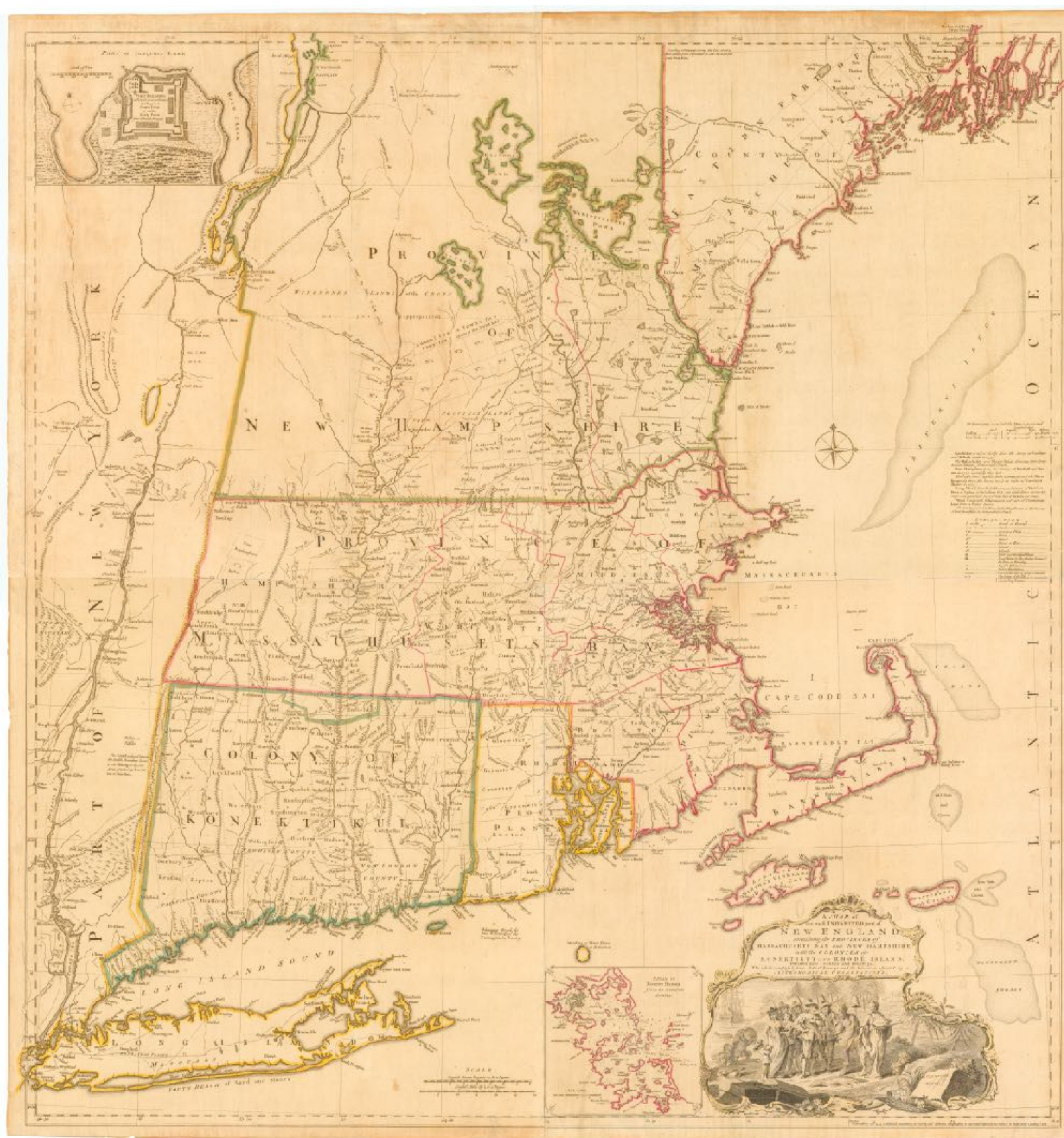
MITCHELL-EVANS-MEAD

THE YEAR 1755 WAS DECISIVE IN THE HISTORY OF NORTH AMERICA.

- ▶ Open conflict erupted between the French and British colonizers, and a reconfiguration of North America seemed inevitable.
- ▶ Politically engaged mapmakers scrambled to produce maps to accompany the war. Britain, in particular, used this medium to lend legitimacy to their claims over the interior.
- ▶ 1755 saw the production of three crucial maps of Britain's colonial possessions in America.
- ▶ In chronological order of their publication, these maps are:



JOHN MITCHELL: A MAP OF THE BRITISH AND FRENCH DOMINIONS IN NORTH AMERICA... (LONDON, 1755)



MEAD & JEFFERYS:

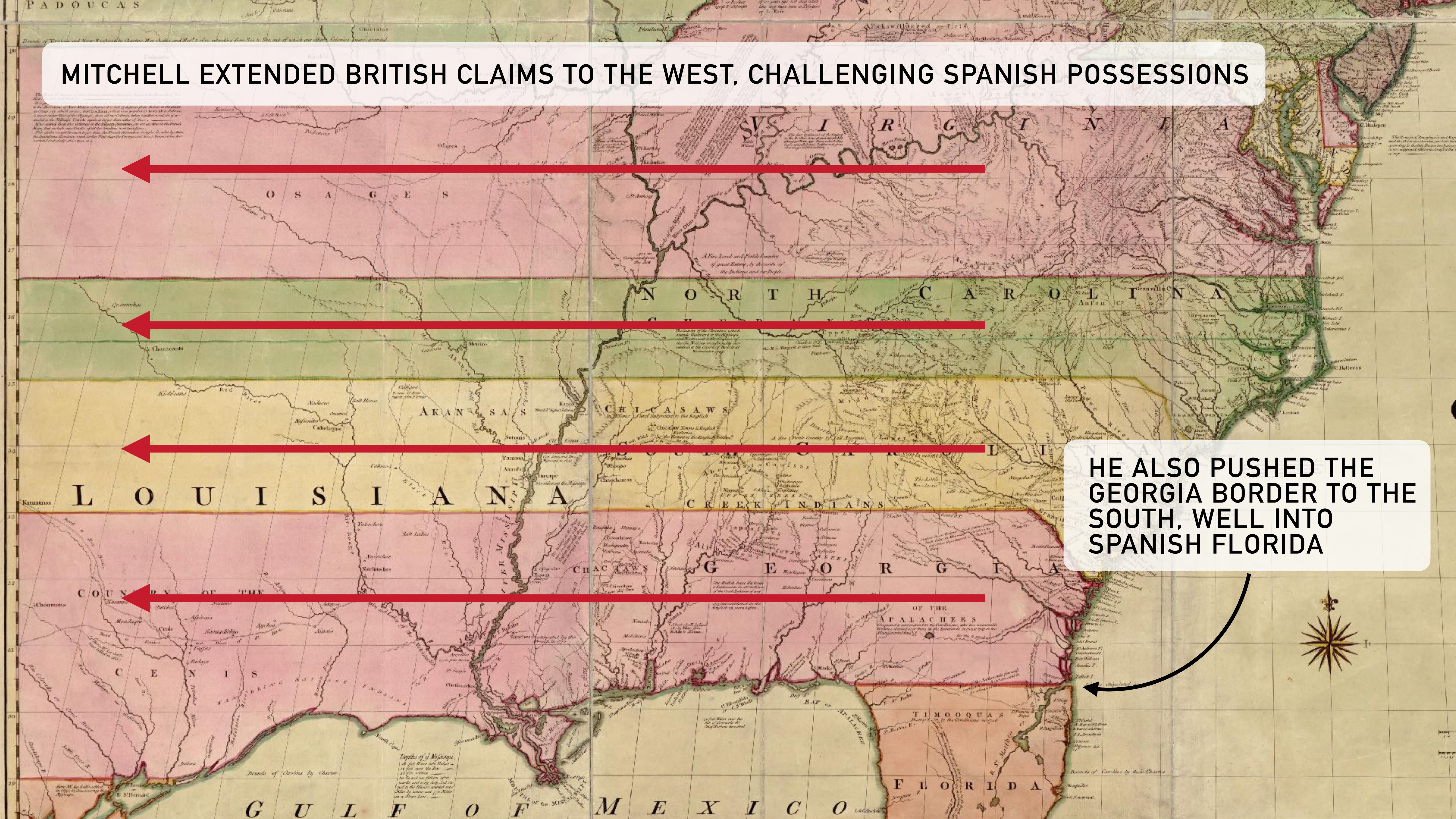
**A MAP OF THE MOST INHABITED PART
OF NEW ENGLAND...(LONDON, 1755)**

DIFFERENCES IN THE DEPICTION AND CATEGORIZATION OF TERRITORIES

- ▶ All three maps were monumental productions created by proponents of British interests and from a British perspective. Yet despite their commonality in timing, purpose, and origin, the maps display remarkable differences.
- ▶ The Mitchell was the first of the three to be published, in the early spring of 1755 (the map holds a copyright date of February 13th).
- ▶ Mitchell drew on both official archives and the latest survey maps from colonial governors, allowing him to produce a map that quickly became the standard to which all other colonial maps of America were held.
- ▶ Mitchell's map depicts pro-British territorial claims at the expense of other colonial and native players.

MITCHELL EXTENDED BRITISH CLAIMS TO THE WEST, CHALLENGING SPANISH POSSESSIONS

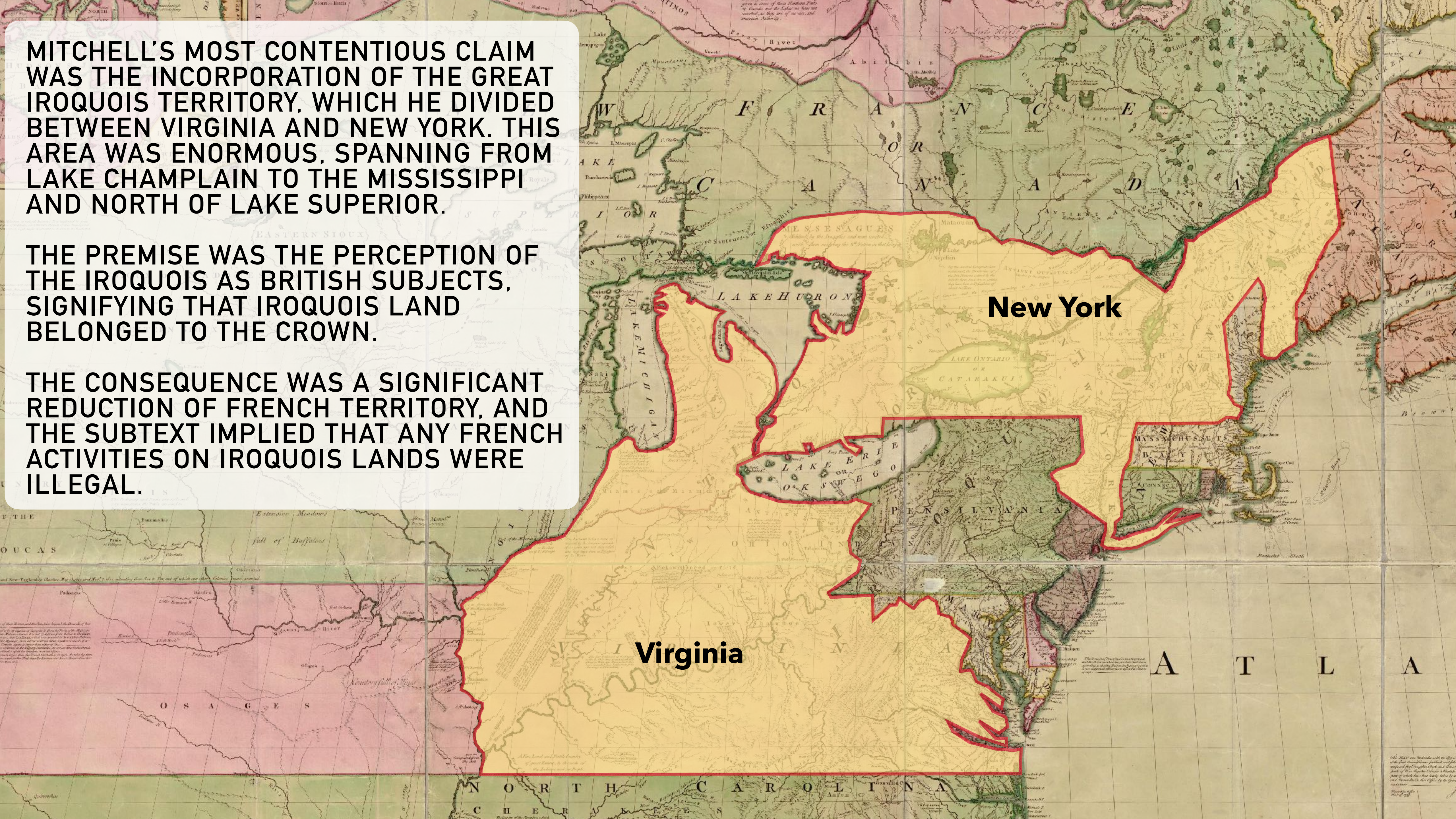
HE ALSO PUSHED THE
GEORGIA BORDER TO THE
SOUTH, WELL INTO
SPANISH FLORIDA



MITCHELL'S MOST CONTENTIOUS CLAIM WAS THE INCORPORATION OF THE GREAT IROQUOIS TERRITORY, WHICH HE DIVIDED BETWEEN VIRGINIA AND NEW YORK. THIS AREA WAS ENORMOUS, SPANNING FROM LAKE CHAMPLAIN TO THE MISSISSIPPI AND NORTH OF LAKE SUPERIOR.

THE PREMISE WAS THE PERCEPTION OF THE IROQUOIS AS BRITISH SUBJECTS, SIGNIFYING THAT IROQUOIS LAND BELONGED TO THE CROWN.

THE CONSEQUENCE WAS A SIGNIFICANT REDUCTION OF FRENCH TERRITORY, AND THE SUBTEXT IMPLIED THAT ANY FRENCH ACTIVITIES ON IROQUOIS LANDS WERE ILLEGAL.



LEWIS EVANS TAKES A DIFFERENT APPROACH

- ▶ Lewis Evans (1700 – 1756) was a Welsh geographer working as a surveyor and draftsman in Philadelphia during the late 1730s.
- ▶ His *General Map of the Middle British Colonies...* was printed by Benjamin Franklin in Philadelphia and disseminated on June 23rd, 1755, only a few months after Mitchell's map.
- ▶ The map was accompanied by a booklet, which was written specifically to facilitate understanding of the map and stressed essential deviations from the line set by Mitchell.
- ▶ Evan's creation is considered the most ambitious mapping project undertaken in America up until that time.

EVANS RECOGNIZED MANY OF THE SUBTLETIES IN ADMINISTERING AN EXPANDING EMPIRE IN AMERICA.

AMONG THE POINTS HE HIGHLIGHTS IS THE PROFOUND DISPARITY BETWEEN EUROPEAN AND NATIVE AMERICAN CONCEPTS OF PROPERTY RIGHTS.

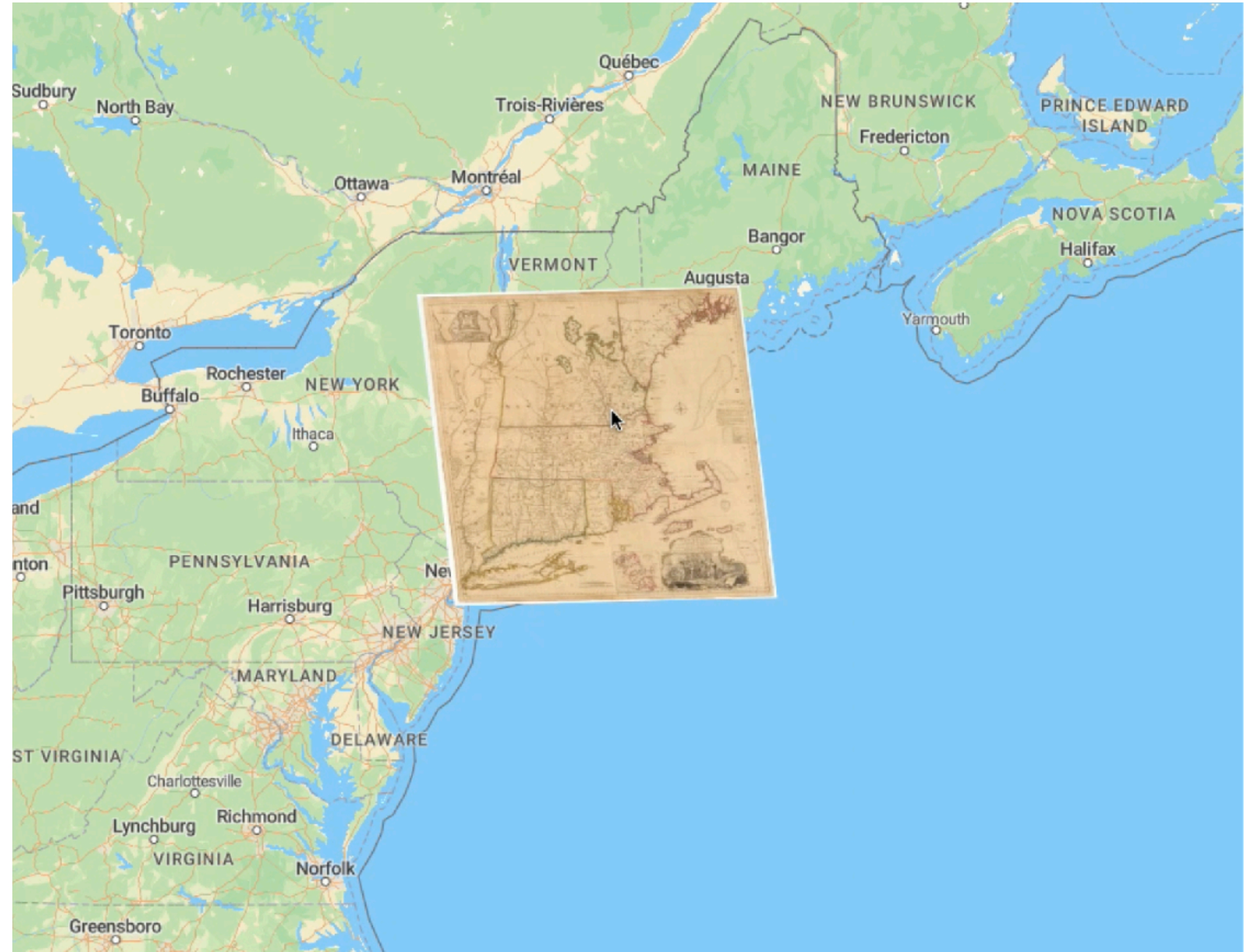
HE SHOWS THIS UNDERSTANDING ON THE MAP BY DEPICTING THE IROQUOIS CONFEDERACY AS A GEOPOLITICAL ENTITY (**AQUANISHUONIGY**) WITH AN INTERNAL STRUCTURE, TERRITORY, DEPENDENT POPULATIONS, AND DIPLOMATIC INTERESTS.

THIS DEPICTION CONTRASTED SHARPLY WITH MITCHELL'S PORTRAYAL OF THE IROQUOIS AS BRITISH SUBJECTS.

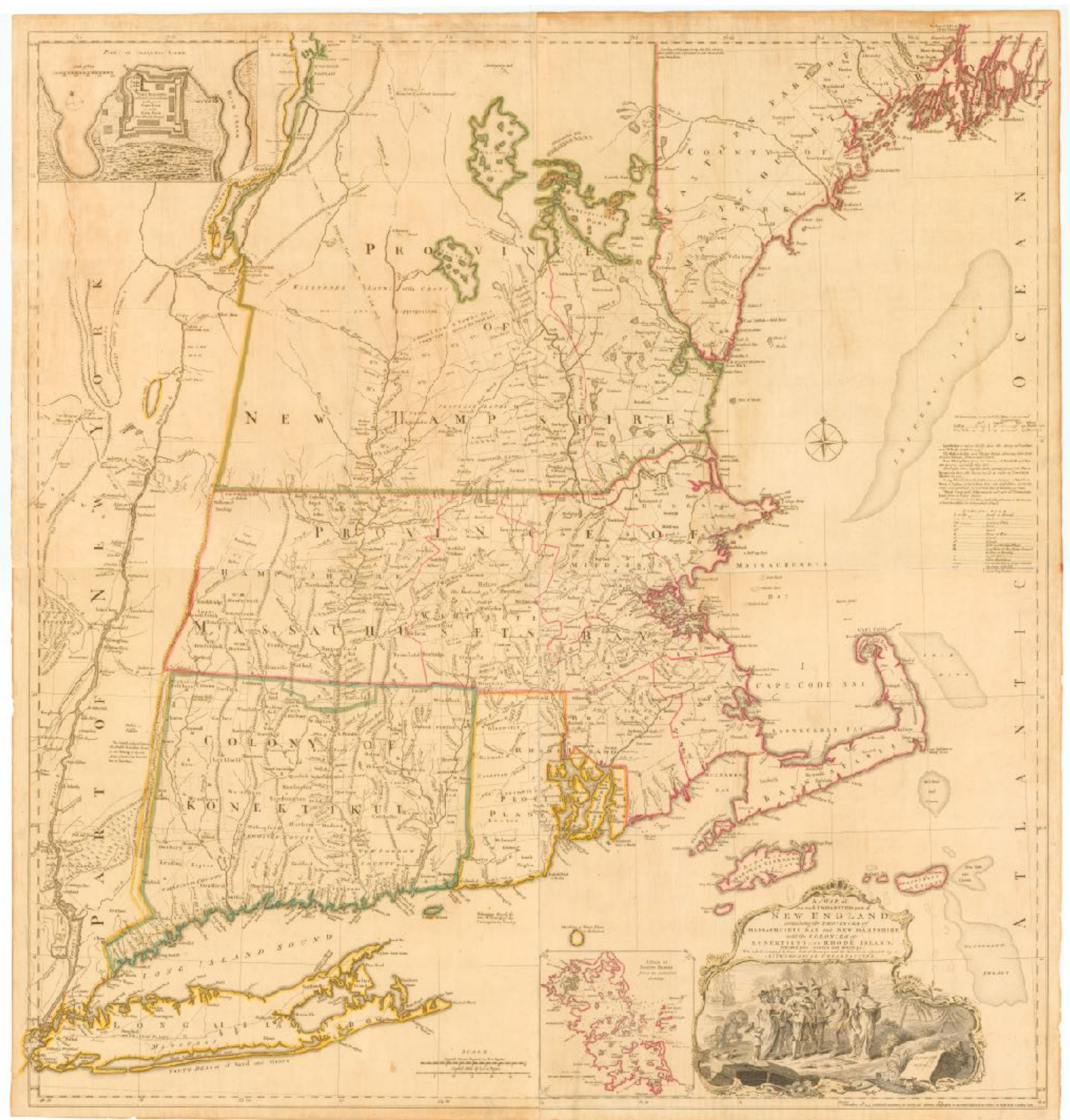


MEAD AND JEFFERYS CREATE THEIR OWN MASTERPIECE WITH A DIFFERENT SCOPE

- ▶ In November of 1755, a third seminal North America map was published in London.
- ▶ It was issued by Royal Hydrographer Thomas Jefferys but was compiled by his chief mapmaker, Braddock Mead (c. 1688 – 1757).
- ▶ The Mead/Jefferys map focuses exclusively on New England, as seen at right.

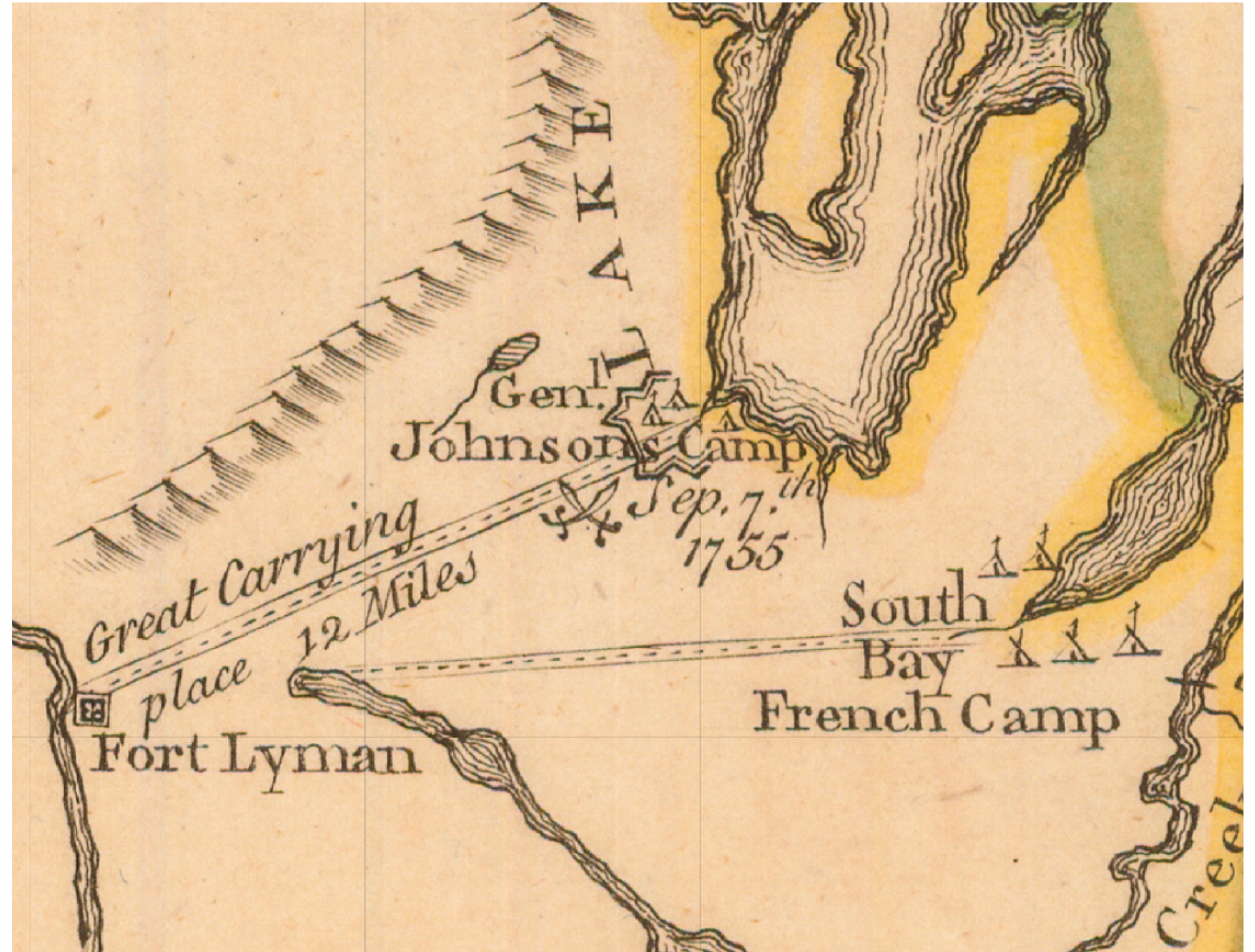


- ▶ Besides the regional scope, three aspects set the Mead/Jefferys map apart from the Mitchell and Evans maps:
 - ▶ 1. The depiction of the most current events.
 - ▶ 2. The level of detail and clarity allowed by its regional scope.
 - ▶ 3. Its famous cartouche, widely considered a masterpiece.



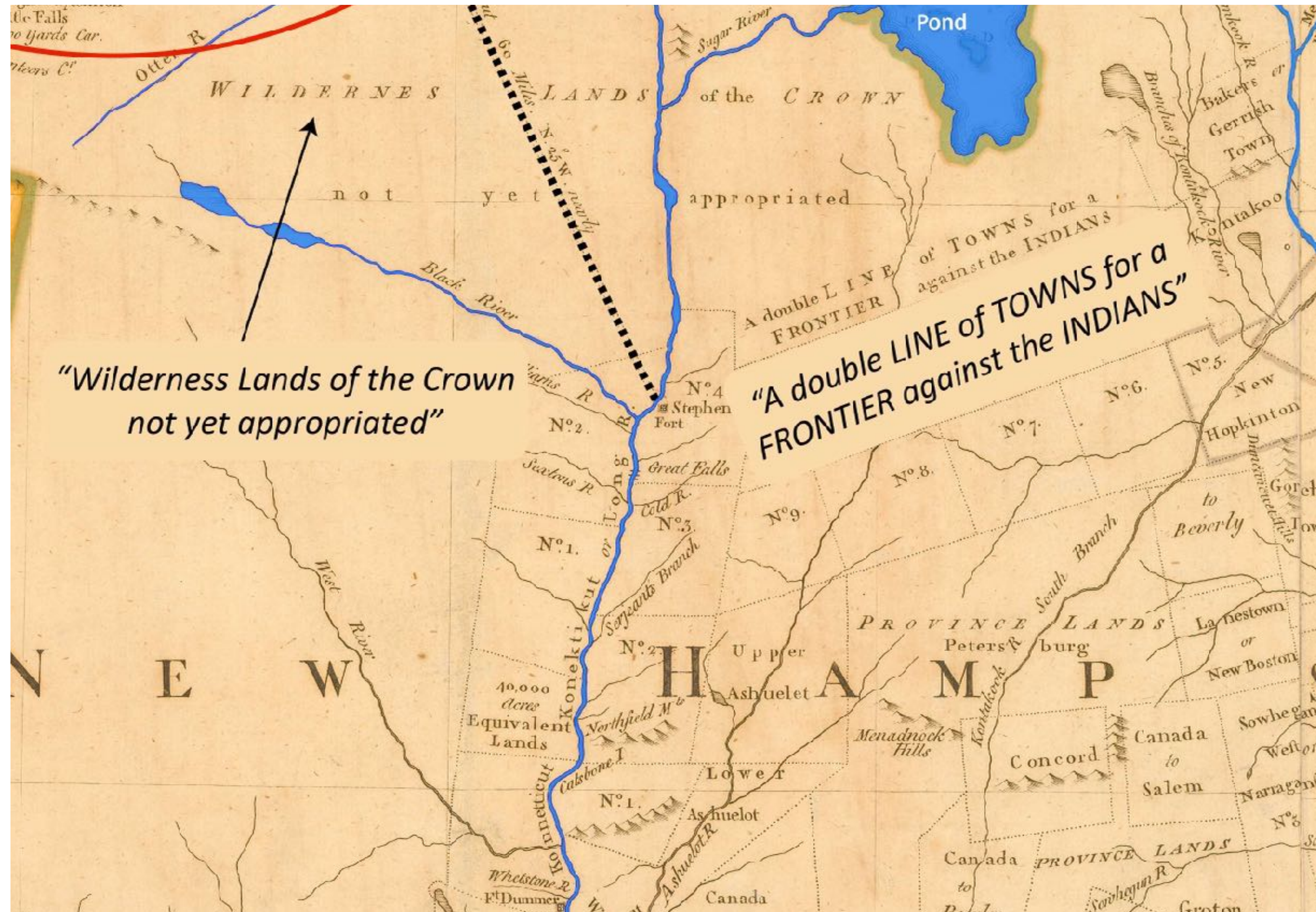
LANDSCAPES OF CONFLICT — DOCUMENTING THE CROWN POINT CAMPAIGN

- ▶ The map served as a kind of breaking news update, plotting the Battle of Lake George from just two months prior.
- ▶ The British victory sparked enormous public interest in the American colonies.
- ▶ The Mead/Jefferys map gave its viewers a new look at the theatre of war.

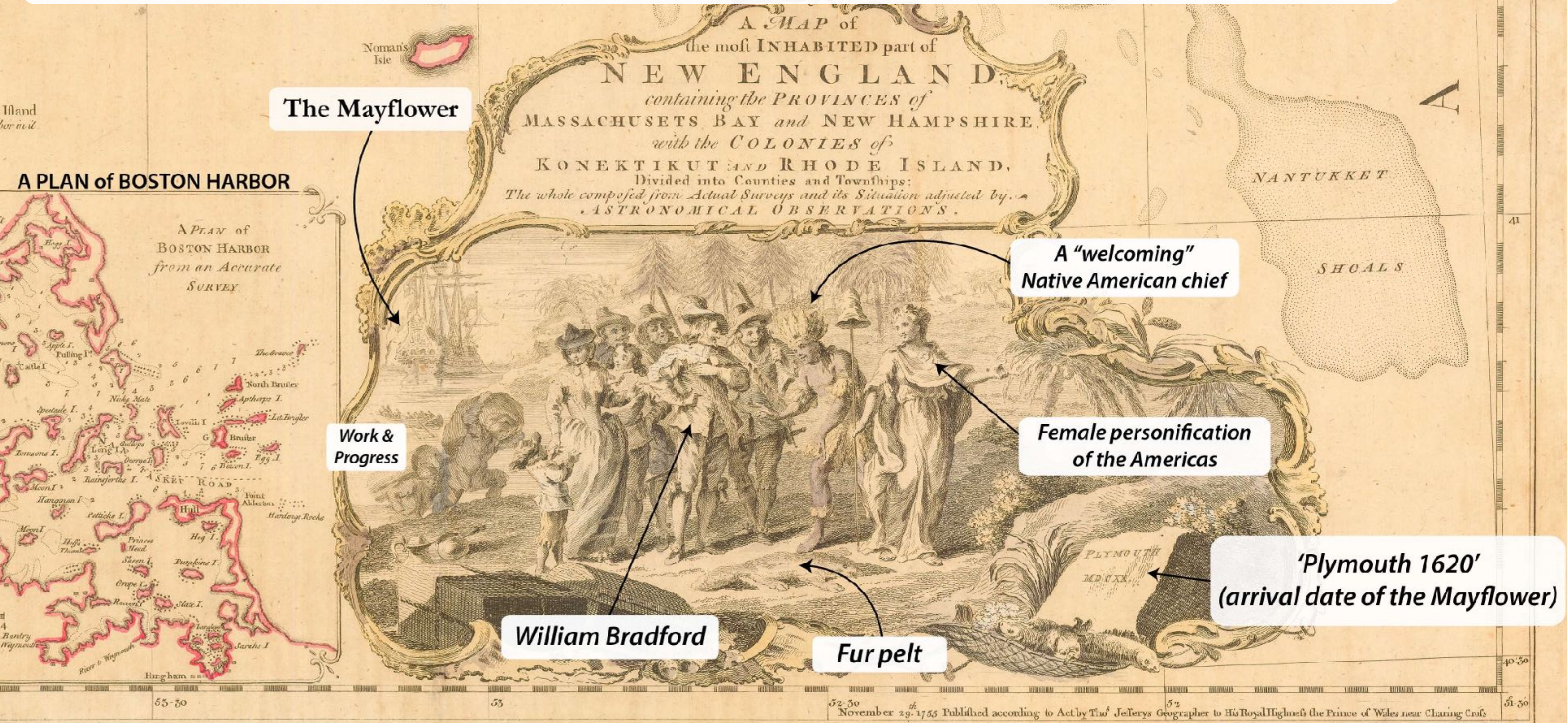


AN UNPRECEDENTED LARGE-FORMAT DEPICTION OF NEW ENGLAND

- ▶ Mead was renowned for the amount and accuracy of his details.
- ▶ A regional map at 3 by 3.5 feet was highly unusual for this period.
- ▶ The size allowed Mead to demarcate zones of confrontation between settlers and tribes along the frontier.



THE MAP'S EXTRAORDINARY CARTOUCHE STAKES CLAIM TO NEW ENGLAND BASED ON THE PRIMACY OF THE MAYFLOWER AND JUXTAPOSES THE STATE OF THE NEW WORLD BEFORE THEIR ARRIVAL AND THE DEVELOPED COLONIAL WORLD DEPICTED ON THE MAP.



NEATLINE ANTIQUE MAPS

- ▶ The central takeaway from this essay is that 1755 saw the production of three crucial maps of British colonial possessions in America.
- ▶ Their accuracy, detail, context, and political charging ensured that these maps were not only tools of colonization but dramatic visualizations that engaged their audiences by capturing these pivotal moments in American history.
- ▶ The British eventually came out on top, winning most of New France and Spanish Florida, but the war doubled Britain's national debt. Something had to be done: additional sources of revenue had to be found. The solution was to impose new taxes on the colonies. Despite being met with fierce local resistance in the colonies, the taxation regime was rigorously maintained by force. The inevitable conflict ultimately led to the Revolutionary War and American independence.
- ▶ [For more on Neatline's first state, first edition copy of the Mead/Jeffreys map, please click this link.](#)