

**The National Survey  
Financial Journals, 1934-1939  
XMSC 99**

**Introduction**

This collection is comprised of eleven financial journals of The National Survey, a map publishing company located in Chester, Vermont, for the period 1934-39. They were purchased by the Vermont Historical Society in January, 2008 (ms. acc. no. 2008.1). They consume .75 linear feet of shelf space.

**Company History**

From *Mapline* (Newberry Library), issue no. 96 (Spring 2003): 1-4:

The National Survey was founded in 1912 by the brothers Lawton V. and Henry F. Crocker. The Crockers were accomplished salesmen, having spent several summers as part-time traveling map sales agents for The Bullard Company of Boston. But in the summer of 1912 their relationship with Bullard disintegrated and the brothers were forced to compile and publish their own maps. The company's early success was built upon a series of highly detailed road maps of New England and Mid-Mid-Atlantic states that it sold in several formats, including wall maps and pocket-sized leatherette bound road atlases. By the mid-1920s, however, the free promotional oil company maps published by Rand McNally and others had nearly crowded The National Survey out of the market.

After narrowly escaping bankruptcy, the company, now based in tiny Chester, Vermont, switched tactics and began to develop their own promotional maps and travel publications, chiefly for associations of New England motel and hotel operators, including the New England Hotel Association and the Northeastern Cabin Owners' Association. During World War II, The National Survey went entirely over to war production, publishing topographic maps for the Army Map Service and charts for the Navy's Hydrographic Office. This work continued for some years after the war, even as the company renewed its publication of tourists' maps and guides.

Universal Map acquired The National Survey in 2000 and continues to operate the Chester, Vermont enterprise as a division of Universal Map producing travel guides and maps primarily catering to the needs of the Northeastern United States

**Scope and Content**

The collection consists of eleven ledgers contain financial records for The National Survey, a map publishing company located in Chester, Vermont, for the period 1934-39. Each one is an "*Excelsior Columnar Book*" produced by the Union Stationary Corporation in New York containing 150 pages each.

The ledgers show expenditures paid and income derived from this company's map and travel publications. Entries include: Vermont Forestry Dept, Hotel Ashtabula, Polar Caves, Howe Caverns, Harris Oil, Hotel Woodstock, Plymouth Rock Hotel, Hotel Onodaga, New Smyrna Hotel, Gettysburg Hotel, The Jefferson Clinton Hotel, The Vinoy Park, Lake Champlain Bridge, and thousands more. Expense accounts, salaries and commissions are detailed. Sales of maps and books are shown such as 300 maps to Howe Caverns at a price of \$7.78 per map for a total sale of \$2334.00 in May of 1934.

Many entries detail the expenses of the founders Lawton V. and Henry F. Crocker as they travel across the eastern states developing clients and outlets for their products. Their clients include hotels, municipalities, tourist attractions, schools etc.

### **Inventory**

XMSC 99: 01    Journal, April 21, 1934 – October 3, 1934  
          :02    \_\_\_\_\_, October 3, 1934 – November 8, 1935  
          :03    \_\_\_\_\_, May 8, 1935 – November 6, 1935  
          :04    \_\_\_\_\_, November 6, 1935 – May 27, 1936  
          :05    \_\_\_\_\_, May 27, 1936 – October 27, 1936  
          :06    \_\_\_\_\_, October 27, 1936 – May 8, 1937  
          :07    \_\_\_\_\_, May 8, 1937 – October 15, 1937  
          :08    \_\_\_\_\_, October 15, 1937 – April 21, 1938  
          :09    \_\_\_\_\_, April 21, 1938 – November 3, 1938  
          :10    \_\_\_\_\_, November 3, 1938 – May 31, 1939  
          :11    \_\_\_\_\_, May 31, 1939 – November 30, 1939

Paul Carnahan  
nationalSurvey.doc  
January 2008