

few pages of introductory material, and some topics are given briefer treatment than might have been desired. For example, the chapter on generating spatial continuous disease maps is followed by a three-page appendix describing the DMAP IV software. This is useful, but alternative methods are not described, nor does the appendix include a URL for readers wishing to explore this approach with their own data. A section providing guidance on how to report the results of geocoding in reports and scientific publications based on geocoded health data would enhance the text. On balance, however, this monograph does an excellent job of describing and elaborating the significant issues and methods involved in geocoding health records and analyzing and presenting results based on these data.

Some may wonder what relevance this book holds for their own work, given its explicit focus on geocoding of cancer data. The answer lies in its formal title, *Geocoding Health Data*. This monograph is broadly applicable to all research involving health data, whether administrative (e.g., vital statistics, communicable diseases, disease registries, etc.) or clinical in nature. The methods, techniques, challenges, and solutions described apply equally to all public health and clinical data sources, and other social services data as well, for that matter. Given this broad applicability, GIS instructors and students will find this book a useful tool for teaching and reference purposes. *Geocoding Health Data* will prove to be an invaluable resource for all epidemiologists and medical geographers interested in unlocking the potential of their data sources for mapping and spatial analysis.

**Mapping Manifest Destiny: Chicago and the American West: Exhibition at the Newberry Library  
November 3, 2007 – February 16, 2008**

Curated by Michael P. Conzen and Diane Dillon

Published in 2007 by Newberry Library  
Chicago, Illinois

119 pages, with color reproductions of historic maps throughout

\$27.95 softcover

ISBN 978-0-911028-81-2

*Reviewed by Mary L. Johnson, Technical Writer, Remington & Vernick Engineers, Haddonfield, New Jersey  
[www.rve.com](http://www.rve.com)*

The Newberry Library in Chicago maintains a large collection of historical maps. As part of the annual Festival of Maps, one hundred of these maps were organized into an exhibition called *Mapping Manifest*

*Destiny: Chicago and the American West*, which was on display at the Newberry Library from November 2007 through February 2008. Michael P. Conzen and Diane Dillon were co-curators of the exhibition as well as co-authors of this, its companion book.

*Mapping Manifest Destiny: Chicago and the American West* reminds us that the centers of mapmaking in the United States were originally the larger East Coast cities such as Philadelphia, New York, and Boston. But as our nation expanded westward, so did map production. Chicago became the national leader in the mass production and marketing of many important maps following the Civil War and remained so through much of the twentieth century.

This book explores both public and private mapping sectors, reasoning that maps produced by public entities are generally created to advance the nation's interests overall, whereas maps produced by the private sector are more likely to assist with business or educational pursuits. The public sector is presented in the first two sections of the book, and the private sector is presented in the last two sections of the book. As map producer, the city of Chicago remains the common thread that binds public and private sectors together.

Section One, Maps for Empire, begins with the earliest mapping examples of the American West, which were created to encourage or document exploration. Maps were used to establish boundaries and lay claim to North American land by European powers during the fifteenth and sixteenth centuries in the same way they would later be used by Americans during the westward expansion.

*A Renaissance Sailor's View of the Americas* is the first map shown in Section One. This map was originally drawn in 1529 and demonstrates that "west" was a concept that evolved over time. The eastern seaboard of North America is mapped in striking detail, but the western expanse of land is left largely uncharted. The uncharted space is beautifully decorated with compass roses, trees, and animals, and almost begs to be further explored.

Two historic maps and a painting of a New Mexican pueblo provide a glimpse of the Native American influence on westward expansion. Native Americans were a vital source of geographic data for European explorers and settlers for many years. Unfortunately, much of this knowledge was ultimately used to subjugate the Native Americans, as further illustrated in Section Two.

Spanish, French, British, and Russian territories are also depicted. Unlike their west European counterparts, Russian explorers charted the North Pacific from west to east, and their interest in the land was driven more by fur trading than a desire for permanent colonies.

A series of small map details from 1688 through 1851 traces the growth of Chicago “from a mere spot on a map of a barely understood continent to a city with its own identity and sense of purpose.” Chicago served as a major transportation hub for water and rail networks during this timeframe, which ultimately led to its establishment as a center for the cartographic publishing industry.

Section Two, Mapping to Serve the New Nation, documents the various aspects of exploration and discovery that defined the American West:

To justify the government’s appropriation of Western lands, politicians and the press asserted that the extension of the United States across the continent fulfilled a divine mandate. In documenting the North American interior through to the Pacific coast, state-sponsored maps boldly visualized this idea of Manifest Destiny. Maps showing areas west of the nation’s official boundaries graphically emphasized the continuity between the states and territories, showing the two as parts of a larger whole.

Part of creating this larger whole involved the displacement of Native Americans from their ancestral homelands: first, to lands west of the Mississippi, and ultimately to isolated, ever-shrinking reservations. The Nez Percé War of 1877 resulted when white settlers flooded into Oregon and the Pacific Northwest and struggled for rights to the land. Treaties were made and broken as gold was discovered on Native American land, and four white ranchers were ultimately killed as a symbol of discontent. As a result of these killings, the Nez Percé began a 1,300-mile retreat toward the non-treaty lands of Canada, with 500 soldiers in fierce pursuit. A map charts this poignant journey, which finally ended only forty miles south of the Canadian border when Chief Joseph surrendered with his now-famous words, “I will fight no more forever.”

Chicago continued to grow during this tumultuous period, and this growth was documented on maps. The city’s legal boundaries first appeared on a map in 1830, and detailed surveys of Chicago’s harbor, undertaken to facilitate improvements to navigation, were completed in 1858. The United States Geological Survey prepared a quadrangle map of Chicago in 1902 that highlights its growth from a small riverfront settlement in the early 1800s to a thriving city encompassing 190 square miles.

Section Three, Mapping for Enlightenment, is the first of two sections comprised of private sector maps. Even those who were not able to move westward during the nineteenth century were often curious about what the region was like. Maps and atlases alternately depicted the American West as a land of barbarian natives or a land rich in promise. Schools used maps to teach students the geography of the West. Other maps were used to entice or guide settlers looking for a new

life on the frontier.

One of my favorite maps in this section seems a precursor to today’s unfavorable sentiments toward oil companies. *Map Showing How the People’s Land has Been Squandered Upon Corporations* demonstrates a similar distrust and resentment of railroad corporations in the late nineteenth century. The cartographer attempts to demonstrate that the United States government has provided millions of acres of prime land to railroad companies, in addition to federal grants to underwrite the construction of railroad lines connecting East and West. The railroads are accused of selecting the easiest routes across lands that could be better employed in farming, rather than taking mountainous or otherwise less favorable terrain to achieve the same goals. Worse yet, the railroads are accused of failing to construct the tracks they had taken the land and money for in the first place, and it was speculated that the railroads were secretly planning to sell their prime acreage to farmers at a price far greater than the Homestead Act would have allowed.

Chicago produced some beautiful atlases during the nineteenth century that featured detailed landscape engravings as well as maps. Subscribers to these atlases could pay to have their own portraits, biographies, homes, farms, and businesses included in the appropriate county volume. Color lithographs were also included in some of the most ambitious publications. Profits on these atlases soared.

Section Four, Maps for Business, explores the use of maps to enhance business interests, as well as the development of cartography as a major industry in Chicago.

The proliferation of railroads following the Civil War played a major role in the development of the American West. Railroad companies used maps to promote the areas they served and to chart the new lines that would further increase their assets. Chicago was right in the center of this activity in every sense of the word, serving as a railway hub between East and West as well as the leading publisher of railroad cartography by 1875.

Real estate, both belonging to and made accessible by railroads, was another important source of cartographic revenue. The railroads generally owned the land extending twenty miles on either side of the tracks for the entire length of the line. They parceled it out to settlers through company-owned land departments and kept track of their holdings and divestitures through detailed real estate maps.

Part of the great influx of settlers to the American West involved the discovery of gold and silver. Maps guided prospective miners to mineral deposits, marked claims, and even showed rudimentary layouts of mining shafts and tunnels. Railroads also used maps during this period to encourage miners to buy

tickets on specific rail lines. Some railroad maps were even purposely manipulated to make the routes to the mineral fields look shorter or closer in proximity than they actually were in order to gain passengers.

Railroads also made tourism possible on a much grander scale than previously imagined. Yellowstone National Park was presented to the public in an imaginative 1884 mapping brochure called *Alice's Adventures in New Wonderland*, which shows the Lewis Carroll heroine enjoying the park's natural splendor. Another tourist publication of the period compared the Colorado Rockies with the Swiss Alps.

The final entry in *Mapping Manifest Destiny: Chicago and the American West* describes the establishment and rise of Rand McNally, a name now synonymous with private sector mapping products. William H. Rand and Andrew McNally came to Chicago in the 1850s. They began as printers and stationers before moving into map publishing in the 1870s. They devised a unique system of mass production and a signature cartographic style that met a wide variety of consumer needs. Their maps were low in cost, simple in scope and carefully targeted to specific business audiences.

I found *Mapping Manifest Destiny: Chicago and the American West* an absolute delight to read. Each of the four main sections of the book is further broken down into related categories, and each category includes several illustrative maps. The chronological approach to each section, as well as to the book overall, provided a natural flow that thoroughly enhanced my enjoyment of its contents. The maps and compendium are skillfully arranged with minimal sequential overlap so that the reader is never compelled to go back and forth between sections in order to compare public and private sector approaches or subject matter within the same time period. The quality of the map reproductions is excellent throughout, as is the overall design and layout of each page, category, and section through the dispersion of color. It is simultaneously an informative and eye-pleasing book.

I would highly recommend this book to anyone with an interest in cartography, railroads, Chicago, the American West, history, or exploration. My favorite aspect of the book is that it presents the American West not as the legendary home of cowboys, Indians, gunfighters, and outlaws that we've seen romanticized in the movies and television series of the past few decades, but as it really was, through the eyes and art of the cartographers who actually experienced it firsthand. *Mapping Manifest Destiny: Chicago and the American West* takes the reader on an enlightening journey through time and place, with ample stopovers along the way for discovery, reflection, or simply enjoying the scenery.

### **Our Dumb World: The Onion's Atlas of The Planet Earth**

Scott Dickers, editor-in-chief.

New York City, Little, Brown and Co., 2007.

245 pp., maps with fictitious sites, graphs with incorrect statistics, and altered photos.

\$27.99. Hardbound

ISBN-10: 0316018422

*Review by Daniel G. Cole*

*Smithsonian Institution, Washington, DC*

I must preface this review with the admission that I have often felt that most cartographers, including myself, take our work far too seriously. This volume puts that notion to rest, starting with the cover where the reader is informed of the dubious enticements to be found within: 1) fewer clouds on maps; 2) better-veiled xenophobia; 3) curvier latitude lines; 4) Bono-awareness rating for each nation; 5) long-standing border disputes resolved; 6) collectible flexi-disc with "The Smooth Sounds of Cartography"; 7) 30% more Asia; and 8) a free globe inside.

With that to greet the reader, we discover, upon opening the atlas, that no credit is given to anyone claiming to be a cartographer or even a mapmaker. The staff compiling this volume includes editors, designers, writers, photographers, and graphic artists. This group of wise guys has put together a book that tries to make fun of every state, country, race, ethnic group, national leader, cultural practice, sex, religion, activist group, animal, and landform. They have also designed the maps to help the reader misunderstand our world by playing on stereotypes and warping any facts to suit their sense of humor.

That aside, the first six pages cover topics often seen at the beginning of "normal" atlases: an introduction, a section on "How To Use This Atlas," and a brief section on the principles and history of cartography. The introduction includes what appears to be an antique map allegedly produced in 1621 and titled "Il Nostro Mondo Stupido," reputedly still in use by the Bush administration. The how-to section does its best to insult the reader's intelligence while advising that the atlas should be put back on the bookstore's bookshelf. Included in this section is the sage advice to use scissors on the atlas pages to resolve border disputes. The cartography section then informs the reader how boring our discipline is while providing an eclectic sample of thematic world maps, including distribution of wealth and Bono-awareness, the results of the Davidson family Risk night, a map to Erica's party, and continental drift. This last topic humorously depicts the rest of the world drifting away from the U.S. by 2015, which counters the similar image distributed by the AAG with the message, "We are not alone."