

# PREFACE.

THE PUBLISHER of the present work some time since conceived the idea of a new system of advertising, which, while it embraced the advantages of all previous efforts, should, by the aid of the Artist's pencil, furnish a most accurate description not only of the business carried on in a particular locality, but at the same time give the

## FORM AND FEATURE,

as it were, of each place of business within certain limits.

In accordance with this design, he now offers to the Public the **Panoramic View of Chestnut Street**, in a series of outline Pictures, giving every house on the North and South sides of the Street, from Second Street to Tenth.

It will be perceived, on examining the Pictures, that our Artist has been very successful in the accomplishment of his task, and that every peculiarity in the formation of the structures, which could be shown in a front view, has been most accurately and faithfully copied. This of itself, without reference to the advertisements which accompany the Pictures, would be a sufficient guide to the stranger in search of any place of business within those limits. The advertisements, however,

## IN CONNECTION WITH THE VIEWS,

Form such perfect indices to the business of Chestnut Street, that the Publisher feels confident that he has hit upon a system not only novel and beautiful, but exceedingly useful, and one of which he believes to be entirely *unique*.

The undertaking has been one of great magnitude, but by perseverance and a determination to succeed, he has successfully carried it through. To the business men of Chestnut Street, who have taken such an interest in the matter, he is truly grateful, while at the same time he is convinced that he has produced a work which is worthy of all the interest which they have evinced, and which will have a tendency to increase their business—as it is a permanent and effective advertisement.

In order to a perfect understanding of the Views, he would say that the occupants of those houses on which no signs appear have not subscribed to the publication of the work; and those of the houses which *have* signs and *no* advertisements, simply purchase a copy of the work.

It is the intention of the Publisher to issue the Panoramic View annually, giving all the alterations in the structures, and the changes in the business of Chestnut Street, thereby keeping the public notified of such changes as may take place, and at the same time showing the progress of improvements.

In a work of this description it is almost impossible that every thing should be entirely correct; some three or four errors may have occurred in the lettering of the business signs of the houses, but the complicated mass of lettering to be executed, is the only and probably the best excuse that can be offered. Upon the publication of the second edition we shall endeavor to correct all such errors.

MARKET STREET, from the river Delaware to Broad Street, will be our next enterprise.

**JULIO H. RAE.**