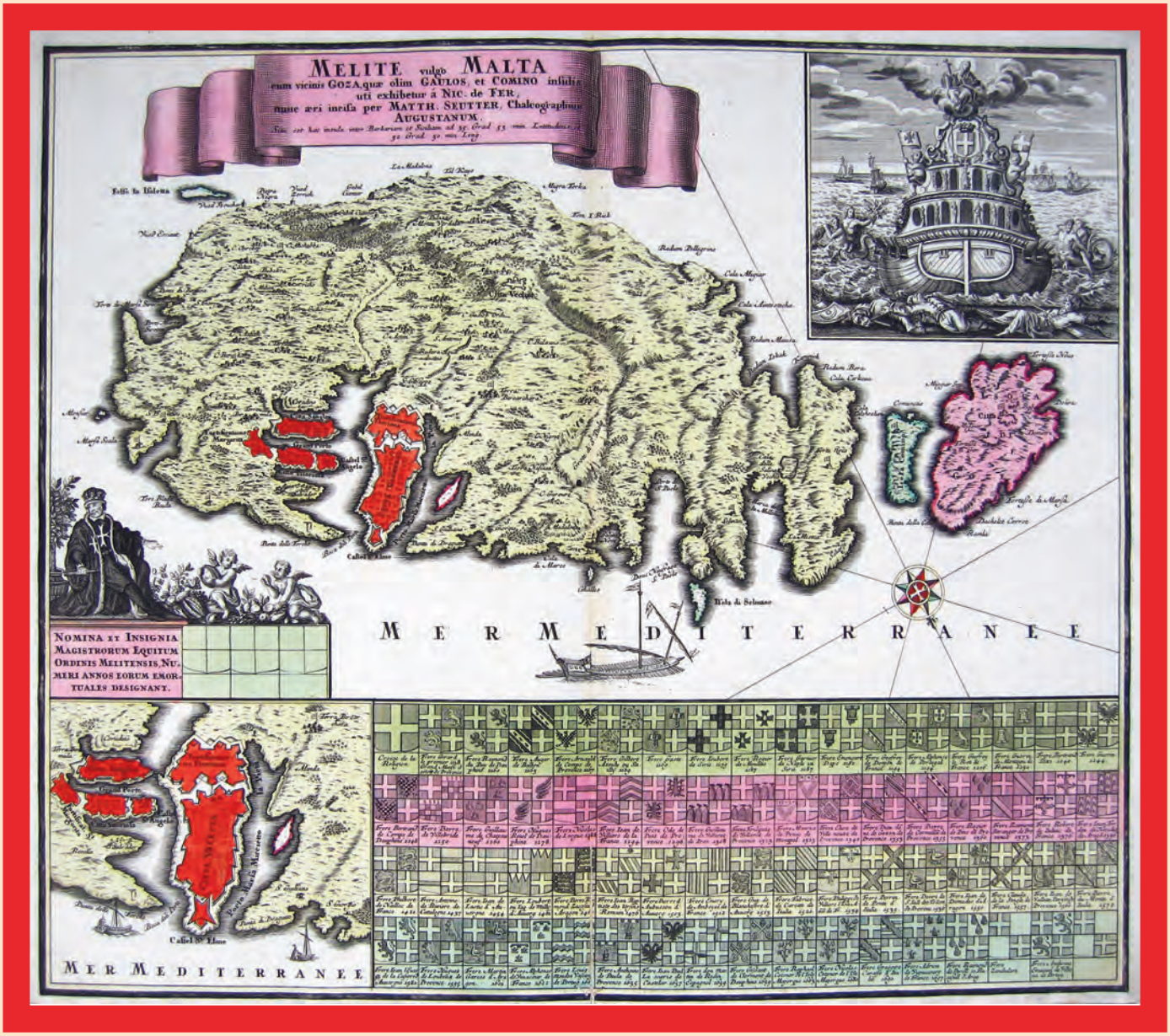
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Summer 2011 *Number 125*



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Copy and other material for our next issue (Autumn 2011) should be submitted by 1st July 2011. Editorial items should be sent to:
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Tempus fugit - time flies - not really an original thought but indeed a recurring consideration, in particular when we realise that everything and everyone is getting older all the time.

Another Summer *Journal*, with the London weekend in prospect and another IMCoS Dinner and Malcolm Young Lecture, another Helen Wallis Award winner, one more Annual General Meeting on Saturday and the London Map Fair at the Royal Geographical Society on Saturday and Sunday 10th and 11th June. The organisers of the fair provide IMCoS with its AGM venue and a stand free of charge. Much appreciated in times when our annual accounts for 2010 are written in red; something that members will be informed about at the AGM.

IMCoS has weathered the declining economy with an almost stable membership and while we are happy that it is so, we still need to appreciate that we have a website problem. This has been affecting our capability to attract younger members and to run the affairs of the Society at an acceptable level of cost. Our current website was provided at a time when "I know somebody who is doing that for us and he might do it cheaply for IMCoS as well" was a common way of reaching the aspired status of being on-line. However, expanding or de-bugging such a website requires intimate knowledge of its digital structure. Where, after some years, this knowledge has evaporated in a way, it becomes difficult thus time-consuming and as a consequence expensive to modify an existing site. We have found it hard to accept but the IMCoS website needs to be replaced, adding features like registration, payments, automated receipts and calls for renewals, to name just a few. A searchable index of *Journal* articles facilitates access by institutions with an Intranet; they will no longer go for a single copy in the reading room. Personal access for each member to change passwords and home address is also needed.

The Executive Committee has decided to use some of the society's reserve capital to design a new website; the yearly upkeep cost will be absorbed by the website designer firm until such time as the design costs have been written off. We are both lucky and happy to have the work done by a firm experienced in the field and having a large stake in the market of digitizing archives, operating its own servers (and back-up servers), with key personnel familiar with collecting, scanning and storing of historical maps. They want to make the IMCoS website a bit of a showcase which is almost too good to be true. Particularly as they will not be charging us the full commercial fees involved. As the website is presently being defined and designed in detail, there is still room for suggestions from the membership. Please let us have your suggestions, not so much about the detailed description, but for features deemed 'must-have' or 'nice-to-have'. And rest assured, where it is 'almost too good to be true', we are aware of the fact that that indeed may be the case and that due diligence from our side will be required to safeguard IMCoS interests.

That said, do not forget to join the Annual Dinner and to pay a visit to the London Map Fair, where many of our advertisers participate and will be happy to sell you a map that makes you happy!

Hans Kok

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From the Editor's Desk

by Valerie Newby

I am writing this editorial on the evening of the day that Prince William and Catherine Middleton were married at Westminster Abbey. What an amazing day it has been; pageantry, excitement, romance, beauty, and fashion were all there. I felt proud because my eldest son designed the order of service booklet used by the guests at the Abbey and no doubt many other mothers were proud for a myriad of other reasons. It was an event we all needed after the gloom of earthquakes and tornadoes, not to mention failing economies around the world.

Despite the distractions of the celebrations and the exceptional Spring weather in the UK that tempted us into the garden, we have managed to get this issue of the *Journal* together for your enjoyment. Craig Clinton has written the story of the 'Hysterical' maps created by the Lindgren Brothers in the USA during the 1930s. Interestingly, their business flourished during a Great Depression and they were pioneers of the new method of screen printing. We also bring you the second part of Rodney Shirley's article on 'affordable' maps which we hope will encourage collectors to think outside the box and consider collecting themes apart from the obvious one of rare, not to mention expensive, 16th and 17th-century maps.

I know that collectors always like to read about other collectors so when 'self-confessed mapaholic' Gerry Zierler presented his 'favourite map' at the collectors' evening in March my ears pricked up and I asked him to write about it for you. If any other members would like to write about their 'favourite map' I would be happy to read and perhaps publish your stories. I am also hoping that some of you will contribute to the series on lesser known cartographers. Go on, you know you can do it!

Roger Stewart, who lives in Cape Town, has produced his second article for us in this issue. His first was published in No.119 (Winter 2009) of the *Journal* and he has now researched a cartographer named William Burchell who undertook a hazardous journey into the interior of Southern Africa in 1811. Burchell was essentially a botanist but despite no formal training he set out to map his travels and became a meticulous cartographer.

Paolo Militello of Catania in Italy has written his first article in English which was brave of him. The subject is a rare map of Sicily by a little-known cartographer named Scipione Basta.

A decision was taken at the last committee meeting to offer IMCoS members an opportunity to buy books from the IMCoS Library. We will be listing those available in future issues of the *Journal*. This decision was taken for a number of reasons. Firstly, because we have nowhere to store the books where members could consult them, and secondly over the past years only six books have ever been borrowed. In addition, the cost of mailing books is now so high that it is just not a viable proposition to send them out and then ask people to return them (particularly from countries outside the UK). In some cases the costs of postage would be more than the value of the book itself. However, we realise that the books belong to the membership and for that reason we will be giving you first chance to buy them. Any that remain after this offer may have to be put into auction for the benefit of the Society. We will start the ball rolling by having some books for sale on the IMCoS stand at the London Map Fair. Hope to see you there.





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My Favourite Map

A Topographical Map of the County of Norfolk

by Gerry Zierler

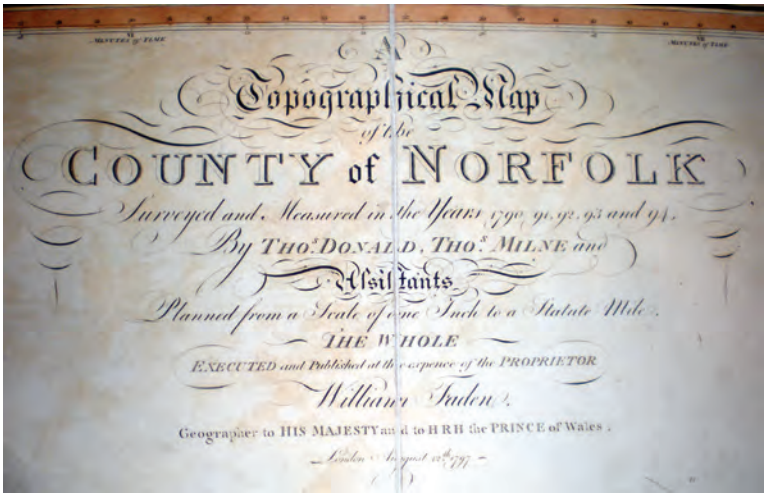
Gerry Zierler, who lives in London, has been a member of IMCoS for about 15 years and has been a 'mapaholic' most of his life. He used Ordnance Survey maps as a boy in the Combined Cadet Force and then became obsessed with collecting and drawing public transport maps. He later ran a TV studio near the British Museum and "…spent far too much money on old folded maps of London". These were the mainstay of his collection which now includes some 3000 atlases of all ages.

I am a self confessed mapaholic but my collection of maps and atlases is more quantity than quality. However, unlike some serious collectors I am not driven by the investment as I cannot really afford most of them; my interest is more in the area covered or, more often, the quality of the cartography itself.

So when challenged to write on my favourite map out of an eclectic total of over 20,000 I had momentary brain failure. Then I thought, desert island discs style, which one would I want to keep if all the rest had to go. That made the task easier and I have chosen 'A Topographical Map of the County of Norfolk Surveyed in the Years 1790, 91, 93 and 94 By Thos Donald, Thos Milne and Assistants…The whole executed and published at the expence of the Proprietor William Faden, Geographer to His Majesty and to HRH the Prince of Wales'.

Fig.1
The whole map of Norfolk opened out by Gerry Zierler during the collectors' evening in March. (Photo by David Webb).

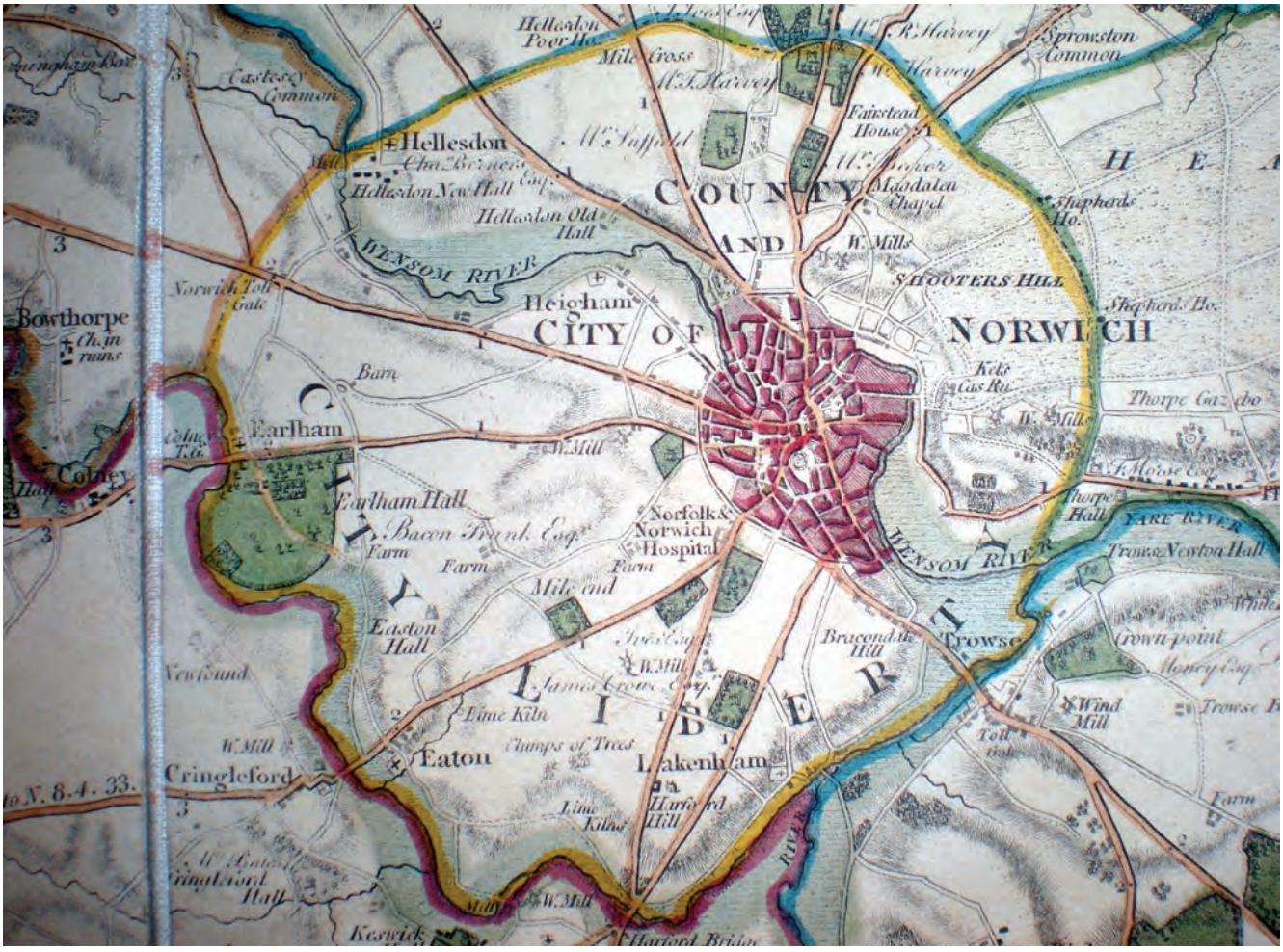




This is a beautiful, large, one-inch-to-the-mile map published in 1797 which I found on the stand of a nature bookseller at the monthly Russell Hotel bookfair in London, about 20 years ago. Although entirely out of place in that bookseller's hands, its binding and gilt title caught my eye: I can smell a map at ten paces! I discovered that this quarto tome was in fact a fine leather slipcase which contained the map, in pristine condition. I relieved the bookseller of it very quickly and felt the overwhelming joy of finding a dealer who is not an expert in our field!

When opened out, the dissected map measures nearly 6 ft by 4 ft [1.22m x 1.83m] and is backed in linen. Fortunately it was in perfect condition despite being made 200 years ago, and the cartography and colour are still good enough to delight anyone. I don't know its provenance but it could have come from the library of one of the landed gentry in Norfolk whose seats and parks are depicted on the map. For example, Sir Edmund Bacon, Bart, at Raveningham or Thos Wm Coke Esq. at Holkham Hall, who promoted the map when its author, William Faden, applied to the Royal Society of Arts for an award. Unfortunately, he was unsuccessful possibly because he took too long with the surveying - five years instead of the stipulated two. Those subscribing to the map's

(Below) The area around Norwich, the only big town not included by Faden as an inset.



publication early not only got a reduction from 3 guineas to 2½ guineas (£2.62 in today's currency) but they probably had their name engraved on the map too.

'Parks of the Nobility and Gentry' heads the key to symbology called 'Explanation' on this comprehensive map. Land is also differentiated between woods, fen and marsh lands, and commons and heaths, most of which were to disappear shortly afterwards in the enclosures. Great Roads came first and then Cross Roads, using the original meaning of less important or link roads. With mills, a distinction is made between wind, water and drain mills. This significance in Norfolk is now largely lost.

The lettering on the map is superb. The largest lettering, Roman capitals, is used for the Hundreds though parishes hardly get a look in. Roman remains, as with 'Garrionenum' [sic], the remarkable Burgh Castle and then just over the Suffolk border, have Gothic lettering. There are even depths taken



Gerry displaying the slipcase of his favourite map.

(Below)
The inset of Great Yarmouth drawn at about 15ins:mile (but not reproduced here to scale), possibly based on an earlier work by Swinden.



from accredited maritime surveys in Yarmouth Roads and Happisburgh Gatt, together with details of the width of nine 'Breaches made by the sea in the Marum Hills', perhaps a foretaste of the 20th century disasters to come there.

There are three town plans at much larger scale: Great Yarmouth, Lynn and Swaffham, but why not the important county town of Norwich? Perhaps this was a commercial consideration; maps by other cartographers were already available for Norwich and, as we know from the elaborate title, this entire publication was at William Faden's 'own expence' [*sic*]. Also provided by Faden are latitude and longitude of the churches in Lynn and Yarmouth, a hint perhaps of the base of his surveyors' triangulation.

"Very flat, Norfolk!" said Noel Coward. He was mostly right except in the north but to look at Faden's hachuring you wouldn't think so. Nonetheless, the hachuring was most effective in emphasising the many watercourses and modest elevations especially around the (unaltered) Norfolk Broads. But it is interesting to see how much the coastline has changed if you compare it with a modern map: The Wash, Scolt Head and Blakeney have all changed considerably.

Faden's *Norfolk* is not particularly rare, but owning this copy of his map, for me, sums up the joy of collecting. I was excited to find it and bought it for a reasonable price. Also, it is in excellent condition and historically interesting, not to mention a beautiful item cartographically. I am grateful to Raymond Frostick for his recent expert advice (at the IMCoS members' meeting!) on this particular version of the map, which is numbered 61.3 in his forthcoming book on maps of Norfolk.

Further reading:

J.C. Barringer MA., *Faden's Map of Norfolk. With extra maps by David Yaxley*. The Larks Press, Ordnance Farm House, Guist Bottom, Dereham, Norfolk NR20 5PF.

Andrew Macnair and Tom Williamson, *William Faden and Norfolk's 18th-Century Landscape*. Windgather Press, Oxbow Books, Oxford, UK. Note that this book will be reviewed in a forthcoming issue of the *IMCoS Journal*.



The Norfolk Broads area on Faden's map.

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A Meticulous Cartographer

William Burchell's map of South Africa

by Roger Stewart

The 16th of June 2011 is the bicentenary of William John Burchell's departure from Cape Town on a journey into the interior of Southern Africa 'for the purpose of acquiring knowledge'. His primary interest was botany. In addition to other fields of knowledge and numerous skills, Burchell was a meticulous cartographer whose map of Southern Africa was a milestone in the history of the mapping of that country. The map is mentioned favourably, but usually en passant*, in publications on South African cartography and this is an appropriate time to remind ourselves of the map and the man.*



Fig. 1 William John Burchell in 1819, four years after his return to England. He recovered from the* ptosis *(causes drooping eyelids) with which he returned from South Africa.

William John Burchell was born in Fulham, London, in 1781 and died by suicide in 1863. Burchell was a scientist, courageous explorer, geographer and cartographer, ethnographer, talented artist, amateur musician, linguist and skilled author. His exceptional talent was in the natural sciences, particularly botany, but also zoology. He was only 22 years old when he was elected a fellow of the Linnaean Society. Oxford University awarded him an honorary Doctor of Civil Law in 1834.

Burchell made significant contributions to the botany of St. Helena, where he was a school teacher and the resident botanist for 5 years. In 1806, while on St. Helena, he met Martin Lichtenstein who was returning to Germany after extensive travels in South Africa. This meeting may have prompted Burchell to follow the suggestion of ex-Governor Janssens, of the Cape Colony, to visit the Colony to expand his botanical collection. Burchell travelled extensively in South Africa between 1810 and 1814 and was in Brazil between 1825 and 1830. During these travels, he made many discoveries and accumulated an enormous collection of botanical and zoological specimens.

Burchell was only 29 years old when he departed from Cape Town in June 1811 on a journey into the interior of Southern Africa. He was accompanied by six Hottentot assistants and he travelled in a unique modification of the Cape ox-wagon that he had designed. For approximately four years and over 7, 000km it was his mobile home, art studio and laboratory. He returned to England in 1815 with 48 cases of materials comprising, *inter alia*, more than 60,000 biological specimens: plants, animal skins, skeletons, insects, seeds, bulbs and fish. He also returned with hundreds of drawings, watercolours and a detailed journal.

In 1822, he published 'A Map of the Extratropical Part of Southern Africa' (Norwich's map #189) in the first volume of his highly regarded *Travels in the Interior of Southern Africa*. Burchell's map is mentioned favourably, but usually *en passant*, in publications on South African cartography. However, it was an influential milestone in the history of the mapping of South Africa.

Burchell's Mapping of South Africa

Burchell set out to chart his travels accurately. Despite no formal training in the field, he was a meticulous cartographer and unlike most explorers, he devoted 5½ pages in Volume 1 of his book to describe in some detail his cartographic methods. He also provided an 18-page table of his cartographic and meteorological data. Included in the observations and journal entries at his stations were: the distance he travelled between stations, which he calculated from the number of revolutions of one of the wheels of his wagon (he had calibrated this measurement); the bearings and trigonometric intersections of 'distant and remarkable mountains'; longitude, from dead reckoning and sometimes from observations of eclipses of the moons of Jupiter; latitude, determined at night with an 8-inch Troughton sextant ('the nonius to every ten seconds') – his measurements of latitude were very accurate. His meticulous, scientific approach and published primary data set him apart from his predecessors and even many of his successors ... and allows us today to retrace his 'track' accurately.



Fig.2
William Burchell's map of South Africa engraved by Sidney Hall.

In England, Burchell 'laid down my own track entirely and solely from my own observations, made during the journey'. He constructed a primary map on a scale of 9 inches to one degree of latitude. This resulted in an enormous map of approximately 7½ feet by 8½ feet (2.28m x 2.59m).

Burchell went to extraordinary lengths to map areas of the country he did not visit: 'the most troublesome part of my labour ... (that) exercised the whole of my patience'. Particularly troublesome were the regions inland of the north-west coast and of the coast east of the mouth of the Great Fish River, the most eastern extent of his travels. He described the north-western part of his map as 'a sketch'. He concluded that cartographic information on the country east of the Great Fish River was too unreliable for inclusion in his map. He evaluated maps by cartographers such as Arrowsmith (Aaron I) and De la Rochette. He inspected a copy of at least one map commissioned under the Dutch Government in the late 18th century (reduced forms of likely maps are Plates VII [Frederici & Jones] and VIII [Duminy] in Koeman's *Tabvlae Geographicae quibus Colonia Bonae Spei antiqua depingitur*; the copy he saw was, perhaps, a composite of the two).

Burchell was very frustrated by the maps of some explorers. From their narratives, he plotted their routes on his large scale map. He concluded that from none of the maps by François Levaillant, Anders Sparrman and William Paterson (a close copy of Sparrman's) 'could I appropriate any thing than the mere names'. Burchell did not use John Barrow's 'miserable thing called a map' ('Map of The Colony of the Cape of Good Hope': Norwich # 228 and Plate IX in Koeman's *Tabvlae*). Probably prompted by a dispute between them, Burchell's comments on Barrow's map became personal (in print, Barrow had been scathingly and, usually unjustifiably, critical about Cape explorers before and after him). Martin Lichtenstein was also, more politely, critical of Barrow's map. Burchell rated Lichtenstein's 'general map' the best he had seen (Plate X in Koeman's *Tabvlae*; Norwich's map no.231). Lichtenstein also had seen a copy of at least one of the van der Graaf maps – possibly the same one Burchell inspected (according to Koeman, Governor van der Graaf took the original maps to Holland in 1791).

Eventually, Burchell 'fitted and forced into shape, this heterogeneous collection of pieces'. For publication in his book, the large scale map was reduced to about a sixteenth: to 27½ x 32½ inches (70cm x 82.5cm). Burchell supervised the reduction and the engraving by Sidney Hall, 'who is entitled to the greatest credit for accuracy and fidelity to the original'.

Burchell's map

Notable features of Burchell's map are the co-ordinates of his stations, the names of many of his hosts, translation of relevant Dutch and a few Hottentot words, explanations of signs and abbreviations, the date of establishment of numerous towns and some pertinent annotations, including the date of his arrival at the stations. Burchell's map was the first to record the location of the Asbestos Mountains, near present day Prieska, which he saw and drew, and of the famous Cango Cavern (Caves), which had been 'discovered' some 40 years earlier, but which he did not see.

Somewhat controversially today, Burchell favoured the retention of place names used by the indigenous inhabitants. Therefore, he preferred Gariep River to Orange River, as it was named by Colonel Robert Gordon in 1779. In contrast to Arrowsmith and in view of the rapid expansion of the colony and accompanying changes to the political and administrative borders, Burchell decided not to include these borders in his map. In his book, however, he proposed ten geographical and five political regions of the area he had mapped.

Influence of Burchell's Map.

In the first two decades of the 1800s, maps of the Cape of Good Hope by Aaron Arrowsmith I were influenced by Barrow's map. It is likely that Burchell's map was an important primary source for 1825 and later editions of the maps by Aaron II and Samuel Arrowsmith, who plotted Burchell's route. Burchell's map was a primary source for the 1828 map of Southern Africa by Sidney Hall, Burchell's engraver. Hall's own map of the region appeared in Hall's *Atlas* which was published in 1830 by Longman, Rees, Orme, Brown & Green (who had published Burchell's book).

Burchell's map also influenced the 1834 map of John Arrowsmith (Cape of Good Hope) and possibly the SDUK map (South Africa). These maps, considered the most accurate at the time, have been investigated in detail ('The Arrowsmith and S.D.U.K. maps of South Africa of 1834 - Source material and geographical significance.' Elri Liebenberg ICA International Cartographic Conference, June 2005). Arrowsmith plotted many of Burchell's stations; he and the SDUK also included new geographic information supplied by Burchell, such as the Asbestos Mountains. These two maps were reduced copies of a large manuscript map (6¼ x 4ft; 1.9m x 1.2m) that had been drawn by Lewis Hebert Senior in the Colonial Department; it is now in the National Archives in London. It is likely that Burchell's map was primary source material for the Hebert map west of 27° East.

Burchell's Legacy

Numerous plants and animals were discovered and named by Burchell, a few of which have been named after him but his enormous manuscript map has not been found and his published map is quite rare. Only 750 copies of the first volume of Burchell's book were printed. According to Sidney Mendelssohn (in his South African Bibliography), many of the books were broken in the 19th century for the attractive aquatints.

Burchell's collections and accompanying documents went to Kew Gardens and the University of Oxford's Museum of Natural History. Most of his beautiful drawings went to his sister and then, after her death, to their brother who brought them to South Africa (over 300 of which are now in the Gubbins Collection at the University of the Witwatersrand and in Museum Africa). There is no record of the existence of the manuscript of other volumes of Burchell's book. They would have described his return from the north-eastern end of his trip. Unfortunately, the journals of most of his return are also missing. Fortunately, we have a good description of his cartographic methods; the narrative of his outbound trip; the field notes of his entire trek and his well annotated map that includes the route he followed back to Cape Town. Using recent topocadastral maps and extracts from Burchell's field sheets (edited by Helen McKay and published in the *Journal of South African Botany* 1943; 9 (3), 27–38), I have been able to reconstruct Burchell's entire trek on Google Earth, part of which is illustrated above.

On his return trip, Burchell spent approximately 4½ months in this area. In 1819, he reluctantly provided information on the Cape to a select committee of the House of Commons and suggested that Albany could be a suitable area for settlement. Soon after, he wrote a pamphlet giving hints on emigration to the Cape of Good Hope. Partly as a consequence of his information, in 1820 the English Government sent the first settlers into the area; they landed near Port Elizabeth on the shore of Algoa Bay (now Mandela Bay). This was the beginning of an interesting and turbulent period in the Eastern Cape, the western border of which is the Great Fish River. Burchell's brother settled in the area in 1821 and some of his descendents still live there.

Burchell is best known for his contributions to botany and zoology, for his beautiful drawings and paintings and for the exceptional narrative of his travels in Southern Africa. However, he also made a valuable contribution to the accurate mapping of the interior of Southern Africa that influenced later, highly regarded maps.

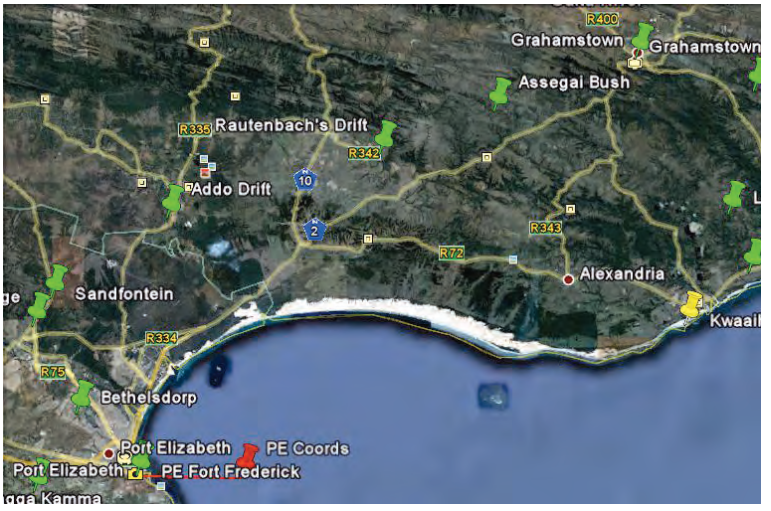


Fig.3 Burchell's stations (green place marks) near Port Elizabeth and in Albany, to the north-west

The author, Roger Stewart (below), lives in Cape Town. He collects maps of South Africa.



Acknowledgments

I thank the National Library of South Africa for permission to use the image of their copy of Burchell's map (Reference KHC AZ 1822. I also thank Elri Liebenberg for sharing with me her insight into the maps of South Africa by Hebert, Arrowsmith & the SDUK.

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Canny Collecting

Affordable maps... a haphazard selection: Part Two

by Rodney Shirley

The first part of this article, describing six 'Collectable and Affordable' maps priced under £50 when bought, appeared in the Spring Journal (No.124). A further six maps in the same category are described in this second part.

There were a large number of scientific thematic maps produced throughout the nineteenth century. Many of these were initiated by Heinrich Berghaus in Germany and were reproduced elsewhere, including appearances in expansive works such as *The Physical Atlas of Natural Phenomena* published by Alexander Keith Johnston from Edinburgh in the 1850s.

Single sheets from such atlases need not be expensive and offer the opportunity to form a

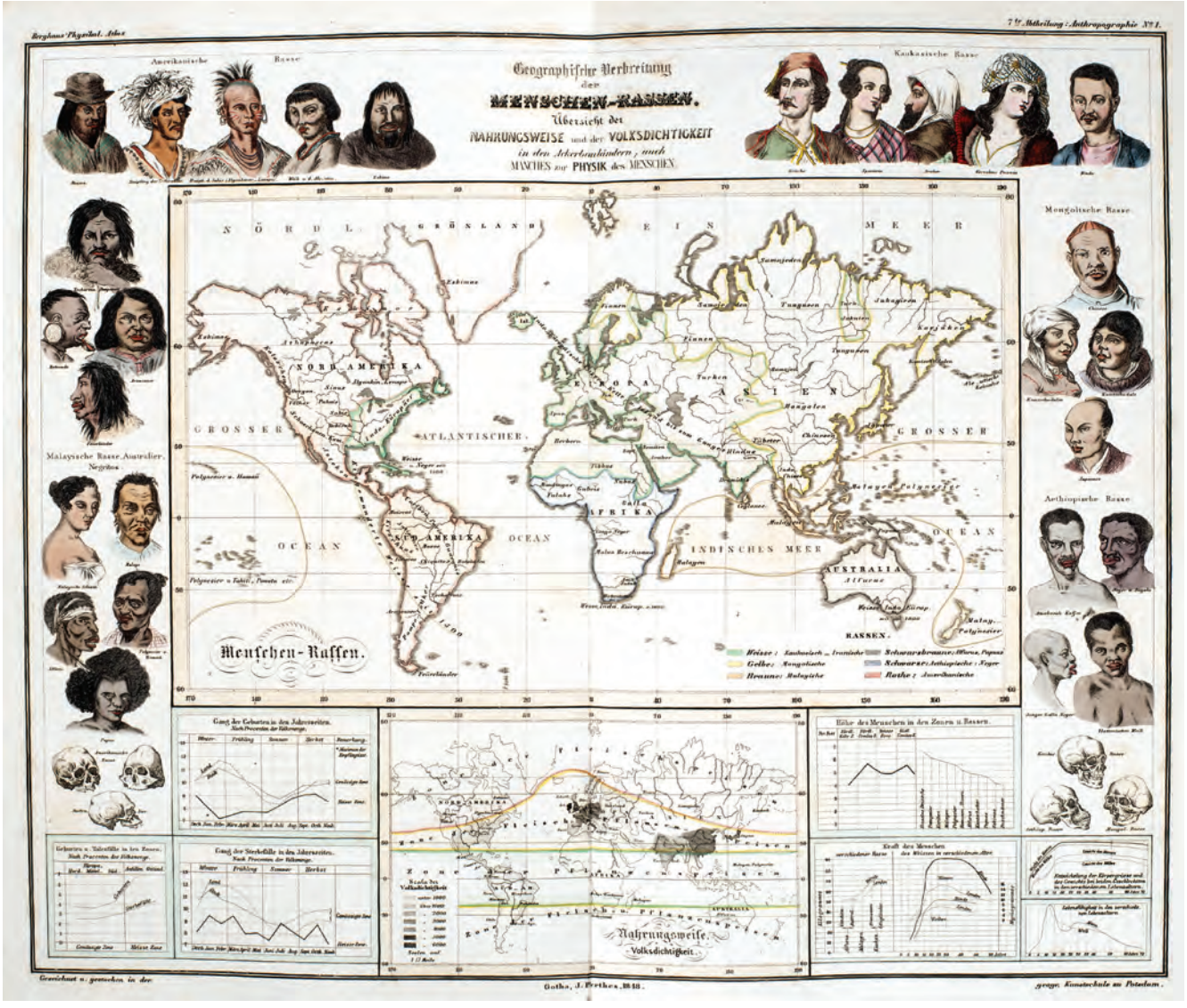


Fig.7
The main ethnographical sheet from Heinrich Berghaus's atlas of 74 maps dated 1845-1849. See also the illustration on pp.32-33 of* IMCoS Journal *No.83, Winter 2000.

specialised scientific collection dealing with, for instance, hydrology or botany and natural history, or the earth's physical features such as meteorology and magnetism. Human facial characteristics were also much studied by nineteenth-century ethnologists with conclusions as to morality and characteristic behaviour which would be quite unacceptable today. My first map (Fig.7) is the main ethnographical sheet from this Berghaus atlas dated 1845-1849.
[The atlas was bought at a German book fair in 1999; pro-rata map about £40].

Another thematic map, one of a very large number of those produced later in the 19th century, is the 'Isochronic Passage Chart for Travellers' by Francis Galton (Fig 8, below). It shows the shortest number of days from London which a traveller might take to reach any part of the world. It was produced in 1881, well before the era of air travel, and is coloured lithographically to reflect the time taken to travel by sea and then inland 'using such further conveyances that are available at reasonable cost'. Perhaps it was meant to be consulted by would-be explorers as part of the advice offered by its publishers.
[Bought from the Royal Geographical Society, London in 2000 for £15]

This map is an unusual oddity (Fig 9, right). Titled 'Loegrie', it is one of the items in Philippe Briet's atlas P*arallela Geographiae Veteris et Novae*, published in Paris, 1648. It shows part of England, cutting off most of Wales and Devonshire, and all of Cornwall. Otherwise the remainder of the English counties are named, as well as being tinted in early colour. The name 'Loegrie' was unfamiliar to me for a good many years but I discovered recently that it is an ancient and obsolete name for King Arthur's legendary realm in England, the word itself being derived from the Welsh. I have not come across any other historical map under this name.
[Bought from a UK dealer in 1989 for £40]

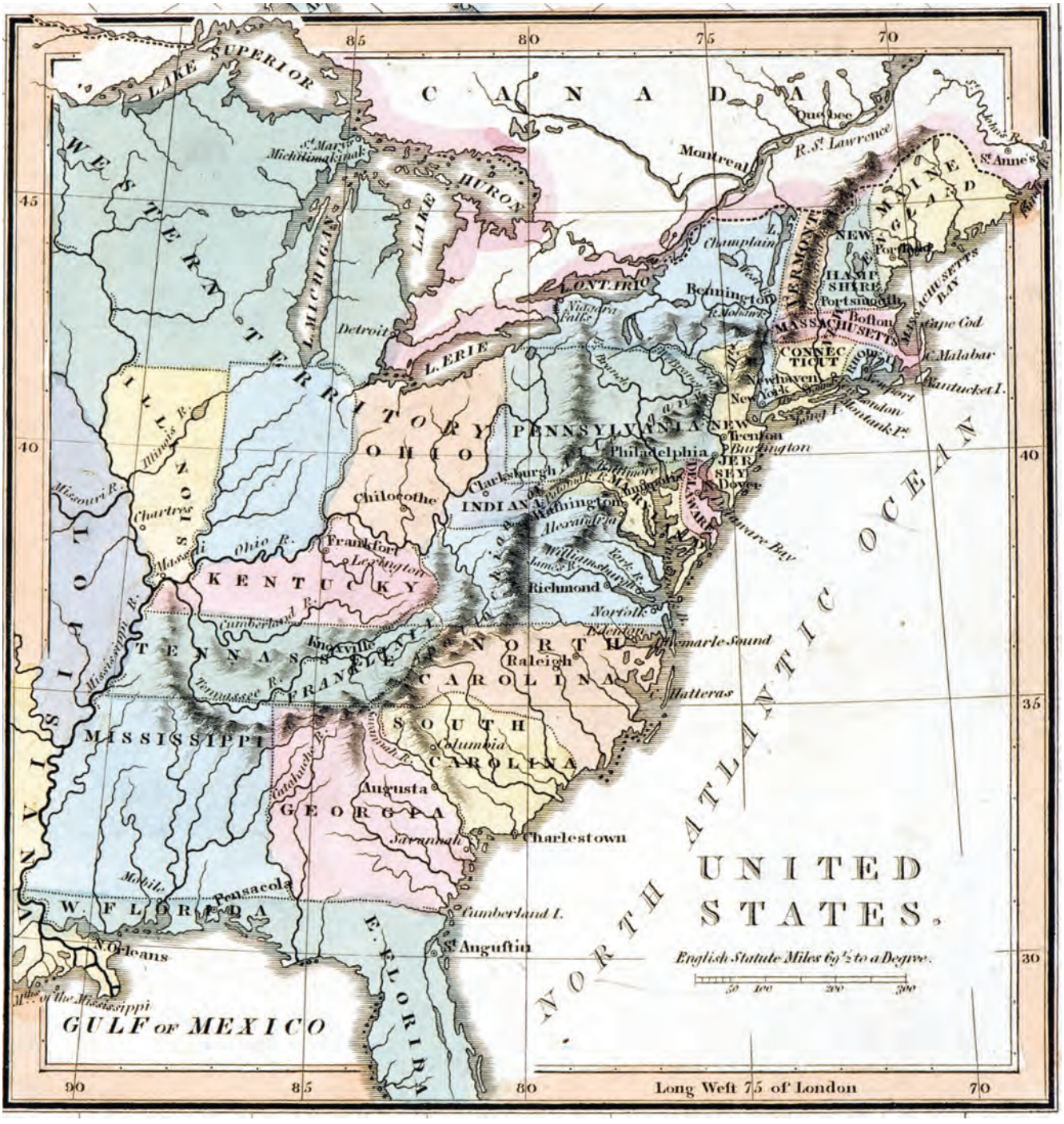


Fig. 8 The 'Isochronic Passage Chart for Travellers' by Francis Galton produced in 1881.



Fig. 9
This map of 'Loegrie' shows part of England and apparently represents King Arthur's legendary realm.

Fig. 10
A map showing the state of 'Franklinia' in the USA (centre of map) which only existed for four years (1784-1788) and was named after Benjamin Franklin. The map appeared in L'Abbé Gaulthier's* Complete Course of Geography, *1823.



The tenth item (Fig.10, left) is from an atlas containing 12 maps which I bought a good many years ago without fully realising that it also included a most uncommon 'curiosity' map. The atlas is an English one and is the Abbé Gaultier's *Complete Course of Geography by means of Instructive Games*, published by Harris & Son, London, in 1823. The map shown is an inset from a full page map of the Americas. Up to a year or so ago I had not looked at it closely enough to see that it includes the short-lived state called Franklinia, lodged between North Carolina and Tennassee [sic].

Franklinia was named after Benjamin Franklin, the renowned scientist and diplomat, and one of the founding fathers of the United States. It was a state which had a transitory existence between 1784 and 1788 although the name did still appear on a few maps up to the 1840s. Early settlers declared their independence and in 1784 enacted a state constitution based on territory between the Appalachian and Cumberland mountain ranges. However there were difficulties over Spanish encroachments, Indian tribal claims, and lack of formal recognition by Congress.

[From a folio atlas of six outline and six fully detailed maps by L'Abbé Gaultier acquired for £200 at a UK Map Fair; pro-rata £25 for the map]

Another postcard map, the first being Fig. 6 in Part I of this article, depicts the Panama Canal and Canal Zone, including statistical details and an altitudinal cross-section (Fig.11, below). The verso carries a message and two Panama stamps with a clear postmark dated 25th July 1914, three weeks before the Canal was first opened to traffic. My own preference is always for map postcards with franked and dated stamps in spite of them usually fetching slightly higher prices, although not in this instance.

[Bought from the UK Postcard Fair in 2008 for £10].

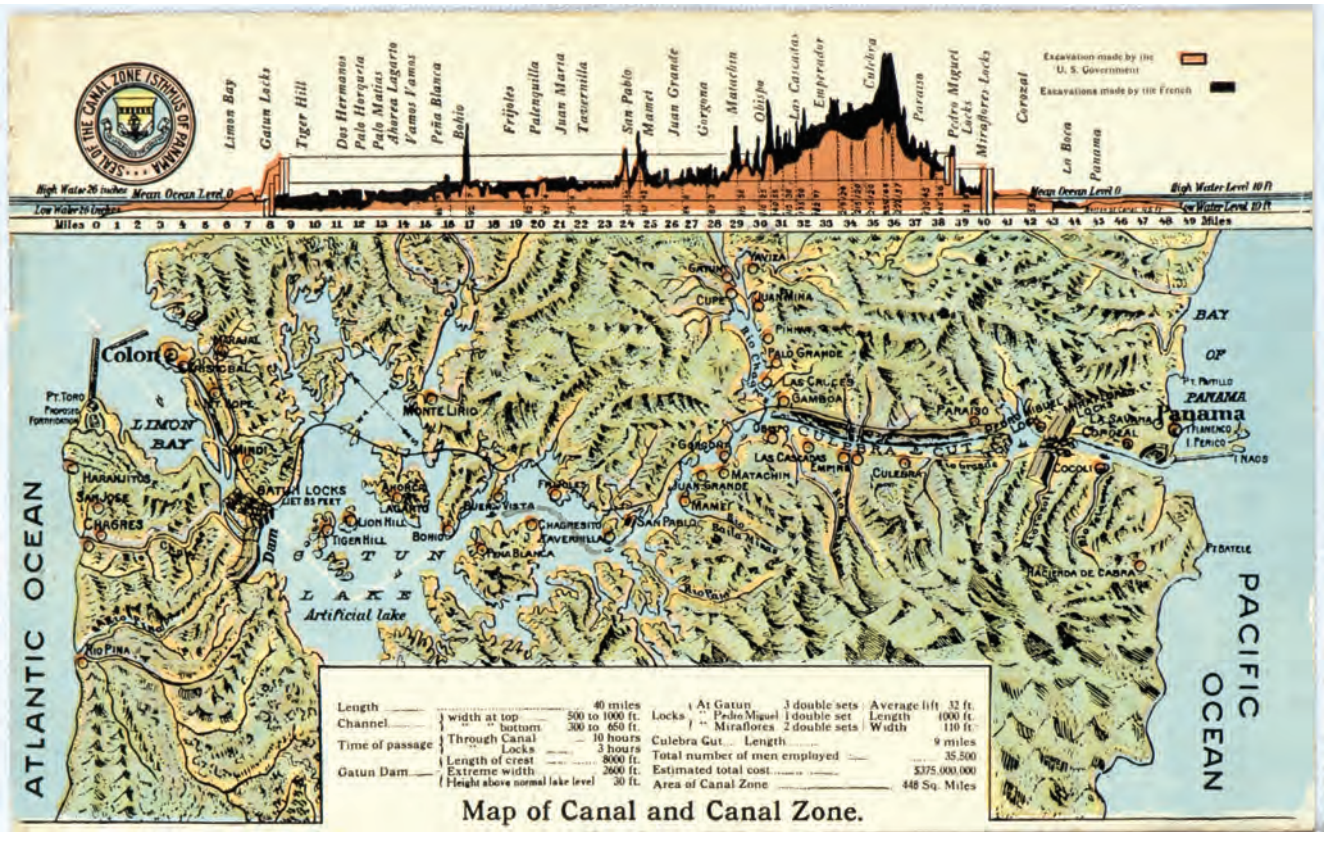


Fig. 11
This postcard map shows the Panama Canal and the Canal Zone and is postmarked 25th July 1914, three weeks before the Canal first opened.

The final map in this short series (Fig.12), comes from the mid-twentieth century and belongs to the select group of cordiform maps of the imagination, harking back to the 16th century, if not earlier. Titled in Latin 'Imperii Cordis Topographia' (Map of the Empire of the Heart) the text is otherwise entirely in German and is one of few such maps produced in Germany in the immediate post-war years. In the lower right corner there is the date 1947 and the signature W.G.Maxon, a name not otherwise recorded cartographically but possibly to be equated with Wilhelm G Maxon (1894–1971), a minor German landscape painter and graphic artist. The form of printing would seem to be lithographic, posing as a woodcut, with yellow, pink and green tinting.

The heart-shaped island has no actual geographic correspondence but is full of textual detail. It is roughly in two parts: to the left is 'Libidonien' or eroticism and to the right is 'Frigidonien' or frigidity. As well as many named features corresponding to the heart's supposed emotions there is a 15-line numbered key signalling further psychological situations. The map's text deserves a complete translation, probably best tackled by a sympathetic (German-speaking) Freudian or Jungian analyst. Are there any volunteers? If so, please contact the Editor. [Bought from a German dealer in 2002 for £27].

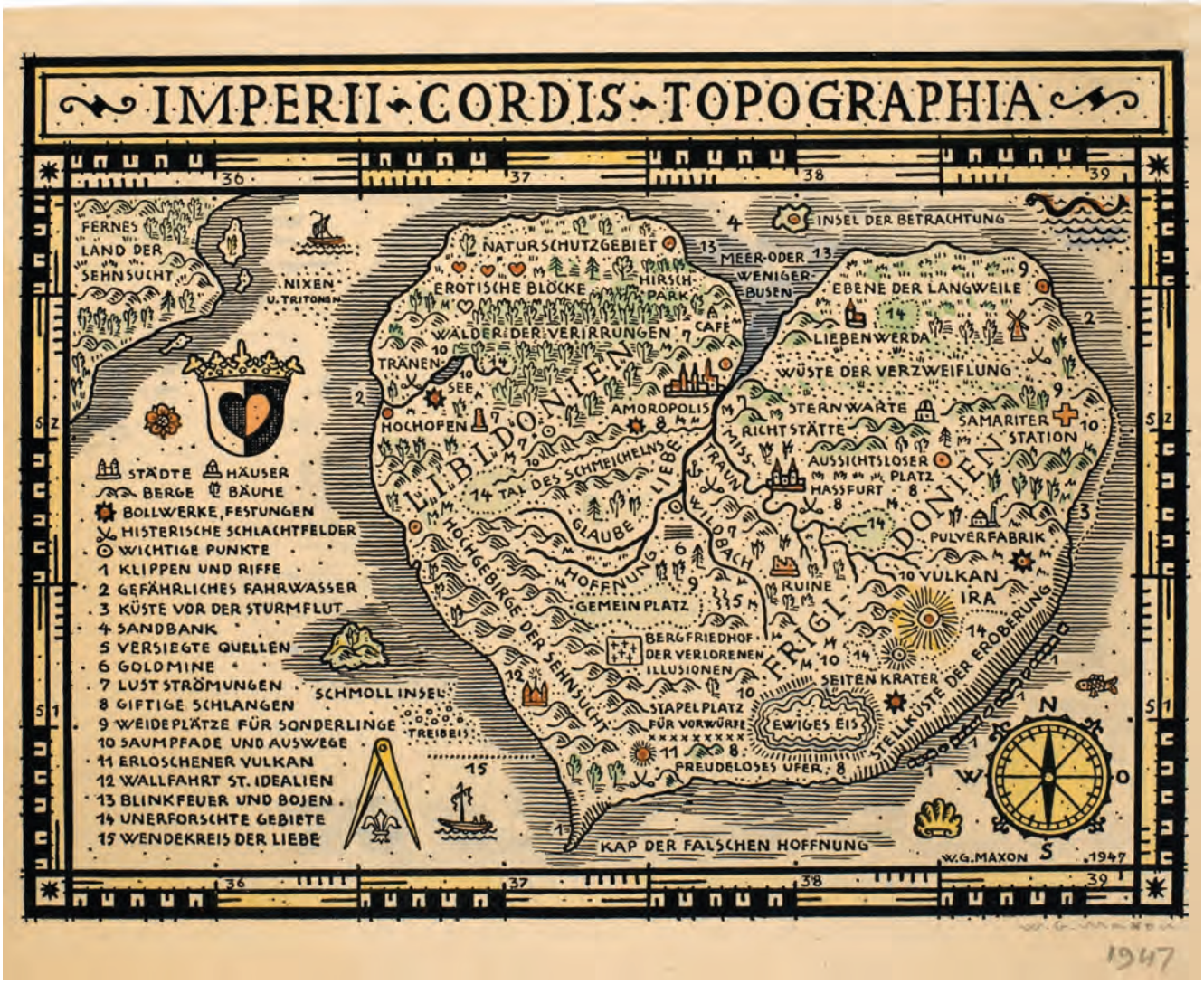


Fig. 12
A heart-shaped or cordiform map which comes from the mid-20th century although it harks back to earlier times.

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Hysterical Maps

The 'cock-eyed' maps of the Lindgren Brothers

by Craig Clinton

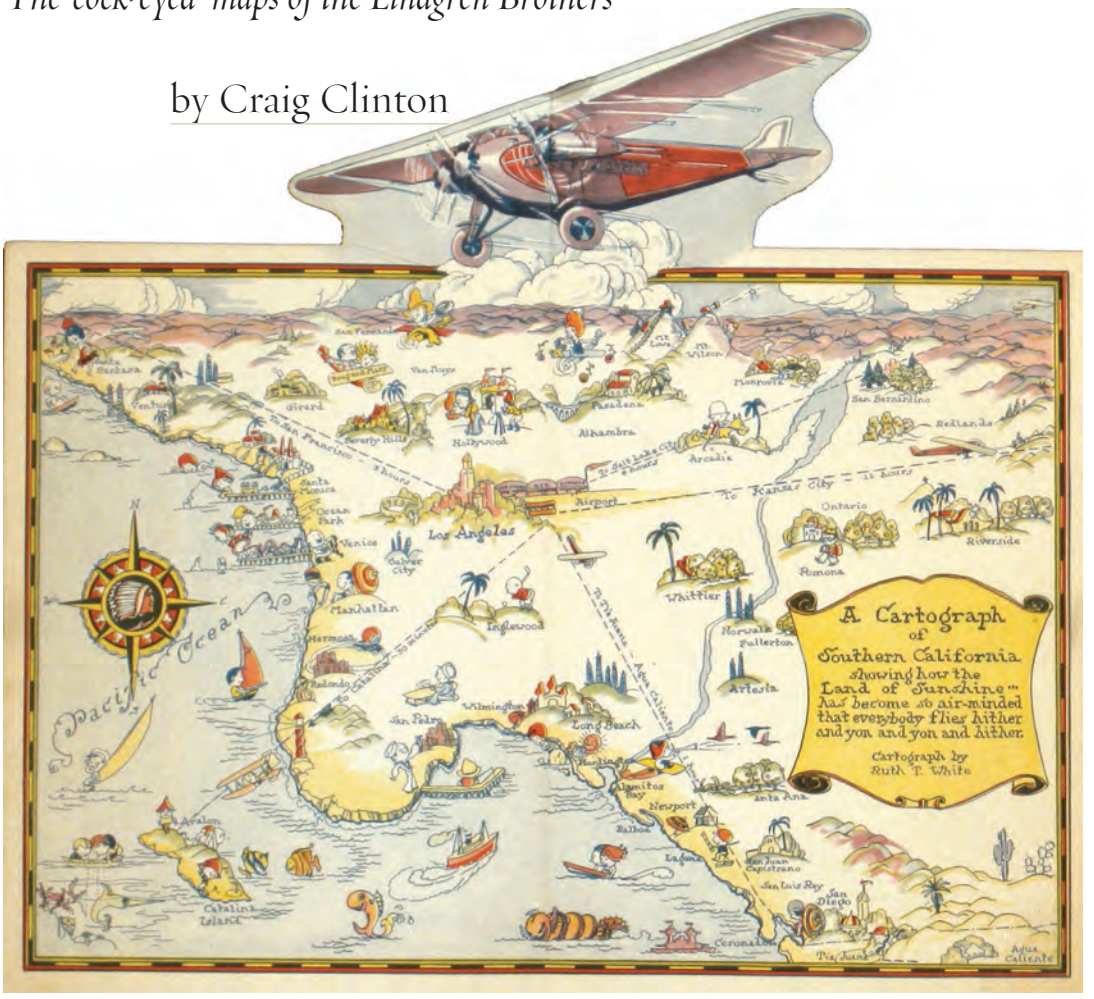


Fig. 1 Cartograph by Ruth Taylor White for Western Air Express 1929 7¼ x 10¼ ins [18.4 x 26cms] with pop-up 'plane.

Separated from the Pacific coast city of Seattle, Washington, USA, by 280 miles (450 km) of semi-arid steppe or 'high desert' is the state's second largest city, Spokane. At the end of the nineteenth century fortunes were made in Spokane in mining, timber, and agriculture and by 1920 the city, self-identified as the 'Heart of the Inland Empire,' boasted a population in excess of 100,000. Here, far from the country's major centres of commerce, a business was established that, beginning in the early 1930s, created an extraordinary repertoire of distinctively modern and unmistakably American pictorial maps.

The origin of these maps lies in a business partnership formed in 1928 by the Wisconsin-born Lindgren brothers, Hjalmer (Jolly) and Oscar (Ott or O.S.). Drawn by the robust commercial activity that marked Spokane in the 1920s, they established a printing and sign–making business in the city; Jolly (1895-1952) was the artisan who crafted the firm's product while Ott (1892-1967) oversaw administration and production. From its very beginnings, according to a 1970s trade publication, the brothers 'began pioneering what was then a comparatively new idea – screen printing.'[1]

Silk screen came into wide commercial use in America following World War I; the process was central to the Lindgren's operations from the firm's inception. In the 1920s, commercial manufacture of artwork, numerals or lettering by silk screen involved the use of multiple hand-cut stencils. Pigments were forced through each of the



Fig.2 Spokane Country - Palouse Dust version 1932 (detail) 19½ x 14 ins [49.5 x 35.6 cms]. Used by permission of the Museum of Arts and Culture, Spokane.

stencils with a squeegee to produce a layered multi-coloured end-product. In *The History of Prints and Printmaking* Ferdinando Salamon writes that silk screen, which originated in China centuries ago, is noteworthy in that it does not require 'the use of a printing press, and with the aid of a few technical devices … can give an almost unlimited number of impressions and is therefore particularly good for commercial use.'[2]

At the outset of what became the Great Depression the Lindgren business was prospering and in 1930 the brothers hired Theodore (Ted) Turner, *Jr.* as director of sales and customer relations. In 1949 Turner became a partner in the business, which was renamed Lindgren-Turner. In his brief history of the company written in 1980, Turner comments on the Lindgren Brothers silk screen process:

The equipment required but a minimum investment to enable them to get started. … They bought Swiss silk from a flour mill supply company. It was the silk bolting cloth used for sieves in flour mills. This was screen for the stencils. Printing was accomplished by paint applied through the open mesh of the stencil with a rubber blade of a squeegee onto the material to be printed. Ordinary



Fig.3
Puget Sound Country 1933 19 x 20½ ins [48.3 x 52 cms]

house paint was all that was available. This required 'filler' ingredients to doctor it up and give it the right paste consistency. … Their own recipe called for starch, vinegar and kerosene to achieve proper drying, non-blotting and sharp lines. … [Ott's] steady hand cut precision paper stencils from Jolly's art layouts….[3]

The stock market crash of 1929 brought with it hard times across the country and, over time, the Lindgren business, along with so many others, suffered severely. It was in 1932, with the depression in full swing, that the Lindgrens produced their first map, on this occasion using what Turner termed 'a new but rather crude method' of making silk screen stencils photographically. The use of photography to create stencils, Turner wrote, 'was revolutionary to screen printing. Now it was possible to reproduce fine detail lettering and illustrations.'[4]

Turner wanted the firm to produce a calendar for 1933; it would keep the Lindgren name before the public throughout the year while providing, via the calendar's artwork, an inexpensive method for introducing their new process colour printing. Thus



Fig. 4
Rainier Nat'n'l Park 1933 19 x 19 ins [48 x 48 cms]

was spawned the first in a series of Hysterical Maps. In his history Turner states that 'Cartographs,' or 'maps for recreational areas and for many other purposes were being widely used,' thus 'it was a natural to come up with this idea for a map of Spokane, showing points of interest, recreation, etc.'[5]

The term Turner employs, 'Cartograph,' immediately brings to mind the work of Ruth Taylor White, whose pictorial route maps for Western Air Express (*c.*1929), and illustrated Hawaiian Islands maps (*c.*1930), among other commercial projects, feature as a light-hearted means of promoting tourism, brightly coloured cartoon figures in stylised landscapes. Significantly, these maps were inscribed by their maker: *Cartograph by Ruth Taylor White*. (See Fig.1)

The concept of the Hysterical Map was straightforward – it would be a comic map of contemporary reference as distinct from *historically*-themed pictorial maps documenting events from the past. Turner recalled Jolly Lindgren stating at the time: "What this country



Fig.5
Yellowstone Park
1933 19½ x 20 ins
[49.5 x 51 cms]

needs now is something to put a smile on people's faces,"[6] a concept Lindgren carried through in creating the map he entitled the *Hysterical Map of the Spokane Country*, followed (in somewhat smaller letters) with the inscription: '...slightly cockeyed.' The map (approximately 20 x 14 inches [50.8 cms x 35.56 cms]) features cartoon figures in a rural landscape representing the environs of Spokane (the city itself identified by towering buildings) with humorous notations scattered across the map's surface. A compass rose features a grinning face winking one eye in amusement.[7]

The map was printed on tan paper in five colours: green, blue, brown, red and white, but the earth-tone of the paper dominates. Attached in the lower left corner was, initially, a calendar pad, but this was eliminated in later editions and replaced by billowing clouds of 'Palouse Dust' blowing in from the prairie (See Fig. 2). The 'Hysterical Map of the Spokane Country' proved enormously popular; according to Turner there



Fig.6
Yellowstone Park
1936 16 x 16 inches
[40.6 x 40.6 cms]

were three initial printings in the calendar format and three more in the Palouse Dust format.[8]

Turner's travels throughout the Northwest representing the Lindgren product-line, together with the success of the Spokane map, alerted him to the huge potential of Hysterical Maps and the following year (1933) the 'Hysterical Map of the Puget Sound Country' (approx. 19 x 20½ inches [48.26 cms x 52 cms]) was produced (see Fig.3). It pictures a vast area of the Pacific Northwest including the city of Seattle and communities north and south; the San Juan Islands to the west; the Olympic Peninsula and the southern tip of Vancouver Island. Like its predecessor, the map was printed by silk-screen process on tan paper, but only four colours were employed: red, white, blue, and black. It was boldly rendered: the sky blue of the ocean provides a vivid contrast to the earth-tone landmass; blood-red roadways like arteries entwine with one another as they traverse the countryside; place names, gags and puns are strewn in black across the whole, creating a

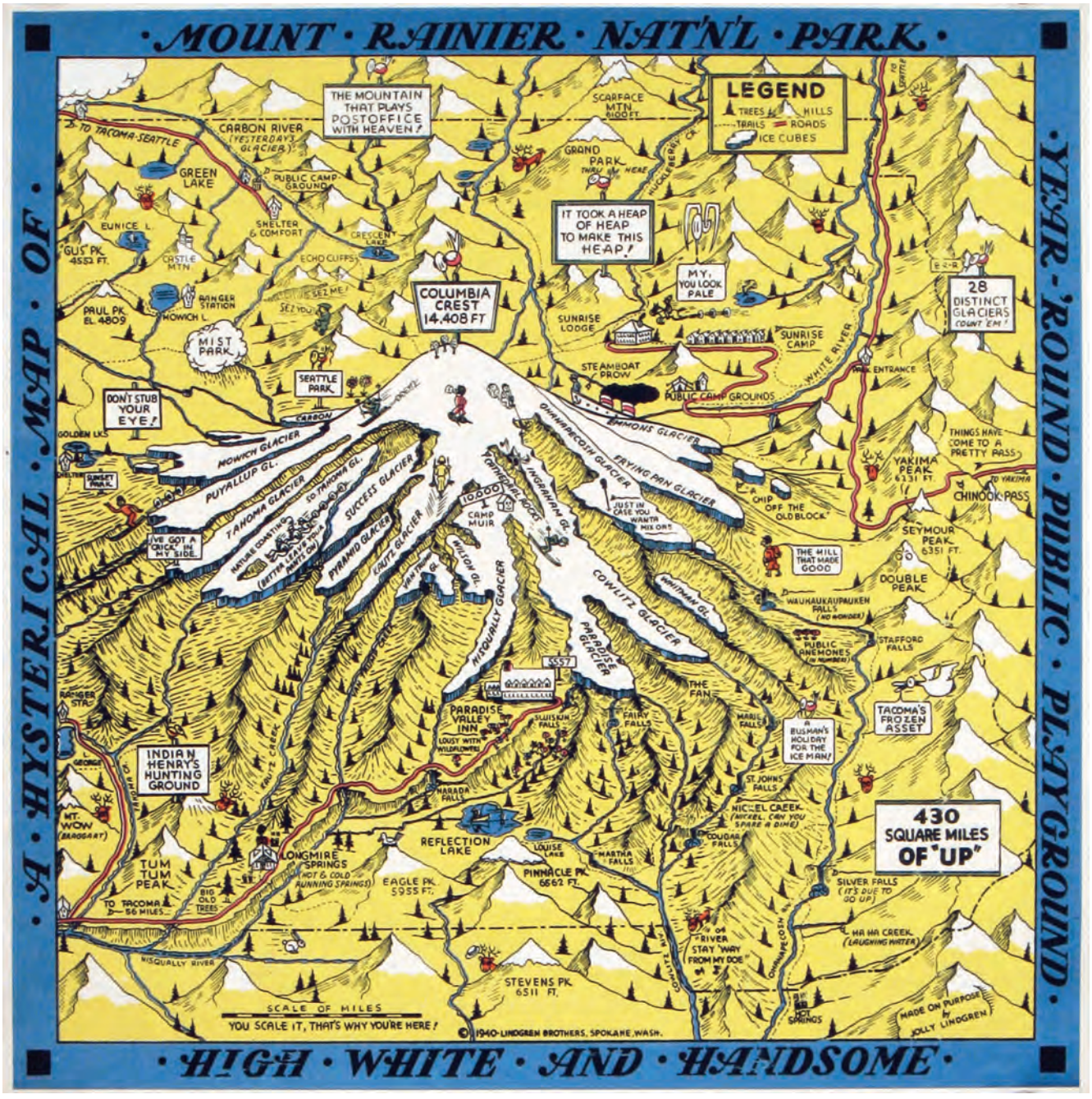


Fig.7
Mount Rainier Nat'n'l Park 1940
18 x 18 ins [45.7 x 45.7 cms]

hypnotic language field. Some editions of the map were issued folded in a 5 x 11 inch [12.7 cms x 28 cms] mailing envelope on which was printed 'Hullo! Here's Your Hysterical Map of the Puget Sound Country *from*…' and then a space for the name of the purchaser. As packaged, the 25¢ map made either an inexpensive gift *from* the traveller or an inexpensive souvenir *for* the traveller.

1933 also saw the publication of the 'Hysterical Map of Rainier Nat'n'l Park', which used the same colour palette as the Puget Sound map – red, white, blue, and black on tan paper (See Fig.4). This map (approximately 19 x 19 inches [48.26 x 48.26 cms]) was, like the Puget Sound map, boldly rendered and, in terms of the badinage employed and the labelling of sites, somewhat different from



Fig. 8
Death Valley 1948
19¾ x 14½ ins
[50.2 x 36.8 cms]

a subsequent Rainier map published in 1940 (See Fig.7). Another map from 1933, 'An Hysterical Map of Yellowstone Park With Apologies to the Park' (approx. 19½ x 20 inches [49.5 cms x 50.8 cms]), was also printed on tan paper in four colours – with dark blue replacing black (See Fig.5). The language, as was the case with the Rainier map, differs somewhat from a 1936 Yellowstone map. Significantly, it introduces a feature that would become a fixture on subsequent Lindgren maps: a light blue border of about ¾ inch [2 cms] that frames the whole. On this border, in a darker shade of blue, is the map's title and additional verbiage.

The Yellowstone map depicts several portals to the park used by visitors arriving by rail; once at the park they toured to picturesque sites in railway-operated park buses. However, in keeping with the changing times, the Lindgren map also depicts cartoon versions of private automobiles traversing the park's roads. As Alfred Runte notes in *Trains of Discovery*:

Democracy in the form of the automobile eventually would clamor at the gates of Yellowstone; before middle-class Americans took over the national parks, however, these scenic wonders would first be usurped by the railroads on behalf of their well-to-do clientele. Of the 51,895 visitors who entered Yellowstone during the summer of 1915, for example, fully 44,447 arrived by rail as opposed to only 7,418 by car. Just fifteen years later, however, the proportion had been completely reversed. In 1930 only 26,845 people used the rail entrances into Yellowstone in contrast to the 194,771 who entered by private automobile.[9]

Despite the Great Depression, automotive tourism within National Parks continued to increase dramatically in the 1930s, spurred by numerous government-funded Works Progress Administration road projects. These greatly facilitated travel, as did the establishment of cost-cutting public campgrounds within the parks. Further aids to travel were provided through road maps distributed without charge by oil companies in their pursuit of an expanded clientele at the gas pump. In his study of these promotional maps James R. Akerman observes that the artwork and advertising content of oil maps produced in the 1920s and 1930s 'associated automobile tourism and the consumption of automobile goods and services with refinement, patriotism, family responsibility, and other positive values.'[10] The Lindgren maps, with their folksy humour, provided inexpensive pictorial documentation of the actual roads travelled on and the sites seen by this growing demographic – the middle-class automotive tourist. National Park titles came to dominate the Lindgren catalogue.

A new format (16 x 16 inch [40.6 cms x 40.6 cms]) 'Hysterical Map of Yellowstone Park With Apologies to the Park' was issued in 1936 and proved to be, over time, one of the Lindgrens' most popular maps (See Fig.6). Now printed on white paper, the colours used in producing the map were more extensive than those employed in the earlier maps printed on tan paper. Yellow was chosen for the landmass (for *Yellowstone*, no doubt), red for roadways, black for the printed language, with highlights in green and two shades of blue, plus the exposed white of the paper. With this map a signature feature of later maps was established: yellow defining the landmass and a border of light blue on which the map's title and subtitle were printed in dark blue. Subsequent Lindgren maps can readily be identified through

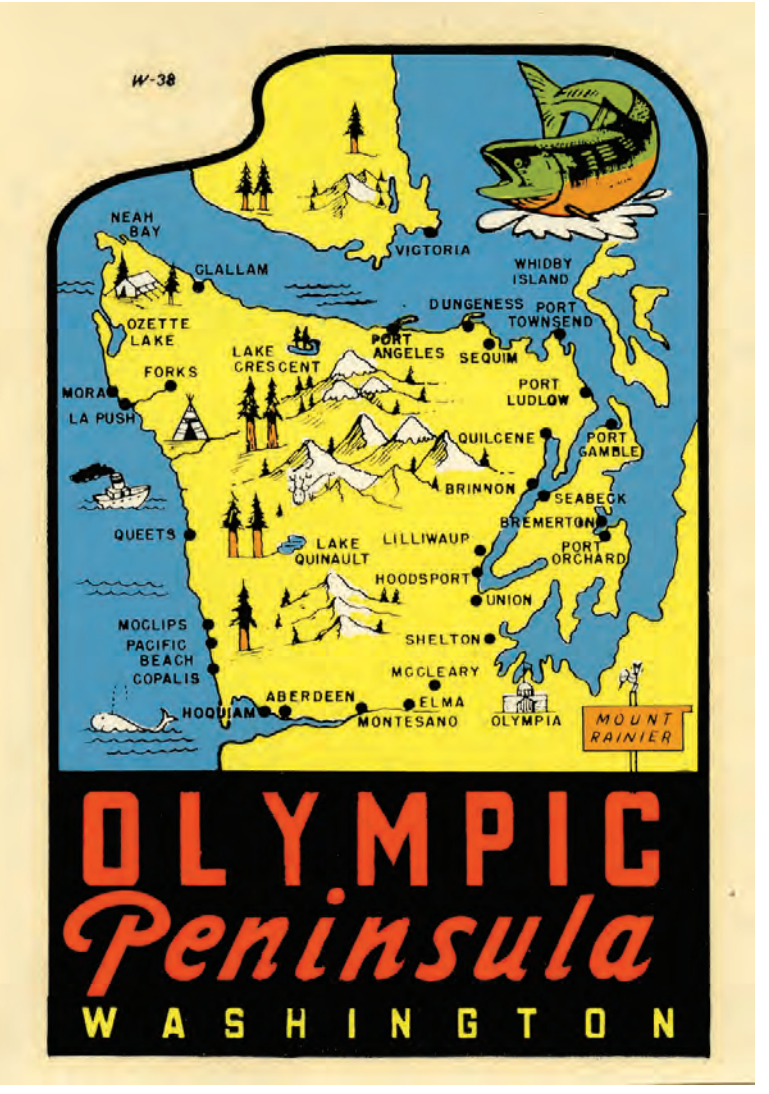


Fig.9
Olympic Peninsula
Decal 4½ x 3 ins
(11.4 x 7.6 cms)

these standardized design features. Inscribed in the Yellowstone map's lower right corner is the legend 'Hatched and Scratched by Jolly Lindgren,' a feature not present on the earlier Yellowstone map.

On a number of his maps Jolly Lindgren applies the phrase 'more or less cock-eyed' or 'slightly cock-eyed' in close proximity to the map's title. This can be seen as a disclaimer of sorts, for Lindgren's goal was not exactitude; rather, he aimed to create an impressionistic and whimsical image of the geographic area depicted. On one map, the 'Red Lodge – Cooke Highway' map of 1938, he goes so far as to write, boldly, 'Here's a tip! This map really is cock-eyed so if you are touring, keep this map as a souvenir & get a road map! So 'elp me.'

A dozen or so Hysterical Maps were produced by the Lindgrens prior to World War II; however, with the advent of war the business fell on further hard times. Ott Lindgren and Ted Turner, members of the Army reserve, were called to active duty and Jolly was left to manage the firm. The business suffered as a result of the drastic decline in tourism and from shortages of materials needed for production. It was not until 1946 that the Lindgrens and Turner were able to pick up where they had left off prior to the war.

New titles were added to the existing Hysterical Map line (See Fig.8) while a lucrative new product was introduced – one that would drive the business for the next decade. This was the decalcomania, a product that permitted the transfer of printed images on specially prepared paper (approximately 4½ x 3 inches [11.4 cms x 7.6 cms] as produced by the Lindgrens) to surfaces such as glass or leather. 'Decals,' as they were popularly known, became the rage following World War II; tourists scrambled to buy examples they could apply to luggage or to the windows of their automobiles (see Fig.9).

The first examples in what would prove a massive line of Lindgren decals were marketed at Yellowstone Park. These decals (Old Faithful, Yellowstone River, bear subjects and more) were designed by Jolly Lindgren and packaged in glassine envelopes that carried application instructions. At 10 cents each they proved to be hugely popular tourist items. Turner writes that the sales-test at Yellowstone proved that the product 'was a winner. People from all over the United States visited this National Park…; it [was] quite obvious that the demand for travel decals would prevail throughout the country in like manner as the Hysterical Maps.'[11]

In a particularly bountiful year, Turner notes in his history, Lindgren Brothers sold over 10



Fig. 10
Great Smoky Mts National Park 1955
14½ x 19¾ ins
[36.8 x 50.2 cms]

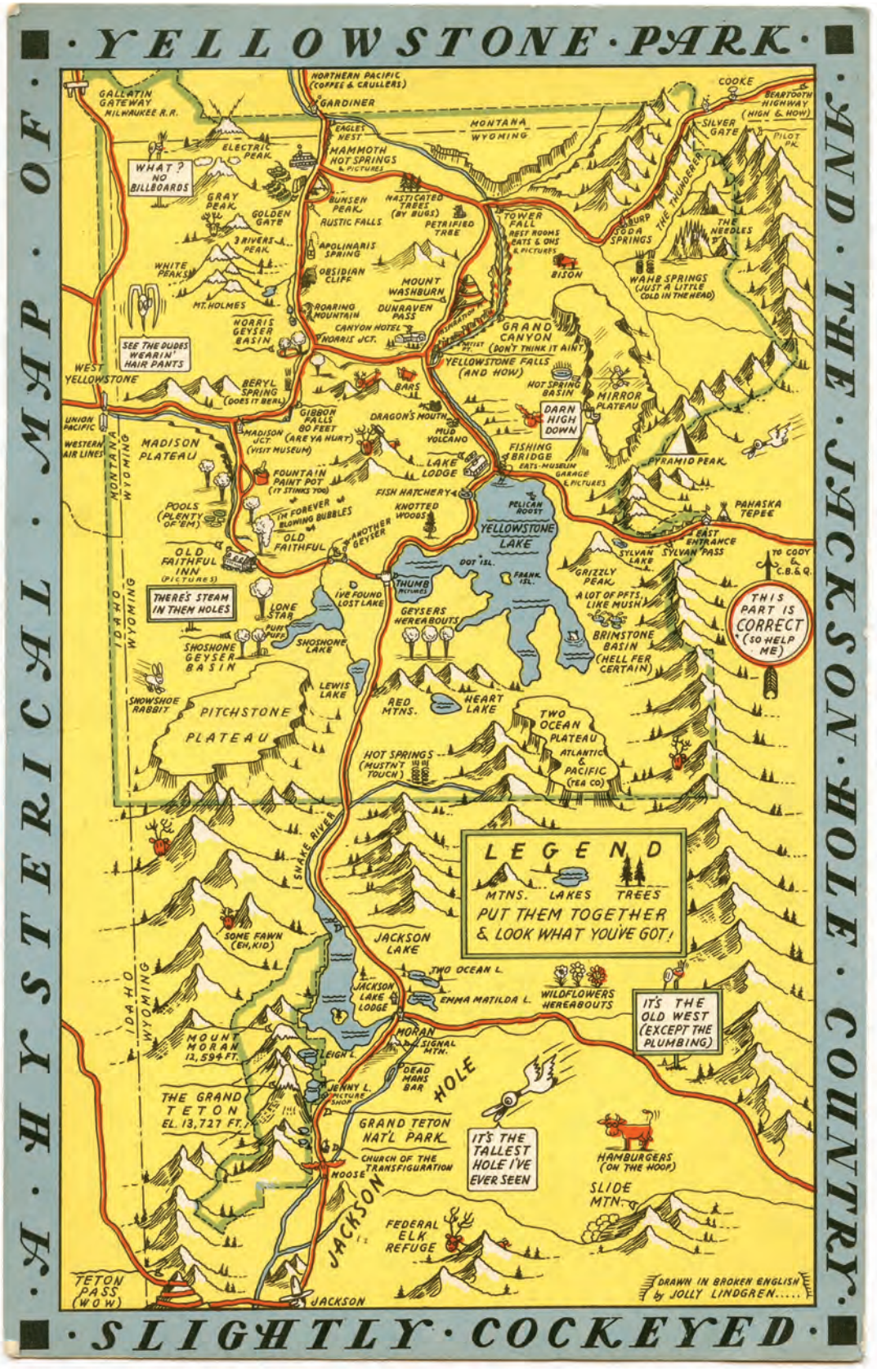


Fig.11
Yellowstone Mapcard c.1960 8¾ x 5½ ins [22.2 x 14 cms]. Note the words on the right 'this part is correct (so help me)'.

million decals; he also observes that, despite fierce competition, the firm was able 'to dominate the National market in souvenir decals.' Eventually the company's decal product-line topped 2500 subjects; of these, a very small fraction were maps crafted by Jolly Lindgren. Certain of these decals might properly be regarded as engaging miniatures employing the stylistic features found in their antecedents, the Hysterical Maps, albeit greatly simplified due to their small size.

In his influential essay 'Deconstructing the Map,' cartographic historian J. B. Harley pointedly observes: 'Cartographers manufacture power.'[12] This complex concept can be seen to exist on its most quotidian level in connection with Lindgren products – both maps and decals – in the form of *status*. While the Hysterical Maps were intended to serve as mementos of the traveller's unique experience, they could also be viewed, if mailed to 'the folks back home,' as a means of enhancing the status of the individual partaking of recreational travel to one of America's iconic destinations. This same observation could be applied to the mania associated with the display of decals on automobile windows. Turner, quoted in the press in the late 1940s, uses the word *ego* to make the same point.

> *We discovered a way of satisfying some of the ego of travelers. … These travelers are clamoring for decal stickers to put into their decalbum collections, on their luggage and on their car windows so they can show others where they have been and what they have seen.*[13]

Jolly Lindgren died unexpectedly of a heart attack in 1952 and his death brought with it the demise of the Hysterical Map. Only two more of these were produced, the map of Tennessee (1953) and the map of the 'Great Smoky Mts National Park' (1955) [Fig.10]. These maps were designed by William S. Terao, a Japanese American interned in a resettlement camp in Idaho during World War II. He was hired by the Lindgrens after the war and eventually became head of the firm's art department. Terao, with his brother Harry, founded the Spokane Buddhist Church and he was the congregation's spiritual leader for two decades.

In the late 1950s or early 1960s the Lindgren-Turner firm redirected their Hysterical Map concept into a new line of goods, the 5½ x 8½

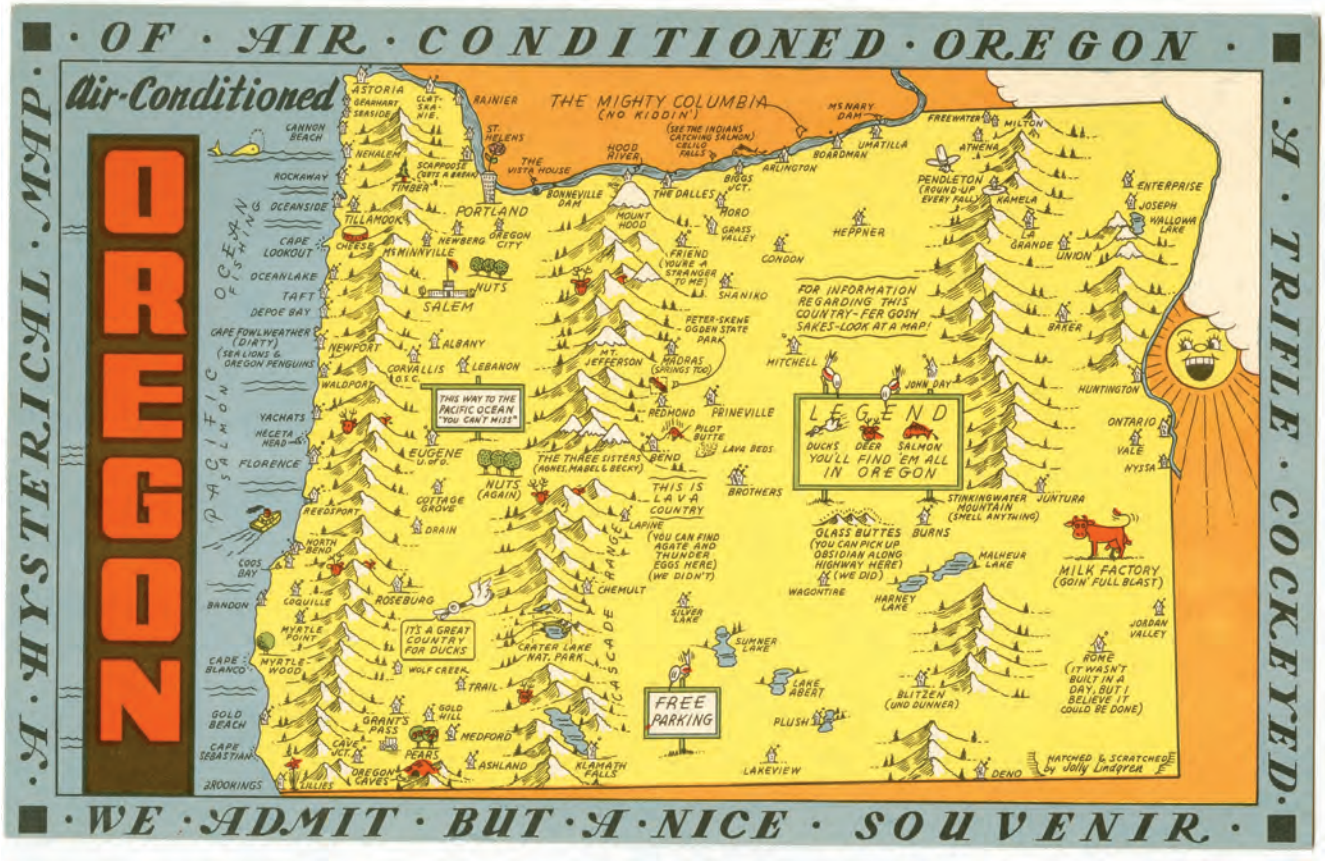


Fig.12
Oregon Mapcard
5½ x 8¾ ins
[14 x 22.2 cms]

inch [14 cms x 21.6 cms] King Size Mapcard (or postcard). The Mapcard featured humorous text and images; many were based on the work of Jolly Lindgren, whose name appears on a number of the cards. Once again, 'A Hysterical Map of Yellowstone Park' was a featured item in this new line (See Figs.11 & 12).

Oscar Lindgren died in 1967, leaving Turner as the last of the trio that had collaborated on the creation of the first Hysterical Map, thirty-five years earlier. Four years later, in 1971, the firm was purchased by Emblem Manufacturing Company and its operations moved to Southern California. With the sale of the firm Turner retired to New Mexico; he died in Albuquerque in 1989.

Production of the Lindgren decals peaked in 1949[14] while a 1963 newspaper item reported 'The 'hysterical maps' are still a stock line and selling well.'[15] However, their popularity was waning and they appear to a contemporary viewer very much a product of their time. Good humoured in a folksy, non-provocative way, and depicting landscapes now transformed, they carry us back to an earlier era. Thus, although created as a response to historically-themed pictorial maps, they exist in the present as engaging artifacts from the past documenting, although not purposefully, a period of rapid transformation in the travel horizons of middle-class Americans taking to the nation's highways in ever-increasing numbers.

From a contemporary perspective the Lindgren Hysterical Maps, although mass-produced for a popular market, are readily viewed as products transcending the avowed commercial intent of their makers. Indeed, they occupy a signal place in the arena of twentieth century comic cartography – a relatively under-explored area in the burgeoning field of pictorial map-making arising in England and America in the early decades of the 20th century.

Acknowledgements

I wish to thank Sara Lindgren, the daughter of O.S. Lindgren, for her great assistance in the preparation of this article and for sharing with me her collection of Lindgren Brothers maps as well as her personal knowledge of the company's history. I am particularly indebted to Sara Lindgren for providing copies of relevant Lindgren news items that appeared in the Spokane press as well as a copy of Theodore Turner's history of the company. Thanks also to Riva Dean of the Spokane Public Library and Jane Davey of the Northwest Museum of Arts and Culture, Spokane.

Notes

1. 'Pioneers,' *Screen Printing*, February 1971, 54.
2. Ferdinando Salamon. *The History of Prints and Printmaking* (New York: American Heritage Press, 1972) 28.
3. Ted Turner Jr., 'History and Development of Lindgren Brothers and Lindgren-Turner Co.', 3-4.
4. Turner, 9.
5. Turner, 10.
6. Ibid.
7. Lindgren Brothers. Hysterical Map of the Spokane Country (Detail). Facsimile in the archives of the Northwest Museum of Arts and Culture/Eastern Washington State Historical Society, Spokane, Washington, # 17-2-6. Image used by permission.
8. Turner, 11-12.
9. Alfred Runte. *Trains of Discovery* (Flagstaff AZ: Northland Press, 1984) 32.
10. James R. Akerman, 'America Promotional Road Mapping in the Twentieth Century,' *Cartography and Geographic Information Science*, Vol. 29, No. 3, 175.
11. Turner, 21.
12. J. B. Harley, 'Deconstructing the Map' in *The New Nature of Maps* edited by Paul Laxton (Baltimore: Johns Hopkins University Press, 2001) 165.
13. 'Lindgren Firm Changes Set-Up,' *The Spokesman-Review*, 3rd July 1949. The 'decalbum' was a patented album the Lindgrens made available to collectors.
14. 'Souvenir Printing Expanding to New Plant,' *The Spokesman-Review*, 25th May 1969.
15. 'About Local Business,' *The Spokesman-Review*, 20th January 1963.



The author, Craig Clinton, is a partner with Elisabeth Burdon in oldimprints.com, the antiquarian book and map firm in Portland, Oregon. His biography* Cora Urquhart Potter: The Victorian Actress as Provocateur *was published by McFarland and Company in 2010.

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A Rare Map of Sicily

Sicilia by Scipione Basta 1702

by Paolo Militello

The author is an Associate Professor of Modern History at the University of Catania in Italy. He has written three books on the cartography of Sicily and Malta and numerous articles.

The first important map of Sicily, 'Isola della Sicilia', was drawn and produced in 1545 and it was nearly two centuries before a comparable map appeared.[1] This was 'Sicilia' by Scipione Basta in 1702, followed ten years later by a map by Agatino Daidone and later still maps prepared by Guillaume Delisle.

Basta's map is extremely rare and has not featured in the literature of the island until now. A unique example was found recently stored in the castle of Vincennes in France in the archive of the *Service Historique de la Marine*.[2] It was in a collection which had belonged to the Delisle family and is an engraving on four sheets glued on to thin cardboard measuring 111 x 78 cms [43.7 ins x 30.71ins] when assembled.[3]

The upper section of the map shows an angel playing a trumpet and a coat of arms depicting the Spanish eagle which holds a scroll with the words 'Siciliae Regni Delineatio Recens'. At the bottom left there is a scroll overlooked by two putti, one of them holding a pair of compasses and the title 'Sicily by those who have dominated it from the Creation of the world to the current year 1702'



Fig.1 'Siciliae Regni Delineatio Recens' by Scipione Basta and Geronimo Castrogiovanni, 1702. A copper engraving measuring 111cms x 78 cms (Paris, Service Historique de la Marine, Château de Vincennes, Recueil 38, n.68, authorisation n.2934/2003). This is a very rare map which was previously unknown to scholars of the cartography of Sicily.

followed by a list of people including Philip V. On the bottom right is a scroll with the coat of arms of Don Giovanni Emanuele Fernandes Paceco, Marquis of Vigliena. It also contains a dedication to Lieutenant and Captain General of the Kingdom of Sicily and expresses the wish that under the auspices of this great prince the Kingdom will enjoy happiness. It then goes on to say that Scipione Basta, 'Engineer of the Kingdom,' dedicates the map to the Prince.

Under the scroll is the signature of the engraver, 'Geron Castrogiovanni', a painter from the Sicilian town of Racalmuto about whom very little is known[4]. Finally there is a windrose and the scale in miles for Italy and leagues for Spain, France, Germany and England. In the interior of the island the mountain ranges and the main rivers are shown. The three 'Valli' (the old saracenic administrative division) also appear but no roads.

The reasons for making the map are not made clear. Its cartographer, Scipione Basta, came from Palermo and was active as an architect in Sicily between 1644 and 1703.[5] In the 1670s Palermo notary archives list him as *Faber murarius* which is a stone mason.[6] He is also recorded as Royal Architect in 1681 and later as Engineer of the Royal Court. It was Basta who decorated the cathedral at Palermo with a large catafalque on the occasion of the public funeral rites for Maria Luisa of Bourbon. In the 17th century he was the founder of the royal court (*Funditore della Real Corte*) and between 1703 and 1704 he made the bells for the Cathedral of Palermo.[7] It seems he was still active in 1709.

The Marquis of Vigliena, Giovanni Emanuele Fernandes Paceco, to whom the map is dedicated, was Viceroy from June 1701 to February 1702 and, as the Sicilian historian and librarian, Antonio Mongitore informs us in his *Diario palermitano*, "in the short period of six months and 11 days he made his name immortal as a pious, fair, watchful, and above all, impartial governor."[8] The unexpected nomination of the marquis had been "received by everyone in Palermo with great pleasure since they were dissatisfied with the [previous] government run by the Duke of Veraguas." However, in January 1702 the nomination and transfer of the Marquis to the government of Naples had already happened. The Viceroy left on February 13,

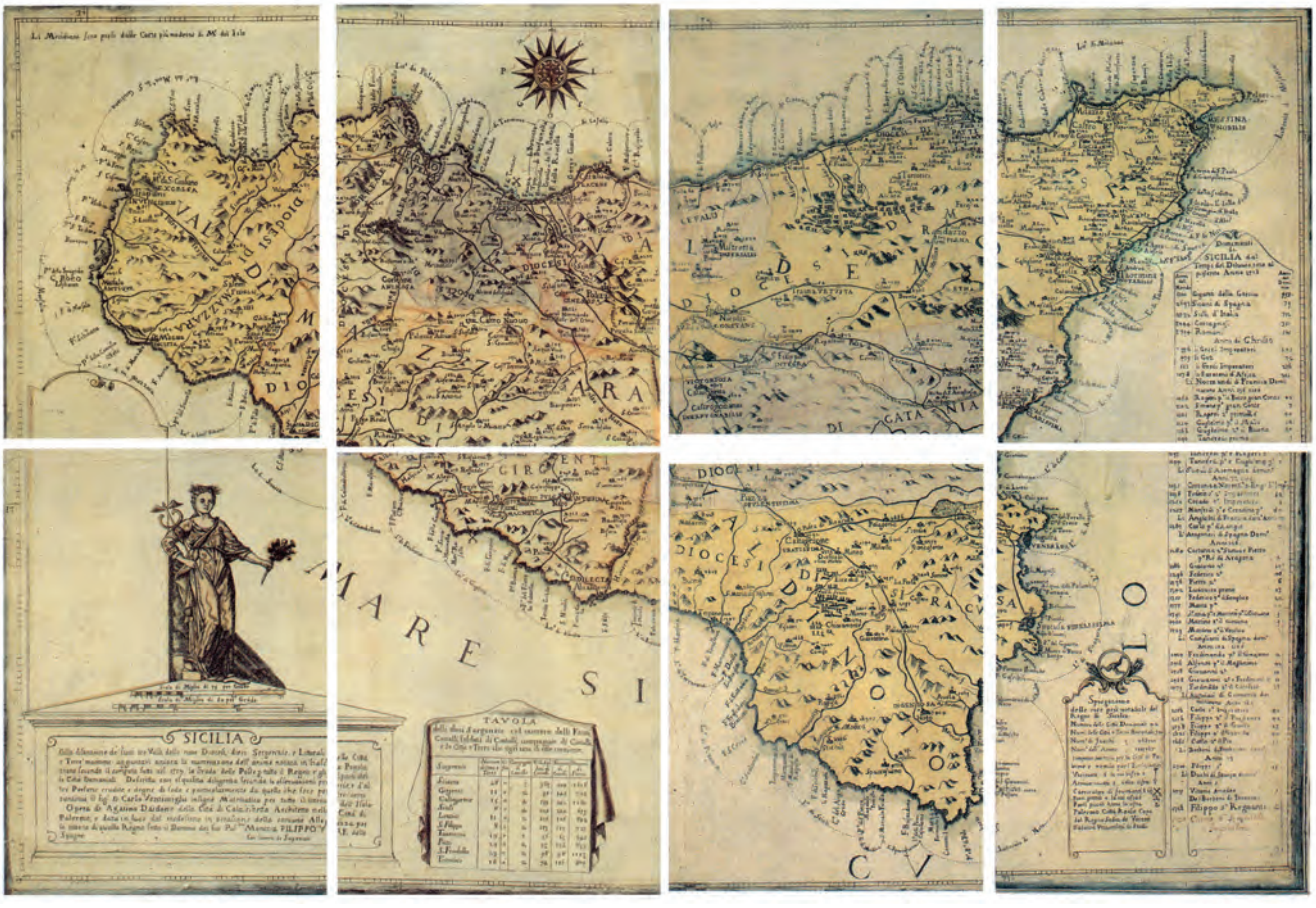


Fig.2 Agatino Daidone's map of Sicily, 'Sicilia Colla distinzione de' suoi tre Valli, delle nove Diocesi, dieci Sergenzie, e Littorali delle Città e Terre maritime […] Opera di Agatino Daidone della Città di Calascibetta […]', 1718. A copper engraving measuring 53 x 76 cms.

1702 and it was likely that it was early that same year when Basta's map of Sicily appeared.[9] However, the out of date dedication may have lost it some validity.

The author claimed that the newly drawn map was "born again" which led people to think it was a new edition of a previous map. But its features are different from any other known maps. The similarity in parts to Agatino Daidone's 'Sicilia' leads us to think that Daidone knew and used Basta's work. The map should therefore be considered as one of the prototypes used for the first cartographic representation of Sicily to be engraved and printed on the island.

But these two maps, both printed in Palermo and both by Sicilian cartographers, had different destinies. Basta's map was completely ignored in the year it was printed. Only one short quotation about it is recorded and Giuseppe Maria Pancrazi in the mid 17th century used it together with Daidone's map in his *Antichità siciliane spiegate colle notizie generali di questo Regno* for the identification of the River Ibsa.[10]

Unlike Basta's map, however, Agatino Daidone's map of Sicily was very popular being used as a model by others. It was also reprinted and dedicated to each new sovereign for several years. This difference in the destinies of the two maps seems surprising at first sight: they are both finely made and give a good depiction of the coastline, both give updated information on the meridians and parallels and both are remarkable for their rich and comprehensive toponyms.

However, on closer inspection some differences emerge. Some of the scrolls on Basta's map show outdated historical information whereas Daidone's map could easily be used as a model simply by changing the dedication to the



Fig.3
Guillaume Delisle's 'Carte de l'Isle et Royaume de Sicile…', Paris 1717. A copper engraving measuring 48 x 59 cms.



Fig. 4 Guillaume Delisle 1675-1726. (From the author's collection)

sovereign of the island. Daidone's map also gives a much more detailed list of the landing places, inlets and promontories and other details of the coast. His map also listed the coastal cities, the population, and other details which were more likely to impress the sovereign of the time.

This is almost certainly why Daidone's map was favoured over the one by Basta. Only ten years later two other important representations of the island were made by Guillaume Delisle and published in Paris in 1714 and 1717. Delisle's 'Sicilia…' represented a milestone in printed scientific cartography of the island. It was based on the astronomical observations of the Académie des Sciences and other up to date sources and contained far more information about settlements, ports and landing places along the coasts than the maps of Basta and Daidone. They were so good in fact that (together with a manuscript map of 'Sicily' by Samuel von Schmettau, 1720-1721) they constituted a new European model of cartographic representation of the island which lasted until the beginning of the 19th century. However, it should be pointed out that the aims of Basta and Daidone were not scientific but more likely political and they should not necessarily be compared. However, the success of the Delisle maps is possibly another reason why Basta's map was not valued very highly.

Notes:

1. Gastaldi's 'Isola della Sicilia' was the first printed map of Sicily where the fusion between empirical geography and learned geography occurs. By using the nautical maps and the information gathered from local scholars Gastaldi produced numerous maps of European regions between 1539 and 1566 although his field of expertise was Italian maps. A map produced in 1545 of Sicily by Gastaldi was seen as evidence of 16th century interest in the island. See *The Island of Maps. Cartography of Sicily in the modern age*, T.E.M.A., Budapest 2009 pp.102-124

2. *Recueil* 18, map no.68

3. The map contains an Italian watermark depicting three moons decreasing in size. (C. Briquet, *Les filigranes. Dictionnaire historique des marques du papier*, Hildesheim-New York 1977, I, p.218).

4. L. Sarullo, *Dizionario degli artisti siciliani. II. Pittura* (Palermo, 1983), *ad vocem*

5. A. Giuliana Alajmo, 'Architetti regi in Sicilia dal secolo XIII al sec. XIX' in *L'illustrazione siciliana* (1951), year IV Dec., p.15. See also L. Sarullo, *Dizionario degli artisti siciliani. I. Architettura* (Palermo, 1983), *ad vocem*

6. My thanks to Giovanni Mendola for archival information

7. Palermo State Archive at Catena, *Conservatoria del Real Patrimonio*, Apoche, vol. 1801 (1700-1705), parts 7r and 27v

8. For Mongitore see *Indice Biografico Italiano*, *V* (Monaco 1997) p.1695

9. A. Mongitore, 'Diario palermitano in cui sono notate le cose più memorabili accadute nella felice e fedelissima città di Palermo, capo e metropoli del regno di Sicilia, dall' anno 1680 innante' in G. Di Marzo, ed., *Biblioteca storica e letteraria di Sicilia*, vol.7, p.300 [thus his departure was painful for everyone as under his rule they hoped to bring happiness back to Sicily]

10. The river Ibsa (although not known to Philipp Clüver and Tommaso Fazello) appears on the maps of Sicilian engineers Agostino d'Aidone and Scipione Basta. See G.M. Pancrazi, *Antichità siciliane spiegate colle notizie generali di questo Regno*, Naples, 1751 I, p.77



(Right) The author, Paolo Militello, who is an expert in the cartography of Sicily and Malta.

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Mapping Matters

News from the world of maps

The London Map Fair will intrigue and delight Saturday 11th June – Sunday 12th June 2011

The London Map Fair, which will take place on Saturday 11th June and Sunday 12th June, is the largest antiquarian map fair in Europe. Over 40 national and international antique map dealers will be attending the event, which will be held at the Royal Geographical Society (with IBG), Kensington Gore, London.

The fair offers a vast selection of original antique maps dating from the 15th to the 19th centuries. Highlights will include Coronelli's map of the universe, revealing the Nine Circles of Hell as described in Dante's *Divine Comedy*, as well as a 19th century curiosity map of Europe depicting each country as a caricature.

Other fine examples include Ogilby's incredibly detailed 17th century road map, marking all inns, churches and other landmarks on the road from London to Portsmouth. Also an impression of Braun and Hogenberg's bird's-eye view of London, the earliest printed plan of the city, dated 1574; and Christoph Vetter's rare and beautiful 17th century depiction of Bohemia stylised as a rose with Prague at its centre and Vienna, the seat of the Habsburg Dynasty, at its root. Exhibitors will offer atlases, travel books, globes, sea charts, town plans, celestial maps, topographical prints and reference books, with prices ranging from an affordable £10 to £100,000 for exceptional pieces. For a full list of the exhibitors please go to www.londonmapfairs.com/exhibitors.com

Established in 1980, this event has become a must-visit in the collectors' calendar, for map enthusiasts, dealers and curators alike. This year at the fair Laurence Worms and Ashley Baynton-Williams will launch their book *British Map Engravers: a dictionary of engravers, lithographers and their principal employers to 1850*. This work is the product of over twenty years of research and offers a wealth of new material on the map trade and the lives of its better-known figures. The authors will talk about the background and thinking behind this work in the Ondaatje Theatre of the RGS at 2.30pm on the Saturday. For further details of the book visit www.ashrare.com/British_map_engravers.html

Successful Map Fair in Miami

Report by Wesley Brown

Hundreds of happy map enthusiasts converged on Miami from February 4th through 6th for warmth, friendship, and a much needed dose of antique maps. Coming from numerous climates experiencing traditional winter – and some worse than traditional winters – Miami's warm weather and sunny skies were welcomed by all. Even better were the dozens of cheerful museum staff and enthusiastic map dealers greeting map collectors



A French caricature map of Europe by Hadol, 1870. One of the items for sale at the London Map Fair.

from around the world, including Australia, South Korea, the Netherlands, and Germany.

The gathering began with a Friday evening reception and dinner, held at the Mayfair Hotel in Coconut Grove. Dealers, collectors and sponsors had a chance to catch up with old acquaintances and to make some new ones. Dr. Joseph Fitzgerald, the Fair's founder, formally welcomed the attendees. The evening's highlight was a tribute to Marcia J. Kanner who, for all of its eighteen years has been the Map Fair Manager and who is retiring after this year's Fair. Marcia has been the one indispensable resource for dealers and attendees. She was presented with several commendations for her contributions, including a tribute from the City of Miami and the inaugural presentation of the Marcia J. Kanner award, which will be presented annually by History Miami (the Fair's host museum) for service to the organization.

Interspersed throughout the event were three fascinating lectures provided by well-known authorities. First was a talk and animated slide show by Anne K. Knowles, Associate Professor of Geography at Middlebury College in Vermont, entitled 'Envisioning History with GIS'. She explained how GIS supports scholars by making it possible for them to extract geographical information from a variety of historical sources and then to overlay that information for analysis in multiple layers of GIS mapping. Professor Knowles presented an electronic reconstruction of the Civil War battlefield of Gettysburg, Pennsylvania, illustrating what Confederate General Robert E. Lee could – and could not - see from his observation point on the roof of the hilltop Lutheran Seminary. A GIS 'viewshed' analysis of the electronically-reconstructed fields, terrain contours and then-existing trees revealed that one of Lee's geographic blind spots in his pre-battle line of sight was the area where Union General Meade was amassing his troops. She also showed an interdisciplinary project, Geographies of the Holocaust, which digitally reconstructed two historical timelines using GIS. The first map animated the placement, build-up, growth and demise of the Nazi concentration camp locations from before World War II until the Allied victory. The second animation depicted a digital rendering of the camp buildings inside Auschwitz (today: Oswiecim, Poland) illustrating a pattern of new hiding places and potential escape routes resulting from the ongoing barracks construction, during which the number of recorded prisoner escapes from Auschwitz increased significantly.

Any mid-afternoon blues were removed by a stimulating lecture from Dava Sobel, a former New York Times science reporter, and author of such well-known books as *Longitude*, *Galileo's Daughter*, and *The Planets*. Ms. Sobel has a knack for making complex and technical subjects understandable and exciting, and she did not fail her large audience with her programme entitled 'Finding the Way to Longitude'. The longitude problem, the challenge of accurately finding one's position on the earth laterally, had plagued mariners and map-makers for centuries, leading countless ships to be lost, foundering on unexpected shores. Such catastrophes led the British Parliament to offer a prize of the staggering sum of 20,000 pounds sterling in 1714 to the inventor who could find longitude at sea within half a degree. Sobel explained the various solutions such as observations of



Marcia Kanner, who was retiring as manager / organiser of the Miami Map Fair, with Dr Jo Fitzgerald, the founder of the map fair.

the moons of Jupiter, and my favourite, the 'Powder of Solution' involving yelping dogs on board ships. But the hero of her story was the self-taught clockmaker John Harrison, who toiled more than 40 years creating four different remarkable timepieces during which he invented many techniques that radically changed clock making. This exciting story includes Harrison's great struggle to receive his full compensation, ultimately demanding intervention by King George the III. Yet it may have taken Ms. Sobel herself, writing nearly two and one-half centuries later, for Mr. Harrison to get the recognition he deserved, as her book became an international best seller, being translated into two dozen languages, and enjoyed by millions.

James Akerman, Ph.D., of The Newberry Library delivered the final presentation. His subject was 'In the Rearview Mirror: An appreciation of the Twentieth Century Road Map'. His was a nostalgic tour of nearly a hundred years of US maps produced by individual entrepreneurs, tyre and oil companies, state authorities, and firms such as Rand McNally and the American Automobile Association. Akerman noted that there were few such maps for sale at the Miami Fair, but there were a number of dedicated individuals and nearly ten libraries in the US which maintained collections of these maps. Many in the audience, those who grew up in the 1950's and 1960's, were taken back to the days when they were children who sat in the rear seats of the family car, holding these maps and providing directions for the annual vacation; the maps illustrating his talk were very familiar. America was a nation on wheels, and these maps led the way to unexplored places.

As good as the lectures were, the map dealers and their inventories were even better. During the two-day fair, hundreds of visitors crowded through the booths of approximately 50 map dealers. Other services greeted the visitor including a roving map service of experts and outreach by Pam Van Ee representing the Geography and Map Division of the Library of Congress. A broad cross-section of antique maps was sold. Some dealers like Tom Suarez and Rick Casten concentrated on the earliest material while Elisabeth Burden charmed collectors with maps of the 20th century. As usual the British Isles were well represented with many standards in the trade such as Jonathan Potter, Philip Burden, Philip Curtis, and Massimo Martini. The European continent was well represented with German Robert Berg and Dutchman Leen Helmink among others. The New Yorker dealers, weary of piles of snow back home, were out in force. I counted nine different dealers from New York, including Paul Cohen, Bob Augustyn, Harry Newman, and Donald Heald, to name just a few. A wonder of the American map scene is the dispersion of quality map dealers throughout North America, such as Barry Ruderman in distant San Diego, Myron West in remote Cheyenne, or Murray Hudson in rural Tennessee. They, and dozens of other dealers, had outstanding material to tempt collectors. I am sure that, like me, most visitors felt lucky to spend happy hours with these mementos of history, maps of the ages.

A new dealer 'alliance'

Antiquariaat Forum, run by Laurence Hesselink, and Daniel Crouch of Daniel Crouch Rare Books have announced what they describe as a 'new alliance'. This will mean that they will exhibit together at the world's leading art fairs. The partnership, forged between two complementary businesses with strong reputations in their fields, will offer customers a 'one-stop shop' for rare books, fine atlases and maps, and antiquarian prints.

Malta Map Society on TV

Dr Albert Ganado, President of the Malta Map Society, and the Secretary, Joseph Schiro, appeared together on the Maltese National Television cultural programme 'Meander' to talk about the activities of that society. It was mentioned that members of IMCoS would be going to Malta in September for a mini-international symposium and would be invited to view an exhibition of German maps of Malta. Also, to commemorate the IMCoS visit, the Malta Post Office is issuing a special postal cancellation stamp. A set of postcards showing some of the many attractive antique maps of the island will also be produced for the occasion.

Also, on February 9th Dr Ganado gave a talk entitled 'The early maps of Valletta' which drew a record breaking attendance in the large conference hall at the Corinthia Palace Hotel, Attard, Malta. He discussed the first known map of Malta through the coming of the Knights, the Great Siege of 1565 and on to the process that led to the building of the fortified city if Valletta.

Exhibition in Milan

An exhibition of maps of Italy 'L'Italia prima dell'Italia. Carte geografiche e topografiche dell'Italia dal 1478 al 1861' was held in Milan in the House of Manzoni between 7th April and 7th May. 59 maps were on display and included rare items like the Francesco Rosselli 1492 map of Italy, an unrecorded map of Italy by Gerard de Jode dated 1570 and a map by Matthäus Greuter on 12 sheets.

20 years of lectures

The popular 'Maps and Society' lecture series, which is held at The Warburg Institute of the University of London, is celebrating its 20th birthday this year. A booklet has been published to coincide with this



Tony Campbell and Catherine Delano Smith, organisers of the Warburg lecture series.

birthday which lists all the speakers and the titles of their lectures. The compilers are Damien Bove, Picture Editor of *Imago Mundi*, and Mary Alice Lowenthal. A copy is offered to all those who attend the lectures.

The introduction, by Catherine Delano-Smith, explains that the idea of launching a seminar series in London for map historians, and anyone else interested in early maps, was initiated in October 1990. It had become a reality in March 1991 when Professor Nico Mann, the then Director of the Warburg Institute agreed to host the venture and provide the lecture room. He thought that, like so many university enthusiasms, this might attract 10 or 12 people and would only last for a couple of years. 20 years later the series is going strong under the auspices of the organizers, Tony Campbell and Catherine Delano-Smith who have recently been joined by Alessandro Scafi, lecturer in Medieval and Renaissance Cultural History at the Warburg Institute.

Since 1991 there will have been 160 meetings involving 171 speakers of whom nearly half have come from across the Channel or the other side of the Atlantic Ocean.

NB: Congratulations to the people concerned and long may the lectures continue. **Ed**

24th Conference in Moscow

The 24th International Conference on the History of Cartography (OCHC) will be held in Moscow at the Russian State Library which houses a unique collection of Russian and foreign documents, comprising more than 43 million items including specialized collections of maps. The dates are 10th to 15th July and full details can be found at www.ichc2011.ru

Exhibitions

Gough Map on exhibition

An exhibition of the late medieval Gough Map of Great Britain is currently taking place and will run until 26th June in the Proscholium, Bodleian Library, Oxford. 'Linguistic Geographies: three centuries of language, script and cartography in the Gough Map of Great Britain' is a rare public display of the map along with a copy of Richard Gough's *British Topography* and its engraving of the map that gained its name. These two key documents of English cartographic history will provide visitors with a valuable opportunity to see close-up the fine details of the Gough map and in particular the writing that appears on it. The map's script is a key to understanding its making and use, and the exhibition will offer new interpretations based upon the on-going 'Linguistic Geographies' research project funded by the Arts and Humanities Research Council. For more information visit www.goughmap.org or email nick.millea@bodleian.ox.ac.uk

MacDonald Gill Symposium and exhibition

A one-day symposium 'Out of the Shadows: MacDonald (Max) Gill decorative map posters genius' will be held at the Faculty of Arts, University of Brighton, Grand Parade, Brighton, on 22nd July this year. It is being held in conjunction with a display of his decorative map posters. The poster exhibition will continue until 29th August, 2011. For the first time in many decades a wide range of Max Gill's extraordinary works will be brought together through this pioneering exhibition of decorative maps and other material. Details of the one-day symposium consisting of a sequence of papers exploring the diverse aspects of Gill and his work can be obtained from m.j.meadows@brighton.ac.uk

Lectures

13th October, 2011 at 5.30pm

The E.G.R. Taylor Lecture this year will be given by Charles W.J. Withers, Professor of Historical Geography, Institute of Geography at the University of Edinburgh on 'Instruments, geography and scientific enquiry: guides to travellers and method in 19th century Britain and France'. The venue for the lecture will be the Royal Geographical Society, 1 Kensington Gore, London SW7.

For obvious reasons we are unable to publish details of all the exhibitions, symposiums and lectures around the world but they can be found at home.earthlink.net/~docktor/exhibit.htm

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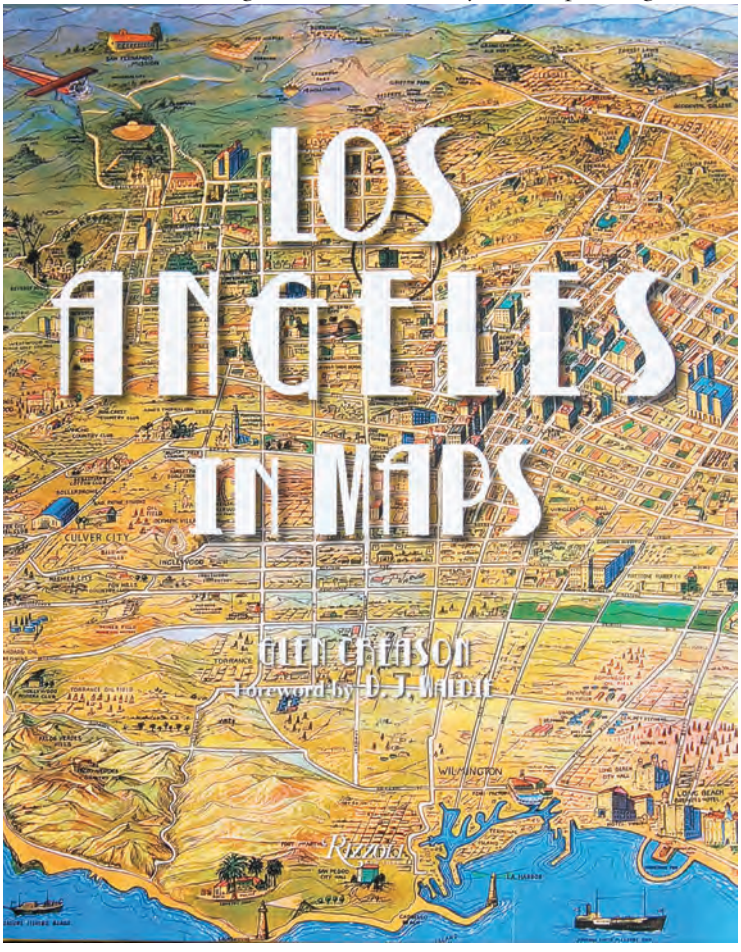
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Book Reviews

A look at recent publications about maps

Please note that Black Dog Publishing has offered all our readers a 40% discount on any of the four books in their mapping series. The titles available are *Mapping London*, *Mapping England*, *Mapping New York* and *Mapping America*. Further details on the books at www.blackdogonline.com or email Jess@blackdogonline.com Mention that you are calling from IMCoS in order to get the discount.

Los Angeles in Maps by Glen Creason with a foreword by D.J. Waldie. Rizzoli International Publications, 31 West 57th Street, New York, NY 10019 Tel.+212 387 3400, 2010. ISBN-13 978-0-8478-3391-7. Hardback, 192 pages, 80 illustrations. US$50 UK £38. Available from Amazon.com or Barnesandnoble.com.



Glen Greason is the Map Librarian for the Los Angeles Public Library who put together a wonderful show of local maps last year. This book includes many of those maps plus numerous others from other collections. It measures just 9in x 11in [23 x 28 cms] but has readable map images in full colour. The author, who has studied the history of Southern California in depth, provides descriptions which are concise and well thought out. With a few exceptions, the maps are presented in chronological order. Although many city map books cover the history well, this book runs right up to today with a final map of Los Angeles neighbourhoods compiled in 2010.

Several books have been written on this same subject. For example, W.W. Robinson's *Maps of Los Angeles* (1966) and Neal Harlow's *Maps of the Pueblo Land of Los Angeles* (1976) are both beautiful and fine press printed examples. Yet in Creason's book all maps are in colour if appropriate and there are over 75 maps illustrated.

Some maps are familiar; the Ord Survey and Hancock's 1875 expansion are classics. Some less familiar but significant maps include Abbot Kinney's original plan for Venice of America and the LA Times 1931 creation of the 1881 City in 3-D glorious rotogravure. Some other favourites are the Wilcox 1887 brilliantly coloured Hollywood map and the detailed 1909 Bird's eye View Publishing maps with most downtown buildings clearly labelled, many of them readable with a good magnifying glass.

Political correctness sometimes shows its head in amusing ways. The reproduction of the Dakin 1888 maps of the Plaza area carefully deletes the unacceptable name of a well known alley. Discussion of Eaton and Hering's proposed sewer system neglects to mention that the terminal sewer farm became present day Playa Vista where flowers grow profusely.

The foreword is written by D.J. Waldie who perhaps confuses wind direction with compass direction in his explanation of why Ord followed existing street patterns in laying out the city. In so doing, Ord made finding the original Pueblo boundaries simple. This book extends beyond the current City and should be a part of every Southern California map enthusiast's library.

Bill Warren. (This review first appeared in the *California Map Society Newsletter* Volume 2010 Issue 3a December 2010)

Miniature Maps of Malta by Albert Ganado. Midsea Books Ltd., Carmelites Street, Sta Venera SVR 1724, Malta. Tel. +356 2149 7046, Fax: +356 2149 6904, www.midseabooks.com. Paperback, 240x170 mm. 128 pp., 101 illustrations, ISBN 978-99932-7-272-4. 2009. Price on request.

Whether imaginary or real, small islands are exciting places. I recall reading *Treasure Island* under the bed clothes with a torch, taking a small boat to Iona and riding the Staten Island ferry at night. My lasting memory of Malta in the early 1980s is of all the lovely old cars and buses still running about, which I had not seen since I was young.

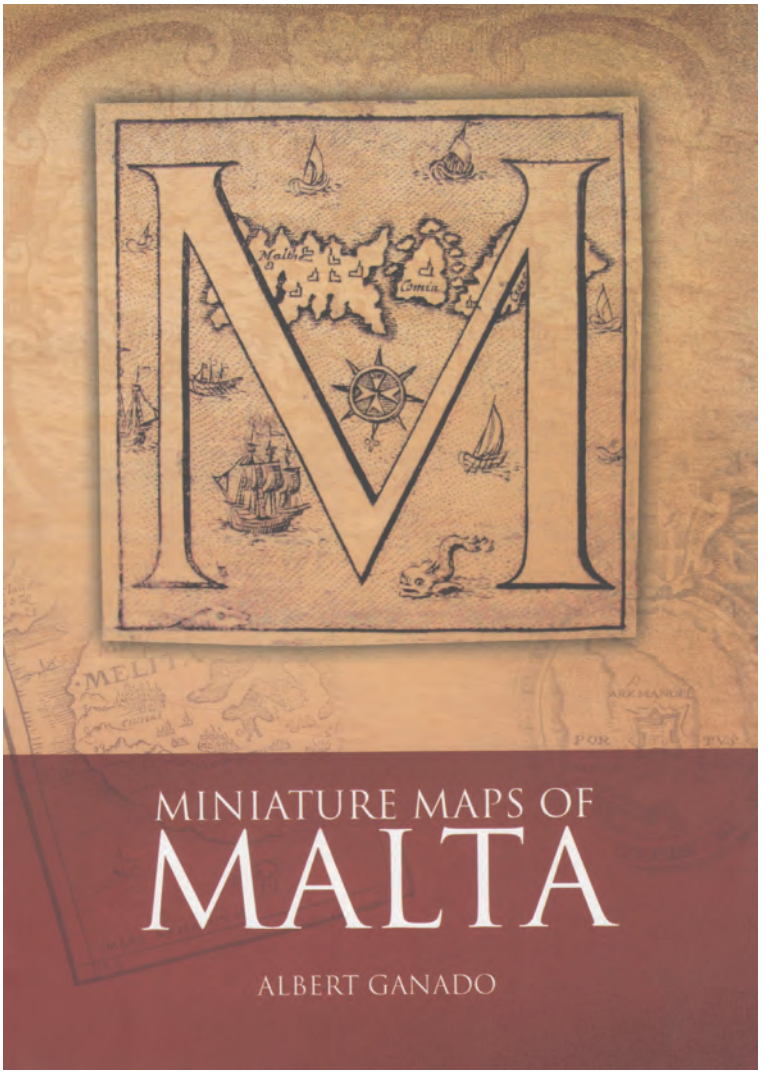
This work is the catalogue of an exhibition organised by Heritage Malta and held on Gozo in the autumn of 2009. The blurb on the rear cover explains that 'The book includes over 90 miniature maps of Malta and Gozo, plans of Valletta and the Three Cities ranging between the 16th and early 20th century.' The majority of these miniature maps have been carefully selected from the Albert Ganado Malta Map Collection that the National Museum of Fine Arts, Heritage Malta, has proudly owned since July 2008. A number of others come from the Malta Maritime Museum, Heritage Malta, and private collections. Included also are 19 books from the Albert Ganado Melitensia Collection that show miniature maps and plans of Malta and Valletta in their original function as illustrations to text.

The book is well designed and printed on art paper with the usual preliminaries and a bibliography at the end but no index. This is an author catalogue, having the 90 entries in alphabetical order of the mapmakers' names, which lacks the historical perspective of a chronological sequence. Malta's size belies its importance and few pocket atlases or geography books of the 16th and 17th centuries lacked a map of the island. Dr. Ganado describes each one in exemplary informative detail with notes on reproductions, references and locations. He encountered some problems because when the atlases and books were broken up and the contents dispersed to the four winds, no record of their source and date was noted on the individual pages.

Every item is illustrated, including 23 coloured ones, and they are a joy to look at. It is not just that they are so attractive to the eye, but that because of the small size of the originals, the clarity of the detail is much better than the usual pictures of maps to be found illustrating printed media. There is something magical about early maps of islands which is difficult to explain, rather like sipping whisky in the firelight or watching Justine Henin's breathtaking backhand.

Miniature maps have yet to receive their due recognition. In his introduction Dr. Ganado records his inability to trace standard publications on miniature maps of any particular country and also notes that they have received scant attention from the authors of books on the maps of Corsica, Sardinia, Sicily, Cyprus, Greece and the Holy Land. The curators of the exhibition point out in the foreword that their theme was chosen because the significance of such small maps has not yet been given its deserved attention and express the hope it will 'nurture an avid keeness for these precious miniature maps of Malta'. I hope so too.

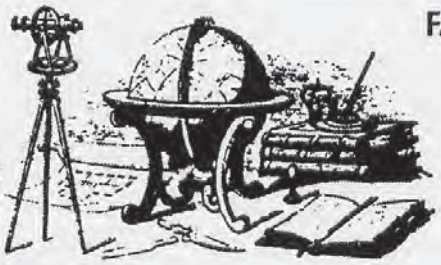
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You Write to Us

New shops opened by Murray Hudson
Thank you so much for the lovely coverage of our new shops in the Spring issue (N°124 p.58) and the old man behind them! You have given the human touch to IMCoS all these years and I especially like your motto 'For people who love early maps'. A man would say 'collect' or 'appreciate' rather than 'love' but you are absolutely right; we true collectors/dealers 'love' the material otherwise we would be the lawyers, professors, doctors, farmers we used to be (but still are but love maps more than a profession).

I remain a lover of maps and admirer of the *IMCoS Journal* and its editor.

Murray Hudson, Halls, Tennessee, USA

NB. We did not have room in the last issue for Murray's piece below, and I thought both collectors and dealers would enjoy it so here goes. **Ed**

A collector at heart
by Murray Hudson
A collector at heart, I have hunted for everything from stamps and coins to matchbox covers and primitive art tapa cloths. Yet nothing else has rewarded me in so many ways as map collecting. The best way I can convey the intense pleasure it gives me is to tell you how I got hooked.

One balmy day in August 1964, I sauntered up the ancient High Street in Oxford, England, peeking in shop windows for small gifts to take the folks back home. I stepped into Sanders, a rare book and print shop, expecting to buy views of the English countryside. Instead, I encountered a spectacular print with bold colours, flags and cannons surrounding the title: 'To the Nobility and Gentry that are Related to the County of Kent…'. Here in a 'Mapp' stood 17th-century England (which I had been studying at the University of Oxford) in all its glory.

I went wild thumbing through portfolios and drawers full of new-found treasures: a 1712 map of America by Herman Moll showing California as an island, a map of ancient Egypt by Louis XIV's royal geographer which sported camels, coloured parasols and Neptune bathing in the Nile; an 1810 English map of the Southwest US depicting Apaches, Spanish missions, and forts. In all, I scooped up some 40 maps earning my first dealer's discount at the age of 21. My only regret is that I did not buy every map I could lay my hands on. Investment never entered my head during that first infatuation. Some years later a dealer offered me the price of a round trip ticket to England for a map that cost me £2. The rare map of Kent still graces my library. It represents all elements that make old maps special. Firstly, it is a work of art, a finely designed, drafted, engraved and hand-coloured print with all the artistic nuances of its time. Secondly it captures one historical moment – the period of the Glorious Revolution and ascendancy of William and Mary. Then there are pointers to the contemporary social context through marking of 'Gentlemen's houses', 'ordinary houses' and 'castles'. Parish churches, chapels and cathedrals appear as tiny views painted red. Geography enthusiasts would appreciate the detailing of early data and the map is a goldmine for geologists, local historians and lovers of antiquity. No other printed artefact epitomises its time and place as well as a map.

These special qualities of old maps hold true for almost any age; to a railroad hobbyist an early 1900 Rand McNally map naming every whistle-stop along tracks now abandoned is a rich source. The colour may be printed and the purpose strictly utilitarian, but these books have the style of their era.

My advice to anyone starting a map collection is to first choose a theme. An art historian might build a display of aesthetic schools or periods from simple woodblock maps of the 1500s through to elaborate rococo maps of 18th century France. But most collectors will select a geographical area that interests them. Within this regional framework history enthusiasts may want to concentrate on maps that portray, for example, Georgia when it stretched to the Mississippi River or the State of Franklin in east Tennessee. Civil War collectors want troop movements and battle maps, especially the rare Confederate ones. Coastal charts offer a different perspective for sailors or beachcombers. Some people with a large wall space may opt for a spectacular US wall map like the rare one that shows two proposed names for Colorado–Colona or Jefferson.

There are maps for almost every taste, interest and purse to be enjoyed solely for their beauty or for the information they provide. I get as much pleasure looking at my 1690 'Mapp of Kent' as I do my *saito* prints, or abstract oil paintings. On closer inspection I discover a windmill above Rye which I had never noticed before. Glancing over Ruscelli's 'Anglia et Hibernia Nova' (Venice, 1561) I notice a doorway into a mountain in Northern Ireland named 'Pergatoriao'. Map collecting is in its infancy in the US. It is about where stamp collecting was when big names like Franklin D. Roosevelt and King Farouk gave that hobby the first publicity shove. By the time it reaches maturity, most good 19th century US maps which are still fairly reasonable will likely be out of the beginning collector's range.



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IMCoS Matters

The London Weekend

10th June 2011 – IMCoS Malcolm Young Lecture (6.30 for 7pm) and Annual Dinner (see registration leaflet in Spring issue No.124). If anyone would like to register and has lost the form please contact Sue Booty on financialsecretariat@imcos.org The Editor also has some forms left which she would be happy to mail out.

This year the dinner will be at the East India Club, 16 St James's Square, London SW1Y 4LH and will be preceded by the Malcolm Young Lecture. Our speaker will be Stanislas De Peuter, a judge at Leuven/Louvain in Belgium who has studied and collected all the maps of the *Novus Atlas Sinensis*. His title is 'Martino Martini's Jesuit Cartography of China's Middle Kingdom: the *Novus Atlas Sinensis* published by J. Blaeu, 17th century'. Members are welcome to attend the Lecture (a small charge of £7 will be made) even if they are not staying for dinner.

11th June 2011 – 10am IMCoS Annual General Meeting at the Royal Geographical Society with IBG, 1 Kensington Gore, London SW17 2AR

NB. The London Map Fair will be held at the RGS with IBG on both the Saturday and Sunday of that weekend.

IMCoS visit to Malta

22nd–25th September 2011 – Mini international symposium in Valletta, Malta with members of the Malta Map Society. Registration form and full details of the itinerary were enclosed with the Spring journal. We still have forms available for anyone who has lost theirs. This promises to be a wonderful week, so do join us.



A special Post Office cancellation stamp will be in use in Malta from Thursday 22nd September until Saturday 24th September to commemorate the visit of IMCoS members for the mini-symposium. It will be available at the philatelic counter of the Malta Post Office at Dar l-Annona in Castille Square, Valletta. The stamp has the words 'IMCoS International Symposium Malta 22-25 September 2011' with the logo of the Malta Map society at the centre.

A tour of Japan

8th–16th October 2011 – IMCoS Japan Tour. Please note that this is essentially a tourist trip, not a map symposium.

Oct 8th - Registration and welcome meeting in Tokyo

Oct 9th – Full day sightseeing tour of Tokyo

Oct 10th - Nikko sightseeing tour

Oct 11th - Tokyo to Gifu by super express train. Gifu traditional Japanese style dinner with observation of cormorant night fishing

Oct 12th - Lecture and viewing of the maps at the Gifu Prefectural Library. Travel from Gifu to Kyoto

Oct 13th - Eastern Kyoto sightseeing tour

Oct 14th – Western Kyoto sightseeing tour

Oct 15th – Kyoto to Nara. Nara sightseeing tour followed by goodbye party

Oct 16th – Disband at Nara

The organisers will accept the first 16 applications JTP Global Marketing and Travel Inc. are the organisers and have a website where you can register. Price per person Jpy 330,000 (UK£2,509, US$3,984), single supplement Jpy 60,000 (UK£456 US$724). Further details from a_fukushima159@gmt.jtp.jp : Registration at https://mice.jtbgmt.com/japanimcostour

Next year's visit to Vienna

9th–12th September 2012 – IMCoS International Symposium in Vienna, Austria.

The 30th IMCoS International Symposium 'Regional Cartography in the Habsburg Empire during 16th Century and Gerhard Mercator' will start with a guided tour of Vienna and a reception at the residence of an ambassador.

Monday, 10th September

Talks about regional cartography in the Habsburg Empire during 16th century followed by visits in the afternoon to the Woldan Collection of the



Austrian Academy of Sciences or the Historical Museum of Vienna.

Tuesday, 11th September

Talks about Mercator globes and maps followed by visits to the Globe Museum or the Austrian National Library with a map exhibition on Mercator in the afternoon.

Wednesday, 12th September

Collectors' Corner in the morning and a visit to the Monastery of Melk in the afternoon. A gala dinner will be held in the evening.

A registration form will be available next year.

A Mixed Bag at the Collectors' Evening

Report by Valerie Newby and Francis Herbert

The annual IMCoS Collectors' Evening was held this year in March rather than February. The slightly warmer Spring weather led to a good turnout of members who brought along a fascinating selection of maps to show, discuss, or enquire about. The event was held, as is customary, at The Farmers' Club, Whitehall Court, London on March 8th. In the chair was Francis Herbert, retired Curator of Maps at the Royal Geographical Society with IBG.

Our Society's photographer, David Webb, had brought an unusual series of 50 cigarette cards which formed route maps of England and Wales for car drivers; they could either be put in a blank album or put to practical use. The set was entitled 'Find your Way', issued in 1932 by Lambert and Butler (part of Imperial Tobacco Company).

Caroline Batchelor followed with a large and unusual map issued by *The Illustrated London News* of 1855, vol. 26. It showed the environs of London from Windsor Castle to Gravesend, surrounded by vignettes of places of interest on one side of the sheet and a view of Windsor Castle on the verso: see Ralph Hyde's *Printed maps of Victorian London 1851-1900* (1975), entry no.40 and plate 13. The artist was John James Dower, a son of John Crane Dower: see *Tooley's Dictionary of Mapmakers*, rev. ed., vol. A-D (1999).

Valerie Newby collects portraits of cartographers and produced one of Jean-Baptiste Colbert (1619-1683), known more for his role as the Controller-General of Finances in France under the rule of Louis XIV: this enabled his support of cartography, by ordering a survey of France requiring maps of the provinces. He was also a dedicatee of the French edition of Joan Blaeu's *Atlas Major* of 1662.

Rosemary Vracas then brought out an interesting map by David Evans of 1999 she and her husband André had bought during a cruise which stopped at the Pitcairn Islands in the South Pacific. The islanders came aboard their cruise ship selling items they had made, including this map, and many of them still bear the surname Christian. It was, of course, their ancestor Fletcher Christian who was abandoned there from the infamous Mutiny on the 'Bounty'. Raymond Frostick had brought along some



Raymond Frostick holding up copies of his playing cards showing Norfolk. (Photo by David Webb)



(Above) Hans Kok examining a map with the help of Francis Herbert.

playing cards showing a map of Norfolk: from 1676 by Robert Morden to a re-issue of *c.*1785 of Homan Turpin. He mentioned that his thorough revision of Thomas Chubb's 1928 carto-bibliography of Norfolk was due to be published later this year.

Hans Kok had several items. First, an American Revolutionary War siege map of New York giving the battle situation on 27th August 1776 by the German-born Frenchman, George Louis Le Rouge - an architect, garden designer, cartographer, and map-seller - who settled in Paris in about 1739. Then he showed a two-sheet folio Herman Moll map of Asia dated to about 1726. The map cartouche reads 'To The Right Honourable William, Lord Cowper, Lord High Chancellor of Great Britain, this map of Asia…' which showed an outdated Caspian Sea coastline. It also showed an interesting Kamchatka with remarks added. Hans also had two Blaeu maps of 1635, 'Tabula Magellanica' and 'Freti Magellanici', that included information from the Dutch navigator Jacob Le Maire. He was amused that on them the Patagonians were described as being 10 ft tall.

Bob Bartlett had some coloured pictorial maps advertising wine areas in Italy, Portugal and Germany; and Walter Valk had an 1838 map of Hokianga Bay, 120 miles northwest of North Island's Auckland, two to three years before New Zealand became a colony. He also had an article about the Niagara River in Canada which talked about 'spontaneous human combustion'; both came from a London-published popular weekly - *The Mirror*.

Cyrus Ala'i, whose *Special Maps of Persia* – a sequel to his *General maps of Persia* (2005) - was published in October last year, had a bird's-eye view

(opposite above) Jenny Harvey with her map of Bath (opposite below) Jeremy Edwards and Bob Bartlett study the map of London. (Photos by David Webb)



Cyrus A'laí with his bird's-eye view of Caschan in Persia.

of a city which had not appeared in his second book. He found it in a German book entitled *Force d'Europe* dated 1720 covering cities of Europe, to which this one from Persia was added later. This map-view, based on that of Olearius, was not listed in the index but it was included in a supplement and therefore could not be easily traced. The title was 'Prospect der Stadt Caschan in Persien… fuenff tag reisen von Ispahan' and was engraved by Gabriel Bodenehr.

Gerry Zierler brought along what he regards as his favourite map – Faden's 1793 map of Norfolk; which you can read all about on page 7 of this issue of the *Journal*. He also brought a copy of a new book, *William Faden and Norfolk's 18th-century landscape* by Andrew Macnair and Tom Williamson, which includes a chapter on his map. One of Jenny Harvey's collecting areas is the city of Bath where she was born and brought up. She loves circular maps and she brought one of 5 miles round Bath at 1½ ins to the mile engraved by W. Hibbert and published by W. Taylor & W. Meyler. The map was folded up into an original slipcase and cost 3s 6d (about £0.18) when it was first issued in 1787.

Ray Eddy won the prize for the largest map of the evening. It was a photographic reproduction of Saxton's 1583 wall map of England & Wales, of which the original is on 20 sheets measuring, when joined, about 4 x 5' [or 14 x 17.3 cm]. See *Early printed maps of the British Isles 1477-1650* by Rodney Shirley, 3rd ed. (1991). Jeremy Edwards had a street map of London from the 1840s showing several railway stations but no King's Cross. His 'A Plan of London and its Environs', drawn by R. Creighton, was originally engraved by J. & C. Walker for issue in Samuel Lewis' *A Topographical Dictionary of England* from 1831, with other editions to 1848: see *Printed maps of London circa 1553-1850*, 2nd ed., by James Howgego (1978). He also had a pair of maps engraved by Blondeau: 'Ecosse' and 'Carte d'Angleterre et de la Principauté de Galles.' The evening was ended by Francis Herbert, who had brought along a 'Map of literary Britain and Northern Ireland' designed by Geoff Sawers (2010). It was a most unusual item in that no line-work' (e.g. coastline) had been used by the designer: it was composed of names – in different size, design and colour - of 181 poets, authors and other well-known writers from Bede (7th-8th centuries) to the 21st century; a USA was published in April this year by the same publishers. There is no doubt that "a good time was had by all." Hopefully even more members of IMCoS will be able to come along to the meeting next year.





How Mostly Maps came about

by Sally Forwood

Sally is one of our advertisers whose shop members might like to visit if they are in Hay on Wye in Brecknockshire, Wales.

Undoubtedly it is odd that a town of some 1500 people in one of the UK's most unpopulated counties should boast some 24 secondhand bookshops, two bookbinders and four galleries including our antiquarian map gallery, Mostlymaps. The town grew from the imagination of Richard Booth, a true eccentric who, like a character in *Alice in Wonderland*, has no problem in thinking and believing 'six impossible things before breakfast'. Hay-on-Wye as a booktown, begun some forty years ago now, became the first of a world-wide booktown movement adopted by authorities for rural regeneration and resulting in an MBE for Richard Booth .

My husband and I came to Hay-on-Wye for the weekend 36 years ago and we are still here. It's been a long weekend. We met Richard Booth in one of his bookshops and he offered us both a job. Kemeys gave up his grant to do deep-sea diving in Scotland (after a year's stint on the oil rigs) and took up the offer and became Richard Booth's buyer for two eventful years. I joined Kemeys in Hay after graduating from St Anne's College Oxford with a degree in English Language and Literature. We bought our first shop from Richard Booth, complete with stock and April Ashley (famous for, amongst other things, being one of the first to undergo a sex change) as a sitting tenant. We had a shopful of books but many were pallet-loads of the same title, two memorable ones being 'How to solve your servant problem' and 'Sex for the over Seventies'; neither was a great seller. Gradually we turned the stock into good general antiquarian material with an emphasis on literature, natural history and bindings.





Several different shops later we moved (twenty years ago) to our present location in Castle Street at the foot of the steps of the medieval/Jacobean castle with views of the Radnor hills on the other side. Here we added antiquarian prints and maps to the books, and found that the maps were interesting us more and more so that eight years ago we changed our name from Forwood's to Mostlymaps.com at the launch of the first of our three websites. We have found that the combination of clicks and mortar is very effective and that people often travel great distances to view a map that they have seen on the website.

We have a large and changing stock of John Speed British county maps and although our stock is weighted towards the British Isles our foreign map stock is growing: so do take a look. We are, as far as we are aware, the only map shop in Wales and gain a huge amount of pleasure from introducing people to this fascinating subject. Probably due to the prevalence of the gap year traveller we are pleased to report that we find many young people - young women as well as young men - are utterly entranced by the pleasure involved in picking up and studying a 16th or 17th-century map of a place that they have visited. Even an old map of the London Underground can elicit excitement! As all IMCoS members know, the joy of maps is that the more you know, the more you realise that there is to know. We hope that we have many years ahead of spreading the word.

NB. See Sally's website at www. Mostlymaps.com

Death of two IMCoS members

The passionate collector of maps of Croatia and co-editor of the book *Five Centuries of Maps and Charts of Croatia*, Professor Drago Novak, M.D. who was also a renowned radiologist and scientist, died on 26th March this year. He was a member of IMCoS for many years.

We also have to report the death of Jens Bornholt (below) who was our National Representative for Guatemala. Jens was of German descent and background but had lived in Guatemala since his birth. After an active life growing coffee he retired and he and his wife Erika shared their time between their homes in Guatemala and Florida. As staunch supporters of IMCoS they organised a wonderful symposium in Guatemala in 2007 much of which was held at the Universidad Francisco Marroquín of Guatemala City. Jens was co-author of a book on the maps of Central America.



30 years plus as IMCoS representative

by Neil Mckinnon

During my 30 plus years as IMCoS International representative for New Zealand I have enjoyed being associated with my fellow members and meeting interesting collectors, auction house principals, academics and dealers. In many instances we have exchanged hospitality in our own countries and greetings at map fairs and conferences. Sadly, some of these endearing characters have now passed on.

I remember how excited I was to receive the first issues of *The Map Collector*, *Mercator's World* and, of course, the *IMCoS Journal*. Today, of course, it is so much more convenient to correspond with colleagues by email instead of by snail mail and to bid at auction in the same way, rather than by cable, fax or telephone.

Colleagues who have been most helpful over this period, and I'm sure they won't mind being named, are Felix Hartung, Ingrid Frank-Granier, Tony Campbell, Freddie Weissart, Dick Fitch, Ken Nebenzahl, Curt Griggs, Alan Walker, Robert Newton, Larry Robbins and Paul Arnold. Latterly I have been a charter member of the IAMA and enjoy the support of its members.

Memorable occasions in New Zealand when rare maps and prints were offered or on display were the America's Cup Exhibition in Auckland with my colleague Robert Newton, the IMCoS International Map Symposium in Wellington at Te Papa hosted by Michael Ross and our City Exhibition in Christchurch co-hosted with Paul Arnold. Sadly, his premises no longer exist since the earthquake.

Since 1999 I have been an ebay member with an estore and have made many new friends, both sellers and buyers. Now, my wife Isobel and myself hope to venture abroad again and reacquaint ourselves with some old friends. Perhaps you will see us at future IMCOS meetings in London or at the June map fair. I will end by asking if any other international representative can claim to have represented IMCoS for as long as me?



Neil and Isobel Mckinnon

Summary of accounts for the year ended 31 December 2010

INCOME	
Subscriptions	£16,437
Advertising	20,190
Bank interest	1,078
Other income	2,312
	£40,017
EXPENSES	
Journal costs	£32,356
Advertising, awards & presentations	1,729
Events, excluding Symposium	553
Insurance	1,033
Membership services	1,783
Administration & committee costs	1,711
Computer & website	3,681
Bank charges & exchange differences	766
	£43,612
Excess of expenditure over income	***£-3,595***
Balance of funds brought forward	£58,018
Total members' funds	**£54,423**
BALANCE SHEET	
Bank balances	£72,068
Prepayments	421
Accounts receivable	490
	£72,978
Less Prepaid subscriptions	£17,756
Other creditors (see note)	2300
	20,056
	£52,923
Library	1,500
Net worth	**£54,423**

Notes: The Society has acted as agent for the organisers of the Symposium held in October 2010, who have accepted full financial responsibility. As at 31 December 2010, a balancing amount of £553 was due to the organisers. (At 31 December 2009, £5,566 had been paid as deposits, which has subsequently been recovered from delegates' fees).
The accounts have been examined by Cyrus Ala'i and Peter Carpenter.
Full accounts are available on the Members' website, and will be presented to the AGM on 11th June 2011.

Quote for the Day

"If it had a map it would know which way to go".

Marc French's ruminations on a wandering ant. June 2009

Why not encourage friends and colleagues to join our Society? They will be part of a happy bunch of people who both love to collect and study early maps. Every year we hold an *International Symposium* and other events including our *Collectors' Evening* when members can bring along their maps for discussion or identification. We also have an annual dinner and lecture and visits to map exhibitions.

Joining IMCoS

Membership prices for 2011 are:-
Annual £45 Three Years £120
Junior members pay 50% of the full subscription (a junior member must be under 25 and/or in full time education).

NB. Because of the fluctuation in exchange rates between the dollar and the pound, as well as excessive bank charges for non-UK cheques, we will no longer be able to accept dollar cheques. USA members should pay by credit card.

To apply for membership contact the financial and membership administrator, Sue Booty financialsecretariat@imcos.org or by post at Rogues Roost, Poundsgate, Newton Abbot, Devon TQ13 7PS.
You can also look at our website www.imcos.org



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Front cover picture: 'Tabula Magnae Britanniae Angliam Scotiam et Hiberniam' by Claes Janszoon Visscher (under his latinised name Nicolaus Iohannis). The map originated in the early 1620s and was engraved by Abraham Goos. This copy is dated 1650. (By courtesy of Rodney Shirley)

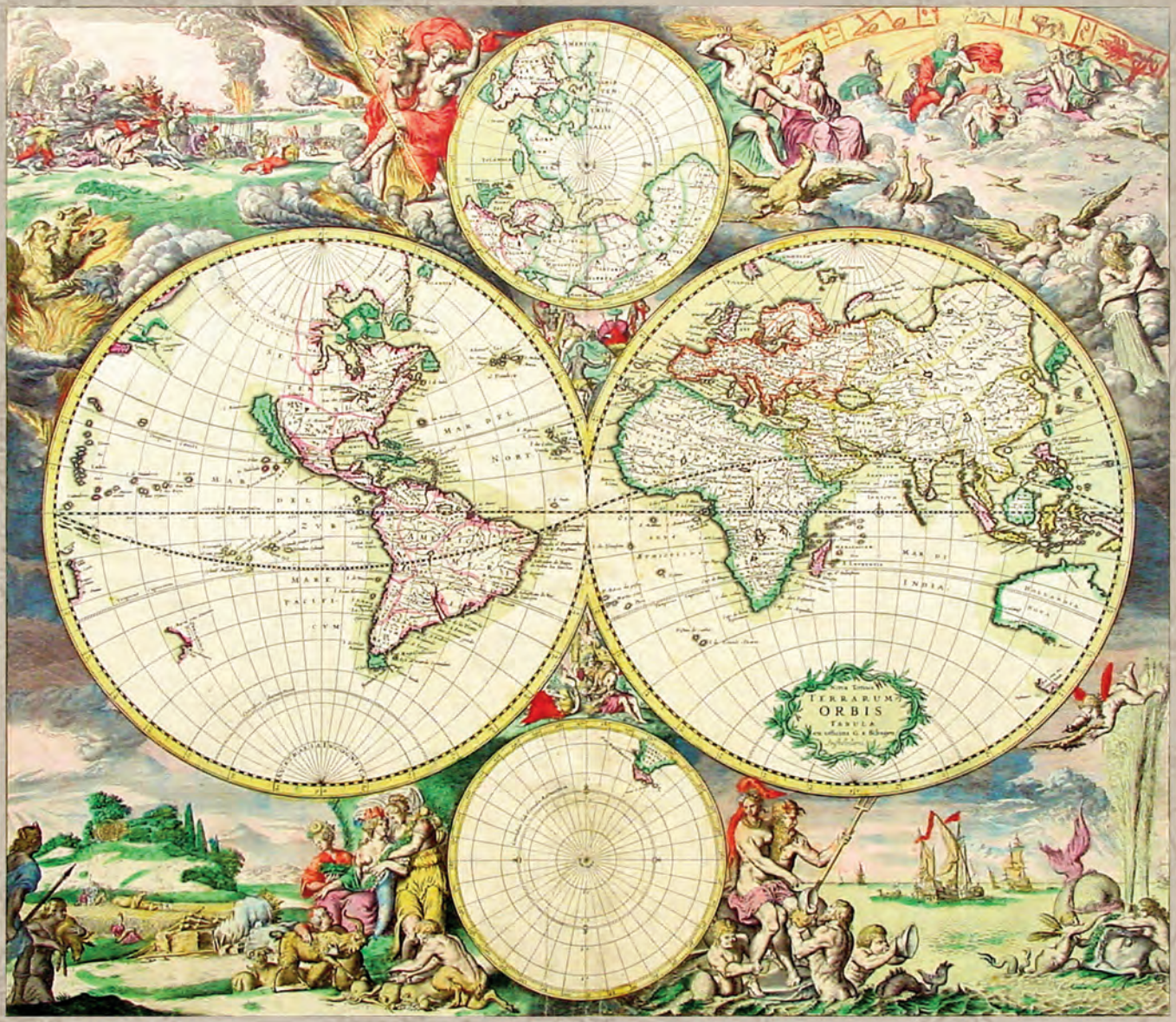
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