SUMMER 2003 ISSUE No. 93

IMCOS JOURNAL



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Journal of the International Map Collectors' Society

SUMMER 2003 ISSUE No. 93

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Cover map: 'Alphonsus Lasor a Varea: Isola di Cipro', 1713. Courtesy Bank of Cyprus Cultural Foundation.

Copy and other material for our next issue (Summer) should be submitted by **15 July 2003**. All items for editorial use should be sent to The Editor, Susan Gole, **5 Dunn Cottages, Butterton Lane, Oakhanger, Crewe CW1 5UU**. Tel: (0)1270 878 465. Fax: (0)1270 878 467. E-mail: **susan@gole.fsnet.co.uk**
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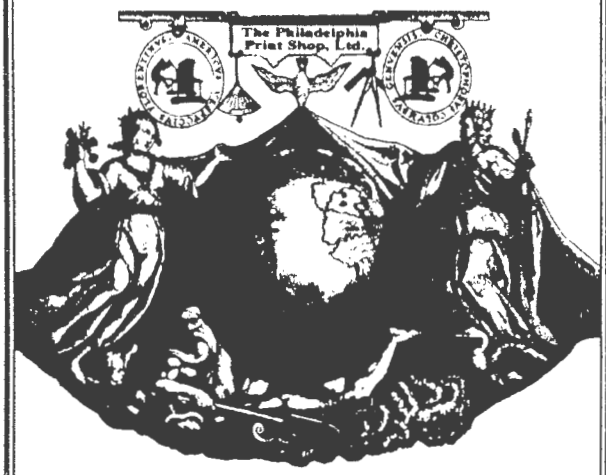
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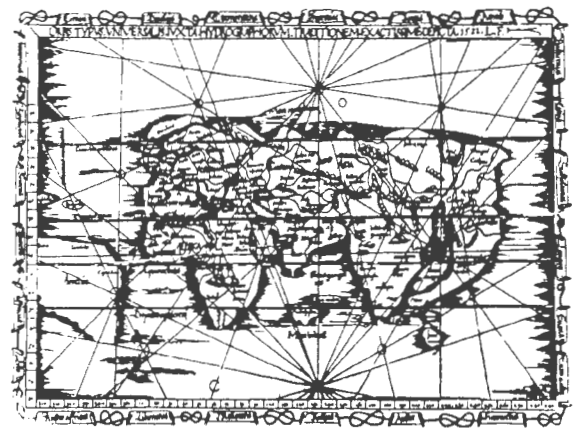
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From the International Chairman's Desk

When I wrote for the Spring Journal, we were all fearful of the looming human-made catastrophe that was about to come upon us. That now seems to be over, and most of us have escaped unscathed. So now there is another disaster possibly awaiting us. But this time it is Nature on the opposing side, not mankind. I am reminded of a novel by Nevil Shute (whose title escapes me) about the inhabitants of an imaginary island who all live in peace and loving harmony. Gradually the will to live dies out, and the final surviving human decides it is no longer worth living. It seems that we, as humans, require the stimulus of greed and lust for power to keep us going. So the man-made disaster should not have taken us by surprise. But *carpe diem*—let us enjoy life while we have it. And I can assure you all that attending the International Symposium in Cyprus in October will be enjoyable. These islanders have certainly not lost their will to live, and to enjoy their life to the full.

Cyprus has an incredible history. Did you know that for a short time (in the 12th century) it was ruled by a king of England? We will be able to see the remains of his castle. Long before that time, the neolithic people have left us incredible proof of their high standard of living (their village is on our route). Then came the Greeks and Romans, and their artefacts can be found under almost any stone you turn up; their mosaics are stunning. Then came the Christians who painted their churches from floor to ceiling. Because they built a double roof to keep the sun off their paintings the churches remained out of sight of the Turks when they took possession of the island, and we can enjoy them today. In between the Venetians coveted the island, and obtained it by a clever marriage policy. Then the British had it again, and they allowed it to be divided in half when they were leaving (as they did to India too).

All these turns and vicissitudes of history have left their mark, and taught the Cypriots to take pleasure in their life wherever it may be found. So I do urge you all to join us in Cyprus, and make sure that our 22nd International Symposium is as successful as our 21st in Amsterdam.

SUSAN GOLE

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Chairman's Report - IMCoS AGM - 12th April 2003

Any society that wishes to thrive and be successful has to listen to and take note of its members feedback. During 2002 the Committee acted on two requests in shaping its programme.

In the first instance, the Committee was asked at the 2001 AGM whether it was appropriate to invest part of the reserves to further the activities and prestige of the Society. Given the enforced need to find a new venue for the Map Fair the Committee took the decision to hold the 2002 Fair at Olympia, and to fund this with up to £5,000 from our reserves, if necessary. The Committee believes the Olympia venue raises the profile of the Society in the arts and antiques world where there are many would be collectors whose interest may be captured. In the event, the Fair attracted the largest number of dealers so far, and a satisfactory turn out of visitors. We received comments on how professional the fair has now become and the financial outcome was a small profit.

Our June weekend drinks reception was moved from Friday to Saturday evening and held in the Map Fair hall, so that we could have a preview of maps at the sponsors stands and a drink following our members' visit to the Public Record Office. This meant that the annual dinner was held on the previous evening–a Friday. Numbers of attendees at the dinner and at the Public Record Office were disappointing. The Royal Overseas League dinner venue appears to have outlived its appeal. The PRO does not have as 'glamorous' a title as other major institutions which we have visited in the London area, and yet holds material which is just as important, and in beautiful surroundings, so our choice of theme for the Symposium 'Old World to New World' may not have been as appealing as we had anticipated. Those who did attend enjoyed a high standard of lectures and plenty of interesting material on display. The overall results of the weekend have been taken into account in planning for 2003. The 'order of play' for the 2003 June weekend has been amended and the committee hopes that the formula will be more attractive. It is important to innovate and keep an organisation fresh and alive, but we are mindful that we must not throw out the baby with the bath water.

By contrast with June, the Society's Saturday visit to Holkham Hall, postponed from 2001, was an outstanding success. We were oversubscribed in numbers, but eventually managed to accept all sixty visitors. Although Wells by the Sea is tucked away in North Norfolk, most participants chose to make a weekend of it, and join a pre-arranged dinner the previous evening. It was particularly pleasant viewing the John Innys collection in the magnificent surroundings of an English stately home.

Our International Symposium took us back to Amsterdam and attracted a large international audience. The format of morning lectures and afternoon visits is well established and we took the opportunity of the 400th anniversary of the founding of the V.O.C. (the Dutch East India Company) to learn more of the golden age of Dutch exploration and, closer to home, the critical impact of water in the life and history of the Dutch people. Our lectures were held in the West Indies House, home of the Dutch West Indies company, set amongst the attractive canal system of Amsterdam. As our International Symposium grows, we have to work hard to retain the informality which marked the smaller earlier events, whilst striving for the standards of more professional conferences. Achieving this balance is measured by the key yardsticks of positive comments from members on the quality of content and their ability to mingle easily with other members in an interesting location. I have received many comments that Chicago in 2001 and Amsterdam in 2002 continue to move us forward in this respect.

Regular events held in 2002 included the Informal Collectors' Meeting at the Farmers Club in February, continued sponsorship of the Warburg Series of Lectures in London and attendance at the Miami Map Fair. The Warburg series, advertised in the Journal, produces a wide variety of topics and anyone planning to visit London will find a warm early evening welcome.

One extra activity in 2002 was an IMCoS presence at the newly established Paris Map



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Fair, where Caroline Batchelor represented us, sharing a stand with the Brussels International Map Collectors' Circle. It is not the Society's policy to be represented at every map fair, indeed this would be an impossibility, but the Committee feels it is important to support new ventures which may spread the word to new audiences regarding the joy of collecting and studying maps and the existence of the Society.

In the second half of the year the Committee was strengthened by the appointment of a new membership secretary, Patrick Whitten. Patrick has spent much time, together with his wife Jill updating our membership database, with the aim of creating more regular contact with members through email, and using the web to get the IMCoS message to a wider audience. Patrick's comment upon his appointment was that the Society is getting 'two for the price of one' since Jill is as much part of membership administration and communication! As organisations move away from cheque based transactions towards web based transactions the Society intends to be able to facilitate payments by credit card via the web site, in additional to current payment methods. This will be introduced first for membership subscriptions to make it easy for renewals and for the increasing number of people who find us via the web. Both these activities involve upgrading of the Society's software and equipment, which is currently in train.

At the end of 2002 the Committee approved an increase in subscriptions, which is now before the meeting for endorsement. The increase is necessary to pay higher administration costs and investment in new technology. For many years the profit from the map fair helped to pay such costs but this cannot be relied on. The Society's loss in 2002 is attributable to increased expenses generally. The Committee has more detailed management information on a regular basis than it had in the past and in the current economic climate is exercising caution in the expenditure it makes. It is our desire that the subscription gives value for money and our policy remains that individual events should be self funding, so that subscription should cover the Journal, the web site and Society overheads. In an era of increasing sophistication in technology and a greater reluctance of members to undertake Society work voluntarily, we must contain our costs without jeopardising what we offer, and we must seek ways to expand our revenue, so that you continue to enjoy the benefits which the Society offers at a price which you consider reasonable.

At the beginning of my remarks I indicated that there were two pieces of feedback in particular which the Society has acted on in 2002. The second is the reason that you are here today. The Committee was asked to reduce the London bias from its programme in the UK and to consider more events in the North of England and elsewhere. The programme for this weekend in Liverpool was planned last summer with this in mind. We shall plan to hold a Symposium outside London and other regional visits where they are feasible

May I thank all my fellow Committee members for their efforts during 2002. In particular I wish to thank Yasha Beresiner who as a founder of the Society has acted as its publicity officer since the Society's inception, ensuring that the Map Fair was advertised as widely as appropriate and thus contributing to its gradual growth and success. Yasha remains a member of the Committee and continues to have the Society's best interests at heart. Also my thanks to Derek Allen, who while not a member of the Committee, has been handling incoming Journal advertising on behalf of the Society. This is an important revenue stream and Derek has expanded this advertising and organised its administration. We are seeking a replacement for Derek, who can organise the acceptance of adverts and seek new advertisers. In this technology age the role can be done from anywhere in the world.

With a wide spread of members and their interests I hope that we have managed to provide something worthwhile for you in 2002. For those of you who are more remote we appreciate that the Journal remains your main link and we are conscious that this is a mainstay of the Society with its standards to be maintained and enhanced over time. Whatever your expectations of IMCoS I trust that we shall continue to meet them in 2003.

JENNY HARVEY

IMCoS Accounts—2002

Summarised Balance Sheet
As at 31st December

	2002	2001
Fixed Assets	£	£
IMCoS Library	1,500	1,500
Calico Fabric for Map Fairs	890	-
Current Assets		
Cash at Bank, etc.	57,802	51,073
Prepayments	4,735	4,077
Accounts receivable	518	8740
Un-deposited funds	1,150	-
TOTAL ASSETS	66,595	65,390
Represented by:		
Membership Funds	21,599	18,968
Prepayments received (Future events)	12,538	7,798
Accounts payable	712	2,058
Surplus Income over Expenditure		
brought forward	36,565	32,035
for this year	(4,816)	4,531
	66,595	65,390

Honorary Treasurer: E. H. T. Whitten
Examined by: Walter Valk & Robert K. Bartlett

Full accounts available for inspection with the Treasurer

Income & Expenditure Account

	2002	2001
INCOME	£	£
Subscriptions	13,589	11,608
Regional Events	1,926	2,408
Nat. & International Events	27,820	18,163
Donation	-	34
Interest (Net)	862	1,676
Total Income	44,197	33,889
EXPENDITURE		
Regional Events	1,874	3,873
Nat. & Internat. Events	27,144	10,027
Advertising, Publicity	1878	125
Map & Society Lectures	300	300
Sponsorship	-	650
IMCoS Journal (net)	8,065	6,528
IMCoS Directory	1,361	-
Bank & Credit Card Charges	1,155	703
General Administration	6,313	5862
Insurance	231	376
Gifts & Awards	310	439
Membership Administration	8	977
Exchange Rate	374	(502)
Total Expenditure	49,013	29,358
(Deficit) or Surplus Income over Expenditure	(4,816)	4,531



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The Place-Name 'Vinland' on the World Map in the *Rudimentum Novitiorum*

The *Rudimentum Novitiorum* (RN), printed by Lucas Brandis in Lübeck, Germany, in 1475, contains a world map (Fig. 1) that is of great interest to students of early cartography. It is the first detailed map ever to be produced on a European printing press and it is one of only a very few published maps that follow the design of the medieval model known as the 'mappamundi'.[1] One of the more controversial features of this map is the place-name 'Vinland', which appears at the northwest edge of Europe (Fig. 2).[2] Analogous place-names appear on the two related editions entitled *La mer des hystoires* (The Sea of History), which are essentially French translations of the Latin *RN* that were printed in Paris in 1488 and Lyon in 1491.[3] Students of early cartography have wondered if this place-name, used on a map that was printed nearly two decades before Columbus' journey, could relate to the New World depicted in the famous Vinland Map in the Beinecke Library at Yale University, which was supposedly drawn around 1440.[4] This paper briefly examines several interpretations of the place-name.



Fig. 1. World map in the Rudimentum Novitiorum.

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Fig. 2. Detail of the European quadrant of the Rudimentum Novitiorum *map showing Vinland.*

On the map, Vinland, at the northwestern edge of Europe, is surrounded by Norwe to the southwest, Gothia (southern Sweden) to the southeast, Holsacia (Holstein, a region of northwest Germany) to the east, and Obtritorum (a Slavic tribe on the Baltic coast) to the northeast. As I have demonstrated elsewhere, we cannot give too much weight to the locations of place-names on the map because although they are generally placed appropriately in relationship to one another, many are not.[5] For example, near Vinland, Frisia (Friesland, northern Netherlands) is erroneously shown to the northeast of Dacia (Denmark) when in fact it lies to the southwest. Fig. 3 shows the location of certain place-names during the fifteenth century as well as modern Finland and Lappland.

In our attempts to determine which land the mapmaker had in mind for the place-name Vinland, we should first inspect the text of the *RN* for clues and, in particular, the text's substantial geographic dictionary, which describes 229 place-names. Vinland is one of these; the original text reads in translation:

> Vinland is a land near the mountains of Norway situated to the east on the shore of the ocean sea. It is not very fertile except for grassy meadows and forests. Its people are barbarous and wild peasants, devoted to sorcery and magic.

Although highly useful, this evidence is not definitive because the text of the *RN* was probably written by someone other than the mapmaker. Although one would assume the mapmaker was familiar with the text, there are several instances in which the names on the map and in the text do not correspond.[6]

Over the course of many centuries, the name Vinland has been used on vari-

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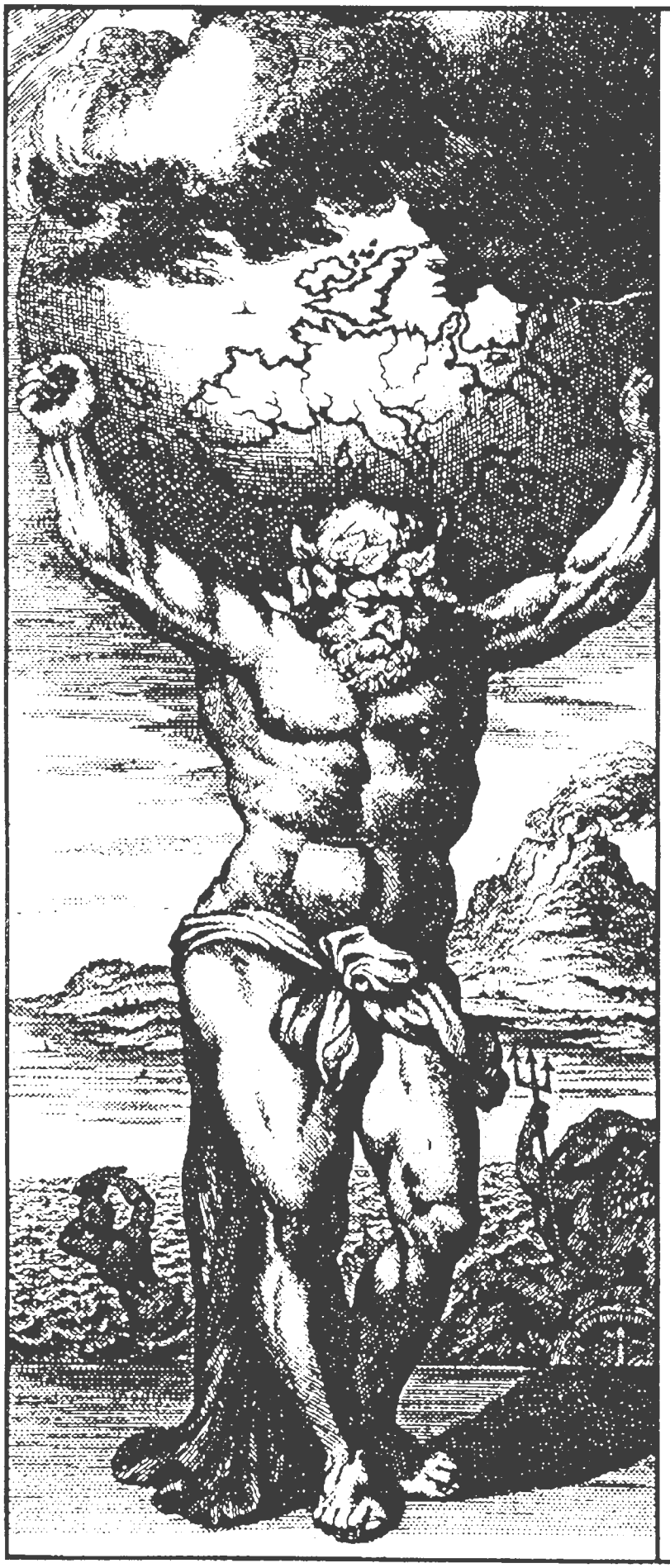


Fig. 3. Map of certain place-names of northern Europe.

ous documents to refer to several different places. The primary purpose of this paper is to discuss which of these places the mapmaker and author of the text might have had in mind when the *RN* map was made. At least five interpretations of the place-name can be advanced.

One proposal is that Vinland is an early reference to Finland. This interpretation assumes the substitution of an initial *v* for *f*, which is not at all unusual given the fact that in the various German dialects of the period, *v* and *f* were interchangeable. There are several problems with this hypothesis however. First, the people of the general area of modern Finland were not referred to collectively as Finns during the late Middle Ages, and no other contemporary source uses this name for the land the Finns inhabited. Moreover, the people of modern-day Finland had been Christian for several centuries by the fifteenth century and were not barbaric or devoted to 'sorcery and magic' as the text suggests. Finally, the text location of Vinland 'near the mountains of Norway situated to the east on the shore of the ocean sea' seems entirely inappropriate for Finland as we know it today; it is much further east on the Baltic.[7]

A second interpretation has been postulated by Kirsten Seaver. She notes that a medieval Icelandic itinerarium dated 1387 speculates on where Vinland, known in the sagas, is located and mentions a Vinland right next to Saxland, which, based on other references, would appear to be Wendland.[8] The Wends, a Slavic tribe living in northeast Germany on the Baltic during this period, had a reputation as wild and heathen. Although Seaver's study suggests that Vinland was used at least once (in the late fourteenth century) to refer to Wendland, the text of the *RN* seems to indicate that this is not the case on the map: although the wild reputation of the Wends might support the description of



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the inhabitants as 'barbarous and wild peasants,' the location of Vinland as 'near the mountains of Norway situated to the east on the shore of the ocean sea' does not suggest a country on the southern shore of the Baltic any more than it does modern Finland. The map supports this doubt, although, as noted above, we should not rely too heavily on the location of place-names. In particular, early sources generally place the Wends to the east of Saxonia, but Vinland appears two place-names to the west of Saxonia on the *RN* map.

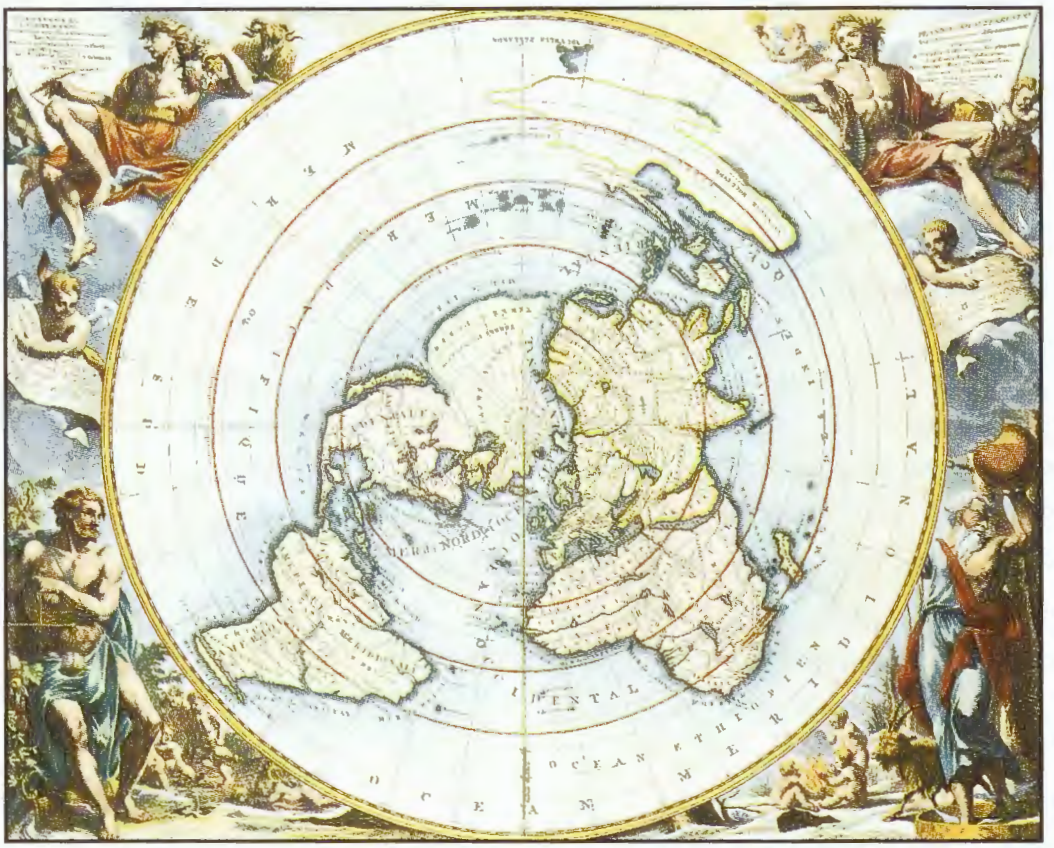
A third interpretation is that the *RN* map's Vinland refers to a New World continent, a large island, or the northeastern coast of Asia, but in any case, a land far to the west. Bjarni Herjolfsson, in 987, and Leif Eriksson, a few years later, sequentially discovered Helluland (probably Labrador), Markland (probably Newfoundland), and finally Wineland the Good (in the Old Norse original identified as Vinland, a fertile land of unsown grain and even grapevines).[9] Many have argued that some people living in northern Europe knew about the North American landmass well before 1492 and used the place-name Vinland to describe this land. The *RN* was printed in Lübeck, a Baltic port city at almost 54 degrees north latitude; no other map from before 1500 was printed in a more northerly city. If any mapmaker had knowledge of the northern approaches to the New World in 1475, it likely would have been this one.

Do any maps show Vinland in this context? The Vinland Map, noted earlier as being at Yale (c. 1440), clearly shows a large island in the distant west that is named Vinlanda Insula or Vinilanda Insula.[10] A map by Sigurdur Stefansson, produced in 1590 (115 years after the *RN*, but presumably based on Icelandic tradition), shows Promontorium Winlandia along the shore of the western mainland, which could be the New World or the eastern coast of Asia.[11] The placement of Vinland on the edge of the *RN* map is not inconsistent with this western land argument; other islands, such as Iceland and Gorgades, are also placed on the map's edge.

There are several problems with this interpretation, however. First, the location described in the text of the *RN* ('near the mountains of Norway situated to the east on the shore of the ocean sea') is inconsistent with a place in the distant west. Second, on the RN map, Vinland is located north of Gothia (southern Sweden), northeast of Norway, and well to the east of Iceland. Thus, the placement of Vinland on this map does not suggest that the land lies well to the west. Finally, although most accounts acclaim the fertility of the newly found western land, the textual description of the land in the *RN* notes it is 'not very fertile' and does not mention grapes.

A fourth interpretation of the place-name on the *RN* map associates it with a distant northern island. Vinland first appears as a place-name in the eleventh-century historical work of Adam of Bremen (c. 1070), where, in addition to describing Thule (Iceland) and Greenland, he says there are many islands in the ocean sea; he calls one of them Vinland, 'because vines producing excellent wine grow wild there.'[12] Adam suggests that Vinland is farther to the north of Iceland or Greenland, and he

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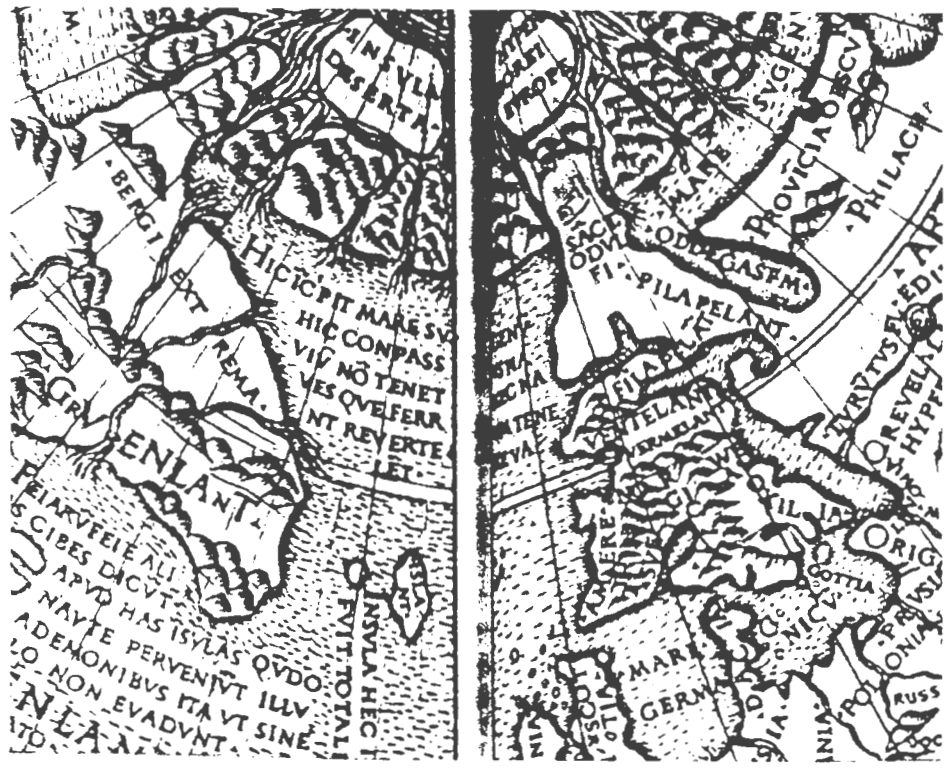
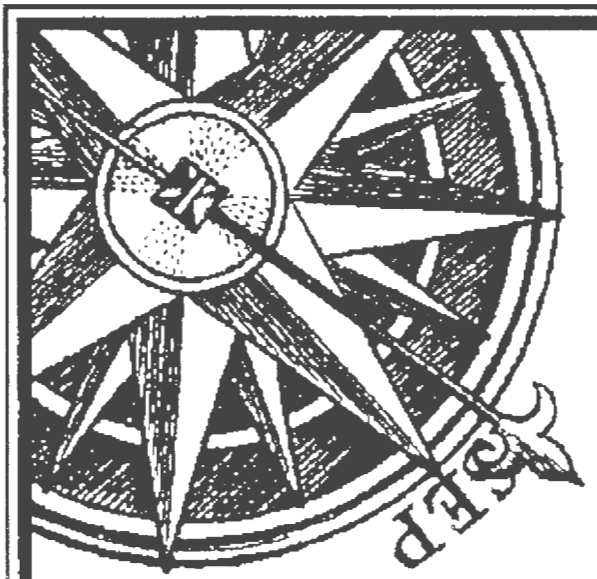


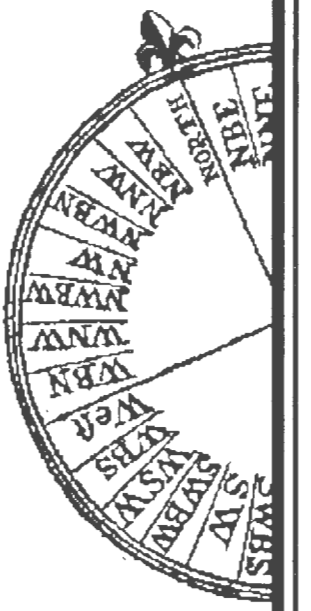
Fig. 4. Detail of the northern regions from Johannes Ruysch's world map (1507).

states that the area beyond the island of Vinland 'is full of impenetrable ice and intense darkness.'[13] Elsewhere, Adam seems to indicate that Greenland is the furthest island going west, thus supporting the notion that Vinland is to the extreme north, not west.[14]

Do any existing maps support this fourth interpretation? At least five of the more than twenty manuscript maps from Ranulf Higden's fourteenth-century *Polychronicon* (including the Evesham derivative) include an island named variously, Witland, Winiland, Svinlandia, Wyntlandia, and Wyndlond, all possible variations of Vinland.[15] All five are located east of Iceland, so they are more consistent with a northern location for the island rather than a distant western location. Perhaps the cartographer of the *RN* consulted Higden's *Polychronicon*. The relationship of the place-names on the *RN* map (Vinland north of Gothia and Norway) and in the text of the *RN* seems consistent with a northern location. The text in the *RN*, however, does not describe Vinland as a distant island, and its description of a terrain that is not very fertile disagrees with Adam's statement that vines were growing there.

A fifth interpretation holds that the *RN* mapmaker thought Vinland was a region north of Gothia and northeast of Norway but attached to the Scandinavian mainland, in what is now Lappland or possibly Finnmark, the most northern coastal portion of the larger area of Lappland.[16] In the years before the printing of the *RN*, the Lapps were called Finns.[17] As noted earlier, the *v* and *f* were interchangeable in medieval Germany. Vinland on the *RN* map would, by this analysis, refer to the land we now know as Lappland (not modern Finland). I argue that this identification best suits both the textual description ('Vinland is a land near the mountains of Norway situated to the east on the shore of the ocean sea') and the cartographical



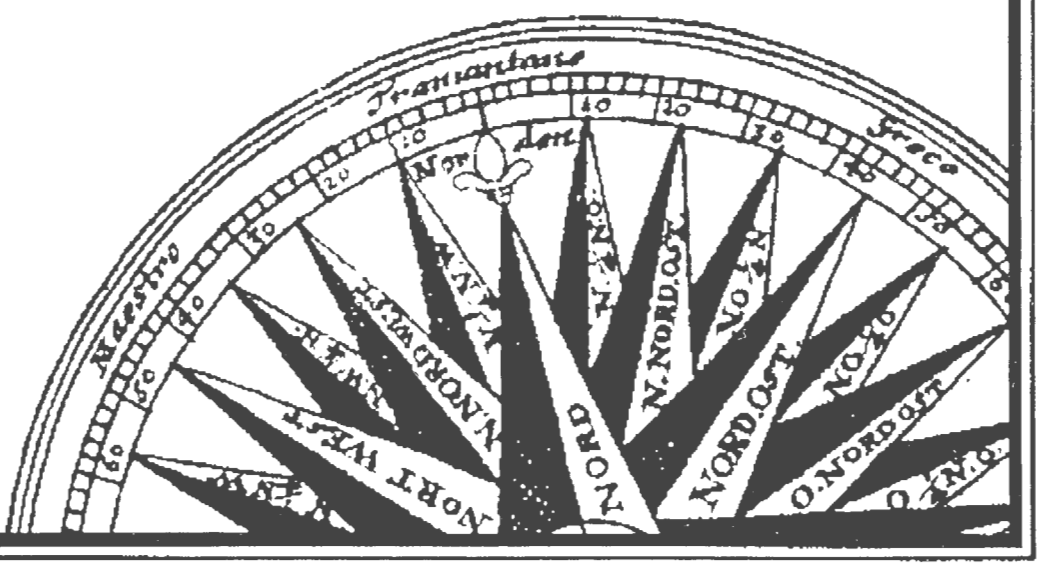


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depiction (with Vinland northeast of Norwe and northwest of Gothia).

I have found two maps of the relevant time period that contain a possible corruption of the place-name Vinland; on both, the territory in question is attached to the mainland of Europe, which supports the Lappland hypothesis. A manuscript map of the north by Henricus Martellus (c.1480) shows Venthelandia northeast of Norbegia on the coast.[18] In 1507, Johannes Ruysch places a similar name, Venteland, in essentially the same location on his well-known world map (Fig. 4). If Venteland or Venthelandia were corruptions of Vinland, their location would be consistent with this fifth hypothesis.

The description by Adam of Bremen of the Lapplanders further supports the fifth interpretation:

> All, indeed, who live in Norway are thoroughly Christian, except those who are removed beyond the arctic tract along the ocean. These people [the Lapplanders], it is said, are to this day so superior in the magic arts or incantations that they profess to know what every one is doing the world over. . . . They use the pelts of wild beasts for clothing and in speaking to one another are said to gnash their teeth rather than to utter words.[19]

This characterization is consistent with the text in the *RN*, where the Vinlanders are called savage peasants who practice the magic arts. The description in the *RN* of Vinland as 'not very fertile except grassy meadows and forest' applies accurately to the non-arable habitat of the Sami (or Lapplanders) in northern Norway.

To sum up, although mapmakers and writers between the late 1000s and the early 1500s used various of the five meanings of the place-name Vinland, the mapmaker of the world map in the *Rudimentum Novitiorum*, and the author of the accompanying text, most likely intended the fifth interpretation; they probably intended Vinland as a reference to the north of Scandinavia, an area now known as Lappland or possibly Finnmark.

REFERENCES

1. The Mappamundi, with east at the top, follows the T-O format which refers to a basic cartographical scheme in which the earth's known landmass, Africa, Asia and Europe, is represented in its totality as an O, with a bisecting horizontal (north-to-south) line representing the Don (left) and Nile (right) rivers, and a vertical radius standing for the Mediterranean.
2. The second *n* is written as a postscript over the *a* on the map and is spelled out in the geographic dictionary in the text. Scott Westrem's research with early cartographic place-names indicates the superscript following the letter *d* is an abbreviation for *ia*; thus the word would be Vinlandia.
3. It appears in the 1491 Lyon edition as Virlande on the map and as Vinlande in the text.
4. R. A. Skelton, Thomas E. Maston, and George D. Painter, *The Vinland Map and the Tartar Relation* (New Haven and London: Yale University, 1995).
5. Wesley A. Brown, *The World Image Expressed in the* Rudimentum Novitiorum, Philip Lee Phillips Society Occasional Paper Series, No. 3 (Washington D.C.: Library of Congress, 2000), p. 20.
6. Brown, pp. 21, 22.
7. Tom Suárez has noted that the Hereford mappamundi shows a group of three Baltic countries as islands lying north of a bear (representing Russia), of which the middle island appears to be 'viland'. He proposes that this word refers to Finland (*Shedding the Veil* [Singapore: World Scientific, 1992], p. 13). Careful inspection of the original Hereford map by Scott Westrem reveals that the place-name is actually 'Ysland' (Iceland) (*The*

Hereford Map [Turnhout, Belgium: Brepols, 2001]).

8. Kr. Kålund, *Alfrædi íslenzk. Islandsk Encyclopædisk Litteratur*. I. Cod. Mbr. Am. 194. Samfund til Udgivelse af Gammel Nordisk Litteratur (Copenhagen: Møllers, 1908), pp.12, 13.
9. In his chapter on 'Wineland the Good', Fridjof Nansen (the great Arctic explorer) points out that the legend of the land of natural vines originally was associated with the Fortunate Islands by Pliny in 150 A.D. and continued through Isidore of Seville in the seventh century, whose work was widely read through the fifteenth century. He argues that this legend was later associated with the discoveries of Leif Eriksson and the new lands as northern Fortunate Islands. Thus, the name Vinland may have been associated through the sagas to the New World land in sympathy with the ancient legend. *In Northern Mists/Arctic Exploration in Early Times*, Vol. 1 (1911: rpt. New York: AMS Press, 1969), p. 352.
10. This map's authenticity is hotly debated. See Skelton, Maston and Painter for arguments in favor. Also more recently, James Robert Enterline, *Erikson, Eskimos & Columbus: Medieval European Knowledge of America* (Baltimore: Johns Hopkins University, 2002) and Kirsten A. Seaver, *Maps Myths and Men: The Story of the Vinland Map* (forthcoming 2003).
11. Skelton, Maston and Painter, plate XVII.
12. Adam of Bremen, *History of the Archbishops of Hamburg-Bremen*, trans. by Francis J. Tschan (New York: Columbia University Press, 1959), p. 219.
13. Ibid.
14. Ibid. p. 194.
15. I thank Gunnar Thompson for first bringing this to my attention and Surekha Davies of the British Library for verifying the details.
16. I thank William Ginsberg for the suggestion of Finnmark.
17. Examples include: Tacitus – 'Fenni', Ottar – 'Terfinn', Adam of Bremen – 'Skridfinn', Tesauro – 'Finns and Scriffins'.
18. Skelton, Maston and Painter, plate XVI.
19. Adam of Bremen, p. 212.

WESLEY A. BROWN

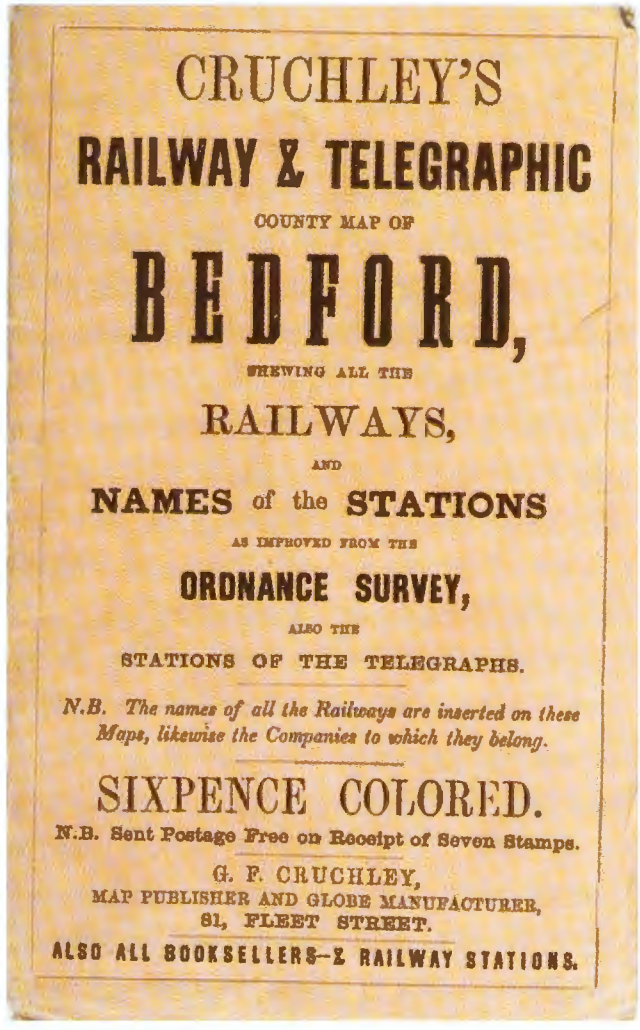


G. F. Cruchley and 'Maps for the Million'

George Frederick Cruchley was ideally situated, in the time and place of his birth and by nature and nurture, to become Britain's first large-scale maker of maps for the masses. His professional life spanned the boom years of railway expansion in Britain. He was apprenticed as an engraver with Aaron Arrowsmith, after which he set up his own business in Oxford Street, London, and then at 38 Ludgate Street. There, from 1823, he began by engraving and selling a variety of maps, mainly of London and its surroundings. Typically, these were folded in cloth boards and sold at prices of 2s and upwards. They were not aimed at a popular market, for none yet existed.

This would soon change. The 11 years from 1830, which saw the opening of six major 'inter-city' passenger railways[1] and a host of minor ones, effectively transformed Britain from a country in which the slow, expensive horse, pulling a stage coach or canal boat, ruled long-distance travel undisputed, into one in which the faster, cheaper steam train was at the cutting edge; the new, universally talked-up, massively promoted symbol of the modern age. By the time Cruchley died in 1880, there were just under 17,700 miles of track in Britain, which served all but the least populated corners of the country. Mass transit had arrived, and with it – beginning by Act of Parliament in 1844 – low fares, bringing fast, long distance travel within almost everyone's reach. Also, from 1843 lines of telegraph began to spread over the land, their telegraph stations offering business and the public almost instant communication.

Cruchley was himself a child of that new age of Victorian enterprise which created industrial Britain and the railway and telegraph network serving it, and explored the Earth for its markets and raw materials. It was an age, too, that was starting to recognise the importance of educating the workers who drove the modern world forward. State funding for elementary education was growing, and the Edu-


CRUCHLEY'S

RAILWAY & TELEGRAPHIC

COUNTY MAP OF

BEDFORD,

SHEWING ALL THE

RAILWAYS,

AND

NAMES of the STATIONS

AS IMPROVED FROM THE

ORDNANCE SURVEY,

ALSO THE

STATIONS OF THE TELEGRAPHS.

N.B. The names of all the Railways are inserted on these Maps, likewise the Companies to which they belong.

SIXPENCE COLORED.

N.B. Sent Postage Free on Receipt of Seven Stamps.

G. F. CRUCHLEY,
MAP PUBLISHER AND GLOBE MANUFACTURER,
81, FLEET STREET.

ALSO ALL BOOKSELLERS & RAILWAY STATIONS.

Fig. 1. Earliest known county map cover, map inside dated 1857. Also seen in other colours.

cation Act of 1870 made elementary education compulsory.

Cruchley the entrepreneur was determined to exploit all the new opportunities. He became famous for his pioneering and vigorous marketing of cheap maps that would fold conveniently into the pockets of the new and expanding railway- and telegraph-using public – commercial travellers and other businessmen, family parties, tourists, holidaymakers. But his advertising in his catalogues, in other people's publications and on the covers of his maps, reveals a fuller picture. He was first and foremost a print salesman, intent on developing the full potential of a printing works. In its role as disseminator of information, the printing industry played an integral part in the Victorian boom.

Thus, soon after Cruchley had moved to more roomy premises at 81 Fleet Street in 1834, he was describing himself as a 'publisher, bookseller and stationer'[2] as well as mapseller. He was, too, an engraver of seals, door plates, arms and crests on brass, silver, steel and stone to the self-made, self-advertising businessman, an engraver of estate maps, cheques, visiting cards, and business stationery, and a lithographer of circular letters. He would even research coats of arms and crests before engraving them. He offered framing, varnishing and mounting services. He sold globes, panoramas, British and foreign maps, atlases and guide books, and historical, geological and astronomical maps. His world maps illustrated the latest discoveries and political developments for the benefit of 'Libraries, public institutions, counting houses &c.'[3] 'A liberal allowance' (that is, discount) was offered to 'merchants, captains, agents &c'.

As well as commerce and industry, Cruchley targeted the expanding educational market with his 'assortment of one hundred and fifty' Progressive School Maps, and his School and Family Atlases. His self-confidence was boundless. 'These maps and atlases, from their excellence, have been honoured by being selected for the instruction of the Junior Members of the Royal Family', on account of which, with or without permission, they were 'dedicated to his Royal Highness the Prince of Wales, and the Junior Branches of the Royal Family'.

Little of Cruchley's stock was of his own manufacture, but came ready-made from the Ordnance Survey, Daniel Paterson's publishers and many other map- and guide-makers, British and foreign. This was the classic way of avoiding manufacturing costs and overheads, and it was taken by a lot of mapsellers. But it meant paying a big slice of income to suppliers by way of discount; and in principle it would make better economic sense to use Cruchley's own printing works to manufacture in-house. The snag here was that the cost of platemaking ate up capital, because map engraving was a slow, highly skilled process.[4] Being slow, it was also unconducive to quick profits. This may have been why Cruchley's earliest maps seem to be the only ones he ever engraved himself, and why for many years everything else was bought-in.

There was, however, a third way that was faster and more economic for someone with his own manufacturing capacity and a modest amount of capital,

and it, too, was taken by many. This was to buy the discontinued printing plates of another mapmaker, and print from them by lithography.[5] Because the average customer – especially the railway excursion ticket holder – was new to maps and unsophisticated, updating could safely be kept to a minimum. Changes to railways were the most essential and frequent kind, and these and other simple and transient alterations could be made most cheaply and quickly, if crudely, by hand on the printed map.

In 1850 or shortly before,[6] Britain's foremost commercial mapmaker, the firm of George and John Cary, went out of business and their plates were put up for sale. Their maps and atlases were attractive and, by the standards of the day, accurate and kept up-to-date when reprinted. By the same standards output was huge and varied, totalling some 600 publications and around 1,000 individual printing plates.[7] For all these reasons Cary products were the best known and most highly regarded commercial maps of their day. Cruchley bought the plates, a significant coup, and set about turning his investment into income. He continued to advertise his other offerings, but henceforth, his new acquisitions claimed most of his attention.

Most do not concern us here, because they were plates for atlases and maps on too small a scale to make satisfactory folding maps for travellers, and were reissued by Cruchley, for the most part, only as atlases. He did, however, favour two Cary atlases for that purpose.[8] One was *Cary's new English atlas*, originally (1809) with 40 county maps, and most recently (1842)[9] with 43 maps, North and South Wales and part of Scotland having been added. Scales varied between about 1 inch to a mile for the smallest counties, to around 3/16 inch to a mile for the extra sheets showing Wales, and half that scale for Scotland. Cruchley republished it, updated, as *Cruchley's railway and telegraphic county atlas of England and Wales* . He used the same sheets for his separate county maps folded in covers.

Then there was *Cary's improved map of England and Wales with a considerable part of Scotland*, published in parts from 1820 and as an atlas in 1832 This was an atlas of 65 numbered[10] sectional maps, all on a scale of about 1/2 inch to a mile. Those covering Devon were reductions of the one-inch Ordnance Survey map, which Cary altered as necessary to suit the new scale. This atlas became the (updated) *Cruchley's complete railway & station map of England and Wales with part of Scotland* The maps in this atlas were also offered separately, folded in covers, as *Cruchley's Reduced Ordnance map of England & Wales*, the sole justification for the title being Cary's use of the Devon OS map.

There are no surviving Cruchley records; also these atlases are found in different guises, each mixing maps of earlier and later states and dates, depending, no doubt, on which printings were nearest to hand when successive batches of sheets were sent to the binder.[11] Consequently, it is not possible to state categorically when the atlases, or the folding maps, first appeared under the Cruchley name. The writer can say only that the two atlases seen cannot have appeared before 1858 and 1859 re-

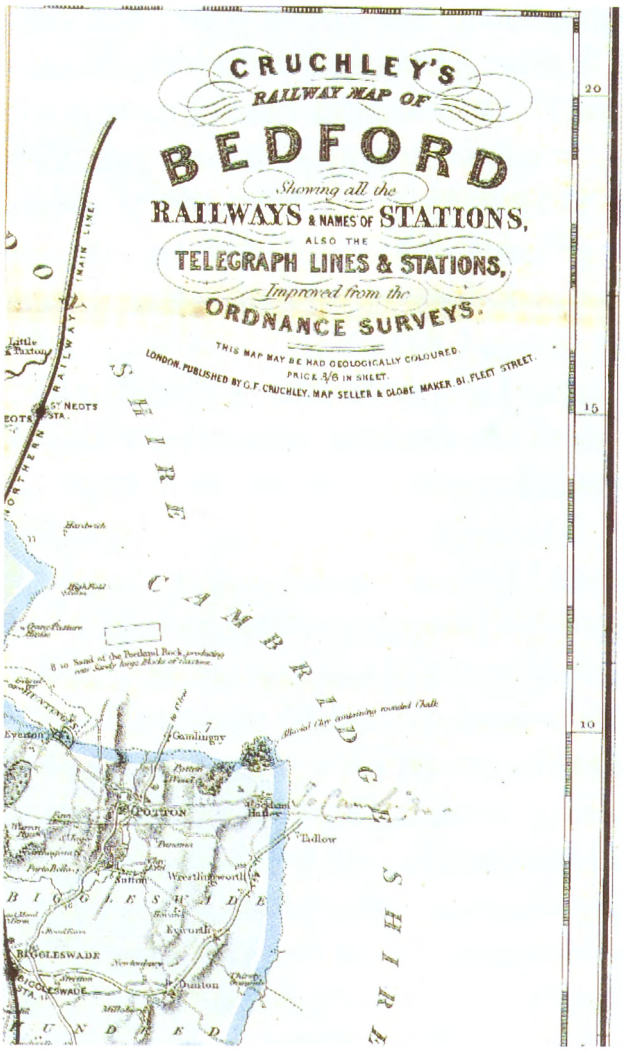


Fig. 2. Cartouche and extract, county map 1855>.

spectively, that the oldest dated maps he has seen, in or out of atlases, refer to changes made in 1850 (see below), and that these alterations may have been the first made to the ex-Cary plates.

There was a third Cary atlas with contents suited to use as folding maps – *Cary's new map of England and Wales with part of Scotland,* first issued in 1794 in 81 sheets and last reprinted by Cary around 1834. It was another sectional atlas, on a uniform scale of about 1/5 inch to a mile. But in this case, Cruchley seems never to have used the plates, either in atlas form or as separate maps. He did not sell them on, and may have bought them simply to deny their use to other, competing mapmakers.[12] George Washington Bacon, Cruchley's successor as the industry's most resourceful mass marketer of maps, acquired the plates of this atlas when Cruchley sold up in 1877, but even he did nothing with them for six years, or eight if one is thinking of folding maps (see below).

The cheap county maps that Cruchley published folded in covers – his 'Maps for the million', as his advertising called them – were offered at 6d hand coloured.[13] This equalled the prices of most of his competitors; but Cruchley denounced their work as 'not only inferior in execution, but TOTALLY DEFICIENT of that INFORMATION so indispensable to the commercial and even private requirements of the day'. In fact this was more rhetorical than true – for instance, when William S. Orr took over the plates of H. G. Collins (see note 12), he updated the railways, as he was bound to do; while Cassell actually provided more useful information than Cruchley, not less. Cruchley made a virtue of the fact that his railways were continued into adjoining counties, 'exhibiting at a glance facilities of intercommunication, and thus supplying an important desideratum for commercialists' (that is, commercial travellers); but his rivals' maps did the same.

The most noticeable differences were with the Cary county predecessors. Cary's colour washes showed local government boundaries, whereas Cruchley's eventually added Parliamentary divisions (see below).[14] In the age of the railway and the telegraph, which had concertinaed time and distance,[15] a map must show detail of

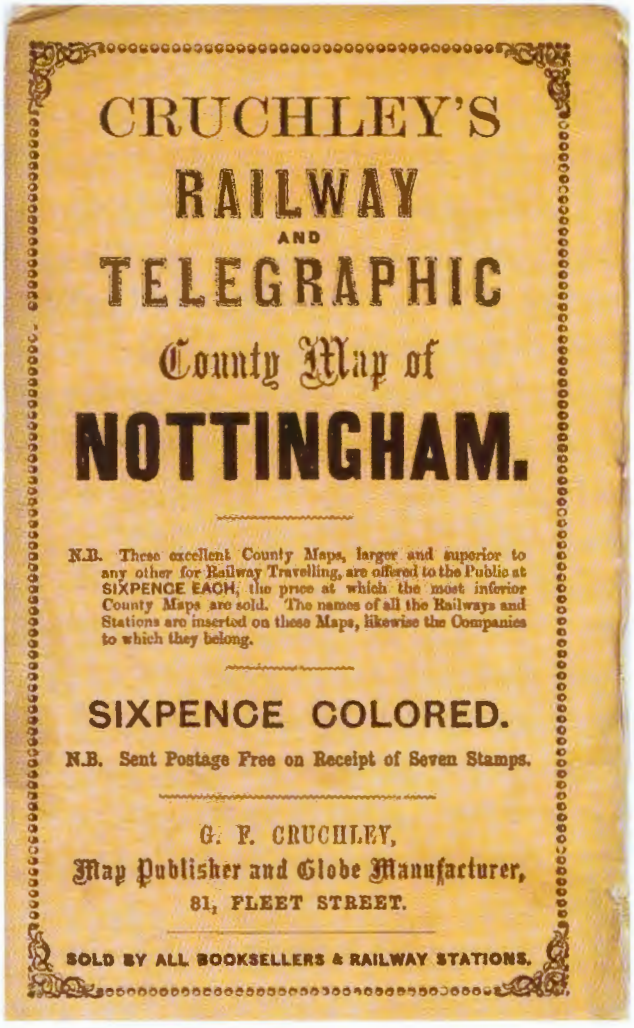


Fig. 3. Second cover, county map. Some maps inside dateable to 1855; most 1858>.

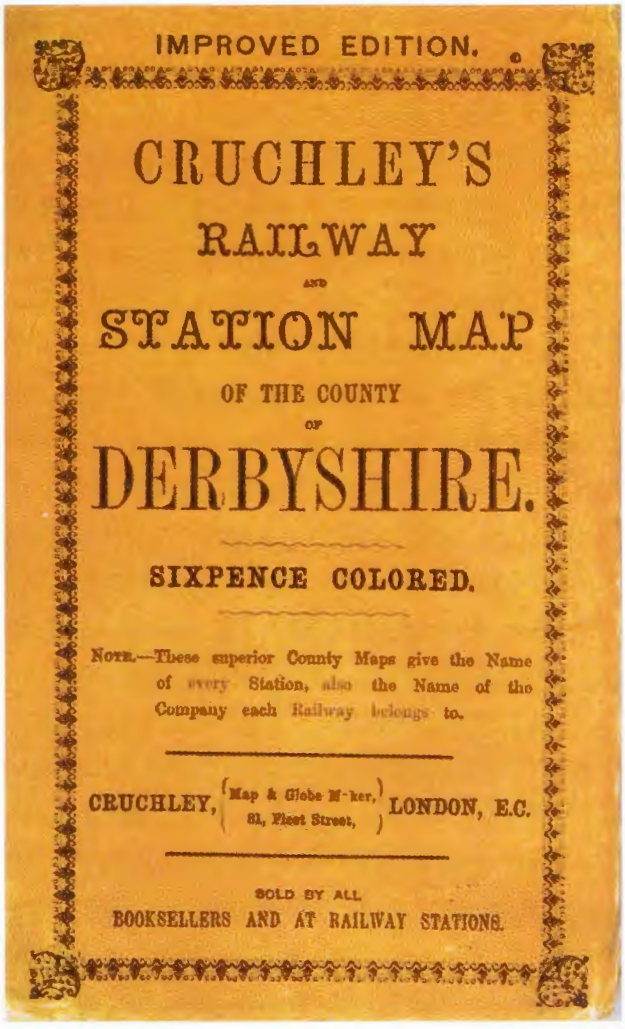


Fig. 4. Third cover, county map, c. 1863-77. Map inside c. 1875. Courtesy Eugene Burden.

national as well as local relevance. In the same spirit, Cruchley updated Cary's railways, and new built-up areas in cities, ports and industrial regions were (selectively) shown.[16] Administrative changes gathering in hitherto detached parts of counties were recorded. Some alterations were tiny. An area of 'disputed ground' on the Northumbrian side of the Scottish border, which sounds as if it dated back to Tudor reiving days, was removed.

Changes, useful and less useful to the customer, continued to be made through successive printings of the county maps, even if they were not, as their maker claimed, 'carefully revised from the recent Ordnance Survey'. For the first nine years or so, some maps were dated. Where this happened, the date appeared in the bottom left hand corner of the margin, thus: January 1st [year]. The month and day of the month are almost always the same,[17] suggesting that stock was printed thus once a year, whatever sheets were issued during subsequent months with hand alterations. In other words, the dates (beyond the year) have no relevance to the alterations. The earliest date seen on a folding county map is 1850, and the latest 1858. No later states seen have dates; perhaps Cruchley had decided that sales of

out-of-date stock suffered if the public were allowed to spot it too readily.

To the knowledgeable, of course, the state of the railways would provide the information. For instance, one state of the *Railway map of Wiltshire* shows the Great Western Railway's Weymouth branch under construction, and other lines being built between Warminster and Salisbury and Salisbury and Andover. A later state, with the title *Railway and telegraphic map of Wiltshire*, has the last two complete, which dates it to 1857 or later, as does the completion of the Bradford on Avon to Bathampton line. The railways on a state of the *Railway map of Buckingham* date it to 1858; we know that a later *Railway and telegraphic map of Buckingham* is from 1863 or later because it shows the High Wycombe to Aylesbury line as complete. With railways, Cruchley had to be up to the minute, or at least appear to be.[18]

Completed railways were shown in solid black, with light railways such as colliery lines clear cased. Raitways under construction were hatched or dashed black and white. Where a telegraph line ran alongside a railway, it was represented as short dashes at right angles to the line, rather like faint hachures. Railway stations were rendered as black bullets, those doubling as telegraph stations having dashes added sunray fashion. This hand work was sometimes applied crudely and inaccurately, as when railways were wrongly aligned, to be corrected in later issues. This happened to the Colne Valley Railway in Essex.

The other element of hand work was colour. This tended to change between printings of the same map that were otherwise unaltered except, perhaps, for black updating. For instance, the county area of Bedfordshire, in one state, would be blue, with uncoloured woods and roads, and in another, the county wash would be pink, and there would be green woods and yellow roads.[19] At first, the area of a county would be uncoloured with a colour boundary, like Wiltshire, or have a single colour wash overall. In a later state Wiltshire was divided into its two Parliamentary divisions, coloured blue and yellow. The Essex map went from displaying two divisions to three, after boundary alterations in 1868. But logic could still be elusive, as when Cumberland moved from yellow and blue divisions to yellow and pink in a later state.

Unless such changes were accidental, depending on what pots of paint were in reach when a sheet reached a colourist, they may have been made to draw attention to updating, or if there was none, simply to give a 'new' look to the map. The county in three maps of Westmoreland, all dated January 1st 1856, is coloured successively green, pink and blue. A county or division colour change might create a match with an adjoining colour. This should have been avoided, but not always was.

Parliamentary politics featured strongly on the county maps, in that, apart from railway and telegraph lines, the only black symbols in the key identified polling places, boroughs returning one or two MPs, and county and borough boundaries. In this Cary feature may be seen a further target of Cruchley's promotion: the local man. 'The time has now arrived when every

individual may possess, at a trifling cost, an excellent and useful MAP OF HIS OWN COUNTY.'

Changes of name for a product that remained basically the same over many years was an established ploy for maintaining sales.[20] Over the 27 or so years of Cruchley's ownership of the county plates, the maps were successively given four different titles. The approximate dates of their introduction can be ascertained from the map's given date or, where a date is absent, from changing features such as railways.[21] At first, it would be simply *Cruchley's map of* [the county], first seen by the writer on maps dated 1850. Then it would be *Cruchley's railway map* of... (1855); next *Cruchley's railway and telegraphic map of....*(also seen on an 1855 map but lasting longer); and finally *Cruchley's railway and station map of....* from about 1863, by which time dates had been dropped from the map. There was, however, inconsistency when obsolete generic map titles were used on updated maps even after a new title had been introduced.

When folding in covers arrives, about 1855,[22] confusion deepens. Titles on maps do not match titles on covers. Map and cover titles might be contemporaneous, and the cover title more or less different. For example, a *Railway and telegraphic map of Westmoreland* is normally described as a *Railway and telegraphic county map of Westmoreland* on its cover, while the cover title of *Cruchley's railway and station map of Norfolk* might simply be *Cruchley's map of the county of Norfolk.* More seriously, maps with older titles, that is older printings, were put into covers with more recent titles. No doubt this was done to use up old map stock, while incidentally suggesting that an up-to-date map was inside.[23] Thus, a *Railway map of Bedford* is found inside a cover describing it as a *Railway and telegraphic county map of Bedford.*

Even so, the intention cannot always and only have been to deceive the buyer, since 'old' covers also appeared on 'new' maps, in the way that a *Railway and station map of Essex* was sold in a cover that said *Railway and telegraphic county map of Essex.* This may have been done to use up old cover stock. Alternatively, a mismatch might simply depend on which map state, and which cover, were to hand at a given moment. At the work station where sheets were brought to be folded and glued in covers, it is easy to imagine pressure for speed being sometimes at odds with pressure for profit.

The front cover designs of the cheap county maps changed almost as much as their cover titles during Cruchley's ownership. The writer has seen one basic design, a plain coloured ground with black typography, in three variations. The earliest found, enclosing map states either undated or dated 1855 to 1858, is on yellow, green or blue card. There is a plain ruled border, and the second known cover title, *Cruchley's railway & telegraphic county map of* [county name]. The ampersand was spelled out in later designs; but typographically, the earliest covers differ mainly in adding, in paraphrased form, a subtitle which was later dropped from the cover and seen only as an addition to the title on the map. It would go on: [county name], *shewing all the railways, and names of the stations as improved from the Ord-*



Fig. 5. Earliest known sectional map cover with index map and decorative border to label, c. 1851. Courtesy Tony Burgess.

nance Survey, also the stations of the telegraphs. All was in plain, solid lettering, *serif* and *sans serif.* The back covers of all designs were devoted to Cruchley advertising.

The second front cover design has been seen with maps dated 1855, but most can be dated to 1858 or later. It appears to exist only with a yellow ground. There is a decorative border, and the title is unchanged. The typography is a hotchpotch, combining *serif* and *sans serif,* antique and modern, and solid and shadowed lettering. Six lines of editorial substitute for the information in the subtitle. The ground colour of the third, last and least striking design darkens to orange, the border is redecorated, the lettering is all *serif* but 'busy', and the information is simplified. The main change is in the title, which becomes *Cruchley's railway and station map of the county of....,* with above it, in large capitals, the words IMPROVED EDITION, which could be true or not depending on the age of the map inside. This cover was used from about 1863.

In addition, from about 1855 the county maps were sold in more luxurious and expensive formats. These are outside the scope of this study, but deserve mention. Variously titled maps appeared in newly titled covers – further examples of the opportunistic rebranding of existing maps in order to sell them as different ones, in these cases at higher prices. New cover titles included *Cruchley's modern railway and telegraphic county map, Cruchley's new map of* [the county], and *Cruchley's tourist map of* [the county, or in the case of Wales, the country]. The maps are known on cloth or paper, inside cloth or card covers, and with or without yellow roads and green woodland, at 1s a sheet and upwards.

Cruchley's plates changed hands again in 1877. G. W. Bacon bought those for *Cary's new map of England and Wales with part of Scotland,* the 1/5 inch to a mile sectional atlas unused while in Cruchley's hands. Since he did nothing with them in the short term, it seems likely that Bacon acquired them in order to control them. No one else should be able to compete with his existing county series – his *New tourist map of* [county] *from the Ordnance Survey* –

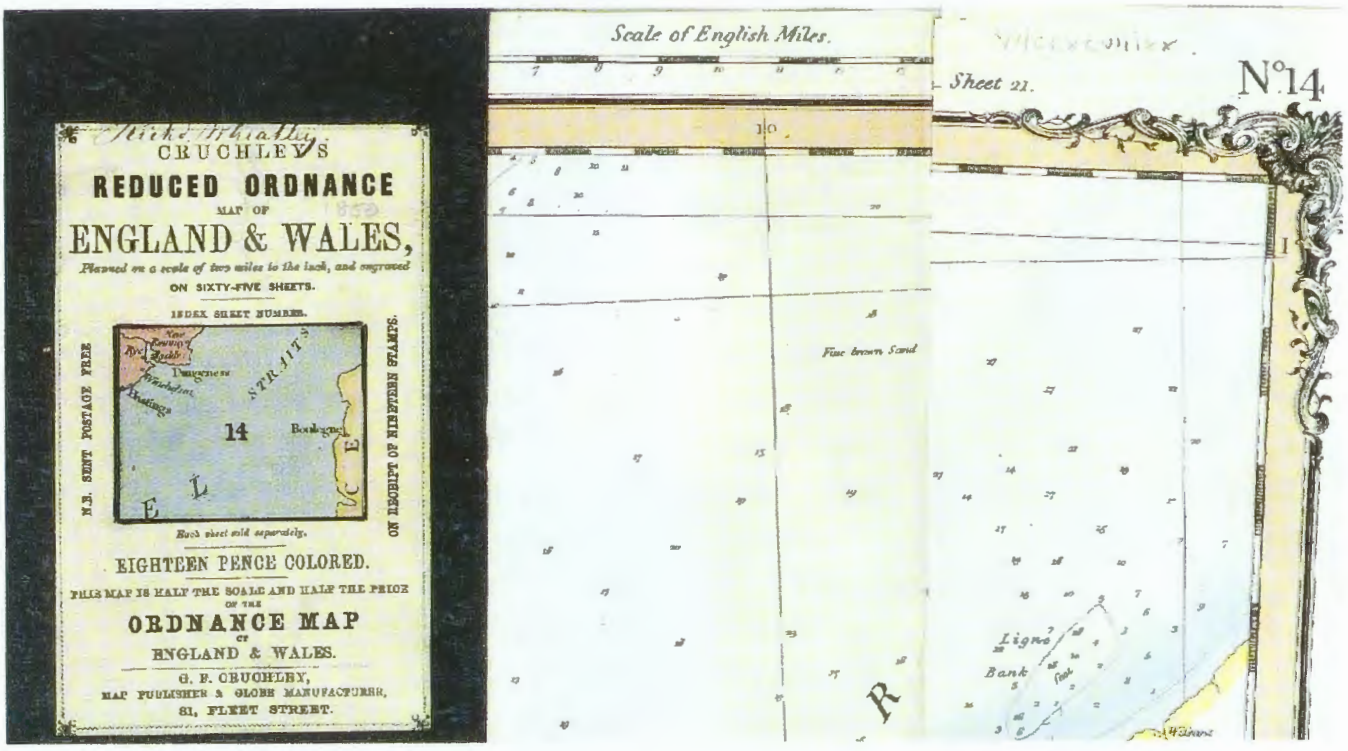


Fig. 6 Earliest known sectional map cover to have (semi) standardised cover design; map inside dated 1850, with decorated corners. Courtesy Tony Burgess.

bought from Cassell about 1869 and also selling at 6d coloured. When he was ready,[24] Bacon published the Cary plates first as his *New Ordnance Survey atlas of the British Isles* in 1883, and then, folded in covers, as the seven-sheet *Bacon's cycling road map of England* from about 1885. In a few cases, Bacon also issued the Cary sheets as county maps. The Cary 1/5 inch to a mile map of 1794 was still being used by Bacon in the late 1930s.

The rest of Cruchley's plates went to the Edinburgh publisher Gall & Inglis. In a remarkable tribute to Cruchley's marketing skills, the cover titles of the folding county maps remained unchanged, and so, initially, did their cover designs. For example, all that happened to *Cruchley's railway and station map of the county of . ..* was the removal of the heading IMPROVED EDITION from the top[25] and the addition, discreetly at the bottom, of the Gall & Inglis name and address. The map title was changed, but only to *Cruchley's county map of....* It was, in fact, made quite hard for the customer to see that the maps had a new owner. Even when a significantly new title was introduced around 1885, no doubt to reflect the increased use of the roads by touring cyclists and carriage drivers, Gall & Inglis still saw profit in calling their product *Cruchley's road and railway map of the county of....*[26]. The Cruchley name remained prominent on Gall & Inglis county maps until at least 1898.

Cary's 1/2 inch to a mile, 65 sheet, sectional *Improved map of England and Wales and a considerable portion of Scotland* was the template for Cruchley's version of the atlas and his associated folding map, the *Reduced Ordnance map of England & Wales*.The market Cruchley saw for the latter was

wider than that for his county maps. In most cases the scale was larger than that of a county map, allowing 'villages, hamlets, and gentlemen's seats, farm-houses and adjacent localities' to be shown. So were many more roads. Thus the railway could be used for recreation, as well as for travel between towns and cities. Each sheet, with its 'Roman roads and stations', offered 'a complete guide to the student of history, the lover of antiquarian research, the amateur pedestrian,[27] or the commercialist'. The sectional map lacked only the county map's political information. Instead of a map title, there was a sheet number in the top right hand corner; nor was there a key, for which there was no room.

Its wider uses apart, the promotion of a different product called for a different spin. Cruchley, though, carried this to extremes, attacking county maps (including, by implication, his own) for their disjointed character. 'The necessity for having the paper of the same size causes almost every county to be drawn on a different scale; thus no idea of relative magnitude is imparted, and it becomes scarcely possible to trace the routes between adjoining counties', causing 'errors and inconveniences'.[28]

Much was made of Cary basing his sectional atlas on Ordnance Survey information, despite the fact that this covered only one county. The words 'Ordnance map' occurred twice on the cover, in lettering bolder than any other, including the Cruchley name. The cover title thus suggested to a map-illiterate public that his was an Ordnance Survey product;[29] but he went one better. Elsewhere on the cover it was announced that, at 1s 6d for the hand-coloured map, the Cruchley product was 'Half the scale and half the price of the Ordnance map'. Like so much of Cruchley's advertising, this was half true. A full sheet one-inch Ordnance Survey map, which was sold flat and uncoloured by the OS, cost 2s before 1866 and 2s 6d thereafter, but offered hand coloured by an OS agent, would be two or three times as much.[30] Uncoloured sheets could be had for 1s, and the slogan on these was 'Half the scale and less than half the price'. In advertising elsewhere, it was said that the sectional map was 'carefully subjected to a comparison' with the latest Ordnance Survey – instead of, in the case of the county map, being revised from it. Weasel words for the gullible had replaced the straightforward lie, perhaps because Cruchley had been caught out.

The cover text of the sectional map also said that an engraved map was inside; a claim to superior quality that was entirely untrue – it was produced by lithography, not direct from the Cary engraved plate. In this case, most customers would not be able to tell the difference.

The Cary map preferred green woodland, and red, yellow or clear cased roads according to their quality, but railways clear cased or black, and only the boundaries of counties colour-washed.[31] Most Cruchley sectional maps did not have green woods or coloured roads, but a colour wash extended over each county, and railway lines were coloured red for those completed, and blue for those building.

The earliest known issues, however, show more variety, and closer affinities with their Cary atlas predecessors. Some

sheets had green woodland; others not. Some had yellow mainroads; others clear cased roads only. Some had railways clear cased or black, in the Cary style. Following the Cruchley name and address in the bottom margin may be the words 'Late Cary's'. Some of the earliest sheets seen, dated 1850 like the county maps, have a feature peculiar to them in their atlas and folded forms, which is decorated corners. These have been dropped from maps dated 1856 and later.

It was a rule of the later sectional map that adjoining counties should have different colour washes to allow boundaries to be easily seen; but different issues of the same sheet could have different colours. For instance, sheet 29 in a printing of the Cruchley atlas has Cardiganshire in green, while in a folding map it is pink. The possible reasons are discussed above. Without careful planning this could, and did, lead to contiguous washes of the same colour.

Dating was in the form of 'Additions to...', followed by the year, in the bottom left and sometimes also in the bottom right corner of the map. The earliest date seen is 1850 and the latest is 1859; but as with the county maps, intermediate as well as later states may be without dates. Though the dating formula is different, it seems likely that the sectional maps, too, were printed once a year with the same date, and thereafter issued with manual changes.

These would relate mainly, though not exclusively, to railways. For example, a state of sheet 2 is dated 1858. A later state, undated, has the Tavistock branch of the South Devon Railway added, dating it to 1859 or later. A still later undated state shows the Cornwall Railway's line from Saltash to Calstock and its branch to Fowey under construction, as is the South Devon Railway's line from Brent to Kingsbridge. These changes can only have been made after 1864. The same applies to a fourth state, the latest seen, showing the Totnes –Buckfastleigh line being built.

Different states of sheet 11 illustrate changes of style as well as substance. An early one, dated 1850, is uncoloured, and has the decorated corners and only two railways – the London & South Western Railway's line to Dorchester and Poole, and its Salisbury & Bishopstoke Branch, both clear cased. Bournemouth appears as a hamlet. A later, undated state is fully hand coloured, has plain corners, and shows the town spreading fast thanks to the arrival of the railway. There are, in fact, many new railways, two of which date the sheet to 1866 or later. The Dorset Central Railway is complete from Wimborne to Wincanton and beyond; and the Salisbury and Dorset Junction Railway has been built to link the L & SWR's two main lines.

The earliest cover title that the writer has seen for the sectional map, which has sheet 11 dated 1850 inside, is simply *Reduced Ordnance map (part of England),* in black, with 'Ordnance map' in shadowed lettering with ornate swirls, and the rest in italic. This was in the centre of a pasted-down label. An inner border around the title carried Cruchley's business style and address, and a broad outer decorative border had 'Sheet [number]' in its top centre. To complete the cover design, the label was stuck on to marbled, very dark green, stiff card.

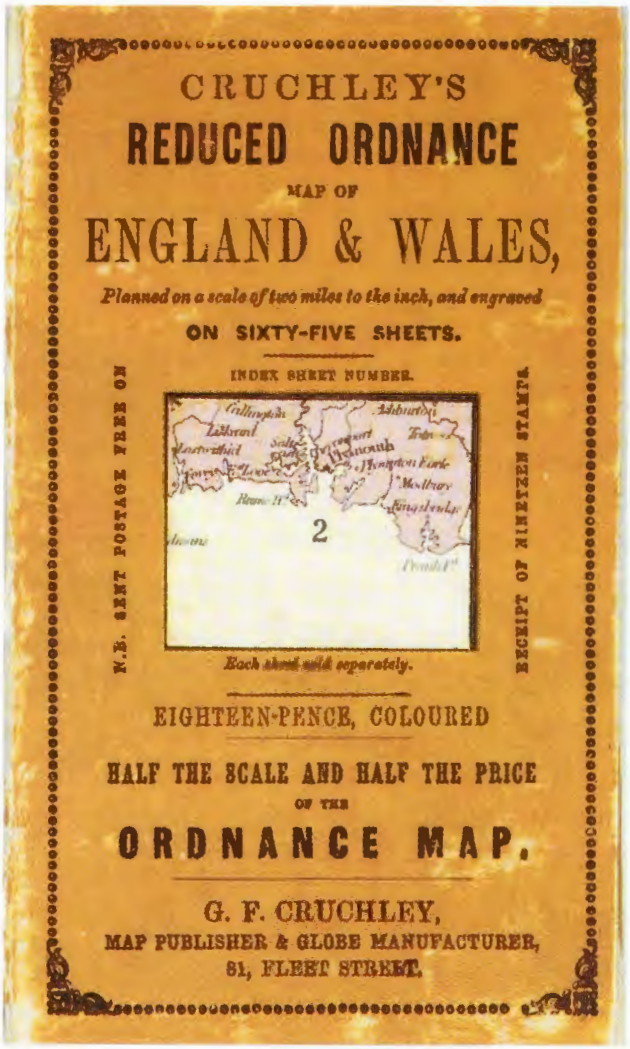


Fig. 7. Standardised sectional map cover design, first variant, ?<1860>.

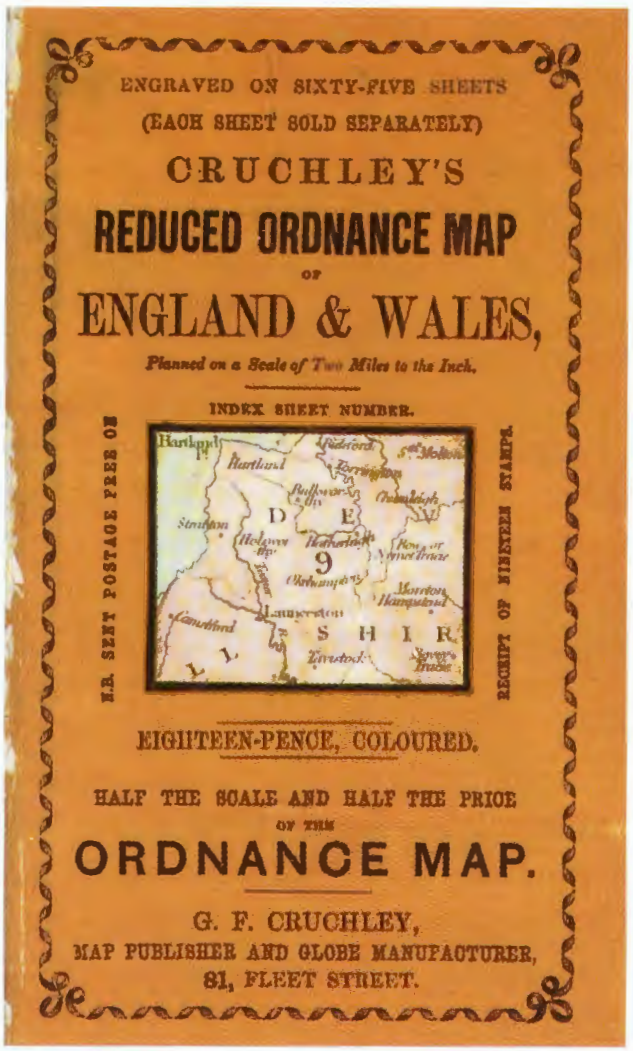


Fig. 8. Standardised sectional map cover design, second variant, ?1860-77.

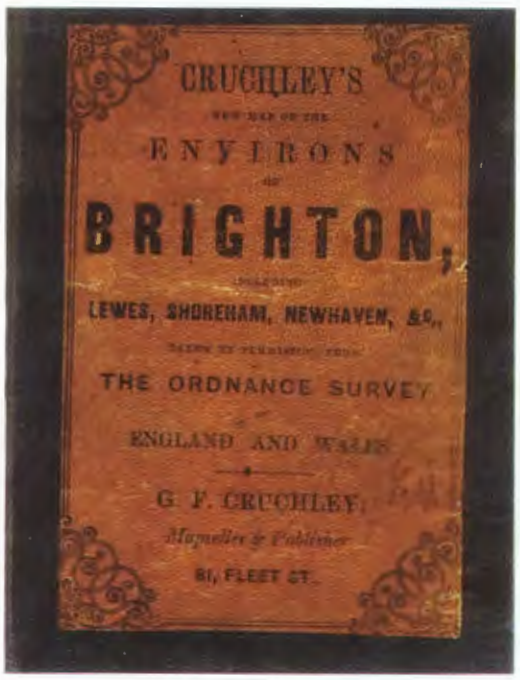


Fig. 9. District maps: the 'Environs' series, small format. Courtesy Tony Burgess.

A new label followed, on which Cruchley's name and address surrounded a coloured index map identifying the sheet inside, with the sheet number on the index map. This label is also known with an alternative decorative border. The maps within are undated, and dated 1851 respectively. The covers are maroon. The next development was a larger label on green marbled card. This featured an pink-washed index map with sheet number, above which appeared the map's definitive title, *Cruchley's reduced Ordnance map of England & Wales,* and, perhaps for the first time, the slogan 'Half the scale and half the price of the

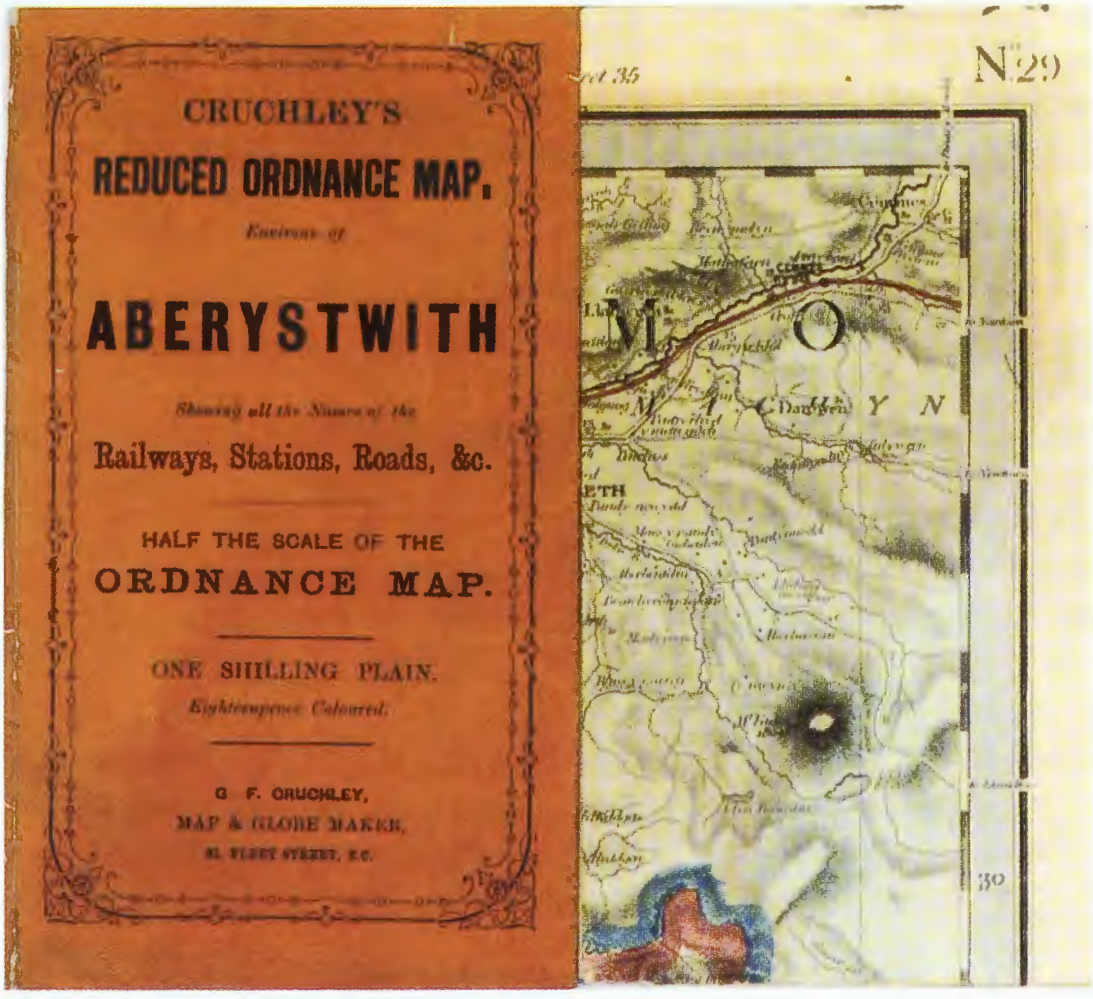


Fig. 10. District maps: the 'Environs' series, standard format, with extract from sectional sheet 29.

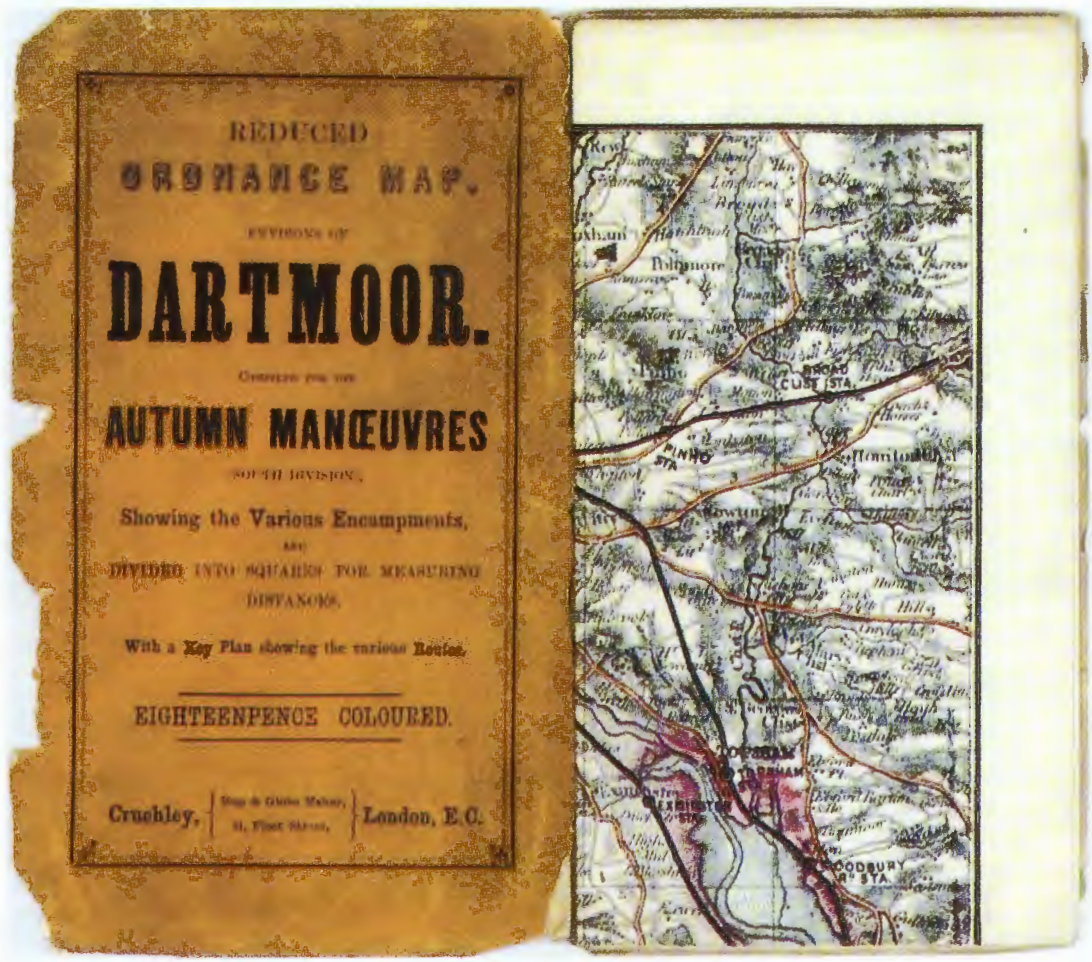


Fig. 11. Dartmoor military map, 1873, with extract from ultimately Ordnance Survey-based map of Devon.

Ordnance map'. The Cruchley name and address moved to the bottom of the label. This cover was certainly in use in 1857, and an 1850 map has been seen inside it.

The cover title, and the general design of the cover, did not change again during the Cruchley era. At some time, maybe before 1860 – the maps inside have not been seen dated – a simplified, cheaper cover design came in. The front cover text, broadly similar to that on the last label described and surrounded by a narrow decorative border, was printed directly on to yellow or orange card, while the back cover was given over to advertising Cruchley products. A numbered index map, with land in pink in the case of coloured maps, was pasted on to the centre of the front cover. At some stage the border was redecorated and the cover text reordered, but this cover design remained otherwise unchanged during the rest of Cruchley's time.

As with the county map, more luxurious and expensive versions of the folded sectional map were to be had. Maps on cloth, some dissected, have been found inside the first two covers with index maps (see above); and also in a cover with the title *Cruchley's reduced Ordnance map* and the sheet number in gold lettering. There would be yellow roads, coloured railways, and sometimes green woodland. A third format was one shared with the county map: the appropriate sectional map inside a cover entitled *Cruchley's tourist map of....* , at a price of 2s 6d or 3s 6d.

In addition, Cruchley sold his *Reduced Ordnance map of England & Wales* in combined full sheets of four, in boards and dissected on cloth, with coloured roads, railways, woodland and counties, at an unknown but no doubt proportionate price. At the head of each map, in giant letters, were the words 'Ordnance Survey'. Both combined sheets seen carry the early date 1851. It seems unlikely that, given Cruchley's cheap-map policy, such extravagant offerings lasted long.

The sectional maps were used opportunistically as 'district' maps from the very beginning. Tourist areas were popular subjects. In 1850, sheet 21 was also available as *Ramsgate* and as *Canterbury,* folded in special covers. *Cruchley's Reduced Ordnance map of the Isle of Wight* cost only 6d coloured. Another small format map, using part of sheet 13 and in orange covers with the title *Environs of Brighton,* is known. This *Environs of...* series came to number well over 100 titles; most were priced at 6d coloured. Cruchley also put out a few unaltered full sectional sheets with the same cover title *Environs of....* , this time in full-sized yellow covers. Instead of the index map there followed a pasted-on label with a town's name. An example was sheet 29, which was entitled *Aberystwith.*[32] The price in this format was a standard 1s 6d coloured and 1s uncoloured.

In other cases, the maps were bought-in by local businesses as a form of promotion, with special covers on which their names were prominent. Examples were M. Robins' *Tourist map of Buxton and environs,* which had green woodland and yellow roads, and was in cloth covers; and Bemrose & Sons' *Map of the environs of Derby,* which was uncoloured, but had two-mile circles around the town for distance judging.

There was an invasion scare following the victory of Prussia in the Franco-Prussian War of 1870–71, and annual military manoeuvres were held for some years. Cruchley, ever ready to seize a commercial opportunity, offered cheap folding maps of the military areas involved, based on the sectional map, for participants and involved civilians such as local landowners, officials, and spectators. So, too, did other map publishers. Cruchley's 1872 *Reduced Ordnance map, environs of Salisbury Plain* consists of parts of sheets 11 and 18, and has been seen on cloth in cloth covers.There are yellow main roads and green woodland, and the manoeuvre area boundary is shown with a green wash. The county boundaries are defined by a pink wash, and railways are in black. A later version of the map, dateable by the inclusion of the railway extension from Bournemouth to Poole opened in 1874, has been found with yellow card covers, priced at 1s 6d on paper. It lacks coloured woodland and roads, but shows military camps in pink and has a two-mile squaring system to indicate distances. The scale bar has migrated from the top margin to the bottom right.

The 1873 Cannock Chase manoeuvres produced *Cruchley's reduced Ordnance map of environs of Cannock Chase,* which also had yellow card covers. This map consisted of parts of sheets 31 and 37. It had uncoloured woodland and roads. The army land south-east of Stafford was in red, and elsewhere was bounded by yellow. *Cruchley's military map of Aldershot and environs* for the 1875 manoeuvres, made up of parts of sheets 12 and 19, has yellow main roads but uncoloured woodland, and the Aldershot Command area has a red boundary. The style of this and the Cannock Chase map is otherwise generally that of the 1874 Salisbury Plain map.

Although the majority of Cruchley's cheap folding maps were drawn from either the county maps or the sectional *Reduced Ordnance map of England & Wales,* the writer has found three exceptions, all in yellow or orange covers. Two are military maps. One, the *Reduced Ordnance map, environs of Dartmoor* was prepared for the autumn manoeuvres (south division) of 1873.

The reduced Ordnance map from which it was derived was not the current sectional map, but the Cary 1/2 inch to a mile *Topographical map of Devonshire* of 1813, which was a reduction of the one inch Ordnance Survey county map of Devon, and gave the whole sectional series its prestigious, if semi-fraudulent, title. Cruchley had reproduced the Cary map in 1860 as his own 1/2 inch to a mile map of Devonshire, and it was from this that the Dartmoor map was derived. The latter was on the slightly larger scale of about 3/4 inch to a mile. Railways were black rather than red, and there was no green woodland, though main roads were yellow. There was a green-washed manoeuvre area boundary. Military areas within it were blue, and army camps red. Roads and names were altered in number, style and position to suit the larger scale.

The other military map was also Ordnance Survey-based: *Cruchley's new map of Aldershot, from the Ordnance.* Like its half-inch to a mile companion, it was designed for the 1875 manoeuvres, but on a much larger scale — 4 5/8 inches to a mile — to show the camps and barrack blocks of the Aldershot Command, together with the

railways that served them. The map was a reduction of the Ordnance Survey's six-inch map. Woodland was in green, roads yellow, water blue, and railways red. The price was 1s 6d.

Then, when Cruchley covered the prime tourist area of the Lake District in 1860, with his *New excursion map of the lakes of Cumberland, Westmoreland and Lancashire,* he used the plate of *Cary's map of the lakes in Westmoreland, Cumberland and Lancashire* of 1826, and the same scale of just under 1 inch to a mile. As seen, his map had different colour washes. In brown covers, it was priced at 1s uncoloured and 1s 6d coloured.

When Gall & Inglis took over in 1877, the changeover was as imperceptible on the sectional maps as it was on the county maps. The new owner's name was substituted for the old at the bottom of the front cover and on the map, but the old title, with the old owner's name, was as prominent as it had ever been. The inference is that Cruchley's business had not been declining when he sold up, which was the usual state of affairs, but rather that it was prospering, sufficiently so for his name to be still 'saleable' enough to be perpetuated under the new ownership. The real reason for the sale might be that Cruchley was by now 81 years old, and may have had enough money to relax for the remaining three years of his life.

NOTES

General note

Railway changes in the text are confined to major ones that are relevant to dating the map. Full map and cover titles, which can be very cumbersome, are not always quoted; but enough of a title is always given to identify a map or cover.

1. Liverpool-Manchester (1830), Grand Junction (1837), London-Birmingham (1838), London & South Western (1840), London & Brighton (1841), and Great Western (1841).
2. Unless otherwise attributed, the quotations in this study are drawn from Cruchley's advertising on his map covers, from his 'Catalogue of maps, general and county atlases, hand books and guides' in *Leigh's guide to Wales and Monmouthshire,* 6th edition 1841, and from his 'List of maps, atlases, guides &' (post 1833).
3. A 'counting house' was today's business office.
4. In the 1870s it took the Ordnance Survey between one and two years to engrave a single one-inch full sheet. The cost was five times that of lithographing the same sheet. See note 5.
5. In this process, the information on the engraved copper plate was transferred on paper to a lithographic stone or zinc plate, which preserved the original from wear. Alterations could be drawn cheaply and quickly on the paper transfer, or direct on to the stone or zinc plate. If a map combining elements of more than one sheet was required – as was the case, for example, with some military maps (see below) – transfers of the relevant information could be assembled, joined, and run off a single stone or zinc plate.

   Some Cruchley maps were printed direct from the engraved plate (the intaglio process), but not, it is thought, Cruchley's cheap folding maps or the atlases from which they were derived.
6. The latest known reprint of a Cary map was of an updated part of the *Improved map of Englandand Wales,* in 1847. See Sir H. G. Fordham, *John Cary, engraver, map chart and print seller and globe maker 1754-1835,* Cambridge 1925, reprinted Folkestone 1976, xxvi.
7. Fordham, *op. cit.,* ix.
8. Cruchley also used two individual Cary plates, one of them Ordnance Survey-derived, and an Ordnance Survey 6 inch map to create three further maps – see below.
9. All the 'latest' and 'earliest' printings noted here are simply those found by researchers so far, and may be relegated by future study.
10. In atlas form, the county maps were also numbered. The numbers can be found on some folded county maps too.
11. The writer has seen three surviving county atlases, all varying widely in content and therefore, perhaps, in publication date. Each is a different mixture of dateable map titles (see below), of dates *en clair* or dateable features

such as railways, and of maps dated or undated. All states published after 1858 were undated; but so were some pre-1858 maps. One atlas might have a much greater proportion of dated or dateable early states than another, and fewer undated, but all have at least one map with an 1858 date. Only two things are clear: that none of the county atlases seen could have been published before then; and that the binders assembled them from whatever sheets they were given. The same dating problems have been encountered when comparing two states of the sectional atlas; but here, at least, the maps have no titles to complicate the picture.

12. Such as H. G. Collins, William S. Orr, George Philip, Bartholomew, Chapman & Hall, Darton & Hodge, and by 1863, Cassell, Petter & Galpin. Collins was probably the pioneer of cheap folding railway maps, around 1852.
13. Or 'geologically coloured' at 3s 6d, to cater for the contemporary passion for amateur geology. The writer has not seen any so treated.
14. He did not do so at first; but by the time that the 1868 Reform Act had redrawn constituency boundaries, he was making a virtue of it, as on a county map of the same year 'showing the new Parliamentary divisions'.
15. In the case of clock time, literally as well as figuratively. Up to this point, when it was 11 a.m. in London, it was something quite different in Bristol, Birmingham and Glasgow. The new inventions forced the gradual standardisation of time countrywide.
16. In one case – Uppingham in Rutland – the town layout was not so much updated as transformed, from a single, implausibly regular built-up rectangle to the usual unplanned warren of streets.
17. Two curious anomalies are known: a state of *Lancaster* with the date October 1st 1857, instead of January; and one of *North Wales* using the sectional map's dating style 'Additions to 1857'. Both are probably errors.
18. Mapmakers, including Cruchley, sometimes showed railways as open when they were unfinished, or even when they were authorised but never begun.
19. Usually, but not invariably, coloured woodland and roads were confined to more expensive versions of Cruchley folding maps. See below.
20. Ralph Hyde *(Printed maps of Victorian London 1837-1900,* p. 21) describes the practice in the context of London map publishers adapting themselves to the coming of the railway: 'More than one map publisher, becoming aware of the growing need for railway maps in the 1860s, instead of compiling new maps for the purpose, simply changed the titles of their existing maps to meet the demand. Cruchley was particularly adept at this practice.' Cycling and motoring maps were later created in the same devious manner.
21. In the case of eight counties, this can be done easily by consulting county cartobibliographies that have tracked railway development on successive states of county maps. The titles are listed under *Sources,* below. Railway progress in other counties can be dated, as is done here, by comparing the maps with the railway histories listed in the same place. There are many earlier county cartobibliographies, but they lack detail.
22. The earliest county maps in Cruchley covers are dated 1855.
23. A ruse much used by map publishers, including the Ordnance Survey around the beginning of the 20th century.
24. Bacon's existing county maps were third-hand, having been produced for the *Weekly Dispatch* newspaper in 1858-62, then passing to Cassell before going to Bacon, yet most were more up to date than any Cary map, being derived from the current Ordnance Survey. They were also more modern-looking, Cary maps being full of 18th century flourishes. Perhaps Bacon used the Cary 1/5 inch to a mile map because he was determined to recoup his outlay, and anyway had a low opinion of the public's ability to make informed choices. In the end he was justified, for the map soldiered on into the 1930s under the Bacon flag
25. And sometimes not even that. Gall & Inglis covers are known with the heading still in place.
26. Perhaps they were prompted by the enterprise of E. Harrison & Co., 'The West End athletic outfitters', who in 1883 had bought-in Gall & Inglis' county map and published it as *Harrison's bicycle road map of* [county].
27. The recreational walker, or hiker as he or she was rechristened in the 1930s.
28. Even more 'errors and inconveniences' must have beset anyone comparing Cruchley's OS-based sectional sheets covering Devon and his county map, for their depictions of the coastline varied widely.
29. Another Old Spanish Custom (see note 23)

common among commercial map publishers until 1901, when the Ordnance Survey, in the guise of the Board of Agriculture, its supervising government department, put its foot down.

30. For instance, a hand-coloured Ordnance Survey engraved sheet, on cloth and in a slipcase, cost 6s 6d from Stanford in 1857, and 4s 6d uncased in 1901.
31. The differences noted are those between the Cary atlas and the Cruchley folding map. The Cruchley atlas followed the Cary atlas more closely.
32. To exploit it further, this sheet (and others in the *Environs of....* series) was also sold as a tourist map (see above).

Sources

C. Awdry, *Encyclopedia of British railway companies,* Wellingborough 1990.

Kit Batten and Francis Barnett, *The printed maps of Devon, county maps 1575-1837,* Tiverton 1996.

Neil Butters, *Historical transport map of Wiltshire,* Swindon 1993.

Ernest Carter, *An historical geography of the railways of the British Isles,* London 1959.

R. H. A. Cheffins, *Parliamentary constituencies and their registers since 1832,* London 1998.

R. P. Dod, *The Parliamentary companion for 1868* [etc], London 1868 [etc].

Sir H. G. Fordham, *John Cary, engraver, map chart and print seller and globe maker 1754-1835,* Cambridge 1925, reprinted Folkestone 1976.

Ralph Hyde, *Printed maps of Victorian London 1851-1900,* Folkestone 1975.

David Smith, 'George Frederick Cruchley 1796-1880', *The Map Collector* 49, pp 16-22.

Frederick A. Young Jr. *Guide to the local administrative units of England,* London 1980.

The following cartobibliographies track railway building in eight counties. They also go into more or less detail on text changes in the map and cover titles. In every way they are invaluable when dating all county and sectional maps.

P.D.A. Harvey and Harry Thorpe, *The printed maps of Warwickshire 1576-1900,* Warwick 1959; Donald Hodson, *The printed maps of Hertfordshire 1577-1900,* Folkestone 1974; David Kingsley, *Printed maps of Sussex 1575-1900,* Lewes 1982; Eugene Burden, *Printed maps of Berkshire 1574-1900,* Ascot 1988; R. A. Carroll, *The printed maps of Lincolnshire 1576-1900,* Woodbridge 1996; Kit Batten and Francis Bennett, *The Victorian maps of Devon, printed maps 1838-1907,* Tiverton 1996; Keith Needell, *Printed maps of Somersetshire 1575-1860,* London 1997; Martin Norgate, *Checklist of Hampshire maps: early printed maps of the county,* Winchester 2000.

Acknowledgements

The writer is grateful to the following for their help and advice in the preparation of this study:

All at the Bodleian Library Map Library, the British Library Map Library, and Cambridge University Library Map Room; Eugene Burden; Philip Burden; Tony Burgess; Hampshire Record Office; Francis Herbert, Curator of Maps, Royal Geographical Society with Institute of British Geographers; and Dr Richard Oliver.

Eugene Burden, Philip Burden and Tony Burgess kindly allowed the writer a sight of their private collections.

Special thanks are due to Eugene Burden and Tony Burgess for generously lending maps, and for casting a critical eye over the finished text. If any errors remain, they are the writer's own, and he would be glad to hear about them.

TIM NICHOLSON

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June Weekend 2003

Saturday 7th June

INVITATION LECTURES
2.30 pm
Hilton London Olympia Hotel, Battersea Room
Alistair S. Maeer: 'The Cartography of Commerce'
Margaret Small: 'Motifs and Mystery: Classical influences on the 16th century image of Northern Europe'

MEMBERS' MAP FAIR PREVIEW
4.30 pm
The Conference Centre, Olympia 2

RECEPTION AND DINNER
7.15 pm
Hilton London Olympia Hotel
The IMCoS-Helen Wallis Award for 2003 will be presented at the Dinner

Sunday 8th June

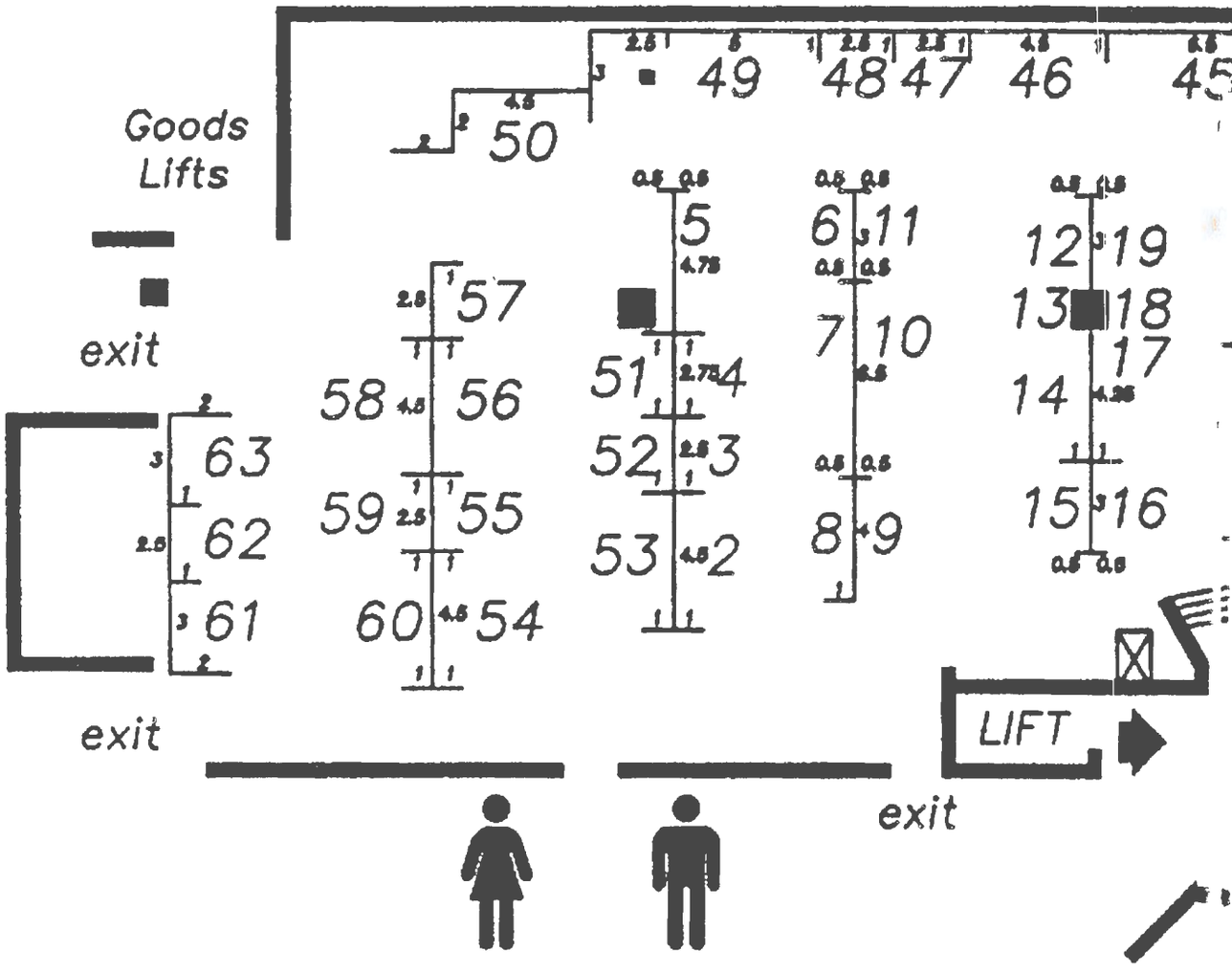
23rd INTERNATIONAL MAP FAIR
10.30 am - 5.30 pm
The Conference Centre, Olympia 2

The Hilton London Olympia Hotel is on Kensington High Street, one block east of Olympia and five minutes' walk from the Olympia Exhibition Halls. The Map Fair will be held in the same location as last year, in the basement. Above, on the ground floor will be the Antiquarian Book Fair. Entrance to the IMCoS Fair is free, but a charge is made for the Book Fair.

Bus numbers 9, 10, 27 and 28 run at frequent intervals along Kensington High Street and Hammersmith Road, with a stop in front of Olympia. The nearest underground station is Kensington Olympia on the District Line from Earls Court, or Kensington High Street on the Circle Line.

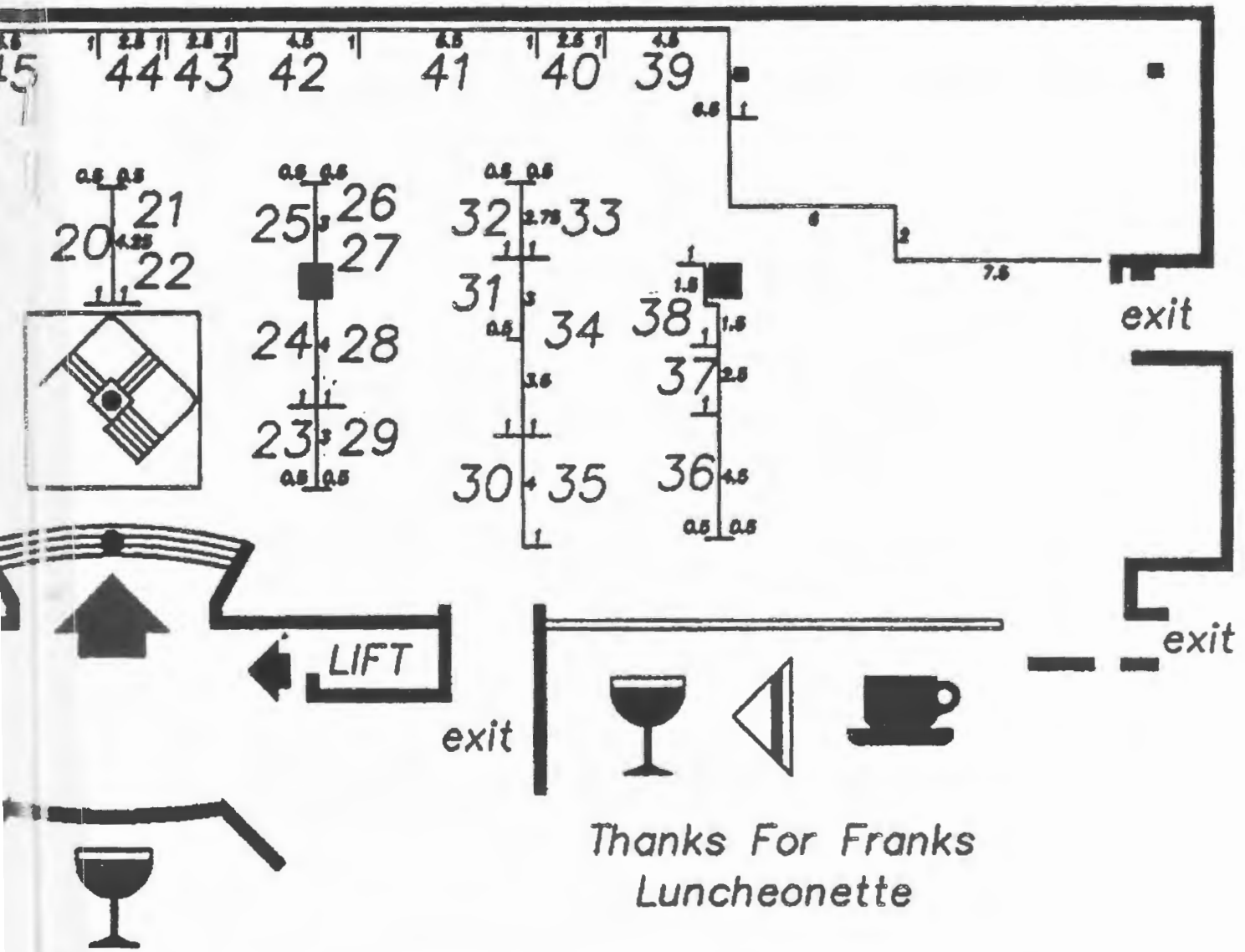
No large bags are permitted within the Map Fair premises; a cloakroom is provided for their safe-keeping. Refreshments are available for purchase.

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2. Hemipheres Antique Maps
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Coming to Olympia year after year, or for the first time, some members might wonder about its past.

Built on a part of the famous Vineyard Nursery of Lee and Kennedy and orignally called the National Agricultural Hall, it was opened in 1884 but changed its name to Olympia in 1886 when it staged its first circus, the 'Paris Hippodrome', which included 400 animals, a chariot race and a stag hunt. From that time circuses were a regular feature, notably that of Bertram Mills. In 1891 Imré Kiralfy (later to be associated with the White City and Earl's Court exhibitions) put on the first of a number of spectacular shows which combined education with entertainment. In 1895 the Grand Hall was extended. The first Motor Show was held in 1905, the International Horse Show in 1907. In 1911 C.B. Cochran transformed the interior into the representation of a cathedral to stage *The Miracle* which was produced by Reinhardt. During the 1st World War the buildings were taken over by the War Office. In 1923 the National Hall was built, and in 1929 the Empire Hall. Regular events included the Daily Mail Ideal Home Exhibition and Cruft's Dog Show together with countless exhibitions and sporting events.

Taken from *The London Encyclopaedia*, edited by Ben Weinreb and Christopher Hibbert, Macmillan, London, 1983.

Invitation Lectures

Alistair S. Maeer: 'The Cartography of Commerce'
Margaret Small: 'Motifs and Mystery: Classical influences on the 16th century image of Northern Europe'London Speakers

The Society is seeking to encourage young enthusiasts for maps and their history. So, this year we have invited two speakers who are relatively inexperienced but have taken their first steps into the world of early maps. We do hope you will come along to their lectures to encourage them and other young people like them to join us.

Alistair Maeer, who is a student in the Department of History, University of Texas at Arlington and Assistant Editor of *Terrae Incognitae: Journal for the History of Discoveries*, August 2000 to December 2003, is currently doing research at The British Library in England as he was chosen as this year's (the sixth) Helen Wallis Fellow. This was conferred by The British Library in memory of Dr Wallis to enable a scholar to use the Library's book and cartographic collections in historical investigation. He will be returning to the USA in July this year. His talk for IMCoS is the subject of his doctoral dissertation and his advisor is Dr David Buisseret, author of several books on the history of cartography including *Monarchs, Ministers and Maps: the emergence of cartography as a tool of government in modern Europe,* University of Chicago Press, 1992.

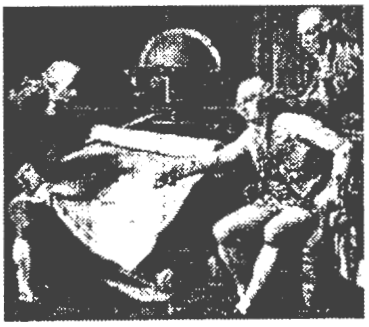
'My visit here started badly' Alistair told me 'because my research notes, books and slides for my Ph.D were lost in the mail somewhere between Texas and London'. However, he is now making up for this setback—which probably means the parcel will suddenly arrive!

Margaret Small is currently studying at the University of Oxford for her D.Phil in Early Modern History. Her MA was at the University of Victoria, Canada on 'Real and theoretical limits, human geography in Heroditus'. She is British/Canadian and went to school at Edmonton, Alberta which may have led to her love of the outdoors. While studying in Oxford she has also been rowing for St Edmund Hall in their first and second eights and acting as trip leader for Oxford University Walking Club.

She is excited about meeting members of IMCoS and having a lively exchange of ideas. 'I hope people will be asking me lots of questions and letting me share their expertise' Margaret told me.

VALERIE SCOTT

PARIS MAP-FAIR



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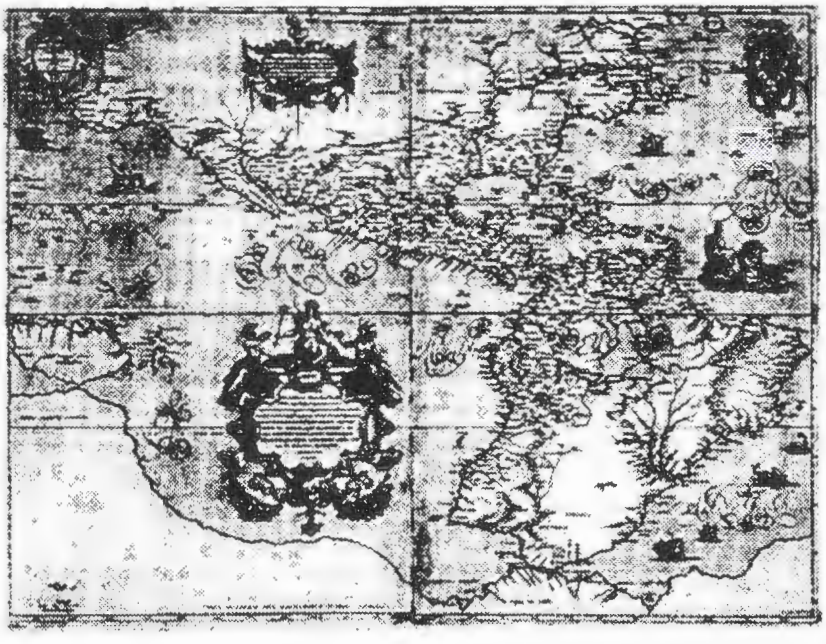
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Letter to the Editor

I brought a map of Norway to the Collectors' Evening, but was not able to track its origin. None of the members there was able to help me but perhaps another IMCoS member who was not present can help me.

The image size is approximately 32.7 x 39.2 cm. The size of the inset at the upper right is approximately 7.7 x 11.6 cm.

Although it is almost impossible to distinguish it, in this inset there is a scene of a battle, and many people on horseback are on trails leading up a mountain. Around the head of the second figure from the right in the foreground are the words 'Königin Schweden'. The 'o has an umlaut.

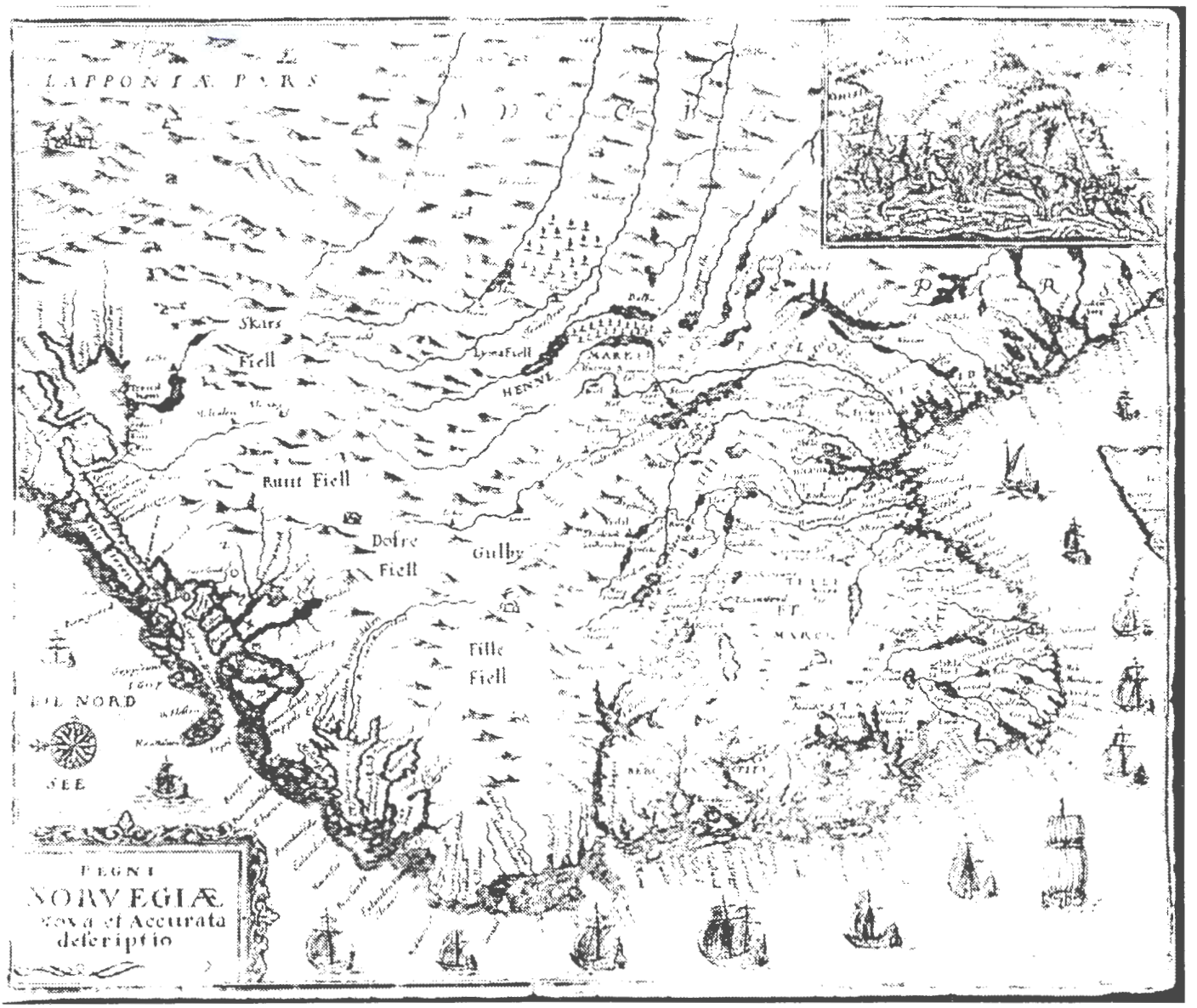
The map was for sale at a Sothebys auction on 10 December 1998 as lot 249. A date of 1676? was given, but it was regarded as anonymous and after Jansson.

The title is identical to that of Jansson's map of Norway from the late 1650s.

I would like to know where it was printed, and who made it.

In fact I would be grateful if any member could identify it for me.

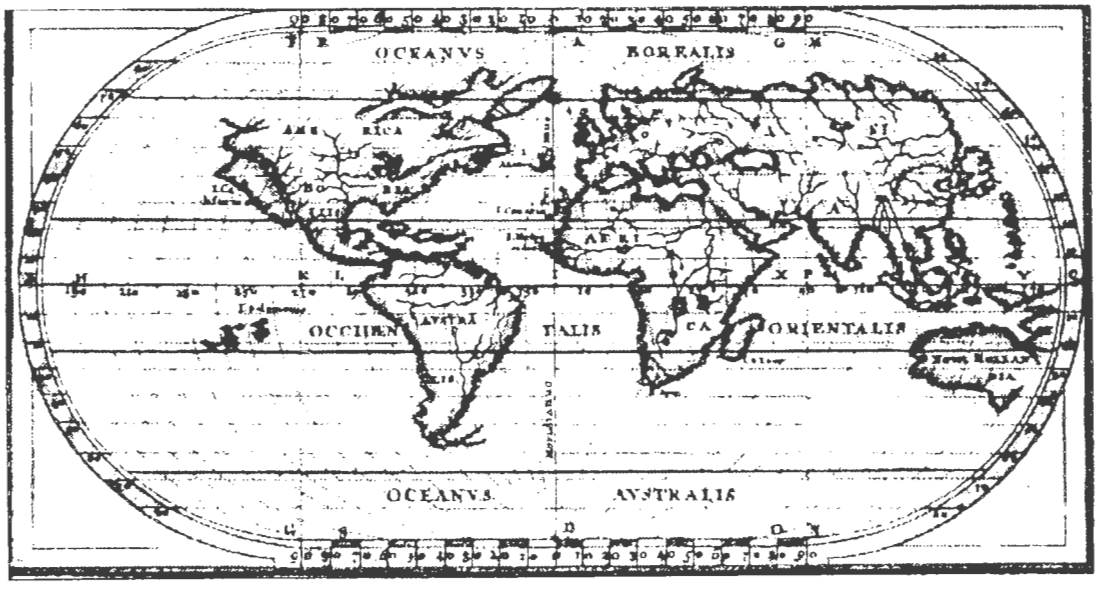
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Time Pieces

I know that besides collecting maps, charts and atlases many IMCoS members also accumulate a wide variety of 'Cartofacts', i.e. strange and unusual objects that have a map/chart connection. There have been articles on some objects in previous editions of the *IMCoS Journal*.

My own fascination is with watches. I can hardly resist a watch with a map motif if the price is not astronomical. In the course of the last ten years I have managed to pick up about the same number of watches, each with a map motive, and a clock.

The clock probably started the ball rolling (spring winding?). My wife saw the reproduction of Bowles and Carver's 'England Bewitched' at a market stall in Covent Garden and that became my next Christmas present. Bowles and Carver's print, one of a series, was produced 1794. The clock is somewhat more recent!

My watches can be put into groups: 1. Fossil; 2. Fossatti; 3. 'freebies'; and 4. cheap market stall time pieces. The first group comprises those produced by an American watch company called Fossil. The watches by this company are very popular in Europe and I believe they enjoy a good reputation. The watches are not very expensive, averaging about 70 Euro/Dollars. I have three Fossil watches. The first has two separate watch faces within the dial against a map of north and south America. The second has only one dial but a similar (not the same) background; and the third is a map of the United Kingdom and Ireland (but only Great Britain written on the face with the Union Jack). This last must have been produced as a mini-series as I know a map of Germany (which I had, but unfortunately lost!) was also manufactured but each country was apparently only on sale in its 'own' land.

Fossatti, I am lead to believe, is the Fossil 'cheap version'. They have different frames to the Fossil watches. One shows a large liner in the lower part with a world map (Africa central) in brown in globe representation. The second shows north and south America with the hands fixed somewhere in the Yucatan Basin with a sea monster and galleon also depicted.

My advertising gimmick watches, or so-called 'freebies', are perhaps my favourites. The first was given out to delegates at a conference and has 'EUMETSAT POLAR SYSTEM' around the frame and 'EPS/METOP' on the face. The map is harder to identify as the illustration is of a satellite passing over the Earth's surface and what I make out to be the part of north America skirting the Gulf of Florida in the background. The other two give-away watches were both obtained from *Stern* magazine. In 1998 and 1999 they ran advertising campaigns for their magazine and by subscribing for 12 weeks one was presented with a free watch. One of these is a typical 'diver's' watch in style with fake moveable outer dial and a world map on its face, the second has a map of Germany on the face and is very different in design, the date being shown as well as the time.

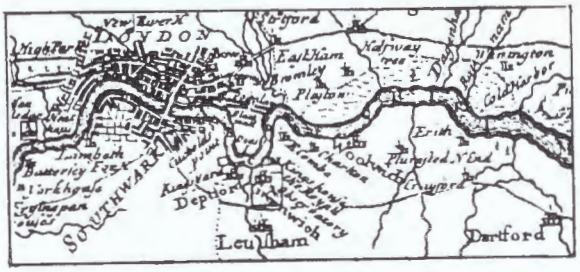
Finally I have two watches which I bought extremely cheaply; one was bought in a typical neighbourhood gas station. The shop section had a watch rack with each watch on sale for about 12 Euro/Dollars. It is cheaply made and the map is extremely crude and painted onto the face. The firm that made it is Image.



Watches (top row from the left): Eumetsat; Stern – world; Stern – Germany only.
Middle row: Turkish cheap store; Fossil – Americas; Fossil – Great Britain;
Fossil – two dials – Americas.
Bottom row: Fossati – liner and globe map; Fossati – Americas;
Image – gas station watch.

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The second was bought in a local Turkish store. There are many of these in Germany and they sell all sorts of goods at very low prices. The watch I purchased again has a map of north and south America and is inscribed 'AMERICA 1092' (sic). I presume it should have read 1992 and celebrated 500 years since Columbus' rediscovery of the Americas for Europeans.

It must be admitted that none of the watches is a great piece of engineering, all have quartz movement and are battery-operated. The maps themselves are always simplistic but as a sideline to my 'serious' collection I find it fun to browse in stores for the odd watch. My only problem is deciding which one to wear in the morning. And there's the rub! I hate wearing watches at work. As soon as I get into the classroom, the watch is put on the table!

KIT BATTEN

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2004 23rd International Symposium
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Probable dates: 17-22 October.
2005 24th International Symposium
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Feb 2007, Guatemala

2007 October: possible: Russia

2008 Probable: New Zealand

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Cyprus 2003

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Maps of the Netherlands
6th June – 5th October 2003

Museum Het Schielandshuis in Rotterdam will be holding an exhibition this summer with maps of '***De Zeven Provinciën***', the Dutch Republic of the VII United Provinces dating between 1615 –1800. The nearly sixty maps differ greatly in size from a few inches up to huge maps consisting of several folio sheets of which many beautifully coloured. Apart from famous Dutch publishers as Blaeu, Visscher and Van der Keere there are also English, French, Italian, Spanish, German and even American maps to be seen.

The exhibition '***De Zeven Provinciën***' is a selection of more than 200 maps which were recently given to The Atlas Van Stolk Foundation, a famous collection of prints and drawings about the history of The Netherlands.

The catalogue in full colour will include an English summary and will be for sale for 10 Euro.
Museum Het Schielandshuis, Korte Hoogstraat 31, 3011 GK Rotterdam
Telephone: 10-2176724
e-mail: stolk@hmr.rotterdam.nl

Cartographic Treasures at Harvard

In conjunction with the 20th International Conference on the History of Cartography the Harvard College Library will host the first exhibit to highlight Harvard's cartographic treasures. Significant items will be selected from the Houghton Library's Leichtenstein Collection, the Harvard Map Collection, the Gutman Library of the Graduate School of Education, and the Harvard Collection of Historical Scientific Instruments.

A sample of the items to be shown include: Casper Vopel's ca. 1558 world map in 12 sheets; Jodocus Hondius' 1595 8 sheet map of Europe; John Seller's 1675 map of New England; Lewis Evan's 1749 map of the Middle British Colonies; Sanuto's 1588 atlas of Africa; Jeremy Belknap's 1796 manuscript maps of the boundaries between the U.S. and the Indians; a Korean manuscript atlas from the 17th century; Haestens 16th century 6 sheet map of Jerusalem; and Osgood Carleton's map of the United States and his 1797 map of Boston.

This exhibit will open to the public on June 16th, 2003 and run through September 2003. Additional information may be requested by contacting:
maps@harvard.edu

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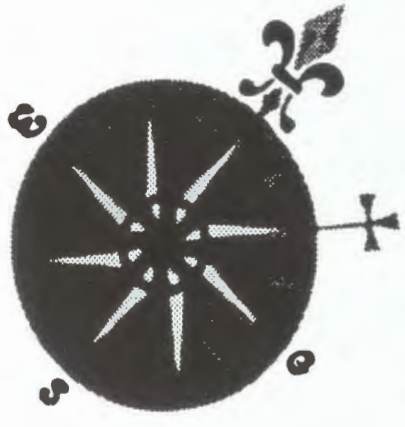
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Fig. 1. 'Turcici Imperii descriptio' by Philipp Galle first published in Antwerp in 1576 for the first pocket atlas in the history of cartography. 7.5 x 10.5 cm.

Mapping the Treasures of Arabia

An exhibition of printed maps of Arabia held at the Brunei Gallery of the School of Oriental and African Studies, University of London, from 28 January-21 March 2003, from the collection of Marian Bokhari and sponsored by Saudi Aramco. The Exhibition was accompanied by a series of eight public lectures on related subjects, initiated and organised by Marian Bukhari, presented in association with LMEI (London Middle East Institute) and the Department of Art and Architecture, SOAS.

From the middle of the 18th century until the early decades of the 19th, the face of maps of the Arabian Peninsula barely changed. The image of the Peninsula on d'Anville's 1751 map of Asia, with the corrections and additions from the four vastly important maps by Carsten Niebuhr, issued as a result of the Danish Scientific Expedition to Arabia 1761–67, formed the basis of most maps until around 1820. Then the forays, of first the British Royal Navy into the then Persian Gulf, followed closely by the Survey ships of the Bombay Marine, began in 1820 the charting of the shores and islands of eventually, by 1838, the entire peninsula and the image finally changed. To learn more of this vital period was an opportunity I could not miss.

The exhibition consisted of over one hundred maps and charts, of this 'Island of the Arabs' and surrounding regions, collected by Marian Bukhari, who has lived for some years now mostly, I understand, in Saudi Arabia on the Red Sea side in Jeddah. In addition, there was a group of prints and maps to illustrate, as the accompanying leaflet describes, 'Desert Life' and 'Makkah, Madhina (the Haramain) and the Hajj Pilgrimage'. The map of Arabia from George

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Sale's 1734 successful translation of the Koran into English, also illustrates the Temple of Mecca taken from a print in the Bodleian Library in Oxford, deserves mention as it surely pulls together the varying themes and ambitions.

The earliest map on show had been kindly loaned by Altea Antique Maps, and this was a lovely woodcut Ptolemaic image in old colour, 'Sexta Asie Tabula' by Johann Reger, Ulm 1486. It is listed in Tibbetts' carto-bibliography 'Early Maps of Arabia', as only the eighth image of the Peninsula to be printed. It takes the archaeologists to translate these images for us. For instance, Phigia in the northeast is known today as Thaj, the site of the largest Greek settlement on the peninsula, of which only the walls may be seen underfoot; or out in the strangely shaped square 'Sinus Persicus', the islands of Ichara, which is Failaka Island off Kuwait; of Tylus and Arathos, which refer to Bahrain and its now adjoined island of Muharraq.

The collection began with a group of Ptolemaic images, firstly 'Tabula Asiae VI' of Munster1540, and continuing through to the end of that century. Then were included images of the Turkish Empire as well as just the Ptolemaic peninsula until there is an example from the landmark work of Abraham Ortelius. As well as an edition of one of his images of the Turkish Empire, there was, from the associated 1598 work by Philipp Galle (the first pocket atlas in the history of cartography), an edition of 'Turcici Imperii descriptio' (Fig. 1).

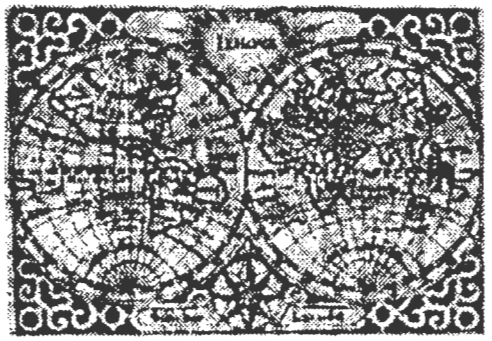
But one searched in vain for a treasure from this period, such as Linschoten's chart of the India Ocean from his Itinerario (1596) with its surprisingly modern outline of the peninsula; or the rare work by de Jode. As we moved into the 17th century, there were the familiar images of the Turkish Empire by John Speed, the only such image with English language text on the face of the map and indeed the only 'carte à figures' of this specific region; and of Janssons's 1645 copy of Blaeu's 'Turcicum Imperium' first published in 1635.

However much the Dutch cartographers contributed to cartography at this time, as the base and source of production moved from Flanders north to Amsterdam, it is the French in the mid-17th century and onwards, who contributed landmark maps in the cartographic history of this region of Arabia Nicolas Sanson's small 1652 map 'L'Arabie Pertree Deserte et Heureurse'. (with its unusual title taken from the classical divisions of Arabia) begins to change the outline, for instance the Gulf has lost its great - dare I use the old English word 'belly' and slimmed down? This map is not there, but Sanson's larger and elegantly cartouched, 'L'Empire du Grand Seigneur des Turcs en Europe....' is, and this image includes a continuation of the improvements begun two years earlier. For those who are politically sensitive, if I may thus phrase it, the only four or five maps listed in Tibbetts of the Arabian peninsula alone are important; and indeed the three major Dutch examples by Blaeu, Jansson and a later copy by Schenk and Valk, together with Sanson's 'Trois Arabies', are also superb examples of the cartographers' art, splendid images of this part of the world in the middle of the 17th century - some of the treasures for me amongst maps of Arabia. So I was disappointed not to find them in this set of 'Treasures'.

But de Witt's large-scale map of the region, first published in 1666 is there. This was the basis for many cartographic images of the region until 1701, when de l'Isle published his image of Arabia in 'Carte de la Turquie, de l'Arabie et de la Perse' and the beginnings of a modern outline begin to show. The textual notes on the face of the map show some knowledge of the area, not only where water may be found, but where the pilgrims change out of normal garb into the white clothes in which they are beholden to conduct their Hajj

From the beginning of the 18th century, there is a selection of the maps from the work of Pieter van der Aa, bookseller and printer of Leiden. In 1707, van der Aa published 26 books of travellers' journeys, in the tradition of Hakluyt and Samuel Purchas and these maps originate from his publication, illustrating the journeys of selected travellers

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Fig. 2. 'Arabia'. A map of Arabia with an image of 'The Temple of Mecca as it was formerly, from a Draught in the Bodleian Library, used to illustrate 'The Koran, commonly called The Alcoran of Mohammed....' by George Sale, London 1734.38 x 34cm. This is a noteworthy translation of the Koran, which has proved its success by being reprinted many times right up to the beginning of the 20th century.

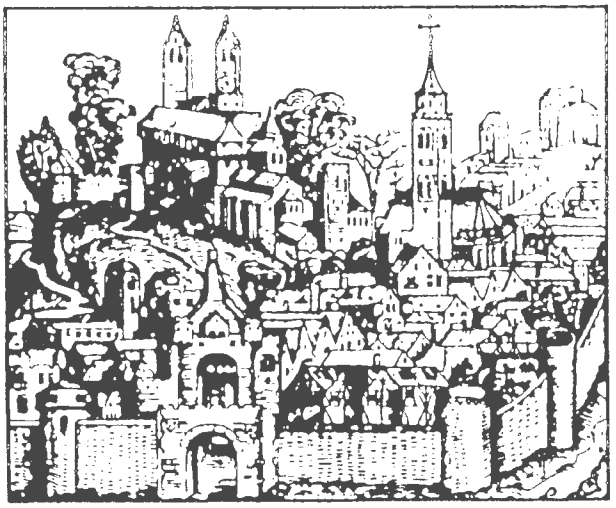
around and including Arabia. The maps are notorious for their inaccuracies, immensely decorative and charming with their illustrations and enlightening if you trace the history of the travellers' journeys illustrated. It was a shame that some of the framing mounts covered the name of the traveller shown.

There is a very fair selection of images of the region from a variety of cartographers, with variations on that early 18th century image; it would have been nice if we could have seen then the 1751 map of Asia by d'Anville, to which I have earlier referred. I know that the original French edition is not easily found, I came across the English edition just recently for the first time in ten years, but that published in Vienna by Schraembl is more commonly found.

Throughout the exhibition there are many good examples of images of the region; for instance the images of Persia add another perspective to the waters that separate the two lands. There is considerable validity in the inclusion of the maps which show the expeditions of Alexander the Great, as it was Alexander's Admiral Nearchos (and others too, to substantiate his words) ordered to return home via the Gulf, who first saw and recorded the massive heights of Cape Musadam, (Asabon), those incredible piles of rock which guard the narrow southern entrance to these waters. This is taken to be the first written reference to this part of the world to reach Western Europe. Arabia is far from being desert, its common perception in the outside world.

From the second half of the 18th century, there is an interesting selection of charts, both French and English, as well as a British Admiralty chart of the Red Sea from 1882 which brings me back to where I began. The Pinkerton of 1815 still has the late 18th century image and in the Gulf by the Bahrain Islands but on the mainland is the name 'Kattar'. This is a more modern spelling of Qatar which still on maps contemporary with Pinkerton's show its old name of Catura; the Qatar Peninsula will only by the mid-1830s cartographically finally appear. It is clearly there on the Tallis of 1851 and the Johnston & Ward of some years later. With the reference in the introduction to the exhibition to the importance of explorers of the region, it would have been of worth including some of these. Some years ago the Royal Geographical Society began to release

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loose maps that it had been holding in its Archives but which were now in excess of its requirements; many explorers maps are only to be found in books, which hampers display. Perhaps, as a compromise, we could have seen either of the SDUK maps (1843 and 1870) that show important 19th century explorers, as do some mid-19th century editions of *Steiler's Hand Atlas*.

It is the opening words of R.A. Skelton's still valuable work *Maps. A Historical Survey of their Study and Collecting* which comes to mind: 'Maps have many functions and many faces, and each of us sees them with different eyes'. Marion has put together her collection with her eyes and of the faces that appeal to her. It has given an opportunity for many people to catch a glimpse of some mapping 'Treasures of Arabia'. A great deal of effort must have gone into putting this exhibition together.

There is a considerable debt of gratitude to Saudi Aramco for their sponsorship: they must appear to many as simply the 'Oil Company' based up on the jebel at Dhahran in the Eastern Province of the Kingdom. Not so many people realise that they have in their library, a Special Collections department which is an archival reservoir of books and documents relating to the Kingdom and the world of Arabia about which I can speak with personal experience as I have had the privilege of access

FAY HUIDEKOPER-COPE

IMCoS Visit to Oxford

Date: Saturday 30 August 2003
Place: Saskatchewan Room, Exeter College, Oxford
Time: 2.20 pm
Title: The Development of Printed Maps of Oxfordshire : An afternoon of Englisn County Mapping with John Leighfield

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Collectors' Meeting at the Shapiro Gallery
25th February 2003

A new venue was selected for this year's informal evening get-together of IMCoS members and the Shapiro Gallery in Bruton Street proved to be an excellent choice with a wealth of quite exceptional maps and atlases on display that could be viewed at leisure both before and after the meeting. It was certainly an added bonus to have ample space for ease of movement and viewing and this was taken advantage of by several members who inspected boxes of folding maps from many countries world-wide, as well as other gallery displays and material that was made freely available for everyone to inspect at their leisure. I am sure from talking with a number of members that the superb environment and the evening as a whole was enjoyed immensely by everyone and Bernard and Daniel can be assured that their hospitality and their willingness to 'dig out' all sorts of maps on request was very much appreciated.

As usual the evening was well attended not only by UK members but also by overseas visitors including Bill Ginsberg from the USA who was hoping to get some help in identifying a 17th century map of Norway (see his letter in this issue). The meeting was chaired as admirably as ever by Rodney Shirley and members were shown a wide variety of maps, all of much interest, some of which are mentioned in the following paragraphs.

Doreen Green brought a series of miniature atlases to illustrate the development of a map and how one mapmaker takes credit for another's work. Such miniature maps were in fact 19th century people's atlases and were mostly thrown away when they became obsolete in much the same way that modem maps are. Doreen showed how Miller's *New Miniature Atlas* of 1821 was further developed and issued by William Darton in 1822 and finished up in Reuben Rambler's school atlas entitled 'Travels Through The English Counties' published in 1845, all decorated in the margins with illustrations of county activities.

Caroline Batchelor brought an intriguing cycling map (circa 1890) entitled 'Phillips Cyclist Map of the Country Around London'. This map was full of practical information for the keen bike rider and included notes on suitable lodgings, places for repair, dangerous descents and hills requiring one to dismount.

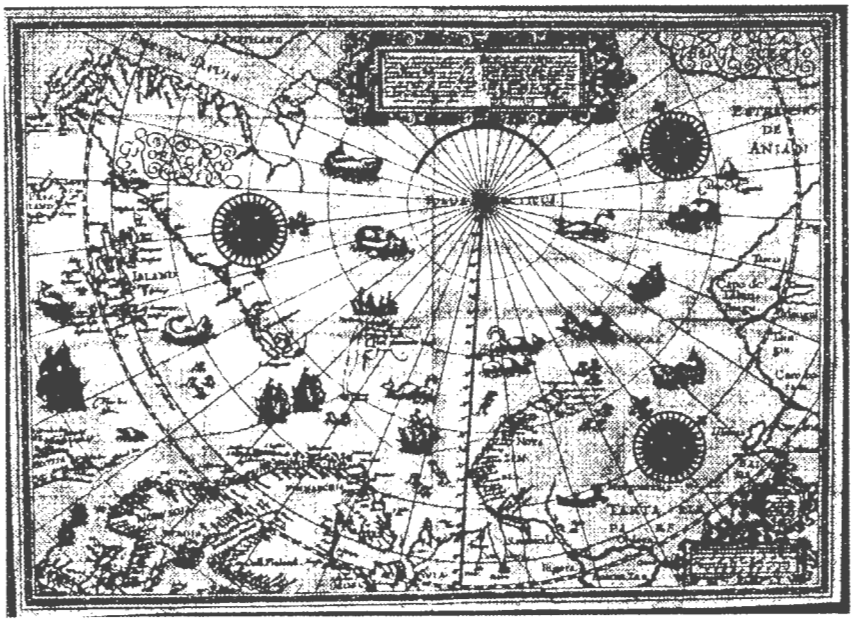
Jenny Harvey showed us another cycling map by Andrews of the roads around Durham together with Emanuel Bowen's 1757 map of the country 17 miles around London. This particular edition by Benjamin Martin was said to be extremely rare.

Rob Bartlett produced a beautiful chart by Murdock MacKenzie of the coast adja-



View from the upper gallery of members listening to Bob Bartlett.

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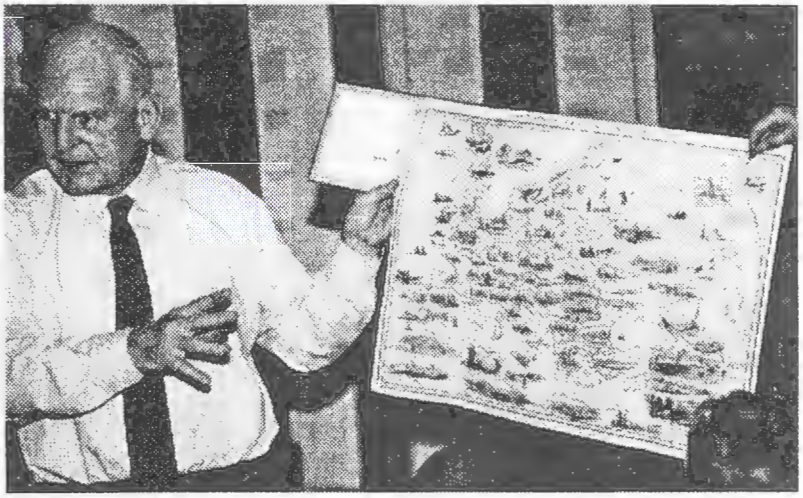
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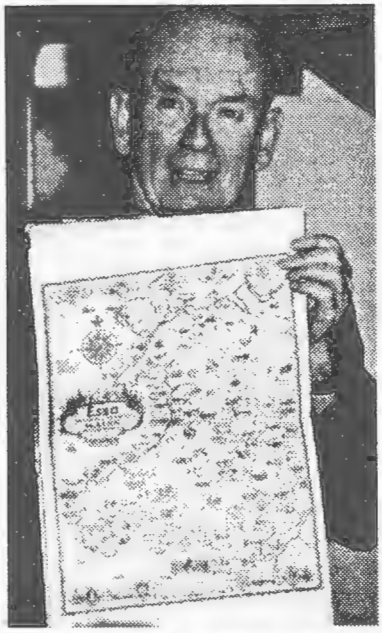
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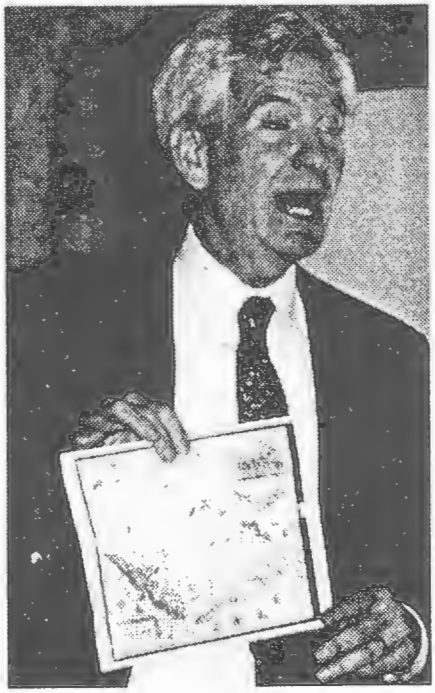








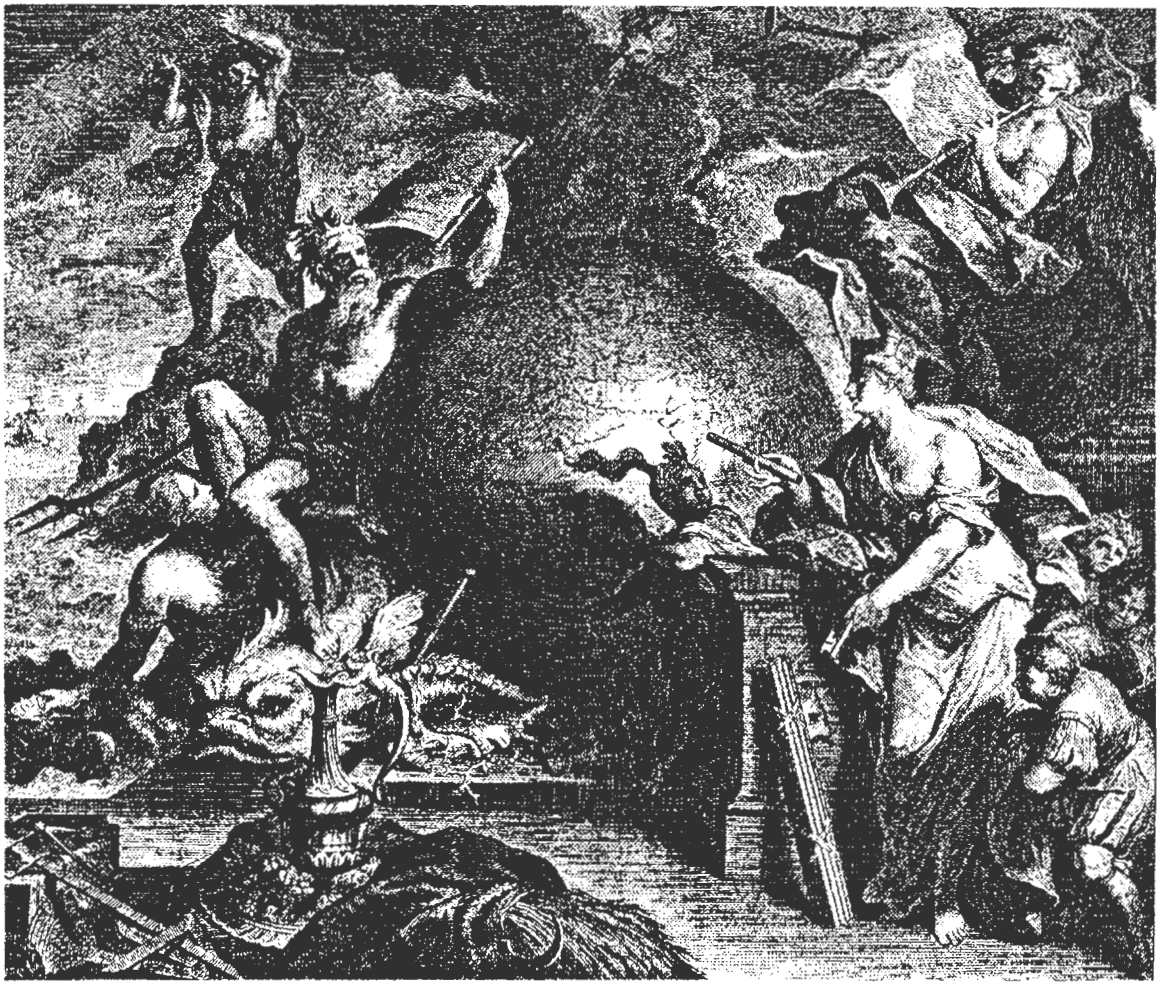






Members on maps (clockwise from top left): Doreen Green,Rodney Shirley, Bob Bartlett, Ian Harvey, Caroline Batchelor, Bill Ginsberg, Tim Nicholson.

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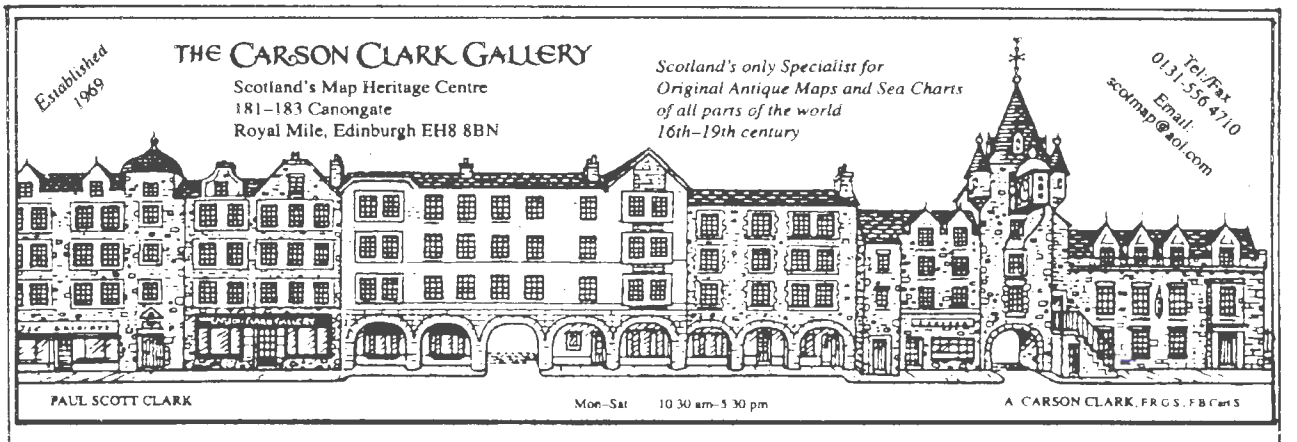
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cent to Chester and Liverpool, published in 1776. It was explained that this cartographer is of great importance because he was the first marine cartographer to use triangulation. The map itself was commissioned by the Admiralty and engraved by Thomas Conder, and amongst other things provided soundings and land profiles.

Alan Bartlett brought a map to remind us of the Dutch invasion of the Medway in 1667. It had accompanied his article in the Spring issue of the *Journal*, and he thought members might like to see it in the original, and appreciate the fine detail. This map contained graphic illustration of an event that most of us know very little about and certainly 'put to the sword' the schoolboy history of 1066 being the last invasion of England!

Rodney Shirley focused on folding maps on a very diverse range of countries and topics but all of undoubted fascination and worthy of much greater study than time would allow. These maps included amongst others a Rennell 1788 map of Hindustan, Darton's Travelling Companion through England (1819) and a beautifully engraved publication entitled 'Leonards Chronological and Geographical Family Guide to the Bible' (circa 1850). But perhaps the most interesting of all was an 'ethnic map' of Central Europe from Franz Joseph's time (1869) which showed the huge multi-ethnic nature of the Austro-Hungarian Empire in the 19th century. Not content with ethnicity, this map also illustrated the different languages in the various regions of the empire. A real mine of information.

Kitty Liebreich produced a beautiful bird's eye view of Mont Mellion circa 1717 while David Webb showed us some of the latest acquisitions to his very varied collection of maps including a modern day pump-up globe of the world, road maps circa 1910 with wonderful advertisements and a strip map of Paris purchased that very eve-



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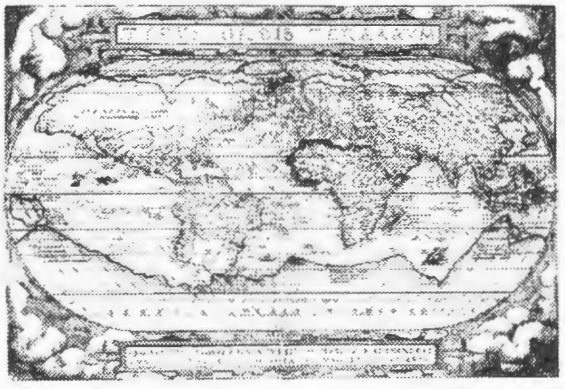
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ning from the £2 box in the Shapiro Gallery!

Tim Nicholson showed us three maps from the first third of the last century. Who says modem maps are not interesting? Tim's maps included a first edition Michelin road map of Clermont Ferrand (bought in Paris for a song), a 1934 Art Deco map of Bulgaria (in Cyrillic) and a book published by Esso containing some wonderfully decorative maps and now very hard to find, as most such books have been broken up to sell the maps individually.

Over years of attending this annual collectors' meeting it has never ceased to amaze me how great the range of material is that IMCoS members collect and how fascinating we find it no matter what our own collecting subjects may be. It is also a consolation to know that some of our more 'outlandish' areas of collection are also collected by others, despite the sometimes disparaging comments by the 'purists'!

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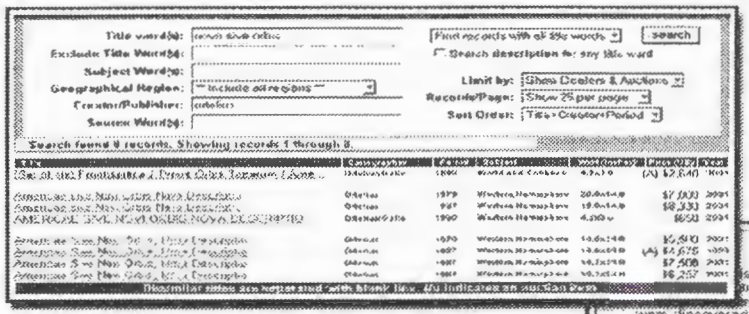
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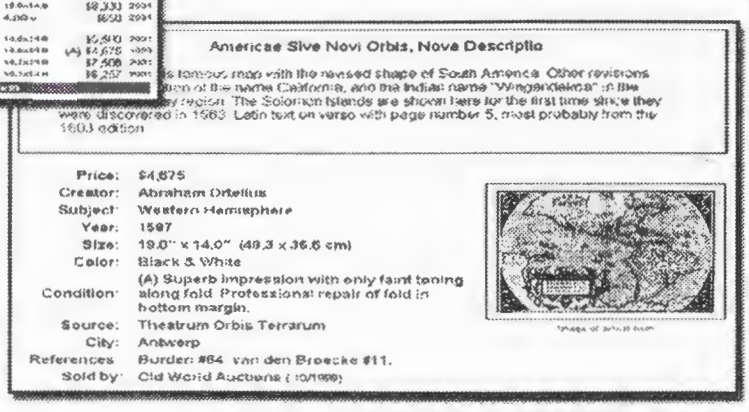
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Meeting in Liverpool







Top left: Geoffrey Budenberg looks on as Michael Seagrott tells us about the Athenaeum. Right: Kay Parrot of the Public Record Office describing the collections there, as we listen (below).

It was refreshing to travel away from London and its environs for this years AGM, to Liverpool in Lancashire, where a weekend was planned to incorporate viewing some of the finest maps and atlases held in the North West of England. Thanks must go to Geoffrey Budenberg for making this possible and for the arrangements he had been able to make with both the Athenaeum Club and the Liverpool Record Office. I journeyed all of 19 miles by car from my home in Southport, accompanied by my guest Keith Watson, to the Athenaeum in Liverpool.

On walking through the entrance hall we had our first sighting of some of the Club's fine old maps. These were displayed on the walls and included first editions of both Saxton's and Blaeu's county maps of both Lancashire and Cheshire. This was our first visit to the Athenaeum, and one we had been anticipating with much pleasure as this historic old club was well known internationally as well as locally. The development and importance of Liverpool as a maritime centre and hub of the cotton trade from the 17th century is well reflected in its list of members, both past and present, its paintings, and its very valuable collection of maps and books.

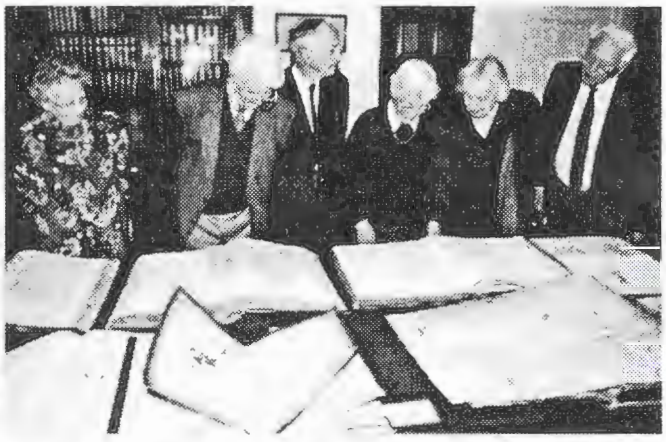
After meeting old friends over coffee, we assembled in the club library, where we were given a most interesting introductory talk by the Librarian, Mr Michael Seagroatt. He told us of the beginnings and history of the Club, and of the feast of old atlases, manuscripts and printed maps that he had assembled for us to view and examine both in the Library and in the Committee Room. Many of these had been donated or presented over the years.

The Athenaeum was founded in Church Street over 200 years ago, in 1797, as a library and newsroom and as a meeting place for leaders of the city's commercial and cultural life. In 1928 it moved to its present address in Church Alley.The Library held many items worthy of note including a very fine Celestial Globe by John Carey which was bought from William Carey, according to an accompanying letter signed and dated 1st July 1839.

Also vying for attention was a history of Liverpool containing a map of the city and its environs by Yates and George Perry of 1768 and some very fine and detailed plans illustrating how it had grown and developed over the centuries. There was also a fine example of a Morden of Cheshire (1695) and large maps of both Cheshire (1817) and Lancashire (1819) by Greenwood.

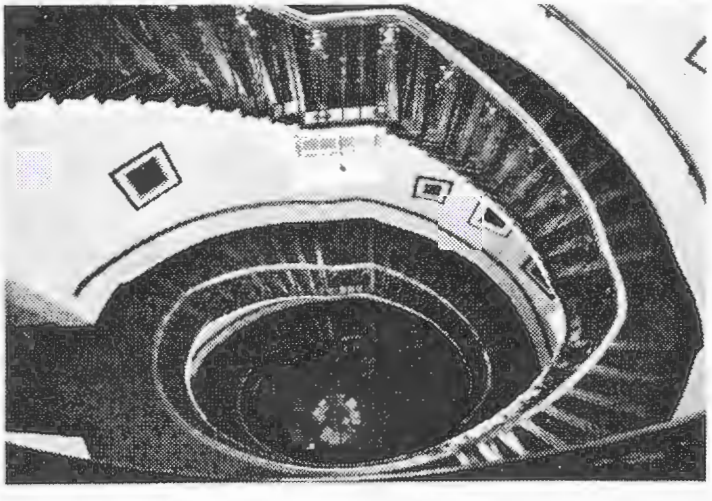
In the Committee Room, where we











Top: Enjoying the splendid collections at the Athenaeum. Middle: Gathering outside the Public Record Office. The Walker Gallery is beyond. Dinner at the Athenaeum (author on left). Right: The staircase at the Athenaeum. Thanks to David Webb for the photographs, and rushing them to me for this issue.

would like to have browsed longer, but dinner eventually beckoned, was a further 'feast' of atlases and manuscripts including:

- A copy of Camden's *Britannia* of 1607 (1st edition) and a copy of the *Atlas Nouveau* by Guillaume Delisle first published in 1703.
- An atlas of magnificent and rare handrawn portolan charts, by Joannus Mario Vicus of Venice, in original colour, on 7 vellum sheets, dated 1597.
- John Speeds *Theatre of the Empire of Great Britain* of 1627 and Gerard Mercator's *New Atlas* with English text (1636).
- *Atlantic Neptune*, Des Barres' famous atlas of sea charts, showing plans and views of the North American Coast and published in 1784.

Afterwards we proceeded up the magnificent old spiral staircases to the dining room. A pleasant surprise was to meet for the first time, at our table, Norman and Sylvia Nutter and Brian and Helen Chamberlain also from Southport.

On Saturday morning we all met outside the Liverpool Record Office and the adjoining Walker Gallery.We were first given an introduction to the maps and plans held at the Record Office, including those on display, by the Archivist, Kay Parrot. The office held over 7000 maps of Liverpool, Cheshire and Lancashire, dating from the 14th century, which included manuscripts,

prints, ordinance surveys and over 3000 street maps. All told, they provided a fascinating insight into the development of Liverpool as a great seaport and of its importance as a growing industrial city, which became second only to London.

Of the maps on view, those I thought of particular interest included:

- Lord Burley's map of Lancashire (1590) annotated to show the names of prominent Catholic families and where they lived.
- A fascinating historical map of 1644, showing the siege of Lirepool (sic) by Cromwellian forces.
- A map of Liverpool by John Eyes (1765) showing among other features the original docks including the first to be constructed which was named the 'Old Dock'.
- Joseph Priestley's 1794 map of the Liverpool to Leeds ship canal and of Stephenson's (1824) railway route from Liverpool to Manchester.
- There was also an aerial view of the city dated 1859 by John Isaac of Castle Street.

The morning concluded with a visit to the Walker Gallery (built in 1877) to view the very fine and large collections of paintings, sculpture and photographs. Notable among the paintings, which dated from the 13th century were examples of work by Simone Martini, Hilliard, Rubens, Rembrandt. Gainsborough, Stubbs, Turner, Cezanne, Degas, and Hockney.

In the afternoon we re-convened at the Moat House for the AGM. Both before and after the meeting we were able to examine a number of maps brought along by Alan Hulme. These included some by Saxton, Speed, Blaeu, and one by Braun and Hogenberg.

Alan also gave a brief and most informative talk on both original and contemporary colouring techniques and of the methods used today. This brought to a close a most enjoyable and successful two days, which was attended by over 30 members, many of whom said they hoped it could be repeated next year in a provincial location.

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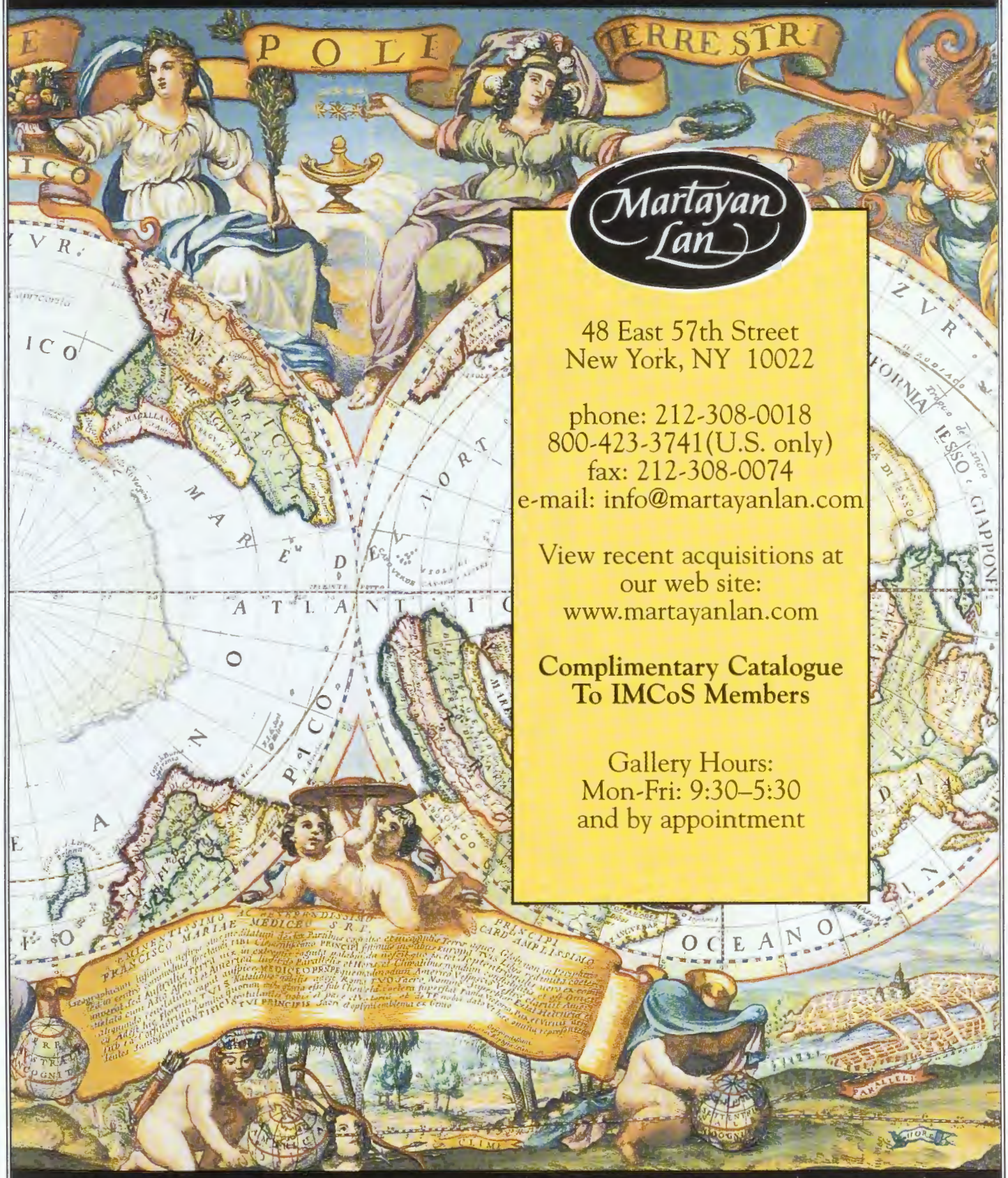
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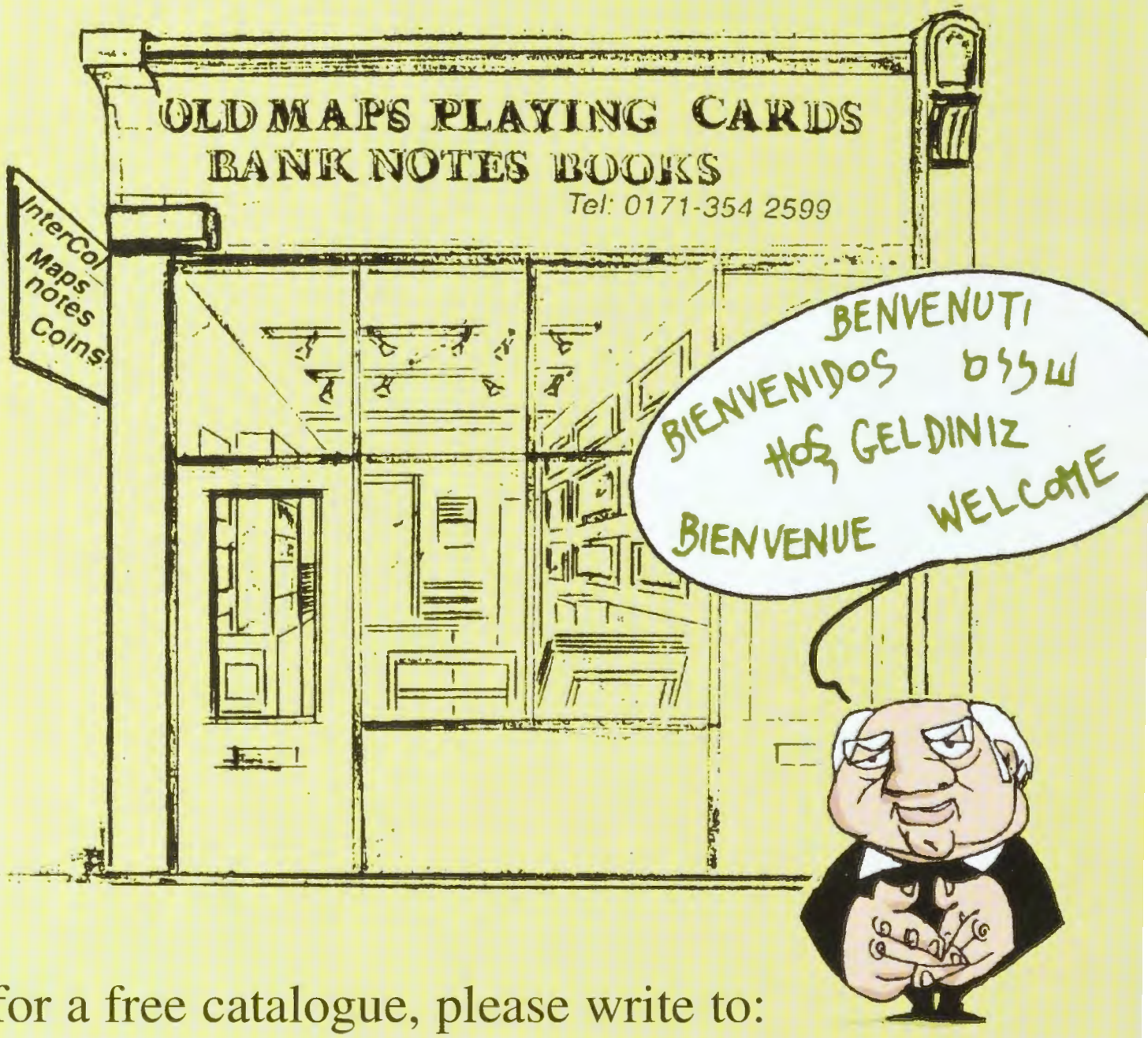
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