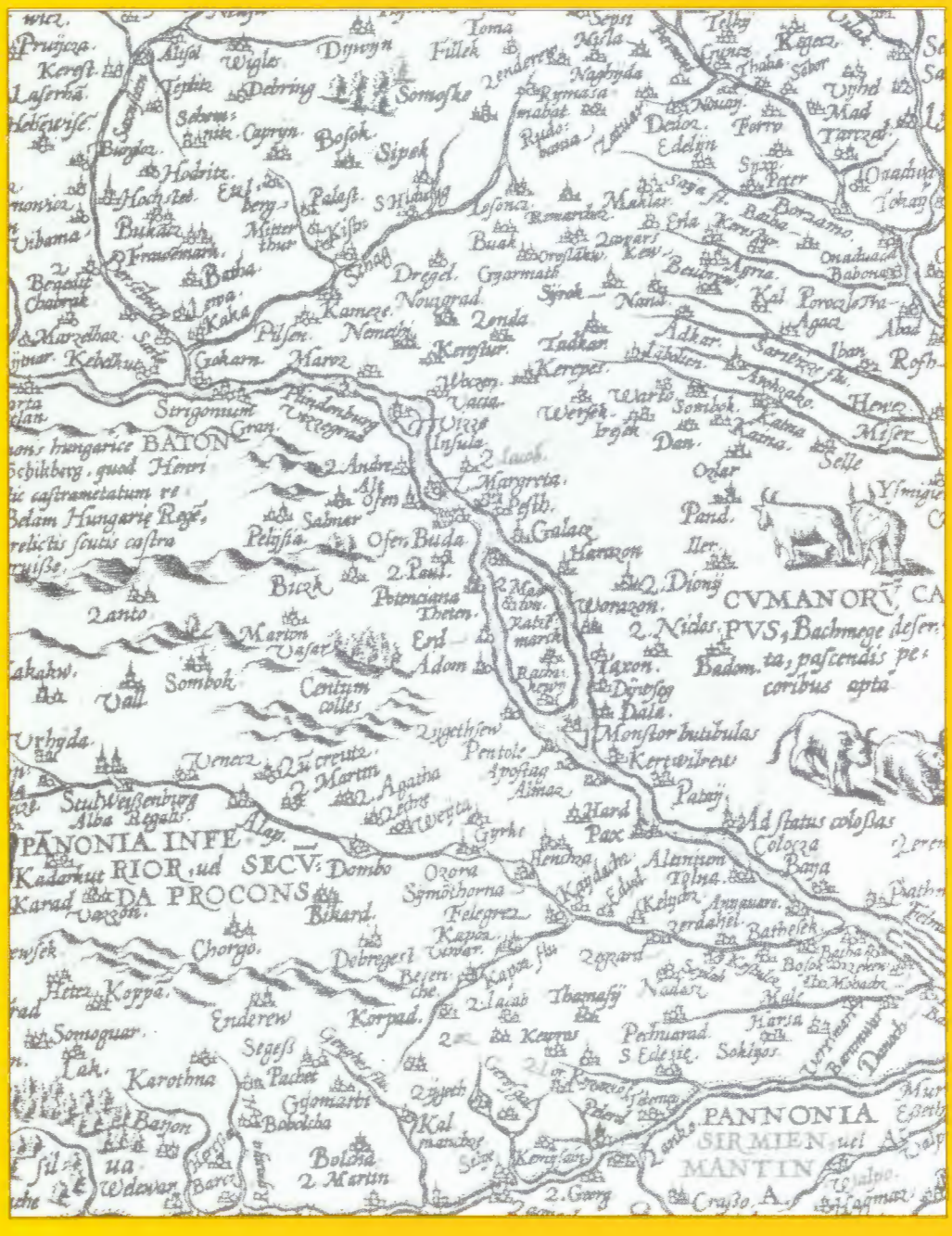
AUTUMN 1997 ISSUE No. 70

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Journal of the International Map Collectors' Society

AUTUMN 1997 ISSUE No. 70

CONTENTS

From the Editor's Desk	4	Award for Francis Herbert	33
Cassell and Company	7	Warburg Lectures 1997–98	34
H. Berghaus & A. Petermann	19	IMCoS Meeting in June, 1997	35
Letters to the Editor	28	Report on the Valuation Desk	35
Where is this Mosaic?	29	IMCoS-Helen Wallis Award for 1997	37
Mercator Atlas acquired by BL	30	Book Reviews	43
International News & Events	31	List of Advertisers	46

Cover map: Detail from 'Hungariae Descriptio' by Wolfgang Lazius, from Abraham Ortelius: *Theatrum Orbis Terrarum*, 1570 (Courtesy of László Gróf).

Copy and other material for our next issue (Winter) should be submitted by 1 November 1997. All items for editorial use should be sent to The Editor, Susan Gole, 3 Aylesbury Road, Wing, Leighton Buzzard LU7 0PD. Tel: 01296 681 071. Fax: 01296 682 671.

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From the Editor's Desk

In the last issue, I asked members for their views on how our Journal should develop. There have been verbal suggestions that we should double the height, use colour for both maps and advertisements, include auction prices, keep space for classified advertisements (see below about this), and a few more. I have been disappointed by the small response (perhaps everyone is happy with what we already have). I quote from two letters, and I am most grateful to the writers:

'Personally, I'd like to see the trend continue without sudden changes in direction. As useful material increases, growth to six issues a year would be nice, especially for topical material which would then be more timely. Moving away from the stapled assembly would make the *Journal* more professional and elegant in appearance and easier to store — perhaps such a change would stave off doubling the page size. Colour does not seem necessary.'

Another reply included the following:

'As to the IMCoS Journal, I think it might help if you begin with one colour page and a little bigger format, not thicker. Then if it will attract more collectors, and you will be able to ask a *little* more for the subscription. Ads will follow.'

So here are views from two of our members, almost opposite in their suggestions. In the meantime, as you can see, the *Journal* has come out once more in almost indistinguishable guise from earlier Autumn issues. The number of pages is back to normal, no advertiser has offered to pay more to have his advertisement in colour, and neither of the two articles that were received depend on maps for their elucidation. Most of the photographs are taken by our indefatigable photographer David Webb on IMCoS functions, and we see more people than maps. But as editor of what I like to call our 'Society Newsletter', and not a commercial publication, I reproduce what comes in.

Many of us miss *The Map Collector*, and hopes have been expressed that our *Journal* might expand in its place. The diversity and new initiatives of *Mercator's World* are welcome, and there is room among map collectors for any amount of information related to our subject.

Our hard-working (and globe-trotting) International Secretary has written to International Representatives about an idea he put forward at the Int. Rep. meeting during the London Map Fair. This was that IMCoS should sponsor regional IMCoS societies 'to enhance the international link, but with no financial or legal obligation on IMCoS for the group'. However, some of our Int. Reps are already gathering together like-minded people in their respective countries for informal meetings, and do not require any formally established group under an IMCoS umbrella to do so. In other countries, national or regional map collecting societies have been formed as part of the organisation of an IMCoS international symposium. Elsewhere, there are already thriving map societies which have their own newsletter or journal, and we have been able to link up with them for our symposia. Our very successful meeting in San Francisco was

organised by the Map Society of California, and in Japan next year all the arrangements are being planned by the newly formed 'Antique Map Society of Japan'. So, after discussing this proposal in the executive committee, there appears at present little requirement for a change in the constitution of IMCoS. We welcome all activity connected with the preservation of early maps, their study, the spread of knowledge about them, and now with our new series of Occasional Papers, how to select and look after them.

IMCoS is the only international society devoted to early maps, we have members in over fifty countries, thirty-nine dealers from nine different countries brought their maps to the 17th IMCoS International Map Fair last June, and at each of our meetings we welcome friends from many parts of the world, some of whom manage to attend only rarely, others who make it a point to come every year. We are truly a very wide group, with very varied interests in the map-collecting field, widely differing aims in our collecting, and widely differing purses with which to pursue those aims. But the single most commonly expressed opinion (that I have heard, anyway) is what a friendly group of people we are, and what a good time we have whenever we get together.

To return now to the *Journal*, and the classified advertisements. *The Map Collector* used to offer so many column centimetres in the 'Market Place' to its regular advertisers, according to the size of their advertisement. IMCoS advertising rates are already very low. There used to be a couple of trade classified advertisements, unchanging from year to year. Some time ago, these were discontinued, in the hope that they would be replaced by half or quarter page ads (they weren't!), and instead members were offered 'space to advertise maps they wish to sell, or those they are searching for . . . limited to 50 words', which are free (No. 53, Summer 1993). I am still waiting for members to send in their wants.

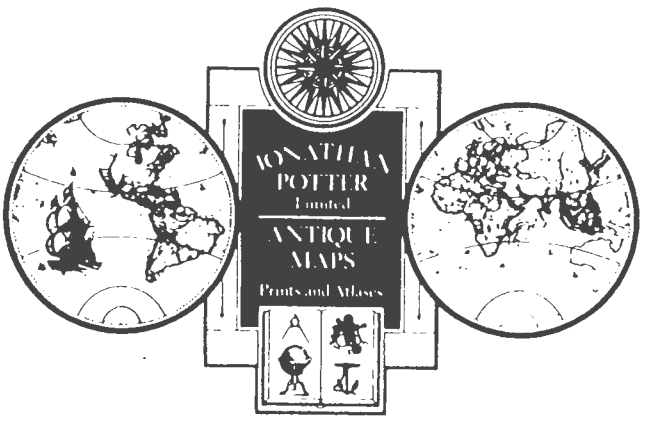
A good weekend is being planned for next summer, here in UK. Vice-Chairman Valerie Scott is organising a visit to Oxford. Highlight of the day will be a morning spent browsing through some of the priceless collection of maps and atlases of the Bodleian Library. The afternoon will be devoted to two illustrated talks on early map themes by leading speakers. A well-known map gallery in Oxford will hold open house to all participants, with a feast for the eyes, refreshment for the body, and stimulation for the brain.

The weekend will begin with the Annual Dinner at the Royal Overseas League, St James. This will be held on the evening of Friday 12th June. Saturday will be devoted to the treats promised in Oxford. The Map Fair will return to its usual day of the week, Sunday, at the same venue as this year, the Bloomsbury Forte Crest Hotel in Coram Street. It is all one week earlier than it was this year, since the Antiquarian Book Association has brought its big fair forward; we try and keep in line with them, and also with the book fairs in the Russell Hotel and elsewhere.

I look forward to seeing many members in Budapest. We expect well over a hundred participants, and for most of us it will be a new experience. Not only will we see interesting maps, we can even learn how they were made in times gone by. And make new friends, and greet old ones.

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Cassell and Company, 1848–c.1890

The founder of Cassell & Co. was John Cassell, the son of a Manchester publican.[1] After minimal education, John served an apprenticeship as a joiner.[2] The most potent influence on him in his late teenage years was the temperance movement, born in Lancashire in the early 1830s. John took up the cause of temperance with great zeal, lecturing throughout the country. 'Thinking that London would afford a wider field for temperance missionary labours and that his daily bread, as an artizan, might be more easily earned, he left Manchester and arrived in the Metropolis in October, 1836.'[3]

John's enthusiasm for temperance led him into business ventures such as the promotion of tea and coffee in which he proved himself a talented entrepreneur. He also established an agency for the sale of 'Worsdell's Vegetable Restorative Pills, which produce free circulation and restore health.' His first connection with publishing was the production of *The Teetotal Times*[4] in 1846. Within months of its launch, Cassell also began to finance publication of a series of penny and threepenny tracts. The first work to be specifically 'published by John Cassell' was the radical weekly newspaper *The Standard of Freedom* whose appearance on 1st. July 1848 marked the foundation of the Cassell publishing business. Cassell was rapidly drifting into publishing with his temperance monthly, radical weekly, almanacs and tracts.[5] He began publishing books in May 1850 when the first part of 'John Cassell's Library' appeared, 'expressly for working men'.

In May 1851, Cassell made his first foray into cartographic publication with *The London Conductor*, a guide for visitors to the Great Exhibition containing 'Wyld's New Plan of London'. Later, in 1862, Cassells would advertise its 'large and well-engraved Map of London' as a guide for visitors to the 'Great International Exhibition'.[6] *The Illustrated Exhibitor*, started by Cassell as a cheap record of the Great Exhibition, drew him increasingly into the production of illustrated works, eventually becoming a weekly magazine of art. Although Cassell closed both *The Teetotal Times* and *The Standard of Freedom* in 1851, his intention remained to provide the serious working-class reader with cheap but serious material calculated to advance moral and social well-being.

Cassell's business expanded and enjoyed increasing prosperity while managing to champion such causes as artisan enfranchisement, improvement of condition of colonial emigration, relief of Irish distress, and abolition of slavery in the United States. Improving works were published in cheap weekly numbers or monthly parts and sold door-to-door. Some also appeared in quarterly sections, half-yearly divisions and annual volumes. A successful parts' issue was generally followed by two or more book issues of the same material, varying in paper, binding and price. As sales expanded, so the firm aimed at an ever wider market. Cassell's three most important publications were *The Illustrated Magazine of Art*,

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Corfu - Ortelius, 1601, 11cms x 7cms; coloured. £48

Kithira - Camocio, c1574, 15cms x 21cms; cartouche, ship & compass rose. £180

Black Sea - Bellin, 1772, 82cms x 54cms; coloured with a compass rose. £100

Jerusalem - Mallet, 1683, 10cms x 14cms; a "modern" view of the city; coloured. £65

Persia - Gastaldi, 1548, 17cms x 13cms; from Ptolemys "Geografia"; includes island of "Baharam". £100

N.W.Africa - Van der Aa, 1713, 23cms x 15cms; coloured with a decorative cartouche. £65

New Guinea & Solomon Is - Bertius, 1609, 12cms x 8cms; from the Langenes plate; coloured. £100

Puerto Rico - Porcacchi, 1686, 14cms x 10cms; a late edition from worn plates; scarce. £75

which succeeded *The Illustrated Exhibitor*, 'representing culture for the little cultured', *The Popular Educator*, and *Cassell's Illustrated Family Paper*. However, the bubble of success and prosperity was suddenly burst when loans, upon which the finances of Cassells' publishing business were constructed, were unexpectedly and disastrously called in causing its collapse.

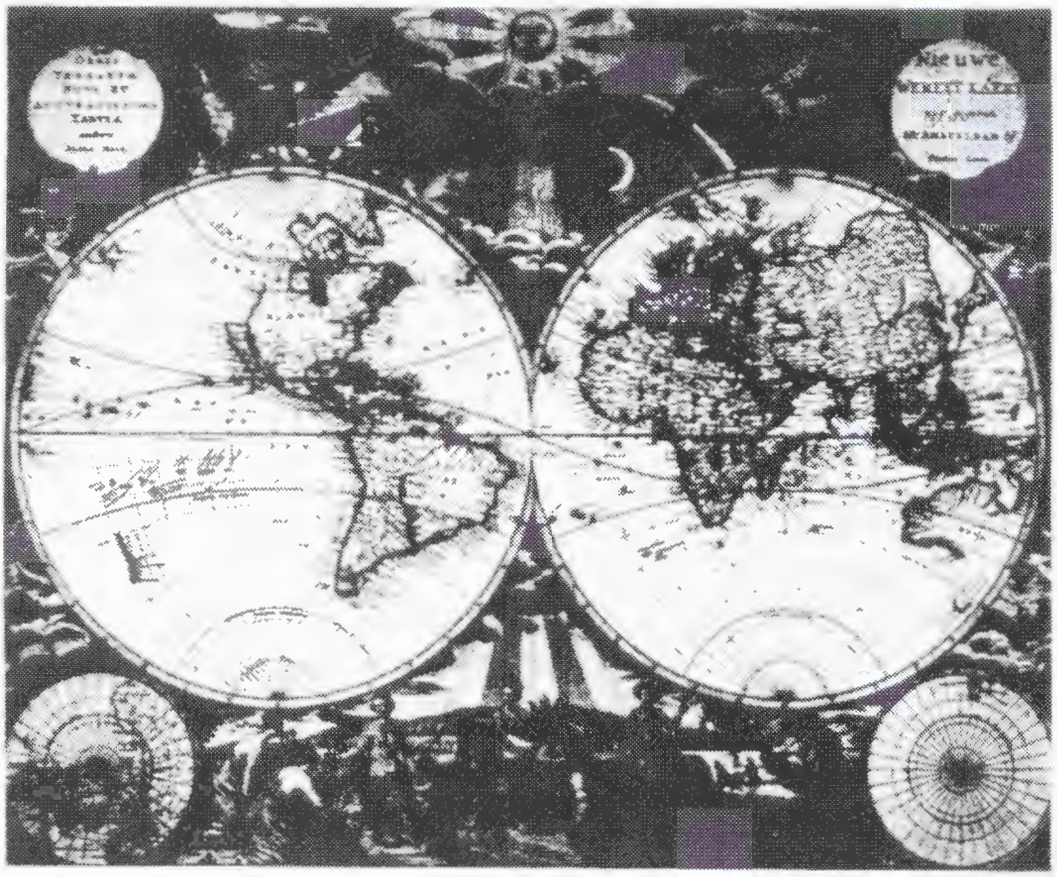
In June 1855 the local printers Petter & Galpin took over Cassell's business although Cassell's name was still of sufficient marketability to remain in use. Cassell entered into a publishing partnership with Petter & Galpin in 1858, but despite becoming the senior partner he had only a small financial stake in the publishing business and none at all in the printing business which remained as Petter and Galpin. In fact, publishing became less and less of an interest to Cassell, particularly after a trip to America in 1859 when he set up, in about 1862, the first English firm for petroleum manufacture. John's exertions in the oil business ruined his health, eventually killing him in 1865 at the age of only 48. His wife was left as a major shareholder in one of the country's largest book manufacturing firms.[7]

After serving part of an apprenticeship as a draper in Barnstaple, George William Petter moved to London, entering into partnership in 1848 with his cousin George Edward Petter, a bookseller in Cheapside, and Charles Duff in the printing firm of Petter, Duff & Co. When this association proved abortive, he teamed up with Thomas Dixon Galpin who had come to London c.1851 from Dorset via service at sea. The perpetually prosperous printing partnership between Petter & Galpin began in 1852, specializing in printing magazines such as the *Field*. The partnership expanded through acquisition of Cassell's business in 1855. Cassell's stock and copyrights were sold, with an option to repurchase, to W. Kent & Co.,[8] but Petter & Galpin kept his plant and in due course occupied his premises in La Belle Sauvage Yard. They first became involved in publishing in May 1858 when they repurchased the rights to Cassell's publications from Kents and began publishing them under their own imprint. Later in the same year, the subsidiary partnership of Cassell, Petter & Galpin was created by establishing a separate publishing firm with John Cassell as a partner. However, Cassell was never to play a large part in policy making, with Petter controlling editorial policy and Galpin management. Between 1858 and 1888 the firm experienced enormous expansion, gradually shifting the emphasis of production from improving works to purely recreational material which provided the public with what it wanted to read rather than what it ought to study. This change of direction finally forced the pious Petter to resign from active work in 1883 although he remained as a director until his death in 1888. Prosperity was built on the publication of three main types of material: reprints and revisions of old educational parts' issues; new religious works; and lavishly illustrated literary classics. Cassells skilfully exploited the age of cheap, wood-engraved picture books that emerged in the 1860s by launching a programme of cheap, secular classics[9] which opened up markets not reached by the more expensive picture-books of rival

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publishers. This market was then tapped by such enormously popular parts' illustrated works as Cassells' *Family Bible*, *Popular Natural History*, *Family Prayer Book*, and *Illustrated Bible Dictionary*.

A new and increasingly important element of Cassells' production from 1863 was the publication of topographical and cartographical material. The firm's topographical output was advanced particularly by John Williams who initiated and supervised many long series of illustrated parts' issues.[10] Similarly, from the later 1860s the publication of educational material for schools grew to be of very great importance and by 1870 the firm not only offered a comprehensive list of scholastic works but also sold all sorts of eductional accessories. The drive to supply a mass market did much to bring down production costs and, thus, extend demand. Cassells' sales increased so spectacularly that prices tumbled down; the prices of maps which had been originally published by the *Weekly Dispatch* newspaper, for instance, were cut by up to two-thirds of their original price. However, despite this concentration on cheapness and mass sales, the quality of Cassells' productions was, nevertheless, sufficient for its 'educational and other publications' to be awarded a prize medal at the International Exhibition of 1862.

By 1888 the firm had grown to such an extent that it employed nearly 1,200 workers, more than half in a vast new printing works constructed in the 1870s at the back of La Belle Sauvage Yard. By the early 1890s the new printing works was considered to be the largest of its kind anywhere in a world in which Cassells was steadily becoming an international operator. However, 1888 represented the highpoint of the firm's nineteenth-century development and, henceforth, falling profits ushered in a 20-year period of decline.

In 1889 the Atlas Publishing Co. was established, with Cassells holding the controlling interest, with the objective of producing an English edition of *Andrees Allgemeiner Handatlas* which was considered to be the most accurate and comprehensive atlas ever produced. The English edition was published in 1891–3 in 28 folio parts as the *Universal Atlas*. However, this atlas was not successful and the Atlas Publishing Co. was barely profitable for only a few years, being eventually liquidated at the beginning of the twentieth century. For Cassells the project represented a substantial capital loss. In the event, though, the quality of this work did in due course receive the recognition it deserved for it was partially revised to create the highly successful *Times Atlas* (1895–6) although there was no indication of the origin of its contents.

The purchase in 1863 of the stock and plates of the maps first issued by the *Weekly Dispatch* newspaper was the crucial first step which took Cassells into extensive cartographic publishing.[11] Cassells purchased the *Dispatch* plates and stock in order to issue them with *Cassells Illustrated Family Paper* which began life in 1853 as a penny weekly, was immediately successful, and ran continuously under various titles until 1932. The maps were issued weekly as loose sheets with the *Family Paper*, beginning on 12th September 1863 with the 9-sheet map of London, at a penny for single sheets and twopence for double sheets. Cassell, Pet-

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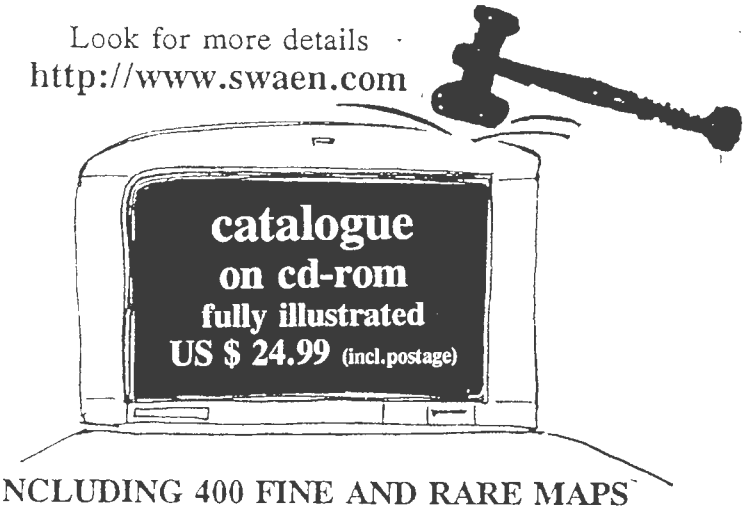
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ter & Galpin's advertising for this added attraction to the *Paper* emphasised that the chance to purchase these maps was a great opportunity for its readers. It certainly was a remarkable opportunity in terms of the cost of the maps for the large circulation of the *Paper* made it possible to reduce prices dramatically below those charged by the *Dispatch*.

Cassell, Petter & Galpin realised the enormous potential for multiple publication offered by cheap lithographic transfer techniques. Hence, 'out of this purchase . . . were born in the next decade Cassell's Folio Atlases, Cassell's Pocket Maps, Cassell's Tourist Guides, and in course of time . . . the atlas that in the 'nineties was to help save *The Times* from threatened bankruptcy'.[12] Indeed, revised maps were quickly issued in 19 monthly parts of six coloured sheets each from February 1864 to August 1865, with five supplementary parts published from September 1866 to January 1867, advertised as 'Cassell's Universal Atlas'. The maps also appeared as *Cassell's Complete Atlas* from c.1863. As soon as the first parts' issue of the world maps had been completed, a selected issue commenced in September 1865. In due course the parts' issue was brought together c.1868 as *Cassell's General Atlas*. In selecting maps for the *General Atlas*, Cassells paid particular attention to developing areas and were at pains to bring maps up to date.

The *Dispatch*'s stock and plates provided many other opportunities for exploitation. Relevant maps were used to create *Cassell's Oriental Atlas*, *Cassell's Indian Atlas*, and 'Cassells's Special Atlas of the Seat of War; comprising copious Maps of Europe, Prussia, Austria, etc.' *Cassell's Colonial Atlas* and *Cassell's Emigrants' Atlas* would have been essential companions to such works as *Cassell's Emigrants' Handbook and Guide to the Goldfields of Australia* which the firm produced to promote emigration and safeguard emigrants.

In particular, much mileage was obtained from the *Dispatch*'s British maps which: were sold separately from the time they were acquired; were issued in parts between c.1863 and c.1867; and were eventually unified as *Cassell's British Atlas* (c.1867–8). The railway maps were even available separately as 'Cassell's Railway Atlas', presumably to accompany the railway guides and timetables which Cassells published in increasing numbers from 1864.

The English county maps were advertised as early as c.1863 as 'Cassell's Folio County Atlas' but seem never to have been issued bound together in the advertised format. This is, perhaps, also the case with other atlases advertised by the firm. They were, however, issued separately folding from 1863. The wide availability of 'Cassell's County Maps for Road and Rail', in their appealing yellow, red and black covers illustrating walkers and railway travellers, at bookstalls and railway stations throughout the country at only fourpence each did much to attract a much wider market and popularise maps for the growing recreations of rambling, cycling and rail travel. It was also intended to use the county maps c.1865 to illustrate a series of topographical guides. However, this project uncharacteristically ended almost before it had started with hardly any guides published, despite favourable early reaction. After this intensive use the Eng-

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lish maps from the *Dispatch Atlas* went on to enjoy a new lease of very long life in variously titled atlases and series published by George Washington Bacon between 1869 and 1907.[13]

During the following decades Cassells published many more atlases such as *Cassell's Popular Atlas* (1890). Some were the result of associations with the giants of map production. Bartholomews, for example, prepared the maps for *Cassell's Atlas of the World* (1909) and *Cassell's Gazetteer of Great Britain and Ireland* (1893–98) was produced in collaboration with W. & A.K. Johnston[14] for serial publication.

Cassells incorporated many town plans and environs' maps into their atlases, guide books and series, starting with those acquired among the *Dispatch* stock and plates. Often these were up-dated, as in the case of the considerable expense of revising their nine-sheet 'Great Map of London'.[15] For the 'New Edition' of this 'Immense Map of London' in 1866, 'a new and special survey' was made by John Dower in order to correct the plan 'up to the present date at very great cost'. Apparently 'the improvements and alterations' numbered 'upwards of Two Thousand, including about 900 New Street Names'. The firm's advertisements claimed that its map was not only the largest but also that all agreed that it was 'the Best Map of London ever produced'. A pocket index map (1866) to 'Cassell's Immense Map', drawn and engraved by Dower, was prsented free to purchasers of No. 84 of the *Family Paper*.[16] Dower also revised the *Dispatch*'s map of 'The "Landmarks" of London' for issue in *Cassell's British Atlas*, picking out, in particular, Cassell's Publishing Office. The *Dispatch*'s material also provided 'Cassell's Map of the Environs of London' (c.1863) on eight sheets at one inch to the mile.

Cassells did very well out of the printing of a London plan for the neighbouring firm of Samuel Brothers for 40,000 copies were required. London maps and plans also accompanied Cassell's topographical publications and were given free as an inducement to subscription. 'Bacon's New Large Map of London' (c.1876), for example, was acquired to illustrate Cassells' *Old and New London* (c.1876) and a map of Greater London, printed by Edward Stanford, was presented with Part I of its *Greater London* (1878).

In keeping with its policy of publishing cheap educational material, Cassells also entered the field of textbook and workbook publication for schools.[17] *Cassell's Home and School Geography Atlas* appeared as early as 1855. The firm began publishing a series of 'County Geographies' by Professor D.T. Ansted for schools c.1872, but only a few counties were covered. More successful were publications appearing later when educational demand had greatly expanded. 'Cassell's Map Building Series', for example, appeared c.1890 and J.H. Overton's *Practical Method of Teaching Geography* (1898) provided outline maps for tracing. Still exploiting every marketable angle, Cassells also offered a supplementary 'Tracing Book (. . . of specially prepared tracing paper)'.

The firm that John Cassell created is typical of those Victorian publishers that popularised maps and made them more widely available. Cassells did not commission original surveys or publish path-

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finding atlases like the Bartholomews[18] or the Johnstons. Rather, it recycled material already published, exploiting it to the full. Although not innovatory cartography, this was innovatory marketing, making those recycled maps available to a new, wider, popular market through cheap serial publication. By using maps as enticements to purchase other works and as low-priced bonuses to subscribers, Cassells spread knowledge and appreciation of them and stimulated their use, thus creating a market for their more expensive productions.

NOTES

1. Mark Cassell, landlord of the 'Ring o' Bells' in the old churchyard, Manchester.
2. In Salford.
3. Curwen, H.: *A History of Booksellers* (1873).
4. *The Teetotal Times : or, Monthly Temperance Messenger*, 'published for the Proprietor by William Brittain' from 2nd March 1846.
5. The penny weekly magazine *The Working Man's Friend* and the threepenny monthly *The Freeholder* were both launched in January 1850.
6. So that 'even though entire strangers' they could 'find their way in every part of London'.
7. Reputedly John's wife inherited £42,000 worth of shares. By the time of John's death, the firm he had founded employed some 500 workers to print 655,000 sheets for its parts' issues per week using 1,310 reams of paper.
8. The magazine distributors who were eventually to join with Simpkin, Marshall & Co. See: Smith, D: 'John Heywood and others' (*International Map Collectors' Society Journal*, 69, 1997).
9. Such as Bunyan, Defoe and Shakespeare.
10. Including Thornbury and Walford's *Old and New London* (1872–8) with its reproductions of sections of earlier maps, and its successors on Edinburgh and Paris, and *Picturesque Europe* (1876–9).
11. These notably clear and detailed maps and plans had originally been drawn and engraved by Benjamin Rees Davies, T. Ettling, John Dower, J.W. Lowry and Edward Weller for issue as supplements to the *Weekly Dispatch* between 1852 and 1862. They were later sold by mail order and brought together in the *Dispatch Atlas* containing 234 maps in 1863. For a full carto-bibliography of the British maps, see: Smith, D.: *Victorian Maps of the British Isles* (1985), No. III.
12. Nowell-Smith, S.: *The House of Cassell 1848–1958* (1958).
13. See: Smith, D.: 'George Washington Bacon, 1862–c.1900' (*Map Collector*, 65; 1993).
14. For details of the Johnston firm and its output, see: Smith, D.: 'The business of W. & A.K. Johnston, 1826–1901' (forthcoming); and, Smith, D.: 'The cartography of W. & A.K. Johnston, 1826–1901' (forthcoming).
15. This was the plan of London acquired in the *Weekly Dispatch* materials which initiated the issue of maps with the *Family Paper* on 12th September 1863.
16. For a full carto-bibliography of plans of London produced by Cassells, see: Hyde, R.: *Printed Maps of Victorian London 1851–1900* (1975), Nos. 71, 73, 74, 86, 93, 107, 160, 173, 183, 271, MI26.
17. Arnold-Forsters' *History of England from the Landing of Julius Caesar to the Present Day*, for example, sold 50,000 copies.
18. For details, see: Smith, D.: 'The business of the Bartholomew family firm, c.1826–1919' (forthcoming; and, Smith, D.: 'The cartography of the Bartholomew family firm, c.1826–1919' (forthcoming).

DAVID SMITH

Note from the Editor: I am grateful to David Smith for keeping me supplied with articles. His interests lie clearly in a later period than that which attracts many of our members. His research, however, is detailed and thorough. When he deals with publishers who published maps of many parts of the world, he touches on the geographical area of interest to almost all of us in some way.

If any member feels that David's interests are too localised, and only of interest to British members, then I hope they will send me something relating to their own part of the world, or their preferred century of map-making. This would encourage more members to express their interests and share their knowledge with a wider readership.

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Two Cartographers who made Mapping History in Gotha:

Heinrich Berghaus and August Petermann

This year is the 200th anniversary of the birth of Heinrich Berghaus and the 175th anniversary of his pupil, August Petermann. These two cartographic personalities, teacher and pupil, were so closely connected professionally that it seems fitting to consider them both in the same article.

Heinrich Berghaus was born in Kleve (Cleves) on 3 May 1797. After geodetic training as an engineer-geographer in the service of the French (1811–13) and studies in Marburg (1814–15) and Berlin, he initially found a job with the Prussian Land Survey Office. He was a friend of Alexander von Humboldt, and became director of a 'geographical school of art' in Potsdam. Between 1816 and 1828, Berghaus was among those who worked on G.B. Reymann's map of Germany. Even before completing his studies he joined the Prussian Land Survey Office, and was involved in its extensive operations until 1821.

While he was still a 'French' engineer-geographer, the young Berghaus applied to Friedrich Justin Bertuch in Weimar for a job as a draughtsman in the latter's Geographical Institute. For this enterprise, for which drawings were also made by Adolf Stieler from Gotha, Berghaus prepared several cartographic works and set up at his parents' home in Münster a depot for sales of the Weimar maps.

Around this time the well educated but practical minded Prussian bourgeoisie were increasingly seeking to establish higher professional colleges with the aim of ensuring a suitable supply of next-generation professionals with appropriate technical training. The subjects taught at the Royal Building Academy in Berlin included surveying, levelling and map-making. From 1821 to 1854 Berghaus was professor of applied mathematics there and, in 1830, as professor at the 'General Building School', he began teaching 'advanced geodesy'. In 1826 the philosophical faculty of the University of Breslau awarded him retrospectively the title of D. Phil., and in 1828 he became a founder-member of the Berlin-based 'Society for Geography', which was headed by Humboldt's pupil, Carl Ritter. On the side he worked on maps for the Geographical Institute in Weimar, for S. Schropp & Co., and for Georg Reimer of Berlin. 1829 was



Heinrich Berghaus

to be a most important year: the start of his collaboration with the Justus Perthes publishing house founded in 1785 in Gotha.

The first links with Gotha go back as far as 1812, with the execution of a manuscript map of the 'Lippe Department' for the French. For this Berghaus used the position data triangulated by Lecoq in his map of Westphalia, which he took from Franz Xaver von Sach's 'Monthly Correspondence' in Gotha.

When Berghaus first entered into an exchange of ideas with Wilhelm Perthes and Adolf Stieler, the subject under discussion was the publication of a thematic atlas to supplement Alexander von Humboldt's 'Physical Description of the World' (Cosmos). But Berghaus's first work for Perthes was devoted to a 'Large Atlas of the Continents outside Europe' (Part I: Atlas of Asia) (1832–48). The atlas involved an inordinate amount of time and money and was therefore never finished, but it resulted in international fame for the publishing house and its editor.

The most thorough and wide-ranging achievement of early thematic mapping was the series of maps which appeared under the rather imprecise title 'Physical Atlas'. Today we would probably call it an environmental atlas.

Work on this project began in 1836, but did not really gain momentum until Heinrich Berghaus moved to Potsdam in October 1836 and opened his 'Geographical School of Art' there in 1839. This atlas comprised 90 sheets in the fields of climate, hydrology, geology, natural history and anthropology. And it was here that he was to meet his pupil August Petermann, who was born in Bleicherode on 18 April 1822.

Having seen an advertisement by Heinrich Berghaus in the 'General Prussian Newspaper' about the admission of gifted young people to his school of art, August Petermann was interested in embarking on this course of study. His impecunious father, unable to give him any financial support, addressed a request for assistance to the government in Erfurt (which at that time was Prussian). Hearing of this, Heinrich Berghaus generously made it possible for Petermann to attend the school free of charge.

On 7 April 1839 August Petermann started his training in Potsdam and was at the same time welcomed into the Berghaus family as a 'foster-son' for the next five years. At the time Heinrich Berghaus was married to his first wife, a Baroness von Maltitz from the entourage of the Counts of Pückler in Muskau.

Right from the start, however, Peter-



August Heinrich Petermann

mann had to devote his entire energies to the teaching establishment, and it was in this way that he became involved in working on Berghaus's 'Physical Atlas' (Gotha, 1838–48).

In the early years, apart from August Petermann, the school had only Heinrich Lange (who later, in England, called himself Henry Lange) and Otto Göcke as 'pupils', though Berghaus also employed the surveyor Friedrich Schelle and the engraver Karl W. Kolbe as paid staff. As the work on the 'Physical Atlas' increased from 1841 onwards, Berghaus engaged two more engravers at the expense of the Perthes publishing house. That is why some of the maps in the 'Physical Atlas' bear the legend: 'Potsdam, prepared at the Geographical School of Art'.

As well as the social contacts that Petermann made during his time in the Berghaus household, the theoretical and practical work on the major atlas project was of special significance for his future career. One of these contacts was Hermann Berghaus (1828–90) who, after training with his uncle in Potsdam from 1845 to 1850, joined the Justus Perthes establishment and stayed there until his death.

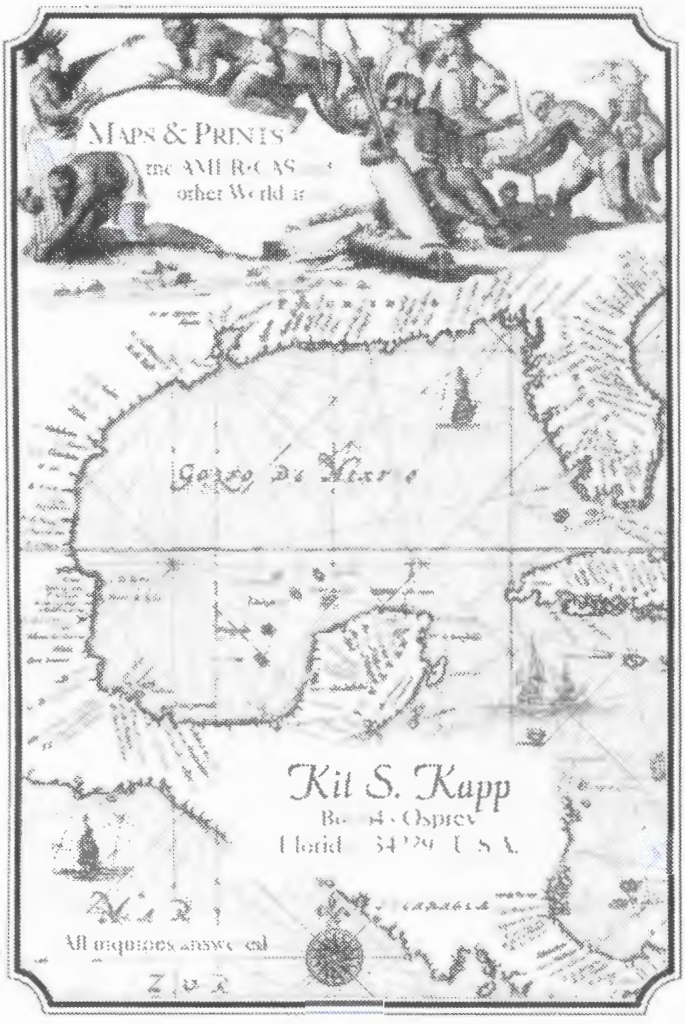
Alexander von Humboldt visited the School of Art several times, enabling Petermann to make his acquaintance too. For the latter's work 'Central Asia' (Berlin, 1844), he drew on the basis of drafts by Humboldt the map of 'Mountain Ranges and Volcanoes in Central Asia 1:10 000 000'. Berghaus later wrote: 'I had the copy of the Humboldt map executed by the most skilful of the Geographic School of Art's pupils at the time, my foster-son August Petermann'. But the main focus of the work during this period was on the 'Physical Atlas'.

Unlike the later revision of the 'Physical Atlas' in 1886–92 by his nephew Hermann Berghaus, who employed a team of prominent academics, Heinrich Berghaus looked after the primary cartographic material and the editing of his maps himself. At that time his academic connections and his own collection of books and maps made it possible for him to do this.

The huge success and the international fame which this atlas brought its editor and the publishing house in Gotha led to an English edition of the cartographic work by the publisher Alexander Keith Johnston in Edinburgh (*The Physical Atlas*, Edinburgh, 1848). Since the printing of the 'Physical Atlas' in Gotha had not yet been completed, Johnston recruited for his version Berghaus's two pupils Heinrich Lange and August Petermann (from 1845).

Petermann became geographical reporter for the London periodical *Athenaeum, Journal of Literature, Science and the Fine Arts*, and thus, as a member of the Royal Geographical Society, came into contact with explorers from all over the world. In London, Petermann also started a family.

His social contacts in the house of the Prussian envoy Christian Karl Josias Bunsen enabled Petermann to secure participation by German explorers (Heinrich Barth, Georg Overweg) in the British legation expedition of 1849 to Central Africa. In the course of this expedition Heinrich Barth took over its leadership and published his expedition report through Perthes in Gotha.



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Petermann's reputation as a promoter of expeditions to as yet unknown parts of the Earth brought him the job of secretary to the Royal Geographical Society, which he had joined in 1847. A year later he was actually appointed 'Physical Geographer and Engraver in Stone to the Queen', which no doubt benefited his own small cartographic establishment. His many and various publications are documented in *The Times*, *The Daily News*, and the *Encyclopaedia Britannica.*

From the early 1850s Petermann maintained private and business contacts with the two Gotha publishers Wilhelm and Bernhadt Perthes, and in June 1853 he actually spent a short time in Gotha. In spite of a tempting offer he hesitated for a long time before moving from London to Gotha. Various factors combined to prompt his relatively sudden decision to take up the post of head of the newly established Geographical Institute in Gotha on 1 August 1854. They included financial difficulties and the end of Bunsen's London activities in 1859.

It was here that Petermann, appointed professor and honorary doctor of the University of Göttingen by the Duke of Gotha, founded the specialist journal *Mittheilungen aus Justus Perthes Geographischer Anstalt über wichtige neue Erforschungen auf dem Gesamtgebiete der Geographie von Dr. A. Petermann* (Reports from the Justus Perthes Geographical Institute about important new exploration findings in the overall field of geography by Dr. A. Petermann). Within a few years its circulation had reached as much as 4000 copies, and its readers were scattered all over the world. The material that accumulated in Gotha thanks to Petermann's activities and extensive correspondence with a large number of travellers, explorers and foreign agencies — travel reports, essays, manuscript maps, printed maps and literature of all kinds— was edited to produce articles and news items. It was also used in the revision and updating of the maps in the *Stieler Hand-Atlas* and other cartographic works published by Perthes. This monthly journal took up most of Petermann's time and energy, with the result that he followed the example of his teacher and skilfully trained pupils in good time to whom he could entrust some of the work. One of the most important was Bruno Hassenstein (1839–1902), who was made editor-in-chief of the cartographic side of the periodical.

Hassenstein's favourite region was Africa. The academic world owes a good deal of thanks to him for making the results of exploration accessible to a wide public in cartographic works of outstanding quality and paving the way for further exploration.

The school of cartography founded by Petermann took over his style of working in the preparation of geographical maps. Petermann devoted particular attention to relief and water systems. He introduced altitudes and depths into geographical maps. There was hardly another academic discipline that did more to, as Alexander von Humboldt put it, 'explore aspects of nature in terms of its spatial situations'.

The multitude of tasks that the publishing house had undertaken upon itself made it necessary to postpone a number of necessary renovations in spite of taking on more personnel and stepping up print-

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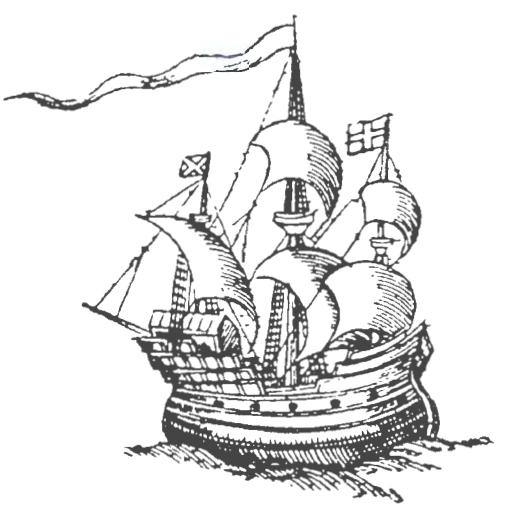
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ing capacity. In this regard the redesigning of the *Stieler Hand-Atlas* by Petermann, Karl Vogel and Berghaus played a most important part. The new concept, systematic use of projection and scale, handy size, painstaking preparation and the inclusion of accompanying texts, revolutionised atlas production. The inclusion of a series of European maps by the topographer Vogel began with a highly regarded map of Switzerland and a four-sheet map of Spain.

From about the sixth edition onwards, the maps in the *Stieler Hand-Atlas* are by far the most reliable of atlas maps, being derived with meticulousness and almost exaggerated precision from material that was several times larger. Stieler's *Hand-Atlas* was not only one of the most important foundations for the cartographic publications from Gotha for nearly a century and a half; it was also a model for the first atlases in Finland and Poland.

On the threshold of the twentieth century, maps of the two polar regions appeared in Stieler's *Hand-Atlas*. Although as yet untouched by human foot, the poles no longer presented any great mysteries by this time. The hypothetical end of the earth was safely defined by the network of measuring lines drawn by the cartographers, which created order even where nothing existed but the proverbial white expanses of the Arctic ice masses.

One of the numerous other Perthes publications was the atlas volume for the *Encyclopaedia Britannica*. The seat of the Thuringian court, with a population of 12,000 at that time, became a world centre of geographical research, and it was in Petermann's hands that all the threads came together.

Famous African explorers, such as Gerhard Rohlfs who crossed North Africa for the first time, and Karl Mauch, the discoverer of the ruins of Zimbabwe, gratefully acknowledged that without Petermann's help they would not have been able to obtain either the funds for their expeditions or the expert advice on the course of their travels.

On the basis of information from Heinrich Barth, Petermann drew the first plan showing the location of the fabled desert city of Timbuktu, which the former reached in 1854 after an arduous camel journey. For centuries this important Arab trading centre had been closed to Europeans. The travels of the African explorers were to whet the appetites of the general public in the nineteenth century for the journey into the colonial age.

In addition to the key area of African exploration, Petermann also devoted spe-



Hermann Berghaus

cial attention to exploration of the northern polar regions. 'Without a knowledge of the North Pole all geographical knowledge remains fragmentary', admonished Petermann in 1869, calling for a German thrust to the Pole. But it was not the magic of the spot that interested him — what he was concerned with was the systematic exploration of the entire central region. At Petermann's insistence the *Grönland* under Karl Koldewey sailed on the first expedition into the Arctic ice.

Petermann, like many other scholars of the time, favoured the theoretical notion of an 'open polar sea', in other words, a largely ice-free polar ocean in the interior. This theory was disproved by the first German North Pole Expedition under Karl Koldewey, and the research vessel could not, as planned, reach the North Pole by sailing up the east coast of Greenland. It therefore altered its route and explored parts of Spitzbergen instead. This explains why islands in the Himloopen Strait, which separates western and northern Spitzbergen, bear names from Gotha — Perthes Island, Berghaus Island, Behm Island — after the Gotha publishing house and its staff.

Immediately after the return of this first expedition, Petermann submitted plans for a second German North Pole Expedition. The two ships *Hansa* and *Germania* under the command of Friedrich August Hegemann and Karl Koldewey set out from Bremerhaven in 1869. The *Germania* spent the winter at Sabine Island, and from there the crew explored the east coast of Greenland with boats and sledges in 1870. Again, names from 'back home' provide a reminder of the surveys and explorations of this expedition in East Greenland — Waltershausen Glacier and Petermann Point.

Even in 1870 Petermann found cause to complain of the 'paltry funding for science', which was 'still the Cinderella of the state budget'. In connection with the North and South Poles, therefore, Petermann successfully turned to industry and to shipowners in Hamburg and Bremen 'who owe their riches to the sea'.

None of the German geographical societies exerted anything like the attraction of Perthes in Gotha. Many travellers had Petermann's energy to thank for the funds for their explorations and subsequent fame. Two hundred and twenty-six academic treatises are associated with Petermann's name. After about 1875 the 'Geographical Society' in Berlin gained in importance to such an extent that it became the new focus of geographical research. Seeing his pre-eminent position in decline, Petermann committed suicide on 25 September 1878. His famous teacher Heinrich Berghaus outlived him by six years to die in Stettin on 17 February 1884.

In an obituary by his employee Ernst Behm, Petermann was characterised as a 'man of extraordinary will and drive, but also of ambitious striving'. After his death, efforts were made in social and professional circles to secure recognition for him in the form of a memorial. Contributions to this were made by the Association for Geography in Berlin, the Geographical Society of Bremerhaven and many private individuals, such as Count Hans Wilczek of Vienna, who had already given financial assistance to the Austrian North Pole Expedition of 1872–74. On 25 September 1908, the thirtieth anniversary of Petermann's death, the memorial to him was

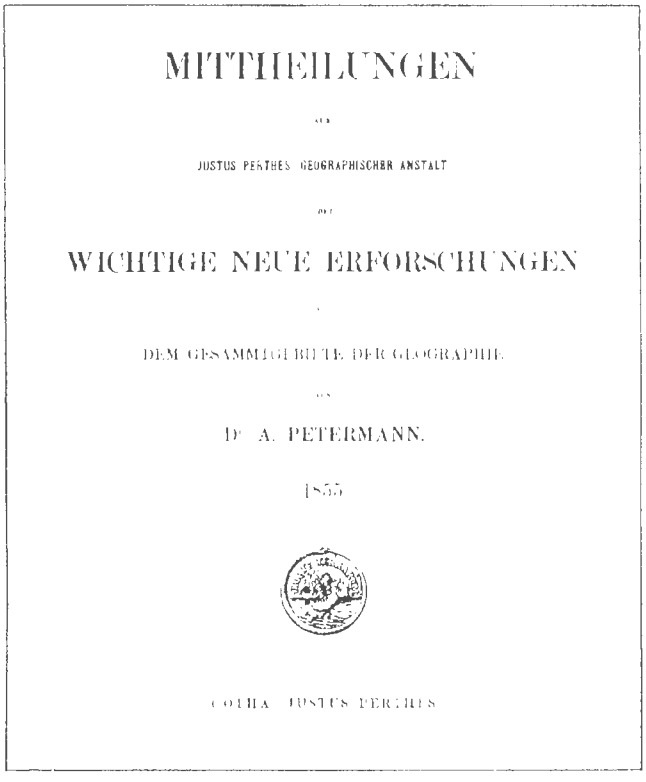
unveiled in the park in Gotha. After 1945, 'Petermann's Geographical Reports' nearly fell victim to political scrutiny by the communist regime in the GDR. It is to the great credit of Hermann Haack (1872–1966), who had worked for Perthes from 1897, that he saved the specialist journal so that from 1948 onwards it was able to appear under his management and continue appearing to the present day.

The memory of Heinrich Berghaus lives on in his most famous work, the 'Physical Atlas', which, as the first of its kind, brought world renown to the Justus Perthes publishing house in Gotha.

The business of the Perthes company, founded in 1785, was successfully run by the Perthes family for nearly 170 years. In 1952 Perthes moved to the West German city of Darmstadt. The business in Gotha was nationalised in 1953, and in 1995 was renamed after a politically opportune cartographer who had been with the publishing house for such a long time, Hermann Haack.

After the reunification of Germany, Stephan Justus Perthes, a member of the seventh generation, regained control of the tradition-rich family business. As the publishing business in Gotha was burdened with old debts from the time of the GDR, Perthes sold it to the financially strong Klett Cotta publishing group in Stuttgart.

As a reminder of its heyday under August Petermann, the Klett Perthes publishing company is now producing a series known as the 'Edition Petermann'. Stephan Justus Perthes retained ownership of not only the company's property in Gotha, but also its valuable collection of some 120,000 books, 400,000 maps and 2,200 atlases. In view of its size and wealth, it is


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auf

WICHTIGE NEUE ERFORSCHUNGEN

dem Gesammtgebiete der Geographie

von

Dr. A. PETERMANN.

1855

GOTHA JUSTUS PERTHES

Title page of the first issue of Petermann's 'Reports . . .'.

one of the most precious in Europe, containing an inexhaustible fund of material on the history of world exploration and acquisition.

The correspondence and manuscripts archived there — ranging from the participants in the first polar expedition to Sven Hedin — represent a unique treasure, both for the general public and for the academic specialist. The same is true of the huge inventory of maps, which includes, for example, the biggest collection of maps of Japan in Europe.

A 'Foundation for the Promotion of a Perthes Foundation' has now been formed with the aim of preserving for posterity the cultural treasures that, regrettably, have hitherto been lying idle. It is planned to transform it into an interactive 'Museum of the Earth', by the start of the next century at the very latest.

OSWALD DREYER-EIMBCKE

Letters to the Editor

Lake House, King's Ride
Ascot, Berks SL5 7JW

Dear Editor

The Fordham Collection

I very much enjoyed reading Donald Hodson's article in the Spring issue of the Journal, as I enjoyed listening to the original presentation.

As a footnote, one should remember that when Sir Herbert Fordham first offered his gift of £200 to the R.G.S., politicians were trying to forget Gresham's Law. Now, when they have completely forgotten it, the gift would be worth well over £10,000. Not a mean sum!

Yours sincerely

EUGENE BURDEN

* * *

21521 Wohltorf am Sachsenwald
Waldstrasse 5

Dear Editor

On my researches on the mapping of Latin America I came across the following story which I found on page 638 of the book *A History of Latin America from the Beginnings to the Present* by Hubert Herring, published by Alfred A. Knopf, New York:

The indomitable Queen Victoria had one solution for this nation. In 1868, when braggart dictator Melgarejo insulted the British minister by tying him on a donkey, facing him backwards, and riding him around the public square of the capital, the Queen called for a map, drew rough lines across the offending country, and declared: 'Bolivia no longer exists.' But Bolivia does exist, and holds threat or promise for the entire company of American states. If she continues on her present course, her people will find no relief from their suffering, and the tranquillity of the hemisphere will be clouded.

Needless to say that I, as lover of maps, became very anxious to see at least the map which was destroyed by Queen Victoria or subsequent maps showing possibly white spots for Bolivia.

I hoped that some of my IMCoS friends could fulfil my desire enabling me to offer you a nice 'tale from the map room'.

Unfortunately neither Tony Campbell, nor the Royal Archives, nor the Royal Collection Trust, nor the Public Record Office, nor Eric Wolf, who all tried very hard to help me, have succeeded at all. Is there anyone amongst our readers who knows more about it? So far, I have had to assume that Mr Herring's story was a pure invention.

Yours sincerely

OSWALD DREYER-EIMBCKE

* * *

1020 Bruxelles
Avenue de Meysse, 5

Dear Editor

I read your journal with great interest and do not often answer to articles.

This time I would like to add to Mr Peter Barber's book review (Summer 1995, pp. 49, 51), where he states that 'Pfinzing's books were apparently the first tracts on land measurement to be published in Germany.'

May I draw your attention to a series of early German authors in the 16th century, such as Apianus, Arduser, Dürer,

Kõbler, Hulsius, Georg Purbach, Regiomontanus, J. Schõner, and even Georg Reisch at the end of the 15th century. Also, Walter Ryff and John Stõffer who wrote or had some of their works published in German on landsurveying.

For a bibliography on surveying works I can draw your attention to Klaus Grewe: *Bibliographie zur Geschichte des Vermessungswezens*, Stuttgart, 1984, and the older *Bibliography of Geodesy*,by Goore, published in USA in 1903.

For a meeting in UK, may I suggest Brighton 20–24 July 1998. The Fédération Internationale des Géometres will hold its congress there and our commission on the history of surveying is holding a one-day seminar on 22 July. A good exhibition on the art of surveying is to be held at the University exhibition and lecture hall. We would welcome the opportunity to share these premises with societies such as yours, and to meet collectors with common interests.

Sincerely yours

JAN DE GRAEVE

* * * * *



Photo: V. Newby

Where is this magnificent mosaic?

In the centre is the world, as though revealed on the page of a gigantic atlas. Surrounded by fronds of vegetation, it is then edged by stylised direction pointers (or possibly anchors), which in turn are surrounded by the points of a compass rose. At the outer edge is the sea. Almost unrecognisable on the surface of the mosaic are miniature people, dwarfed by the height of the camera, and the size of the image.

Turn to page 46, if you have not already guessed the location.

Mercator Atlas of Europe acquired by The British Library

Throughout this summer there has been a small exhibition at The British Library celebrating their purchase of what is known as the Mercator Atlas of Europe. For the Map Library this is the largest acquisition in its entire history, excepting only King George III's huge collection, and the Mercator atlas is one which they have stalked for nearly 20 years.

The atlas is a remarkable compilation, almost certainly the work of Gerard Mercator himself. It consists of the separate sheets of Mercator's wall map of the British Isles of 1564 of which only three other copies are known; the only surviving copy of his wall map of Europe of 1554; two sections from his rare 1569 wall map of the world; and the only two known autograph manuscript maps by Mercator himself. In addition there are twenty-five maps from Abraham Ortelius' *Theatrum Orbis Terrarum* of 1570 and a 16th century plan of Ancona.

The atlas seems to have been prepared by Mercator in 1570–72 as an advance essay for an atlas of Europe. It was bought, unrecognised, in 1967 by a Dutch school teacher in a small Belgian bookshop at the bottom of a pile of fashion plates where it had languished for some six years. In 1979 the work was sold at Sotheby's for £340,000 and was bought anonymously by the British Rail Pension Fund. There it disappeared for 18 years, and although its location was known, the important work *Gerardi Mercatoris Atlas Europae* (Fonds Mercator Paribas, Antwerp, 1994) published in French and Flemish to commemorate the 400th anniversary of Mercator's death coyly made no mention of its then owner. In November 1996 the atlas was again offered for sale by Sotheby's with an estimate of £800,000–£1,200,000, but without any mention whatsoever of its previous passage through their same salerooms in 1979. On this occasion, in spite of supposed interest from the Netherlands, Belgium and Germany the lower estimate was not reached and the work was withdrawn.

The British Library, which had been under-bidder in 1979, entered into post-auction negotiations and aided by a substantial grant of £500,000 from the Heritage Lottery Fund managed to secure the atlas with a total bid below the lower auction estimate. For the UK, the atlas is a major addition to the British Library's national cartographic collection. The sheets of the British Isles wall map unfold in exceptional detail the shape and nature of Britain in the mid-sixteenth century and provide the first reasonably accurate representation of its four component parts. A studious contribution by Peter Barber, Deputy Map Librarian, to the Mercator work cited above argues on circumstantial evidence that the 'friend' whom Mercator acknowledged as his English source was John Elder, a Catholic sympathiser and an associate of George Lily's patron Cardinal Pole.

Sotheby's catalogue *The Mercator Atlas of Europe* (26 November 1996) is the best account in English of the contents of the atlas, its provenance and the arguments in favour of its compilation in 1570–72 by Mercator himself.

The Map Library is intending to make the atlas an important exhibit in its new display galleries at St Pancras which will be open to the public in 1998. Electronic access to the atlas and its maps is also being considered.

RODNEY SHIRLEY

Editor's Note

The BL Press Release adds: 'There is circumstantial evidence that the atlas was compiled for Werner von Gymnich, governor to Crown Prince Karl Friedrich of Cleves for whom Mercator acted as Cosmographer.'

International News & Events

1997 16th International Symposium
Budapest, Hungary
26–29 September
Contact: Dr Zsolt Török
Dept of Cartography,
Eötvos University
Ludovika 2, 1083 Budapest
Tel: 36 1 334 2785
NOTE THE CHANGE IN PHONE NUMBER
(formerly '36 1 134 2785')

1998 17th International Symposium
Tokyo, Japan
3–5 October
Contact: Mr Hideo Fujiwara
Inokashira 5-2-5, Mitaka,
Tokyo-181

IMCoS 16th International Symposium Budapest

26–29 September 1997
'Old Maps in the Heart of Europe'

This promises to be a well-attended and exciting meeting. Regent Holidays can find no more rooms at the cheaper Hotel Flamenco, but will try and arrange for late-comers to check in elsewhere. Registration will be open at Hotel Flamenco on Thursday 25th Sept, and the full programme will be available at both Hotel Flamenco and Hotel Forum.

Contact:
Regent Holidays (UK) Ltd
15 John Street, Bristol BS1 2HR
Tel: (44)(0)-117-921 1711
Fax: (44)(0)-117-925 4866

* * * * *

17th IMCoS International Symposium — Japan 1998

Arrangements are proceeding apace for the symposium in Japan next year. The symposium itself will be held in Tokyo, at the KKR Hotel, pleasantly located north of the Imperial Palace, 1 minute walk from the Takebashi subway station on the Tozai Line. It is a 15-storey building with bar, restaurant and cafe, serving both western and Japanese food. It has a magnificent view over the city.

Near the KKR Hotel is the Jimbo-cho area, world-famous for its streets lined with over one hundred antique bookshops, some of which also sell maps.

There will probably be a Map Fair arranged by a commercial organisation at the KKR Hotel during the symposium.

The tentative progamme for a ten-day visit to Japan is given below. Costs are difficult to estimate at present, but for the full ten days, including symposium registration and Dinner, six nights in Tokyo, post-symposium tour of two nights each in Kobe and Kyoto, with travel between the three centres, are likely to be in the region of £1,000 per person. Flights to and from Tokyo will be extra. We will try and arrange a group booking from London to Tokyo direct. Perhaps Int. Reps in other countries, where there are several members participating, will be able to make similar arrangements, if members get in touch.

PROPOSED ARRANGEMENTS FOR IMCoS VISIT TO JAPAN

Fri 2 Oct Arrive Tokyo Airport. Check in for 6 nights (2nd, 3rd, 4th, 5th, 6th and 7th) at KKR Hotel.

IMCoS Symposium — Mapping Japan

Sat 3 Oct Symposium registration in afternoon. Reception in the evening. You can enjoy and participate in the Tea Ceremony Performance.

There will be a Special Map Exhibition throughout the symposium.

Sun 4 Oct Symposium in the morning.

Keynote Address 'Development of Japanese Maps' by Professor Kazutaka Unno, Osaka Professor Emeritus, and other speakers.

Visit to Edo-Tokyo Museum in the afternoon.

Mon 5 Oct Bus trip to Tsukuba, north-east of Tokyo, and visit to Geographical Survey Institute and the Science Museum of Map and Survey.

Tues 6 Oct Symposium in the morning.

'Asian Maps by Ortelius' by Mr Lutz Walter, editor of *Japan: a cartographic vision — European printed maps from the early 16th to the 19th century*, and other speakers.

Visit to map exhibits to National Archives in the afternoon. Symposium Dinner in the evening.

Wed 7 Oct Day free for sightseeing, shopping, etc.

Post-Symposium Tour

Thur 8 Oct –Sun 11 Oct

Visit to Kobe and Kyoto.

At Kobe there will be a Special Map Exhibition at Kobe City Museum.

At Kyoto, there will be Special Map Exhibitions at Kamo, Mi-Oya Jinja Shrine, World Heritiage Site in Kyoto, and at Kasuga Taisha Shrine in Nara.

Mon 12th Return flight from Tokyo.

* * * * *

The registration forms are likely to go out to members early in the new year. By then the full programme will be finalised, and all the details for the post-smposium tour will be known.

It promises to be a fascinating glimpse into a cartographic tradition that will be new for most of us, linked to early European arrival in the country, and the impact this had on local ways of viewing the country, and transposing this view on to paper.

For those who can support the weight, a study of Volume 2 Book 2 of the *History of Cartography* (University of Chicago Press, 1994, edited by J.B. Harley and David Woodward) is highly recommended. Professor Unno, who will be giving the keynote address in Tokyo, has given a masterly exposition of 'Cartography in Japan' (pages 346–477). For an overview of western maps, see *Isles of Gold: Antique Maps of Japan* by Hugh Cortazzi (Tokyo, Weatherhill, 1983).

This will be a great opportunity to visit Japan, for the first time, or to return.

Award for Francis Herbert
Map Curator of the Royal Geographical Society, London

Valerie Scott, Vice-Chairman IMCoS, writes:

I am sure that many collectors, researchers and dealers who have been helped by Francis Herbert over the last 20 odd years will be delighted to hear that he has been awarded an Honorary Fellowship of the Royal Geographical Society (with the Institute of British Geographers) of London. This is for his 'contribution to the Society and to the wider cartographic world as Map Curator and cartographic scholar.'

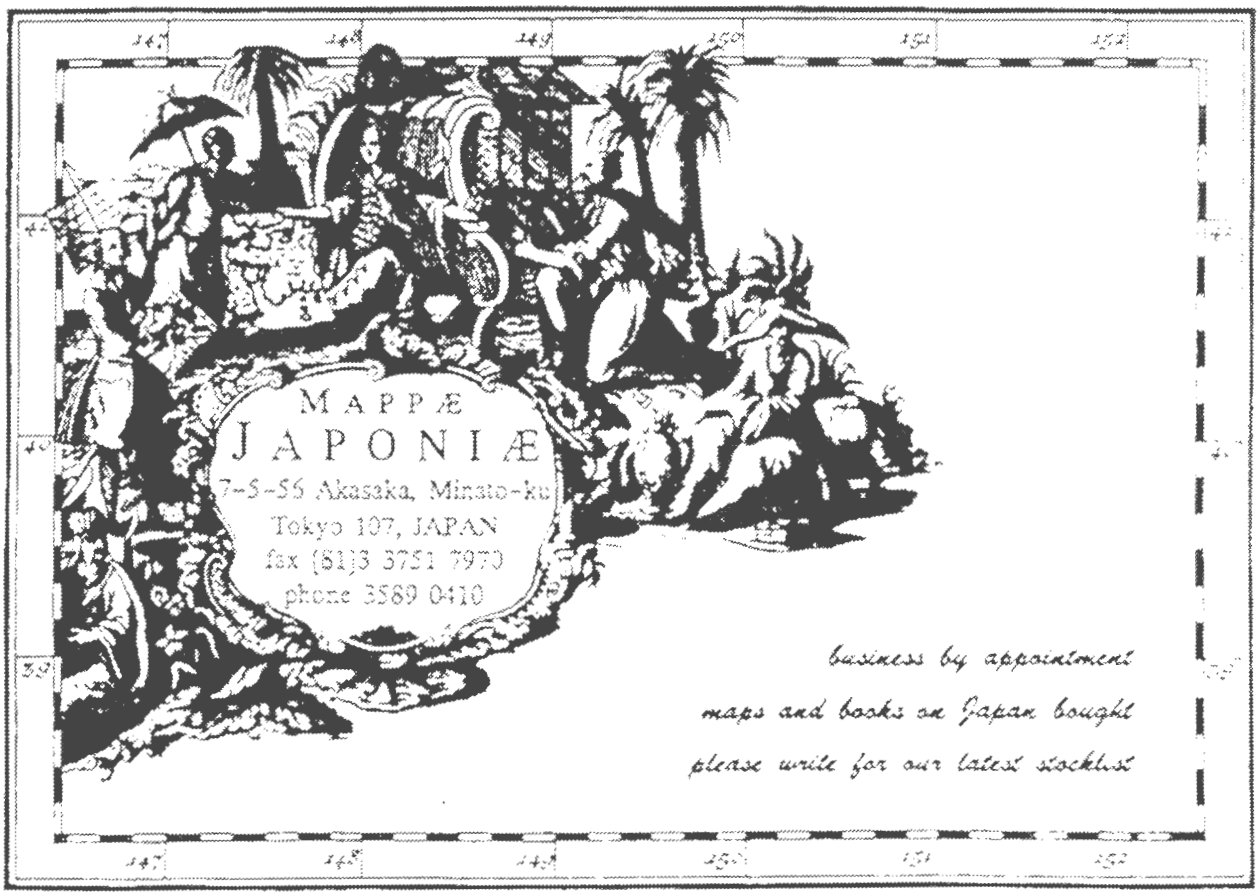
This honour is particulary valuable because it is seldom awarded.

Francis, who is Map Curator of the RGS and was Research Editor to *The Map Collector*, is known worldwide for the help he gives to anyone with a query on any aspect of maps and their history. He gives unstintingly of his own time, in addition to doing a full day's work at the Map Room, in order to sort out an enquiry or make sure information is correct.

The Society for the History of Discoveries in USA recognised Francis by appointing him to be the first President of the Society from overseas.

He received the IMCoS-R.V. Tooley Award in 1995 — the last to receive the Award under its former title. In the citation Tony Campbell described Francis as 'probably the most knowledgeable map librarian in the world. He must also be considered among the map librarians who offer the greatest amount of practical help to enquirers, whatever period or part of the world involved.'

Join me in congratulating him.



THE WARBURG INSTITUTE University of London
Woburn Square, London WC1H OAB

MAPS AND SOCIETY

Lectures in the history of cartography convened by Tony Campbell (Map Library, British Library) and Catherine Delano Smith (Institute of Historical Research, London).
Meetings are held at The Warburg Institute at 5.00 pm on a Thursday and are followed by refreshments.
Admission is free.
All are welcome. Enquiries to 0171 412 7525 (Tony Campbell).

SEVENTH SERIES
PROGRAMME FOR 1997-8

1997

October 23 **Dr John Dunbabin** (*St. Edmund Hall, Oxford*)
Red Lines on the Map: The Fixing of the Border between the United States and British North America.

November 20 **Dr Michael Wintle** (*Department of European Studies, University of Hull*)
Renaissance Maps and the Construction of the Idea of Europe.

December 11 **Professor Glyn Williams** (*Department of History, Queen Mary and Westfield College, London*)
Speculative Maps and Apocryphal Voyages in the Exploration of North America.

1998

January 22 **Laurence Worms** (*Ash Rare Books Ltd.*)
Society and Maps: The London Map Trade in the 18th Century.

February 26 **Dr Benet Salway** (*Department of History, University College, London*)
Journeying in the Roman World and the Genesis of the *Tabula Peutingeriana*.

March 26 **Dr Cristopher Board** (*Department of Geography, London School of Economics and Political Science*)
Silences, Secrecy and Falsification on Maps after 1858.

April 30 **Geraldine Beech** (*Public Record Office, London*)
'A Wall of Glass'? Mapping Boundaries in the Balkans since 1830.

May 28 **Professor David Buisseret** (*Department of History, University of Texas-Arlington*)
A New Vision: Artists and Maps in Early Modern Europe.

This programme has been made possible through the generous sponsorship of The International Map Collectors' Society, Jonathan Potter of Jonathan Potter Ltd., and Laurence Worms of Ash Rare Books.
It is supported by *Imago Mundi*.

IMCoS Meeting in June

The rainy weekend got off to a festive beginning with a reception on Friday evening at the InterCol-Altea Gallery. Yasha Beresiner and his family, and his partner Massimo de Martini were gracious hosts to a truly 'full house'.

The Seventeenth International Antique Map Fair was held on Saturday at the Forte Crest Hotel,, Bloomsbury. Thirty-nine booths plus a bargain-counter for beginner map collectors provided good browsing and excitement for all. Additional publicity this year appears to have paid off, as there seemed to be more new faces than in previous years.

An excursion on Sunday began early in the morning with a bus tour through historic areas of London. Robert Baldwin, our knowledgeable guide, provided a fascinating narrative as we passed familiar sights along the way. He also pointed out some ordinary buildings with interesting history.

We arrived at Hampton Court and toured the palace in small groups. Unfortunately, the rain deterred most of us from going out into the gardens, though the new restorations were visible from the windows of the upstairs rooms.

We reassembled at the bus and continued on to the Lensbury Club in Teddington for a delicious luncheon. As we enjoyed our coffee and mints, Jenny Harvey announced the winner of the 1997 IMCoS-Helen Wallis Award: Norman Thrower. Unfortunately he was unable to receive the award in person, but his compatriot Arthur Holzheimer accepted it on his behalf. The citation which Jenny read out had been prepared by Al Newman, and can be found on page 37. We all signed a card to be sent to Norman along with the Award.

Our day concluded with a visit to the Brooklands Museum in Weybridge. Historic aircraft and antique cars were on display outdoors (and the rain had finally subsided). Few maps here, but they were laid out in plenty by Doreen Green in a room upstairs. Mostly they were of the British Isles, which forms the basis of Mrs Green's collection.

JAN HOLZHEIMER

Map Identification and Valuation at the 1997 IMCoS Map Fair

Once again the Map Valuation and Identification service was a feature at the annual IMCoS Map Fair. This year the desk was staffed by Rodney Shirley and by Catherine Slowther from Sotheby's. Advice is offered free to IMCoS members, with a small donation requested from non-members.

The first three items reflect the variety of queries addressed to the Desk. The first map brought in was the Jaillot-Mortier double-sheet map of North America, dating from 1696. Not an especially rare item, but a fine map for its time in early colour. Allowing for some restoration, the map was felt likely to fetch in excess of £2,000 at retail. Almost immediately, a contrasting map was shown to us. This was a 1933 map of the Indian railways; not easy to value as so few examples of

the more interesting 'modern' Indian maps appear on the market. Our estimate of value ranged from £50–100 with the higher figure, in spite of the rather scruffy condition, reflecting demand as a piece of railway memorabilia. Another collector brought in a Morden map of Surrey, not to have it identified and valued but seeking advice on how to remedy gloss spots on the underlying sizing.

A copy of Bion's *L'Usage des Globes* (Amsterdam, 1700) with a celestial map and 14 plates all in old colour heightened in gold was estimated at £1,000. Another booklet was the uncommon *Trattato della Sphera* by Johannes de Sacrobosco and published by Antonio Brucioli in Venice in 1543. There was a small world map and astronomical diagram at the end. No value could be given for the booklet as a whole, as access was needed to Sotheby's book archive CD-ROM and copies of Book Auction Records.* Another world map shown to us was a derivative Nicolaas Visscher's world map of 1657 (Shirley, *Mapping of the World*, entry 414). According to verso text, the derivative was from a German bible of 1715/16. The engraving of the map was even finer than its better-known Dutch predecessors and reminiscent of the sharpness of engravers such as Johannes Degler or Jacob Heckanauer whose names appear on prints in Heinrich Scherer's *Atlas Marianus*. A price of £1,600–£2,000 seemed fair.

Two maps were unfamiliar. The first was a Jesuit map of part of Peru titled 'Mission de Mojos de la Campaniade IHS *[monogram]* de el Peru' with side text and engraved vignettes at the top and foot; the date was c.1700, or perhaps earlier. Its source was not known to the enquirer, nor to the Desk, but a value of around £600 was suggested. The second map was of Bohemia with an Italian title 'Carte Della Bohemie Presa da Mr. Blaeu' and with Italian script. This was an example of Blaeu's prestigious name being used to bolster a less distinctive mid or late century piece. The map was being offered by a dealer for £500, a price we felt was optimistic.

Five or six British county maps by Morden, Moll, Kip-Norden, Hole-Saxton and others were easily assessed but the authorship of two small 18th-century charts (one of the North Sea and one of the islands adjacent to the Philippines) baffled us. Another nautical chart, a fine two-sheet one, was Van Keulen's 'New et very Large Zea Map of the Isle of Wight en Large Form'. This was expertly engraved in Van Keulen's unmistakable style and showed the whole of the south coast of England with the Isle of Wight in the centre. However, there had clearly been trouble over providing a title in the English language! The enquirer was very pleased that our estimate of £750 was rather more than he had paid for it.

Several enquirers only showed us photographs or xeroxes of maps, or tried to describe their maps verbally. In the case of an American gentleman we were able to confirm from a xerox of his map — nominally a Johannes Janssonius 'America Septentrionale' with a printed date on it of 1623 — that it was almost certainly a modern facsimile. But several times we had to say that giving a value

* Subsequent to the Fair, Sotheby's provided an auction estimate of £500–700 for this item.

(and even identifying) a map we could not see was not possible.

Some of the difficulties in valuation are exemplified by a Speed map of Cornwall placed in front of us, normally a map much sought after by collectors. This was a late thinly-printed impression with poor modern colour, cut close at the margins and laid down. However, the imprint was that of Christopher Browne, indicating a relatively scarce state from the time of his ownership of the original Speed plates between c.1695 and 1713. In this instance, an auction estimate of £100–200 was suggested, with a possible retail price of twice that amount.

As in previous years, several enquirers had to be gently told that their 'old' map was just a modern facsimile. We wish we could have given or sold them the IMCoS guidance notes 'Distinguishing Fake from Real' which are currently being prepared as title No. 2 in the IMCoS series of useful Occasional Papers. By June 1998 this number should be available.

RODNEY SHIRLEY

Citation for Norman Thrower : Teacher, Scholar and Author and the 1997 recipient of the IMCoS – Helen Wallis Award



A recipient bridging two countries, Norman Thrower was born in England in 1919 and received his early schooling there. In 1947 he made the United States his adopted country. As UC Berkeley Professor Clarence J. Glacken once noted, Thrower was almost predestined to a lifelong interest in cadastral mapping by being born in England 'where schoolboys grow up studying field systems'. Participation in the Survey of India during British Army Service from 1940 to 1947 furthered his preparation for more scholarly study at the University of Virginia and graduate work at the University of Wisconsin, the latter under the tutelage of Arthur Robinson.

1957 began his long relationship with the University of California at Los Angeles as Professor of Geography. Although given Emeritus status in 1990, he remains active there in scholarly pursuits.

An enquiring mind, tireless energy, and fabulous memory are the personal

traits of this scholar and teacher of historical cartography, one of the few who has truly studied the importance of maps to civilization over the ages.

As a Guggenheim Fellow in 1962, Thrower recognized early the need for an interdiscplinary approach to his basic field. Since 1978 he has served on the Advisory Committee of the Guggenheim Foundation. His interest in literature led to his being named as the Clark Library Professor, and later to two three-year terms as Director of the famed William Andrews Clark Memorial Library, during which he founded UCLA's Center for 17th & 18th Century Studies. UCLA's librarian Robert Vosper remarked after those terms, 'there are very few academics with a fertile and enthusiastic interest in the interconnection of the disciplines. Norman Thrower is such a rarity — a geographer by training with knowledge ranging from English literature to the history of science.'

The recipient earned other opportunities to be of service: as President of the State of California's Sir Francis Drake Commission, 1973–1980, including the organizing in 1979 of an international conference of Drake scholars whose speakers included Dr Helen Wallis, the late and beloved IMCoS President; as Charter President in 1978 and continuing supporter of the California Map Society; as Director of UCLA's Columbus Quincentenary Programs, for which he was honoured in 1992 by H.M. Juan Carlos of Spain with the Orden del Merito Civil; as President of The Society for the History of Discoveries, and as active participant in professional societies too numerous to mention. In all these endeavours he was ably supported by his wife Betty.

Norm Thrower, like Helen Wallis, has been a preacher of cartographic gospel world-wide, both as a writer and sought after speaker. He is the author or editor of ten books and more than two hundred and fifty articles. He has spoken at conferences and to groups all over the world. Lord Wardington, in his review (*IMCoS Journal*, Winter 1996) of Thrower's *Maps and Civilization* (University of Chicago Press, rev. edn 1996) commented, 'Every page . . . contains a wealth of interest and every page rewards the reader with a new fact or thought.' The titles alone of some of his other works reflect the diversity of his knowledge and interest: *The Complete Plattmaker* (U.C. Press, 1978); *Sir Francis Drake and the Famous Voyage, 1577–1580* (U.C. Press, 1984); *A Buccaneer's Atlas* (with Derek Howse) (U.C. Press, 1992); *The Three Voyages of Edmond Halley in the Paramore, 1698–1701* (Hakluyt Society, 1980).

Norman J.W. Thrower has chronicled for all of us the history of the map as an expression of man's scientific and cultural evolution. The International Map Collectors' Society is privileged to acknowledge his contributions and to confer upon him its highest honour.

Unfortunately Professor Thrower was unable to accept the Award in person. His wife Betty, known to so many as Norman's constant companion at all cartographic events, died after an illness bravely born shortly before the IMCoS June weekend. In his letter to IMCoS Chairman he commented that Teddington was a very appropriate locale for the presentation because he worked at the Directorate of Colonial Surveys in 1946–7, at nearby Bushey Park.





Breaking the Ice!! At the Intercol–Altea Gallery on Friday evening.









Activity at the Map Fair, Saturday 21st June.



The IMCoS Desk at the Map Fair. Secretary Harry Pearce (right), with his assistants: granddaughter Samantha and her friend Steven



Winding-up at Lunch — our regular: Yasha Beresiner in full spate.

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Lunch at the Lensbury Club. Top: Arthur Holzheimer receiving the IMCoS-Helen Wallis Award on behalf of Norman Thrower.
Below: Good company, good talk around the tables.

County Atlases of the British Isles published after 1703. Vol. III: Atlases published 1764 to 1789 and their subsequent editions, by Donald Hodson. London: The British Library, 1997. ISBN 0 7123 4524 8. Pages xv + 208; 7 black and white illustrations. £35.00.

Anyone familiar with the county mapping of the British Isles will be (or should be) familiar with Donald Hodson's monumental works. Following in the footsteps of R.A. Skelton, who produced the first cartobibliography of British Atlases (covering the period to 1703), Hodson has continued this work and has made the field his own. Those who have produced county cartobibliographies in the last ten years are indebted to Hodson for his work and the challenge is to find information that has escaped him, i.e. to be able to write *not in Hodson.* The first two volumes (originally published by the Tewin Press now available through the British Library) were packed with information as Hodson is not content to simply list the atlases and the various editions and their variant map states, but researches into every aspect of the atlas publication. This, long-awaited, third volume takes county mapping to the threshold of the nineteenth century and finishes with what could be considered the forerunner of today's mapping, *Cary's New and Correct Atlas* of 1787–9.

This third volume begins with Bowen and Kitchin's *Royal English Atlas* and the format is consistent with the previous two volumes. The text of the title page is followed by a description and location of the relevant atlases, and any variant atlases known and the atlas contents follows. It is nice to see Clive Burden's atlases listed. Although the Burden collection is a private collection, Clive Burden has never hesitated to share his knowledge and collection with serious researchers. The really fascinating section then follows: Publication history. This is where Hodson is especially strong. His patient research and delving into every available source for information relating to the atlas production is impressive. In the introduction he relates that although he retired shortly after Volume II appeared, the third volume has taken just as long to prepare; the information contained in the history sections for each atlas make it clear why. The list of maps present usually follows the history and here the cartographic collector can soon locate and identify her/his individual map.

The format of each section is the same, making it easy to follow, and the later editions are listed immediately after the initial publication. This has now become the established pattern for county cartobibliographers and makes it simpler to get an overview of how many times a particular atlas was published. It seems logical now, but Skelton did not adopt this layout and Rodney Shirley chose two other schemes for each of his volumes on the mapping of Great Britain.

Although the majority of atlases were concerned with England and Wales, Hodson has included all atlases that concentrated on Scotland or Ireland so that it really is a full description of atlases of the British Isles. Indeed, the final section is an appendix dealing with the *Dublin Maga-*

zine of 1764, previously not described as it was omitted from Jolly's fine work on magazine publications. Although possibly only a part series, it was intended to produce a full set of Irish county maps and therefore has been included.

The first atlas covered is the *Royal English Atlas* and it is interesting to read that this was not a commercial success: when I look at the map of my own county (Devon) I am impressed at the style and layout and it is one of my favourite maps of my county. The question of ownership is covered (dealt with in Volume II, although new readers might have welcomed a fuller footnote rather than merely referring to the previous volume). Other atlases included are those of Joseph Ellis (1765) which must have been a veritable best seller based on the number of issues and surviving examples; Hinton's *Universal Magazine* series; Kitchin's attempt to produce maps at the same scale, his *Pocket Atlas*; Meijer, one of the very few county atlases published abroad; and Hogg's *New British Traveller.* As well as the *Dublin Magazine* part set there is coverage of Bernard Scale's *Hibernian Atlas* of Ireland and an atlas devoted to Scotland, the *Scotch Atlas* of Mostyn John Armstrong.

A number of inclusions are later editions of atlases that had appeared much earlier (and were partly covered in previous volumes). Among these are the two Moll atlases included in the section of Additions to Volume I. The later Turpin issue of Morden's playing cards is also found, as well as Kitchin's maps, originally from the *London Magazine*, which were reissued from c.1787. The enterprising collector may be able to discover a *not in Hodson.*

Francis Grose's works also belong to this category and Donald Hodson has done much to explain the intricacies of dating this monumental and very popular work. John Seller's series of maps had already been produced c.1694 and Hodson gives a listing of the early issues as well as new information that has come to light since they were included in Skelton's work. Detailed information on the history of Francis Grose and others helps us to understand the complexity of the publication and even Hodson admits that he must occasionally resort to educated guesswork. The problem here is not the maps—there is usually only one version after amendments to Seller's originals—but the many text variations. An impressive list of variations of text follows but those researching their own counties are sure to find other differences (Devon has at least one variation more) and I did not notice any reference to the old and modern styles of the letter 's'. However, as Hodson remarks, he only referred to a sample of counties and did not refer to all, as the work would have expanded the volume and, in fairness, the maps were unchanged.

The final atlas is the first of Cary's ground-breaking atlases, the *New and Correct English Atlas.* This was the first detailed and accurate set of county maps. Here too, Hodson has not researched every single map in all its variations. Representative samples have been included: Lincolnshire, with two states of the map, and Kent, with eleven different states (Devon, not included, has at least six states), giving an indication of the complexity of this atlas. Other county bibliographers will be able to add to the volume of knowledge here.

Between 1787 and the end of the cen-

tury only seven more county atlases (of England and Wales), of which two were Cary productions, and one set of cards appeared. After this we enter what I consider to be the Golden Age of map production. In the 37 years before Victoria's accession more than 45 works covering a minimum of England and Wales were produced. That is as many as in the preceding 225 years. There is still much to be done but for the years 1575 to 1787 we have the definitive works in Skelton's original work and in Hodson's three volumes. Hodson has certainly earned the Fordham Medal for Cartobibliography, awarded last year, for the first time, by the Royal Geographical Society.

KIT BATTEN

Library of Congress : Geography and Maps : An illustrated guide, compiled by Ralph E. Ehrenberg *et al.* Washington: Library of Congress, 1996. ISBN 0 8444 0817 4. Pages 84, 74 illustrations.

The book is a soft-covered, 84-page guide to a fabulous array of maps and charts, priceless and matchless. We might have known, had we considered, the most powerful Government in the world would possess a superb collection of maps, even with Congress dating back to only the decade of John Cary and Emanuel Bowen.

The collection glimpsed through this book is astonishing. The guide describes the remarkable speed and acceleration of accessions. Private generosity has matched public zeal. It is enough to make a Britisher jealous. The cartographic holdings of map sheets are in millions, atlases in tens of thousands, microfilm images in hundreds of thousands, and there are 1,600,000 aerial photographs and remote sensing images as well. IMCoS members who have been there will be aware already of the welcome they can expect, and the splendid facilities available.

The guide itself is in eight sections. The first is Ralph E. Ehrenberg's introduction. This sets the scene and describes the ways in which the material can be accessed.

The next section is about the Atlases in the collection. There are over 53,000 of them, and they include 47 of the 56 known survivors of Ptolemy's *Geographia.* Many are rare or unique variants, incorporating, for example, Johann Ruysch's world map, including the exploration of the New World by John Cabot. The world's finest cartographers are all there, represented not by isolated examples but by their complete atlases. I cannot list them, the guide doesn't either, but it says enough to persuade me I must get to Washington, even if it means swimming the Atlantic.

Special Collections are stored in a special vault, in proper atmospheric conditions. There are over 100 of these collections, together with over 3,000 precious printed or manuscript maps, acquired from every source imaginable. The provenance of these accessions is as romantic as the maps are historic. The great of North America, 18th, 19th and 20th Century alike, including many Presidents, have added richly to the store. I know Thomas Hardy was also an architect, but I was unaware George Washington was also a surveyor. To prove it, there is a plan he made of some of his own land in Virginia. The guide has this plan as one of its illustrations. (An index of 141 Special

collections to be found in the Library is at the end of the Guide.)

I should make it clear that this guide does not comprise 84 pages of text. There are no fewer than 74 illustrations, some of them full page. They are individually of enormous interest, but they are collectively stunning. Many of them will not have been seen elsewhere, and they make this slim volume rather more than your run-of-the-mill Guide.

General Collections come next. There are no fewer than 3 1/2 million single-sheet maps, the vast majority uncatalogued, in the 'Titled Collection'. They are easily accessible, however, as they are stored in a 'basic geographic arrangement', readily available. There are rail maps, road maps and city plans in their thousands. They are not confined to the USA either. They come from all over the world, and they are measured, quite literally, by the drawers they fill.

Globes and terrain models are there in plenty. The globes date from the 17th and 18th centuries, and include three by Vicenzo Coronelli. The terrain models are mostly military, three dimensional and of every generation, up to the moment, and including many battle scenes from this century. There is a strong study section of commercial views too.

Lastly, the Library of Congress has a collection, probably the most comprehensive in the world, of digital data and geographic information systems. These are scarcely what most of us collect yet for display or amusement, but they are history in the making. This guide documents them well. Who knows what future generations will enjoy most?

GEOFFREY TAPPER

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The mosaic map is at Lisbon, at the Padrão dos Descobrimentos (Monument to the Discoveries). It emphazises the phenomenal extent of Portugal's exploration during its golden age from the Azores and Brazil to India, Macau and Japan.

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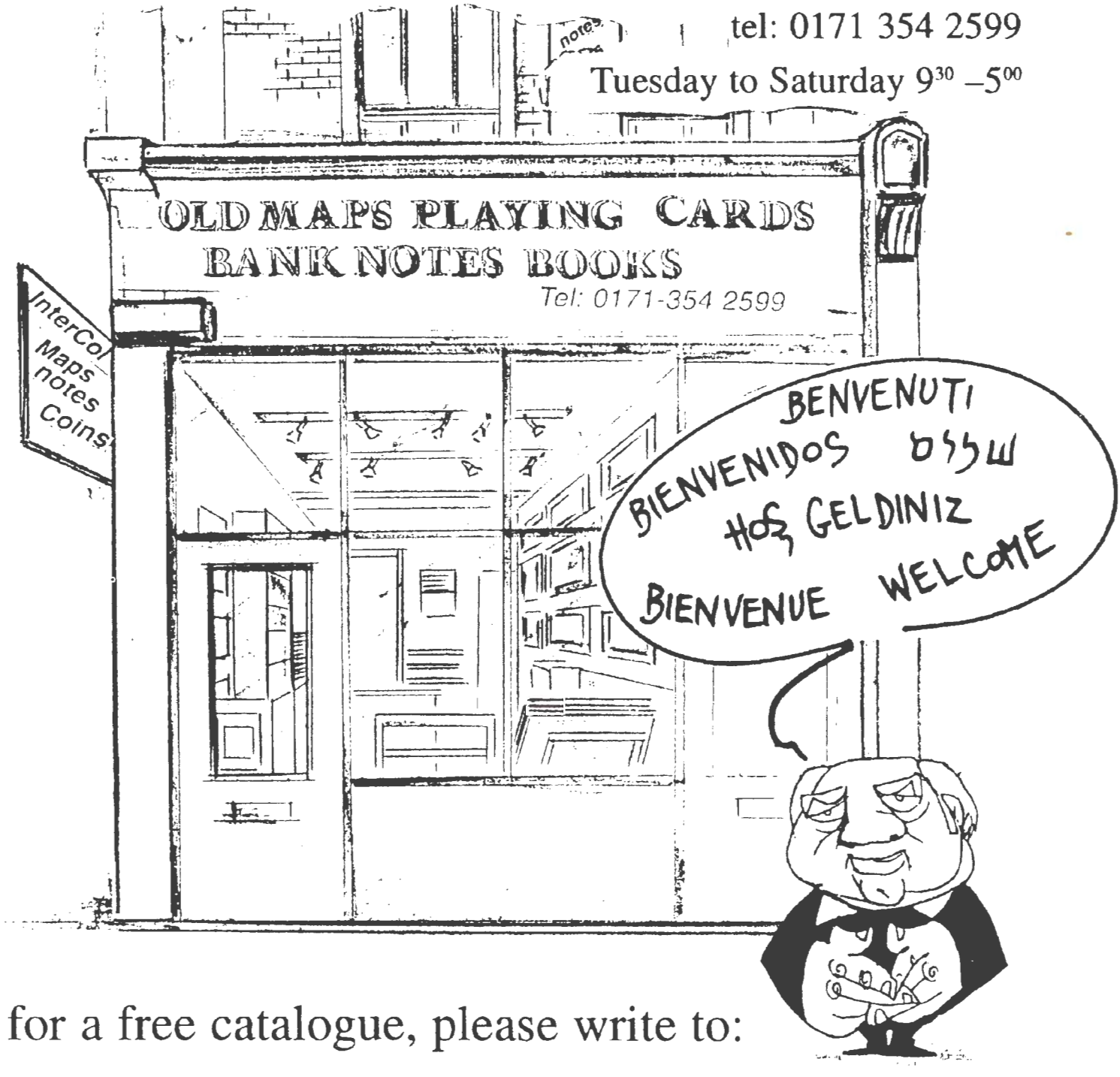
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