

MAPS IN BRITISH PERIODICALS

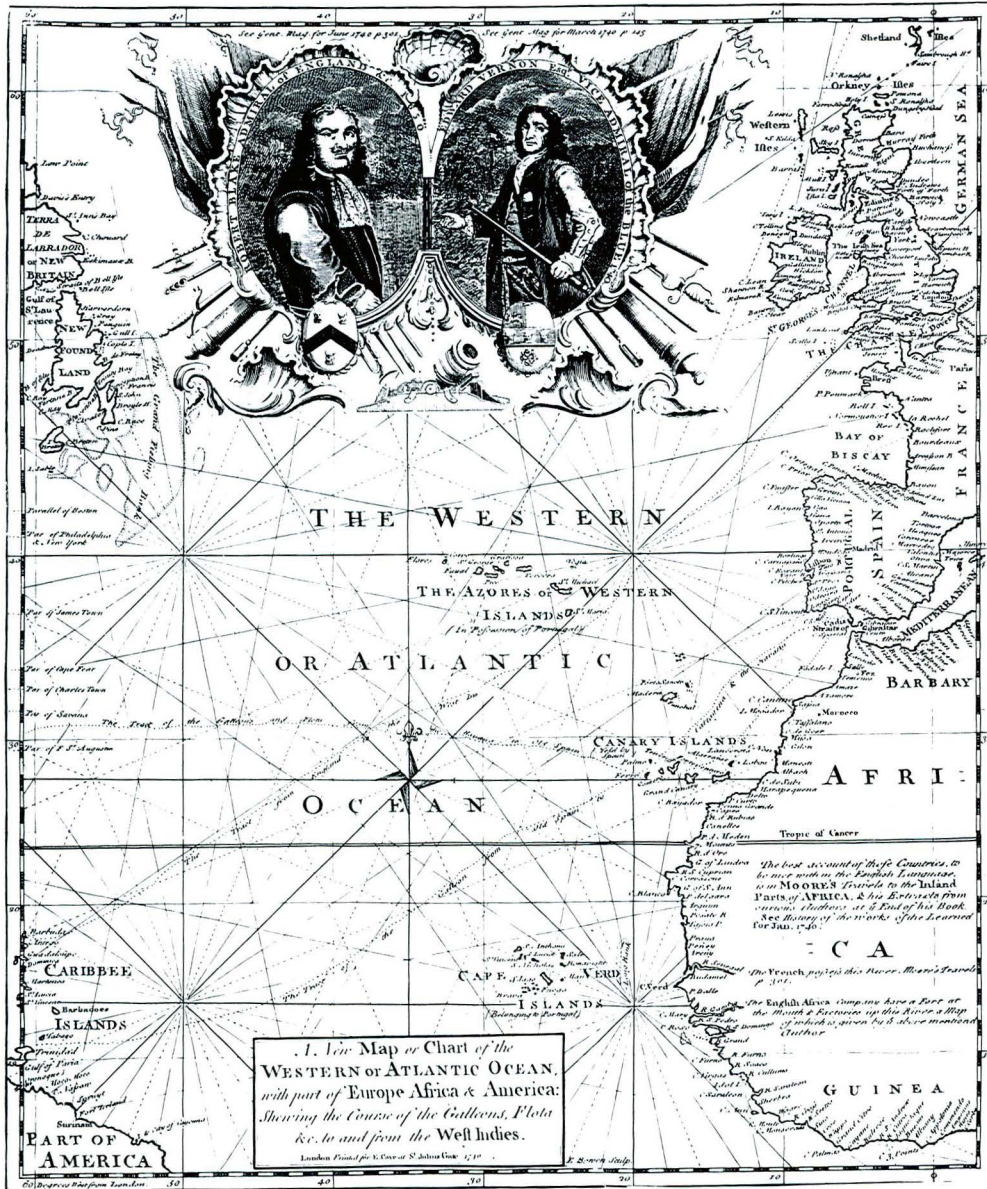
PART I

MAJOR MONTHLIES BEFORE 1800

Compiled by
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First Edition

Brookline, Massachusetts
David C. Jolly
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appeared on the last day of the title month, or the first day of the next month. When the end of a volume was reached, a supplement or appendix was usually issued. This normally contained the title page, frontispiece, index, binder's instructions, and text or advertising. For annual volumes, the supplement usually appeared on January 15 of the following year. When maps were issued with the supplement, the engraved imprint sometimes contained the new year's date. Since they were intended to be bound with the previous year's volume, I have listed supplement maps under the previous year.

Many issues of these periodicals were reprinted, often many times. It is possible that maps were modified or corrected for reprints. I suspect such modifications are rare, though I did not have access to enough sets to pursue this topic.

More specific comments are given in the sections for each periodical. I have tried to keep my own verbiage there to a minimum, preferring instead to quote the publishers' own words about their maps. I have thus given sometimes lengthy quotes from these periodicals, where, incidentally, I have tried to follow the original italicization and indentation.

At the end of the introductory text, I have tabulated some information, such as total numbers of maps each year, and information about the engravers, in order to spare some future investigator from item-by-item extraction of information easily extracted by me.

I have included typographically composed maps. A few purists may object to this, but news magazines could not always wait for an engraving to be executed. Sometimes, a typographically composed map was followed by a more detailed engraved map in a later issue. *Gentleman's Magazine* was fond of typographically composed maps, while I do not believe *London Magazine* issued even one. Woodcut maps were used by most of the periodicals, though for some unknown reason *Political Magazine* and *Scots Magazine* shunned them.

Further Questions

One major question seems to be how plates were employed over the publication history of each magazine. There is a limit to the number of impressions that can be pulled from a copper plate. The commonly bandied about limit is a thousand impressions. I suspect this number can be greatly extended by reducing the pressure, tolerating some loss of detail, and by using a harder alloy. It is estimated that 15,000 copies of *Gentlemen's Magazine* were printed some months. If the thousand impression limit were fact, numerous replacement plates would have been required. At the very least, retouching would be needed to strengthen weak lines. Perhaps the latter was done, but I have seen no evidence for replacement plates. In fact, the 1753 plate of Philadelphia in *Gentleman's Magazine* was reworked and reused in 1777. The October 1776 map of the Philadelphia vicinity was reworked and reused in the Supplement. *London Magazine* reused the 1740 Atlantic Ocean map in 1755. The map of North America in *Political Magazine* for April 1780 was reworked for reuse in February 1783. Based on such cases, my guess is that most maps were produced entirely from a single plate, with the occasional lost or damaged plate being re-engraved. Still, this is speculation, and

it might prove interesting to trace several maps through the various printings of *Gentleman's Magazine*, looking for signs of wear, retouching, replacement, and perhaps changes in paper. It is possible that excess maps were printed. Some are known to have been sold separately. Thus a new printing may contain, in part, maps indistinguishable from an earlier printing.

It has been suggested by Klein (pages xii & xiii) that, to save money, the maps in these periodicals were often printed from old plates with modified imprints. I have seen practically no evidence of this. Indeed, many of the plates deal with current events, for which no plate would have existed. The opposite practice seems more common. That is, plates engraved for the magazines were later used in atlases or books. I have noted many instances of this in the listings, though I suspect there more. In the individual sections, I quote several publishers' complaints about how burdensome engraving expenses were.

Historical Note

The maps described here depict an important turning point in world history. At the beginning of the 18th century, England and France were locked in a struggle for world dominion. The War of Spanish Succession, concluded with the Treaty of Utrecht in 1713, left France depleted and exhausted. England, by that war, prevented a union of the crowns of France and Spain. Such a union would have led to almost total Catholic control of the New World. With New France to the north, and Spanish controlled Florida, Mexico, New Mexico, and the West Indies to the south and west, the British could have been extruded from the Americas at any time, like meat from a stepped-on sausage. The War of Austrian Succession, concluded in 1748 at Aix-la-Chapelle, was an inconclusive warm up for the Seven Years' War (1756-1763). By diplomacy and luck, England manoeuvred Prussia, under Frederick the Great, into conflict with France, Austria, Sweden, and Russia. While the continental powers battered themselves to pieces, English fleets calmly cruized the seven seas, plucking off France's colonies in America, Africa, and India like so many fat, juicy plums.

The war's end found England in a position of world domination, and France sliding rapidly downhill into chaos and revolution. We see the effects of the Seven Years' War today in the dominant position of English as the language of science, commerce, art, and diplomacy. It is true that French is still spoken in France, but in other nominally French-speaking areas French is so unpopular that laws have to be passed compelling its use. For the French, self-imposed linguistic isolation and the resulting xenophobia have had disastrous consequences. French science is several years behind the rest of the world because their scientists have to idle away their time, unable to discuss the latest advances until the French Academy invents suitably pure French-derived words to describe the latest discoveries.

A minor footnote to the century is the American Revolution. Though Americans like to view that event as the pivot about which world history rotates, a simple count of maps reveals that, relative to the Seven Years' War, that particular insurrection was considered not worth wasting much money on engravers' fees.

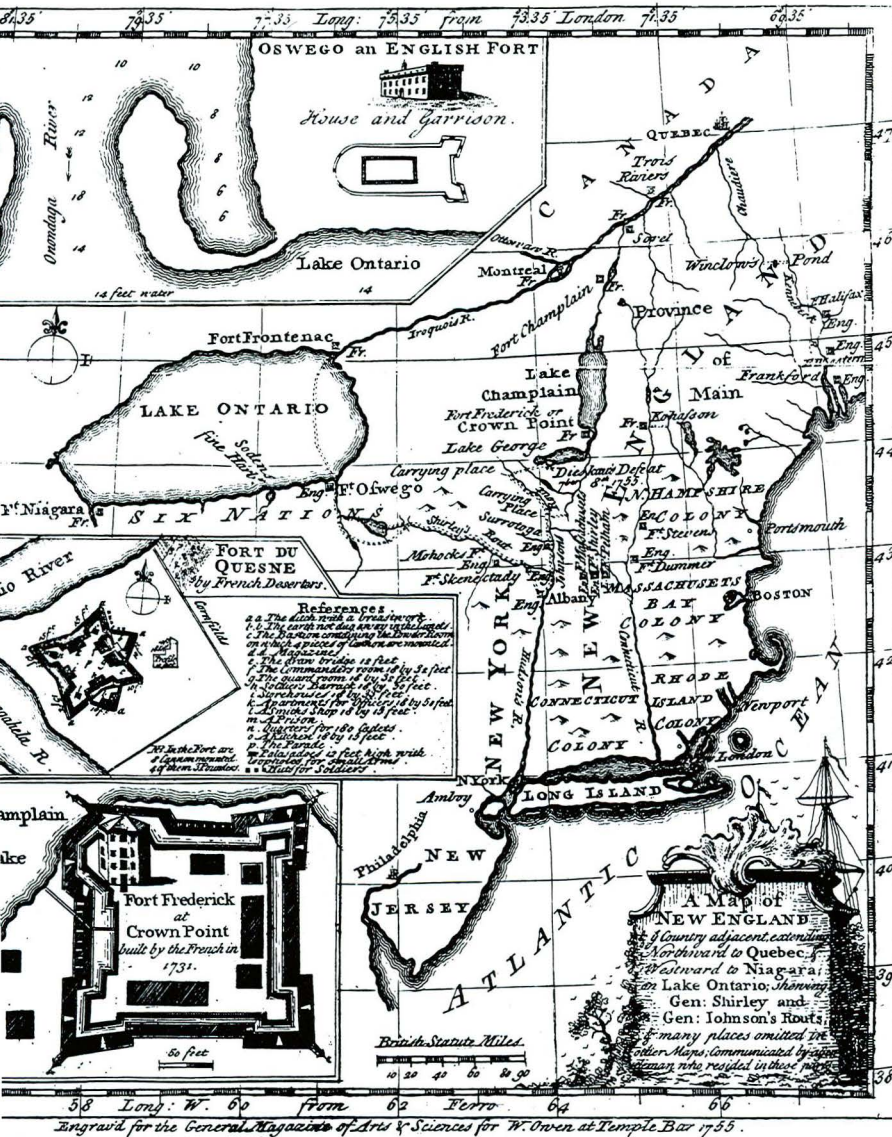
MAPS IN
 BRITISH PERIODICALS
 PART II

ANNUALS
 SCIENTIFIC PERIODICALS
 &
 MISCELLANEOUS MAGAZINES
 MOSTLY BEFORE 1800

Compiled
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SCHOLARLY REMARKS

Parts I and II of this work are not intended as a scholarly study of maps in early British periodicals. Rather, my purpose was simply to record them in one place, not only for the convenience of historians, librarians, dealers, collectors and map bibliographers, but also to encourage research on these little studied maps.

While I have not contributed any new insights, perhaps I can at least raise a few questions that have occurred to me in the course of compilation. Most puzzling to me is the economics of publishing these maps. I have quoted publishers' comments about the grievous expense of map engraving and printing. Yet, even some provincial periodicals have an enormous number of plates. *Gentleman's and London Magazine* has about 60 plates a year in the later issues. Was all this complaining about expense just idle vapouring to impress readers?

I have always read that one can get about a thousand impressions from a copper plate. However, *Gentleman's Magazine* is thought to have had press runs of 15,000 or more. How can these facts be reconciled, if facts they be. A careful study of various editions of *Gentleman's Magazine*, and the state of wear of the maps therein, might help resolve the paradox.

Another puzzling aspect of the production process is map coloring. Some rather nicely colored maps appeared in, among others, *Royal Magazine* and *Universal Magazine*. This would seem to imply the coloring of thousands of maps in a matter of days. Who did it, and how?

I have noticed a number of cases of shared plates. *Monthly Magazine* and *Monthly Military Repository*, both published by Phillips, shared some maps. In other cases, e.g., *General Magazine* and *Lottery Magazine*, plates from one magazine were later used in another. In other cases, plates were reused in books. Some county maps were so used, and scattered maps from *London Magazine* and *Gentleman's and London Magazine* were so used. I presume plate sharing was done to help defray engraving costs, but this assumes that engraving costs were high. It might be interesting to track the careers of some of these plates.

Some comparative cartography might prove illuminating. For example, one might take a well-mapped event such as the siege of Québec and compare the how the various magazines mapped it. This might shed light on the sources used. A full study of this topic would probably need to include broadside maps, and perhaps earlier maps published in atlases or books.

In addition to maps in monthlies and annuals, I have included maps in scientific periodicals. Just as maps in news monthlies reflect political concerns, maps in scientific periodicals reflect the concerns of natural philosophers. As one scans the maps in the *Royal Society Transactions*, one can sense the change in scientific emphasis. The first two maps are of French origin, perhaps reflecting a slight lack of confidence by the newly organized society. There is then an emphasis on natural wonders (the Giant's Causeway) and discoveries (California). Eventually the emphasis shifted to surveys. Though for the most part there was little connection between the maps in the magazines and the scientific periodicals,

occasionally the magazines would borrow one of the scientific maps, presumably in a slow news month.

In looking at what was mapped, I am surprised at the very slight attention the news monthlies paid to Ireland. If one omits the few county maps, almost no attention whatever was paid to that emerald island, save for Thurot's adventure. By contrast, enormous attention was paid to America. The scientific periodicals did pay a bit more attention to Ireland and Scotland, being concerned in those days with Druidical remains, moving bogs, vitrified forts, and the like.

In the following pages I have graphed the number of maps of various geographical regions appearing each year. If maps are any guide, there was enormous interest in America, and practically no interest in Africa. It also seems quite clear that the number of maps increased enormously in time of war. Annual numbers of maps should be regarded as an approximate guide rather than as some exact measure. Thus if in some year 10 maps were published of America, and 2 of Asia, one should not say that at that time the English were five times as interested in America as Asia. It would be interesting to see how the numbers of maps in periodicals varied during the 19th-century period of colonization, but I have not started Part III yet.

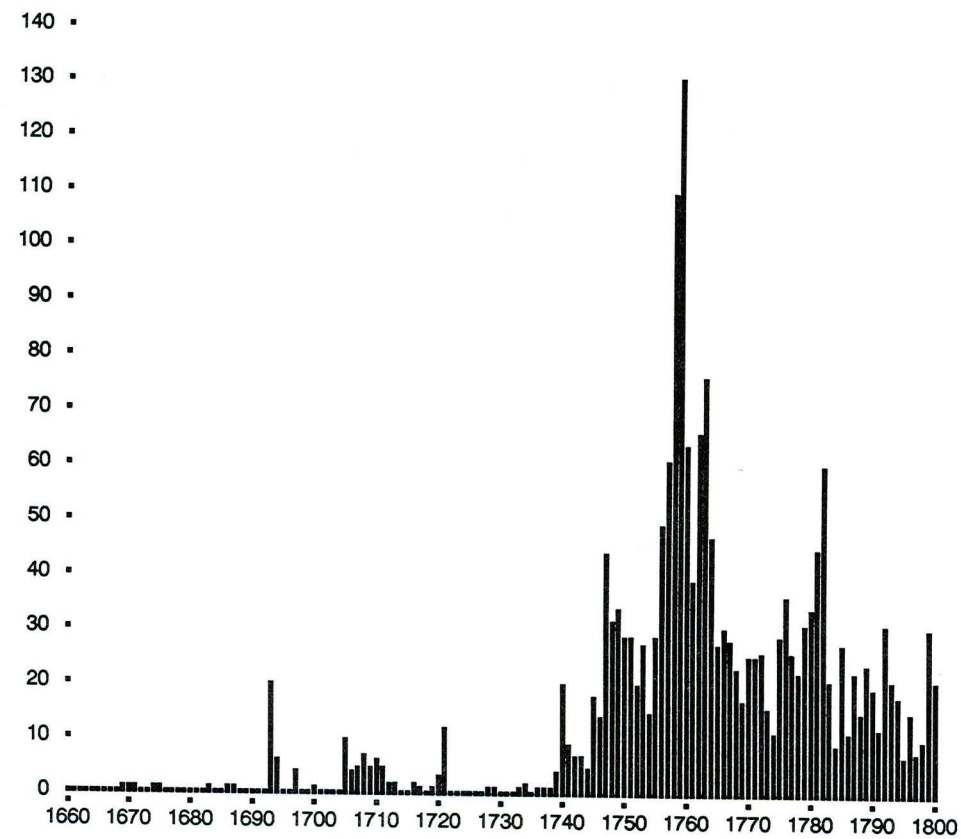


Fig. 1. This graph shows maps per year, and includes every entry up to 1800. The number of maps published fluctuates greatly with time. Peaks seem to coincide with major wars. The general increase after 1740 can be attributed to the appearance of maps in the monthly magazines. This numbers are not precise, due to some missing data, but the general trend is probably reliable.

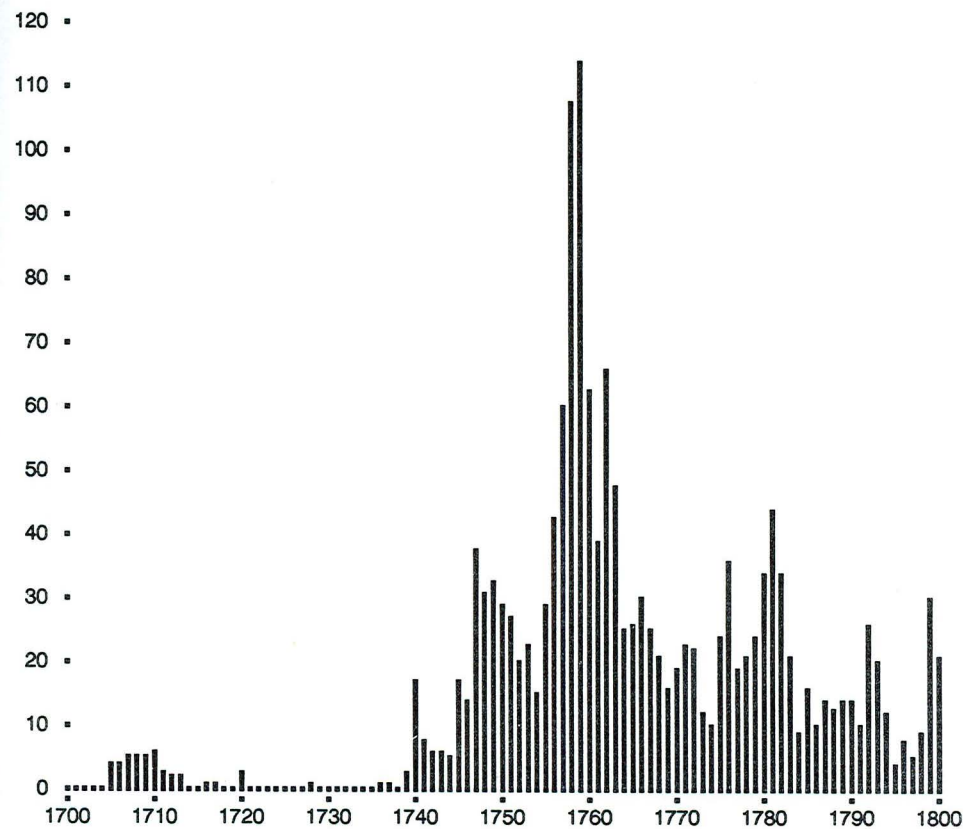


Fig. 2. In order to see how strongly war affected the number of maps issued, this graph shows the data in the previous graph, but the scientific periodicals and the non-news portions of *General Magazine of Arts & Sciences* have been eliminated. The peaks quite closely follow the major wars, namely the War of Spanish Succession (1701-14), the War of Jenkins' Ear (1739-43), the War of Austrian Succession (1740-48), the Seven Years' War (1756-63), the American Revolution (1775-83), and hostilities with France beginning in 1792. This can be confirmed by looking at the subject matter of the individual maps. One could speculate that the number of maps issued in any given war was governed by that war's perceived importance. For example, more maps were issued during the Seven Years' War than during the American Revolution. The former could be regarded in today's terminology as a World War, while the latter was a mere colonial rebellion with a little foreign meddling.

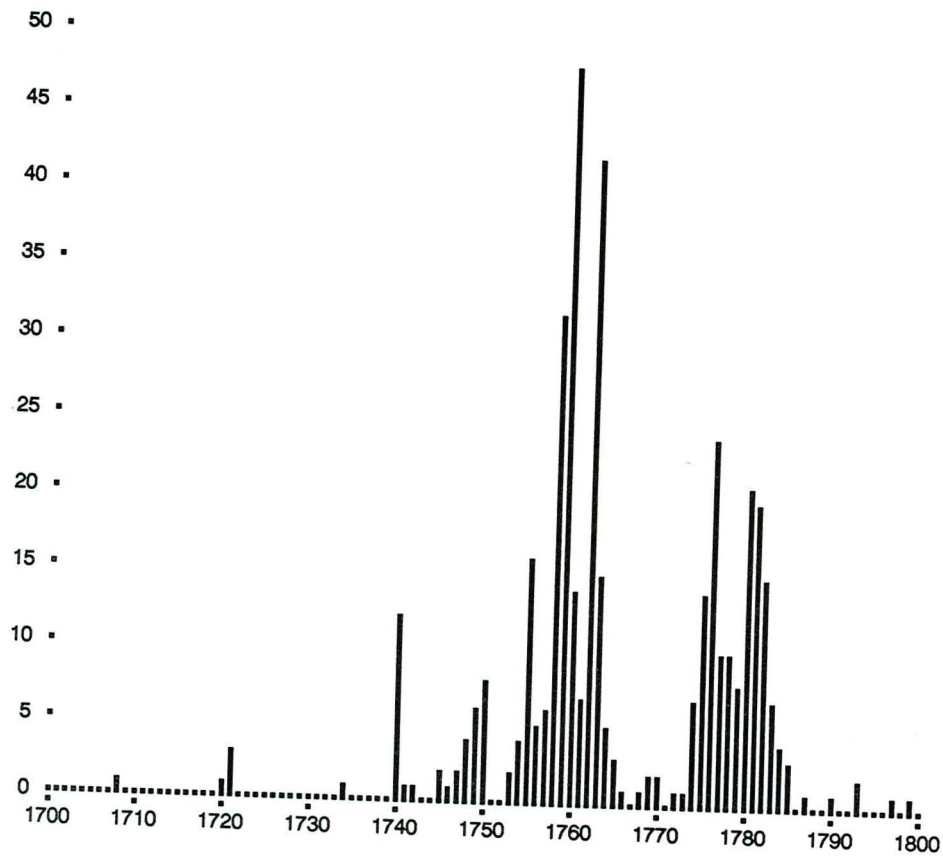


Fig. 3. It is possible to look at how interest in particular regions fluctuated. This graph plots entries from all periodicals, but singles out maps of America. All items which are in the geographical index under North America, South America, Central America, and the West Indies are included here. Thus filtered, there appear strong peaks during the War of Jenkins' Ear, the French and Indian War, and the Revolutionary War. An additional peak ending with 1750 is partly due to interest in Cape Breton Island and Nova Scotia.

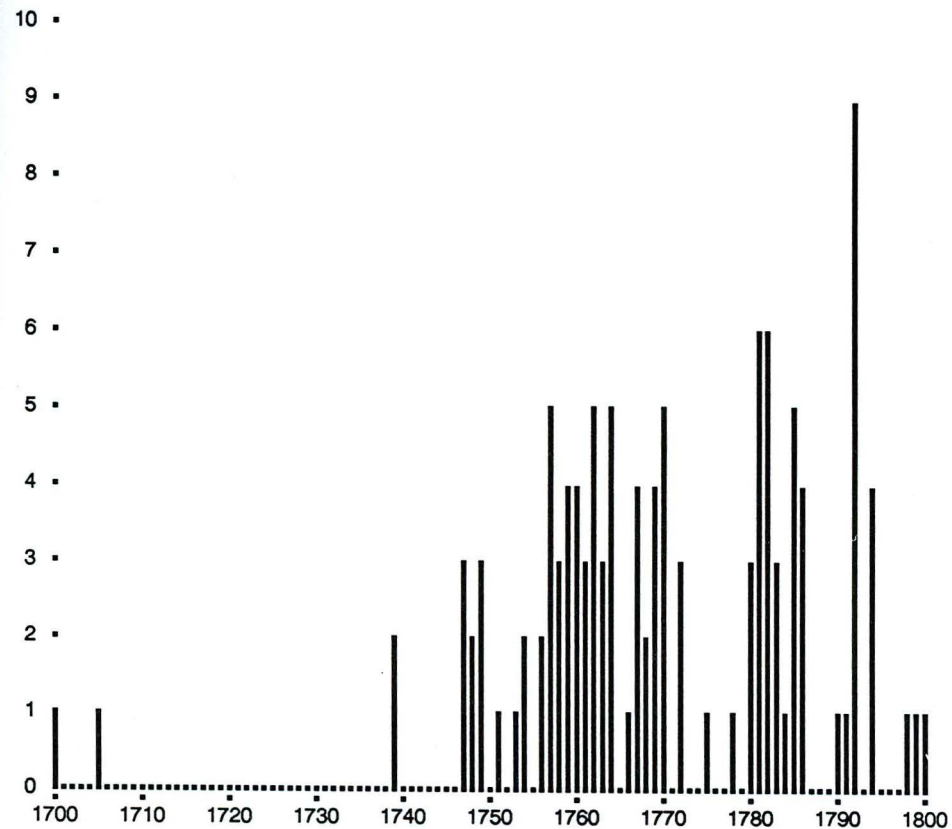


Fig. 4. Maps in all periodicals included in the geographical index under Asia, the East Indies, and the Indian Ocean. There seems to be a fairly steady interest in the area.

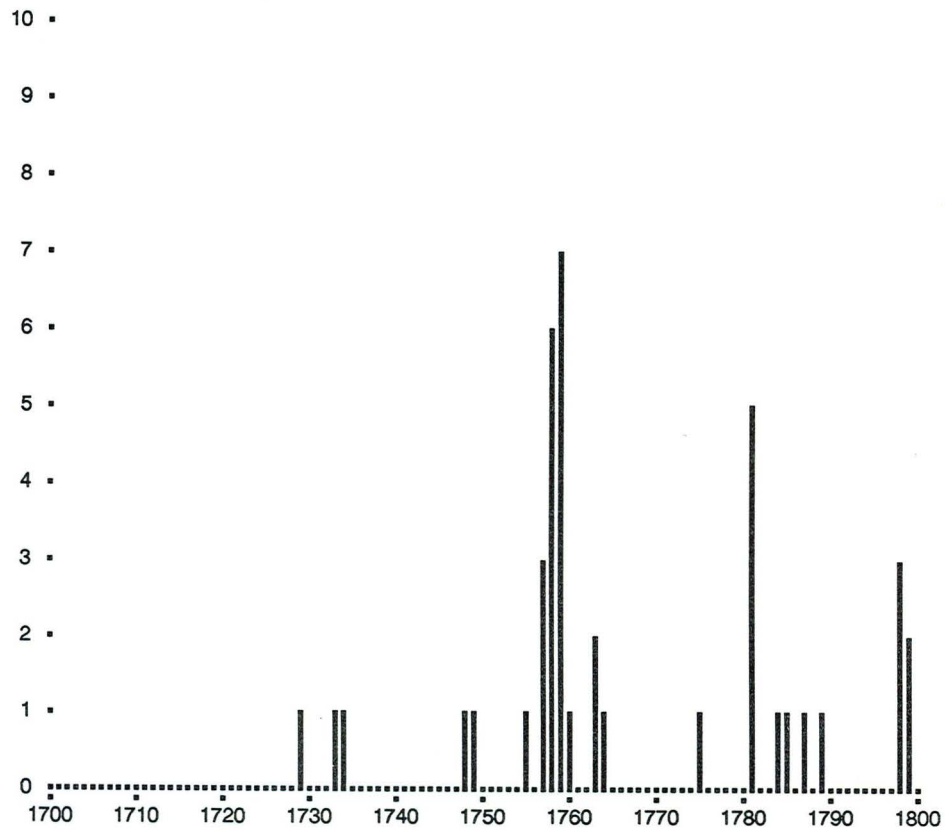


Fig. 5. Maps in all periodicals included in the geographical index under Africa. If this is any indication, the British did not give a fig for the whole continent during the 18th century. It would be interesting to see similar data for the 19th century, when interest was, presumably, greater.

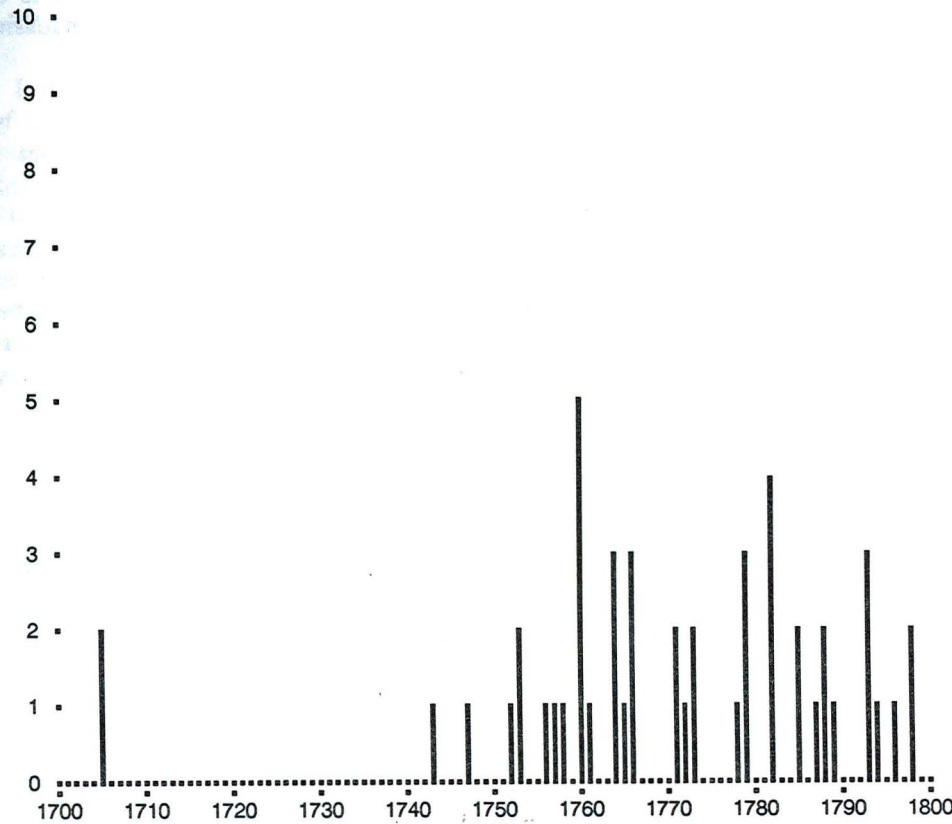


Fig. 6. Maps in all periodicals which are included in the geographical index under Ireland. The lack of interest compared to America is striking, though one should be a little cautious since not all events in Ireland lent themselves to illustration by map.

UNSCHOLARLY REMARKS

The maps in these periodicals were often produced in great haste, and cover almost every subject under the sun, and even some places not under the sun (the eclipse maps). Under such conditions, anything that could happen had a good chance of really happening. One therefore comes across items the like of which is not encountered in more carefully prepared atlas maps. For example, it is a standing joke among map collectors that almost every early map claims to be *New and Accurate*, whatever its actual merits. It was therefore startling to encounter

GENT - 120

Old Map of the Continent According to the Greatest Diametrical Length from the Point of East Tartary to the Cape of Good Hope.

The title should, of course, read *Map of the Old Continent . . .*. The binder's instructions note the error, but, as far as I know, the copper plate was never corrected. Aside from claiming to be *New and Accurate*, maps often claim to be *From the Most Accurate Surveys*, or to be *Regulated by Astronomical Observations*. A surprisingly honest mapmaker admitted making a map without any measurements whatever!

EUR - 9

Plan of the Fort of Bangalore from Sights, without Measurement.

Map titles also tend to be rather boastful, often ending with phrases such as *the Like Never Before Seen*. A refreshing display of humility is:

GENT - 12

To Satisfy, in Some Manner, a Correspondent's Enquiry about Silesia, dated the 29th Instant, We Have Set Down the Names of the Electorates, and Other States of the Empire, with the Adjacent Kingdoms, &c According to Their Several Situations, with Regard to Each Other; Being All, and as Well as We Could Do, on So Short a Notice.

My award for the most-complete-story-in-a-title goes to:

GENT - 32

Situation of His Majesty's Fleet, and the Combined Fleets of France and Spain, in the Mediterranean, Feb. 13, 1743-4, When Adm. Mathews Made the Signal to Give over Chace, V.A. Lestock Having Some Time before Made the Signal for Seeing above 20 Sail of the Enemy and Then in Chace Coming Up with and Making Them More and More Plain, after Which Lost Sight of Them.

Undoubtedly, maps in these periodicals influenced public opinion. For example, what red-blooded Englishman could gaze upon

GMUI - 6

A New and Accurate Map of the English Empire in North America Representing Their Rightful Claim as Confirm'd by Charters, & the Formal Surrender of Their Indian Friends; Likewise the Encroachments of the French, with the Several Forts They Have Unjustly Erected Therein. By R. Bennett Engraver.

without his blood beginning to boil?

I also enjoy the magazine titles. The most boastful has to be *Grand Magazine of Universal Intelligence* — not just any old magazine of universal intelligence, but the *grand* magazine, and not just any old intelligence, but *universal* intelligence. I am amused by the sly digs at other magazines in some of the titles. The *New Universal Magazine* promises a *constant supply of true knowledge and real pleasure*, a dig at its namesake competitor, Hinton's *Universal Magazine of Knowledge and Pleasure*. The wrapper title of *Grand Magazine of Magazines*, which thrived by plagiarizing other periodicals, contains the phrase *The whole selected, revised, and (where necessary) improved*, a claim which must have grated on the ears of those plagiarized.

Periodical publishing in 18th-century Britain was unrestrained by the fetters of libel and copyright concerns. The result was a very lively and competitive press. Insults were hurled back and forth between competitors. Magazines were founded at the drop of a hat, and failed just as quickly, sometimes surviving only as ghostly passing references in other magazines. I suppose not everyone is fond of this type of creative chaos, but I am, and I greatly regret not being able to spend more time reading the delightful prose in these periodicals.