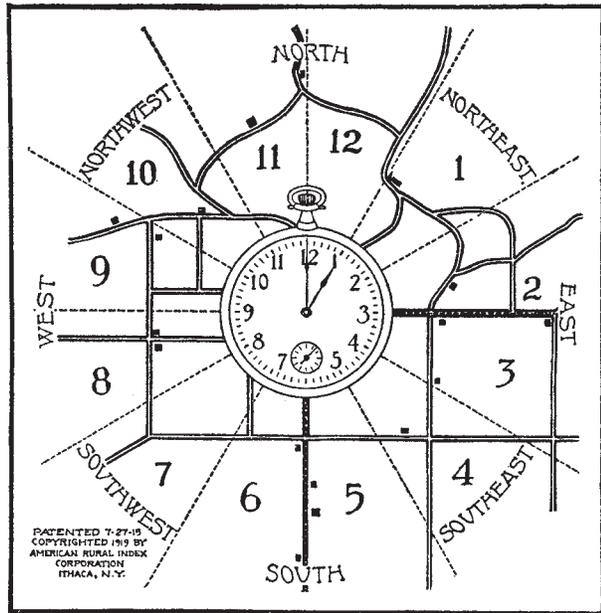


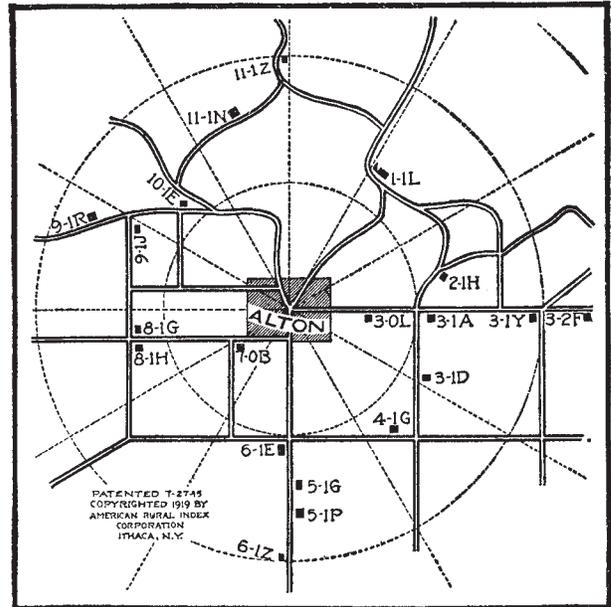
THE HISTORY OF CARTOGRAPHY

Fall 2012 Newsletter



TELLING YOUR ADDRESS IS AS EASY AS TELLING TIME.

The town is laid out in twelve wedge-shaped sections numbered like the spaces on a watch, with each wedge again divided by circles one mile apart, showing distance from the village. Then each house also has its own letter, so that "3-1A" means the house is one mile east of town.



TWO NUMBERS AND ONE LETTER TELL JUST WHERE YOU LIVE.

John Byron Plato, a farmer in Semper, Colorado, was awarded patent 1,147,749 in July 1915 for a "MAP OR CHART" that assigned rural residences a unique address based on direction and distance from the nearest town or village. As reported in the Literary Digest for 21 February 1920, Plato's Clock System gave every farmer "a real address," described cartographically in a directory called a "rural index." During the 1920s and 1930s, the American Rural Index Corporation (later Rural Directories, Inc., and Rural Surveys, Inc.), of Ithaca, New York, implemented Plato's patent (later called the Compass System) on maps of several western and central New York counties.

VOLUME NEWS

VOLUME FOUR, *Cartography in the European Enlightenment*

Editors Matthew Edney and Mary Pedley have now recruited contributors to write the remaining entries for Volume Four, both by replacing authors who were unable to fulfill their prior commitments to the volume and by combining some topics. Editorial work has continued as planned: the detailed process of submission, translation, review, and revision of entries; careful selection of illustrations; and checking

references. The painstaking procedures employed by the editorial team, whether in Portland, Ann Arbor, Chicago, London, or Madison (the respective locations of Edney, Pedley, associate editors Bob Karrow and Sarah Tyacke, and managing editor Jude Leimer) yield continuous benefits as we watch the entries come together. When editorial preparation is complete and the million-word manuscript is assembled,

the volume will provide a nuanced and multifaceted analysis of cartographic practices during the long eighteenth century.

As of the end of September 2012, well over half the entries (358 of the 548 substantive entries, or 65%) have been written, translated, and reviewed by both editors and authors and are in the Madison office for reference and fact

checking. The editorial team is working on the 65 entries (12%) in various stages of translation, review, or revision. The last 126 entries (23%) are due in the next days, weeks, and months to achieve our goal of having all articles in hand by the end of 2012.

For everyone working on Volume Four, a pleasant incentive has been to watch editor Mark Monmonier move Volume Six steadily toward publication. In conjunction with our able colleagues at the University of Chicago Press, especially Paul Schellinger, we continue to have fruitful discussions about Volume Four's progress and about the layout and design of the encyclopedic volumes in general. We are mindful of preserving the traditions that have earned *The History of Cartography* its recognition as a resource of first resort that may be used not only as a reference but also as a springboard for further research.

VOLUME FIVE, *Cartography in the Nineteenth Century*

As planned, editor Roger Kain circulated a draft entry term list to all advisory board members early in the summer. Their valuable comments enabled Kain to refine the list. One main change relates to the complicated issue of determining the appropriate regional framework. Advisors indicated a need for greater detail and further division, particularly within Europe.

The project now moves on to the next stage, which is preparing a detailed prospectus for University of Chicago Press staff to present to the Press Board for publication approval. To assist with this stage and other work related to Volume Five, Kain has appointed Dr. Claudia Asch as editorial research assistant. She worked in a similar role for Mark Monmonier, Volume Six editor. With work on that volume nearing completion, Asch has agreed to devote her considerable skill and experience to Volume Five. She began in September, employed by Kain's home institution, the School of Advanced Study, University of London.

VOLUME SIX, *Cartography in the Twentieth Century*

Volume Six is moving forward in its post-vetting phase and is on track for publication in late 2014. Editor Mark Monmonier participated in the biannual editorial meeting in Madison in April 2012 and traveled to Madison again in June to consult with managing editor Jude Leimer and illustrations editor Dana Freiburger on assorted manuscript issues, the selection and cropping of images, and the preparation of line drawings by the University of Wisconsin (UW) Cartographic Laboratory. During the summer he drafted the preface and introduction to the volume and with the assistance of research assistant Claudia Asch updated all contributors on the volume's progress.

EDITORS' ACTIVITIES

MATTHEW EDNEY

In 2012 Edney participated in several conferences: the Association of American Geographers (AAG) annual conference (February); the conference to mark the 50th anniversary of the John Carter Brown Library's fellowship program (June); and the meeting of the International Cartographic Association (ICA) Commission on the History of Cartography (CHoC) and the inaugural meeting of the International Society for the History of the Map (ISHM; see

<http://ishm.elte.hu/>), both in Budapest, Hungary (June). His presentations addressed conceptual and empirical issues relevant to Volume Four.

MARY PEDLEY

In her role as assistant curator of maps at the William L. Clements Library, Mary Pedley supervised Melanie Langa, a student from Community High School, in her research on cartographic depictions of the extreme northern reaches of the North American continent. Langa curated an exhibit, *An Imaginary Arctic: Speculative Cartography in the Search for the Northwest Passage* (April–July 2012), that featured maps from both the Clements and the Stephen S. Clark Library, University of Michigan (see <http://theclementslibrary.blogspot.com/2012/04/upcoming-exhibit-at-clark-library.html>). Pedley published two articles: "Enlightenment Cartography at the



Circular inset from Philippe Buache's Carte marine des parties septentrionales de la Grande Mer, et de l'ocean, 1752. In presenting his theories on the structure of the earth Buache included the "L. de Fonte," visible on the left, one of the putative discoveries of the fictitious Spanish admiral Bartholomew de Fonte during his search for the Sea of the West and the Northwest Passage.

From Considérations géographiques et phisiques [sic] sur les nouvelles découvertes au nord-est de l'Asie et au nord-ouest de l'Amérique, avec les Memoires relatifs, 1781. Courtesy of the William L. Clements Library, University of Michigan, Ann Arbor.

Sublime Porte: François Kauffer and the Survey of Constantinople,” *Journal of Ottoman Studies* 39:29–54, and “Urban Map Production in the European Enlightenment: Rome in Context,” in *L'immagine di Roma: Piante di Roma dal Rinascimento ai Catasti*, ed. Mario Bevilacqua and Marcello Fagiolo, 3–13.

ROGER KAIN

On behalf of Volume Five, Kain will be submitting a bid for a paper session at the International Conference on the History of Cartography (ICHC), scheduled for July 2013 in Helsinki (see also page 5). He looks forward to contributing substantive content on nineteenth-century map history at the ICHC, as Volume Five has had to focus on volume design at the past few meetings. The two most recent of these sessions were held in conjunction with the ICA CHoC and at the inaugural meeting of the ISHM. Kain attended the UK National Archives seminar on title maps in February and the Cambridge Seminar in the History of Cartography in May, and he participated in the monthly Maps and Society lecture series at the University of London’s Warburg Institute. (Imre Demhardt, Volume Five associate editor, delivered the March 2012 lecture.)

MARK MONMONIER

Monmonier participated in two conferences commemorating the 500th anniversary of Gerhard Mercator’s birth. He gave the keynote address at Gerhard Mercator: Wissenschaft und Wissenstransfer, sponsored by Stiftung Mercator (Essen, Germany, March), presented at Mercator Revisited: Cartography in the Age of Discovery, sponsored by Universiteit Gent and the ICA (Sint-Niklaas, Belgium, April), and spoke on Mercator’s world map at the March meeting of the New York Map Society. His book *Lake Effect: Tales of Large Lakes, Arctic Winds, and Recurrent Snows* (2012) provided the theme for presentations at the AAG and at the ICA CHoC, and he attended the ISHM. His most recent publication, “The Discovery of Lake Effect Snow,” appeared in the July/August issue of *Weatherwise*.



NEW VOLUME FOUR ASSOCIATE EDITOR: ROBERT KARROW

Bob Karrow’s name is familiar to anyone who spends time in map libraries, researches Renaissance cartography, or attended the blockbuster exhibit, *Maps: Finding our Place in the World*, at the Field Museum in Chicago (2007) and the Walters Art Museum in Baltimore (2008), of which he was a co-curator. Karrow spent forty productive years on the staff of the Newberry Library in Chicago as map cataloger, curator of special collections, and curator of maps. He was integral to establishing the worldwide reputation of that library and its Hermon Dunlap Smith Center for the History of Cartography as a premiere resource for map study. Karrow’s 1993 book, *Mapmakers of the Sixteenth Century and Their Maps: The Cartographers of Abraham Ortelius, 1570*, is a standard reference work for Renaissance cartography based on its reliability and depth of scholarship. His retirement from the Newberry allows him time to join the Project as an associate editor of Volume Four.

The History of Cartography

Volume One (1987), *Cartography in Prehistoric, Ancient, and Medieval Europe and the Mediterranean*

ed. J. B. Harley and David Woodward

Volume Two, Book One (1992), *Cartography in the Traditional Islamic and South Asian Societies*

ed. J. B. Harley and David Woodward

Volume Two, Book Two (1994), *Cartography in the Traditional East and Southeast Asian Societies*

ed. J. B. Harley and David Woodward

Volume Two, Book Three (1998), *Cartography in the Traditional African, American, Arctic, Australian, and Pacific Societies*

ed. David Woodward and G. Malcolm Lewis

Volume Three (2007), *Cartography in the European Renaissance*

ed. David Woodward

Volume Four (in preparation), *Cartography in the European Enlightenment*

ed. Matthew H. Edney and Mary S. Pedley

Volume Five (in preparation), *Cartography in the Nineteenth Century*

ed. Roger J. P. Kain

Volume Six (in preparation), *Cartography in the Twentieth Century*

ed. Mark Monmonier

CONTACT INFORMATION

Department of Geography, University of Wisconsin, 550 N. Park St., Madison, WI 53706-1404
 TEL (608) 263-3992 EMAIL hcart@geography.wisc.edu FAX (608) 263-0762
 URL <http://www.geography.wisc.edu/histcart>

FELLOWSHIPS, MEETINGS, CELEBRATIONS

DAVID WOODWARD MEMORIAL FELLOWSHIP

2011-12: Jeremy Crampton



I am very honored to have been the recipient of the David Woodward Memorial Fellowship in the History of Cartography this year. The fellowship, which I took in May and June 2012 at UW–Madison, allowed me to further my research on the development of cartography during World War II in the United States. The focus of my fellowship was on the role of the country’s first intelligence agency, the Office of Strategic Services, or OSS. This agency contained a very important Map Division, which was headed by Arthur H. Robinson, later to become one of the most influential postwar cartographers in the world. Robinson had about 100 men under him in Washington, D.C., as well as map offices around the world and even attended President Roosevelt’s secret wartime meetings with Churchill in Cairo and Quebec.

Everyone at the History of Cartography Project office (especially Beth Freundlich and Jude Leimer) was very helpful. David Null of the University Archives assisted me with the Robinson papers. At the Institute for Research in the Humanities, which runs the Fellowship, I was very well looked after by Ann Harris and Susan Friedman. Jaime Stoltenberg of the Department of Geography Robinson Map Library helped me with the OSS maps, and Paddy Rourke helped in the department’s Geography Library. Without the very generous support of Art and Jan Holzheimer none of this would be possible—thank you. I also spent a short period at UW–Milwaukee and would like to thank the American Geographical Society Library staff: Susan Peschel, Jovanka Ristic, Angie Cope, Lisa Sutton, Kay Guildner, and Chris Baruth. Finally, I would like to say a very special thank you to Roz Woodward for the time she was able to spend with me.

–Jeremy Crampton, Associate Professor of Geography, University of Kentucky

2012-13: Sandra Sáenz-López Pérez

Sáenz-López Pérez has been selected as the fellow for 2012–13, a year in which the fellowship will diverge from its usual pattern. Sáenz-López Pérez will be curating a map exhibit at the Chazen Museum of Art on the UW–Madison campus. Her project, “Marginalia in cARTography,” will focus on the decorative features often located in the margins of maps, connecting them to both the subject of the maps and their iconographic sources.

Now accepting applications for 2013-14

Deadline to apply is 7 December 2012 for the next available fellowship, which is to be taken any two months between July 2013 and June 2014. This resident fellowship gives scholars an opportunity to research and write on a subject related to the history of cartography in a stimulating academic environment. More information may be found at: www.geography.wisc.edu/histcart/#fellow.

CARTOGRAPHIC CONVERSATIONS

At the John Carter Brown Library ... and online!

Many historians of cartography are familiar with the map collections held by the John Carter Brown Library (JCB) at Brown University in Providence, Rhode Island. JCB is an independent research library focused on the history of the Americas before 1820. In June 2012 a celebration of the 50th anniversary of the JCB’s fellowship program made it clear just how important the library has been as a center for scholarship in the history of cartography. Of the 725 fellowships awarded, over three dozen were specifically given for projects in map history. Recipients include History of Cartography Project cofounder J. B. Harley (in residence in 1965–66), current Project director Edney (2001–2), and contributors to the *History* including Oswald Dilke (1984–85 and 1988–89) and Francesca Fiorani (1994–95). Many other JCB fellows have become attracted to maps while encountering them during their fellowships.

The 50th anniversary conference featured two “Cartographic Conversations” that very much agree with the sensibilities fostered by *The History of Cartography*. In the celebration’s first panel, several current and former map history fellows discussed the connections that they drew, through the JCB’s collections, between particular maps and wider historical themes. Panelists, including organizer Jordana Dym, and eight additional fellows wrote short essays that were published in a special online exhibition with high-resolution images of the relevant maps. (http://www.brown.edu/Facilities/John_Carter_Brown_Library/cartographic/) And check out the exploding compass roses (they are active links)!



Presenters in the JCB's "Cartographic Conversations" panel (left to right): Heidi V. Scott, Jordana Dym (Volume Four contributor), Susan Danforth (JCB deputy librarian and map curator), Carla Lois (Volume Five associate editor), Matthew Edney, and Jack Crowley. Photograph by Margot Nishimura.



Jordana Dym and Matthew Edney at the JCB opening celebration on 7 June 2012.

ICHC HELSINKI, 2013

The next International Conference on the History of Cartography (ICHC) will be held in Helsinki, 30 June to 5 July 2013. Complete conference information is available at <http://ichc2013.fi/>, but an important date to note is **15 February 2013**, the final day to take advantage of early registration and lower fees.

The conference, "The Four Elements: The Essentials of the History of Cartography," will group topics under the general themes of earth, air, fire, and water. Of particular interest to the Project's friends and supporters is the subtheme that addresses the "fire and enthusiasm of collectors." The volume editors, managing editor, and several of the associate editors will attend the ICHC, and—as at prior conferences—will hold an informational meeting to provide an update on the volumes. Even if you cannot give a paper or poster, we hope that you will be able to attend the conference and hear and see the work of others.

To order published books in *The History of Cartography* series, please contact:

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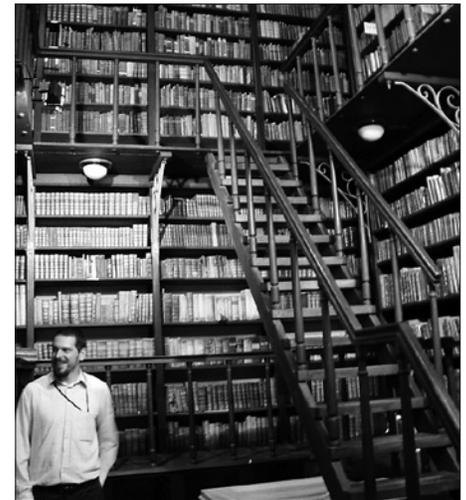
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REPORTS FROM BUDAPEST 2012: ICA AND ISHM

ICA Commission on the History of Cartography

The International Cartographic Association (ICA) Commission on the History of Cartography met in Budapest 28–29 June 2012. Chaired by Elri Liebenberg, with vice-chairs Imre Demhardt (Volume Five associate editor) and Peter Collier (Volume Six associate editor), the meeting was hosted by Zsolt Török at the Department of Cartography and Geoinformatics, Eötvös Loránd University. In line with the commission's current terms of reference, the meeting emphasized modern cartography since 1800, although there were several papers dealing with the eighteenth-century origins of modern mapping. In addition to the chairs and host, participants included several editors and authors already involved with *The History of Cartography*: Edney, Hans-Uli Feldmann, Monmonier, László Zentai, Antal Andréas Deák, and Ferjan Ormeling. Several additional participants are likely to be invited to write for Volume Five. The conference proceedings were distributed on disk, and they make significant contributions to the history of modern cartography. We hope that the essays will be revised for more formal publication similar to the proceedings of previous commission meetings at Utrecht (2007), Portsmouth (2008), and Arlington (2010).



Stacks of the Eötvös Loránd University's main library.

International Society for the History of the Map

The field of the history of cartography made a significant advance in June 2012 with the first symposium and annual general meeting of the International Society for the History of the Map (ISHM), which met in Budapest one day after the ICA conference. The society's mission is to promote the study of early maps by fostering communication through symposia, conferences, publications, and fellowships.

During the morning paper session, Roger Kain addressed the design and current status of Volume Five; Matthew Edney defined "the history of the map" by drawing on the underlying design concepts of the *History's* encyclopedic volumes; and Leif Isaksen demonstrated the value of a digital humanities ap-

proach to map history with his sophisticated analysis of the various sources of Claudius Ptolemy's geographical coordinates. In the afternoon, the society's members formally elected officers: Zsolt Török (Hungary, chair), Sarah Tyacke (UK, secretary), and Sonali Siriwardena (UK, treasurer). The members also elected six trustees: Catherine Delano-Smith (UK), Joost Depuydt (Belgium), Matthew Edney (USA), Thomas Horst (Germany), Gilles Palsky (France), and Leif Isaksen (UK).

With these officials formally in place, the society is properly constituted under the rules of the UK Charity Commission. This means that it can now expend revenues (e.g., to refine its website) and can enter into agreements. In particular, the ISHM has arranged with both Imago Mundi, Ltd., and Taylor & Francis that society members, and especially student members, will receive discounted personal subscriptions to *Imago Mundi*. The total cost of society membership with a journal subscription will now be lower than the standard subscription rate! (The journal discount will be available later this year for new and returning ISHM members registering for 2013.) Many thanks to the directors of Imago Mundi, Ltd., for making this possible.

The next annual general meeting of the ISHM will be held on 30 June 2013 in conjunction with the ICHC in Helsinki. Perhaps by then there will be resolution to the friendly debate that arose at the Budapest meeting regarding how to refer to the ISHM when speaking. The default position is simply to say each letter of the abbreviation, as one does for "i-c-a" and "i-c-h-c." But a strong challenge was made by one of the trustees, who called the society "ish-map." This expression might catch on, but to some it seems too reminiscent of the famous opening of the great American novel, *Moby Dick*!

More information about the ICA CHoC is available at <http://www.ichahistcarto.org> and about the ISHM at <http://ishm.elte.hu>.

DARE REACHES "Z"

The *Dictionary of American Regional English* (DARE, see <http://dare.wisc.edu/>) is a multivolume reference work that uses face-to-face interviews conducted in the United States from 1965 to 1970 and written materials, such as diaries and newspapers, to document regional pronunciations, variant forms, some etymologies, and distributions of words and phrases. A striking feature of DARE is its inclusion of selected maps that show where words were used in the 1,002 fieldwork sites.

The History of Cartography Project shares many traits with DARE, which is also a research and publication project based at UW–Madison. Staff from the two endeavors have benefited from sharing information, successes, and challenges for decades.

In March 2012, with the print publication of the fifth volume in its series, DARE achieved its goal of moving "Onward to Z!" Beth Freundlich (project manager), Helen Aguera (program



Photograph by George Hall.

officer, National Endowment for the Humanities), and Jude Leimer (managing editor, not pictured) were among the many guests who enjoyed an evening at the DARE celebration, suitably termed a "shindy."

Shindy: a regional term used most frequently in the South Midland and New England regions, dating back to 1821. "A party or gathering, esp a noisy one with dancing; a spree, shindig."

TALES FROM THE EDITOR

VOLUME FOUR EDITOR MARY PEDLEY WRITES...

A particular pleasure of my association with *The History of Cartography* has been exposure to the large and rich bibliography that each entry in the volume incorporates. There is no doubt that an increase in map research in the past thirty years has led to a virtual explosion of books and articles concerning maps in their full contexts. Much of this research hails from Europe where the numerous collections of national and provincial libraries and archives hide many treasures (the discovery of a new set of Waldseemüller terrestrial globe gores bound between two early

sixteenth century books on optics at the University of Munich is a case in point). Digitization and online access is rapidly making these collections more widely available.

Digitization has also provided new possibilities for reproducing maps. This has, thankfully, encouraged production



of a plethora of books cataloging and contextualizing maps held by a wide variety of institutions. It is a joy to be at one's own desk and enjoy an archival collection between the two covers of a book, especially when excellent images are accompanied by well-written essays explaining the contents of the maps and the contexts of their production.

We are very fortunate at the Project to enjoy the friendship of our authors, whose gifts of time and effort already make their contributions valuable. Their generosity extends to sharing with us their published works, often sumptuous in presentation. I have received numerous books that cover topics related to Volume Four, many of which would be difficult to obtain in the United States. In Europe, substantial scientific publications of archival collections and library

exhibitions are often sponsored in conjunction with other state and private institutions (some nations require their financial institutions to devote part of their profits to cultural endeavors). The results are seen in publications of high quality: fine color reproductions of rare items, densely-imaged texts, proceedings of scholarly conferences with maximum-quality illustrations, and thoroughly-researched accompanying essays.

Such publications make my editorial work much easier; the maps cited in Volume Four become accessible for study, and the commentary provides context and recent scholarship on the maps. Furthermore, these books look wonderful on the bookshelf where they stand as sturdy symbols of the friends and colleagues who make our volumes possible. Many thanks!

PROJECT NEWS

STAFF NEWS

The History of Cartography Project said goodbye and good luck to Jed Woodworth, a graduate student reference editor who had been with the Project since 2002. As he completes his dissertation on Horace Mann and American education in the UW–Madison History Department, Jed is starting work as an historian with the Church of Jesus Christ of Latter-day Saints in Salt Lake City, Utah. His position with the Project has been filled by Paul Hansen, a dissertator in the UW–Madison English Department, whose research focuses on late-twentieth century American fiction, film, and critical theory. With best wishes for the future, we extend our thanks to Jed for his excellent work on Volume Four and Volume Six manuscripts and welcome Paul to the team.

FUNDING NEWS

This summer, the Project submitted a major proposal seeking funding from the National Endowment for the Humanities (NEH) for the period July 2013–June 2015. Competition for such support is intense, yet the agency has fewer resources to distribute each grant cycle. Should our proposal be successful, any offer made will include a provision for matching funds—the federal support that only becomes available if we raise an equivalent amount of private funding.

We are indebted to our home institution, UW–Madison, which is doing everything it can to preserve what one dean referred to as “a gem” in the research community of this campus. During preparation of the new proposal to NEH, members of the UW Advisory Board on the History of Cartography aided our (ultimately successful) effort to seek a continuation of institutional support from the UW for two graduate student project assistant positions through June 2015. Members of the UW Advisory Board also played a major role in helping Project director Matthew Edney gain access to the Graduate School's annual funding competition, and the Project submitted a proposal in mid-September.

HOW YOU CAN HELP

Over the next year the Project will enter critical stages for each of the final three volumes, and your contribution will make a difference.

Your donation will help Volume Four with translation, will support its associate editors, and will purchase some of the volume's 1,000 illustrations. Your investment in the Project will be of great use as we begin editorial work on Volume Five. Volume Six requires your support to manage the many processes necessary to turn a manuscript into a publication.

Even if NEH provides some support, we will need your aid—only private donations release federal matching dollars. And, when a five-year award from the National Science Foundation expires soon, your gift will play an essential role in maintaining continuity in the Madison office.

We hope you will consider making a generous gift this year. We understand that support for the arts and humanities often competes with other worthy causes, especially in times such as these. However, the stability of the Project and the pace at which we can complete the remaining volumes is at stake.

Please consider making a donation to the Project now. For your convenience, a mail-in envelope is enclosed in this newsletter. It also provides information on how to place an online donation or make a gift by phone.

Many thanks to those of you who have brought us this far; we hope you will continue your support. For those friends who have never made a gift, we welcome you to make a contribution in this critical year. Gifts of any size are welcome and appreciated. Thank you for your consideration.

The History of Cartography Project
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University of Wisconsin
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Please don't overlook the donation reply envelope we have enclosed in this newsletter. The Project will not clutter your mailbox with any other requests for support in 2012, so we ask that you take a moment now to consider making a contribution. Inside you can learn

more about how you can make a difference. Donations of any size are welcome and appreciated; support from friends of the Project has a significant impact on our work. Enjoy the newsletter, and accept our sincere thanks for your interest in the History of Cartography Project.

P.S. Gifts may also be made via our partner, the University of Wisconsin Foundation, at supportuw.org/giveto/histcart or by phone at 1-800-443-6162 or 608-263-4545. **Please consider making a donation now.**