OS MAP MARKETING EPHEMERA BEFORE 1918
by Tim Nicholson

In the 20 years after the First World War, the Ordnance Survey went out into the market place and began to sell its maps as never before, creating a mass of its own marketing ephemera - leaflets, point of sale advertising, posters, attractive, easy-to-read lists of products, and so forth. In the previous 25 years comparatively little such material had been seen; and before that, it had been virtually non-existent. For proper understanding, it should be looked at in the context of general OS sales and marketing policy.

Until the 1890s the OS did not regard it as any part of its function to persuade the public to buy its products. Advertising by the OS came early but was rare. The reason was clear. The soldiers at Southampton ran a Government surveying, printing, and publishing operation. They took no part in selling their product: they had no commercial experience, connections, representatives, or one suspects, inclinations. The work was given to appointed agents - commercial map distributors such as booksellers and stationers who might deal in anyone’s maps if the terms were right. Still less could Royal Engineers be expected to have the promotional skills of advertising men and until 1918 they did not employ any. The agents were expected to do the advertising. When in the 1890s a change of attitude began to appear - so spasmodic and hesitant a process cannot be called change of policy - it was slow, possibly half-hearted, and certainly untutored.

The paper ephemera of the OS - or rather, its scarcity - reflects the pre-1918 picture faithfully. The publishers and booksellers Longman & Co. issued leaflets while they were OS agents, and a few from the 1850s and 1860s have survived. These were probably inserts in magazines or books rather than 'handouts', accounting for their survival. By the middle 1890s Edward Stanford was the sole England and Wales agent. He described three kinds of promotional matter he used at the time: the Résumé of the Publications of the Ordnance Survey of England and Wales, which was a potted catalogue in
booklet form; a monthly list of new OS publications; and a little booklet
written for him by Colonel R.H. Stothard, Director General of the Survey
from 1883 to 1886, entitled How and Where to Obtain Ordnance Maps of the
United Kingdom. All were free. Between 1883 and 1896, around 146,000
copies of the Résumé were distributed.

The occasion was a March, 1896 sitting of the Board of Agriculture Committee
on the Sale of Ordnance Survey Maps, before which Stanford was a witness.
This committee was itself the last link in a chain of events that had been
set in motion six years earlier. In 1890 Henry Crook, a civil engineer,
had launched the first of a series of well-informed, well-aired, public
attacks on what he regarded as the Survey's lack of concern for the needs of
the map-buying public; which was, he said, in start contrast with commer-
cial map publishers' dedicated and profitable devotion to them. OS maps
were out of date, and they were too expensive. It was hard to distinguish
between features, because they were all in black. There was a call for maps
centred on populous localities (what would later be called district maps).
The public knew little about what OS maps were available; and even when they
found out, it was very difficult to get hold of them. Because there were
no 'sale or return' trade terms the trade (with the exception of a sole
agent, who alone kept a limited stock and wholesaled to other outlets), held
no maps. They could not be bought over the counter, nor even inspected
before ordering. The customer paid cash with order.

A general debate ensued, involving the Director General, the map trade,
leaders in The Times and the War Office. A military committee, meeting in 1892,
produced proposals for the One Inch Map the Army would like to see. These
would inevitably affect a new general map, since there could not well be two,
and the Army ran the Ordnance Survey. The military agreed with Crook on the
need for a coloured map.

Out of the debate grew the wide-ranging Dörington Committee of 1892 - the
Board of Agriculture Committee on the Condition of Ordnance Survey. Its
recommendations formed the basis of Ordnance Survey publishing policy for
the next 40-odd years. As far as the physical shape of the small scale maps
was concerned, they prescribed the essentials of the modern product - a map
folded conveniently for the pocket, printed in colours, and available in
district as well as standard sectional form for the best-selling areas, so
as to attract both locals and tourists.

The Committee of 1896 addressed itself principally to the more limited
questions of the terms of sale and the distribution of OS maps. Among
its other recommendations, the existing system of sole agents through which
every order had to come was to be replaced by a network of local agents in
major towns and cities. From them, obsolete stock or mistaken orders could
be returned. It should be possible to order maps through main post offices,
HOW AND WHERE TO OBTAIN
ORDNANCE SURVEY MAPS
OF THE
UNITED KINGDOM

PUBLISHED UNDER THE DIRECTION OF
COLONEL R. H. STOTHERD, R.E.,
DIRECTOR-GENERAL OF THE ORDNANCE SURVEYS.

WITH
A DESCRIPTION OF THEIR SCALES AND CHARACTERISTICS.

ALSO:
DIAGRAMS AND EXPLANATORY NOTES
FACILITATING REFERENCE WHILE USING THEM.

EDWARD STANFORD, 55, CHARING CROSS,
LONDON, S.W.
Sole Agent for Sale of the Ordnance Maps for England and Wales.

Cover of Stanford Resume

Stanford booklet by Colonel Stootherd
where there was no agent; and all local booksellers were to be encouraged to offer the same service.

We are concerned here only with a very minor by-product of the Committees: the paper ephemera resulting from their endorsement of the last two of Crook's complaints listed above. It was a short step from a new-found care for the public's requirements in the matter of the presentation of a map, to bringing the map to the notice of the public and telling them how to obtain it.

The Dörington Committee recommended that the OS should produce a pamphlet telling customers where to get maps, listing maps and their prices, illustrating conventional signs, and including index diagrams. Four years later nothing had been done to implement the suggestion, because, the Director General said no-one at the OS could agreed on the form the pamphlet should take.

In some of its recommendations, the Committee of 1896 deliberately exceeded its brief. Repeating its predecessor's injunctions, it pronounced in favour of coloured and folding maps, district maps, and an explanatory pamphlet. This should be priced at sixpence. It should be backed up by a free 'explanatory memorandum' with less detail, and by 'handbills and notices' showing where maps could be obtained. At the post offices where maps could now be ordered, specimen maps sheets, indexes, catalogues and pamphlets should be on view; and notices displayed explaining how to order maps.

These proposals were clearly inspired by the publications of Edward Stanford. It is uncertain how much of the material was eventually published: some certainly was though almost nothing seems to have survived. We know that Colonel D.A. Johnston, Director General from 1899 to 1905, himself wrote the recommended pamphlet: *Ordnance Survey Maps of the United Kingdom: A Description of their Scales, Characteristics etc.* It was reissued in revised form in 1908.

By early 1897 post offices had been issued with an explanatory pamphlet - presumably Johnston's - and indexes to the maps of the districts where the offices were situated. By 1901-2 framed specimen maps had been hung up in post offices, to help generate sales; and two years later it was noted that specimens had been distributed to agents and booksellers.

'Great pains' were taken to advertise the new coloured maps by means of 'press notices, leaflets, publication reports etc'. This is not as impressive as it sounds. Press advertising was in government publications only - advertising in the national, public press was still the province of the agents, and only some did it. When in 1906 the system changed again and T.Fisher Unwin became sole agent for small scale maps, he did advertise, but only in his own journals. Publication reports were updates of the OS Catalogue, and
were reference tools available only to the trade. Sales of the coloured map were consistently disappointing.

By 1904-5 a leaflet describing all the principal maps was being freely distributed. This may have been the 16-page so-called 'leaflet' distributed to the trade (not the public) and criticised ten years later as being too comprehensive and difficult to use.

In 1909 nearly a quarter of a million copies of a four-page leaflet advertising large scale maps were sent to all occupiers of 20 acres or more of land, resulting in 6648 enquiries and sales to the value of £612 in 1909-10. The campaign was accounted a success, and the leaflet was reprinted. One wonders if, in fact, it can have made money, taking postage into account.

None of the promotion described - let alone the other, grander measures - had a detectable effect on OS sales overall, which after a brief surge were static in the 1904-8 period, and then declined. Part of the problem was that, perhaps because of lack of national advertising, customers did not realise that they could buy from outlets other than sole agents, and still went to the known names in London, Edinburgh and Dublin. Colonel Johnston put his finger on the main difficulty: "There is little doubt that the public likes to see a map before buying it". By August 1902 he had put stocks of folded maps into 25 post offices; but even this very tentative experiment ended when in 1906, owing to abjectly low sales through post offices, maps ceased to be obtainable through them.

In his valedictory Report of 1905, Johnston emphasised the need to persuade booksellers large and small, and also railway bookstalls, to carry stocks of maps. By 1914 T.Fisher Unwin had contracts with 2263 booksellers, and had got OS maps into W.H.Smith's railway bookstalls; but this did not affect sales sufficiently to save him being sacked as sole small scale agent in the same year. A further problem was thrown up by the 1914 Departmental Committee on the Sale of Small Scale Maps. OS map covers were unattractive; the flimsy paper envelope in which the map displayed (when it was displayed) discouraged examination; and when this was discarded the map got dirty easily, causing the vendor to withdraw it from view.

Clearly, until the public could both see maps and obtain them readily across the counter, no amount of inducement by way of leaflets, pamphlets, advertising and so forth was going to boost sales. But in order to achieve this - to make maps accessible - trade terms had to be made more attractive. Terms, accessibility and promotion went hand in hand.
The 1914 Committee recognised the truth of this. While wary of broadening the OS definition of 'sale or return' beyond the acceptance of obsolete stock and mistaken orders, it conceded that the Survey should do so if a valuable source of revenue such as railway bookstalls could not be tapped in any other way; and it recommended that the existing terms should be extended to all outlets. More attractive and durable covers should be introduced; and the now more visible and obtainable product should be much more widely advertised, both in the press and by means of leaflets. In future, instead of being one stage removed from the selling and marketing operation, the OS should take over wholesaling to all outlets from the agents, and should do its own advertising. The result of these measures - increased sales, the famous covers of the 1920s and 1930s, the large amount and great variety of OS marketing ephemera - is familiar to all students and collectors.

Recorded OS Marketing Ephemera 1897-1914


1896-7 Local indexes for post offices

1901-2 Framed specimen maps for post offices; extended to agents and booksellers 1903-4.

1901-2 Leaflet describing coloured maps (and possibly other maps too).

1904-5 Leaflet describing all principal OS maps. Probably different from the above.


Notes
1. See Sheetlines No.7
2. See Sheetlines No.12, cover
3. The successful commercial artist Ellis Martin seems to have been the first: see Sheetlines No.6
4. Not, significantly, for the Ordnance Survey.
7. Report, Departmental Committee on the Sale of Small Scale Maps, 1914. When combined with a 21-page index, the 'leaflet' became the Summary of Publications, a potted Catalogue.
8. Small scale sales experienced modest growth until 1913; then fell away
9. Report of the Progress of the Ordnance Survey 1902
ONE INCH SEVENTH SERIES MAPS - A PRELIMINARY LISTING OF COVER DESIGNS
by Michael Broome

Introduction
In the 22 years between the first issue of the 7th Series 1" maps and the appearance of its successor in 1974, considerable changes were made to the design of the covers. The following notes, derived from a study of a small collection of the published maps, describe the developments in design in chronological order and may illuminate a somewhat unrecorded area of map production.

Description of Designs
The original buff and red card cover first used in 1952 and in many ways similar to that of the New Popular Edition, had two major changes before it was replaced by a completely new design. In 1960 the length was increased to accommodate a reduction in the number of horizontal folds of the map. From 1963 this type was produced with a plastic film covering the outer surfaces as used for the newly designed red cover introduced in the same year. These types have been called A, B, C and D.

Type A
Labelled in red ONE-INCH MAP OF GREAT BRITAIN, the front cover is otherwise printed in black on a buff card with red margins at the top and bottom. The information given follows the 6th Edition but the redesigned and emasculated Royal Arms appear in a plain rectangle rather than a red circle. In spite of the designation of "Great Britain", separate arms are used for the Scottish sheets with the words ORDNANCE SURVEY placed below the rectangle. Prices are quoted as four shillings on paper and six shillings on cloth. The spine of the cover gives the name and number of the sheet and identifies it as part of the "1" 7th Series". The words are designed to be read from the back of the cover, as on the 6th Edition.

The back cover itself has a redrawn map of Great Britain at a scale of 100 miles to the inch entitled "One Inch" Ordnance Maps of Great Britain and with the 7th Series sheetlines shown for England and Wales. The overlaps are picked out in red as are the sheet numbers of the Scottish Popular Edition Sheets although the edition is not stated. There is a footnote stating "These maps are obtainable from Ordnance Survey Agents and from most booksellers". Mail orders must state whether the "England and Wales" or "Scotland" series is required although nowhere on the cover or on the map itself is the relevant series identified. "Crown Copyright" is "Reserved" and the map is "Printed and published by the Director General of the Ordnance Survey, Chessington, Surbiton, Surrey, by authority of the Ministry of Agriculture and Fisheries".
The inside of the covers has a description of the National Grid and a
diagram drawn at 1:9 million showing the figures "formerly" used to design-
ate the 100 km squares and the letters "which are now replacing the
figures". The text notes that "the 1-inch map will in future provide an
index to Ordnance Survey maps and plans at scales larger than 1:25000..."
and refers to a booklet available from HMSO at York House, Kingsway, WC2
at a cost of 1/3d. The size overall the folded cover is 127 by 196 mm
(5" x 73/4").

Type A has four varieties:-

   A1    as above

   A2    as A1 except for the back cover. This now shows the 7th Series
sheets for Scotland in black with the old Popular sheets in red.
A note is added explaining this, adding that "the Seventh Series
is gradually replacing the Popular Edition of Scotland and the
New Popular of England and Wales". It also states that the New
Popular sheetlines and numbers are the same as those of the
Seventh Series. The advice in the footnote to specify the series
required, is now omitted. Surbiton is dropped from the O.S.
address but MAF is now "and Food".

Type A2 has two subtypes:-

   (i) as above

   (ii) as above but printing codes in black on the strip attaching
       the cover to the map. Codes noted range from 1-57.-E to
       2-58E (the hyphens are sometimes omitted)

   A3    As A2 (ii) but prices increased by 6d. to 4/6 and 7/-.
       Printing codes noted at 5-58E and 6-58E.

   A4    As A3 but inside the cover the National Grid letters now
       "have replaced" the figures. Printing codes 2-59-E to
       10-59-E and 1-60-M, the latter inverted to read upwards from
       the bottom of the cover.

Type B .

A longer cover than type A by 20 mm to enable it to contain the map with
a single horizontal fold. The opportunity was taken to tidy up the confusing
back cover and to include notes of the Tourist Maps available. The title is
expanded to "ONE-INCH"SEVENTH SERIES/ORDNANCE SURVEY MAPS OF GREAT BRITAIN
and the Popular Edition sheet lines are omitted. The notes, now in red,
say that the Seventh Series has almost replaced the Popular and New
Popular editions and is available for the whole of Great Britain,
"except for Shetland Islands and part of south of England. The Seventh Series is expected to be completed and published during 1961. The footnotes are also slightly changed to read " Crown Copyright" and "Made and Published by...". A new note in red advises that "One-Inch Tourist Maps based on Seventh Series material have also been published for the following areas: Lake District, Peak District, North York Moors, and Lorn and Lochaber (covers Oban to Ben Nevis)".

Type B has six varieties:

B1  As above. Printing code 4-60---M (reversed as in type A4)
B2  As B1 but prices 5/6 and 7/6 and the list of Tourist Maps on the back now includes Wye Valley and Lower Severn, Loch Lomond and Trossachs. Printing code M 7-61 reading from the top down. The lettering on the spine has become thin and sans-serrif and the booklet on the National Grid now costs 1/6.
B3  As B2 but all reference to the published progress of the Seventh Series has been omitted. Printing codes M5-62, 3 63 M, 10-62-B. K 2-63.
B4  As B3 but with several minor changes. On the front the prices, now increased to 6/6 and 8/6, are shown in the bottom right hand corner instead of below the title, with the descriptions 'Paper' or 'Mounted on Cloth' on the left. On the back, all reference to MAFF is dropped and the sequence of Tourist Maps is changed to run roughly from north to south. A new map for the Cairngorms is included and the Lorn and Lochaber map is renamed Ben Nevis and Glen Coe "includes Lorn and Lochaber". Reference to Seventh Series material is deleted. On the spine the lettering is changed to read from the front of the map and the simple description 'One-inch' replaces the previous '1' 7th Series'. The diagram inside the front cover now makes no reference to the old numbered 100 km squares. No printing codes have been recorded for this variety.
B5  As B4 but the list of Tourist Maps is now in alphabetical order and includes Cambridge. Some covers have printing codes

Type B5 has two subtypes:

(i) notes on the back in red. Printing codes K-10-65, B--8--65 and B-11-65
(ii) notes on the back in black. Printing code B-11-65.
B6  As B5 (ii) but the front no longer gives the dates of revisions and publication. The back now states that "Sheets 138 and 151 are now combined and are published as a single sheet numbered 138/151". Some covers have printing codes.
Type C
These covers are the same design as type B but have been laminated with clear plastic on the outside.
Four varieties are known:

- **C1**  As B6 except for the laminate. Notes on the back cover map are now in red. Printing codes B-5-66 and E-5-66.
- **C2**  As C1 but New Forest added to the list of Tourist Maps. Inside the cover the price of the booklet is increased to 2/- Printing code E-4-67.
- **C3**  As C2 but the Stationery Office address is now First Avenue House, 49 High Holborn WC1. Printing codes range from B-6-66 to M 7 67 to =====
- **C4**  As C3 but Director General now at Southampton instead of Chessington. The list of "One-inch Tourist and Special Maps" omits Wye Valley and Lower Severn but adds Dartmoor, Exmoor and Greater London. No printing codes recorded.

Type D
Design completely changed and all reference to Seventh Series omitted. Front now mainly red with a little white. Printing in black stating 'Ordnance Survey One-Inch Map' and giving the sheet number and title. The key map is enlarged to a scale of c. 1:370,000 and fills over half the cover. The price is shown without reference to the type of mounting but is unchanged at 6/6 for paper. The OS logo is reproduced in white. The back cover is headed 'Index to One-Inch Series' and the redrawn outline map is wholly in red at an unstated scale of c 1:8 million. The footnotes are unchanged but the list of Tourist maps, now in black, adds Snowdonia National Park but deletes the reference to Special Maps. The spine is unchanged except that 'One-Inch now uses a capital I. Inside the cover the diagram of the National Grid has been enlarged and the text revised. Printing codes are not used for this type.

Six varieties are known, three of which are merely price changes.

- **D1**  As above
- **D2**  As D1 but price (for paper) increased to 8/-.
- **D3**  As D1 but price shown as 8/- (40p)
- **D4**  Front as D1 but price 40p. On back the outline map has reverted to white on a pink background and the © has been omitted from the footnote.
- **D5**  As D4 but price now 44p. Cambridge deleted from the list of Tourist maps. Inside, the information about the National Grid is replaced by details of the main small scale OS maps available
- **D6**  As D5 but price now 50p.
BRITISH-PRODUCED 1:63,360 MAPPING IN IRELAND, 1922-1985
by Richard Oliver

No sooner had I submitted my piece on mapping in the Irish republic, which included an index to the projected pre-1922 1-inch "Large Sheet Series", than Richard Dean reminded me that there was an Irish 1" L.S.S. which did reach fruition - GSGS 4136. It seemed a good idea to provide an index to, and some notes on, what must surely be the least known of all British 1-inch series, and also not to let the passing of the Ordnance Survey of Northern Ireland (OSNI) 1-inch 3rd Series go unremarked on. I must say straightforwardly that this present paper is not as well documented as would be ideal, and is largely an outsider's view. However, a casual remark to Brian Garvan resulted in his supplying me with a copy of a paper on GSGS 4136 prepared by Susan Hall, and this kindness has saved me from several gaffes. Even so, there are still gaps to be filled, and I hope that anyone able to supplement the details given here, particularly for the OSNI productions will come forward. Although the development of civil and military 1-inch mapping in Ireland appears to be somewhat less interdependent than is the case in Britain, I think that a roughly chronological treatment will be found most satisfactory.

The provision of civil 1-inch mapping in Northern Ireland between 1922 and the later 1930s followed the same pattern as in the Free State, in that pre-1922 printings of the Irish small sheet series (SSS) continued to be sold; folded copies of the coloured format were issued in plain brown covers. I have been unable to discover what provision was made for a military 1-inch of N.I. in 1922-32, but it is possible that the "Provisional Military" addition (black outline and red contours) of the SSS continued in use, possibly overprinted with the Irish Grid.

In 1931-2 military mapping of N.I. was reorganised, with the production of GSGS 3917, which covered the whole of the province in 21 sheets, most of them SSS amalgamations. There were two groups of sheets. Five were produced in colour, in a style closely similar to contemporary printings of GSGS 3907, (the military version of the English Popular), with black outline, reddish contours, water in two blue printings, sienna road fill, and purple grid; the other 16 were in black outline, with purple grid. The sheet indexes on the coloured sheets gave no hint of the 16 black outline sheets, and vice versa. Of the five full-colour sheets, "Belfast" was a revamping of LSS 16/17 of 1918, "Londonderry" and "Armagh" duplicated outline coverage, "Lough Swilly" corresponded to a coloured SSS combined sheet, and "County Down S.E." managed to miss fitting with "Armagh". (See Fig.1 and Appendix 1.)
Fig 1 (LEFT) ~ G.S.G.S. 3917
Fig 2 (BELOW) ~ G.S.G.S. 3943
Scale for both diagrams: 1:498,560
(For explanation of numbers and abbreviations,
see text. Small Sheet lines are pecked.)

ORDNANCE SURVEY
of NORTHERN IRELAND
1:63,360 "Popular Edition"

Fig 3 ~ Original sheetlines, showing
relationship to Irish 1" small sheet series
Small sheet numbers are italised, thus.....72
Scale of diagram: 1:498,560

Fig 4 ~ (LEFT) Layout of published:
sheets, related to the Irish Grid
Scale: 1:3,550,000

Fig 6 ~ (BELOW) ~ O.S.N.I 1:63360
"Third Series" ~ Scale: 1:700,000
Fig 5 - G.S.G.S. 4136 - Ireland, 1:63,360, "Large Sheet Series"
In 1933, GSGS 3943 appeared, consisting of two sheets, "Cork" and "Bantry Bay", (see Fig 2 and Appendix 1). Both were in black outline with purple grid: "Cork" economised by using the black plate of LSS 80, and thus omitted water features. Such coverage of the Irish Free State is explained by the retention by Britain of several naval bases, relinquished in 1938.

In 1935, civil 1-inch mapping of N.I. took a new turn with the appearance of "The Mourne Mountains", which described itself as "Popular Edition". Despite this, it was stylistically more in line of descent from the three published sheets of the Irish LSS, being layered, (but not hachured), and thus differed strikingly from its British 1-inch counterpart. It was made up from four SSS sheets, and the joins showed, and economy was also apparent in the depiction of new woodland areas by green tint, without underlying tree symbols, and in the statement that the sheet had been revised in 1912, and partially revised in 1935. An unusual feature was the sheet of town plans inside the back cover. The specification is summarised in Appendix 2, as type A. Like all OSNI coloured sheets, it was printed at Southampton.

The public evidently liked the sheet, as the original printing of 750 copies was supplemented by a reprint of 2500. Perhaps this encouraged OSNI. At any rate, in 1937 there appeared the first numbered OSNI 1-inch Popular, sheet 7, Belfast. Or perhaps renumbered would be a better way of putting it, as sheet 7 was merely LSS 16/17 in a new guise, and looked like it: some of the black-plate detail, e.g. foreshore ornament, was badly worn. The specification was amended somewhat from that of Mourne Mountains; the marginalia included an index showing a 12-sheet layout for the series, with sheet 12 co-extensive with Mourne Mountains, (see Fig.3, and Appendix 2, type B). By 1940, four more sheets (1, 2, 4, 10) had appeared, incorporating further specification changes, (types C and D), and an altered sheetline layout, in 11 sheets, (see Fig.4). No further sheets were published until the late 1940s, but in 1943-4 sheets 2, 4, 7 and 10 were reprinted, in full colour. At least some of these sheets were issued in the bender fold.

Though the Irish Free State was neutral in World War II, that was no guarantee that it would be left unmolested, particularly if Great Britain were to be invaded. The Nazis produced 1:250,000, 1:100,000 and 1:50,000 mapping of Ireland, (the 1:50,000 probably very incomplete), and the British produced mapping at 1:25,000 (GSGS 3906, direct photo reductions from 1:10,560), 1:63,360, (GSGS 4136), 1:126,720 (GSGS 4127) and 1:253,440 (GSGS 4142). All of these, save GSGS 3906 and 4136, were based on existing sheetlines. GSGS 4136 developed into the most obviously "new" war-
time topographical maps of the British Isles, and, indeed, was the
first completed 1-inch map to be laid out on a metric grid, (see Fig.
5); all previous Irish 1-inch series had reflected the SSS sheetlines,
and the 1-inch New Series cast a long shadow in Great Britain.

GSGS 4142 was described as "Ireland- Large Sheet Series", and the sheets
were numbered from 301 to 376, presumably so as to minimise confusion
with earlier Irish 1-inch mapping. GSGS 4142 developed very quickly.
Printing of the first edition, (black outline and grid, red grid figures),
began in July, 1940, and by the spring of 1942 the Third Edition was in
production. (Sheets of the first two editions are rare, no doubt because
they were superseded very quickly). By 1943, the series was being printed
in four separate formats: (1) standard 5-colour, non layered; (2) with
purple bog overprint; (3) with orange layers; (4) showing training areas,
(see Fig.5 and Appendix 4). Thereafter, GSGS 4136 was not developed
further, but it remained current for many years, sheets 313 and 314
being reprinted as recently as 1962.

GSGS 4136 was apparently undertaken by first revising and correcting the
component SSS sheets, and then assembling them on the new sheetlines: this
times shows through in the drawing of the grid lines. The standard
and methods of revision need further investigation, but casual study
indicates that around Belfast new suburban development was incorporated,
and that sundry revisions were undertaken in the Free State, e.g. a
"Disused" annotation against closed railways, (examples in sheets 341, 357,
374, 376). On the Dublin sheet (345), pre-war suburban development is not
apparent, but Ballydonnel aerodrome and the then newly-completed reservoirs
near Blessington appear; on sheet 352 Shannon Airport appears, complete
with approach roads. All sheets of the Third Edition bear a note that the
road classification has been revised to 1.1.42. This is in marked con-
trast to most European GSGS mapping, which usually carried a warning that
the road classification was not based on reconnaissance. In Ireland, evid-
cently, it was: one wonders how it was done. Other notable features
include the renewal of some of the lettering for town and village names,
and the interpolation of contours at 1125, 1375, 1625, &c feet. There are
a few omissions: e.g. the Blasket Islands from sheet 362, and part of the
Wicklow coast from sheet 355.

Publication of the OSNI 1-inch Popular resumed (at least nominally) in
1948, and was belatedly completed in 1950. The 6 post-war sheets, (3, 5,
6, 8, 9, 11), all bore the imprint "Provisional Edition", indicated the
Irish Grid by means of marginal ticks, and were issued in an eccentric
variant of the bender fold, (see Appendix 2, type E). The provisional"
element was presumably something to do with their having been revised back in 1938, but there was nothing "provisional" about their appearance: apart from the harmonious effect of having all the layer tints in shades of browns and yellows, (a characteristic also of the pre-War Populars), the black plate was of a sharpness and crispness unequalled by similarly copper-plate-derived British small-scale maps. "The Mourne Mountains" was reprinted c.1947, but was supplanted by sheet 11 in 1950. All the numbered Popular sheets were published in both outline and coloured forms, and between 1947 and 1950 all were published showing land-use, based on a pre-war Land Utilisation Survey of Northern Ireland.

In 1953-58 sheets 7, 10 and 11 were revised and republished, minus the "Provisional Edition" imprint, but embodying further specification developments, (Appendix 2, types F, G, H). The other sheets were presumably reprinted as need arose, but few examples have come to light so far. Appendix 3 summarises known OSNI Popular publication and reprinting details.

In 1960 the first sheet, No.3, Mid-Antrim, of a 1-inch "Third Series" appeared. The sheet lines were rearranged to fit onto the Irish Grid, (fig 6), but otherwise the design suggests carrying on the Popular by other means, with a specification that would remain almost unchanged for 20 years, (see Appendix 2, types I and J). The black plate quality was not as good as that of the "Provisional" Populars, (presumably the result of duplicating the negatives), and some of the engraved lettering was renewed in Times monotype, (an example copied by the O.S. of Ireland). All sheets appeared in black outline and in colours; in addition, there was a layered military version, (series M.723). Rather oddly the bender fold was abandoned, and the pre-War method reverted to. Although all sheets were revised prior to publication, intermediate revisions continued to be made, in a more extensive manner than on the British 1-inch and 1:50,000 maps of the period: there is a particularly felicitous example on the 1979 printing of sheet 2, which was the last sheet of the series to be reprinted prior to its replacement by the 1:50,000. (Publication and reprints are summarised in Appendix 5.)


Acknowledgements are due in particular to Brian Garvan and Susan Hall,
and also to Professor John Andrews, John Beer, Peter Clark, Francis Herbert, Richard Howarth, Guy Messenger, John Taylor, the late C.L. Wykes, and the staffs of the British Library, Royal Geographical Society and Freeman Library (Dublin), without whose (sometimes unconscious) assistance, comments, remarks and map-production this paper would have been at least different, and perhaps unwritten!

Appendix 1

(1) GSOS 3917. Sheets probably identified by name; bracketed numbers are those of component 1" small sheets.
(A) Sheets in full colour: Belfast (28, 29, 36, 37, 38); County Down S.E. (48, 49, 60, 61); Armagh (47); Londonderry (11, 12, 17, 18, 713, 19); Lough Swilly (1, 5).
(B) Sheets in black outline with purple grid: Moville (2, 6); Ballycastle (8); Buncrana (11, 17); Donegal (12, 18); Ballymoney (7, 13, 19); Cushendall (14, 20, 21, 28, 29); Donegal (23, 24, 31, 32); Newton Stewart (25, 33); Sixmilecross (26, 34); Cookstown (27, 35); Swanlinbar (43, 44, 56); Enniskillen (45, 57); Monaghan (46, 58); Newry (47, 48, 59, 60); Dundalk (70, 81); Clougher (71, 72, 82).
(2) GSOS 3943: Cork/"Sheet 80" (175-6, 186-7, 194-5, 201-2); Bantry Bay, (191-2, 198-9, 203-4).

Appendix 2

O.S.N.I. 1:63,360 "Popular Edition" - specification changes. (This is intended as a rough guide only, and is probably subject to amendment.)
A - 1935 - Conventional sign panel (CSP) generally as for 1" 3rd edition; adds "Hostel" for Youth Hostel and "G" for Garage. Layers change at 300/500/700/1000/1500/2000/2500 feet. 2-inch squaring on face of map. Contours in brown. Stippled water.
B - 1937 - Black dotted contours. Railways in style of English 1" Pop, but no station fill. Border indicates lat & long (L.A.L.) at 1" intervals. Index to sheets in margin shows 12-sheet layout.
C - 1939 - CSP rearranged. No squaring on map face. L.A.L. at 5' intervals.
D - 1940 - Index to sheets in margin now shows 11-sheet layout.
F - 1953 - "Provi. Edn." deleted. Grid at 10 km intervals on map face.
CSP adds orchard symbol, and "A" and "R" for AA/RAC phone boxes.
G - 1956 - Grid now at 1 km intervals on map face.
H - 1958 - Marginalia redrawn in modernised lettering; grid instruction panel added.

O.S.N.I. 1:63,360 "Third Series" - specification changes.
J - c.1965 - Pop. edn. diagram omitted.

Appendix 3

O.S.N.I. 1:63,360 "Popular Edition" - summary of revision and publication information, and of known reprints.
Abbreviations: Rv.: revision date. M.V.: date of magnetic variation, (may be altered on reprint). Pr.: date given for printing at O.S. Southampton (unreliable). C: outline format. C: coloured do. "C & C 740" e.g. means that both C and C formats bear the print-run identification of "740"
Appendix 4

GSGB 4156 - Specification changes, (for guidance only, and not comprehensive).

A - 1940 - (1st edition) - Black outline and grid, red grid figures - all sheets.
B - 1941 - (2nd edition) - Black outline and grid, red grid figures and road fill, green woods - all sheets.
B2 - 1941 - as B, omitting green plate, but with orange layers - 51 sheets
B3 - 1941 - as B2, but with green plate reinstated

C - 1942 - "Third Edition" in red - black outline and grid, red grid figs and (amended) road fill, green contours, blue water overprinted on black - all sheets.
C2 - 1942 - as C, with orange layers - 51 sheets
C3 - 1942-3 - as C, with bog overprint in purple - all sheets.
C4 - 1943 - as C, with training areas overprint, various colours - 17 sheets

Appendix 5

O.S.W.I. 1:63,360 "Third Series" - summary of revision, publication, and reprint information.

Rv.: revised. Pr.: printing date. All states presumed to exist in outline and colour formats. All sheets were specification type I in first state, and type J in reprints, and all bore the same unique number, e.g. 4274, throughout. All bore M.V.1950 as first published, and M.V. date closer to reprint date on reprints. Rpt.: reprints.

Fourteen members were welcomed by Alan Aberg, Head of the London and Southampton Archaeology Offices of the Royal Commission on Historical Monuments, on behalf of the Chairman and Secretary of the RCHM. He explained that the Branch at Southampton was part of the Archaeology Section of the RCHM and was founded in 1921 (when OGS Crawford was appointed Archaeology Officer at OS). Mr Aberg then gave a short outline of the history of the section, whose map collection was inherited from the Public Record Office. In the 1950s the great boom in resources allowed for the OS programme of re-survey, and, linked to this was an expansion in Archaeological survey, with as many as 52 staff in the Archaeology Office, including 12 based in Scotland. It was in the 1950s that the record, as it now stands, was laid down under the guidance of Charles Phillips. Before this, the record was in the form of annotated 6" maps; Phillips devised a card index system based on the provisional 6" (this was chosen in preference to the 25" because of the greater uniformity of information; it is still, as the 1:10 000, regarded as the best base for showing the location of antiquities) the aim of which was to collate information from different sources, to enable easy analysis and a quick supply of information to the field division. This system has stood the test of time until the present, with the transfer of data to a computerised system.

The sources of information are several. The Branch takes about 150 periodicals a year, and also purchases a large number of monographs; these comprise the secondary sources which are searched, relevant detail being entered onto parish cards and 'full record cards'. The field personnel receive the record cards and any map information. There has also been an increase in the records of sites and monuments which are created by local authorities, tapping more comprehensive local knowledge (only Kent and Durham do not take part in this scheme) and these have also to be searched. Records are now also being kept by the National Trust and other agencies. The system of archaeological correspondence (i.e. the annotation of 6" maps by local luminaries) lapsed in the 1970s. Thirty-three staff transferred from OS to the RCHM in 1984.

The three Royal Commissions - England, Scotland and Wales - are responsible for their own areas and supply data which is collated at Southampton. Demand for detail from OS falls into two categories: (1) the supply of archaeological information for outside contract work, for which the Branch would up-date the antiquities model for a particular area and (2) what are known as OS 'sweeps', where a certain area, which is undersurveyed, is revised, with completion deadlines being imposed on the RCHM Archaeology Branch, which endeavours to complete its survey to a set standard in order to preclude the necessity for more than one visit. OS has editorial control of the material provided. Surveys on the ground are done to the scale of 1:1000 or 1:500. The RCHM recommend an edited version of their work to OS.

The Royal Commission is still involved in the production of Period Maps. At the moment, for example, another reprint of the 4th edition of Roman Britain is in hand; 50 000 were printed, only 5000 now remain in stock. The new issue will incorporate new military and road information, there is insufficient time to revise all 14 000 sites shown on the map. The revision for the map of Hadrian's Wall is still at the planning stage. In the last ten years there has been a general diminution of the numbers of antiquities shown on OS maps owing to the decision not to include invisible antiquities.

Dr Roger Leech, the Branch Manager at Southampton then outlined recent developments in the computerisation of the record, a suggestion which won Stanhope Lovell an award in the 1965 OS Staff Suggestion Scheme. Work was delayed by the investigation of the Serpell Committee but has now been underway for about eighteen months, with a feasibility study having been conducted last year; the programming staff are not yet in post, although much data is already on the computer. One objective of automation will be the linking of site data with bibliographical data, and the inclusion of relevant existing records such as the architectural record system, and the records of listed buildings and scheduled ancient monuments. It is also planned to replace the 6" and 1:10000 record maps by a digitised form so that up-dating is easier.
and information can be plotted out at different scales. A digitised system would also allow the quicker plotting of period maps, for example, it took five years to produce the last Roman Britain map, with staff working full-time on sifting information from different card indexes.

Nick Glanville, who is responsible for Wales (archaeologically speaking) next described, briefly, the work of the Royal Commission in Wales, which boasted only four staff, three of whom were in the field. Two of these field staff are purely surveyors, responsible for very little archaeological input. No staff transferred from OS to Aberystwyth. Present work in Wales includes a pilot study of settlements such as hafods, in the Brecons. Mr Glanville's duties include the provision of data for field surveyors, working for the National Monuments Record in Wales and liaising with the National Trust.

We then broke for a highly successful luncheon, for which we owe many thanks to Miss Mary Prentice, who provided excellent samples of home cooking. In the afternoon we were treated to a wonderfully diverse display of original documents ranging from OGS Crawford's six-inch field sheets, published period maps to the modern methods of recording antiquities (incidentally, antiquities count as units towards the reprinting of the base map). In addition, members received a copy of the RCHM(England) Annual Review for 1983-84, which includes an informative article 'RCHM's First 75 Years: an Outline History, 1908-83', and a useful summary, by Alan Aberg, on the 'Archaeological Records Section, NMR'.

Altogether, we had a most interesting and enjoyable day, and we send our warm thanks to the staff of the Southampton Branch for the evident hard work which they put into a well-organised day.

Y.H.

SECRETARY'S NEWS

At the last Committee meeting in July the Treasurer reported that he had only just received the information from Lloyd's Bank at Dunston, which was needed to complete this year's accounts. It would not therefore be possible to circulate audited accounts with the next issue of Sheetlines; the Treasurer and Membership Secretary have decided to opt for just one method of paying subscriptions through the bank, this will probably be by direct debit and Julian Williams is currently extracting information on this from the bank at Feltham.

Richard Oliver has made the excellent suggestion of holding a seminar on the 7th Series One-Inch map. We intend to take this up, and are planning this meeting for the early part of next year. In the meantime, if any member has any questions about this series which he would like answered at the seminar, or information to impart, please address these to:

Julian Williams

Julian is acting as co-ordinator for this meeting.

Y.H.
NOTES AND QUERIES

New Light on the New Series

Due to an editorial hiccup the map to accompany Richard Oliver's article in *Sheetlines* No.12 was omitted. It is included with this issue.

Third Edition Coloured Large Sheet Series

At the recent BCS/CCS Southampton meeting, John Paddy Browne showed a remarkable map (or rather map cover): sheet 126 of this series, folded in grey card covers obviously designed as uniform wear for all the 152 sheets, as was its familiar off-white alternative. "Tunbridge Wells and Redhill Sheet 126" is separately printed in a panel left blank for the title. The decoration is reminiscent of that on the red and white cover found on 1914 and later printings of the Two Inch Jersey map. The cover looks like an early attempt to brighten-up the One Inch map's public image; though it hardly succeeds. Can anyone date this design, put it in its context, or say if any other sheets are known with it?

Irish Six-inch maps 1833-46

The whole of the Survey's coverage of Ireland is now available in the form of microfiche, 335 in number, photographed from the original copper plates. They may be purchased as a complete set or by individual counties. Enquiries to Irish Microforms Ltd., 10 Corneiscourt Hill, Foxrock, Dublin 18, Eire.
Road Atlas of GB

Recent OS expansion in new publishing fields has not been universally welcomed by the map trade, who see direct encroachment into areas that were previously the preserve of the private sector. Collins, Bartholomew, Philips, Geographia, and A-Z have formed themselves into an action group - The Map Publishers Fair Trading Committee - to combat what they see as a major threat to their business. The OS road atlas is singled out for particular comment, being sold in their view at a price which does not reflect the production cost.

Collins, who have been actively promoting their own road atlas recently, cheekily hired an advertising hoarding in Southampton right outside the Maybush HQ of the Survey for three copies of their large 'GET COLLINS OR GET LOST' poster. To the delight of the OS staff peering out of their windows one morning the 'OR' had been very professionally altered to '&' by a person or persons unknown, but the merriment was short lived when the ampersand changed again to 'OS'. Plans were afoot to reverse the new letters when the fun was spoiled by the substitution of a Renault car poster.

Pathfinders and Outdoor Leisure Maps

In future, where a Pathfinder is fully covered by an Outdoor Leisure Map, it will be discontinued, and 1:25 000 coverage will be provided only by the OLM. Where a Pathfinder straddles the border of an OLM and the regular sheet series, it will be maintained.

Y.H.

Leaflet Listing (see Sheetlines, Dec. 1983)

Further additions from Tim Nicholson:

<table>
<thead>
<tr>
<th>No</th>
<th>Short title</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>OS Maps for Tourists: Notes on the Choice of a Scale</td>
<td>OSO 3,000 10-2-27</td>
</tr>
</tbody>
</table>

Unnumbered

Abridged List of the OS Small Scale Maps of England & Wales March 1926 Reprint 2000/26
Abridged List of the OS Small Scale Maps of England & Wales February 1931 OSO 100,000 1-2-31

(Printing policy changes may be inferred from the above two codes. In 1926-7 print runs were comparatively modest, with leaflets intended perhaps mainly for trade customers. By 1931 massive runs typical of Abridged Lists of the 1930s had arrived. By this time they may have been intended for general distribution to the public as well: it is hard to see who else can have absorbed such numbers)

Map Memories and the Lure of the Road by Edgar Rowan. Reprinted from The Daily Chronicle OSO 5,000 31-5-26

The New OS Map of Great Britain on the Scale of Ten Miles to One Inch OSO 3,000 16-2-27
A Description of the Atlas of Great Britain OSO 10,000 22-3-26
Ministry of Transport Road Map of England & Wales, Scale Half Inch to One Mile. Published............. 1925 OSO 5,000 26-3-26
Ministry of Transport Road Map of London & Environs, Scale Two Inches to One Mile. Published........ 1923. OSO 5,000 26-3-26
The Lake District Tourist Map

The current issue of the tourist map of the Lake District (06/08/08) marks a departure from its predecessor in that it is printed from only four plates - black, magenta, cyan and yellow - instead of six. The saving has been made by combining the 4-colour remat for the hill-shading with the topo base. This was achieved by making one print from the negatives for the sunny and shady side which was then scanned by 42 Engineer Regiment's big colour scanner which produces 4-colour remat by one process. Users of the new sheet will notice that the tops of the mountains and hills have a colder look about them, this is due to the omission of the combination of magenta and yellow which formerly gave a warmer, creamy colour.

The plates are used for the following detail:

**Black** all base information

**Cyan** water, water names, woods, green layers, National Park boundary and legend, hill shading.

**Yellow** 2nd class roads, 3rd roads, contours, green layering, woods, National Park boundary and legend.

**Magenta** 1st roads, rights of way, tourist information, 2nd roads and contours.

Repairs to maps

A member has raised the question of repairing maps in his collection, particularly small tears in paper sheets. As a general proposition it is probably fair to say that more damage is caused to a map in the long term by an amateur repairer using unsuitable materials (and Sellotape must be high on the list) than by leaving it alone. The aim of any collector should be to store and use the maps in his care so they do not deteriorate further, and any storage system should exclude dust, excessive heat or moisture, sunlight and insects. Materials in direct contact with the maps should be acid-free. Whilst repairs and remounting etc. are best left to an expert, heavily dust-laden items may be cleaned with a soft dry paintbrush, and rubbing with bread will safely remove surface grime. If the paper is in good condition a large soft india-rubber can be used with care. For tears and torn folds the safest treatment is with archivist's repair tape, which is a thin but strong tissue with a pressure-sensitive adhesive that does not cause any damage to the map and can be totally removed at any future time by wiping over with methylated spirits. Being almost invisible in use it can be applied to the surface of the map. Enquiries to: Ademco Drimount Ltd., Coronation Road, Cresssex Estate, High Wycombe, Bucks HP12 3TA.

Tourist and One Inch District Maps 1913-1938: Corrections by Tim Nicholson to his article in *Sheetlines* No.12:

Under **Tourist Maps**:

Add London 1922

Under Snowdon, the publication date of the Fifth Relief style map should be 1938.

Under **District Maps**:

1) Experimental coloured maps. The introduction should read 'Maps in this elaborate style, with up to 13 colours...'
2) Third Edition with Popular Features. The layout was confusing here. The heading is Road Edition; the map title and publication date are Lake District 1920.

8) Fifth Edition. Under St. Albans, the publication date should be 1938.

PUZZLE CORNER.

There are 17 sheets in the OS 5th Edition 1:250,000. What, therefore, is sheet 18 in connection with this series? (courtesy of Roger Hellyer - his answer will appear in the next issue).

MAP MARKET

1) Rod Monnington wishes to purchase, borrow, or acquire a photocopy of the index map for 1:25,000 series GSGS 7006 in the area of grid squares E and K. His address is

2) An original of the 1928 six-inch map of St. Kilda is required by D.H. Barrett,

3) Maps of any age or type relating to canals or inland waterways in Great Britain are permanently sought for his collection by Richard Dean, many interesting OS and other maps can be offered in exchange.

FUTURE MEETINGS

Saturday 28th September 1985 - Manchester University Geography Department, 1030 for 1100. "The Old Series One-inch maps" Dr J.B. Manterfield. There will be a break for lunch at 1230, then a talk at 1400 by Alan Godfrey, "Ordnance Survey Maps - a vanishing heritage?" followed by Dr C. Board on the subject of modern town plans. The meeting will disperse at 1630. If you wish to attend please send SAE to Yolande Hodson who will supply further details.

Thursday 7th November 1985 - CCS members are invited to a BCS lecture in the main building of the National Library of Scotland, George IV Bridge, Edinburgh. The speaker will be C. Terrell of the National Maritime Museum, concerning Alexander Dalrymple and the beginning of Admiralty charts, commencing 1930. Further details from our Secretary.

Saturday 9th November 1985 - Map Library, NLS, 127 Causewayside, Edinburgh. Yolande Hodson will talk on "The depiction of shore lines on OS maps" and she will supply further information to intending participants on receipt of an SAE.

'SHEETLINES'

Contributions large or small will be welcome and should be sent to the Editor by the first of March, July, or November, for the following months issue. Back numbers may be obtained from the Membership Secretary for £1.00 each including postage, remittance with order. An index is in preparation.

MEMBERSHIP

The Charles Close Society for the study of Ordnance Survey maps is open to all at an annual subscription of £5.00 (UK) or £7.50 for family, corporate, or overseas members. The membership year commences on 1st March, but those joining after 1st January will be considered as paid up for the forthcoming year. Remittances (in Sterling please) payable to 'The Charles Close Society' should be sent to the Membership Secretary.

'Sheetlines' Editor Membership Secretary Society Secretary