Appendix. An Eighteenth Century Price List for J.-B. d’Anville’s Maps

Since the above article was completed I learned that the library of the Middle Temple, London, has an atlas factice containing 44 printed maps by Jean-Baptiste d’Anville published between 1743 and 1780. The atlas appears to have belonged to Sir John Thorold (1734–1815), ninth baronet and landowner, well known for making book collecting fashionable at the end of the eighteenth century, although the bookplate within is that of his son, also Sir John (1773–1831), tenth baronet. Glued inside the cover of the atlas is a printed prefaced, Avis concernant les cartes géographiques & autres ouvrages de feu M. d’Anville [Note on the Geographical Maps and Other Works by the late Monsieur d’Anville], and a printed price list headed Cartes géographiques de M. d’Anville, Premier Géographe du Roy, des Academies des Belles-Lettres et des Sciences, aux Galeries du Louvre, Rue de l’Ortie [Geographical Maps by Monsieur d’Anville, First Geographer to the King, [member of] the Academies of Fine-Arts and Sciences, at the Galeries du Louvre, Rue de l’Ortie]. Because of the relevance of the price list to the history of cartography in general as well as to d’Anville in particular, the Editor encouraged me to insert this preliminary note.

The Avis had appeared as a short note in a number of periodicals and may also have been distributed separately as a booklet. It informed readers that d’Anville’s maps would continue to be available after the scholar’s death from his secretary, Nicolas Joseph Demanneau (known as La France), who had established himself as a ‘seller of geography’, as it was put, at his lodgings in rue de l’Ortie. The price list constituted a sort of sales catalogue that seems to have served at the same time as an invoice and as an index to the bound atlas factice. Our concern here is with this price list, for documents giving map prices and details on the practical aspect of map purchasing are rarely preserved in libraries and are difficult to locate in catalogues. Those that do come to light thus have a particular importance in the history of cartography.

The price list in the Middle Temple’s atlas factice is printed on relatively thick paper and measures 40 by 10 centimetres (Fig. 6). It probably dates, like the Avis, from 1782 (the year of d’Anville’s death) onwards. It has been annotated by hand, first in brown ink and later in black ink. The writing in brown ink, in French, shows that the total due amounted to 99 livres and 15 sous, that is, the equivalent of the cost of all maps listed as available for sale. The maps listed correspond exactly to those bound up as Thorold’s atlas factice. To this figure has to be added ten pounds for binding, clearly a service expected from the map seller. The later writing, in black ink, assigns a number to each map title in the list; the same number is found in the atlas on the relevant map. It is evident from the way the price list was included in the atlas that, even without the added numbers, the list served as a table of contents.

A price list like this is interesting for several reasons. Above all, it enriches our knowledge about the actual cost of maps. In France at the end of the eighteenth century, according to Mary Pedley, an uncoloured single-sheet map without backing cost between 1 and 4 livres. Thus it appears that d’Anville’s maps lay at the lower end of the tariff scale. The sales catalogue allows us to identify the price bands, which evidently ran from 1 livre 5 sous, 1 livre 10 sous, 1 livre 15 sous to as much as 2 livres for an uncoloured, unbacked single-sheet map.

By comparing the price of different maps of the same format, we can see how much the inclusion and styling of a cartouche added to the cost. Les Côtes de la Grèce et l’Archipel (1756), embellished with a cartouche, cost 2 livres, whereas the Aegyptus antiqua (1765), lacking a cartouche and slightly smaller, cost only 1 livre 10 sous. But these are not the only factors contributing to the price of a map. The quantity of information and detail it contained had a direct impact on the cost of engraving and could also raise the price considerably. One might also query the extent to which the amount of research and effort exerted by d’Anville in compilation might have affected the price. It is striking that the two-sheet Mappemonde cost 5 livres, the same as the three-sheet Americae méridionalis, a map on which d’Anville had spent considerable time, and the three-sheet map of India. The Aegyptus antiqua on which D’Anville spent thirty-seven years, however, is found among the cheaper maps.

Another comparison reveals that the various two-sheet maps of Europe were priced at 4 livres 10 sous whereas those of Asia cost only 3 livres 10 sous. Furthermore, the price of a map appears not to have been affected by its date—a map published a dozen years earlier was no cheaper that one just issued—or by the relative popularity of one region over another.

Finally, we can learn something of the reception of d’Anville’s maps by being able to identify their purchasers. The maps now in the Middle Temple’s atlas factice had been bought not by a professional geographer or scholar, but an English collector and
Fig. 6. Printed sales list of J.-B. d'Anville’s maps with prices of maps purchased added by hand. 40 x 10 cm. The atlas fascice to which the list was attached is thought to have belonged to Sir John Thorold, ninth baronet. Middle Temple Library. LOFT ELF B. (Reproduced by kind permission of the Benchers of The Honourable Society of the Middle Temple.)
amateur; his selection of maps gives us an idea of d'Anville's reputation in England as well as Thorold's own interests. 62 Since encountering the price list for d'Anville' maps, I have conducted a quick bibliographical search and found that such a list is by no means unique. The problem for the uninstructed is that such lists are all too easy to pass unnoticed in the archives and catalogues. By using the title of the Middle Temple's list, *Cartes géographiques de M. d'Anville*, as a guide, however, I have been able to identify three price lists in the Bibliothèque nationale de France, and a fourth in the Bibliothèque Sainte-Geneviève, also in Paris. 63 Three are typographically identical and are similarly placed in the their respective volumes. The list in BnF Cartes et Plans Ge D 10710, however, differs from the others inasmuch as some map titles are lacking, no doubt because the items in question were out of stock, suggesting that this is a later list. Since the typography on this list is identical to that of the others, it may be assumed that it was printed not long after them.

A glance at these four examples, each identical or virtually identical to the London example, has confirmed my conclusions. First, the list certainly formed a sales catalogue: individual map titles were crossed out once stock was exhausted, while other titles were added by hand, in ink, as they became available. Furthermore, the four lists in Paris corroborate my interpretation that the printed sales list was also used as an invoice, for, as on the Middle Temple list, we find totals noted in ink—"821. 15"; '124 Livres'—reflecting the number and nature of the maps purchased. We see, too, that the prices remained stable. Prices on the list presumed to be the latest (Ge D 10710) are the same as on the other lists, including the one in London, for the remaining maps. The four examples in Paris confirm, too, that such price lists were kept by purchasers, who found them useful as an index to their collections.

Finally, these five lists enable us to identify some of the purchasers and shed light on the reception of maps in late eighteenth-century France and England. Thus, in addition to the book-loving Sir John Thorold, we find receipts belonging to the erudite scholar, geographer and Hellenist François-Pascal-Joseph Gosselin (1751–1830) and to the Benedictine Dom Germain Poirier (1724–1803), archivist and member of the Académie royale des inscriptions et belles-lettres, who was passionately interested in geography. 64

Documents such as the price lists for d'Anville's printed maps noted here are all too rare. They are scarce because they are not generally seen as valuable and have only occasionally been preserved. Yet their multiple roles—sales catalogue, invoice, and index to maps purchased—add considerably to our understanding of the reception of d'Anville's maps, as well as of the printed-map trade. By drawing attention to the existence of such lists, I hope to have suggested the rewards of identifying, analysing and comparing them, and to have encouraged further work on locating them.

NOTES AND REFERENCES
2. I have been working on Jean-Baptiste d'Anville's archives since 2008 as an associate researcher at the Bibliothèque nationale de France (Cartes et Plans) (hereafter BnF) and as a post-doctoral student at the École pratique des hautes études. My work is now linked to a research programme initiated by the BnF with a view to publishing a monograph around 2013.
3. The nine maps of France published in 1722 in Louis Du Four de Longueville's *Description historique et géographique de la France ancienne et moderne* are signed 'J. B. Bourguignon d'Anville'. A change of name was not unusual at the 18th century, as we see with Voltaire (born François-Marie Arouet).
5. In 1732, d'Anville drew a map of France for the *Description géographique et historique de la France*, by Jean-Aimard Pignaniol de la Force, the royal historiographer. In 1739, he was commissioned to create a map, *Carte pour servir au jugement du procès d'entre le Duc d'Orléans, le Prince de Condé au sujet d'un canal*, to solve a territorial dispute. In 1752, d'Anville produced a map of India for the Compagnie des Indes, entitled *Carte de l'Inde dressée pour la Compagnie des Indes*.
9. The draughts of the *Augesius antiquus* are BnF, Manuscripts, NAF 6500, fols. 499–500, and Maps, Ge D 10611–10621. The fair copy of the *Augesius antiquus* is BnF, Maps, Ge D 10362.
10. Louis d'Orléans commented on d'Anville's work in his 'Commentaires sur quelques points de la Genèse' (unpublished). BnF, Manuscripts, François 6297.
10. See, for instance, d’Anville’s comment, expressed in the third person and addressed to the publishers Jean Desaint, Charles Saillant and Laurent Durand in connexion with his projected Notice de l’ancienne Gaule, around 1760: ‘Au reste ce qui le touche particulièrement, c’est que le Public soit bien servi dans l’impression. Beau papier, caractère neuf [As for what especially concerns me, it is that the Public should be well served by the printing. Quality paper, new font].’ BnF, Manuscrits, Français 22417.

11. D’Anville’s undated letter to the Controller-General of Finances, probably Jacques Turgot (Paris, Bibliothèque de l’Institut, MS 5401 A–G), contains the remark that ‘Pour en faciliter la publication, l’auteur ne prétend aucun salaire de son travail’ [To be sure of publishing, an author cannot aspire to any remuneration for his work]. On the problem with his book on ancient India, see Jean-Baptiste d’Anville, Antiquité géographique de l’Inde et de plusieurs autres contrées de la Haute-Asie (Paris, Imprimerie royale, 1775), 238.


13. The contract between Father du Halde of the Society of Jesus and d’Anville is quoted more fully later in the text. It has been published in Henri Cordier, ‘Du Halde et d’Anville (cartes de Chine)’, Recueil de mémoires orientaux: textes et traductions publiés par les professeurs de l’école spéciale des langues orientales vivantes à l’occasion du XVIe congrès international des orientalistes réunis à Alger (Paris, Leroux, 1905), 393–94.

14. Maccenas, a favourite of the emperor Augustus, was considered by the Romans to be the greatest of the patrons of letters. D’Anville acknowledged his debt to the person who had supported him in his work morally and financially: ‘Je n’aurais encore osé mettre la main à un pareil ouvrage, si les bons & la magnificence vraiment royale d’un grand Prince ne me laissaient une loi de cette entreprise, & m’en facilitaient l’exécution [I would never yet have dared to set hand to such a project, had not the goodness and truly royal generosity of a great Prince not obliged me to undertake this enterprise, & had facilitated its execution].’ Jean-Baptiste d’Anville, Analyse géographique de l’Italie (Paris, Veuve Estienne et fils, 1744), VIII–IX.

15. The note is on the fair copy of d’Anville’s, Lorraine, Abaix (1719), BnF, Maps, Ge D 10495.


17. ‘Je promets de donner le dessin de la Carte générale, qui reste à faire, autour du quadrème d’Avril prochain’. Quoted in Cordier, ‘Du Halde et d’Anville (see note 13), 395.

18. Ibid., 393–94.

19. Niel Saifer, Measuring the New World: Enlightenment, Science and South America (Chicago, University of Chicago Press, 2008), 123–65 and plate 14. Other maps created in a political context need to be studied to complete the analysis.

20. See Saifer, Measuring the New World (note 19), 133, fig. 21, for a reproduction of Maldonado’s corrections regarding the gold mine.

21. Ibid., 132–33.

22. ‘Je me suis engagé personnellement (tâ) à faire en sorte que les planches soient remises en douze jours’. Letter from Jean-Baptiste d’Anville to La Condamine, 14 April 1750, now in a private collection in Paris; quoted in English by Saifer, Measuring the New World (see note 19), 126.

23. D’Anville, Mémoires sur l’Égypte ancienne et moderne (see note 7). The geographical notes and draught maps relating to d’Anville’s printed map of Egypt are kept at BnF, Manuscrits, NAF 6502, fol. 279–326, and NAF 6503, fols. 343–500.


25. Jean Baptiste d’Anville, Conscissions générales sur l’étude et les connaissances que demande la composition des ouvrages de géographie (Paris, Lambert, 1777), 5–6. D’Anville also used géographie des lieux or géographie du terrain lor the local.

26. D’Anville, Mémoires sur l’Égypte ancienne et moderne (see note 7), iii.

27. See d’Anville, Table de laurs auteurs anciens et modernes, et de quelques mémoires et morceaux géographiques, cités dans cet ouvrage, Mémoires sur l’Égypte ancienne et moderne (note 7), I–VI (at the end of the volume).

28. Greek was taught in the final years of the course of studies at the Collège des Quatre-Nations: Louis Sébastien Mercier, L’An deux n EUX quatre cent quarante, rêve ut il en fut jamais (n.p., 1771), 64. The book was published in English as Astrains’s Return; or, the Halcyon Days of France in the year 2440: a dream (London 1797). D’Anville’s notes in Greek are BnF, Manuscrits, NAF 6502, fols. 346, and 118.

29. For instance, d’Anville seems to have preferred the Latin translation of Strobos’s Geography by Gregorius Tlemmas and Guarino Verone, rather than the original Greek. For a mention of the translation, see BnF, Manuscripts, NAF 6502, fol. 361.

30. Richard Pococke (1704–1765) was an Irish Protestant bishop who travelled in Egypt. His book, Description of the East and Some Other Countries, was published in two volumes. Volume 1, Egypt, appeared in 1743. D’Anville’s reference to it is in his Mémoires sur l’Égypte ancienne et moderne (see note 7), 240. The letter from Alexander Dalrymple to Jean-Baptiste d’Anville, written in London, 5 October, 1781, is in the Huntington Library, San Marino, California, as HM 2014.

31. ‘Dans le Journal des Savans d’un des premiers mois de cette année, une analyse sommaire de la carte dont je viens de parler, m’a fourni l’occasion de publier le succurs que j’ai reçu de M. le Marquis de Saulnies (que Dieu garde mouchos anhos) sur le cours de la Vistule.’ [The summary description of the map I have just been talking about in the Journal des Savants from one of the first months of this year, provides me with an opportunity to acknowledge the help I have had from M. the Marquis de Saulnies (that God preserve many years)] on the course of the Vistula.] Jean-Baptiste d’Anville to Pierre Michel Hennin, Paris, 7 April 1762. A facsimile of the letter is at BnF, Tolbiac, DOSS, FOL-LN1-232, fol. 600.

32. For instance, in one of his notes, BnF, Manuscrits, NAF 6503, fol. 482, d’Anville refers to L’Égypte de Masudi, which had been translated by Pierre Vattier in 1666. In another note, BnF, Manuscripts, NAF 6503, fol. 485, he mentions the Latin edition of Idrisi, Geographia mubiens, translated by Gabriel Sionita and Joannes Hesronita and published in Paris in 1619.

34. In September 1729 d’Anville interviewed Cardinal Alvaro Cienfuegos (1657–1739), a Spanish Jesuit and diplomat for the Portuguese crown, and asked him to correct some of his maps, including his Carte de l’Ethiopie orientale, that had been published two years earlier: BrF, Manuscripts, NAF 6502, fol. 301.
35. For example, his fair copy of Carte de la Grande Grèce, 1738 (BrF, Maps, Ge D 10375), made for Charles Rollin’s Histoire ancienne des Égyptiens, des Carthaginois, des Assyriens, des Babyloniens, des Méètes, et des Peres, des Macedoniens, des Grecs (Paris, 1730–1740), is not aesthetically different from the fair copy of a map of one of his personal projects, such as the Aegyptus antiqua, 1765 (BrF, Maps, Ge D 10362).
38. D’Anville repeatedly reworked his maps; the BrF has five versions of his Carte de l’Amérique méridionale, first published in 1748. Each later edition contains new material. For instance, in 1754, d’Anville added details to the mountains near Lima, and in 1760, he amended the course of the Orinoco River and the coast of Venezuela. See De Manue, Notice des ouvrages de M. d’Anville (note 4), 98, who has detailed each change.
39. See note 14 above for d’Anville’s comments on the time it took before a map left his hands and his acknowledge of how much he owed his patron for insisting on its completion.
40. Michel Le Quien’s Oriens christianus was not published until 1740, when it was posthumous. Le Quien was a Dominican scholar. His book deals with the Christian aspects of the Orient, especially patriarcacies and dioceses. D’Anville’s Écclésie africana was never republished with the new information that is on this draught, which is at BrF, Maps, Ge D 10367.
41. The four undated and untitled fair copies of the map of Quito survive, catalogued as Jean-Baptiste d’Anville, [Carte générale de l’audience de Quito], BrF, Maps, Ge D 10660 (1–4).
42. For an example of a case where the mapmaker (Athelstes Gasser, in 1634) left it entirely to the engraver to translate his marks into proper town and other sign, see Werner Siegist, ‘A map of Alligui’, Imago Mundi 6 (1949): 27–30.
44. BrF, Maps, Ge D 10878 (1–4). D’Anville and his co-authors, Maldonado and La Condamine, were asking for about two hundred corrections.
45. Salier, Mapping the New World (see note 19), 139–41.
46. Such a situation explains the presence of two fair copies of Excelsa africana in the d’Anville archives (BrF, Maps, Ge D 10374 [first fair copy] and Ge DD 2987 = 10479, the second fair copy, as eventually printed.
47. Mary Sponberg Pedley, Bel et Utile: The Work of the Robert de Vaugondy Family of Mapmakers (Tring, Map Collector Publications, 1992), 54–60, describes a lawsuit between the engraving firm of Delahaye, Antoine Boudet, publisher, and the geographers Robert de Vaugondy, father and son. The geographers, the publisher and the engravers were arguing over who was responsible for overseeing the engraving of the plate. The implication is that responsibilities had not yet been clearly allocated. The case was brought before the Consul-Judges of Paris in 1754, with Jean-Baptiste d’Anville as one of the three arbitrators of the suit.
48. Quoted in Cordier, ‘Du Halde et d’Anville’ (see note 13), 394.
49. D’Anville, Mémoires sur l’Égypte ancienne et moderne (see note 7).
51. La Nouvelle was one of 15 maps of the ancient world produced by d’Anville for Charles Rollin’s seven-volume Histoire romaine depuis la fondation de Rome jusqu’a la bataille d’Actium (1738–1741), to which Jean-Baptiste Crevier added two further volumes from Rollin’s manuscripts; vol. 8, on Numibia, was published in 1742. In d’Anville’s previous maps of Africa, such as Ecclesia africana (1732), for which d’Anville also used Roman itineraries (see Fig. 3), the framework was not shown on the final printed version.
52. D’Anville cited Pieter Wesseling’s edition of Vetera romanorum itineraria (Amsterdam, J. Wetsteniun and G. Smith, 1733) at the end of his Mémoires sur l’Égypte ancienne et moderne (see note 7), VI.
55. Ibid., v.
56. I am grateful to Renée Satterley and Mary Pedley for telling me about the atlas, making it possible for me to consult it, and for their help over details. I am also indebted to Peter Youant for his identification of the bookplate. The atlas is shelved in the Middle Temple Library, London, at I.O.F. ELF B under the title Cartes géographiques de M. d’Anville. The accession number is 34910.
59. One livre contained 20 sous. Note also that the map of Abyssinie seems no longer to have been available when the price list was printed, since no price is given for it on the list from the Middle Temple. On an otherwise identical list, found subsequently in the Département des Cartes et Plans at the Bibliothèque nationale de France (Ge F 2349), the title Abyssinie has been crossed out.
60. Regrettably, the original binding has been replaced.
61. Pedley, The Commerce of Cartography (see note 6), 234.
62. There are numerous testimonies to d’Anville’s high reputation abroad, especially in England: see Manue, Notice des ouvrages de M. d’Anville (note 4), 8, 12; and Conrad Malte-Brun, Annales des voyages de la géographie et de l’histoire, vol. 10 (Paris, Buisson, 1810), 357–58.
63. In the BrF two lists are in the Département des Cartes et Plans (Ge F 2349 and Ge D 10710), and the third is in the Département des Manuscrits (Français 20802, fol. 54). The list in the Bibliothèque Sainte-Geneviève, Paris, is Delta 411 RES.

405. For Germain Poirier’s geographical interests, see his notes, now in the Département des Manuscrits at the BnF (Français 20802). The original owners of the other BnF price list (Ge D 10710) and the one in the Bibliothèque Sainte-Geneviève (Depto 411 RES) have not been identified.