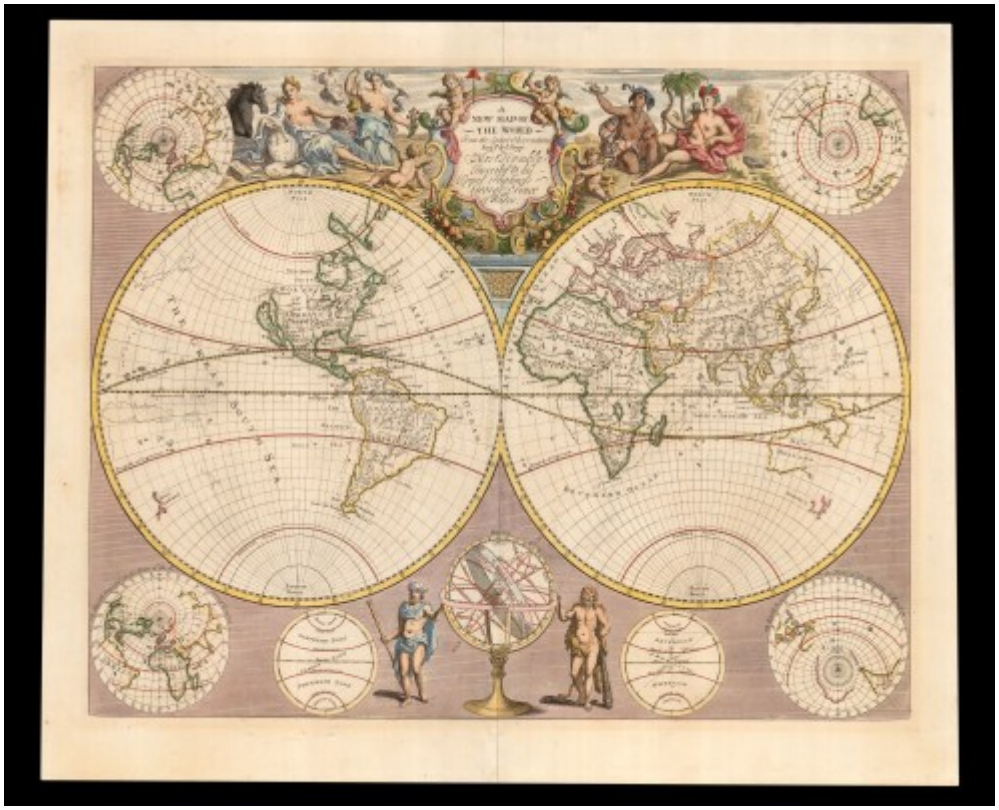


Double-page engraved map, with contemporary hand-colour in outline and in part.

## SEEING DOUBLE

**A New Map of the World from the Latest Observations. Revis’d by J. Senex. Most Humbly Inscribed to his Royal Highness George Prince of Wales.**

**Author**
SENEX, John

**Publication date**
1721].

**Publisher**
Daniel Browne,

**Publication place**
[London,

**Physical description**
Double-page engraved map, with contemporary hand-colour in outline and in part.

**Dimensions**
586 by 1077mm (23 by 42.5 inches).

**Notes**
An interesting map of the world from Senex’s ‘A New General Atlas, containing a Geographical and Historical Account of all the Empires, Kingdoms and other Dominions of the World… The maps… are all engraven or revised by Mr. Senex, etc’ (1721).

Hedging his bets, Senex, depicts alternative, lightly draw locations for Australia, New Zealand, New Guinea, various parts of Asia, Africa, Arabia, South America, “etc reflecting earlier knowledge of the various lands whereabouts. As well as the alternative outlines noted above, there are speculative outlines for the Solomon islands and a northern Pacific land. Interestingly, there are no outlines in the Antarctic region. Some descriptions of this map say that the outlines reflect geographical uncertainties at the time of its publication, but, on review, it is likely to represent some earlier guesses to illustrate advances in cartography then having been made to enhance the perceived accuracy to this map” (Brown).

Surrounding the main two hemispheres are four smaller projections, of the north and south poles, two on the plane of the equator, and two on the plane of the horizon of London (in the case of the south pole, the antipode of London, as marked). There is also an armillary sphere flanked by two figures (Atlas and Hercules) and other scientific drawings.

The mapmaker
John Senex (1678-1740) was one of the most important English mapmakers and publishers of the first half of the eighteenth century. He was apprenticed to the important bookseller and publisher Robert Clavell, but an early association with Jeremiah Seller and Charles Price diverted him to a career as surveyor, cartographer, globemaker, mapseller and map publisher. Such was his contribution to the development of the British map trade in his lifetime, that he was honoured and recognised in 1728 by his election to the Royal Society, sponsored by some of the greatest scientists of the period.

His early career was relatively inauspicious; he worked in association with Jeremiah Seller and Charles Price for three years until the arrangement was ended by their bankruptcy around 1706. Between about 1709 and 1714 he partnered with John Maxwell (as here), and also, until about 1710, Charles Price; during this period, it is assumed that Price taught him surveying and engraving. Together Price and Senex announced proposals for an atlas of two-sheet maps of the world, a rival project to that by Herman Moll; when the partnership ended, Senex went on to publish his own version while Price worked with George Willdey on a similar atlas. Senex’s atlas, originally entitled The English Atlas (1714), was one of the most successful atlases of the day, remaining in print into the 1760s and possibly beyond.

Senex also worked as a jobbing engraver, and gradually became semi-official engraver to the Royal Society, to its printer William Taylor, with whom Senex was to work closely, and to leading figures within the Society, including Sir Edmund Halley and William Whiston; thus, Senex was to publish several important scientific maps, notably Halley and Whiston’s eclipse maps for the 1715 and 1724 eclipses, while this connection also provided the latest scientific data for his extensive range of terrestrial and celestial globes.

With this solid foundation, Senex’s business went on to become the most prestigious mapmaker and publisher in the 1730s, and one of the largest. He published a series of notable maps, and a sequence of posthumous catalogues issued by his widow and successor Mary Senex lists the most important.

His stock-in-trade passed to his widow Mary, who continued the business until 1755, when she retired; William Herbert and Robert Sayer acquired the map stock, and James Ferguson the globe business.

**Bibliography**

**Provenance**

**Price:** £2500

**Inventory reference:** 23082

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