

PATTISON LTD HUNT MAPS
Distillers, Blenders & Wholesalers
Waistcoat Promotional Maps [c1897-8]
John Bartholomew & Co.

A promotional series of Waistcoat Maps by Pattisons, the maps comprised counties, areas / groups of counties of England and Wales, on a scale of ten miles to the inch, [origin, lithographic transfers of The Imperial Map of England & Wales 1860 and later]. Series published between 1896-8, but probably the two issues occurred in 1897 & 1898 the peak of their Advertising Campaign, when behind the scenes they were struggling to maintain confidence and keep their Company afloat, the maps were printed by Banks & Co. of Edinburgh. The series issued twice, probably within a very close time frame, with some variations which aid identification of the separate issues.

General Description

The maps appear in both portrait and landscape layouts, frame size approximately 6.8" x 8.9", map face has a surround of lithographic images in beige, comprising Coats of Arms, Bottles, Vignette views of Buildings / Towns & c Lower R a Printers imprint 'BANKS & Co. EDINBURGH.' beneath the Bottles. All have a standard title above of 'Pattisons Limited' & beneath 'Scotch Whisky Distillers Leith Edinburgh & London.', obbl- 'The Edinburgh Geographical Institute.', obbc a scale '0-15 Miles' and 'Cycling Roads shewn thus' a dl with a red infill, obbr- 'Copyright- John Bartholomew & Co'. Map covers are in differing colours/shades of Brown, Green, Red and Grey. All the preceding is standard to both issues. The first issue reverse has a series of vignettes, the subject matter illustrating overseas trade i.e. Ship, Train, Native Bearers, Gauchos, Arctic Explorers, Cyclist and African Explorers with Horse, Wagon & Native Bearer, all carrying cases of 'Pattison's Scotch is sent To every Corner of the Globe'. Most of this is printed in a dark sea green ink [there are several exceptions where although the subject is as above they are printed in sepia as is the second issue. [Northumberland & Durham, Essex & Kent, Norfolk & Suffolk, Lancashire and I of Man, so far identified.

The second issue reverses are all printed in sepia but the subject matter changes to represent Sports and Pastimes Cycling, Golfing, Curling, **Hunting**, Coaching, Yachting, Shooting and Fishing &c. Title amended to 'Pattisons' Limited Highland Distillers. Leith, London, Manchester, Glasgow, Dublin & Sydney.'

YORKSHIRE differs from the others, in that it has NO vignette surround, its size is 9.8" x 12.4", Upper R title, a scale '0-20 Miles'=[2"] and 'Cycling Roads shewn thus' a dl with red infill, obbl- 'The Edinburgh Geographical Institute.', obbr- 'Copyright- John Bartholomew & Co'.

Two distinct issue cover titles, illustrative example taken for Devonshire-Issue one.

1st) 'Cyclists' Road Map of Devonshire.....'

Pattisons Limited Leith, Edinburgh & London

- a) The second view down on the R side 'DUDDINGSTON' whilst the same building appears on both, differs from the second issue, easiest identifier is that the wind direction blows the chimney smoke from L to R, the reverse of the following issue.
- b) The hardback cover carries a repeat of the CofA illustrated as part of the map face decoration.

Issue two has variations to the cover and general map face description given above.

2nd) 'Pattisons' Cyclists' Road Map of Devonshire.....'

Pattisons Limited Leith - Edinburgh - London / [Manchester & Glasgow](#).

Amendments &c.

- a) Sth of Dartmouth on the coast 'Strete' shown
- b) Railway branch lines, [between Barnstaple/Lynton a ----- line probably the](#) planned or in progress line opened 1898, [also lines re-aligned closer, between Marytavy / Lidford Sta](#) on the line between Tavistock & Launceston, near this point is also added '2039 High Willhays' and a tor depiction.
- c) The name 'CORNWALL' previously a simple small bold uppercase, becomes a [larger Hollow uppercase with cross hatch infill](#).
- d) Culbohe amended to [Culbone](#), height change Sth of Paracombe was 1548 now [1575](#),

- e) Letter 'd' added to town symbol south of Hartland (this is the final 'd' of Milford carried over from the Cornwall map but it isn't present on the first state)
- f) Thorne Falcon across the border in the first state is shortened to Thorne **Fal** and now falls inside county border.
- g) Broadwoodwiger changed to Broadwoodwidger,
- h) Tedburn changed to Tedburn **St. Mary** town symbol removed, **1695 Hamel Down Beacon** added with symbol,
- i) **Uplyme** added to town symbol previously unnamed
- j) **River north of St. Cleer and two town symbols** are removed from the road to the west of Causeland Sta.
- k) **Strete** added, Plympton changed to Plympton **Earle**, Ivybridge changed to **Ivy Br.**, Ashsprington changed to **Ashspring**.
- l) The hard back cover carries a **advertisement** for Pattisons' Limited replacing the previous C of Arms.
- m) The second view down on the R side 'DUDDINGSTON' whilst the same building, differs from the first issue, easiest identifier is that the wind direction **blows the chimney smoke from R to L**, the reverse of the previous issue. In addition the oval frame **surround is lacking**.
- n) The reverse side images are all **in sepia**, the subject matter is now Sports and Pastimes, replacing the Overseas trade depictions. demonstrating the use and benefit of Pattisons whilst **Cycling, Golfing, Curling, Hunting, Coaching, Yachting, Shooting and Fishing &c.** Title 'Pattisons' Limited Highland Distillers. Leith, London, Manchester, Glasgow, Dublin & Sydney.'
- o) The lower broken border has been amended ever so slightly to accommodate a re engraved 'Prawle Pt moved slightly R of original, the 'C' of Cycling is now sited beneath '**aw**' formerly beneath the 'wl' of Prawle.

[1] **CORNWALL** - some only, examples of amendments/additions, apart from reverse of map. Cover title variant and Advertisement replacing the C of Arms,

Nth of Liskeard add **Upton** and **Henwood** Nth of Callington add **Stoke Climsland**, Nth of Launceston delete 'R.Werrington' replace with 'R **Ottery**'. Tintagel amended to **Trevena**, Dazard Pt amended to **Dizzard Pt**, **1250** added to Rough Tor & symbol moved Sth, **1363** amended to 1375 at Brown Willy, a letter 'R' present on the first state to the south of Lifton **has been erased**. Newlyn amended to Newlyn **East**, **Henwood** & **Upton** added, Broadoak amended to **Braddock**, Kilmarth Tor amended now **Kilmar Tor 1289**, ob imprint '**The Edinburgh Geographical Institute**' is erased, Mylor becomes Mylor **Br.**, **Grade** added to town symbol previously unnamed.

[2] **CUMBERLAND and WESTMORLAND** - Amendments/additions, apart from reverse of map. Cover title variant and Advertisement replacing the C of Arms. Upper L on coast Sth of Dumfries add '**Mainsridale**', Upper R above ROXBURGH add '**Caerlanrig**'.

[3] **DEVONSHIRE** as above used as examples.

[4] **DORSET, WILTS, HAMPSHIRE, &c.** - Map title ends **ETC** formerly &c. Cover title variant and Advertisement replacing the C of Arms. On this particular map the 'Duddingston Brewery' vignette has NOT been changed. Above Basingstoke '**Sherfield**' added, In the centre of the lofW 'Roskley' becomes '**Rockley**', above Weymouth 'Melcombe Regis' is **removed**, the hollowcase 'SOMERSET' 1" in length is erased & **replaced by a smaller tighter version .9" in length**. Stawel below 'SOMERSET' is now **Stawell** with a town symbol.

[5] **EAST CENTRAL COUNTIES** - some only, examples of amendments/additions, apart from reverse of map. Cover title variant and Advertisement replacing the C of Arms. LINCOLN plain uppercase amended to a hollowcase x hatched. 'LEICESTER' is **compressed** by 2-3mm now 24mm in length. Moulton amended to Moulton **Chapel**, addition of **Braybrooke, Morcott, Rockingham Forest, Woodhurst**, Deene changed to Deene**thorpe**, below Sutton St James, SE of Peterborough add **Bedford Level**, 'Ramsley Mere' and depiction **are removed**, between Huntingdon/St Ives/ Godmanchester add **Hemington**. Chitisham becomes **Chetisham**, Pottishall becomes **Pattishall**, Granesden becomes **Gransden**, Gt. Chesterton becomes Gt. **Chesterford** and a new town symbol and Little added. Railways- **one line E-W through Ollerton**, a second **Nottingham to near Newstead Abbey**.

[6] **ESSEX & KENT** - Apart from reverse of map, cover title variant and Advertisement replacing the C of Arms. Upper L Buckland, LONDON **erased**, ibl side add '**LONDON**', '**Shortgrave**', '**Lawford**', '**Black Notley**', '**Bow**', '**Beckton**', '**Shirley**', added. Upper R '**Shotley**', '**Erwaxton**', '**Trimley**', '**Little Clacton**', '**Ferry**', '**High Halstow**', added, 'Chapman' is amended to '**Chapman Lt**'. Lower R by Dover **removal '21 miles'** from the dotted line to France, Elmstead amended to '**Almstead**', Elkham amended to '**Alkham**'. Lower L near Oxted add '**Shirley**', remove 'Marden Park' sta replace with '**Woldingham**', near Edenbridge add '**Hever**'. SUSSEX is **compressed** by 1mm to 14mm.

[7] **HEREFORD, WORCESTER, GLOUCESTER, OXFORD, ETC-** Amendments/additions, apart from reverse of map. Cover title variant and Advertisement replacing the C of Arms. 2200 amended to 2210 at Lord Herefords Knob, Pen-y-cader 2630 amended to 2624, [St. Devereux and Kilpeck added](#), Hourwithy amended now [Hoarwithy](#), Llangattoch amended to [Llangattock](#), 1954 amended to 1955 at Sugar Loaf, town [symbol added at Varteg](#), Sth of Faringdon add '[Watchfield](#)', Nth of Bristol '[Almondsbury](#)', add [Westhide](#), [Welford](#), [Hook Norton](#), [Almondsbury](#), [Hillsley and Witchfield](#) . Amend Withington to [Witlangton](#), Tackley to [Taddey](#), Anst to [Aust](#), Railways- [Dorstone line continues join line north of Hay](#), line [added north of Pontypool obscuring the last two letters of Abertillery](#).

[8] **LANCASHIRE and ISLE OF MAN** - Amendments/additions, apart from reverse of map. Cover title variant and Advertisement replacing the C of Arms. On the map vignettes Duddingston is spelt [DIDUDDINGSTON](#) , Upper L I of Man no changes, Upper R Inglesborough 2273 now [2373 add 'Litton', 'Malham Tarn'](#), under Settle '[Scalby Br](#)', '[Marton](#)', Lower R below Bacup [remove 'Facit'](#), under the 'R' of MERSEY add Bromsborough '[Locks](#)'. Lower L on Anglesey add '[Dulas Bay](#)'.

[9] **COUNTIES ROUND LONDON** - Amendments/additions, apart from reverse of map. Cover title variant and Advertisement replacing the C of Arms. On the map, Upper Centre '[Stoke Hammond](#)' & '[Tebworth](#)' added, Sundon becomes '[Sundou](#)'. Upper R '[Lindsell](#)' & '[Barnston](#)' added, Marg removed. Centre L '[Cholsey](#)' added. Centre, '[Herne Hill](#)', '[Shirley](#)', '[St. George's Hill](#)', '[Belmont](#)' & '[Marrow](#)' added, Sudbury becomes '[Sudbury & Wembley](#)', one of the two Caterhams becomes '[Purley](#)', Marden Park becomes '[Woldingham](#)'. Centre R '[Beckton](#)' & '[Hever](#)' added. Lower Centre. '[Bolney](#)' & '[Wick](#)' added, West Brighton becomes '[Hove](#)'.

[10] **NORFOLK and SUFFOLK-** some only, examples of amendments/additions, apart from reverse of map. Cover title variant and Advertisement replacing the C of Arms. Above 'Skegness' add '[Addlethorpe](#)' , above Aldburgh '[Sizewell](#)', Sth of Norwich '[Saxlingham](#)' and short Branch Rail line to '[Trowse](#)' ,

[11] **NORTHUMBERLAND and DURHAM** - Amendments/additions, Cover title variant and Advertisement replacing the C of Arms, Sth of Farne Is by N.Sunderland Point add [Sea Houses](#), [Hassendean realigned](#) straight line, formerly curved, Sobs amended to [Stobs](#), [River symbol](#) for Longside B which stops short of the border.. R. Wear (south of Wolsingham) amended to R. [Wea](#). Railways- Near Sea Houses a [dash line depicting a proposed Railway Branch line to Chathill Station](#).

[12] **SHROPSHIRE, CHESHIRE, STAFFORDSHIRE & DERBYSHIRE** 1st issue copy unseen

[13] **YORKSHIRE** - Because of its larger size the vignettes found on each side of all the other maps are absent. Mountain heights changed: [1436 deleted](#) below Stainmore Common and [Rey Cross Pub Ho](#) added Additions- [Gainford](#), [Scotch Corner](#), [Bolton on Swale](#), [Tontine Inn](#), [Yafforth](#), [Scalber Br.](#) south of Settle, [Whitewell Inn](#) [Browsholme](#), [Thormanby](#) , [Bilbrough](#) , [Seacroft](#) NE of Leeds, [Rothwell](#) , [Bulmer](#), [Whitewall Corner](#), [Appleton](#) , Duffield becomes [Cliff Common](#) E of Selby, [Dunswell](#) SE of Beverley, [Flinton](#) , [I of Skye Inn](#) between Holmfirth/Holmebridge. [Hill Top](#), [Ryhill](#) S of Wakefield, [Cawthorne](#) N of Barnsley Amendments-Harrpp Fold becomes [Harrop Fold](#), [Bolton Percy re-drawn on a single line](#) (previously Bolton above Percy), Hutton Hall becomes [Sand Hutton Hall](#), [Riccall re-sited](#) from W side of the Selby/York road to the E to accommodate the addition of [Nan\(?\)](#), Meaux becomes Meaux [Abbey](#). Railways- Solid line W from Lincoln leaving the map S of Tuxford replaces a dashed line,

[14] **NORTH WALES** -Amendments/additions, Cover title variant and Advertisement replacing the C of Arms. Camlyn B. becomes [Cemlyn](#) B, Bramborough becomes Bramborough [Locks](#), Llethr becomes [Y Llethr](#), Llanfachret becomes [Llanfachreth](#), Preston Gobalds becomes Preston [Gubbals](#), Woolstaston becomes [Wollaston](#), Borth becomes [Upper Borth](#), Add- [Dulas Bay](#), [Snowdon Ranger](#), [Llandanwg](#), [Llanenddwyn](#), [Llanwddyn](#), [Shochlach](#), [Hargrave](#), [Harthill](#), [Morfa Borth](#), [Elerch](#), [Moel Fodian 1850](#), [Carnedd Wen 1716](#), [Asterley](#). Mountain heights changed: 1905 to [1902](#), 2478 to [2483](#), 2527 to [2528](#) and 2874 to [2875](#). The Rivals 1837 becomes [1849](#), 3570 becomes [3560](#) at Snowdon, 3033 becomes [3029](#) at Elidyr, 2865 becomes [2860](#) at Moel Siabod, 2529 becomes [2339](#) at Moelwyn, 2578 becomes [2566](#) at Aberglaslyn, 2051 becomes [2046](#) at Talsarnau, 2467 changed to

2462 at Diphwys, 1748 becomes [1742](#), 2005 becomes [2004](#), 2055 becomes [2054](#), 2050 becomes [2049](#), 1656 becomes [1644](#) at Bron Banog, 1323 becomes [1447](#) at L. Bran, 2197 becomes [2194](#) at Filiast, 1549 becomes [1542](#) at Cader Dinmael, 1099 becomes [1086](#), height 1739 becomes [1734](#), 1710 becomes [1705](#) at Moel-y-Llyn.

[15] **SOUTH WALES.**- some only, examples of amendments/additions, apart from reverse of map. Cover title variant and Advertisement replacing the C of Arms.

Add- Sth of Cardigan just below 'Whitchurch' add [Mynydd Prescelly](#), [Nant Gwyllt](#), [Source of Wye](#), [Trumau](#), [Nant Gwyllte](#), [Monington](#), [Bridell](#), [Mynydd Prescelly](#), [Llandefaelogfach](#), [Llanddew](#), [Blaen Rhodda](#), [Kenfig Hill](#), Amendments Hilgerran becomes [Gilgerran](#),

Mountain heights changed/added: 'Carn-gron' has height added '[1776](#)', to the NE 'Bryn-garw' has depiction and height '[1827](#)', 2120 becomes [2115](#) at Drygarn, another height change 2019 becomes [1899](#). 1097 becomes [1100](#) at Moelfre, Preceley Top 1754 becomes [1760](#), [1361 Trichru added with mountain symbol](#), height 1596 becomes [1503](#), 1025 becomes [1030](#) at Crug Fach, 2910 becomes [2907](#) at Brecon Beacons, 2410 becomes [2409](#).

[Rhydd Hywel](#) re-sited north, [Laugharne](#) becomes [Langhorne](#). [Sandbanks re-drawn at mouth of R. Towy and Burry Inlet](#), [coastline amended at Towyn Pt.](#)

Odd Information-

- 1) Company owned Glenfarclas and Glenlivet Distilleries, both still operational today, large parts of Oban & Aultmore Distillery together with the Duddingston Brewery.
- 2) Family Home was in Dundee, with the business operating from premises in Leith, Edinburgh, they travelled to and fro frequently via their 'own' Private Railway Train [hired for Publicity purposes].
- 3) Went into Bankruptcy 6th December 1898 [nicknamed '[Pattison's Crash](#)'] taking almost everyone by surprise and causing consternation and panic throughout the entire Whisky Industry.
- 4) Both Brothers, Walter Gilchrist Gray Pattison and Robert Pattison were later accused, convicted and sentenced to prison for fraud.
- 5) They produced two sets of Promotional Maps (1) England & Wales 15 maps and (2) Scotland of 8 maps.

Note- I am indebted to Alan Yates, Surrey, for sight of his notes enabling me to fill the gaps in my research, this has helped to present a fuller picture [as yet still incomplete] of the updates that took place between the two issues of these maps.

Further Note-

The Pattinsons set or Scotland are unseen but quite possibly exist in a similar form and perhaps also in two states.

[1] South West Counties of Scotland

[2] Central Highlands of Scotland

[3] Invernesshire

[4] Sutherlandshire and Caithness

[5] South Eastern Counties of Scotland

[6] Argyllshire

[7] Eastern Counties of Scotland

Printed Maps of Kent

www.oldkentmaps.co.uk

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Tony Burgess 2011.

