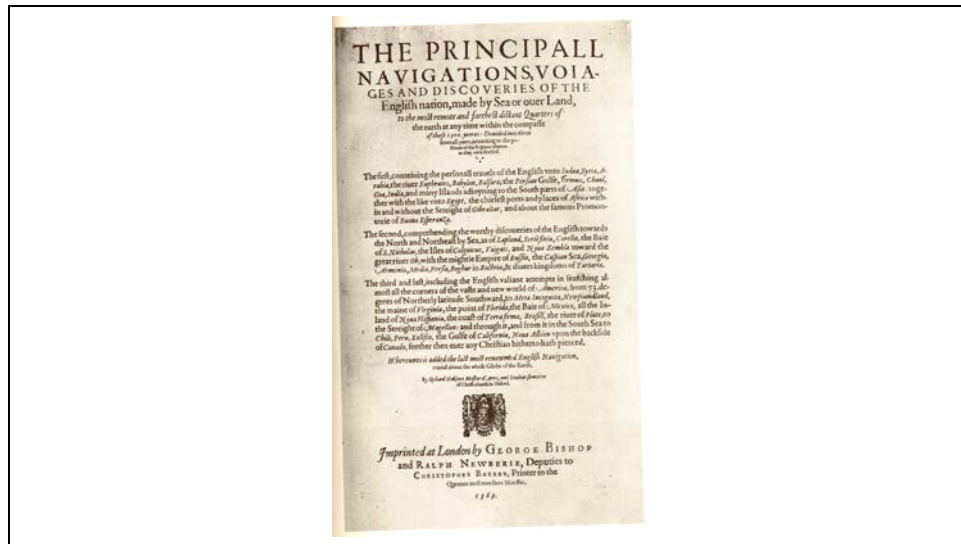


Slide 1

# Commercial Publishers and Exploration: The Role of the House of Murray

Olli Spring 2018  
Marvin Falk

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The adoption of movable type printing lead to a flourishing book market. The West was hungry for knowledge of the world at large and descriptions of far off regions through exploration and an emerging publishing industry has produced a constant flow of books for over 400 years.

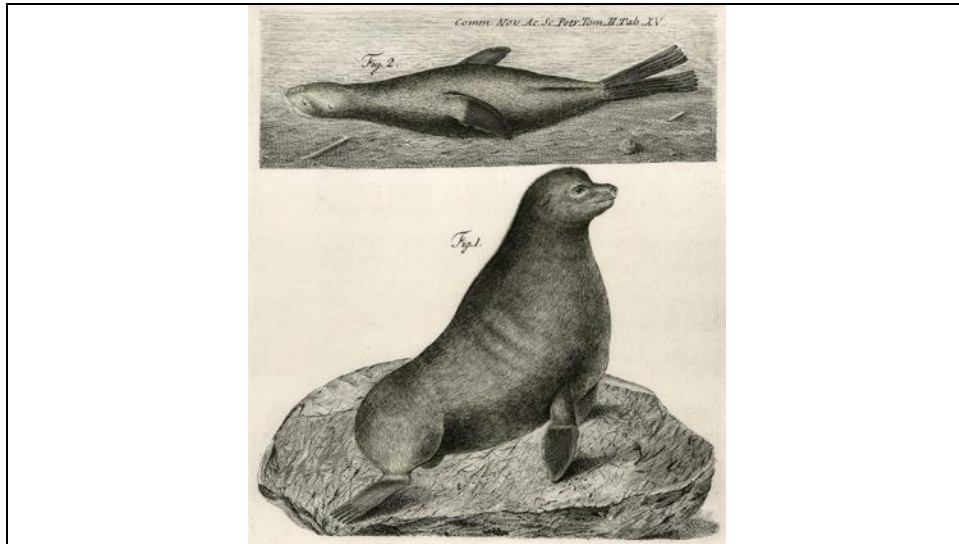
The tradition in Britain started with Richard Hakluyt in 1589

Slide 3



As with later books, these publications did not stray far from the interests of the Crown. As one can imagine, there is a rich history of exploration literature during the 17<sup>th</sup> and 18<sup>th</sup> Centuries as Britannia developed her burgeoning empire. Some outstanding government publications became part of the book trade, but commercial publishers remained the primary source of information for those fascinated by the world beyond national borders. This reached its peak influence following the American and French Revolutions, Napoleon, and the political upheavals in the Americas. The House of Murray was there to foster and promote it.

Slide 4



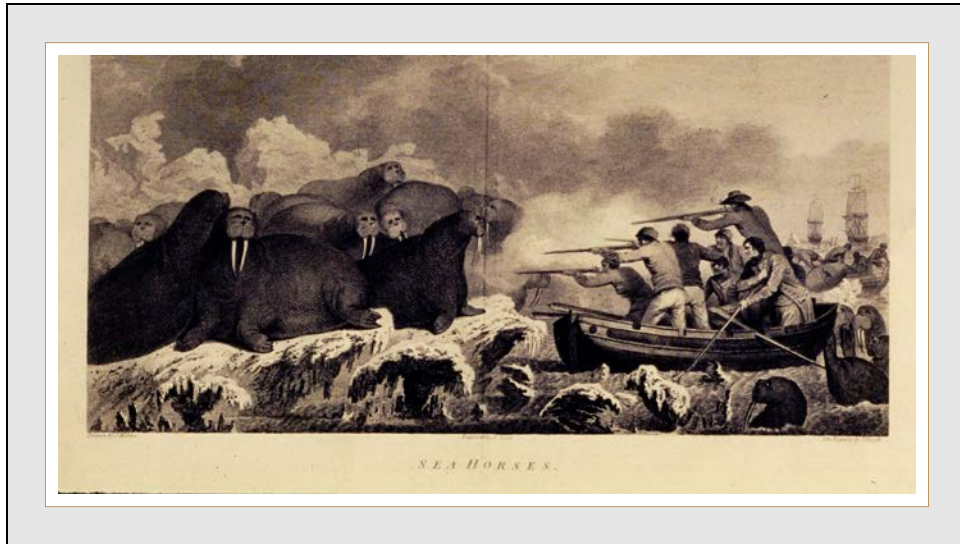
National academies of science were active by the middle of the 18<sup>th</sup> Century. This is from Georg Steller "De Bestis Marinis," *Novi Commentarii Academiae Scientiarum Imperialis Petroplitanae*, vol. 2: 289-398, Saint Petersburg, 1751. Published posthumously and edited by G. F. Muller.

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Expedition publications could be exquisite, but very expensive to print. This is a plate depicting a bird in front of houses on Sakhaline Island from Krusenstern's 1803-1806 voyage to the Pacific, published in 1809. Murray published an English language edition in 1814.

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Major expeditions brought along artists. This is by Webber on Cook's Third Voyage.

## William Coxe, 1747-1828

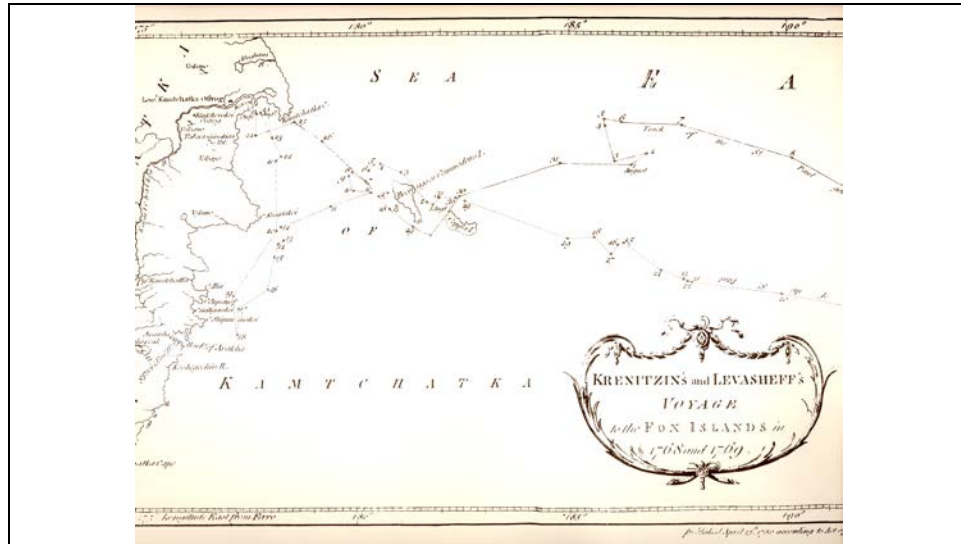
Vicar, Rector, Archdeacon

- Wrote extensively on Russia and exploration
- Visited Russia in 1778 and 1785-1786
- Met with Russian scholars G.F. Müller, P.S. Pallas
- Published *Account of the Russian Discoveries between Asia and America* in 4 editions



This is one method for acquiring information concerning foreign exploration, even before the House of Murray.

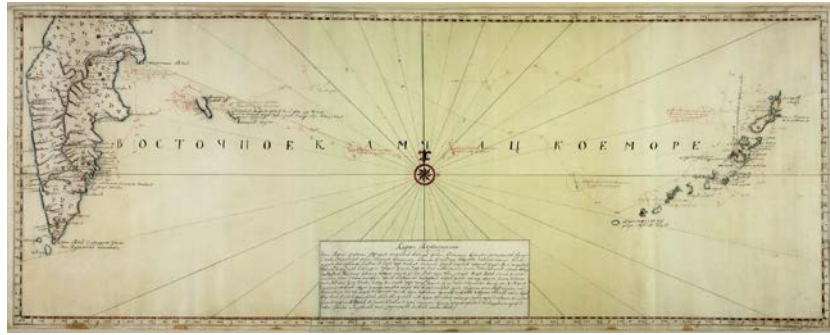
Slide 8



This is from a fold-out map published by Coxe in his second edition of *Account of the Russian Discoveries Between Asia and America*. 1780.

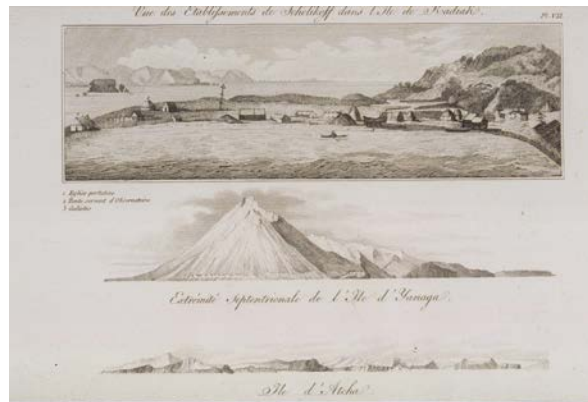


Original Russian Map



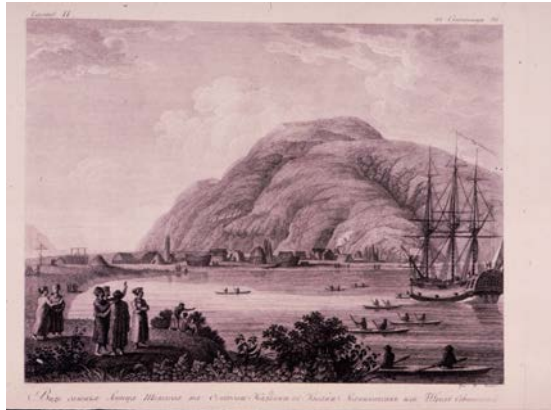
This is the map that Coxe used. It is now housed in the Rasmuson Library Rare Book vault. It was made at the direction of Catherine the Great for her Scottish physician who then passed it on to Scottish colleagues.

As Luka Voronin drew Shelikov's Three Saints settlement



Luka Voronin was the artist for the Billing-Sarychev expedition of 1785-1793. I have seen a reproduction of the original drawing and it is very much as depicted here.

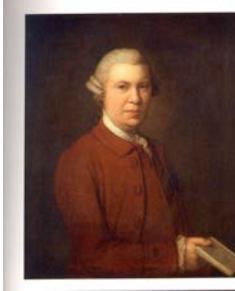
As depicted in Official Publication (Sarychev)



The engraver enhanced Luka's original drawing, adding the expedition's ship, many baidarkas and happy Aleuts. The mountain is grander as well.

## The House of Murray

John Murray I (1745-93), John Murray II (1778-1843), John Murray III (1808-92)



### House of Murray and Exploration

- 400 books on travel, topology, and exploration 1773-1859
- Of these, 239 were on non-European travel and exploration
- Authors include Alexander von Humbolt, Peter Simon Pallas, Adam von Kruzenstern, John Barrow, James Burney, John Ross, Edward Sabine, George Francis Lyon, John Franklin, Edward Parry, Frederick Beechy, John Richardson, George Back, Herman Melville, Charles Darwin, as well as literary works by Jane Austin, Sir Walter Scott and Lord Byron.
- *Quarterly Review* founded in 1809
- *Murray Handbooks*, 1836 --

The “four o’clock” salon

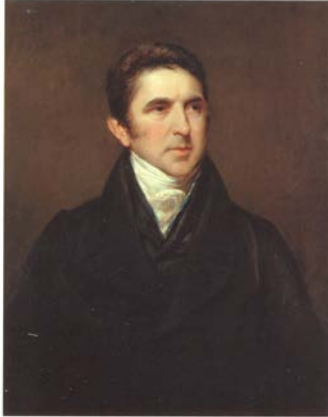


From left to right: Isaac D’Israeli, John Murray II, John Barrow, George Canning, William Gifford, Sir Walter Scott and Lord Byron. These folks were never in the room at the same time, but each was at one time or another. Murray maintained a network of informed advisor. He also had a staff of inhouse readers, the costs sometimes exceeding what the authors were paid.

Along thy sprucest bookshelves shine  
The works thou deemest most divine—  
The “Art of Cookery,” and mine,  
My Murray.  
Tours, Travels, Essays, too, I wist,  
And Sermons to thy mill bring grist;  
And then thou hast the “Navy List,”  
My Murray.  
And Heaven forbid I should conclude  
Without “the Board of Longitude,”  
Although this narrow paper would,  
My Murray.<sup>100</sup>

Byron sent this poem in a letter to Murray II from Venice in 1818

At the center of it all: John Barrow





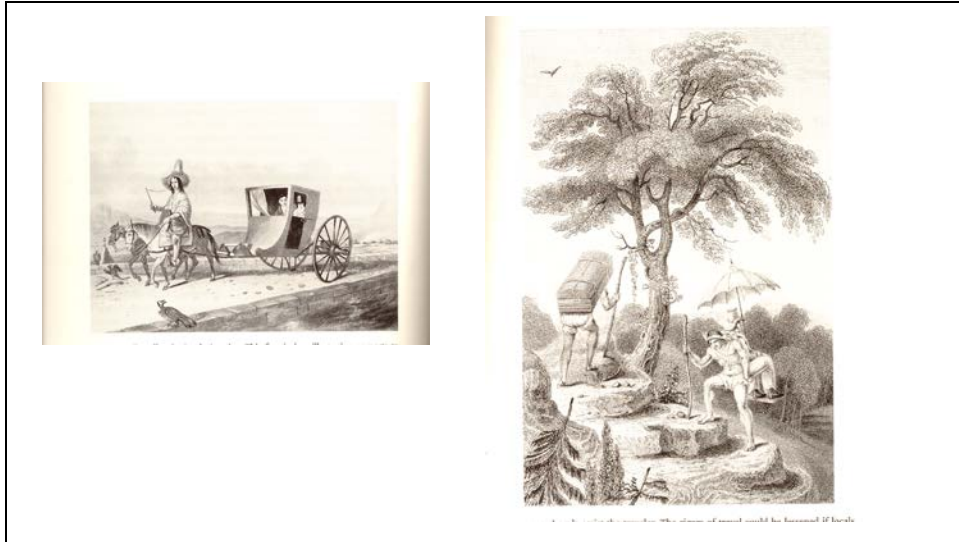
## Barrow's career

- Attached to Lord M'artney's mission to China 1792-94. Learned Chinese
- Auditor General for Public Accounts, Cape Colony 1799
- Appointed Second Secretary to the Admiralty by Viscount Melville 1804, retired 1845
- Published 95 articles in the *Quarterly Review*
- Published books on China, Cochinchina, South Africa, Mutiny on the *Bounty*, biographies of Peter the Great and a number of British admirals, *A Chronological History of Voyages into the Arctic Regions* (1818) and *Voyages of Discovery And Research Within The Arctic Regions, From the Year 1818 to the Present Time* (1846)
- A close friend and Reader for John Murray II
- Fostered expeditions by Buchan (1818), John Ross (1818), Parry (1819-1820), Franklin (1819-1822), Parry (1821-1823), Lyon (1824), Parry (1824-1825), Franklin (1825-1827), Beechey (1825-1828), Parry (1827), Back (1836-1837), James Clark Ross (1839-1843), Franklin (1845-1848).

## Going to Press

- House of Murray employed 35 different printing firms for its non-European titles
- Before typewriters, compositors had to decipher handwritten copy.
- Compositors functioned as copy editors, sometimes making major changes
- First proofs were printed – resistance to large-scale changes
- Who is in charge of changes? – publisher or author
- Including reviews from well-placed pre-publication review copies
- Expensive editions went upscale for prestige, followed by physically smaller editions.
- Systematic reprints for mass market
- Murray II launched the “Family Library” in 1829
- Murray III launched the “Home and Colonial Library” in the 1840s

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Travelling in Chile in 1822 and in Columbia in the 1820s

George Francis Lyon

**The Royal Naval Captain, artist and arctic explorer Lyon in his costume ready to explore North Africa incognito.**



**Stalking seals by Lyon**



A number of Arctic navel officers explored on land as well – in the Middle East, Africa, India and even Afghanistan.

Lyon's Sandstorm



George Back



*The long pack-train, upstream: Rapid in the Mackenzie River, by Back, September 1826*

## Arctic Council



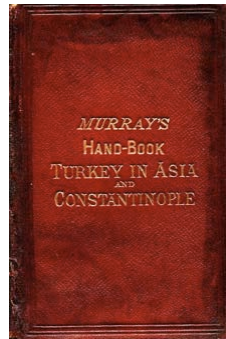
*The Arctic Council planning a march for Sir John Franklin, painting by Stephen Pearce, 1851  
(from left to right: Sir George Back, Sir William Parry, Edward Joseph Hind, Sir James Clark Ross, Sir Francis Bauforte,  
John Barrow, Sir Edward Sabine, William Hallie Hamilton, Sir John Richardson, Frederick Beechey)*

### The changing book trade

- Growing market for inexpensive books -- competition
- Increasingly popular periodicals
- Smaller formats popular and less expensive to print
- Steam presses and other technological advances
- Graphics become less expensive to reproduce
- The House of Murray loses influence as government connections age
- Murray IV and V prosper, but no longer at the center of new exploration



## Murray Handbooks



- Murray's Handbooks were the travel guides for the day like **Baedekers** or **Lonely Planet** guides are now. Starting in 1838, they covered Algeria, Belgium, Egypt, France, Germany, Great Britain, Greece, India, Ireland, Italy, Japan, Portugal, Russia, Scandinavia, Spain, Switzerland, Syria, and Turkey.
- 
- Alas, nothing on the Arctic, which is now a destination for cruise ships.

### Beyond Murray: Expanding Documentation

- Hakluyt Society
- Text publication society, founded 1846
- Has published more than 200 editions in 350 volumes, including *Journals of Captain James Cook* (4 volumes, 1955-67), *Charts & Coastal Views of Captain Cook's Voyages* (1988-92) and the *Malaspina Expedition* (3 vols.)
- Other text and translation series include individual scholars such as Frank Golder and series editions issued by the Oregon Historical Society, Richard Pierce (Limestone Press) and the Rasmuson Library Historical Translation series (University of Alaska Press). These, in general, do not cover British explorations of the era covered here.