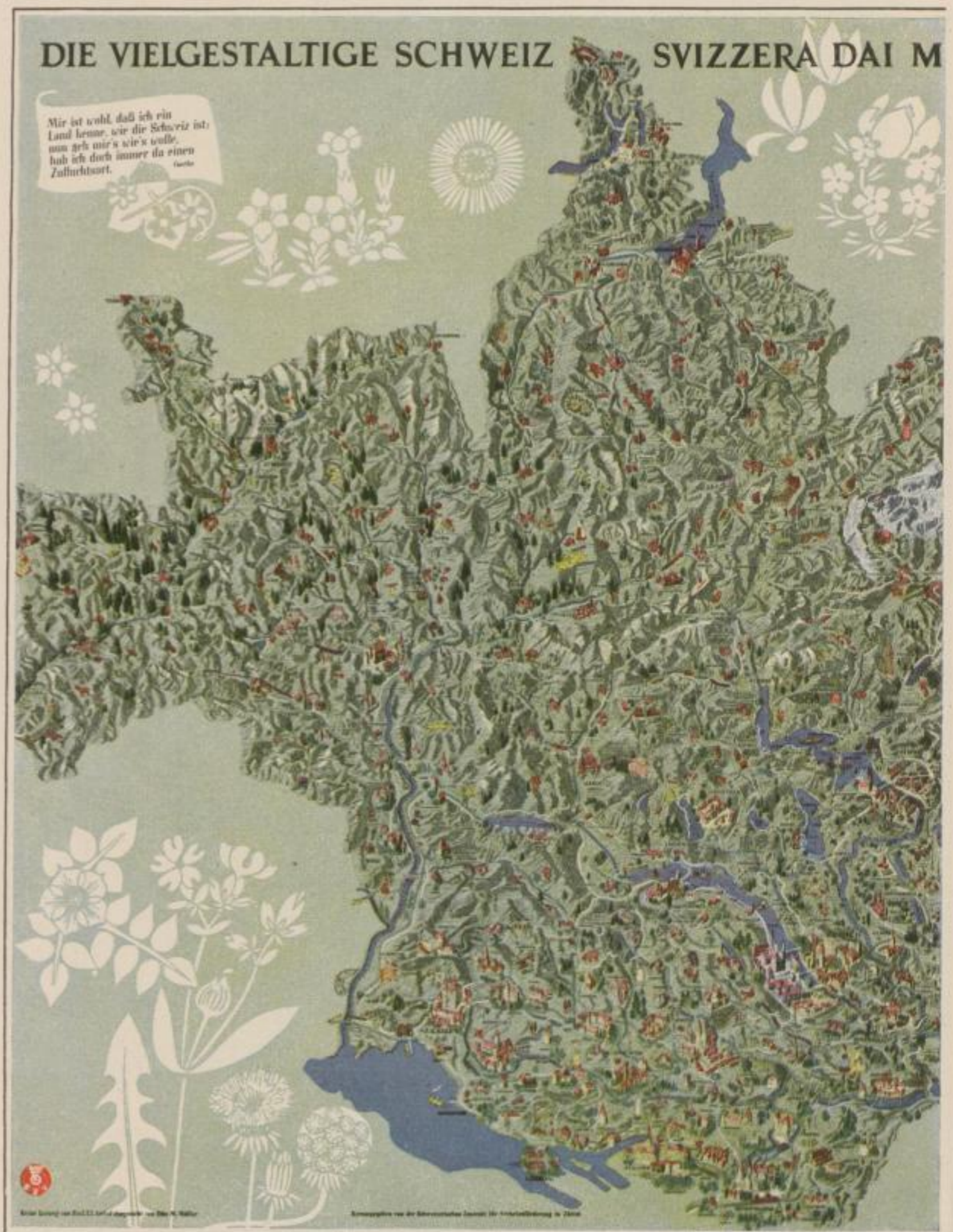


ceptible and tangible pictures—men, animals, towns, ships and fabulous beings—for this presentation of human life was often the sole means of giving the uninitiated some idea of a strange country. The technisation of cartography that started in the 19th century and aimed at absolute objectivity had perforce to drop the easy “conversational” tone of the old maps and became “official” in the double sense of the term. Probably this—as well as a penchant for what is traditional—was the reason why countries, cities, industries and commercial enterprises abandoning for their publicity purposes the objective type of map turned once again to the pictorial map. Space does not permit of my presenting readers with examples culled from the past for the purpose of comparison. In those days Columbus, Magalhães and other travellers reconstructed man’s conception of the Earth, and cartographers like Behaim, Waldseemüller and Krämer—the latter fol-



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lowing the Humanist custom called himself Mercator—drew maps of navigators’ voyages with a view to enlightening their own countrymen. It was entirely virgin soil to them