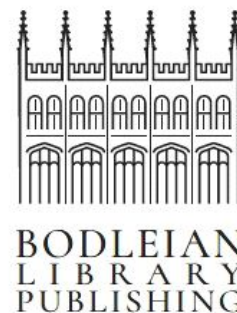


A fascinating exploration of the history of alcohol in Victorian Britain via the 'drink maps' that were produced by the temperance movement to promote sobriety.

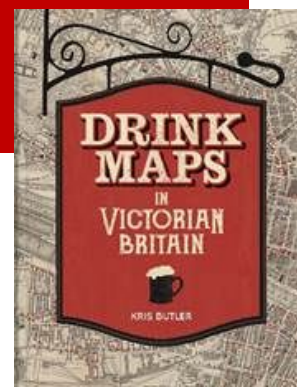
## Drink Maps in Victorian Britain

by Kris Butler

£25, 9 May 2024



*'A brilliant, intoxicating book about the alliance of maps and the temperance movement in Victorian England. Butler has produced a powerful and beautifully illustrated account of the power of maps and the scale of addiction in nineteenth-century England, and in the process has identified a whole new cartographic genre.'* – Professor Jerry Brotton



As Kris Butler says in her introduction: 'This is the story of drink maps, and it's probably not what you think. It's not about pub crawls or plotted ale trails. Instead, these are maps with an agenda that was adamantly hostile to drinking alcohol, made by an organized faction known as the Temperance Movement. The logic at the time of the maps' creation went as follows: if people are shown how many places there are to buy alcohol, they will be so appalled that they will join the effort to end drinking. In hindsight this logic is obviously flawed.'

*Drink Maps in Victorian Britain* explores how drink maps of cities were published to fight increasingly rampant alcohol consumption, from Liverpool, Manchester and Sheffield to Oxford, London, and Norwich.

Featuring red symbols to indicate where alcohol was sold, these special street maps were posted prominently in public places, submitted as evidence, sent to Members of Parliament, and published in newspapers to show just how inebriated a neighbourhood could be. They promoted the message that having fewer places to buy alcohol was the answer to reducing widespread crime, poverty, and sickness. And they worked – at first. After consulting a drink map in one town, judges decided to close half the licensed shops because even then no one had to walk more than two minutes to buy a beer (!).

Illustrated with original maps, advertisements and temperance propaganda, these historical documents, and the stories and characters behind them, give us intriguing insights into the complex role alcohol played across all levels of Victorian society. They shine a light on drinking habits, the development of licensing laws and the tactics of the temperance movement in Victorian Britain.

**Kris Butler** is a lawyer, past president of the Boston Map Society and currently serves on the board of the Washington Map Society. She is also an award-winning home brewer and a contributor to *MAP: Exploring the World* (Phaidon). She has given numerous talks about drink maps, including at the International Conference on the History of Cartography in Amsterdam and at Harvard University in the US.

**For further information, or to speak to Kris Butler, please contact: Emma O'Bryen, Publicity, [emma@obryen.co.uk](mailto:emma@obryen.co.uk), 07505 659641**

Follow us on Twitter @BodPublishing and on Instagram @BodleianLibraryPublishing

**\*\*Kris will be visiting the UK from 24 May for two weeks and will be available for interview\*\***

#### **About Bodleian Library Publishing:**

Bodleian Publishing has a diverse list of gift, general interest and scholarly books on a wide range of subjects drawn from or related to the Library's rich collections of manuscripts, rare books, maps, postcards and other printed ephemera. Details and online shop at [www.bodleianshop.co.uk](http://www.bodleianshop.co.uk).

#### **About the Bodleian Libraries:**

The Bodleian Libraries at the University of Oxford is the largest university library system in the United Kingdom. It includes the principal University library – the Bodleian Library – which has been a legal deposit library for 400 years; as well as 26 libraries across Oxford including major research libraries and faculty, department and institute libraries. Together, the Libraries hold more than 13 million printed items, over 80,000 e-journals and outstanding special collections including rare books and manuscripts, classical papyri, maps, music, art and printed ephemera. Members of the public can explore the collections via the Bodleian's online image portal at [digital.bodleian.ox.ac.uk](http://digital.bodleian.ox.ac.uk) or by visiting the exhibition galleries in the Bodleian's Weston Library. For more information, visit [www.bodleian.ox.ac.uk](http://www.bodleian.ox.ac.uk). Follow the Bodleian Libraries on Twitter @bodleianlibs and on Instagram @bodleianlibrarypublishing.

#### **Drink Maps in Victorian Britain**

By Kris Butler

192 pages, 228 x 176 mm

c. 50 colour illustrations

Hardback, £25.00

ISBN: 9781851245789

Publication date: 9 May 2024