



## **ITMB PUBLISHING LTD.**

- **INTERNATIONAL TRAVEL MAPS AND BOOKS**
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**AXIS OF EVIL MAPPING NEWSLETTER #9 OF 2016 – Late August/September New Titles = Austria/Salzburg, Namibia, Prague/Western Czech – see below for details**

### **INTRODUCTION**

ITMB is a prolific issuer of maps, both brand new titles and updates. Ian and I travel widely to gather information, check data, and ground truth locations. Some of these destinations can be a bit strenuous, so we have been spending the summer developing some new artwork for the USA and Europe. These titles will arrive in due course, but I can reveal that one forthcoming title is Washington/Oregon. We spent the last week of July driving roads in these two states to check on the accuracy of our imagery, to add new attractions, and to check spelling. This will come out as a double-sided sheet of paper, with the State of Washington filling one side at an appropriate scale, and Oregon doing the same on the reverse side as a separate map with its own suitable scale. In the not too distant future, we hope to be able to do the same thing with Idaho and Montana, and more titles will follow in 2017. We see our map line growing in the American market, and want to capitalize on this; we also see that the demand for paper maps is growing. That seems to contradict what the digital people keep telling everyone, but it's true. We're seeing no slowdown in sales of paper maps and I'm sure that anyone in the paper map publishing industry would agree. So, expect to see more new titles coming from ITMB in the future!

### **TAKING A LOOK AT TRAVEL'S FUTURE**

Would that we had a magic sphere to see the future! However, we can take existing trends and extrapolate them into the future. In this case, airlines need to know how many planes they will need in one, five, ten and even twenty years' time. Airline manufacturers obviously need to estimate (reasonably accurately) how many planes they will be building. Boeing has released its estimate of probable need, and it is very optimistic. Like all projections into the future, this one is premised on the world staying reasonably normal. Travel is growing rapidly, especially in Asia, and Boeing estimates that the world will need 39,600 brand new aircraft to replace existing planes that reach the end of their life spans and to provide planes for expansion and new airlines. At current costs, that comes to \$5.9 trillion dollars. Sounds like a good idea to invest in Boeing!

38% of all new planes will be delivered to Asia, 25% to North America, 15% to Europe, and 22% to the rest of the world. Boeing also estimates that the bulk of new orders will be for single-aisle planes, as opposed to wide-body planes with two aisles. At the moment, there are 22,510 jet aircraft in service world-wide, including cargo planes but excluding military and private-use planes. Replacing these aircraft for newer craft, as is inevitable, and doubling the number of aircraft, is going to have a dramatic impact on everything from boarding docks to security clearances. Some airports are approaching capacity now (Heathrow, for example). How many could handle twice as many flights? Airbus has also released its estimate of need and, while somewhat more conservative than the Boeing estimates, essentially agrees that the future includes many more aircraft flying by 2035 than are in use today.

### **COUNTRY REGION IN THE NEWSLETTER FOR THIS MONTH: the USA**

One could write reams about the USA. The reason it is in my mind at the moment is due to the fact that we just spent a week driving around the Pacific Northwest region. We were impressed by the good quality of roads, accommodation, eateries, and attractions. We visited a couple of national monument sites; the first being the commemoration of Frenchtown, a British French Canadian community near Walla Walla that flourished during the era before American settlers arrived in the 1840s. Newly arriving settlers unfortunately created a lot of mistrust and animosity in the process and un-did harmonious relations. The second site was nearby; a mission station that served the needs of local native North Americans and became one of the 'rest areas' on the famous Oregon Trail. We actually walked on a portion of the original trail, still deeply rutted more than a century after use. Unfortunately, the settlers brought with them diseases for which the local people had little resistance.

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Yes, in the 1840s, whites died of measles and smallpox as well, but only some; native Americans died by the thousand. In the case of the Whitman Mission, the fear and mistrust generated in local communities resulted in the mission being attacked and all whites killed. All the French Canadians were also slaughtered. Predictably, this resulted in American authorities sending in the army to 'subdue' the native Americans, with such a further loss of life that the indigenous peoples are only now again a viable community, a century later. My point is not to criticize either side, but to note that memorials exist in various parts of the USA to note past tragedies as well as past accomplishments, and that this one transcended borders with the inclusion of several French-Canadian settlers who settled this corner of Washington State long before so-called 'Americans' arrived.

It is tempting to comment on the current US election, simply because it is so important, but we deliberately turned off our car radio and avoided television programming during our visit, simply to distance ourselves from the vitriol and hatred that seems so much a part of American political campaigning. We saw relatively few signs promoting individual candidates, and I assume that this is due to the three-month time period of the actual campaign. To an outsider, normal American electioneering seems bizarre at best. This particular campaign cannot in any sense of the word be regarded as 'normal', but it is unheard of in democratic societies to have one presidential candidate 'suggesting' to his supporters that assassinating his opponent is something possible to consider. The USA is a wonderful country to visit, but it does have its oddities! People are, generally, friendly and out-going, hospitable and polite. We try to stay with couch surfing hosts when we travel and this trip was no exception. However, politically the nation is extremely polarized, and politics is a dangerous subject to bring up in conversation, so concentrate on all the scenic attractions, as we did!

### **POKEMON GO**

The current fad rave is catching electronic creatures using a newly-released game. Unlike most fads that capture the public's attention, this one interferes with property rights and can be a danger to the user. There have been numerous cautionary notices posted by police forces following unfortunate incidents, and various locales such as Arlington National Cemetery have been forced to declare themselves 'off-limits' for this game. Now airports are becoming increasingly concerned about game-players ignoring security signage, annoying fellow travellers, and creating traffic jams in their mania to catch a Pokemon image. In other words, keep your smart phone off in security areas or risk losing it!

### **BREXIT A CONTINUING SAGA**

The fallout from Britain's decision to leave the European Union, and the Union's apparent interest in rushing Britain out the door continues to fascinate outsiders. As Britain has not yet initiated any move towards triggering the steps necessary to actually 'do' anything towards leaving, the EU languishes in a sort of la-la land. Both Britain and Europe are suffering as a result, but I suspect that the Brits are just getting their house in order before starting negotiations. I recently learned that British Airways is owned by a firm called AIG, which I've never heard of; nor was I aware that this same firm owns Aer Lingus in Ireland and Iberia in Spain, along with, no doubt, other airlines. AIG recently announced that it is cutting capacity and reducing investments as a result of a decline in demand, which it contends emanates from Brexit. The company was kind enough to note that airport strikes in crucial market areas of France and Germany have also impacted on them, but noted that the fall in value of the Pound was making trips to countries outside of the Sterling area significantly more expensive for people in the UK. As most of the cancellations and reduced interest was in destinations within Europe, ipso facto Europe is suffering as well as millions of Brits opt not to travel to EU countries. In another astonishing move, Cunard Cruise Lines has just announced reduced prices for trans-Atlantic sailings. As Britain appears to be doing nothing to further their stated aim of leaving the EU, one has to question why politicians on both sides posture, fervently declaring intentions but doing nothing. It makes one wonder as to the real game being played. Will Britain, in fact, ever apply to leave the EU?

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### **IS IT A FRUIT OR A VEGETABLE?**

This has nothing to do with travel, but what is a fruit and what is a vegetable? The word 'vegetable' comes from the Roman 'vegetabilis', meaning to grow and flourish, but we have refined the term to differentiate various foods. A fruit is the mature ovary of a flower that contains a seed; a vegetable is any part of a plant which does not have an ovary. Thus, watermelons are fruits, potatoes are vegetables. What about cashew nuts, rice, wheat, or corn?

Technically, all nuts and grains are fruits. We don't think of them that way, but that's cultural. We tend to think of vegetables as something accompanying a main course meal, but that is also cultural. Tomatoes, cucumbers, squashes, peas, and all colours of pepper are fruits, not vegetables. Potatoes are the most popular vegetable in America, followed by tomatoes, which are actually a fruit. This is interesting because when the US government began taxing imported vegetables (in 1883), tomatoes were deemed subject to the Tariff Act. One importer took the case all the way to the Supreme Court, which decided, bizarrely, that although the tomato is a fruit botanically, we think of it as a vegetable, therefore it was a vegetable and subject to the tax, even though it is a fruit and not taxable.

Potatoes and sweet potatoes are tubers, although the first is in the nightshade family of vines and the second in the morning glory family. Yams originated in Africa, and are part of the lily family. The carrot originated in Afghanistan as a purple vegetable; orange carrots were developed in Holland. The word cabbage comes to us from old French, where 'Caboche' means head. Corn is a member of the grass family. Raisins are fruit, and in America, 75% of all raisins eaten are done so as part of breakfast. Raspberries are not a fruit, but are a conglomerate of fruits. Each raspberry contains hundreds of tiny individual fruits, each one containing a seed. Worldwide, mangoes are the most popular fruit; in the USA, bananas are Number One. Tangerines are named after Tangier, Morocco, where the fruit was well-known, and the origin of orange is 'naranga', meaning fragrant, in Sanskrit. Here's one guaranteed to stop all conversation at dinner tonight; just casually mention that avocados, first seen by Spaniards in Central America, were named 'ahuacatl' meaning 'testicle' because of the shape of the fruit. That should stop all conversation!

### **LOST LUGGAGE**

The bane of all travellers is watching one's check-in baggage disappear into the airport's care. I always worry as to whether I'll ever see it again, and wonder if it will have a pleasant visit to Rio along its way from Vancouver to Frankfurt. Usually, the luggage arrives on the carousel at the arriving destination, but not always. I remember a favourite hat of my father's that eventually was delivered to us several weeks after we returned home. It was decorated with several different destination tags and became known as the hat that travelled more than my father. Once, en route to Chile, our luggage, which had to be re-claimed at New York's JFK airport before being re-accepted, did not arrive in time and Lan and I had to run to catch our flight, then buy necessary items in Santiago to last us until the bag arrived five days later. We all have similar stories, so why does luggage sometimes get lost? IATA did a study in 2015 that found two main reasons. They studied the 23,000,000 bags that went missing in 2015 and came up with the following: 45% of all bags lost were lost in transit between flights, at venues requiring a change of plane. Although short connecting times probably accounted for many of these, and in most cases the errant bags caught the next flight and only created a minor inconvenience to the traveller, the report has stimulated several airlines to modernize equipment and move towards a universal scanning system to minimize such incidents. Human actions remain the largest reasons for luggage going missing. Ticketing errors, security processing, heavy-handed activity causing tags to become detached, and outright stupidity all contributed to bags not reaching the proper destination. Reasons beyond the control of anyone actually constituted 8% of all incidents, with sudden changes of a boarding gate being given as an example. Almost all of these millions of delayed bags eventually were re-connected with their owners, which is a story in itself (or, more accurately, twenty-three million stories), and the percentage of misplaced bags (they aren't really 'lost') has been decreasing as more airlines improve baggage handling techniques.

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### TRIVIA QUIZ

1. Is a jitney a day trip, a duty-free shop, or a small bus?
2. What is the name of a bed that folds into the wall?
3. Did Capodimonte porcelain originate in Greece, Italy, or France?
4. Who was the first scientist to split the atom?
5. Where are the Atlas Mountains located?

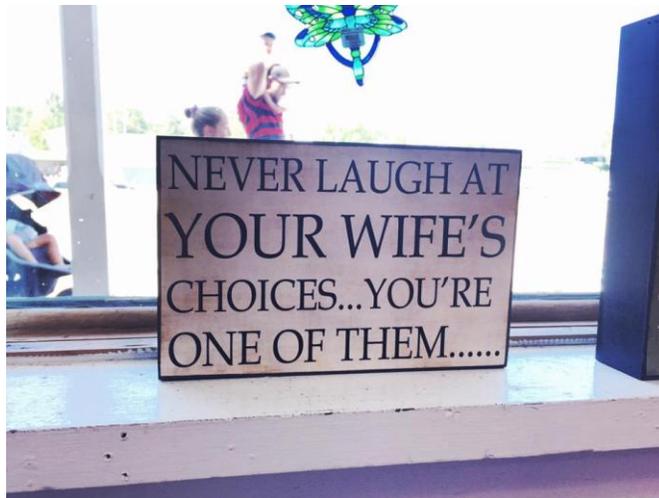
For the answers, go to the end of this newsletter.

### ONE LAST STORY OF INCREDIBLE ENDURANCE

As the Olympics wind down and the two-week extravaganza moves into history, new records have been set and personal accomplishments recognized. It is, after all, the greatest sporting show on earth. This story is not about the Olympics at all, but a 32-year-old Chinese woman deserves a gold medal for endurance. She fell off the seventh deck of a cruise ship somewhere between Shanghai and South Korea. The fall, from the equivalent of seven stories above the water should have killed her, but didn't. The propellers of the ship should have sucked her under, but didn't. Her cries for help were not heard and the ship slowly sailed out of sight, at night, leaving Fan alone in the middle of the ocean. I would have lasted five minutes! She swam all night, and all the next day, and all the next night! After 38 hours in the ocean, she spotted a fishing boat and swam up to their boat and asked the surprised men to be rescued. They got her to a hospital, where she was treated for jellyfish stings and released, having survived an incredible adventure. Congratulations to an amazing athlete!

### DARLING DAUGHTER'S CONTRIBUTION TO THIS MONTH'S NEWSLETTER

I just received an email from Lan Phuong portraying one of those signs one tends to see in souvenir shops. This one says "Never laugh at your wife's choices – you're one of them!"



### ITMB CURRENT PROJECTS AND OUT OF STOCK ITEMS

Andorra is now out of stock indefinitely. We are working on a new map combining a regional map of the Pyrenees border area between France and Spain with Andorra on the other side; no ETA is available; just 'when it's ready'.

Antarctica has fewer than 60 copies left in stock. We are working on a new edition that will add a new map of the Falklands and maybe South Georgia to the second side, Lan having vetoed my suggestion of a motorways map.

Armenia/Azerbaijan is almost out of copies. A new edition is being prepared; no ETA.

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Banff National Park is out of copies. A new edition is being developed to portray both Banff and Jasper on one double-sided sheet; no ETA.

Bhutan/Northern India is out of copies. A new edition is being prepared and due late December.

Bolivia is out of stock. A new edition is being prepared and expected in October..

Cayman Islands/Jamaica is almost out of stock. A new edition is at press, to be called Jamaica and Cayman Islands; no ETA, but probably December.

Lima and Central Peru is down to 7 copies. A new edition is being prepared. No ETA

Mexico Pacific Region/Guadalajara is almost out of print. A new edition is being prepared, no ETA.

New Guinea is out of stock. A new edition is at press; due in December.

South Korea/Seoul is almost out of copies. A new edition is being prepared, no ETA.

USA Southwest is out of copies. A new edition is at press and expected in December.

Vancouver City is almost out of copies. A new edition is at press and expected in December

Vancouver Island is getting close to running out of copies; a new edition is being prepared.

### **EXCELLENT ITMB TITLES**

We still have very limited quantities of a few selected ITMB titles that were returned to us by a defunct wholesaler. All are still current editions and are now in our warehouse. These are:

**Brasil, hard-covered, has 12 copies left.**

**Eritrea still has 89 copies left.**

**Italy South has 6 copies left**

**Piedmont/Liguria has 3 copies left**

### **NEW TITLES FOR AUGUST, 2016**

**Austria and Salzburg Travel Reference Map 2<sup>nd</sup>/1<sup>st</sup> Ed. 2016 1:500,000/1:15,000 on plastic paper ISBN 9781771290043 PC 817712900432 \$12.95cdn/us E9.50 8.95GBP** – Austria is one of my favourite countries in Europe. It captures the best of both Germany and Switzerland without the same brashness or expense. This is our second version of the country, which is brand new artwork for us. We have tried to capture the mountainous nature of Austria through hill shading as well as hypsometry and I have mixed views as to whether or not road and visitor information shows as well as it should. Austria is a long, thin country, and to fit it on to a standard-sized sheet at this scale, we have been forced to show the westernmost portion, and the enclave of Liechtenstein as a large inset. The other side of the sheet is also a new step for us. We acquired a data base for Salzburg while in Europe in the spring. It nicely fills the sheet and, unusually, includes nearly all the urban area. We also decided to leave the German text intact, so the airport is shown as a Flughafen and the small portion of Germany that is included is noted as being Deutschland. This is because signs posted locally would show that way on highway markers, so after decades of translating everything into English, we decided to experiment and see whether this approach works. Comments would be welcomed. It is an excellent map of the city, with roads portrayed in the usual colours favoured on the continent – motorways in yellow, main roads in orange, and secondary ones in white, with casing. Museums, castles, and churches are shown, and there is a really detailed city centre inset map. The legend is in four languages. The map also seems to include a considerable amount of farmland, which makes one realize just how compact this important city is in Europe's great cultural heritage. This is a short print run, so please experiment with it and provide input into desired improvements and we'll do more combination city and surrounding areas maps.

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**Namibia Travel Reference Map 7<sup>th</sup> Ed. 2016 on waterproof paper 9781771295611 UPC 817712956118 \$12.95cdn/us E9.50 8.50GBP** – Having travelled extensively around Namibia, I can attest to its attractiveness. The fact that we are now beginning our 7<sup>th</sup> edition attests to the on-going popularity of this country as an international travel destination. Although it is a desert-like country, we have printed this edition on waterproof paper, more for durability than necessity. This adds bulk to the product, but also brings out the colours better than paper can do. As previously, the map includes inset maps of Windhoek and Swakopmund, and shows the road network excellently. Touristic sites are also well-documented. **AVAILABLE**

**Prague and Western Czech Republic Travel Reference Map 3<sup>rd</sup> Ed. 2016 on waterproof paper 1:7,000/1:360,000 ISBN 9781771296168 UPC 817712961686 \$10.95cdn/us E8.50 7.95GBP** – We first became involved with mapping Prague in the early 1990s, when we began our long association with Jiri Navratil. The city is now one of the most-visited centres in all of Europe and is a shining example of the best Europe offers. With this edition, we have added a distinctly different map to the reverse side of the city plan. Lovely though the city is, its surrounds are equally attractive, so we have added that portion of the Czech Republic that fits as a regional map of Western Czech Republic at an easy-to-read scale. The map actually goes from Dresden in the north to the Austrian border in the south and from its western border with Germany to somewhat east of Prague. It is an excellent map, full of interesting sites to see. As in the past, the map has been printed on waterproof paper, for durability. **AVAILABLE**

### Answers to Trivia questions

1. Jitneys are small buses common in Asia
2. Murphy beds are designed to fold into a wall frame. Why Murphy? I don't know.
3. The pronunciation of Capodimonte gives its clue. Only Italians speak that way!
4. Does the name Ernest Rutherford give a clue?
5. Specifically, the range is known in Morocco as the High Atlas chain, but Northwest Africa would also be correct.

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