



ITMB PUBLISHING LTD.

- **INTERNATIONAL TRAVEL MAPS AND BOOKS**
- **ITM DISTRIBUTION**

**12300 Bridgeport Road
Richmond, BC
CANADA V6V 1J5
TEL: (604) 273-1400
FAX: (604) 273-1488
E-mail: Jack@itmb.com**

AXIS OF EVIL MAPPING NEWSLETTER #09 OF 2022 – September

INTRODUCTION

Guess what? It's Frankfurt Book Fair time again! Specifically, Wednesday October 19 to Sunday the 23rd. ITMB has a stand in its usual spot of Building 3, upper floor, Row G; specifically 3.1 G 135, joining Huber, Freytag & Berndt, IMIA and others in the map trade. We hope to see you there. We will have quite a few brand new titles being launched at the fair, and it would be an excellent opportunity to review events of the past three year period of turmoil. Lan and I will both be there, for our 39th consecutive time as exhibitors, so if we can make the effort, we encourage you to do so as well. Please contact me to arrange a convenient time to meet.

NEW TITLES

Lan and her team continue to churn out new artwork faster than we can issue press releases, so you may order a particular title and be rewarded by receiving an updated version of a familiar title, or make note of a brand new title from our press releases. The travel industry is still reeling from the effects of Covid and as a result, some parts of the world are seeing upsurges in travel that are beyond the capabilities of airports or hotels or car rental agencies to support. We at ITMB have to take a long-term approach. It takes a year or more to prepare artwork for a new title; three to six months to update an existing title. Think of all the brand new titles that ITMB has introduced over the past year, or has in production for fairly soon release. We are going to need these titles as the 'new' world emerges from Covid. We don't know yet where the new popular travel destinations will be, but if map sales are any indication, Panama and Scotland are hot prospects! Three new titles have been released during August; see below.

THE STATE OF THE TRAVEL INDUSTRY

Airports are starting to gear up for a higher level of travel activity after three years of virtually no travel. While some airports have really stumbled, most have brought sufficient new staff into play to avoid major disruptions. Airlines have co-operated by scaling back the number of flights they offer, simply because they lack the staff to fly all the planes they want to fly. The end benefit is that most check-ins are reasonably routine and this part of the overall travel industry seems to be getting its act together. Air fares are also dropping as competition returns to some flights. One hears horror stories of \$5,000 one-way fares, but we see lower prices on the horizon. Our adult children flew Vancouver/Hanoi for just over \$1,000cdn round trip. Lan and I are flying to Germany in October from Vancouver for about \$500 each way. Inflation notwithstanding, we found a hotel in Frankfurt within walking distance of the book fair for \$80 cdn per night. Not bad for a time when Frankfurt rates jump normally! We rented a car for pickup at the Frankfurt airport for our 19-day stay in Europe for just a tad more than we would have paid three years earlier. This does not mean that everything is back to normal, as we defined that word pre-Covid, but improvements are coming. Canada is considering abolishing the much-hated and intrusive CanArrive form for incoming air passengers. It can't come soon enough for me! The UK has abandoned its form, thank heavens, as has Germany and a lot of other countries. Those that still have serious Covid problems need to enforce strong restrictions on travel, and we all accept this, but tourism will suffer. It's a balancing act.

TRAVEL BY LAND ACROSS CANADA

As time passes and our long drive across Canada fades into fond memories, I have been struck by one particular reality that has stuck in my brain. We drove across Labrador on a brand new, two-laned, paved highway that was approximately 1,000 kilometers in length, from the ferry landing spot from the island of Newfoundland all the way to the Quebec border west of Labrador City. Think about the significance of this accomplishment for a moment. This is the first new highway in North America in a generation. Sure, we've expanded motorways, and twinned existing roads, but no road authority on the continent has carved out a new road of this length from raw wilderness to this extent in decades. Congrats to the vision of someone in the Newfie government for a project well done!

A TRUE STORY OF SPIES MAKING HISTORY

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This is a travel newsletter, but every so often a story appears that brings our modern world into perspective. Many years ago, a young poet in Russia became quite popular, as poets tend to do in that society. He grew to maturity during the Russian revolution that overthrew the Czar and set the country on a new, and difficult, path. Borya wrote about simple truths that appealed to ordinary Russians and became quite a celebrity, with his poetry entrancing even Josef Stalin. He survived the upheavals of the 1920s, the horrible purges of the 1930s, and the terrible war years of German invasion. Like many poets, he felt he had a book inside him screaming to get out and he slowly began developing his theme. He was married, but his soulmate and muse was Olga, a younger woman who proved to be pivotal to his literary goal. Eventually, Stalin was advised that his writing was anti-Soviet, and Stalin, being paranoid and half mad, had Olga picked up, interrogated for weeks, then sent to a terrible Gulag camp so far away from anywhere that it was a four-day walk from the end of the rail line.

Olga spent three years in severe deprivation when, unexpectedly, Stalin died in 1953. A million and a half prisoners were released from the Gulags, including Olga, who returned to Moscow to find Borya suffering from writer's block. She encouraged him to resume writing and he did so, using Olga as a surrogate heroine in his novel, which he eventually completed. She tried every avenue she could to get it published, to no avail. This was, under Khrushchev, still very much the USSR. An Italian literary agent approached Borya, who was by now convinced that his 'opus magnus' would never be published. He spontaneously gave the only copy of the manuscript to this Italian, who immediately flew to Berlin with it and passed it on to an Italian publisher; all completely illegally, of course.

This is where things get interesting. The publisher got on a plane for Milan, which was diverted by British Intelligence to Malta on the pretext that there was a serious mechanical failure that could only be fixed there. While the passengers were deplaned and being given complimentary drinks, agents photographed each page of the manuscript without the publisher's knowledge. This was, after all, the Cold War, and such things happened. The manuscript was eventually translated into Italian and published to critical acclaim and Soviet authorities went berserk. There was little they could do except shut down the entire literary community within Russia. The Brits passed on the microfilmed pages to the CIA, which developed a propaganda coup by publishing the book in Russian and smuggling it into Russia, one copy at a time.

It gets better! Many CIA operatives were involved in this project, none more so than Irina, a young blond Russian-American who became closely involved with the dissemination of Russian copies at the Brussels World Fair of 1958, using a disguise of a nun at the Vatican pavilion and providing copies of the book to Russians allowed to attend the fair at the Russian pavilion next door to that of the Vatican. Every single Russian was amazed, coveted the prize, read the book, and smuggled their copy back into the USSR, where it spread like wildfire. The book was Dr. Zhivago and the author Boris Pasternak. The rest is history.

Pasternak won the Nobel Prize for literature, which the Soviets forced him to renounce. They hounded him out of the Society of Literature within the USSR and hastened his early death. He never wrote again. Two months after his death, Olga was re-sent to one of the worst Gulags, along with her young daughter, and suffered eight years of cruel treatment that ended only with the demise of the USSR and the release of millions of prisoners. The Americans made a very well-received movie from the movie, starring Omar Sharif and Julie Christie that many of us no doubt remember. At its premier in Washington, DC, CIA operatives who had been involved in the project to beat all propaganda projects filled two entire rows of the theatre and gasped in amazement to discover that Lara, modelled after Olga, and portrayed by Christie, was a picture-perfect ringer of Irina, the brave agent who got thousands of copies into the USSR and shook up a regime. We sure could use another Pasternak right about now, as modern-day Russia slips backwards into repression and oppression. This is, sadly, a true story. Only those of us old enough to have lived through the terrible Cold War wastelands of animosity can fully appreciate the strength of Pasternak/Olga.

A SAD ANNOUNCEMENT

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This really only affects colleagues in the book/map trade in British Columbia, but is still a loss to the entire industry. Gordon Soules, the founder of Gordon Soules Book Publishing, died recently after a fairly short illness, at age 80. His first book, *Walks Around Vancouver*, was published in 1971, a little over half a century ago, and was followed by many more. For the past four decades, Gordon has become one of the best-known and popular 'leg' men in the industry, visiting stores all over the province and serving customers large and small with good humour and determination. We extend our sympathies to his wife Christine, who managed the administrative aspects of his business, and their family.

A LIGHTHEARTED BREAK IN THE NARRATIVE

Here's a cartographic question for you: how far is it around the world and how did we first discover that distance? Nowadays, with satellites, the answer is easy: 40,075km (24,901 miles), but incredibly, it was a Greek mathematician who came up with a fascinating discovery 2,300 years ago. He noticed that, at high noon, buildings of the same height cast shadows of different lengths in different cities. He hired someone to ride a camel between Alexandria and Syrene to measure the distance between them (which was innovative in itself). He then measured the lengths of the building shadows and calculated their angles, and came up with a figure of 44,000km, which wasn't far out, considering all he had was a camel and his own brain!

An English settler introduced rabbits into Australia in 1859. He was probably well-intentioned, but the rabbits bred, and bred, and multiplied until, by 1919, there were ten billion rabbits, most of them wild, and they became a major infestation. They munched their way through grass, small trees, and planted crops, denuding large portions of Australia and changing large areas into deserts. They still cause enormous damage and are regarded as vermin by most farmers.

We are living in an ice age, albeit one that is close to ending. The Quaternary Ice Age began 2.58 million years ago, and is still going on today. We now recognize that the exploding human population is causing glaciers and ice caps to melt alarmingly quickly. We call it climate change, but the earth's climate has been changing for millennia. There have only been four ice ages in the planet's history, of which the current one is the shortest, by far.

Where is the driest, least arid, place on earth? I would have voted for the Great Erg, in Saudi Arabia, but apparently it is the Atacama Desert, in northern Chile. It has been a desert for ten million years, and in some places there is no indication that rain has ever fallen.

What is the biggest waterfall on earth? That depends on definition. Angel Falls, in southern Venezuela, is the tallest; Victoria Falls, in Africa, is the largest in width, and Inga Falls, in the Congo, has the most water, but the largest overall is a surprising one – the Denmark Strait cataract, between Iceland and Greenland. This undersea waterfall is three times higher than anything on land. The strait is caused by warm Atlantic water hitting cold Arctic water, forcing the colder water to the bottom. As it flows over an underwater mountaintop, the cold Arctic water falls 3.5km and moves 1.3 billion US gallons of water per second. Who would have thought?

WORK IN PROGRESS - all sellers/librarians please note

ITMB, as of early September, 2022, has ample inventory of almost all of the titles traditionally carried as part of our publishing line. We ask for your understanding if a particular title happens to be unavailable in the short term.

Bahamas – We are out of copies of this important travel destination. A fresh edition is arriving soon. Please continue to order, using the old ISBN.

Florence and Northeastern Italy – One of the most-visited cities in Europe is Florence. This second edition map is being developed as a double-sided city and regional map covering all of Tuscany and surrounding provinces. The city itself needs no introduction to map sellers, so all I'll say is that it covers the urban area in excellent detail at an incredible 1:5,000 scale, showing all attractions. This map was ground-truthed during December and dozens of improvements noted. The artwork is being modified as a result. The regional side is completed, covering from Venice to Milan to below Sienna. No ETA

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France Riviera/Mediterranean Coast – The south of France is very popular touristically, but it is traditionally divided into two parts – western Languedoc and eastern Provence (or Riviera). The distances involved are not great, so we are developing a double-sided map to show the entire coastal area. The line work has been completed, but the final touches will probably take another few months. No ETA.

Frankfurt – We have finally completed our artwork for a brand new map of Frankfurt, Germany and sent it to press. No ETA, but we hope for a November arrival.

Galapagos Islands – This title is now out of print. A fresh edition is already at press and expected in September. Please continue to order using the old ISBN.

Indian Ocean – There has never been a travel map of the Indian Ocean. Ian thinks that the world needs such a map; therefore, ITMB is generating yet another first-of-its-kind maps, focusing on the touristic islands of this part of the great Pacific. It will be a double-sided map, with the Seychelles on the other side. Line work is advancing quickly, but it will take a few more months of effort to complete the artwork; no ETA.

Nepal – This title is now at zero inventory. A fresh edition has been completed and is at press. Due to continuing pressure on supply chains, at the moment we cannot predict when this title will arrive. We hope for December.

Qatar – We are almost out of copies of this Gulf country. We have re-worked the artwork to create a double-sided map; one side for the country and the other for Doha, its capital. This will be our first-ever full sheet map of the city. Due this fall.

Russia – Despite the war, travel to Russia is still possible, albeit not as convenient as prior to their invasion and the resultant sanctions. Regardless, in the long term, we need a map covering central/western Russia in detail, so we have sent a map to press that focuses on the Golden Ring Heritage cities close to Moscow with an updated map of 'European' Russia. This map has been developed over the past year and is an important reminder of a great geo-political reality. Russia is the focal point of today's history, so it is important to have an understanding of its importance. The map is at press, no ETA, but hopefully December.

San Diego – We have run out of copies of this popular title. A fresh edition is at press; due in December. Please continue to order using the old ISBN.

Seychelles Islands – This will be another brand new title for ITMB. The artwork is progressing well, but there is still a lot to do before this map can go to press. No ETA. (See Indian Ocean, above).

Uganda – This title is expected in September. Please order, using the old ISBN.

NEW RELEASES, AUGUST, 2022

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Cook Islands & Eastern Pacific Cruising Travel Reference Map 3rd Ed. 2022 scale varies ISBN 9781771291774 UPC 817712917744 \$13.95cdn/us E9.50 8.95GBP – This is a combination map, focused on two travel realities. Side 1 is a detailed map of the main islands making up the Cook Island archipelago. To provide more detail, the country is an inset map in the lower left corner, with numbers in blue, up to 15. The main map on Side 1 is a series of inset maps providing excellent detail of individual islands, such as Raratonga, Mangaia, or Aitutaki, or island groupings of more northerly groupings that are little more than atolls, such as Penrhyn or Palmerston. The capital is Avarua, and an inset map is included; also one of Arutanga on Aitutaki. The country is well-positioned for tourism, and has many resorts, particularly on Raratonga. Side 2 is a new map for ITMB, part of our growing Cruising line. This one covers the eastern portion of the South Pacific, from the Marshall Islands, Nauru, and the Solomons on the west to Hawaii and Tahiti on the east, and as far south as New Zealand. Other island nations included on this map are Kiribati, Tuvalu, Fiji, Samoa, and New Caledonia. By the nature of portraying a vast ocean, little detail of each island can be provided. The purpose of this map is to show routes followed by ships visiting the overall region. This is a rapidly-growing travel area for major cruise lines, and promises to be as attractive in the future as cruises in the Caribbean or Mediterranean. We are still recovering from the Covid scare, so travel is in its infancy in 2022, but this region holds great prospects for the future. Besides, it is a lovely map to look at. **AVAILABLE**

Honolulu (Waikiki to Pearl Harbour) and Oahu Travel Reference Map 1st Ed. 2022 1:18,000/1:80,000 ISBN 9781771293402 UPC 817712934024 \$13.95cdn/us E9.50 8.95GBP – Honolulu/Waikiki is a brand new map for ITMB, and our first new title for a part of the USA this year. Almost everyone flying to Hawaii goes to Honolulu, and the vast majority stay in hotels located close to Waikiki Beach. This is quite a comprehensive city plan map for the Honolulu urban area, stretching from east of Diamond Head to the international airport. It also includes a large inset of the Pearl Harbour area, with its many memorials to the ships sunk during the surprise Japanese attack on December 6, 1941. Ford Island is still a major US military base. Our Top Attractions list shows the highlights of touristic interest. The second side is a newly-updated version of our map of the island of Oahu. Although the focus of this map is on Honolulu, most visitors include day trips to outlying areas of the island. There are numerous coves where one can enjoy a reasonably isolated experience, and attractions such as the Dole Pineapple Farm to enjoy. It is not possible to drive all the way along the coast. Waimea Bay offers the best 'big wave' surfing. A very popular activity is to climb to the rim of Diamond Head volcano. **AVAILABLE**

NEW RELEASES, JULY, 2022

Abu Dhabi & UAE Travel Reference Map 1st Ed. 2022 1:10,000/1:800,000 ISBN 9781771290289 UPC 817712902894 \$13.95cdn/us E9.50 8.95GBP – We are pleased to release this brand new ITMB title. Abu Dhabi is one of the leading Emirates that are rapidly becoming vacation heavens for Europeans who don't want the long flights to Asian destinations. The city is so modern it almost squeaks. The palace is a world-class wonder, the seafront Corniche is a marvelous beach, and the central shopping area offers everything from hamburgers to Gucci bags. Motorways now connect the city state to nearby Dubai and to Oman, with a recently-completed one along the coastline to the Saudi border. The reverse side of the map is an updated edition of the entire United Arab Emirates and most of Oman, with new motorways seemingly everywhere. **AVAILABLE**

Antigua, St. Kitts, Nevis Travel Reference Map 1st Ed. 2022 1:32,000/1:35,000 ISBN 9781771290241 UPC 817712902412 \$13.95cdn/us E9.50 8.95GBP – Our latest version of Antigua is also a new title for ITMB, in that we are combining the Caribbean island nation with nearby St. Kitts and Nevis, with a small inset map for the lovely island of Barbuda. Side 1 is a very expansive and detailed map of Antigua, with a good inset map of St. John's, the capital. At the southern end of the island is Nelson's Dockyard, a historical remnant that serviced British naval ships for centuries, and is well-worth a visit. **AVAILABLE**

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Balkans Rail and Road Travel Reference Map 1st Ed. 2022 1:900,000 ISBN 9781771291040 UPC 817712910400 \$13.95cdn/us E9.50 8.95GBP – The region of Europe known as the Balkans is normally restricted to the area that used to be Yugoslavia, but it is geographically much larger and needs to be seen in its expanded format that includes Hungary, Romania, Moldova, and Greece, with that portion of Turkey that has had so much influence on the region over many centuries. Side 1 is dominated by the great land mass of historic strategic importance that has been fought over for centuries. Nowadays, conflict is still threatening, with Kosovo and Serbia always at each other's throats and Romania warily watching Russia's aggression next door in both Ukraine and Moldova. Attitudes are shifting towards closer integration with the EU in the region, with Albania, Northern Macedonia, Kosovo, and Montenegro clamouring for admission and NATO being looked at to provide security against further Russian aggression. **AVAILABLE**

Barbuda, see Antigua, above

Costa Rica Travel Reference Map 10th Ed. 2021 1:300,000 on waterproof stone paper ISBN 9781771291699 UPC 817712916990 \$13.95cdn/us E9.50 8.95GBP – This is an ITMB title that is so popular it needs no explanation. This is the most recent edition of a tried-and-true title that has been a mainstay of our Central American line since the early 1980s. It was actually prepared just prior to Covid hitting the world with a sledge hammer and devastating travel in the process. Costa Rica shut down, as did the entire world, and several months later, the map we had sent to press unexpectedly arrived after several months at a printer that had been locked down by governmental decree. Travel conditions were so slow at that time that we only introduced this version six months ago. **AVAILABLE**

Mexico Travel Reference Map 9th Ed. 2022 1:2,000,000 on waterproof stone paper ISBN 9781771294775 UPC 817712947758 \$13.95cdn/us E9.50 8.95GBP – Mexico is a fascinating country, and as travel re-opens, is proving to be very popular. This most recent edition was recently printed, and is now the current edition. There isn't any significant change from the previous edition, as little road work was completed during Covid. This is another chestnut in the ITMB line, and sells well. The cover picture is new, as is the ISBN. Mexico is a very large and diverse country, and very popular with Americans. Again, there is little one can say that is news about such a tried-and-true map, except to say that it is extremely popular. **AVAILABLE**

Nevis, see Antigua, above

New Caledonia/Oceania Cruising Travel Reference Map 1st Ed. 2022 1:530,000 1:12,000,000 ISBN 9781771295925 UPC 817712959256 \$13.95cdn/us E9.50 8.95GBP – The South Pacific island complex known as New Caledonia, or Nouvelle Calédonie in French, consists of a main island and half a dozen smaller islands (collectively called the Loyalty Islands). It is an overseas possession of France and uses the Euro as its currency. It is located about halfway between Australia and Fiji and is south of Vanuatu. The main island is one of the larger land masses in the Pacific, with a reasonably well-developed road infrastructure linking the capital city of Noumea with other urban areas. There are resort hotels at various locations along the coastline, but this is a territory that one would have to regard as being adventuresome. **AVAILABLE**

United Arab Emirates, see Abu Dhabi, above

NEW RELEASES, MAY AND JUNE, 2022

Africa East Coast Travel Reference Map 1st Ed. 2022 1:3,400,000 ISBN 9781771299234 UPC 817712902344 \$13.95cdn/us E9.50 8.95GBP – **AVAILABLE**

Aruba, Curacao, & Bonaire/Caribbean Cruising Travel Reference Map 1st Ed. 2022 1:80,000/1:3,200,000 on waterproof stone paper ISBN 9781771290258 UPC 817712902580 \$13.95cdn/us E9.50 8.95GBP – **AVAILABLE**

Caribbean Cruising Travel Reference Map, see Aruba for details

Dublin & Ireland Travel Reference Map 3rd Ed. 2022 1:10,000/1:500,000 ISBN 9781771292344 UPC 817712923448 \$13.95cdn/us E9.59 8.95GBP – **AVAILABLE**

Ireland/Northern Ireland Travel Reference Map, see Dublin, above **AVAILABLE**

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Mediterranean Cruising Travel Reference Map 1st Ed. 2022 1:2,200,000 ISBN 978177129 4782 UPC 817712947826 \$13.95cdn/us E9.50 8.95GBP – AVAILABLE

Nebraska Travel Reference Map, see North/South Dakota, below

North/South Dakota & Nebraska Road and Rail Travel Reference Map 1st Ed. 2022 1:900,000 ISBN 9781771298513 UPC 817712985132 \$11.95cdn/us E9.50 8.95GBP – AVAILABLE

Richmond & Vancouver Bike and Hike Travel Reference Map 1st Ed. 2022 1:20,000 ISBN 9781771296694 UPC 817712966940 \$10.95cdn/us E9.50 8.95GBP - AVAILABLE

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