



ITMB PUBLISHING LTD.

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

**12300 Bridgeport Road
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AXIS OF EVIL MAPPING NEWSLETTER #9 OF 2023 – September

INTRODUCTION

Frankfurt Book Fair is just around the corner! Lan and I will be manning ITMB's stand for the 40th year in a row. I'm sure that this breaks some sort of record, and one we wouldn't want to miss, so enjoy the time with us at stand 3.1H2. This is apparently at the other end of Hall 3.1 from where we have been for the past two dozen years, as travel maps is consolidating with travel guides to form a new grouping of travel related publishers. We hope to meet as many of our colleagues as possible and look forward to showing off the 40 brand new titles that we have published in recent years. FBF is back to normal for visitors as well as exhibitors, so please come! I also need to note that the FBF is from Wed. Oct. 18 to Sun. the 21st. Lan and myself will be flying on to Uzbekistan for a research trip immediately after the book fair, so the next newsletter will be delayed until late November.

NEW TITLES

ITMB is starting to feel the effects of a rapid return to normalcy of demand for travel maps. If demand were increasing uniformly in all parts of the world, we would no doubt be able to cope with maintaining inventory levels. Unfortunately, surges in demand are occurring selectively and seemingly without reason and certainly without adequate warning. We rely on historical data in the form of monthly sales to determine when any particular title will need an update. For the past 40 years, this has proven to be a tried and true method of predicting demand. No longer. We do our best to update artwork in time to send it to the printer so that the new edition arrives shortly after the former edition runs out of copies. Sometimes, we succeed; sometimes, the new edition arrives weeks early, and oftentimes arrives a couple of months after it should. We live in uncertain times. All anyone can do is their best and we are trying! That said, Lan and her team are hard at work updating artwork for new editions. Unfortunately, this means that work on future brand new titles slows down. Updating is crucial in the post-Covid world, as so much has changed – the war in Ukraine is a prime example of this. This month, we are pleased to be able to present you with four wonderful new titles: a completely revised city map of Athens, combined with a brand new map of Greece's Peloponnese Peninsula, a brand new map of Canada's portion of the Atlantic Coast (to be followed shortly by a companion sheet covering the American portion), an updated map of the Canadian province of Ontario, and finally, the replacement map for our much-loved but too-expensive atlas of Route 66. Details are in New Releases, below!

THE 1% OF THE WORLD

Here is an interesting statistic recently forwarded to me by an avid supporter of Axis. 99% of all the earth's population born before 1946 has died by now. This covers anyone age 77 or older, and yes, there are still a lot of us oldies but goodies still alive and kicking, but if you are over 77, you are a member of an exclusive club – the 1%ers. Naturally, this part of the population is dying out rapidly (just check the obituaries pages of your local newspaper) and I agree that 77+ doesn't seem old to those of us in that category. We are in the minority by a long shot. Those born between 1930 and 1946 constitute the smallest generation of the 20th century, mostly thanks to the Great Depression and World War 2. While the next, and largest, generation, the Baby Boomers, can expect a normal life expectancy of 85+, my generation was born before the polio vaccine was created, before the medical advances that inoculate today's youngsters against a wide variety of life-threatening diseases, before heart surgery or body part replacements were developed. As a result, male life expectancy in Canada is 79 years (82 for females) and 76 years in the USA. We are the last generation that can probably remember the Great Depression, or who at least lived through its aftermath. I can still remember details of WW2; milk being delivered to our house by a horse-drawn delivery van, knife sharpeners walking residential streets, ringing a bell to attract business. I was 10 before we had a television set and spent my time after school playing outside. Lorne Green, later of Bonanza TV fame, read the evening news and our radio was four feet tall with huge speakers. About 1954, we got a landline telephone. Needless to say, cell phones and computers were far into the future. I walked to school on my own from age 4, something impossible to conceptualize in our modern-day nanny state, started my own business at age 10, and had a licence to drive a car at age 15! Everyone used manual typewriters, with carbon paper to make a copy; fax machines and scanners would only evolve much later. The internet did not exist and everyone got around by using paper maps – actually, they still do, as electronic maps are still riddled with errors. Motorways were largely a future vision except in Germany and air travel was only in its infancy for civilian travel. Ships were bringing millions of new arrivals to Canada and the USA and the cruise ship industry didn't exist.

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Did we grow up in the best of times? No! For those now in their 90s, the Great Depression scarred everyone for life. For those approaching 80, WW2 dominated everything and we became used to rationing, wearing second-hand clothes, and doing without. This was followed by the Cold War and created an entire generation of fearful individuals. I can still remember visiting Buffalo during an air raid drill when the entire city dived into bomb shelters, leaving me standing alone on a normally busy street, looking at abandoned cars. The Cuban Missile Crisis of 1961 was a defining scary image of my young life, as was the execution of John F. Kennedy. The Vietnam War emotionally scarred my generation, as we were the ones sent to die for a cause we didn't understand. Anyone who has reached the 1% Club has profound memories that younger generations cannot imagine. We fought, we struggled, and we died in our millions so that future generations would not have to do so; a fact my grandchildren can't fathom. There are relatively few of us left, so enjoy us while you can. The world will never see another generation similar to the one that created the modern world.

2023: ITMB's 40th ANNIVERSARY AS A PUBLISHER

As a business, ITMB started life as a retail venture in 1980. In 1983, ITMB published its first map – Kevin Healey's Contemporary Map of South America, North Half, which Kevin had previously published independently prior to joining forces with myself to create a mapping firm dedicated to mapping all of South America in detail. That map, combined with its companion sheet for the south half of the continent, was revolutionary for its time. It took Kevin five years to manually affix every single place name with beeswax, and only one firm existed with screens large enough to create the colour combinations and effects that made this 2-sheet set such a success. Nowadays, the artwork has been digitized and kept up to date electronically, but in the 1980s, everything had to be done manually. The rest of South America took 25 years to map in detail, country by country, opening up the continent to travel. Kevin unfortunately died before the enormous task was completed, but eventually other cartographers accepted the challenge and Lan coordinated the digitalization of the entire continent once computer technology evolved to the point where ordinary PCs could handle the massive files. We then undertook the daunting task of mapping all of Africa in detail, something never before undertaken, and Lan used her contacts to start mapping Asia; again, a continent sadly bereft of detailed mapping, then North America.

We take electronic map-making for granted today, but the evolution from traditional means of cartography to electronic has been very rapid, and for those involved, very stressful. ITMB has morphed into a firm dedicated to mapping the entire world in detail and now maintains 600 maps on 495 sheets of paper covering just about every country imaginable. There are a few we don't do because market demand is limited, or we lack the resources to expand, but each year we manage to 'grow' our product line. It has been a fun experience to be marshalling resources for four decades towards a goal that is still a work in progress. I wonder what the next 40 years will do to mapping?

MAPPING UNDERGROUNDS

If you live in a city that has tram lines, a bus system, or a rapid transit network, you owe a debt of gratitude to Harry Beck. He worked for London Transport, and became frustrated by the arcane methods used to portray London's growing Underground 'train' network prior to 1930. He developed a schematic map of the then-half-dozen tube lines and persuaded London Transport to print 700,000 copies of his design in 1933. That lasted one month. The public loved the idea of finally having something easy to understand. Hundreds of millions of tube maps have been distributed by LT since then and are still free at major transit stations. Nowadays, the LT transit map includes the Overground lines formerly run by British Rail and the Light Rail transit lines in the east of Greater London, as well as the tram line in the south. Transit systems around the world now use Harry's simple schematics to portray Undergrounds, Overgrounds, commuter lines, tram lines, and bus routes. You will see such designs included on most ITMB city maps. So the next time you find yourself at Narita airport outside of Tokyo, staring at a gigantic board showing dozens of squiggly lines portraying where the trains, trams, or buses go, offer up a prayer of thanks to Harry Beck, the man who made it possible for travellers to find their way anywhere in the developed world schematically by following differently coloured lines! Check out the back cover of any one of a hundred different ITMB city maps and note the sensible Harry Beck design, whether in Oslo or in Shanghai or in Mexico City. This is the perfect example of how one person can make life easier for the entire world!

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AZERBAIJAN CHANGES ALL MAPS

Almost unnoticed by the world's press, Azerbaijan has apparently invaded and conquered the Armenian enclave of Nagorno-Karabakh. This may or may not be a tragedy, depending on one's point of view, but it is a significant development. Armenia and Azerbaijan have been at war for several years over a series of enclaves that were established by Joseph Stalin during the 1930s. The largest of these is Nagorno-Karabakh, occupied by about 120,000 Armenians. The land is indisputably within Azerbaijan, but has been a flashpoint of conflict for years, simply because the Armenian inhabitants insist on wanting to be a part of Armenia. Understandable though this sentiment may be, it has resulted in a protracted war, border closures between Armenia and Azerbaijan, pacification efforts by Russia to maintain the status quo, and general ill-feeling. Russia is now so focused on its nasty invasion of Ukraine that Azerbaijan correctly assumed that it could seize control of the enclave and keep it. In this, I suspect that Azerbaijani political heads correctly read the tea leaves.

What does this mean for travellers? First, all maps of Azerbaijan and Armenia are now out of date, including ours. As our map names but does not show the boundaries of the enclave, our map is still reasonably up to date. As this takeover appears to have happened without international condemnation, I suspect that other enclaves will change hands in the near future. Second, the occupants of the various enclaves will, hopefully, either be repatriated or accept reality and continue living where they are. Although tensions will remain high for the foreseeable future between the two countries, I suspect that ridding the political landscape of enclaves will result in more normalized boundaries in the future. Third, it does show Russia's waning influence, and this may be more significant than two countries forcefully occupying territory to rationalize their borders; something Russia has opposed under Putin for many years. Only time will tell. As far as I know, Armenia's border with Georgia is still open, as is Azerbaijan's with Georgia. We will be updating our maps of this region over the next several months, mostly as a result of our recent research trip to the region, and following events as they unfold.

THE TIPPING POINT FOR THE AUTOMOBILE INDUSTRY

According to recently-released statistics, there are now in excess of 5% electric cars in each of the 24 most-developed nations on earth. This is apparently a 'tipping point' for the industry; in other words, it represents a definable trend that cannot be ignored. Of course, most automotive executives are fully aware that electric cars are extremely popular and are taking steps to ramp up production. As time passes, I imagine that more car models will only be available in electric format. In British Columbia, 10% of all cars are either fully electric or hybrid models already. This is already having an effect on travel, as dependence on fossil fuel lessens. This fall, during the Frankfurt Book Fair, we will be renting an all-electric car for the first time, to travel around Germany. It is actually cheaper than all gasoline/diesel options, and the only inexpensive option with unlimited mileage. Demand for electric models continues to increase rapidly, so I imagine that five years from now, we will see more gas filling stations shutting down (a trend already evident in the Vancouver area) to be replaced by what? Already, rows of electric charging stations are commonplace in shopping malls, IKEA stores, and motorway rest areas. I wonder how countries like South Africa, lacking the ability to produce enough electricity today, will cope with obtaining and powering vehicles as electric cars take over the market? I suspect that they won't. China and Norway are leading the charge to electrified power for vehicles, with Canada and the USA still mired in stupid political controversies about continuing to subsidize oil companies while failing to gear up for an electric future.

WORK IN PROGRESS - all sellers/librarians please note

ITMB, as of late September, 2023, 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.

Africa East and Central is getting low on inventory. A new edition will be released in the fall.

Algeria is now out of print, somewhat unexpectedly. A fresh edition is at press, expected soon. Please keep ordering, using the old ISBN. This is one of those countries that has experienced an unexpected surge in demand.

British Columbia & Alberta(combined) Southern is suddenly out of print, due again to surging demand. A fresh edition is at press already and should be available in early October. Sorry for the inconvenience.

California is unexpectedly out of print due to demand. An updated version is at press. No ETA.

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Cuzco and Region is approaching the end of its print run. A new edition is being prepared.

Dominica/St. Lucia is getting low on inventory. New editions are being prepared; no ETA.

Germany is now out of stock. An updated edition has been sent to press. No ETA.

Krakow is now out of print. A new double-sided map is being prepared. No ETA.

Northwest Territories is approaching the end of its inventory. We are preparing a new map that will combine it with Nunavut. **Nunavut** is also getting low on inventory, but is not in any danger of running out of copies at the moment.

Orlando/Central Florida is in danger of running out of copies, due to a sudden surge in demand that was unexpected. A new edition is being prepared, but has not yet reached the stage of being sent to press.

Osaka is now out of print. A fresh edition has been prepared and is at press. We expect the map in October.

Philippines is now out of copies. No problem! A new edition has already been printed and should arrive in mid-December. Please continue to order using the 'old' ISBN.

Rwanda/Burundi is out of print. A fresh edition has been printed and is expected in December. Please continue to order using the old ISBN.

Sicily is now out of print. Lan has prepared new original ITMB artwork to replace the old artwork. It should be available in early December. Please order for now using the old ISBN.

Sudan is getting low on copies. Lan is preparing a new double-sided map with Sudan on one side and South Sudan on the other side. No ETA.

Toronto and Region suddenly and unexpectedly surged in demand during August and as a result is now out of print. A new edition has been sent to press; due in December.

USA Central Map is getting low on inventory. An updated version is being prepared. No ETA.

USA East Part Map is now out of copies. A new version is being prepared. No ETA.

USA Pacific Coast, a very popular ITMB title, has been reprinted. It uses the same price, ISBN and cover picture, so please continue ordering. No returns will be accepted for this title.

NEW RELEASES DURING September, 2023

Athens and Peloponnese Travel Reference Map 1:8,000/1:625,000 2nd Ed. 2023 (1st for the Peloponnese side) ISBN 9781771290302 UPC 817712903020 on waterproof paper \$13.95cdn/us E/GBP9.95 – Athens is one of the most ancient and historic cities in the world. The Acropolis is the mountain upon which rests the Temple Athena, often called the Parthenon as it dominates the terrain. There are two other ancient temples on the Acropolis as well. Close by is the Agora, the ancient city market centre, and at the foot of the Acropolis are two open-air theatres that date back to ancient times. Athens is also a modern city with congested roads, vibrant stores, and an excellent underground transit system. Included with Side 1 is a map of Piraeus, the nearby port city, with its many terminals for ferries leading to the various Greek islands. It is also one of the most active cruise ship terminals in the world, operating from Terminals A through C. A regional transit map is also included. Side 2 concentrates on the peninsula (technically an island) west of Athens called the Peloponnese that is the home to Olympus, Sparta, and other former city states of legendary fame, and many of the Greek islands that are relatively close to Athens (Andros, Chios, Paros, Naxos, Samos, Zakynthos, and Kefalonia, for example). By the shape of Greece, Delphi and much of Epirus is included. Altogether, this provides one map covering city and its hinterland for the benefit of the end user. **AVAILABLE**

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Canada East Coast Travel Reference Map 2nd Ed. 2024 1:535,000/1:150,000 ISBN 9781771290326 UPC 8117712903264 \$14.95cdn/us E/GBP10.90 – Canada is a vast country in area; inconceivably enormous in European terms. It is best mapped as a series of regional maps and this is the first of two maps that we hope will portray the Atlantic coastline of all of North America. Side 1 concentrates on Newfoundland and Labrador, with a tiny bit of Nunavut at the top end of the Ungava Peninsula. An inset map of St. John's, capital of Nfld/Lab is included, as is the French Overseas Territory of St. Pierre et Miquelon. The new paved highway across Labrador is the highlight of this side of the map! The second side of the map focusses on Nova Scotia/Cape Breton and parts of Prince Edward Island and New Brunswick, with a detailed inset of central Halifax. The former French fortress of Louisbourg is a must-see for anyone visiting Cape Breton, as are the many Loyalist towns created along the coast of Nova Scotia to house refugees fleeing turmoil in the American colonies during the Revolutionary War. A separate map concentrating on the Atlantic coastline of the USA is being prepared. **AVAILABLE**

Ontario Travel Reference Map 4th Ed. 2023 ISBN 9781771295949 UPC 817712959492 \$11.95cdn/us E/GBP9.95 – Ontario is another entity created by fleeing Loyalists from the American Revolution, initially called Upper Canada to separate it from French-dominated Lower Canada, or what is now Quebec. It has become the industrialized hinterland of Canada and home to eight million people, most of whom seem to congregate in the vicinity of Toronto. In area, Ontario far exceeds the size of Europe or any American state. Side 1 is dedicated to northern Ontario, a vast region of lakes and rivers, but relatively few people. The Lake of the Woods region was mapped by fur trappers and now forms a watery border between Canada and the USA. Further east, near Thunder Bay, is Old Fort William, the greatest fur fort ever made, and east of that is the Precambrian Shield, the oldest mountains on earth and source of much of the world's mineral wealth. Further east again is Cochrane, site of a polar bear sanctuary and the southern terminus of the only route to Hudson's Bay, by rail. The second side concentrates on the southern portion of Ontario, jutting like a spear into the heartland of the USA while being separated from it by the Great Lakes. This is the site of Ottawa, the nation's capital, Toronto, one of the largest and most vibrant urban areas in North America, Niagara Falls and the historic region of the Niagara Peninsula, Algonquin Wilderness Park, and the rich farmland of much of the region, with Muskoka cottage country dominating the lakes north of Toronto. **AVAILABLE**

Route 66 Travel Reference Map 3rd Ed. 2023 (first as a map) ISBN 9781771298544 UPC 817712985446 \$13.95cdn/us E/GBP9.95 – Route 66, the Mother Road of America, is a travel experience unlike any other. Whether starting east from Santa Monica in California or from Chicago and driving west and south, this is a unique travel experience that anyone can do. Historically, Route 66 was the first road to be paved all the way to the west coast, and was used by millions of troops heading for the Pacific War against the Japanese during WW2. It was also used by millions of Americans heading west in the 1930s to the 'promised land' of California and created such wonders as motels, fast food eateries, rest areas, and neon signs, many of which still exist. We start our map with an inset of Chicago, showing it following Hwy36 (Route 66 no longer exists except as a historic route), then south to St. Louis, then west to Oklahoma City before one has to move to side 2 for the route west past Albuquerque, then through Flagstaff and the Mojave Desert to Los Angeles and the terminus of Route 66 on the beach at Santa Monica. This map can, of course, be equally valuable driving west to east, as I have done, or east to west. Either way, it is an unforgettable travel experience! **AVAILABLE**

NEW RELEASES DURING AUGUST, 2023

Kenya Travel Reference Map 5th Ed. 2023 1:950,000 ISBN 9781771294164 UPC 817712941640 on waterproof paper \$14.95cdn/us E/GBP 10.90 – Kenya is one of the most popular travel areas in Africa. There is little change to the mapping artwork in this new edition, but it now has a new cover and ISBN. **AVAILABLE**

Mexico Pacific Coast Travel Reference Map 1st Ed. 2023 ISBN 9781771294805 UPC 817712948052 \$13.95cdn/us E/GBP 13.95 – We are updating our coverage of Mexico and this map will eventually replace our map that includes Guadalajara at a better scale and larger font size for place names. **AVAILABLE**

Norway Travel Reference Map 4th Ed. 2023 1:900,000 ISBN 9781771295826 UPC 817712958266 on waterproof paper \$14.95cdn/us E/GBP 10.50 – Norway is one of the most popular countries for visitors in Europe, so this updated edition arrives shortly after the previous one ran out of copies. There is little change to the artwork, which had a serious review a year ago, but the title has a new ISBN and price. **AVAILABLE**

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**Oslo/Bergen & Norway South Travel Reference Map 3rd Ed. 2023 1:8,000/1:800,000 ISBN 9781771295932
UPC 817712959324 on waterproof paper \$14.95cdn/us E/GBP10.90** – This map represents a major step forward on coverage of southern Norway. The map is now on tear-resistant stone paper and places Oslo and Bergen on one side, allowing us to include a large-scale map of all of southern Norway as far north as Trondheim on the other side. This covers the portion of Norway most visited and includes all the best-known fiords. The back cover also shows a schematic rendition of the 6 metro lines in Oslo, plus the tram network and the commuter rail from the airport into the city. **AVAILABLE**

NEW RELEASES DURING JULY AND EARLY August, 2023

**Greenland and North Pole Travel Reference Map 5th Ed. 2023 1:300,000/1:9,000,000 ISBN 9781771293228
UPC 817712932280 \$14.95cdn/us E/GBP10.90** – **AVAILABLE**

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