



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 #4 OF 2024 – Early April

INTRODUCTION

Linh and Phuong have been on their annual family vacation for most of March. This might have impacted communications somewhat, hopefully not, but vacations are a part of running a business. Both are back at work now, and I'm back to squiring the grandkids to their various activities. Lan is busy updating mapping artwork, as we continue to see certain titles depleting faster than expected. Fortunately, several pallets of new maps arrived during March, so the Work in Progress section is smaller than it has been for several months.

WARNING TO ALL!!!

At least two of our account customers have been contacted by somebody claiming to be Linh, asking for payments to be made to a bank account in the Philippines. Needless to say, this is a scam, and if you receive such a communication, please do not comply, but contact us. There are bad people in the world trying to steal your money. Just for the record, ITMB has not changed its bank, does not operate in the Philippines, and is taking steps to block this stupid individual. As always, where money is concerned, be cautious! If you have any concerns, you can always contact me at jack@itmb.com.

NEW TITLES

March is a month full of new arrivals. Printing seems to be a push me-pull me type of industry. We send the artwork for printing to them on a regular basis, but we have to wait for available press time. Usually this happens at a quiet time for the printer and by that time, five or six maps have built up, waiting to be printed. This month, 9 maps were printed and sent to us and happy though we are about this, it strains our ability to cope with several pallets worth of maps arriving all at once and finding space for many cartons in our warehouse. Some of the titles that arrived are for replacing older editions, but some are brand new titles, so here's what available right away: Muscat and Oman is a very interesting travel destination. ITMB already publishes a map of Yemen and Oman, but with on-going fighting going on in Yemen, we felt that a more detailed map limited to the Oman area was necessary. Muscat is technically a part of Oman, but historically has behaved quite independently. One side is dedicated to Muscat itself, the other to Oman. A second new title covers the northernmost segment of Italy called the Dolomites, and it is now very popular since the lifting of Covid restrictions. We are pleased to release a detailed map of the Dolomite region on one side, supported by a detailed map of northeastern Italy on the reverse. Moving to the Americas, we are very pleased to introduce a new title covering Central Mexico (called Mexico Central), a portion of the country that hasn't been given proper attention until now. This completes our sectional mapping of this important country, a project we started thirty years ago. Finally, returning to Europe, our new edition of Krakow and southern Poland is now available. This is a very historic city on the Vistula River, combined with a detailed map of the southern half of Poland. Please see our New Releases section for ordering information.

INFLATION

Here's some good news. We all know that inflation shot skywards as a result of Covid. I could be cynical and note that prices increased due to corporate greed rather than increased manufacturing costs in many cases, but regardless, prices have gone up modestly in the case of maps, significantly in relation to the cost of food and travel. However, there is good news. The rate of inflation has slowed dramatically and, in many cases, has dropped. Don't believe me? The retail cost of gasoline in the USA for end-user customers (i.e. at the gas pumps) is now back to 2019 prices or below. Air fares within the USA are now below 2019 prices. These are general statements and I'm sure that exceptions apply, but as a generality, two of the most important ingredients of travel are starting to return to what everyone considers to be 'normal'. This does not yet apply to the price of gas in Canada or to international airfares, but my point is that lower prices are happening in the most important travel market in the world. Competition being the driving force of lower prices, I predict that 2024 will see lower travel fares being announced as the summer travel season gets underway. I have seen a couple of amazingly cheap cruise offers recently, including a week-long cruise to Alaska for \$199, and another to Hawaii for 16 days for only \$899. Much more needs to be done and keep in mind that the American market is only a portion of the travel reality, but I feel encouraged by what I'm seeing. Now, if I could only pry Lan away from her computer....

OFFICES IN: HANOI. PRAGUE. VANCOUVER

WWW.ITMB.COM



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

A NON-TRAVEL-RELATED STORY

Every so often, one comes upon an interesting story that deserves sharing. This one concerns a Nova Scotian lady who married a Dutch businessman and settled in the Netherlands in 1937. Of course, three years later, the country was invaded and occupied by Nazi Germany. Mona Parsons, now Mona Leonhardt, did what many others did and joined the resistance. She and her husband sheltered downed Allied airmen and escorted them to coastal fishing boats able to return them to Britain. In 1941, she was arrested and sentenced to death, but this was reduced to life imprisonment at hard labour, which wasn't likely to last a long time in slave-labour camps. She was transported to Germany, and, by chance, her prison was bombed in early in 1945, enabling her to escape. She walked 125 kms through battle-scarred Germany and Netherlands, eventually meeting up with a unit of Canadian soldiers, surprisingly for her, from her native Nova Scotia. By this time, she weighed only 87 pounds and looked terrible, so she had a little difficulty persuading them that she was a Canadian and a Nova Scotian to boot. She was the only Canadian female civilian ever to be imprisoned by the Nazis. Mona was later honoured with commendations by both the British and American military commanders for her bravery in aiding many airmen to evade capture. After the war, by now a widow, she returned to Nova Scotia, where she lived for the rest of her life and I'm sure that most of her fellow residents of Wolfville, NS, had no idea that they had a real-life hero living amongst them! Canada recently issued a commemorative stamp to acknowledge her considerable contribution during the war – so now we all know.

WORLD OF MAPS, A SUCCESS STORY

A little-known aspect of ITMB's history was that we opened retail map stores in both Toronto and Ottawa some 30 years ago, plus two in Vancouver. Not understanding anything about how to run a chain of stores, I hired managers who proved to be utterly incompetent. Mea culpa. The person running the Toronto operation sold all the inventory to a scam artist and disappeared with the money. The scammer was driven out of business and disappeared into the wilds of the Philippines, never to be heard from again. To this day, Toronto has no specialty map store. The store in Ottawa suffered from such poor management that the staff just quit, without telling me. I had to fly east so many times to sort out messes that I decided never again to expand ITMB into a series of retail outlets. Fortunately, in Ottawa, I met Brad Green and his wife Petra, who were at that time unhappily employed by another firm. We made a deal, they bought the inventory over time, moved to a better location, changed the name to World of Maps, and concentrated on developing their own business honestly. I talked with Petra recently, who reminded me that thirty years have passed since that momentous decision. They are still selling maps and prospering. ITMB turned its attention to importing and distributing a very large range of map publishing lines, most of which have since folded, and concentrated on publishing maps of parts of the world no one else in the industry cared about, such as Costa Rica, Vietnam, and countries all over Africa, Asia, and the Americas. ITMB still markets many other lines and supplies retailers with a wide range of maps apart from those titles published by ourselves. We still maintain a retail store serving customers in-store and on-line, but the heart of our business is in creating new and innovative artwork that helps people explore this wonderful world, one little piece at a time!

WORK IN PROGRESS - all sellers/librarians please note:

ITMB, as of early April, 2024, 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.

Alberta, a popular title, is approaching the end of its current edition. A new version is being prepared; no ETA.

Andorra/Pyrenees is low on inventory; not yet ready for updating.

Bahrain as a separate title has now run out of inventory. It had been replaced by **Bahrain and Qatar**, or if you prefer, **Qatar and Bahrain**, a new ITMB title released in 2023.

Bavaria and Munich has run out of inventory. A new edition is at press, but this time around it will be called **Munich and Bavaria**. No ETA.

British Columbia, another very popular title, is out of inventory. Not to worry, A fresh edition has been printed and will definitely arrive very soon. Just keep ordering, using the old ISBN.

OFFICES IN: HANOI. PRAGUE. VANCOUVER

WWW.ITMB.COM



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**

Cameroun/Gabon is very close to running out of copies. A fresh edition is being prepared; no ETA.

Cuzco and Region is unfortunately out of print for a while. A newly updated edition is at press, No ETA.

Idaho, Montana, and Wyoming is now out of print. A new edition is at press, no ETA.

Japan North & Hokkaido has recently run out of inventory due to accelerated sales as tourism interest in Japan seems to be booming. A fresh edition has been sent to the printer; no ETA.

Jordan/Syria is now out of inventory. A fresh edition has been sent to the printer; ETA is in May.

Mexico is now out of print. A fresh edition has been printed and will definitely arrive very soon. Please keep ordering using the old ISBN.

Mexico City/Central Mexico is out of print again. A fresh edition has been sent to press and will arrive very soon. Please continue ordering using the older ISBN for now.

Newfoundland/Labrador is now out of print. A fresh edition has been printed and is expected very soon. Please continue to order using the older ISBN.

Pacific Coast Trail, USA will be a new ITMB title in the not-too-distant future. No ETA.

Pakistan is now out of print, due to an unexpected large sale that depleted our inventory overnight to zero. We are obviously preparing for a new edition, but it will be several months before an updated edition can be completed and sent to press. No ETA for release.

Prince Edward Island is now out of print. A fresh edition has been printed and will be released very soon. Please continue to order, using the old ISBN.

Tanzania is out of print. A fresh edition is at press and expected in June.

Tweedsmuir Park has run out of inventory. It has been discontinued as an ITMB title. There is nothing wrong with the map, but it hasn't proven to be popular enough to continue. No returns will be accepted.

USA Central is now out of print and replaced by **Mississippi River**, which is an accurate name for the mid-west of the USA, in that it is the original Louisiana Purchase area that transformed the USA overnight into becoming a huge country. However, methinks that we would have been wiser to stick to central or mid-west USA as a name.

NEW RELEASES FOR EARLY APRIL

Dolomites & NE Italy Travel Reference Map 1st Ed. 2024 1:170,000/1:500,000 ISBN 9781771292351 UPC 817712923516 \$13.95cdn/us E/GBP 9.95 – The mountainous northern portion of Italy is one of today's touristic highlights. This is a new title for ITMB and one that required considerable research to accomplish. It not only shows the roads and rail lines in the region, but hotels, castles/fortresses, museums, and a significant number of footpaths. This is the first new map of this important region, covering from Trento in the south to Sterzing-Vipiteno in the north. It also has a Top Attractions list to assist users. The reverse side is a more general map of northeastern Italy from the Slovenian border west to Brescia and from the Swiss border south to Siena, for the assistance of end users. This side has its own Top Attractions list and an outline of the area covered in better detail that is on the other side of the sheet. **AVAILABLE**

Krakow & South Poland Travel Reference Map 2nd Ed. 2024 1:8,000/1:650,000 \$cdn/us 9.95 E/GBP 9.95 – The Polish city of Krakow is medieval in its city centre, with its walled fortress, the Wawel (a world heritage site) and its 'old town', which is now largely a pedestrian precinct. The Rynek Glowny, or central square, is the largest in Europe and features the 16th century Cloth Hall and the 14th century cathedral. Nearby is the Wieliczke Salt Mine, another World heritage site, and a wonder to explore. Also nearby is Tyniec Abbey, , dating back to the 11th century. The reverse side covers southern Poland, from Warsaw in the north to the Carpathian Mountains. Poland is one of Europe's hidden treasures, with small villages and ancient towns, such as Zamosc (another world heritage site), national parks, chalk tunnels (in Chelm) a martyr's clock (in Lublin), and a bishop's palace (in Kielce). Put them all together, and a marvellous travel experience unfolds! **AVAILABLE**

OFFICES IN: HANOI. PRAGUE. VANCOUVER

WWW.ITMB.COM



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**

Mexico Central Travel Reference Map 1st Ed. 2024 1:900,000 ISBN 9781771291859 UPC 817712918598 \$13.95cdn/us E/GBP 9.95 – Mexico is an exceptionally interesting country to visit. The country itself is larger than most people realize, making sectional maps essential. We started mapping Mexico in the late 1980s and have gradually added regional maps as time and money enabled. Naturally, touristically popular areas like the Yucatan, Baja, and the Pacific Coast really need specialized maps, but so does the central region of the country. This map covers from Mexico City south to Acapulco and east almost as far as the Guatemalan border on side 1, and from Puebla west to Guadalajara on side 2. Highlights include the colonial mining town of Taxco, the ruins of the Aztec capital of Teotihuacan, the untouched historical city of Oaxaca, and the mountain centre of Tuxtla Gutierrez. This is a map for driving and exploring and coming to understand one of the most important countries in the Americas. **AVAILABLE**

Muscat & Oman Travel Reference Travel Reference Map 1st Ed. 2024 1:25,000/1:300,000 ISBN 9781771295970 UPC 817712959706 \$14.95cdn/us E/GBP 10.90 – The very name Muscat and Oman entices one! The peninsula at the access point to the Persian/Arabian Gulf sounds very exotic – and it is! This double-sided map focuses on the city and region of Muscat on side one at a detailed scale, noting the Grand Mosque, the Mutrah Souk, and the Royal Opera House as well as showing hotels, shopping areas, and other sites of touristic interest. Muscat used to be a British protectorate, but is now part of Oman, albeit physically separated from it by a portion of the UAE. The country fills side 2. Oman is portrayed as a north-south alignment, as it is long and not particularly wide, and nicely fills the sheet, with an inset of Salalah, close to the Yemeni border. Connections to nearby Abu Dhabi and Dubai are also shown. Oman is a haven of peaceful co-existence, and tourists are welcome, so this map is designed to encourage visitors. **AVAILABLE**

NEW RELEASES in March, 2024

Alberta & Saskatchewan South Half Travel Reference Map 1st Ed. 2024 1:900,000 ISBN 9781771297332 UPC 817712973320 \$12.95cdn/us E/GBP 9.95 – The Canadian prairies stretch from just east of Calgary to around Winnipeg. This map covers from the British Columbia border to just east of the Saskatchewan/Manitoba border and from the American border to north of Edmonton and Saskatoon. This is a vast region of fairly flat grassland, where farms are huge, and towns are hours of driving apart from each other. The Rocky Mountains are shown on side 1, but not in as much detail as our Banff/Jasper map, then the rest of Alberta, with large inset maps of Calgary and Edmonton. Side 2 covers southern Saskatchewan, with decent-sized inset maps of Regina and Saskatoon. This map would appeal to anyone driving across Canada or concentrating on this part of Canada, which includes the famous Drumheller Tyrrell Museum of Dinosaurs, Head-Smashed-In Buffalo Jump, Frenchman Butte battlefield, the RCMP headquarters and museum, and Al Capone's underground distillery. Who wouldn't want to see that?! **AVAILABLE**

Appalachian Trail (USA) Travel Reference Map 1st Ed. 2024 1:750,000 ISBN 9781771290333 UPC 817712903334 \$13.95cdn/us E/GBP 9.95 – This is a new venture for ITMB, although we have published several recreational hiking maps over the years. The Appalachian mountain range was the original western boundary of the American colonies while under British rule. Everything west of there was technically the French possession of Louisiana Territory, called by American settlers 'Indian country'. Nowadays, it is a massive recreational hinterland for east coast residents wanting to escape overcrowded cities. The National Parks Service maintains the trail and a series of overnight huts. Most people only hike a portion of the trail, but for the dedicated hiker, the trail is a great adventure. We have divided the length of the trail into four natural regions: Maine into New York State, Connecticut south to Maryland, Maryland to Virginia, and Virginia to Georgia, to its traditional end at Springer Mountain. This is a demanding trail hike, but one of the most popular in the world. **AVAILABLE**

OFFICES IN: HANOI. PRAGUE. VANCOUVER

WWW.ITMB.COM



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**

Hadrian's Wall & Northern England Travel Reference Map 1st Ed. 2024 1:130,000/1:250,000 ISBN 9781771293440 UPC 817712934406 \$13.95cdn/us E/GBP 9.95 – The Romans eventually subdued the fiercely independent Britons over time, from Julius Caesar's second invasion to the end of Roman rule in 410AD, but they never brought the extremely unruly Scots or the Welsh under their rule. In fact, raids from Scotland (known to the Romans as Caledonia) were so devastating that Emperor Hadrian ordered a wall built to keep them out. This massive wall stretches from the mouth of the River Esk, west of Carlisle, all the way across northern England to a point on the River Tyne somewhat to the east of modern-day Newcastle. The wall, like the Great Wall of China, was only moderately successful in keeping the Scottish Picts at bay and required a small army just to man the many watch towers and encampments. Nevertheless, it remained as a fortified border until the Roman legions abandoned Britain in 410. Much of the wall was gradually demolished to create housing and fencing on both sides, but the foundations remain, as well as remnants of fortifications along the length of the wall. In today's United Kingdom, the wall is a long-distance hiking trail, a series of museums and memorials, a few temples that have been reconstructed, and some rebuilt portions of a remarkable construction that has survived the ravages of time. It is a 'must see' travel experience for everyone, a life-shaping experience for youngsters, and a massive tribute to the will of the Roman Empire. By the nature of a rectangular sheet of paper, the map shows much more than 'just' the wall, going as far south as Penrith and County Durham, and north into southern Scotland, showing all sorts of attractions that have nothing to do with the wall itself. In short, this is a marvellous travel map for all to enjoy. **AVAILABLE**

NEW RELEASES in February, 2024

California Travel Reference Map 2nd Ed. 2024 1:900,000 on waterproof paper ISBN 9781771291842 UPC 817712918420 \$13.95 cdn/us E/GBP 12.95 – AVAILABLE.

Germany Travel Reference Map 3rd Ed. 2024 1:675,000 on waterproof paper ISBN 9781771293259 UPC 817712932594 \$14.95 cdn/us E/GBP 10.90 – AVAILABLE.

OFFICES IN: HANOI. PRAGUE. VANCOUVER

WWW.ITMB.COM