



ITMB PUBLISHING LTD.

- **INTERNATIONAL TRAVEL MAPS AND BOOKS**
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AXIS OF EVIL MAPPING NEWSLETTER #8 OF 2024 – Early August

INTRODUCTION

Lan and I will be in Japan for most of August, updating our ground-truthing of that country for future updates. As a result, Phuong will be in charge of production and Linh, as usual, in charge of processing incoming orders and communicating with customer queries. Map sales continue to be strong for destinations in Europe, North America, and Japan, with good sales for New Zealand, South Korea, and Vietnam. Interest in China, India, and South America remains weak, I'm sorry to say.

NEW TITLES

ITMB is pleased to introduce six new titles/editions this month. Lan is snowed under with updating projects, but at the moment, almost all of our titles are available or at press. This month, Borneo/Kalimantan, Cuzco/Peru South, Japan North/Hokkaido, Munich/Southern Bavaria (a new title), Orlando/Southern Florida, and a much updated map of Ukraine are being released. While all of these titles include substantial improvements in content and cover design, two stand out. We previously published a map of Bavaria, with a city map of Munich attached. Frankly, market response was muted. This time, we have revised our artwork to place improved emphasis on Munich (München in German) and expanded our coverage of the state of Bavaria to focus on the southern half only. This allows us to take advantage of two post-Covid realities. The first is a new approach to access point cities in Europe, of which Munich is an important airport for arrivals from North America, and concentrating on the hinterland of the city enables us to show this interesting part of Germany in much-improved detail. The second title deserving of special note is Ukraine, which remains a popular title despite the on-going war. We have discovered that Ukraine is gradually de-Russifying place names within the country. There has not been enough emphasis on this reality as there was during the immediate aftermath of the collapse of the Soviet empire in the early 1990s, but over time, Ukraine is changing the names of many of its cities, something that has not yet been noticed by many map publishers. For example, Bakhmut, where the famous battle was fought a year ago (how time flies!) is still shown on most maps by its Russian name. Not so on our new map! Somewhat surprisingly, the Ukrainian people, devastated by three years of a terrible war, still hold firm and have proven themselves to be extremely resilient in holding the line and opposing Russian aggression. NATO support remains strong, with particular support across Europe. This is one of the most important maps that ITMB publishes, and we are pleased to do so. Ordering details of all of our new releases are noted further in this newsletter, and all will eventually have separate press releases.

THE PENNY BLACK AND TRAVEL

The map industry and the issuing of postage stamps are related. Passports are a relatively recent travel document, but Letters Patent or laissez-passe documents were used long before the mass travel experiences of the past hundred years or so. Similarly, people have communicated by written means for many centuries. King Henry VIII started the first English postal system in 1509. It depended on the recipient paying for the costs of delivery and this led to administrative complexity and was rife with corruption. By the 1830s, the system was close to collapse. A Treasury official, Roland Hill, proposed to reform the system by what seemed so straight-forward and simplistic a means that postal officials scoffed at the idea of affixing a stamp to the cover of an envelope and making the sender pay the cost. Like many simplistic-seeming ideas (like standardized time zones or getting rid of paper airline tickets), the public loved the simplicity, even if bureaucrats hated it. Hill's idea was to make sending a letter so inexpensive that volume would increase dramatically. Charging senders only a penny to send a letter by affixing a stamp to the letter and depositing it into a postal box (another innovation), revolutionized communications and travel. The Postal Reform Act passed in 1839 and the first stamp saw service starting in 1840.

Like many good ideas, this system of affixing stamps to envelopes and parcels spread around the world and is now universally used to send postcards while travelling, souvenirs acquired while travelling back home, and parcels by DHL, FedEx, or UPS (nowadays, the shipping label has replaced the stamp, but the process is the same as it was in 1840). Similarly, maps are coded so that each title is unique and is sellable worldwide using the ISBN code. End-buyers rarely appreciate the uniqueness of what they are purchasing, but the map code uniquely identifies a particular map title wherever it is in the world. Gotta love the ISBN – and it's free to publishers!

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BEAR IN A CAR

This story came to my attention in mid-July. Somewhere in the interior of British Columbia, a bear managed to open the door of a parked car, something bears are not supposed to know how to do. There was a paw print close to the door handle, and I assume that the bear accidentally triggered the opening mechanism, so it followed its nose, no doubt looking for food. Unfortunately, the door closed, trapping the bear inside the car. Needless to say, the bear panicked and essentially tore apart the inside of the car in a vain attempt at escaping. The owners of the car arrived, saw the bear, and immediately panicked, calling the police. Law enforcement eventually arrived, by which time the over-heated and exhausted bear was quiet, although the heat inside the car was such as to mist over the windows, so no one was willing to open a door and assess the situation. After all, would you like to open a door, knowing that a rather upset bear is just inches away? A brave policeman climbed on to the roof of the car armed with an axe and smashed the rear window of the car while everyone else in the vicinity sheltered in other vehicles. The bear managed to crawl out through the broken glass and scampered off to safety. The car owners, however, now have a very smelly and unusable interior to their car, as well as a broken rear window. The story ended at this point, so I have no idea whether the couple were able to drive their damaged car home or not, or get it fumigated and repaired. Talk about a bare escape!

CHICAGO AS A VIBRANT CITY

The mid-western city of Chicago is one of America's most vibrant cities. It is about to host the Democratic Party's nomination convention as I write this, but this segment is about an earlier Chicago that rose from the ashes of a terrible fire in 1871. A short 22 years later, the re-built city hosted one of the most important world exhibitions in history. This Exposition was to herald many exciting new concepts which, for 1893, were revolutionary. We can't imagine a world without electricity, but in long-ago 1893, it was as revolutionary as it was uncertain. Two inventors were present at the fair, espousing completely different viewpoints as to how this new energy source should be developed. On one hand stood Thomas Edison and General Electric, touting the advantages of direct electric current, or DC. On the other was a young European visionary, Nicola Tesla, advocating alternating electric current under the corporate umbrella of Westinghouse. AC or DC, which concept would dominate? Well, we now use AC for just about everything, but it all started in Chicago! Another innovation was the concept of an electric train running on an elevated track around the fairgrounds. Another was a gigantic wheel that could carry passengers in a gondola, recently invented by a man called George Washington Ferris, Junior. Needless to say, the ferris wheel is at every state fair and midway in the world today. Another exhibit touted the advantages of Niagara Falls as a venue for drilling huge tunnels through granite and installing turbines to generate enough electricity to power much of the country; an amazing concept to grasp for a population that had only recently moved from candle power to oil lamps! Somebody named Bell showed off a device that would allow an individual to talk with someone in New York City electronically. He called it a telephone. Another entrepreneur showed off a moving sidewalk, and another a primitive motion picture device that could display images on a screen. Another enterprising individual was attempting to popularize a device that could do away with buttons to hold clothes in place – what came to be known as a zipper. Amazing! We take all such matters as commonplace today, but the Chicago Exposition happened just at a juxtaposition of forces that were revolutionizing how the world of the future would be. At the same time of the Exposition, an African-American surgeon performed the first successful open heart surgery in the world, in Chicago, and a young actor named William Gillette learned about an English author famed for writing monthly magazine articles about an insightful detective. He became inspired enough to write a play, named it Sherlock Holmes, and went on to perform the sleuth in more than 1,300 performances, becoming something of a rock star himself in the process. Now in 2024 Chicago is hosting what could turn out to be a momentous political convention for the future of American history. I wish I could be there for it, but duty calls and I'll be entertaining my grandsons in Tokyo while the future of the world is determined by what happens, once again, in Chicago. We live in interesting times!

WORK IN PROGRESS - all sellers/librarians please note:

ITMB, as of early August, 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 essentially out of print. A fresh version is at press; no ETA.

Andorra/Pyrenees is now out of print. An updated edition is at press, no ETA..

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Cameroun/Gabon is now out of copies. A fresh edition is at press; no ETA.

Helsinki/Southern Finland is out of print and at press. No ETA.

Kilimanjaro/Nthn Tanzania is now out of print. A fresh edition has been printed and is due during August.

London/SE England is now out of print. A fresh edition at an improved scale has been printed and should be available early in August. Continue to order using the existing ISBN for now.

Manitoba is now out of print. A new map, **Southern Manitoba and Saskatchewan**, is now available. The entire province will be available again once market demand improves.

Melbourne is now out of print. A new map, **Melbourne and Victoria State**, has been sent to press. No ETA.

New Guinea is currently out of stock. A new edition has been prepared and is at press; no ETA.

Norway is almost out of print. A fresh edition has been printed and should be available in late August.

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

Saskatchewan is out of print. It has been replaced by a new map, **Southern Saskatchewan & Manitoba** at a better scale and with more information.

Scotland is now out of print. A fresh edition has been printed. Please order using the ISBN 9781771297349.

Sumatra is now out of print. A new map is being prepared for release in 2025.

Taiwan is now out of print. A fresh edition has been printed. Please order using ISBN 9781771298070

USA South Atlantic States is out of print and discontinued.

Yukon, a perennial favourite, has been updated and printed. It is expected shortly. Please continue ordering.

NEW RELEASES DURING JULY, 2024

Borneo & Kalimantan Travel Reference Map 2nd Ed. 2024 1:100,000/1:1,400,000 ISBN 9781771291118 UPC817712911186 \$14.95cdn/us E/GBP 10.90 – The island of Borneo is divided between Malaysia and Indonesia. Our map concentrates the northern portion of Sabah, Sarawak, and Brunei on Side 1, with detailed insets of Kuching, Kota Kinabalu, and Bandar with a portion of the Indonesian province of Kalimantan. This is a very unusual and interesting part of the world to visit, so we are pleased to be releasing an updated version showing road improvements. The second side is the rest of the island, called Kalimantan. It is much less developed, but has recently opened a motorway between Samarinda and Balikpapan. A good road exists along the eastern and southern coastal area to Pontianak, but tourism is at an early stage in Kalimantan, so this is very much a travel adventure zone! **AVAILABLE**

Cuzco & Peru South Travel Reference Map 6th Ed. 2024 1:90,000/1:1,400,000 on waterproof stone paper ISBN 9781771291866 UPC 817712918666 \$13.95cdn/us E/GBP 9.95 – The Cuzco/Inca Trail/Manchu Picchu region of Peru is extremely popular. Our map shows the City of Cuzco, the Inca Trail (on a series of sectional map insets), an inset of the interesting town of Aguas Calientes (which is the jumping off place for all visits to Manchu Picchu), and a separate inset map of the fabulously interesting Incan city in the middle of nowhere. This is yet another of those 'must see before you die' places. We went by train from Cuzco to Aguas, which was an adventure in itself, sat in the back of a lorry for the climb up to Manchu, and spent a wonderful day exploring the World Heritage site. One can do the trek along the Inca Trail as well, but that's the only alternative. No road or airport. Side 2 covers the southern half of Peru, essentially from Lima to the Chilean border and inland as far as Lake Titicaca (another wonderful place to see). Peru existed long before the Spanish arrived, and the country is filled with amazing places to see – Arequipa is full of colonial architecture. Ticlio Station, near Morococha is the most elevated railway station in the world (4,758 meters above sea level). This is a map for explorers! **AVAILABLE**

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Japan North & Hokkaido Travel Reference Map 2nd Ed. 2024 1:700,000 ISBN 9781771293914 UPC 817712939142 \$14.95cdn/us E/GBP 10.90 – Japan is a very interesting country to visit. It divides naturally into northern, central, and western regions. This map concentrates on the far north island of Hokkaido, which is very different than the rest of Japan, and includes a detailed inset map of central Sapporo, its main city. The best way to tour the island is by train, and Hokkaido is now joined to the main island of Honshu by a very long undersea rail tunnel. The second side of the map is equally important, covering the main island of Honshu from Tokyo north to its northern tip and the northern coast from Toyama to Aomori. The best way to travel around Japan is by using a rail pass. Shinkansen trains are high-speed and great for travelling distances, but local trains are more fun and get you to destinations not covered by the faster trains, such as the north coast. This map also includes a fair-sized inset of the Tokyo region from Narita to Yokohama and a very detailed map of central Tokyo. This is a really useful map for anyone visiting Japan to have! **AVAILABLE**

Munich & Southern Bavaria Travel Reference Map 2nd Ed. 2025 1:10,000/1:350,000 on waterproof stone paper ISBN 9781771294904 UPC 817712949042 \$13.95cdn/us E/GBP 9.95 – This is a brand new map for ITMB, but it isn't. The former edition was named Bavaria, which as a province of Germany is less well-travelled than we expected, so we have reversed gears and placed Munich front and centre, with a more detailed map of the southern portion of Bavaria on the reverse side. Munich, or München in German, is a very old city and the second largest international airport from America in Germany (after Frankfurt). Much of the Altstadt (old town), based on the former Roman city, is now pedestrianized and is a great place to walk. The cathedral, of course, is wonderful to see. The U-Bahn suburban trains and S-trains make getting around the city easy, but I prefer the trams. The Hauptbahnhof (main railway station) is on the western edge of the city centre and is huge! The map covers from the Olympic Park in the north to the ring road in the south and has both a regional inset map of the hinterland of Munich and a map of the tram lines. The back cover has a very convenient schematic map of the U and S train lines. The other side of the sheet is a very detailed map of southern Bavaria., from the Bodensee at Linden to Passau and as far north as Regensburg. Stuttgart is just off the map. This is our favourite part of Germany and we have explored it many times. Of particular interest are the ancient market town of Biebrach, the old Roman encampment that is now Augsburg, and the cathedral city of Ulm, but the region is so full of exciting places to visit that there isn't enough space to name them all. Just as a hint, the place where Sherlock Holmes allegedly fell to his death, taking the arch-fiend with him, is on this map! **AVAILABLE**

Orlando & Southern Florida Travel Reference Map 2nd Ed. 2024 1:10,000/1: 600,000 on waterproof stone paper ISBN 9781771295963 UPC 817712959638 \$13.95cdn/us E/GBP 9.95 – Florida is one of the most travelled-to parts of the world, and with Orlando in its centre, a map is necessary as well as inevitable. The big attraction, of course, is the Walt Disney World resort area, which is yet another must-see destination. The resort is so large that it requires its own inset map and has eighteen hotels at last count, its own monorail, and too many attractions to note here. Disneyland is for everyone young and old, so enjoy it. Naturally, Orlando has attracted an enormous number of other theme parks like Sealand, Gatorland, Museum of Illusions, a Titanic exhibition, and an amusement park called Fun Place, so the whole city is one big entertainment centre, like Las Vegas, but without the gambling. I mean, this is America at its most outlandish, so accept it or don't go! The other side of the sheet is a very detailed map of the southern half of the State of Florida, from Daytona Beach to the Keys and every segment of the state has its own attractions, which are all noted in text blocks on our map. Whether you want to see Cape Canaveral, or enjoy a beach, or see an alligator, Florida is the place to be! Southern Florida is also home to some of the most important cruise ship terminals in the USA, with extensive sailings to the Bahamas and the Caribbean. **AVAILABLE**

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Ukraine Travel Reference Map 4th Ed. 2024 1:1,000,000 on waterproof paper ISBN 9781771298568 UPC 817712985682 \$14.95cdn/us E/GBP 10.90 – Ukraine is the largest country in Europe. Russia doesn't count because it is mostly in Asia and is generally disliked by everyone. At the moment, Ukraine is holding its own against a concerted attack by Russia to decimate it and make it part of Putin's Russia. Under normal circumstances, no one should be publishing a map of Ukraine in the middle of a devastating war, but surprisingly, it is one of our best-selling maps for Europe and has gone through three editions over the last three years. The reason is not tourism per se, but information, which is needed by policy makers, aid groups, and armchair followers of developing events. It is also interesting to see an evolving pattern of place name changes as Ukraine gets rid of Russian-imposed names. Bakhmut, location of a famous battle a year ago, is a case in point. All maps, until now, show the old Russian name; only ITMB's map shows the new Ukrainian name. With each new edition, we find more names that have changed. So, this map is not important for showing road conditions or power lines because such matters are in the hands of the gods of war. This map is essential for everyone because we are all affected by what happens in Ukraine. ITMB is fortunate in having a cartographer whose passion is Ukraine and is always coming up with yet another place that has changed its name, but nobody noticed. We show the country as it should be, with eastern regions and Crimea being a legitimate part of the country. Maps have to show legitimacy as well as accuracy and this is a country map, not a war map. One day, Ukraine will be free, be a member of NATO, and hopefully a member state of the EU. Its future is being forged by fire, but that only makes it battle-hardened. This is one of the most important maps that ITMB publishes. **AVAILABLE**

NEW RELEASES DURING JUNE, 2024

Antarctica & Tierra del Fuego Travel Reference Map 6th Ed. 2024 1:7,000,000/1:750,000 ISBN 9781771290357 UPC 817712903570 \$14.95cdn/us E/GBP 10.90 – Antarctica is a fascinating part of the world. It is difficult to reach, and expensive to travel to, but it should be on everyone's bucket list of 'must-see' travel experiences. The continent is rapidly (in geological terms) changing its shape as global warming eats away at the gigantic icefields that surround the land mass. Thus, our map shows the coastline as it was in 1980 and as it is today. The continent is fairly easy to approach nowadays, but only during the months of December through to end of February. Major cruise lines such as Holland America sail from ports in South America with thousands of passengers on board, so it is not quite the unusual adventure it once was, but is still an exciting and unusual experience. Our map shows not just the continent land mass but is loaded with interesting text blocks that are bound to contain information most people don't know, such as the fact that dinosaur bones have been found here or that Antarctica has three poles (the Arctic has two). The map of Antarctica covers all of side 1 and is very interesting for anyone planning a trip there, but Side 2 is also interesting, in that it covers Tierra del Fuego, the southern tip of South America, with an excellent inset map of Ushuaia, the most southerly city in the world. **AVAILABLE**

Newfoundland & Labrador Travel Reference Map 5th Ed. 2024 1:800,000/1:1,300,000 ISBN 9781771295833 UPC 817712958334 \$14.95cdn/us E/GBP 10.90 – The easternmost part of Canada is also its newest part and the oldest British colony. Generations before Jamestown was thought of for colonization, Newfoundland was a valued commercial entity of Britain. Before that, it was a Norse settlement and the only known Norse permanent settlement ever discovered in North America. Today, the province consists of two parts – the island of Newfoundland and the mainland entity called Labrador; hence, the joint name of the map. Side one is the island of Newfoundland, which can only be reached by air or by ship. Ferries operate from Nova Scotia to two destinations on the island, and there is a separate ferry from Quebec to the northern tip of the island. This side also includes the French Overseas Territory of St. Pierre et Miquelon and an inset of St. John's, the provincial capital. Side 2 concentrates on Labrador, a much larger geographical entity. Most of Labrador is inaccessible for the average traveler, but the brand-new Trans-Labrador Highway has recently been paved and makes access much easier than even a few years ago. This paved highway can be accessed from Newfoundland by the ferry from St. Barbe to Alse, in Quebec. A paved highway leads east and then north to Happy Valley/Goose Bay and then westward to Labrador City, the only significant urban area in Labrador. **AVAILABLE**

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Prince Edward Island Travel Reference Map 3rd Ed. 2024 1:250,000/1:50,000 ISBN 9781771296328 UPC 817712963284 \$14.95cdn/us E/GBP10.90 – From one of the larger provinces of Canada, we move to the smallest one, Prince Edward Island. This is located off the coast of Nova Scotia and was always a separate British colony, due to its island reality. Prior to Canada being formed as a country, it was a series of British colonies that remained loyal to Great Britain during the turmoil that created the United States. For those Americans unaware of their nation's history, there were actually 17 American colonies that participated in the famous Philadelphia Congress of 1775. Well, sorry, but Quebec was as much an 'American' colony as Virginia, as was Nova Scotia, Acadia (New Brunswick), Newfoundland, and PEI. A century later, a pivotal conference held in Charlottown, PEI, paved the way for Canada becoming a self-governing country. PEI joined six years later. Now, PEI is joined to the mainland by Confederation Bridge, making it easy to visit. Our map is actually two maps of the Canada Map Office. Side 1 is of the island itself and Side 2 is of the central portion, including Charlottetown, the provincial capital, at a much more detailed scale. As this is a survey map, it is extremely accurate, with touristic attractions imposed over it, so it shows contour lines, all sorts of roads, small villages that one misses if one blinks while passing through, and all the many beaches and coves of the shoreline. **AVAILABLE**

Tanzania Travel Reference Map 7th Ed. 2024 on waterproof paper 1:1,300,000 ISBN 9781771298063 UPC 817712980632 \$14.95cdn/us E/GBP10.90 – Africa generally has been slower to recover economically from the Covid era, but is just as fascinating as ever. ITMB is finding that many of our maps of countries in Africa are approaching the end of their print runs and will see new editions through the rest of 2024 and into 2025. Tanzania is one of the first to be updated and refreshed. Printed on waterproof stone paper, Side 1 concentrates on the southern half of the country, from Dar es Salaam (the actual capital) south to the borders with Mozambique, Malawi, and Zambia. This is game preserve country, with Selous taking pride of place. Side 2 concentrates on the northern portions, which are more popular touristically. Game preserves such as Serengeti and Ngorongoro compete with Mount Kilimanjaro and Lake Victoria for attention. The islands of Pemba and Zanzibar are easy to reach from Dar. A large portion of Kenya is shown, as well as significant portions of Burundi and Rwanda. Detailed inset maps of Arusha and Stone Town are also included, as are all seven border crossings into Kenya. Tanzania is a very large country geographically, so visitors really need a map to get around. **AVAILABLE**

NEW RELEASES DURING MAY, 2024

Idaho, Montana, & Wyoming Travel Reference Map 2nd Ed. 2024 1:1,000,000 ISBN 9781771293600 UPC 817712936004 \$9.95cdn/us E/GBP 9.95 – AVAILABLE

Jordan & Syria Travel Reference Map 4th Ed. 2024 1:730,000/1:825,000 ISBN 9781771293921 UPC 817712939210 \$14.95cdn/us E/GBP 10.90 – AVAILABLE

Mexico Travel Reference Map 10th Ed. 2024 1:2,000,000 on waterproof paper ISBN 9781771294874 UPC 817712948748 \$14.95cdn/us E/GBP 10.90 – AVAILABLE

Southern Manitoba & Saskatchewan Travel Reference Map 1st Ed. 2024 1:900,000 ISBN 9781771294898 UPC 817712948984 \$13.95cdn/us E/GBP 9.95 – AVAILABLE

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