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- INTERNATIONAL TRAVEL MAPS AND BOOKS
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AXIS OF EVIL MAPPING NEWSLETTER #2 OF 2017 – February, more or less – New Titles: Sydney/Australia's Southeastern States – see below for details

INTRODUCTION

I usually start a new newsletter at the beginning of a month, and let it build and find its final format over time. Fortunately, computers are very good at storing information, so I can review Axis periodically and add tidbits as required. Lan and I will be in Vietnam for the last week of February and the early part of March, and shortly after we return we're off to England for a week, so I'm not sure exactly when this updating will come out as Axis. We have just completed Tet, the Vietnamese New Year, which in our mixed Canadian/Vietnamese family is quite an event, with a big party on the first day of the New Year. Tet is celebrated at the same time as Chinese New Year, and in much the same way, so Happy New Year – again!



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*From Joyce Family with love
Jack, Lan, Linh, Phuong, Johnny, Kenzie.*

I HATE HAVING TO WRITE THIS BUT...

Sadly, the first weeks of the new American administration is creating major frictions in the world, and much though I wish it could be ignored, the damage is so severe that it will impact on travel in a very negative way. Statistics for January show travel to the USA has dropped off dramatically, and this is not due to the weather. ITMB is in the business of mapping the world to encourage people to travel. Guess what? My biggest market is the USA – and Americans are the ones most affected by these ill-thought-out policy decisions.

GOOD NEWS FOR THE TRAVEL MAP INDUSTRY

After a number of years, Ordnance Survey of the UK has re-introduced its regional mapping series for Britain at 1:250,000 scale. This 8-sheet series was always popular and OS only discontinued all such maps at the instructions of the then-government of the day. In a vain effort to gain electoral support, the Labour Party government ordered OS, without negotiation, to discontinue all 'commercial' mapping and to provide free mapping services to local authorities. Labour was soundly trounced at the next election, no doubt in part by irate map lovers. It still took OS some years to build support for getting back into mapping for people as well as governmental authorities (I heartily wish that CMO would follow suit!), so now excellent OS maps are available from ITMB for North American and Australian/NZ marketing as follows:

- 1. Northern Scotland ISBN 9780319263433**
- 2. Western Scotland ISBN 9780319263440**
- 3. Southern Scotland ISBN 9780319263457**
- 4. Northern England ISBN 9781319263464**
- 5. East Midlands & East Anglia, inc London ISBN 9781319263471**
- 6. Wales & West Midlands ISBN 9780319263488**
- 7. South West England ISBN 9780319263495 (the most popular title in the series)**
- 8. South East England ISBN 9780319263501**

The series is noted as being the 16th Edition, release date as end of December, and the maps are in our warehouse: \$16.95 cdn/us, with appropriate discounts.

A TRUE STORY, VERY TOUCHING

The USA has a long 'on again-off again' relationship with China. This story starts in the 1920s, when America, like many western countries, was trying to open China to trade. At some point in time, the Americans established consulates in major cities. One of these was in modern-day Xiamen, in southern China. This was (is) located on an island that was, at the time, a French Treaty Port in the harbour of the city. I have been to this island, which is now a historic park and very popular. Fast forward to 1949, and the American Consulate at 26 Sanming Road had to close very quickly with the change of China's government to a communist regime. The Americans had hired a local Chinese man as a gateman/caretaker, and in the rush to leave, no one gave him any instructions. They just left, like most foreigners at that time, in haste. Well, we know from history that relations were not re-established until Richard Nixon made his historic trip to China in, I believe, 1982, some 35 years later. Throughout this time period, in fact for a 40-year time span, this Chinese gatekeeper/custodian took care of the consulate without pay or recognition. He was severely criticized by various local officials and individuals for doing so, but always answered that it was his duty. He had promised to take care of the property and he did so, loyally and unselfishly, for two generations, without pay. The Americans eventually returned, were amazed to discover that the building still existed, and were doubly amazed to learn that this man had taken care of it for four decades. Naturally, there were questions in Washington about compensation and a fair amount of disbelief that someone would have done something so remarkable for so long. In the end American consular representatives on the spot paid the man, but the point of the story is about honour, not money, and I'll even say Honour with a capital H. This man behaved with great Honour, doing something because no one had asked him to stop doing what he had been hired to do. He believed that he was doing the right thing and had a moral obligation to fulfill; a promise that he fulfilled because it was right. We sometimes forget, in our dog-eat-dog world, the importance of Honour – keeping one's word is truly one of the great virtues.

THE DEAD HORSE

This is a story about a man with a horse. Donnie bought a horse for \$250 from a farmer. The next day, the farmer advised Donnie that the horse had died overnight and that, unfortunately, he'd already used the money so couldn't pay it back. Donnie agreed to take the horse anyway, saying he would raffle it off without letting anyone know the horse was dead. A month later, the farmer bumped into Donnie and asked what had happened. 'Oh,' said Donnie, 'I sold 500 raffle tickets at five bucks each and made a profit of \$2,495'. Didn't anyone complain, asked the farmer? 'Just the guy who won and I gave him back his money.' 'Son,' said the farmer, 'you should be in the White House'. (He is).

CANADA'S 150TH ANNIVERSARY

Canada is an immigrant-welcoming country. We realized many years ago that we needed people to populate a largely un-populated vast territory, as did the USA. Starting in 1900, Canada sent out recruiters to attract settlers. Fair enough; the USA was doing the same thing. Canada doubled its population in a few short years, and doubled again by 1914. Fast forward to the end of WW2, and we found ourselves accepting hundreds of thousands of German, Dutch, and Italian displaced people. Did we really need more people? Actually, yes. The natural birth rate started falling as a result of so many men being overseas during the war, and although rectified by the 'baby boom' immediately afterwards, immigration enabled the Canadian economy to continue growing while these children grew up and entered the work force. Fast forward to 1953 (East German revolt), to 1956 (Hungarian revolt), to 1968 (Czech revolt), and to 1976 (Vietnamese boat people) and Canada now has 36,000,000 people, many of whom are first-generation Canadians. Despite taking in millions of immigrants and refugees, our low birth rate means that we still need immigrants. We screen new Canadians for suitability, but immigration is becoming a touchy subject.

Statistics Canada has just released a study projecting what will continue to happen regardless of political rhetoric. It applies specifically to Canada, but equally is relevant to the USA and to Europe. The first point made is that developed nations are pluralistic by nature and benefit from immigration. The second is that immigrant portions of society is larger than most of us realize (20.7% in Canada, for example). The third is that most new immigrants will come from Asia, not the Middle East, refugees excepted. Those flowing into Europe at the moment are technically neither refugees nor immigrants, but migrants seeking a better life.

The entire ethos of the travel industry, particularly our segment of it in marketing maps, is pro-international. We exist to send people to other countries by publishing maps and to welcome them to ours as visitors, hopefully having obtained maps in advance or upon arrival. ITMB maps the world; we all know that. ITMB also maps Canada in detail and I hope that our 150th anniversary of becoming an independent country will see a lot of people coming to explore all the wonderful things Canada offers. As an incentive, Canada is giving the world free access to all of our national parks during 2017 – that's 'free' with a capital F; I mean literally free, no charge, nada, nothing – all year. All anyone has to do is go on-line and order a free pass. This is our thank you to the world for giving us millions of people who have, in return, made Canada one of the wonders of the world. Come see for yourself!

WHAT'S NEW WITH ITMB

With more than 500 maps to maintain, keeping everything in print at all times has proved to be impossible to do. A sudden and unexpected 'run' on Thailand depleted our inventory faster than expected, so I'm sorry to advise that this important title will be unavailable while we rush our updated artwork to press. ITMB never just re-prints a map; we always update. We check inventory levels daily, and monitor closely any title falling below 500 copies in our warehouse, but unexpectedly large demand can deplete stock faster than expected. We also realize that, when our warehouse depletes to zero, our distributors and retailers still have inventory in their facilities. Sometimes, we are able to introduce a new edition fairly seamlessly, but not often. In fact, we prefer to wait once we run out, to give our distributors a chance to sell through their inventory. This has advantages, but might also result in a customer being unable to access a desired map while we are between editions. At any given point in time, Lan and her team are working on a dozen different updates, many of which entail changing scales to provide greater detail. We are also working on new titles as time permits; for example, Poland is approaching the final proofing stage, and Wales has been through its first proof check. Idaho, Montana and Wyoming has been sent to press. Each day presents fresh challenges to us, which is why ITMB maps continue to evolve and change.

CURRENT PROJECTS AND OUT OF STOCK ITEMS

Central America is running out of copies quickly (45 left). A new edition is being prepared; no ETA.

Delhi is almost out of copies (43 left). A new edition is being prepared; no ETA.

Mexico Pacific Region/Guadalajara is almost out of copies (4 left). A new edition is being prepared, no ETA.

Mexico South is getting low on copies (51), so a new edition will be needed before summer.

Nova Scotia is out of copies. A new edition is at press and expected in April.

QCI, or the Queen Charlotte Islands, is down to 17 copies. We are re-naming this map Haida Gwaii/Queen Charlotte Is. to reflect the more current practice used in BC. The new edition will be available in the near future; no ETA.

Thailand is out of stock. A new edition is at press and expected soon; no ETA.

NEW TITLES, FEBRUARY, 2017

Sydney and Australia's Southeast States Travel Reference Map 3rd Ed. 2017 (1st for SE Australia) on waterproof paper 1:7,500/1:2,000,000 \$10.95cdn/us E9.50 8.95GBP – We are pleased to see Sydney back in stock after a brief hiatus. The main city of Australia is the beginning point for most visitors to the country, so having a good tourist-oriented map is crucial. The map covers from Bondi Junction in the east to the university lands and Newtown in the west, and from the Harbour Bridge south to Redford Station. An inset map shows North Sydney and a second one shows the Greater Sydney Region. The rear cover shows the region's transit system, and an inset map shows the ferry system within the harbour area. Sydney itself is an interesting city, and the detailed scale used enabled us to add a lot of detail to assist visitors. The other side of the page is a new map for us; one showing the States of Victoria and New South Wales, Canberra Capital Area, and a fairly good portion of South Australia and a bit of Queensland – essentially, from Brisbane south to Melbourne and west to Adelaide (actually, to Woomera). This map is much more detailed than our previous version, although covering a smaller portion of the country. We feel that this map will satisfy the needs of 90% of the visitors travelling in Australia. Due to the size of the country, this meant that the Great Ocean Road could be included, but not Alice Springs. Such is life.

AVAILABLE

COMING IN SOON

Thailand Travel Reference Map 8th Ed. 2017 ISBN 9781771297950 1:1,000,000

Thailand North Travel Reference Map 1st Ed. 2017 9781771297943 1:830,000