## NEW MARKET STUDY ON AUTOMATED MAPPING

Applied Data Corporation, a Boston area market research firm, has just completed a new survey of the latest technology for automating mapping and mapmaking. The survey identifies several mapmaking applications and end user mapping markets which offer significant growth opportunities for cartographic firms and their suppliers. The results of this survey are examined in detail in a new and comprehensive market study.

One of the most prominent and influential trends is the growth of desktop mapping. As desktop computers have gained power, cartographic databases have expanded in detail and variety. The software that integrates cartographic and demographic databases continues to become more powerful and easy to use.

The study contains market analysis, statistics, end user profiles, product descriptions and forecasts designed to provide readers with all of the information necessary to identify technology trends and growth opportunities for automated mapping and mapmaking. One hundred twenty five pages in length, it is available for immediate delivery from Applied Data Corporation, P.O. Box 834, Andover, MA 01810. The price is U. S. $1,050; supplemental copies are priced at $150 each.

## *fugitive cartographic literature*

*Interesting articles about cartographic information often appear in unexpected outlets. The goal of this section is to bring those publications to the attention of our readership. We invite synopses of papers appearing in journals other than those devoted to cartography, geography, and map librianship.*

**Ziegler, A. M. (1990) Mapping the mesozoic and cenozoic at the University of Chicago.** *Geotimes*, April 1990, pp. 23-24.
*reviewed by Edward J. Hall, Kent State University*

The Paleogeographic Atlas Project of the Department of Geophysics at the University of Chicago was founded in 1975. Its goal, among others, was to produce a large format, full color Mesozoic/Cenozoic paleogeographic atlas of the world. The project involves developing several computerized databases in order to produce the atlas and to assist in various projects tied to the atlas.

The first step in atlas preparation is to generate base maps. The continental shapes and interrelationships need to be researched and verified. The next step is to figure the rotational axis for each time period under consideration. The project must also establish the polar position for each map interval to within five degrees — a difficult level of accuracy to achieve. The project must also assemble statistically reliable paleomagnetic data for comparison with paleoclimatologically sensitive sediments and floral data without incurring circularity from using the data.

The team of researchers is charting the positions of shorelines and various bathymetric and topographic contours. Inferences on the pattern of shoreline motion can be made long after the direct record has been erased once it is known if a basin results from thrust loading or extension. Physiographic studies will be made after the effects of glacial loading on the Canadian Shield, Greenland, and the Baltic Shield are determined, reversed and evaluated. Warping of the shield areas and the appearance of kilometer-high mountain ranges appeared to be common at that time.

An epeiric sea connection across Manitoba to Hudson's Bay and through the Hudson Strait to the Labrador Sea may explain the similarities of Cretaceous faunas from the Western Interior Basin (North America) to West Greenland.

Inferences may also be made about the Cretaceous marine rocks through combining a knowledge of sea level curves with biogeographic connections. The aim of the Paleogeographic Atlas Project is to complete the Mesozoic/Cenozoic North American maps by June 1990 and then the maps of Europe and northern Asia. The last major problem area in producing the base maps and the final atlas will be the completion of the plate-tectonic interpretations of the Alpine and central Tethyan zone.

The scope of this atlas is extremely ambitious. I look forward to seeing the published volume.

**Monmonier, Mark (1987) Making maps.** *Design [The Journal of the Society of Newspaper Design]* 26, pp. 14-17. A geographer's view of newspaper cartography.
*Reviewed by Ellen White, Michigan State University*

"Daily newspapers are a significant source of geographic information for the American public." So saying, Mark Monmonier proceeds to discuss some of the common problems with news maps that hinder their communication of valuable geographic information — information much of the public will obtain from no other source. A