Color Figures

"The Map Shows Me Where It Is You Are":
Gloria Oden Responds to Elizabeth Bishop
Across National Geographic and Rand McNally World Maps
Adele J. Haft

Figure 1. Detail of the National Geographic Society World Map (1957), Washington, D.C. The legend announces that this supplementary map was "compiled and drawn . . . for The National Geographic Magazine," while the words on the top right indicate that the map was included in the December 1957 issue (vol. CXI, No.3). "The World" appears on the Van der Grinten projection used on National Geographic world maps from 1922 to 1988 (Schulten 2001, 195); measures 28 1/2 by 42 inches (72.5 cm x 107 cm) from one edge of the paper to the other; and is scaled 1:39,283,200, one inch equaling 620 miles at the Equator. At top center-left, the map lists James M. Darley as chief cartographer. C.E. Riddiford is responsible for typography; Apphia Holdstock, for oceanography; and A. Hoen & Company (bottom left), for lithography. (The same team produced the December 1955 "Atlantic Ocean" map, which this detail of the world map closely resembles.) A notice in the lower right corner indicates that additional maps could be purchased for 75 cents, and that "a special edition . . . , enlarged to 47 x 68 [was] also available at $3.00 a copy." Courtesy of the Robinson Map Library of the University of Wisconsin-Madison (3200 1957 .N3) and of the National Geographic Society.
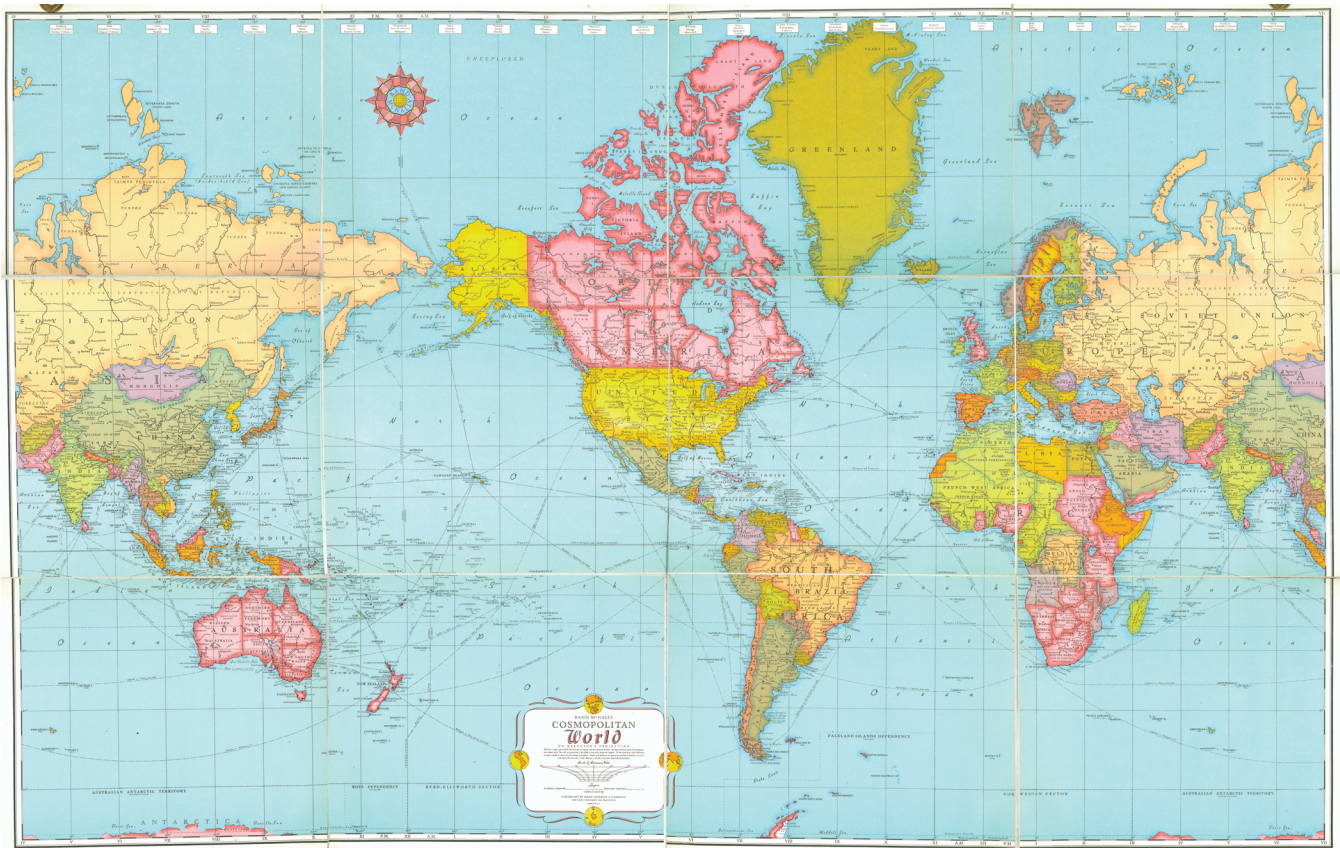
Figure 2. Rand McNally Cosmopolitan World on Mercator's Projection, [1955?], New York: Rand McNally and Company. This folded and dissected wall map measures 34 3/8 x 52 inches (87 x 132 cm) with a scale of ca. 1:37,000,000, one inch representing 583 statute miles at the Equator. Mounted on cloth, it folds into 12 parts, each part measuring approximately 13 by 11 inches (33 x 28 cm). Patrick Morris, Map Cataloger and Reference Librarian at the Newberry Library, suggests that the Newberry's copy of the Cosmopolitan World Map—given its simple black binding, cloth mounting, metal grommets, and obvious wear—may have been a traveling sample. Courtesy of the Newberry Library, Chicago (Rand McNally Collection, Map5C G3200 1955 .R3 (PrCt)), and of Rand McNally & Company.
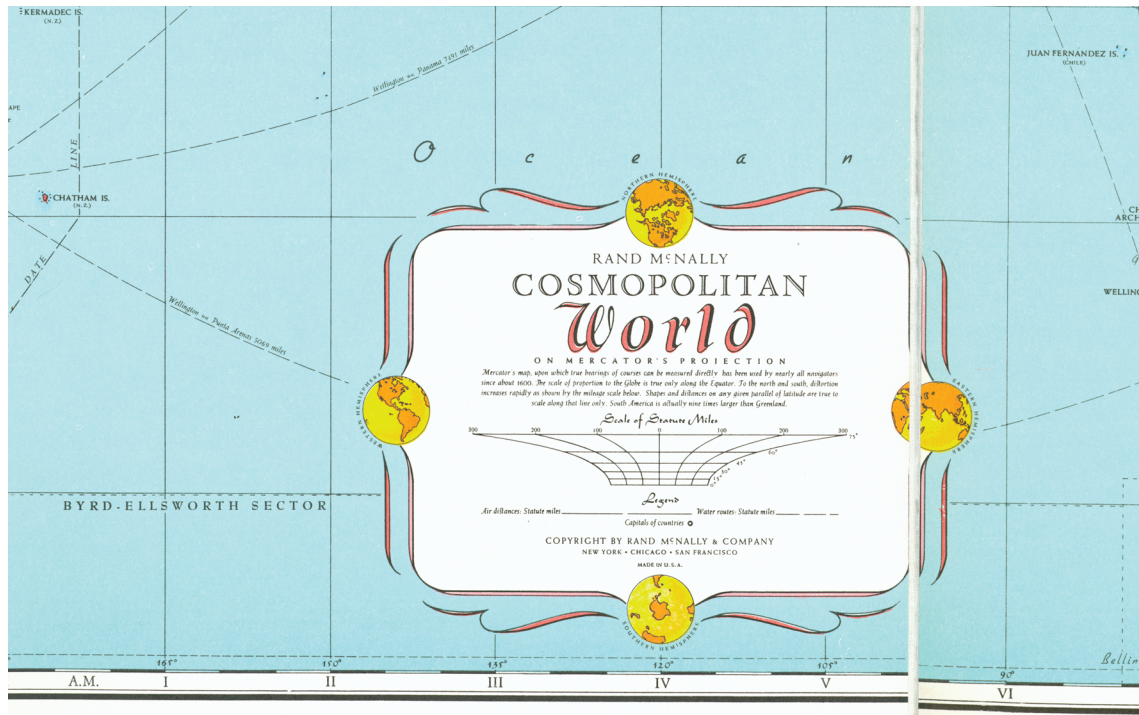
Figure 3. Legend of the Rand McNally Cosmopolitan World Map, (1955?): detail of Figure 2. Courtesy of the Newberry Library, Chicago (Rand McNally Collection, Map5C G3200 1955 .R3 (PrCt)) and of Rand McNally & Company.
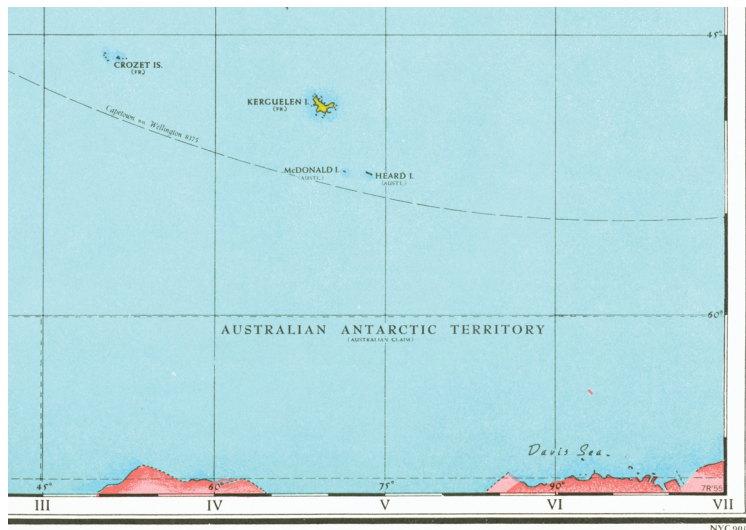

Figure 4. The code "NYC901" from the lower right corner of the Rand McNally Cosmopolitan World Map, (1955?): detail of Figure 2. Although the Rand McNally Collection has yet to yield its secret to this code, researching this paper has revealed that "90" identifies the map as a world map. (See note 11 for more on the code.) Courtesy of the Newberry Library, Chicago (Rand McNally Collection, Map5C G3200 1955 .R3 (PrCt)) and of Rand McNally & Company.
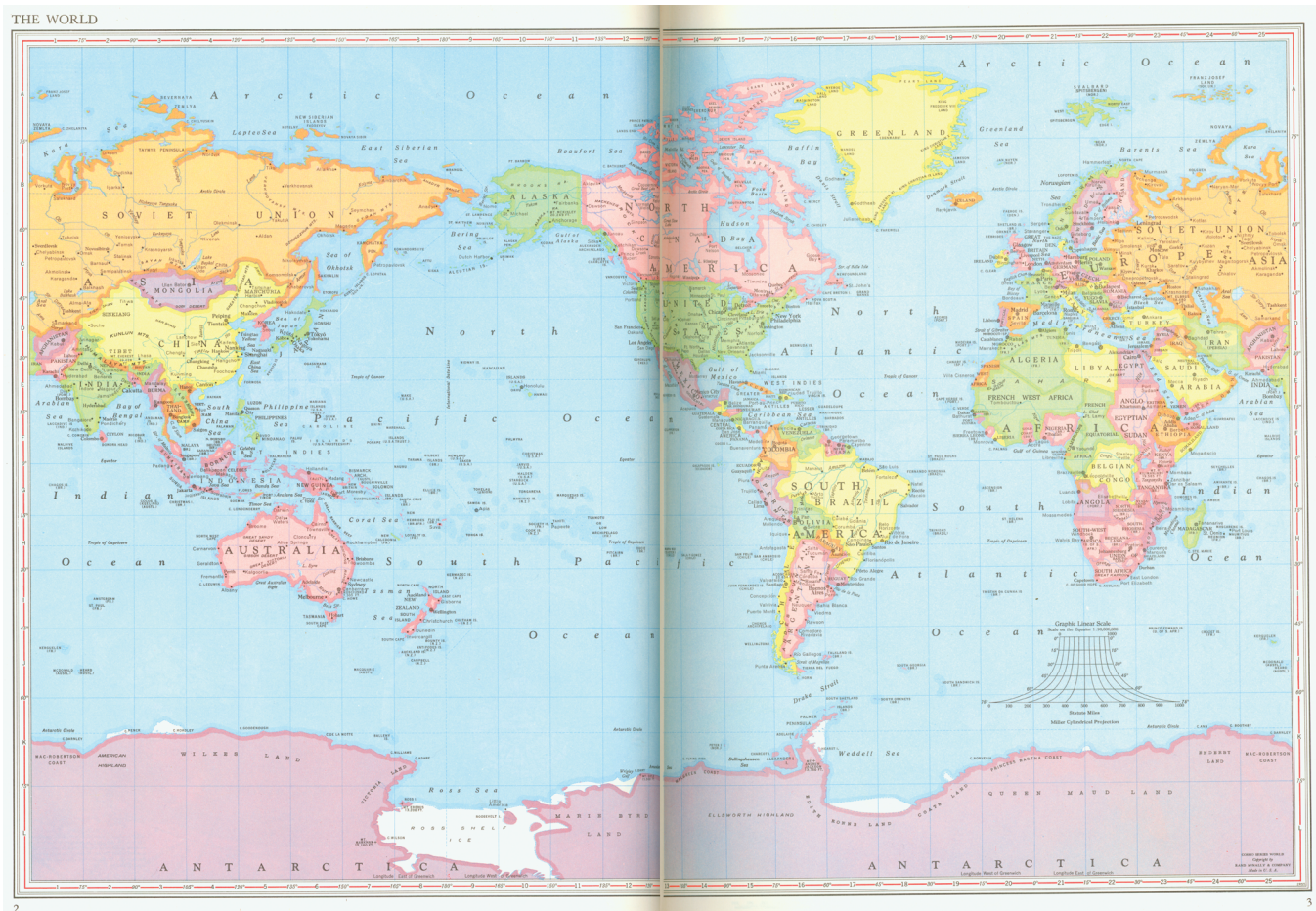
THE WORLD

Figure 6. The "World Map" (1955). In Rand McNally's Cosmopolitan World Atlas: Centennial Edition, Chicago: Rand McNally, 1955, 2-3. This double page, 14 by 22 inch (35 x 55 cm), world map from the 1955 centennial edition of the atlas resembles the Cosmopolitan World Map pictured in Figure 2. On both, Northern Rhodesia and Southern Rhodesia sport different colors; Algeria, Tunisia, and most of Morocco are swathed in green; and the Sudan is called "Anglo-Egyptian." By the 1957 atlas, however, Rhodesia is united; Algeria, Tunisia, and Morocco appear in different colors; and "Anglo-Egyptian Sudan" has become "Sudan." Courtesy of the Newberry Library, Special Collections (folio Rand McNally Atlas .C77 1955: FMP 4857), and of Rand McNally and Company.
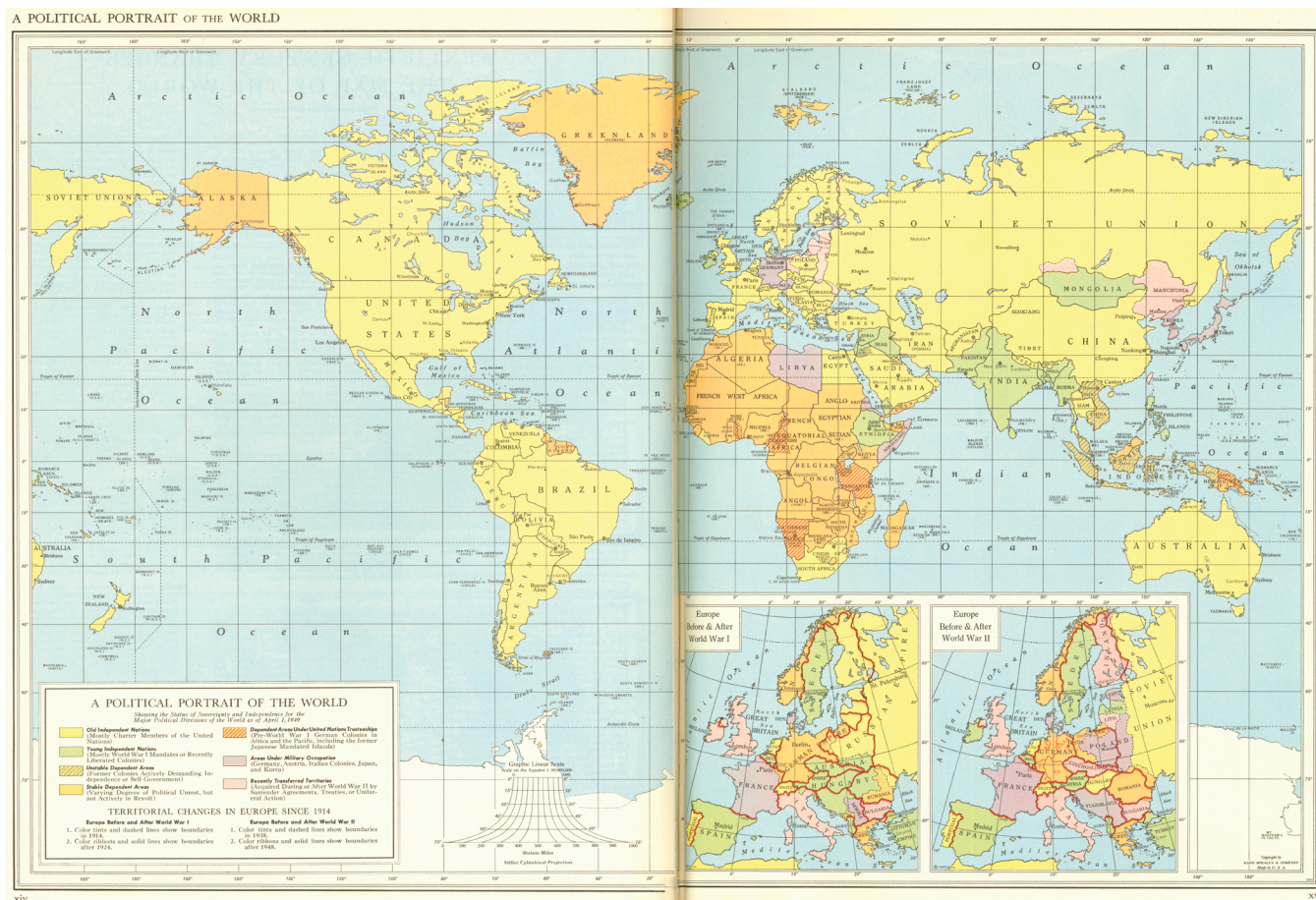
Figure 7. "A Political Portrait of the World" (1949). In Rand McNally's Cosmopolitan World Atlas, Chicago: Rand McNally, 1949, xiv-xv (14 x 22 inches/35.5 x 56 cm). The atlas is prescient in noting that the "Portrait" "should also serve as an historical reference map with which to measure the political changes and developments which are still to come" (xiii). In Africa, the washed-out orange shading much of the continent represents "stable dependent areas" with "varying degrees of political unrest, but not actively in revolt." Washed-out orange with red diagonal stripes indicates "dependent areas, under United Nations Trusteeships" (e.g., Togo, Cameroon, South West Africa, Tanganyika), while lavender cautions "areas under military occupation" (e.g., Libya, Somaliland, Eritrea). On the other hand, sage green signals "young independent nations—mostly World War I mandates or recently liberated colonies" (e.g., Ethiopia) and yellow celebrates "old independent nations—mostly charter members of the United Nations" (e.g., Egypt, Liberia, Union of South Africa). Courtesy of the Rand McNally Collection, Newberry Library (folio Rand McNally Atlas C77 1949 copy 1: FMP 4858), and of Rand McNally and Company.
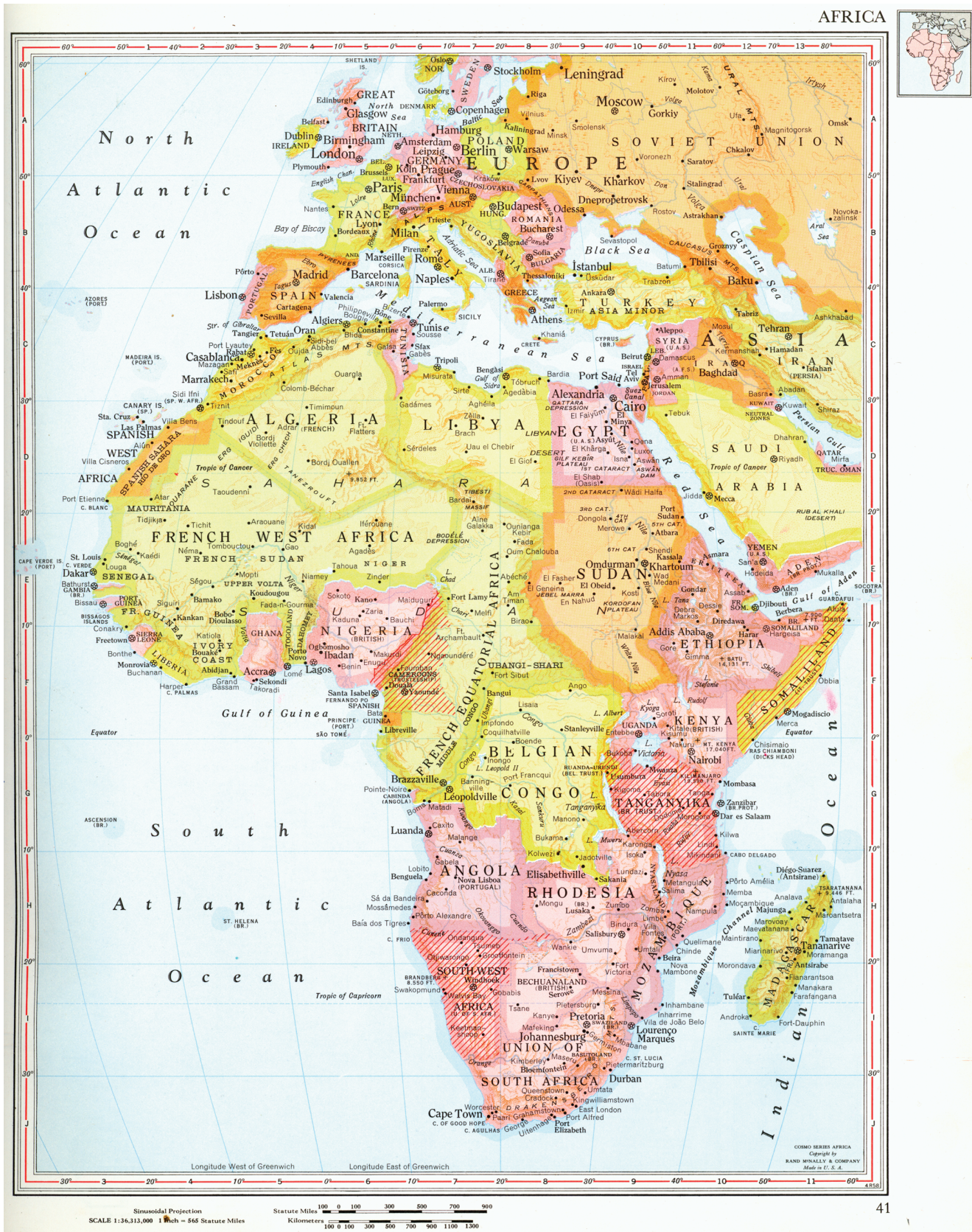
Figure 8. "Africa" (1958). In Rand McNally's Cosmopolitan World Atlas, Chicago: Rand McNally, 1958, 41. Measuring 14 x 11 inches (35.5 x 28 cm), this sinusoidal projection is scaled 1:36,313,000, with one inch equaling 565 miles. Courtesy of the Rand McNally Collection, Newberry Library (folio Rand McNally Atlas .C77 1958 copy 3: FMP 4859), and of Rand McNally and Company.
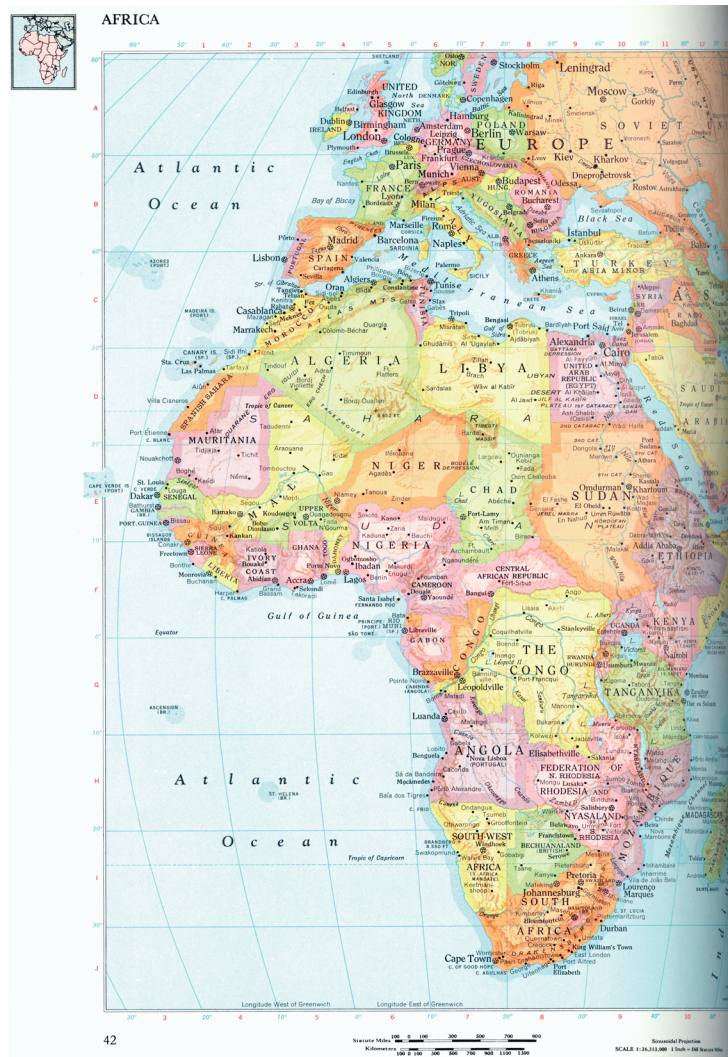
Figure 9. "Africa" (1962). In Rand McNally's Cosmopolitan World Atlas, Chicago: Rand McNally, 1962, 42. Measuring 14 x 11 inches (35.5 x 28 cm), this sinusoidal projection is scaled 1:36,313,000, with one inch equaling 565 miles. Courtesy of the Rand McNally Collection, Newberry Library (folio Rand McNally Atlas .C77 1962, copy 2: FMP 4860), and of Rand McNally and Company.

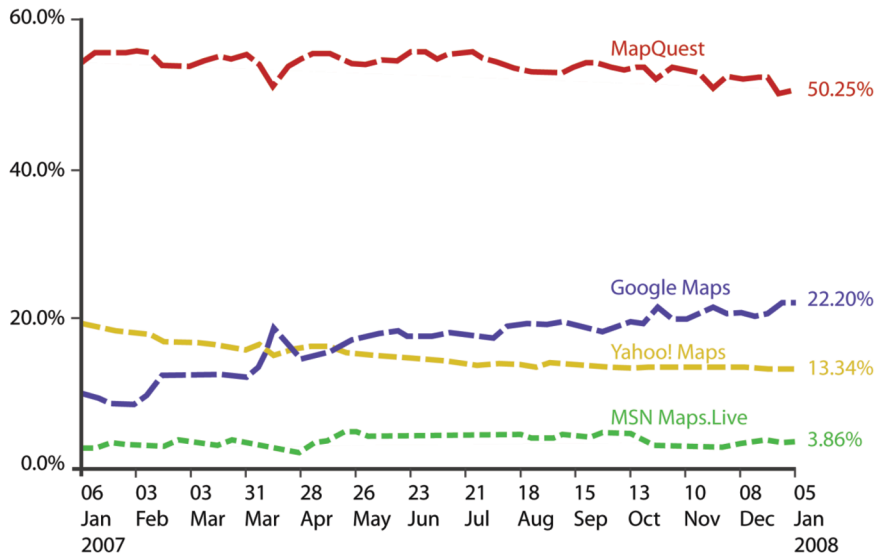# Trends in Internet and Ubiquitous Cartography
Michael P. Peterson

Figure 1. Visits to the four major online mapping sites – MapQuest, Google Maps, Yahoo Maps, and MSN Maps.live – during 2007. Use of Google Maps is increasing at the expense of MapQuest and Yahoo Maps. http://Weblogs.hitwise.com/us-heather-hopkins/2008/01/google_maps_making inroads_aga.html.
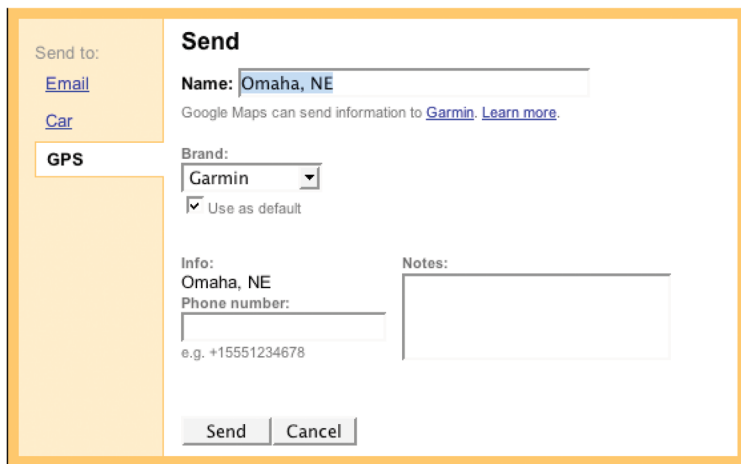
Figure 2. Google Map option to send the results of an online map search to a GPS device.

Figure 3. MapQuest output options include OnStar, a service of General Motors, and a cell phone.

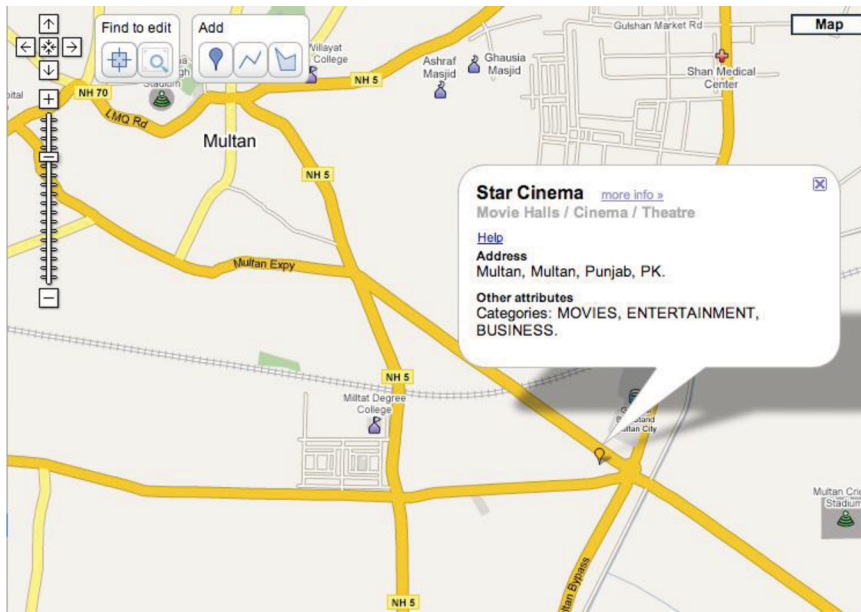*Figure 4. Countries served by Google Map Maker are mostly in the Caribbean, Africa, Asia, and the Pacific.*

Figure 5. The Star Cinema movie theater was added to a Google Map Maker map of Multan, Pakistan. There is no movie theater at this location.

Figure 6. The Google search trend for the word "map" from 2004 to mid-2008. Google Trends scales the term entered so that its average search volume is 1.00 in the chosen time period. In this example for the word "map", 1.00 is the average search volume of "map" from 2004 to present. We can see a high point in 2005 with the line over 1.30, indicating that search traffic in 2004 is approximately 1.3 times the average for all years showing a general decline in the search for the word "map". Increased use of interactive mapping sites seems to be leading to a decline in the search for static maps.

Google Search Volume for "Europe Map" from 2004-2008

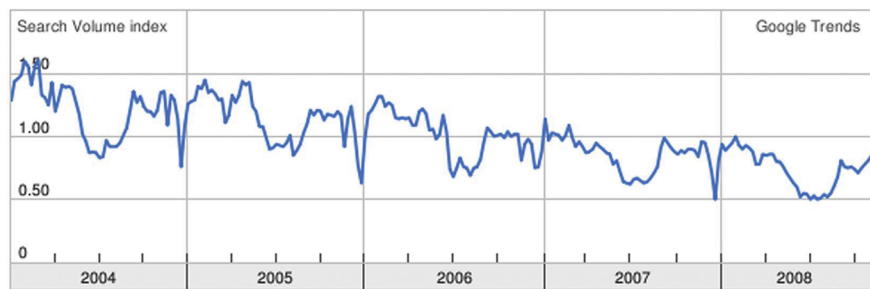**Google Volume Search for "Africa Map" from 2004-2008**

Figure 7. Google search trends for "Africa map" and "Europe map" also shows a similar decline since 2004. The search for "Europe Map" also shows a cyclical cycle with a low point before the end of each year, a reflection perhaps of school and holiday schedules.
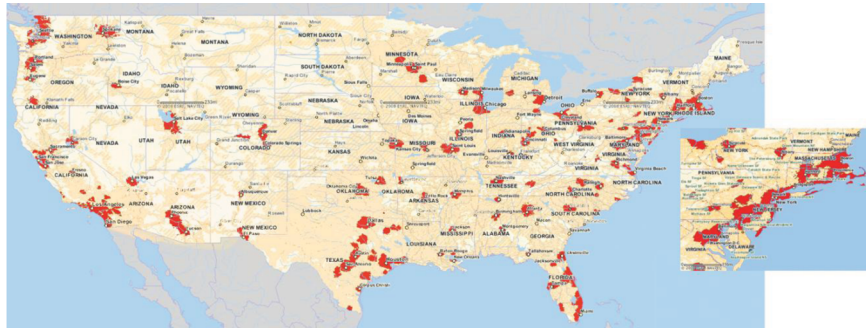

Figure 8. AT&T G3 coverage areas correspond with the larger cities. Many states are without coverage. (Source: http://www.wireless.att.com/coverageviewer/)

Figure 9. Screen resolutions for browsers accessing the University of Nebraska at Omaha Cartography and Geographic Information Systems Laboratory server for mid-July 2008.
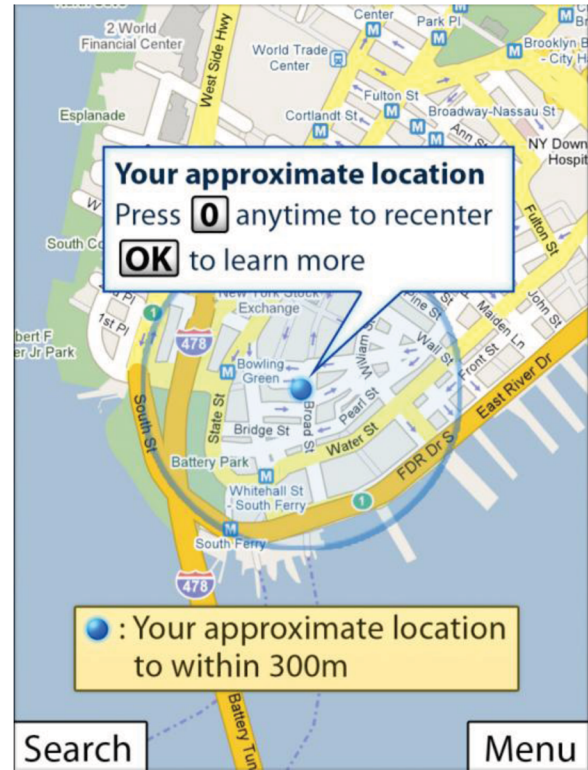

Figure 10. Google Maps for Mobile showing current estimated position based on surrounding cell phone towers.