

ACMLA Historical Maps Committee Report for 2008/2009

Committee Members:

Dan Duda (Memorial) *Chair*
Gord Beck (McMaster) *Facsimile Sales Officer*
Cheryl Woods (Western) *Advisor*

This has been a quiet year for the Historical Maps Committee. With the move being completed successfully, things have quieted down. Several people have approached me indicating that they are willing to sponsor a new or reissue of a bird's eye-view. This will be followed up after the 2009 AGM.

I want to thank Gord Beck and Cheryl Woods for their work and support, especially Gord who deals with the everyday administration of our maps.

The following was prepared by Gord Beck, our Facsimile Sales Officer.

Total Transactions	34
Total Maps Sold	346
Total Sales (including fees charged for postage)	\$2,482.50
Total Money Collected	\$2,460.00
Bad Debts (1 unpaid invoice)	\$22.50
Postage Charged	\$215.00
Actual Cost of Postage	\$251.01

Sales of historical facsimile maps in 2008 dropped by over 35% from sales in 2007 and 2006 placing them on a level more in line with sales from 2005. This was due, in part, to several large purchases made in 2007 which artificially increased our profits that year. One of these sales was the sell-off of all but 40 copies of the Hamilton Bird's-Eye Views to the Head-of-the-Lake Historical Society who were interested in buying up the old views before potentially sponsoring a new view of Hamilton. Another large purchase was made by Global Genealogy, a firm that tends to place a large order with us only once every few years. That being said, sales to our largest customer, *World of Maps Inc.*, did also decrease this year by approximately 120 maps resulting in a drop in revenue of about \$600.

Expenses:

Mailing tubes were supplied again this year free of charge by McMaster University Library. Triangular or rectangular boxes are still too expensive to substitute for tubes (even when purchased in bulk) making it more economical to continue to pay the Canada Post additional fee of \$1.00 per tube.

The actual cost of postage was slightly greater than that covered by our postage fee for a second year in a row resulting in a small loss of \$36.01. Reasons for the unrecovered postal fees are attributed to a returned order as well as free samples sent to the Marketing Director of "The Beaver" magazine who hoped to use our maps in a promotion. Excluding these shipments, the average cost to mail an order actually dropped this year to \$7.38 from \$7.97 in 2007 which means our set fee of \$7.50 need not be adjusted at present.

We had one unpaid invoice this year amounting to a loss of \$22.50.

Items of Interest:

Jack Horton, the proprietor of “Everywhere Maps and Books” in Toronto, has discovered our ACMLA maps and begun to place orders. He purchased approximately \$450 worth of maps in 2008 and has already placed orders in 2009. Most other purchases in 2008 were by museums, libraries and the general public.

Danial Duda
Chair
Historical Maps Committee