

in the Pacific and Arctic oceans. While this map, because of its international acceptability, serves many useful purposes, the nations of the Western Hemisphere could obtain a better perspective of their political, economic, and cultural relationships to Europe, Africa, and Asia if a new map dividing the world at longitude east 80° from Greenwich were developed and used. Such a map, as indicated by a special drawing in this report, places the Western Hemisphere in the center, as in the U. S. Hydrographic Office map No. 1262a.

The subordinate position of this hemisphere on most maps is the natural result of traditional cartographic factors. The center of the map has usually been that portion of the world in which power, trade, and travel are at the time concentrated. Consequently, the map has often overlooked many important points. As I. J. Curnow says in *The World Mapped* (Sifton Praed & Co., Ltd., 1930), the typical map is historical, designed to give a picture of the immediate past. The center of the map has moved with each shift in world concentration, from the Mediterranean, to southern Europe, to all Europe. Since its first appearance in Waldseemüller's map in 1507, our hemisphere has held an increasing, but nevertheless secondary, map position. It might well be that a map with this hemisphere in the center would accurately reflect for this part of the world the trend of first interest.

The map accompanying this report illustrates the general direction of the main news channels of the world without including all of the cable, wireless, and air-mail routes. News is the most important of all commodities in international trade. The Western Hemisphere is today the greatest consuming area of information on the face of the earth. The news traffic of the world centers here. If such a map as has been suggested were developed, the peoples of the Western Hemisphere would become more aware, I think, of the importance of considering their horizon in the form of a circle.

It is our earnest hope that the newspapers, press associations, and syndicates serving the peoples of this hemisphere, from Alaska and Canada in the North to the Argentine and Chile in the South will cooperate with us so that these awards may be one of the contributing factors in the advancement of a better knowledge and understanding between the peoples and nations of North, Central, and South America. Within this hemisphere