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**FOR  
IMMEDIATE  
RELEASE**

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**CLASSIC “ROMANCE MAP OF THE FINGER LAKES REGION” REISSUED;  
COMPANION GUIDE BOOK SCHEDULED FOR PUBLICATION**

*Long-forgotten details of Finger Lakes history remembered and explored*

VOORHEESVILLE, NY -- A once-famous work of Finger Lakes art and culture has returned from the dustbins of history. First issued in 1934 and revised in 1962, *A Romance Map of the Finger Lakes Region of Central New York* has just been reissued by Square Circle Press. The pictorial *Romance Map* brings to life the fascinating and important history of upstate New York’s beautiful Finger Lakes region. Now more famous for its remarkable scenery and award-winning wines, the Finger Lakes area is the geographic heart that pumped the economic and political blood of the Empire State and drove a young nation to prosperity.

Unlike many illustrated historical maps, the Finger Lakes Romance Map presents an amazing amount of information and covers several major themes in New York State history, such as: pre-Colombian Native American culture and the nations of the Haudenosaunee (Iroquois) confederacy; French and English exploration and colonialism in the New World; the American Revolution and post-war settlement; religious missionaries, the “Second Great Awakening,” and the “Burned Over District;” agriculture and natural wonders; the Erie Canal and early aviation; hoaxes and other elements of popular culture; and the birthplaces and homes of politicians, leaders of the women’s and civil rights movements, and inventors and scientists who became American industrial giants.

Some examples from the more than 130 illustrated historical items on the map are: the Cayuga Lake bridge of 1799; the first pigeon vs. plan race in America; the inventions of the jinrikisha and condensed milk; the first outdoor electric light; the Morgan Episode; the Scythe Tree; and the teasel bur industry.

The map was first created in 1934 by Nameé Price Henricks, after she had seen a presentation on a similar map. She was the wife of Rev. Walter A. Henricks and a lifelong resident of Penn Yan, New York. She was active in the DAR, and toured the state giving lectures on the map. She was later adopted into the Seneca Indian Nation for creating a similar map of Iroquois history and for her work toward better living

conditions on New York's Indian reservations. Mrs. Henricks recruited as co-compiler Sidney Ayres, the publisher of the *Penn-Yan Chronicle-Express* and a past president of the New York Press Association. An amateur historian, his personal collection of historical documents is now held at Cornell University.

Despite being filled with information, the map's historical vignettes are visually pleasing, done in a 1930's comic strip style by Charles Maxwell Plaisted. Plaisted was a professor of art and journalism at Keuka College, which still presents an annual award in his honor. He illustrated comic books and pulp fiction novels during their Golden Age of the early and mid-20<sup>th</sup> century, and was the pseudonymous author of many similar works. His related text captions are clear, concise, and easily read. The illustrations are supplemented by more detailed textual sidebars, making the *Finger Lakes Romance Map* suitable as both a decorative wall hanging and a fun, educational document for families, children, students, and adults.

The map currently offered for sale is the revised 1962 version. The later version contains information not found on the 1934 map, with some text replaced with Finger Lakes landmarks that only appeared on the scene after the first map was published. Newer items include the Grand Prix course at Watkins Glen, the Navy and Air Force installations on Seneca Lake, and the regional New York State Thruway exits.

Richard Vang, owner and publisher at Square Circle Press, praised the map that was once a staple in New York State's classrooms. "When I first encountered the 1934 map in an antique shop, I was astounded at the amount of historical information it contained and completely taken with the style of the visual presentation. Even though I had grown up in the Finger Lakes region and have spent a good deal of time there since, I had never seen the map nor heard about many of the facts it brought to light. With the popularity of the Finger Lakes as a tourist destination, I just knew I had to bring the map back into the public view."

Vang became so enthralled with the Romance Map that he decided to expand on the presentation. "One thing I realized about the map is that it frequently left me wanting to know more. I also realized that some of the information was either no longer current, or, in a few cases, possibly even completely wrong. As a folklorist and writer, I thought it was a perfect candidate for a more detailed guide book, one that took each of the historical vignettes and provided the full story of the item within its historical context, and with updated or corrected information."

Co-authored by fellow Finger Lakes area native and historian Michael Schmidt, *A Companion Guide Book to A Romance Map of the Finger Lakes Region* will illuminate every item on the map, grouped into

chapters by larger historical themes, such as transportation, agriculture, industry and science, religion, culture, politics, civil rights and military events. Each historical piece will include information updated by current research, photographs of sites and related artifacts, and travel data that let people know what they can or cannot see today. An introductory chapter will provide biographies of the map's creators and illustrator, and describe the difference between the 1934 and 1962 versions. Publication of the book is scheduled for late 2009, but until then, the book is being offered at a pre-publication discount price at the Square Circle Press web site. A line of map-related merchandise, such as jig-saw puzzles and laying cards, are also planned for the future.

For more information about how and where to purchase *A Romance Map of the Finger Lakes Region of Central New York*, or to pre-order the forthcoming guide book, visit the publisher's web site at [www.squarecirclepress.com](http://www.squarecirclepress.com). Libraries, museums, and retail operations such as book stores, gift shops and online resellers are encouraged to contact Square Circle Press to discuss retail discounts and ordering. Media outlets or retailers desiring suitable images of the map can contact Richard Vang through the contact information at the top of this release.

**PRODUCT INFORMATION:**

**Title:** A Romance Map of the Finger Lakes Region of Central New York

**Compiled by:** Sidney E. Ayres & Mrs. Walter A Henricks

**Copyright Date:** 1934, 1962

**Retail Price:** \$24.95 (*discounted direct from publisher*)

**Physical:** 19 x 25 inches, paper, full color

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