

## SOUTHERN CALIFORNIA REAL ESTATE DEVELOPMENT 1900 – 1935 MAPS & EPHEMERA

Fueled by Southern California's unabated growth in population, the maps in the present collection reflect the real estate boom unfolding in the 1920s. Los Angeles, in particular, was viewed as a land of limitless opportunity. For the city's elite, wealth had been created in a variety of ways: manufacturing, surface transportation, publishing, the film industry, oil, and of course real estate. With prosperity and the growth in population came the creation of new, vigorously marketed, subdivisions: Palos Verdes, the Hollywood Hills, Redondo Beach, Santa Monica, the Wilshire District, etc. Similar transformations brought about by real estate development were unfolding throughout Southern California, but the heady prospects of the 1920s (and with them various grandiose real estate ventures) came to a sudden end with the economic collapse of 1929. However, during the prime years of growth and prosperity there was, as one prospectus proclaimed, "Big Lot Demand" with "Monster Gains" to be made in real estate. The following listing reflects, through an engaging collection of real estate maps (many with notations regarding price etc.), the growth of Los Angeles and other areas of Southern California during the roaring twenties.

Craig Clinton

*\*Click / double click on the images to enlarge / for additional view. More images available on request.*



**DANA POINT) Dana Point / Beautiful Romantic-Historical Dana Point / Dana Point the New Sea-Coast City Midway Between Los Angeles and San Diego / The Dana Point Inn (LOT OF FOUR ITEMS).**

S.H. Woodruff. Los Angeles. No date. Ca. 1926. *LOT OF 4 ITEMS. Black and white plat map 20 3/4 x 26 1/4 inches folding to 10 1/2 x 4 1/2 inches; two promotional pamphlets each folding to 9 x 4 inches; and four sheets of stationery with two-color pictorial letterhead. A few small spots to plat map, overall very good condition.*

Promotional materials relating to the real estate development at Dana Point (near San Juan Capistrano,

midway between Los Angeles and San Diego) that was proposed by S.H. Woodruff and the Dana Point Syndicate and for which planning started in 1926. The pictorial heading on the letter sheets features a view of the cliff-top Dana Point Inn which was to be the luxurious focal point of the development, but which never got beyond the foundation stage due to financial reversals following the 1929 stock market crash. The map shows an overview of the development, with the hotel site at the southwest corner on the cliff; the central residential development with community buildings at center; polo field, golf course, riding and country club sites to the north; the San Juan Capistrano mission to the northeast. [Stock #49480] **US\$ 325.00**

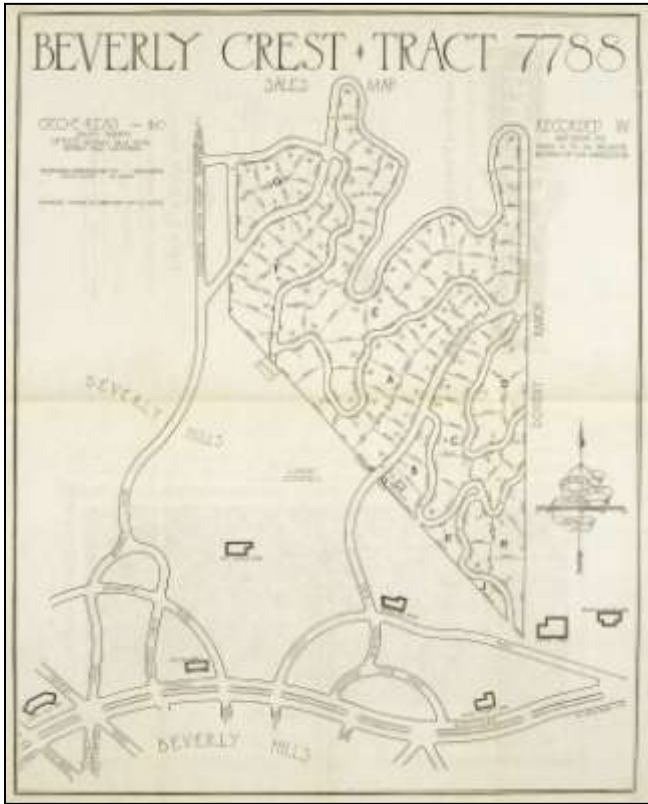


**DANA POINT) Dana Point. The New Recreational Community Midway Between Los Angeles and San Diego On California's Golden South Coast...Tract Map Dana Point. S. H. Woodruff Community Developer.**

S.H. Woodruff. Los Angeles. No date. Ca. 1928. *Black and white plat map 26 1/2 x 34 inches folding to 10 1/2 x 4 1/2 inches. Three very tiny spots of paper loss in two centre right panels (not affecting information on map, a couple of short splits at fold intersections, some creases from folding; overall very good condition.*

An uncommon map of the development at Dana Point proposed by S.H. Woodruff, showing the central development with home site dimensions, and information on several sites reserved for future civic

purposes such as schools and a theater. The map covers the area from Chula Vista Avenue in the west to The Street of the Copper Lantern in the east; the street of the Blue Lantern and Paseo de las Haciendas are at furthest north. Several of the blocks in the area north of Selva Road have not yet been subdivided. There is an inset map of the larger area at lower right. The stock market crash of 1929 resulted in loss of financing, and prior to dissolution of the Dana Point Syndicate in 1939 only thirteen houses were constructed. WorldCat lists only Yale University Library as holding this map. [Stock #49474] **US\$ 485.00**

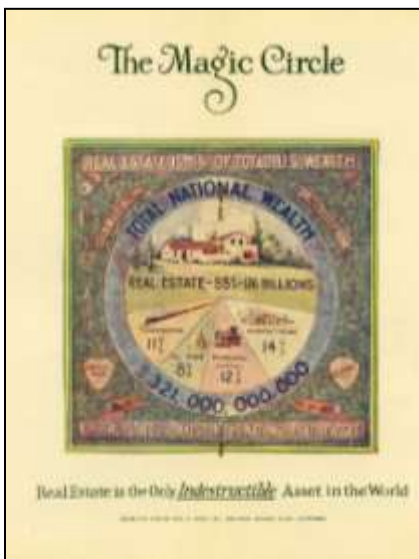


LOS ANGELES - BEVERLY HILLS) **Beverly Crest. The Scenic Masterpiece on the Front of the Foothills Facing Beverly Hills. Map title: Beverly Crest Tract 7788.**

Geo. E. Read, Inc. Beverly Hills, Calif. No date. Ca. 1928. *Black and white plat map broadsheet, 17 1/2 x 14 inches on sheet size 18 1/2 x 15 inches, folding as issued to 9 1/4 x 4 inches, text and black and white illustration on verso. Very good condition.*

The map depicts the Beverly Crest real estate development, with Tract Office and "entrance gates" to the development accessed via Schuyler Road. The map, using small outline images, locates some of the "large estates" in the sprawling Beverly Hills acreage adjacent to the development. These include the palatial home of oil baron Kirk Johnson and those of real estate developer Max Whittier, film star Pauline Frederick, banker and executive Benjamin Meyer, and the estate of W.F. Schuyler. The Doheny Ranch property is to the east of the new development and the home of Ned Doheny, built by oil baron Edward L. Doheny for his son, is pictured to the north of Doheny Road. Sunset Boulevard, showing an east/west trajectory, is located at the bottom of the map. On verso of folded map is a 6 x 11 inch photo-illustration depicting Beverly Crest nestled in the

hills above Sunset Boulevard. The developer George E. Read, Inc. extols "these beautiful half-acre homesites in the exclusive Beverly Hills district [which] command a panoramic view sweeping from the City of Los Angeles, across the verdant Beverly Valley, to the blue Pacific Ocean and Catalina Island." They note that "our having successfully developed and sold the exclusive communities, 'Beverly Estates' and 'Beverly Terrace,' is your assurance of satisfaction in dealing with us." No records located in WorldCat. An attractive and scarce broadside and real estate map pertaining to one of Los Angeles' most exclusive neighborhoods. [Stock #49486] **US\$ 895.00**



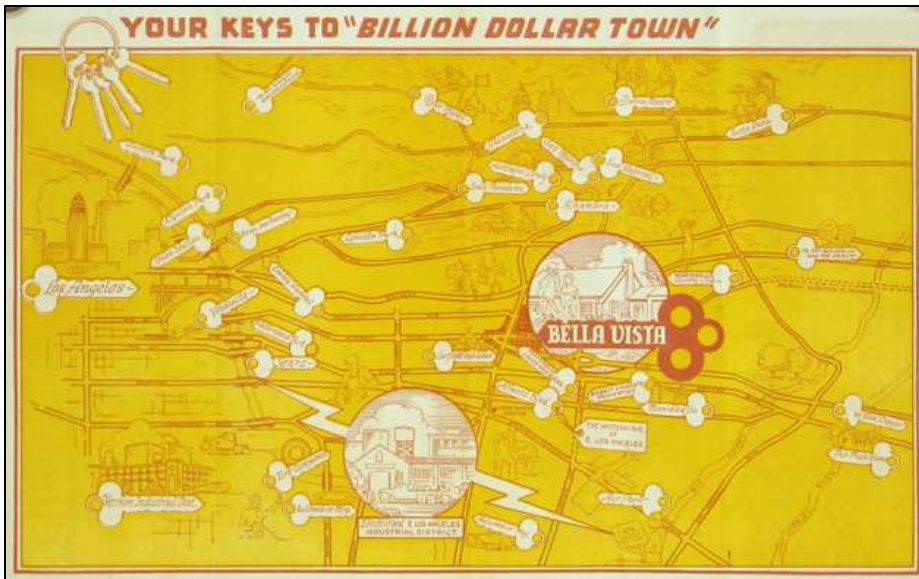
LOS ANGELES - BEVERLY HILLS) **The History of Beverly Hills.**

Geo. E. Read, Inc. Beverly Hills, CA. 1925.

*Booklet, black and white photo illustrations, color centerfold illustration, unpaginated (4pp), 9 1/4 x 3 3/4 inches, color pictorial embossed paper wrappers. Fine condition.*

A promotional publication issued by Geo. E. Reed Realtors of Beverly Hills: "Why it is Safe to buy Beverly Hills Real Estate." The color centerfold illustration encourages the weak of heart to invest with a diagram showing "Real Estate is 55% of total U.S. Wealth" and declaring that "Real Estate is the Only Indestructible Asset in the World." The Beverly Hills Foothills development, begun just two years prior to this publication, is featured on the last page with an image of Mary Pickford's and Douglas Fairbanks' home. WorldCat has no record for this publication. [Stock #49485] **US\$215.00**





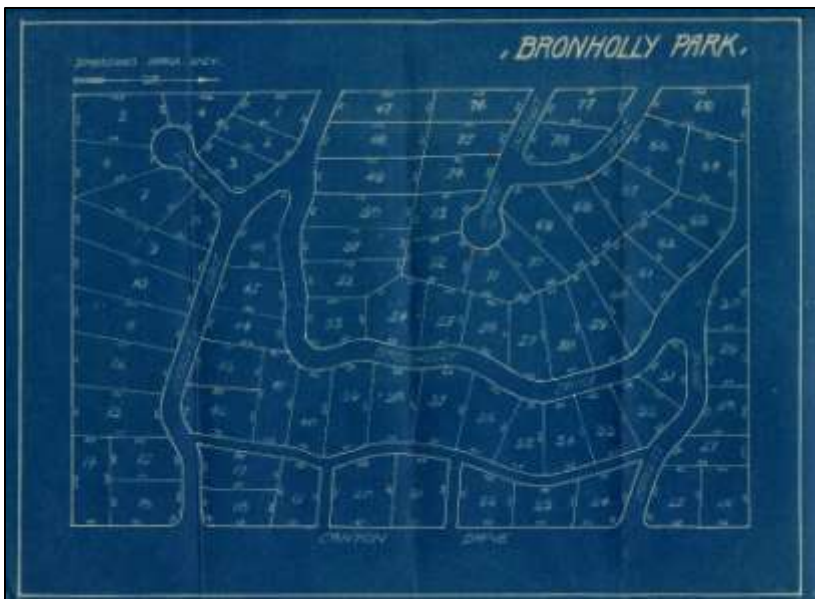
LOS ANGELES - EAST) **Bella Vista the Heart of "Billion Dollar Town."** Map title: **Your Keys to "Billion Dollar Town."**

Hamilton Sales Corp. Los Angeles. 1938.

*Two-color brochure, 8 1/2 x 3 1/2 inches, unfolding to 8 1/2 x 14 inches, pictographic / pictorial map on verso. Some light soiling and soft creases; good condition.*

Interesting real estate promotion, aimed at attracting working families to the Bella Vista development by promoting its proximity to the Electrified Industrial Empire "the central dynamo that has powered Los

Angeles to its present enviable position in the industrial world. Here is the center of industrial progress...Here is a gigantic crucible pouring an ever-flowing river of gold into 'Billion Dollar Town'...that great residential and commercial territory east of downtown Los Angeles with an assessed valuation in excess of ONE BILLION DOLLARS." The four panel map shows the city of Los Angeles at the left edge, with a vignette illustration of the Electrified Industrial District at lower edge and one of Bella Vista at right. There is a coupon for free tour of "Billion Dollar Town" dated 1938. No copy located in WorldCat. [Stock #49475] **US\$ 165.00**



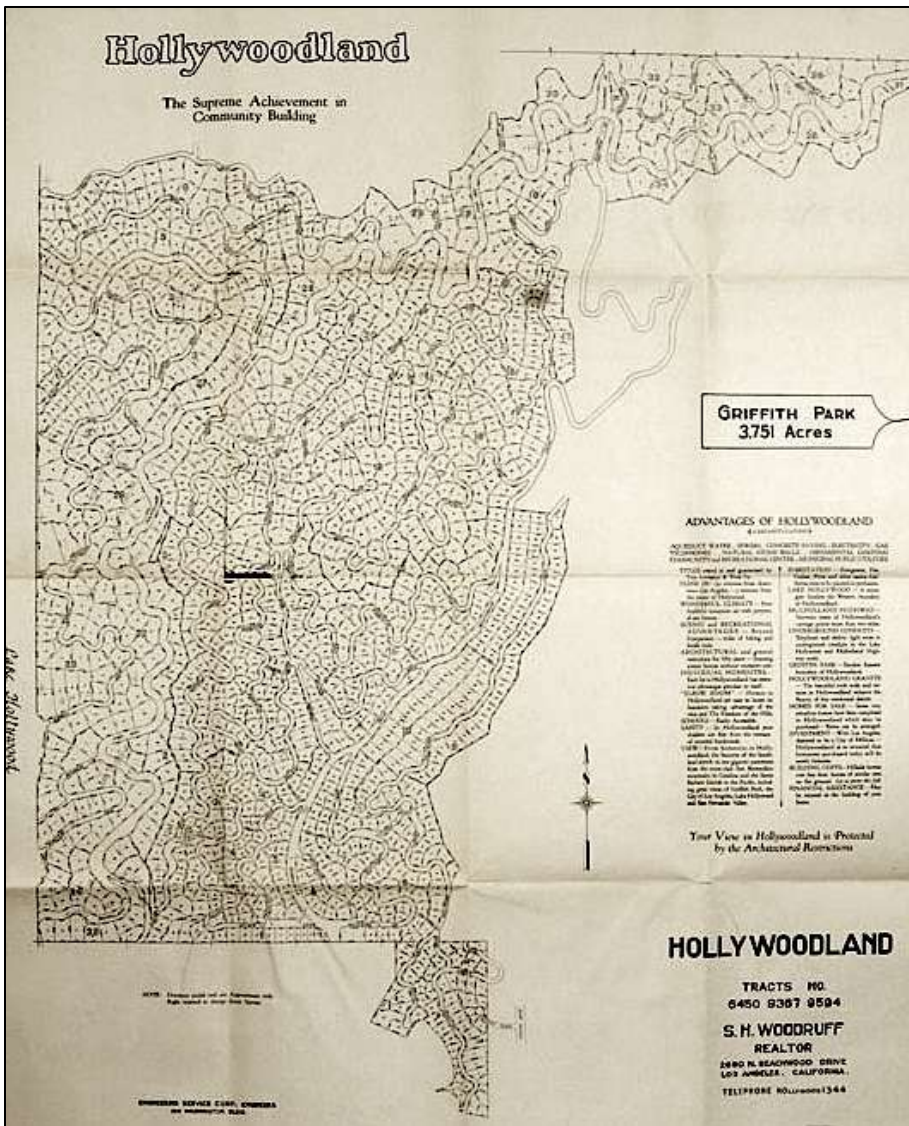
LOS ANGELES - HOLLYWOOD) **Beautiful Bronholly Park in the Heart of Hollywood.**

Dr. Carl Schultz. Los Angeles. 1925.

*Two-color brochure, 9 1/4 x 4 1/4 inches, unfolding to 9 1/4 x 8 1/2 inches, plus blueprint plat map, 9 1/4 x 12 inches, with laid-in sheet of Sales Prices for October 1925. Light wear; good condition.*

The brochure states: "Nowhere in this magnificent Southland, is it possible to find a homesite so desirably located - nestled in the finest residential foothills of Hollywood, adjoining Hollywoodland and Griffith Park, is beautiful Bronholly Park." The sub-division's name was evidently an amalgam of Bronson Avenue (Canyon Drive), the route to the homesites, and Hollywoodland, the sub-

division immediately adjacent. Seventy-eight homesites are identified in the blueprint plat map; on the laid-in sheet they are listed from \$950.00 to \$4700.00. Dr. Carl Schultz is listed as the owner of the property. No copies located in WorldCat. An uncommon ephemeral Los Angeles real estate item in good condition. [Stock #49478] **US\$ 525.00**



LOS ANGELES - HOLLYWOOD)  
**Hollywood Land. The Supreme Achievement in Community Building. Hollywood Land Tracts No. 6450 9367 9594.**

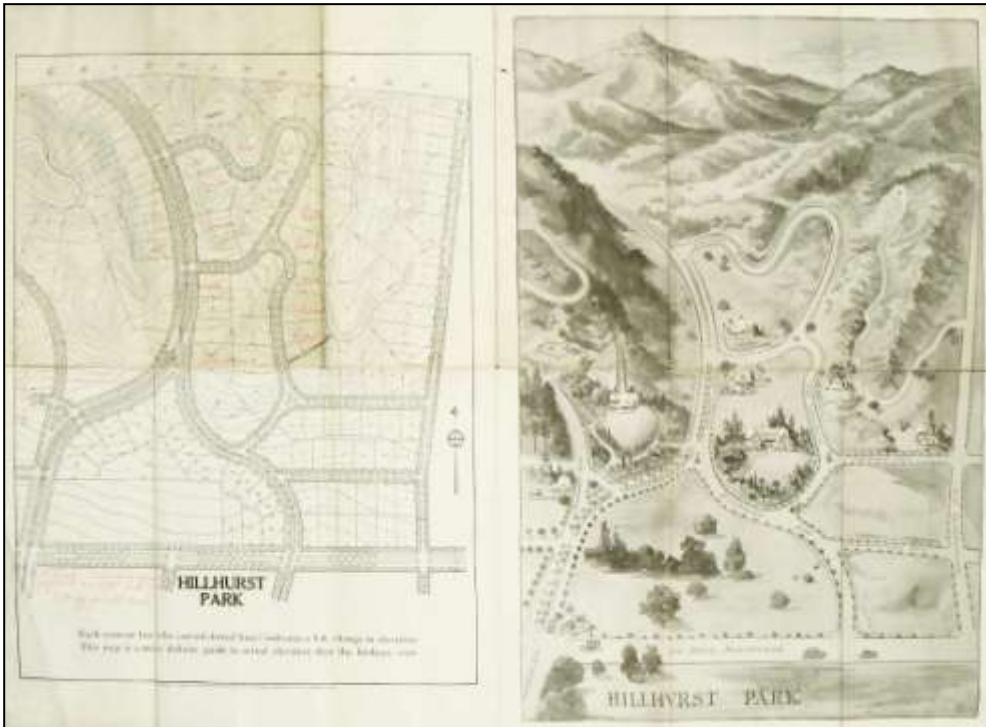
S. H. Woodruff. Los Angeles. No date. Ca. 1923.

*Black and white plat map, 34 x 27 inches, folding to 8 1/2 x 11 1/4 inches. 3/4 inch soiled spot at upper mid sheet; short splits at some fold intersections with two longer separations; 1 1/2 x 1/8 inch area of paper loss at mid left fold; still overall good condition.*

On this huge real estate map are itemized approximately 20 "Advantages of Hollywoodland": these include "Wonderful Climate"; "Elbow Room"; "View"; "Your View in Hollywoodland is Protected by the Architectural Restrictions"; "Investment: With Los Angeles, destined to be a City of Millions - Hollywoodland is so situated that homesites purchased today will be worth fortunes." Mary Mallory, in her article "Hollywoodland--Tycoons and visionaries created an iconic America Neighborhood" (Discover Hollywood Magazine: Summer 2011) writes: "In

1905 streetcar tycoons and brothers-in-law Eli P. Clark and M. H. Sherman acquired 640 acres at the very top of [Beachwood] canyon. Clark and Sherman formed a partnership in 1923 with Harry Chandler, the publisher of the Los Angeles Times, and respected real estate developers Tracy E. Shoults and S. H. Woodruff, to create an exclusive hillside community, with Chandler providing free advertising through stories in the newspaper, and Shoults and Woodruff lending stellar reputations as developers of Los Angeles' upscale Windsor and Marlborough Square tracts. The partnership announced the opening of Hollywoodland in the March 31, 1923 edition of the Los Angeles Times, promoting it as the first themed hillside residential development in the United States. Advertisements claimed the neighborhood 'the supreme achievement of community building,' and promoted its European atmosphere. Billboards promoting real estate developments proliferated around Los Angeles, but Hollywoodland's outshone them all. Advertising man John Roche designed letters 50 feet high and 30 feet wide spelling out the name Hollywoodland to dwarf any other sign in the area.... The sign was lined by 4,000 20-watt light bulbs placed eight inches apart that spelled out 'Holly,' 'Wood,' 'Land,' 'Hollywoodland' continuously when lit at night. On clear nights, it was supposedly visible all the way to Catalina Island." The map was created by Engineering Service Corp, Engineers. An uncommon real estate map; WorldCat lists only one library holding (Yale). Very good condition save for issues noted. [Stock #49479] **US\$ 2500.00**





LOS ANGELES - LOS FELIZ)  
**Hillhurst Park. The Foothills  
 at the Head of Vermont Ave.**  
 Herbert L. Cornish Co. / J.W.  
 Wilkinson & Co. Los Angeles.  
 1925.

*Broadside pamphlet, 9 1/4 x 4  
 1/2 inches, unfolding to sheet  
 size 18 1/2 x 25 3/4 inches; on  
 the opened sheet is a black and  
 white plat map at left and at  
 right a black and white bird's-  
 eye illustrated view of Hillhurst  
 Park. Red ink notations to plat  
 map, long separation to right  
 fold, 2 1/2 inch separation to left  
 fold, other short separations and  
 edge tear, extra vertical crease,  
 faint soiling and wear.*

Beneath the December 30, 1911  
 headline "At the Head of

Vermont Avenue," featured prominently in California Outlook magazine, is descriptive text promoting Los Angeles' newest residential subdivision, the exclusive Hillhurst Park. Completing the Vermont Avenue headline, the notice continues: "Where this magnificent Boulevard reaching from the sea to the mountains, the longest street in Los Angeles, enters Griffith Park...here, comprising a series of beautiful residence sites, lies Hillhurst Park. Hillhurst Park is the largest high class residence subdivision ever developed as a unit in Los Angeles. The improvements of its 120 ft. and 200 ft. boulevards and artistic scenic drives are to be of the very highest character that could be evolved by the most expert landscape gardeners and engineers. Hillhurst Park lies between Griffith Park and Los Feliz Avenue. The elevations of these sites for residences de luxe varies from 500 to 800 ft. above sea level. All are above the fog and frost line and in all of these grounds the rarest tropical shrubs, plants, trees and flowers can be grown. Hillhurst Park is the peerless residence subdivision. Building restrictions range from \$10,000 to \$25,000 in various parts of Hillhurst Park. Gas, Water, Electricity, Telephones, all city conveniences are available and every detail of the development of Hillhurst Park is to be attended to with strictly the highest degree of expert attention." The bird's-eye view map with Mt. Holly and Griffith Park at top depicts the palatial home of real estate developer William Mead (circa 1912) west of Vermont Avenue and the home (circa 1913) of Los Angeles Times owner Harry Chandler at the map's center, along with several other residences set in large estates. The plat map is annotated in red ink with lot prices in the higher elevations, and the names of Chandler, Bixley and Bradford. At lower left the terms are noted in red ink. Three panels of text on the verso extol the properties which combine "a splendid view of the city and ocean by day with a fairy-land of lights at night.... All of the lots are large ones, none having less than 100 feet footage. The prices are most reasonable, ranging from \$4,000.00 to \$12,000.00, with building restrictions from \$5,000.00 to \$10,000.00." The "Agents for the Owner" are Herbert L. Cornish and J.W. Wilkinson & Co. An uncommon real estate prospectus, unlisted in WorldCat, with condition issues noted. [Stock #49481] US\$ **1250.00**



LOS ANGELES - PLAYA DEL REY) Eddy, Ray (cover illus). **Palisades Del Rey.** Dickinson & Gillespie Corporation. Los Angeles. No date. Ca. 1921.

*Booklet, 10 1/4 x 4 3/4 inches, unfolding to 10 1/4 x 14 inches (covers) 10 1/4 x 9 1/4 inches (interior sheets), black and white photo illustrations and two-color bird's-eye view centerfold map, unpaginated (8 pages of text, plus cover interiors for a total of 10pp), color pictorial covers. Covers lightly worn; very good condition.*

A promotional brochure put out by Dickinson &

Gillespie Co. promoting this real estate development on "The Last of the Beaches - Palisades Del Rey...There is but one unmarketed beach, and that is Palisades Del Rey, held off the market for over twenty years...." The centerfold bird's-eye view map shows the subdivision in red between Venice and El Segundo. Later known as Playa del Rey, all houses in the subdivision were to be custom built, and owners included such as Cecil B. DeMille. The Dickinson & Gillespie sales representative has signed in pencil on the "Presented by..." line on the inside back cover. The brightly colored cover illustrations by Ray Eddy portray the appeal of outdoor living and proximity to sand and surf, with one of the panels showing a couple surfing. Documented in Worldcat (#58866294) as being held by only two libraries: California State Library and Yale University. [Stock #49908] **US\$ 445.00**



LOS ANGELES - SANTA MONICA) **Santa Monica Highlands.**

Wright-Callender-Andrews Co. Los Angeles. No date. [1920].

*Broadside sheet 21 1/2 x 23 inches with two-color map and black and white photo illustrations, text and black and white photo illustrations on verso, folding to pamphlet, 9 x 4 inches, pictorial textured paper wrappers. Light wear to covers; broadside sheet in very good condition.*

A scarce promotional real estate publication for the Palisades area just north of Santa Monica, lying between Rustic Canyon and Santa Ynez Canyon, its quality production reflecting the value of the properties. "The property is ideally adapted to improvement as a magnificent estate, nature already having prepared for the landscaping, to the formation of an exclusive residence club controlled by a few wealthy people, or to subdivision into suburban home-sites of the highest character. For full particulars regarding

this property as a whole (over 2,000 acres), or in part, see Wright-Callender-Andrews Co." Black and white panoramic views of the area make clear the appeal of the combination of coast and natural area. Documented in WorldCat (#58908495) as being held only by the California State Library. [Stock #49473] **US\$ 1250.00**

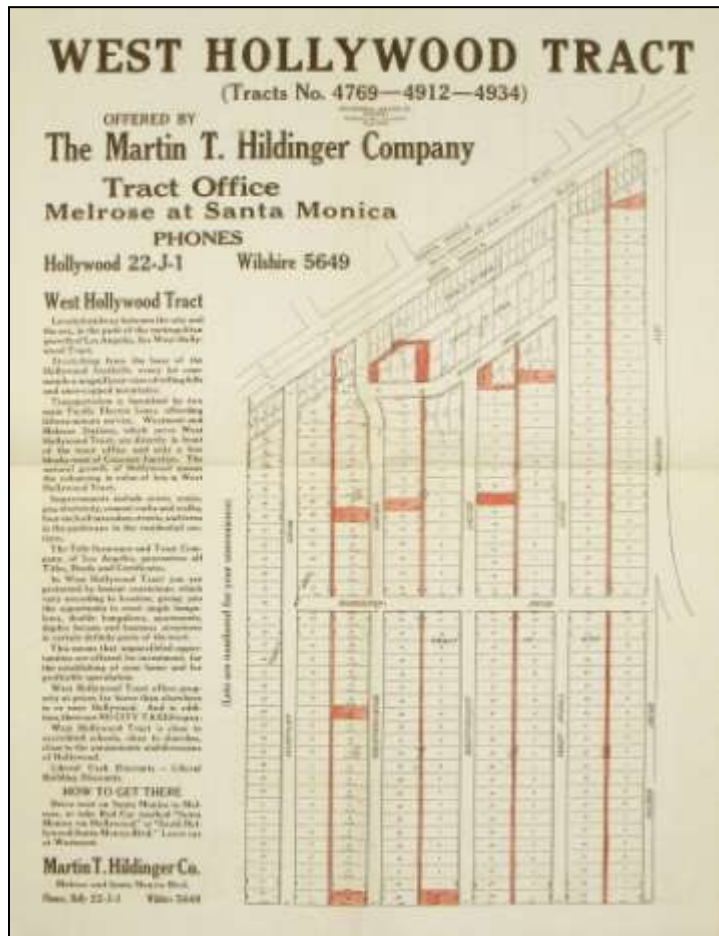




LOS ANGELES - SOUTH CENTRAL) **Western Ave. Knoll The White Spot of Western Ave.**

Mercantile Investment Co. Los Angeles. No date. [1924].  
*Pamphlet, 9 x 4 inches, unfolding to broadside 18 x 12 inches with color illustrations and single-color plat map, text and color illustrations on verso. Light wear and soft creases; good condition.*

A pamphlet promoting the investment potential of land in the area between Florence Avenue and 66th street, between Cimarron and Western Avenues. "More money made on Western Ave. Considering Buying and Selling Costs than any other street in Los Angeles" it claims. "Just as an example of the amazing profits that those who have invested on Western Avenue have been forced to take, a corner at Santa Monica and Western Avenue was sold in the fall of 1919, just six years ago, for \$15,000. A few months ago this same corner was purchased for \$200,000. The Horace Mann Junior High School soon to be built in the center of Western Avenue Knoll" is shown in a "preliminary elevation." No record for this publication in WorldCat. [Stock #49483] **US\$ 225.00**



LOS ANGELES - WEST HOLLYWOOD) **West Hollywood Tract (tracts No. 4769-4912-4934).**

Martin T. Hildinger Co. Los Angeles. No date. Ca. 1922.

*Black and white plat map broadsheet, 22 3/8 x 17 inches, folding to 8 1/2 x 11 1/4 inches. 1/4 inch tear to left lower edge, portions of map neatly filled in with red pencil; very good, clean condition.*

Text on the map states: "Located midway between the city and the sea, in the path of the metropolitan growth of Los Angeles, lies West Hollywood Tract. Stretching from the base of the Hollywood foothills every lot commands a magnificent view of rolling hills and snow-capped mountains. Transportation is furnished by two main Pacific Electric Lines, affording fifteen-minute service.... West Hollywood Tract offers properties at prices far lower than elsewhere in or near Hollywood." The property, east of Beverly Hills, lies to the south of Santa Monica Boulevard and to the west of Melrose Avenue. It is marketed by Martin T. Hildinger Co. Uncommon map; WorldCat shows a record for the map, but no actual library holdings. Very good condition. [Stock #49477] **US\$ 850.00**





LOS ANGELES - WESTWOOD) Chandler, C. E. (map). **Westwood Hills.** Janss Investment Corporation. Los Angeles. 1931.

*A 4 by 9 inch brochure produced by the Janss Corporation unfolding to a two-sided sheet 18 x 32 inches featuring, on one side, in newspaper format, hyperbolic headlines relating to the real estate development and, on the other, an 18 x 14 inch property map signed C. E. Chandler and dated 3-10-31. The glucose-fueled headlines report "Active House Market," "Big Lot Demand," and "Monster Gains," while more restrained reportage notes "Chain Stores Locate Branches"; "Churches Build Fine Structures"; "Many Schools Public and Private"; and "UCLA Records Astonishing Growth." There are three 2 to 3 inch separations along folds, while a more serious 8 inch tear exists along a center fold of the brochure. A real estate agent's name appears in ink on the brochure's front cover. An uncommon ephemeral real estate promotional brochure, in overall good condition.*

The Janss Corporation, beginning in the early 1900s, is said to have developed over 90,000 acres of Southern California property. The Westwood development was launched by Janss in the 1920s, anchored by the firm's donation of 385 acres of land to establish the campus of UCLA. Construction of University facilities began in 1927 and was accompanied by sales of residential properties in the Holmby Hills and Westwood subdivisions. An 18 x 14 inch map of the new residential district features the UCLA campus; the Holmby Hills and Westwood subdivisions; the Los Angeles Country Club and Westwood Public Golf Course; plus extensive acreage identified as Fox Film Corporation Movie-Tone City. The map also locates Janss Investment Corporation's headquarters in Westwood Village. The area under development is bordered by Beverly Boulevard to the North and Pico Boulevard to the South. WorldCat records only one library holding (Harvard's Frances Loeb Library). [Stock #51356] US\$ 365.00



LOS ANGELES - WESTWOOD) Chandler, C.E. (mapmaker). **Westwood Hills. Westwood Village. Map title: Map of Westwood Hills and Holmby Hills.**

Janss Investment Corporation. Los Angeles. 1931.

*Pamphlet, 9 1/4 x 4 inches, unfolding to black and white double-sided broadside 18 1/2 x 16 1/4 inches. Map on one side, text and black and white photo illustrations on verso, color pictorial covers. Covers lightly worn with faint soiled spot, three small red stamps to map; very good condition.*

Development in Westwood was opened in 1922 by Harold Janss, vice president of Janss Investment Company; at the time that this promotional pamphlet was issued a headline stated: "ultra-smart residential area architecturally unique 5000 homes now built in this desirable district" with images of five such residences, from a modest "charming gray French Provincial" to a huge "colorful Mediterranean with red tile roof." It was also noted that "Many investors, recognizing the logical demand for rental properties in a University vicinity, are buying in Westwood Village where the high rental figure has been

maintained." The map is a street map of the area, with the Bel-Air Golf Course at top, with the University of California campus just to the south. Sepulveda Boulevard marks the boundary to the southwest; the map extends as far as Pico Boulevard, with the studio of 20th Century Fox and the Westwood Public Golf Course between it and Santa Monica Boulevard; at the right edge of the map runs Benedict Canyon Road. WorldCat lists holdings at only one library, Harvard. [Stock #49482] US\$ 395.00



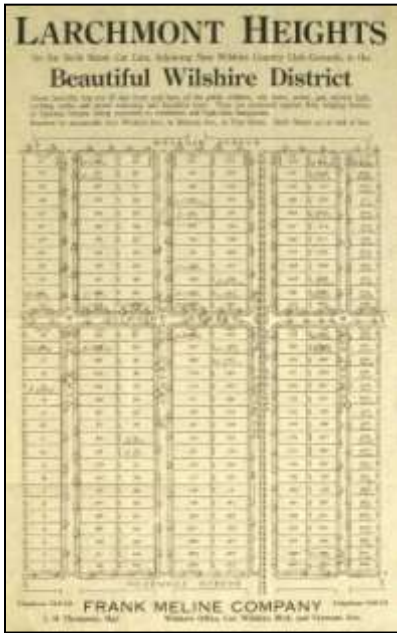
LOS ANGELES - WILSHIRE - BROOKSIDE) **Wilshire Crest.** David Barry & Co. Los Angeles. No date. Ca. 1920.

*Blueline plat map, 29 x 23 3/4 inches on sheet size 31 1/2 x 26 inches, folded to 8 1/2 x 4 inches. Few soft creases, very good condition.*

A map of the up-market Wilshire Crest development in its very early stages ("Map not yet recorded 1" = 100" is noted at the lower edge of the map). The development lies between Wilshire Boulevard at north and Country Club Drive (Olympic Blvd.) at south with lots fronting on Hudson Blvd. at the western edge and Rimpau Blvd. at the eastern edge. On the outside panel of the verso is the penciled note: "Please hand this to Mr. Woodruff first time he calls. H.C." (Harry Chandler?) with the pencil identification of the map "Wilshire Crest." An article at latimes.com identifies Wilshire Crest as becoming South Brookside, which was later shortened to Brookside. However, on their web site, the Windsor Square - Hancock Park Historical Society writes: "Brookside, first known as Windsor Crest, was carved out of the

original Rancho Las Cienegas (Ranch of the Marshland), owned by Mexican native Don Francisco Avila.... The neighborhood got going in 1921, when the Rimpau Estate Company began to sell home sites to L.A.'s wealthiest families." The prices of the lots on the David Barry & Co. map appear in pencil; south of Eighth Street the lots were in the \$2500 to \$4600 range, with a number ranging between \$6000 and \$11000. Estate-sized tracts were valued at up to \$20,000. The Directory of Brokers and Salesmen (1922) shows Barry as having branch offices at Wilshire and Rimpau and Rimpau and Country Club Drive, presumably established to facilitate the marketing of Wilshire Crest. As a footnote: text on a January 6, 1924 David Barry real estate ad in the Los Angeles Times states: "The history of our 18 other west-side tracts has without exception been one of steadily increased values." A most interesting map of an "in-progress" sub-division in the booming LA real estate market of the 20s. No record of the map in WorldCat. [Stock #50371] **US\$ 1250.00**





LOS ANGELES - WILSHIRE - LARCHMONT HEIGHTS) **Larchmont Heights. On the Sixth Street Car Line, Adjoining New Wilshire County Club Grounds, in the Beautiful Wilshire District.**

Frank Meline Company. Los Angeles. No date. Ca. 1920.

*Black and white plat map, 19 x 12 inches, folding to 12 x 4 3/4 inches.*

*Numerical ink notations to several plots, otherwise very good, clean condition.*

Text on the map states: "These beautiful lots are 50 feet front and have all the public utilities; city water, sewer, gas, electric light, curbing, walks and paved roadways and beautiful trees. They are protected against flats, lodging houses, or business houses, being restricted to residences and high-class bungalows." The properties are bordered by Melrose Avenue to the north and Rosewood Avenue to the south and are situated along Vine (North Arden Blvd), El Centro (North Lucerne Blvd), Larchmont and Gower Streets. The West Sixth Street Car Line runs north and south along Larchmont Boulevard. The depths of the lots vary: there are a number at approximately 112 feet but the bulk are 140 to 143 feet deep. Prices in pencil on many of the lots, ranging from \$1800 to \$2300. WorldCat lists only one library holding the map: Yale. Overall very good clean condition. [Stock #47881] **US\$ 745.00**



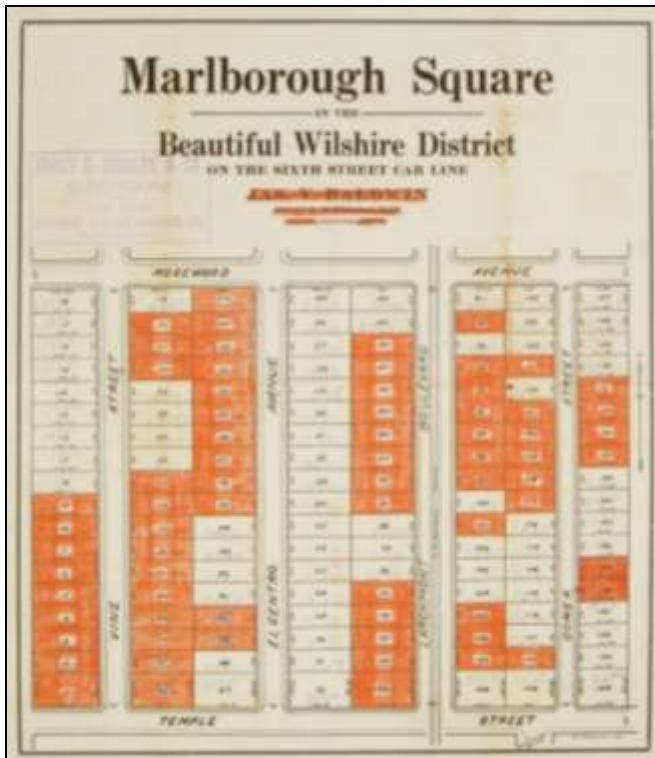
LOS ANGELES - WILSHIRE - MARLBOROUGH SQUARE) **Marlborough Square in the Beautiful Wilshire District on the Sixth Street Car Line.**

Tracy E. Shoults Company. Los Angeles. 1920.

*Black and white plat map broadsheet, 17 1/2 x 15 inches, folded irregularly to 5 x 9 1/2 inches. 2 inch area of paper loss to upper right corner, some pencil and ink notations, creasing, red sold stamps.*

An interesting plat map of Marlborough Square showing the progress of sales in this upmarket subdivision between Temple Street (Beverly Blvd) and Rosewood Avenue, with houses fronting on Vine (North Arden Blvd), El Centro (North Lucerne Blvd), Larchmont and Gower, showing lots marked with a red SOLD stamp and the prices of those still available (between \$1450 and \$4000). The lots are arranged on a grid with depths increasing from east to west (111 to 148 feet), and widths of 50 feet (corner blocks being wider). John Steven McGroarty in the 1921 publication "Los Angeles from the

Mountains to the Sea" writes of developer Tracy E. Shoults: "His largest development project was instituted in 1919 when he placed on the market the Windsor Square, the Windsor Heights and the Marlborough Square residential districts in Los Angeles. All of these are restricted sections in the most exclusive residential districts of Los Angeles and in this metropolitan section of Southern California are to be found today no subdivisions that can rival in attractiveness for the building of homes of the higher class the properties that are thus being effectively developed and exploited under the careful and discriminating direction of Tracy E. Shoults & Company. The firm has excellent descriptive literature that may be had upon application, and these splendid tracts should challenge the attention of prospective home seekers whose requirements are in consonance with appreciative estimate of real values. Mr Shoults is known as one of the most progressive and vigorous exponents of real estate enterprise in Los Angeles...." The pencil annotations include a date of June 1920, and lot prices. The map was drawn by C. Fiske, Jr. C.E.; an earlier edition of this map with James V. Baldwin as developer is listed in WorldCat but with no libraries actually holding that item or the present version. [Stock #47884] **US\$ 850.00**



LOS ANGELES - WILSHIRE - (MARLBOROUGH SQUARE) **Marlborough Square in the Beautiful Wilshire District on the Sixth Street Car Line. Jas. V. Baldwin. 537-38 H.W. Hellman Bldg.**

Jas. V. Baldwin / Tracy E. Shoults Company. Los Angeles. No date. Ca. 1919.

*Black and white plat map broadsheet, 17 1/2 x 15 inches, folded to 8 3/4 x 3 3/4 inches. Crayon annotations, very good condition.*

A particularly interesting plat map of Marlborough Square, indicating as it does that this real estate development between Temple Street (Beverly Blvd) and Rosewood Avenue, with houses fronting on Vine (N. Arden Blvd), El Centro (N. Lucerne Blvd), Larchmont and Gower, was originally in the hands of Jas. V.

Baldwin, whose printed name is crossed out in red pencil with the stamp of Tracy E. Shoults & Co. Subdividers (sic) added at left. It is apparent that sold lots are marked in red, the remaining lots priced in pencil (from \$1350 to \$4000). An article in Motor World of March 21, 1917 discusses "James V. Baldwin's whirlwind campaign with

the Saxon [automobile] line in southern California" but notes that he "was and is a Los Angeles real estate man. He still maintains two separate places of business and much of his time is spent at his real estate office although he is at the helm of one of the most successful motor car businesses in California." Tracy E. Shoults is described in J.S. McGroarty's 1921 publication "Los Angeles from the Mountains to the Sea" as instituting "His largest development project...in 1919 when he placed on the market the Windsor Square, the Windsor Heights and the Marlborough Square residential districts in Los Angeles," thus identifying this map as an early piece of merchandising in the selling of these exclusive residential districts. Both developers were obviously hewing to Baldwin's sentiment quoted in the Motor World article: "Lots in the finest tracts are easiest to sell. The finest hotels draw the best business and the finest jewelry stores sell the greatest number of gems." The map was drawn by C. Fiske, Jr. C.E.; an earlier edition of this map with James V. Baldwin as developer is listed in WorldCat (Number: 83982719) but with no libraries listed as holding the item. [Stock #50350] **US\$ 750.00**



LOS ANGELES - WILSHIRE - (NEW WINDSOR SQUARE) **Copy of Map of Tract No. 3743 Also known as New Windsor Square in Los Angeles, California.**

Engineering Service Co. Los Angeles. No date. Ca. 1920.

*Black and white plat map broadsheet, 23 x 19 inches, folding to 7 x 11 1/2 inches. A few additional folds; two very short tears in lower margin; very good, clean condition. Text on verso.*

Information regarding Windsor Square is dealt with most helpfully at the web site of the Windsor Square-Hancock Park Historical Society. They write: "The older section of Windsor Square opened in 1913 and New Windsor Square opened in April 1920. The area north of Third Street was marketed by Tracy E. Shoults and Company. This tract was laid out on contour with meandering streets and irregular lots. This new idea residential community was labeled by the marketer as 'A subdivision without mistakes.'" Text accompanying the map itself states that Windsor Square is in "the heart of the Wilshire District and



commands an unsurpassed view of the mountains and the sea." Verso of map features "a synopsis of the Restrictions and Conditions created for the improvement and development of Tract No. 3743..." and has the signatures of the original purchasers. Text next to the map states "All restrictions applying to this tract will be in force until January 1st, 1970." Later maps (see our stock numbers 50369 and 50370) indicate reductions in the size of lots along Plymouth Boulevard and the east side of Beachwood Drive between First Street and Temple St. (Beverly Blvd) reducing by one the number of lots available along these streets. A most attractive map promoting properties in New Windsor Square. WorldCat lists the map, but provides no information on library holdings. [Stock #47882] US\$ 825.00



LOS ANGELES - WILSHIRE - NEW WINDSOR SQUARE) **Map of (New) Windsor Square. Known as Tract No. 3743. City of Los Angeles, Cal.**

Engineering Service Co. Los Angeles. May 15, 1920 .

*Blue print map with red detail, 28 1/2 x 20 inches on sheet size 30 1/2 x 22 inches, folding to 8 1/2 x 8 inches. Light foxing to lower left edge (outside map area); awkward folds; otherwise very good condition. Scale 1"=100'.*

Early plat map of New Windsor Square, Los Angeles, California, in blueprint format. Properties are bordered by Third Street (with streetcar line) to the south; Larchmont to the West; Temple Street (Beverly Boulevard) to the North and Irving to the East. A thin east/west red line runs along Second Street with branches extending into properties of eight subdivisions within the tract. It seems likely that these lines designate alleys at the rear of the various properties in the eight subdivisions, with access from Second Street. Unusual in this particular format, which indicates reductions to lot sizes along Plymouth Boulevard and the east side of Beachwood Drive, so as to create three new properties. No WorldCat listing. [Stock #47883] US\$ 775.00



LOS ANGELES - WILSHIRE - NEW WINDSOR SQUARE) **Map of Windsor Square North of Third Street. Not Yet Recorded Subject to Approval of City Council. City of Los Angeles, Ca. Scale 1" to 100'.**

Engineering Service Co. Los Angeles. Ca. 1920.

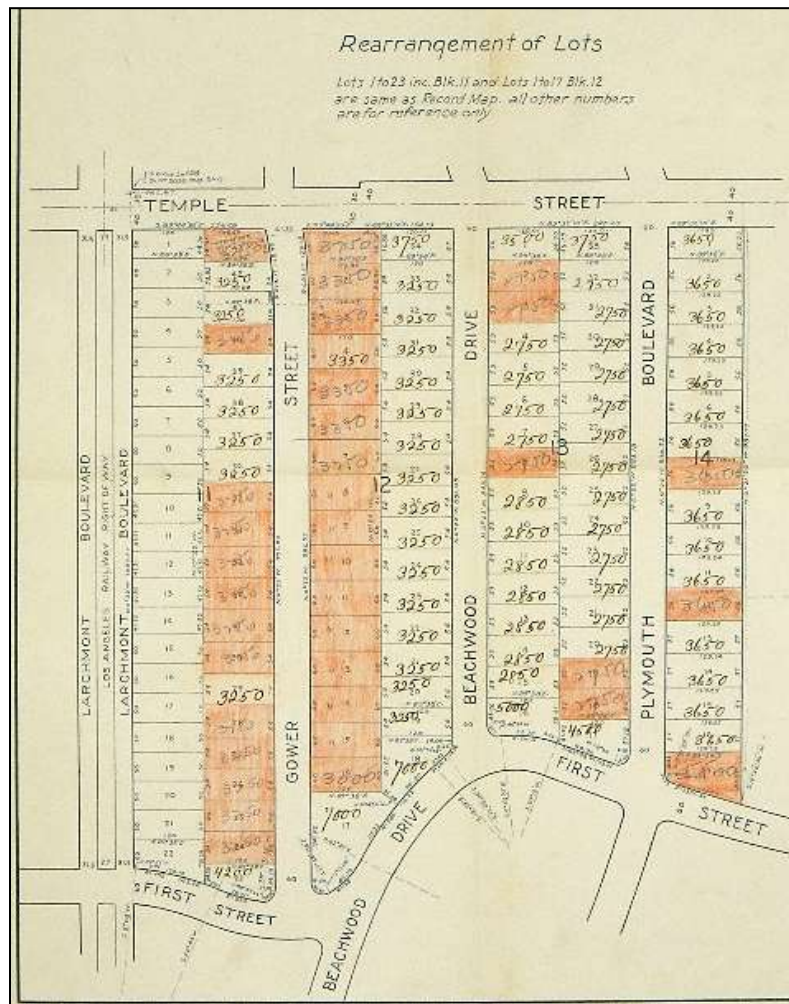
*Blueline plat map, 30 x 21 inches on sheet size 32 x 22 1/2 inches, 4 folds. Annotations (including anticipated prices for the lots) appear in pencil and red pencil, overall light wear, short edge tears and creasing.*

A preliminary plat map "not yet recorded; subject to approval of City Council" of the area which became known as New Windsor Square, bordered by Third Street (with streetcar line) to the south; Larchmont to the west; Temple Street (Beverly Boulevard) to the north.

Information regarding Windsor Square is dealt with most helpfully at the web site of the Windsor Square-Hancock Park Historical Society. They write: "The older section of Windsor Square opened in 1913 and New Windsor Square opened in April 1920. The area north of Third Street was marketed by Tracy E. Shoults and Company....This tract was laid out on contour with meandering streets and irregular lots. This

new idea residential community was labeled by the marketer as 'A subdivision without mistakes.'" Text on a

later Shoults' map of New Windsor Square (circa 1922) states that Windsor Square is in "the heart of the Wilshire District and commands an unsurpassed view of the mountains and the sea." Annotations in red pencil indicate pricing for some of the lots, from \$9,000 to \$15,000; several lots are marked in pencil "sold"; a large undivided block at the upper right of the map outside the current development has the price of \$100,000 penciled in; at lower left a penciled note indicates a change in "garage lines." The name of the developer "Shoults" is written in pencil in the upper right margin. The map is on a scale of 1 inch to 100 feet, and was produced by the Engineering Service Co. Engineers, Washington Bldg. Los Angeles. The map depicts one of the Wilshire District's early sub-divisions in its infancy; uncommon in this state as a working map with annotations relating to the development and marketing of the project. WorldCat shows a record for the map, but no actual library holdings. [Stock #50370] **US\$ 1350.00**



LOS ANGELES - WILSHIRE - NEW WINDSOR SQUARE) **Rearrangement of Lots. Lots 1 to 23 inc. Blk. 11 and Lots 1 to 17 Blk. 12 are same as Record Map. all other numbers are for reference only. [New Windsor Square].**  
 No date. Ca. 1920.  
*Blue line plat map, 17 1/2 x 15 3/4 inches on sheet size 19 1/4 x 17 1/2 inches. Red pencil and pen notations, two folds, very good condition.*  
 A map showing a portion of the New Windsor Square development, indicating the subdivision as a work in progress. The map shows properties along Plymouth Boulevard and Beachwood Drive between Temple Street (Beverly Boulevard) and First Street as being reduced in frontage size from the recorded map, with the object of creating three new building lots. Text at the top of the map indicates the size of properties along Larchmont, Gower and the West side of Beechwood are identical to the recorded plat map, whereas the changes along Plymouth and the east side of Beachwood await approval of Los Angeles City Council. Lots fronting onto Gower Street, Beachwood Drive and Plymouth Boulevard are marked in pen or pencil with price; many have been colored red. Prices range from \$2750 (for a 52 foot width) to \$7,000 for large irregularly sized lots along Beachwood Drive. An important revision of the map of New Windsor Square ("Copy of Map of Tract No. 3743") produced by the Tracy Shoults Company to advertise their new subdivision. No WorldCat listing. [Stock #50369] **US\$ 585.00**





LOS ANGELES - WILSHIRE - WINDSOR HEIGHTS) **Windsor Heights Real Estate Promotional Brochure "Mock-Up"**.

No date. Ca. 1920.

*Six 12 1/4 x 10 inch black and white tissue sheets of printer's proofs together with mock-up sheet (approximately 9 x 23 1/2 inches) of cut out duo-toned photo illustrations glued or pinned into place with penciled-in notes for the brochure. There is also a sheet (9 1/2 x 16 inches) of additional duo-toned photos, likely meant to be the centerfold.*

An interesting piece of real estate promotion in pre-publication form, with numerous penciled corrections and annotations; there are no listings for this publication in WorldCat. Under the heading "The Acme of Industrial Progress [sic] in Improvements" with illustrations of heavy equipment, the copywriter waxes lyrical: "In this scene of animated industrial progress you see the man-driven forces putting the finishing touches on a stretch of landscape that is unapproachable anywhere on the Pacific Coast. One instinctively feels the majesty of a Higher Power in viewing

this wonderful tract, and it but needs the guiding hand of a man to bring to ripest fruition all the inherent beauties so prodigally and potentially manifest in artistic Windsor Heights." There is a small map of the development showing its position along Larchmont (where the Los Angeles Railway runs), El Centro Avenue (Lucerne) and Vine Street (Arden) between Third Avenue and Temple Street (Beverly Boulevard). [Stock #49471] US\$ 425.00



LOS ANGELES - WILSHIRE - WINDSOR PARK) **Windsor Park. 50 Year Restriction \$5000 Private Residence Bungalow Subdivision De Luxe Adjoining Beautiful Windsor Square on the Highest Elevation in the Wilshire District.**

Los Angeles. No date. Ca. early 1920s.

*Black and white plat map broadsheet, 16 1/2 x 12 1/2 inches, folding to 5 x 9 1/2 inches. Some pencil notations and sold stamps on plots.*

The new subdivision lies to the east of the Wilshire Country Club; the map depicts properties east of Larchmont Boulevard (location of the Los Angeles Railroad West 6th St. Line) and north of Beverly Boulevard (formerly Temple St.). Dimensions of the new home sites are approximately 50 x 135 feet and are numbered from 1 through 72. Price of each lot in pencil, ranging from \$1900 to \$4000. A bit more than half of the new subdivision has been platted; however, a number of the lots presently available have been marked "sold." The properties are being offered by Walter G. McCarty, who produced many residential tracts from

what had initially been the Beverly Hills Speedway property. To the west of the Windsor Park development was the larger Marlborough Square. The Windsor Square development was adjacent to the south. A most interesting real estate map documenting the remarkable growth of Los Angeles in the 1920s. Listed on WorldCat, but no library holdings are given. Very good condition. [Stock #47885] US\$ 745.00

**Another copy of this map, without sale annotations, is available for \$645.** [Stock #50484]



LOS ANGELES - WILSHIRE) **Wilshire Terrace. Southeast Corner Wilshire Boulevard and Cahuenga Ave.**

A. W. Ross and H. Barclay Brown. Los Angeles. No date. Ca. 1923. Plat map, 24 3/4 inches by 13 3/4 inches, depicting properties available south of Wilshire Boulevard along Cloverdale and Cahuenga Avenues, terminating at Country Club Boulevard. A. W. Ross and H. Barclay Brown are listed as owners/agents. Prices for each lot appear in pencil on the map, and are also printed in a list at upper left. The properties are "offered at about half the price of any other property on this magnificent Boulevard." Building restrictions on the map call for two storey homes costing between \$5,000 and \$6,500. The lots themselves, offering "commanding and unobstructed" views, range in price between \$1,250 and \$2,450.

"In 1921, the stretch of Wilshire Boulevard now known as the Miracle Mile was a 20-foot-wide dirt road, flanked by oil wells and barley fields." So writes Nathan Masters on his web page\* detailing the history of the innovative commercial district that in the 20s began the spiraling decentralization of downtown Los Angeles. A key player in this transformation was real estate speculator A. W. Ross who, writes Masters, "in 1921 paid \$54,000 for 18 acres of land along the south side of Wilshire Boulevard between La Brea and Fairfax Avenues" with the object of turning Wilshire into an up-market shopping destination catering to automobile-

oriented consumers. Today the district is the home of numerous cultural institutions including the Los Angeles County Museum of Art, the Architecture and Design Museum, the Craft and Folk Art Museum, and the Petersen Automotive Museum. It is of immense importance with regard to the preservation of Los Angeles' deco architectural past. An uncommon map, unlisted in WorldCat, of significance in the explosive expansion of Los Angeles as it was unfolding in the 1920s. (\*[kcet.org/updaily/socal\\_focus/history/la-as-subject/how-the-miracle-mile-got-its-name-a-brief-history-of-las-unlikely-retail-district.html](http://kcet.org/updaily/socal_focus/history/la-as-subject/how-the-miracle-mile-got-its-name-a-brief-history-of-las-unlikely-retail-district.html)) [Stock #50352] **US\$ 745.00**



PALOS VERDES PENINSULA) Langdon, J. G. (mapmaker). **Palos Verdes Estates, Los Angeles County, California.**

Palos Verdes Estates. October 1924. Color map of the Palos Verdes Estates real estate development, Los Angeles County, California. 26 1/4 x 40 inches on sheet size 28 x 41 1/2 inches, light toning to two panels, light wear to right edge and lower left edge, light surface soiling, a few small splits at fold



*intersections. Folded to 10 1/2 x 7 inches. The map depicts the communities of Valmonte, Malagacove, Montemalaga, and Margate to the west; Miraleste to the east, plus "golf grounds," Luanda and several smaller developed areas. An inset map situates Palos Verdes on the peninsula with Redondo on the coast to the north and Los Angeles inland. To the east are San Pedro and Long Beach. The map lists the Olmsted Brothers as Directors of Design and C. H. Cheney as Consultant in City Planning. Zoning restrictions are given in a color-coded listing. Overall good condition.*

The Olmsted Brothers were an immensely important firm whose landscape designs can be found in park systems, college and university grounds, state capitols and residential neighborhoods throughout the United States. A note in the margin of the Palos Verdes map states that it was "Prepared by J. G. Langdon." Langdon had earlier worked for the Olmsted Brothers on a map important to a parks improvement project in Washington D.C. Charles H. Cheney, the consultant in planning Palos Verdes, trained as an architect and engineer at Berkeley; he was a vocal advocate for city planning and served as a consultant to many cities on the west coast, including Palo Alto, Berkeley, Monterey, Fresno, Santa Barbara, Portland Oregon, and others. A "Note" on the map provides the following information:

Palos Verdes Estates - of which the five principal districts of Valamonte, Malagacove, Margate, and Lunada on the northwest side and Miraleste on the east side are now being developed, comprising 3200 acres - is a high class residential community with the most complete protective restrictions of any part of Los Angeles metropolitan area. This map shows the present development and the probable layout of the balance of the 16,000 acre Palos Verdes Ranch acquired by the Vanderlip Syndicate in 1913 and the relation of this property to adjoining cities and territories. Although construction only started in May, 1923, most of the 70 miles of roads in this first development have been graded and sub-surfaced (October 1st, 1924). Water, gas and electricity trunk lines have been installed and a telephone exchange will be ready January 1st, 1925. Subdivision maps of most of this area are now of record and deeds are being delivered to many of the 3000 purchasers who have bought up to October 1st, 1924. Houses are going up in considerable numbers and the first business building at Malagacove, which is also to house the engineering and other field offices of the project, will be ready on January 1st, 1925. Malagacove Golf Course with 18 holes of splendid sod fairway and greens, and a \$50,000 club house, was formally opened on October 1st, 1924. This property together with other playgrounds, school sites, parks and the entire coast line and bluffs, comprising in all more than 712 acres, is under the control of Palos Verdes Homes Association, a non-stock, non-profit, incorporated community body in which every lot has one vote.... Although primarily residential, convenient local business centers have been established. Every lot is carefully protected by appropriate restrictions, designed to perpetuate the high ideals and attractive living conditions originally conceived.

There is present on the map a color-coded listing for "residential" and "business and public use" districts, with building restrictions noted. For example: "Restrictions as to the height of buildings will limit structures in residential districts to a maximum of two and a half stories.... In some cases one and two story height limits will be required in the final detailed restrictions in order to protect the view of adjoining property...." Further along: "Restrictions, as to the total area of the lot which may be covered by all buildings upon it, will limit single family dwellings to occupy not more than 30% of the area of the lot...." This large and uncommon map, in very good condition, documents the early 20th century transition from a working 16,000 acre cattle ranch to a "high class residential community," as Los Angeles' population commenced the unabated growth of the past eight decades. Held at just one library (University of California Los Angeles). [Stock #49488] **US\$ 3950.00**

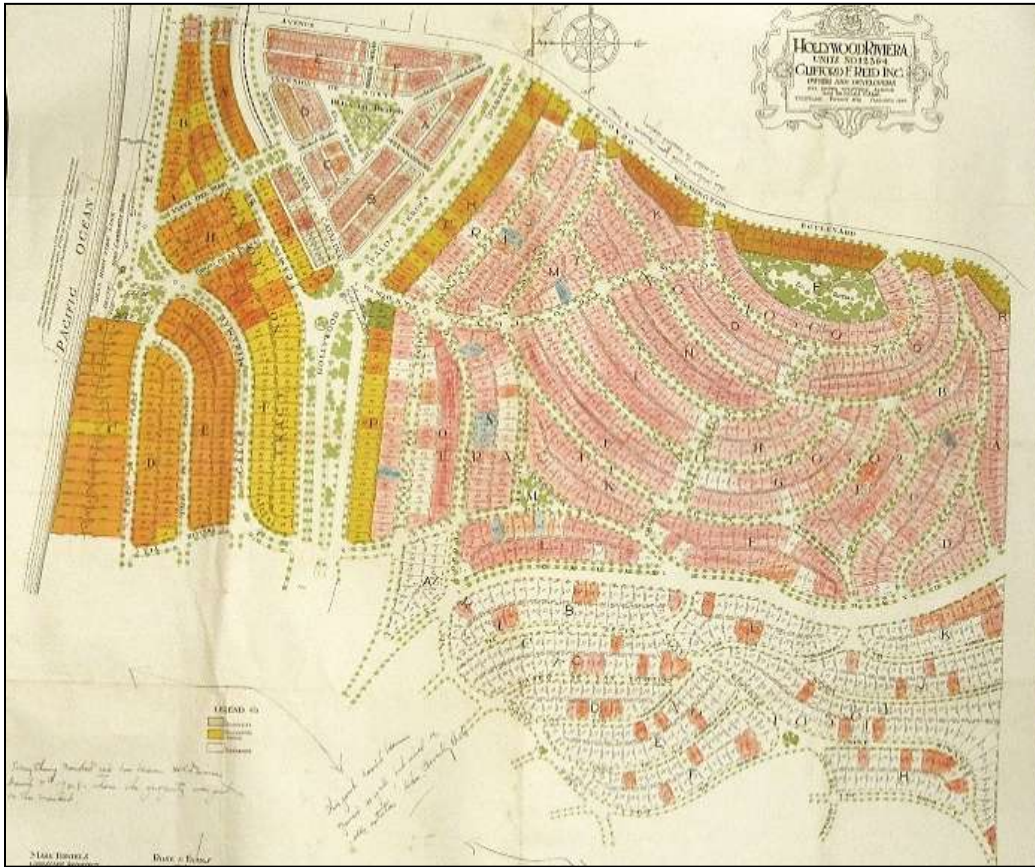


**RANCHO SANTA FE) Rancho Santa Fe Golf Course Estates. In California's Finest Climate Belt.**  
1929.

*Pamphlet 4 x 9 inches promoting the Rancho Santa Fe Golf Course Estates; the brochure unfolds to a colorful map, approximately 18 x 32 inches, depicting the Max Behr designed golf course and the properties offered for sale surrounding it. Inset map on rear panels situates the Golf Course Estates within the full Rancho Santa Fe property, which is comprised chiefly of large "horticultural estates." Another inset map shows the location of Rancho Santa Fe south of Los Angeles and north of San Diego. Photo illustration beneath the map depicts Max Behr, the golf course architect, while numerous black and white photos of Rancho Santa Fe and its amenities are featured on the verso of the map. Information in the text below was drawn from "The Work of Lilian Jenette Rice in Rancho Santa Fe": Department of the Interior; National Register of Historic Places.*

Rancho Santa Fe, developed on acreage purchased from the Santa Fe Railroad, was planned as a "prestigious rural community of country estates." It began taking shape in 1922; its principal architect was Lilian Jenette Rice, who graduated in 1910 from the newly established School of Architecture at the University of California at Berkeley - one of the first women to do so. Rancho Santa Fe "provided tracts varying in size...primarily for residential purposes, but the soil was suitable for orchards so that a purchaser could devote his total area to landscaped grounds or to oranges, avocados or other fruits. Each estate provided a building site with maximum view and landscaping possibilities. Winding roads...were provided following the contours of the land, and the estates were interspersed with open areas at convenient intervals with connecting bridle trails. In August 1926, a portion of the Ranch suitable for a golf course was withdrawn from sale and Max Behr, a prominent golf course architect, was asked to lay out the course. On the gentle slopes surrounding the valley through which the golf course ran, the...Estates...were laid out under the supervision of Charles H. Cheney, a noted consultant on city planning who had done much of the groundwork at the Palos Verdes Planned Community near Los Angeles." Text on the brochure itself states that building sites can be had from between \$1,200 and \$10,000 and stresses that "restrictions as to the type of architecture also obtain. All plans must be passed on by an art jury." Featured are numerous photos of residents, their dogs, horses and homes. No listings in WorldCat. An attractive and uncommon vintage real estate brochure providing a colorful bird's-eye view of the golf course and adjacent properties. [Stock #49476] **US\$ 1100.00**





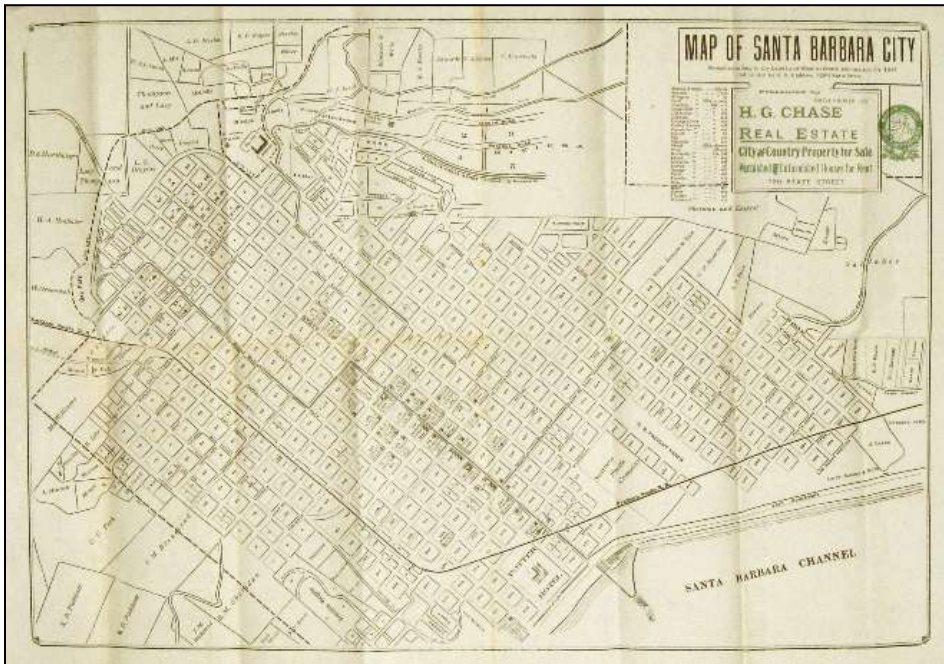
**REDONDO BEACH)  
Hollywood Riviera Units  
No. 1 2 3 & 4. Clifford F.  
Reid Inc. Owners and  
Developers.**

No date. Ca. 1928.

*Map, printed color plus added coloration, 31 1/2 x 36 inches on sheet 33 1/2 x 38 inches. Folds, several of which split and were taped on the verso by a previous owner. This tape has been removed and replaced with archival tape - light abrasion and discoloration where tape has been removed, not impacting front of map. Several archivally repaired edge tears. Tiny paper loss (approx. 1/8 inch hole) at two fold intersections. Two inch archival tape repair plus light abrasions towards the*

*top of the centerfold. Creasing along centerfold, scattered foxing to lower left corner, several annotations in ink.*

A scarce large-scale plan that would have been used by the developer of this major housing and business tract located on the coast of the Pacific Ocean just north of what is now Palos Verdes. "The Clifford Reid Corporation developed the Hollywood Riviera. The land was owned by the Huntington Land Company, part of the land given to railroad companys (sic) for creating rail transportation to an area. The mile square property was similar to the French Riviera which Clifford Reid had visited on a European vacation." (redondoriviera.com/history.html). Lots for "Business," "Residential Income," and "Residence" are colored green, yellow and white respectively; an annotation in ink at the lower left corner notes "Everything marked red has been sold since March 4th 1928 when the property was put on the market." Other annotations note "Palos Verdes" and "Airplane Landing Field" to the south; "Redondo" and "To Hollywood" to the north; "This boulevard extends from Vancouver to Mexico & is called the Roosevelt Highway" referring to the northernmost boundary of the development at Redondo -Wilmington Boulevard; "This park hasn't been opened as yet, but will be all estates like Beverly Hills." The name of a previous owner is written in pen on the verso (Mrs. Margaret M. Ziegler). Above the scale at lower left (approx. 6 inches to 1000 feet) are the names of the Landscape Architect, Mark Daniels, and the Engineers, Rose & Evans. "Plan No. 159." No WorldCat listing. [Stock #47821] US\$ 1450.00



**SANTA BARBARA) Map of Santa Barbara City.**

G. G. Childers. Santa Barbara. 1916.

*City map in horizontal format, 14 1/2 x 20 1/2 inches, courtesy of H. G. Chase Real Estate. Small tears at several folds; two inch horizontal tear at center of map (repaired) and 3/4 inch tear (repaired) at centerfold left margin.*

Map identifies a number of center-city buildings by name. An electric street railway line runs along State Street before dividing in two, with branches going north and west, one terminating at Oak Park and the other at the Old Mission, where evidently another line commences.

The Southern Pacific Railroad cuts through the city with a depot adjacent to the Potter Theatre on State Street. Various property owners' names appear on tracts of land, most of which lie outside the city boundaries. The Van Vactor & Myers Addition is clearly designated while the Potter Hotel property is a dominant downtown feature. The small map provides some interesting and detailed information regarding Santa Barbara of the early twentieth century. An earlier (1913) edition of the map is held at two libraries: University of California, Berkeley and University of Illinois, Urbana Champaign. [Stock #50351] **US\$ 265.00**

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*Craig Clinton & Elisabeth Burdon*

