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46692 CALIFORNIA - SAN FRANCISCO
Ansicht Von San Francisco 1877.
Published for Philo Jacoby’s “California State Almanac.”

46762 CALIFORNIA - SAN FRANCISCO
Burgess, George H.
San Francisco in July 1849 from Present Site of S.F. Stock Exchange.
H.S. Crocker Company. San Francisco. 1894.

37587 (CALIFORNIA - WESTERN AIRLINES) White, Ruth Taylor.
A Cartograph of Southern California showing how the Land of Sunshine has become so air-minded that everybody flies hither and von and von and hither. Ca.1929.

39888 CALIFORNIA - SAN DIEGO
Mora, Jo.
The City of San Diego.

42841 CALIFORNIA
Mora, Jo.

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Step back in time to California of a century ago with real estate development broadsides & sheets, offered by Old Imprints, Booth 702

**All items in very good condition; please inquire for specifics.**

Harold Ferguson purchased the La Costa beachfront and hillside in 1926, laid out the development with street names as they remain today: Rambla Vista, Paseo Serra etc. and touted it with sentiments such as expressed in the broadsheet here: “Once you build your home in the two maps. $635.00

It includes real estate development not shown on the earlier map, including Bay View Estates (north of First Street) and Country Club Estates (west of Alameda Boulevard). 3. The informative guide booklet “Coronado California” (compiled by the Coronado Civic Club) lists “Estimated Property Valuation 1929, $11,000,000” and has a centrefold photographic bird’s eye view of the peninsula which clearly shows the developed and undeveloped areas of the reality grid shown in the two maps. $635.00

46708 CALIFORNIA - CORONADO
Coronado California / Map of Coronado Beach, San Diego, California / Map of the City of Coronado. Lot of Three Items: a promotional booklet and two realty maps.
LOT OF THREE items: Two black and white folding reality maps, 11 x 17 inches and 17 x 22 inches, both folding as issued; booklet, with black and white photo illustrations, unpaginated, 6 x 4 1/2 inches, pictorial paper wrappers.
A fascinating group of items relating to real estate development in the fashionable Southern California resort community that grew up around the famous Hotel del Coronado. 1. “Map of Coronado Beach, San Diego, California” published by The E.D. Park Realty Co. is a detailed map (scale of 600 feet to one inch) of real estate lots to the north of the Hotel. An inset map of Coronado Beach and Surrounding Country in the upper right locates this “paradise of beautiful homes, foliage, prosperity and pure air.” The Spanish Bight at left on the map was filled in 1944; interestingly the only marked route across the water at the time of this map is the “Levee Roadway.” 2. The Strand Realty Company (“since 1933”) “Map of the City of Coronado” appears to be later, with an extension of Fourth Street marked “to North Island”; “Nat. Guard”, “Theatre”, “Pool” and “Boy Scouts” are marked along the southwest side of Glorietta Bay.

46715 CALIFORNIA - MALIBU
Black and white plat map broadsheet, 20 1/2 x 30 3/4 inches on sheet size 22 x 32 inches, folding as issued to 11 x 8 inches, text and black and white illustrations on verso.
A scarce real estate promotional item from the days of another real estate bubble, here for real estate worth millions today. Developer Harold Ferguson purchased the La Costa beachfront and hillside in 1926, laid out the development with street names as they remain today: Rambla Vista, Paseo Serra etc. and touted it with sentiments such as expressed in the broadsheet here: “Once you build your home on the strand or in the rolling hills overlooking the Pacific at Rancho Malibu la Costa you are assured of protected seclusion...you are forever free from offensive personalities, from public nuisances and obstructive sights.”

The times caught up with Ferguson, the land was repossessed by the Marblehead Land Company and Ferguson ended up in jail. It took until the mid 1930s for development of the area to begin in earnest by other movers. This plat map of Rancho Malibu la Costa “California at its best” shows property numbers and features vignette illustrations of La Casa Vieja, El Presidio Viejo, and La Muralla del Mar (the rather fantastical captions perhaps hinting at a less than business-like endeavour eg. for The Sea Wall: “The onslaught of tides and wind-swept breakers have wrought havoc through the vandals years on all that the strong brown hands wrought in other days when the world was young.”) $850.00

46747 CALIFORNIA - OAKLAND) Nahl Studios.
Photographic montage, dissected into 14 parts and mounted on linen 23 1/2 x 35 1/4 inches (sheet size).
A striking color photo-collage, a bird’s eye view of the area with Oakland at upper right, showing the proposed subdivision with example of houses at left and, at lower right, black and white photos by Russell of the industries of the area. Vignettes of old photos of streets with values a few years past compared to current values. $465.00

46748 CALIFORNIA - OAKLAND - ROCK RIDGE) “NAL.”
Broadside, sheet 20 3/4 x 27 1/2 inches, folding to 10 1/2 x 4 1/2 inches.
The broadside features a plat map of the Rock Ridge area, a luxury development abutting the Claremont Country Club, which was developed by Laymance Real Estate and Fred Reed in the early 1910s. The map is surrounded by vignettes of the houses that have been built and other features, including the elegant entry built in 1910 and a picture of the street car (“The Car at Rock Ridge Terrace”). Proposed extensions to the street car line are marked, plus a proposed city park. Lot size increases with elevation with an eclectic architecture ranging from Craftsman bungalows to stucco boxes to Italianate villas. $950.00

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46750 CALIFORNIA - FRESNO)  
Map of the Mount Campbell Orange Tract in Fresno County California. November Oranges.  
W.N. Rohrer & Co. Fresno, CA. 1906. 3rd Edition  
Pamphlet 3 1/2 x 9 inches opening to broadsheet 17 1/2 x 26 3/4 inches, full sheet plat map, decorative color title panel.  
Interior sheet is a map of the development with Plats “A” and “B” marked and plat of the town of Wahtoke at lower right. On the verso is an 8 panel Map of a Portion of Fresno County. Below this is noted: “The Mt. Campbell Colony consists of a tract of some nine thousand acres lying south of the orange lands...its has...recently been sub-divid-ed into 20 and 40 acre lots for small fruit farms, and offered for sale at $35.00 to $50.00 per acre...”  
Additional text on 4 panels promotes the development with pictures and text such as “the Wahtoke townsite...promises to become a plea-sure resort as well as a business center. Wahtoke post office has been established, and fruit packing houses will be built in the near future. The town lots are sold with restrictions against saloons, and the moral tone of the community is good.” An advertisement for the San Francisco railroad appears on the back cover. $345.00

Prior to his work with the Dana Point Syndicate, Woodruff was best known for his collaboration on the exclusive subdivisions known as “Hollywoodland,” which gained fame as a result of the large metal sign erected in the Hollywood Hills to publicize its location.

These three items document this ambitious, well-connected development which never came to fruition. The “Homes in Dana Point” pamphlet opens up to show a 3 panel “artist’s conception by Charles H. Owens” and then to full sheet size to show red and white photo illustrations “exterior and interior views of a few of the delightful all year round sea-coast homes at Dana Point.” Dana Point received its name from Richard Henry Dana, Jr., the author of Two Years Before the Mast (published in 1840), his account of shipping out from Boston as a common seaman on a voyage to California. Dana described the coastal area in the vicinity of present-day Dana Point as “the only romantic spot on the coast.” $425.00

LOT OF 3 ITEMS. Broadside plat map 20 3/4 x 26 1/4 inches folding to 10 1/2 x 4 1/2 inches (pencil and red pencil annotations); plus two promotional pamphlets each folding to 9 x 4 inches.  
The University of California at Irvine has an extensive collection of the Dana Point Syndicate Records of S.H. Woodruff and provides the following background to this development: “In mid-1926, Los Angeles realtor-builder S.H. (Sidney) Woodruff formed a group of investors as a means to finance the purchase, subdivision, and development of roughly 1,400 acres of coastal property at Dana Point, a town on the Pacific coast in Orange County, California. As the head of this group, known as the Dana Point Syndicate, Woodruff was instrumental in designing the Dana Point development and promoting its coastal amenities through a nationwide publicity campaign. The centerpiece of the development was to be the luxurious cliff-top Dana Point Inn, which was modeled on similar buildings located on the Italian and French Rivieras. Although successful in its early stages, Woodruff’s Dana Point development effort failed in 1930, due primarily to the effects of the 1929 stock market crash upon the finances of the investors. Despite setbacks, Woodruff still hoped that his project would come to fruition throughout the 1930s. His alternative financing methods failed, however, and in February 1939, Woodruff, as president of the Dana Point Corporation, received permission to sell off the syndicate’s interests. In the end, only thirteen houses were actually constructed by the Dana Point Syndicate, and the hotel itself never went beyond the foundation stage.

46767 CALIFORNIA - SANTA BARBARA / HOPE RANCH) Penfield, Wallace C. (map illus).  
City of Santa Barbara California showing Montecito and Hope Ranch Park.  
H.G. Chase Real Estate. Santa Barbara, CA. Copyright 1930.  
Black and white pictographic / pictorial map on yellow (deep vellum color with a watermark of “management bond”) paper, 14 1/2 x 20 1/2 inches on sheet size 16 x 22 inches, folding to 8 x 3 1/2 inches.  
A scarce map documenting the extent of Santa Barbara development in 1930 distributed “Compliments of H.G. Chase Real Estate” who handled “Sales - Rentals - Insurance - Furnished Houses” in the Montecito and Hope Ranch Park areas. The area mapped in a pictorial fashion is from Hope Ranch Park in the north to Montecito and Buenavista in the south. Harold Chase’s purchase of Hope Ranch in 1923 brought the start to significant development of that area with the installation of roads (seen here leading off Las Palmas Drive) and utilities. The development remained one of large lots and luxurious homes and is one of the most expensive real estate markets in the United States. Santa Barbara streets are mapped and an inset bird’s eye view “Detail Shopping District” names the cultural, municipal and commercial locations. The mapmaker Wallace C. Penfield established the engineering and surveying company of Penfield & Smith with Delbert D. Smith in 1946. $745.00

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46752 CALIFORNIA - DANA POINT)  
Dana Point / Homes in Dana Point / Dana Point the New Sea-Coast City Midway Between Los Angeles and San Diego.  
LOT OF 3 ITEMS. Broadside plat map 20 3/4 x 26 1/4 inches folding to 10 1/2 x 4 1/2 inches (pencil and red pencil annotations); plus two promotional pamphlets each folding to 9 x 4 inches.

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