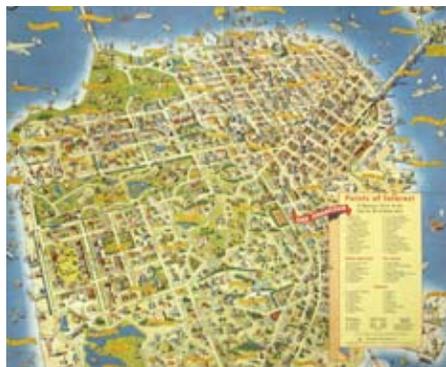




46692 CALIFORNIA - SAN FRANCISCO)
Ansicht Von San Francisco 1877.
Published for Philo Jacoby's "California State Almanac."
Philo Jacoby. San Francisco. No date. Ca.1877.



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.



46735 CALIFORNIA - SAN FRANCISCO) Bloodgood, Don.
A Pic-Tour Map of San Francisco. Where to go. What to do. How to see San Francisco.
H. S. Crocker Co. San Francisco. Copyright 1952.



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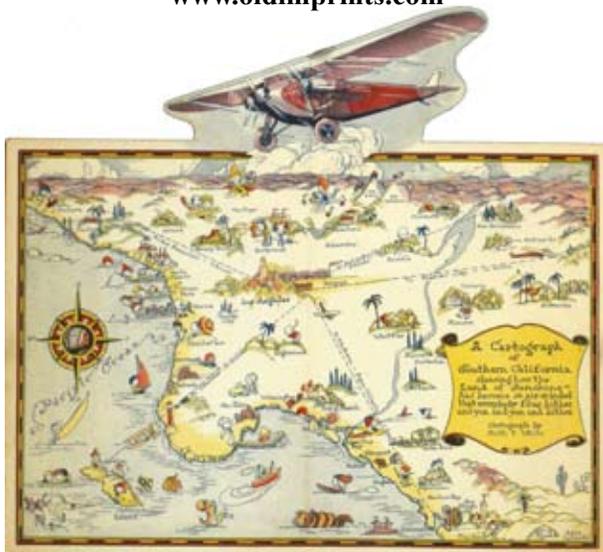


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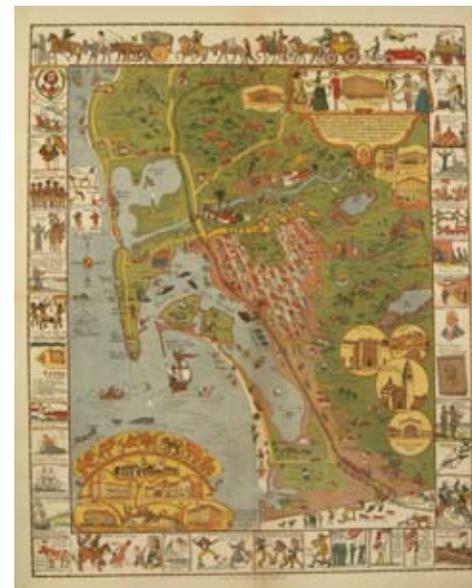
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37587 (CALIFORNIA - WESTERN AIRLINES) White, Ruth Taylor.
A Cartograph of Southern California showing how the Land of Sunshine has become so air-minded that everybody flies hither and yon and yon and hither. Ca.1929.



39888 CALIFORNIA - SAN DIEGO) Mora, Jo.
City of San Diego.
The Marston Company. San Diego. 1928.



42841 CALIFORNIA) California. Mora, Jo.
Jo Mora Publications. Monterey. 1945.

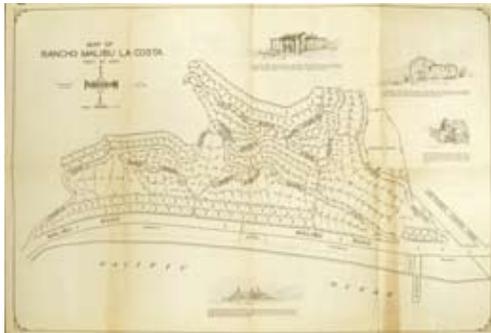
California International Antiquarian Book Fair 2011 - California Real Estate Broadsides



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46715 CALIFORNIA - MALIBU)

At last Rancho Malibu la Costa. California's most Exclusive Residential Community. Map title: Map of Rancho Malibu La Costa. Tract No. 10570.

Harold G. Ferguson Corp. Los Angeles. No date. Ca.1927.

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 vandal years on all that the strong brown hands wrought in other days when the world was young.") \$850.00



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.

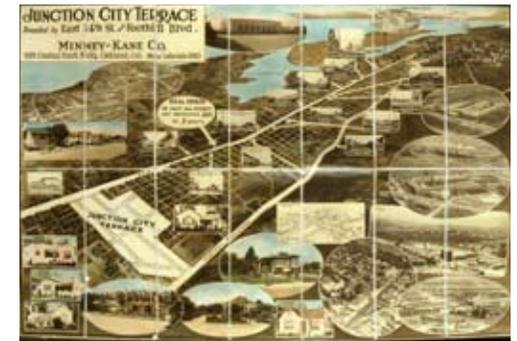
Coronado Civic Club / Strand Realty Co. / E.D. Park Realty Co. Coronado, CA. No date. Ca.1930.

LOT OF THREE items: Two black and white folding realty 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.

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 realty grid shown in the two maps. \$635.00

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



46747 CALIFORNIA - OAKLAND) Nahl Studios.

Junction City Terrace Bounded by East 114th St. and Foothill Blvd. Minney-Kane Co. 623 Central Bank Bldg. Oakland, Cal.

Minney-Kane Co. Oakland, Cal. No date. Ca.1920.

Photographic montage, dissectioned 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." Rock Ridge Properties Oakland California.

Laymance Real Estate Company. Oakland, Cal. No date. Ca.1910s. 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



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.

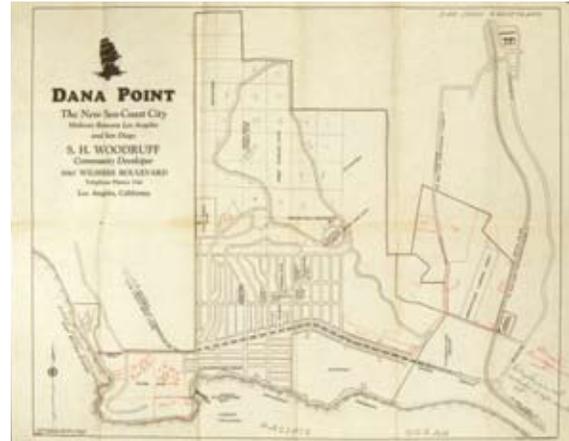
Black and white pictographic / pictorial map on yellow (deep vellum color with a watermark of "management bond") paper, 14 1/2 x 20 1/2 inches on sheet size 16 x 22 inches, folding to 8 x 3 1/2 inches.

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 of 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



Stock ID 46752



46752 CALIFORNIA - DANA POINT)

Dana Point / Homes in Dana Point / Dana Point the New Sea-Coast City Midway Between Los Angeles and San Diego.

S.H. Woodruff. Los Angeles. No date. Ca.1926.

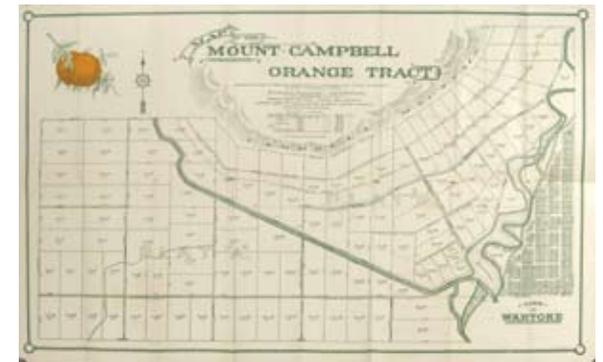
LOT OF 3 ITEMS. Broadside plat map 20 3/4 x 26 1/4 inches folding to 10 1/2 x 4 1/2 inches (pencil and red pencil annotations); plus two promotional pamphlets each folding to 9 x 4 inches.

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 Riviervas.

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.

Prior to his work with the Dana Point Syndicate, Woodruff was best known for his collaboration on the exclusive subdivision 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 once 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



46750 CALIFORNIA - FRESNO)

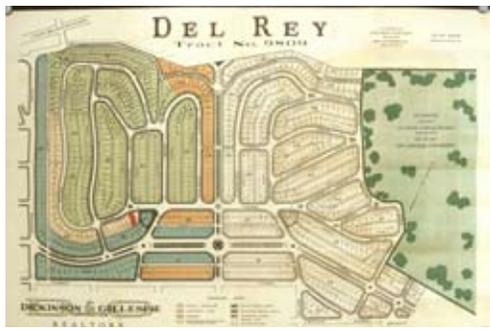
Map of the Mount Campbell Orange Tract in Fresno County California. November Oranges.

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...it has ...recently been sub-divided 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 pleasure 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 Santa Fe railroad appears on the back cover. \$345.00



46749 CALIFORNIA - DEL REY)

Plat of Del Rey Tract No. 9809 Unit No. One The Premier Unit of the Del Rey Development Los Angeles' Finest Residential Community at the Sea.

Dickinson & Gillespie Corporation. Los Angeles. No date. Ca.1927. Broadsheet, 21 3/4 x 24 inches folding to 11 x 8 1/2 inches. Color plat map on one side, two panel black and white map with text and illustrations on verso.

Plat map is colored to show zones for Private Residences; Apartment Sites; Business; Double Bungalows, Duplexes and Bungalow Courts; Parks, Tennis Courts; etc. At right is shown the "Site selected by the Los Angeles Lutheran University Corporation for the new Los Angeles University. Four panels on the verso lay out the conditions and restrictions, including paragraph 21 "that no lot in said portion of said tract shall at any time be lived upon by any person whose blood is not entirely that of the Caucasian race." A two panel map shows the position of Del Rey in the Los Angeles area, 13 miles from 7th and Broadway. \$875.00



46751 CALIFORNIA - BEVERLY HILLS)

Street Map of Beverly Hills and Key Map to Homes of the Motion Picture Stars. (subtitle: Beverly Crest Centrally Located in the Finest District of Beverly Hills.)

Geo. E. Read, Inc. Beverly Hills. Map copyright 1926. Pamphlet, opening to sheet 21 3/4 x 34 inches.

One side with two maps: 20 3/4 x 15 3/4 inch "Beverly Hills Street Map with a key to the Homes of Motion Picture Celebrities and other Notables", and 20 3/4 x 9 1/4 inch plat map of Beverly Crest by Seaboard Engineering Co. Engrs. A lengthy key to celebrities lists a large contingent in Beverly Crest. Illustrations and text on the verso extol the area. \$850.00



46759 CALIFORNIA - MONTEREY) Chrisman, G. H.

Souvenir Magazine Monterey, Monterey County, Cal. Being a Frank, Fair, and Accurate Exposition, Pictorially and Otherwise, of this Magnificent Section of California Beautiful Monterey by the Sea. (Cover: Historic Monterey and Surroundings Illustrated).

Monterey Daily Cypress. Monterey, CA. No date. Ca.1906.

Booklet, black and white folding map (23 x 15 1/2 inches) tipped onto title page, black and white illustrations throughout, unpaginated (54pp including title page), 7 3/4 x 11 inches, pictorial paper wrappers .

A fascinating booster publication for the Monterey region, with information on businesses of the area, including hotels, the Climax Cigar Store, the Monterey Cigar Company, Monterey Soda Works and many more. There is also information on real estate developments including Monterey Heights and Vista Del Rey Tract, East Monterey (both with views of it by Spofford) and a large foldout plat map for "Wither's Addition to Monterey" published by Coast Counties Real Estate and Investment Company of Monterey. "The Withers Addition to Monterey, consisting of over 1700 lots, was placed on the the market April 1, 1906, and on June 20, 1906, 1400 lots remained unsold. You are now given the opportunity to purchase one of more of these lots on monthly payments of \$5, with no interest on the unpaid balance for two years..." There is an illustration of the front page of the newspaper dated May 30, 1906. Rocq 5640 \$495.00



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46740 CALIFORNIA - OAKLAND) [Shinn, Charles Howard]. The Adams Point Property, Oakland, Cal.

Lake Shore Land Co. Oakland, Cal. No date. Ca.1899.

Booklet, black and white photo illustrations, black and white 2 panel (vertical) map, 35pp, 6 x 8 1/2 inches, pictorial stiff card wrappers. Small Compliments of Lake Shore Land Co. label tipped onto first page.

A booklet promoting this early development, copiously illustrated with the many elegant homes abutting the area. The foldout map is "Wm. J. Dingee's Map of Oakland, Alameda and Berkeley. Showing Location Adams Point Property. Lake Shore Land Co. A.H. Breed, Manager..." The estimated 1897 population for the Oakland area is quoted. Rocq 1151. \$345.00



46757 CALIFORNIA - DEL MONTE) Bull, W.H. (map). Del Monte Heights (front cover subtitle: From Grounds of Del Monte).

(Title page subtitle: An Ideal Seaside Resort Ten Minutes Walk from Famous Hotel del Monte / A Delightful Home on Monterey Bay Sandy Beach and Fresh Water Lake.)

Geo. W. Phelps Co. Seaside, CA. No date. Ca.1909.

Booklet, 9 1/4 x 4 inches, 12 text pages opening to 9 1/4 x 7 1/2 inches, centrefold (4 panel) black and white bird's eye view map, 2 panel black and white map, black and white illustrations throughout, color pictorial embossed stiff card wrappers.

An exquisitely produced promotional real estate publication, featuring a handsome bird's eye looking south over the Del Monte Heights future development to the Hotel Del Monte and Pacific Grove. Laid out in 1909 by F.M. Hilby and George W. Phelps it is now incorporated into the city of Seaside. \$385.00