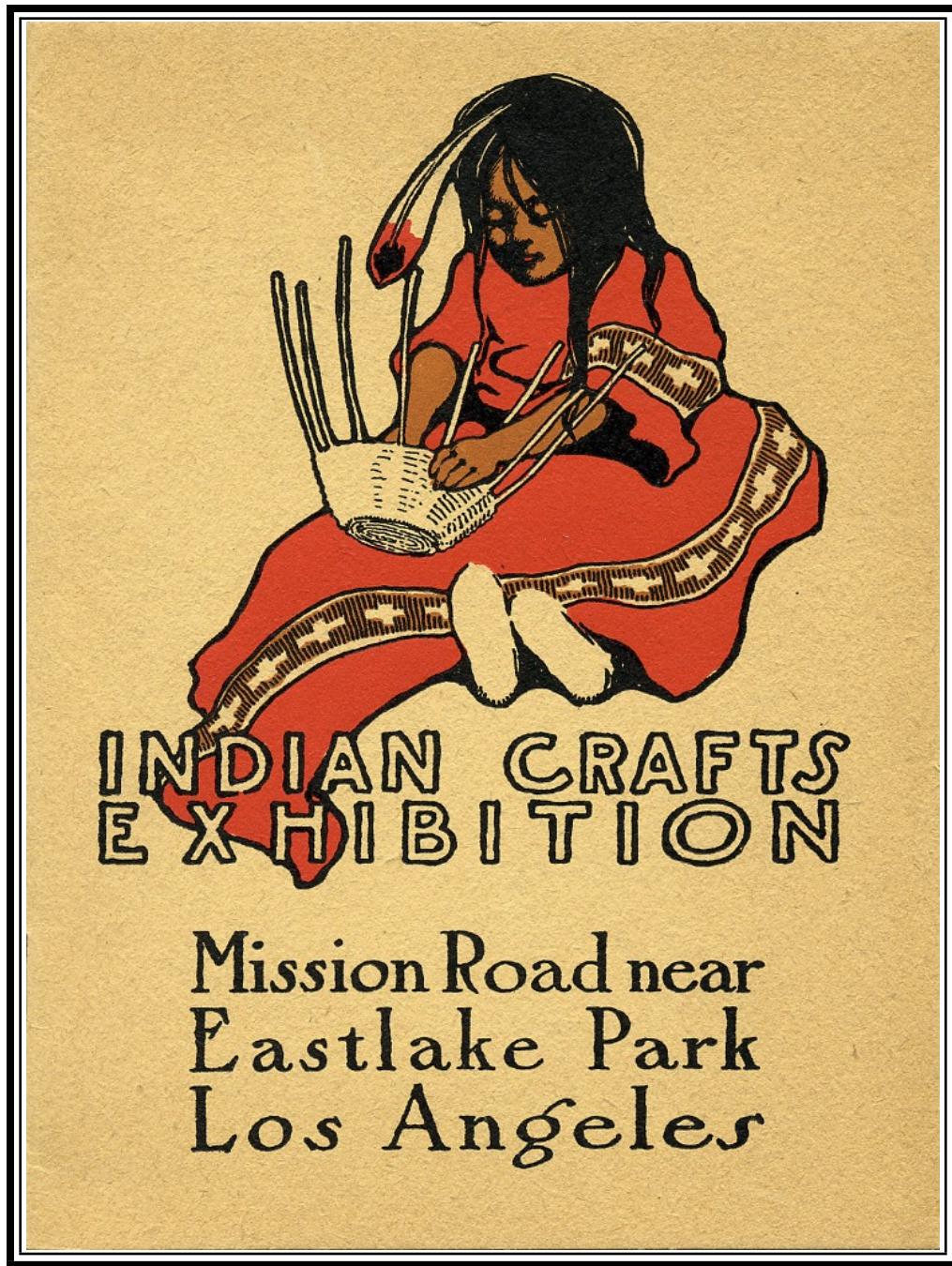


**Catalogue One**



**INDIAN CRAFTS  
EXHIBITION**

**Mission Road near  
Eastlake Park  
Los Angeles**

**Southern California Booklets & Brochures from  
The Philip D. Nathanson Collection**

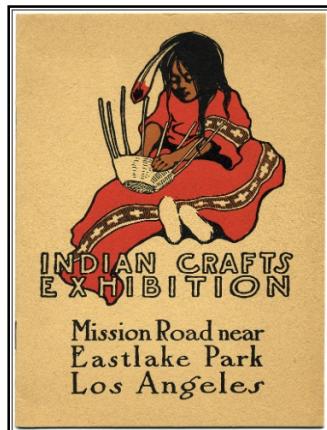
**STEVE TURNER ANTIQUARIAN**

## ***Southern California Booklets & Brochures from The Philip D. Nathanson Collection***

It is my pleasure to present our inaugural catalogue, *Southern California Booklets & Brochures from the Collection of Philip D. Nathanson*. It is fitting that our first catalogue features items from Phil's collection because for the past 37 years, Phil and I were side by side at hundreds of book, photography, paper, coin and advertising fairs. Though our interests were similar, our competition was always friendly and it is a tribute to our friendship that I now have the honor of offering items from his extraordinary collection.

*The Nathanson Booklet Collection* includes over 800 titles spanning the years 1883–1960, and geographically, from Alhambra to Zelzah. We will soon post an online catalogue of the entire collection. This selection represents a cross-section of the collection in which publications promise the best of everything – homes, schools, churches, agriculture, hotels, amusements, festivals, beaches, mountains, and above all, climate. When considering an item, Phil strongly valued rarity. Many of his items are held by less than three institutional collections; some are held by none. Henceforth, there will be a new standard of rarity – "Only one copy known: PDN B&B Collection."

*Note: Items are arranged chronologically*



**Item 9**

steve@steveturner.la  
[www.steveturnerantiquarian.com](http://www.steveturnerantiquarian.com)  
@steveturnerantiquarian  
310.994.4613  
member ABAA/ILAB

### **TERMS OF SALE**

All items are guaranteed as described. Any purchase may be returned for a full refund within 10 working days as long as it is returned in the same condition and is packed and shipped correctly. All items subject to prior sale. We accept payment by check, wire transfer, and all major credit cards. Payment by check or wire is preferred.



1. *Southern California Illustrated*.

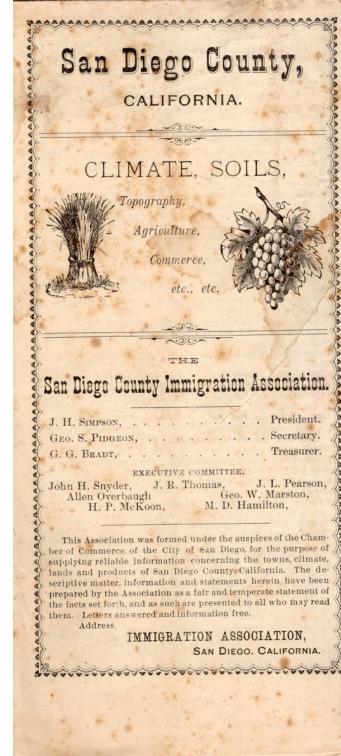
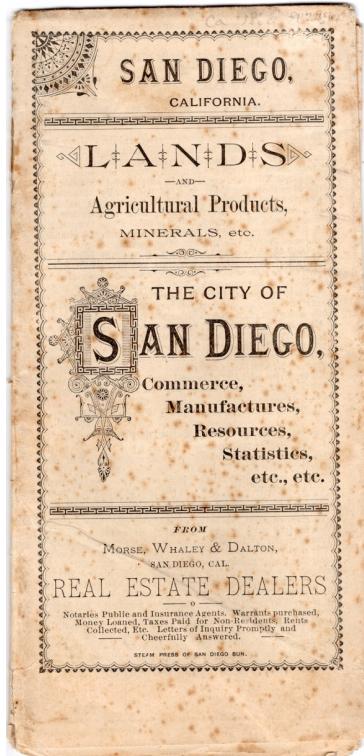
Los Angeles: Geo Rice, 1883. Booklet. 11 3/4 x 9 1/4 inches. 64 pp. Original wrappers. Published and printed by George Rice with numerous illustrations and a 12 panel full color map printed by Rand McNally dated June, 1883 and titled Central Pacific and Southern Pacific Railroad map of the U.S. Loss of paper at upper right corner of front cover, somewhat crudely mended, otherwise very good condition.

\$1200.

---

An early promotional pamphlet focusing solely on Southern California. The cover features an image taken from a photograph of the twin palm trees on San Pedro Street that was recycled

endlessly to promote Los Angeles as a paradise of palms. The publisher, George Rice (1843-1923), born in Ohio, was a Civil War hero and one of Los Angeles' earliest printer/publishers. Setting up shop in 1879, he became a prominent Angelino whose firm, George Rice & Sons, lasted until 1993, when it was sold to World Color Press, a large magazine printer. Rice was also involved with the development of agriculture and horticulture, "[taking] a leading part in the development of Southern California fruits and flowers." (LAT 4/19/1923) Southern California Illustrated "has now become both useful and rare. With its many illustrations of churches, hotels, school houses, residences and street scenes, as well as its curiously worded advertisements of the Eighties, it is now history." (Layne 45).

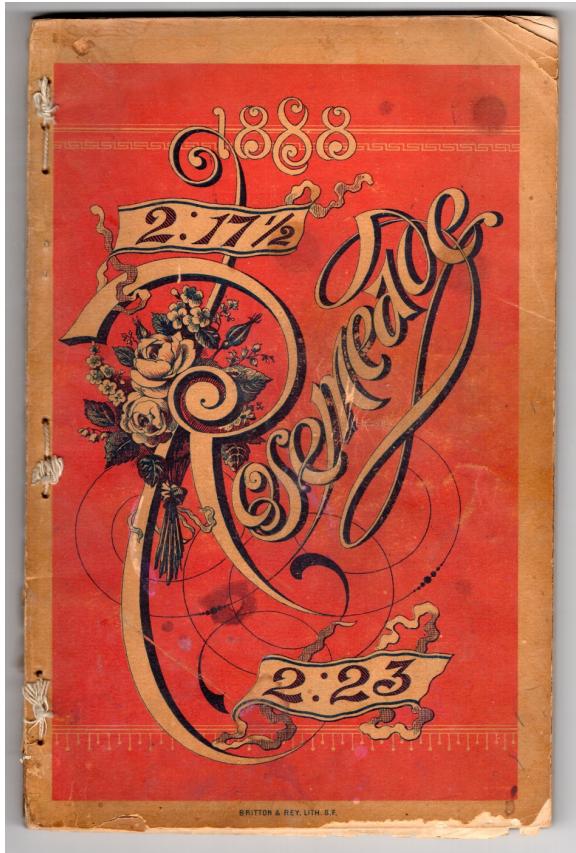


2. *San Diego. Description of the City and County. Character of the Lands, Products, Etc.*

San Diego: Morse, Whaley & Dalton, Real Estate Dealers., 1885. Folding Brochure. 8 x 4 inches. 16 panels. Printed by Steam Press of San Diego Sun. With promotional text, statistics, historical information and endorsements on all panels, surrounded by decorative borders and vignettes. 2 small edge splits at folds with clear tape. The 2 outer panels are foxed with lesser foxing on 2 adjacent folded panels, otherwise a fairly clean near fine copy.  
\$1800.

Issued by pioneer San Diego real estate promoters Morse Whaley & Dalton to encourage settlement and development. Thomas Whaley (1823-1890) came to California during the gold rush and eventually settled in San Diego with his wife Anna in 1853. They built their large house, the first brick house in San Diego, to accommodate their six children; it became the site of a tragedy in 1885 when their 22-year-old daughter Violet committed suicide after learning her husband had deceived her into marriage for her fortune. The scandal affected another daughter whose fiancé broke off their engagement because of it, and after that, and other family deaths, the Whaley House became known as a haunted house; and it is now a California Historical Landmark.

Ephriam W. Morse (1823-1906), another early San Diego settler, arrived in 1850 after unsuccessfully mining for gold on the Yuba River. In 1853 he formed a partnership with Thomas Whaley in a general store and in 1856 he began to practice law, and by 1870, was involved in the first bank in San Diego. He joined together again with Whaley, and with R. H. Dalton (1845-1910), notary public for San Diego County, in the real estate company that promoted San Diego, as here.



3. *Rosemeade Stock Farm highly-bred Trotting Stock.*

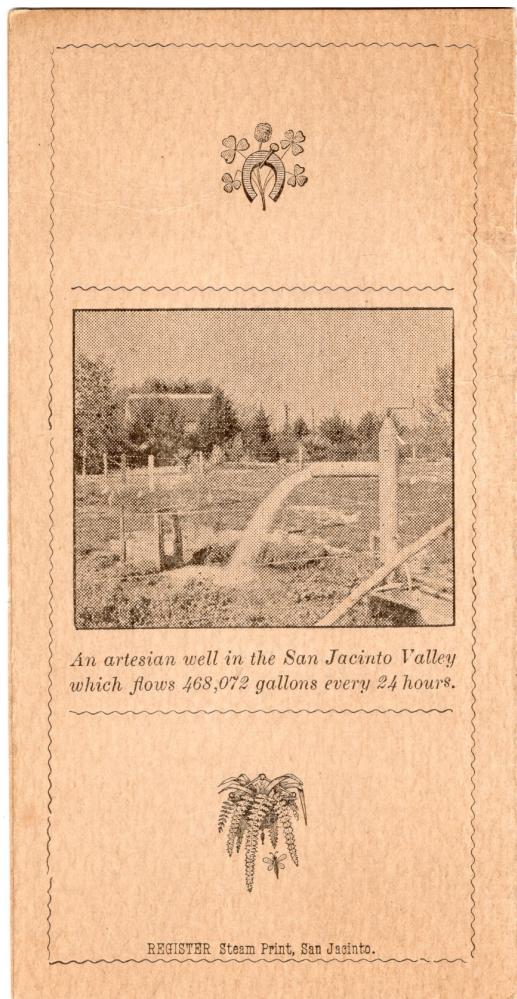
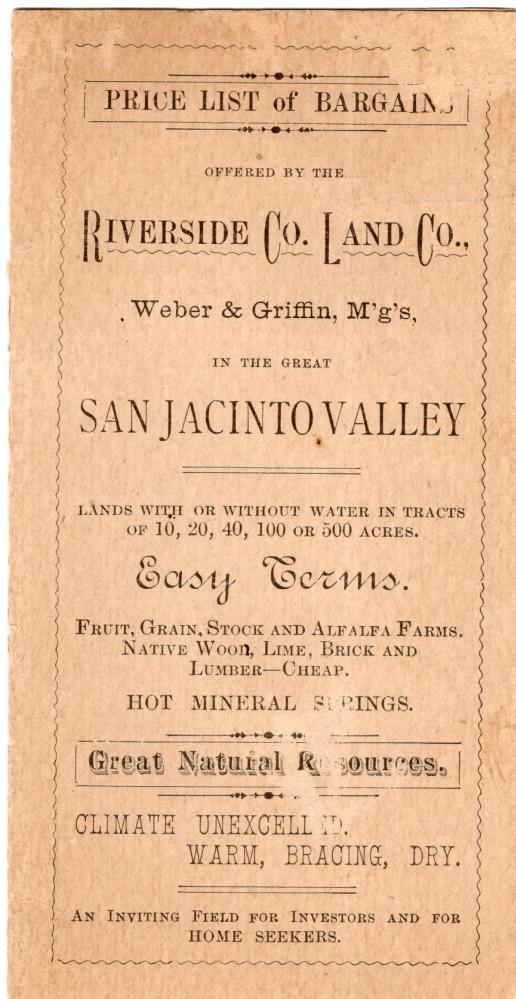
Rosemeade: 1888. Booklet. 9 x 5 3/4 inches. 108 pp. Original wrappers. Printed by Britton & Rey Lithographers, San Francisco. Wrappers chipped and slightly discolored but intact and crudely re-attached with string. Staining at lower right of last 20 pages. Small piece of old tape on back cover. Period pencil notations from a past owner describe certain horses as having been sold.

\$3500.

---

The stud book for Rosemeade, L. J. Rose's stable of prize-winning horses. L. J. Rose (1827-1899) arrived in Los Angeles in 1861 and became one of the largest landowners who had interests in wine, agriculture, horticulture and horse breeding. His Sunny Slope Ranch in the San Gabriel Valley northeast of Pasadena was renowned; his son Guy

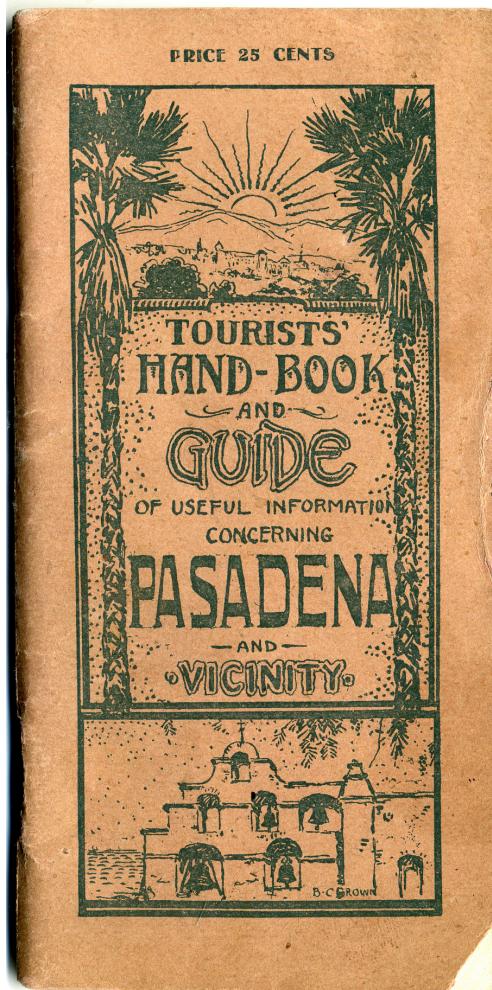
Rose (1867-1925) became a leading California Impressionist artist, and all seemed well, until he began to suffer business reversals in the 1890s—he committed suicide in 1899. His success at horse buying and breeding was legendary, having owned or bred such acclaimed trotting horses as Stamboul and Alcazar leading to his place in the Harness Racing Hall of Fame. Stamboul was called “the greatest trotting stallion of his time” and when he died in 1901, his obituary was published in the New York Times. Alcazar set racing records, and his image was used on cigar labels of the time. Rose also owned Minnehaha, “the most sensational brood-mare in America” whose progeny included both Stamboul and Alcazar. (Horse World, January 2, 1891) Apart from its importance as the catalogue of the horses in Rose's impressive stable, it is an example of the use of the “Artotype” process, with photo portraits of Stamboul and Alcazar printed in “Artotype” by Britton & Rey, San Francisco. A variation of a collotype, the “Artotype” is a photographic picture printed in ink from a gelatin-coated plate using a photographic negative. This lavish production an example of what an early Southern California millionaire could create in print to document and memorialize his greatest passion: prize-winning horses.



4. *Price List of Bargains Offered by the Riverside Land Co. in the Great San Jacinto Valley.*

San Jacinto: Riverside County Land Company, 1893. Folding brochure. 5 1/2 x 3 inches. 4 panels. Printed by Register Steam Print, San Jacinto. Light scuffs at upper edge of front panel, otherwise very good condition. \$750.

Riverside County, formed in 1893 from parts of San Bernardino and San Diego Counties, became a prime agricultural center, mainly the citrus industry. This small brochure offers many options to buy land in Riverside, Hemet and San Jacinto, 200 to 500 acres, as well as orange groves and a 13-room home in San Jacinto available for trade for property in Los Angeles. It also mentions "Hot Mineral Springs," which must refer to Soboba Hot Springs, Gilman Hot Springs and Eden Hot Springs. Printed by the San Jacinto Register Steam Print, the newspaper founded in 1884 in San Jacinto. Rare, no copies OCLC.

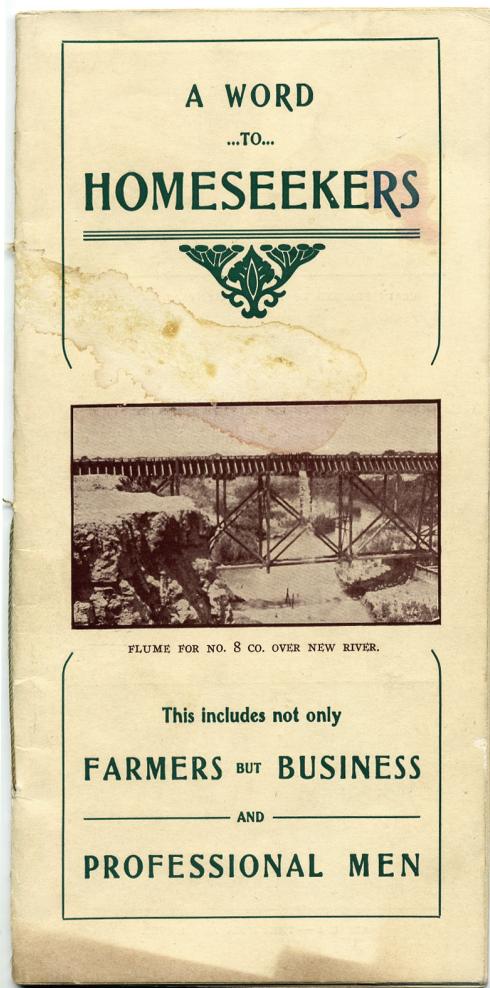


5. *Tourists' Hand-Book and Guide of Useful Information Concerning Pasadena.*

Pasadena: Pasadena Real Estate and Commission Co., 1901. Booklet. 6 x 3 inches. 56 pp. Original wrappers. Six panel folding map laid in. With a reference directory and many pages (every other mainly) of advertisements, many illustrated. Small chip on corner of front wrapper, otherwise in fine condition.  
\$500.

---

Handy pocket-sized tourist guide, with information on all aspects of Pasadena, including Music and Art, mentioning Ellen B. Farr, and with many ads for local businesses, including Vroman's Book Store. A folding map of the city is laid in. Rare, 1 copy OCLC.

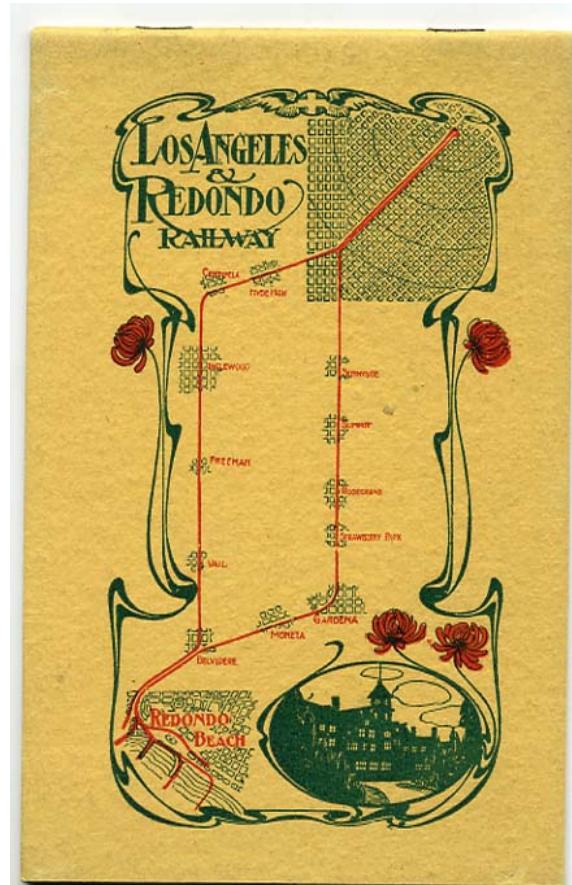
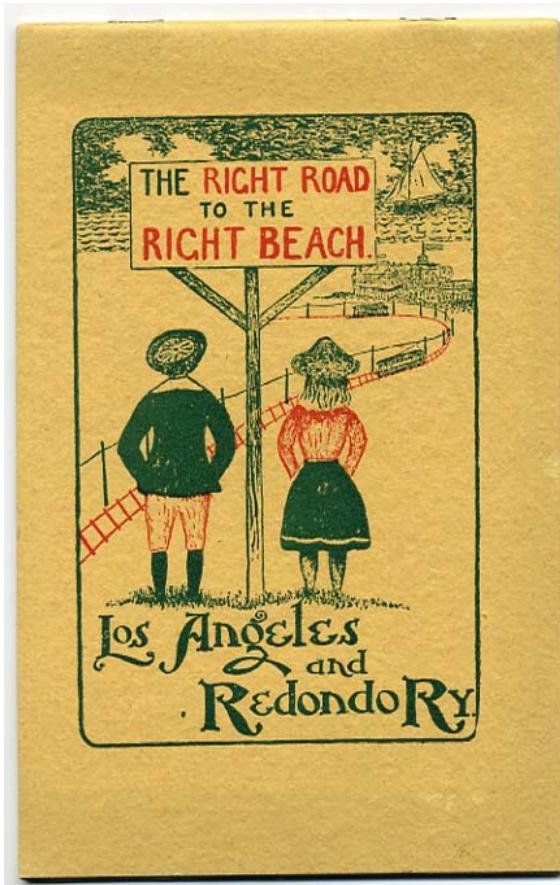


6. *A Word to Homeseekers.*

[Imperial Valley]: Imperial Land Co, 1903. Booklet. 8 3/4 x 3 3/4 inches. 24 pp. Self wrappers. Some staining and bending on front wrapper, otherwise very good condition.  
\$750.

---

Published in 1903 by the Imperial Land Company, the real estate development company that was founded in 1900 by George Chaffee (1848-1932) who was behind many developments in Southern California, including Ontario and Upland, and especially the Imperial Valley and Imperial County (as here), the last of the California counties having been created from the eastern portion of San Diego County in 1907. Chaffee was behind it all, including the towns of Calexico, Heber, Imperial and Brawley, all described. Mention is also made of the "new town of Eastside," which lasted for only a year or so. With two small photos per page, the brochure gives a good picture of the early stages of the county's development. Disaster struck two years later, when the Colorado River flooded the canals that Chaffee and the Imperial Land Company had built to irrigate the valley. The water gushed for nearly two years, inundating 100,000 acres and creating the Salton Sea. Rare, no copies OCLC.

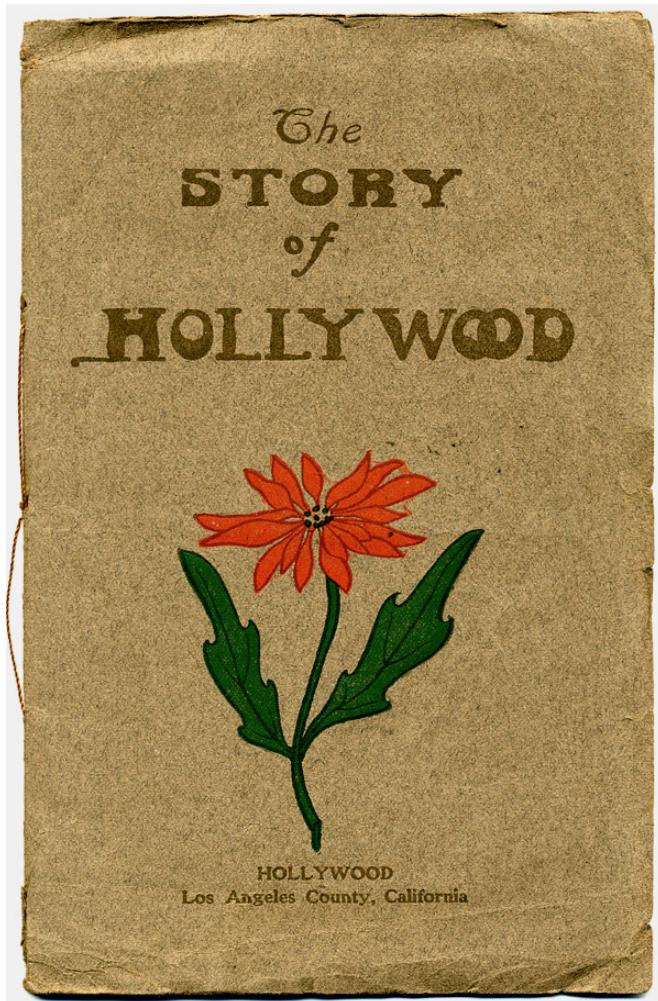


7. *Los Angeles and Redondo Railway / The Right Road To The Beach.*

Redondo: Los Angeles & Redondo Ry., 1904. Booklet. 4 1/2 x 6 3/4 inches. 36 pp. Original wrappers. Halftone photos throughout in green, including a 2 page centerpiece of Redondo pier. Fine condition.  
\$250.

---

The development of Southern California was driven by the intertwined interests of real estate promoters and railroad builders. In the case of the Los Angeles and Redondo Railway, by the time this charming booklet was produced, the railway and real estate magnate Henry Huntington was its principal owner. With photos and info on the stops along the rail line, including Redondo, Moneta, Gardena and Inglewood.

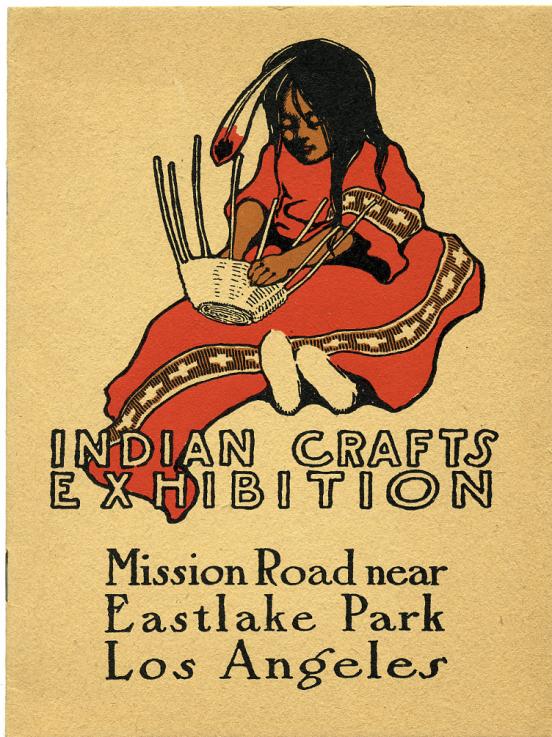


8. *The Story of Hollywood.*

Hollywood: Board of Trade, 1905. String bound booklet. 8 1/4 x 5 1/4 inches. 36 pp. Original wrappers. Illustrated by Ethel Phoebe Bailey. Printed by Kingsley, Moles, & Collins Co. With 2 color business card for F.O. Betcher Real Estate tipped onto inside front cover. Slight tears to front cover, near very good condition. \$200.

---

Written by Mary E. Croswell and illustrated by Ethel Phoebe Bailey, this is the first promotional written for Hollywood and has a strong design element that is unusual for its time. Focusing largely on the homes, hills, and hikes of the area, as well as the cleanliness, mentioning there are no saloons. Mary E. Croswell (1870-1953), head of the art department at Santa Barbara State College (1916-1941), lived in Glendale where she was a life member of the Glendale Tuesday Afternoon Club, and also was a member of historical and art societies in Glendale.



9. *Indian Crafts Exhibition.*

Los Angeles: Pacific Electric Railway, 1907. Booklet. 6 3/4 x 5 inches. 8 pp. Original wrappers. Variant A. Printed by The Norman Pierce Company. Fine condition.  
\$650.

---

In 1907, the same year in which Los Angeles opened its first museum, the Southwest Museum founded by Charles Lummis, a 15-acre Indian Village was set up near Eastlake Park (now Lincoln Park) that featured Native Americans living in a recreated Navajo village, a Haida plank-house, several Pueblo-style buildings and some teepees. They made and sold their handcrafted goods in a well-appointed sales room; the enterprise became a popular tourist stop on Henry Huntington's Pacific Electric Railway, and was the brainchild of Huntington, who paid for it, and Antonio Apache (c.1870-1938), an advocate for Native Americans who claimed to be a member of the Chiricahua Apache tribe, but whose extravagant claims about his life caused many to suspect he was a fraud. The

exhibition lasted through 1912 when the site was sold, and soon after, it became the Selig Zoo and movie studio. Around 1919, after Apache's wife divorced him on grounds of fraud, it was discovered that he was actually Tony Simpson, of bi-racial African and Caucasian heritage. Nevertheless, his contributions to bringing Native American art and culture to a wide audience have been recognized. The beautiful cover was the work of the Norman Pierce Company, which produced some of the most elegantly designed booklets of the time. We are aware of two variants: A and B, with A presumed to be the earlier issue; with the following changes (B) made later:

A) final page with a photo advertising the Los Angeles Limited train.

B1) title page with added text below the promotional information: "This exhibition is a private enterprise, and has no religious, charitable or governmental affiliations."

B2) with additional text to the Steckel ad below his name

B3) final page with an ad for the Pacific Coast Steamship Company with a photo of Alaskan totem poles.

B4) final page with an added slug for Segnogram Press, Los Angeles.

Rare. OCLC 1 copy (Brooklyn Museum).

**Old Mexico  
and  
Sweetwater Dam**



**Via  
National  
City  
& Otay  
Railway**

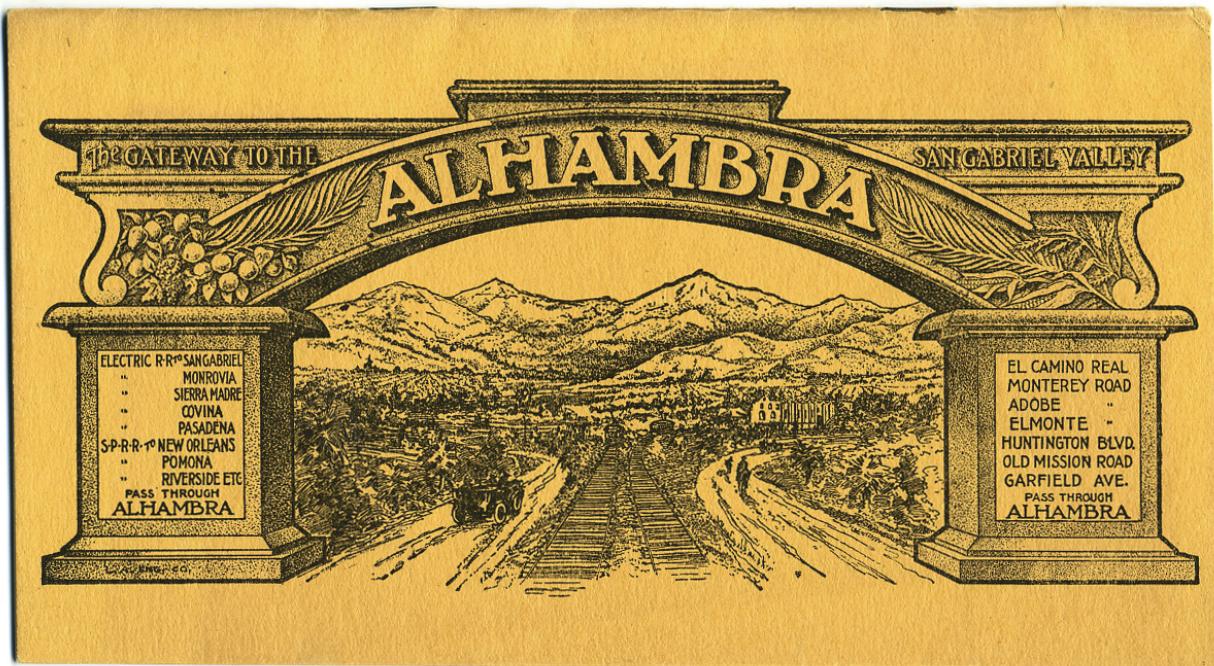
Personally Conducted Excursions leave Foot  
of 6th St., San Diego, at 9:10 a. m. Daily

10. *Old Mexico and Sweetwater Dam.*

San Diego: Otay Railway, 1908. Booklet. 4 3/4 x 3 1/4 inches. 16 pp. Self wrappers. A fold on the first few pages, otherwise very good condition.  
\$150.

---

The National City and Otay Railway (NC&O) was formed on December 26, 1886, by the San Diego Land and Town Company. The 60-mile trip to Tijuana was popular with tourists and locals alike, as it could be undertaken for a dollar and would pass over the massive Sweetwater Dam, built in 1887. Rare. 1 copy only OCLC (UC San Diego).

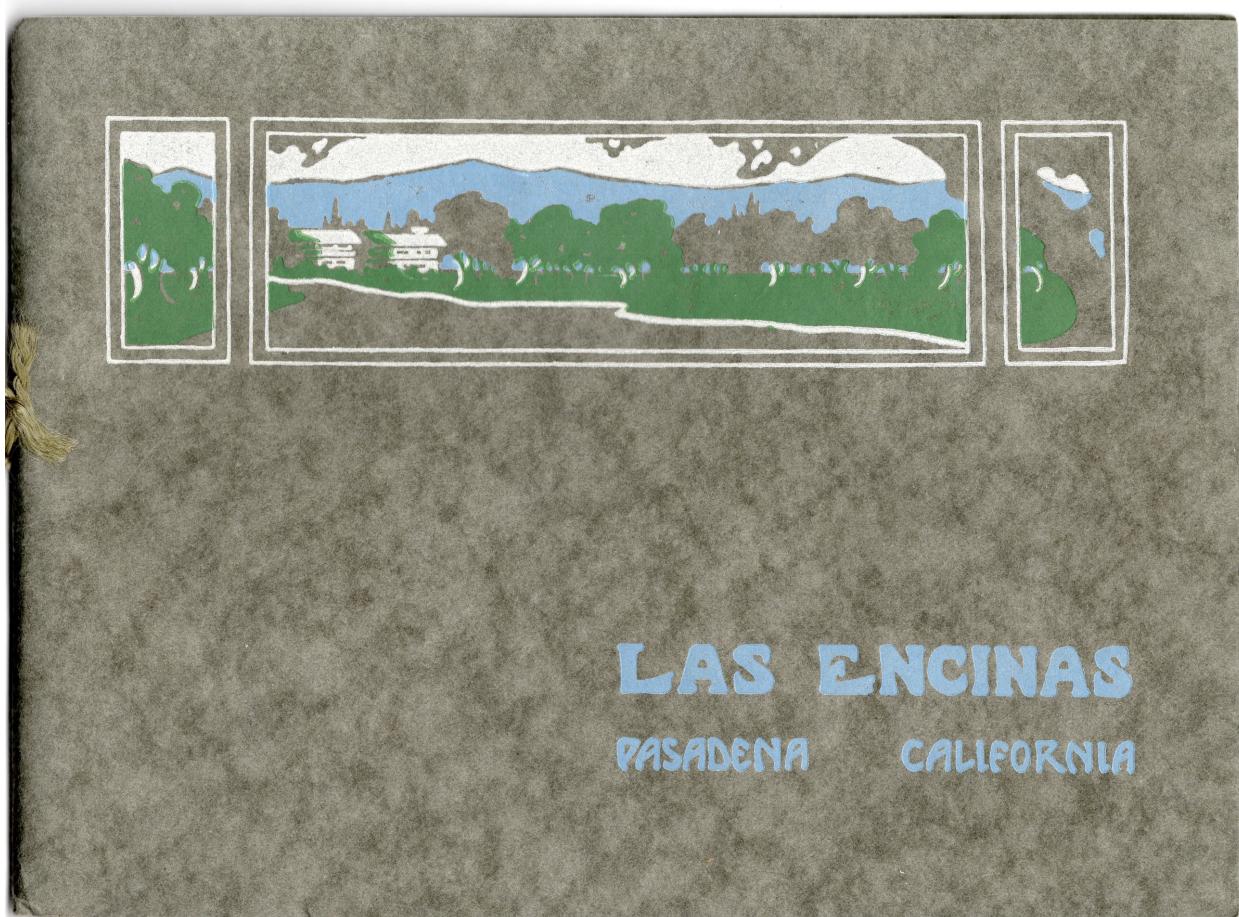


11. *Alhambra The Gateway to the San Gabriel Valley.*

Alhambra: Board of Trade, 1910. Booklet. 4 1/4 x 7 3/4 inches. 16 pp. Original wrappers. Fine condition. \$125.

---

Alhambra, developed in the mid-19th century by Benjamin David Wilson (1811-1878), a prominent early settler and developer of Southern California, was named by his daughter who, in 1874, had just read Washington Irving's *Tales of the Alhambra* and encouraged her father to name the new development after the legendary Hispano-Moorish palace in Grenada, making it one of the early examples of the Spanish Revival in Southern California. Alhambra, located between Los Angeles and the San Gabriel Valley, became a prosperous suburb known for beautiful homes and gardens especially after it was incorporated in 1903.

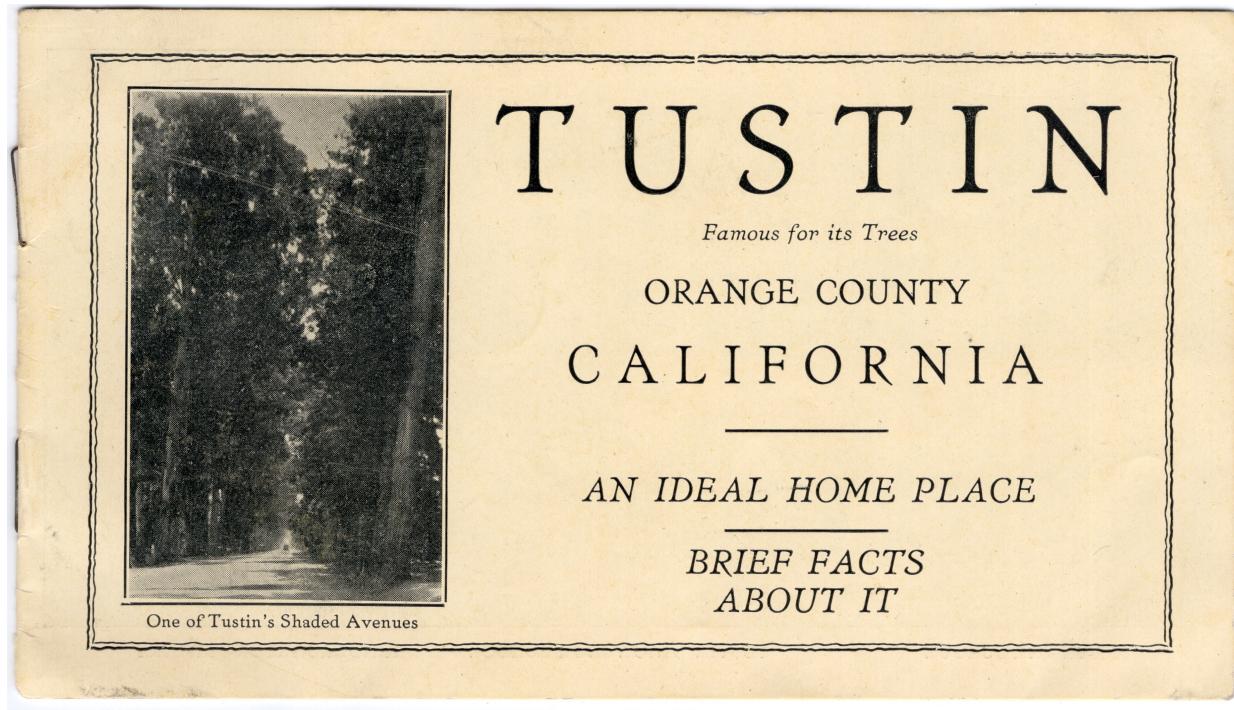


12. *Las Encinas*.

Pasadena: Las Encinas Sanitarium, 1915. Booklet. 6 1/4 x 8 1/2 inches. 32 pp. Original double wrappers. Centerfold is a panoramic sketch of the grounds. Fine condition.  
\$350.

---

Now Las Encinas Hospital, the Las Encinas Sanitarium was part of what the L.A. Times calls, "Southern California's curious history as a sanitarium capital." John Baur described the migration of health seekers to Southern California as a unique event in American history, "a frontier [that] was developed by the sickly and the invalid." Tens of thousands of tuberculosis patients and sufferers from other ailments made the trip West, encouraged by the many promotional brochures for numerous sanitaria; among them was one of the most luxurious, Las Encinas. Opened in 1904 on 21 acres in Pasadena, it offered hydrotherapy, electrotherapy, physiotherapy, sleeping balconies and dietary regimens. It also had its own library, laboratory, tennis court, badminton court, putting greens, croquet lawn and swimming pool. (See John Baur. *Health Seekers of Southern California*, 1959). Rare. 2 copies OCLC: Pasadena PL and Columbia.



13. *Tustin Orange County California, An Ideal Home Place.*

Tustin: Chamber of Commerce, 1915. Booklet. 3 1/2 x 6 1/4 inches. 8 pp. Self wrappers. Printed by Tustin News.

Opens to panorama of lemon grove in Tustin Heights. Fine condition.

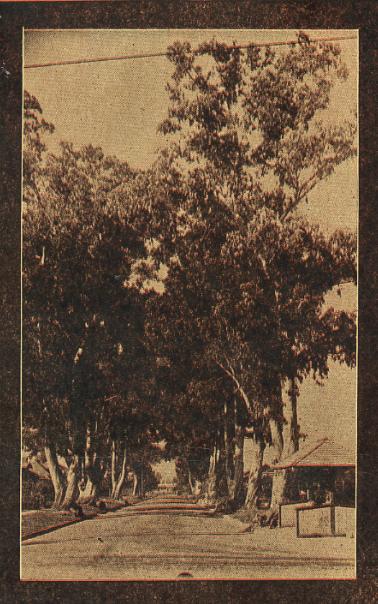
\$125.

---

Tustin, founded in 1868, was a pillar of the agricultural community in Orange County. In the 1910s, oranges, lemons, avocados, walnuts, grapes and persimmons were commercially grown there.

# GLENDALE

## CALIFORNIA



LOMITA AVENUE—One of the many picturesque thoroughfares

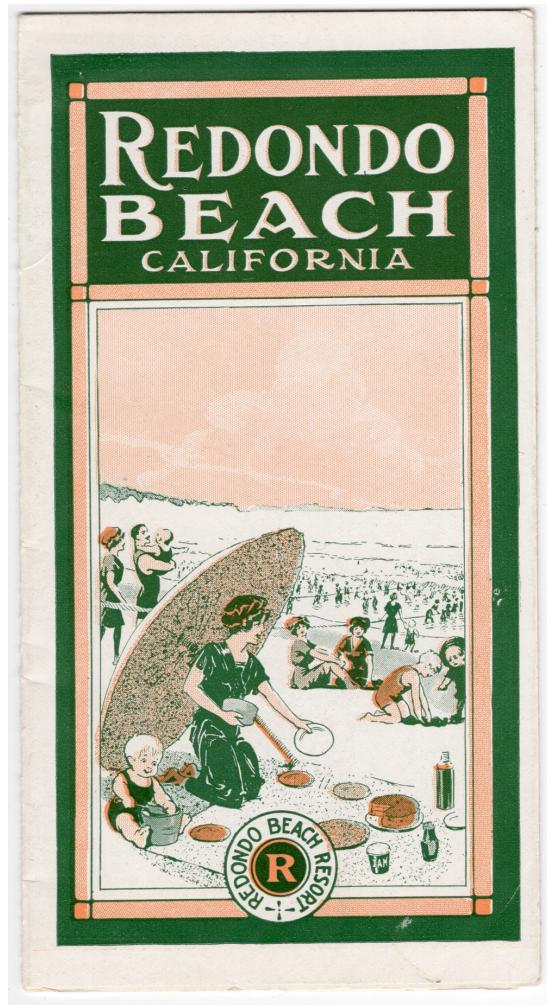
⋮ : ITS ADVANTAGES :  
AND OPPORTUNITIES ⋮

14. *Glendale California. Its Advantages And Opportunities.*

Glendale: Chamber of Commerce, 1920. Booklet. 7 1/2 x 4 1/2 inches. 16 pp. Original wrappers. Fine condition. \$200.

---

Issued in 1920 during a period of rapid growth for Glendale-- it had already undertaken 7 annexations and would take on 10 more over the next decade. Hoping to attract solid citizens, it opens with several pages devoted to the city's churches, Presbyterian, Lutheran and Methodist. Rare. One copy only OCLC: UCB.



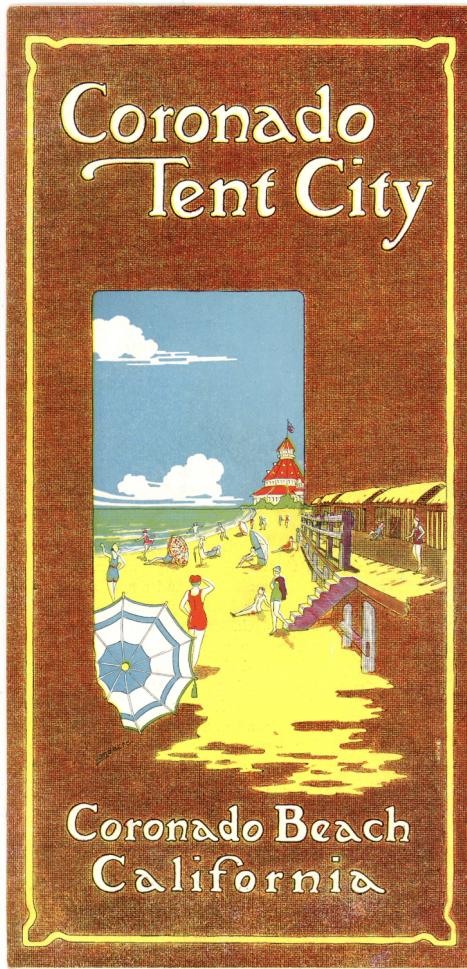
15. *Redondo Beach California.*

Redondo Beach: Redondo Beach Resort, 1920. Folding brochure. 6 x 3 1/4 inches. 6 panels. Printed in green with orange highlighting. Fine condition.

\$125.

---

The development of Southern California was driven by the intertwined interests of real estate promoters and railroad builders. In the case of the Los Angeles and Redondo Railway, by the time this charming booklet was produced, the railway and real estate magnate Henry Huntington was its principal owner. With photos and info on the stops along the rail line, including Redondo, Moneta, Gardena and Inglewood.



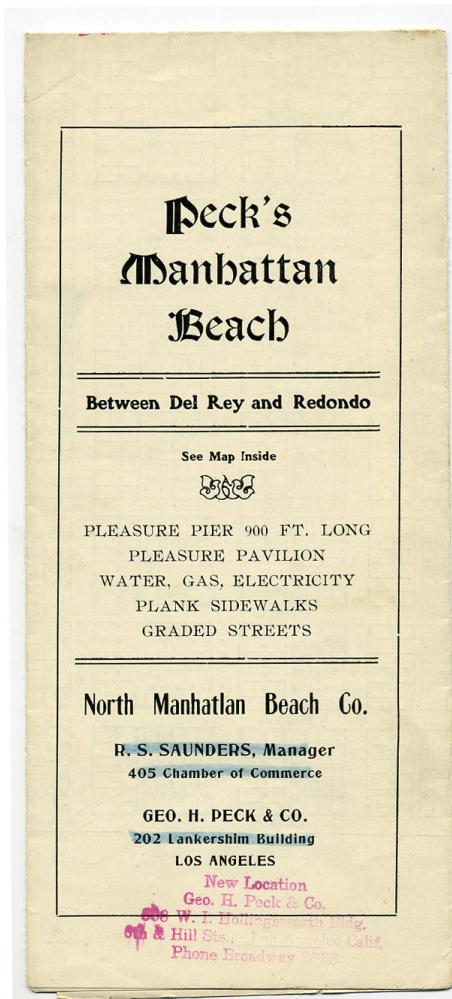
16. *Coronado Tent City*.

Coronado: Coronado Tent City, 1921. Folding brochure. 8 1/4 x 4 inches. 4 panels. The cover illustration bears the signature of "Landacre.". Near fine condition.

\$250.

---

After opening in 1888, the Hotel Del Coronado began offering a more affordable solution for guests in the form of a tent city. By 1921, the tenting experience had been a vacation mainstay for almost 20 years. We believe the cover was designed by Paul Landacre when he was working as a commercial illustrator in San Diego. He later moved to Los Angeles and became one the country's finest wood engravers..

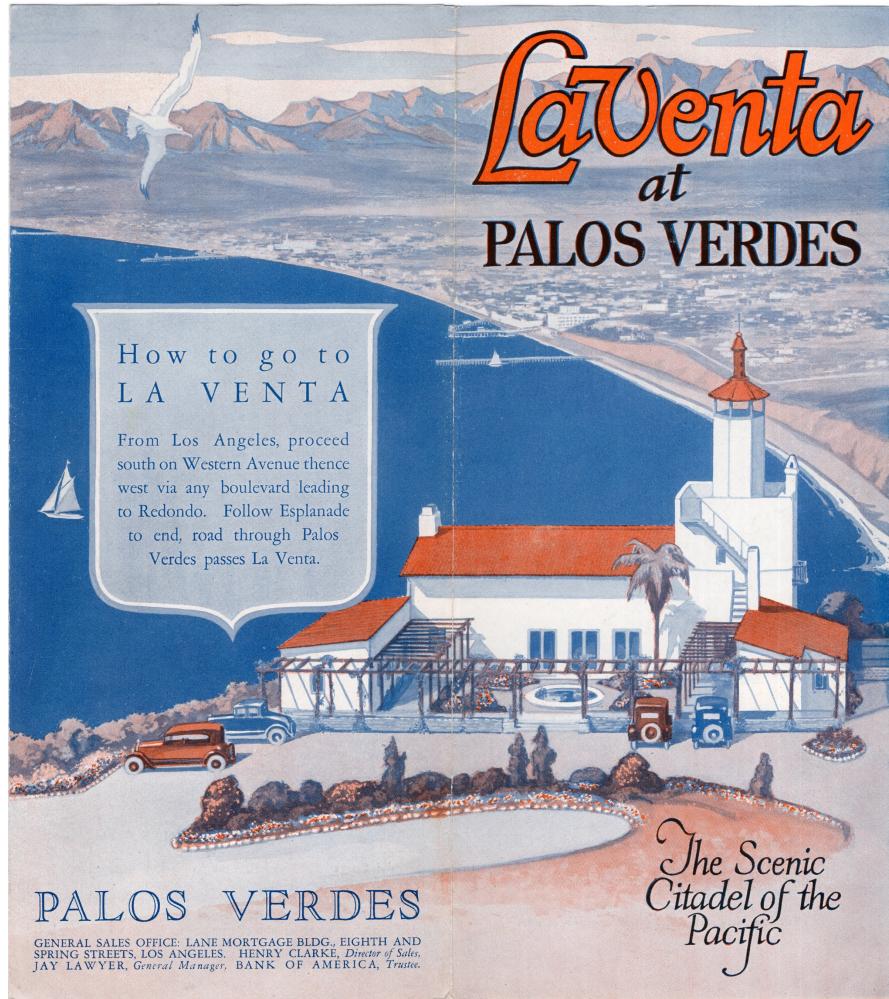


17. *Peck's Manhattan Beach.*

Manhattan Beach: North Manhattan Beach Co., 1921. Folding brochure. 8 1/2 x 3 3/4 inches. 6 panels. Printed by Goodrich & Denning of Ontime Printers. Unfolds to 6 panel tract map of proposed neighborhood. Near fine condition.

\$1250.

Manhattan Beach, incorporated in 1912, was on the old Rancho Sausal Redondo, and was used for raising cattle and sheep. At the turn of the century, real estate development began after the arrival of the railroad in 1888 which served local freight wharves. George Peck (1856-1940), real estate broker and developer, acquired the land that became the north part of Manhattan Beach and began to subdivide it, as here. A tract map of the proposed subdivision is on one side with printed information and a photo image of the beach on the other. Lots 8 and 9 of block 5 were bought by Charles and Willa Bruce in the section of the subdivision that Peck opened up to Black families. In 1922, the Bruces turned the lots into a seaside resort for Black community members known as Bruce's Beach. In 1929, the Manhattan Beach community, clearly motivated by racism, voted to condemn the Bruce property under the guise of building a park. The Bruce family left Manhattan Beach, and no park was built, leaving the land empty for 30 years. In 2022, the L.A. County Board of Supervisors officially returned Bruce's Beach to the legal heirs of Charles and Willa Bruce. Rare. No copies OCLC.



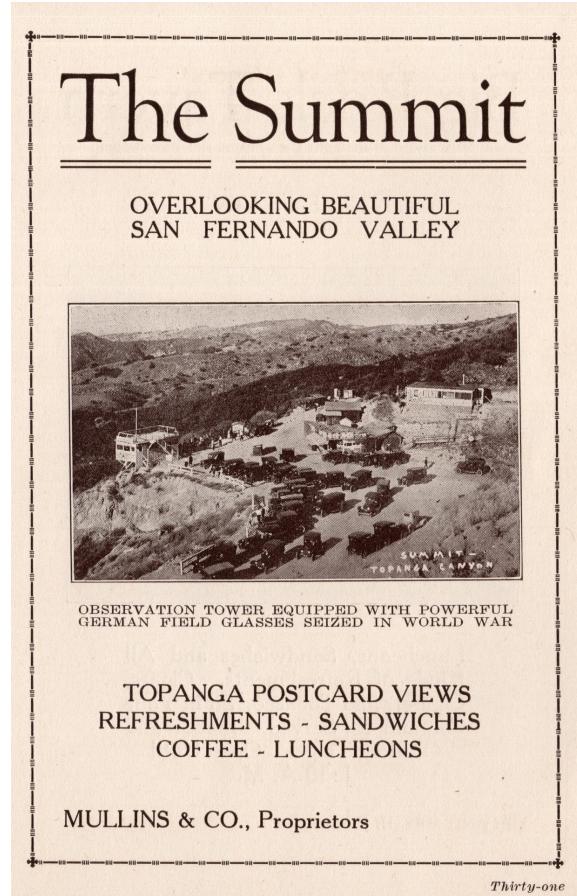
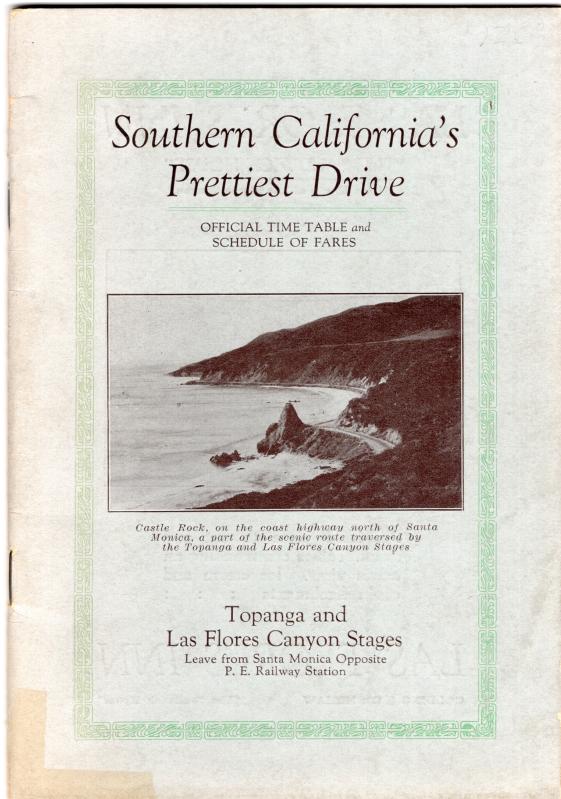
18. *La Venta at Palos Verdes.*

Palos Verdes: La Venta Inn, 1925. Folding brochure. 9 x 4 inches. 3 panels. The front and back cover illustrations merge into one continuous scene. Fine condition.

\$150.

---

The La Venta inn opened in 1923 and immediately became a popular venue for celebrity guests and visitors, from Charles Lindenberg to Greta Garbo, making Palos Verdes desirable for getaways. Rare. No copies OCLC.

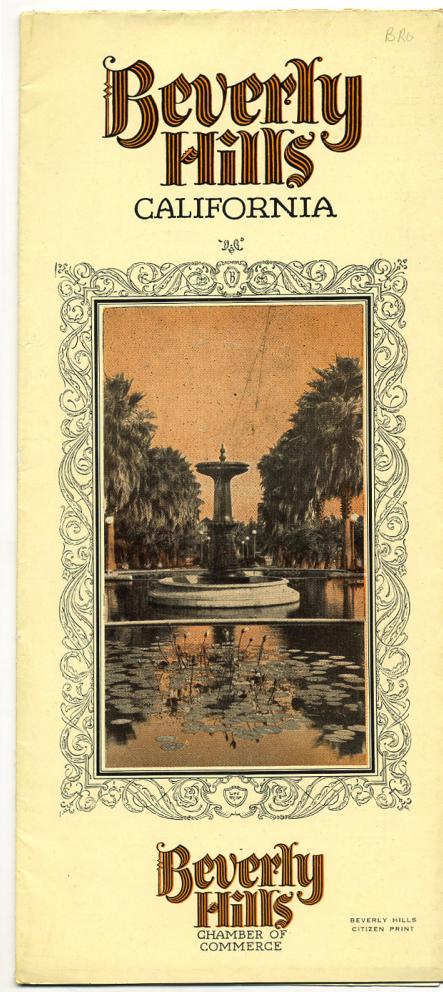


19. *Southern California's Prettiest Drive.*

Topanga: Topanga and Las Flores Stages, 1925. Booklet. 7 1/4 x 5 inches. 32 pp. Original wrappers. With photographs by A. B. Taylor. Printed by the Santa Monica Outlook Print Shop. Featuring photographs, text and advertisements including real estate from the Frank Meline Company. Small stain perhaps from old tape at lower left corner of front cover. Otherwise, near fine.

\$350.

Francis Brunner (1899-1981), born in Santa Monica, purchased the Topanga and Las Flores Canyon stages and bus line in 1924 to transport tourists in specially outfitted Dodge and Packard automobiles through the beautiful, rugged canyons northwest of Santa Monica. Included are timetables, descriptions of points of interest with photographs and numerous advertisements for local businesses. OCLC: 4 copies; another copy at Pepperdine Univ. A later copy, published by the Santa Monica Outlook, is dated 1927 and appears to be a reprint.



20. *Beverly Hills California*.

Beverly Hills: Chamber of Commerce, 1926. Folding brochure. 9 x 4 inches. 8 panels. Printed by Beverly Hills Citizen Print. Unfolds to montage of photographs of residential areas taken by Keystone Photo Service Inc. Also features two panel map of Beverly Hills with surrounding Santa Monica and Los Angeles. Fine condition. \$150.

---

Beverly Hills incorporated as a city in 1914 when the Rodeo Land and Water Company subdivided what had formerly been lima bean farms on the old Hammel & Denker ranch. Burton Green, one of the principals of the company, began construction of the Beverly Hills Hotel in 1911; it opened in 1912, attracting well-heeled tourists, who began to buy up the large lots being offered, as did movie stars, who began to build luxurious homes for which the city gained fame. By 1926, when this brochure was issued, the population had grown to 10,000, a marked increase from the 1920 when the number was 700. One illustration shows Beverly Hills High School in architect Robert D. Farquhar's rendition. Built on nearly 20 acres in the Norman style, it opened in 1927.



21. *Driv-Ur-Self on the Pacific Coast.*

Los Angeles: Hertz, 1926. Folding brochure. 9 x 4 inches. 6 panels. In fine condition.  
\$150.

---

The Hertz Drive-Ur-Self system sprung up all over the country in the early 1920s and was particularly popular along the coasts. Offering Americans the opportunity to travel free from train schedules and stops, the Drive-Ur-Self system allowed folks to pick up a car in LA and drive it wherever they wanted, as long as they dropped it off at another Hertz station.



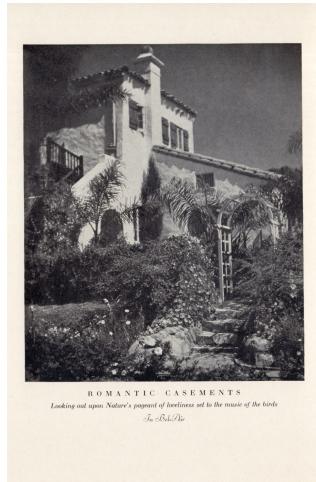
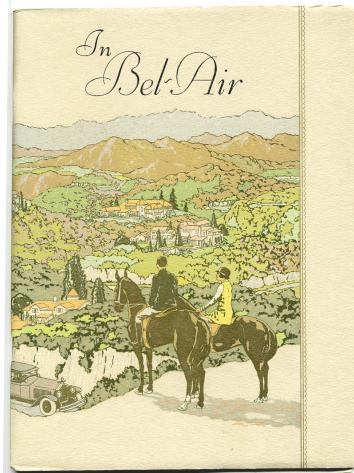
22. *Kern County Airport*.

Bakersfield: Chamber of Commerce, 1927. Folding brochure. 9 x 4 inches. 6 panels. The front and back cover illustrations merge into one continuous scene. Fine condition.

\$85.

---

Kern County Airport, in Bakersfield, was the first county-owned airport in the nation, serving both air mail and commercial flights. Included are many aerial views of sites in the county, including Bakersfield, Taft, Mojave Junction and others. Rare. OCLC, 1 copy only: Yale..

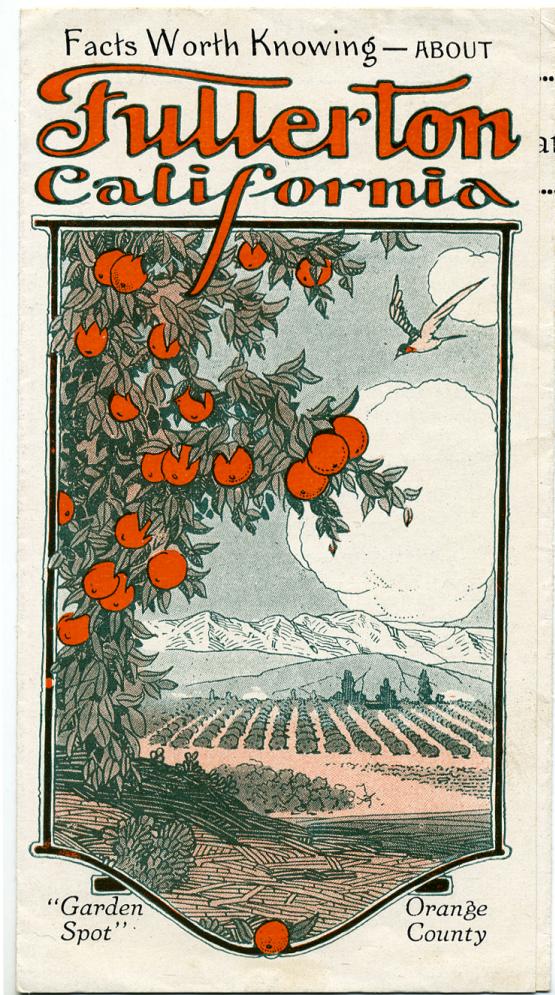


23. *Bel-Air. A Picturesque Domain of Homes.*

Bel Air: The Alphonzo E. Bell Corp., 1927. Booklet. 8 1/2 x 6 1/4 inches. 36 pp. Original wrappers. Printed by Young & McCallister, Inc., Los Angeles. Fine condition.  
\$550.

---

Alphonzo E. Bell, Sr. (1875-1947), oil multi-millionaire, real estate developer, philanthropist, and champion tennis player, acquired the 600 acres in 1922 that he developed into the exclusive enclave he named Bel Air. Mark Daniels (1881-1952), prominent architect, planned the subdivision and worked on the landscaping. Bell also built the Bel-Air Country Club, considered one of the most beautiful in the country. Bell, known for his moral rectitude, became an enemy of William Randolph Hearst when the less scrupulous Hearst tried unsuccessfully to drive Bell out of business. Their struggle was the basis of Upton Sinclair's novel *Oil!* and the 2007 film *There Will Be Blood*. This lavish brochure was printed by the Los Angeles firm of Young & McAllister, known for their fine press work. OCLC: 8 copies (6 in Calif.).

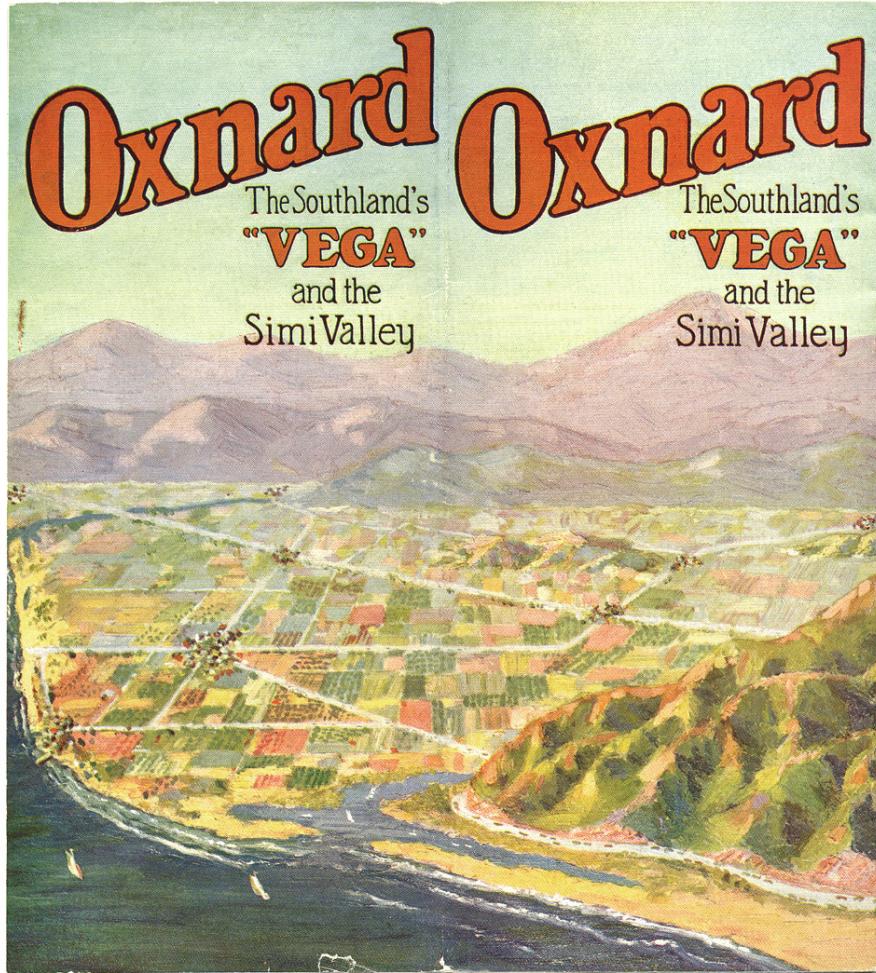


24. *Facts Worth Knowing About Fullerton California.*

Fullerton: Chamber of Commerce, 1928. Folding brochure. 6 1/2 x 3 1/4 inches. 3 panels. Near fine condition. \$100.

---

Fullerton, in Orange County, experienced a boom in the 1920s, as agriculture, especially citrus growing, and oil extraction both flourished. Rare. No copies OCLC.



25. *Oxnard The Southland's "Vega" and the Simi Valley.*

Oxnard: Chamber of Commerce, 1929. Staple-bound folding brochure. 9 x 4 inches. 24 panels. The front and back cover illustrations merge into one continuous scene. Additional illustrations by Jur Wright. Printed by Jack Miller. Small chip on back panel, otherwise fine condition.

\$100.

---

Oxnard promoted itself as being a "vega," a fertile plain by the sea, where citrus, walnuts, beans, sugar beets and other vegetables were easily grown, and where dairies could accommodate livestock. A color centerfold pictorial map highlights the advantages of "The Vega." Cities include Oxnard, Hueneme, Camarillo, Somis, Moorpark and Simi Valley, all illustrated with photos. Rare. No copies OCLC.



26. *Upland*.

Upland: Chamber of Commerce, 1929. Staple-bound folding brochure. 9 1/4 x 4 inches. 8 panels. Fine condition. \$75.

---

Upland, located at the foot of Mt. Baldy in San Bernardino County, became a major citrus center and by the 1920s, boasted of nine packing plants, one of which was the largest lemon packing plant in the world.



27. *Huntington Beach*.

Huntington Beach: Chamber of Commerce, 1930. Folding brochure. 9 x 4 inches. 4 panels. Minor folds and some foxing, otherwise near fine condition.

\$150.

---

Named for railroad magnate Henry E. Huntington, Huntington Beach experienced an oil boom in the early 1920s, and by the 1930s, was valued as a seaside tourist destination and residential area, as shown in the attractive cover panels.



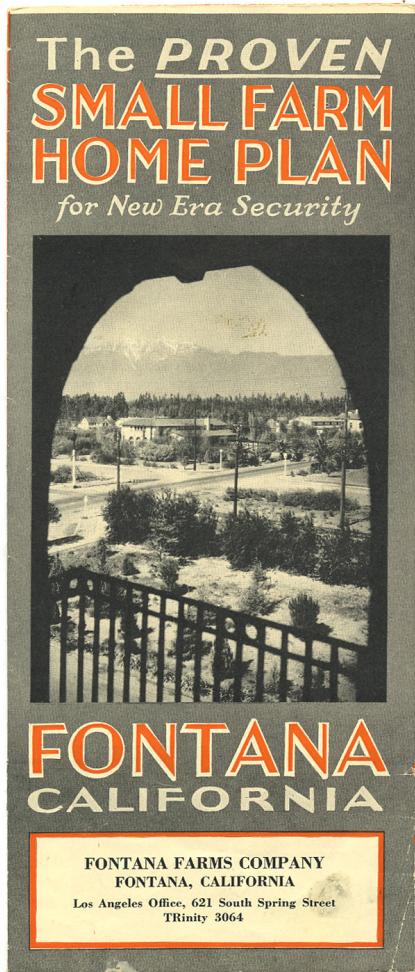
28. *Sierra Madre Sunshine + Mountains.*

Sierra Madre: Chamber of Commerce, 1931. Folding brochure. 6 1/2 x 3 1/2 inches. 8 panels. The front and back cover illustrations merge into one continuous scene. Fine condition.

\$85.

---

Sierra Madre, in the foothills of the San Gabriel Valley below Mt. Wilson, was known for its summer resorts during the late 19th century. The wisteria vine illustrated on the cover, planted in 1894, still lives today and covers one acre; it is the site of the annual Wistaria [sic] Festival..



29. *The Proven Small Farm Plan for New Era Security. Fontana California.*

Fontana: Fontana Farms Company, 1934. Folding brochure. 9 1/4 x 4 inches. 8 panels. Fine condition. \$150.

---

Fontana ("water source" in Italian) served as an agricultural mainstay of the 1920s and 30s due to its proximity to the Santa Ana River and access to easy water for citrus growing. The Fontana Farms Company was a real estate company founded by A.B. Miller, who wanted to put an emphasis on the importance of balance between agricultural industry and lifestyle in Fontana. Uncommon brochure, one copy only OCLC (UCB).



## *Interesting Facts . . .*

### *30. Interesting Facts... About America's Largest Air-Transport Plane.*

Los Angeles: Bob's Airmail Service, 1935. Folding brochure. 3 3/4 x 9 inches. 3 panels. Near fine condition. \$200.

---

A promotional for Bob's Airmail Service, a gas station and automobile service shop which featured "The Happy Landing," a retired Fokker F32 airplane; it would have been hard to miss as the station was on the corner of Wilshire and Cochran in mid-town Los Angeles. Rare. No copies OCLC.