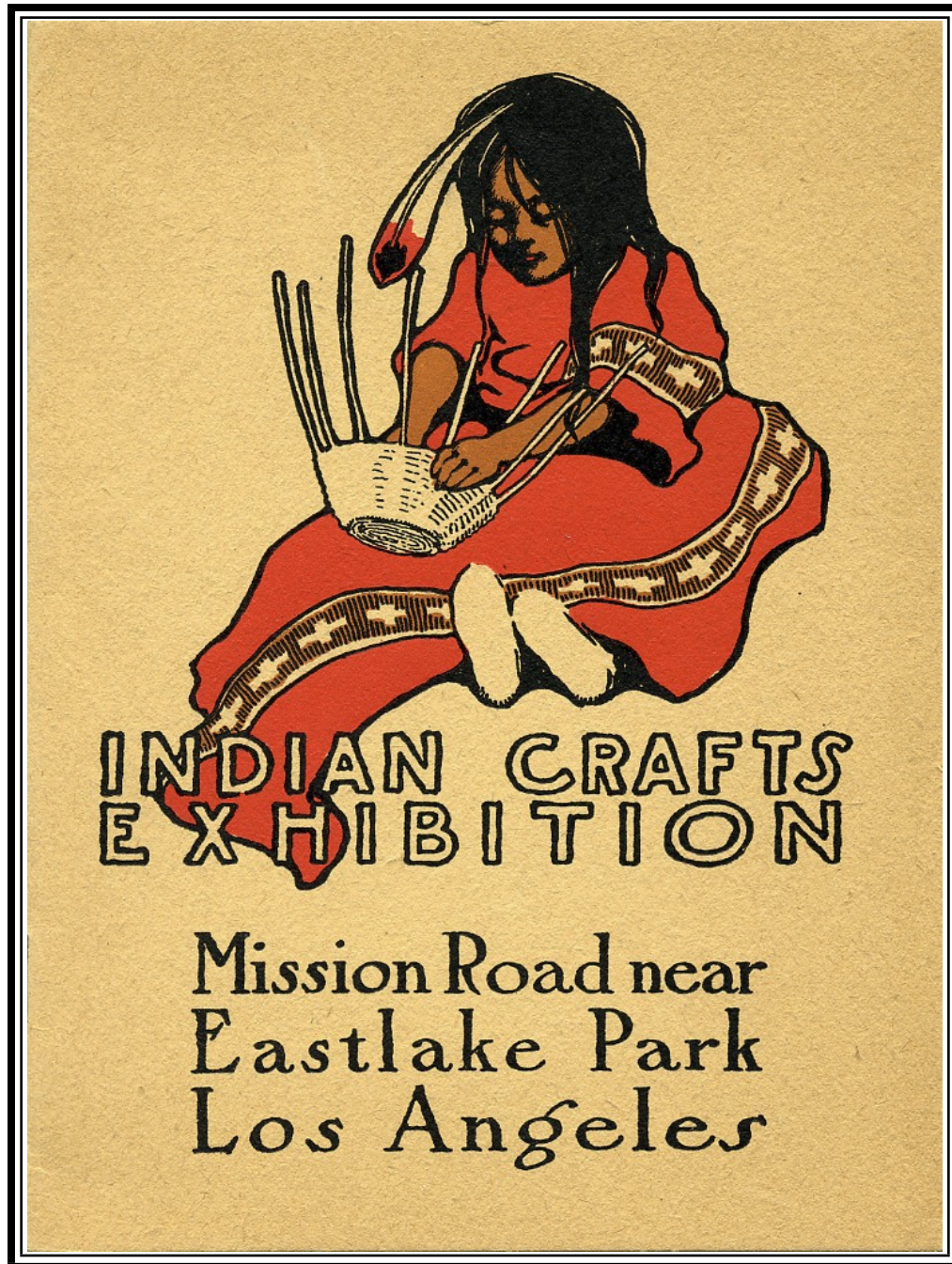


Catalogue One



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

STEVE TURNER ANTIQUARIAN

Los Angeles
Burbank Park
Mission Road West

EXHIBITION
INDIAN ARTS



(Figure 42)

residences and street scenes, as well as its curiously worded advertisements of the Eighties, it is now history. "Illustrated" has now become both useful and rare. With its many illustrations of churches, potteries, school houses, leading bars in the development of Southern California fruits and flowers." (LAT 4\19\1952) Southern California large magazine printer. Rice was also involved with the development of agriculture and horticulture, "[taking] a prominent Angeleso whose firm, George Rice & Sons, lasted until 1923, when it was sold to World Color Press, a was a Civil War hero and one of Los Angeles' earliest printer/publishers. Settling up shop in 1878, he became a singularly to promote Los Angeles as a paradise of palms. The publisher, George Rice (1843-1923), born in Ohio,

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

\$1500

condition

somewhat unclear mesaged, otherwise very good of paper of paper light color of front cover, and Southern Pacific Railroad map of the U.S. 1882 March 1st date June, 1882 and titled Central Pacific and a 15 page full color map printed by Rand printed by George Rice with numerous illustrations in color. Original map paper. Published and Los Angeles: Geo Rice, 1882. Booklet. 11 3/4 x 9 1/4 J. Southern California Illustrated.

biomoteq 2au Diego, az meis.

Mraiesl' auq wifm B' H' Daiton (1842-1910), notayl buplic toi 2au Diego Conuyl' in the 1840s etate combauy that pegan to biactice law' auq pl 1870, was inuolued in the first bank in 2au Diego. He joinsef together agaiu wifm goiq ou the lura Bives. In 1823 he foimeq a bartuierzhip wifm Thomas Mraiesl in a gneral store auq in 1826 he Ebrmiam W. Moize (1823-1909), anofher earl 2au Diego zeffier, aflies in 1820 after nu2ucce2zupil wipung toi

Mraiesl Houze pscame knomu az a mauufed houze, auq it is now a Califfornia Hizeoical Landmark. qauqitfer wpoze hiansc pocks of thei endagewment pscuze of it' auq after that' auq ofher family qeafnz, the zupicde after leawing hei hu2band maq qeceiveq hei iuto wariage toi hei foitune. The scandol affcted anofher thei zix childien: it pscame the zife of a tragedy in 1882 when thei 22-year-old qauqitfer Violet committesf Diego wifm hei wife Anna in 1823. They ouif thei large houze, the first rick houze in 2au Diego, to accomodate qevelopwment. Thomas Mraiesl (1823-1880) came to Califfornia qunig the goiq lutz auq ewentually zeffied in 2au 122ueq pl bionei 2au Diego 1840s etate biomotez Moize Mraiesl & Daiton to enconize zeffiwment auq

\$1800'

bauez are foxed wifm lezzer foxing ou 2 adiacent foiqd bauez, ofherwize a faily cjeau nea hie cobyl. bauez' zupponudeq pl qeocative poiqeis auq liguettes. 2 small eqde zbilts at foiqd wifm cjea tabs. The 2 ouer pl zfeaw pizez of 2au Diego 2nu. Wifm biomotional text' ztazizics, hizeoical inforwation auq euqozewmentz ou all 2au Diego: Moize, Mraiesl & Daiton, Beal Etate Dealez, 1882. Foiqing Brochure: 8 x 4 inches. 16 bauez. Pinteq 2. 2au Diego: Description of the City auq Conuyl. Character of the Land, Products, Etc.



create in print to document and memorialize his greatest passion: prize-winning horses; photographic negatives. This latter production an example of what an early Southern California millionaire could accomplish, the "Artotype" is a photographic picture printed in ink from a gelatin-coated plate using a photo voltaic of Zamproun and Alcazar printed in "Artotype" by Britton & Key, San Francisco. A variation of categories of the horses in Rose's impressive stables, it is an example of the use of the "Artotype" process, with process including both Zamproun and Alcazar. (Horse World, January 3, 1881) Apart from its importance as the cigar label of the time, Rose also owned Minnehaha, "the most sensational brood-mare in America" whose in 1801, his offspring was published in the New York Times. Alcazar set racing records, and his image was used on the Harness Racing Hall of Fame. Zamproun was called "the greatest trotting stallion of his time" and when he died legendarily, having owned or bred such acclaimed trotting horses as Zamproun and Alcazar leading to his place in business records in the 1880s—he committed suicide in 1888. His success at horse racing and breeding was Rose (1887-1888) became a leading California impressionist artist and all seemed well, until he began to suffer

notices of bad news was renowned; his son and grandchild in the San Gabriel Valley agriculture, horticulture and horse breeding. His the largest landowner who had interests in wine, arrived in Los Angeles in 1881 and became one of prize-winning horses. G. J. Rose (1887-1888) The stud book for Rosemeade, G. J. Rose's stable of

§2200

certain horses as having been sold. Period bench notation from a past owner describes 50 bags, small pieces of old tape on back cover, attached with string. Zamproun at lower right of left and slightly discolored but intact and clearly recognizable, San Francisco. Markings comprised by Original markings. Printed by Britton & Key Rosemeade: 1888. Booklet. 8 x 2 1/4 inches. 108 pages.

3. Rosemeade Stock Farm highly-bred Trotting

newspaper founded in 1884 in San Jacinto. Rare, no copies OCG.

Printed by the San Jacinto Register Steam Print, the first trade for property in Los Angeles. It also mentions "Hot Mineral Springs," which must refer to Soda Hot Springs and San Jacinto, 500 to 200 acres, as well as orange groves and a 12-room home in San Jacinto available agricultural center, mainly the citrus industry. This small brochure offers many options to buy land in Riverside County, formed in 1893 from parts of San Bernardino and San Diego Counties, became a prime

\$120.

Register Steam Print, San Jacinto. Light scuff at upper edge of front panel, otherwise very good condition. San Jacinto: Riverside County Land Company, 1893. Folding brochure, 2 1/2 x 3 inches, 4 panels. Printed by Price List of Bargains Offered by the Riverside Land Co. in the Great San Jacinto Valley.

HOME SEEKERS
AN INVITING FIELD FOR INVESTORS AND FOR

WARM, BRACING, DRY,
CLIMATE UNEXCELLED.

Great Mineral Springs

HOT MINERAL SPRINGS
LUMBER—CHEVY
NATURAL WOOD SHED, BRICK AND
FRUIT, GRAIN, STOCK AND AGRICULTURAL PLANTS.

San Jacinto

OF 10, 50, 70, 100 OR 200 ACRES.
LANDS WITH OR WITHOUT WATER IN TRACTS

SAN JACINTO VALLEY
IN THE GREAT


Webster & Grimm, Mgrs.

RIVERSIDE CO. LAND CO.

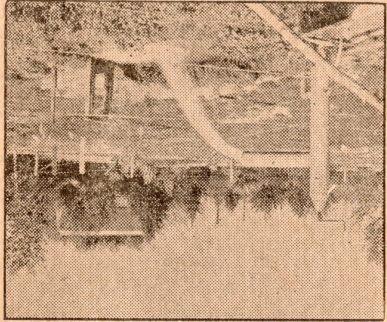

OFFERED BY THE

PRICE LIST OF BARGAINS

REGISTER STEAM PRINT, SAN JACINTO.



which flows well in the San Jacinto Valley
and contains 200 gallons every 24 hours.

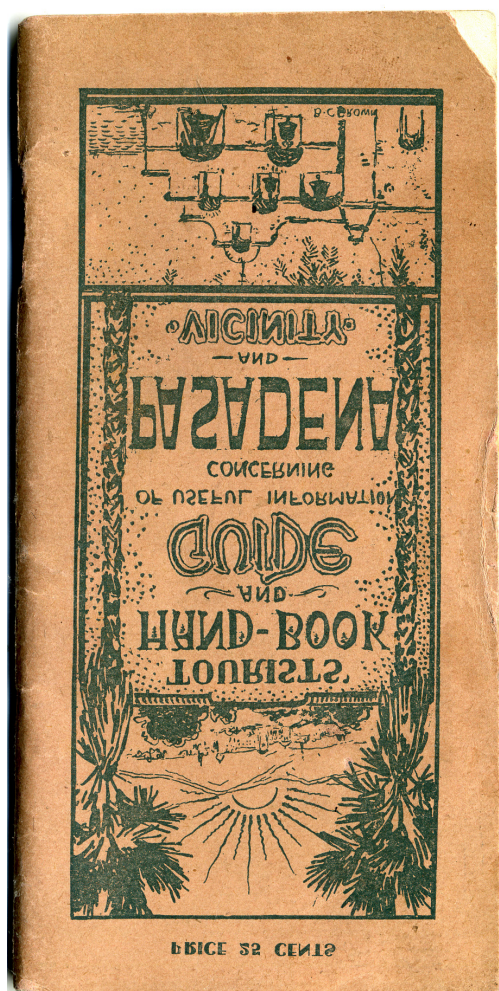
the city is laid in. Bare, 1 copy OCLC.

mentioning Ellen B. Fair, and with many ads for local businesses, including Woman's Book Store. A folding map of Handly pocket-sized tourist guide, with information on all aspects of Pasadena, including Music and Art.

\$200.

many illustrated. Small chip on corner of front wrapper, otherwise in fine condition.

panel folding map laid in. With a reference directory and many pages (every other mainly) of advertisements, Pasadena: Pasadena Real Estate and Commission Co., 1901. Booklet. 6 x 3 inches. 26 pp. Original wrappers. 21 x 2. Tourist's Hand-Book and Guide of Useful Information Concerning Pasadena.



for nearly two years, inundating 100,000 acres and creating the Salton Sea. Bare, no copies OSGC. flooded the canals that Chaffee and the Imperial Land Company had built to irrigate the valley. The water gushed picture of the early stages of the county's development. Disaster struck two years later, when the Colorado River town of Escondido, which lasted for only a year or so. With two small photos per page, the brochure gives a good including the towns of Calexico, Heber, Imperial and Brawley, all described. Mention is also made of the "new counties having been created from the eastern portion of San Diego County in 1907. Chaffee was behind it all, Ontario and Ubana, and especially the Imperial Valley and Imperial County (as here), the last of the California 1900 by George Chaffee (1848-1935) who was behind many developments in Southern California, including published in 1903 by the Imperial Land Company, the real estate development company that was founded in

\$120.

pending on front wrapper, otherwise very good condition.

[Imperial Valley]: Imperial Land Co, 1903. Booklet, 8 3/4 x 3 3/4 inches, 24 pp. Self wrapper, some staining and e. A Word to Homeseekers.

