



Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
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[Surf's Up and Down!]

Stock#: 76816
Map Maker: Poster Print Company
Date: 1969
Place: Conshohocken
Color: Color
Condition: VG+
Size: 23.5 x 35 inches
Price: \$ 750.00



Description:

Fantastic vintage blacklight poster showing a surfer emerging from a lotus flower, set against the backdrop of a setting sun.

This poster was produced just as surfing was starting to take off in the US. While surfing has a long history in Hawaiian and Polynesian culture, the first recorded surfers in California date to 1885 when Hawaiian teenagers in boarding school started surfing in Santa Cruz. Surfing started to grow further when the railroad tycoon Henry Huntington hired surfers to entice visitors to buy his Los Angeles-area real estate developments. Surfing continued growing slowly over the next several decades, but would properly take off during the sixty's counterculture era.



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Based in the suburbs of north Philadelphia, the Poster Print company produced numerous hippie-era posters focusing on subjects such as surfing, motorcycle culture, and Che Guevara.

Detailed Condition: