



Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
blr@raremaps.com

[Indio, California] Thousand and One Things to See and Do in this Fascinating World-Famous Desert Wonderland within and surrounding fabulous Coachella Valley [cover title:] Stay in Indio Date Capital of the U.S.A.

Stock#: 90320
Map Maker: Indio Chamber of Commerce
Date: 1955
Place: Indio, California
Color: Color
Condition: VG
Size: 16 x 18 inches (sheet size)
Price: \$ 375.00



Description:

This map titled *Thousand and One Things to See and Do in this Fascinating World-Famous Desert Wonderland within and surrounding fabulous Coachella Valley* (cover title: *Stay in Indio Date Capital of the U.S.A.*), published by the Indio Chamber of Commerce in 1955, offers a vibrant Midcentury Modern representation of the Coachella Valley. Extending from Yucca Valley in the north to Brawley in the south, and including an inset of central Indio, the map is richly adorned with illustrations of activities and local points of interest. The verso provides photographic illustrations and further descriptions of attractions in and around Indio, California.

This map captures the essence of a particular moment in American cultural history when the appeal of the desert landscape was being widely promoted. During the mid-20th century, the Coachella Valley became synonymous with leisure, tourism, and outdoor recreation, with Indio prominently positioned as the "Date Capital of the U.S.A."



**Barry Lawrence Ruderman
Antique Maps Inc.**

7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
blr@raremaps.com

[Indio, California] Thousand and One Things to See and Do in this Fascinating World-Famous Desert Wonderland within and surrounding fabulous Coachella Valley [cover title:] Stay in Indio Date Capital of the U.S.A.

The inclusion of illustrations that ring the map, depicting various activities and local points of interest, reflects the marketing strategies of the era. These illustrations serve not merely as geographical markers but as invitations to experience the cultural and recreational richness of the region. The map showcases attractions ranging from golfing and tennis to exploring date farms and scenic desert landscapes.

On the verso, the photographically illustrated content extends the invitation to explore further, providing a visual guide to the wonders of Indio and its surrounding areas. The activities and attractions cataloged on this map represent the essence of Midcentury leisure and tourism in Southern California.

In both cartographic and cultural terms, this map of the Coachella Valley is a remarkable object. It documents the geography of a well-known region while simultaneously encapsulating the spirit and allure of a specific time in American tourism. Its artistic design, promotional content, and historical context contribute to its value as a reflection of mid-20th-century American leisure culture, emphasizing the intersection between geography, commerce, and cultural identity.

Detailed Condition:

Folding map, printed on both sides. Minor wear at the folds.