



**Barry Lawrence Ruderman
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**Map of the Town of Pismo Beach, The New Sea Side Resort in San Luis Obispo Co.
California 1887**

Stock#: 28040
Map Maker: Schmidt Label & Litho. Co.
Date: 1887
Place: San Francisco
Color: Color
Condition: VG-
Size: 30 x 24 inches
Price: SOLD



Description:

The first printed plan of Pismo Beach, California, almost certainly deriving from the original R.R. Harris survey of 1886 and subdivision of the town of El Pismo in 1887, by the Pismo Beach Company.

The map shows the town plan, Wharf and Pismo Beach Wharf Company, Hotel Pismo, Stables, Bath House and a "Cottage" which looks a bit more like a small mansion.

Pismo Beach is part of the original 8,838-acre Rancho Pismo. Rancho Pismo was granted to Jose Ortega by Manuel Rinemo Goriod on November 18, 1840. The rancho was later acquired by Issac Sparks. In 1850, Sparks gave John Price El Pismo Rancho instead of paying him wages in gold, as the deed shows a cost of \$1 for the property. Upon Spark's death, John Michael Price and Captain David Mallagh received a share of the land. Price built up sizeable horse and cattle herds, which he moved onto the rancho. Mallagh owned a section of Rancho Pismo around the cave landing area (now Pirate's Cove), where he established a wharf business. Price purchased some of the property in 1854.

In 1875, Price took the first step toward funding the community of Pismo Beach when he built a hotel on the road from Arroyo Grande to the People's Wharf in Avila Beach. The hotel was not a success and Price had the hotel moved to the beach in 1884. In 1881, Price leased oceanfront land to the Meherin brothers to build a wharf and a warehouse. This wharf at the end of Main Street (Bolliver Avenue on this map) was successful and the hotel's new location was next to this operation. The school district and Post Office opened in 1888.

In February 1886, Price hired R.R. Harris to survey and design a map of the subdivisions of part of the



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Ranchos El Pismo and San Miguelito, and to also map out and draw a plan for a town to be called "El Pismo." This was initiated in April 1886. A year later, the Pismo Beach Company again subdivided part of the community and recorded a map of the "Town El Pismo."

The map is of the utmost rarity and may be the only surviving example of the map. We were not able to locate any other examples of the map and a search of OCLC shows no printed material of any kind mentioning Pismo or Pismo Beach printed prior to 1900.

Detailed Condition:

Separately issued map, laid on linen. Lower edge has been trimmed inside the neat line. Minor dampstaining along the bottom edge of the map. Some chipping to neat lines and in one spot below the Wharf.