



Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard
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(858) 551-8500
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California

Stock#: 29618
Map Maker: Hader
Date: 1932
Place: New York
Color: Color
Condition: VG+
Size: 12 x 9 inches
Price: SOLD



Description:

Rare 1932 caricature map of California by Berta and Elmer Hader.

The Hader's were a famous husband and wife artistic team, best known for their Children's book illustrations.

When Elmer and Berta met in San Francisco, before moving to New York, where Berta was working for McCall's. The two quickly married, then lived briefly in Greenwich Village. Seeking a more rustic setting, they left the city to rent the Lyle Cottage in Grand View-on-Hudson, a small town in rural Rockland County, New York on the west bank of the Hudson River.

The two used their talents and Berta's connections to prepare children's sections for *Good Housekeeping*, *McCall's*, *Pictorial Review*, *Asia*, *Century*, and *The Christian Science Monitor*. They did pictures and cut-



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outs, often featuring children dressed in national costumes. In Berta and Elmer Hader's *Picture Book of Mother Goose*, the couple collated pen-and-ink and color drawings they had done for *Monitor* and *Good Housekeeping* to great acclaim. When the US Postal Service disallowed sending magazines with cut-out segments in 1926, the Haders contracted with MacMillan for a series of children's books. Demand for their product soared, and they produced illustrations for 34 titles. They stayed busy for the rest of their lives, producing another seventy or so books before they retired in 1964. One book in particular, *Billy Butter* (1936), so impressed writer John Steinbeck that he requested Elmer Hader do the cover to *The Grapes of Wrath* (1939), and later *East of Eden* (1952) and *The Winter of Our Discontent* (1961).

Detailed Condition: