



Barry Lawrence Ruderman Antique Maps Inc.

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The Hollywoodlander (Vistas of Enchantment in HollywoodLand)

Stock#: 29983
Map Maker: Woodruff
Date: 1923 circa
Place: Los Angeles
Color: Uncolored
Condition: VG
Size: 22 x 16 inches
Price: SOLD



Description:

Rare early promotional newspaper for Hollywoodland, as prepared by the original developer and promoter, S.H. Woodruff.

Includes a number of early photographs and marvelous promotional tracts extolling the virtues of Hollywood as a real estate investment and healthy living destination, high "above the poisonous monoxide gases of the City's Traffic."

We have been unable to locate any institutional copies of this fine early promotional tract.

S.H. Woodruff, along with Tracy Shoults and Harry Chandler (LA Times owner), developed an estate



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community known as Hollywoodland. Woodruff, an architect and land developer, went so far as to register the name Hollywoodland with the State of California. The area includes the location of the famous "HOLLYWOODLAND" sign. The sign was erected to advertise a new housing development in the hills above the Hollywood district of Los Angeles. H.J. Whitney, developer of Whitney Heights, suggested to his friend Harry Chandler, the owner of the Los Angeles Times, that the land syndicate in which he was involved make a similar sign to advertise their land. Real estate developers Woodruff and Shoults called their development "Hollywoodland" and advertised it as a "superb environment without excessive cost on the Hollywood side of the hills."

They contracted the Crescent Sign Company to erect thirteen letters on the hillside, each facing south. The sign company owner, Thomas Fisk Goff (1890-1984) designed the sign. Each letter of the sign was 30 ft (9 m) wide and 50 ft (15 m) high, and was studded with some 4000 light bulbs. The sign was officially dedicated on July 13, 1923. It was not intended to be permanent. Some sources say its expected life was to be about a year and a half, but after the rise of the American cinema in Los Angeles it became an internationally recognized symbol, and was left there.

Detailed Condition:

Size when unfolded. Fold splits and somewhat brittle paper.