



Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
blr@raremaps.com

Hollywoodland : Live in the Freedom of the Sun-Splashed Hills

Stock#: 30077
Map Maker: Woodruff
Date: 1923 circa
Place: Los Angeles
Color: Color
Condition: VG+
Size: 27 x 10.5 inches
Price: SOLD



Description:

Fine example of what appears to be one of, if not the earliest promotional brochure for the residential development of the Hollywood Hills, in the mid-1920s.

Promotional piece for the development of the Hollywood Hills and Hollywood. Includes a fantastic 4 panel folded pictorial map, extending from the Hollywood Reservoir to Griffith Park, showing an artistic and idealized view of the planned community.

The pamphlet was likely printed in early 1923. The concept of a community in the Hollywood Hills named "Hollywoodland" was conceived by S.H. Woodruff and Tracy Shoults in February 1923. The centerpiece of this pamphlet includes a fantastic view of the community, including the Hollywood Reservoir and the stone gate at the Beachwood Drive entrance to the community, but does not include the Hollywoodland sign. It is possible that the sign was excluded because it was not intended to be part of the permanent landscape or because the promoters did not believe it would add to their printed marketing material. It is also possible that the sign had not yet been conceived as of the date this pamphlet was published.

By July 1923, the sign had been dedicated. The reservoir was not filled until 1925.

OCLC locates only 2 copies (California state library and UC Davis)

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



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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."

Detailed Condition:

Flawless example 20 pages, with illustrations and large fold out view map