



Barry Lawrence Ruderman Antique Maps Inc.

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Large Scale Sectional Map of Southern California: Embracing the Counties of Santa Barbara, Ventura, Los Angeles, San Bernardino, San Diego . . . 1888

Stock#: 36748
Map Maker: Rand McNally & Company
Date: 1888
Place: Chicago
Color: Color
Condition: VG
Size: 28 x 21.5 inches
Price: SOLD



Description:

Rare separately issued promotional map of Southern California, published by Rand McNally & Company, one of the earliest maps to focus on Southern California as an economic unit.

The map notes that was compiled and printed by the Horticultural Society of Southern California by W.H. Holabird.

The map is a remarkable compilation of information, including towns, roads, ranchos, railroad lines, mountains, rivers, etc. Includes many early Southern California place names, pre-dating the creation of Orange County and Riverside County.

The front and the back of the map include extensive promotional information, with the title on the front panels of the map being: *Southern California its Attractions and Advantages for small farmers. A collection of facts and figures compiled and printed by the Horticultural Society of Southern California, with a new and carefully compiled map of the Five Southern California Counties.*

The Horticulture Society of Southern California functioned as a Chamber of Commerce, promoting immigration to the five southern counties. It stressed the attractions and advantages of scores of California locations for small farms and bombarded West and Midwest with figures, photographs and maps.

The map was published in 1888, one year after a map of similar title, but larger, was published by Rand McNally.

The map is extremely rare. This is the first example of the map we have ever seen. OCLC locates only 2



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examples (Bancroft and Huntington).

Detailed Condition:

Folding map, with promotional text on verso.