



# Barry Lawrence Ruderman Antique Maps Inc.

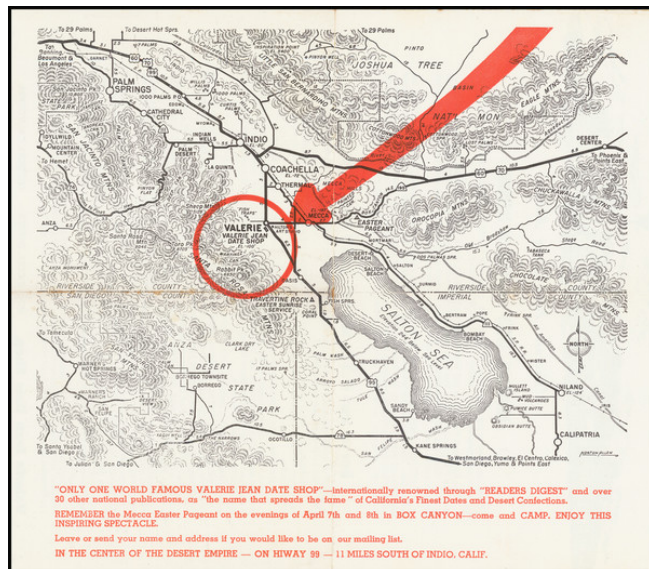
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## [Imperial & Coachella Valley Advertising Map -- Valerie Jean Date Shop]

**Stock#:** 69651  
**Map Maker:** Allen  
**Date:** 1940  
**Place:** n.p.  
**Color:** Uncolored  
**Condition:** VG  
**Size:** 9 x 8 inches  
**Price:** \$175.00



### Description:

Interesting advertising map, promoting Valerie Jean's Date Shop, the first retail establishment to sell dates produced in the Coachella Valley, beginning in about 1935.

The map is also of note for its location of Hilton's Art Studio, the workshop of the artist John Hilston from 1938 to 1942. A number of other interesting features are shown in the map.

The mapmaker, Norton Allen, would go on to create illustrated maps for a number of other Desert publications, including *Desert Magazine* and several books, plus the so-called Flying Dutchman map.

### Detailed Condition: