



Barry Lawrence Ruderman Antique Maps Inc.

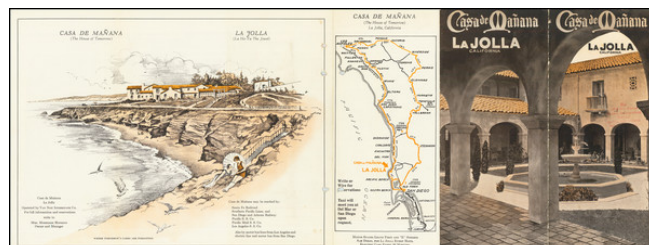
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Casa de Mañana | La Jolla | CA

Stock#: 76315
Map Maker: Van Noy Interstate Co.
Date: 1927 circa
Place: n.p.
Color: Color
Condition: VG
Size: 24 x 9 inches Whole Sheet



Price: \$ 245.00

Description:

Attractive vintage brochure advertising the Casa de Mañana hotel and La Jolla dating from the 1920s. The work is fronted by a two-page scene showing the central courtyard in the Casa de Mañana center. An attractive map shows railway and driving lines from Los Angeles to La Jolla and onwards to "Tia Juana." Predating any of the highways that now connect the two cities, the drive from Los Angeles to La Jolla would have taken 4.5 hours whether the coastal (future Interstate 5) or the mountain (Future Interstates 10 and 15) route was chosen. Missions and towns are shown, with Oceanside, Carlsbad, Encinitas, Del Mar, Pacific Beach, Ocean Beach, and Coronado all also named.

The front of the item contains a printed view of the premises based on a view of the premises seen from Horseshoe Point. The verso contains seventeen sepia images of various activities available in La Jolla, while text describes the various points of interest, including the recently constructed La Jolla Country Club Golf Course.

Casa de Mañana opened in 1924 as an upscale resort and restaurant that attracted visitors from all over southern California and hosted famous guests ranging from movie stars to Herbert Hoover. The resort would be sold by its original owner, Isabel Hopkins, and turned into an assisted living community in 1953.

Detailed Condition:

Ring-punched holes when included in a folder.