



Barry Lawrence Ruderman Antique Maps Inc.

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Scottsdale "Resort Capital of Arizona" & Paradise Valley

Stock#: 79963
Map Maker: Scottsdale Chamber of Commerce
Date: 1953
Place: Scottsdale
Color: Color
Condition: VG
Size: 15.5 x 16.75 inches (map size)
Price: \$ 375.00



Description:

Scottsdale is the Gateway to Paradise Valley (with Salt River Indian Reservation)

Rare pictorial map and business directory for Scottsdale, Arizona, issued in about 1953.

Includes a colorful pictorial map of the area around Scottsdale and several other smaller pictorial maps, along with two-sided advertising graphics, which capture decorative and western-themed images for a



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number of Scottsdale's earliest businesses. At the bottom right corner, the map shows the Salt Lake Indian Reservation, "Reserved for Redskins", a then-colorful graphic which likely did not refer to the Washington professional football team.

The date is based upon a "Watch Scottsdale Grow" note on the verso, showing growth between 1949 and 1952. In 1949, there were apparently no banks and no gas line connections in Scottsdale, and only 600 telephones, a number which grew 5 times over the next 3 years.

The map is a fine mix of street map and western-themed pictorial vignettes.

In the lower right corner, the Salt River Indian Reservation is delineated with a politically incorrect rendition of Native American Indian leaning on a sign that says "Reserved for Redskins" saying "How, Paleface".

This is the first pictorial map that we have seen to focus on Paradise Valley and Scottsdale.

Detailed Condition: