



Barry Lawrence Ruderman Antique Maps Inc.

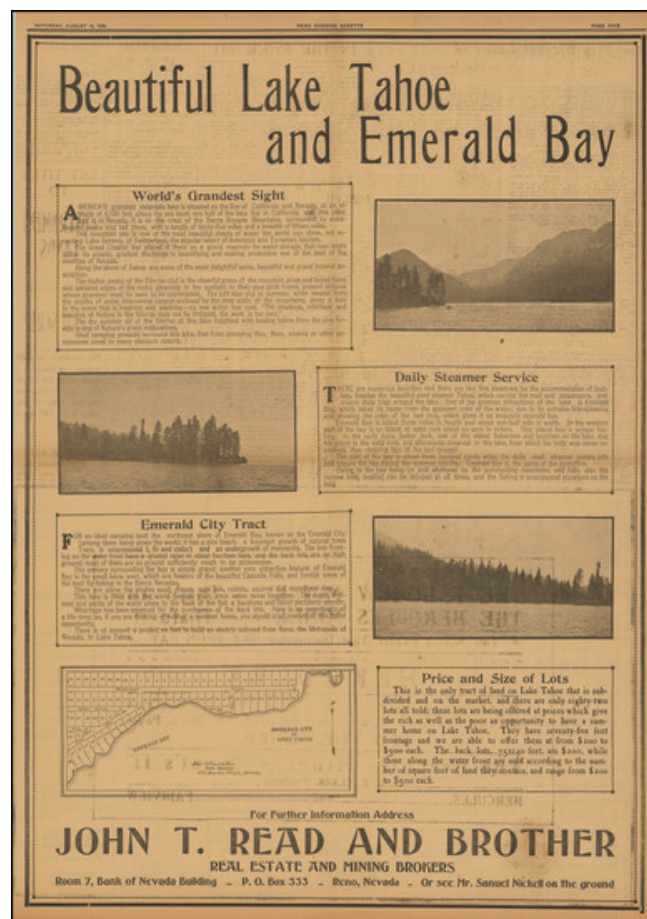
7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
blr@raremaps.com

(Lake Tahoe / Emerald Bay) Beautiful Lake Tahoe and Emerald Bay

Stock#: 89038
Map Maker: Reno Evening Gazette
Date: 1906
Place: Reno
Color: Uncolored
Condition: VG+
Size: 15.5 x 22 inches
Price: \$ 875.00



Description:

Residential Lots for Sale on Emerald Bay

Rare advertisement in the Reno Evening Gazette, promoting the sale of lots on Emerald Bay on Lake Tahoe, by John T. Read and Brother, Real Estate and Mining Brokers.

The development would seem to have been intended for the northwestern tip of Emerald Bay, which is now a State Park. There is no evidence of such development in today's aerial view of the area.

The present advertisement ran on a single occasion. The first newspaper reference to the sale of real estate lots on Emerald Bay appeared in the *Reno Gazette-Journal* on March 13, 1905, when Read's company advertised "35 acres on the shore of Emerald bay, Lake Tahoe, a beautiful site for summer homes, nice



**Barry Lawrence Ruderman
Antique Maps Inc.**

7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
blr@raremaps.com

(Lake Tahoe / Emerald Bay) Beautiful Lake Tahoe and Emerald Bay

sandy beach for bathing, steamer daily." This advertisement was run on a daily basis until July 3, 1905. Beginning on February 27, 1906 in the *Nevada State Journal*, Read began running a new advertisement, "Buy a summer home on Emerald Bay Lake Tahoe. we are sole agents, lots for sale from \$200 to \$500." This advertisement ran until April 4, 1906.

Read's efforts were apparently unsuccessful, as we find no evidence of roads or homesites today.

Rarity

This is the only example of the advertisement we have found on the market.

Detailed Condition: