



**Barry Lawrence Ruderman
Antique Maps Inc.**

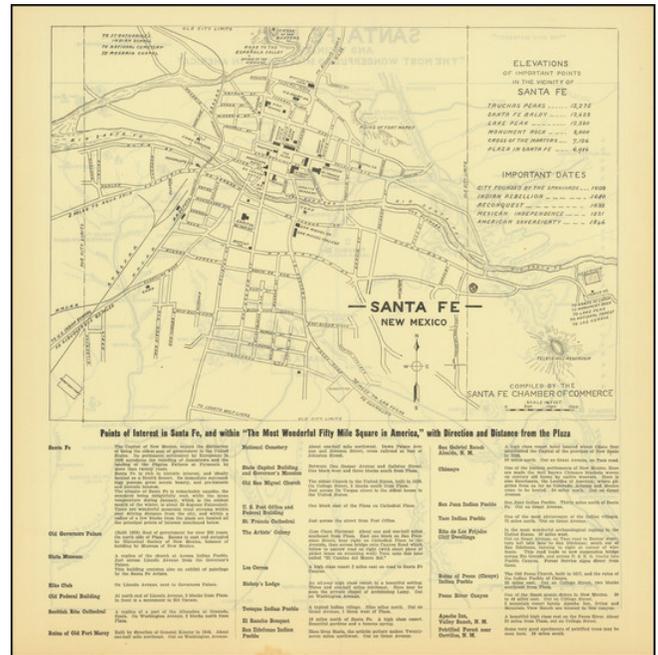
7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
blr@raremaps.com

Santa Fe New Mexico [on verso:] Santa Fe NM and Vicinity "The Most Wonderful 50 Mile Square in America"

Stock#: 93958
Map Maker: Santa Fe Chamber of Commerce
Date: 1925
Place: Santa Fe
Color: Uncolored
Condition: VG
Size: 15 x 15.5 inches
Price: SOLD



Description:

This 1925 map "Santa Fe New Mexico" and its accompanying map (on the verso) "Santa Fe NM and Vicinity 'The Most Wonderful 50 Mile Square in America'," issued by the Santa Fe Chamber of Commerce, encapsulates the city's vibrant allure and unique architectural heritage. As an instrument of tourism promotion, the map reflects the Chamber's zealous efforts to highlight Santa Fe's distinctive cultural and historical appeal.

In the broader historical context, the early 20th century saw burgeoning tourism across the United States, with towns and cities vying to attract visitors. In Santa Fe, the Chamber of Commerce, established in 1911, launched a distinctive campaign. By designating Santa Fe as "The Most Wonderful 50 Mile Square in America," the Chamber underscored the city's compact yet diverse range of attractions.

"The City Different" is featured prominently in the upper left of the map, underscoring Santa Fe's distinct approach to the City Beautiful movement, which aimed to beautify American cities. However, rather than adopting the Beaux-Arts styles popular in cities like Chicago and Kansas City, Santa Fe opted for architectural preservation and homogeneity. This decision marked a turning point for the city, shifting away from Victorian-style construction towards the Pueblo Spanish Style, further emphasizing its unique cultural identity.



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The map, therefore, not only provides a geographical guide to Santa Fe and its surrounding areas but also stands as a testament to the city's distinct architectural choices. It encapsulates a pivotal moment in the city's history when the preservation of architectural style became an integral part of its identity and a unique selling point for prospective visitors.

In summary, the 1925 maps of Santa Fe, issued by the city's Chamber of Commerce, serve as a geographical guide to the city and its vicinity. More importantly, they capture the city's unique architectural ethos and its strategic positioning as a distinctive tourist destination in the early 20th century.

Detailed Condition:

Minor foxing in bottom margin. Folding map, printed front and back.