

AMERICAN DREAM: LAND AND A HOME

Suburban and Rural Land
Promotion and Development

CIRCA 1860-1960



A COLLECTION
OF 100 PAMPHLETS, BROCHURES, FLYERS,
SUBURBAN PLAT PLANS, WESTERN LAND MAPS
AND OTHER PROMOTIONAL MATERIALS
FROM ARIZONA TO WASHINGTON STATE



CHARLES B. WOOD III, INC.

ANTIQUARIAN BOOKSELLERS
CAMBRIDGE

INTRODUCTION

This collection is formed around the idea of land development for both suburban housing and rural agriculture. It tells an interesting story. The underlying principle is the same - to own one's own land and home. This has always been among the most powerful American dreams.

The subject of this collection touches on various academic disciplines: history, economics, politics, architecture and planning, urbanism and land use among others. Serious academic study around this general subject is only now beginning to appear. A great step in this direction is the newly published magisterial work by Robert. A. M. Stern, David Fishman and Jacob Tilove, *Paradise Planned, the Garden Suburb and the Modern City* (Monacelli, 2013). This book discusses some of the suburban developments in the present collection.

The one hundred items on offer here have been gathered over several years. They are not easy to find but are still occasionally obtainable in the marketplace. In another decade or so they will be rare. I am aware of very few institutional holdings for this sort of material. UC Berkeley is strong on those for California; Harvard's strength is in those of the east and Yale has wide cross-country holdings. I have checked the locations in OCLC for almost every item and have noted them. Many have only one or two locations and some have none at all.

The price of the collection is \$27,500. Arrangements can be made to see it on approval.

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INFORMATION FOR HOMESEEKERS IN ARIZONA

1. ARIZONA. *Great State Arizona*. [Chicago: Atchison, Topeka & Santa Fe Railroad, (1923-24)]

“This folder is published for the purpose of presenting briefly some facts which may be of interest to homeseekers and other investors whose attention has been drawn to Arizona.” The state maintained a colonization department to assist potential settlers. Furthermore they would allow a substantial amount of incoming freight (presumably free of charge): “One man will be passed one way with one or more cars of Emigrant’s Movables, provided the car contains horses, mules, cattle, calves, sheep, or hogs, and is covered by Live Stock Contract. No return pass given. The minimum carload is 20,000 pounds, in which may be included not to exceed ten (10) head of live stock.” OCLC locates three copies, two in Arizona and one at UC Berkeley.

Square 8vo, orig. printed wraps. 46 pp with 33 halftones and 2 maps. Nice copy.

“ARIZONA’S GREATEST CITRUS DEVELOPMENT”

2. ARIZONA. SALT RIVER VALLEY. *Romola, Arizona’s greatest Citrus Development. The Pacific Development Company*. Los Angeles, Ca. & Phoenix, Arizona, [1919] The major feature of this area of Arizona was the Lake Pleasant Dam, the “highest multiple arch dam in the world, eight by two miles, impounding 173,500 acre-feet of water for irrigating approximately 40,000 acres of Salt River Valley, Arizona.” The dam was finished in 1927; Wikipedia states that “it was the largest agricultural dam project in the world.” The P.D.C. was selling Grapefruit acreage; in the sale of land, “the company obligates itself to plant the acreage to the famous Marsh Seedless Grapefruit, care for and cultivate the land for three years...” They would even harvest it and sell it for you; the owner could live elsewhere. OCLC locates one copy, Yale.

Large sheet (18 x 24 inches) folding down four times to 4-½ x 9 inches. Printed in red and black with halftones in green tint. Includes a large birds-eye view of the Salt River Valley. Very good copy.

“ROSE HILL ESTATES”

3. ARIZONA. TUCSON. *For those who appreciate the ultimate, Rose Hill Estates*. Tucson, R. L. Short Construction Co., N.d. [ca. 1955]

A pamphlet describing five variations on the modern ‘luxury’ ranch house, all set within a suburban development on the outskirts of Tucson. The houses are named: American Beauty, Rambler, Crimson Glory, Talisman, and Sentinel. Each house is shown in an artist’s perspective rendering and plan; square footage and features are all given. The Short Const. Co was a member of the Tucson Homebuilders’ Association.

Not surprisingly, not in OCLC. This is the sort of real estate ephemera that, in general, has not been and is not likely to be preserved.

Oblong 8vo (6 x 9 inches), orig. pink printed wraps. (16) pp with 5 plans, 5 full-page perspective views and 4 halftones. Fine copy.

4. CALIFORNIA. ALAMEDA. *Alameda County, California*. Oakland, Printed by Kelly-Davis Co., n.d. [ca. 1914-15]

This is more a “booster” booklet than a real estate prospectus but it is distinguished by a large color-printed relief map of the county. The publisher is not indicated but the legend states “Designed by J. J. Rhea, Oakland, Cal.” I cannot locate this in OCLC.

Large sheet 18-½ x 32” folded down to 9-½ x 4 inches. Large color printed map and 20 smaller color printed illus.

“BEVERLY CREST”

5. CALIFORNIA. BEVERLY HILLS. *Street map of Beverly Hills and key map to the homes of the motion picture stars. Beverly Crest centrally located in the finest district of Beverly Hills*. Beverly Hills, Geo. E. Read, Inc., Owners and Subdividers, 1926

This was clearly a promotional publication to sell lots in Beverly Crest but they seem to have thought that the map of the motion picture stars’ homes would be the bigger draw so they put it first on the title page. There are two large plot maps, one with a key to the homes of movie stars, the other a plan of the building lots in Beverly Crest. The one theme that runs through the text is the investment potential - as it says: YOU CAN’T LOSE. “We confidently predict that the section of Beverly Hills of which Beverly Crest is the center will, in another few years, be the HIGHEST VALUED RESIDENCE PROPERTY in the United States.” Vignette halftones around the text block illustrate homes of famous movie personalities. Read was the “original and largest subdivider of the Beverly Hills foothills. Owners and subdividers of Beverly Crest, Beverly Estates and Beverly Terrace.” OCLC locates one copy of a variant of this map (UC San Diego).

Lg folio sheet (34 x 22”), folds down to 3-½ x 8-½”. Excellent condition.

6. CALIFORNIA. BUTTE VALLEY. *The wonder of the west*. Macdoel, Siskiyou Co., Ca., The California Butte Valley Land Co., [1908]

Butte Valley is in the very northern part of California, just south of the Oregon border. The land that was being sold belonged to the Union Pacific Railroad Co. A fair amount of the land had been sold as of the date of this printing; the majority of buyers bought with a view to making it their home. The town was laid out in 1907, and very quickly

church services, a school, telephones, rail road stage line, good crops, sawmills, stores, post office, etc were a reality. Two maps show the location of Butte Valley, a western US map, a state map and inside the rear cover is a map showing the lands for sale. OCLC locates two copies, Yale and Calif State Univ at Chico.

8vo (8 x 9), orig. printed self wraps. 52 columns with 35 halftones and 3 maps.

AN EARLY CALIFORNIA BEACH RESORT

7. CALIFORNIA. CORONADO BEACH. *Coronado Beach, San Diego, California. The Coronado Beach Company.* [Chicago: Rand McNally & Co., Printers], 1888

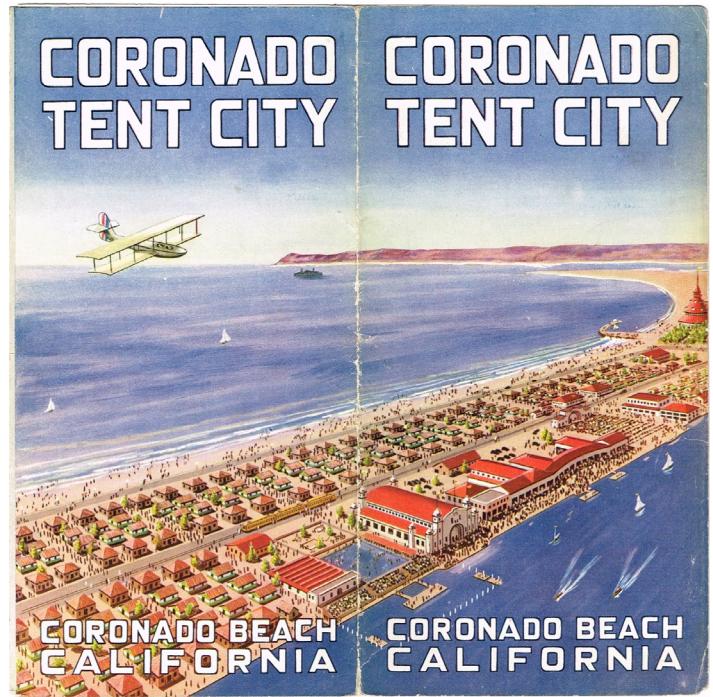
"The object of this pamphlet is to make known to the public the merits of Coronado Beach as a seaside resort and sanitarium, and also as a place of residence for men who have "made their pile", and desire to find that spot on earth where doctors have little employment, and where all the year is summer, and every day has "queen's weather" - genial sunshine, and gentle balmy breezes." The text opens with a detailed description of the town, how it was laid out, the streets, avenues and boulevards, the plan for platting, etc. Other sections follow: surf bathing, Hotel del Coronado, railroad and ferry, water supply, climate, the seasons, the Bay of San Diego, etc. The final section of text is: "Coronado Heights, the model modern city, the Pasadena of San Diego, and beautiful suburb of Coronado Beach." One of the wood-engraved plates shows a birds-eye view of Coronado Heights and San Diego Bay. OCLC locates one copy: Claremont College (CA).

8vo, orig. printed wrappers. 27 pp with wood-engr view on inside front cover, and 5 full-page wood-engr plates. Very nice copy.

CORONADO TENT CITY

8. CALIFORNIA. CORONADO BEACH. *Coronado Tent City, Coronado Beach, California.* [Los Angeles, "Unograph Process," Union Lithograph Co], 1925

The history of Coronado Beach and the Tent City is given in Wikipedia: "The town of Coronado was founded in 1885. The land was purchased by E. L. Babcock, along with Hampton L. Story and Jacob Gruendike. Their intention was to create a resort community, and in 1886 the Coronado Beach Company was organized. By 1888 they had built the Hotel del Coronado and the city became a major resort destination...In 1900 a tourist/vacation area just south of the Hotel del Coronado was established by John D. Spreckels and named Tent City. Over the years gave way to cottages, the last of which was torn down in late 1940 or early 1941." This brochure was published in 1925 and proudly proclaims "Twenty-Fifth Anniversary."



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The text explains that "now its name does not describe its appearance as eighty-five per cent of the Tent Houses have wooden roofs covered by roofing paper, all overlaid with palm leaves for effect, while the sides are of wood with only one narrow strip of canvas for coolness." The cottages are illustrated in good halftones. It is not clear if these ever were sold to individual owners or if it remained a rental proposition till the end. The cover illustration, in color is a fine birds-eye showing all the wooden cottages. OCLC gives 27 references to C.T.C. but locates no copies of the present 1925 issue. They do locate one copy only of a 1928 issue at UC San Diego.

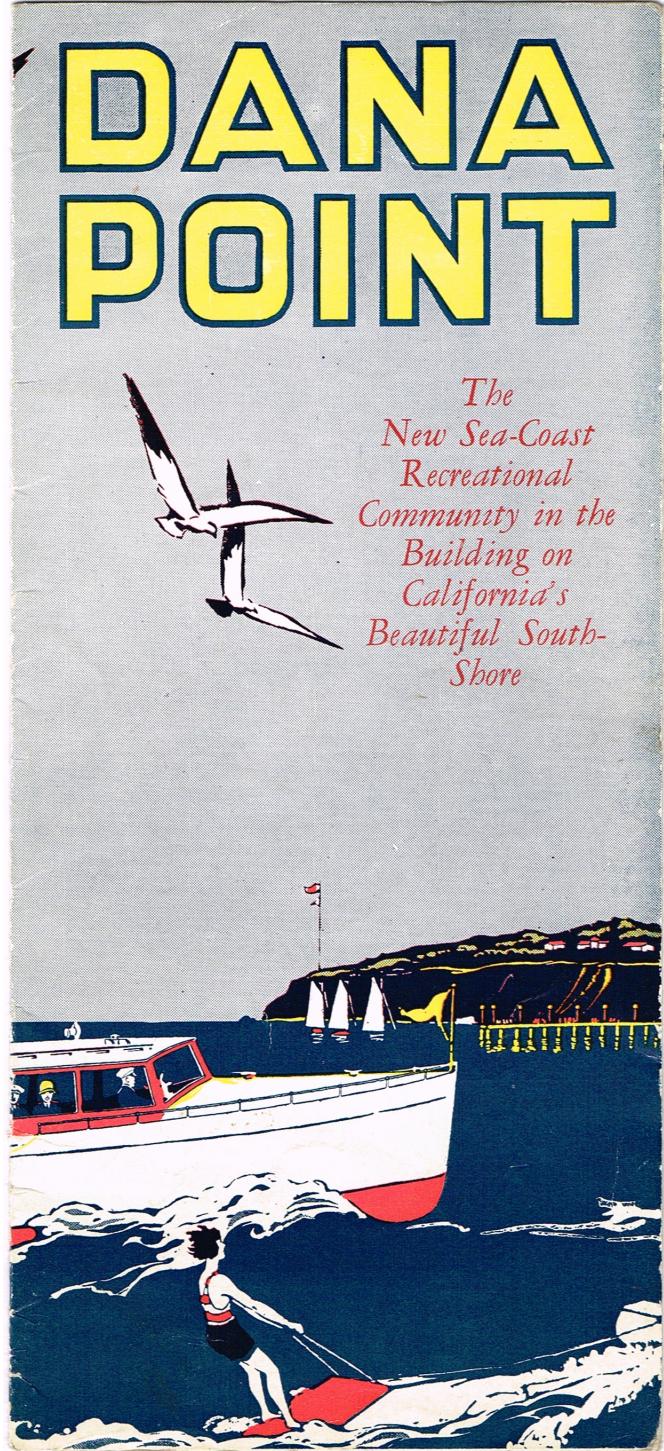
Single sheet 8 x 24 inches, folding down to 8 x 8 inches. Double page color cover and 13 halftones. Old crease down the middle where it had been folded for mailing but a good copy.

"DANA POINT"

9. CALIFORNIA. DANA POINT. *Dana Point. The new sea coast recreational community in the building on California's beautiful south shore.* [Los Angeles: Dana Point Sales Office, N.d.], (ca. 1925-26)

An early prospectus for this spectacular but failed ocean-front residential development project. The library at UC Irvine has an extensive collection of the Dana Point Syndicate records of S. H. Woodruff and provides the following background to this development: "In mid 1926 Los Angeles realtor-builder S. H. Woodruff formed a group of investors as a means to finance the purchase, subdivision, and development of roughly 1,400 acres of coastal property at Dana Point, a town on the

"DEL MAR"



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Pacific Coast in Orange County, Ca..." In the event it became a casualty of the 1929 stock market crash and only 13 houses were actually constructed. OCLC locates one copy (Yale).

Single sheet 16 x 9 inches folded twice down to 4 x 9 inches. Color cover, center fold is a large area map and the reverse is advertising copy. Faded old rubber stamp on the rear cover, but an excellent copy.

10. CALIFORNIA. DEL MAR. *Del Mar, California*. Los Angeles, South Coast Land Co., 1912

An elegant prospectus for this very upscale proposed development situated on the Pacific coast twenty miles south of San Diego. In 1910 the South Coast Land Co built the Stratford Inn Hotel in Del Mar; the idea was to sell building lots for luxury homes. Most of the present prospectus is devoted to the inn and its outbuildings, as well as to views of the beautiful land and seascapes. It is not clear to me how many or how well the lots sold. But that was the intent: "The South Coast Land Co. offers for sale lots in Del Mar assuring purchasers that the high standard of the present improvements will be maintained. Building restrictions enforced and everything will be done to make Del Mar what nature designed it to be, the most beautiful and pleasing place on the Pacific." Unusual for a real estate prospectus, this is very well printed by Geo. Rice & Sons, Printers, of L.A. on high quality paper and bound in boards. The name of the photographer is not given but he (she?) was a person of much talent. OCLC locates 8 copies, all in California libraries.

Lg. 4to (12-1/2 x 9-1/2"), orig. paper covered stiff boards, printed paper label on cover. (28) pp with 35 halftone illus and 1 map.

EICHLER HOMES
VERY GOOD MODERN HOUSES FOR THE
AVERAGE HOME BUYER

11. CALIFORNIA. EICHLER HOMES. *Eichler Homes, designed for better living...* [Mountain View, Ca., 1957]

Joseph Eichler (1900-1974) was a 20th century post-war U. S. American real estate developer known for developing distinctive residential subdivisions of mid-century modern style tract housing in California. He was one of the influential advocates of bringing modern architecture from custom residences and large corporate buildings to general public availability. Though the company filed for bankruptcy in 1967, there are still today numerous developments of "Eichler Homes" in the greater San Francisco Bay Area and greater Los Angeles region. As of the date of this pamphlet (1957) Eichler Homes had built 29 developments in LA and the Bay Area; they are listed here.

The present pamphlet is not devoted to any single specific development, but instead explains and illustrates how Eichler homes were made. It lists the various contractors involved: sewer and pipe line contractors, paving, building and loan association, foundation contractors, cement and concrete contractors, lumber contractors, masonry contractors, ceilings, wiring, millwork, fiberglass, heating, paneling, even the brass doorknobs. All the Eichler publications are truly rare; they hardly ever come on the market. OCLC locates one copy, UC Berkeley.

8vo (8 x 9-1/2"), orig. wraps, printed in two colors throughout. (74) pp with halftones and plans. Laid in are plans for two houses, "Fairmeadow" in Palo Alto and an Eichler house, "19th Avenue Park" in San Mateo. Fine copy.

12. CALIFORNIA. [EICHLER, JOSEPH]. *Eichler. Imagination. All a matter of viewpoint...* [San Rafael, N.d., (ca. 1965)]

A beautifully designed and illustrated booklet. See the note to the item above.

Square 8vo (8 x 8"). (16) pp., printed throughout on lightweight card stock. With 6 high quality halftones and brief text in large types. Not in OCLC.

13. CALIFORNIA. [EICHLER, JOSEPH]. *Value guide/Eichler homes.* Palo Alto, [ca. 1963]

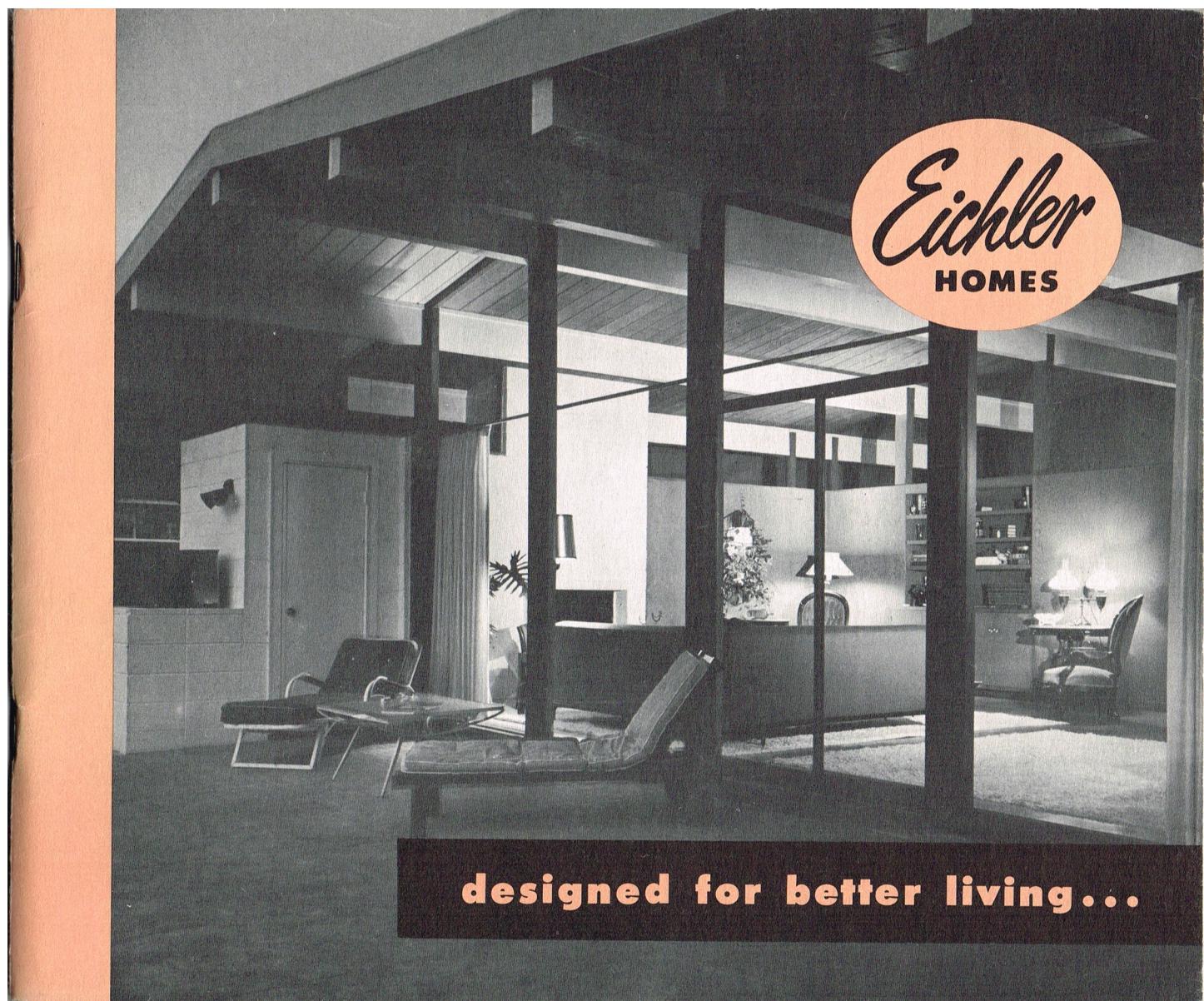
An 8 page illustrated pamphlet explaining the value and the special features of the Eichler home. Also of interest is a

listing of the numerous awards Eichler homes have won from the A.I.A. and other shelter magazines between 1951 and 1963. Not in OCLC.

Square 8vo (8 x 8 inches). Printed covers and 4 full pages and 4 half pages, illus.

14. CALIFORNIA. [EICHLER, JOSEPH]. SAN RAFAEL. *The Eichler Gump Home. A unique presentation of interior design by Gump's of San Francisco in America's most distinguished home.* N.p., N.d., [San Francisco, ca. 1960]

The idea of this little brochure is to show that antique and contemporary furnishings can be successfully combined in an Eichler 'modern' house. Good clear halftones show furnished interior views of the inner court, the living area and dining area, the multi-purpose room, the master bedroom suite, and the child's bedroom. This was shown in a model Eichler-Gump Home in Terra Linda Valley, San Rafael (this was one



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of a number of Eichler developments). The photography was by Ernest Braun. Not in OCLC.

12mo (long narrow sheet 20-1/2 x 6") folded accordion style down to six panels 3-1/4 x 6 inches. With 8 halftones. Excellent copy.

THE RAISIN DISTRICT OF CALIFORNIA

15. CALIFORNIA. FRESNO. *Fresno, the Raisin District of California! William Harvey, Land Agent, is offering for sale highly improved vineyards and stock ranches, finest fruit and grape lands with water for irrigation, large tracts of land subdivided to suit purchasers...* [Fresno, n.d. (1892)]

Fresno County lies in the heart of San Joaquin Valley, the largest city between Stockton and San Francisco. William Harvey specialized in farms between twenty and forty acres, "raisin vineyard lands purchased, planted and the cultivation superintended for absent owners." The large map, printed in two colors, is laid off in square plots and six sections are identified in bold type: Fresno Colony, West Park Colony, Central Colony, Smith Colony, Washington Colony and the Malaga Tract. Each of these 'colonies' are discussed in the extensive letterpress. The map shows land ownership, block and lot numbers, land to be sold, etc. The largest section of the text is devoted to testimony of happy purchasers. OCLC locates two copies: Calif State Univ., Fresno and UC Berkeley. Listed on OCLC under the title "Fresno County, Cal, farms of 20 or 40..."

Large sheet (23 x 31"), folded down to 11-1/2 x 5-1/2". Slight clean tears (no loss) at the corners of folds, else a fine copy. OCLC says in color; it is actually printed in one color (ochre) and black. The map was printed by H. S. Croker & Co., Litho., S.F.

"CLEAR LAKE VILLAS"

16. CALIFORNIA. LAKEPORT. *Clear Lake Villas on Clear Lake*. Lakeport-San Francisco, Clear Lake Villas Co., [San Francisco: The Village Press], (ca. 1920)

Clear Lake is California's largest lake, "less than five hours ride from San Francisco." Clear Lake Villas was a subdivision for home sites. This booklet, profusely illustrated with color photos, gives brief snippets of text under the following headings: Clear Lake, community bathing beaches, yacht harbor, splendid golf course, game preserve, fishing, Clear Lake Lodge, bungalow sites or acreage, electric lighting service, domestic water supply, schools, Clear Lake villas as an investment, present improvements add to desirability, development of Lake County just begun, good roads all the way, free boat trip from Lakeport, how to get there from San Francisco, from Oakland, from Ukiah, and lots, villa sites or acreage on easy terms. OCLC locates three copies: UC Berkeley, UCDavis and Yale.

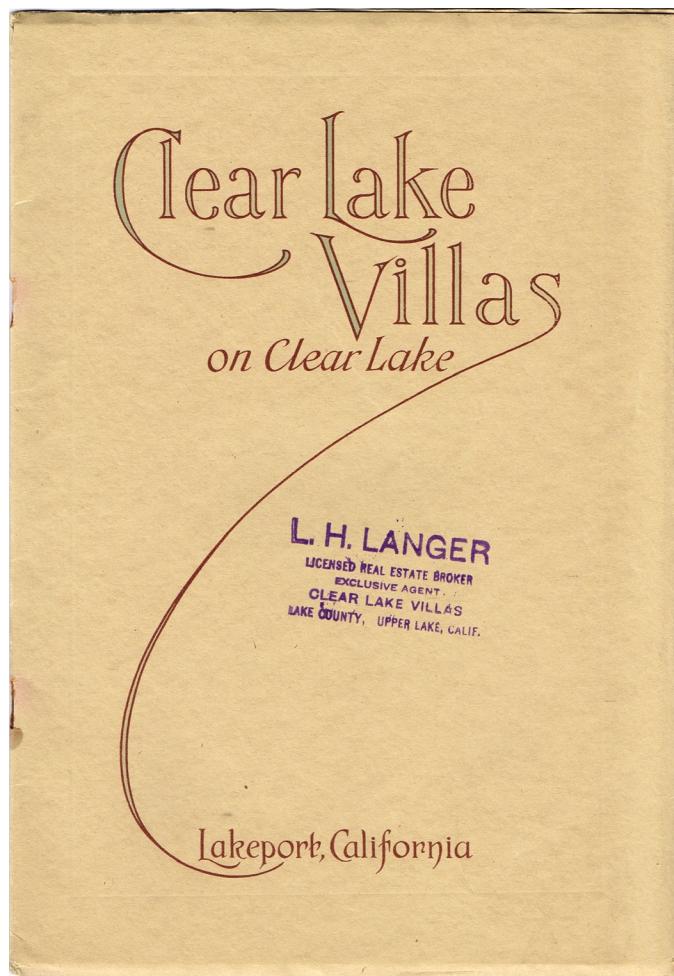
8vo, orig. printed wrappers. (16) pp with 53 color illus from photos and numerous color printed sketches. Old rubberstamp of a real estate broker on cover, but a nice copy.

"ENCINO WOODS"

17. CALIFORNIA. LOS ANGELES. *Encino Woods. Homes. Wooded Sites. A complete building service.* [Los Angeles]: The Colwell Company, Owners & Developers, n.d. [ca. 1947-49]

Illustrated flyer, with a plot plan, for a "planned community of spacious, tree covered homesites in the heart of the finest residential section of the famed San Fernando Valley. Consider the many advantages of this location, served by adequate boulevards and coming freeways, close to Los Angeles, Hollywood, Beverly Hills; surrounded by the studios, the colleges, and the country clubs best known in American today; with markets, schools, cafes, shops and theatres of the finest types all close at hand." They had a furnished residence, 'now open for inspection,' by special arrangement with Lorenz A. Hansen, A.I.D.

4to, single sheet (17 x 11") folded once to make a 4 page brochure. 3 halftones and a plot plan. Fine condition.



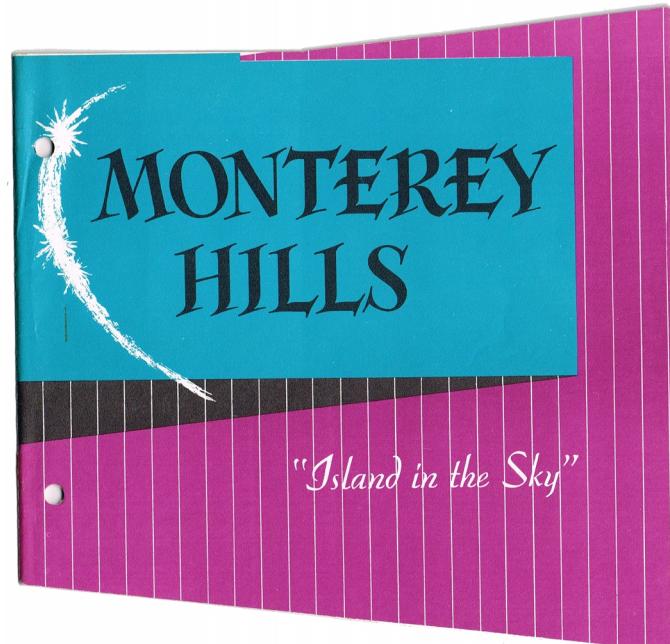
Item #16

"HOLLYWOODLAND"

18. CALIFORNIA. LOS ANGELES. *Hollywoodland. Five minutes from Hollywood's Great White Way. A pictorial record of actual photographs taken in this distinctive homeplace.* [Hollywoodland], S H. Woodruff, Community Developer, (Printed by the California Rotogravure Corp.), N.d., [ca. 1928]

Fine copy of a slick large-format pictorial brochure for residential sales in the Hollywood Hills. Includes many "before" and "after" photographs (mostly before and after landscaping and planting, but also a few showing the hills before any building at all - the development began in 1923). "Broad, concrete paved streets begin at the entrance to Hollywoodland and wind through the hills on safe, easy grades, forming delightful residential sites on the South Slopes of the Hollywood Hills." Pictorial sections of architectural effects, skyline of the hills, recreation, improvements, etc. An upscale sales brochure: "All assure increasing values, Terms: convenient deferred payments, building financing arranged, for complete information telephone S. H. Woodruff..." OCLC locates four copies, all in California libraries.

Folio (14 x 10-1/2"), orig printed self wraps. (16) pp., profusely illus. The quality of the rotogravure images is quite high.



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8vo, orig. printed 3 color wraps, with great fifties graphics. (16) pp with 44 illus and birds-eye view on rear cover. Very good condition.

"MONTEREY HILLS"

19. CALIFORNIA. LOS ANGELES. *Monterey Hills, "Island in the Sky."* Los Angeles, Key Land Co., Sales Agents, [Los Angeles: Litho by John D. Roche Inc.], n. d. (ca. 1950s) Rare and very informative brochure of middle-class luxury homes ("the finest homes in their price-range in the country"). They were designed by Reichl and Starkman, Architects with color co-ordination by C. Tony Pereira. There are 26 named houses each shown in plan and perspective views with expanded sections on interior details and blown up illustrations. The epitome of the 'California ranch house' of the middle fifties. The booklet itself is very much a fifties product, with characteristic colors, graphics, line drawn illustrations and a curious trapezoidal shape (were this a 19th century book it would be called a 'die-cut').

"Monterey Hills is a small, diverse, middle-class community within the city of Los Angeles, located about four miles ENE of downtown L.A. and about 3 miles from Pasadena off the 110 Freeway...Monterey Hills is Los Angeles' easternmost neighborhood. Maxwell Starkman, Los Angeles based architect, began designing tract homes for the post World War II southern California housing boom. In 1953 Starkman and the architect Fritz Reichl formed their own firm, Reichl & Starkman, Architects..." - taken from some unidentified source.

The rear cover shows a very useful birds-eye view of the area within the context of greater L.A. Rare; not in OCLC.

WESTWOOD VILLAGE / WESTWOOD HILLS

20. CALIFORNIA. LOS ANGELES. *Westwood Village / Westwood Hills. Map of Westwood Hills and Holmby Village.* Janss Investment Corp., N.d. [ca. 1931]

Janss Corp. were the subdividers. Opens out to a full sheet entitled "Map of Westwood Hills and Holmby Hills" drawn by C. E. Chandler 3.10.31. Sidebar text gives acreage (3300), boundaries elevation, rainfall, etc. etc. Distinguished by great Art Deco covers. OCLC locates one copy: Harvard.

Sheet (18-1/2 x 16") folded down to 9-1/2 x 4 inches. A very good copy.

"TIERRA PERFECTA"

21. CALIFORNIA. LOWER CALIFORNIA. *Tierra Perfecta, or "Perfect Land" of the Mission Fathers. Lower California, the Peninsula, now open to colonists. International Company of Mexico.* No Place [but Robert Aikman, Printer, New York], n.d. [ca. 1887]

An extensive proposal to bring settlers and farmers to lower California. The textual matter can be summed up by the sectional headings: climate; open at last; comparisons; official figures; fertility; a garden spot; farmers' statements; brief mention; honey; items; can we have overproduction?, coast notes; the rainy season; prices; terms; voices of the press. Illustrated with two maps and five halftones from photographs. The lower margin of the 'title page' gives further identifying information: "For particulars, apply to party



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whose name is stamped on this circular, or, W. E. Webb, New York City; Geo. H. Sisson, San Diego; Capt Francis Pavy, London (UK)." OCLC locates seven copies in two entries; they suggest International Company of Mexico ? as publisher. Apparently there were several other agents in addition to those listed on the present copy.

In format, this is a large single sheet (35-1/2" x 16-1/2") folded into 12 panels ending up 8-1/2 x 6 inches.

Folded to 8vo, making up 24 "pages." Illustrated and folded as described above. Lightly soiled but very good condition.

"CALIFORNIA AT ITS BEST"

22. CALIFORNIA, MONTEREY. *Monterey Peninsula. Hotel Del Monte. California at its best.* Del Monte Properties Co., Del Monte, Ca., N.d. [ca. 1930]

A colorful promotional brochure describing the area and featuring the hotel. The central double-page spread is a full color birds-eye view by W. H. Bull of the Monterey Peninsula; it prominently identifies the several residential developments: Carmel by the Sea, Carmel Woods, Pacific Grove and the Marina Tract. Text explains: "The Del Monte Properties Co. took over all of the assets of the Pacific Improvement Co on the Monterey Peninsula in 1919. The development of the Monterey Peninsula was started forty years ago by the builders of the Central Pacific Railroad, and the present owners are pledged to the completion of the work of the pioneers." It goes on to urge the reader to visit, to spend a vacation, to come to live, as a place to invest. OCLC locates two copies, both in California: UC Berkeley and UC Davis.

Lg. 4to (9 x 112 inches). 8 pages, with 7 color illus and 4 composite halftones made from photos. Center spread is a birds-eye noted above. Excellent copy.

FINE COLOR BIRDS-EYE VIEW OF THE MONTEREY PENINSULA

23. CALIFORNIA. MONTEREY. *Pebble Beach on the Monterey Peninsula.* Del Monte, California, Del Monte Properties Co., [1929]

An attractive flyer from the Del Monte Properties Co; the Company owned the Hotel del Monte and bungalows. On the obverse is a full color birds-eye view of the Monterey Peninsula, Old Monterey, the Hotel del Monte complex, Carmel Woods and Carmel-by-the-sea. On the reverse is a real estate plat map of Pebble Beach showing every piece of property with the name of the name of the owner (readable only with a magnifier, but quite clear with one). At the end of the Del Monte text they state: "For those who are looking for a place to live, there are available many extraordinarily beautiful homesites." The Del Monte Properties Co. was the owner of these homesites. OCLC locates 3 copies: UC Berkeley, UC Santa Cruz and U of Michigan. The OCLC entry is dated 1936 but there is no question; it is the same as the present item.

One sheet (9 x 24"), folds down in 6 panels to 9 x 4-1/4". The birds-eye view is a color halftone; on the reverse are 4 small halftones and the large real estate map. Excellent condition.

**"YOU ARE SURE TO HAVE WATER
THE YEAR ROUND"**

24. CALIFORNIA. ORLAND. U. S. Government Irrigation: come and see the land where you are sure to have water the year round, Orland, Glenn County, California. Orland: Orland Unit Water Users' Association, N.d. [1915] The aim of this pamphlet is "to acquaint the homeseeker who desires to find a locality where he can establish a home under the most favorable conditions from every standpoint..." Orland was the site of a major dam and reservoir which was the source of the year-round water. This was farm country; the text gives facts and figures on the irrigation project as well as the richness of the farms and produce. OCLC locates three copies: UCBerkeley, UCDavis and Yale.

Long flat sheet (6 x 19"), folds down to 6 x 3-1/4". With color cover and 5 halftones. Excellent copy.

"PLEASANT VALLEY TRACT"

25. CALIFORNIA. OROVILLE, BUTTE CO. Map of the Pleasant Valley Tract. For sale in subdivisions by E. Tucker. Oroville, 1887. [San Francisco: Litho by Dakin Pub. Co., 1887]

A fine large two-color printed map (printed on both sides) showing the Pleasant Valley tract (about 600 acres). The headlines state that this was "the most desirable tract in the Butte County Citrus belt." This tract of land had for the previous fifteen years been used as a dairy farm. "Broad avenues leading direct to Oroville have been laid out through the tract...it was placed on the market at one hundred dollars an acre...it was suggested to farm orange trees, olive trees and other fruits...every lot is so surveyed as to give a fine building site and admirable surroundings... Oroville was the county seat and had schools, churches and other conveniences. The reverse contains a wide wood-engraved panoramic view of

the Pleasant Valley Tract and city of Oroville, as well as textual matter. Butte County is in northern California; Oroville is situated on the banks of the Feather River where it flows out of the Sierra Nevada onto the flat floor of the California Central Valley. OCLC locates four copies of this map: UCDavis, SMU Texas, UCBerkeley and HEH library. Folio (28 x 21"). Had previously been folded; there are a few tiny areas of loss at the corners of folds. Expertly restored by the Green Dragon Bindery.

"PACIFIC GROVE PROPERTIES"

26. CALIFORNIA. PACIFIC GROVE. *Map of Pacific Grove Properties showing lots which will be sold at absolute auction sale commencing on Thursday November 6th...* Barry & Austin, Auctioneers, Pacific Grove, [1919]

A fine large carefully drawn plat map of this seaside community in Monterey County. The lots shown in red are the lots to be sold. The cover includes three fine halftones of scenic views of this picturesque part of the California coast. A major part of the text promotes this land as an investment. A big problem at the time with this location was its accessibility. That is addressed in the text: "It is no dream but an actual fact that the State of California has voted 40 million dollar bonds, a part of which was specifically apportioned for the building of a highway over Pacheco Pass, thereby connecting Modesto, Merced, Madera and Fresno with Monterey and Pacific Grove..." OCLC locates two copies: Stanford and Yale.

Large sheet 21 x 28 inches folded twice down to 10-1/2 x 14". Printed in red and black. Excellent copy.

"ARCADE PARK"

27. CALIFORNIA. SACRAMENTO. Arcade Park: the Pasadena of Northern California, the cream of the Haggin Grant. Sacramento, Ben Leonard Co., Agent, [1912]



Item #22

"Arcade Park is one of the most beautiful and productive sections of the famous Sacramento River Valley, and comprises about 1620 acres..." This large tract of fertile land was broken up into several hundred pieces from house lots of an acre or so up to parcels for farming of ten acres. It was unusual in that it was contiguous with the new 820 acre Del Paso Park owned by the City of Sacramento; as this brochure states: "Where else can you buy a like farm close to a beautiful City Park at such figures as those quoted?" Prices ranged from \$200 to \$250 an acre; the acres directly facing the New City Park are \$500 - "And this is the only tract which has *high rolling oak tree* covered land facing the park." OCLC locates one copy: UC Berkeley.

Large flat sheet, 30 x 19-1/2 inches. With 10 halftones, an artist-drawn birds-eye and a large plat plan. Professionally restored by the Green Dragon Bindery.



Item #24

THE FRUIT DISTRICT OF SOUTHERN CALIFORNIA

28. CALIFORNIA. SAN BERNARDINO COUNTY. *The Ontario-Cucamonga-Etiwanda Colonies. The banner fruit district of Southern California.* [Printed by the Stanley Taylor Co., San Francisco; Designed, arranged and copyrighted by E. O. Moeller, 1902, Los Angeles]. 1902

This pamphlet was published by the Ontario-Cucamonga Fruit Exchange of North Ontario, and its purpose was clearly to sell plots of farm land but there is no agent listed. The final sentence states: "For information apply to" ... (blank). The centerfold opens out to a large 14-1/2 x 16 inch plot plan showing the various tracts of land to be sold. There are ten plots, each named, and each surrounded with a color border. The section headers give a good idea of the content: A modern Arcadia; Ontario-Cucamonga-Etiwanda district; opportunity for investment; water supply; immense product of the Ontario-Cucamonga-Etiwanda district; the handmaids of commerce (U.S. Postal Service); the population of the three colonies; educational facilities; twelve different church organizations; and the climate. The O-C-E Fruit Exchange represented eight different grower's associations; they were packers and shippers of oranges and lemons. OCLC locates five copies; four in California libraries and one at Yale.

Square 8vo, orig. color printed wrappers. (8) pp with lg. colored map as centerfold (14-1/2 x 16").

"HILLSDALE"

29. CALIFORNIA. SAN CARLOS. *A little journey to Hillsdale at San Carlos.* San Francisco, San Francisco Peninsula Co., [Press of Lanson-Lauray & Co., Inc], n.d. (ca. 1914)

Hillsdale was an upscale bedroom town for San Francisco (south down the peninsula in San Mateo County). It was served by a brand-new railway; the first plate is a fine image of the brownstone station at San Carlos. The S.F. Peninsula Co. were developing this property; "roads will be built, but on contour lines, and all that is done will be in harmony with the wooded lands...There are places for palaces and sites for bungalows. Between San Carlos town and the mountain sides, in what is known as Hillsdale, there are village lots, half acre homesites and five acre plots, on hill and plain and sequestered vale, whatever fancy may prefer." This brochure is well illustrated with 18 full page halftones. Both the title ("A little journey") and the graphic design and printing are very much influenced by the Roycroft books of Elbert Hubbard, and indeed, Hubbard himself is mentioned in the text on page 5. OCLC locates one copy: Calif. State Library.

Sm. 8vo, orig. printed wraps. (ii)+15 pp with 18 full-p. plates.

30. CALIFORNIA. SAN FRANCISCO. *Central Downtown Business District of San Francisco*. San Francisco, Robert Crossman Real Estate, [1935]

A cadastral map of a rectangular section of the city with Union Square almost in the exact center. Bounded by Market Street at the bottom; all the other major streets form a diagonal grid. Drawn with precision and clarity; shows all of the street car lines, hotels, stores, restaurants, building entrances and office buildings. Precise documentation for the center of San Francisco in the mid-1930s.

Oblong folio sheet (17-1/2 x 33-1/2"). Lightly folded but in perfect condition.

halftone photo "looking down Market Street from Clover Heights." Clover Heights boasted a central location, the projected Twin Peaks tunnel, the Market Street Extension, the Mission-Sunset Tunnel and the Twin-Peaks system of boulevards. Informative text; sections include central location; good transportation; public improvements; panoramic view, permanent improvements, wise restrictions, climate, terms and advantages. "You can make your own terms whether you buy a lot or a home or have us build for you at Clover Heights." OCLC locates two copies: Yale & Calif State Liby.

8vo (8-1/2 x 22"), single sheet folded into three panels. Illustrated as described above. Fine copy.

"CLOVER HEIGHTS"

31. CALIFORNIA. SAN FRANCISCO. *Clover Heights*. San Francisco: Anglo American Land Co., n.d., [ca. 1915] Nice copy of a well designed real estate promotional brochure. Illustrated with a neighborhood map, a plot plan of the lots "showing where the stone steps will be built", a bird's eye view (San Francisco's greatest public improvements are in the neighborhood of Clover Heights) and a fine full-page

"CENTRAL PARK HOMESTEAD ASSOCIATION"

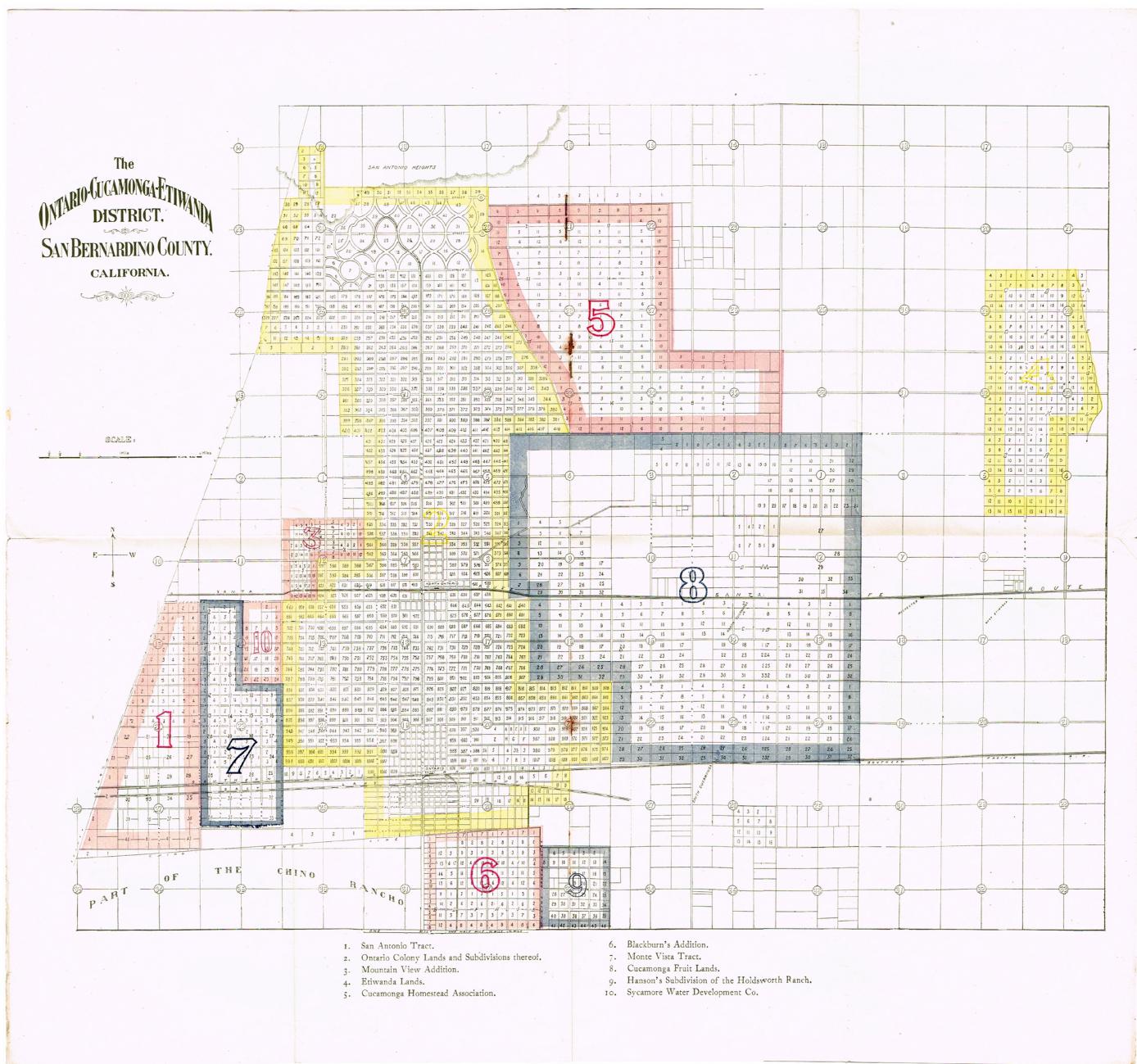
32. CALIFORNIA. SAN FRANCISCO. *Abstract of title of lands of the Central Park Homestead Association*. Office, Room 2, 3d Floor, 302 Montgomery St., William Hollis, President; Edward Barry, Secretary. San Francisco: John Winterburn & Co., Book and Job Printers, 1867

#17480 3/20/12 HX12

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585 Ocean View Ave., PACIFIC GROVE

Liberty Bonds Accepted at Par Value



Item #28

Unusual for a title abstract publication, this has a fine folding lithographed plat plan showing two separate sections of the city. Homestead Associations like this one began to appear in San Francisco in the 1860s; about 170 such Associations were formed in that decade alone. These private corporations bought large tracts of land, subdivided them, and sold the lots to individual homeowners, i.e. Association "members," at an often inflated price but with a monthly payment plan usually not exceeding ten dollars. After payment in full, title vested in the member, who would then arrange to build a house on the lot. These Associations were responsible for creating the basics of San Francisco as a modern city. See: Sexton, *In the Victorian Style*, 1997.

The chain of title descends from the original Bernal title in 1840 in the Spanish language. OCLC locates five copies (CA State Lib., Huntington, Yale, CA Hist Soc and UCBerkeley). Presentation inscription on front pastedown from Hollis and Barry to "John D. Cowley, Sixth and Mission Streets." The litho map has two sections each with its own title: "Map of the lands of the Central Park Homestead Association, surveyed by L. H. Shortt Oct 1866" and "Section of A. R. Flints Map of South San Francisco with the boundaries of the Central Park Homestead Assn Projected thereon."

8vo, cont. cloth boards, rebacked with modern tape. (vi)+2+80 pp with fdg. litho map. Map only with light foxing here and there. Else a good copy.

“FLINT TRACT HOMESTEAD ASSOCIATION”

33. CALIFORNIA. SAN FRANCISCO. ROULEAU, F. A. *Abstract of title to the lands of the Flint Tract Homestead Association*. San Francisco: Cubery & Co., General Book & Job Printers, 1874

For a general comment on these ‘Homestead Associations’ see note to the item above. The present work opens with a two page detailed description of the tract of land followed by about 64 abstracts of titles and records of deeds. Much the most interesting part of this publication is the large folding lithographed map in the rear pocket showing the plat lay-outs of the Flint Tract bounded by Castro Street on the East and Masonic Ave on the West. The legend reads: “Map of the lands of the Flint Tract Homestead Association, surveyed by Wm. P. Humphreys, August 1873.” OCLC locates five copies in California: HEH, SFPub Lib., Soc of CA Pioneers, and UCBerkeley; and one at Yale.

8vo, recent marbled sides, imitation leather spine. 42 pp with fdg litho plan in rear pocket (16-¾ x 23-¾"). Restored and backed; small area of damage to one fold; otherwise a good copy.

“SAN CARLOS PARK” WITH NOTABLY FINE PHOTOGRAPHS

34. CALIFORNIA. SAN FRANCISCO. *San Carlos Park*. [San Francisco: San Carlos Park Syndicate, San Mateo County, Ca., 1907]

An elegant and beautifully printed and illustrated prospectus for hillside residential properties under development to the south of San Francisco. Opens with an historical introduction, ending with a puff for buying and building in San Carlos Park, followed by 39 fine-screen halftone photos and a large 6 part folding panorama of the hilly landscape. The centerfold is a double-page birds-eye view of S.C.P. showing the city of San Francisco in the distance; it is attractively printed in tones of dark sepia and dark green. The photographic views show both landscapes and recently completed homes; also the S.C.P. Railway Station.

Of particular note are the photographic images. Signed in the plate W. E. Worden, they were made by Willard E. Worden (1868-1946). Worden was a prolific photographer in San Francisco before the 1906 earthquake and fire and later the official photographer at the 1915 Panama Pacific International Exposition. His photographs are included in the collections of many prominent museums (Getty, Bancroft Library, MMA, MoMA, CCA, Amon Carter Museum, etc.). Each of the photographic views are surrounded by a wide gray border; I strongly suspect that Worden took this idea from the avant-garde periodical *Camera Work*, which was being published in these years, and to which he must have subscribed. The publishers of the S.C.P. booklet were proud of it; the final leaf gives credits: “Printed by Bolt & Braden Co., San Francisco; Engraved by Sierra Art Engraving Co.”

OCLC locates but two copies (Bancroft Liby, Calif State Liby).

4to (11" x 9"), orig. stiff wraps with gold embossed title on upper cover. 50 pp with 39 fine-screen halftones, 6 part fdg. panorama at the end and double-p birds-eye view in the centerfold. Nice copy.

“DAVIS TRACT”

35. CALIFORNIA. SAN JOSE. BELL, JOHN. *San Jose Land and Loan Agency. Real estate for sale by John Bell, Land, Loan, Insurance and Steamship Agent*. San Jose, Calif., n.d. [ca. 1880s]

The “Davis Tract” was the connecting link between the city of San Jose and the town of Santa Clara. It comprised “about 100 acres, laid out with wide graded streets and avenues along both sides of which are planted rows of fine poplars and other useful and ornamental trees. The lots on this tract are mostly 100 x 250 feet in size...there will be a perfect system of drainage; works are projected to distribute an adequate supply of water over the entire grounds. Plats can be seen and terms made known at this office.” In addition to acting as agent for building lots in the Davis Tract, Mr. Bell listed in this little catalogue a series of other building lots in the city from one at \$275 in the Hayes Subdivision up to a 22-½ block parcel in the northern part of the city (dividable) at \$75,000. He also lists houses and lots, suburban houses and lots, orchard lands (“The Willows”), valley farms, foot-hill farms, and mountain ranches. These are each listed with a fair amount of detail. He seems to have functioned more or less like a modern real estate broker. OCLC locates two copies (UCBerkeley & SMU Degolyer).

8vo, stitched. (10) pp. Nice copy.

“BAYWOOD PARK ESTATES”

36. CALIFORNIA. SAN LUIS OBISPO. *Baywood Park Estates*. [Hollywood, Ca., n.d. (ca. 1943)]

The owner and developer was Richard S. Otto; in 1934 he managed Upton Sinclair’s campaign for governor of California. Baywood Park was a beautiful site with extensive frontage on Morro Bay; it consisted of about 3000 building lots. There were state parks close by and a naval base in Morro Bay. This seems to have been aimed very much at the middle classes; the houses or cottages were modest and the taxes were cheap. Sections of the text discuss home gardening, improvements, restrictions, trees, soft domestic water, poultry raising, social features, schools, the climate, size of lots, what other expenses are for the lot buyers? OCLC locates two copies, both in California libraries.

8vo, orig. printed wrappers. 34 pp. Cover with halftone illus; with 41 fine halftones. Laid in is a separate color-printed birds-eye view of Baywood Park (11 x 14"). Excellent condition.

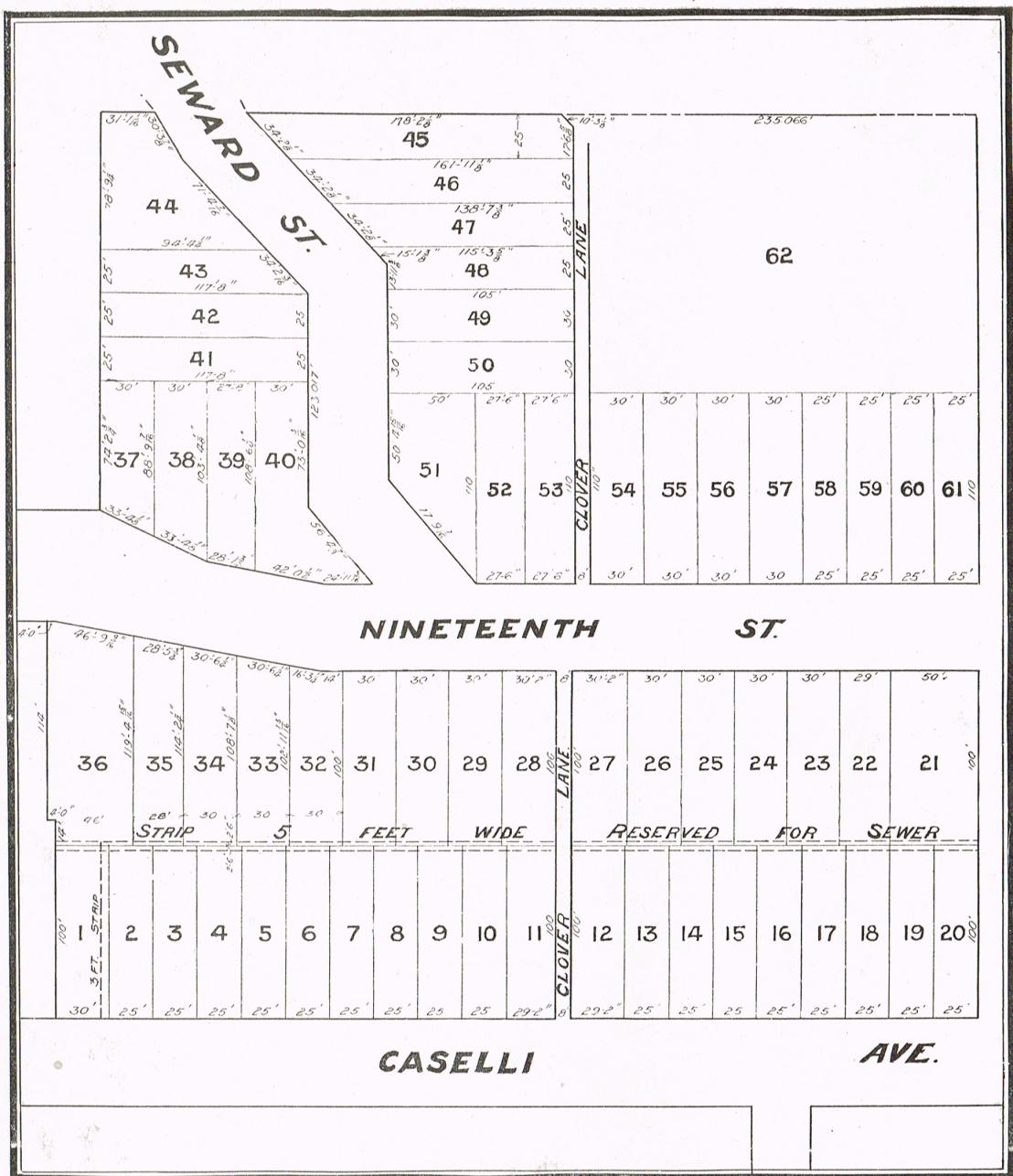
**"HOPE RANCH PARK"
COMPLETE WITH THE LOOSELY LAID
IN PLOT PLAN**

37. CALIFORNIA. SANTA BARBARA. *Hope Ranch Park. Santa Barbara, H. G. Chase Real Estate, 1926* [Santa Barbara: Schauer Printing Studio, Inc (1926)]

Hope Ranch was named after Irishman Thomas Hope, who purchased the land in 1861 for sheep ranching. Following his death in 1876, his heirs sold the ranch for \$250,000 to the Southern Pacific Railroad, who intended to develop the land. But in fact nothing happened until 1923 when Harold Chase

purchased the land. He laid the groundwork for the upscale residential community which is there today. In 1926 it consisted of 1800 acres of which two miles were shoreline, directly facing the Pacific. This pamphlet is rare; OCLC locates but copy (Yale). This copy still has loosely laid in the "Sales Map of Part of Hope Ranch" which is a plot map showing numbered building sites and is dated June 1926. This surely must have gotten lost from other copies.

4to (11 x 8"), orig. textured paper wraps with gold embossed title on upper cover. (8) pp with illus on t.p., 21 halftones, scattered marginal line vignettes, and laid in plot map inside rear cover. The cover originally had a small mounted halftone which is now missing; else a fine copy.



Item #31

"MOUNT HERMON PARK"

38. CALIFORNIA. SANTA CRUZ. *Mount Hermon Park. Subdivisions I VIII.* N.p. [Santa Cruz], ca. 1909

A pamphlet with an area map and eight subdivision maps with printed lists of unsold lots for this housing development in the hills above Santa Cruz. "Mount Hermon Park has 400 acres of highland and lowland, of wooded and open land, containing 932 building lots for summer and winter homes." The Zayante River ran through the development and is illustrated in the halftone on the cover. This is quite scarce; OCLC locates but two copies, UC Berkeley and Yale.

Small 8vo (7-1/2 x 5-1/2"), printed self wraps. (16) pp with halftone from photo on cover and 8 subdivision maps. Creased vertically at center where it had been folded for mailing.

THE COLLEGE ADDITION TO SANTA ROSA

39. CALIFORNIA. SANTA ROSA. *This beautiful property is in the midst of a Choice Residence Portion, City of Santa Rosa.* [Santa Rosa, H. M. McKnight, 1892]

A broadside map/plat plan showing the layout of several city blocks, entitled "Map of College Addition to Santa Rosa California." The caption text states: "Three blocks from the Court House, and two blocks from two street car lines,

connecting with all depots and principal points." - "Nothing in California surpasses this tract for beauty and cheapness. It must be sold before May 20, 1892." OCLC locates one copy, Yale.

One sheet (15-1/2 x 11"). Printed in dark red. Tiny (1/4") in blank area of right margin, else a fine copy.

"NORTHCREST"

40. CALIFORNIA. STOCKTON. *Northcrest. Homesites deluxe.* Stockton, Cal., Dietrich & Leistner, n.d. [ca. 1920] According to this brochure Northcrest was Stockton's "latest, highest and best restricted home section;" the property was divided up into 115 home lots (illustrated in the plot plan). Northcrest facts: Schools, transportation, conveniences, street improvement, neighbors, restrictions, protection to streets, terraced lots. Another fact states: "Deeds and contracts provide that no persons of unassimilable birth or descent shall be allowed to occupy property in Northcrest." A large and comfortable villa is illustrated on the front cover. Not in OCLC.

One sheet (14 x 8-1/2") folded into thirds; printed on both sides. Large plat plan and fine halftone of an elegant house on cover. Nice copy.



Item #34

PROPOSAL FOR DENVER HOUSING DEVELOPMENT IN 1872

41. COLORADO. DENVER. *Articles of incorporation and bylaws of the Denver Villa Park Association*. Denver: The Denver Tribune Association Print, 1872

The company's purpose was the acquisition and development of land for residential and commercial uses around Denver. The objects were "...to lay out streets, alleys, avenues, parks, lots, lakes and ditches; to construct and repair, and otherwise beautify the same; to build houses and other buildings, and to generally improve the said tracts of land so purchased...to plant and cultivate trees and shrubbery; to build dams, and to do and perform other things calculated to induce immigration to said lands..." The company had a capital stock of \$300,000. Eberstadt thought he had "the only known copy of this interesting Territorial product." 134 Eberstadt 209. OCLC locates 9 copies.

16mo, orig. printed wraps. 12 pp. Fine copy.

"MAKING THE DESERT BLOOM"

42. COLORADO. HOLLY, POWERS COUNTY. *The Farm of the Future, a brief exposition of the important place that irrigation is occupying as a factor in twentieth century agriculture...* Holly, Colo., Issued by the Arkansas Valley Sugar Beet and Irrigated Land Co., 1901

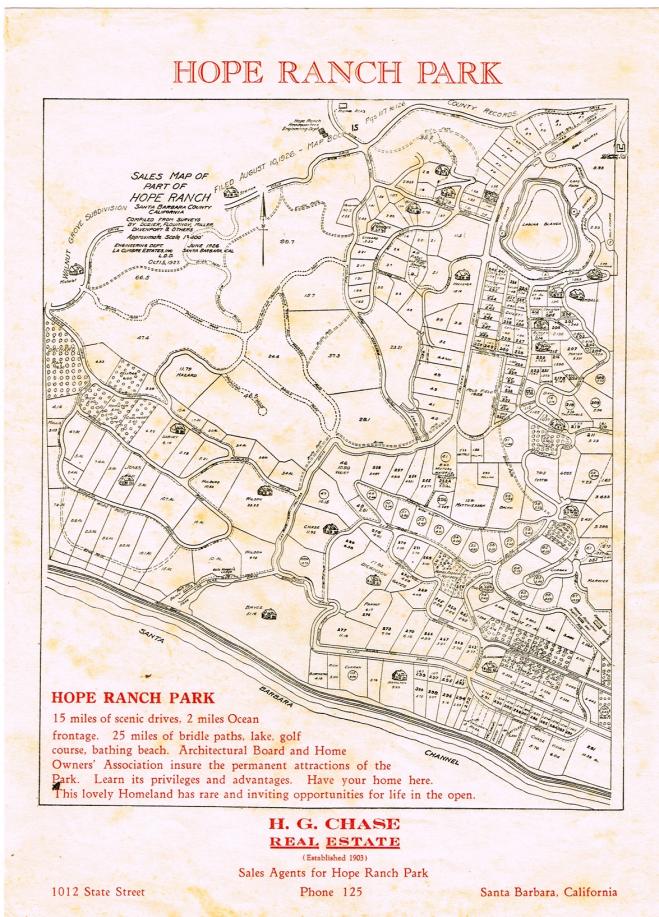
A good illustrated account of the building of the Queen Reservoir and the Amity Canal in Powers County, Colorado, in the Valley of the Arkansas River. It is a mini-booster book for Holly but the last section, as expected, is a section on the "Price of Lands." Lands fed by the Amity Canal were offered in forty acre tracts at \$35 an acre with water rights in perpetuity. The primary crop was sugar beets. "Information as to home seekers' excursions may be had at any station along the Atchinson, Topeka and Santa Fe Railroad."

Tipped inside the rear cover is a large folding map showing the Irrigation System of the Arkansas Valley Sugar Beet and Irrigated Land Co. The final page is an illustrated advert of the Oxnard Construction Co showing beet and cane sugar factories they built in California, Nebraska, Colorado and Michigan. OCLC locates three copies: NYPL, Colo State U and Yale.

8vo, orig. printed wraps. 63+1 pp with numerous halftones and lg. fdg map (11-1/2 x 22") tipped inside rear cover. Excellent copy.

43. CONNECTICUT. CRESCENT BEACH. *Crescent Beach Land Company*. Crescent Beach, Conn., N.p., N.d., [ca. 1920]

A fine prospectus for this sea-shore community on Long Island Sound located just west of Niantic Bay, Conn. Crescent Beach was founded and named by the late Harry B. Cruttenden of Norwich, Conn. It is his property which is here being developed. They were selling land rather than



Item #37

houses - you bought your lot from them and arranged for your own house to be built. OCLC locates two copies, Yale and Conn Hist Socy.

4to, opening out to 6 pages (gatefolding). 13 halftones and a map, plus letterpress.

"KNOLLWOOD BEACH"

44. CONNECTICUT. OLD SAYBROOK. *Knollwood Beach Located at Long Island Sound at Old Saybrook, Connecticut*. Simpson & Cosulich, Saybrook, Conn., Owners and Developers, n.d. [ca. 1920s]

Simpson & Cosulich were selling building plots only from \$490 to \$1000 with waterfronts higher. They had 3000 feet of shore frontage; this was Knollwood's "private beach park, reserved for the exclusive use of all property owners." A number of summer houses are illustrated, from fairly modest to substantial (but the brochure says nothing about them; you had to arrange for your own building). Conveniences were already in place: a private water system, electricity and telephone lines were already on the property. There were "restrictions that will forever insure Knollwood's character as the most desirable summer cottage colony on Connecticut's

shore." "Most desirable" is debatable, but Old Saybrook has always been a very tony place to spend your summer, especially if you owned a house there. Not in OCLC.

Lg. square 8vo, orig. printed self wraps. (8) pp with 19 halftones and a map. Printed in red and black.

THE NEW SAYBROOK COMPANY

45. CONNECTICUT. SAYBROOK. *The New Saybrook Company. Office at Hartford, Conn.* Hartford: Case, Lockwood & Brainard, Printers, 1871

Fine copy of the prospectus for a fine sea-side resort at the mouth of the Connecticut River. The building was to be a first class hotel (illustrated in perspective and plan) together with cottages for the stockholders and others. The architect was S. W. Lincoln of Hartford. In addition to the general description of the place, the pamphlet contains the Articles of Association and the By-laws of the New Saybrook Company. A list of the stockholders is given; it is not surprising that they include a number of the old Hartford establishment. I have no idea if this project was ever built.

12mo, orig. printed wraps. 17 pp with two fdg. plates.

DEFENSE HOUSING

46. DISTRICT OF COLUMBIA. WASHINGTON. *Federal Works Agency. Defense Housing 1941.* Washington: USGPO, [1941]

A well illustrated and informative pamphlet which addresses the issue of housing for defence workers at the beginning of World War II. The final paragraph sums it up: "Ghost Towns Vanish. Future needs as well as immediate requirements influence the selection of FWA defense housing project sites. To prevent, so far as possible, the growth of ghost towns and to guard against a surplus of vacancies in the post-emergency period that would depress real estate values, demountable houses are being built in some localities. These dwellings can be removed when they are no longer required and set up elsewhere to meet a new housing need or to serve some other useful purpose. In contrast to this communities of permanent homes are being built in industrial centers where it is believed the need will carry over into the post-emergency period." Sections of the text discuss site selection, designing, production, construction, site planning, etc.

8vo, orig. printed wraps. (16) pp with 33 halftones.

HOMESTEAD ACT LANDS AT LITTLE OR NO COST

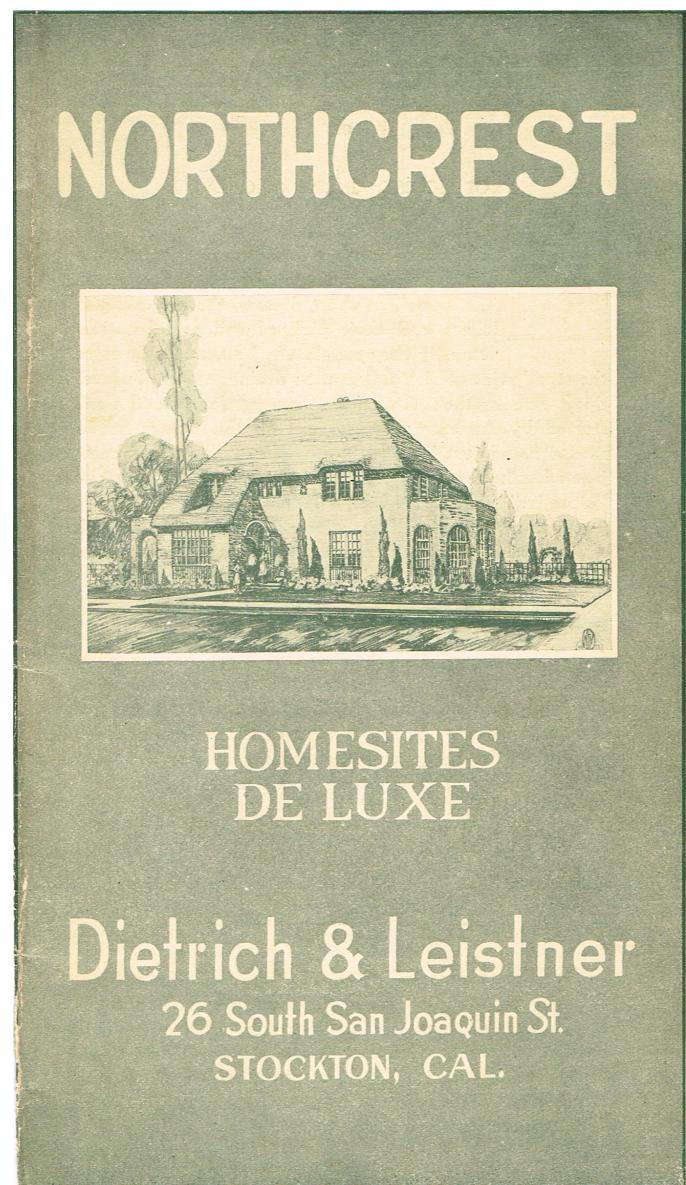
47. DISTRICT OF COLUMBIA. WASHINGTON. *Vacant Public Lands in the United States.* Department of the Interior, General Land Office, 1910

"The following tables, based on reports furnished by the district land offices, show, by States, Territories, land districts and counties, the area of unappropriated and unreserved public lands, surveyed and unsurveyed, and a brief description of the character of the vacant lands...All vacant unappropriated public lands, nonmineral and nonsaline in character, are subject to entry under the homestead laws." Millions of acres are listed in 26 states from Alabama to Wyoming. OCLC locates six copies.

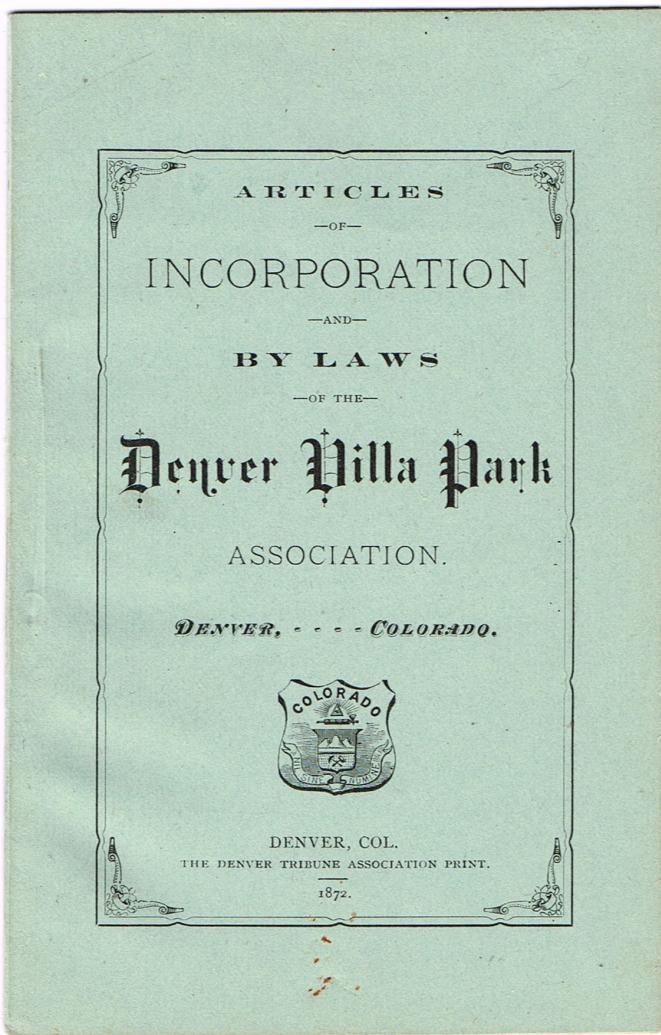
8vo, self-wraps, stapled at an early date (perhaps issued this way?). 24 pp.

"THE RIVIERA SECTION" CORAL GABLES, ONE OF THE FIRST PLANNED COMMUNITIES

48. FLORIDA. CORAL GABLES. *The Riviera Section and the University of Miami at Coral Gables.* N.p., N.d.



Item #40



Item #41

[Miami, The Parker Art Printing Assn., 1925]

The Riviera Section of Coral Gables was meant to be and still is today the most prestigious residential area of that city. The Univ. of Miami was founded in 1925 largely due to a gift of five million dollars from George E. Merrick; he seems to have largely designed the city. "The Riviera Section will be divided into the following approximate sub-divisions with the same approximate price range for lots in each subdivision, to wit: main water front lots, collateral water front lots, golf course lots, university campus lots, etc. etc... Highly restricted, intelligently zoned; architecture and landscaping coordinated and controlled; every modern utility, recreational facilities and hotel accommodations unsurpassed." "Coral Gables was one of the first planned communities, and prefigured the development of the gated community and the homeowners association. It is famous for its strict zoning regulations. The city was developed by George Edgard Merrick during the Florida land boom of the 1920s. The city's architecture is almost entirely Mediterranean Revival in style. By 1926 the city covered 10,000 acres and had netted \$150 million in sales

with over \$100 million spent on development." - Wikipedia. OCLC locates six copies.

4to (9 x 12"), orig. wraps. (16) pp with 12 line drawn illus and an area map. Upper right corners of pages (blank areas only) have been lightly affected by damp. Else very good copy.

"HOLLY HILL GROVES"

49. FLORIDA. DAVENPORT. *Davenport, Florida, home of the famous Holly Hill Groves.* [St. Augustine, Fla., The Record Company (for the) Holly Hill Grove & Fruit Co.], n.d. [ca. 1925]

A prospectus offering individual five-acre tracts or groves for sale. These were to be planted with fruit trees; "on each five acres we guarantee 245 trees and are planting approximately one third Pineapple oranges, one third Valencia oranges and one third grapefruit." They were planting hedges of hibiscus as a border for each grove. "Adding to the picturesqueness of the scene are Australian silk oaks between the highway and the grove, thus furnishing a restful and extremely pleasant home location for the owner... Our plan of operation consists of clearing the land, planting the trees, beautifying the groves and improving the road, paying all expenses of cultivation and fertilization and everything pertaining to the care and management of the grove for five years from the date of planting..." Most of the booklet is pictures, printed in two or three color halftone, and show the Holly Hill Inn, the hibiscus hedge, high pines and Australian silk oaks, the Holly Hill nurseries green house, orange trees, a birds eye perspective view of the plats of property, etc. OCLC locates four copies (Delaware, Jacksonville Public, State Liby of Fla and Miami).

Oblong 8vo, orig. color printed wraps. (32) pp with 24 color tinted views. Folded in the middle but a nice copy.

"FORT MYERS SHORES"

50. FLORIDA. FORT MYERS. *Fort Myers Shores on the beautiful Caloosahatchee River! On Florida's fabulous Gulf Coast.* Fort Myers, M. H. Davis Development Corp., N.d. [ca. 1950-55]

A large development broken down into six sections or units as shown in the artists birds-eye view. Located just east of Fort Myers on Florida's west coast. On offer here were homesites (only); they were priced from \$499 for a lot 40 feet by 120 feet; commercial, premium and corner properties were also available. The Davis Development Corp had made ten previous developments including "Rio Las Casas," Isle of Pines, Cuba. Not in OCLC.

Large sheet 16 x 12 inches, folded down to 4 x 9 inches. Open center fold includes birds-eye view and 6 halftones. Printed in two tones of blue. Excellent condition.

"HIGHLANDS PARK ESTATES"

51. FLORIDA. LAKE PLACID. *Facts folder and county map for Highlands Park Estates, Highlands County, Florida.* [Florida Realty Bureau], 1958

A large residential subdivision of approximately 4000 acres on the high, dry, central ridge of Florida, on the western shores of Highlands Lake. Elevation was 100 feet above sea level. Lots were mostly 75 feet wide by 150 feet deep. It seems they were selling the building lots only and you had to arrange for the building of your own house. The back of the folder is a full page Sectional Map of Highlands County. Also an area map, showing the location within the state, "the hub of Florida." Not in OCLC.

Single square sheet 14 x 14 inches, folds down to 7 x 3-1/2 inches. Printed in red and black. Excellent condition.

"WEEKIEWACHEE WOODLANDS"

52. FLORIDA. WEEKIEWACHEE SPRINGS. Weekiewachee Woodlands. Two miles south of Weekwachee Springs on Florida's west coast. A unique woodland development within your income. Bartelt Bros. Developers, N.d. [ca. 1960]

The development occupied 600 wooded acres. Unit One

comprises 690 homesites; it constitutes 160 acres and is illustrated in a large folding plat plan. Plans were to develop all the acquired acreage. One modest house is shown in plan and perspective view; it was priced \$6290 and included the lot and a garage. Other higher priced models were available. Rare; not in OCLC.

Oblong 4to (8-1/2 x 11"), orig. printed wraps. (16) pp with numerous halftones. 2 8-1/2 x 11" inserts and large (17 x 22") folding plat plan. Fine condition.

***A BOOSTER BOOK FOR BOISE
PUBLISHED BY A REALTOR***

53. IDAHO. BOISE. *Boise Idaho Illustrated. W. E. Pierce & Co., Real Estate Dealers.* [Hall & O'Donnell, Topeka], 1895]

Though essentially a view and booster book, the publisher Pierce states in bold letters on the titlepage: **Choice Business Residence and Acreage Property. Investments carefully made for Non-residents.** The text discusses the extensive irrigation systems, and gives a plug for home-seeking farmers: "The gross income of 40 acres of land near Boise under this canal is \$5,330; the cost of cultivating and harvesting 40 acres after 5 years is \$2,702, leaving a profit absolutely sure under irrigation and proper cultivation, of \$2,628. You can



buy 40 acres of land with perpetual water right for \$35.00 an acre, on easy terms; it can be fenced for \$100.00; plowed and seeded for \$220.00; total cost \$1720.00. In an irrigation country, with a good water supply, crop failures are unknown; and once settled in an arid country under a good canal you will never leave it for the rain belt." OCLC locates 7 copies.

Oblong 8vo, orig. printed wrappers. 64 pp with humerous halftones. Saddle stitched, spine just holding by a hair; otherwise a good copy.

PICTURE BOOK OF A HANDSOME SUBURB OF CHICAGO AND A SUBTLE SALES PITCH

54. ILLINOIS. CHICAGO. *Maywood, a suburb of Chicago, as it is in 1870. Maywood Company, No. 15 Methodist Church Block, Chicago.* Chicago: Republican Printing and Engraving Co., 1870

A pamphlet illustrated with a grid-map of the town and 17 full-page wood-engravings made from photographs of a sampling of the residences and other buildings. "The design of the Company in making such large expenditures was to make the investment safe, permanent and measurably profitable - by affording facilities for cheaper, healthier, more elegant, desirable, and comfortable homes for a great class of business men in the city." The town site is an elevated plateau more than 30 feet above the Desplaines River and more than 70 feet above Lake Michigan. It is located ten miles from the Wells St. Depot and five and one half miles from the city limits of Chicago. Views include the Depot (railway station), Maywood Hotel, store, and a fine selection of residences in various architectural styles. The commercial purpose of this pamphlet is understated, but clearly stated; the Maywood Company was in the real estate business. The final paragraph of the text: "Inducements to buy and build at Maywood." OCLC locates three copies: Chi. History Museum; Newberry, U of Ill., Chicago.

8vo, orig. printed wraps. 32 pp with a map and 17 full-p. wood engraved views. Small tear with small area of loss of blank margin on rear cover; else a very nice copy.

"OAKLAWN"

55. ILLINOIS. CHICAGO. *Oaklawn, a Residence Park for Chicago. Campbell Investment Co., Chicago, [Rogers & Wells, Engravers & Printers], 1898-99*

Oaklawn was located southwest of Chicago, just outside the city boundary line. The development was planned by Col. J. T. Foster, landscape architect and maker of Washington Park, the most successful pleasure ground of Chicago. It was planned around a lake; it was a 200 acre tract divided into 1200 lots. There were to be sewers, drainage, Macadam streets, and all other amenities. It is illustrated here in a very amusing folk-art-like birds-eye view. The caption explains: "[This] is a sketch of how Oaklawn is going to look - a very

good picture. There is difficulty in making an accurate birds-eye view of a scene that exists; still more of one to be made by inhabitants not yet there. This shows the trees we are going to plant and the houses too big, the woods too sparse, the lake too small, and the lots too few. It conveys, however, we think, the right impression; and that is the height of telling the truth." The lots were priced from about \$550 to about \$1875. The prices rose as the lots sold. Oaklawn is now a town of about 56,000 people. OCLC locates five copies.

Oblong 8vo (6 x 8-1/4"), orig. printed wraps. 31+(1) pp. with area map, 10 full-page halftones, one illus and one birds-eye view in halftone. Two small chips from the edges of the front wrappers.

"THE NEGRO COUNTRY CLUB DISTRICT"

56. KANSAS. KANSAS CITY. (HANDBILL): "BUY NOW in the Negro Country Club District...Kansas City, n.d. (ca. 1947-48)

An ephemeral survival, of interest in documenting the history of African-American housing in this country. It reads in full: "BUY NOW in the Negro Country Club District, Kansas City, Kansas / Beautiful homes and building lots, splendid transportation service, bus and street car. / Ex-Service Men use your bonus money to protect your family with a home. / W. G. Pinkard - Lo. 2785-4101 Minnie." Graphically appealing and easy to read; a fine piece for an exhibition on this subject.

Single sheet (6 x 9"). Printed on one side only.

SELL OUT AND EMIGRATE TO KANSAS!

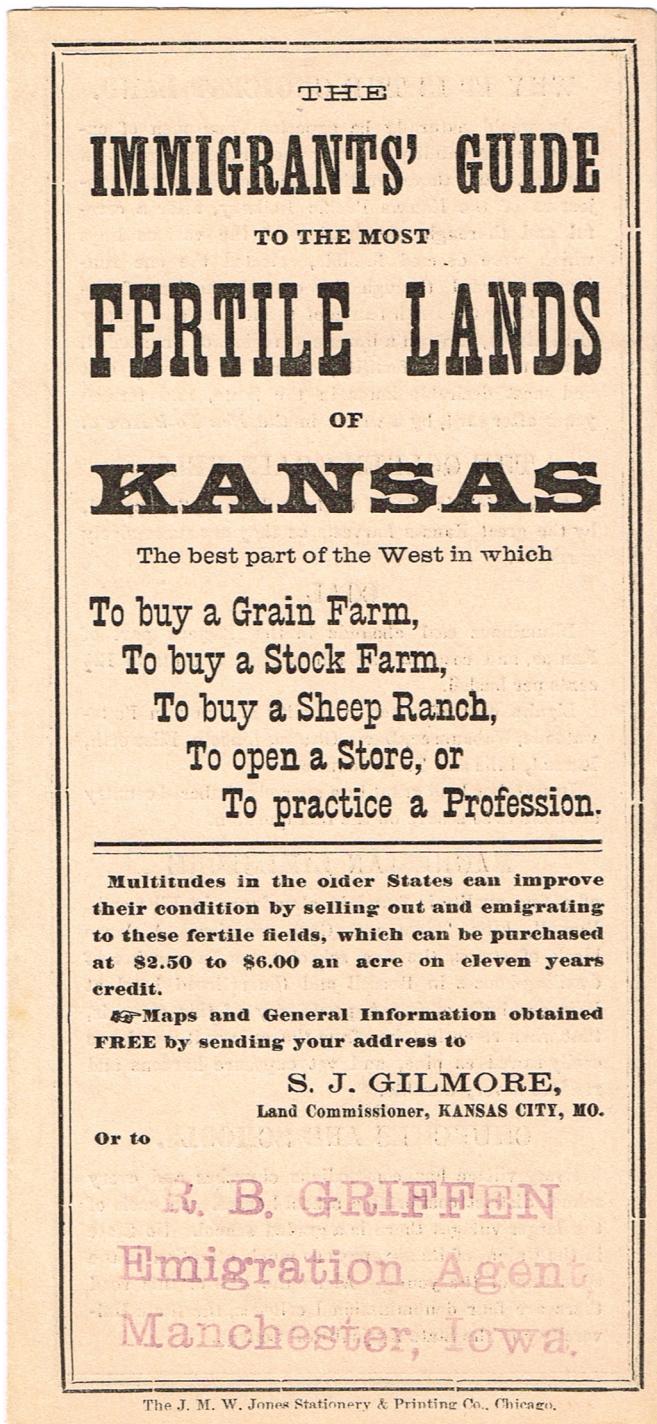
57. KANSAS. KANSAS CITY. *The immigrant's guide to the most fertile lands of Kansas, the best part of the West in which to buy a grain farm, to buy a stock farm, to buy a sheep ranch, to open a store or to practice a profession.* [Chicago: J. M. W. Jones Stationery & Printing Co., 1879]

Fine copy of an ephemeral flyer. The land was sold for between \$2.50 and \$6.00 and acre on eleven years credit, by the Land Commissioner (i.e. the Government). Gives precise directions how to proceed: "When you reach the Union Depot at Kansas City go at once to the Land & Immigration Office of the Kansas Division Union Pacific Railway Co. There you will always find polite and well informed Agents of the Company who will furnish all the information you desire, and you can get land explorer's tickets at reduced rates and money refunded if you buy land." Sections of the text: Why it is the choicest land, the golden grain belt, coal, magnesium limestone, churches and schools, stock, the water courses and Kansas in a nutshell. The back page gives a map of Kansas. Unlike most of these land promotional, this one is widely held; OCLC locates seventeen copies.

Single sheet, 7-1/2 x 10 inches. Folded into thirds, printed on both sides.

58. KANSAS. OSAGE COUNTY. *For Sale. 15,000 acres of fine land located in Osage County, Kansas.* [Washington, D.C., Jan. 1, 1895]

Above is the wrapper title; title page is as follows: "The Estate of Robert S. Stevens offers for sale 15,000 acres of land in Osage, Coffey and Shawnee Counties, Kansas...a complete list by quarter sections is herewith given and each quarter section is priced. Accompanying map shows exact location of the quarter sections and their close proximity to growing and thriving towns and railroad stations..." signed F. C. Stevens,



Item #57

Executor. OCLC locates but two copies (Yale, Kansas State Univ.).

Tall narrow 8vo, 9 x 4"), orig. printed wraps. (8) pp., double-page centre fold is the map. Light rust marks from staples; else a very good copy.

"MOOSEHEAD LAKE HIGHLANDS"

59. MAINE. GREENVILLE. *Moosehead Lake Highlands, Inc.* N.p., [Augusta, Me., The Roy Flint Service], ca. 1929 A proposal for a summer colony of cottages on the shores of Maine's largest lake. It was the brainchild of Lawrence K. Hall, President of M.L.H. Inc. "New streets make all lots accessible...to blaze trails, swamp roads, blast away ledges and clear the land to make forest homes for those who like to spend their vacations in the woods behind the majestic Moosehead...You will never be annoyed or importuned by "agents" to buy land here. You'll find no "high pressure salesmanship." Lawrence Hall or his assistants will be glad to show you attractive home sites or give you prices on any of the lots that strike your fancy..." The prospectus itself is nicely printed and laid out with a panoramic photograph as well as numerous good halftones. Even here, in the back of beyond (almost) they felt the need to be restrictive: "These lots will be sold under the most restrictive conditions, only to people of unquestionable character and moral standing." The project never came to fruition; it was a casualty of the great Depression. Rare; not in OCLC.

Large 8vo (8-1/2 x 8 inches), folded down the middle for mailing. (8) pages with 19 halftones and an area map and a map for canoe trips. Pictorial cover in three colors. Excellent copy.

"THE QUEEN OF FRENCHMAN'S BAY"

60. MAINE. LAMOINE. *Lamoine, the Queen of Frenchman's Bay. A delightful seaside resort. Its present status. Its future possibilities. Lamoine and Mt. Desert Land Co.* N.p. [Boston: Sparrell Job Print, (1889)]

Lamoine, in Hancock County, is a historic town located on the seacoast, directly opposite Mount Desert "and distant from that famous resort three quarters of a mile." The Lamoine and Mt. Desert Land Co. owned large acreage (60 million square feet of land) plus water works, wharf property, hotel buildings, cottages, etc. "A number of cottages for sale or to be let for the season are shortly to be offered to the public. The sale of building lots will be opened by the company's agents in Boston, N.Y., Phila., Washington, Baltimore and in Lamoine." The final page announces the availability of 'an elegantly illustrated work', *Lamoine and its attractions as a place of summer sojourning*. Of the latter, OCLC locates fourteen copies, but the present pamphlet we offer is not located at all. Wikipedia states: Known for spectacular views of Frenchman's Bay and Mt. Desert Island, Lamoine is a bedroom community to Ellsworth and Bar Harbor with an active gravel mining industry. There are a couple of small

The J. M. W. Jones Stationery & Printing Co., Chicago.

boat building operations in town and a general store. 24mo, (4 x 2-1/4") orig. stiff printed wraps. (16) pp. Calendar for the year 1889 printed on the inside front cover. Excellent copy.

DOWN EAST

61. MAINE. WINTER HARBOR. *The Gouldsboro Land Improvement Company. Winter Harbor, Maine. A description of its property upon Grindstone Neck and the Schoodic Peninsula, in Frenchman's Bay, near Bar Harbor.* N.p. [Winter Harbor, Privately printed], 1890

An appealing and unusual prospectus for this enchanted part of the world. Sections of the text discuss the locality, Winter Harbor Village, Winter Harbor Bay, Grindstone Neck, drainage and water supply, roads and lots, company hotel, Canoe club, cottage builders, Schoodic Peninsula, cost of building, amusements, transportation facilities, and conclusions. The landscape architect was Nathan F. Barrett (1845-1919), who was a figure of considerable importance; a good account of him is given in Birnbaum & Karson, *Pioneers of American Landscape Design*, pp. 10-14. The consulting engineer for sanitary works was Wm. Paul Gerhard. This area was a favorite with wealthy Philadelphia families; many of the grand houses there are still in the families who built them. OCLC locates six copies but the work is rare in the marketplace. This is a very nice copy.

8vo, orig. cloth, title printed on cover. 27 pp with area map as frontisp. and 19 plates of which 18 are halftones and one is a line drawing.

"NORTHERN PINES"

62. MAINE. WISCASSET. *Northern Pines. A symphony in green. Wiscasset, Maine.* [Portland, Eastern Service, Inc., Northern Pines Developers], n.d. (ca. 1927-28)

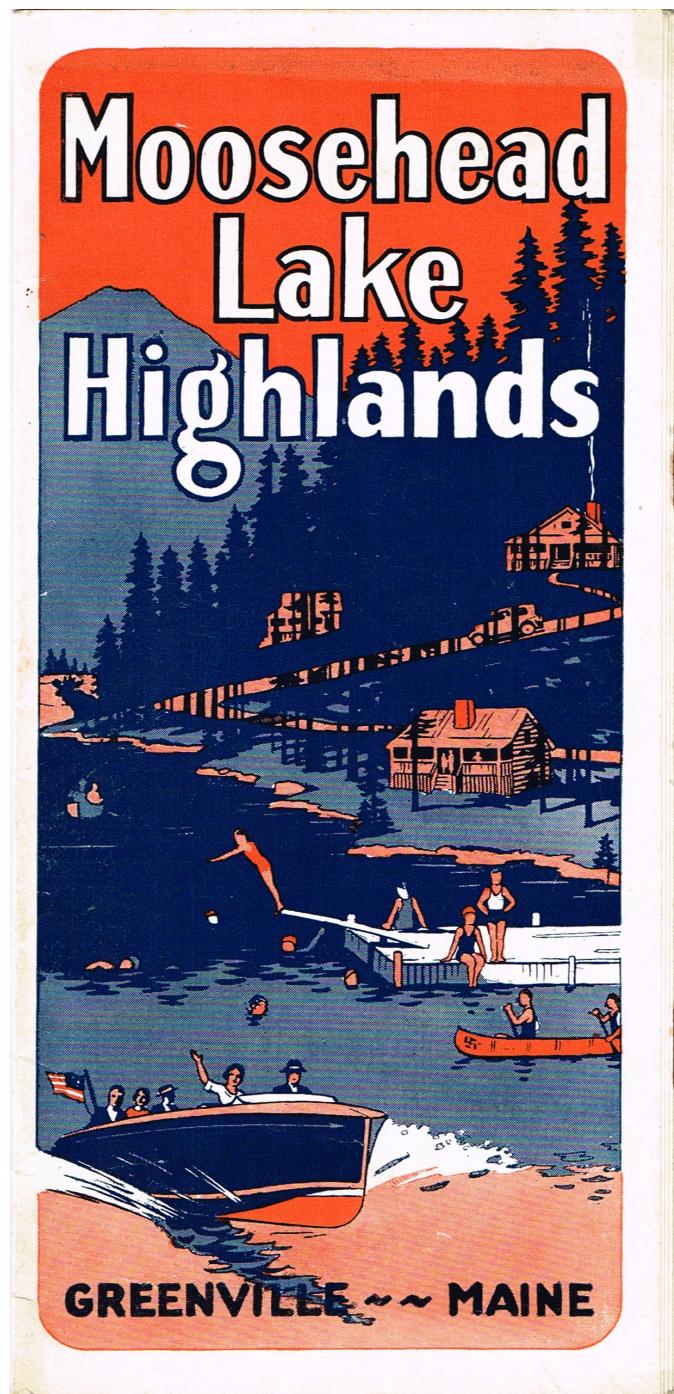
A very understated prospectus for the sale of building lots in Wiscasset. Information on the sale of lots is given only on the penultimate page. "Lots of 2500 square feet may be had as reasonable as \$125.00. All lots are given shore privileges. Fifty foot streets with large reserve of pine forest. Ample supply of pure fresh water for all purposes will be supplied by proposed water system to be installed as soon as development begins. Attractive log cabins to purchasers of lots at prices ranging from \$800 to \$5000. Electric lights and power will be available with the conclusion of present arrangements. The time to secure your location is NOW, whether you build your cabin this year or next. With the completion of the new \$3,000,000 bridge over the Kennebec at Bath - now under construction - thus doing away with the present ferry system, all property values in this vicinity will have a marked increase." The final page is a chart of motor distances to Northern Pines from all over the east coast. Rare; Not in OCLC. Fine copy still with the original mailing envelope.

Small 8vo, orig. color printed wraps. (16) pp with 15 halftones, an area map and a sketch of the Kennebec Bridge. Fine copy.

MARYLAND FARM LAND FOR GERMAN IMMIGRANTS

63. MARYLAND. *Der Staat Maryland und die Vorteile, die er Einwanderern, speziell Landwirten und Industriellen, und kapitalisten Bietet.* Baltimore, Maryland: Staats-Einwanderungsbehörde, [1902]

A booklet aimed at German-speaking immigrants. OCLC note states: "State of Maryland and its advantages for immigrants, especially farmers, manufacturers and capitalists."



Item #59

There is a long section discussing the prices of farmland. Tipped in is a fine folding color printed map of Maryland, Delaware and the District of Columbia, "prepared by the State Bureau of Immigration." OCLC locates one copy of a 1909 edition (NYPL) and no copies of the present edition.

8vo, orig. printed wraps, fine copy. 63 pp with 17 full-p. halftones and folding color printed map

**WITH A LARGE HAND COLORED PLAT MAP OF
NEWLY FILLED IN LAND
MARKED OFF FOR BUILDING LOTS**

64. MASSACHUSETTS. BOSTON. *Report of the Board of Directors of the South Cove Corporation, to stockholders, submitting the sixth annual report of their agent, and the treasurer's account.* Boston: Printed by Crocker & Brewster, 1839

The area concerned here is more or less where the ramps at the eastern end of the Massachusetts Turnpike are today. This project has been thoroughly explained by Nancy Seasholes: "In January 1833 a group of lawyers, merchants, and business men formed the South Cove Corporation for the express purpose of filling the flats between Sea and Front Streets in order to provide land for the terminals of the railroads then being built to Boston from Worcester and Providence...The South Cove project accomplished its objective of making new lands for railroads...but...the project was hard hit by the financial panic of 1837. In 1838 the corporation sold [building] lots to its own shareholders in order to reduce its debt...Houses were being built on the newly made land..." (*Gaining ground, a history of land making in Boston*, 2003, pp. 246-249). By the early 1840s most of the newly made land not used by the railroad was sold as building lots - it is well shown on the handsome hand colored map with this pamphlet. It was soon covered with brick tenements that were then occupied by successive waves of immigrant groups - originally by Yankees, later by Irish. Ultimately it became part of Chinatown. A fascinating glimpse into the background of the ever expanding need for more and more building lots in a growing city.

8vo, orig. printed wrappers, untrimmed. 15 pp. and large (27 x 35") folding lithographed hand-colored plan with blue for the water and pink for the building lots. Plan has been expertly restored by the Green Dragon Bindery.

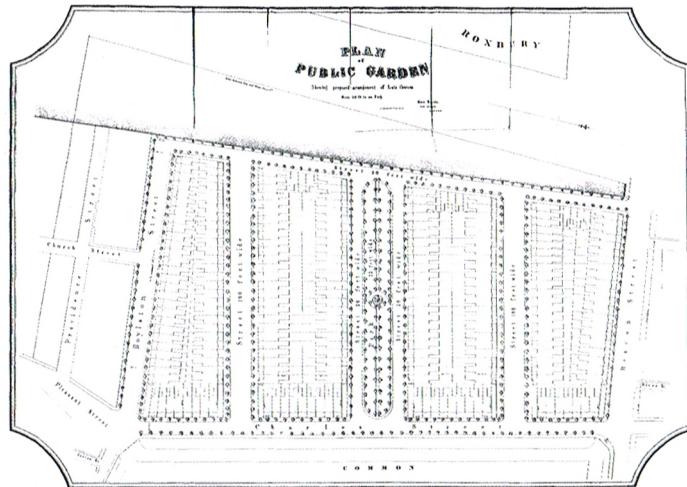
BOSTON PUBLIC GARDEN...SUBDIVIDED!

65. MASSACHUSETTS. BOSTON. *Report of the joint committee on public lands in relation to the Public Garden, July, 1850. (WITH) Plan of Public Garden showing proposed arrangement of lots thereon.* Boston: J. H. Bufford & Co., Lith., [1850]

An iconic plan in the story of the subdivision of America - one of America's most beloved public spaces almost became the site of yet more housing. An unusual and rare map (or more accurately plot plan) of what is now the Boston Public

Garden laid out as house lots. In its journey from tidal flat to rope walks to urban refuse dump to much-loved public park, the land next to and just west of the Boston Common survived two attempts to turn it into a housing subdivision. Fortunately, both attempts, the first in the 1820s and the one shown here in 1850, failed. The map portrays the Public Garden bounded by Boylston Street, the Common, Beacon Street, and a marshy area where Arlington Street is today. Hundreds of house lots, each about 25 by 100 feet are laid out. An interesting, historic and visually attractive portrayal of what might have been. The map is illustrated and fully explained in Krieger and Cobb, *Mapping Boston* (Boston: MIT Press, 1999), p. 198. I have owned the plan once before but as a "stand-alone" without the pamphlet; they are both rare.

8vo, orig. printed wrappers. 52 pp., with folding litho plan, 29 3/8 x 44 inches. Folded as issued in the back of the pamphlet. Rear hinge of the paper wrappers broken; old lib. rubber stamp on cover otherwise a fine copy.



Item #65

66. MASSACHUSETTS. MANCHESTER BY THE SEA. *Prospectus Baker Island (cover title). Baker Island, "The Gem of the Sea."* (title page). Charles Athon Hall, Real Estate, 27 State St., Boston, Mass. N.d. (ca. 1886)

"Here is a property for a rich man" opens the text for this rare little brochure (it is not in OCLC). Baker Island, a small island of sixty acres, is two miles from Manchester-by-the-Sea, five miles from Salem Harbor, four miles from Marblehead. It had on it from an early date a lighthouse which was built on a twelve acre reservation; the remainder, some 48 acres, was offered for sale. The story is taken from here by a long and interesting article on the Web: "The late 1800s were a time of change for the rest of the island. Dr. Nathan A. Morse of Salem bought the island, except for the lighthouse, in 1887. In the following year he opened a 75 room hotel called the Winne-Eagan...it burned down in

1906." It is today populated by small summer cottages. See: [lighthouse.cc/bakers/history.html]. This nicely designed brochure consists of a short text and seven halftones of scenic views.

Oblong 8vo (5-1/2 x 7 inches), orig. printed wraps. (12) pp with 7 full-page halftones.

PROSPECTUS FOR A SHORE FRONT DEVELOPMENT

67. MASSACHUSETTS. MARSHFIELD. *Holly Hill and Bayberry Beach*. [Boston: Spartan Press, 1920]

As these things go, a nicely planned small residential development close to the salt marsh, the North River and the beach. The developer was Dr. Edwin W. Dwight; the agent was Charles Oliver Loud (87 Milk St., Boston). Four house types are suggested in plans and elevations drawn by R. Clipston Sturges, Architect - modest traditional colonial style buildings. But the pieces of property were sold unbuilt, and the buildings had to be approved by an architect "chosen by the present owners, their successors or assigns." This area was

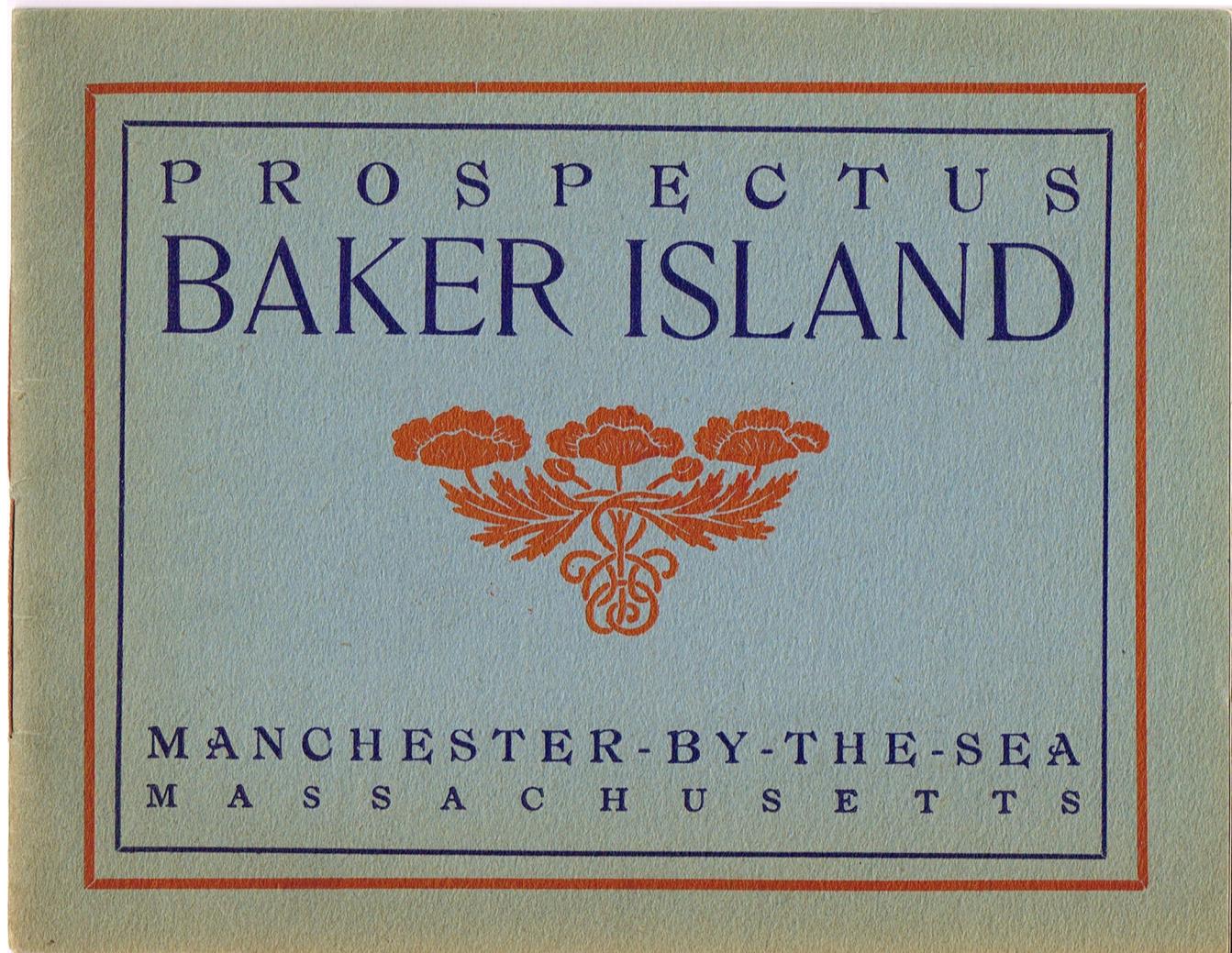
surely beautiful in the twenties, but today is probably overbuilt.

8vo, orig. stiff color printed wrappers. 22 pp. with 15 oval vignette illus from halftones, 3 maps or plot plans and 4 architectural drawing plates.

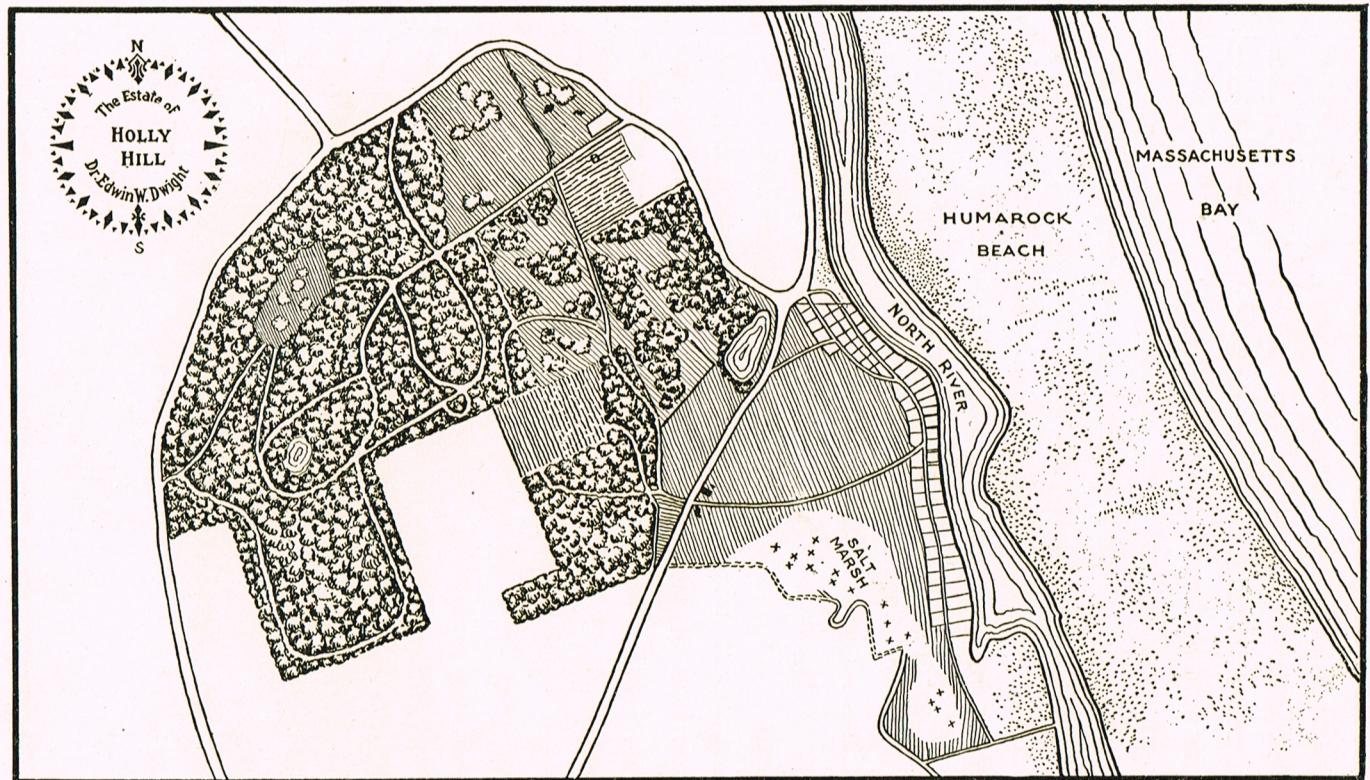
THE NEWTONVILLE IMPROVEMENT ASSOCIATION

68. MASSACHUSETTS. NEWTON. *Some Newtonville homes. Published by J. R. Prescott under the auspices of the Newtonville Improvement Association*. Newtonville, Mass., 1913

Newton is a suburban city just west of Boston; it has several separately named parts of which Newtonville is one. This booklet is a very subtle effort at attracting residents and promoting real estate. Prescott writes: "In 1912 permits were issued for more than \$1,000,000 worth of new buildings, representing a steady accession of residents of the best type, and a regular and progressive gain in the city's wealth. Under such conditions a new house in Newton becomes an investment, gaining in value from the improvements going on around it...The Newtonville Improvement Association is



Item #66



HOLLY HILL AND BAYBERRY BEACH

Item #67

at the service of intending residents, and will be glad to co-operate with any persons trying to solve the problem of a suburban home." Prescott himself seems not to have been a realtor for on the final page of the book he gives a list of Real Estate Agents in Newton and Boston who co-operate with the N. I. A. and his name is not among them. Tipped to the inside of the rear cover is a nice folding map of Newtonville with many of the houses shown in the book numbered; there is a printed key to the map. OCLC locates three copies (LC, Bost Athenaeum and Columbia).

Oblong 8vo, orig. printed wraps. 70 pp with hundreds of fine halftones and fdg. map. T.p. and final leaf foxed; otherwise clean.

THE SUBURBANIZATION OF A FAMOUS OLD TOWN

69. MASSACHUSETTS. QUINCY. *A brief historical sketch of the city of Quincy, Mass, illustrated. Issued by President's Hill, President's Hill Annex and Cranch Hill Real Estate Trusts.* Quincy, ca. 1903/4

A particularly revealing and valuable document as it shows clearly how an old suburban town went from large rural open fielded estates to urban density in a matter of a few years. "In the very heart of this beautiful city is the former magnificent homestead of the Hon. Charles Francis Adams. This is now divided into three great properties, called President's Hill, President's Hill Annex, and Cranch Hill." Several of the old

large estates are shown in good halftones as well as three full-page plans of the house lots and street lay-outs of the three above mentioned developments. Real estate development brochures with plot plans or complete development plans are not in and of themselves rare, but the present one is especially good as it gives a clear sense of "before" and "after." OCLC locates three copies: NY Hist Socy, Yale & State Lib of Mass. Oblong 8vo, orig. printed wraps. (32) pp with 16 full-p. halftones and 3 full-p. development plans.

"MANSON ESTATE"

70. MASSACHUSETTS. SOUTH FRAMINGHAM. *Auction sale of building lots belonging to Manson Estate, Saturday, July 9th 1898.* N.p. [So. Framingham], 1898

Auction notice and plot plan of the lots to be sold. "The property was formerly the well known Harmony Grove and consists of 41 lots...the best residential part of the rapidly growing village of South Framingham, five minute walk from the railroad station and on the line of the electrics to Framingham Centre. The opportunity here offered to purchase land for a home or as an investment is not likely again to be presented in Framingham..." The town is now and has always been a bedroom community for Boston.

Single sheet 9 x 12 inches, folded once. The plot plan was surveyed by J. J. Van Valkenburgh, C.E.

**THE RED RIVER VALLEY MINNESOTA
& NORTH DAKOTA**

71. MINNESOTA. MINNEAPOLIS. *Farms that pay.* A booklet designed to answer two leading questions of the day: where shall we live? Where can we invest our money to the best advantage and with absolute security?. Paid up capital \$250,000. Minneapolis, Brown-Danskin Co., Investment Bankers. [Minneapolis: Byron & Williams Co., Printers], (ca. 1912)

Well illustrated booklet discussing the rich farming opportunities in the Red River Valley of Minnesota and North Dakota: sections on soil, climate and rainfall; corn; live stock; potatoes; winter wheat and winter rye; spring sown wheat; oats; barley; clover; alfalfa; timothy and blue grass; fruit; vegetables. etc. Yale (only) owns a copy of this pamphlet but their copy is earlier [ca. 1910] and had fewer pages (39 as opposed to 48 in the present copy). This is thus a later expanded issue.

Oblong 8vo, orig. printed wraps. 48 pp with map of both states and 87 halftones.

**"MONTANA, IN THE INFANCY OF
DEVELOPMENT, INVITES YOU TO COME"**

72. MONTANA. SWEET GRASS COUNTY. *Good Advice: "Come to Montana."* Big Timber, Montana, R. M. & G. L. Cobban, Real Estate, [Missoula, Mont: Missoulian Publishing Co.], N.d. [ca. 1910-12]

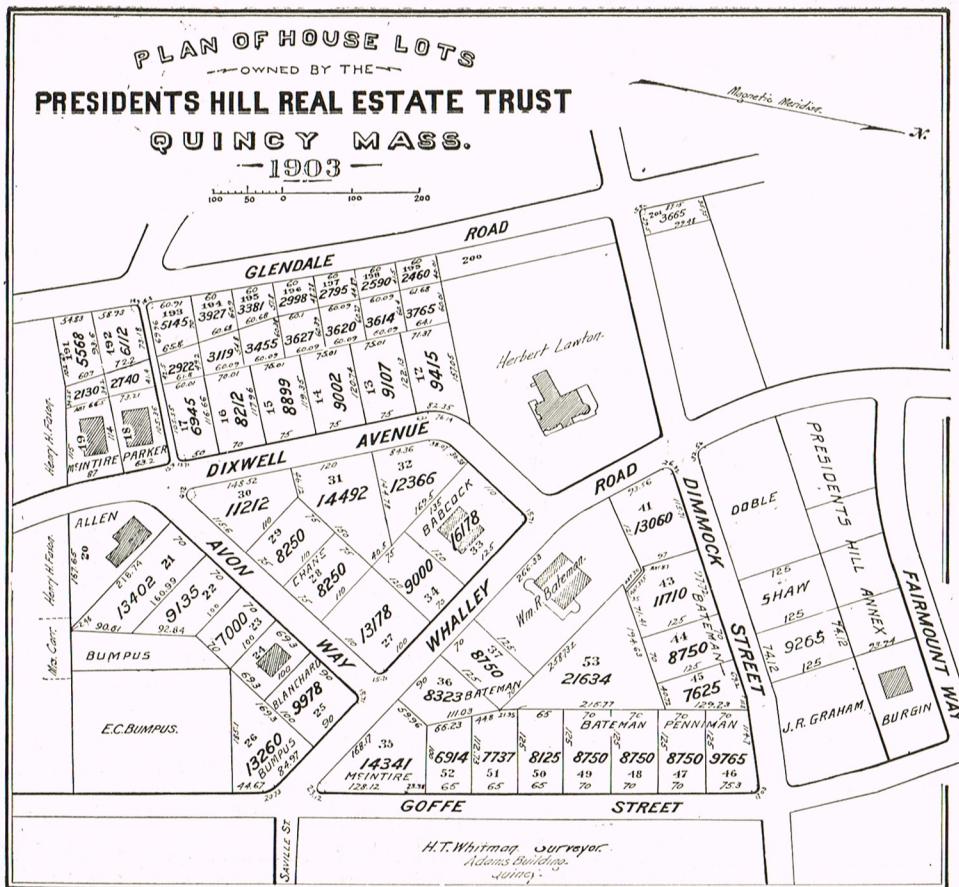
Fine copy of an appealing publication. The OCLC note sums this item up in one sentence: "Promotional pamphlet by the real estate firm of R. M. & G. L. Cobban with agricultural facts and statistics for Sweet Grass County, and advertisements by the firm for homestead locating." They might have added that it's nicely illustrated. OCLC locates two copies: Montana Hist. Socy; Washington State Univ.

8vo, orig. printed wrappers. 27+(1) pp with state map inside front cover and 11 halftones.

LAKE WATERLOO ESTATES

73. NEW JERSEY. WATERLOO. *Lake Waterloo Estates. Developed by Lake Waterloo Estates Land and Developing Co., Waterloo, New Jersey.* [Newark, New Jersey: Colyer Printing Co., n.d.], ca. 1925

This was a large tract of rural farm land, 2300 acres, which had been in the family of Seymour R. Smith for one hundred years. It was to be broken into three distinct subdivisions: No. 1, small plots, 65 x 100 feet; No. 2, half acre lots; and No. 3, 'major properties', upwards of five acres each. The architect of the project was Bernhardt E. Muller and I was told (but cannot prove) that the landscape architect was Olmsted Brothers. This was a high end development; there was to be an 18 hole golf course and an air port. Architects renderings, in color, are shown for the entrance gatehouse, proposed country club house, cottage to sell for \$4000, the old gristmill "as it will look when revamped", type of home to sell for \$15,000, type of home to sell for \$7500, etc. It is odd that there is no layout or plot plan of the project - perhaps it had not been finished by this point. The brochure is illustrated with 24 halftones of lovely landscape views of the woods, fields, and Musconetcong River but they



For terms and particulars apply to Swithin Brothers, 3 and 4 Durgin and Merrill Block, Quincy

Item #69

were taken before it was developed - beautiful but odd. I am told that parts of this development were actually built, but I suspect that the more high end features did not happen due

to the depression. OCLC locates two copies (Rutgers & Sussex Cnty Lib).

Folio (14 x 11"), orig. color printed stiff wraps, 'sewn' with cord. 28 pp with 12 halftone portraits (including officers & board of directors), 24 landscape views in halftone and 4 full-p. color plates. Includes area map (NYC to Lake Waterloo). Small chip to upper right corner of cover; cover lightly soiled. But a good copy.

“BUFFALO HEIGHTS” YET ANOTHER VICTIM OF THE STOCK MARKET CRASH

74. NEW YORK. BUFFALO HEIGHTS (NEAR FORT ERIE). *Buffalo Heights: Canada's choice Lake Shore development, 18 minutes drive from Buffalo on the new Dominion Boulevard.* Buffalo Heights Development Co., Buffalo, N.Y., N.d. [ca. 1927-28]

This was meant to be a choice development of lake shore properties which came about as a result of the opening of the Peace Bridge between Canada and the U. S. in 1927..."With great enthusiasm, developers from Buffalo set out to build a model community with 66 foot parkways, electric street lighting, and a system of traffic circles and courts based on Buffalo's most affluent neighborhood...The project suffered a major setback during the stock market crash of October 1929 and never recovered. Parkways and traffic circles were

left uncompleted as lots went unsold. Eventually, a number of modest houses, on larger lots were built." <http://www.forgottenbuffalo.com/buffaloheights>. That site includes some interesting color photos and a copy of the present prospectus (both sides are shown) but it is not located in OCLC.

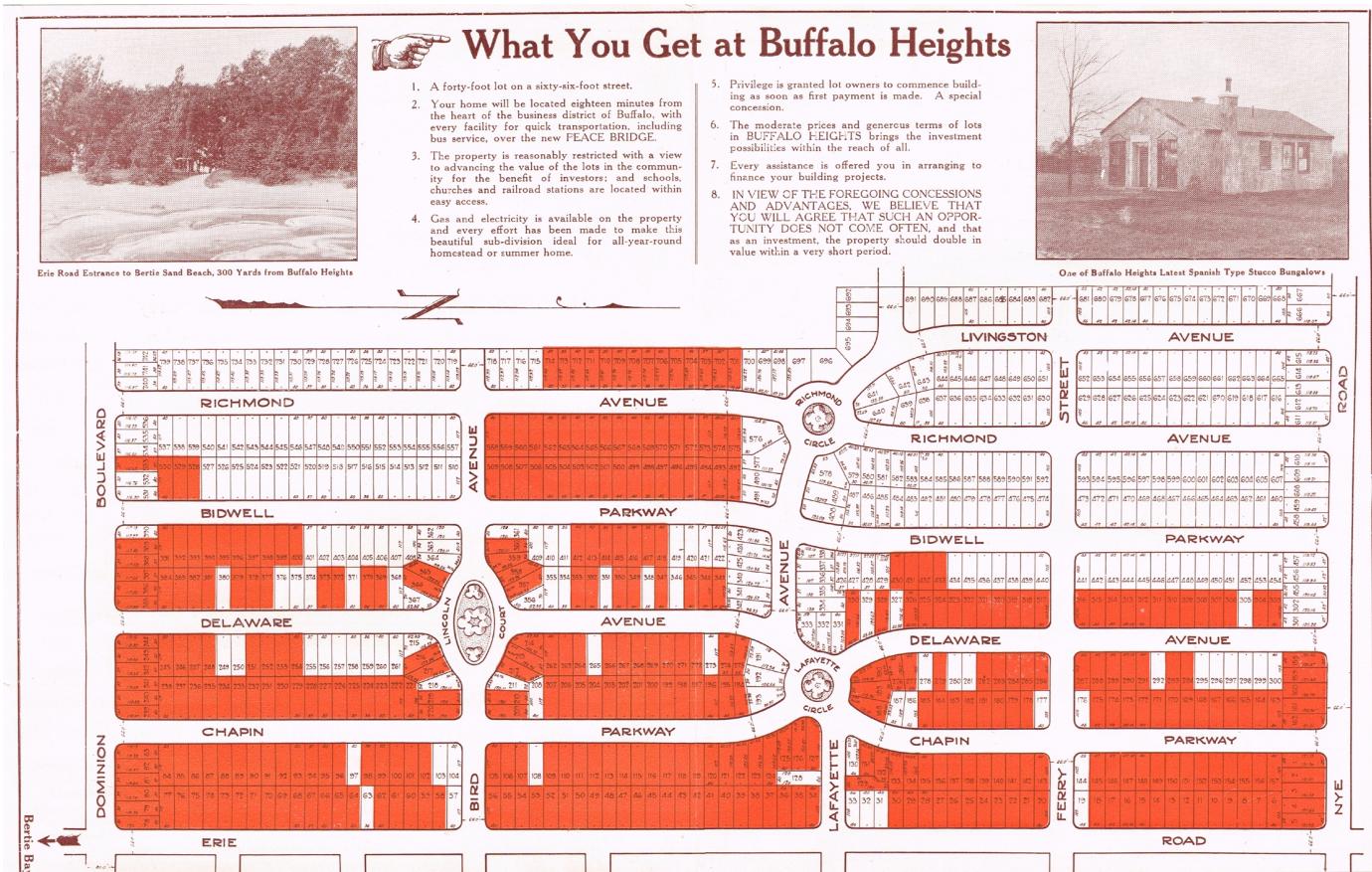
The front page describes the development and sales terms; the back page is a good area map showing Buffalo (NY), the Peace Bridge, Fort Erie, and the lake front. The centerfold is a well-drawn plot plan with the sold lots color-printed in orange and two very grainy halftones. Fine copy.

Single sheet (11 x 18"), folded twice down to 6 x 9". Contents as described above. Fine copy.

MONTAUK BEACH

75. NEW YORK. MONTAUK BEACH. (LONG ISLAND). *Montauk Beach. On the slender tip of Long Island, N. Y. 125 miles out in the Atlantic. A distinguished new sea-bound summer home colony for discriminating American sportsmen set in America's most charming environment.* [Montauk], Montauk Beach Development Corporation, 1932

A fine well designed and printed prospectus, very subtle and understated. There is virtually not a word about actually *buying* a piece of land or lot; the only hint this is a commercial



Item #74

publication is the verso of the title page where the copyright is given to the Montauk Beach Development Corp. Considering this was published just three years after the Great Depression, it is amazing. The following sports are discussed and illustrated with fine halftones: riding and foxhunting, golf, big game fishing (tuna, sharks and swordfish), swimming and bathing, yachting, tennis, polo. This was clearly for the very rich. The centerfold gives a two page colored bird's-eye view. The final page gives an area map with directions how to get to Montauk Beach. The center of this enterprise was clearly the Montauk Beach Manor (which was a full service inn and hotel). The prospectus was printed on coated

paper by the Beck Engraving Co. of New York. OCLC locates two copies (Stony Brook U., Suffolk Comm Coll).

Lg. 4to, orig. stiff printed wraps, title embossed in silver on cover, bound with a cord. (32) pp with 50 halftones, numerous vignettes, a map, a plan, and the double-p. color bird's eye view. Light foxing on the final page, but a very good copy.

“SEATON ESTATE”

76. NEW YORK. MOUNT VERNON. *George W. Bard, Auctioneer. Auction sale 100 elegant building lots. Saturday, Sept. 3rd, 1892, on the premises under large tent.* Seaton Estate. City of Mount Vernon, [M. H. Brown, Printer & Stationer, NYC], 1892

The centerfold includes three halftones of local landmarks and an interesting text. The city of Mount Vernon, between 1882 and 1892, increased from 4,000 to over 17,000 - due to its suitability as a bedroom community for NYC. Despite the title of the announcement stating there were 100 lots to be sold, the large plot plan actually shows 205 lots. The plan was drawn by Josiah A. Briggs, Civil and Topographical Engineer, of NYC; the map was printed by Robert A. Welcke, Photo-Lith., NYC. The Seaton Estate adjoined the well-known Jones and McEvoy Estates; this was just at the period when the old large farms and estates were being broken up for new commuter housing. Rare; not in OCLC.

Large sheet (17-1/2 x 28") folded twice to make 14 x 9 inches. Two maps: on the back cover a 'location map' showing the relation to the city of Mount Vernon and the large plat map. Also 3 halftones. Very good copy.

“THE ORCHARDS”

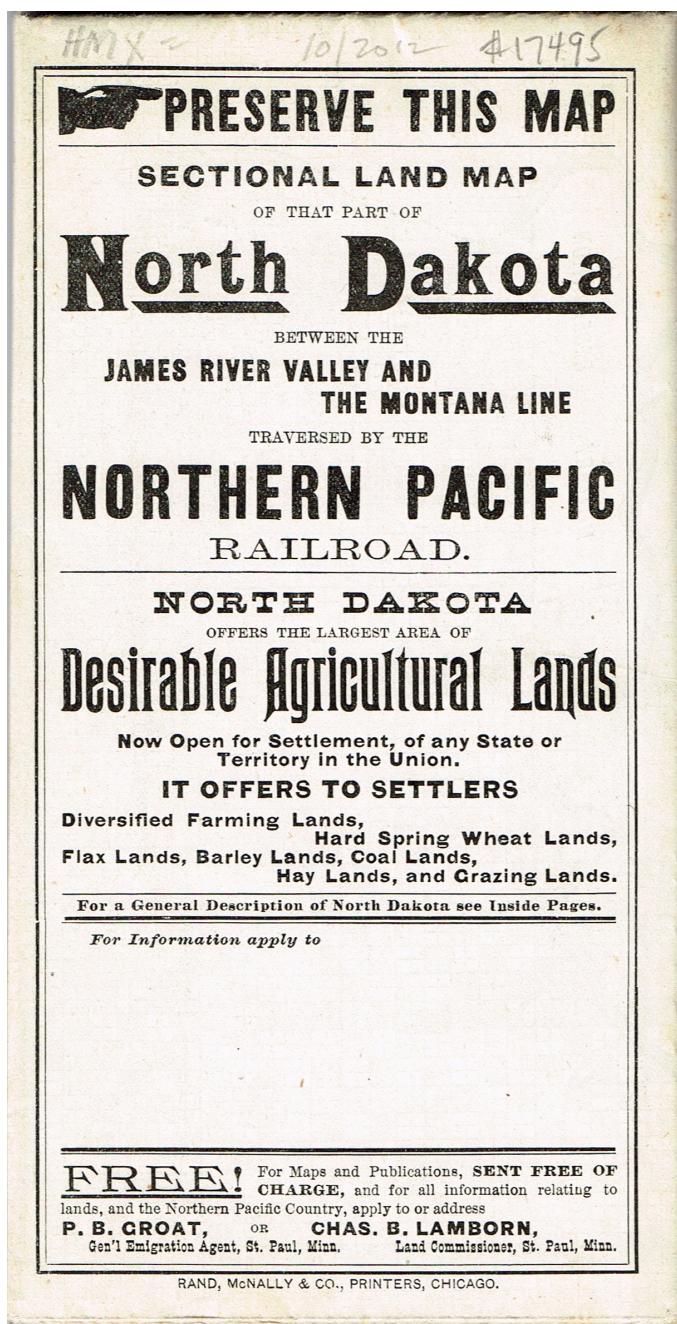
77. NEW YORK. PERINTON. (ROCHESTER). *The Orchards. Sections A B C. A suburban development for George Harris.* Harris-Becker-Campbell Corp., N.d. [ca. 1920s]

An upscale residential development on the east side of Rochester. The layout and platting of house lots are shown on the reverse; it was done with some care and incorporates curving drives, irregular lots, trees, creeks, bridges, artificial ponds, playgrounds, etc. Three sample houses "to be built" are shown in perspective renderings; they were designed by Thompson & Josephs, Architects. "Restricted to single family homes costing \$8000 or more. Architectural assistance and supervision." Not in OCLC.

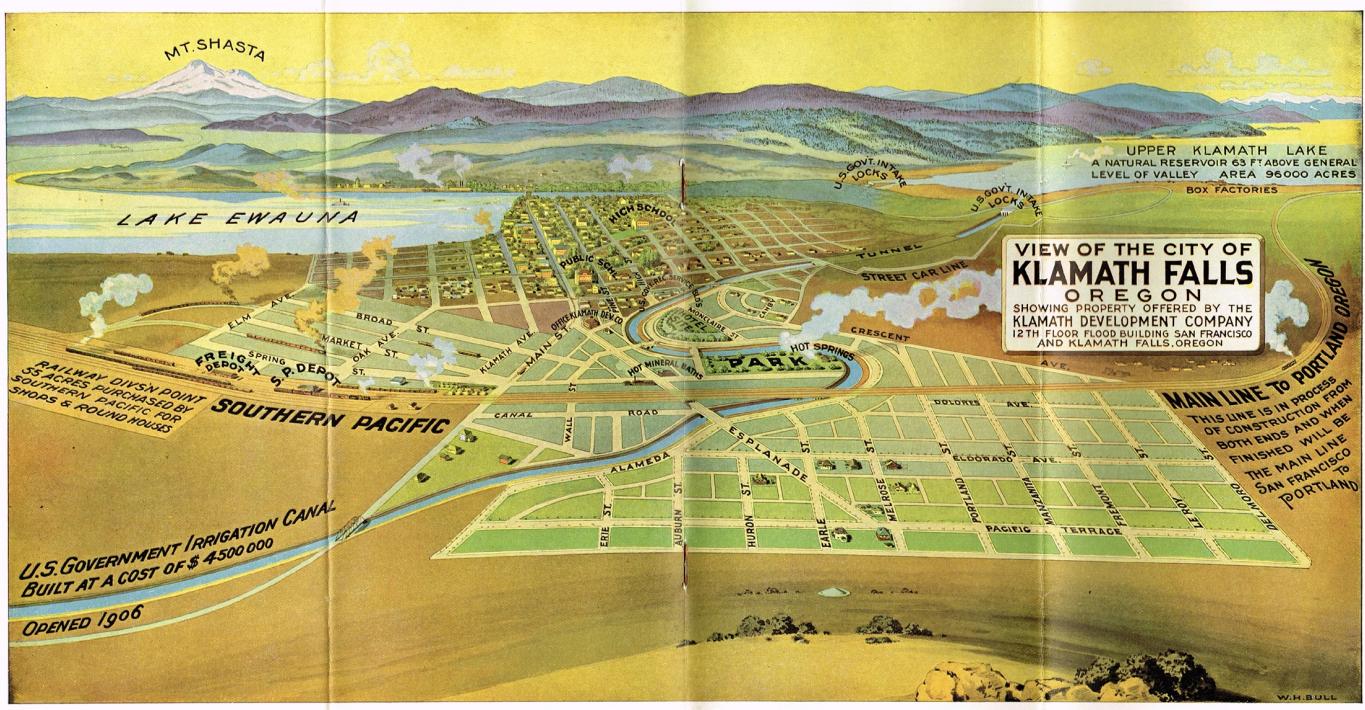
Broadside (19 x 12-1/2"), printed on both sides. Obverse has the large scale plat plan and some text; reverse has more text, a halftone and 3 illus of proposed houses. Excellent condition.

“PHILIPSE MANOR”

78. NEW YORK. PHILIPSE MANOR. *Philipse Manor on-the-Hudson, its natural beauties and historical surroundings. A country community upon modern plans.* Philipse Manor, New York, The Philipse Manor Land Co., N.d. [ca. 1900]



Item #79



FROM ANY HOUSE ON THIS PROPERTY, ONE MAY LOOK OUT ON A GRAND PANORAMA OF MOUNTAIN, LAKE AND SNOW-CLAD PEAK, WHILE THROUGH THE CITY RUSH THE WATERS OF THE U. S. GOVERNMENT IRRIGATION CANAL TO MAKE FERTILE 250,000 ACRES OF SURROUNDING COUNTRY. ON THIS TRACT THE STREETS ARE GRADED, CEMENT SIDEWALKS LAID AND LINED WITH CAREFULLY SELECTED SHADE TREES. WATER PIPES ARE IN PLACE. THE SLOPE IS IDEAL FOR SANITARY DRAINAGE.

Item #82

An attractive brochure heavy on history and natural beauty, but the real purpose of which was to sell building lots for the Philipse Manor Land Co. This was headed by John Brisben Walker, editor and publisher of *Cosmopolitan Magazine*. He conceived this 300 acre model community to be a bedroom community for New York City and states that there were 25 trains a day from Philipse Manor Station. "Good water, freedom from mosquitoes, healthfulness, and also, in summer, an almost unfailing cool breeze blowing across the Tappan Zee...The Philipse Manor Land Co. has as its chief aim to secure desirable residents-those who will make the community as ideal socially as nature has made the location." A plot map of the development is printed on the inside rear cover. OCLC locates three copies.

Oblong 8vo (6-1/2 x 9-1/2"), orig. stiff wraps. (32) pp with 45 halftones and plat map printed on inside rear cover. Slight old stain on outer edge of cover, but internally clean. Cover fold at the spine is fragile; otherwise a good copy.

NORTHERN PACIFIC RAILROAD LANDS A MAP INTENDED FOR SETTLERS

79. NORTHERN DAKOTA. NORTHERN PACIFIC RAILROAD CO. *Map showing land grant of Northern Pacific Railroad Company from Jamestown, North Dakota to Montana Boundary line.* [St. Paul, Minn., Northern Pacific Railroad Co.]. [Chicago, Rand McNally & Co., Engr's], ca. 1893
A massive land map, almost 24 by 47 inches, showing drainage, county boundaries, settlements, townships, sec-

tions and quarter sections, railroad lands sold and unsold, government owned and settled lands, lands reserved for school purposes, etc. On the reverse is extensive letter press and wood-engravings: North Dakota, explanation of the sectional land map on the reverse, Railroad lands, Government lands, character of the country, climate, fuel - coal and wood, fencing, crops, etc. One page is devoted to 'Terms of Sale': one sections explains how to get [free] government lands under the Homestead Act. Another section explains how to go about buying land from the N.P.R.R.; they ranged from \$1 to \$10 per acre. Wheat lands; Diversified Farming lands; Fruit lands; Hop lands; Flax lands; Timber lands and Grazing lands. These were purchased through specially appointed real estate dealers; they are listed by name here. The above title is taken from the map itself; the variant panel title is "The Northern Pacific Railroad is the shortest line and by far the best route to principal points in North Dakota..." OCLC locates one copy, Degolyer Lib.

Very large sheet (23-1/2 x 47"), folded down to 4 x 8 inches. Fine copy with no tears at the folds. With numerous wood-engraved views.

80. OHIO. COLLINWOOD. *Sacrifice Sale! of Collinwood lots!* [Tall narrow broadside]. Collinwood, Ohio, Wilson-Barnes Realty Co., n.d. [ca. 1905-6]
Collinwood was a suburb of Cleveland, located on the lake front. The area advertised here was working class; lots were offered for between \$200 and \$600. "This property is on three car lines - Euclid Beach, St. Clair and Shore Lines. Three minutes walk from the big Kuhlman Car Shops and

only ten minutes walk from the great Lake Shore Shops. No section of Collinwood is in line for more rapid growth and only one fare to all parts of Cleveland. We have some good corner lots suitable for business, also fine manufacturing sites on Kirby St. and Lake Shore R.R. Many lots have been sold and nice homes built on them. Good schools and churches nearby. Fine shade trees, water, gas and electric lights..." The reverse of the broadside gives a plot plan of the allotment.

Single sheet, tall narrow folio (17 x 6"). Printed on both sides.

“BARRY FARMS”

81. OHIO. COLUMBUS. *Baby Farms*. "A little land a living." Columbus, Ohio, The Gates-Kinnear Co., n.d. (ca. 1922)

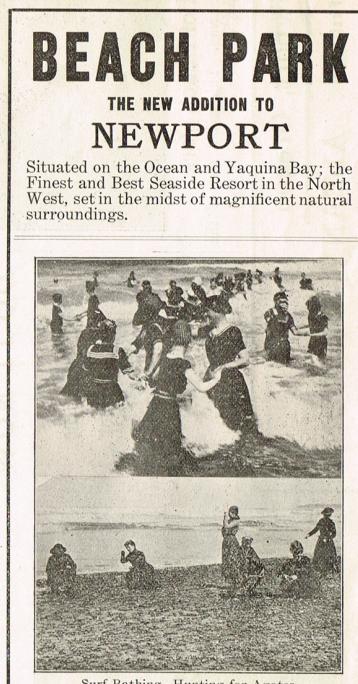
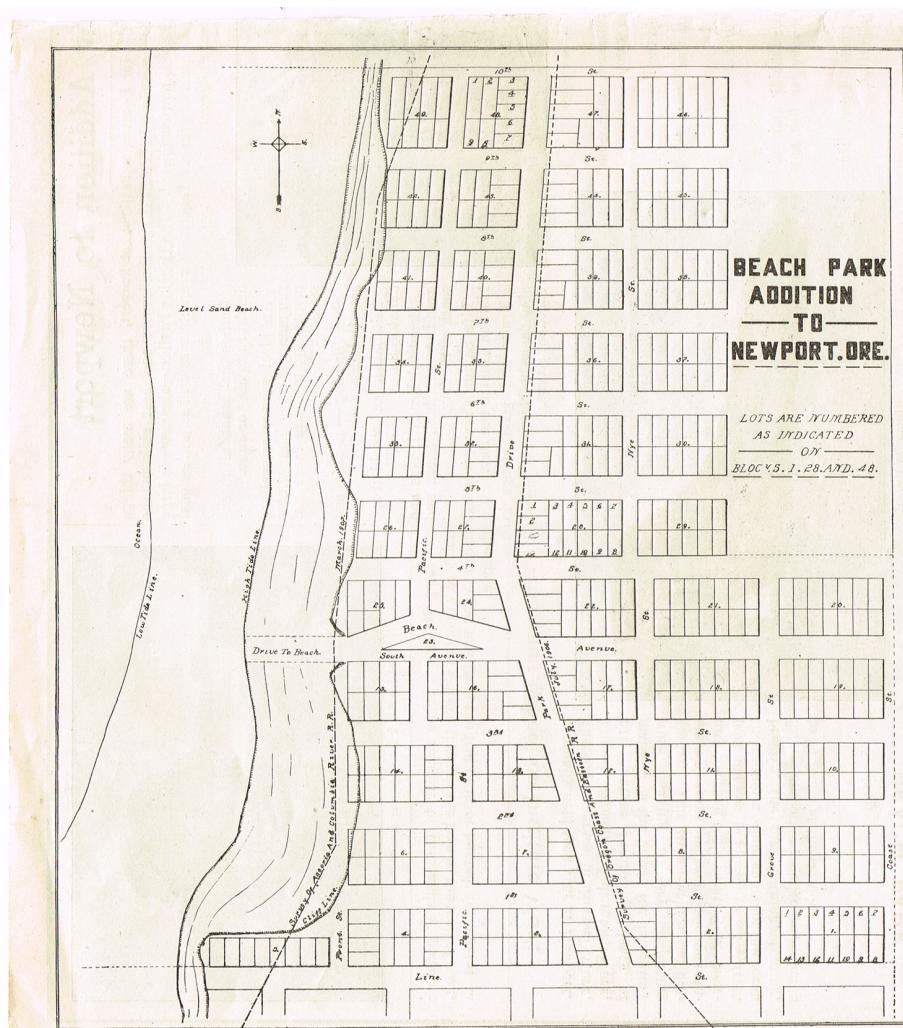
Despite the curious name, this was a residential development in Columbus, though with enough land to grow your own food - (hence, perhaps, a 'baby' farm). It was an 88 acre tract of ground which the developer purchased at sheriff's sale; they were divided into 181 plots. It was laid out in a perfect

rectangular grid with lots of 36 x 205 feet - 'each Baby Farm contains from one to four, more than average size, city building lots.' The prospectus further states: "Will supply you with fresh eggs and poultry; will furnish fresh vegetables and fruit daily for your table; will furnish abundant canned fruit and vegetables for winter." Also states: "We sell to white and desirable persons only." \$10 to \$25 cash down, \$1 to \$3 weekly, monthly payment in proportion. A curious and quite original sales pitch.

Large single sheet (13 x 21"), folded into 6 panels, printed on both sides. Illus with sketches and a large plot plan. Very good condition.

RESIDENTIAL DEVELOPMENT OF KLAMATH FALLS

82. OREGON. KLAMATH FALLS. *Klamath Falls, Oregon, the Distributing Point for a vast timber, live stock and agricultural empire. Klamath Development Company* [Sunset Publishing House, San Francisco], N.d. (ca. 1910)
Klamath Development Co. was based in San Francisco, with



Beach Park

Is north of Nye Creek, just outside the city limits of Newport. It has living springs of water, beautiful groves of Pine Trees and for a half-mile, fronts on the Grand old Pacific Ocean.

FOR PRICES AND TERMS CALL ON OR WRITE

S. G. IRVIN, Newport, Oregon

— OR —

E. H. Churchill, "The Business Printer," Albany, Ore.

offices in Klamath Falls. With the completion of the federal reclamation projects, the company set about building a large subdivision in the town. It is illustrated in a fine double-page birds-eye view as the centerfold. "On this tract the streets are graded, cement sidewalks laid, and lined with carefully selected shade trees. Water pipes are in place. The slope is in place for sanitary drainage..." Sections of the text discuss improvements, title, and terms. Building lots were priced from \$100 to \$1000 with a small down payment, modest monthly installment and no interest and no taxes. Oddly, they do not give the sizes of the lots. OCLC locates three copies: UC Berkeley, SMU and Yale.

8vo, (8 x 9 inches), folded down the middle for mailing. (24) pp with 25 color-halftones and 2 double-page panoramas. Fine copy.

"BEACH PARK"

83. OREGON. NEWPORT. *Beach Park, the new addition to Newport. [Agents]: S. G. Irvin, Newport, Ore., or Howard & Cooper, Albany, Ore., [F. K. Churchill, "The Business Printer", Albany, Ore]*, n.d. (ca. 1910)

Real estate flyer in fine unfolded condition. Beach Park was situated on the ocean and Yaquina Bay; a large plot plan is part of the flyer. It was laid out in lots and blocks with streets and avenues. They were priced from \$50 to \$100 per lot, 'on the installment plan if desired.' "Beach Park is north of Nye Creek, just outside the city limits of Newport. It has living springs of water, beautiful groves of pine trees, and for a half mile fronts on the Grand old Pacific Ocean." "To the north is the lighthouse and Foulweather Head, the Cove, the Monterey and Monterey Beach. To the south Seal Rocks, South Beach, Beaver Creek, the entrance to Yaquina Bay Harbor, the old Light House on the hill, now occupied by the Life Saving Crew, Castle Rock, etc." The flyer has 13 halftones of spectacular views. This copy was never folded, although for distribution it would have been folded to 9 x 4 inches to fit in an envelope for mailing. Not in OCLC.

Large single sheet (18 x 12") with plot plan and 13 halftones.

"FOR THE USE OF IMMIGRANTS"

84. OREGON. OREGON STATE BOARD OF IMMIGRATION. *Facts regarding its climate, soil, mineral and agricultural resources, means of communication, commerce and industry, laws, &c. &c. for the use of immigrants with Map.* Portland: Oregon State Board of Immigration; Eastern Office, 328 Washington Street, Boston, Mass., 1876

Deals with Western Oregon. Sections of the text discuss its resources and climate; products (i.e. from farming); population, towns, means of communication, commerce and industry, etc. Also gives prices of land: In the valley of the Willamette good brush and timber lands can be purchased for \$2.50 an acre; prairie lands ranged from \$8 to \$50 an acre. Some of these lands were sold by railroad companies who

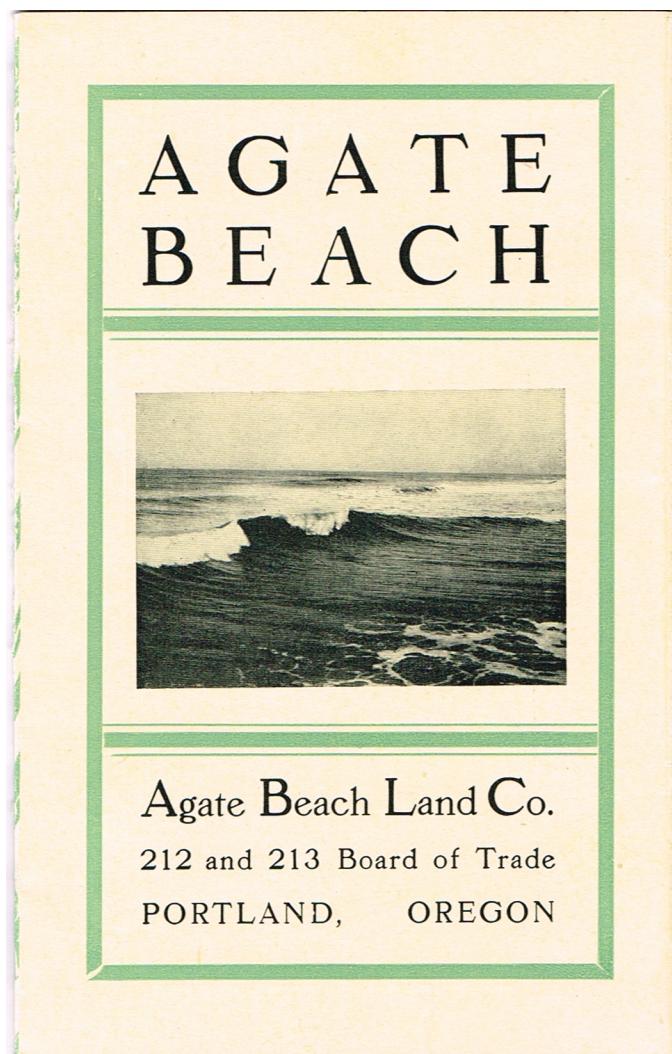
were granted them by the US Govt., these were for sale from \$1.25 to \$7.00 an acre. The penultimate page is a wood-engraved map of the western part of Washington Territory. This pamphlet was published for distribution at the Philadelphia Centennial. OCLC locates 11 copies.

12mo, orig. printed self wraps. 14 pp with 1 full-p. wood-engr map. Cover a bit soiled.

"AGATE BEACH"

85. OREGON, PORTLAND. *Agate Beach. Agate Beach Land Co.* Portland, Ore, n.d. [ca. 1920s]

An attractive so-called "souvenir folder" advertising this ocean front summer resort development. There are no maps or plot plans but there are 8 fine halftones, most of which have spectacular views of the ocean. A few quotes: "That *Agate Beach* will in a very few years become the leading Northwestern summer resort is a bold assertion to make...[but] we could convince you too, if you could but see it...The



Item #85

ground slopes gently up from the beach, and there are few if any building sites where a good view of the ocean is not obtained. The farm house shown below is about 1600 feet from the beach in a straight line, and commands a most beautiful view of the ocean and coast line for miles. You are not obliged to build on the front row; you can obtain the same results anywhere on the grounds of this beautiful resort...The Government Light House at Yaquina Head adjoins the property of this company, and is one of the many attractions to be enumerated among others at Agate Beach...bright colored rhododendron, the honeysuckle, the luscious berries, vie with the beach and the sea aquarium for supremacy...etc. etc." Agate Beach is located near Newport, Oregon, "at present reached by the Corvallis & Eastern Railroad by way of Albany and Corvallis, and the steamer from Yaquina to Newport, and comprises in all 630 acres with a shore frontage of three and one half miles with all varieties of scenery..." Not in OCLC (they do locate a variant in one copy at UC Berkeley).

One sheet of paper 27 x 5-1/2" folded into 8 panels (a total of 16 sides) with 8 halftones, a "title page" and 6 blocks of text. Printed in two colors. A classy production for what was a very desirable piece of property. Fine copy.

"HEALY HEIGHTS"

86. OREGON. PORTLAND. *The Switzerland of America*. [?Portland], 1912 (WITH) *Healy Heights, now open for residential development*. Portland, Port Investment Company, 1912 and 1937

A very interesting prospectus, or rather a pair of prospectuses, each dealing with Healy Heights at a 25 year interval. The text of the earlier one is largely metaphor, but is beautifully illustrated and finally comes to give a brief description of Healy Heights on the final page. The graphic design is beautifully done. The more recent one, just a 3 page handout, is more to the point; it shows a sketch-roadmap of the development and a fine panoramic photograph: "View from Healy Heights, atop the West Hills, Portland, Oregon. This vista to the east is seen from an elevation of 1000 feet, and embraces the city of Portland against a backdrop of green mountains and eternally snow-clad peaks..." This flyer was clearly intended from the start to be tipped into the earlier booklet; it states "This book is a document from another era. It was published in 1912. Its inspiration was the beauty of Healy Heights - a beauty which today is as natural and as alluring as it has been through the ages." The houses shown in the 1912 booklet were very grand. This must still be one of the most desirable places to live in Portland. The agent for land sales was the Port Investment Company. OCLC locates one copy of the 1912 brochure (Yale); no copies of the later one.

8vo, orig. suede covered wrappers. (26) pp each within a drawn border. 1937 flyer (4 pp) tipped to the front end paper. Fine copy.

LEVITT & SONS "THE CREATOR OF THE AMERICAN SUBURB"

87. PENNSYLVANIA. LEVITTOWN. *Map of Levittown, Pennsylvania*. Levittown: Published by Levitt & Sons, [1954] Large folding map titled: "Levittown, Pennsylvania. Now in progress." Includes an index (printed on the reverse) to all the roads by neighborhoods. "Levittown [Pa] is a suburban community planned and built by Levitt & Sons. The majority of the land on which it is built was purchased in 1951. Houses built in Levittown consisted of just six models, including the Levittowner, the Rancher, the Jubilee, the Pennsylvanian, the Colonial and the Country Clubber. Levitt & Sons constructed only single-family dwellings in the community, each surrounded by a lawn, with only modest exterior variations, modern in style, with built-in appliances and landscaping. The homes were moderately priced and required only a low down payment. Construction of Levittown began in February 1952, soon after completion of Levittown, N. Y., located on Long Island. Levittown, Pennsylvania, was the second "Levittown" built by William J. Levitt, who is often credited as the creator of the modern American suburb..." (Wikipedia). The note goes on and is quite interesting.

Lg. folio sheet (34 x 26 inches), folded into 16 panels. In very good condition.

"WYOMISSING HILLS"

88. PENNSYLVANIA. READING. *A booklet descriptive of Wyomissing Hills, a residence suburb of Reading, Pennsylvania*. [Reading], 1915

Fine copies in the original mailing envelope of the pamphlet cited above plus a second *Pamphlet descriptive of Wyomissing Hills as a desirable residence suburb of Reading Pa* (Sept 1, 1914). William Pitkin of Rochester, N.Y. was the landscape architect of this "suburb de luxe" development in Reading, Pa. Its various sections (Park, Hill-side, Wooded, etc.) were to have avenues affording picturesque views, carefully constructed street, sidewalk and planting strips, as well as several small parks. Includes both photographic halftones and artist-retouched images of houses already built, as well as a splendid double-page colored birds-eye view illustrating its appearance when fully developed. The president of the Wyomissing Hills Inc. was David H. Keiser. Included with these two pamphlets is a large folding "Plan of Wyomissing Hills."

2 pieces. 1. 4to pamphlet, orig. color printed wraps, 20 pp with 1 double-p. color and 15 other illus, finely printed on coated paper. 2. 8vo pamphlet, orig. 2 color printed wraps, 16 pp; Both preserved in orig. mailing envelope. Plus the large fdg. map.

"C. B. CHAMBERS, THE LAND MAN"

89. SOUTH DAKOTA. FAULKTON. *Revised compendium of information relating to South Dakota, 1903. Compiled by Doane Robinson, Secretary, Department of History*.

Compliments of C. B. Chambers, the Land Man. Faulkton, South Dakota. [Aberdeen: Dakota Printing Co.], 1903

Fine copy of a rare little pamphlet for prospective settlers. Full of facts and figures, both historical and agricultural. It states on the cover that "South Dakota has for six successive years - 1897, 1898, 1899, 1900, 1901, 1902 - produced more new wealth per capita than any other state." The text is remarkably candid and states that some pioneer settlers from the East failed, but goes on to say that the committed and courageous have found the blessings of happiness and prosperity. Mr. Chambers' trade card is laid in; it is actually larger than the pamphlet and on the reverse gives a grid plan of the townships and ranges north, south, east and west of Faulkton. He could presumably find you land in any of these areas; land in the immediate vicinity of Faulkton could be bought, through him, from \$10 to \$25 an acre. OCLC locates but one copy of the present issue (Yale) but indicates that this was an annual and locates other copies as late as 1911.

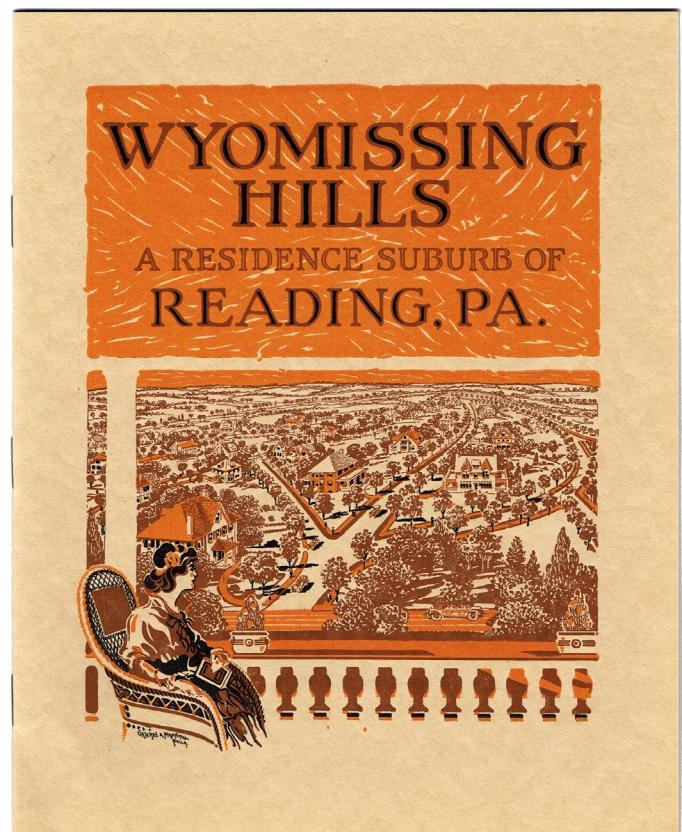
24mo (4-3/4 x 3-1/4"), orig. printed pink wraps. (16) pp. Chambers' trade card is 5-3/4 x 3 inches printed on both sides. Slight chips out of two of the four corners of the card; else fine and the pamphlet is fine.

90. SOUTH DAKOTA. SANBORN COUNTY. *South Dakota*. By E. Frank Peterson. [Will A. Beach Printing Co., Sioux Falls, S.D., 1915]

Fine copy of a large folding map of So. Dakota; the reverse is letterpress giving the facts and statistical figures. This was published by Shoemaker & Hollingsworth, "We buy, sell and exchange farms in the corn belt only," located in the town of Artesian. Their ad copy states: "Improved farms worth \$200 per acre are selling for \$75.00. Our land values are steadily advancing each year and the raise in land values is clear profit,

so you should prepare for your family and help the boys get a start in life. The average farm in our corn belt district is advancing \$2000 a year..." OCLC locates one copy (DeGolyer Liby, SMU).

Large sheet (17 x 22"), folds down to 4 x 8-1/2". Printed in red and black. Fine copy.



Items #88

LAND FOR HOMESTEADERS AT \$2.50 AN ACRE

91. SOUTH DAKOTA. TRIPP COUNTY. *Baker's map of Tripp County checked up to date showing all entries to date and showing lands open to entry on September 8th 1909 checked and verified from U. S. Land Office records.* Prepared expressly for Coffman & Owen Real Estate, Dallas, So. Dakota, [1911] A large folding map of Tripp County marked off in a township and range grid. Different shadings and markings indicate the following: Indian allotments, school lands, town sites, homestead entries, and soldier's declaratories. Lands that were not spoken for (i.e. unentered) "would be subject to Homestead Entry, by the public, at \$2.50 per acre - one fifth cash." The realtors, Coffman & Owen, made the following statement: "We located as many as any other firm, out of the 4000 that filed in April and our clients are fully satisfied. C. W. Owen was a member of the allotting party that made the allotments in Tripp County." They were not the only firm of realtors handling these lands; the Yale copy of this map was "prepared expressly for Slaughter & Shepard." OCLC locate one copy, Yale.

Large flat sheet (30 x 21") folded down to 4 x 9-1/2". Legend: "This map published and for sale by Baker and Co., Gregory, So. Dakota." Excellent condition.

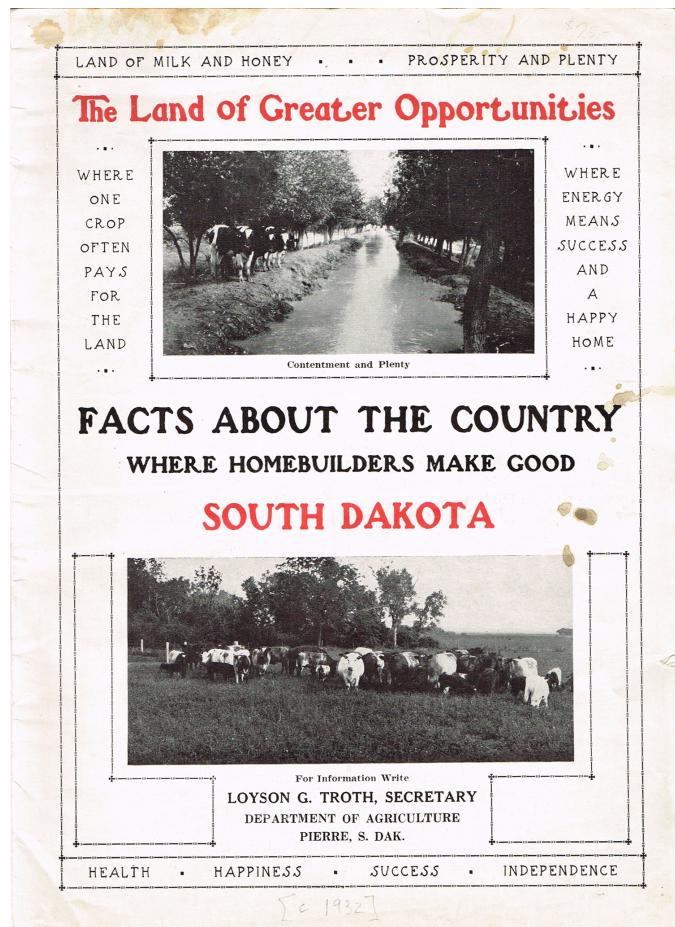
"THE LAND OF GREATER OPPORTUNITIES"

92. SOUTH DAKOTA. *The land of greater opportunities. Facts about the country were homebuilders make good. South Dakota. For information write Loyson G. Troth, Secretary, Dept. of Agriculture, Pierre, S. Dak, [Pierre: State Publishing Co.], (1932)*

Loyson G. Troth was a good writer: "We invite you to come to the plains of the west, where even in these times of world-wide depression the economic map shows whiter than in any other section of the country. Why live on rented land in the east and ship your alfalfa seed from the west? Bring your wife, your growing family to the land of opportunity and promise. Buy half a section of land in the west river section of South Dakota, but do not break it all up and expect to succeed by raising wheat alone. Sow alfalfa for hay and seed. Instead of buying high priced machinery, put your savings in a few milch cows, brood sows and chickens..." Who could resist? OCLC locates four copies: U of SDak, SDak State Lib., Northwestern U and Yale.

4to (10-3/4 x 7-3/4"), orig. wraps printed in red and black. 16 pp with 26 good sharp halftones and a double-page map showing the state highway system printed in red and black. Excellent copy.

93. SOUTH DAKOTA. *The North Western Home Seeker: general information regarding the agricultural, mineral and other resources of South Dakota.* [Chicago, Chicago & North Western Railway Company, (1893)], [Chicago, Rand McNally, 1893]



Item #92

A large folding (newspaper format) production seeking farmers to re-locate to South Dakota. The text is full and persuasive. A brief summary: "Cheap lands...rich rolling prairies...timber land...grand forests...superior market facilities... Prices range from \$2.00 to \$13.00 per acre on long time with low rate of interest. Sell your old farm, buy a new one...double your money in short time..." Includes about fifteen testimonial letters. Text is illustrated with six accomplished wood-engravings; back page is entirely taken up with a map of South Dakota. OCLC locates two copies: Denver Public Library and Yale.

Large news sheet 36 x 24 inches, folded once to 18 x 24. Caption title. Folded several times but in good condition. Slight wear at the corners of the folds, but not torn or damaged.

94. SOUTH DAKOTA. *South Dakota and a word about its soil, climate, crops, live stock, and opportunities.* [Chicago: Chicago, Milwaukee & St. Paul Railway, ca. 1904]

A general booster pamphlet for the state, but with sections of the text intended to draw in settlers: "Opportunities for homes" and "A safe investment." "Land values in South Dakota cover such a wide range that the investor is able to find some land at any price he has decided to pay. Improved

land may be bought for \$10 an acre, and from that price up to \$35 an acre, according to extent of improvements and nearness to railroads. Unimproved and grazing lands sell from \$5 to \$20 an acre...Land is the basis of all wealth and cannot fail." OCLC locates four copies: Denver PL, Minn Hist Socy, Wisconsin Hist Socy and Yale. Includes a fine folding map showing the railway routes in the state.

Lg 8vo, (9-1/4 x 8"), folded for mailing. 16 pp with 20 halftones and large fdg map printed in red and black. Fine copy.

COME TO SOUTH DAKOTA!

95. SOUTH DAKOTA. *South Dakota, the Sunshine State, offers you a homestead for as little as \$1 per acre and 20 years to pay.* [Pierre, S.D., South Dakota Rural Credit Board, N.d. (ca. 1930s)]

"Through an enactment of the 1933 session of the South Dakota legislature, the Rural Credit Board, as the agency handling over a million and a half acres of land for the State, was empowered to sell same to people wishing to get a home of their own where they can produce their own living and enjoy the benefits of a healthful climate, productive soil, good schools, good roads, declining governmental costs and recreational advantages that are second to none." The State had 1,500,000 acres to sell, some of which was improved and built on - "Places can be bought well improved on which you will not have to build a thing, others with more modest improvements will provide homes where you can live comfortably until you can make the money from South Dakota land to make added improvements." A note at the bottom of the second column states: **No private interests are involved.** OCLC locates three copies: Yale, SMU and Wisc. Hist. Socy.

Single sheet (8-1/2 x 14") folded twice down to 8-1/2 x 3-1/2." Illus with one large halftone, a view of a good looking farm. Nice copy.

HANDSOME REAL ESTATE MAP OF ABILENE

96. TEXAS. ABILENE. *Map of Abilene. Drawn by A. H. Kirby, Abilene, Texas. Compiled by J. A. Thomas, County Surveyor.* Abilene, Published by Louis C. Wise & Co., N.d. [ca. 1885]

A fine map, lithographically printed on high quality paper by Clarke and Courts, Galveston. It was published by "Louis C. Wise & Co., (successors to Holt & Wise), Abilene, Texas, General Agents for Lands in Northwest Texas. Control over 500 lots in all parts of Abilene. Choice lands near town." It is a cadastral map showing land lots, streets, creeks and the Texas and Pacific Railroad. The title is a large and handsome decorative cartouche. Includes in the upper left corner an index to the sub-divisions by name, lot, block and addition. OCLC locates three copies: Yale, SMU and UT at Arlington.

Large sheet, 24 x 27". Rolled. In excellent condition.

FARM HOMES IN THE VERY NORTHWEST CORNER OF TEXAS

97. TEXAS. DALHART COUNTY. *Capitol Reservation Lands; 500,000 acres offered for sale as Farm Homes.* Francis C. Farwell, Charles F. Harding, George Findlay, Trustees. Chicago, Ill., and Farwell and Dalhart, Texas, N.d. (ca. 1900-1910)

"The lands of which this pamphlet is only meagerly descriptive, are the unsold portion of the 3,000,000 acre grant made by the state of Texas to Messrs. John V. and C. B. Farwell and their associates in exchange for the building of the State Capitol at Austin in the years 1885 to 1888 inclusive, one of the largest and most imposing buildings in the world. The owners are now offering at low price and on liberal terms to actual settlers, the land situated in Parmer, Dallam and Hartley Counties, in tracts from 160 acres up to 640 acres and you are cordially invited to make personal inspection if interested in acquiring one of these farms, either improved or unimproved." Sections of the text discuss location, soil & topography, climate & water, rainfall, transportation & markets, crops, poultry, sheep, beef cattle, hogs, dairying and schools and churches. "There are no Negroes, Chinese, or Japanese people here, and the only Mexicans are those that work on the railroads." OCLC locates four copies: U of OK, Baylor, SMU, and UT Austin.

8vo (9 x 7-1/2"), wrapper title (printed in red and black). 8 pages with 16 halftones. Folded down the middle from having been mailed. Front hinge is partially cracked, else a good copy.

98. TEXAS. TRESPALACIOS. *Title of property of the building lot ... in the city and port of Trespalacios, Texas.* [London, 141 Leadenhall St.], 1845-46

A rare survival, an unused printed title certificate to a building lot in Trespalacios, Tex. The town was planned right from the start to have public passages between squares (both explained and shown in a plat plan on this certificate). Wikipedia states that Trespalacios was founded in the 1830s and was widely known as Tidehaven due to its location on the outer tidal reaches of the bay. Houses, a blacksmith shop, two hotels, and a market were constructed in the town by the 1850s and a post office was established in 1856. Most of these buildings were torn down or abandoned in the 1880s due to storms and legal conflicts. A copy of this title certificate is located at Yale.

Small broadside (8 x 13"). Printed on blue tinted paper, on recto only. Excellent condition.

NORTHERN PACIFIC RAILROAD LANDS FOR SALE, \$2 TO \$6 PER ACRE

99. WASHINGTON & IDAHO. *Sectional land map of eastern Washington and Northern Idaho traversed by the Northern Pacific Railroad.* [Portland, Oregon & St. Paul, Minn., 1884]

Title continues: "This is one of the most inviting regions now open for settlement. Its resources consist mainly of Large Agricultural Areas, Renowned Wheat Sections, Forests of Fine Timber, Extensive Grazing Ranges, Navigable Rivers and Lakes, Numerous Grand Water Powers, Rich Mineral Deposits..." Terms of sale: The price of agricultural lands in Washington and Oregon ranges chiefly from \$2 to \$6 per acre. If purchased on five years time one fifth cash...Grazing lands are sold at from \$1 to \$2.50 per acre according to location and quality. Prices of timber lands are not stated; I expect they were negotiated. All applications for the purchase of N.P. lands in Washington, Idaho and Oregon must be made to Paul Schulze, General Land Agent at Portland, Ore. The text also explains the matter of free government lands given to settlers under the Homestead, Pre-emption and Timber-Culture Acts. Access to these lands could be had for passengers, emigrants and settlers on the N.P. Railroad (fully explained). The very large map (27 x 35-1/2") is marked with five symbols: N.P.R.R. Co lands, ditto sold, U.S. Govt lands, and ditto entered, and school sections. Printed by Matthews, Northrup & Co., Engravers and Printers, Buffalo, NY. OCLC locate two variants, both a bit later (1887 and 1890) and both at Yale. No other copies located.

Large sheet (27 x 35-1/2"), folded down to 9 x 4-1/2". Slight clean tears, else excellent condition.

100. WASHINGTON. SEATTLE EVERETT SUBURBAN MAP. *Puget Mill Company. Real Estate Development.* Seattle, 1927

A remarkable map, in good condition, beautifully printed with extraordinary detail (one needs a magnifier to read the small print), printed in soft colors. Shows streets, lots and owners. Its purpose was to advertise land owned by the Puget Mill Co. which is shown in green on the map. Map extends from the Seattle city limits (at W. 85th St) at the lower left corner to Kirkland in the lower right corner; Darlington, City of Everett City Limits and Everett Improvement Co. Golf Club are in upper right corner. A large proportion of the area between Seattle and Edmonds is owned by the Puget Mill Co; four of their real estate offices are marked in red on the map.

The verso features halftone views and textual descriptions of eleven areas being developed for residential living between Seattle and Everett including Fairmount, Shelby, Avondale, Alderwood Manor, Bothell District, Martha Lake District, Edmonds District, Lakewood Villa, Inglewood Park District, Sheridan Beach, and Cedar Park. Some of these areas bordered on Lake Washington (still a very desirable place to live - Bill Gates built his own house there a decade or so ago).

What is so interesting about this map and the accompanying text is that it shows a large scale urban and suburban area in the literal process of developing. Not just one development but a whole group of them. The Puget Mill Company, despite its name, seems purely to have been a real estate

development firm. They claim to have been in business in Seattle for seventy five years. This was printed by the Kroll Map Co. on high quality paper. OCLC locates four copies. Large folded map (33 x 18"), folds down to 9 x 8-1/2 inches. Printed on both sides. Lightly soiled at the folds but a very good copy.



Item #95

T E R M S

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