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## Guide to the California Tourism and Promotional Literature Collection

Special Collections & Archives

University Library

California State University, Northridge

18111 Nordhoff Street

Northridge, CA 91330-8326

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**Contributing Institution:** Special Collections & Archives

**Title:** California Tourism and Promotional Literature Collection

**Creator:** California State University, Northridge. University Library

**Identifier/Call Number:** SC.CTP

**Extent:** 7.50 linear feet

**Date (inclusive):** 1860-1990

**Abstract:** Tourism and real estate promotion have been longtime means of encouraging people to vacation and settle in California. The *California Tourism and Promotional Literature Collection* includes county, regional, and statewide promotional literature used to promote tourism and real estate development across the state of California.

**Language of Material:** English

**Historical Note:**

The library created this collection of materials for study and research.

**Scope and Contents**

The *California Tourism and Promotional Literature Collection* consists of promotional material aimed at attracting visitors, settlers, and real estate investment to the state of California. The bulk of the material dates from 1880 to 1940, and includes tour and event booklets, travel guides, personal journals, street and real estate tract maps, posters, folded brochures, pamphlets, postcards, magazines, menus, drawings, photographs, and souvenirs. The collection is made up of fifty-five series arranged by region and county, the largest of which is for Los Angeles County. There are several series dedicated to statewide promotional literature, one series dedicated to California tours and excursions, and one series dedicated to souvenirs.

The collection offers a variety of materials illustrating many different reasons to travel to California including tourism, health, and agriculture. In terms of tourism, the collection includes many pamphlets from the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, most of which are produced by the Southern Pacific Company, which advertise cross-country trips by railway from places such as Boston and New Orleans to California. These trips generally traveled throughout California and advertise the scenic beauty of Yosemite and the Sequoia forest; the vast diversity of climate; the plethora of outdoor activities; and famous hotels such as The Raymond in Pasadena, the Palace in San Francisco, the Hotel del Monte in Monterey, the U.S. Grant Hotel in San Diego, and the Biltmore Hotel in Los Angeles.

The collection also includes pamphlets containing information on the history and locations of the various California missions, including those in San Diego, San Juan Capistrano, San Fernando, and Santa Barbara. Additionally, there is much material describing the history of the California gold rush and the tours of numerous ghost towns and related locations. More recent items contain information regarding Hollywood and the film industry, the Cawston Ostrich Ranch in South Pasadena, San Francisco's Chinatown, Catalina Island, and Inyo County's Death Valley, as well as various posters and pamphlets for individual restaurants, hotels, and theaters.

California's weather is sometimes referred to as the "eternal spring," and is generally described to be a wonderland of health and goodness. Pamphlets issued by individual counties advertise the beautiful beaches of Los Angeles and Orange County and describe various areas as a wonderful respite from the harsher weather conditions in other parts of the country. There are also handouts advertising winter resorts in places like Palm Springs, where visitors may escape the cold of the winter months in order to spend time resting and recuperating.

The collection also includes pamphlets and booklets promoting immigration, migration, and settlement. These materials typically include information on agricultural in California, especially the cultivation of olives, figs, cherries, peaches, oranges, grapes, almonds, walnuts, and raising of livestock. Other economic opportunities described include oil, lumber, dairy, and viticulture, with information on average wages and cost of living. Also advertised are the various connecting railroads and, in the more modern booklets, the vast highway system covering the state.

**Arrangement of Materials:**

Series 1: California Tours and Excursions, 1881-1931

Series 2: Statewide Promotional Literature, 1860-1947

Series 3: California's Central Region, 1915

Series 4: Southern California, 1886-1936

Series 5: California Statewide Promotional Literature, 1886-1936

Series 6: Alameda County, 1901-1940

Series 7: Butte County, 1898-1926

Series 8: Calaveras Promotional Literature

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Series 9: Colusa County  
Series 10: Contra Costa County  
Series 11: El Dorado County, 1940  
Series 12: Fresno County, 1890-1925  
Series 13: Glenn County, 1915  
Series 14: Humboldt County  
Series 15: Imperial County, 1910-1928  
Series 16: Riverside County, 1902-1938  
Series 17: Inyo County, 1912-1936  
Series 18: Kern County, 1915-1934  
Series 19: Lake County, 1898-1951  
Series 20: Los Angeles County, 1885-1997  
Series 21: Madera County, 1912  
Series 22: Marin County, 1888-1919  
Series 23: Mariposa County, 1915-1927  
Series 24: Mendocino County  
Series 25: Merced County, 1915  
Series 26: Monterey County, 1891-1996  
Series 27: Mono County  
Series 28: Napa County  
Series 29: Nevada County  
Series 30: Orange County, 1949  
Series 31: Placer County, 1880-1935  
Series 32: Plumas County, 1910  
Series 33: Sacramento County, 1911  
Series 34: San Benito County, 1910-1915  
Series 35: San Bernardino County, 1910-1937  
Series 36: San Diego County, 1886-1935  
Series 37: San Francisco, 1878-1947  
Series 38: San Joaquin County  
Series 39: San Luis Obispo County, 1940  
Series 40: San Mateo County  
Series 41: Santa Barbara County, 1906-1913  
Series 42: Santa Clara County, 1871-1915  
Series 43: Santa Cruz County, 1895-1938  
Series 44: Shasta County  
Series 45: Siskiyou County, 1910-1915  
Series 46: Solano County  
Series 47: Sonoma County, 1915-1931  
Series 48: Stanislaus County, 1879-1925  
Series 49: Sutter County, 1915  
Series 50: Tulare County, 1920-1935  
Series 51: Tuolumne County, 1888-1909  
Series 52: Ventura County, 1915-1933  
Series 53: Yolo County, 1915  
Series 54: Yuba County, 1913  
Series 55: Northern California, 1903-1933

**Electronic Format:**

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Digital reproductions of selected items in this collection are available electronically as a part of the [San Fernando Valley History Digital Library](#) .

**Conditions Governing Access:**

The collection is open for research use.

**Conditions Governing Use:**

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For information about citing items in this collection consult the appropriate style manual, or see the [Citing Archival Materials](#) guide.

**Subjects and Indexing Terms**

Ephemera

Maps

Documents

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**Series I: California Tours and Excursions, 1881-1931**

|                   |   |
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| Box 1, Folder 1   | <b>Statewide and Regional Tour Booklets, 1883-1916</b>    |
| Box 1, Folder 2   | <b>Regional Tour and Excursion Booklets, 1890-1926</b>    |
| Box 1, Folder 3   | <b>Advertisements, Booklets, and Magazines, 1887-1931</b> |
| Box 15, Folder 30 | <b>Northwestern Railway</b>                               |
| Box 16, Folder 4  | <b>The Anglers Atlas of California, 1948</b>              |
| Box 16, Folder 5  | <b>Raymond Vacation Excursion, 1881</b>                   |

**Series II: Statewide Promotional Literature, 1860-1947**

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| Box 1, Folder 4  | <b>California Paperback Booklets, 1904-1914</b>                      |
| Box 1, Folder 5  | <b>Pictorial Booklets, Pamphlets and Poetry, 1871-1934</b>           |
| Box 1, Folder 6  | <b>Booklets, Pamphlets and Pictorials, 1907-1947</b>                 |
| Box 2, Folder 1  | <b>Magazines, Booklets, Pictorials and Tour Pamphlets, 1860-1940</b> |
| Box 2, Folder 2  | <b>California The Land of the Promise Booklet, 1905</b>              |
| Box 17, Folder 1 | <b>California Pictorial, March 1929, Spring 1947</b>                 |

**Series III: California's Central Region, 1915**

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| Box 2, Folder 3 | <b>Booklets, Road Maps and Pamphlets, 1915</b> |
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**Series IV: Southern California, 1886-1936**

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| Box 2, Folder 4 | <b>Pictorial Booklets, Cards and Pamphlets, and Auto Service Pamphlets, 1903-1935</b> |
| Box 2, Folder 5 | <b>Hotels and Tours Pamphlets, Auto Service Booklets, and Magazines, 1893-1928</b>    |
| Box 3, Folder 1 | <b>Tour Magazine and Routes Booklets and Pamphlets, 1886-1928</b>                     |
| Box 3, Folder 2 | <b>Pictorial Routes, Hotel and Tour Booklets, 1903-1936</b>                           |
| Box 3, Folder 3 | <b>Citrus and Avocado Lands</b>   |

**Series V: California Statewide Promotional Literature, 1886-1936**

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| Box 3, Folder 4 | <b>Poems and Pictorial Booklets, 1917-1929</b>         |
| Box 3, Folder 5 | <b>Pictorial Hotel Booklets, 1903</b>                  |
| Box 3, Folder 6 | <b>Auto Services Road Map and Tour Maps, 1917-1931</b> |
| Box 3, Folder 7 | <b>Steamships Pamphlets, 1886</b>                      |
| Box 3, Folder 8 | <b>National Forest Booklet</b>                         |

**Series VI: Alameda County, 1901-1940**

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| Box 3, Folder 9 | <b>Color Pictorial Booklets and Color Road Map, 1901-1940</b> |
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| Box 4, Folder 1  | <b>Oakland's Schedule of Events Booklet, Pictorial Booklets of Hotel Oakland and Oakland Civic Auditorium, 1933</b><br><b>Series VII: Butte County, 1898-1926</b>   |
| Box 4, Folder 2  | <b>Memorial Booklet, 1900</b>   |
| Box 4, Folder 3  | <b>Chico, Richardson Mineral Springs Booklets and Postcards, 1898</b>   |
| Box 4, Folder 4  | <b>Hotels and Resorts Pamphlets, 1914-1915</b>  |
| Box 4, Folder 5  | <b>Oroville District, 1926</b><br><b>Series VIII: Calaveras Promotional Literature</b>  |
| Box 4, Folder 6  | <b>Calaveras Historic Pamphlets</b><br><b>Series IX: Colusa County</b>  |
| Box 4, Folder 7  | <b>Cook's Springs Pamphlets</b><br><b>Series X: Contra Costa County</b>   |
| Box 4, Folder 8  | <b>Richmond Pamphlet</b>  |
| Box 4, Folder 9  | <b>Byron Hot Springs Pamphlets</b>  |
| Box 4, Folder 10 | <b>Mount Diablo Park Club Pictorial Booklet</b>   |
| Folder 1         | <b>Map of Mount Diablo, Historic Meridian Mountain, and Routes of Motor Highways to Summit published by the R.N. Burgess Company and Robert Marsh &amp; Company, 1916</b><br><b>Series XI: El Dorado County, 1940</b>   |
| Box 4, Folder 11 | <b>El Dorado County Booklet, 1940</b><br><b>Series XII: Fresno County, 1890-1925</b>  |
| Box 4, Folder 12 | <b>Agriculture Pamphlet</b>   |
| Box 4, Folder 13 | <b>Pierson Dude Ranch Wonder Valley Pamphlet</b>  |
| Box 4, Folder 14 | <b>Fresno Pamphlets</b>   |
| Box 4, Folder 15 | <b>Huntington Lake Pamphlets, 1910-1925</b>   |
| Box 4, Folder 16 | <b>Resort Promotion: Mace's Hotel and Stage House, 1890</b><br><b>Series XIII: Glenn County, 1915</b>   |
| Box 4, Folder 17 | <b>Glenn County California Booklet, 1915</b><br><b>Series XIV: Humboldt County</b>  |
| Box 4, Folder 18 | <b>Benbow Resort Pamphlet</b>   |
| Box 4, Folder 19 | <b>Scotia Home of Redwood Pamphlet</b>  |
| Box 4, Folder 20 | <b>Pacific Greyhounds Lines in Redwood Empire</b>   |
| Box 4, Folder 21 | <b>Humboldt County Pictorial Booklet</b><br><b>Series XV: Imperial County, 1910-1928</b>  |
| Box 4, Folder 22 | <b>Brawley Pictorial Pamphlets, Imperial County Booklets, Statistics and Transportation Map, Niland Booklet, and Hotel Barbara Worth Pamphlet and Menu, 1910-1928</b><br><b>Series XVI: Riverside County, 1902-1938</b> |
| Box 4, Folder 23 | <b>Health Resorts Pamphlets, The Riverside Road Pamphlet, As You Find It Magazine, Orange Empire Trolley Trip Pamphlet, Amesbury Hotel, Hot Sulphur Springs and Postcards, 1908-1938</b>                                |
| Box 4, Folder 24 | <b>Mission Inn Pamphlets, Booklets, and Menu, Health Resort Pamphlets, Hemet Booklet, Corona Booklet and Palm Springs Magazine, 1902-1930</b><br><b>Series XVII: Inyo County, 1912-1936</b>                             |
| Box 4, Folder 25 | <b>Tom's Place Resort Pamphlet</b>  |
| Box 4, Folder 26 | <b>Death Valley Pamphlets, 1935-1936</b>  |
| Box 4, Folder 27 | <b>High Sierra Resorts Pamphlets, 1920-1925</b>   |
| Box 4, Folder 28 | <b>Inyo National Forest in California and Nevada Booklet and Map, 1926</b>  |
| Box 4, Folder 29 | <b>Little Lake Coso Hot Springs Health Benefits Pamphlet and Advertisements</b>   |

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| Box 5, Folder 1  | <b>Owens Valley Survey Booklet, 1912</b>  |
| Box 5, Folder 2  | <b>Death Valley: Postcards and Newsclips<br/>Series XVIII: Kern County, 1915-1934</b>   |
| Box 5, Folder 3  | <b>Hotel Durant Pamphlet, Travel and Survey Booklets, 1915-1934<br/>Series XIX: Lake County, 1898-1951</b>                    |
| Box 5, Folder 4  | <b>Hotel and Resorts Pamphlets and Adams Spring Pictorial Booklet, 1898-1951<br/>Series XX: Los Angeles County, 1885-1997</b> |
| Box 5, Folder 5  | <b>Clubs and Society Booklets and Pamphlets, 1905-1926</b>  |
| Box 5, Folder 6  | <b>La Fiesta de Los Angeles Official Program Booklets and El Rodeo Official Photos<br/>Booklet, 1895-1915</b>                 |
| Box 5, Folder 7  | <b>Tourism History Booklets and Los Angeles Life Magazine, 1923-1933</b>  |
| Box 5, Folder 8  | <b>Hollywood Theater and Restaurant Booklets, Quarterly Magazine and Guide,<br/>1929-1935</b>                                 |
| Box 5, Folder 9  | <b>Hospital Cedar Lodge Booklet</b>   |
| Box 6, Folder 1  | <b>Hotels and Hotel Literature, 1902-1939</b>   |
| Box 6, Folder 2  | <b>Merchants Pamphlets and Booklets, 1912-1933</b>  |
| Box 6, Folder 3  | <b>Parks: Booklets, Pamphlets, Postcards, and Advertisements, 1921-1935</b>   |
| Box 6, Folder 4  | <b>Los Angeles: Pictorial Booklets, Postcards, Angels Flight Ticket, and Los Angeles<br/>Express Sheet, 1897-1912</b>         |
| Box 6, Folder 5  | <b>Political Literature, 1895-1917</b>  |
| Box 6, Folder 6  | <b>Real Estate Pamphlets and Advertisements, 1915-1920</b>  |
| Box 6, Folder 7  | <b>Restaurants Booklets, Special Events Program, and Nite Magazine, 1941-1951</b>   |
| Box 6, Folder 8  | <b>Theaters, Auditoriums and Coliseum Event Booklets, 1900-1949</b>   |
| Box 6, Folder 9  | <b>Theaters and Auditoriums Event Booklets, 1900-1944</b>   |
| Box 6, Folder 10 | <b>Transportation, 1930</b>   |
| Box 7, Folder 1  | <b>Tours and Tourism Booklets and Pamphlets, 1905-1990</b>  |
| Box 7, Folder 2  | <b>Historic West Adams: Now and Then Booklet and Tour, 1987-1990</b>  |
| Box 7, Folder 3  | <b>Beverly Hills: Civic Center Booklet</b>  |
| Box 7, Folder 4  | <b>Early Los Angeles History Booklet Surveys, 1918-1939</b>   |
| Box 7, Folder 5  | <b>Los Angeles: County Today Booklet Surveys and County Map Attractions, 1912-1934</b>  |
| Box 7, Folder 6  | <b>Los Angeles: Souvenir Booklets and Postcard Views, 1885-1915</b>   |
| Box 7, Folder 7  | <b>Bimini Hot Springs: Brochure and Los Angeles Times Article</b>   |
| Box 7, Folder 8  | <b>San Gabriel Mountains: Arroyo Seco Camp and Resort Pamphlets, 1910</b>   |
| Box 7, Folder 9  | <b>San Gabriel Mountains: Clover Leaf Canyon Circular, 1910</b>   |
| Box 7, Folder 10 | <b>San Gabriel Mountains: Live Oak Canyon Circular</b>  |
| Box 7, Folder 11 | <b>San Gabriel Mountains: Lone Pine Canyon Pamphlet, 1930</b>   |
| Box 7, Folder 12 | <b>San Gabriel Mountains: Mount Baldy Area Camp Pamphlets, 1925-1930</b>  |
| Box 7, Folder 13 | <b>San Gabriel Mountains: Mount Lowe Weekly Magazine, Travel Guides, and<br/>Pamphlets, 1895-1936</b>                         |
| Box 7, Folder 14 | <b>San Gabriel Mountains: Mount Wilson Pictorial Booklet, Camp and Hotel Pamphlets,<br/>1911-1936</b>                         |
| Box 7, Folder 15 | <b>San Gabriel Mountains: San Gabriel Canyon Camp and Club Pamphlets, 1900-1910</b>   |
| Box 7, Folder 16 | <b>San Gabriel Mountains: Santa Anita Canyon Camp and Resort Pamphlets, 1905-1910</b>   |
| Box 7, Folder 17 | <b>Mount San Antonio: Postcard</b>  |
| Box 8, Folder 1  | <b>Santa Catalina: Postcards, Trip Planning Pamphlets and Pictorial Booklets,<br/>1916-1932</b>                               |
| Box 8, Folder 2  | <b>San Fernando Valley: Burbank: Travel Pamphlets, Map and Postcard, 1921-1936</b>  |
| Box 8, Folder 3  | <b>San Fernando Valley: Chatsworth Pamphlet, 1921</b>   |
| Box 8, Folder 4  | <b>San Fernando Valley: Glendale Booklets and Postcards, 1936</b>   |
| Box 8, Folder 5  | <b>San Fernando Valley: Northridge: Commercial Booklet and Reseda Postcard, 1975</b>  |
| Box 8, Folder 6  | <b>San Fernando Valley: North Hollywood Tour Pamphlets, Advertisement and Plat of<br/>Lankershim Park, 1929-1930</b>          |
| Box 8, Folder 7  | <b>San Fernando Valley: San Fernando Commerce Pamphlets and History Booklets,<br/>1922-1997</b>                               |
| Box 8, Folder 8  | <b>San Fernando Valley: Sunland/Tujunga Pamphlets</b>   |

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| Box 8, Folder 9   | <b>San Fernando Valley: Tarzana Booklets</b>  |
| Box 8, Folder 10  | <b>San Fernando Valley: Van Nuys: Pamphlets and Postcards, 1934</b>   |
| Box 8, Folder 11  | <b>Northern Region: Antelope Valley: Postcard, 1944</b>   |
| Box 8, Folder 12  | <b>Northern Region: Antelope Valley: Bouquet Road</b>   |
| Box 8, Folder 13  | <b>Northern Region: Antelope Valley: Mint Canyon Road</b>   |
| Box 8, Folder 14  | <b>Northern Region: Antelope Valley: Saugus, 1928-1941</b>  |
| Box 8, Folder 15  | <b>San Gabriel Valley: Alhambra Pamphlets, 1935-1936</b>  |
| Box 8, Folder 16  | <b>San Gabriel Valley: Altadena Booklets and Poppyfields Pamphlet, 1925</b>   |
| Box 8, Folder 17  | <b>San Gabriel Valley: Azusa Chamber of Commerce Booklets, 1937</b>   |
| Box 8, Folder 18  | <b>San Gabriel Valley: Fiestas and Rodeos Booklet, 1940</b>   |
| Box 8, Folder 19  | <b>San Gabriel Valley: El Monte Real Estate and Lion Farm Pamphlets, 1935</b>   |
| Box 8, Folder 20  | <b>San Gabriel Valley: Glendora: The Brown School for Girls Booklet</b>   |
| Box 8, Folder 21  | <b>San Gabriel Valley: La Canada Resort Pamphlet, Garden Booklets and Pamphlets, 1951</b>   |
| Box 8, Folder 22  | <b>San Gabriel Valley: Mission Booklets, 1902-1909</b>  |
| Box 8, Folder 23  | <b>San Gabriel Valley: Monrovia Booklets, 1936</b>  |
| Box 8, Folder 24  | <b>San Gabriel Valley Real Estate</b>   |
| Box 8, Folder 25  | <b>San Gabriel Valley: Yesterday to Today Booklet and Souvenir Booklet, 1891</b>  |
| Box 9, Folder 1   | <b>San Gabriel Valley: Santa Anita Rancho Booklet, 1940</b>   |
| Box 9, Folder 2   | <b>San Gabriel Valley: Sierra Madre: Chamber of Commerce Pamphlet and Business Card, 1910</b>   |
| Box 9, Folder 3   | <b>San Gabriel Valley: South Pasadena Ostrich Farm Pamphlets and Postcards</b>  |
| Box 9, Folder 4   | <b>San Gabriel Valley: Pasadena Pictorial Booklets, The Huntington Booklet and Pamphlets, and Postcards, 1913</b>   |
| Box 9, Folder 5   | <b>San Gabriel Valley: Pasadena Pictorial Booklets, Advertisement, Tournament of Roses Editorial, Published Literature, Souvenir Program, and Postcard, 1897-1930</b> |
| Box 9, Folder 6   | <b>San Gabriel Valley: Temple City Pamphlet, 1950</b>   |
| Box 9, Folder 7   | <b>Flintridge Pictorial Booklet</b>   |
| Box 9, Folder 8   | <b>Southern Region: Claremont Booklet and Pamphlet, 1935</b>  |
| Box 9, Folder 9   | <b>Southern Region: Long Beach, Dominguez Hills and San Pedro: Pictorial and Editorial Booklet, Tour Pamphlets, and Postcards, 1909-1927</b>                          |
| Box 9, Folder 10  | <b>Southern Region: Inglewood Booklet and Real Estate Map, 1937</b>   |
| Box 9, Folder 11  | <b>Southern Region: Montebello Park Pamphlet</b>  |
| Box 9, Folder 12  | <b>Southern Region: Pacific Palisades Real Estate Pamphlet, Garden Pictorial Booklet and Monte Nido News, 1927</b>  |
| Box 9, Folder 13  | <b>Southern Region: Palos Verdes Pamphlets, 1935</b>  |
| Box 9, Folder 14  | <b>Southern Region: Redondo Beach Hotel Booklet and Brochure, and Postcards, 1910</b>   |
| Box 9, Folder 15  | <b>Southern Region: Pomona Pamphlet, Hotel Menu, Souvenir Booklet, Calendar of Events Booklet and Pictorial Historical Pageant Booklet, 1886-1936</b>                 |
| Box 9, Folder 16  | <b>Southern Region: Santa Monica, Venice Beach and Ocean Park: Booklet, Gablegram Magazine, Hotel Pamphlet, Postcards, and Casa Delmar Topic Editorial, 1909-1932</b> |
| Box 9, Folder 17  | <b>Southern Region: Walnut Brochure</b>   |
| Box 9, Folder 18  | <b>Southern Region: Whittier Calendar of Events Booklet and Brochures, 1910</b>   |
| Box 15, Folder 17 | <b>San Fernando Valley: Chatsworth</b>  |
| Box 15, Folder 18 | <b>San Fernando Valley: Encino</b>  |
| Box 15, Folder 19 | <b>San Fernando Valley: Granada Hills</b>   |
| Box 15, Folder 20 | <b>San Fernando Valley: Hollywood Sign on Mount Lee</b>   |
| Box 15, Folder 21 | <b>San Fernando Valley: Mission Hills</b>   |
| Box 15, Folder 22 | <b>San Fernando Valley: Northridge</b>  |
| Box 15, Folder 23 | <b>San Fernando Valley: Panorama City</b>   |
| Box 15, Folder 26 | <b>San Fernando Valley: Sherman Oaks</b>  |
| Box 15, Folder 27 | <b>San Fernando Valley: Tarzana</b>   |
| Box 15, Folder 28 | <b>San Fernando Valley: Van Nuys</b>  |
| Box 15, Folder 29 | <b>San Fernando Valley: Winnetka</b>  |
| Box 17, Folder 2  | <b>Los Angeles County Survey, 1979</b>  |
| Folder 2, Item 1  | <b>Monte Vista Tract Map, circa 1885</b>  |
| Folder 2, Item 2  | <b>Newspaper Advertisements in <i>The Sunset Enterprise</i> for Los Angeles County Real Estate, January 1888</b>  |

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| Folder 2, Item 3  | <b>Drawing of Avalon, Santa Catalina Island, ca. 1890</b>  |
| Folder 2, Item 4  | <b>Map of Territory Annexed to the City of Los Angeles, California by John A. Griffin, City Engineer, circa 1924</b>                       |
| Folder 2, Item 5  | <b>Literary, Scenic, Historical Map of California by the National Automobile Club, 1927</b>  |
| Folder 2, Item 6  | <b>Map of San Fernando Valley, California by the San Fernando Valley Branch of the Los Angeles Chamber of Commerce, circa 1928</b>         |
| Folder 2, Item 7  | <b>Easter Sunrise Service Transportation Broadside - The Pacific Electric Railway, 1933</b>  |
| Folder 2, Item 8  | <b>Official Route Map of the Los Angeles Railway, April 1935</b>   |
| Folder 2, Item 9  | <b>Sightseeing Map of Los Angeles County by the All-Year Club of Southern California, 1938</b>   |
| Folder 2, Item 10 | <b>Pacific Electric Railway Poster</b>   |
| Folder 2, Item 11 | <b>Kuchel &amp; Dresel's California Views - Los Angeles 1857 by Britton and Rey - Reprinted by the California Historical Society, 1959</b> |
|                   | <b>Series XXI: Madera County, 1912</b>   |
| Box 10, Folder 1  | <b>Madera County: Booklet, North Fork Postcard, and The Pines Resort Brochures, 1912</b>   |
|                   | <b>Series XXII: Marin County, 1888-1919</b>  |
| Box 10, Folder 2  | <b>Mount Tamapais: Postcards, Railway Pamphlet and Souvenir Guide, Play and Hotel Brochures, 1917-1919</b>                                 |
| Box 10, Folder 3  | <b>Olema Fivebrooks Pictorial Booklet, 1913</b>  |
| Box 10, Folder 4  | <b>El Monte Hotel Business Card, 1888</b>  |
| Folder 3, Item 1  | <b>Denny's Tourists' Map of Mt. Tamalpais and Vicinity published by Edward Denny &amp; Co., 1910</b>                                       |
| Folder 3, Item 2  | <b>Map of the Mill Valley and Mt. Tamalpais Scenic Railway, circa 1920</b>   |
| Folder 3, Item 3  | <b>Hiking Map of Marin County published by the Northwestern Pacific Railroad, 1925</b>   |
| Folder 3, Item 4  | <b>Advertisement for Horse Team Transportation in Marin County</b>   |
|                   | <b>Series XXIII: Mariposa County, 1915-1927</b>  |
| Box 10, Folder 5  | <b>Yosemite: Postcard, Camp Curry Menus, Tour Guides and Pamphlets, Legend Booklet and National Park Pictorial Booklet, 1915-1927</b>      |
| Box 10, Folder 6  | <b>Wawona</b>  |
| Box 10, Folder 7  | <b>Big Tree Grove: Fremont Big Tree Grove Admission Ticket</b>   |
|                   | <b>Series XXIV: Mendocino County</b>   |
| Box 10, Folder 8  | <b>Noyo River Tavern Pamphlet</b>  |
|                   | <b>Series XXV: Merced County, 1915</b>   |
| Box 10, Folder 9  | <b>Merced County Pictorial Booklet, 1915</b>   |
|                   | <b>Series XXVI: Monterey County, 1891-1996</b>   |
| Box 10, Folder 10 | <b>Hotel del Monte: Pictorial Booklet, Pamphlets, Menus and Souvenir, 1891-1893</b>  |
| Box 10, Folder 11 | <b>Monterey Booklet, Postcards, Resort and Lot Brochures</b>   |
| Box 10, Folder 12 | <b>Asilomar: History Booklets, 1986</b>  |
| Folder 4          | <b>Photo-Gravure of Hotel Del Monte and Grounds from a drawing by Harry Fenn</b>   |
|                   | <b>Series XXVII: Mono County</b>   |
| Box 10, Folder 13 | <b>Tioga Lodge Brochure</b>  |
|                   | <b>Series XXVIII: Napa County</b>  |
| Box 10, Folder 14 | <b>Angwin, Calistoga and Napa Soda Springs: Brochure, Postcards, St. Helena Sanitarium Booklets, Resort and Lodge Brochures</b>            |
|                   | <b>Series XXIX: Nevada County</b>  |
| Box 10, Folder 15 | <b>In the Pines Booklet</b>  |
|                   | <b>Series XXX: Orange County, 1924-1949</b>  |

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| Box 10, Folder 16 | <b>Santa Ana, Laguna Beach Lot Brochure and Pictorial Hotel Booklets, Emerald Bay Pictorial Booklet, Tustin Booklet, Catalina Island Traveling Brochure</b>                             |
| Box 10, Folder 17 | <b>Brochures and Pamphlets of Huntington Beach, Anaheim, Laguna Beach, Newport Beach, La Vida Springs, City Events Booklet of Newport Beach and Lot Map of Placentia Townsite, 1949</b> |
| Folder 5, Item 1  | <b>Progressive Map of Orange County published by Progressive Map Service, 1924</b>  |
| Folder 5, Item 2  | <b>Official Map of Orange County published by the Board of Supervisors of Orange County, circa 1937</b>   |
|                   | <b>Series XXXI: Placer County, 1880-1935</b>  |
| Box 11, Folder 1  | <b>Tahoe Tattler Circulation, Lake Tahoe Resorts and Postcards, Inns and Auto Stage Brochures, 1881-1935</b>  |
| Box 11, Folder 2  | <b>Newcastle Fruit District, 1903</b>   |
| Box 11, Folder 3  | <b>Glen Alpine Pamphlets and Pictorial Booklet, 1895-1915</b>   |
| Box 11, Folder 4  | <b>Pine Mountain Resort, 1880</b>   |
| Box 11, Folder 5  | <b>Placer County Booklet and Walmond Pamphlet, 1891-1900</b>  |
| Folder 6          | <b>Map of Lake Tahoe published by the Lake Tahoe Sierra Association</b>   |
|                   | <b>Series XXXII: Plumas County, 1910</b>  |
| Box 11, Folder 6  | <b>Camps, Inns, Lodges, Peak Pines and Stables Pamphlets and Booklets, 1910</b>   |
|                   | <b>Series XXXIII: Sacramento County, 1911</b>   |
| Box 11, Folder 7  | <b>Pictorial and Souvenir Booklets and Pamphlets, 1911</b>  |
|                   | <b>Series XXXIV: San Benito County, 1910-1915</b>   |
| Box 11, Folder 8  | <b>Booklets, Brochures and Pamphlets, 1910-1915</b>   |
|                   | <b>Series XXXV: San Bernardino County, 1910-1937</b>  |
| Box 11, Folder 9  | <b>San Bernardino Mountains: Arrowhead Hot Springs: Health Resorts and Hotel Menu, 1936</b>   |
| Box 11, Folder 10 | <b>San Bernardino Mountains: Big Bear Lake: Pictorial Souvenir Booklet, Clubs, Inns and Resorts Brochures, 1920-1930</b>  |
| Box 11, Folder 11 | <b>San Bernardino Mountains: Crestline Camps and Inns Brochures, 1928-1937</b>  |
| Box 11, Folder 12 | <b>San Bernardino Mountains: General: Mountain Auto Line Brochure and Smiley Heights Postcard</b>   |
| Box 11, Folder 13 | <b>San Bernardino Mountains: Green Valley Lake Brochure, 1929</b>   |
| Box 11, Folder 14 | <b>San Bernardino Mountains: Lake Arrowhead Pamphlets and Pictorial Booklet, 1920</b>   |
| Box 11, Folder 15 | <b>San Bernardino Mountains: Oakglen Canyon Brochures and Pamphlets, 1910-1915</b>  |
| Box 11, Folder 16 | <b>San Bernardino: Barstow: Beacon Tavern Brochure and Postcard</b>   |
| Box 11, Folder 17 | <b>San Bernardino: Calico Booklet, 1941</b>   |
| Box 11, Folder 18 | <b>San Bernardino: Chino Brochure</b>   |
| Box 11, Folder 19 | <b>San Bernardino: Ontario Booklet</b>  |
| Box 11, Folder 20 | <b>San Bernardino: Redlands: Booklets, Historical Tours, Pictorial Souvenir, Postcards</b>  |
| Box 11, Folder 21 | <b>San Bernardino: San Gregorio Lodge Brochure</b>  |
| Box 11, Folder 22 | <b>San Bernardino: Surveys of Orange and Citrus Groves, 1927-1930</b>   |
| Box 12, Folder 1  | <b>San Bernardino: The Great Victor Valley Facts Brochure and Postcard</b>  |
| Box 12, Folder 2  | <b>San Bernardino: Editorial</b>  |
| Box 12, Folder 3  | <b>San Bernardino: County Map</b>   |
|                   | <b>Series XXXVI: San Diego County, 1886-1935</b>  |
| Box 12, Folder 4  | <b>Alpine Pictorial Booklet</b>   |
| Box 12, Folder 5  | <b>Campo Resort Pamphlet</b>  |
| Box 12, Folder 6  | <b>Del Mar and Stratford Inn Pictorial Booklet, 1910-1915</b>   |
| Box 12, Folder 7  | <b>Escondido Pictorial Booklets, 1915</b>   |
| Box 12, Folder 8  | <b>Hotel and Hotel Literature Brochures and Pamphlets</b>   |
| Box 12, Folder 9  | <b>La Jolla: Pictorial Souvenir and Postcard, 1928</b>  |
| Box 12, Folder 10 | <b>Oceanside Booklet, 1931</b>  |

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| Box 12, Folder 11 | <b>Coronado Beach: Coronado Tent City News Official Program, The Fete of the Sun Souvenir, Hotel Del Coronado Pamphlets and Brochures, and Postcards, 1915-1923</b> |
| Box 12, Folder 12 | <b>Mesa Grande: Postcard</b>  |
| Box 12, Folder 13 | <b>Pacific Beach Brochures</b>  |
| Box 12, Folder 14 | <b>Panama Exposition: Pamphlets, Postcards and Official Guide Book, 1915-1916</b>   |
| Box 12, Folder 15 | <b>Ramona Pictorial Booklets, 1923</b>  |
| Box 12, Folder 16 | <b>Rancho Santa Fe Pictorial Booklet</b>  |
| Box 12, Folder 17 | <b>Promotional Literature: Souvenirs, Booklets, and Brochures, 1886-1920</b>  |
| Box 13, Folder 1  | <b>Tours and Tourism: Booklets and Editorials, 1894-1935</b>  |
| Box 13, Folder 2  | <b>Vista: Brochures</b>   |
| Box 13, Folder 3  | <b>Warner Hot Springs Brochure</b>  |
| Box 17, Folder 3  | <b>San Diego County: Point Loma, 1908</b>   |
|                   | <b>Series XXXVII: San Francisco, 1878-1947</b>  |
| Box 13, Folder 4  | <b>History: Postcards, Pictorial and Souvenir Booklets, 1885-1945</b>   |
| Box 13, Folder 5  | <b>Baths, Hotels and Literature: Brochures and Cards, 1896-1921</b>   |
| Box 13, Folder 6  | <b>Parks: Souvenir Program Booklets and Tiny Flag, 1878-1903</b>  |
| Box 13, Folder 7  | <b>Tour and Tourism: Brochures, Pictorial Booklets and Maps, 1905-1947</b>  |
| Box 13, Folder 8  | <b>Panama-Pacific International Exposition: Booklets and Brochures, 1915</b>  |
| Box 13, Folder 9  | <b>California Midwinter Exposition, 1894</b>  |
|                   | <b>Series XXXVIII: San Joaquin County</b>   |
| Box 13, Folder 10 | <b>Promotional Literature</b>   |
|                   | <b>Series XXXIX: San Luis Obispo County, 1940</b>   |
| Box 14, Folder 1  | <b>Atascadero: Booklets</b>   |
| Box 14, Folder 2  | <b>Cambria: Cambria Pines Souvenir Booklet</b>  |
| Box 14, Folder 3  | <b>Morro Bay: Morro Beach Inn</b>   |
| Box 14, Folder 4  | <b>Paso Robles: Hot Springs Brochures and Pamphlets</b>   |
| Box 14, Folder 5  | <b>San Luis Obispo: Hot Springs Pamphlet</b>  |
| Box 14, Folder 6  | <b>Santa Isabela: Pictorial Booklet, 1889</b>   |
| Box 14, Folder 7  | <b>Surveys: San Luis Obispo Pamphlet, 1940</b>  |
| Box 14, Folder 8  | <b>San Luis Obispo: State Historical Monument</b>   |
|                   | <b>Series XL: San Mateo County</b>  |
| Box 14, Folder 9  | <b>Promotional Literature: San Mateo County Booklet and La Honda Postcard</b>   |
|                   | <b>Series XLI: Santa Barbara County, 1906-1913</b>  |
| Box 14, Folder 10 | <b>Carpinteria and Summerland: History, Postcard, Promotional Literature and Hotels Pamphlets, 1906-1913</b>  |
|                   | <b>Series XLII: Santa Clara County, 1871-1915</b>   |
| Box 14, Folder 11 | <b>Hotels, Gilroy Hot Springs, Mount Hamilton, Saratoga, Sunnyvale and Morgan Hill, 1871-1915</b>   |
|                   | <b>Series XLIII: Santa Cruz County, 1895-1938</b>   |
| Box 14, Folder 12 | <b>Postcards, Hotel Brochures and Santa Cruz Venetian Water Carnival Booklet, 1895-1938</b>   |
|                   | <b>Series XLIV: Shasta County</b>   |
| Box 14, Folder 13 | <b>Shasta Mountains and Promotional Literature</b>  |
|                   | <b>Series XLV: Siskiyou County, 1910-1915</b>   |
| Box 14, Folder 14 | <b>Promotional Literature on Klamath and Shasta Hot Springs, 1910-1915</b>  |
|                   | <b>Series XLVI: Solano County</b>   |
| Box 14, Folder 15 | <b>Promotional Literature</b>   |
|                   | <b>Series XLVII: Sonoma County, 1915-1931</b>   |

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| Box 14, Folder 16 | <b>El Verano Brochure</b>  |
| Box 14, Folder 17 | <b>Sweetwater Springs Summer Resort Pamphlet</b>                                   |
| Box 14, Folder 18 | <b>Skaggs Hot Springs</b>  |
| Box 14, Folder 19 | <b>Tours and Tourism</b>   |
| Box 14, Folder 20 | <b>Petrified Forest Park Brochures and Souvenir Booklet</b>                        |
| Box 14, Folder 21 | <b>Lython Springs Booklet</b>  |
| Box 14, Folder 22 | <b>Gualala River Camp Brochure, 1931</b>   |
| Box 14, Folder 23 | <b>Geyser Springs Brochure</b>   |
| Box 14, Folder 24 | <b>Camp Reverie Brochure</b>   |
| Box 14, Folder 25 | <b>Boyes Hot Springs Pamphlet</b>  |
| Box 14, Folder 26 | <b>Promotional Literature: Glen Rita Hotel and Victoria Tavern Postcards, 1915</b> |
| Box 15, Folder 1  | <b>Camp Dixie Pictorial Booklet</b>  |
|                   | <b>Series XLVIII: Stanislaus County, 1879-1925</b>                                 |
| Box 15, Folder 2  | <b>Modesto and Promotional Literature, 1879-1925</b>                               |
|                   | <b>Series XLIX: Sutter County, 1915</b>  |
| Box 15, Folder 3  | <b>Promotional Literature, 1915</b>  |
|                   | <b>Series L: Tulare County, 1920-1935</b>  |
| Box 15, Folder 4  | <b>California's Hot Springs Brochures and Business Card, 1920</b>                  |
| Box 15, Folder 5  | <b>Porterville Booklets</b>  |
| Box 15, Folder 6  | <b>Surveys: Booklet and Pamphlet</b>   |
| Box 15, Folder 7  | <b>Tulare Hotel and Museum Brochure, 1935</b>                                      |
| Box 15, Folder 8  | <b>Camp Nelson: Postcard</b>   |
|                   | <b>Series LI: Tuolumne County, 1888-1909</b>                                       |
| Box 15, Folder 9  | <b>Promotional Literature, 1888-1909</b>   |
|                   | <b>Series LII: Ventura County, 1915-1933</b>                                       |
| Box 15, Folder 10 | <b>Filmore Brochure, 1915</b>  |
| Box 15, Folder 11 | <b>Ojai Pamphlets and Map, 1915</b>  |
| Box 15, Folder 12 | <b>Oxnard: Brochures and Postcard</b>  |
| Box 15, Folder 13 | <b>Resorts Brochure</b>  |
| Box 15, Folder 14 | <b>Santa Paula Booklets</b>  |
| Box 15, Folder 15 | <b>Ventura: Official Stampede Program, Inn and City Pamphlets, 1933</b>            |
| Box 15, Folder 16 | <b>Piru: Postcard</b>  |
|                   | <b>Series LIII: Yolo County, 1915</b>  |
| Box 15, Folder 24 | <b>Promotional Literature, 1915</b>  |
|                   | <b>Series LIV: Yuba County, 1913</b>   |
| Box 15, Folder 25 | <b>Promotional Literature: Marysville Democrat Editorial, 1913</b>                 |
|                   | <b>Series LV: Northern California, 1903-1933</b>                                   |
| Box 16, Folder 1  | <b>Del Norte County: Booklet, 1908</b>   |
| Box 16, Folder 2  | <b>Redwood Empire: Brochures, 1933</b>   |
| Box 16, Folder 3  | <b>Tehama County: Booklet, 1903</b>  |