



# Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard  
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500  
blr@raremaps.com

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

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



### Description:

#### *Residential Lots for Sale on Emerald Bay*

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

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

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



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

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

**Rarity**

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

**Detailed Condition:**