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(Big Bear Lake, California) Build Your Mountain Home At Fawnskin Big Bear Lake

Stock#: 97326
Map Maker: Young & McCallister
Date: 1918 circa
Place: Los Angeles
Color: Color
Condition: VG+
Size: 6.9 x 3.6 inches
Price: \$ 395.00



Description:

Rare brochure advertising the development of Fawnskin, an area in Big Bear, California. The brochure contains short disquisitions promoting the region and its potential. One offers the opportunity to purchase an undeveloped lot of land and develop your vacation home on it. It features a map of the lots and developed land alongside some pictures of the region to show the possibilities one can build there. The pamphlet also promotes the Fawnskin Hotel, which features a lodge and cabins with a total accommodation of around 55 people.

The second section features pictures of the region and some text that further extolls the amenities of the region. This brochure showcases the new amenities of Bear Valley, such as a post office and telephone lines. Interestingly, there is mention of the area only being a summer colony for people. It would be a couple of years before people wintered or stayed year-round in Fawnskin.

This brochure is difficult to date, but the owner-operator of Fawnskin bought the area in 1917, with serious development beginning the next year. The post office pictured in image one was only opened in 1918, with subsequent years bringing notable development in the forms of theaters, ballrooms, and the timber industry. None of this development is mentioned in the brochure, perhaps because this was before anything was even being built. See the [Big Bear History Site](#) for the timeline.

Detailed Condition:

Minor wear along folds. Otherwise excellent condition.