



# Barry Lawrence Ruderman Antique Maps Inc.

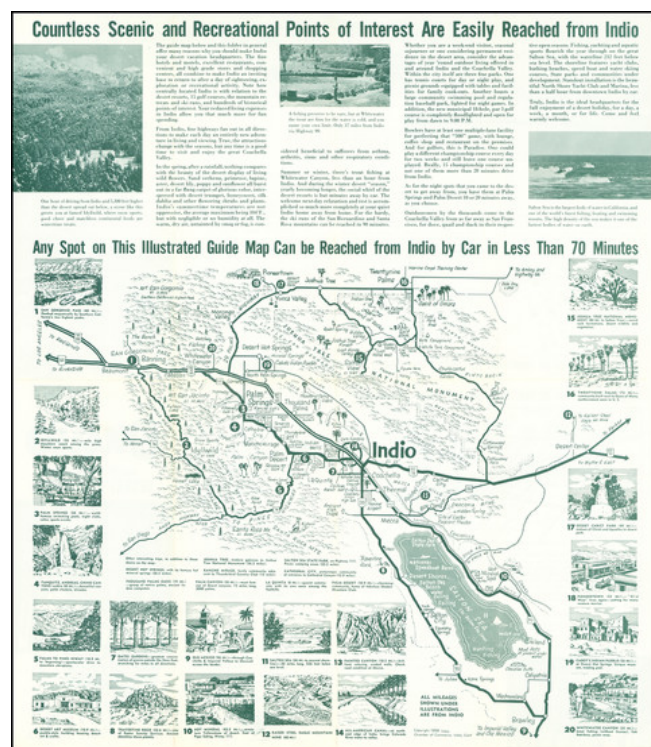
7407 La Jolla Boulevard  
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500  
blr@raremaps.com

## (Coachella Valley, California) Check in at Indio Hub of the California Desert Playground [cover title]

**Stock#:** 97327  
**Map Maker:** Indio Chamber of Commerce  
**Date:** 1959  
**Place:** Indo, California  
**Color:** Uncolored  
**Condition:** VG  
**Size:** 15.6 x 17.75 inches  
**Price:** \$ 295.00



### Description:

This pictorial map of the Coachella Valley was published in 1959 by the Indio Chamber of Commerce. It offers a quintessentially Midcentury representation of attractions and sites within a 70-minute drive from Indio, California. It is one of the few such maps for Indio that we have encountered.

In the post-World War II era, there was a noticeable rise in domestic tourism in the United States, attributable to the growth of automobile accessibility. Indio, situated in the Coachella Valley, was a significant point of interest due to its blend of year-round warm climate and burgeoning recreational offerings. Its location and diverse attractions contributed to its appeal as a travel destination.

The map provides a thorough overview of attractions, highlighting natural locales such as the Joshua Tree National Monument and the Salton Sea, as well as various cultural and recreational sites. These features give both a practical guide for potential visitors and a snapshot of the region's offerings during that period.

Accompanying the map, additional text and illustrations promote Indio's positioning as a central location



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in the California desert region. This emphasis on Indio's role in the broader regional context indicates its relevance and importance as a travel hub during the 1950s.

**Detailed Condition:**

Folding map printed on front and back.