



Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
blr@raremaps.com

Goodrich Road Map of Southern California

Stock#: 101928
Map Maker: Goodrich
Date: 1919
Place: Akron, Ohio
Color: Uncolored
Condition: VG
Size: 23 x 15 inches
Price: SOLD



Description:

Goodrich Promotes Good Roads In Southern California

Fine example of the rare *Goodrich Road Map of Southern California*, offering an intricate portrayal of the roadways and geographical nuances of Southern California, from urban centers like Los Angeles and San Diego to the vast, undeveloped stretches of the Mojave and Colorado deserts.

As an artifact of early automotive culture in the United States, this map underscores the burgeoning relationship between American society and automobile transportation, highlighting the infrastructure that facilitated early 20th-century travel and commerce in the region.

The front of this two-sided map provides a detailed overview of Southern California's road network at a time when automobile travel was becoming increasingly accessible and popular. The map delineates major and minor routes, signifying main highways with heavy lines and secondary routes with lighter ones. The inclusion of such details offers insights into the period's travel priorities and the geographical challenges navigators faced. The inset of the Los Angeles area, labeled as Section A, provides an expanded view of the intricate road systems within the burgeoning city and its immediate surroundings, reflecting the urban expansion and increasing importance of Los Angeles as a regional hub.

The reverse side includes advertisements and information promoting Goodrich Tires, alongside detailed maps of the Los Angeles District and San Diego. These advertisements are not mere commercial interjections but serve as historical artifacts themselves. They offer a glimpse into the marketing strategies and consumer culture of the early automotive era, as well as the role of infrastructure in



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shaping regional development.

Furthermore, the map includes "California Tours" and "Good Roads" sections, providing suggested routes and destinations for motorists, thereby encouraging tourism and exploration within the state. This speaks to the growing cultural phenomenon of road trips and leisure travel by car, a concept relatively new at the beginning of the 20th century.

Rarity

Not in OCLC. This is the first time we have offered the map for sale (1992-2024).

Detailed Condition: