



# Barry Lawrence Ruderman Antique Maps Inc.

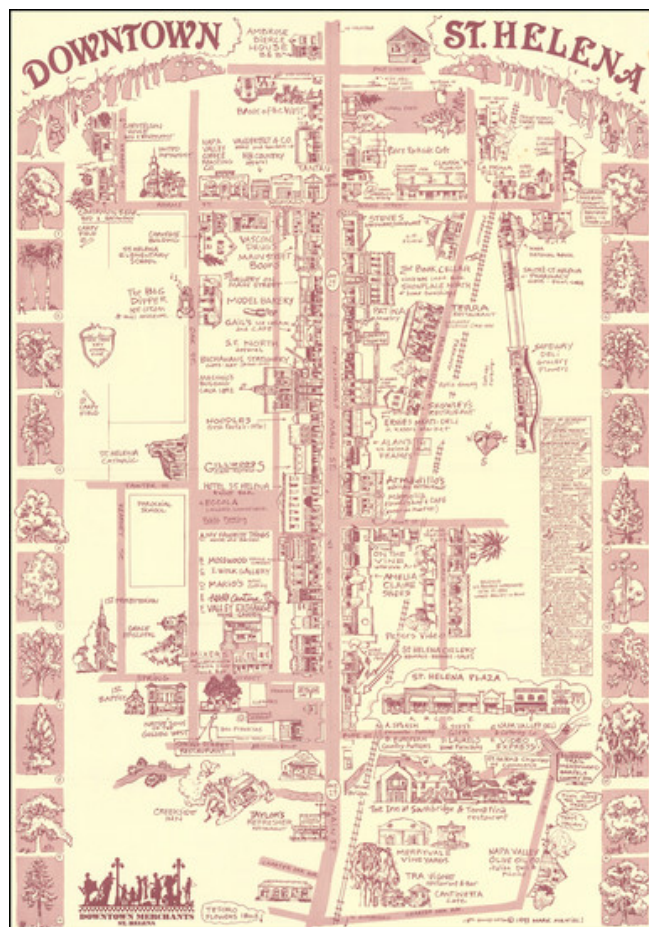
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## [ Downtown St. Helena ] Mattioli's in your Pocket Guide St. Helena -- 13th Annual Edition [ Napa Valley, CA ]

**Stock#:** 102768  
**Map Maker:** Mattioli  
**Date:** 1995  
**Place:** St. Helena  
**Color:** Color  
**Condition:** VG+  
**Size:** 17 x 24 inches  
**Price:** \$ 175.00



### Description:

This 1995 local merchant's guide and map offers a comprehensive and picturesque portrayal of St. Helena, situated in the heart of California's renowned Napa Valley. A dual-sided promotional guide, it features a detailed pictorial map of downtown St. Helena on one side and an expanded area map highlighting local vineyards and businesses on the reverse, accompanied by a thorough merchant directory.

The 1990s were a period of significant growth and transformation for the Napa Valley region, particularly in its development as a world-class wine destination. St. Helena, often considered the heart of this prestigious wine country, became a focal point for tourists and wine enthusiasts alike. This map and guide were created in a context where local businesses were increasingly seeking innovative ways to attract visitors and integrate themselves into the broader narrative of the area's vinicultural success.



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The downtown St. Helena side of the map meticulously illustrates local businesses, historical buildings, and attractions, emphasizing the town's charm and appeal to visitors. Each illustration is not only a guide but also a celebration of the community's character and culture, with depictions ranging from iconic wineries to quaint local shops. The reverse side extends beyond the downtown area to the wider Napa Valley region, showcasing esteemed vineyards and landmarks, thereby providing a broader context to St. Helena's central role in the valley's tourism and wine production.

The inclusion of a detailed merchant directory amplifies the map's utility and historical value, offering insights into the commercial landscape of St. Helena during the mid-1990s. This feature serves not only as a navigational aid but also as a time capsule, capturing the essence of the local economy and community at that time.

**Detailed Condition:**