



# Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard  
La Jolla, CA 92037

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## La Jolla "The Jewel"

**Stock#:** 62369  
**Map Maker:** DeVore  
**Date:** 1969 circa  
**Place:** Pacific Beach, California  
**Color:** Color  
**Condition:** VG+  
**Size:** 17 x 24 inches  
**Price:** SOLD



### Description:

Rare separately issued map of La Jolla, California, published by the La Priscilla Publications of San Diego (Pacific Beach).

The map locates dozens of businesses, with a legend noting

- Churches
- Golf Courses (including Torrey Pines)
- Schools
- Signals
- Skindiving
- Swimming Beaches
- Surfing
- Tennis



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**La Jolla "The Jewel"**

- Theaters

Of personal interest, current location is illustrated (Goldhill's Jewelry at the corner of La Jolla Blvd and Marine Street), as is our former location on Girard Avenue (Arnold Palmer Cleaning Center), with the archway leading to our shop shown on the left side of the vignette (but no sign of the Pannikin Coffee Shop, which was not opened until 1975, although the original location on 1296 Prospect was opened in 1968).

The Green Dragon Colony is shown, along with the Children's Pool, La Jolla Cove, La Jolla Shores, Scripps Institute, Scripps House, the original Scripps Clinic & Research Foundation, Bishop's School, etc.

**Detailed Condition:**