



## Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard  
La Jolla, CA 92037

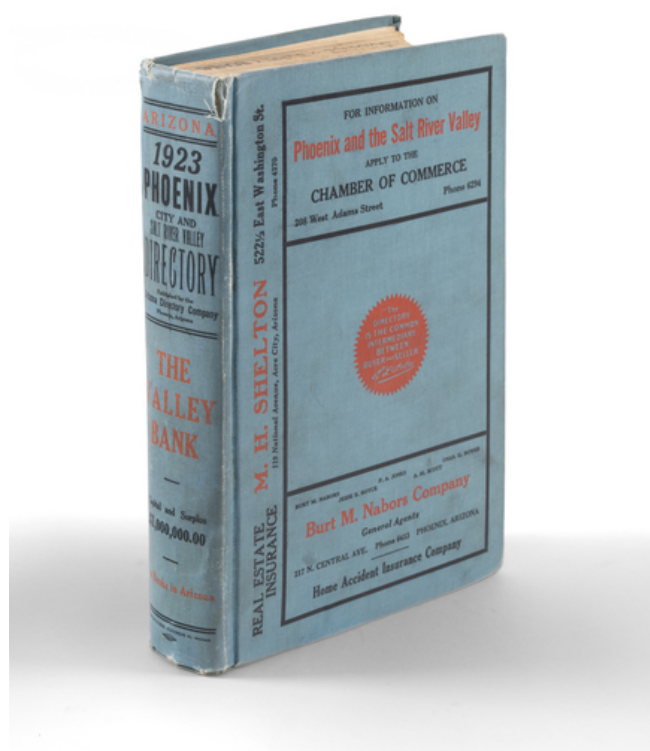
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### **Phoenix City and Salt River Valley Directory 1923. Containing an Alphabetical List of Business Firms and Private Citizens of Phoenix, Chandler, Gilbert, Glendale, Mesa and Tempe. And a Complete Street and Householders' Guide of Phoenix, Mesa and Tempe.**

**Stock#:** 96061  
**Map Maker:** Arizona Directory Company  
**Date:** 1923  
**Place:** Los Angeles  
**Color:** Uncolored  
**Condition:** Good  
**Size:** 6.5 x 9.5 inches  
**Price:** \$ 1,800.00



#### **Description:**

##### ***Early 20th-Century Phoenix Directory***

A rare early 20th-century Phoenix and Salt River Valley Directory, styled the 11th annual edition. The directory lists 21,600 names, suggesting a population of 48,600 for the Phoenix area. According to the introduction, the population number was "arrived at by multiplying the number of names by 2 1/4 to allow for the number of women and children whose names are not in the directory." The original price of the directory - a rather steep \$10.00 - is boldly printed on the title page. The directory's high price may have limited sales and thus factored in its present rarity.

Far more than a list of names, this century-old Phoenix directory stands as a primary source document for the social, economic, and cultural transformations that unfolded in Phoenix and the Salt River Valley in



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the early 20th century. An era of growth and prosperity, the 1920s represented a pivotal period in the Southwest as cities like Phoenix expanded rapidly, spurred by advances in irrigation, the growth of agriculture, and an influx of settlers. By shedding light on who settled in these cities, what industries were prospering, and how the urban landscape was evolving, this directory provides a richly-detailed historical snapshot of the region.

In addition to the alphabetical list of businesses and private citizens, this directory reflects the interconnectedness of the various communities covered. It paints a picture of a bustling and thriving region, providing unique insight into the activities of its residents. Viewed as a historical document, the directory provides a window on the social and cultural development of these cities, which would, in time, transform into a major urban center of the American Southwest.

#### Contents summary:

- Pages 1-47: ads, including index and illustrated ads for Dwight B. Heard Investment Co. building; the O'Malley Lumber Co.; St. Joseph's Hospital; interior of Grand Cafe on West Adams Street; and lobby of Hotel Adams.
- Street Directory (pages 51-120b)
- Miscellaneous information (pages 121-132)
- Directory for Phoenix (pages 133-545)
- Chandler (pages 547-562)
- Gilbert (pages 563-570)
- Glendale (pages 571-596)
- Mesa (pages 597-642)
- Tempe (pages 643-675)

#### **Summary**

This directory serves as a concrete link to a defining period in the history of Phoenix and the Salt River Valley. It is also a superb primary source work, an invaluable tool for historical and demographic analysis of 1920s Phoenix and environs.

#### **Rarity**

Very rare in both institutional confines and in the market. WorldCat cites only digitized versions, i.e. no physical book examples of this 1923 directory cataloged as a monograph.



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**Detailed Condition:**

Octavo. Original printed light-blue cloth. Some light fraying to spine extremities. Ex-Sutro Library, with neat pictorial bookplate and unobtrusive withdrawal stamp on front pastedown and smallish barcode label. No library markings on exterior of binding. Internal hinges very skillfully reinforced. First gathering slightly sprung, but still fully attached to binding. Three of the five original thumb tabs present. Else a tight, clean copy, just about very good. 791 pages (pastedown endpapers, which are advertisements, included in the pagination; several additional "bis" lettered leaves, outside of numbered pagination). Incorporates many pages of ads for local businesses, some of which are illustrated with views of buildings or early automobiles.