



# Barry Lawrence Ruderman Antique Maps Inc.

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## (Lake Tahoe) Let Yourself Go... to Truckee-Tahoe Year 'Round Vacationland

**Stock#:** 96608  
**Map Maker:** Truckee-Donner Chamber of Commerce & Greater North Lake Tahoe Chamber of Commerce  
**Date:** 1960 circa  
**Place:** Truckee, California  
**Color:** Color  
**Condition:** VG  
**Size:** 15.5 x 16.7 inches  
**Price:** \$ 345.00



### Description:

*Let Yourself Go... to Truckee-Tahoe Year 'Round Vacationland*, a folding tourist pamphlet from the early 1960s, offers a vivid glimpse into the allure and prominence of Truckee and Lake Tahoe, as championed by the Truckee-Donner Chamber of Commerce and the Greater North Lake Tahoe Chamber of Commerce & Convention Bureau. Making a particular reference to the Squaw Valley Olympics, this document situates itself in a transformative period for the region, presenting a pictorial map of the locale alongside a broader depiction of California to place Truckee-Tahoe in its larger geographical context.

Following the 1960 Squaw Valley Winter Olympics, the Truckee-Tahoe region was spotlighted on the international stage. The event showcased the natural beauty and recreational potential of the area, turning it into a highly sought-after destination for tourists. Against the backdrop of the 1960s, which saw a booming post-war American economy and the growth of personal mobility due to increased car ownership, vacation spots like Truckee-Tahoe became emblematic of the broader American leisure ethos. This pamphlet serves as a testament to the region's bid to capitalize on this newfound attention, illustrating its prominent attractions and the myriad of activities it offered year-round.

The pictorial map contained within this pamphlet does more than simply guide potential tourists; it provides a curated portrayal of the region's landmarks, recreational activities, and scenic beauty. The



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juxtaposition of this local map against the map of California underlines Truckee-Tahoe's significance within the vastness of the state, emphasizing its accessibility and unique appeal amidst a diverse Californian landscape.

The involvement of both the Truckee-Donner and Greater North Lake Tahoe Chambers of Commerce in the production and distribution of this pamphlet hints at the collaborative effort within the community to promote the region. This synergy, combined with the region's natural allure and the pivotal moment brought about by the Olympics, resulted in a document that not only beckoned visitors but also encapsulated a specific moment in the historical and cultural evolution of Truckee-Tahoe.

**Detailed Condition:**

Folding map printed on both sides.