



Barry Lawrence Ruderman Antique Maps Inc.

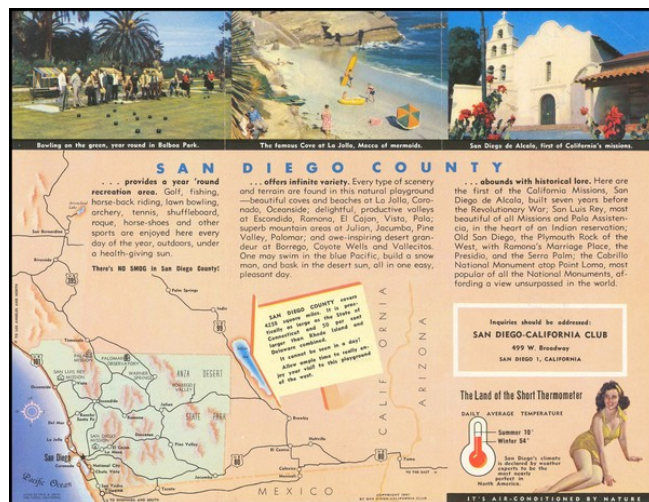
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San Diego County - The Land of the Short Thermometer

Stock#: 96969
Map Maker: San Diego-California Club
Date: 1953
Place: San Diego
Color: Color
Condition: VG+
Size: 10.5 x 8.2 inches
Price: \$ 175.00



Description:

San Diego County The Land of the Short Thermometer, a folding promotional map from 1953, positions San Diego as a diverse and vibrant region, promising a myriad of recreational activities under a salubrious sun, a landscape that ranges from serene coves to majestic mountains, and a rich tapestry of historical landmarks. Emphasizing the county's expansiveness, this map serves as both an invitation and a guide to the wonders of the region, set against the backdrop of mid-20th century American leisure and tourism culture.

The post-war years of the 1950s in the United States were marked by a surge in leisure activities and domestic tourism. The economy was robust, and the American middle class, armed with increased disposable income and leisure time, sought out vacation destinations that promised diverse experiences. San Diego, as this map illustrates, was keen to position itself as one such destination. Its appeal lay not just in its variety, but also in the guarantee of outdoor activities all year round, a luxury offered by its mild climate.

San Diego's landscape, as depicted in the map, is a harmonious blend of natural beauty and recreational opportunities. From the scenic beaches of La Jolla and Coronado to the fertile valleys of Escondido and Ramona, and from the alpine charms of Julian and Pine Valley to the stark beauty of the deserts in Borrego and Coyote Wells, the region offers a tableau of experiences. The claim that one could "swim in the blue Pacific, build a snow man, and bask in the desert sun" within a day underscores the county's unique geographical proposition.

But San Diego's allure extends beyond its natural wonders. It is a land steeped in history. The map draws



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attention to its early California missions like San Diego de Alcalá, built even before the Revolutionary War. The reference to Old San Diego as the "Plymouth Rock of the West" and the Cabrillo National Monument atop Point Loma affirms the region's historical significance and the deep-rooted stories that have shaped its identity.

The cartographic details on the map, while focusing on the region's appeal, are complemented with practical information. Notes on the county's expansive size—comparable to that of Connecticut—and suggestions to allocate ample time to fully relish the San Diego experience, are subtle indicators of its vastness and richness. Moreover, the assertion about San Diego's climate, touted as the "most nearly perfect in North America," further underscores its uniqueness in the annals of American tourism destinations.

Detailed Condition:

Folding pamphlet map.