



Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
blr@raremaps.com

Santa Catalina Island

Stock#: 97129
Map Maker: Santa Catalina Island Company
Date: 1939
Place: n.p.
Color: Color
Condition: VG
Size: 16 x 9 inches
Price: \$ 245.00



Description:

The attractive graphics and warm color palette in this booklet-style vintage travel brochure echo the Early California Plan, the modernist graphic identity Otis Shepard, art director for Wrigley gum, developed with his wife Dorothy for Catalina in the 1930s which, according to Charlotte Strick at the *Paris Review*, "provided guidelines for local shop owners about how they could improve their business through a smart, consistent, island-wide design vision." The brochure's title is in a typeface Otis Shepard designed for the island. The Shepards lived part-time on the island from 1934 to 1938, helping P.K. Wrigley increase the appeal of Catalina. A small map of the island shows the locations of the island's major destinations: Hotel St. Catherine, Eagle's Nest Hunting Lodge, the bird park, stables, the golf course, the casino, and the Chicago Cubs Ball Park, the spring training grounds of the Wrigley-owned team whose uniforms Otis Shepard also redesigned. Steamship and airplane schedules and sightseeing tour fares are also featured. After the United States' entrance into World War II, Santa Catalina was temporarily closed to visitors, serving as a military training base until 1945.

Detailed Condition:

Minor mark on front panel.