



Barry Lawrence Ruderman Antique Maps Inc.

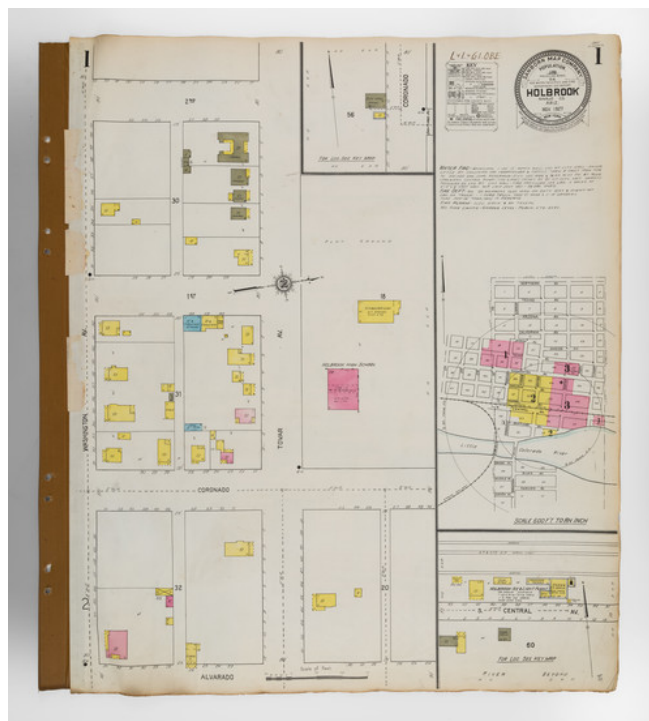
7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
blr@raremaps.com

(Arizona Fire Insurance Atlas) Holbrook Navajo Co. Ariz. Nov. 1927 [Route 66]

Stock#: 97570
Map Maker: Sanborn Map Company
Date: 1927
Place: New York
Color: Hand Colored
Condition: VG
Size: 21.5 x 25.5 inches
Price: SOLD



Description:

"Get Your Kicks on Route 66"

Holbrook, Arizona in 1927

A fire insurance atlas of *Holbrook, Navajo County, Arizona*, produced by the Sanborn Map Company in November 1927 (copyrighted 1928), offers a detailed record of the built environment of this Arizona town on Route 66, during an era of rapid expansion in the American Southwest fueled by automobile travel. Comprising three unbound sheets with hand-colored maps, the atlas was originally made as a specialized tool for insurance company underwriters in determining the degree of fire risk associated with any property shown therein. Today it is an unrivaled visual record of Holbrook's urban and architectural landscape for the time.

Executed with a scale 600 feet to an inch, every building in Holbrook is accurately shown with block-by-block, street-by-street, structure-by-structure representations. Use of each structure is given: dwelling,



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grocery, storage, lumber yard, church, hardware, water tower, etc., often recording the name of the individual business owner. Color coding denotes building material. Notably, many of the buildings in Holbrook, including the City Hall, are noted as made of adobe.

During the 1920s, Holbrook, Arizona, a town of 1200 people, functioned as a key transportation and commercial hub in Navajo County, serving as a critical junction for both the Santa Fe Railroad and historic Route 66. Situated near the Petrified Forest National Park, the town benefitted from a burgeoning tourism industry while also maintaining its foundational agricultural and livestock-raising activities. As a microcosm of the era's transformative energies, Holbrook experienced the encroaching influence of modernization, seen through an increase in automobile traffic, the establishment of new businesses, and some infrastructural improvements. For a town of about 1000 people, Holbrook supported an impressive range of small businesses that catered to the burgeoning community: automobile dealers and service shops, banks, a dance hall, a movie theater, a printing establishment, hardware stores, butcher shops, and the like.

Here follows a selection of the structures and sites shown in the atlas:

- City Hall (Adobe)
- Babbit Bros. Wholesale Grocery Warehouse
- Cooley Lumber Co.
- L. B. Putney Wholesale Grocery Warehouse
- Holbrook Ice & Light Plant
- Hotel Holbrook
- Holbrook High School
- Navajo County Court House

The document bears witness to a confluence of architectural styles in this Southwestern town, as well as modern infrastructural developments favoring automobile travel. The inclusion of various civic institutions, commercial buildings, and residential structures fully illustrates Holbrook's urban environment.

For nearly a century (from 1867 to 1961), Sanborn Map Company produced their fire insurance maps for nearly all U.S. cities. Ron Tyler (*Prints of the West*, pages 153-55) describes the fire insurance maps as a successor to the bird's-eye view in documenting the growth of towns and cities. The present Holbrook atlas bears out Tyler's assertion.

Rarity



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The Holbrook Sanborn atlas is rare. Not a single example is located in OCLC. California State Northridge lists a 1943 edition of the Holbrook Sanborn atlas, but not the present 1927 edition. The Library of Congress has digitized their example of the 1927 edition.

Detailed Condition:

Original hand-color. Unbound, with sheets mounted on alternating tabs. 3 sheets, including the index page. Complete.