

# Walkabout! Books

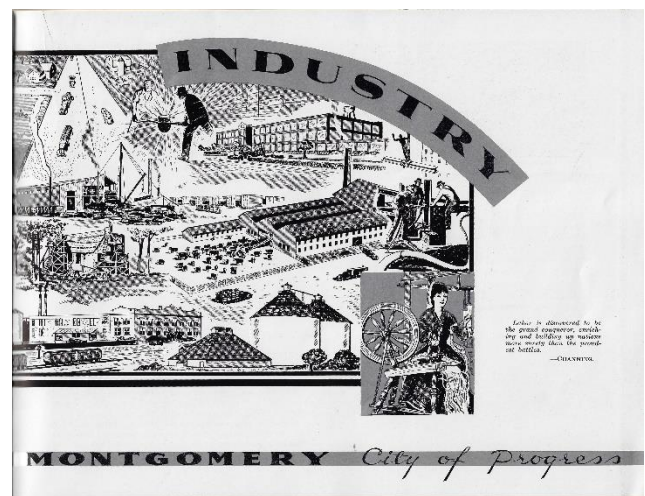
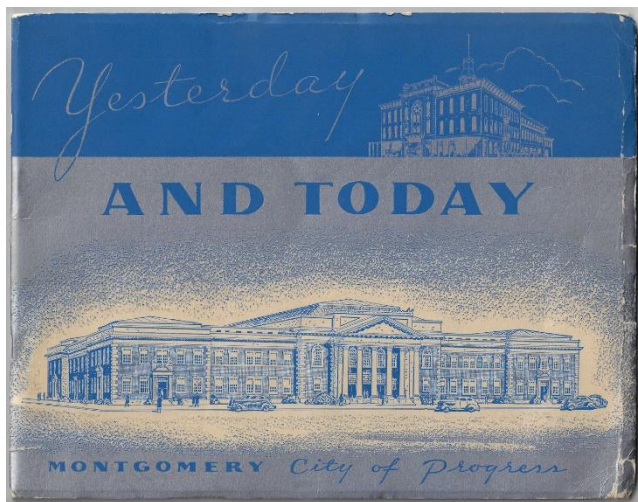
## E-List 17: Location, Location, Location American Real Estate and Promotional Literature

TERMS: All items are subject to prior sale. Please e-mail (books@walkaboutbooks.net) or call (360-880-3160) with questions or to place an order. Shipping additional, Washington State residents will be charged sales tax.

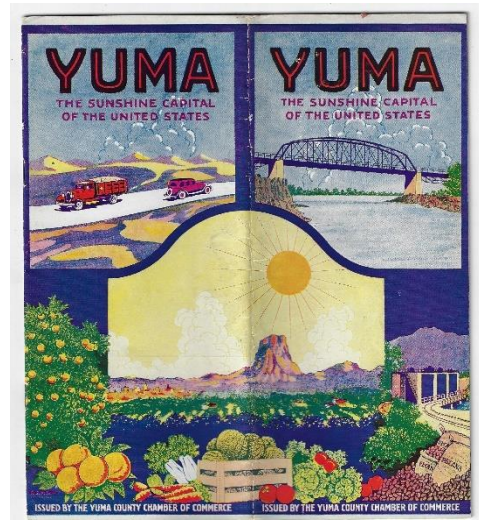
**1. [ALABAMA]. *Yesterday and Today*.** Montgomery, AL: Wilson Printing Company for the Chamber of Commerce, 1937. 8.75 x 11.25 inches (oblong), [56 ] pp, stapled wrappers, numerous illustrations from photographs. Wrappers worn at edges, internally sound and clean; very good.

Pictorial history and promotional for Montgomery, Alabama ("City of Progress"), with sections on health (public sanitation system, county health department, hospitals), churches, education, recreation, agriculture (soil characteristics, statistics on crop and livestock production), industry ("the 1935 census of manufacturers shows a total of eighty-nine manufacturing plants operating in Montgomery"), and transportation (including a section devoted to Maxwell Field, the "Cradle of Southern Aviation"). Perhaps unsurprising, but still remarkable, is the fact that we find just a single mention of African Americans (two colleges that "give the ambitious negro ample opportunity for pursuing his education") in the entire book, despite the city having a substantial Black population (we have not been able to locate racial demographics for Montgomery alone, but in 1930 more than 35% of the population of Alabama was Black). The section on agriculture—which does include an image of Black men working in a field—describes the 1830s-50s as a "Golden Age" in which Montgomery was the center of a "gracious and cultured society of planters" and the "freeing of the slaves and the further disruption of rural and urban life by the harsh the harsh Reconstruction period" as "cruel blows from which the old plantation life of Alabama was never entirely to recover." As of January 2021, we locate 14 copies in OCLC, none in commerce.

**\$225**



**2. [ARIZONA]. Yuma, the Sunshine Capital of the United States.** Yuma, AZ: Yuma County Chamber of Commerce. 1930s promotional brochure. 20 pages, 9 x 8 inches when unfolded, extensively illustrated with half-tone photographs, double-page map at center. Showcases Yuma's businesses, irrigation and agricultural production (dates, figs, cotton, alfalfa, grapes, lettuce, cantaloupes, pecans, grapefruits), mining, recreational opportunities. The last page describes the Yuma-Gila Irrigation project, then under construction and projected to bring 600,000 additional acres under cultivation. **\$85**



**Buy A Farm For 50c A Day**  
Don't pay a landlord. Make your house pay for you. Hold your city job and raise something on the side. Enjoy your Saturday afternoons, evenings, Sunday and holidays.

**Easiest Terms That Were Ever Quoted On High-grade Country Properties**

**THE GREATEST LAND FOR ROTATING CROPS AND SMALL-SCALE FARMING IN THE STATE OF CALIFORNIA--ABUNDANT WATER.**

**H. W. MEEK ESTATE, Incorporated**  
1000 MARKET STREET, SUITE 1000, SAN FRANCISCO, CALIF. 94102  
City Office: 705 SOMMERS AVE., LEBANON, CALIF. (See Directions on the Back of this Brochure)

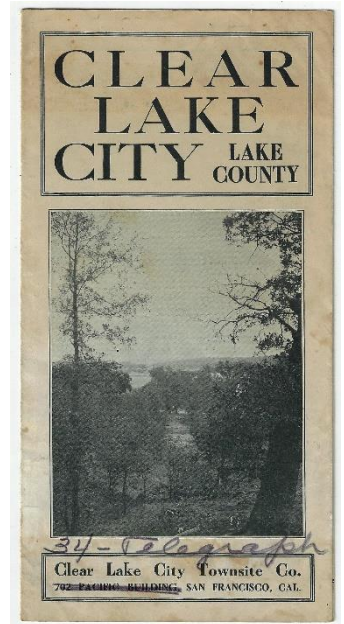
**H. W. MEEK ESTATE**  
30001 Boulevard and Castro Sts., Hayward, California

Send no money in advance in reference to "The Land of the Meek Estate" and "where to see how I can buy a little town too".  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

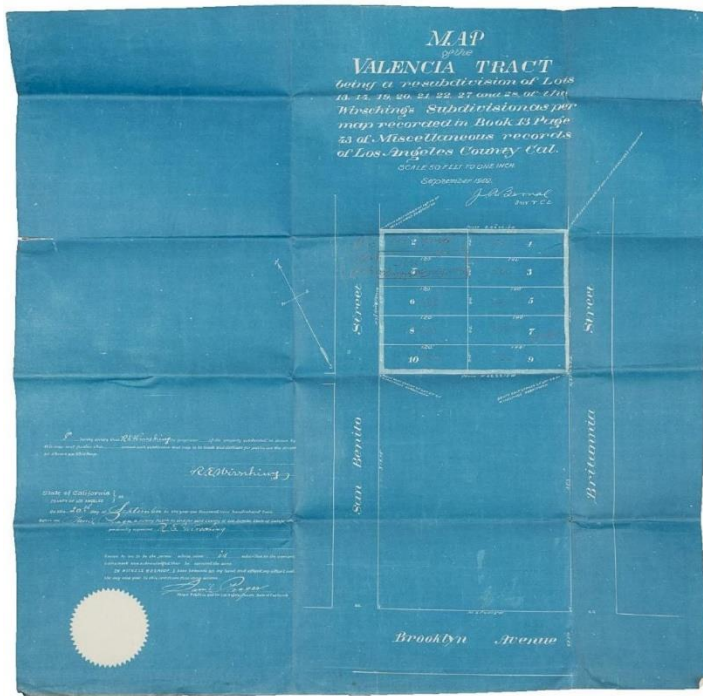


**3. CALIFORNIA]. Buy a Farm for 50c A Day.** Hayward, CA: H.W. Meek Estate. Undated, ca. 1922. Single sheet of thin cardstock, approx. 11 x 7 inches, folded twice for mailing (this example never mailed). Small rust stain from a paperclip, otherwise very good. Appealing to city dwellers who want to "hold your city job and raise something on the side," this circular touts the Meek Estate in Hayward (Alameda County) as "the greatest land for rotating crops and one man-farming in the state of California." Prices (down-payment and monthly payment) are given for several different types of property--including enough land to raise 1,000 chickens, an existing strawberry field, and productive orchards of apricots and pears-- all with "good roads, sewers, city water, with schools, stores and electric cars close by." William Meek came to the West Coast in 1846, carrying seeds and grafted trees. He first settled in the Willamette Valley in Oregon, but moved in 1859 to Alameda County, where he purchased about 3000 acres and grew cherries, apricots, plums, and almonds. His estate passed to his sons after his death in 1880, and in the early 1920s they began subdividing the land into smaller farms--a process that would continue through the 1940s. After World War II, more people settled in the area and agricultural lands were redeveloped for residential and commercial use. **\$85**

**4. [CALIFORNIA]. Clear Lake City, Lake County.** San Francisco: Clear Lake City Townsite Co. Undated, ca. 1905. Four-fold brochure with half-tone photographic illustrations. 9 x 4 inches when folded. Address of the developer corrected in bold pencil on front and back covers, light soiling, moderate general handling wear. Good. Although this brochure proclaims Clear Lake "a town with a future," at the time it was published there was no town at all. There were plans for an electric rail line to run through the proposed townsite, but no actual construction had begun (and, in the end, the plans fell through). The promoters made big claims (as promoters do) that "those who buy property in this townsite are laying the foundations of a city which has an assured future. They are the men and women who have the foresight and acumen to recognize the opportunity when it comes, who secure property at a low, almost nominal, price and thereby reap the great profits which accrue from its natural development." And a nominal price it was.. Although, the "regular" price for a lot would be from \$100 to \$500, in order to spread the word, the "management" have "decided to SELL THE FIRST ONE THOUSAND LOTS AT FIVE DOLLARS EACH." All you needed to do was send your five dollars to an address in San Francisco, in return for which they would send a deed to one lot, "free and clear of all encumbrances." Interestingly, there is no mention of the size of the lot. We find no other record of the Clear Lake Townsite Company, and whether this was an outright fraud or simply an optimistic scheme that failed we do not know. Not located in OCLC. **\$125**



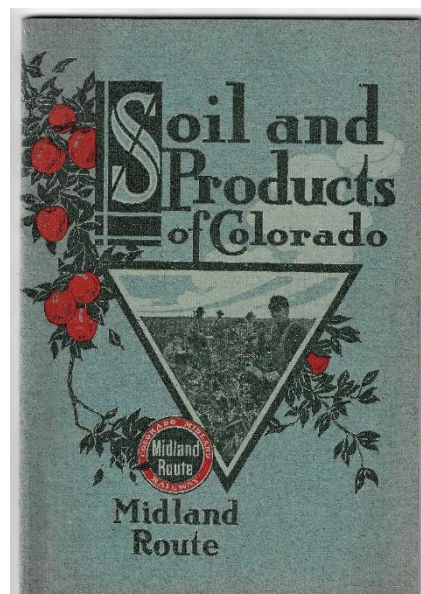
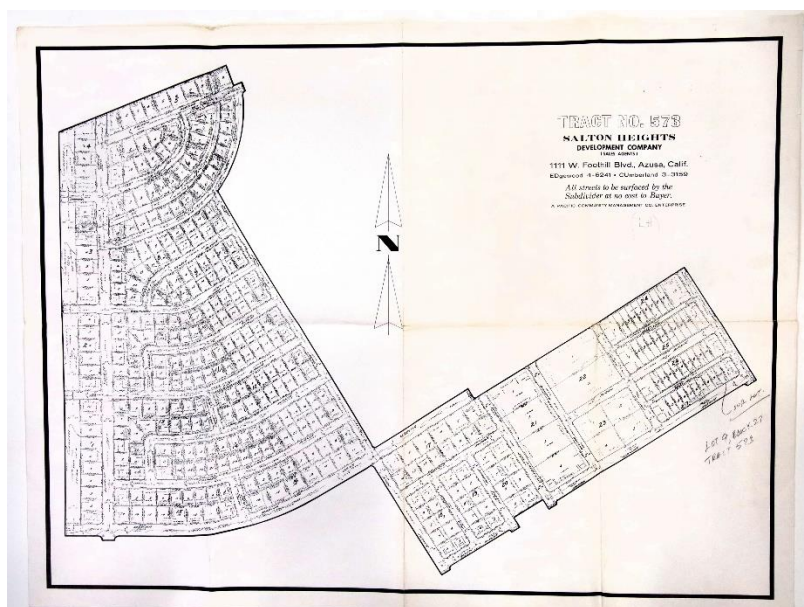
**5. [CALIFORNIA]. *Lake Shastina, Sales Map, Tract No. 1000-7-2.*** Undated, likely mid-1970s. 34 x 25-inch map showing hundreds of small lots for sale in this subdivision in Weed, near Mount Shasta in Siskiyou County. Folding creases, one split along a fold, a few minor notations; very good. Development at Lake Shastina began in 1968 and focused on enticing well-heeled city dwellers in the Bay Area and Los Angeles to purchase lots for investment, second homes, or retirement. Lots were initially offered at \$5,000, and the developer, Golden West Associates, offered free roundtrip flights for potential buyers to see the property. In a 2009 interview upon his retirement, the long-time general manager of the development recalled, "We couldn't sub-divide fast enough to keep up with sales. In the early '70s lots were selling for \$17,000 to \$25,000. The sales people could sell \$2 million a weekend in real estate." Today, the community is home to about 2,700 people, but some of the lots shown on this ambitious sales map remain empty. **\$125**



**6. [CALIFORNIA]. *Map of Valencia Tract, being a subdivision of Lots 13, 14, 19, 20, 21, 22, 27 and 28 of the Wirsching's Subdivision... Los Angeles County Cal.*** [Los Angeles]: 1902. Blueprint map by Los Angeles City Surveyor J.A. Bernal. 18.25 x 18.75 inches, showing a part of present-day Boyle Heights (Los Angeles). A few penciled notation-- (lot prices, identification of the owner of one lot as Mrs. Rose Froehlinger), folding creases; very good. As described by Paul Spitzzeri of the Workman and Temple Family Homestead Museum, "the Valencia Tract is an area 323 feet north of Brooklyn Avenue (Cesar Chavez Avenue)...covering 200 feet of frontage each of Britannia Street to the east and San Benito Street to the west, with the depth between the two streets being 260 feet." Prior to subdivision this land belonged to Robert Wirsching, a member of the Los Angeles City Council who named 10-lot tract "Valencia" because it was his wife's maiden name. Spitzzeri also notes that "while the controversial carving up of Boyle Heights in the post-World War II era meant that Interstate 5 and 10 sliced through the southwest corner of the land just below the Valencia Tract, the ten lots comprising the tract remained intact. **\$250**

**7. [CALIFORNIA]. *Tract No. 573, Salton Heights Development Company.*** Azusa, CA: Salton Heights Development Company. Undated, ca. 1961. Plat map, 20 x 26.5 inches, showing a tract of land in Salton City, California. Light handling wear, "our lot" marked in pencil. Stored folded; near fine. Mapped out on the west shore of the Salton Sea in 1958, Salton City was the brainchild of real estate developer M. Penn Phillips (1887-1979). "The ambitious resort development was laid out with 25,000 residential lots. Builders paved more than 250 miles of roads, and installed all necessary supporting electrical power, water, and sewage infrastructure. Urban planning by Albert Frey included designs for the entire business district, as well as schools, churches, parks, community services, a championship 18-hole golf course, a \$500,000 luxury hotel, yacht club, and the largest marina in California along the lake. The "Salton Riviera" resort began as a major success, with \$4.25 million in land sales closed on its opening weekend. Soon thereafter, it was attracting politicians, Hollywood and entertainment celebrities, and sporting events" (wiki). In late 1960, Phillips turned over management of the project to Los Angeles-based Pacific Community Management (parent company to the Salton Heights Development Co.), who offered prospective buyers free, air-conditioned bus transportation from Los Angeles to view their properties. By then, the Salton Sea was one of the most popular recreation areas in California. But the dreams and promises of the region came to an abrupt end when lake elevations became unstable, flooding local businesses and homes, and reports of pollution and massive fish- and bird die-offs led to further concerns about the lake's condition. The community had essentially collapsed by the mid-1970s, and the vast majority of lots sold were never built upon. Today, lots on a tract like the one shown here can be had for as little as \$3,000.

\$175



**8. [COLORADO] Olin, W.H. *Soil and Products, Story of the Midland Empire. Being a Concise Statement of Facts Concerning Agricultural and Horticultural Conditions in the Territory Tributary to the Colorado Midland Railway, From Rare Mountain Scenery to Rich Meadows, Fruitful Orchards, Bountiful Crops, Happy Homes.*** Denver: Colorado Midland Railway. Undated, c. 1910. 7.5 x 5.25 inches, in pictorial stapled wrappers. 31 pp, with many illustrations from photographs. Fine. Incorporated in 1883, the Colorado Midland Railway was the first standard gauge railroad to cross the Continental Divide in Colorado. It ran from Colorado Springs to Grand Junction. This nicely produced booklet describes the characteristics and agricultural prospects of the land along the route. The photographs show irrigation canals; farms and orchards; cattle ranches; packing, inspection, and transport of produce; a sugar beet factory at Grand Junction; and even a "happy and prosperous Colorado farmer" fishing in his leisure time. Specific regions discussed include the Upper Arkansas River Valley, Crystal River and Roaring Fork Valley, Grand Valley ("the greatest fruit valley in the world"), Antlers-Slit-Rifle District, Debeque and the Plateau Valley, and the Grand Junction area. Two copies located in OCLC.

\$200

9. [CONNECTICUT]. *Connecticut, 1639-1895. Small in Area, Unlimited in Her Resources...A Most Careful Review of Her Advantages, the Causes of Her Prosperity, and the Unquestioned Superiority of the Inventive Genius of Her Manufacturers...* Newark, NJ: The Consolidated Illustrating Co. , [1896]. 7.5 x 10.5 inches (oblong), in original embossed wrappers. xix, 208 pp, with many illustrations from photographs. Wrappers have some staining, chipping to spine; good. An elaborate and relatively uncommon promotional that--in addition to general text on the advantages of settling in the state--provides detailed profiles (history, officers, facilities, production/sales statistics) of more than 100 businesses and manufacturers. Among them: Richmond Stove Company (Norwich) Hellmann Brewing Company (Waterbury), Middlesex Rubber Works (Middletown), Fowler Nail Company (Seymour), Meridian Malleable Iron Company, Meridian Gas Light Company, Eddy Electric Manufacturing Company (Windsor), Norwalk Lock Company, Sigourney Tool Company (Hartford), Miller Brothers Cutlery Company (Meridian), Ansonia Flour and Grain Company, and many others. A valuable overview of industry in Connecticut just before the turn of the twentieth century. Nine copies located in OCLC. **\$125**



10. [EAST COAST, MULTIPLE LOCATIONS]. *The Great Peace Movement, Back to the Farm.* Boston, New York, Philadelphia, and Pittsburgh: E.A. Strout Company. Undated, ca. 1915.

Oversized 4-page circular (27" x 19") offering farms for sale in Maine, New Hampshire, Massachusetts, Vermont, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, North Carolina, and Ohio. A good copy, with some staining. Founded in Maine in 1900, the E.A. Strout Company grew to have more than 100 branch offices and pioneered the concept of selling property through catalogues and circulars like this one. The company's main sales pitch was that farming is the path to self-sufficiency and prosperity, and they used the outbreak of World War I as a means to push the message even harder, arguing that even in wartime the American farmer "has a never-ending source of income" and "is the most independent and therefore the happiest and most contented individual in the world." Those inspired by this argument could peruse detailed listings for more than 150 farms then on the market in the eastern United States, where (they speciously claim) "there are no tornadoes, no cyclones, no floods, no hot winds, and no destructive storms. The farmer's life is safe and his property is secure." **\$125**

**11. [ILLINOIS]. Farm Lands for Sale. The Illinois Central R.R. Company Is Now Prepared to Sell About Two Millions of Acres of Farming Lands...** Printed for the Illinois Central Railroad at Reese & Co.'s Steam Power Press, Buffalo, NY, 1856. Broadsheet, 12.25 x 9.25 inches. Old folding creases, a few small chips at one edge; very good. Chartered in 1851, the Illinois Central was the first U.S. railroad to receive a large federal land grant to help finance its construction. The grant of 2.4 million acres was awarded upon completion of the line from Chicago to Cairo, Illinois in 1856, and the railroad immediately began promoting the land to settlers and investors. In addition to the enticements of favorable credit terms and low interest rates, buyers were promised rapid population growth and steadily rising demand for "every kind of farm and garden produce," which could, of course, be easily transported to market via the railroad. Mindful of the competition, the promoters note here that while some land in the Territories of Kansas and Nebraska may be closer to water, "the distance to market is far greater, and every hundred miles the products of those lands are carried either in wagons...increases the expense of transportation, which must be borne by the settlers in the reduced price of their products." Prospective buyers concerned about the trouble of constructing a home and outbuildings are assured that "ready framed farm buildings which can be set up in a few days can be obtained from responsible persons." A completed three-bedroom house was promised for a mere \$250 plus transportation costs. The Illinois Central published at least two editions of a 64-page booklet with a title similar to the one we offer here, but we locate only one copy of this broadsheet in OCLC, at the Lincoln Presidential Library. \$450

**FARM LANDS FOR SALE.**

**THE ILLINOIS CENTRAL R. R. COMPANY**

IS NOW PREPARED TO SELL

**ABOUT TWO MILLIONS OF ACRES OF**

**FARMING LANDS,**

In Tracts of 40 Acres and upwards,

**ON LONG CREDITS, AND AT LOW RATES OF INTEREST.**

These lands were granted by Government, to aid in the construction of this Railroad, and are among the richest and most fertile in the State. They are located with the Road, from Chicago on the North, East to Cairo at the South, and from thence to Galena and Danforth in the extreme North-Western part of the State. Most of these lands lie immediately on, and within six miles of the Railroad, and possess advantages beyond what can be said of any other lands, ready and cheap facilities are furnished for transporting their products to any of the Eastern or Southern markets. The great surplus of population by Immigration, &c. and the consequent rapid growth of flourishing towns and villages on the line of the Road, and throughout the State, furnishes a substantial and growing demand for every kind of farm and garden produce.

In the Northern and Central parts of the State, prairie lands preponderate, interspersed with beautiful tracts of oak, nut and hickory timber, or the oakland, the timber is more abundant and more valuable.

The soil is deep, rich, and fertile, and is well adapted to the cultivation of wheat, and peculiarly fitted for grazing cattle and sheep, or the cultivation of wheat, Indian corn, &c. The soil is pure and healthy, the climate most healthy, and equal to the best of any other part of the Union, with living streams and springs of excellent water abound.

Economy in cultivating and great productiveness are the well known characteristics of Illinois lands. These are not required to be cut down, stumps grubbed, or stumps pulled off, as is generally the case in cultivating new land in the other States. The first crop of Indian corn, sown on the newly broken soil, usually repays the cost of clearing and sowing.

Wheat sown on the newly broken soil, in three to four years, yields very large crops. A man will grow and harvest of wheat will bring one and a half acres per day. Corn can be made for breaking ready for corn, or wheat, in from \$2 to \$3 per acre. By the second season the land may be plowed and sown the first, and make a high state of cultivation the second year.

Oats, grain, clover, &c. will be forwarded at reasonable rates to Chicago, for the Eastern, and to Cairo for the Southern markets.

It is an interesting fact, that extensive mines along the Road, and especially about and desirable land, being furnished at many points at \$1.50 to \$2.00 per acre. Wood can be had at the most reasonable rates. Excellent granite, marble, blue, and red sand stone, of excellent quality—such as white and blue limestone, and white and red sand stone—which can be had for little more than the expense of transportation.

The Government lands in the Territory of Kansas, having generally been sold at a low price, and the price of land in Missouri, should bear in mind that the lands of this Company, at the same prices which they are sold, are better investments than these in other States, as the lands are more fertile, and the Government price, for the same acre, is less than in any other State, and the expense of transporting the produce of the latter to market will always be a heavy drawback on them, and after a few years cultivation they are quite unprofitable, which is not the case with Illinois lands.

The same reason holds good in relation to the lands in the Territories of Kansas and Nebraska, for although these lands may be found nearer the water courses, the distance to market is far greater, and every hundred miles the products of those lands are carried either in wagons, or interrupted water courses, which increases the expense of transportation, which must be borne by the settlers in the reduced price of their products; and on this exact price are the incomes from the farms, and of course on their investments, annually and every year reduced.

The great fertility of the lands now offered for sale by this Company, and their consequent yield over those of the Eastern and Middle States, is shown more than in almost any other view of the facilities furnished by the Road, and others, with which it is connected, the expense of which does not interrupt the low rates of culture, or the fruit of winter.

**PRICE AND TERMS OF PAYMENT.**

The price will vary from \$2 to \$5, according to quality and location. The first payment will be made in five annual installments. The first to become due in two years from the date of contract, and the last to become due at the end of the sixth year from the date of the contract, monthly.

**Interest will be Charged at only Three Per Cent. Per Annum.**

As security to the performance of the contract, the first year's interest must be paid in advance, and in all subsequent years the interest on the balance of the land purchased shall yearly be brought under cultivation. Twenty per cent. from the credit price will be deducted for each. The Company's certificate bonds will be received as cash.

**Ready Framed Farm Buildings which can be set up in a few days, can be obtained from RESPONSIBLE PERSONS.**

They will be 12 feet by 20 feet, divided into two rooms and will cost complete set upon ground chosen any where along the Road, \$250 in cash, exclusive of transportation. Large buildings may be constructed for all requirements. The Company will direct all the materials for such buildings over the Road promptly.

It is believed that the price, low rates of interest, charged for these lands, will enable men with a few hundred dollars in cash, and ordinary industry, to make himself independent before all the purchase money becomes due. In the meantime, the rapid settlement of the country will probably covered these buildings by five fold. When required, an experienced person will accompany applicants, to give information and advice in selecting land. Creditors, requiring numerous instances of successful farmers, sown by respectable and well known farmers living in the neighborhood of the Railroad lands, throughout the State—also the cost of raising, and of cattle, expense of harvesting, threshing, &c. by contract—or any other information—will be cheerfully given on application, either personally or by letter, in English, French, or German, address to

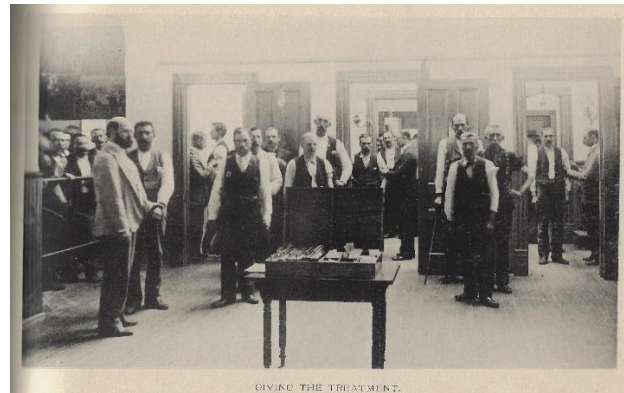
**JOHN WILSON,**  
Land Commissioner of the Illinois Central R. R. Co.

**Office in Illinois Central Railroad Depot, Chicago, Illinois.**

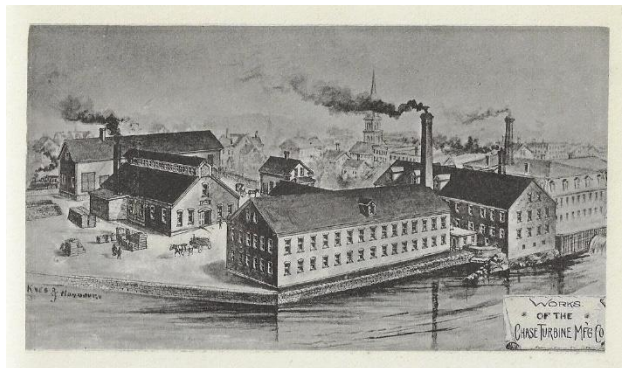
Reese & Co.'s Steam Power Press, 5 West Street, N. Y.

**SEE OTHER SIDE.**

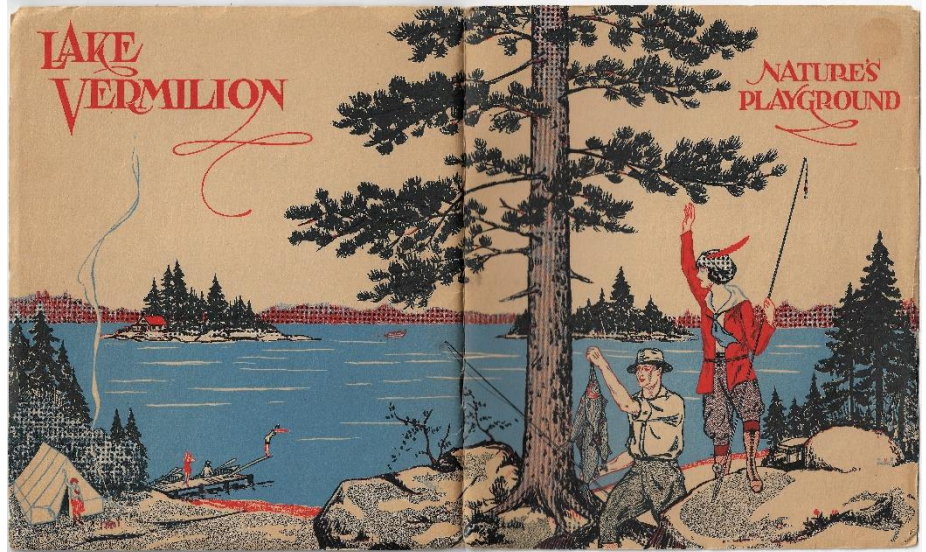
**12. [ILLINOIS] [KEELEY INSTITUTE]. *Souvenir of Dwight, Illinois.*** Dwight, IL: Dwight Art Company, 1892. Souvenir view book, 6 x 9 inches (oblong), string-tied wrappers. [44] pp printed rectos only; two pages of text followed by 35 illustration from photographs. Some soiling to wrappers; very good. Although it includes typical language promoting Dwight as "a model prairie city of twenty-five hundred" with "electric light system, water works, fine business blacks and attractive home residences," this booklet is particularly notable for its focus on the foundation of the Keeley Institute in 1880 as one of the most important events in the community's history. Leslie Enraught Keeley (1832-1900) was an 1864 graduate of Rush Medical College who served briefly as a Union Army surgeon before opening a private medical practice in Dwight. While in the military, Keeley had become interested in the problem of alcoholism and convinced that it was a disease rather than a vice. In partnership with a pharmacist, John Oughton, and a minister and temperance lecturer, Frederick Hargreaves, Keeley worked to develop a medicine to cure alcoholics. They began marketing their remedy (which was composed of bichloride of gold and strychnine, among other things) through the mail, but soon opened the first Keeley Institute in Dwight (followed by more than 100 branches in North America and Europe), where treatment was offered for addiction to alcohol, nicotine, and narcotics. The mainstream medical profession scoffed at Keeley's medicine with good reason, but nonetheless the "cure" showed some success, in good measure due to Keeley's emphasis on group therapy and community support to help patients remain abstinent. The first page of illustrations in this book is a group of portraits of Keeley, Oughton, and the Institute's treasurer, and this is followed by both interior and exterior views of the Institute, including patients being treated. There are also views of important residences, the opera house, railroad depot, etc. Four copies located in OCLC. **\$275**



**13. [MASSACHUSETTS]. *Compliments of Jay B. Reynolds, Orange, Mass., May 1st, 1891.*** Gardner, MA: Art Publishing Company, 1891. Cover titled simply "Souvenir." 5.25 x 7 inches, bound in paper wrappers patterned to simulate leather, tied with a shoelace, and with an illustration of a shoe on the front wrapper. Unpaginated. 23 leaves, including text and 16 leaves of plates. Light general handling wear; very good. A combination of souvenir view book and business promotional for Orange, Massachusetts, this booklet includes the typical images of public buildings and institutions and text giving local history and touting the quality of schools, churches, library etc. It also highlights six of the town's major employers: the New Home Sewing Machine Company, Rodney Hunt Machine Company, Chase Turbine Manufacturing Company, Orange Furniture Company, Leavitt Machine Company, and Jay B. Reynolds Shoe Factory. Each of these receives a full page of text followed by one or two plates showing the Company's bustling grounds and its officers. Reynolds offers an enthusiastic endorsement of the character and products of his fellow manufacturers and explains that his own shoe-making factory "was built by the citizens of Orange" for him after his "business at Brockton had been ruined by the unreasonable demands of the Knights of Labor." Here in business-friendly Orange, he received free rent for five years, and exemption from taxation for ten. **\$85**



**14. [MINNESOTA]. Lake Vermillion, Nature's Playground.** Duluth: C.M. Bahr, 1923. 9.5 x 8 inches, [48] pp, in color-illustrated stapled wrappers. Published through the cooperation of the Commercial Clubs and Communities of Aurora, Biwabik, Cook, Duluth, West Duluth, Eveleth, and Tower. Attractive promotional for "Beautiful Lake Vermillion and Minnesota's North Land," "up in God's country where life is really worth living." Includes a page with tourist information and photos on each of the sponsoring towns, several pages on the attractions, agricultural activities, recreational opportunities, and settlement possibilities of St. Louis County ("it is one place where you can still buy good and cheap and those of you who are interested in finding real soil where crop failures are unknown will do well to investigate opportunities in St. Louis County"). Also several pages of local advertisements. Not found in OCLC. **\$90**



**15. [MISSOURI]. Four Advertising Cards with Miniature Plat Maps for Kansas City, Missouri Housing Developments.** [Kansas City]: T.J. Green & Co.. Undated, likely early 20th century. Four cards measuring approximately 2.5 x 4.5 inches, each advertising a different residential development in Kansas City: Eaton Place, Forest Park, Melba Park, and Chesterfield. Each card has brief promotional text ("fine residence lots," "magnificent view, every lot 2 to 3 feet above grade, close to good school, stores, and churches"), prices (ranging from \$175 to \$425), and directions on one side and a map showing the streets and numbered lots on the other. Three cards near fine, one (Melba Park) very good, with a spot of abrasion on the map side. The T.J. Green Company was established in 1881. By 1886, a book on the city's commercial development, *The Commerce of Kansas City*, praised them as "among the most prominent and reliable firms" involved in developing the areas of the city beyond the central business district that would meet the needs of a rapidly growing population. "Their system is to purchase acre tracts that are in good locations and as near as possible to city itself, then to subdivide them into town lots and so dispose of them on the open market. This is really developing the city or, in other words, it is constantly creating new additions and suburbs. That these transactions have proved most profitable under the experienced management of this firm is shown in the daily increasing value of this class of property, and in the fact that not a single client who has acted on their advice has failed to make a very handsome return on his investment." Evidently the company's success continued; the four tracts offered on these cards are listed as the company's 52nd, 53rd, 56th, and 57th "additions." We find no examples of these or other T.J. Green advertising cards in OCLC. **\$375**



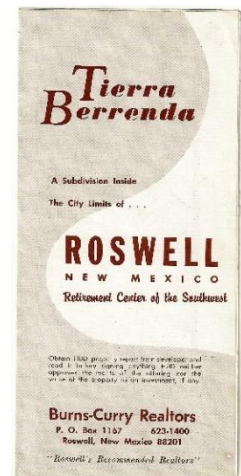


**16. [NEBRASKA]. *Pictorial Kearney, Nebraska*.** Kearny, NE: John A. Stryker. Undated, ca. 1920. 48 pp, 6 x 9 inches, oblong, in original string-tied wrappers, with oval cut-out window on front cover revealing color landscape below. Light soiling and edgewear to wraps, lower corner of last three leaves clipped; very good. Scarce promotional view book, containing one page of text highlighting the various features of this "thriving city of 10,000 cultured, happy, industrious people," which offers a range of shopping and recreation activities, inexpensive power, and a climate that is somehow both "mild and bracing." The rest of the book is entirely half-tone views of businesses, street scenes, parks, residences, farms and ranches, churches, schools, and other public institutions. John Stryker, the publisher, was a local photographer (and penmanship instructor), and most of the images are credited either to him or another Kearney photographer, Alfred T. Anderson. Two copies located in OCLC (Columbia, U. Oklahoma). **\$100**



**17. [NEW MEXICO]. *Tierra Berrenda, A Subdivision Inside the City Limits of Roswell New Mexico, Retirement Center of the Southwest*.** Roswell, NM: Burns-Curry Realtors, [1973]. Four-fold brochure with map, illustrations from photographs. 8.5 x 4 inches when folded; fine. Much of this development was completed in the mid-1960s with the expectation of selling homes to people who worked at Walker Air Force Base. After the base closed in 1967, the project stalled for several years. This brochure asserts that "due to the recent popularity of Roswell there is a big demand for new development" and thus both lots and completed homes are now being made available for sale. Tierra Berrenda is described as a master planned community, developed with attention to population density, traffic flow, and accessibility. The text also promotes Roswell itself, which is "fast becoming the most favorite retirement haven in the Southwest" and provides "many of the advantages of big-city living without the hazards of congested traffic, polluted air, and social unrest." Neither UFOs nor aliens are mentioned.

**\$75**



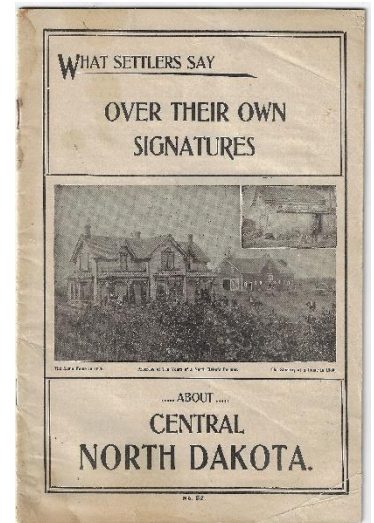
**18. [NEW YORK]. *Dairy, Grain and Stock Farms Near Willseyville, Tioga County, New York*.** Boston, New York, Philadelphia, and Pittsburgh: E.A. Strout Company. Undated, ca. 1910-1920. 12-panel folding brochure illustrated with half-tone photographs. 8 1/8 x 3 3/4 inches when folded; about 15 1/2 x 10 3/4 inches when fully unfolded. Minimal handling wear; near fine. Promotes the small town of Willseyville, in New York's Finger Lakes region, as an ideal place to purchase a farm. Includes statistics on local milk, wool, and egg production, notes the quality of nearby schools (including Cornell and Ithaca College), and describes the "splendid shipping facilities" which easily reach "the best markets in the country." This is followed by detailed listings (size, types of crops grown and/or animals raised, residence and outbuildings, equipment included, nearby conveniences, etc.) for nineteen properties currently for sale -- ranging in size from 1.5 to 190 acres and \$1,700 to \$5,000 in price. Founded in Maine in 1900, the E.A. Strout Company grew to have more than 100 branch offices and pioneered the concept of selling property through catalogues and circulars like this one. (See also Item #10). **\$60**



**19. [NORTH DAKOTA]. *What Settlers Say Over Their Own Signatures About Central North Dakota.*** St. Paul, MN: Northern Pacific Railway Company, 1899. 10 x 6.75 inches, 31 pp, in original stapled wrappers, with many illustrations from photographs. General handling wear, light dampstain to lower spine area visible throughout, still about very good.

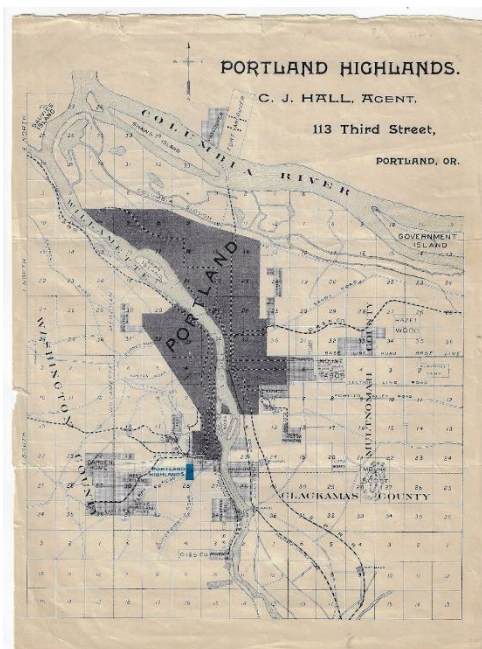
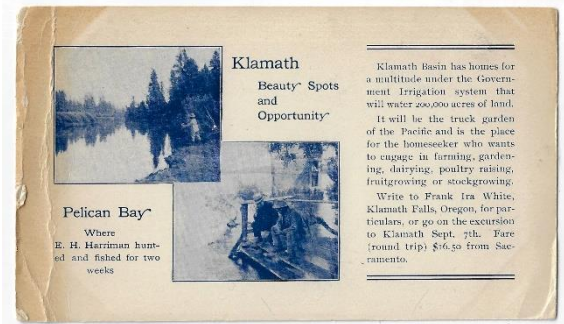
Encourages settlement in central North Dakota via numerous detailed testimonials from recent settlers, who discuss their investments in land and equipment and the resulting yields, as well as the health and happiness of their families. Additional text advises the reader of "Facts in Regard to Farming in North Dakota which Should not be Overlooked" (mainly that you can raise livestock and grow other crops besides wheat), and provides information on schools and churches, costs of home building, and availability of railroad and government land, fuel, and water.

**\$200**



**20. [OREGON]. *Klamath Beauty Spots and Opportunity, Pelican Bay, Where E.H. Harriman Hunted and Fished for Two Weeks.*** [Klamath Falls]: [Frank Ira Wright]. Undated, ca. 1905-1910. Advertising postcard for the Klamath Basin region of southern Oregon and northern California, which "will be the truck garden of the Pacific and is the place for the homeseeker who wants to engage in farming, gardening, dairy-raising, poultry raising, fruit-growing, or stock-growing" following the completion of the "Government Irrigation system that will water 200,000 acres of land." Apparently aimed at Californians, as excursion tours are offered from Sacramento. The "government irrigation system" referred to is the Klamath Reclamation Project, which diverted water from Upper Klamath Lake and the Klamath River to transform range and scrublands into viable agricultural land. Frank Ira White was a local booster who later worked for the Portland Chamber of Commerce. 3.5 x 6 inches; no text on verso other than the word "postcard." Creased and worn at left edge, toned at edges; good.

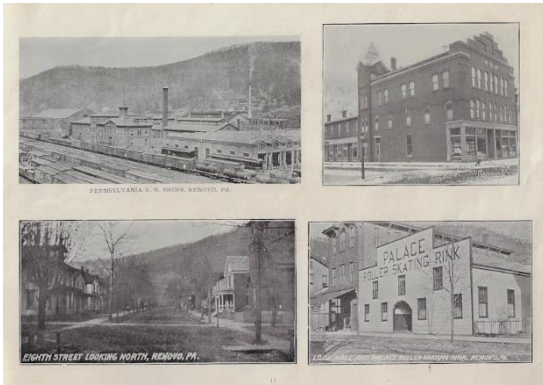
**\$35**



**21. [OREGON]. *Portland Highlands.*** Portland, OR: C.J. Hall. Undated, but 1890s. 8" x 11" circular with text on one side and plat map on the other. Light handling wear, a few small chips; very good.

The map offers an overview of the Portland area, with the Portland Highlands neighborhood shown in blue on the south side of the city near Fulton Park. Text on the verso describes the location as "a handsome residence location" situated 500 feet above the Willamette River, just outside the city limits. Cleared, level lots of 50 x 100 feet are offered at prices of \$300 and up. The map shows a proposed electric rail line that would serve the neighborhood, as well as the routes through Portland of the Northern Pacific, Oregon Railroad & Navigation Co., Portland & Western, and Oregon & California Railroads. Not located in OCLC.

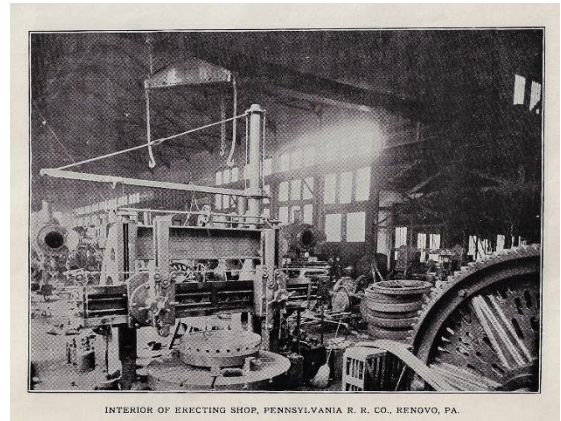
**\$200**



**22. [PENNSYLVANIA]. *Souvenir Book of Renovo and Vicinity.*** Renovo, PA: John U. Schafer, [1908]. Souvenir view book, string-tied wrappers, 8.5 x 12 inches, 24 pp, with half-tone illustrations from photographs. Lacks rear wrapper, all else very good. Scarce promotional for this small central Pennsylvania railroad town during its heyday. One page of text is followed by 17 pages of views and 7 pages of local advertising. Renovo was built by the Philadelphia & Erie Railroad as the midpoint between Philadelphia and Erie. As related here, "the railroad depot was finished in 1865, and four years later the company erected the Renovo Hotel, which has ever since been a popular summer resort....Renovo, in 1908, has a population of about 6,000, and is one of the most beautiful

towns in the state. It possesses the large shops of the Pennsylvania R.R. Co., which employs in the construction and repair of locomotives and cars upwards of 1,200 workmen, It has seven churches, three newspapers, a large number of hotels, fine shaded streets, public sewer, electric lights, pure spring water...one bank, opera house, steam laundry, curb market, curfew law, well-stocked stores, and one thoroughfare is now paved with vitrified brick." The views show a prosperous town with many fine buildings. One of the advertisements offers 300 lots for sale in Farwell, "A Beautiful Suburb of Renovo, A Delightful Place to Live." As long as the railroad prospered, so did the town. But "decline in demand for both passenger and freight transportation via the railroad came with the building of the St. Lawrence Seaway, the building of the Interstate Highway System, the surge of automobile ownership and use, and the consolidation of the Pennsylvania Railroad's Shop facilities to other locations such as Pittsburgh and Altoona." As jobs were lost, people moved away, and today the population of Renovo stands at about 1,200. Not found in OCLC.

**\$200**



INTERIOR OF ERECTING SHOP, PENNSYLVANIA R. R. CO., RENOVO, PA.

**23. [TEXAS]. *Brownsville, Texas, A Metropolis in the Making, The New Air, Water, Rail, and Motor Gateway to Old Mexico.*** [Brownsville, TX]: [1943]. Four-fold brochure, 9 x 4 inches, illustrated. Old horizontal folding creases, all else very good. Although partly intended to promote tourism, this brochure focuses mainly on the city's commercial growth and advantages for farmers and other settlers, as well as investors seeking to capitalize on increasing trade with Mexico. It includes description of principle crops (grapefruit, winter vegetables, cotton), soil quality, and existing and planned irrigation canals, and notes that "there is a large amount of good agricultural land near Brownsville and in other parts of the Lower Rio Grande Valley that is undeveloped...This farmland offers opportunities for development, both on a moderately large scale and simply for the individual who desires to buy a home where he can spend his winters in a warm climate and still make a living from his land." Readers concerned about moving to a remote backwater are assured that the "people of Brownsville and the remainder of the Lower Rio Grande Valley are cosmopolitan and quite different from those found in the average small town of the south....In the development of this area, which took place rapidly over a few years, people were brought from the Middle West, the East, the South, and, in fact, practically all parts of the nation. The result is a population in which people from any part of the nation can feel at home." Not located in OCLC.

**\$100**

**Brownsville - A Metropolis in the Making - Good Opportunitie**

**OTHER FARM PRODUCE**  
The section of Brownsville... (text continues)

**WATER AND SOIL**  
This section is devoted to... (text continues)

**OPPORTUNITIES**  
There is a large amount of... (text continues)

**BACKGROUND**  
The background of this... (text continues)

**COMMUNITIES**  
The communities of... (text continues)

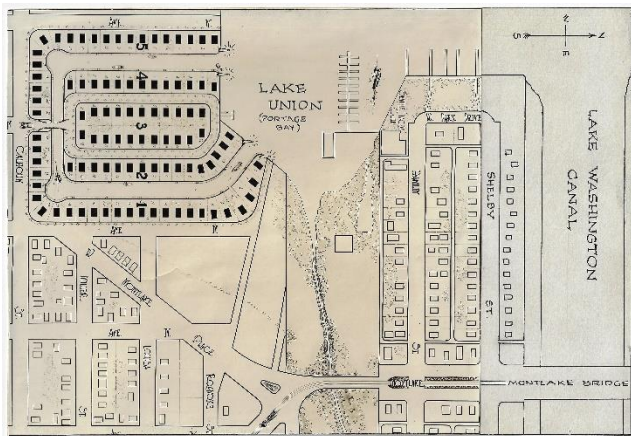
**UNDER WAY NOW**  
A lot of developments... (text continues)

**FARMING ON A YEAR AROUND BASIS**  
The University of... (text continues)

**GOOD OPPORTUNITIES**  
All these factors... (text continues)

**Small Architecture in Brownsville**

**24. [VERMONT]. *Vermont Farms for Summer Homes and Opportunities Offered for Investment in Agriculture, Manufactures, and Minerals.*** Woodstock, VT: State Board of Agriculture, [1905]. 8 x 11 inches, oblong, in original pictorial wrappers. 99 pp, with dozens of illustrations from photographs. Light soiling and chipping to wraps, foxing to first two leaves, else very good. An attractive promotional that works hard to demonstrate that "Vermont offers opportunity for almost every human endeavor" before providing the prospective settler with more than 50 pages of listings of farms for sale. The listings are divided by county, and each includes a paragraph of description noting selling points (modern barns and farm equipment, mountain views, orchards, timber, etc.) and the address and asking price. \$1,500 could buy you a 160-acre farm with a 12-room house, two barns, trout brooks, and maple, pear, plum, and apple trees. Very good. Softcover. **\$85**

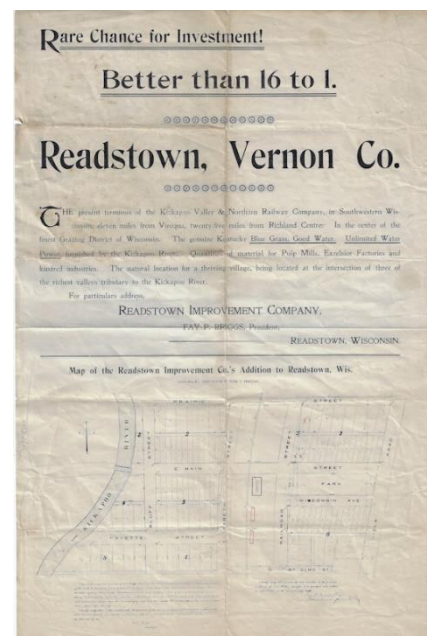


**25. [WASHINGTON]. [Plat Map for a Proposed Residential Development in Seattle's Montlake Neighborhood, 1931].** Map mounted on cardboard, 7.25 x 10.25 inches, showing a proposed residential development (at the upper left) in the Montlake neighborhood of Seattle. Date-stamped Nov. 1931 on the verso. Very good. As described in a clipped caption on the back, the proposal called for "dredging a U-shaped waterway, seventy feet wide, in an eighteen-acre tract lying between the southern shore of Lake Union and Calhoun Street...with an overhead approach to the residence area on the island that would be created." An interesting concept that apparently never came to fruition; the area in question is now a University of Washington parking lot. **\$65**

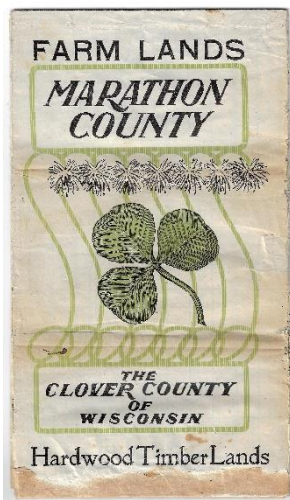
**28. [WISCONSIN]. *Rare Chance for Investment! Better than 16 to 1. Readstown, Vernon Co.*** Readstown, Wi: Readstown Improvement Co.. Undated, ca. 1905-1910. Broadside, 17 x 11 inches, lower half illustrated with a plat map. Old folding creases, a few short, closed tears, a few marks in red ink; good.

Offers lots in a new subdivision of what is predicted to be "a thriving village, being located at the intersection of three of the richest valleys tributary to the Kickapoo River." Despite "unlimited water power" from the Kickapoo River and "quantities of material for pulp mills, excelsior factories, and kindred industries," the town evidently never took off. The Readstown Improvement Company was incorporated in 1896. By 1915, several of the company's lots were on the Vernon County delinquent tax list, and by 1921 many were in foreclosure. In 2019, the population of Readstown was 435.

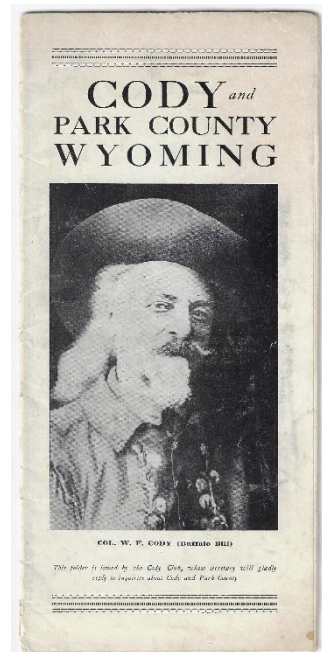
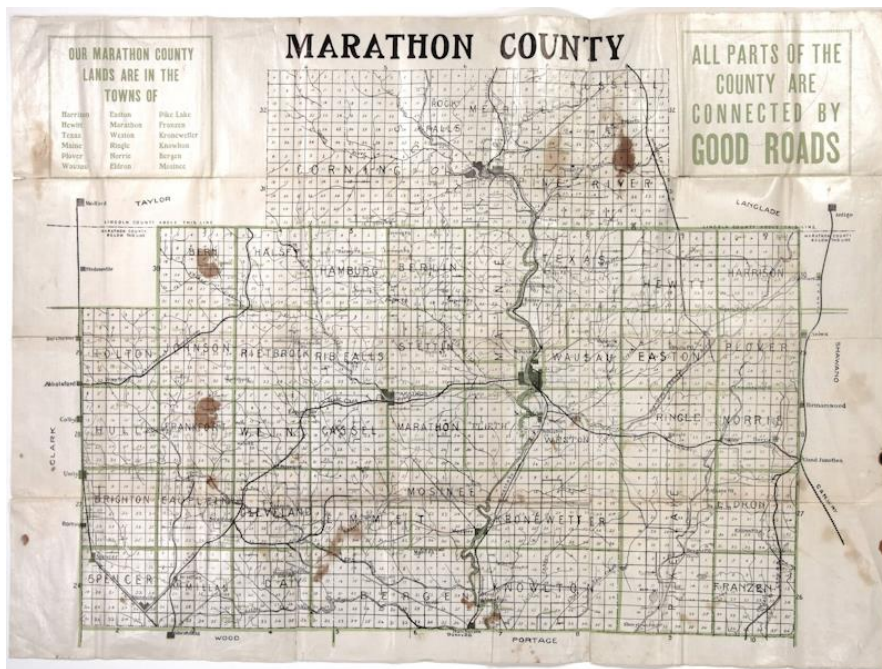
**\$150**



**27. [WISCONSIN] Farm Lands, Marathon County, The Clover County of Wisconsin, Hardwood Timber Lands.** Wausau, WI: G.D. Jones Land Co., [1914]. Large folding brochure printed in black and green, with plat map on one side and extensive text on the other. 9"x 5" when folded; unfolds to 18" x 20". Fair to good condition only: rumped and has staining, small amount of text obscured by old paper residue, split at one fold, some archival tape repairs. The map covers the whole of Marathon County (divided into townships with numbered tracts), showing numerous waterways and railroad lines, as well as the locations of mills and schools. A box at the upper left lists the 18 towns in which the company holds land, and large text at the upper right assures the reader that "all parts of the county are connected by good roads." Text on the verso is divided into sections on railroads, settlement and population growth, factories and markets, schools and churches, cities and villages, county buildings, climate, soil, crops, and dairying and stock raising. Prospective buyers are assured that they can pay for their land simply by selling the timber they cut to clear it, and in the winter when not farming they can find employment in the nearby lumber camps and saw mills for good wages. There are also reassurances for those who fear bad weather. "There has never been a winter when the grass or winter grain was killed. No resident of Marathon County has ever been lost in a blizzard, and no Marathon County man has ever been compelled to sell his stock because of lack of water or grass." The land company's founder, Granville D. Jones, was an entrepreneurial Wausau resident who also founded the Wausau Telephone Company and was involved in the local bank, insurance company, and other businesses. Two copies located in OCLC, both at the Wisconsin Historical Society. **\$150**



and railroad lines, as well as the locations of mills and schools. A box at the upper left lists the 18 towns in which the company holds land, and large text at the upper right assures the reader that "all parts of the county are connected by good roads." Text on the verso is divided into sections on railroads, settlement and population growth, factories and markets, schools and churches, cities and villages, county buildings, climate, soil, crops, and dairying and stock raising. Prospective buyers are assured that they can pay for their land simply by selling the timber they cut to clear it, and in the winter when not farming they can find employment in the nearby lumber camps and saw mills for good wages. There are also reassurances for those who fear bad weather. "There has never been a winter when the grass or winter grain was killed. No resident of Marathon County has ever been lost in a blizzard, and no Marathon County man has ever been compelled to sell his stock because of lack of water or grass." The land company's founder, Granville D. Jones, was an entrepreneurial Wausau resident who also founded the Wausau Telephone Company and was involved in the local bank, insurance company, and other businesses. Two copies located in OCLC, both at the Wisconsin Historical Society. **\$150**



**28. [WYOMING]. Cody and Park County Wyoming.** [Cody, WY]: The Cody Club. Undated, but internal evidence indicates 1922. Stapled brochure, 4 x 9 inches, 12 pp with text printed in two columns, numerous b/w illustrations from photographs, Map of Wyoming ("showing C.B. & Q. Railroad and the Different Highways Leading to Cody") on back cover. Light surface soiling, a few short tears, covers detached from lower staple. Good. Issued by the Cody Club, "a live commercial organization formed by the town's leading business men and women to promote the welfare of the town and its citizens." The well-illustrated text covers existing and planned irrigation projects, commonly grown crops, cattle and sheep ranching, bee-keeping (which is "becoming a very extensive industry in Park County:), institutions (schools, Carnegie Library, courthouse, Masonic Hall, Churches), and recreational opportunities-including a visit to the Shoshone Dam, auto tour routes, and the annual Cody Stampede. 2 copies located in OCLC. **\$60**