

## List #12: Promotional Literature (Part Deux)

All items are guaranteed as described. Any purchase may be returned for a full refund within 10 working days as long as it is returned in the same condition and is packed and shipped correctly. All items subject to prior sale. We accept payment by check, wire transfer, and all major credit cards. Payment by check or wire is preferred.

### RARE SANTA ROSA VIEWBOOK

1. [California]. *Vistas de Santa Rosa [cover title]*. Los Angeles: M. Rieder, [ca. 1915]. Eighteen views on recto and verso of nine panels, folded accordion style. Original purple printed wrappers. Minor fading and wear. Very good.

Rare viewbook of Santa Rosa, California, comprised of eighteen halftone images of the area. Views include the Stone Depot at Kenwood, the "Old Adobe" first house built in Santa Rosa, geysers in Sonoma County, redwood trees, various residences and street scenes, churches, and other municipal buildings. Though the cover title is in Spanish, all the images are captioned in English. We locate no copies of this title, but an English-language "Views of Santa Rosa" published in San Francisco is located at Yale University which matches the description of this object rather closely. Interesting and unusual. \$650

### WHITTIER: FOUNDED BY QUAKERS

2. [California]. [Promotional Literature]. *Whittier California. Some of Its Advantages and Resources. City of Homes and Solid Prosperity [cover title]*. Whittier: Board of Trade, 1906. 16pp. Oblong octavo. Original printed wrappers, stapled. Light soiling and wear. Very good.

Published less than twenty years after Whittier was founded by Quakers, this promotional work proudly proclaims that "there is now town of its size that will rank higher in intelligence, morality, and progressiveness." Just fourteen miles from Los Angeles, with a population of about 4,000 people, Whittier boasted easy access by rail, a college, hospital, library, an abundance of water, and a budding oil industry. It did not have saloons, and "consequently no need of a jail; and no paupers." Illustrated throughout with half tones, including a panoramic bird's eye view of the town. Relatively scarce, with only four copies located in OCLC, at UC San Diego, UC Berkeley, Swarthmore College, and the Merrimack Valley Library. \$500

### LA VETA: "A LIVE, WIDE-AWAKE TOWN"

3. [Colorado]. *The Cucharas Valley. Its Attractions and Resources. Near La Veta Colorado [cover title]*. Colorado Springs. [ca. 1900]. [5]pp. on an accordion folded sheet. Original green wrappers, printed in red. Wear and soiling, lightly creased. Contemporary notations to text. About very good.

"A few matter of fact statements concerning the Solid Little City of the Cucharas Valley, with a brief description of the surrounding country." Promotional work for La Veta, Colorado, located due south of Denver, about thirty-five miles north of the New Mexico border. La Veta "is a live, wide-awake town, with four churches, a handsome school building, one drug store, one millinery store, a ladies' tailoring establishment...an opera house, a lumber yard, three physicians and one dentist." All this and more in this growing town of five hundred folk. (Present-day La Veta boasts a similar population.) One copy in OCLC, at History Colorado. \$450

## LUMBERING IN IDAHO

4. [Idaho]. *The Land of Opportunity [cover title]*. [Sandpoint, Id. 1915]. [24]pp. Oblong octavo. Original pictorial printed wrappers, stapled. Light wear and soiling. Internally clean. Very good.

Work advertising the glories of the lumber industry for those willing to emigrate and work in the northern portion of Idaho, published by the Humbird Lumber Company. With land spread across Bonner, Boundary, and Kootenai counties, the company writes, "We employ hundreds of men the year round, and naturally we will be glad to help our land purchasers with lucrative employment..." and "If you feel that your present work and location will not lead you well on the road to success, you had better investigate Bonner County, Idaho." They include information on the agriculture and climate in the region, illustrated throughout with views of the timbering, orchards and farms, and amenities offered by the town of Sandpoint. We locate a single copy of this work in OCLC dated 1915, at Brigham Young University. Three others, dated 1913 are located at Yale, University of Idaho, and SMU. \$500

## AT LEAST THEY HAVE A BREWERY

5. [Idaho]. *Nampa*. Nampa, Id.: Leader-Herald Print, [1907]. [52]pp. Oblong octavo. Original orange printed wrappers, stapled. Wear and soiling, with chipping and a few small tears. One leaf with small tape repair. Good.

Unrecorded promotional work for the town of Nampa, Idaho, located twenty miles west of Boise. Nampa was founded in 1886 along the Oregon Short Line Railroad, and quickly experienced a boom, expanding from 800 residents in 1900 to 4,200 souls by the census of 1910. This promotional, issued by the Chamber of Commerce, touts the industry and agriculture of the area, including the newly-founded Crescent Brewing Company. A mix of text and images, the work features street scenes in Nampa, as well as views of prominent locations such as the brewery, and the farming in the countryside. An early work for this town, and not located in OCLC. \$750

## UNRECORDED, OF COURSE

6. [Kansas]. *Concordia. In Kansas of Course*. [Kansas City: Bishop Press, 1909]. [32]pp. Oblong quarto. Original printed wrappers, string-tied. Wrappers heavily chipped, some light soiling, ink stamped date on front cover. Internally clean, with some minor wear and soiling. Good plus.

A handsome souvenir of the city of Concordia, Kansas, provided compliments of the First National Bank of Concordia. Concordia is a tiny town almost due north of Wichita, near the Kansas-Nebraska border. Together with a brief overview of the town, the volume contains a number of halftone views depicting various businesses and civic institutions, such as the library, the Concordia Normal and Business College, the county courthouse, St. Joseph Hospital, and numerous individual residences. Copyrighted by George Burroughs, this work appears to be unrecorded in OCLC. \$650

## RARE VIEWS OF RURAL KANSAS

7. [Kansas]. *Views of Burlington, Kansas*. 1897. Burlington: Phototype View Co., 1897. [58] leaves. Oblong 12mo. Original dark red cloth album, front board stamped in silver, string-tied. Light wear to binding. Contemporary ownership inscription on front flyleaf. Light dampstaining to top edge and lower corner of last few leaves, slightly affecting five images. Good plus.

Rare and wonderful photographic view book of the little town of Burlington, Kansas, located about halfway between Wichita and Kansas City. Each leaf contains a photographic print (some with several images, but mostly one to a page), depicting the businesses and residences of Burlington. Each is captioned in print below the image, identifying each business in the photograph. These include two hotels, a milliner, druggists, dry goods stores, restaurants, the undertaker, the Standard Oil plant, and several lovely Victorian residences belonging to the town's prominent citizens. We locate three copies of this work in OCLC, at Kansas State, the University of Kansas, and SMU. We locate two copies of an 1898 edition, at Yale and Wichita State. \$950

## FARMLAND FROM THE ESTATE OF A MONTANA COPPER KING

8. [Montana]. [Real Estate]. *The Bitter Root. A Little Valley Big in Opportunities. Watch Your Opportunity.* Spokane: Shaw & Borden Co., [1908]. 26pp., plus folding plate and folding map. Original printed wrapped, stapled. Short separation at foot of spine. Central pair of conjugate leaves with folding plate detached. Occasional light dust soiling. About very good.

Scarce, early 20th-century promotional for irrigated farm land in western Montana, in the Bitterroot Valley along the border with Idaho. The pamphlet offers 8,000 acres of land for sale by the estate of Marcus Daly near Hamilton, Montana. Daly, known as one of the three "Copper Kings" of Butte, along with William A. Clark and F. Augustus Heinze, died in 1900. The text touts the area as the best for producing fruit, particularly apples, in the United States, and calls itself the "home of the Macintosh Red." It also expounds on the potential opportunities for sugar beet and dairy farming, and provides a lengthy description of the climate, as well as of the amenities and transportation connections of the nearby town of Hamilton (a village of "wide-awake Americans"). The pamphlet is heavily illustrated with photographic reproductions of the land and region, including a large folding panorama of the valley and surrounding mountains. A folding map tipped onto the inside rear wrapper shows the Daly lands in their entirety, with the lands being made available for sale shaded in green, and portions being retained by the estate shaded in red. OCLC locates four copies, at Yale, Denver Public, Montana State, and the Montana Historical Society. \$500

"...NO SALOONS, BROTHELS, OR GAMBLING HOUSES."

9. [Nebraska]. *Aurora. Hamilton County, Nebraska. The Center of the Most Fertile County in the Western States...* [Chicago & New York: Rogers and Company, ca. 1910]. [48]pp. Oblong octavo. Original dark green printed wrappers, tied with cord. Light wear and soiling, small chip to front cover. Light wear and soiling internally. About very good.

Promotional work for the small town of Aurora, Nebraska, located between Kearny and Lincoln, near the Platte River. "Aurora is a clean city and will continue to be so. It has no saloons, brothels, or gambling houses." Primarily pictorial in nature, the work features images of all the major town edifices, as well as a substantial number of residences. The final page contains a group portrait of young women holding ice skates, captioned, "It's Saturday and we're goin' skatin'!" Three copies located in OCLC, at the Denver Public Library, Princeton, and the Fiske Genealogical Center in Washington State. \$500

## BEATRICE: OBSCURE BUT LOVELY

10. [Nebraska]. *Beatrice. The City of Beautiful Homes and the Commercial and Manufacturing Metropolis of Nebraska [cover title].* Beatrice: Daily Democrat, 1888. 24pp. on a single folded sheet. Light soiling and wear, separating at central fold. About good.

Unrecorded and ephemeral promotional brochure for the tiny town of Beatrice, Nebraska, located in the southeast corner of the state. The town, founded in 1857, experienced a boom in the late-19th century when three major railroads passed through it. The present work gives a brief history of the state, the town, and the town's merits for manufacturers and agriculture, while a full panel advertises a series of rail excursions to the town from various locations in the East. \$475

## NEBRASKA'S MOST BEAUTIFUL CITY

11. [Nebraska]. *Fremont Illustrated. Descriptive and Illustrative of Fremont - Nebraska's Most Beautiful City.* Fremont: W.P. Fritz, 1905. 93,[11]pp. Quarto. Original pictorial printed wrappers, stapled. Spine lightly chipped, front cover starting, light soiling to wrappers. Internally clean. Very good.

Handsome illustrated promotional work for Fremont, the most beautiful city in all Nebraska. Opening with a brief history of the town, it continues with numerous half tone illustrations and descriptions of all the major landmarks, including the New York Hotel, the Plunge Baths at Chautauqua, the Opera House, the Baltimore Hotel, many grand individual residences, the hospital, industries, banks, schools, and several street views. The final leaves are all devoted to illustrations of residences. A note on the title page indicates that "the pictures in this book were made from photographs from the studio of W.P. Fritz." We locate three copies in OCLC, at the New York Historical Society, Nebraska Historical, and Southern Methodist University. \$750

## OMAHA TRUTHS

12. [Nebraska]. *Omaha. Synopsis of Facts and Figures for the Year 1889. Showing the Business, Growth, Prosperity and Financial Condition of Omaha.* Omaha: McBride & Co., 1890. 16pp. 16mo. Original tan printed wrappers, stapled. Very minor soiling. Near fine.

With the splendid cover title of "Truths / Omaha / 1889", this little promotional work contains facts and figures detailing how money is made in Omaha and why it's a great place for business. Includes information on the stock yards, real estate, "Number of hogs, cattle and sheep slaughtered and packed during 1889," freight shipments, railroads, and civic institutions. Woodcuts on the inside of the covers show the New York Life Building and the Bee Building. Rare and ephemeral, we locate a single copy in OCLC, at the American Antiquarian Society. \$650

## "ALL ROADS LEAD TO RENO"

13. [Nevada]. *Reno the Commercial Center of Nevada [cover title].* Reno: Nevada Printing and Stationery Co., [ca. 1905]. [4]pp. and a map, on a single folding sheet. Minor wear and soiling. Near fine.

Folding promotional brochure for the city of Reno, touting its location for all things business. A single panel of text by the Commercial League argues for the value of the city, claiming, "All sections of the state should help build up at Reno a distributing center, where material and equipment of all kinds can be obtained without loss of time," thereby encouraging investment and lower rates from the Southern Pacific Railroad. The final two panels bear advertisements from the Nevada Engineering Works, while the verso of the sheet contains a map of Nevada centered on Reno which claims, "Reno is the natural center - All roads lead to Reno." Something certainly clicked, because Reno more than doubled its population to nearly 11,000 souls in the decade between 1900 and 1910. An ephemeral piece, we locate no copies in OCLC, though another brochure for Reno published by the Commercial League appears in a few copies, dated 1907. \$350

## NEW MEXICO: LAND OF AGRICULTURAL BLISS

14. [New Mexico]. *New Mexico, 1898. Bulletin No. 2, Agriculture and Horticulture [cover title].* Santa Fe: Territorial Bureau of Immigration, 1898. 47pp. Original printed wrappers, stapled. Front cover detached, chipped and with small tears; small tear to rear cover. Internally clean with very minor wear. Good.

Promotional bulletin published by the Bureau of Immigration for New Mexico, touting its fine climate for farming and stock raising. "Alfalfa is the principal crop raised, producing three to four cuttings each season, yielding three to five tons of hay. ... Wheat is largely raised, principally by the Mexicans. As it yields more than any other grain crop, it is used for feeding purposes quite largely." Other crops include sugar beets, apples, rye, and grapes; sheep and goats are the main stock. Includes a section for immigrants on how to obtain title to public lands. We locate two copies in OCLC, at New Mexico State University and Princeton. \$450

## NEW MEXICO IRRIGATED, WITH A MAP

15. [New Mexico]. [Water]. *Farming Lands Under Irrigation. Colfax County, New Mexico [cover title].* Denver. [ca. 1900]. Folding pamphlet, 8.75 x 18 inches. Light tanning. Very good.

Scarce promotional pamphlet for irrigated lands north of Springer, New Mexico, in Colfax County, courtesy of the Maxwell Land Grant Company. The "Springer Ditch System" drew its water from the Cimarron River, and irrigated the southern portion of the Maxwell grant, which in total consisted of nearly 1.75 million acres in northeastern New Mexico. Illustrated with a double-page map of the grant. \$200

## "SAPULPA IS IN THE CENTER OF THIS WEALTH AND PROSPERITY"

16. [Oklahoma]. *Here Is the Truth about Oklahoma [caption title].* Sapulpa, Ok.: 1925. [4]pp. Folio, on a folded sheet. Old fold lines, minor wear and soiling. Very good.

An odd promotional flyer for Sapulpa, Oklahoma, located just outside of Tulsa. The interior two pages of the sheet form a broadside spread headed "Here is the Truth about Oklahoma," which lists details about citizenship, agriculture, livestock, minerals, manufacturing, transportation, finance, climate, schools, jobs, and retail for the state. At the bottom reads, "Sapulpa is in the center of this wealth and prosperity." The first exterior page bears a list of facts about Sapulpa ~ seventeen churches, 175 teachers instructing 4,569 children, thirty-seven gasoline plants nearby, two large oil refineries, numerous fraternal organizations, a YMCA and YWCA, four glass plants employing 500 people, and more. The other exterior page is letterhead for the local hardware store, Hilles & Finney, with a typed letter signed, dated January 17, 1925, addressed to the Smith & Wesson Company about the return of a firearm from the hardware store. We find no records for this odd and ephemeral piece, part letter sheet, part promotional flyer. \$375

#### USE A REALTOR, MOVE TO OREGON!

17. [Oregon]. *Bound for Oregon! Hurry Up, There! If You Expect to Escape from the Region of Cyclones and Blizzards, and Secure Homes at Reasonable Figures!* [caption title]. Salem: E.M. Waite, [ca. 1890]. Broadside, 14 x 10.5 inches. Minor wear, a few small tears at top edge. Very good plus.

Broadside advertising the advantages of settling in Oregon, "the land of the 'Big Red Apples' where the crops never fail, and the climate is unsurpassed." With three woodcuts, this work notes sixteen plots for sale, ranging from 30 to 567 acres, offered by H.C. Porter, real estate agent in Aumsville, Oregon. "Two or more families desiring to locate near each other, will find it to their advantage to call on me. Why you should buy through an Agent. Simply because nine-tenths of all the property offered for sale is in the hands of agents." Five copies located in OCLC: Yale, the Huntington, the State Library of Oregon, SMU, and Gonzaga University. \$450

#### THE BANNER CORN COUNTY OF SOUTH DAKOTA

18. [South Dakota]. Peterson, Frank. *South Dakota Is the Wealthiest State in the Union Figured on a Per Capita Basis* [caption title]. Sioux Falls: Will A. Beach Printing Co., [ca. 1915]. Folding pamphlet, 17 x 22 inches. A couple of small chips and separations. Light tanning. Very good.

Scarce South Dakota folding promotional for the southeastern portion of the state and Sanborn County in particular, sponsored by land agents Shoemaker and Hollinsworth, located in the town of Artesian. One side of the sheet prints statistics and information about the increasing production of corn, alfalfa, and other crops in the state, as well as numbers that reflect its burgeoning wealth. Other details are provided regarding the climate, mineral wealth, and educational opportunities. The verso of the sheet Frank Peterson's detailed map of the state, as well as additional figures on crop production, and how it compares to other states. We locate copies at Yale, SMU, and Columbia. \$375

#### "THE CHECKERED AND ROMANTIC HISTORY OF SAN ANTONIO DE BEXAR"

19. [Texas]. *The City of Missions. San Antonio, Texas*. St. Louis: Woodward & Tiernan Printing Co., 1894. 72pp. Original embossed wrappers, stapled and two-hole punched. Light wear and soiling to wraps; moderate chip at top edge of rear wrapper. Light tanning and scattered creasing internally. About very good.

An extensively illustrated and detailed promotional for San Antonio just before the turn of the 20th century. The work provides lengthy and florid descriptions of the major sites, such as the Alamo, the missions, and other major public buildings and residences, as well as vignettes about life in the growing city and surrounding area. Several pages are dedicated to "Our Mexican Citizens," of whom the text explains, "The Mexicans are to be found in all parts of the city ~ in the suburbs, around the old missions, and on the farms.... They are expert in manufacturing trinkets... and in vending candy and tamales, they have no superiors. They are by nature religious and extremely superstitious, and their rites and ceremonies are weird and mysterious." The final section describes Rockport and Aransas Pass as ideal holiday destinations on the Gulf Coast. \$300

## EARLY PHOTOGRAPHIC SOUVENIR OF GALVESTON

20. [Texas]. *Souvenir of Galveston, Texas, the Oleander City*. Galveston: Gustav Feist Co., 1906. [17] leaves. Original pictorial wrappers, chipped and separated along spine. Leaves evenly tanned, with an occasional fox mark. Good.

Rare photographic promotional for Galveston, Texas, published only a few years after the 1900 hurricane devastated the city. The work contains sixteen Albertypes of city views, concentrated on marine and harbor scenes. In addition views of the docks, wharves, and accompanying commercial and private boats, there are several depictions of the Galveston Seawall, which commenced construction in 1902 and of which the initial segment was completed in 1904. Other views include significant city architecture and a bird's eye view of the town over the Ball High School. An ephemeral photographic record of Galveston in the years after the hurricane. We locate one copy of a similar publication (with a different publisher on the title page), at Yale.

\$650

## PECOS COUNTY, LAND OF CATTLE

21. [Texas]. *Think! Then Act! Grazing Lands Are Leasing in the Indian Nation for 25 to 50 Cents per Acre...* [caption title and first line of text]. [Texas. 1901] Broadside, 7.25 x 8.5 inches. Text printed in two columns. Minor wear. Near fine.

Broadside advertising lands for sale in Pecos County, Texas. Four sections are offered, ranging from 5,200 acres to 18,560 acres, at a rate of 75 cents an acre. "The day is at hand when the cattleman must own his lands. ... These are all good grazing lands. Good water, in abundant supply, at shallow depth can be found on any of them. ... Lands are in good shape for fencing. ... If you let these opportunities pass, when ranges have all gone to high prices and are hard to control, never say you did not have an opportunity." Rare and ephemeral. One copy located in OCLC, at SMU.

\$750

## EVEN THIS YANKEE LIKES TEXAS

22. [Texas]. Haste, Richard A. *Texas: A World of Plenty* [cover title]. Chicago. 1904. 63pp. plus folding map. Narrow quarto. Original printed pictorial wrappers, stapled. Minor wear, small tear to first leaf. Very good.

Illustrated promotional work for the great state of Texas, published under the auspices of the Passenger Department of the Rock Island Line. The author, Richard A. Haste, writes in the introduction, "My instructions were to investigate the resources of Texas and report the facts with my observations from the view-point of a Northerner. This I have done in the following pages. What I found was so far beyond what I expected to find, that I have had to put the brakes on my enthusiasm." With extensive information on the agriculture of Texas, as well as the mineral resources and reports on individual counties. The map details "Those Portions of Texas Traversed by the Rock Island System and Connecting Lines," which covers most of the northeastern corner of the state. OCLC locates three copies of the present work, at Baylor, the Autry Museum, and UC Davis.

\$600

## "BUSINESS OPPORTUNITIES? YES!"

23. [Texas]. [Oil]. *Photographic Souvenir of Ranger, Texas. "The Future Oil Metropolis of Texas"* [cover title]. Ranger, Tx.: Ranger View Company, [1919]. [22]pp, folded accordion-style, and affixed to original pictorial card envelope. Contemporary addressing and postage marks. Light wear at edges of wraps; closed tear to envelope flap. Internally clean. About very good.

An attractive souvenir and promotional containing twenty-two images of town scenes and oil works in Ranger, Texas, located between Fort Worth and Abilene, at the end of the 1910s. The introductory text, printed on the versos of the envelope wrapper, exuberantly tells the story of Ranger's oil boom: "But tho' the mills of the gods grind slow, the grind exceedingly fine, and when the great gushers began yielding the finest oil of the continent, Ranger's right to fame was acknowledge by the Nation. From a trivial hamlet in 1904, sleeping in serene indolence through a period of almost fifteen years, to a cosmopolitan city of 25,000 souls in 1919, an influx of population practically overnight, is the yield to Romance from the flow of oil." The reproductions of photographs, each extensively captioned, show the results of this massive growth in the town, as well as the oil works there and in the surrounding area. Scarce, OCLC locates only three copies, at Baylor, UT Austin, and Yale.

\$375

EARLY PROMOTIONAL WORK FOR THIS WASHINGTON TOWN

24. [Washington]. *Everett, Washington, a City of Industries. Its Manufacturing, Mineral and Commercial Resources. Its Educational Advantages and Attractions for the Home Seeker.* Everett, Wa.: Everett Commercial Club, 1897. 45,[3]pp. Oblong octavo. Original printed wrappers, stapled. Light wear and soiling, minor chipping. Light dampstaining to lower corner, affecting outer leaves. About very good.

Promotional work for Everett, Washington, located about twenty-five miles north of Seattle. Incorporated in 1893, the city was envisioned by its founders as industrial in nature, as evidenced by the present publication. This work extolls the diverse virtues of the city with the obvious aim of attracting more manufactures to the region. Advertised herein are mining ventures, smelting, a paper mill, lumbering, and the railroads. We locate two copies in OCLC, at Sothern Methodist University and the Washington State Library. \$500