

Maps and Brochures of La Jolla and San Diego County, RG005.23

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Descriptive Summary

Title: Maps and Brochures of La Jolla and San Diego County

Dates: 1870 - Present

Collection Number: RG005.23

Creator/Collector: La Jolla Historical Society

Extent: .5 linear feet

Repository: La Jolla Historical Society, La Jolla, California 92037

Abstract: The Maps and Brochures of La Jolla and San Diego County Collection is made up of maps and brochures beginning in 1870, collected by the La Jolla Historical Society since the 1930s to use for historical research and reference. This material pertains to the history and heritage of La Jolla, California, its people, places and events. A container list is included in the PDF and HTML versions.

Language of Material: English

Access: The Collection is open for research

Publication Rights: The La Jolla Historical Society holds the copyright to any unpublished materials

Preferred Citation: Courtesy of the La Jolla Historical Society

Acquisition Information: RG005.23

Biography/Administrative History: The La Jolla Historical Society inspires and empowers the community to make La Jolla's diverse past a relevant part of contemporary life.

The La Jolla Historical Society's Collections encompass over 80 years of actively collecting archival material, books, maps, scrapbooks, ephemera, fine art, newspapers, street and land use files, business and personal documents and historic and archaeological artifacts. The Society boasts over 20,000 photographs, over 1000 postcards, 400-plus architectural drawings and approximately 200 oral history recordings.

Collecting was initiated by Howard Randolph and volunteers on the historical committee of the Library Association of La Jolla. The Collection began by gathering photographs and documentation in the late 1930s, which later became the nucleus of the La Jolla Historical Society's Collections. The Society was created in 1963.

Through many moves in location the Society continued collecting and expanding. Accumulated Collections took on its current construct in 2010 after the renovation of the La Jolla Historical Society's campus of structures in central La Jolla, which consists of the 1904 Wisteria Cottage and 1940s Balmer Annex used for exhibits and programming, and a 1909 cottage used for business and research offices. The late Ellen Browning Scripps' 1916 automobile garage was also renovated and now houses the Collection in a modern collections storage facility. Materials are housed in archival boxes, sleeves, envelopes and other archival-safe materials and are cared for according to standards and best practices of the museum profession. In 2016, the Society initiated new PastPerfect Museum Software to manage and catalog its Collections and in 2018 started using the Online Archive of California to upload searchable information from its

Collections to enable improved public access. The Society will continue these processes and look forward to utilizing new opportunities to collect, preserve and share the history of La Jolla.

Scope and Content of Collection: The Maps and Brochures of La Jolla and San Diego County Collection is made up of maps and brochures collected by the La Jolla Historical Society since the 1930s to use for historical research and reference. This material pertains to the history and heritage of La Jolla, California, its people, places and events. A container list is included in the PDF and HTML versions.

Container List Below

Container List

RG005.23 – Subject Files (Large) Box 23 – Maps and Brochures of La Jolla and San Diego County

Maps and Brochures of La Jolla and San Diego: 1870- 1900

Map. Map of the “La Jolla Park” housing development in La Jolla.

Commissioned by the Pacific Coast Land Bureau. 1897 (four copies).

Map. Hand-drawn map of La Jolla in 1894 by Howard Randolph as part of a 1944 Christmas Card. December 1944 (two copies).

Map. Hand-drawn map of “the Pueblo Lands” of San Diego County. May 1870.

Map. Hand-drawn map of the Torrey Pines area on a piece of cardboard. Late 1800’s.

Copy. Map of “La Jolla ‘Park’ 1887.”

Maps and Brochures of La Jolla and San Diego: 1900- 1919

Map. La Jolla Journal folding street map of the La Jolla area. 1910’s.

Map. Topographical map of La Jolla. 1907.

Map. Street map of La Jolla Park. 1905.

Map. Map titled “Automobile Road Map of Southern California”. 1916.

Brochure. Brochure advertising “La Jolla: The Jewel of the Pacific”. 1910’s (three copies).

Map. La Jolla Park Zoning map by the City of San Diego. 1910’s.

Brochure. Brochure describing various regions of San Diego County titled “Road Guide to San Diego County”. 1917-1918.

Map. Sanborn Fire Map of La Jolla. 1909.

Copy. “Map of La Jolla Park and Additions to La Jolla.” “Published and for Sale by Rooney Stokes Co.” c1910. (two pages)

Maps and Brochures of La Jolla and San Diego: 1920- 1929

Brochure. Publicity brochure titled “La Jolla California” with photos and advertisements from the area. 1920’s (two copies).

Brochure. Brochure titled “The Story of La Jolla by the Sea” on the history of La Jolla. 1920’s.

Map. Street map of La Jolla created by the La Jolla Journal. Mid 1920's.

Map. Street map of La Jolla published by the La Jolla Journal. 1924 (three copies).

Map. Sanborn Fire Map of La Jolla. 1921.

Brochure. Brochure advertising La Jolla titled "La Jolla: California". 1921.

Map. Blueprint map of the La Jolla Park housing development. April 2, 1920.

Map. La Jolla Journal street map of La Jolla with photos of notable locations printed on the back of the page. Late 1920's.

Copy. "Map of Property Situated in La Jolla, legally described as La Jolla Crest. Map No 1939, Filed September 8, 1926 in County Recorder's Office." Horace W. Naylor.

Copy. Ap. "Sales Map of La Jolla Country Club Heights." "La Jolla Country Club Golf Course." Salisbury, Bradshaw and Taylor. c1927.

Copy. Map. "La Jolla Hermosa, A Subdivision Beautiful." La Jolla Properties, Inc., Balfour Co., Inc. 1923.

Maps and Brochures of La Jolla and San Diego: 1930-1939

Brochure. Brochure titled "San Diego Daily Guide" advertising key attractions around San Diego. February 1932 (two copies).

Map. La Jolla Journal street map of the La Jolla area. 1930.

Map. Folding map published by the La Jolla Journal of the La Jolla area. 1933.

Map. Folding La Jolla Journal street map of the La Jolla area titled "La Jolla Bathing Cove is Known". 1935.

Map. Large La Jolla Journal street map of La Jolla with facts about the area printed on the back. 1937 (three copies).

Map. La Jolla Journal street map of La Jolla with notable locations highlighted on the map. 1937.

Map. La Jolla street map and tourist guide by the La Jolla Journal. 1938.

Map. Street map of La Jolla published by the La Jolla Journal. Mentions the "La Jolla Arch". 1934.

Map. Folding La Jolla Journal street map and tourist guide to La Jolla. 1930.

Map. La Jolla Journal street map of La Jolla. 1937.

Brochure. Brochure for the San Diego Exposition at Balboa Park featuring a poem by R.C. Rose. 1935.

Maps. Maps of La Jolla by the Shelton Real Estate Company. 1935 (two sets).

Copy. Map. "Muirlands, Arcade Building, La Jolla, California." Arnold Realty Co. c1931. (two pages)

Container List

Maps and Brochures of La Jolla and San Diego: 1940-1949

Map. Map advertising land sales in La Jolla by the Balfour Company. 1940's.

Map. Large street map of La Jolla by the La Jolla Journal featuring aerial photos of the La Jolla area on the back. 1948.

Map. Hand-drawn street map of La Jolla. 1949.

Map. Blueprint map of La Jolla published by the La Jolla Journal with notable locations numbered on it. 1940's.

Map. Zoning map of the La Jolla region of San Diego by the City Planning Commission. 1942.

Map. Letter and street map of La Jolla by the La Jolla Chamber of Commerce. Mentions SDG&E frequently. September 29, 1946.

Map. La Jolla Journal street map of La Jolla. 1942.

Map. La Jolla Journal street map of La Jolla. 1940.

Map. Upper right-hand corner of a La Jolla Journal street map of La Jolla. 1943.

Map. La Jolla Journal street map of La Jolla. Features wartime advertisements. 1943.

Map. La Jolla Journal street map of La Jolla. Features drawings and handwritten notes. 1946.

Map. La Jolla Journal street map of La Jolla. 1941.

Map. La Jolla Journal street map of La Jolla. 1940.

Map. La Jolla Journal street map of La Jolla. 1944.

Map. La Jolla Journal street map of La Jolla. 1948.

Map. Hand drawn map of La Jolla with watercolor depictions of famous local buildings. Late 1940's.

Map. "Roads to Romance. Historic Map Guide. California's Southern Empire." 1946.

Copy. Map. "Pacific Riviera Villas." Byrl D. Phelps. 1948.

Maps and Brochures of La Jolla and San Diego: 1950-1959

Brochure. Brochure titled "La Jolla the Jewel City" featuring maps, photos, and information on La Jolla. 1951 (two copies).

Brochure. Brochure titled "La Jolla the Jewel City" featuring maps, photos, and information on La Jolla. 1954 (three copies).

Pamphlet. Publicity pamphlet and city business map of La Jolla. Mid-1950's.

Map. La Jolla Journal street map of La Jolla. 1950 (two copies).

Map. La Jolla Journal street map of La Jolla. 1951 (two copies).

Map. La Jolla Journal street map of La Jolla. 1954.

Map. Street map of La Jolla with different variations of detail depending on the specific area. Mid-1950's.

Map. La Jolla Light featuring a street map of La Jolla from 1887. December 10, 1954.

Map. La Jolla Journal street map of La Jolla. 1959.

Map. La Jolla Journal street map of La Jolla. 1950's (three copies).

**Maps and
Brochures of La
Jolla and San
Diego: 1960-
1969**

Map. Street map of the La Jolla area. Includes notable services and accommodations. 1966.

Map index. Index to La Jolla Journal street map. December 29, 1960.

Map. La Jolla Light street map of La Jolla and the surrounding area. 1960.

Map. La Jolla Federal Savings and Loan Association street map and index of La Jolla. 1962 (three copies).

Map. La Jolla Journal street map of La Jolla. December 29, 1960.

Brochure. Brochure advertising notable locations around La Jolla. Includes a souvenir map. 1966.

Map. Street map of La Jolla by the Torrey Pines Realty Association. 1960.

Copy. Map. "La Jolla Terrace." Arnold Realty Company. 1963.

Copy. Map with Business Card. "City of San Diego, La Jolla Park, Blks. 23 & 24." Land Title Insurance Company.

Brochure. "La Jolla." With poem by Miss Lewis McVea, Old Time LaJollans, 1963.

**Maps and
Brochures of La
Jolla and San
Diego: 1970-
1979**

Brochure. Brochure advertising La Jolla and its amenities. Published by the La Jolla Town Council. 1970's (four copies).

Brochure. Souvenir map and guide of La Jolla. Published by the La Jolla Town Council. 1976 (two copies).

Brochure. Brochure advertising points of interest around La Jolla. 1970's.

Brochure. Brochure advertising points of interest around La Jolla. Includes a pictorial map of the area. 1971.

Brochure. Brochure of La Jolla with a souvenir map and guide of the area. 1979.

Container List

Map. Map of the La Jolla, Del Mar, Pacific Beach, University City, and Rancho Santa Fe areas. Published by Beach 'n' Bay realty. 1979.

Brochure. Brochure advertising La Jolla with a pictorial map of the La Jolla area. 1972.

Brochure. Brochure advertising the La Jolla area. Published by the Pace Realtors Company. 1978.

Brochure. Brochure advertising "Beautiful La Jolla California". Published by Fredric's Regional Services. 1977.

Magazine. La Jolla area guide magazine. Published by Fredric's Regional Services. 1970's.

Map. General map and plan of the Zoological Garden at Balboa Park, San Diego. Rick Engineering Company. December 4, 1972 (two copies).

Brochure. Brochure of the La Jolla area. Includes various attractions and amenities. Published by the La Jolla Real Estate Broker's Association. 1978 (three copies).

Map. "La Jolla 'The Jewel' Pictorial Map." Priscilla Publications. 1971.

Brochure and Map. "La Jolla California. Fredric's Area Guide." 1973.

San Diego County Traffic Maps: 1978- 1979

Map. Average daily traffic volumes map for the North and Metropolitan San Diego County areas. Prepared by the Comprehensive Planning Organization. 1978.

Map. Average daily traffic volumes map for the North and Metropolitan San Diego County areas. Prepared by the Comprehensive Planning Organization. 1979 (three copies).

Maps and Brochures of La Jolla and San Diego: 1980- 1989

Brochure. Brochure advertising the La Jolla area and its amenities. 1982 (six copies).

Brochure. Brochure and guide to the La Jolla area. Published by the La Jolla Publishing Company. 1986.

Brochure. Brochure and guide to the La Jolla area. Published by the La Jolla Publishing company. 1985.

Map. Map of La Jolla from the La Jolla Blue Book. 1987-88.

Map. Map of the La Jolla area from the La Jolla Blue Book. 1980's.

Map. Plot map of downtown La Jolla by the County of San Diego. March 30, 1982 (two copies).

Map. Map of the La Jolla area by the La Jolla Blue Book. 1989-1990.

Map. Map of the La Jolla area by the La Jolla Town Council. 1985.

Maps and Brochures of La Jolla and San Diego: 1990-1999

Brochure. Brochure and La Jolla Visitor's Guide by the La Jolla Village News. 1999.

Brochure. Brochure and map about La Jolla and its amenities. 1998 (two copies).

Brochure. Brochure and visitor's guide of La Jolla and the surrounding area. Published by the La Jolla Village News. 1998.

Brochure. "La Jolla Visitor's Guide" by the La Jolla Light. 1996.

Brochure. "La Jolla Guide" by the La Jolla Light. 1995-96.

Map. La Jolla Blue Book map of La Jolla and North San Diego County. 1994.

Map. "La Jolla Visitor's Map and Town Guide". Published by Hart Enterprises. 1994.

Map. Avis Rent A Car location map of San Diego County. 1999-2000.

Article. "Great Escape II" by Arian E. Collins on the best routes out of La Jolla at rush hour. October 12, 1995.

Maps and Brochures of La Jolla and San Diego: 2000-Present

Brochure. "La Jolla Visitor's Guide" by the La Jolla Light. 2000 (two copies).

Brochure. "La Jolla Visitor's Guide" by the La Jolla Village News. 2000 (two copies).

Brochure. "La Jolla Visitor's Guide" by the La Jolla Light. 2000-2001.

Map. Map of La Jolla with advertisements for local businesses around the borders. Published by Embassy Suites La Jolla. 2001.

Brochure. "La Jolla Visitor's Guide" by the La Jolla Village News. 2001.

Brochure. "Best of La Jolla's Village" by Trends Publishing Group. 2002.

Brochure. "La Jolla Visitors' Guide" by the La Jolla Light. 2001.

Brochure. "Simply La Jolla" by MJ Media. 2000's.

Brochure. "Best of La Jolla's Village" by the Trends Publishing Group. 2002.

Map. Map of the La Jolla Shores single-family lots by the City of San Diego. 2003.

Map. Map of Congressional District 50. 2003.

Map. "Draft Strategic Framework Element City of Villages Map" by the City of San Diego Planning Department. June 15, 2001.

Container List

Map. "Draft Strategic Framework Element City of Villages Map: MISSION BEACH, PACIFIC BEACH and LA JOLLA COMMUNITIES" by the City of San Diego Planning Department. June 27, 2001.

Map. "MTDB PROPOSED TRANSIT FIRST NETWORK*" map by the City of San Diego Planning Department. June 2001

Maps and Brochures of La Jolla and San Diego: No Date

Map. Blueprint map of Villa Tract, La Jolla Park.

Map. Souvenir map of La Jolla, Pacific Beach, and Mission Bay. Includes an extensive number of local ads.

Map. Detailed street map of Coronado, San Diego. Includes local ads on the back. 1940's-1950's.

Map. Map of the La Jolla area designed for an overhead projector.

Map. Map of La Jolla by California Leisure Consultants Incorporated.

Map. Vicinity map of Interstate-5 and Soledad Mountain Road.

Map. La Jolla Journal Street Map of La Jolla.

Map. Prudential Realty map of La Jolla with index (two copies).

Brochure. Brochure advertising La Jolla and the surrounding area. Pre-1965.

Map. La Jolla Journal map of La Jolla. Late 1940's-Early 1950's.

Map. Zone plan of the Mission Bay area of San Diego.

Map. La Jolla Park plot map.

Map. Partial street map of the La Jolla Cove area with index.

Brochure. Brochure advertising La Jolla Shores. Mid-Century.

Map. Topographical map of La Jolla and the surrounding region.

Map. Plat map of the La Jolla Corona Estates.

Map. Street map of La Jolla.

Map. Blueprint map of "Torrey Road" and plans for its improvement.

Map. Partial street map of the La Jolla area.

Map. Plat map of the Sorrento area.

Map. Levitt's addition map.

Map. Plat map of Vista de La Mesa area.

Map. Plat map of the La Jolla Park area.

Article. "La Jolla Neighborhoods Mapped" on Richard Joslin and his thoughts on local La Jolla neighborhoods.

Map and Brochures of La Jolla and San Diego: No Date Pt. 2

Brochure. Brochure advertising La Jolla and its amenities (nineteen copies).

Brochure. Rand McNally map of all notable areas in San Diego County.

Map. Map of the Northern San Diego by San Dieguito Realty Board.

Map. La Jolla city business map. 1940's-1950's.

Map. Street map of San Diego including all major urban areas.

Map. Plat map of La Jolla Park Blocks 37 & 38 (two copies: one large format and one small).

Map. La Jolla Federal Savings and Loan index street map of the La Jolla area.

Map. City of San Diego zoning map of Mission and Pacific Beach.

Map. City of San Diego zoning map of Clairemont.

Brochure. "San Diego, California, City and County. Cool in Summer. Warm in Winter." San Diego County board of Supervisors, San Diego Chamber of Commerce, San Diego-California Club.

Brochure. "La Jolla California. La Jolla Jewel of the Pacific." La Jolla Town Council.

Brochure. "La Jolla The Jewel of the Pacific. On the Riviera of the Pacific." La Jolla Chamber of Commerce.

Brochure and Map. "Simply La Jolla, Your easy-to-use guide of The Village." M.J. Media.

Brochure. "La Jolla California." The Civic League of La Jolla.

Brochure. "La Jolla, The Jewel, San Diego, California." The La Jolla National Bank.

Copy. Map. "La Jolla Shores." Evans-Lee Corporation. (two pages)

Map. "La Jolla Park, San Diego Co., California. A Subdivision of Pueblo Lot 1282 and a portion of Pueblo Lots 1283 and 1284. Botsford and Heald, Proprietors." (in seven pieces. One piece missing)
