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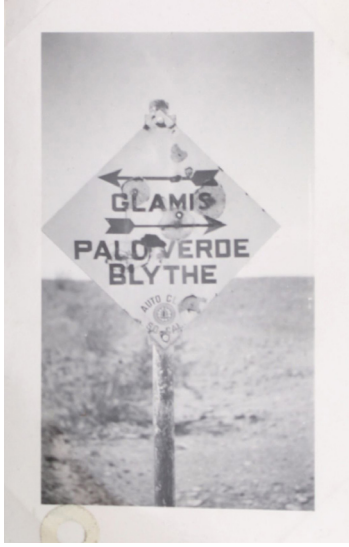
[California Dreaming]
Archive of Vernacular Snapshots of Road Signs in California



[N.p.: n.p., c. 1940]. Collection of 149 vernacular photographs of road signs throughout California and the southwestern United States, taken by an individual unknown photographer. Prints vary in size, with mostly 3 X 4 1/2 inch and 2 1/2 X 3 1/2 inch snapshots. The overwhelming majority depict diamond-shaped signs, with arrows to campgrounds and natural sites or lists of distances to nearby localities, surrounded by a receding expanse of desert, forest, or sky. Several signs are riddled with bullet holes and various prints are written on or stamped on the verso. In addition, the collection includes 5 images of the couple who presumably took the pictures, with the Ford coupe they traveled in. Photographs are stored in clear protective sheets and plastic sleeves in a container, with a selection organized by a previous owner (not the photographer) in a photo album labeled "Riding Shotgun" and a group encased in a small cowhide accordion-fold photo case. A meditation on indexicality, and the typology of signs in the aesthetic of Ed Ruscha, presaging the open road iconography of Jack Kerouac. Prints in near fine condition, with minor fading and edge wear.

$6500.00

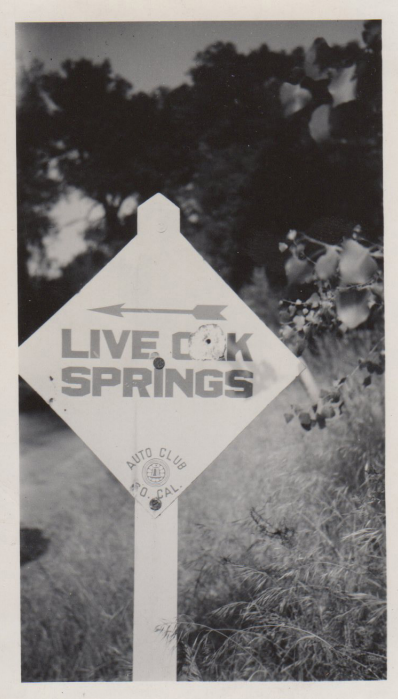
JULIAN
SANTA YSABEL 8
RAMONA 22
SAN DIEGO 60
AUTO CLUB
SO. CAL.

TRAIL TO
KELLER PEAK LOOKOUT
3 MILES
FISH CAMP
CITY CREEK ROAD
LAKE ARROWHEAD
SAN BERNARDINO
BEAR LAKE LODGE
BIG BEAR LAKE
AUTO CLUB
SO. CAL.

TECATE 6
TIJUANA 37
ALASKA 38
MEXICALI 84
AUTO CLUB
SO. CAL.

GREYS WELL 10
HOLTVILLE
EL CENTRO
SAN DIE
174
SO. CAL.

STATE HIGHWAY
EDOM 3½
BANNING 33½
THOUSAND PALMS
CANYON 3½
AUTO CLUB
SO. CAL.


LIVE OAK
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