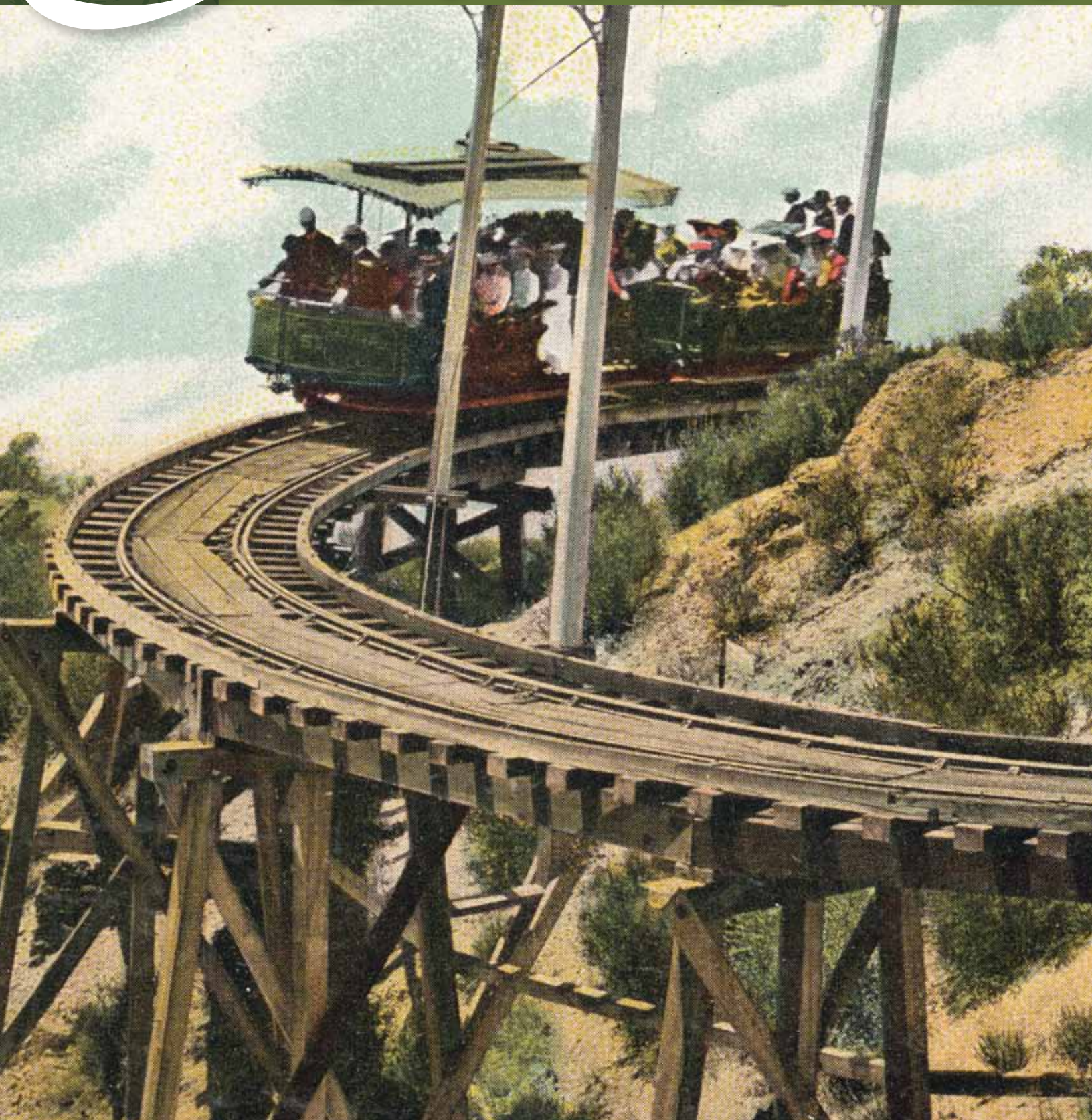
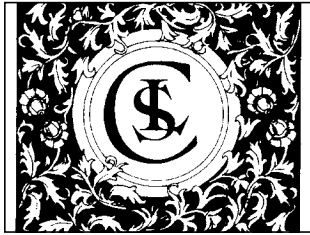


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# Bulletin





# Bulletin

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**Front Cover:** "Circular Bridge. Mount Lowe Ry. California." Published by: The Howland & Dewey Co., Los Angeles, Calif." See the article by Carson Hendricks on pages 2-9.

**Back Cover:** Dorothea Lange, the noted Depression-era photographer and Maynard Dixon's second wife, took this photograph of the artist shortly after their marriage in 1920. See the article by Donald Hagerty on pages 10-15.

**Illustrations / Photos:** All images are from the collections of the California State Library. Photography and scans by Vincent Beiderbecke.

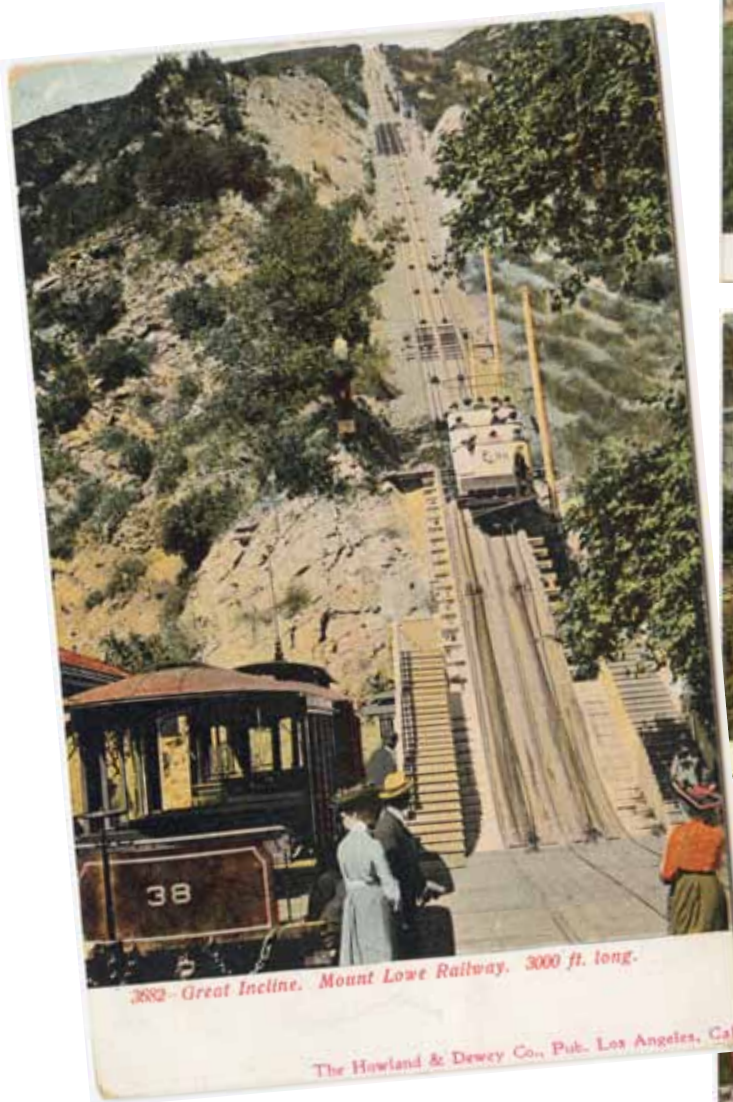
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# “We Wish You Were Here!”

The Postcard Collection  
of the California State Library

By Carson Hendricks



The Postcard Collection of the California State Library offers a unique way to look at California history. There are over 24,000 cards in the collection describing major events of California's development from 1900 until about 1970. The events depicted are what the senders wanted others to know about. They are designed to show off the best aspects of a particular location. Postcards are, after all, made for tourists: tourists that visit and want to show off for their friends and neighbors all the interesting places they have seen. The cards are also intended for would-be tourists as an enticement to visit and spend their hard-earned dollars here. And who knows how many of those recipients came to California because of a postcard and decided to stay? There are some postcards that are not part of this major collection and they will be discussed later.

(Far Left) "3682-Great Incline. Mount Lowe Railway. 3000 ft. long." Published by: The Howland & Dewey Co., Los Angeles, Calif. Printed by: Adolph Selige Publishing Co. St. Louis-Leipzig-Berlin, Printed in Germany. No Postmark. The card has an undivided back, which dates it to 1901-1907.

(Left from top) "3677-Circular Bridge. Mount Lowe Ry. California." Published by: The Howland & Dewey Co., Los Angeles, Calif." Printed by: Adolph Selige Publishing Co. St. Louis-Leipzig-Berlin. Printed in Germany. No Postmark. The card has an undivided back, which dates it to 1901-1907.

"View From Great Loop, Mount Lowe Railway, Southern California. Published by: 1402. "Wood's" (Inc) Pub., Los Angeles Cal. Printed in Germany. No Postmark. The card has a divided back with instructions as to which side is for correspondence (left) and which side is for the address (right). This dates it from 1907 – 1915.

"Alpine Tavern, Mt. Lowe, Cal." Published by: M. Rieder, Publ., Los Angeles, Cal. No. 4038. Made in Germany. No Postmark. The card has a divided back with instructions as to which side is for correspondence (left) and which side is for the address (right). This dates it from 1907 – 1915.

A substantial number of cards in the Postcard Collection are devoted to the history of small towns and remote places as they once appeared. More than half the collection consists of places away from the major population centers of Los Angeles and the San Francisco Bay Area. There are more postcards for the Glenwood Mission Inn in Riverside, California, than for Trinity, Glenn, Sutter, and Alpine Counties combined. But there are more places like Glenn County and its small towns than there are Mission Inns, and this collection documents that fact. Many cards depict images of buildings long since demolished and street scenes that have changed dramatically. A few cards show the same views today as they appeared a hundred years ago. For example, in the section for the Siskiyou County town of Yreka, there is a card titled "Miner St., Yreka, Cal.," postmarked circa 1910. Today, the 300 block of West Miner Street is virtually unchanged. All of the buildings visible in the postcard view are still standing and easily identifiable. Many of the postcards of Alpine, Butte, Colusa, Glenn, Plumas, Shasta, Sierra, and Siskiyou Counties are photo postcards dating from the 1920s to the 1940s by Eastman Studios. In fact, every card in the Lassen County section is by the Eastman Studios. J.H. Eastman traveled, in fact, extensively through Northern California photographing towns and sites, producing over 15,000 cards. Some of the more unusual cards in the collection are from less populated areas. There is a five-section panoramic postcard, circa 1905, of Fresno, the back of which is printed with important facts about the city. The town of Colusa is represented by a rather unusual card. It has an image of a wave breaking over a rock on a coastline

with the words "Greetings from Colusa" in gold. This is curious as Colusa is over 100 miles inland from the coast.

The efforts in the past to attract tourists, along with potential residents, are very apparent in the collection. The California Coast, from the border with Mexico to Oregon is shown in all of its glory. The famous beaches of Southern California are well represented. The collection includes Sunset Cliffs, the caves and rocks of La Jolla, and the Hotel Del Coronado in San Diego County; Huntington, Laguna, and Newport Beaches in Orange County; and Manhattan Beach, Ocean Park, Redondo Beach, Santa Catalina Island with its small fleet of ships, Santa Monica (Roosevelt Highway and the Palisades), and Venice Beach of Los Angeles County. Views of Monterey County, including the Bixby Creek Bridge, 17 Mile Drive, Carmel and Pacific Grove, and the Del Monte Hotel, can also be seen. Marin County's Mt. Tamalpais is documented, including the old Mt. Tamalpais Railway and Muir Woods. There are several hundred cards documenting the state and national parks that protect the magnificent redwoods of Santa Cruz, Mendocino, Humboldt, and Del Norte Counties, including the Redwood Highway.

Inland California is not without its stunning vistas that make for beautiful images. The two that always get the most attention are Lake Tahoe and Yosemite National Park. They each have their own sections in the collections independent of the counties. Each also has postcards that date to before 1900. Nearly every significant view of Tahoe and Yosemite seems to be documented. The Yosemite section contains the most unusual postcard of the collection, an image of the now defunct "Firefall" highlighted with glow-in-the-dark paint. And it still glows! Nearby, the Giant

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*Mr. Hendricks is an archivist working in the Library's California History Section through a Foundation grant and has recently completed the organization of the Postcard Collection. Previously, he served as an archivist for the Center for Sacramento History.*



(This Page Top)  
Totem Pole Café in Cathedral City, Riverside County. This is a superior example of roadside vernacular architecture. Cathedral City is located in the Coachella Valley between Palm Springs and Rancho Mirage.

The alpine resort above Pasadena known as Mt. Lowe offered a "Scenic Railway" so guests could enjoy panoramic views of the San Gabriel Valley. Here a passenger and blasé-looking horse exchange glances.

(Bottom)  
A pusher biplane is readied for takeoff at the 1910 Los Angeles International Aviation Meet. Held at Dominguez Hills, the meet was the first in the world.

This aerial view of the wharves at the end of H Street (later known as Market Street) shows a bustling San Diego. On the left, the Spreckels Brothers Commercial Co. building is seen; at the end of the wharf on the left, the McKinley Boat House is pictured.

(Opposite Page, Top)  
A combination freight and passenger train stopped at the Hotel Marre, a popular resort at Port San Luis on May 1, 1910. The hotel was known for its Italian food until destroyed by fire in 1934.

L Street, Dinuba, Cal. [Tulare County]. Looking north.

(Bottom)  
The Hotel del Coronado near San Diego is one of California's foremost historic luxury hotels. In this view the ocean side hotel offered alfresco dining next to its impressive swimming pool.

Showing interstate cooperation a woman standing in Siskiyou County shakes hands with a man standing in Jackson County, Oregon. Interstate 5 now connects the two counties.

## The Postcard Collection Continues to Grow

Carson Hendricks has provided an excellent overview of the immensity of the Library's California postcard collection in this issue of the *Bulletin*. Happily, the California History Section regularly adds more cards through donations and support from the Foundation. An important subcategory of this vast pictorial resource is the real photo postcard (RPPC) collection. In issue Number 96 of the *Bulletin*, Robert Greenwood described the E. F. Mueller donation of 2,200 cards, and the importance of this genre in contrast to the much more common photomechanically produced linen postcard. As their name implies, the RPPC is an actual photograph made from a negative. Put under a magnifying glass, the linen card will show a dot pattern and the RPPC is solid with no dots. A linen card, in contrast, is printed in color; whereas, the RPPC is black and white. Unlike the linen cards, they were often made by amateur photographers and had, compared to the tourist trade postcards, very limited distribution. Simply put, they are uncommon, and recognizing their historical value, collectors have been driving up the price.

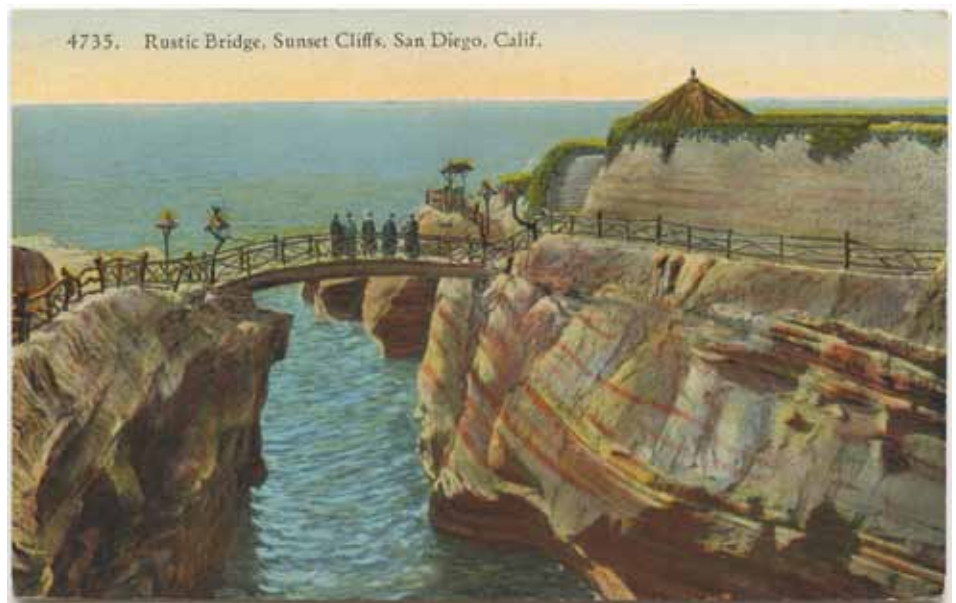
Since the Mueller donation, several more of these rare cards have been added to the permanent collection through the generosity of the Foundation. Through their acquisition, the Library is able to offer better statewide coverage of places and events. All have been expertly cataloged by Elizabeth Yeatts of the Library's California History Section, digitized, and made available via the Library's online picture catalog.

Reproduced here is a sampling of new additions to the collection.



Sequoias of California, the largest trees on the planet, are the subject of many cards. Mysterious and beautiful Mt. Shasta and the surrounding area is well represented. This includes the famous Shasta Route of the Southern Pacific Railroad. The eruption of Mt. Lassen during the 1910s and 1920s is also documented. The highest and lowest points in the continental United States, Mt. Whitney and Death Valley, are both seen in the collection. The fact that these two points are only eighty-five miles apart is also noted in many of the cards. Besides Death Valley, the stark beauty of the deserts of Southern California made for hundreds of striking postcards.

The state's colorful past is the subject of thousands of postcards in the collection. Monterey County, the first official seat of government in California, has a rich his-



"4735. Rustic Bridge, Sunset Cliffs, San Diego, Calif." Published by H.L. Christiance, San Diego, Calif. Made in U.S.A. No Postmark. The card has a divided back with "C.T. Photochrom." as the dividing line, with the Curt Teich Co. logo at the bottom, indicating it was published by the Curt Teich Co., Chicago. At the top is the number R-62134, which dates it to 1908-1913.