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*“A dream of the golden past”:
Experiencing Southern California through Postcards (1906–1924)*

Shelfmark

California State University, Fullerton (CSUF).

University Archives and Special Collections.

SC-2021-13.

California Postcards.

September 13, 1906, to July 21, 1924.

Twenty-three postcards (numbered 1 to 23 below).

Introduction

The postcards presented below were cataloged by the University Archives and Special Collections at CSUF in 2021. It is unknown when the postcards were donated to the archives, and their provenance prior to donation is unknown. The postcards consist of thick cardstock material in various shades of white and yellow measuring approximately 14 cm x 9 cm, with minor variations in size. Each postcard has a printed image on the front side of the card, along with printed, typed text identifying the subject of the picture. The words “Post Card” are printed on the back of each card, in addition to information about the card’s publisher. With few exceptions, the back of each card also features printed instructions indicating where the recipient’s address, the sender’s address, or a short message should be written. Each card contains handwritten text consisting of the recipient’s address (and occasionally the sender’s address), a message, or both, usually written on the back of the card—although in keeping with United States postal regulations, messages written on postcards prior to October 1907 are located on the front of the card alongside the printed image. Most handwritten text is English cursive, written in either graphite or blue or black ink. Postcards 22 and 23 contain messages in German, written in Sütterlin script. Postcard 23 includes several German transliterations of English words, and the spelling, grammar, and syntax in the messages on both postcards suggest that German may not have been the writers’ first language. The majority of cards are addressed to recipients in California, but other destinations include Michigan, New York, and Oregon. Most cards contain postage stamps, although the postage stamp on Postcard 15 has been partially torn, and adhesive residue suggests that postage stamps on Postcards 4 and 7 were removed entirely. The majority of cards also include stamped postmarks which identify the date and California city from which each card was mailed (and, less often, the date of arrival in the destination city). Postcards 21 and 22 do not contain the recipients’ addresses, nor any postmarks or stamps, suggesting they were not delivered through the U.S. mail. Overall, the postcards are in good condition, aside from minimal wear along the edges. Notable damage

includes a minor tear on Postcard 2, a small tear and bend marks on Postcard 17, and a single light brown stain on the edge of Postcard 23.

The messages on the postcards were written by and addressed to a variety of individuals, with only a few names appearing on multiple cards. Four postcards are addressed to Hazel Graves (Postcards 2, 4, 5, and 6), two to Nora Moore (Postcards 16 and 20), two to Elnora Guild (Postcards 10 and 17), and two to Emma Tobler (Postcards 9 and 14). Several postcards were written to Laura Lowell (Postcards 1, 12, and 13), and one is addressed to her son Bert Lowell (Postcard 11). Although the identities of some individuals are unknown, the senders and recipients of these postcards seem to be primarily women. The messages written on the postcards are short and typically center around the writers' ongoing relationships with recipients. Some writers discuss when they will next see the recipient; others reference past correspondence between the writer and recipient; and some ask the recipient to respond after receiving the postcard. Two postcards contain an invitation for the recipient to visit the writer (Postcards 8 and 22).

The images on the postcards depict a variety of scenes in Southern California. Several postcards highlight bustling Southern California cities, including images of a crowded street and an urban plaza in San Diego (Postcards 1 and 10) and a recreation area in Venice (Postcard 23). Others show pastoral scenes from parks and gardens in the region, such as Hollenbeck Park and West Lake Park in Los Angeles (Postcards 2 and 6) and Busch Gardens and Cawston Ostrich Farm in Pasadena (Postcards 16 and 20). Spanish missions, including the San Juan Capistrano Mission, the San Gabriel Mission, and Mission San Luis Rey, are portrayed on several cards (Postcards 3, 8, 9, and 14). A number of postcards focus on other notable buildings or architecture in Southern California, such as the St. Vincent's College campus and an elegant home located in Los Angeles (postcards 4 and 22), Madame Helena Modjeska's home in Orange County (Postcard 7), an early precursor to the San Gabriel Mission Playhouse (Postcard 18), and the American National Bank in San Diego (Postcard 19). The Pacific Ocean and Southern California's beaches are also represented in the images. Two postcards depict a steamboat in the ocean near Catalina Island (Postcards 5 and 15), and another postcard, apparently created in association with the 1915 opening of the Panama-California Exposition, shows a ship carrying lumber near San Diego, (Postcard 17). Sandy shores in Long Beach (Postcards 11 and 12) and Redondo Beach (Postcard 21) are featured as well. Only one postcard, which depicts a trail on Mount Wilson in the San Gabriel Mountains (Postcard 13), represents the region's mountainous areas.

This collection of postcards will be of particular interest to those studying the history and culture of Southern California, as the images featured on the cards paint a unique picture of the region during the first quarter of the twentieth century. Not only do several postcards depict sites of historical and cultural significance, but when taken as a whole, the collection offers insight into the development of Southern California's regional identity, as well as the tourism

industry, during this time period. Those interested in twentieth-century modes of communication may also appreciate the textual content of the collection, which illustrates the varying uses of postcard communication at this time. In addition, the text in this collection provides an intriguing glimpse into the everyday lives and personal relationships of the authors and recipients. Thus, these postcards may prove useful for anyone seeking to understand the visual, material, or social culture of the early twentieth century in Southern California, as well as the United States more broadly.

For the handwritten contents of the postcards edited below, additions are enclosed by square brackets. Loss and illegible deletions are indicated by three dots enclosed by square brackets.

Edition: Postcard 1, Mrs. A. A. Hawley, San Diego, California, to Mrs. James Lowell [Laura Lowell], Los Angeles, California, September 13, 1906



Figure 1: Postcard 1, "Fifth st. Looking South, San Diego, Cal."

Front:

[text, printed, horizontally, red:] Fifth st. Looking South, San Diego,¹ Cal.

[Image/colorized historical photograph: Crowded city street. Men wearing dark suits and hats, as well as a few women in light-colored dresses and skirts, ride on a streetcar traveling down a grey road, with two more streetcars ahead. Several horse-drawn carriages loaded with goods walk down the side of the road. A large crowd of people walk along the sidewalk next to the road, where a man wearing a grey bowler hat and brown suit stands with a sign that reads "KODAK² FINISHING." Two- and three-story grey and brown buildings stand on either side of the street, with more buildings visible in the background.]

[text, handwritten, horizontally and vertically, graphite:]

Sept 13th

My dear Mrs Lowell³ We are now in San Diego
We are feeling quite well and Happy and Knew you

¹ City in San Diego County, California.

² Company founded in 1892; known for their photographic products, particularly film.

³ Laura A. Lowell, née Helms (1845–unknown); married to James Henry Lowell; mother of Henry Bertrand Lowell.

would be glad to hear it Always your friend
Mrs A. A. [?] Hawley⁴

I hope you have been
able to send for the
boys by this time. We will
be back Friday We think

Back:

[text, printed, vertically, on left, red:] M. Rieder,⁵ Publ[isher]., Los Angeles,⁶ Cal. and
Leipzig.⁷ No. 3414. / IN SPACE BELOW MAY BE WRITTEN SENDER'S NAME AND
ADDRESS (NO OTHER WRITING)

[text, printed, horizontally, red:] THE SPACE ABOVE IS RESERVED FOR
POSTMARK. / POST CARD.

[text, handwritten, horizontally, graphite:]

[M]rs⁸ James Lowell⁹
826 Hawthorne St — ¹⁰
Los Angeles
California

[postage stamp, featuring a portrait of Benjamin Franklin,¹¹ green:] SERIES 1902 /
UNITED STATES OF AMERICA / 1 [cent] / 1706 FRANKLIN 1790 / 1 [cent] /
POSTAGE / ONE CENT

[postmark, black:] LOS ANG[ELES] & SAN DIEGO 1874 / SEP 13 1906 / R. P. O.

⁴ Unknown individual.

⁵ Michael Rieder (1868–1949), publisher located at 234 New High Street in Los Angeles, California. “Michael Rieder, American, 1868–1949,” *Photographers’ Identities Catalog*, New York Public Library, [online](#).

⁶ City in Los Angeles County, California.

⁷ City in Saxony, Germany.

⁸ The “M” is printed in red.

⁹ Laura A. Lowell, née Helms.

¹⁰ Building, probably no longer standing, on present-day Naomi Street in downtown Los Angeles, California. “Map of the City of Los Angeles Showing Railway Systems,” December 14, 1906, [online](#).

¹¹ Benjamin Franklin (1706–1790), major figure in the North American colonies’ struggle for independence from Britain in the eighteenth century.

*Edition: Postcard 2, Unknown, Long Beach, California,
to Hazel B. Graves, Plainwell, Michigan,
September 28, 1906*



Figure 2: Postcard 2, "Scenes in Hollenbeck Park, Los Angeles, Cal."

Front:

[text, printed, horizontally, red:] Scenes in Hollenbeck Park,¹² Los Angeles, Cal.

[Three images/colorized historical photographs, arranged as if pasted on the card, with palm leaves in the background: Three vistas of Hollenbeck Park. The first image (on left) features a serene lake with clear blue water surrounded by blue-green trees, bright green grass, and an adjacent concrete path. The second image (on right) shows a white gazebo on a grassy lawn with trees and bushes close by, next to a sidewalk that leads to a lake visible in the background. The third image (center) shows a sidewalk framed by an overhanging willow tree, with small shrubbery growing alongside the path and a lake peeking through the willow leaves.]

[text, handwritten, horizontally, ink/black:]

Forgotton?

BAR.¹³

A dream of the golden past.

¹² Park in the Boyle Heights neighborhood of Los Angeles, California.

¹³ Presumably the initials of an unknown individual.

Back:

[text, printed, vertically, on left, red:] M. Rieder, Publ[isher]., Los Angeles, Cal. No. 3293. Made in Germany.

[text, printed, horizontally, red:] POST CARD / THIS SIDE IS EXCLUSIVELY FOR THE ADDRESS.

[text, handwritten, horizontally, ink/black:]

Miss Hazel B. Graves.¹⁴

Plainwell

Michigan

c[are]/o[f] H. S. Shatton¹⁵

[postage stamp, featuring a portrait of Benjamin Franklin, green:] SERIES 1902 / UNITED STATES OF AMERICA / 1 [cent] / 1706 FRANKLIN 1790 / 1 [cent] / POSTAGE / ONE CENT

[postmarks, black:] LONGBEACH,¹⁶ CAL / SEP 28 7-AM 1906 // 1 D [?] [seven wavy lines] // PLAINWELL MICH¹⁷ / OCT [...] 9 AM 1906 / REC[EIVED]

¹⁴ Hazel B. Gibson, née Graves (1889–1980), daughter of Lewis G. Graves and Florence A. Wheeler.

¹⁵ Unknown individual.

¹⁶ City in Los Angeles County, California.

¹⁷ City in Allegan County, Michigan.

*Edition: Postcard 3, Bertha Sauter, Santa Barbara, California,
to M. Manson, Los Angeles County, California,
May 8, 1907*



Figure 3: Postcard 3, “The Corridor, San Juan Capistrano Mission, Orange Co., Cal. Founded 1776. “

Front:

[text, printed, horizontally, red:] The Corridor, San Juan Capistrano Mission,¹⁸ Orange Co., Cal. Founded 1776.

[Image/colorized historical photograph: San Juan Capistrano Mission. A series of arches made out of pink brick covered in deteriorating white stucco sit opposite a beige stone and stucco wall, creating a long outdoor corridor. The arches cast shadows onto the corridor’s grey stone walkway. Green grass and a couple of small plants lie outside the arches, with additional free-standing arches (possibly a bridge) in the background. The sky in the background is light pink and grey.]

Back:

[text, printed, vertically, on left, green:] M. Rieder, Publ[isher]., Los Angeles, Cal. No. 8326. Made in Germany. / IN SPACE BELOW MAY BE WRITTEN SENDER’S NAME AND ADDRESS (NO OTHER WRITING)

[text, handwritten, vertically, graphite:]

¹⁸ Spanish mission in San Juan Capistrano, California; founded 1776.

From Bertha Sauter¹⁹
220 Palm Ave — ²⁰
S[an]ta Barbara²¹

[text, printed, horizontally, green:] THE SPACE ABOVE IS RESERVED FOR
POSTMARK. / POST CARD

[text, handwritten, horizontally, graphite:]

[M]iss²² M. Manson.²³
San Fernando²⁴
Box 217 —
L.A. Co. Cal —

[postage stamp, featuring a portrait of Benjamin Franklin, green:] SERIES 1902 /
UNITED STATES OF AMERICA / 1 [cent] / 1706 FRANKLIN 1790 / 1 [cent] /
POSTAGE / ONE CENT

[postmarks, black:] SANTA BARBARA CAL. / MAY 8 10-30A 1907 // [outline of the
American flag with thirteen stars and seven stripes]

¹⁹ Unknown individual.

²⁰ Building in Santa Barbara, California; apparently no longer standing.

²¹ City in Santa Barbara County, California.

²² The “M” is printed in green.

²³ Unknown individual.

²⁴ May refer to the San Fernando Valley in Los Angeles County, California, or the city of San Fernando located in the Valley.

*Edition: Postcard 4, Allen L. K., Los Angeles, California,
to Hazel Graves, Long Beach, California,
September 25, 1907*



Figure 4: Postcard 4: "St. Vincent's College, Los Angeles, Cal."

Front:

[text, printed, horizontally, red:] St. Vincent's College,²⁵ Los Angeles, Cal.

[Image/colorized historical photograph: St. Vincent's College. A large three-story building made of red bricks with grey, gabled roofs and a tall central tower with a cross in the center. The building has large paned windows, and stairs lead up to a rounded archway marking the entrance. Leafy green trees grow around the base of the building. A dark grey road runs in front of the school, and green leaves from an overhanging tree frame the image. Another building with a gray slanted roof lies in the background.]

[text, handwritten, horizontally, graphite:]

I am
a Saint
now
so you
see I
must
be, good

²⁵ School campus located at Grand Avenue and Washington Boulevard in Los Angeles, California; has since been demolished.

will
 probaly [sic]
 visit
 home
 next
 Saturday
 write.
 to
 Allen
 K.²⁶

Back:

[text, printed, vertically, on left, red:] M. Rieder, Publ[isher]., Los Angeles, Cal. and Leipzig. No. 3489. / IN SPACE BELOW MAY BE WRITTEN SENDER'S NAME AND ADDRESS (NO OTHER WRITING)

[text, handwritten, vertically, graphite:]

ALK²⁷
 Saint Vincent's
 College

[text, printed, horizontally, red:] Place Postage Here / Domestic, Island Possessions, Canadian, Mexican 1 c[ent] / Foreign 2 c[ents] // THE SPACE ABOVE IS RESERVED FOR POSTMARK. // POST CARD.

[text, handwritten, horizontally, graphite:]

1⁰⁰

[M]iss²⁸ Hazel Graves²⁹
 Long Beach
 Cal
 Box 247

[postage stamp: removed, existing remnants]

[postmarks, black:] LOS ANGELES / SEP 25 4 PM / STA[TION]. H³⁰ // LONGBEA[...] CAL. / SEPT 2[...] 7-A[...] 1907

²⁶ Unknown individual.

²⁷ Allen L. K.; unknown individual.

²⁸ The "M" is printed in red.

²⁹ Hazel B. Gibson, née Graves (1889–1980).

³⁰ A post office located in Los Angeles, California. Randy Stehle, "The Development of the Los Angeles Postal System Through August 1909," *La Posta: A Journal of American Postal History* 40, no. 1 (February–March 2009): 9–34.

Edition: Postcard 5, "Dottie," Long Beach, California,
to Hazel Graves, Ontario, California,
July 9, 1908



Figure 5: Postcard 5, "The Steamer Cabrillo leaving Avalon, Catalina Island."

Front:

[text, printed, horizontally, red:] The Steamer Cabrillo³¹ leaving Avalon,³² Catalina Island.

[Image/colorized historical photograph: A large steamboat traveling on the ocean. The steamboat has a dark black or brown base and a white upper level, with crowds of people lining the upper decks. Colorful flags in red, yellow, and blue are strung from the masts, and two American flags fly at the bow and stern of the boat. The ship floats on calm green-blue water. The sky above is light blue with sparse white clouds, and a black plume of smoke rising from a smokestack is trailing in the boat's wake.]

[postmarks, black:] ONTARIO³³ CAL. / JUL 9 9-PM 1908 // [outline of the American flag with thirteen stars and seven stripes]

Back:

[text, printed, vertically, on left, red:] M. Rieder, Publ[isher]., Los Angeles, Cal No. 3275. Made in Germany.

³¹ S.S. Cabrillo, a passenger steamboat that traveled between Los Angeles and Santa Catalina Island, California, in the first half of the twentieth century.

³² City on Santa Catalina Island off the coast of mainland Los Angeles County, California.

³³ City in San Bernardino County, California.

[text, printed, horizontally, red:] POST CARD. / This Side for Correspondence.

[text, handwritten, vertically, ink/black:]

Dearest "Brownie"³⁴ Was so glad
to get yor [*sic*] postal, It came in
with one from "Redlands"³⁵ also
a by far welcome letter from
the same place. Bertha's³⁶ postal
came with one from "Marjorie,"³⁷
Isn't that funny.
Tell B³⁸ — every time I go to my
desk that letter from Mis Dupar³⁹
is smiling at me, I cant remember
to take it down, Papa⁴⁰ is at home —
Love to all all all. "Dottie"⁴¹

[text, printed, horizontally, red:] POST CARD. / This Side for Address only.

[text, handwritten, horizontally, ink/black:]

Miss Hazel Graves.⁴²

Ontairo. [*sic*]

California.

[text, handwritten, horizontally, graphite:]

250

[postage stamp, featuring a portrait of Benjamin Franklin, green:] SERIES 1902 /
UNITED STATES OF AMERICA / 1 [cent] / 1706 FRANKLIN 1790 / 1 [cent] /
POSTAGE / ONE CENT

[postmark, black:] LONGBEACH CAL. / JUL 9 7 AM 1908

³⁴ Hazel B. Gibson, née Graves.

³⁵ City in San Bernardino County, California.

³⁶ Unknown individual; possibly Bertha Sauter (Postcard 3).

³⁷ Unknown individual.

³⁸ Unknown individual; possibly the author of Postcard 6; possibly Bertha Sauter (Postcard 3).

³⁹ Unknown individual.

⁴⁰ Unknown individual.

⁴¹ Unknown individual.

⁴² Hazel B. Gibson, née Graves.

Edition: Postcard 6, B., Pasadena, California,
to Hazel Graves, Long Beach, California,
July 21, 1908



Figure 6: Postcard 6, "Lake in West Lake Park. Los Angeles, Cal."

Front:

[text, printed, horizontally, red:] 3583—Lake in West Lake Park.⁴³ Los Angeles, Cal.

[Image/colorized historical photograph: West Lake Park. Several small boats sit on a shimmering blue lake next to a boathouse, which features a slanted gray roof supported by dusty red and white columns and arches. A sidewalk path lined with large rocks borders the lake. The foreground features pink flowers and a large grassy area with a young palm in the middle. Leaves from two trees on either side of the grass frame the image.]

[text, handwritten, horizontally, graphite:]

July 20, 1908.

Dear Hazel.⁴⁴ I received your letter but was away and did not get in time to ans[wer]. write as soon as you get home for I think I will be down soon. B⁴⁵

⁴³ Now MacArthur Park, a park in the Westlake neighborhood of Los Angeles, California.

⁴⁴ Hazel B. Gibson, née Graves.

⁴⁵ Unknown individual; possibly the individual mentioned in Postcard 5 and/or the author of Postcard 6; possibly Bertha Sauter (Postcard 3).

Back:

[text, printed, vertically, green:] S⁴⁶ / ADOLPH SELIGE PUBLISHING CO.⁴⁷
ST. LOUIS⁴⁸-LEIPZIG-BERLIN.⁴⁹ PRINTED IN GERMANY.

[text, printed, horizontally, green:] POST CARD.

[text, handwritten, horizontally, graphite:]

1⁰⁰

Miss Hazel Graves,⁵⁰

Long Beach,

Calif.

Box 247

[postage stamp, featuring a portrait of Benjamin Franklin, green:] SERIES 1902 /
UNITED STATES OF AMERICA / 1 [cent] / 1706 FRANKLIN 1790 / 1 [cent] /
POSTAGE / ONE CENT

[postmarks, black:] PASADENA,⁵¹ CAL. / JUL 21 4³⁰ PM 1908 // 1 D [?] [seven wavy
lines]

⁴⁶ Logo of the Adolph Selige Publishing Co.: the letter "S" on the sail of a boat.

⁴⁷ Postcard publishing company.

⁴⁸ City in Missouri.

⁴⁹ City in Germany.

⁵⁰ Hazel B. Gibson, née Graves.

⁵¹ City in the San Gabriel Valley in Los Angeles County, California.

*Edition: Postcard 7, "Ma," Stockton, California,
to Hattie Carson, Oakland, California,
October 6, 1908*



Figure 7: Postcard 7, "Madam Modjeska at the Fountain, at her Home near Santa Ana."

Front:

[text, printed, horizontally, red:] Madam Modjeska⁵² at the Fountain, at her Home⁵³
near Santa Ana. / Copyrighted 1902 by Graham.⁵⁴

⁵² Madame Helena Modjeska (1840–1909), renowned Polish stage actress.

⁵³ Home of Madame Helena Modjeska. House and surrounding grounds, known as "Arden," located in present-day Modjeska Canyon, a community in Silverado, California.

⁵⁴ Presumably the artist of the image; unknown individual.

[Image/colorized historical photograph: A woman sitting on the edge of a large circular fountain. The woman's dark hair is secured in a bun, and she wears a light pink blouse with a white scarf and a long beige skirt. Her likeness is reflected in the still, green water. A green leafy plant sits on a stony pedestal in the center of the water. Behind the woman, a short set of stairs leads to a light-colored home with a grey slanted roof. Pink and yellow flowers are growing on one wall of the house. A large tree is growing out of the lawn surrounding the fountain, and the tree's leaves hang down, framing the top portion of the image.]

Back:

[text, printed, vertically, on left, red:] M. Rieder, Publ[isher]., Los Angeles, Cal. Made in Germany. No. 3302. / IN SPACE BELOW MAY BE WRITTEN SENDER'S NAME AND ADDRESS (NO OTHER WRITING)

[text, handwritten, vertically, graphite:]

Dear Hattie⁵⁵ – Had no time
to write – We are at Gages [?]
aut o tre [?] – been to Poolsons
for dinner – Eden⁵⁶ looks fine
will write soon – Did not
go to box this m[or]n[in]g to get mail
Aff[ectionately]
Ma⁵⁷

[text, printed, horizontally, red:] Place Postage Here / Domestic, Island Possessions, Canadian, Mexican 1 c[ent] / Foreign 2 c[ents] // THE SPACE ABOVE IS RESERVED FOR POSTMARK. // POST CARD.

[text, handwritten, horizontally, graphite:]

[M]iss⁵⁸ Hattie Carson⁵⁹
1318_10th St
Oakland
Caliorna⁶⁰ [sic]

250

[postage stamp: removed, existing remnants]

[postmarks, black:] STOCKTON⁶¹ CAL. / OCT 6 5-30P 1908 // [outline of the American flag with thirteen stars and seven stripes]

⁵⁵ Hattie Carson; unknown individual.

⁵⁶ Unknown individual.

⁵⁷ Unknown individual; mother of Hattie Carson.

⁵⁸ The "M" is printed in red.

⁵⁹ Unknown individual.

⁶⁰ Oakland, a city in Alameda County, California.

⁶¹ City in San Joaquin County, California.

*Edition: Postcard 8, Unknown, Pasadena, California,
to M[ary] M. Loughlin, Redlands, California,
October 24, 1908*



Figure 8: Postcard 8, "San Gabriel Mission, California."

Front:

[text, printed, horizontally, red:] San Gabriel Mission,⁶² California.

[Image/colorized historical photograph: San Gabriel Mission. A white building with a grey slanted roof sits next to a larger beige-colored building featuring Spanish-style architecture. The white building is surrounded by a short white wall with a dark wooden gate, with green shrubbery peeking out over the top of the wall. The larger beige building has dark red roofing with several pillars interspersed, two crosses on the roof, and six arched bell gables near the top of one end of the building. Several small palm trees growing in a strip of grass line a dirt pathway next to the buildings.]

Back:

[text, printed, vertically, on left, black:] No. Z. 2. Publ[ished]. by Newman Post Card Co.⁶³ Los Angeles, Cal (Made in Germany)

[text, printed, horizontally, black:] POST CARD. / Founded 1771. Was dedicated to Archangel Gabriel⁶⁴ – Is now in very good state of preservation and is located at the western entrance of a lovely valley⁶⁵ about nine miles from Los Angeles and four miles

⁶² Mission San Gabriel Arcángel, a Spanish mission in San Gabriel, California; founded 1771.

⁶³ Postcard publishing company in Los Angeles, California.

⁶⁴ An archangel recognized in Judaism, Christianity, and Islam.

⁶⁵ The San Gabriel Valley, located east of Los Angeles, California.

from Pasadena; the mission can be reached by electric railway from each of these cities.
/ Write here.

[text, handwritten, horizontally, on left, ink/black:]

You are ahead of us with
your snow-capped mountains —
Indeed a grand sight — Wish
we might have been with you —
Come to Pasadena and
we will do this old mission
together — Hope you are
feeling good effects from your sojourn
in Santa Barbara 9-13 —

[text, handwritten, horizontally, on right, ink/black:]

[M]⁶⁶ Miss M. M. Loughlin⁶⁷
Redlands
California
113 Orange Street⁶⁸

[text, handwritten, horizontally, graphite:]

408-3

200

[postage stamp, featuring a portrait of Benjamin Franklin, green:] SERIES 1902 / UNITED STATES OF AMERICA / 1 [cent] / 1706 FRANKLIN 1790 / 1 [cent] / POSTAGE / ONE CENT

[postmarks, black:] PASADENA, CAL. / OCT 24 3-PM 1908 // 1 D [?] [seven wavy lines]

⁶⁶ The “M” is printed in black.

⁶⁷ Likely Mary M. Laughlin, (1864-unknown). Immigrated to the United States from Ireland in 1877.

⁶⁸ Building in Redlands, California; no longer standing.

Edition: Postcard 9, Betsy [Elizabeth Elliott], San Diego, California, to Mrs. G. W. Tobler [Emma Tobler], Brooklyn, New York, February 17, 1909

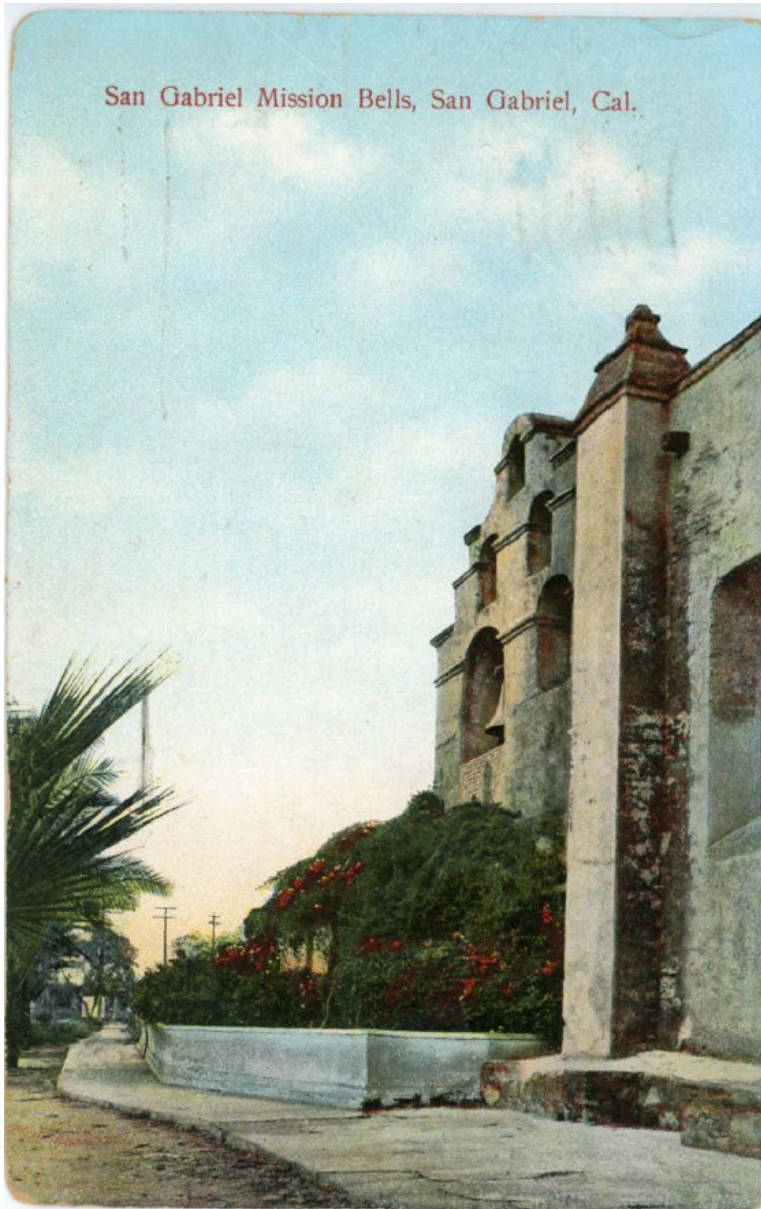


Figure 9: Postcard 9: "San Gabriel Mission Bells, San Gabriel, Cal."

Front:

[text, printed, horizontally, red:] San Gabriel Mission Bells, San Gabriel, Cal.

[Image/colorized historical photograph: San Gabriel Mission Bells. A cream-colored building with a single rectangular pillar protruding and five arched bell gables near the top. Green bushes with dark ruby red flowers sit at the base of the building, separated from an adjacent sidewalk by a short, white retaining wall. Leaves from a palm tree frame the sidewalk. Far in the distance, the outlines of two telephone poles are backed by an orange and blue sky with scattered white, puffy clouds.]

Back:

[text, printed, vertically, on left, red:] M. Rieder, Publ[isher]., Los Angeles, Cal.
No. 3782. MADE IN GERMANY.

[text, printed, horizontally, red:] POST CARD

[text, handwritten, vertically, on left, ink/black:]

San Diego – Cal.

Feb. 17 – 09.

Dearest Emma⁶⁹ –

Well – your little brothers

& I are sight seeing in

this beautiful little southern

city. Ed⁷⁰ is here on business

& I'm playing the "Tourist" –

This city is full of them –

all from the East. You – with

your snow, can't realize how warm

it is here – With love from us both

Your sister – Betsy.⁷¹

[text, handwritten, horizontally, on right, ink/black:]

Mrs. G. W. Tobler⁷²

#2 Willow St.,⁷³

Brooklyn⁷⁴

New York.

c[are]/o[f] The Virginia.

[postage stamp, affixed upside-down, featuring a portrait of Benjamin Franklin,
green:] U.S. POSTAGE / ONE CENT

[postmarks, black:] SAN DIEGO, CAL. / FEB 17 5-PM 1909 // [outline of the
American flag with thirteen stars and seven stripes]

⁶⁹ Emma Tobler, née Elliott (1879–1949), daughter of Joseph Edward Elliott and Annie E. Perry; married to George Wilhelm Tobler.

⁷⁰ Likely Edwin Mackey Elliott (1884–1924), son of Joseph Edward Elliott and Annie E. Perry; brother of Emma Tobler, née Elliott; married to Elizabeth Minerva Elliott, née Sears.

⁷¹ Likely Elizabeth Minerva Elliott, née Sears (1886–1939); married to Edwin Mackey Elliott; sister-in-law of Emma Tobler, née Elliott.

⁷² Emma Tobler, née Elliott.

⁷³ Possibly 2 Willow Place, a residential building in Brooklyn, New York; still standing.

⁷⁴ Borough in New York City, New York.

Edition: Postcard 10, Maude [Maud Lucy Sanders], National City, California, to Mrs. Joe Guild [Elnora Elizabeth Guild], Eureka, California, March 8, 1909

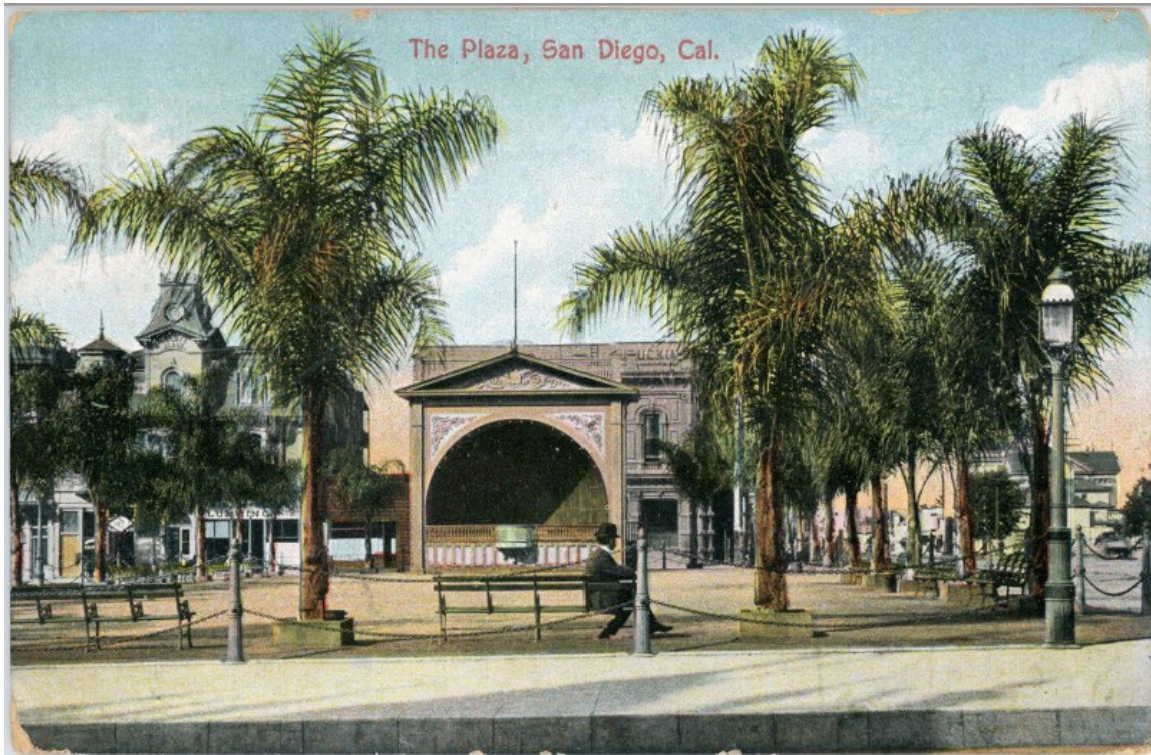


Figure 10: Postcard 10, "The Plaza, San Diego, Cal."

Front:

[text, printed, horizontally, red:] The Plaza,⁷⁵ San Diego, Cal.

[Image/colorized historical photograph: Plaza in San Diego. A white sidewalk sits in the foreground at the bottom of the image. Behind the sidewalk, a man in a dark grey suit and bowler hat sits with his legs crossed on a wooden bench in a large open area. Tall palm trees line the edges of the plaza. An ornate light-brown building with a large arched opening, possibly a stage, stands at the far side of the plaza. Other buildings lie in the background, partially visible through the palm trees.]

Back:

[text, printed, vertically, on left, black:] No. L. 5. Publ[ished]. by Newman Post Card Co. Los Angeles, Cal (Made in Germany).

[text, printed, horizontally, black:] POST CARD / Write here.

[text, handwritten, vertically, on left, graphite:]

⁷⁵ Horton Plaza, created in 1870 by Alonzo Erastus Horton (1813–1909); located on the corner of Broadway and Fourth Avenue in San Diego, California. Has since been converted to Horton Plaza Park. Mary Maud Burnham, "San Diego's Horton Plaza," *The Journal of San Diego History* 20, no. 4 (Fall 1974), [online](#).

Dear Sister,⁷⁶ I am
going to write you
and Jodie⁷⁷ soon this
mooning [*sic*] the sun above
bright and clear, it
is gentley [*sic*] raining now
Had a fine sermon
this after noon Lots of
Love—Maude⁷⁸

[text, handwritten, horizontally, on right, graphite:]

[M]rs⁷⁹ Joe Guild⁸⁰
233, Huntoon st⁸¹
Eureka⁸²
Cal[ifornia]

[postage stamp, featuring a portrait of Benjamin Franklin, green:] SERIES 1902 /
UNITED STATES OF AMERICA / 1 [cent] / 1706 FRANKLIN 1790 / 1 [cent] /
POSTAGE / ONE CENT

[postmarks, black:] NATIO[...] CAL / M[...] 7 AM 1909 // [seven horizontal bars]

⁷⁶ Elnora Elizabeth Guild, née Sanders (1883–1965), daughter of Edward Randall Sanders and Sarah Ellen Sturgill; sister of Maud Lucy Sanders; married to Joseph Alexander Guild.

⁷⁷ Unknown individual.

⁷⁸ Maud Lucy Sanders (1885–1909), daughter of Edward Randall Sanders and Sarah Ellen Sturgill; sister of Elnora Elizabeth Guild, née Sanders.

⁷⁹ The “M” is printed in black.

⁸⁰ Elnora Elizabeth Guild, née Sanders

⁸¹ Single-story home in Eureka, California, built in 1901; still standing.

⁸² City in Humboldt County, California.

*Edition: Postcard 11, Joe S. [or G.], Long Beach, California,
to Bert Lowell, Los Angeles, California,
August 26, 1909*



Figure 11: Postcard 11, "Wading in the Surf, Long Beach, Cal."

Front:

[text, printed, horizontally, red:] Wading in the Surf, Long Beach, Cal.

[Image/colorized historical photograph: Two women and two young girls wading in the ocean. They are wearing dresses in white, blue, yellow, and red fabrics. Their feet and ankles are submerged, and they are holding up their dresses to avoid the water. Small waves move through the dark green-blue water toward the shore. In the foreground, the image of the beachgoers is reflected in small pools of water that shimmer across dark brown sand. In the background, a pier holding up several flag-adorned buildings extends into the ocean.]

Back:

[text, printed, vertically, on left, red:] Published by M. Rieder, Los Angeles, Cal.
No. 3833. Made in Germany.

[text, printed, horizontally, red:] POST CARD / This Side for Correspondence. / This
Side for Address only.

[text, handwritten, horizontally, on left, graphite:]

Will be home
tomorrow

With regards
Joe. S [or G]⁸³

[text, handwritten, horizontally, on right, graphite:]

Mr. Bert Lowell⁸⁴
~~31.~~ 3111 A Griffith⁸⁵
Los Angeles
Cal

[postage stamp, featuring a portrait of Benjamin Franklin, green:] U.S. POSTAGE /
ONE CENT

[postmarks, black:] LONGBEACH, CAL. / AUG 26 7-AM 1909 // [outline of the
American flag with thirteen stars and seven stripes]

⁸³ Unknown individual; possibly Joseph Alexander Guild (Postcard 10).

⁸⁴ Henry Bertrand Lowell (1878–1928), son of James Henry Lowell and Laura A. Helms.

⁸⁵ Building in Los Angeles, California; now vacant commercial land.

*Edition: Postcard 12, M. J. Solomon, Long Beach, California,
to Mrs. J. Lowell [Laura A. Lowell],
August 26, 1910*



Figure 12: Postcard 12, "Bath House, at Long Beach, Cal."

Front:

[text, printed, horizontally, red:] Bath House at Long Beach, Cal.

[Image/colorized historical photograph: A crowded, sandy beach. A few people sit on the sand, while large crowds of men and women wearing suits and dresses walk around the beach, some holding umbrellas. A white columned building stands in the background with an American flag flying on the roof. A few smaller buildings sit on either side of the columned building, as well as a long building with an orange vaulted roof.]

Back:

[text, printed, vertically, on left, brown:] Published by Newman Post Card Co. Los Angeles. San Francisco.

[text, printed, horizontally, brown:] NPC Co. / POST CARD / VAN ORNUM COLORPRINT CO⁸⁶ LOS ANGELES / THIS SIDE FOR CORRESPONDENCE. / D 16 / Reached via the Salt Lake Route. / THIS SIDE FOR ADDRESS ONLY.

⁸⁶ Postcard publishing company in Los Angeles, California.

[text, handwritten, horizontally, on left, ink/black:]

Dear Mrs Lowell⁸⁷

a line to say we
are all fine. hope you
are the same. We are
Stopping at the Bay⁸⁸
will be home monday
With love M J Solomon⁸⁹

[text, handwritten, horizontally, on right, ink/black:]

Mrs. J. Lowell⁹⁰
3111 Griffith Ave[nu]e
Los angles [*sic*]

[postage stamp, featuring a portrait of Benjamin Franklin, green:] U.S. POSTAGE /
ONE CENT

[postmarks, black:] LONGBEACH, CAL. / AUG 26 6-PM 1910 // [outline of the
American flag with thirteen stars and seven stripes]

⁸⁷ Laura A. Lowell, née Helms.

⁸⁸ Unknown location.

⁸⁹ Unknown individual.

⁹⁰ Laura A. Lowell, née Helms.

*Edition: Postcard 13, F. D., Sierra Madre, California,
to Laura Lowell, Los Angeles, California,
March 15, 1911*

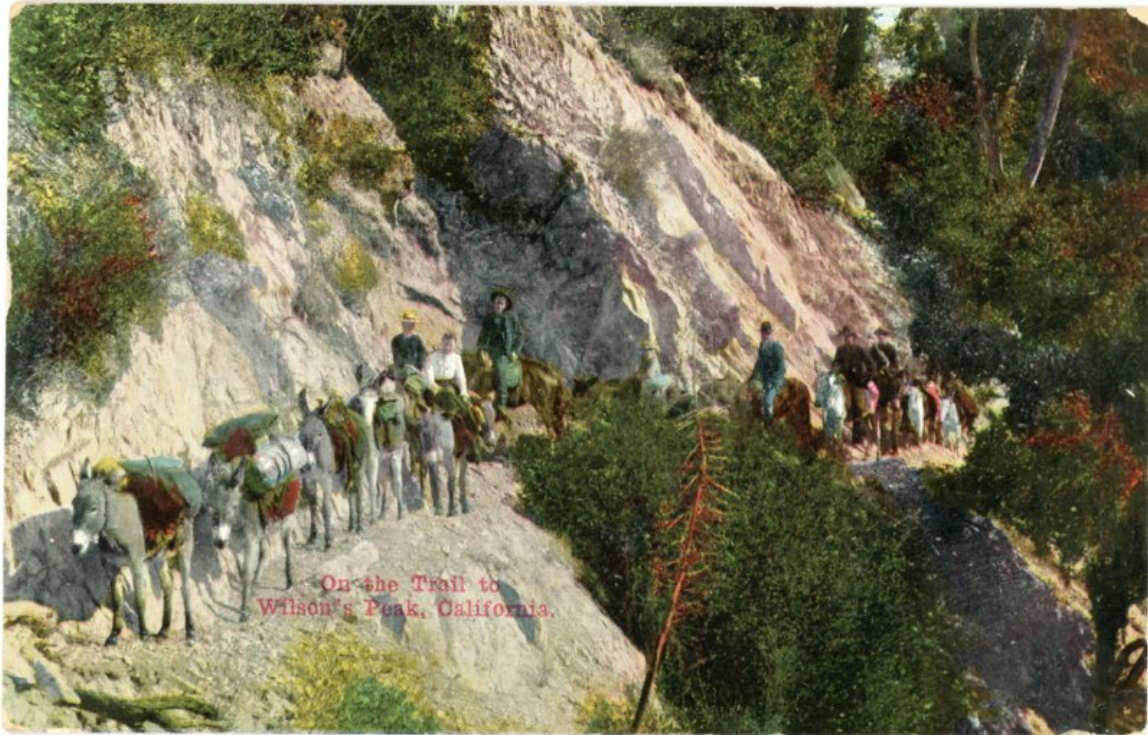


Figure 13: Postcard 13, "On the Trail to Wilson's Peak, California."

Front:

[text, printed, horizontally, red:] On the Trail to Wilson's Peak,⁹¹ California.

[Image/colorized historical photograph: Several mules and horses traveling in a line along a narrow mountain path with steep rocky cliffs on either side. Gray mules laden with bags in muted red, green, and blue tones lead the group, while six people ride on mules and brown horses in the rear. The mountain cliffs are light grey and white with green bushes growing on the surface, and trees with green and red leaves are growing in the background.]

Back:

[text, printed, vertically, on left, brown:] Published by Newman Post Card Co. Los Angeles. San Francisco.

[text, printed, horizontally, brown:] NPC Co. / POST CARD / VAN ORNUM
COLORPRINT CO LOS ANGELES / THIS SIDE FOR CORRESPONDENCE. / C 104
/ On the Road of a Thousand Wonders. / THIS SIDE FOR ADDRESS ONLY.

⁹¹ Mount Wilson, a mountain peak in the San Gabriel Mountains in Los Angeles County, California.

[text, handwritten, vertically, on left, ink/blue:]

March 15th/11

My dear: —

How is every

one this A.m. I was

down Sat[urday] eve & came

home Sun[day] P.m intended

2. come & see you all but

had 2.Visit [?] home sooner

than I expected. Lots of love

& Sympathy dear sister F. D.⁹²

[text, handwritten, horizontally, on right, ink/blue:]

Mrs. Laura Lowell⁹³

833 East 29th St⁹⁴

Los Angeles

Cal.

[postage stamp, affixed upside-down, featuring a portrait of Benjamin Franklin,
green:] U.S. POSTAGE / ONE CENT

[postmarks, black:] SIERRA MADRE CAL. / MAR 15 11 AM 1911 // [seven horizontal
bars]

⁹² Unknown individual.

⁹³ Laura A. Lowell, née Helms.

⁹⁴ Building in Los Angeles, California; apparently no longer standing.

*Edition: Postcard 14, Grace [Elliott], Los Angeles, California,
to Ms. G. W. Tobler [Emma Tobler], Brooklyn, New York,
March 16, 1911*



Figure 14: Postcard 14, "Mission San Luis Rey, California – Erected 1798."

Front:

[text, printed, horizontally, red:] 855 – MISSION SAN LUIS REY,⁹⁵ CALIFORNIA – ERECTED 1798

[Image/colorized historical photograph: Mission San Luis Rey, a large Spanish-style building. An arched entryway sits at the base of a white stucco wall, which has deteriorated in places to reveal red-orange stone underneath. A white bell tower with arched openings capped by a red-orange domed roof rises up near the entryway. A series of small white arches extends to the left of the entryway, and a white and red wall with a small wooden gate extends to the right. The building sits on bright green grass, and the sky above is orange and blue, with white puffy clouds in the distance.]

Back:

[text, printed, horizontally, brown:] POST CARD / THIS SPACE FOR CORRESPONDENCE / THIS SPACE FOR ADDRESS ONLY / PUBLISHED BY EDWARD H. MITCHELL SAN FRANCISCO CALIFORNIA

[text, handwritten, vertically, on left, ink/blue:]

Just a thought f[rom] [?]
Los Angeles. Received
your letter yesterday

⁹⁵ Spanish mission in Oceanside, California; founded 1798.

Joseph⁹⁶ took 5¢ & went
to the Picture show
Had a fine time he
said.
Grace⁹⁷ —

[text, handwritten, horizontally, on right, ink/blue:]

Ms. G. W. Tobler⁹⁸ —
2 Willow St.
Brooklyn, NY.

[postage stamp, featuring a portrait of Benjamin Franklin, green:] U.S. POSTAGE /
ONE CENT

[postmarks, black:] LOS ANGELES CAL. STAT[ION] C⁹⁹/ MAR 16 3-PM 1911 // 2 C
[?] [seven wavy lines]

⁹⁶ Likely Joseph Edward Elliott (1883–1947), son of Joseph Edward Elliott and Annie E. Perry; married to Grace Elliott; brother of Emma Tobler, née Elliott.

⁹⁷ Likely Grace Elliott (1881–unknown); married to Joseph Edward Elliott; sister-in-law of Emma Tobler, née Elliott.

⁹⁸ Emma Tobler, née Elliott.

⁹⁹ A post office located in Los Angeles, California. Randy Stehle, “The Development of the Los Angeles Postal System Through August 1909,” *La Posta: A Journal of American Postal History* 40, no. 1 (February–March 2009): 9–34.

*Edition: Postcard 15, "Lunly," Avalon, California,
to H. E. Lyman, Harrisburg, Oregon,
August 13, 1911*



Figure 15: Postcard 15, "Arrival of the Steamer at Avalon, Catalina Island Cal."

Front:

[text, printed, horizontally, light beige:] Arrival of the Steamer at Avalon, Catalina Island Cal. 717

[Image/historical sepia-toned photograph: A large steambot docked near shore. Numerous smaller boats float in the water around the docked steambot, and a few people are swimming nearby. A long wooden dock connects the boat to land, and another wooden dock is visible in the background. A rocky hill with sparse vegetation rises up in the background. In the foreground, a small crowd of people sit and stand on a paved walkway watching the boats, with a light-colored telephone poll standing nearby.]

Back:

[text, printed, horizontally, brown:] Post Card / ON THE ROAD OF A THOUSAND WONDERS / Message/ Address / PUBLISHED BY EDWARD H. MITCHELL SAN FRANCISCO CAL.

[text, handwritten, diagonally, on left, graphite:]

Hello
Papa.¹⁰⁰ I paid
this [...]is[...]oner Bill.

¹⁰⁰ H. E. Lyman; unknown individual.

I am glad you doin [?]
get any thing else
to drink but B[utter] milk
I was am over here
now. Having
a dandy
time.
Lunly¹⁰¹

[text, handwritten, horizontally, on right, graphite:]

Mr. H. E. Lyman¹⁰²
Harrisburg¹⁰³
Oregon

[postage stamp: removed, existing remnants]

[postmarks, black:] AVALON CAL. / AUG 13 6-PM 1911 // [presumably seven
horizontal bars]

¹⁰¹ Unknown individual; presumably the child of H. E. Lyman.

¹⁰² Unknown individual.

¹⁰³ City in Linn County, Oregon.

Edition: Postcard 16, "Mayme's," Los Angeles, California,
to Nora Moore, Banning, California,
March 19, 1912



Figure 16: Postcard 16: "Scene in Busch Gardens. Pasadena. Cal."

Front:

[text, printed, horizontally, red:] Scene in Busch Gardens.¹⁰⁴ Pasadena. Cal.

[Image/colorized historical photograph: Busch Gardens in Pasadena. A white pathway curves through a grassy, scenic landscape. Three large trees with pale trunks grow in the grass next to the path and extend their branches and green leaves up and over the walkway. A small bench is situated further along the path at the edge of the image. In the background, a field of small grassy hills is backed by a large grouping of trees in the distance. The sky above the trees is light pink and gradually fades into blue near the top of the image.]

Back:

[text, printed, vertically, on left, red:] M. Rieder, Publisher. Los Angeles, California.

[text, printed, horizontally, red:] POST CARD / "THE RIEDER" / F 34 / This Side for Correspondence. / This Side for Address only.

¹⁰⁴ Thirty-six-acre gardens outside the home of Adolphus Busch (1839–1913), located in Pasadena, California; open to visitors from 1906 to 1937.

[text, handwritten, horizontally, on left, ink/blue:]

Dear Nora:¹⁰⁵

You little rasal [sic]
why dont you write
to me. How are
you any way girlie
Are you still in the
office. I like my
work better every day.
weigh 185 lbs.
Besure [sic] & write
soon. Lovingly
Mayme 'S.¹⁰⁶

[text, handwritten, horizontally, on right, ink/blue:]

Miss Nora Moore.¹⁰⁷
Banning¹⁰⁸
Calif

[postage stamp, featuring a portrait of Benjamin Franklin, green:] U.S. POSTAGE /
ONE CENT

[postmarks, black:] LOS ANGELES, CAL. / MAR 18 6³⁰ AM 1912 // 2 C [?] [seven
wavy lines]

¹⁰⁵ Nora F. Moore (1886–1975), daughter of Sidney Taylor Moore and Eliza Jane Munch.

¹⁰⁶ Unknown individual.

¹⁰⁷ Nora F. Moore.

¹⁰⁸ City in Riverside County, California.

Edition: Postcard 17, C. Hugo Hanoa, San Francisco, California,
to Eleanora [Elnora] Guild, Sacramento, California,
February 3, 1913

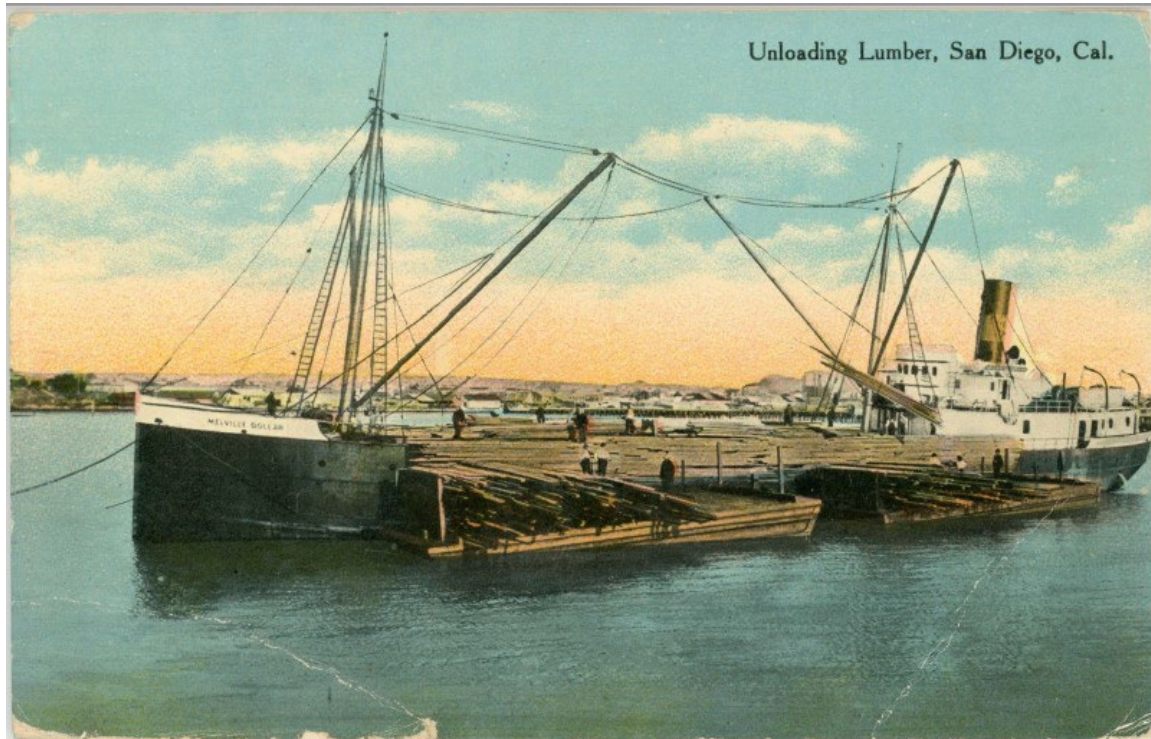


Figure 17: Postcard 17, "Unloading Lumber, San Diego, Cal."

Front:

[text, printed, horizontally, black:] Unloading Lumber, San Diego, Cal.

[Image/colorized historical photograph: A ship on water. The ship has a black base with a white upper rim on which the name "MELVILLE DOLLAR"¹⁰⁹ is emblazoned in black lettering. Cables and ropes are strung across the length of the ship. The middle of the ship contains stacks of long, narrow wooden boards which are being unloaded onto small, light brown barges. Small human figures are standing in various places on the ship deck. The green-blue water is calm, and buildings lie on a distant shore in the background. The sky above the ship is orange and blue with scattered clouds.]

Back:

[text, printed, vertically, on left, green:] 2360 PUBLISHED BY THE BENHAM CO.¹¹⁰
LOS ANGELES, CAL.

[text, printed, horizontally, green:] [swastika symbol featuring the Benham Co. logo
and the letters:] B Co / POST CARD / This Space for Message / This Space for Address
/ A 8200

¹⁰⁹ The *Melville Dollar*, a ship operated by the Dollar Steamship Line.

¹¹⁰ Postcard publishing company (later also known as the Benham Indian Trading Co.) in Los Angeles, California.

[text, printed, horizontally, black:] SOUTHERN CALIFORNIA VIEWS / This is one of a series of 300 San Diego views. Ten or more different views may be obtained by sending one cent each in coin or stamps to Eno & Matteson,¹¹¹ San Diego, Cal.

[stamp/seal, printed, bottom center, black:] [a steamship traversing a canal] PANAMA-CALIFORNIA-EXPOSITON SAN DIEGO¹¹² / 1915/ THE COMPLETION OF THE PANAMA CANAL

[text, handwritten, vertically, on left, ink/black:]

San Fran[cisco]. Feb[ruary]. 3^d
Hello there spenart [?].
Rec[eive]d your card today
& was glad to hear
from you. Wrote you
a letter while we
were down south
to Gen. Del.¹¹³ Did you get
it Feeling fine C. Hugo Hanoa¹¹⁴

[text, handwritten, horizontally, on right, ink/black:]

Mrs. Eleanora Guild.¹¹⁵
1410 1/2 Jay st.,¹¹⁶
Sacramento,
Calif.¹¹⁷

[postage stamp, featuring a portrait of Benjamin Franklin, green:] U.S. POSTAGE / ONE CENT

[postmarks, black:] SAN FRANCISCO, CAL. / FEB 3 9-PM 1913 // WORLD'S PANAMA-PACIFIC EXPOSITION 1915 2 C [?] [seven horizontal lines]

¹¹¹ Postcard publishing company in San Diego, California.

¹¹² An exposition held in San Diego, California, from 1915 to 1917 in honor of the opening of the Panama Canal.

¹¹³ Unknown location

¹¹⁴ Unknown individual.

¹¹⁵ Elnora Elizabeth Guild, née Sanders

¹¹⁶ Building in Sacramento, California; apparently no longer standing.

¹¹⁷ City in Sacramento County, California.

Edition: Postcard 18, Wilhelmina Bennett, San Gabriel,
to Helen Bennett, Sutherlin, Oregon,
November 27, 1915

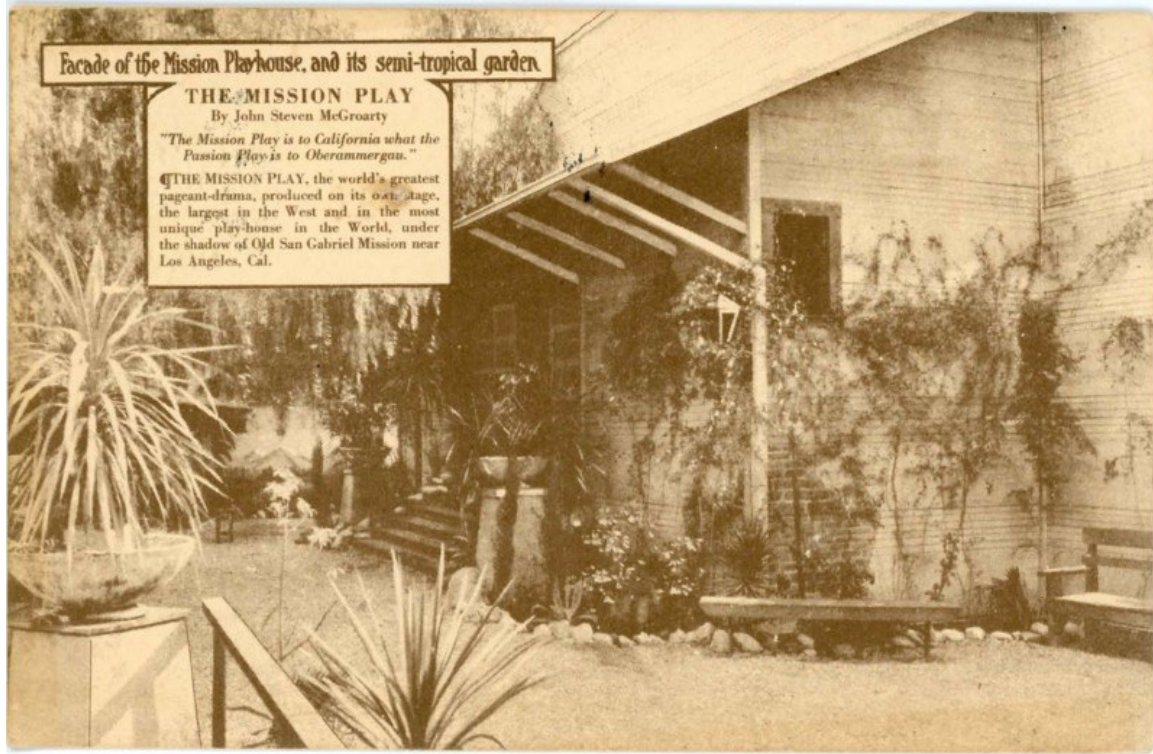


Figure 18: Postcard 18, "Facade of the Mission Playhouse, and its semi-tropical garden."

Front:

[text, printed, horizontally, brown:] Facade of the Mission Playhouse,¹¹⁸ and its semi-tropical garden / THE MISSION PLAY¹¹⁹ By John Steven McGroarty¹²⁰ / "The Mission Play is to California what the Passion Play¹²¹ is to Oberammergau."¹²² / THE MISSION PLAY, the world's greatest pageant-drama, produced on its own stage, the largest in the West and in the most unique play-house in the World, under the shadow of Old San Gabriel Mission near Los Angeles, Cal.

[Image/historical sepia-toned photograph: Facade of the Mission Playhouse. A building with a slanted roof surrounded by a variety of plants. Thin, leafy vines are growing on the outer walls of the building. A short flight of stairs leads to the door of

¹¹⁸ The original venue for *The Mission Play* upon its debut in 1912. Located in San Gabriel, California, near the San Gabriel Mission. Demolished at an unknown date. The present San Gabriel Mission Playhouse opened in 1927. "Mission Playhouse #1, San Gabriel, CA," *Pacific Coast Architecture Database*, University of Washington, [online](#).

¹¹⁹ A pageant written by John Steven McGroarty that premiered in 1912, depicting the history of California's Spanish missions.

¹²⁰ (1862–1944), California congressman, poet, and author of the *The Mission Play*.

¹²¹ A play staged decennially (since 1634) in Oberammergau, Germany, about the end of Jesus Christ's life.

¹²² Village in Bavaria, Germany.

the building, with two short pillars at the foot of the stairs holding up plants in shallow white pots. Another potted plant sits on a pillar in the foreground. A dirt path lined with rocks goes past the building, and a wooden bench sits next to the wall of the building.]

Back:

[text, printed, horizontally, brown:] POST CARD / CORRESPONDENCE / ADDRESS ONLY / UNOGRAPH PROCESS¹²³ THE UNION LITHOGRAPH CO.¹²⁴ LOS ANGELES

[text, handwritten, horizontally, on left, graphite:]

Dear Helen¹²⁵

We are at the

Mission Play. It is

just fine!! I

certainly wish you

folks could see

it.

Lovingly,

Wilhelmina

Bennett¹²⁶

[text, handwritten, horizontally, on right, graphite:]

Miss. Helen Bennett¹²⁷

Sutherlin,¹²⁸

Oregon

¹⁰⁰

[text, handwritten, vertically, on right, graphite:]

12

[postage stamp, featuring a portrait of George Washington,¹²⁹ green:] U.S. POSTAGE / 1 CENT 1

[postmarks, black:] [SAN GA]BRIEL, CAL. / 4-PM NOV 27 1915 // [eight horizontal bars]

¹²³ Possibly a printing process used by the Union Lithograph Co.

¹²⁴ Printing company in Los Angeles, California.

¹²⁵ Unknown individual.

¹²⁶ Unknown individual.

¹²⁷ Unknown individual.

¹²⁸ City in Douglas County, Oregon.

¹²⁹ (1732-1799), U.S. President (1789-1797).

*Edition: Postcard 19, Janise Powell, San Diego, California,
to Mrs. Madison Powell [Eva Powell], Terminal, California,
January 4, 1917*



Figure 19: Postcard 19: "American National Bank, San Diego, California."

Front:

[text, printed, horizontally, red:] 1178—~~First~~ American National Bank,¹³⁰ San Diego, California.

[Image/colorized historical photograph: American National Bank building in San Diego, a ten-story windowed building constructed out of cream-colored stone. The

¹³⁰ Building located at 1007 5th Avenue in San Diego, California, occupied by American National Bank; has since been converted into apartments.

ground floor of the building has several doors, and three red awnings cover lower-level windows. An American flag sits on the roof. A few people are standing on the street corner at the foot of the building, and two early twentieth-century cars are parked on the street. Several smaller buildings surround the bank. The sky behind the bank is pink and blue with scattered clouds.]

Back:

[text, printed, horizontally, brown:] Post Card / THIS SPACE FOR CORRESPONDENCE / THIS SPACE FOR ADDRESS ONLY / PUBLISHED BY EDW. H. MITCHELL, SAN FRANCISCO

[text, handwritten, horizontally/last line vertically, on left, graphite:]

Dear Eva¹³¹ – Your pretty
card of good wishes rec[eived] –
Thank you for remembering
me so nicly. [*sic*] I am sending
a handy little callender [*sic*]
just to make you think
of me as the days go
speeding by, and may
each day it records
be a happy one to you
H¹³² – and I have moved
up nearer the Highs –
and Lola¹³³ and her little
boys are still in the
suburbs – Hope you and
M¹³⁴ are both better now,
love to him too.
1046 – 26 St¹³⁵ San Diego.
Janise [?] Powell.¹³⁶

¹³¹ Eva Belle Powell, née Greenfield (1863–1951), daughter of Nathaniel Greenfield and Maria Jane Sheaffer; married to Madison Powell.

¹³² Unknown individual.

¹³³ Unknown individual.

¹³⁴ Madison Powell (1860–1942), son of David Powell and Catharine Gates; married to Eva Belle Powell, née Greenfield.

¹³⁵ Residential building in San Diego, California; apparently still standing.

¹³⁶ Unknown individual.

[text, handwritten, horizontally, on right, graphite:]

Mrs Madison Powell.¹³⁷

Terminal¹³⁸

Calif –

[postage stamp, featuring a portrait of George Washington, green:] U.S. POSTAGE /
1 CENT 1

[postmarks, black:] SAN DIEGO, CAL. / JAN 4 2³⁰ PM 1917 // [seven wavy lines]

¹³⁷ Eva Belle Powell, née Greenfield.

¹³⁸ Artificial island in Los Angeles County, California, located east of San Pedro.

*Edition: Postcard 20, Evelyn, Los Angeles, California,
to Nora Moore, Banning, California,
January 5, 1917*

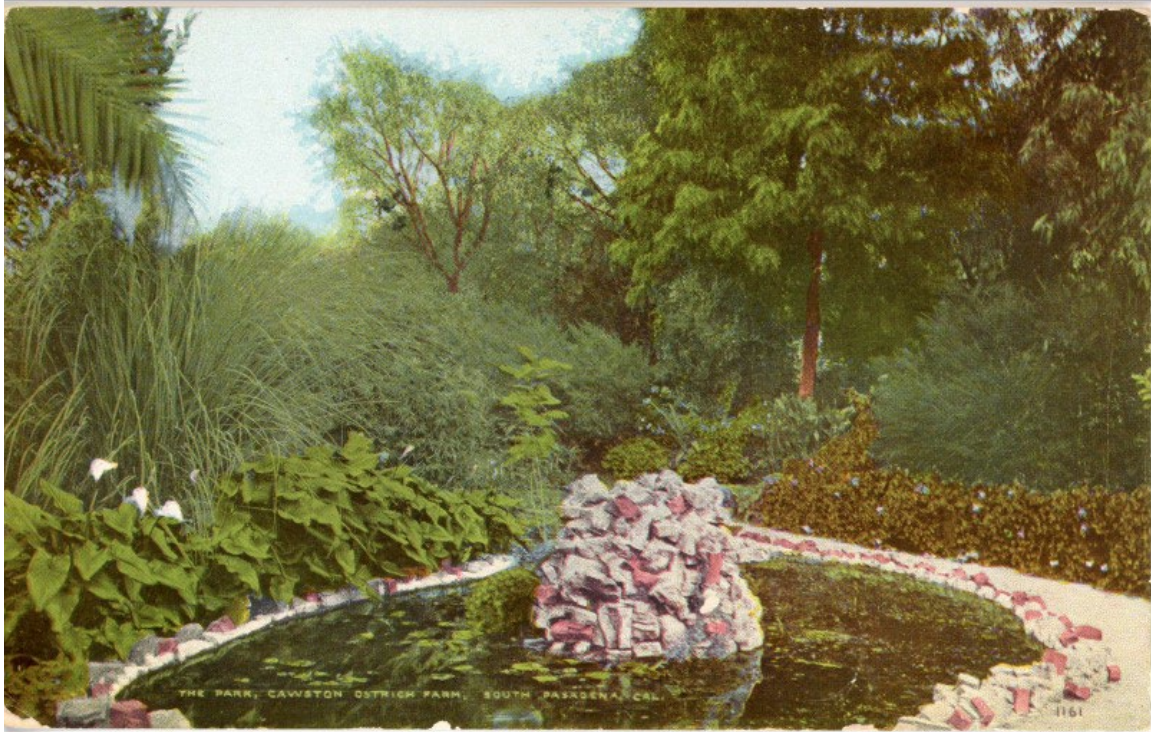


Figure 20: Postcard 20, "The Park, Cawston Ostrich Farm, South Pasadena, Cal."

Front:

[text, printed, horizontally, yellow:] THE PARK, CAWSTON OSTRICH FARM,¹³⁹
SOUTH PASADENA, CAL.

[Image/colorized historical photograph: A small pond surrounded by greenery. The pond is dark green with light green leaves and algae floating on the surface. A large pile of light grey and pink stones sits in the center of the pond, with more stones forming a border around the pond's edge. Plants in a variety of shades of green surround the pond, some with large leaves and others with long thin stems. A few blue, white, and pink flowers adorn some of the plants. Large leafy trees make up the background of the image.]

Back:

[text, printed, vertically, on left, black:] Pub[lished]. by Benham Indian Trading Co.,¹⁴⁰
Los Angeles, Cal.

¹³⁹ A park-like farm boasting live ostriches, operated by Edwin Cawston in South Pasadena, California, from 1886 to 1935.

¹⁴⁰ A company operated by James W. Benham and Paul A. Brizard that primarily sold Native American goods. Located at 421 South Broadway, Los Angeles, California, with additional locations in Albuquerque, New Mexico; Phoenix, Arizona; and New York City. Kathleen L. Howard, "Benham, Barnes, Brizard, and the Curio: A Study in Early Arizona Entrepreneurship, 1895-1908," *The Journal of Arizona History* 42, no. 1 (2001): 12-13.

[text, printed, horizontally, black:] [swastika symbol featuring the Benham Indian Trading Co. logo and the letters:] B I T Co / POST CARD / [winged angel, blowing a trumpet with a pending banner, featuring the words:] NEUNER CO.¹⁴¹ CALITYPE PROCESS¹⁴² / POST CARD / MADE IN CALIFORNIA / THIS SPACE FOR MESSAGE / THIS SPACE FOR ADDRESS

[text, handwritten, horizontally, on left, graphite:]

Jan. 5, 1917

Dear pal:—

Was in hopes of writing
a letter before this but could
not get to it but hope to
soon. Thanks so much
for the presents you sent
the picture sure is fine
of you and the h[an]dk[er]ch[ie]f.
I am using for a daily
do you mind, thought it was,
to nice for a h[an]dk[er]c[hie]f. Hoping
you enjoyed your Xmas & New Years.
Love from Evelyn.¹⁴³

[text, handwritten, horizontally, on right, graphite:]

Miss. Nora Moore¹⁴⁴

Box 103

Banning

Cal.

[postage stamp, featuring a portrait of George Washington, green:] U.S. POSTAGE / 1 CENT 1

[postmarks, black:] LOS ANGELES, CAL. / JAN 5 9-PM 1917 // 2 C [?] [seven wavy lines]

¹⁴¹ Presumably a printing company located in Los Angeles, California.

¹⁴² A photographic process developed in the nineteenth century, possibly used to produce a black-and-white image on the front of the postcard, which would have then been colorized.

¹⁴³ Unknown individual.

¹⁴⁴ Nora F. Moore.

Edition: Postcard 21, "Grandma,"
to Agnes,
1917



Figure 21: Postcard 21, "Gathering Moonstones at Redondo Beach, Cal."

Front:

[text, printed, horizontally, black:] 450 Gathering Moonstones¹⁴⁵ at Redondo Beach,¹⁴⁶ Cal. / 7447

[Image/colorized historical photograph: People on a beach. Men are dressed in brown suits, while women are wearing long skirts and blouses in muted reds, yellows, and greens, and a few small children wear white clothing. Some individuals are sitting or leaning over, examining small brown stones piled up on the sandy shore. A small black or brown dog stands with a group of people on the shore. A few people are wading in the light turquoise ocean. A long pier can be seen extending into the ocean in the background beneath a turquoise sky with scattered white clouds.]

Back:

[text, printed, vertically, on left, black:] Pub[lished]. by the M. Kashower Co.,¹⁴⁷ Los Angeles, Cal.

[text, printed, horizontally, black:] [garland-adorned circle featuring the M. Kashower Co. logo and the letters:] M K / POST CARD / For Correspondence / For Address Only / PLACE POSTAGE STAMP HERE

¹⁴⁵ Hecatolite, an opalescent feldspar gemstone.

¹⁴⁶ City in Los Angeles County, California.

¹⁴⁷ Postcard publisher in Los Angeles, California.

[text, handwritten, horizontally, on left, graphite:]

Agnes¹⁴⁸ this is where
we were picking &
diging [*sic*] for moonstone
moon stone Beach¹⁴⁹ dont
that little girl with
pail look like little
Pauline.¹⁵⁰ Keep this card
till I come
Grandma¹⁵¹

236-2 1917 DS 2-05 1.00

[no postage stamp]

[no postmark; presumably mailed/conveyed in an envelope or by other means]

¹⁴⁸ Unknown individual.

¹⁴⁹ Moonstone Beach located in Redondo Beach, California, known for the gemstones found on shore during the late nineteenth and early twentieth centuries.

¹⁵⁰ Unknown individual.

¹⁵¹ Unknown individual; presumably Agnes's (i.e., the addressee's) grandmother.

Edition: Postcard 22, Emma Fetzshe, Los Angeles, to Unknown, July 26, 1922



Figure 22: Postcard 22, "A Beautiful Home in the Hills of Los Angeles, Cal." [with text on the back].

Front:

[text, printed, horizontally, black:] A Beautiful Home n the Hills of Los Angeles, Cal.

[Image/colorized historical photograph: A large white house with a terracotta roof. The house has two stories with large paned windows, which are accented by small decorative columns. A concrete and/or paved pathway leads to two flights of stairs at the home's entrance. The path is lined with grass, as well as green, yellow, and pink flowers and shrubbery. Leaves from nearby trees frame the image and several large trees stand behind the house. Green mountains rise up in the background.]

Back:

[text, printed, vertically, on left, green:] Published by California Postcard Co.,¹⁵² Los Angeles, Cal.

[text, printed, horizontally, green:] 23925 / Post Card / PLACE STAMP HERE

[text, handwritten in Sütterlin script, horizontally, in two columns, graphite:]

Los Angeles 26. J. [Juli ?] 1922.

Liebe Freundien

Zu Ihren Geburtstag

sagen wir unßeren herz-

lichen Glückwünsche

möchen Sie noch recht

viele erleben mit Gesundheit.

Hoffendlich sind Sie Alle

recht frölich beieinander

u[nd] denken auch an mich wenn

es Ihnen gut geht,

es wirde uns freuen wenn

Sie uns mal wieder Überraschten

mit Ihren Besuche, ich habe mich

recht gefreut als ich Mrs. Holstien¹⁵³

wieder gesehen habe. Hoffendlich

sind Sie Alle gesund was ich auch

von uns sagen kann, es ist auch ziemlich

heiß hier viele Grüße an Alle von

Ihrer Freundien Emma Zets[c]he.¹⁵⁴

[English translation: Los Angeles, J. [July?] 26, 1922 / Dear friend, for your birthday, we relate our heartfelt well-wishes. May you experience a good many more in health. Hopefully, you are all quite happily together and think of me if you are faring well. It would delight us if you would surprise us once again with your visit. I was quite pleased when I saw Mrs. Holstien¹⁵⁵ again. Hopefully you are all healthy, which is something I can say for ourselves. It is quite hot here, too. Many regards to all from your friend, Emma Zets[c]he¹⁵⁶]

[no postage stamp]

[no postmark; presumably mailed/conveyed in an envelope or by other means]

¹⁵² A postcard publishing company in Los Angeles, California.

¹⁵³ Unknown individual.

¹⁵⁴ Possibly Clotilde Emma Shirk, née Zetsche (1888-1944) or her mother, Amalie Emma Zetsche, née Friedrich (1862-1925).

¹⁵⁵ Unknown individual.

¹⁵⁶ Possibly Clotilde Emma Shirk, née Zetsche, or her mother, Amalie Emma Zetsche, née Friedrich.

Edition: Postcard 23, "Ma" [Augusta Renter], Santa Monica, California, to Freida Renter, Redlands, California, July 21, 1924



Figure 23: Postcard 23, "Ship Cafe and Amusement Zone, Venice, Calif." [with text on the back].

Front:

[text, printed, horizontally, black:] 397: – Ship Cafe and Amusement Zone,¹⁵⁷ Venice,¹⁵⁸ Calif.

[Image/black-and-white historical photograph with some yellow coloring: Ship Cafe and Amusement Zone in Venice. The bow of a white ship juts diagonally into the left side of the image, with the name “SHIP CAFE” emblazoned on the side in grey letters. An ornate, domed ticket booth labeled “PARKES” with an American flag flying on top sits in the foreground, and crowds of people walk nearby. Behind the ticket booth, a lighted sign reading “CATERPILLAR” hangs over an amusement ride. A white rectangular building behind the ride has the words “OVER THE FALLS” painted on the side of the building and displayed in lighted letters on top. A triangular teepee structure and a large roller coaster sit in the distance in the background of the image.]

Back:

[text, printed, vertically, on left, blue:] Pub[lished]. by the M. Kashower Co., Los Angeles, Cal.

[text, printed, vertically, center, blue:] MADE IN USA

[text, printed, horizontally, blue:] [garland-adorned circle featuring the M. Kashower Co. logo and the letters:] M K / POST CARD / THIS SPACE FOR WRITING / THIS SIDE IS FOR THE ADDRESS

[text, handwritten in Sütterlin script, vertically/last line horizontally upside-down, on left, graphite:]

O Frieda¹⁵⁹ dier [dear] ich wolte
 du konntes die Braut
 gester gesehen haben das wars
 wehrt und letzte
 Nacht wenn sie alle
 Heim gehen. ich möchte
 nicht dabei sein für
 Farm aber so schön
 kühl, so gut bei [good bye]! Ma.¹⁶⁰
 Monde

¹⁵⁷ The Venice Amusement Pier, a recreation area in Venice, California, containing amusement rides, a restaurant called *The Ship Café*, and other attractions; destroyed by a fire 1920 and subsequently rebuilt. Jeffrey Stanton, “Venice Amusement Pier,” revised April 6, 1998, [online](#).

¹⁵⁸ City in Los Angeles County, California, from 1905 to 1926; now a neighborhood in the city of Los Angeles.

¹⁵⁹ Frieda Renter (1888–1969), daughter of Fred and Augusta Renter.

¹⁶⁰ Presumably Augusta Renter (1859–1953), born in Germany; married to Fred Renter; mother of Frieda Renter.

[English translation: O Frieda¹⁶¹ “dear,” I wish you could have seen the bride yesterday. It was worth it, and last night, when they all went home! I do not want to join for [the] farm. But [it is?] so nicely cool. So, “good bye!” Ma.¹⁶² Monde]

[text, handwritten, horizontally upside-down, on right, graphite:]

Freida Renter¹⁶³

25 East Fern¹⁶⁴

Redlands

Calif[ornia]

[postage stamp, featuring a portrait of Benjamin Franklin, green:] UNITED STATES
POSTAGE / FRANKLIN / 1 CENT 1

[postmarks, black:] SANTA MONICA,¹⁶⁵ CALIF. / JUL 21 5-PM 1924 // OCEAN
PARK STA[TION].¹⁶⁶ [seven horizontal lines]

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¹⁶¹ Frieda Renter.

¹⁶² Presumably Augusta Renter.

¹⁶³ Frieda Renter.

¹⁶⁴ Home built in 1904; still standing.

¹⁶⁵ City in Los Angeles County, California.

¹⁶⁶ Presumably a post office located in either Santa Monica, California, or Redlands, California.