

Edward H. Mitchell was a very thorough and exacting in conducting his business and kept daily reports, in pencil...very legible, in various pocket-size notebooks that he carried with him. These books record his numerous business transactions, number of cards on hand, cards or paper stock on order, amounts of money owed, paid or on loan, Employee's salaries, etc., etc. However, he did not realize that he was writing for posterity(!) or that sixty to seventy years later collectors of post cards would be examining and puzzling over some of his cryptic entries. Quite a few of his abbreviations lack of details or the initials he used in place of names are baffling. As one example, on July 30, 1912 he entered into an agreement with The Panama-Pacific International Exposition Company to obtain the souvenir and post card concession at a cost of \$25,000, with a payment of \$2,500, when the contract was signed. The balance was to be paid, in part payments on January 5<sup>th</sup> and January 15<sup>th</sup>, 1914, A Later entry changes those dates and reads: "all was due Jan. 1<sup>st</sup> '14." And later on the same page, is written, "Cancelled as per agreement dated 9-15-14." No reason is given for the cancellation. On the next page of this same ledger, Mitchell has written of a "P.P.I.E. Stock Subscription" and it reflects the following:

	<u>"Subscribed</u>
E.H.M	5,000
O.N. Co.	250
P.N. Co.	250
C.V. Co.	<u>840</u>
	6,340 "

It is obvious the initials indicate Mitchell's Partners, the Oscar Newman Company, Pacific Novelty Company and the Cardinell-Vincent Company and with those shares issued, it is interesting to note that, as usual, Mitchell would be in control.

Following the various listings of amounts to be paid on certain dates, he has written, "Paid in full as per agreement dated 9-15-13(?) or 14?)." The year date runs to the edge of the page and is not clearly discernable.

We know that the Exposition Publishing Company as formed by Mitchell, Oscar Newman, J.D. Cardinell and the Pacific Novelty Company for the purpose of Jointly publishing cards of the Panama-Pacific International Exposition was disbanded. Various reasons for this break-up have been given, but the one most repeated, was that each of the companies wanted to retain the Photographers They had under contract and there were too many disagreements on the choice and selection of views to be issued.

We also know that this same group later formed the Souvenir Publishing Company in order to consolidate and issue post card view of California and other western states. But, they did publish some pre-Exposition views jointly, in December 1912, the following notice appeared:

“The Souvenir Publishing Company has just completed a large edition of special cards for the Panama-Pacific Exposition showing beautiful color views of the building and parts of the grounds Made from elaborate drawings at the company’s own expense and very artistically gotten up. Ten subjects were placed on distribution about the first of the month, and ten new views are now being distributed. Aside from the great interest of the subjects the cards are themselves excellent in design and workmanship, and will doubtless find a great demand.”

These cards as published under Mitchell’s name or Souvenir Publishing are listed below:

- |  |   |
|--|---|
| 213 – East Court.  | 5004 – Half Dome, Court of Seasons.                                       |
| 220 – Service Building.  | *5005 – “Spring” one of the Four Niches in the Court of the Four Seasons. |
| 228 – Night Scene in the Concession District.                              | *5006 - The Court of Palms  |
| 229 – Looking East over Fine Arts Basin                                    | *5007 - In the Court of the Sun and Stars                                 |
| 237 – Half Dome the West Entrance  | *5008 - Palace of Fine Arts   |
| 1110 – Court of the Four Seasons   | *5009 – Tower of Jewels 434 feet high                                     |
| 1112 - Horticultural Building.   | 5010 – Arch of the Rising Sun Court of the Sun and Stars                  |
| 1114 – East Court  | 5011 – Palace of Horticulture   |
| 1115 – Arch of Triumph.  | 5012 – North Elevation – Machinery Hall                                   |
| 1116 – Main Tower Central Court.   | 5013 – Tower, Court of Flowers  |
| 1118 – California Counties Building.                                       | 5014 – Oregon State Building  |
| 1119 – Fine Arts Building.   | 5015 – Auditorium, Civic Center of San Francisco                          |
| 5000 – Perspective of the Exposition from Presidio Heights                 | 5016 – “The Nations of the West”  |
| 5001 – Night Illumination showing the Great Rainbow Scintillator.          | 5017 – “The Nations of the East”  |
| 5002 – Looking South in the Court of Palms                                 | 5018 – unknown  |
| 5003 – Looking towards the Marin Hills from the Court of the Sun and Stars | 5019 – Festival Hall  |

\* Same issue with Souvenir Publishing Company backs.

#5000 to #5012, but not #5011, are in a blue-covered, tear-out booklet published by Edward H. Mitchell. #5013 to #5019 are loose cards. All of the Mitchell cards are some of the Souvenir Publishing Company cards have large Exposition seals. Elaborate stamp boxes and “Official Post Card” in large open lettering on the message side. (See EX1 to EX4 backs) In addition, the Souvenir Publishing cards (indicated above with an asterisk) carry the message, in script: “!California invites the World!’ Plan to visit the Panama-Pacific International Exposition, San Francisco, Cal. Opens Feb 20, Closes Dec 4, 1915.” #5000 is also published by Cardinell-Vincent. There may be more by Cardinell Vincent!

**The above articles disclose the vicissitudes of Edward H. Mitchell and the partnerships with other publishers. Actually Mitchell enjoyed working alone and making quick decisions...his decisions. He felt constricted when he had to consult with, or seek the approval of partners. For the reason it was always Edward H. Mitchell and not Edward H Mitchell Company until he got into the oil business and that is a later story. With post card publishing he preferred being a “loner.”**

**So, again we find that in February 1914 there was still another dissolution of a partnership agreement. The Following appeared in The Pacific Stationer and Bookseller:**

**“The Souvenir Publishing Company has dissolved by common consent of the parties concerned. The Four firms that had joined hands in the Souvenir Company – the Cardinell-Vincent Company, the Pacific Novelty Company, the O. Newman Company of Los Angeles, and Edward H. Mitchell are now selling view cards independently. Edward H. Mitchell has taken over the post card concession for the Exposition, which had been acquired by the Souvenir Company, at the same time continuing the sale of his well-known Pacific Coast view cards. The O. Newman Company has taken over all the Southern California cards formerly handled by the Cardinell-Vincent Company, and the latter house continues the sale of all its Northern subjects, including a large line of the Mitchell cards.”**

**Edward H. Mitchell issued this statement to the press:**

**“A statement regarding the present status of the Souvenir Publishing Company is contained in a circular recently sent out to the trade by Edward H. Mitchell, announcing that the latter house has purchased the entire stockholders of that company, which has the concession to manufacture and see the official post cards, post card albums, post card novelties, folders, panoramic and bird’s-eye views of the Panama-Pacific Exposition. Hereafter all sales of the Souvenir Publishing Company will be billed out in the name of Edward H. Mitchell, 3363 Army street, San Francisco, who will sell direct to the trade.**

**“Mr. Mitchell further announces that he is placing on the press numerous new and important subjects of San Francisco and Panama-Pacific Exposition, and many general state views, and will add at once all important new subjects of California cities not already in stock. His representatives are not out calling on the trade with his complete line of views, together with fancy and season goods, the Christmas view for 1914 being even better than last year.**

**Oscar Newman on March 4, 1914 issued his statement:**

**“Mr. Edward H. Mitchell has purchased our interest in the Souvenir Publishing Company, of which we have been stockholders, and we have bought the Southern California stock of view post cards, view folders and view books formerly controlled by the Souvenir Publishing Company. Consisting of about twelve million post cards, about one hundred thousand view folders and several thousand books.**

**All the foregoing should establish that Mitchell and the Souvenir Publishing Company were one and the same. Sam Stark was glad to have this in print as through the years he has been answering many queries as to the above relationships. A Mitchell collector would have to be a purist to reject the Souvenir Publishing Company credit line.**

**One can now state that the Partnerships of Edward H Mitchell has been covered up to 1914. We will explore later, more fully the post cards issued for the Panama-Pacific International Expo.**

**It might be interesting at this time to return to the year 1907 and examine the first catalogue Mitchell issued to publicize his divided-back cards. It is titled. CATALOGUE OF MITHELL’S COLORED POST CARDS, and the cards are grouped according to locals, by number and title, commencing with San Francisco, Oakland, University of California, Stanford University, Alameda, Sacramento, Chico, Auburn, etc., interspersed with General California, Humorous, Holiday cards, general Southern California, General Oregon, General Washington and ending with Ogden and Provo, Utah, Victoria, B.C., Alaska and Yukon. The Final pages in the catalogue are devoted to “Colored Post Cards Sets,” in no apparent categories or locales, but listed by number and title. Set No. 35 has 33 cards. No. 36 shows 35 cards, No. 37 lists 34 cards and No. 38 with 32 cards.**

**The catalogue listings have been transposed into numerical order and it was discovered that the numbers and titles fairly well follow the original Mitchell Check List compiled by Edward Lindsay and Sam Stark, and issued as a supplement, commencing in November 1966 in the Golden Gate Post Card Club.**

**With the highest number shown as # 1070, there were 200 numbers without titles, although later these missing numbers were used. We can now assume the views had not yet been selected, or, in some cases, the numbers may have been assigned to San Francisco views that would be subject to change because buildings damaged by the 1906 fire and earthquake (and this is a 1907 catalogue), would either be restored or demolished. One Example would be #30, “ Sutro Baths and Cliff House, San Francisco, California,” which is not on the list, but later appears in a T-back showing the old Cliff House, while the full-divide depicts the new Cliff House. This famous landmark had been slightly damaged by the earthquake but on September 7, 1907 it was completely destroyed by a fire. Another example of a missing title is #31, “Group pf Chinese Children,” which could be categorized by city as it was for distribution in any California, Oregon or Washington area that had a Chinese community. One must be curious about cards listed in the catalogue that have not appeared although the identical number and view is available with an undivided back. Because of the 1906 earthquake and fire, it is understandable that some of the Stanford University cards might have been held back or not issued, as the**

Structural damage to some of the buildings was very severe, such as the Memorial Arch, the church, the library, and the Chemistry building. It is puzzling that collectors, the number of Watsonville cards listed have not been seen. For instance, #287, St. Patrick's Church, which is still in existence and holding regular services. Mrs. Betty Lewis, of Watsonville, an avid Mitchell collector is equally puzzled, as she has searched diligently for these elusive cards. She is a historian and has served as curator of the museum in Watsonville and has written columns for the local newspaper and therefore had access to many sources of view cards. We will list these cards below and further examine the "Supplemental Catalogue No. 1," which records higher numbers. It would be appreciated if any of the below cards are found in the divided backs, to advise Walter Kransky, so the checklist can be updated. As they are found an Asterisk will precede the number.

- 103. Hotel Portland, Portland, Ore.
- 259. Memorial arch and Court, Stanford University, Stanford, Cal.
- 286. Public Library, Watsonville. Cal.
- 287. St. Patrick's Church, Watsonville. Cal.
- 288. First Christian Church, Watsonville, Cal.
- 289. Odd Fellow's Building, Watsonville, Cal.
- 291. Eskimo Curio Venders, Sitka, Alaska.
- 320. High school, Watsonville, Cal.
- 326. Memorial Arch Looking West, Stanford University, Cal.
- 327. Chamber of Commerce, Portland, Ore.
- 356. Arch Rock, Santa Cruz, Cal.
- \*358. Southern Pacific R.R. Station, Santa Cruz, Cal.
- 370. County Bridge Over Russian River, Healdsburg, Cal.
- 391. Hill Park, Petaluma, Cal.
- 416. Interior of Memorial Church, Stanford University, Cal.
- 417. The Apse, Memorial Church, Stanford University, Cal.
- 418. Chemistry Building, Stanford University, Cal.
- 419. Church Built of Lumber from One Tree, Santa Rosa, Cal.
- 422. High school, Santa Rosa, Cal.
- 435. Plaza, Watsonville, Cal.
- \*437. Notre Dame Academy, Watsonville, Cal.
- 441. Haines and Ft. Wm. H. Seward, Alaska.
- 533. Ruins of Old Fort Humboldt, Eureka, Cal.
- 565. Ptarmigan, or Artic Grouse, Alaska.
- 584. Great Western Smelter , near Redding, Cal.
- 585. Mammoth Smelter at Kenneth, Redding, Cal.
- 586. Turtle Bay Mill, Redding, Cal. (2 diff. views)
- 670. Public Library, Marysville, Cal.
- 719. Hotel Lorenz and Public Library, Redding, Cal.
- 806. Nixon Block and Mining and Stock Exchange, Goldfield, Nev.

- 861. Public Library, Berkeley, Cal.
- 863. Library, Stanford University, Stanford, Cal.
- 864. Gymnasium, Stanford University, Stanford, Cal.
- 873. Wharf at Ventura, Cal.
- 874. Bard Hospital, Ventura, Cal.
- 885. Gold Bricks, Part of Spring Clean-up, Nome, Alaska.
- 888. Interior of Russian Church, Sitka, Alaska.
- 898. Crown Rock and Natural Arch, Santa Cruz, Cal.
- 899. Glazenwood Roses, Santa Cruz, Cal.
- 903. Carnegie Library, San Jose, Cal.
- 904. Walnut Park, Ventura, Cal.
- 905. First Presbyterian Church, San Rafael, Cal.
- 906. Fourth Street, San Rafael, Cal.
- 907. San Rafael Salt Water Baths, San Rafael, Cal.
- 908. Ellis Lake, Marysville, Cal.
- 909. Yuba County Court House & Hall of Records, Marysville, Cal.
- 910. D Street, Marysville, Cal.
- 925. Multnomah County Court House, Portland, Ore.
- 1046. Glimpse of Harbor, Portland, Ore. (Error? Same as #1045)

As for #872, Has not been found in either divided, or undivided format, nor is it listed in any of Mitchell's catalogues. Title is also unknown.

Now, when we examine SUPPLEMENTAL CATALOGUE #1 of MITCHELLS'S COLORED POST CARDS (1907) we discover some changes. The missing numbers or titles listed above do not appear. #114, Spring Street, Los Angeles, Cal., now becomes, #114, Resting on the Beach (a bathing girl). #664, St. Leo's Cathedral, Tacoma, Wash., is listed as #664, St. Patrick's Church, Tacoma, Wash.. #701, Emerson Public School, Tacoma, Wash., is changed to, #701, Northern Pacific Hospital, Tacoma, Wash.. #788, Sweetwater Dam, near San Jose, Cal., is now #788, Gold of Ophir Roses.

The Highest number in this Supplemental Catalogue is #2018, Washington State Building, which of course, was prepared for the Alaska Yukon-Pacific Exposition to be held in Seattle in 1909. This new catalogue superseded the earlier catalogue in which the highest number had been #1070, Dunsmuir Castle, Victoria, B.C.. Quite a few titles were changed and in many cases the views were improved upon, which accounts for most of the cards in which the numbers and titles are the same but the views were either altered or changed completely. Other changes occurred when Mitchell was compelled to alter the wording on the address sides of his cards. NOTE: Walter Kransky has since added numbers 2019 thru 3811 in the divided backs, with many new titles! See Checklists. (Many titles are missing and help from all collectors is invited) In the early 1900s when post cards were reaching their peak, the buying public wanted more space for writing

**their messages so most publishers complied by eliminating the elaborate and scroll-like designs. The ribbon and plume, feather swirls and ancanthus leaf motif used too much space and Mitchell was forced to not only omit his T-back design, but also use smaller capitals in his credit line and eventually to follow the practice of other publishers and use his name to divide the message and address side. Sam Starks wishes to thank all the help, and favorable comments and queries from the many collectors of Edward H. Mitchell Postcards. There will be further articles regarding biographies of Mitchell's contemporaries, and special Mitchell items of interest to collectors.**

**<A HREF="http://www.thepostcard.com/walt/pub/ehm/chklst/ehmlife3.pdf">" CONT'D "</A>**