

**Hermosa Beach Historical Society**

**Finding Aid**

**Hermosa Beach Postcard Collection**

**hbhs.MS1**

**Prepared by Bradley Peacock, September 2018**

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Revised on November 14, 2018

## Summary Information

<b>Title</b>	Hermosa Beach Postcard Collection
<b>Date(s)</b>	1907—1980
<b>Repository</b>	Hermosa Beach Historical Society
<b>Creator</b>	VARIOUS
<b>Accession Number</b>	hbhs.MS1
<b>Extent</b>	.25 cubic foot
<b>Language</b>	English
<b>Abstract</b>	This collection contains postcards from Hermosa Beach, Calif.

## Use and Access

<b>Acquisition</b>	The material donated to the Hermosa Beach Historical Society by various sources. Future additions to the collection are expected.
<b>Access Restrictions</b>	Unrestricted Access
<b>Copyright</b>	Unpublished manuscripts are protected by copyright. All requests to publish, quote, or reproduce must be submitted through the Hermosa Beach Historical Society.
<b>Preferred Citation</b>	Hermosa Beach Postcard Collection, hbhs.MS1, Hermosa Beach Historical Society

## **Biographical/Historical Note**

The city of Hermosa Beach incorporated in 1907. All the postcards are advertisements for the city of Hermosa Beach

## **Scope and Content**

This collection contains postcards from the city of Hermosa Beach, Calif. The bulk of material is from 1907-1980

## **Subjects**

Clark Stadium

Bath House

Beach

Hermosa Avenue

Hermosa Beach Aquarium

Hermosa Beach (Calif.)--Postcards

Hermosa Beach (Calif.)--Business

Hermosa Beach (Calif.)--Buildings

Hermosa Beach (Calif.)--School--Pier Avenue

Hermosa Beach Pier

Los Angeles Lifeguard

Pier Avenue

The Strand

## Container List

Box	Folder	Description	Publisher	Photographer
1	102-0001	VIEW NORTH ALONG STRAND FROM FOOT OF PIER	M. KASHOWER, LOS ANGELES, CALIF.	
	102-0002	AERIAL VIEW OF PIER, WITH CITY IN BACKGROUND	GOLDEN WEST, 700 W. WILLOW ST., LONG BEACH, 90806	GEO. E. WATSON
	102-0003	TWO VIEWS OF BEACH (contemporary, deckle edge)	PLASTICHROME, BOSTON, MA., 02130-4598	DON CEPPI
	102-0004	VIEW OF BEACH FROM PIER(contemporary, deckle edge)	PLASTICHROME, BOSTON, MA., 02130-4598	BOB GLANDER
	102-0005	VIEW OF STRAND(contemporary, deckle edge)***2 copies	PLASTICHROME, BOSTON, MA., 02130-4598	BOB GLANDER
	102-0006	VIEW OF BEACH, OCEAN AND PIER (contemporary, deckle edge)***2copies	PLASTICHROME, BOSTON, MA., 02130-4598	BOB GLANDER
	102-0007	VIEW OF PIER AND SURF (contemporary, deckle edge)***2 copies	GOLDEN WEST, 700 W. WILLOW ST., LONG BEACH, 90806	G. ELTON WATSON
	102-0008	VIEW TOWARD SHORE FROM PIER, WITH SPORTS FISHERS (contemp., deckle edge)***2 copies	GOLDEN WEST, 700 W. WILLOW ST., LONG BEACH, 90806	G. ELTON WATSON
	102-0009	VIEW TOWARD SHORE FROM PIER, W/ WALKERS (contemporary, deckle edge)***2 copies	GOLDEN WEST, 700 W. WILLOW ST., LONG BEACH, 90806	G. ELTON WATSON
	102-0010	VIEW OF SURF, PIER IN BACKGROUND***2 copies	KOLORVIEW PRESS, LOS ANGELES, 90064	
	102-0011	VIEW OF BEACH FROM UPPER LEVEL OF SEA SPRITE MOTEL ***2 copies	DEXTER PRESS, INC. WEST NYACK, NY	
	102-0012	VIEW OF CROWDED	GOLDEN WEST, 700 W.	GEO. E. WATSON

	BEACH, LIFEGUARD TRUCK, SURF	WILLOW ST., LONG BEACH, 90806	
102-0013	VIEW OF CROWDED BEACH, STRAND & PIER (ARTIST'S RENDERING)	C.T. ART-COLORTONE, CURT TEICH & CO., CHICAGO\ WOODBURY CO, HB	
102-0014	VIEW OF SAND AND SURF CLUB FROM WEST END OF PIER	C.T. AMERICAN ART COLORED\ BOICE'S, HB	
102-0015	ARTIST'S RENDERING AERIAL HB, WITH PIER ***2 copies	TICHNOR QUALITY VIEWS/ WOODBURY CO. ,HB	
102-0016	CARNATION FIELDS	JACK PARSONS, LOS ANGELES,CAL	
102-0017	VIEW OF CROWDED BEACH IN FRONT OF BILTMORE HOTEL	E.C.KROPP CO., MILW., WIS. - (FHL)/ INDEPENDENT MAGAZINE CO.,SAN PEDRO, CALIF.	
102-0018	AERIAL VIEW FROM SW OF BILTMORE AND BEACH, NO PIER, 1960's era, ***2 copies	GOLDEN WEST COLOR CARD CO., 2583 MAINE AVENUE, LONG BEACH 6, CALIFORNIA	
102-0019	INTERIOR VIEW OF OCEAN AQUARIUM	ANGELENO PHOTO SERVICE, 1030 S. ALVARADO, LA 6, CALIF.	
102-0020	INTERIOR VIEW OF OCEAN AQUARIUM (Japanese salamander)	ANGELENO PHOTO SERVICE, 1030 S. ALVARADO, LA 6, CALIF.	
102-0021	VIEW TOWARD SHORE FROM FISHING PAVILLION W/ TILE ROOF	A.J. JAMES, LOS ANGELES	
102-0022	VIEW NORTH ALONG BEACH FROM FOOT OF PIER ***2 copies-same as #49 except lettering	GOLDEN WEST COLOR CARD CO., 2583 MAINE AVENUE, LONG BEACH 6, CALIFORNIA	GEO. E. WATSON

102-0023	VIEW OF BEACHGOERS, UMBRELLAS, SEESAWS	A.J. JAMES, LOS ANGELES
102-0024	VIEW OF PIER FROM WEST END TOWARD SHORE	C. T. AMERICAN ART/ BOICE'S, HERMOSA BEACH
102-0025	VIEW OF LOWER PIER AVENUE, WITH PAVILLION AT FOOT, 1950'S VIEW***2 copies	WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.
102-0026	VIEW OF PIER FROM WEST END TOWARD SHORE ***2 copies	E.C.KROPP CO., MILW., WIS. - (DKY)/ INDEPENDENT MAGAZINE CO.,SAN PEDRO, CALIF.
102-0027	ARTIST'S RENDERING,AERIAL VIEW FROM PALOS VERDES	WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.
102-0028	KNOTT'S MOTEL	COLORPICTURE, BOSTON 15, MASS/ LA OFFICE 2143 SO. ALSACE AVE., LA
102-0029	MAR VISTA MOTEL, AERIAL, B&W	AMERICAN SKYVIEWS, CHICAGO
102-0030	VIEW NORTH FROM PIER OF SHORE	C.T. PHOTOCHROM,
102-0031	VIEW NORTHEAST OF PIER AVENUE AT HERMOSA AVENUE ***2 copies	JACK PARSONS, LOS ANGELES,CAL
102-0032	ENTRANCE TO PAVILLION, 1950'S VIEW, B&W	GOLDEN WEST PHOTO, BOX 7022, L.B.
102-0033	PIER W/FISHING PAVILLIONS, 'FISHERMENS PARADISE ' ***2 copies	C.T. PHOTOCHROM,
102-0034	VURPILLAT APTS.	M. KASHOWER CO., LOS ANGELES

102-0035	LOWER PIER AVENUE ***2 copies; 1 in frame	M. KASHOWER CO., LOS ANGELES	
102-0036	VIEW OF BEACH FROM PIER	M. KASHOWER CO., LOS ANGELES	
102-0037	METROPOLITAN THEATRE ***2 copies	M. KASHOWER CO., LOS ANGELES	
102-0038	GOOD STUFF RESTAURANT, POINTILLIST PAINTING	PAC-WEST LABEL, TORRANCE	WILFRED SARR
102-0039	VIEW ALONG HERMOSA AVENUE W/ CATENARY POLE	M. KASHOWER CO, LA	
102-0040	2 HOUSES ON 16TH STREET AND HERMOSA	M. KASHOWER CO, LA	
102-0041	RICHARDS APARTMENTS	M. KASHOWER CO, LA	
102-0042	FIRST NATIONAL BANK BUILDING ***2 copies	M. KASHOWER CO, LA	
102-0043	FISHERMEN FROM ROD&REEL CLUB W/ CATCHES ON PIER	AM. ART COLORED	
102-0044	VIEW OF BEACH FROM PIER ***2 copies	M. KASHOWER CO, LA	
102-0045	PIER AVENUE SCHOOL, PRE EARTHQUAKE ***2 copies	M. KASHOWER CO, LA	
102-0046	AERIAL VIEW OF BEACH ***2 copies	WOODBURY CO, HERMOSA BEACH	SPENCE AIR PHOTO
102-0047	VIEW ALONG PIER FROM WEST END OF PIER, "THE BEAUTIFUL" BEACH	C.T. PHOTOCHROME	
102-0048	VIEW FROM PIER LOOKING EAST (contemp., deckle edge)***2	MITOCK	BOB GLANDER

	copies		
102-0049	VIEW OF BEACH AND BILTMORE, 1950'S VIEW ***2 copies--see #22	GOLDEN WEST COLORCARD, LONG BEACH	GEORGE WATSON
102-0050	HERMOSA AVENUE LOOKING SOUTH, 1950'S VIEW	GOLDEN WEST COLORCARD, LONG BEACH	GEORGE WATSON
102-0051	AQUAPLANERS	M. KASHOWER CO.	
102-0052	LOWER PIER AVENUE ***2 copies	INDEPENDENT MAGAZINE CO., SAN PEDRO	
102-0053	VIEW OF BEACH AND SURF (contemp., deckle edge)***2 copies	MITOCK	BOBGLANDER
102-0054	5 BEACH SCENES-GENERIC CARD		
102-0055	VIEW ALONG STRAND	C.T. PHOTOCHROME	
102-0056	PIER PAVILLION	VAN ORNUM, LOS ANGELES	
102-0057	FIRST PIER ***2 copies	NEWMAN POSTCARD. CO., LOS ANGELES	
102-0058	BATH HOUSE ***2 copies	M. KASHOWER	
102-0059	VIEW OF BEACH AND STRAND	MITOCK	R. VON QUEDENS
102-0060	GRAND VIEW MOTEL	M.W.M.COLORLITHO, AURORA, MO.	
102-0061	HANEMAN REALTY ADVERTISING CARD	HANEMAN REALTY CO., LA	
102-0062	PIER FROM BEACH ***2 copies	VAN ORNUM, LA	
102-0063	BILTMORE HOTEL	E.C.KROPP CO., MILWAULKEE	
102-0064	OCEAN AQUARIUM AND STRAND ***2 copies	GOLDEN WEST	GEORGE WATSON

102-0065	ZUCCA'S CAFE	E.C. KROPP CO., MILWAULKEE	
102-0066	LOWER PIER AVENUE, 1950'S VIEW ***2 copies	GOLDEN WEST	GEORGE WATSON
102-0067	OCEAN AND BEACH, B&W		
102-0068	HERMOSA BEACH TRAILER COURT, B&W	HITT CARD CO., LA	
102-0069	AERIAL VIEW OF DOWNTOWN	COLOURPICTURE, BOSTON, MA; (DIST)MITOCK & SONS., SHERMAN OAKS, CA	
102-0070	PIER FROM BEACH	C.T. PHOTOCHROME; W. ROBINSON CO, HERMOSA BEACH	
102-0071	PAVILLION AND STRAND ***2 copies	C.T. PHOTOCHROME; W. ROBINSON CO, HERMOSA BEACH	
102-0072	LAWNBOWLING GREEN ***2 copies	AUDIO VISUAL ASSN, REDONDO BEACH	
102-0073	VIEW UP THE COAST FROM PIER (contemp., deckle edge)	MITOCK	DON CEPPI
102-0074	ELECTRIC EEL AT OCEAN AQUARIUM ***2 copies	MIKE ROBERTS COLOR PRODUCTION, BERKELEY, CA	
102-0075	SEALS AT OCEAN AQUARIUM	INDEPENDENT MAGAZINE CO., SAN PEDRO	
102-0076	VIEW OF CROWDED PIER	GOLDEN WEST, LONG BEACH; MADE BY H.S. CROCKER CO, SF, CA	GEORGE WATSON
102-0077	VIEW FROM DECK OF SEA SPRITE MOTEL (SIMILAR TO 0011)***2 copies	MMM DEXTER	
102-0078	SEAGULLS & BREAKING WAVES		
102-0079	HERMOSA BILTMORE HOTEL &	TICHNOR QUALITY VIEWS; DIST. -	

	BEACH	WOODBURY CO., HERMOSA BEACH, CALIF.	
102-0080	VIEW OF BEACH AND BILTMORE***2 copies	WESTERN PUBL.	
102-0081	BEACH SOUTH OF PIER	S. H. KRESS & CO.	
102-0082	ORIG. PIER AVE. SCHOOL		
102-0083	FOLDER OF HB AND RB SCENES		
102-0085	FOLDER OF OCEAN AQUARIUM SCENES		
102-0086	VIEW FROM END OF PIER CROWDED WITH PEOPLE	GOLDEN WEST	GEORGE WATSON