

Peninsula Diary Mayo Hayes O'Donnell

January 17, 1967

California Keepsake Series

The third in the series of Early California Keepsake series published by the Book Club of California for 1966, is edited by W. W. Robinson.

It is entitled "The Riverside Land and Irrigating Co.," which began with Samuel Cary Evans, astute Indiana businessman, in 1874, when he arrived in that southern city.

He arrived almost at the time when Luther C. Tibbets planted the parent orange trees which were destined to revolutionize the citrus industry in California and spread the fame of Riverside oranges throughout the land. The trade card reproduced is from the collections of the California Historical Society.

W.W. Robinson, writer of the text of this folder, has written a number of books, among them "Ranchos Became Cities," "What They Say About the Angels," and "Land in California."

Fourth in the series is "California Silk Manufacturing Co.," but despite the fact that residents of California declared that anything planted would grow here, tobacco and silk were never successfully produced. By 1875 San Francisco had three mills turning out silk on spools, ribbons and other products. In the end, the silk makers and the supplies of cocoons gave out, and all three mills closed down. Oscar Lewis is the editor of this folder. He is well known as the writer of "Here Lived the Californians," "Bay Window," and many other books on the West. The trade card reproduced is from the collection of the California Historical Society.

Dr. Albert Shumate, who wrote the text for the fifth in the series of Keepsakes for the Book Club of California for its 1966 membership, chose Bancroft as his contribution.

Dr. Shumate writes: "In a scrapbook of trade cards compiled by my mother in the 1880's is a card from the firm of Bancroft on Market street, San Francisco.

The name "Bancroft" recalls, first, the great library at the University of California which bears the western historian's name, and second, the prodigious historian, Hubert Howe Bancroft himself, author of the monumental 39-volume Bancroft's Works. The

University of California acquired all of Bancroft's collection of Western Americana in 1905.

Dr. Shumate, the editor of No. 5 Keepsake, is past president of the California Historical Society. The card reproduced in this folder is from his family collection.

Mr. Fred H. Merrill prepared the text for the series of Keepsakes on Early California Trade Cards. The card reproduced here is from the Fireman's Fund historical collection. Mr. Merrill is president of The Fund American companies.

One hundred and sixteen years in the life of a pioneer California business is a long time. Levi Strauss and David Stern laid the sound foundation for the firm's remarkable expansion in recent years. The head office is in San Francisco. Edgar Kahn, who wrote the text for this folder, is best known for his "Cable Car Days." The card reproduced in this folder is from the collection of Levi Strauss Company.

Livingston Bros. is featured in No. 8 of the Keepsakes series. The year was 1872, when David Livingston, arrived in San Francisco to make his fortune. In 1876, he went into business for himself, opening a small shop at Pine and Polk streets.

Two brothers joined him later and in 1884, the "Livingston Brothers" expanded and 13 years later they moved downtown to Post street.

The earthquake and fire destroyed their property in 1906. They opened again on June 9, 1906, in a new building on Filmore and Geary streets. The brothers again moved to the present location at 100 Grant avenue.

The store is still family owned. Carl Livingston Jr., who wrote the text for this folder, is an officer of Livingston Bros., and member of the pioneer family. The card reproduced is from the collection of Dr. Albert Shumate.