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Dissecting “Jumbo” A Picture Postcard History

By Frank Perry



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How many stories can a single postcard tell? An early postcard of a tree named “Jumbo”—mailed from Santa Cruz in 1917—was found to contain over twenty topics for investigation. These include explorations of the image, message, sender, receiver, postmark, stamp, and publisher. Careful observation and the use of a wide variety of research tools helped illuminate this postcard’s many historical features.

Introduction

Old postcards can be rich sources of historical information and offer many avenues for exploring the past. This is the story of just one postcard, a picture of the redwood tree named “Jumbo” at the Santa Cruz Big Trees (now Henry Cowell Redwoods State Park). The postcard was mailed in 1917 by Preston Sawyer of Santa Cruz to M. E. Milner of Kinsley, Kansas. “Thanks very much for your beautiful card,” he wrote. “I see you have been having tornadoes, etc. in your state. Any of them near Kinsley? Preston Sawyer, 169 Garfield St., Santa Cruz, Calif.”

Who were Preston Sawyer and M. E. Milner? Why was the tree called “Jumbo”? Why the flag sticker on the back? In all, I found over twenty topics to investigate. It turns out that even something as “simple” as a single postcard can provide multiple windows into history.

The Picture

The image shows the base of a redwood tree with a sign on it that says “Jumbo.” The caption states, “Jumbo’ One of the Group of Big Trees

near Santa Cruz, California.” The Big Tree grove was private, then became a county-owned park, and is now part of Henry Cowell Redwoods State Park.¹

The practice of naming redwood trees in tourist groves was common in the late nineteenth and early twentieth centuries. A brochure published around 1950 lists over twenty named trees or groups of trees in the Big Tree grove.² Some were named for famous people such as presidents (Theodore Roosevelt, Benjamin Harrison, William McKinley) or generals (William Tecumseh Sherman, Ulysses S. Grant). Others are descriptive (Giant, Cathedral Group, Three Twisters) or named for organizations (Y.M.C.A., U.S. Navy).

Jumbo the tree was presumably named because of its large burl, which resembled the head of an elephant. “Jumbo” was the name of a famous African elephant at the London Zoo. P. T. Barnum bought Jumbo for his circus in 1882 and brought him to the United States. He became an instant sensation.³ Sadly, Jumbo died in a train accident in 1885.⁴

A letter, published in the *Santa Cruz Sentinel* in 1879 described but did not name the tree: “On another huge tree is a knot or excrescence exactly

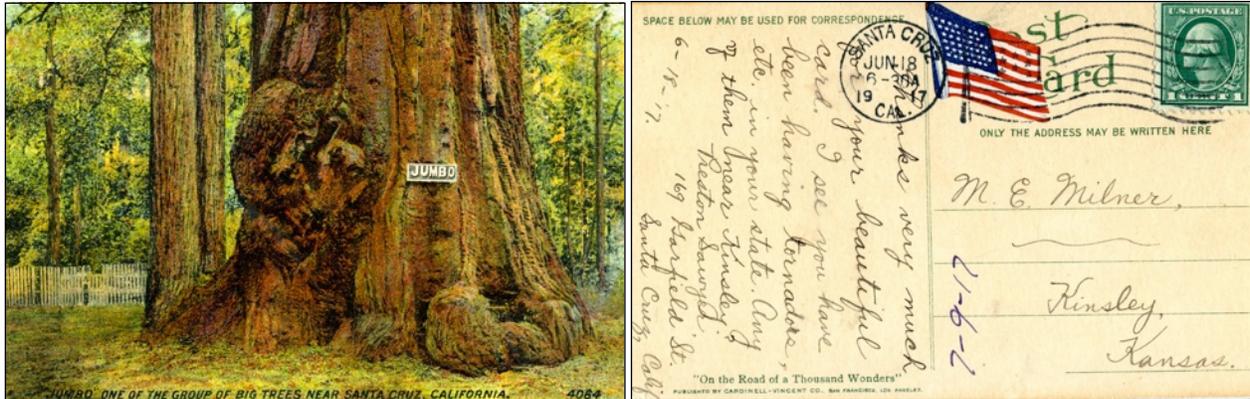


Figure 1. Front and back of the “Jumbo” postcard.

resembling the head of an elephant—ears, trunk, eyes, and everything.”⁵

The name “Jumbo” was apparently not applied to the tree until a few years later. The oldest use of the tree name yet discovered is on a list of eleven named trees or groups of trees on the back of a souvenir photograph by Martin Alonzo Reese, copyrighted May 17, 1886.⁶

Three months later, the tree was mentioned by name in the *Santa Cruz Sentinel*: “‘Jumbo,’ another large and stately redwood, is indeed a curiosity, on account of a large knot projecting from the side of the tree, the exact shape of an elephant’s head and trunk.”⁷

According to the *Oxford English Dictionary*, the famous elephant helped popularize the term “jumbo” for an individual that is big for its kind. A search by the author of the *Santa Cruz Sentinel* from 1870 through 1881, revealed no occurrences of the word “jumbo.” By the middle 1880s, however, the word had become part of the lexicon. The word appeared in the *Sentinel* ten times in 1885 (twice with regard to the elephant) and eleven times in 1886.⁸ Many of these uses involved large people nicknamed Jumbo.

So, was the tree so named for the famous elephant or because it was a large tree? The author could not find direct evidence that the tree was named for the elephant, but the circumstantial evidence is very strong.

Of particular interest is a *Sentinel* article dated March 31, 1887. It begins by discussing the “Three Sisters”—“The sisters are very graceful and sublime in appearance. ‘Jumbo’ keeps them company, and with his monstrous body protects the sisters from harm. He measures twenty-two feet in diameter, forty-seven feet in circumference, and stands 270 feet. This tree derived its name from the fact that a

large knot, the exact shape of an elephant’s head and trunk, projects from the tree near its base.”⁹

This description is especially important because it says the tree was named for the burl and makes several analogies between Jumbo the tree and Jumbo the elephant. The tree is referred to as “he,” as having a “monstrous body,” and as protecting the “sisters” from harm. According to news accounts (which were embellished) at the time of Jumbo’s death, the mighty pachyderm died trying to protect a baby elephant from a train.¹⁰



Figure 2. Close-up of the burl. With a little imagination, one can make out the eye, ear, broken tusk, and trunk of the elephant. Jumbo the elephant had broken off stubs for tusks. (From a postcard by Charles Weidner, c. 1910, author’s collection)

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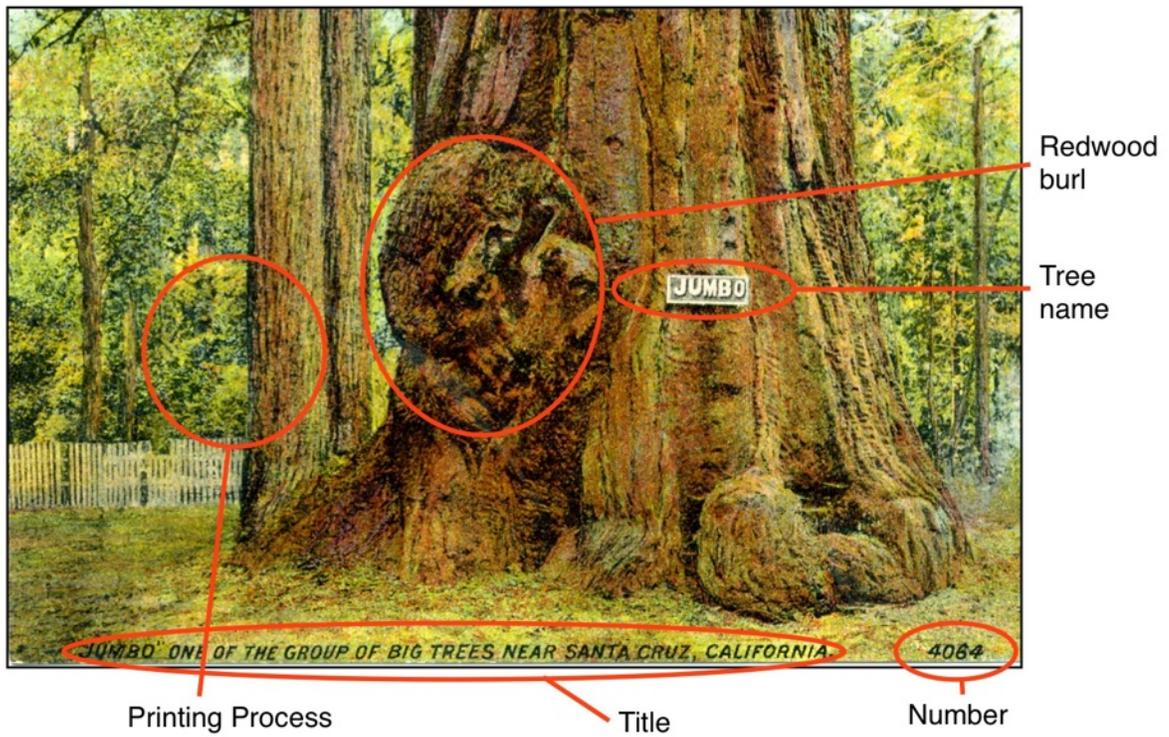
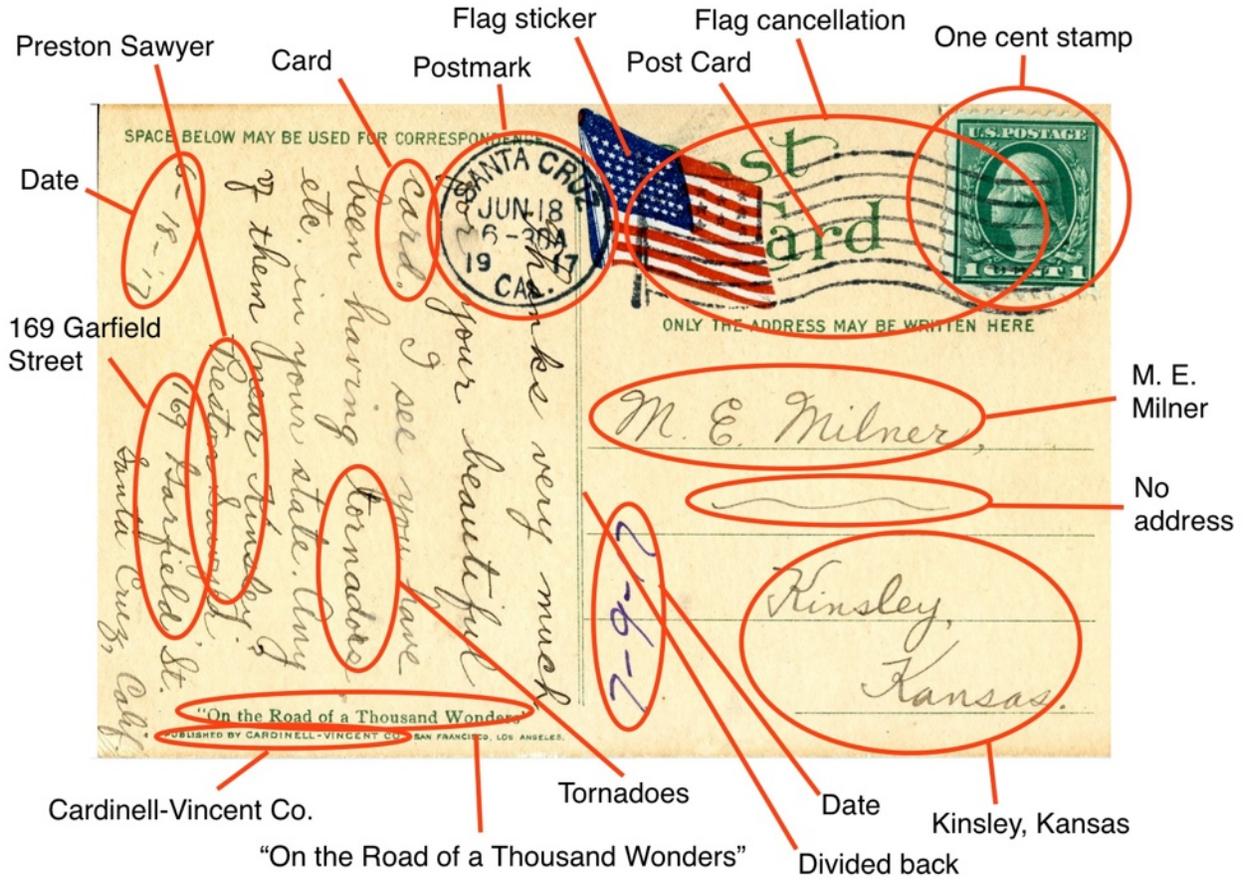


Figure 3. Features discussed in this article.

This 1887 description, the fact that the name was apparently first applied in 1886 (shortly after widespread publicity about Jumbo the elephant), and the fact that the tree has a burl shaped like an elephant’s head (with a broken “tusk” like Jumbo), strongly suggests that the tree was named for the elephant rather than for its large size. Indeed, there are a number of trees in the grove (including “Giant”) that are larger.

The assigning of names to trees and the attaching of signs with these names was largely discontinued in the park by the latter part of the 1900s. In addition, the shape of the burl has changed over the past century, lessening its resemblance to an elephant head. Although it was once a popular attraction, today this tree is neither named, mentioned in the trail guide, nor has a burl that looks like an elephant head. The once-famous redwood goes unnoticed by most visitors.

Burls are clusters of dormant buds. Usually these form around the base of the redwood, partly above ground and partly below ground.¹¹ If the tree topples or is cut, these quickly sprout, producing vigorous shoots or suckers. Sometimes, as in the case of Jumbo, a large cluster of buds forms higher up on the trunk.



Figure 4. The Jumbo burl in July, 2015. (Photograph by Jill Perry)

Size statistics provided for Jumbo varied over the years. The description on the back of a souvenir photograph printed and sold by Reese says Jumbo was 270 feet tall and 48 feet in circumference. A postcard published by the Pacific Novelty Company, circa 1908 lists the tree as 250 feet high, 58 feet in circumference, and about 5,000 years old. A postcard from around that same time and published by the Albertype Company lists it as 19 feet in diameter. A park brochure, circa 1950, states that Jumbo is 254 feet tall.¹²

Such variations are not surprising. Trees grow, but can also lose height when tops break off during storms. Since redwoods are much bigger at the base, diameter and circumference figures vary depending on the height above ground where the measurement is taken.

The age given for such trees was a guess and often exaggerated. The record for a coast redwood is 2,200 years—still very impressive.¹³

The Publisher

On the back of the postcard in small letters is the statement “Published by Cardinell-Vincent Co., San Francisco, Los Angeles.” This was one of a number of California postcard publishers that printed scenic views of the Golden State during the very early 1900s. Other prominent California postcard publishers at that time included Richard Behrendt, Britton & Rey, Edward H. Mitchell, Oscar Newman, the Pacific Novelty Company, the Souvenir Publishing Company, and Charles Weidner—all in San Francisco—plus a number in southern California.

John Douglas Cardinell was a native San Franciscan, born in 1875.¹⁴ In 1904 he formed a partnership with George Vincent, a native of England, about ten years his senior.¹⁵ It was a natural partnership: Cardinell sold art supplies and stationery; Vincent was in the paper manufacturing business and had founded The Vellum Paper Company in San Francisco.¹⁶ Old city directories list Cardinell as president and Vincent as secretary and treasurer of the Cardinell-Vincent Co.

The Cardinell-Vincent Company was first located at 414 Market Street.¹⁷ They moved to larger quarters at 28 Second Street just two weeks before the 1906 earthquake.¹⁸ The quake and fire destroyed their property, but insurance provided compensation.¹⁹ They were soon back in business, quickly seizing upon the world-wide demand for postcards, folders, and books depicting the great disaster.²⁰



Figure 5. John Cardinell (From *California's Magazine*, vol. II, 1916, p. 256)

John Cardinell was the official photographer for the 1915 Panama-Pacific International Exposition and personally oversaw the photography and postcard concessions at the fair.²¹ Cardinell-Vincent, however, was not the only company to publish postcard views of the exposition.

John Cardinell sold his interest in the company in 1917 and moved to New Jersey where he manufactured paper.²² The Cardinell-Vincent Co. remained in business under new ownership until about 1925, based on San Francisco city directories.

George Vincent is listed in directories as secretary and treasurer of the Cardinell-Vincent Company through 1917.²³ By 1920 he and his wife, Jeannie, and two children had moved to New York, where he resumed manufacturing paper.²⁴



Figure 6. Logo used on some postcards (though not this one) by the Cardinell-Vincent Company. (Author's collection)

Printing Process

Prior to World War I many American postcards were printed in Germany. Indeed, John Cardinell listed “imports post cards” in the 1910 census under occupation, indicating that his postcards were printed outside of the United States.

With the onset of World War I, American postcard publishers switched to printing them in the United States or Great Britain.²⁵ The quality of reproduction, however, was not as good. Given the date mailed (1917) and the poorer quality of the

image, the postcard was probably printed in the U.S.

Close examination reveals that it was made from a black and white halftone image (closely-spaced dots) with red, yellow, and blue dots added to “colorize” the photo. The making of color postcards directly from color photographs did not become commonplace until the 1950s.²⁶



Figure 7. Close-up of image showing dot pattern.

Number 4064

Publishers typically numbered their postcards, giving a separate number to each image. Presumably retailers could order cards by number. Cardinell-Vincent published over eighty different scenic postcards for Santa Cruz County, of which about fifteen depicted the Big Tree Grove.²⁷ This is a rather small percentage of the more than 400 different postcards published of the grove by various publishers during the early to middle 1900s.²⁸ At least twenty-one of these depict the tree Jumbo.²⁹

Cardinell-Vincent did not relegate a block of numbers to the Big Trees, but published Big Trees postcards from time to time in between other scenes. Most of the numbers are scattered through the 3000s, 4000s, and 6000s.³⁰

Divided Back

On early postcards (prior to 1907), the entire back was reserved for the address. Messages had to be written on the front of the card, usually in a small space next to or under the image. Postcards with a divided back (half for the message and half for the address) were permitted starting March 1, 1907.³¹ On this card the left half says “Space Below may be used for Correspondence.” On the right half it says, “Only the Address May Be Written Here.”

Address

An interesting feature of the address is that Sawyer drew a squiggly line purposely indicating that no street or post office box number was necessary. In the early 1900s, senders often only wrote the name of the addressee, the town, and state. In 1920 Kinsley, a town in central Kansas, had a population of 1,986.³² Being a small town, there was little danger that the card would not reach Mrs. M. E. Milner.

Post Card

The term “Post Card” replaced “Private Mailing Card” in postal regulations that went into effect December 24, 1901.³³ It could now be used on privately-printed cards, while the post office began using the term “postal card” for pre-stamped cards.

The *Oxford English Dictionary* quotes examples of it spelled as two words or hyphenated in the late 1800s. This continued through the 1900s, though it gives an example of it spelled solid from as early as 1910. Indeed, Santa Cruz newspapers around that time spelled it all three ways, though most often as two words. *Webster’s New Modern English Dictionary*, 1925, does not contain the word *postcard*, *post-card*, or *post card*, but has the words *post* and *card* as separate entries. The *American Heritage Dictionary*, 1978, lists *post card* first, with *postcard* as an alternative spelling. Today, the word is commonly spelled closed, though on postcards it is often still spelled as two words. Many modern postcards omit the word entirely.

Publishers used various decorative typefaces for “Post Card.” Figure 8 shows some examples from San Francisco publishers in the early 1900s.

“On the Road of a Thousand Wonders”

This phrase was a marketing slogan used by the Southern Pacific Railroad in the early 1900s for its

railroad route between Los Angeles to Portland—a journey of over 1,300 miles. Numerous postcards by different publishers were printed with the slogan, and photos with the slogan were hung in railroad depots.

In 1908 the Southern Pacific published a promotional soft-cover book, *The Road of a Thousand Wonders*, containing colorized images, many of which were also reproduced on postcards. “These pages picture and tell of this region and its wonders, of the varied charms of sea and sky, of mountain and valley, field and forest and of climatic features which make pleasant all the year; of numberless resorts attractive for health-seeking, idling enjoyment and all out-of-door recreation” it said on the title page.³⁴

The book included the Big Trees on its color map of the route and also a full page photo of the “Roosevelt” tree. “All of the trees in the grove bear distinguished names,” it said. It goes on to describe Santa Cruz as “the Newport or Atlantic City of the state,” with long stretches of beach and the newly constructed tent city, bathing pavilion, casino, and bath house. A thousand wonders? Ten thousand would be more accurate, it said, “but modesty is a decent and not overworked virtue, and ought to be cheered wherever seen.”

Stamp

The stamp is a Washington one-cent stamp, part of the Washington-Franklin issues of 1908 to 1923.³⁵ It depicts Washington’s head set in an oval framed by olive branches. The stamp came out of a book (as indicated by perforations on four sides) rather than a coil. There were many slight variations in these issues. The number of perforations (eleven over a span of two centimeters) indicates this was from the series available starting March 23, 1917.³⁶

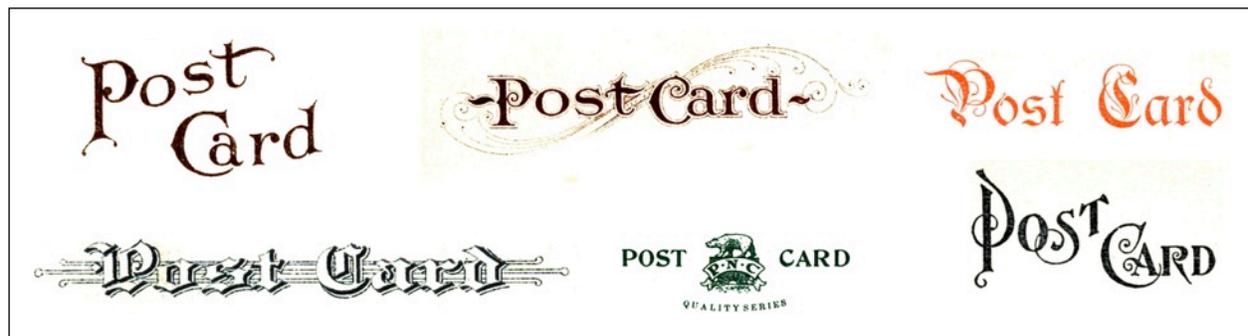


Figure 8. Some “Post Card” Designs. The example in the upper left is one of several used by the Cardinell-Vincent Company. (Author’s collection)

During the first part of the twentieth century, until January 1, 1952, the postcard rate was one cent. The exceptions were the periods November 2, 1917, through June 30, 1919, and April 15, 1925 through June 29, 1928, when the postage was two cents.³⁷ The doubling of postcard postage in late 1917 was part of a series of price increases and fees to help fund the war effort.³⁸

Postmark

The postcard is postmarked Santa Cruz. The date is June 18, 1917, and the time was 6 — 30 A (6:30 A.M.). Santa Cruz’s present post office building was completed in early 1912, so the postcard would have been postmarked there.

Cancellation

The American flag cancellation was a common machine cancellation introduced in 1894 by the American Postal Machine Company.³⁹ The Santa Cruz post office started using this cancellation in late 1910 or early 1911.⁴⁰ The flag cancellation was in use at some post offices into the 1940s.⁴¹

6-18-17

This date is handwritten next to the message and in the same handwriting. It seems to have been added as an afterthought. Curiously, it is the same date as the 6:30 A.M. postmark. The writer either dated it ahead one day or wrote and mailed it very early in the morning on June 18, 1917 (a Monday).

7-9-17

This date is handwritten vertically on the address half of the back. The significance of this is uncertain. The handwriting does not match that of the sender. Perhaps it is the recipient noting the date of her reply.

Message

“I see you have been having tornadoes . . .” writes the sender. Indeed, there was a major outbreak of tornadoes in the midwest during late May and early June of 1917. There were at least sixty-four tornadoes during the period May 25 through June 1, fifteen of the F-4 or F-5 category.⁴² In all, 382 lives were lost, including twenty-three in a twister that swept through part of Kansas.⁴³ The outbreak received national attention and made front-page news in Santa Cruz papers. “A Kansas

Tornado,” was the title of an article in the *Santa Cruz Surf*, May 25, 1917. This was followed by “Devastation Wrought by Tornado,” (May 28) and “Ravages of Tornado” (June 6). The latter article reported on one in Kansas and one in Missouri.

Preston Sawyer

The sender, Preston Sawyer, had just completed his sophomore year at Santa Cruz High School when he mailed the postcard. Sawyer was born in Santa Cruz December 6, 1899, to Frank and Gertrude Sawyer with the full name of Lemoine Preston Sawyer.⁴⁴ He always went by his middle name, however, even in childhood.⁴⁵

One does not have to dig very deep to find a flood of information on Preston Sawyer. The Sawyer family attended the Advent Christian Church, and young Preston’s name often appeared on newspaper society pages. Sawyer frequently gave recitations or sang in local church and lodge programs. He won a singing contest in 1915, competing against youth from other local churches.⁴⁶

Sawyer entered Santa Cruz High School in September of 1915. This was the same year the present Santa Cruz High School building was completed and first opened for classes. He graduated 1919. Several of his classmates would go on to figure prominently in twentieth century Santa Cruz, including fisherman Malio Stagnaro; newspaper publisher Fred McPherson, Jr.; rancher Deloss Wilder; businessman Earl Harris; and mineralogist Norman Pendleton.

Sawyer, too, remained in the public eye. From an early age, he took a serious interest in journalism, photography, and the budding medium of the motion picture. In his junior year of high school, he began submitting articles on school activities to the *Santa Cruz Evening News*.⁴⁷ In 1919 he authored a five-page history of the senior class for the school yearbook.⁴⁸



Figure 9. Preston Sawyer’s Santa Cruz High School graduation photo from the *Trident* yearbook, 1919. (Courtesy Santa Cruz Museum of Art & History)



Figure 10. Santa Cruz High School around the time Preston Sawyer was a student there. (Author’s collection)

After high school, Sawyer continued his involvement with the *Santa Cruz Evening News*, both as a writer and as staff photographer. Most, but not all, of his articles were about movies and local live performances. He eventually went to work for the *Santa Cruz Sentinel* as a proofreader.⁴⁹

In later years, the name Preston Sawyer became well known to those interested in Santa Cruz area history. He spent countless hours collecting old photos, books, and memorabilia. From 1948 to 1959, Sawyer wrote a feature in the *Santa Cruz Sentinel* titled “Santa Cruz Yesterdays.” Each installment had a photograph from his collection and a short history. “It was Sawyer who had the photographs,” remarked the late Harold van Gorder, who also went to school with Sawyer.⁵⁰ Indeed, others wrote about local history during this time, but Sawyer’s old photographs made his column especially appealing.

Sawyer’s vast collections, amounting to thousands of items, were purchased in 1965 from his brother, Ariel, and split between the Santa Cruz Public Library and the University Library at UC Santa Cruz. “This collection is the result of Preston Sawyer’s unswerving interest in and devotion to Santa Cruz and California history. We are most fortunate that such a collection exists,” said Librarian Geraldine Work of the Santa Cruz Public Library.⁵¹ The University acquired the photos, thanks to founding librarian Donald Clark, who immediately saw their value to future historical researchers. “I really wanted the photos,” Clark told this writer some twenty years later.

The University also acquired Sawyer’s collection of postcards and postal memorabilia. According to the collection finding aid, “Sawyer was also a stamp collector and over the years amassed a large collection of first day postal stamps and last day postal stamps with cancellations of every single post

office in California. He collected postcards depicting just about anything from anywhere he went, including ones with cancellations which when put together would make a sentence. He also made sure he had postmarks from Preston, Alabama and Sawyer, Michigan.”⁵²

Preston Sawyer died the morning of October 14, 1968, at a Watsonville convalescent hospital at age 68.⁵³ He had retired from the *Sentinel* in 1962 and had been ill for several years.

Preston Sawyer’s Address

Sawyer put his address on the card: 169 Garfield Street, Santa Cruz. Garfield Street no longer exists, having been eliminated by redevelopment following the disastrous 1955 flood. It was located between Water Street and Soquel Avenue and between the San Lorenzo River and Ocean Street. The north end was where the County Governmental Center is today. House number 169 was located at the south end of the street, not far from the confluence of Branciforte Creek and the San Lorenzo River.⁵⁴

Garfield Street dated back to at least the 1860s and was then called Bausch Street, probably for Henry Bausch who owned property there.⁵⁵ In April of 1882 a petition was presented to the City Council by J. H. Chittenden to change the name to Garfield Street, and the change was granted.⁵⁶ Presumably this was to honor the late President James A. Garfield, who was assassinated the previous fall.



Figure 11. A portion of Street Map and Directory of the City of Santa Cruz, California, by Arnold M. Baldwin, 1923, showing Garfield Street. (Author’s collection)

Flag Sticker

The flag depicted by the colored sticker has forty-five stars (three rows of eight and three rows of seven). This design was in use from July 4, 1896 through July 3, 1908.⁵⁷ Consequently, the sticker was obsolete at the time it was applied. The U.S. officially entered World War I on April 6, 1917, not long before the postcard was mailed. Preston Sawyer probably added the sticker, purchased earlier, as a symbol of his patriotism. The war in Europe, which had begun in 1914, dominated the news during the spring of 1917, with the *Santa Cruz Sentinel*, *Santa Cruz Evening News*, and *Santa Cruz Surf* publishing daily stories on the conflict.

Patriotic fervor swept through the local high school. Both the 1917 and 1918 Santa Cruz High yearbooks featured patriotic designs on the cover. In 1918 Sawyer joined the Santa Cruz High School Military Cadet Corps, a volunteer (later compulsory) activity established in early 1918.⁵⁸ The young men participated in military drills, parades, and various school functions. Sawyer wore his Cadet Corps uniform for his yearbook graduation photo (Figure 9), as did several of the other boys. He was also a member of the Santa Cruz High School War Service Corps.⁵⁹

M. E. Milner*

The 1910 *U.S. Federal Census* for Kinsley, Edwards County, Kansas, shows that M. E. Milner—the recipient of the postcard—was Mary E. Milner, who worked as the town’s assistant postmistress.⁶⁰

Mrs. Milner was born Mary Elizabeth Hennessey in Ottawa, La Salle County, Illinois, on January 20, 1848. Her husband, George Washington Milner, was born in Guernsey County, Ohio, in 1842. They married in Grundy County, Illinois, in 1865. The Milners had three children: Vivian Irene (known as “Rena”), Hilda, and Casper.⁶¹

The family moved to Kansas in 1870 and to Kinsley in 1877. None of the children married. By 1917, when the postcard was sent, George, Hilda, and Casper were deceased. Mary continued living in Kinsley for the remainder of her life. Daughter Rena is notable for being the first woman city manager in the United States, taking office in Kinsley in 1928.⁶²

Although Mary Milner was assistant postmistress, serving under four postmasters, and

listed in the 1910 *U.S. Federal Census* as the assistant, she no longer occupied that position by August 1910. She did, however, return occasionally as a temporary employee.⁶³

So, why were Sawyer and Milner exchanging cards? Unfortunately, the nature of Sawyer’s original request is unknown. One possibility is that Sawyer and Milner were related. In 1917 Sawyer was seventeen and Mary Milner was about the age of Sawyer’s grandparents. At the request of the author, researchers Judy Steen and Joe Michalak conducted extensive genealogical and biographical research on the Preston Sawyer and Mary Milner families in hopes of finding a reason for the correspondence. Alas, no family connections could be found.

Kinsley*

Another possible explanation for the correspondence between Sawyer and Milner is that he requested a postcard, postmark, or information about Kinsley, Kansas. The town of Kinsley was named in 1873 for Edward Wilkinson Kinsley. He was born in New Hampshire in 1829. At the age of two, the family moved to Massachusetts, where the Kinsleys, of English descent, had lived for generations. Edward began his career as a clothing merchant and woolen importer. He became a prominent Boston businessman and a director of the Atchison, Topeka & Santa Fe Railroad, which ran through Kinsley. He funded the construction of the first church built in the community, and in appreciation the citizens named the town for him.⁶⁴

Kinsley’s biggest claim to fame is that it is equidistant between San Francisco and New York City, a distance of 1,561 miles each way. Although this is the type of trivia that might have appealed to Sawyer, Kinsley was not widely known for this until 1939.⁶⁵

Another possibility is that Sawyer was seeking a Kinsley postmark for one of the members of the Kinsley family in Santa Cruz.

Martin and Catherine Kinsley, both originally from Ireland, settled in Live Oak just east of Santa Cruz in the 1860s. Nine children were born and reared on the 150-acre Kinsley Ranch; four of whom resided on the homestead until their deaths. Martin was instrumental in establishing the first school in Live Oak and served as a county supervisor, as did his son Henry. Kinsley Street in Live Oak commemorates the family name. Of those Kinsley children who married, only two had offspring, but those families did not reside in Santa Cruz County. No Kinsley grandchildren of Sawyer’s

* The author thanks Judy Steen and Joe Michalak for generously researching and contributing information on these topics.

age lived in the county.⁶⁶

No relationship was found between the Kinsleys of Massachusetts and the Kinsleys of Live Oak. Sawyer’s parents and the Martin Kinsley children were contemporaries. Because of the prominence of the Kinsley family, the Sawyers would certainly have known them.⁶⁷

Researcher Joe Michalak, while working on a biography of Sawyer, searched the Sawyer collection at UCSC for a 1917 postmark from Kinsley, Kansas.⁶⁸ He was unsuccessful, but not all of the collection is presently available for viewing.⁶⁹ Perhaps someday, when accessible, further investigation will reveal the card that Mary Milner sent to Preston Sawyer, possibly shedding light on the reason for the correspondence.

Conclusion

Who would have thought that a single old postcard could touch on such diverse topics as the London Zoo, a town in southwest Kansas, the history of the American flag, redwood ecology, Santa Cruz’s 1955 flood, and the assassination of President Garfield? Even the postage stamp perforations have a story to tell. It is unlikely the young Preston Sawyer would have imagined that his postcard would someday find its way back to Santa Cruz, let alone end up in a museum just across the river from where he once lived. It is even less likely that he would have envisioned an article about it. Yet, given his obsession with Santa Cruz and postal history and his propensity for details, it is the type of article he himself might have enjoyed.

Acknowledgments

The author thanks Judy Steen and Joe Michalak for generously sharing their research on the Sawyer, Milner, and Kinsley families and on the town of Kinsley. The author also thanks Traci Bliss, Randall Brown, Marla Novo (Santa Cruz Museum of Art & History), Jill Perry, and the members of the Santa Cruz Museum of Art & History Publications Committee for their help. Judy Steen and Joe Michalak received assistance from Rosetta Graff (Kinsley Library, Kinsley, Kansas) and Luisa Haddad (Special Collections and Archives, University Library, UCSC).

Note: The postcard described in this essay was purchased by the author from an antique dealer in 2013 and has since been placed in the collection of the Santa Cruz Museum of Art & History.

About the Author

Frank Perry has been studying and writing about natural sciences and regional history topics for over thirty-five years. He is the author of ten books, including several on California lighthouses. In 2002 he was chosen Historian of the Year by the History Forum. In 2007, he co-authored *Lime Kiln Legacies: The History of the Lime Industry in Santa Cruz County*, published by the Santa Cruz Museum of Art & History. Since 2013 he has served as curator of the Capitola Historical Museum.

Notes

¹ For a summary of the park’s history, see Robert W. Piwarzyk and Michael L. Miller, *Valley of Redwoods* (Felton: Mountain Parks Foundation, 2006).

² *Souvenir Guide, Santa Cruz County Big Trees Park, Santa Cruz, California*. Author’s collection. (undated, but map dated 1945) Old postcards and newspaper articles list some named trees not in this brochure. Apparently these names had been discontinued. These include the Thomas J. Stewart, Aladdin Temple, Corinthian Yacht Club, Card Case, Amaranth, Boss, Daniel Webster, and Cleveland Grays trees.

³ “Jumbo Landed in Safety.” *New York Times*, April 10, 1882, 1:4.

⁴ “The famous elephant Jumbo. . . .” *Santa Cruz Sentinel*, Sept. 19, 1885, 4:1.

⁵ “Santa Cruz Letter.” *Santa Cruz Sentinel*, July 12, 1879, 2:2.

⁶ Reese’s California Views, Views in and Around Santa Cruz. There are several examples of Reese’s photographs of the Big Trees in Special Collections and Archives, University Library, University of California, Santa Cruz. Each has a list of photographs on the back, including No. 65, Jumbo.

⁷ “Santa Cruz: The Leading Paradise of the Whole World.” *Santa Cruz Sentinel*, August 5, 1886, 1:5.

⁸ Search done using the online Newspapers.com.

⁹ “Felton: A Village in the Mountains of Santa Cruz County.” *Santa Cruz Sentinel*, March 31, 1887, 3:3.

¹⁰ Tufts University. “Jumbo: Marval, Myth, & Mascot.” Interview with Andrew McClellan, professor of art history and curator of an exhibit by the same name. <https://vimeo.com/106802925>

¹¹ John Evarts and Margorie Popper, eds. *Coast Redwood: A Natural and Cultural History*. (Los Olivos, California: Cachuma Press, 2001) 30-31.

¹² All are in the collection of the author.

¹³ John Evarts and Margorie Popper, eds. *Coast Redwood: A Natural and Cultural History*. (Los Olivos, California: Cachuma Press, 2001) 28.

- ¹⁴ Sam Stark. “John Douglas Cardinell and George Vincent.” (*Santa Cruz Postcard Club Newsletter*, August-October, 1985) 5. Stark says most records say 1904, though he has a letter by Cardinell that says 1902. San Francisco city directories first mention the company in 1905, supporting the 1904 date.
- ¹⁵ Age and place of birth from the 1910 United States census.
- ¹⁶ Sam Stark. “John Douglas Cardinell and George Vincent.” (*Santa Cruz Postcard Club Newsletter*, August-October, 1985) 5.
- ¹⁷ Ibid.
- ¹⁸ Ibid.
- ¹⁹ Ibid.
- ²⁰ Ibid.
- ²¹ Ibid.
- ²² Ibid. John Douglas Cardinell (sometimes spelled Douglass) is listed in the 1930 U.S. Census as a paper manufacturer in Montclair, New Jersey.
- ²³ *Crocker-Langleys San Francisco Directory for the Year Ending June, 1917* (San Francisco: H. S. Crocker Co., 1917), 2038. <https://archive.org/stream/crockerlangleysa1917sanf#page/n9/mode/2up>
- ²⁴ Fourteenth Census of the United States: 1920—Population. New York, New York, Manhattan Assembly District 11. Vincent (age 54) is listed with his wife, Jeannie, and children Violet and Howard. Occupation: manufacturer, paper.
- ²⁵ Metropolitan Postcard Club of New York City. “A Not So Concise History of the Evolution of Postcards in the United States.” <http://www.metropostcard.com/metropchistory.html> Accessed November 29, 2014.
- ²⁶ Ibid. “Photochromes (chromes) 1939–Present.” <http://www.metropostcard.com/card12photochrome.html> Accessed November 29, 2014.
- ²⁷ Dick Lowe and Lynne Lowe. *A list of the postcards of Santa Cruz County*. (Santa Clara: Dick and Lynne Lowe, 1985). Copy at Special Collections, University Library, UCSC.
- ²⁸ Ibid. Based on a tally of cards in this list by the author.
- ²⁹ Ibid. The actual number is probably more since this list did not include postcards that do not show the name of the publisher.
- ³⁰ Ibid.
- ³¹ Metropolitan Postcard Club of New York City. “Post Card (divided back) 1907–Present.” <http://www.metropostcard.com/card09postdivided.html> Accessed November 28, 2014.
- ³² Institute for Policy & Social Research, University of Kansas. “Population of Cities in Kansas, 1900-2010.” <http://www.ipsr.ku.edu/ksdata/ksah/population/2pop33.pdf>
- ³³ U.S. Postal Service. *Stamped Cards and Postcards*, 5. <https://about.usps.com/who-we-are/postal-history/stamped-cards-and-postcards.pdf>
- ³⁴ *The Road of a Thousand Wonders*. (San Francisco: Passenger Dept., Southern Pacific Company, 1908).
- ³⁵ *Wikipedia*. “Washington-Franklin Issues.” http://en.wikipedia.org/wiki/Washington-Franklin_Issues#Coil_stamps Accessed November 28, 2014.
- ³⁶ Ibid.
- ³⁷ Chicago Postcard Museum. “U.S. Postage Rate Changes.” http://www.chicagopostcardmuseum.org/postage_rate_history.html Accessed November 28, 2014.
- ³⁸ “Now Ladies and Gentlemen, We Begin To Pay,” *Santa Cruz Evening News*, October 31, 1917, 1. See also, “Notice of Increase in Postage, Effective Nov. 2, 1917,” *Santa Cruz Evening News*, Oct. 24, 1917, 6. Besides an increase in postage, there were war taxes on phone calls, telegrams, water and rail passenger fares, life insurance, club dues, and tobacco.
- ³⁹ *Wikipedia*. “Machine Postmark.” https://en.wikipedia.org/wiki/Machine_postmark <http://swansongrp.com/machine2.html#american>
- ⁴⁰ Based on examination of Santa Cruz postcard cancellations in the collection of the author.
- ⁴¹ <http://www.swansongrp.com/machines.html>
- ⁴² *Wikipedia*. “May-June 1917 Tornado Outbreak Sequence.” http://en.wikipedia.org/wiki/May%E2%80%93June_1917_tornado_outbreak_sequence
- ⁴³ *Wikipedia*. “List of North American Tornadoes and Tornado Outbreaks.” http://en.wikipedia.org/wiki/List_of_North_American_tornadoes_and_tornado_outbreaks#1900.E2.80.931919 Accessed Nov. 29, 2014.
- ⁴⁴ California Death Records. “Sawyer, Lemoine P.” <http://vitals.rootsweb.ancestry.com/ca/death/search.cgi>
- ⁴⁵ He is listed as Lemoine in the 1900 census, but as Preston thereafter. The many newspaper articles examined by the author all gave his name as Preston.
- ⁴⁶ “Wins Silver Medal Contest at Presbyterian Church,” *Santa Cruz Evening News*, July 10, 1915, 4:6.
- ⁴⁷ The earliest of these seems to be Feb. 13, 1918. All say “By P. S.”
- ⁴⁸ Santa Cruz High School, *Trident Year Book*, 1919, 23-27.
- ⁴⁹ “Preston Sawyer, Collector of Santa Cruz Memorabilia, Retired Proofreader, Dies,” *Santa Cruz Sentinel*, October 14, 1968, 15:1.
- ⁵⁰ Interview with Harold van Gorder by Frank Perry, May 12, 1997.
- ⁵¹ Margaret Koch, “Bit of Santa Cruz Stays Home,” *Santa Cruz Sentinel*, June 28, 1965, 1:4.
- ⁵² For a guide to the Preston Sawyer Postmark Collection in Special Collections, University Library, UCSC, see <http://oac.cdlib.org/findaid/ark:/13030/c8q241rh/>

⁵³ “Preston Sawyer, Collector of Santa Cruz Memorabilia, Retired Proofreader, Dies,” *Santa Cruz Sentinel*, October 14, 1968, 15:1.

⁵⁴ Sanborn Fire Insurance Map, Santa Cruz, 1917, 46 A.

⁵⁵ “Real Estate Transactions,” *Santa Cruz Sentinel*, April 25, 1868, 2:2. (Reports sale of lot on Bausch Street by Henry Bausch to Nathan W. Call.)

⁵⁶ “Common Council.” *Santa Cruz Sentinel*, April 29, 1882, 3:4.

⁵⁷ *Wikipedia*. “Flag of the United States.” https://en.wikipedia.org/wiki/Flag_of_the_United_States Accessed Nov. 29, 2014.

⁵⁸ Santa Cruz High School. *1918 Trident Year Book*. “The High School Cadet Corps,” 44-46. Sawyer is listed in the Muster Roll, page 46, as a private.

⁵⁹ “War Service at High School Growing Fast: Navy Man Addresses the Scholars,” *Santa Cruz Evening News*, May 17, 1918, 5:5.

⁶⁰ *U.S. Federal Census*, 1910, Ancestry.com.

⁶¹ “Milner Family Genealogy, Third Generation, Descendants of Edward Milner,” October 2, 2001 (biographical and genealogical documents received from the Kinsley Public Library, Kinsley, Kansas, June 2013); “Mrs. Milner Passes After Long, Useful Life,” *Kinsley Mercury*, January 26, 1933,1.

⁶² *Ibid*.

⁶³ [Post Office Changes], *Kinsley Mercury*, August 3, 1910, 1:1; [Mrs. M. E. Milner temporarily replaces A. Hollingsworth in the Post Office], *Kinsley Graphic*, August 27, 1914, 4.

⁶⁴ [E. W. Kinsley visits], *Kinsley Mercury*, October 13, 1883, 3; “Edward W. Kinsley, Dead,” *New York Times*, December 27, 1891, 3:5; “Edward Wilkinson Kinsley” and “Rodolphous [sic] Kinsley,” Public Member Trees, Ancestry.com.

⁶⁵ In 1939 the town made the cover of the *Saturday Evening Post* for being midway between the New York and San Francisco world’s fairs. Eventually the town adopted the moniker “Midway USA.” <https://www.kinsleyks.com/visitors/midway-usa>

⁶⁶ “District East of City [Live Oak] Teems with Activity,” *Santa Cruz Sentinel*, February 19, 1951, 9:1; Margaret Koch, “Aging House Cradles Memories of Santa Cruz [Kinsley] Family,” *Santa Cruz Sentinel*, June 17, 1962, 32:1; *Holy Cross Cemetery and Mausoleum, Compiled Records; California Deaths Database*, obituaries and news articles from *Santa Cruz Evening News* and *Santa Cruz Sentinel* found on Newspapers.com; *U.S. Federal Census*, 1860–1940; Norman Poitevin and Phil Reader, veteran research by Robert Nelson, “Martin Kinsley,” in *The Old Holy Cross Cemetery* (Santa Cruz: Friends of Old Holy Cross Cemetery, [2014], 100.

⁶⁷ “Martin Kinsley: A Model Farmer, a Faithful Officer and an Honest Man,” *Santa Cruz Surf*, August 13, 1896, 4:2. See also note 35.

⁶⁸ The author thanks researcher Joe Michalak for conducting this search.

⁶⁹ For a guide to the Preston Sawyer Collection at UCSC, see <http://www.oac.cdlib.org/findaid/ark:/13030/kt7r29p6xf/>