



# COUNTY COURIER

Official Publication of the Orange County Historical Society

[www.orangecountyhistory.org](http://www.orangecountyhistory.org)

Deltiology, the official name for postcard collecting, is thought to be one of the three largest collectable hobbies in the world along with coin and stamp collecting. Postcards are popular because of the wide range of subjects, with just about every subject imaginable being at some time, portrayed on a postcard. History itself can be tracked on postcards, from historical buildings, famous people, art, holidays and more.



Our program for the December meeting will be a powerpoint presentation of postcards selected from the 2000 scanned postcards now in our archives. Many of these cards were considered for the postcard book and rejected for various reasons. The show is organized according to subject starting with cards people had made with images of their home to send to friends. Following are street scenes and buildings that were popular postcard subjects, as were coastal scenes and vacation spots. Businesses made use of postcards for advertising their products or establishments. Some cards depict various aspects of agriculture. Earthquake and flood damage were popular subjects for postcards. Some postcards included people as the subject matter, such as school classes, sports teams and organizations. The backs of postcards carried words ranging from boring, ordinary we-are-here-doing-fine to exciting, life altering news.

*This post card is a gift from Miss Margaret Grant of Santa Ana. It is postmarked 1981. The image is a reproduction from an early Christmas card printed in England in 1843. The story of this particular image is the following: Christmas cards originated in England over 150 years ago. "You cannot reach perfection though you try however hard to, there's always one more friend or so you should have sent a card to," wrote Richard Armour. Sir Henry Cole knew exactly what Armour was saying. The founder of the Victoria and Albert Museum in London had so many Christmas greetings to send that handwriting them was impossible. Yet he wanted to make his friends aware of the need to help the destitute on that holiday. In the year 1843, Sir Henry commissioned [John Calcott Horsley](#) to paint a card showing the feeding and clothing of the poor. A center panel displayed a happy family embracing one another, sipping wine and enjoying the festivities. (So much for good intentions. The card drew criticism because showing a child enjoying a sip of wine was considered "fostering the moral corruption of children.") Legend says Sir Henry didn't send any cards the following year, but the custom became popular anyway.*

One friend wrote to another in Chicago, "Dear Jesse- I Am in Astoria at present, but Warren wants me to meet his parents!! Do you think he will pop the question?" However, messages as such were not so common. Some cards contained facts about people and places of historical or genealogical interest. We will end our show with cards of Orange County hospitals, churches and schools that were common place as postcards subjects.

## Special Celebration

This evening will be special as we celebrate the actual arrival of the much-talked-about postcard book, *Orange County* that our society has produced in time for holiday gifts.

If you placed a book order with John Sorenson, your books will be ready and waiting for you at the meeting. There will be additional books also available to purchase. For the occasion, festive refreshments have been arranged.

We will gather Thursday, December 8, 2005 at 7:00 at the Kidseum, northwest corner of Main and 18th Streets in Santa Ana. Our program on POSTCARDS will begin at 7:30 p.m. Bring a guest, the public is welcome. Parking is free at the back of the building and across 18th Street. Entrance to the building is in the back.

[Editor. As often occurs after a book is published, information is suddenly found that was unavailable or unknown at the time research was done. While our caption was perfectly correct for the postcard used in the book, there was much more to the story of this particular lumber company. I discovered this article quite by accident while looking for other material. The article by Catherine Seiler appeared in the *Historical Happenings*, monthly publication of the Brea Historical Society dated November, 2001.]



*This postcard is shown in the book on page 42. Caption as appears in the book. Local Lumber Company.* In 1907, two Fullerton businessmen purchased two acres at the corner of Cypress and Central Avenue in La Habra. The above photo, taken in 1915, shows the partners standing in front of the Brown and Dauser Lumber Company.

## The Brown and Dauser Lumber Yard

by Catherine Seiler

I don't know whether much has been written about the Brown and Dauser Lumber Yard, but I thought it might be of interest to describe my recollections of it, since my father, Harvey Moore, worked there from 1925 until 1937. Also, as a girl, I was in and out of that office a great deal.

Mr. W.J. Brown of Fullerton was really the owner. Mr. Dauser sold out his share almost immediately. At the time we moved to Brea, there were three lumber yards under Mr. Brown, the main one in Fullerton, one in La Habra under the direction of Mr. McGill (Mrs. McGill was the Browns' daughter), and the third company was here in Brea, at the northwest corner of Ash Street and Orange Avenue.

I don't know the true dimensions of the yard, but it extended from the corner at Orange Avenue to the alley on  
*Continued next page*

the west. It extended south on Orange, possibly the same distance. A building near the Ash Street corner next to the alley was occupied by the Bird and Allen Company, oil rig-builders, I believe.

Of course, the office was the area in which I spent the most time - many hours. The building, probably of the Craftsman design, had wooden siding and a large window in front. The entrance was from Ash Street. Upon opening the door, you saw a little waiting area with wicker chairs. Next came the business area, a high counter running to the south. An aisle went past it to the door on the west, leading to the yard outside. Most people went that direction, and, after ordering, continued outside. There was a great demand for lumber and cement at that time because the oil rigs were made of lumber, and the walking beams of solid wood were very large.

My father told us many times how many square feet of lumber were used, but unfortunately, I can't remember now. The cement was used, a great deal of it, in the wells.

Later, when the Depression hit, there were no longer yardmen. My father did it all and delivered everything with

the big truck.

Jack Collins came to Brea in 1915 and joined the Chamber of Commerce and was a charter member of the Lions Club. He worked for Mr. Brown 23 years. Mr. Collins was a very likable person, but out of town most of the time since he was the public relations man. He loved prize fights and took part in everything in Brea. He always had a big cigar in his mouth, and the office reeked of cigar smoke. He and his wife lived in a house connected to the lumber yard. They had two boys: John, the younger, was my age. I cannot remember the name of the older son.

*I would like to thank the Brea Historical Society for permission to reproduce this article.*

*Do you have a memory to share? I can think of many members in our society who do. We would love to read an article by Lavinia Knight on the Fine Arts Press, as Lavinia could give us first-hand recollections.*

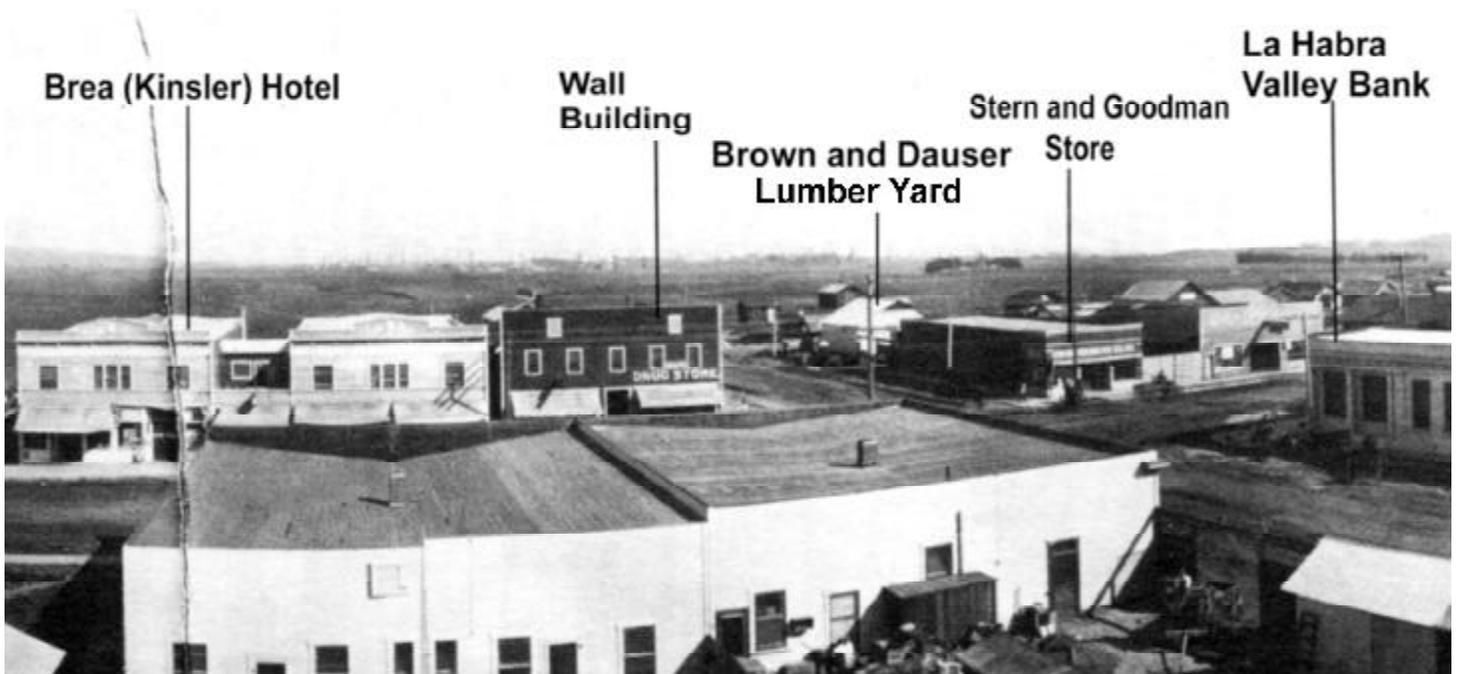
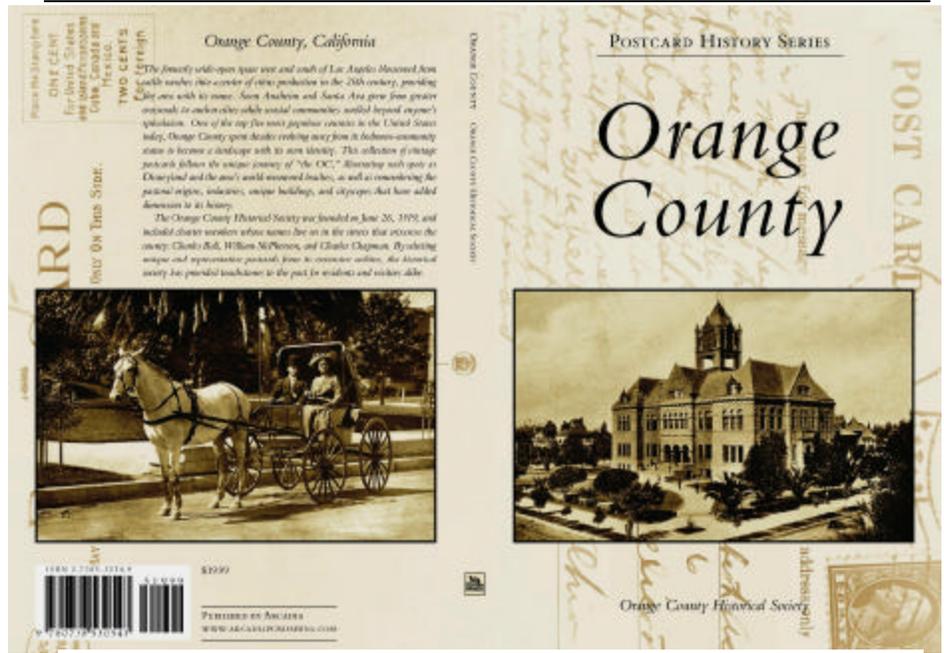


Photo above:

The former location of the Brown and Dauser Lumber Yard at Ash Street and Orange Avenue. Photograph has been reproduced from the book, *Brea, The City of Oil, Oranges and Opportunity* written by Orange County Historical Society member, Esther Cramer

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BACK COVER

FRONT COVER

**THE ORANGE COUNTY HISTORICAL SOCIETY OFFERS THIS POSTCARD BOOK** as a broad look at a bygone era. This work covers, with a few exceptions, what can be referred to as the agricultural period of Orange County's history from its creation in 1889 until about 1955. It is not meant to be a comprehensive history of the county, but rather a collection of snapshots in time. We hope you enjoy this historic and memorable journey into Orange County's past of images and scenes that once existed and perhaps still linger with nostalgia. Some images speak for themselves. Others have required more lengthy explanations. The caption for each card has been carefully researched to obtain more details on the background information and historical period depicted.

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OCHS Calendar

- Board Meeting
- Thursday Dec. 1, 2005 at 7:00 PM at Kidseum

**December Meeting**

- **Thursday, Dec. 8, 2005**
- Opening at 7:00 p.m.
- **Kidseum**
- Corner of 18th and Main Streets, Santa Ana
- **7:30 Program**
- **December Program**
- **Powerpoint presentation of those great postcards that didn't make "the Book".**
- **Postcard book delivery**
- **Special Refreshments**

COUNTY COURIER

Copy deadline is the second Friday of the month  
Mailing deadline is the last Thursday of the month

Books listed below in **BOLD** are pictured and described on our website: [www.orangecountyhistory.org](http://www.orangecountyhistory.org)

Don't see the book you are looking for? ASK US. If we don't have it we will help you find it.

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<b>Centennial Bibliography of Orange County</b>	\$70.00		Postcard History Series <b>Orange County</b>	\$21.50
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<b>José Antonio Yorba by Arnold Dominguez</b>	\$4.00			
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Orange Countiana III	\$12.00			
<b>Orange Countiana IV Architecture: soft A Window on the Past hard cover</b>	\$32.00 \$40.00			
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<b>Orange County Through Four Centuries By Dr. Leo J. Friis</b>	\$15.95			
<b>The Orange Blossom 50 Years of Growth in Orange County</b>	\$40.00			
<b>ORANGE COUNTY The Golden Promise by Pamela Hallan-Gibson 2002 edition</b>	\$37.00			

<i>All prices include sales tax</i>	
MERCHANDISE TOTAL _____	
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