



Barry Lawrence Ruderman Antique Maps Inc.

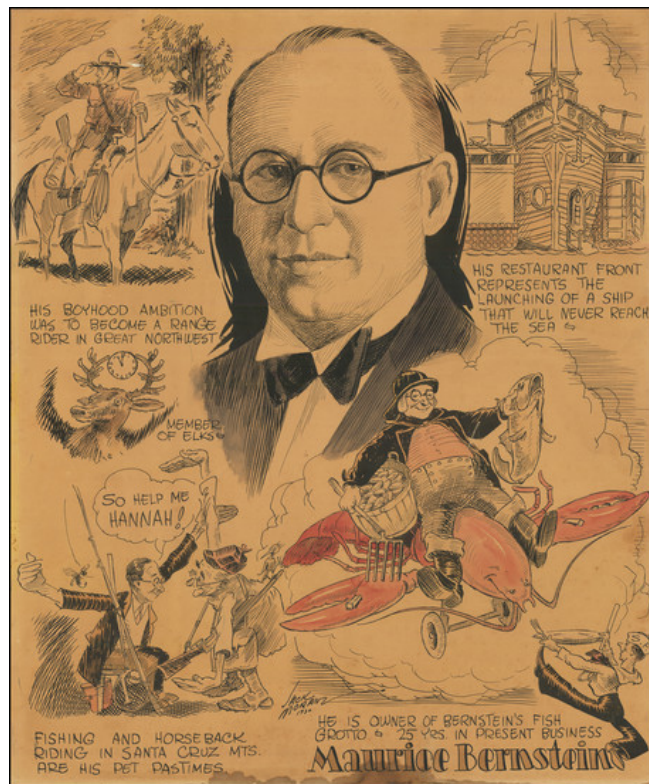
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(San Francisco Depression-Era Restaurant Landmark / Drawn By American Portrait Artist Jack Moranz) Maurice Bernstein | He Is Owner of Bernstein's Fish Grotto | 25 Yrs. In Present Business

Stock#: 84789
Map Maker: Moranz
Date: 1930
Place: San Francisco
Color: Pen & Ink with Wash Color
Condition: VG
Size: 19 x 23 inches
Price: SOLD



Description:

"His Restaurant Front Represents the Launching of a Ship that will Never Reach the Sea"

Original hand drawn portrait and commercial artwork for Bernstein's Fish Grotto, an iconic Tenderloin landmark which was open between 1907 and 1981.

This whimsical bit of portraiture shows various humorous vignettes regarding Maurice Bernstein's life and dreams.

The image was drawn by a very young John "Jack" Moranz (1900-1980), who would go on to become a famous American portrait painter and cartoonist, whose portraits included President Dwight Eisenhower, who sat for Moranz in 1953. During his career, Moranz also produced portraits of General Douglas MacArthur, Sir Winston Churchill, and former presidents Harry S. Truman and Lyndon B. Johnson. The



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Johnson portrait reportedly hangs in the LBJ Library in Austin, Texas.

In the upper right of the image is Bernstein's emblematic storefront, a scale replica of Christopher Columbus's *Nina* that juts out onto the sidewalk. This gave the restaurant its advertising slogan of being "the ship that will never reach the sea." The rest of the image builds a sort of cult of personality around Bernstein, showing his boyhood ambition of being a Range Rider and his fishing and hunting habits. Perhaps the most wonderful of all the images is a caricature of Bernstein riding on a lobster-cum-airplane to deliver mussels and fish to the sailors of San Francisco. The small archive also includes a folding postcard advertising the Fish Grotto and three different designs of match cards that were issued by the restaurant.

Maurice Bernstein (1886-1932) was a noted San Francisco fish merchant and restaurateur who had a number of locations throughout San Francisco. Bernstein's Fish Grotto was by far the most famous, remaining open until 1981. Bernstein's Fish Grotto, located at 123 Powell Street, at the end of the cable car line, was known for its unique entrance, a ship's bow jutting into the sidewalk. It was intended to be a reproduction of Christopher Columbus' ship *Niña*. Inside the restaurant, the marine theme continued. Bernstein's had seven dining rooms styled to look like ship's cabins: the Fisherman's Cave, the Pilot Room, the Sun Deck, the Main Salon, the Cabin Nooks, the Upper Deck, and the Porthole Counter. The sister restaurant in Los Angeles, was also known for its Coo-Coo Clams from Coo-Coo Cove.

Detailed Condition:

Pen and ink on artist's board with original wash color. In a small archive with a postcard flyer for Bernstein's Fish Grotto and set of several match-boxes.