

# San Francisco Bay Area Post Card Club

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*Meetings are held the fourth Saturday of every month except December.  
Visitors and dealers always welcome.*

Visit us online at [www.postcard.org](http://www.postcard.org)

April 2003

Volume XVIII, No. 4

**Next Meeting: Saturday, April 19, 12 to 3 PM**

Fort Mason Center, **Room C-370**

**Third weekend, third floor**

Laguna Street at Marina Boulevard, San Francisco

Please disarm pagers, cell phones, and alarms during the meeting.

**Program Notes:** Dan Cudworth will show and tell us about *The Fabulous Postcards of the '30s and '40s*. This is the period in our history of the great Depression, the age of radio, the Big Bands and WW II. Dan's presentation will feature a variety of exceptional linens and real photos that were published during this pivotal time in our country's history.

We will also be holding a mini celebration to mark a maxi event: Wilma G. Hampton's ninetieth birthday.

**Show & Tell:** Your own fabulous postcards of the '30s and '40s, and, as always, collector's choice. Three item, two minute limit.

## COVER CARD

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The caption reads Alcazar Theater. Actually this is the New Alcazar that was built in 1907 and existed at 2101 Sutter Street on the Southwest corner of Steiner until 1911. The Alcazar had several reincarnations after that. It was on O'Farrell Street for many years and is now at 650



Geary, part of theater row. It is shown here as a suggestion for a new topic we can all share in exploring: San Francisco entertainment and theaters. What cards do you have, new and old? Send them in or else make full size, full color copies of them, or—best yet—send full color, full size, 200 resolution jpgs to editor(at)postcard.org. Include a line or two of identification and memories. Thanks for participating.

—Lew

## CLUB LEADERS

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**Newsletter Deadline:** 10th of each month

## MINUTES, March 22, 2003

Forty-four members and guests entered their names on the sign-in sheet. Cards were brought for sale or trade by Ed Herny, Joseph Jaynes, Sue Scott, Jane Dawson, Ken Prag, and Dorothy DeMare. Several non-postcard PPIE exhibits were set up.

We were called to order by President Ed Herny who welcomed all to our annual Panama Pacific International Exposition meeting.

Guests were introduced: Paul Robertson, a PPIE and Egyptian revival collector who brought the certificate of incorporation issued to the exposition by the Secretary of State of California, "the document that was the whole legal basis for the expo." ... Virginia Ryan Durrant, the daughter of Walter D'Arcy Ryan who had created the illumination of the PPIE. "They said he couldn't do it, but he did, and even Thomas Edison was impressed." Mrs. Durrant had brought the large silver cup that was awarded to her father for his brilliance. ... Carolyn and Norman Bailey, Mrs. Durrant's daughter and son-in-law. ... Jay Stevens, a long time PPIE collector who focusses on the Tower of Jewels as seen in his breathtaking lighted display. ... Laura Ackley, our speaker and a self described PPIEaholic. ... Henry Michalski, a San Francisco and political collector.

There were lots of cards in the drawing, mostly donated by people selling at the meeting (*Thanks!*). Almost everyone was a winner.

Old Business: Jack Daley, who at the last meeting had volunteered to put together a web site for the club, spoke briefly about postcard.org, the domain name we have since acquired from Dan Lester. Dan has been awarded a lifetime membership in the SFBAPCC and our lasting gratitude. Working with Lew Baer, Jack told that since 10:30 last night he has had the site up and running in rudimentary form with information about our meetings, directions to and an image of Fort Mason Center, and the current newsletter.

New Business: Hester Lox told that she is a City Guide specializing on the PPIE and invited us all to take a guided tour, particularly one in May and October. She passed out brochures.

Glenn Koch told of two new books he got recently. One is on Horn and Hardart Automats in New York City, the other on Coney Island Lost and Found. Both are rich with postcard illustrations. He got them on amazon.com and received a discount for buying two at one time.

Deanna Kastler, also a member of the San Francisco Museum and Historical Society, told of a



fund raiser being held for the museum we all hope will be. The Chicken's Ball is named after an event in the movie "San Francisco." Pier 45, April 10, 6-8 PM, \$35 and up. For more info go to sfhistory.org.

Ed Herny told of the antique show tomorrow at the Hall of Flowers in Golden Gate Park.

**Show & Tell:** Darlene Thorne showed Marilyn Blaisdell's book on the three San Francisco fairs and a binder of her own PPIE cards. She also urged us to say a prayer for her grandson currently serving in the war in Iraq. [*Done!*] ... Ted Miles collects railroads and finally completed a set he'd been working on for years; to make it even better the line is open and running again. ... Kathryn Ayres showed a postcard with a PPIE seal and cancel on the back with a printed message in support of San Francisco hosting the fair. ... Glenn Koch brought a leather bound, highly illustrated book put out by the PPIE Fair Booster Committee that was sent to politicians around the US to encourage their support of the fair; a needlework pillow cover of the PPIE logo; a real estate brochure showing the Ohio Building and the House of HooHoo relocated in San Mateo County. ... Lew Baer showed the PPIE button he was wearing on his cuff and his grandpa's ticket book and photo from the fair; all the tickets had been used.

Janet Baer showed a photocopy of both sides of a PPIE card picturing Wm. Howard Taft encouraging the recipient to Meet Me at the Fair. On the back was a message sent to Janet's aunt, then age 5, in Tacoma. ... Jack Daley showed three post-fair photos taken at the Presidio with the Palace of Fine Arts and the Column of Progress. ... Al Muller brought a booklet from an Oakland cemetery with pictures from the PPIE. ... Jack Hudson showed

another card of President Taft, this time breaking ground for the fair (before its location was finalized). The real photo was mailed to Santa Rosa on December 29, 1911, Jack's birthday [*not birth date!*]. ... Jay Stevens showed a leather case with the PPIE logo embossed on it. ... Nancy Tucker brought several New Mexico train cards—printed and real photo—and showed how people on the cards had been added and removed to keep up the cards' interest over the years. ... Sue Scott showed her favorite PPIE card from the General Electric exhibit. ... Ed Herny spoke of the Midwinter Fair card he showed some time ago, a photo taken in 1894 and printed and mailed in 1900. A month ago he found another at a show, actually bought for and sold to him by Jack Hudson. It has the same back and format as the other card. Midwinter Fair real photos are quite, no, extremely! rare.

—Bruce Diggelman, Recording Secretary

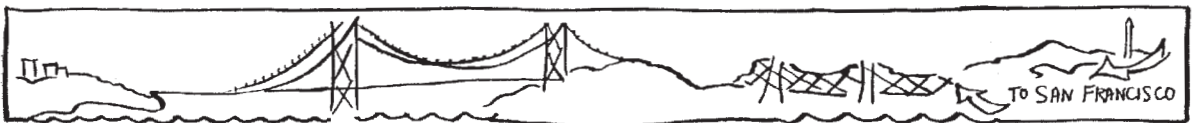
### ***Laura Ackley: Illumination of the PPIE***

See images: <http://www.postcard.org/ppie1915.htm>

Laura thanked Dave Parry for inviting her to speak to the club and began by asking who collected PPIE. A forest of hands went up. Who does so on eBay? A thicket of hands arose. Laura has written a still to be published book on the fair, and she is always looking for PPIE technical and lighting items.

As she started her computer slide show she spoke of architectural history and pageant lighting, and told that the PPIE was the first time some lighting techniques were employed that are still in use today. The fair was originally proposed in 1904, but plans were halted in 1906 and restarted again six months after the earthquake and fire.

A postcard image of the opening day of the fair



filled the screen, a sea of heads in front of the Fountain of Energy and the arched hedge of living ice plant. Another slide: the Scintillator, the fan of colored light beams that is seen on many nighttime fair views. Next, the giant typewriter that typed out headlines in real time and told of the sinking of the Lusitania. A view of the intricate General Electric exhibit; the company had sent its best engineers to the fair. Walter D'Arcy Ryan, whose lighting we were learning about today, was a chief of GE's technical division and bore the title of Illuminating Lighting Engineer. Most new inventions at that time were first seen by the public at world fairs.



W. D'A. Ryan  
from *The Blue Book*

Lighting was a new and important development that allowed fairs to remain open after dark. At the PPIE, on newly constructed ground, it was easy to install underground utilities. It was the first fair to have its lighting planned in conjunction with the architecture.

More cards: another view of the Great Scintillator, an array of search lights; the Electric Kaleidoscope inside the giant dome of the Palace of Horticulture; the Tower of Jewels hung with 102,000 Novagems that moved with the breeze; the floodlit exterior of the Palace of Fine Arts showing the new way to illuminate architecture.

Views of lighting at earlier fairs: the harsh arc lighting of Chicago 1893;

the Eiffel Tower outlined with bulbs, 1900 Paris; a film made by Thomas Edison at the 1901 Buffalo fair; the 1904 St Louis fairgrounds were so huge that lighting had to be concentrated in spots. The PPIE brought a new style of brightly lit displays and soft lighting on building exteriors.

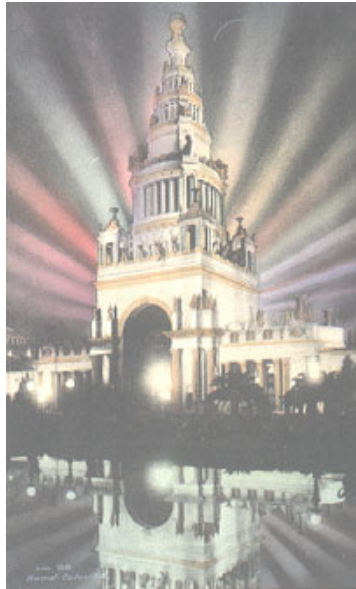
Then a picture of Walter D'Arcy Ryan, the first person to light Niagara Falls; in 1907 he built an early version of the Scintillator for the 1909 Hudson-Fulton Expo. The castle like tower he had built for the Scintillator is still standing at Yacht Harbor. The organizers of the fair had doubts as to Ryan's success with his new style.

Perhaps they had a backup plan.

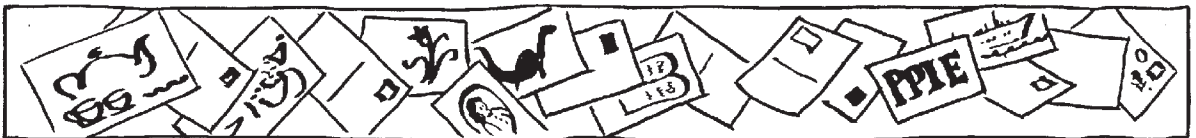
The Scintillator utilized forty-eight 36 inch projectors with color screens. Over 300 special effects were choreographed. The effects were different on clear and foggy nights, so Ryan had railroad engines mounted to run at full throttle and create fog and smoke.

The Nebulus Array in the Electric Kaleidoscope of the Palace of Horticulture was made by painting the inside of the dome with reflective paint. When the lights inside were played on the dome the view outside was animated with comets, butterflies, and more.

The Tower of Jewels: 435 feet high. After it was built Ryan announced he was going to hang thousands of cut glass gems on it. Impossible! He



Tower of Jewels and Scintillator  
Night Illumination  
Hand colored Chas. Weidner  
by Albertype



studied the gems and designed the style of cut he wanted used. 21-47 mm in diameter, mirror backed and made in Austria. They were also used elsewhere in the fair. Smaller jewels were sold as souvenirs. Laura showed a photo from *Sunset* magazine of workers hanging jewels on the tower. She told that often Tower of Jewels postcards have glitter applied to where the jewels hung. More Novagem displays were seen at the New York and San Francisco fairs of 1939, but the idea of hanging jewels on architecture did not catch on.

Ryan also designed lighting for other areas of the fair. The fountains of the Rising and Setting Sun were glass with lights inside. The Court of Abundance had a globe of glass with interior lights that created an eerie effect. Lights were concealed in niches of the columns of colonnades for indirect effects. Decorative standards were hung with ornate banners concealing two to seven arc lights that illuminated architecture.



Light standard in front of Main Portal, Transportation Building

Decorative standards were hung with ornate banners concealing two to seven arc lights that illuminated architecture.

Ryan coined his own term for the Palace of Fine Arts lighting: Triple Moonlight!

When the applause quieted Laura answered questions, mostly about the jewels themselves. Jay



The Underwood Giant Typewriter that typed out the headlines "The Machine You Will Eventually Buy"

Stevens joined in the discussion. The jewels that actually were on the tower are chipped and faded and coated with a greasy film; and they show the Ryan name. Any jewels smaller than 21 millimeters



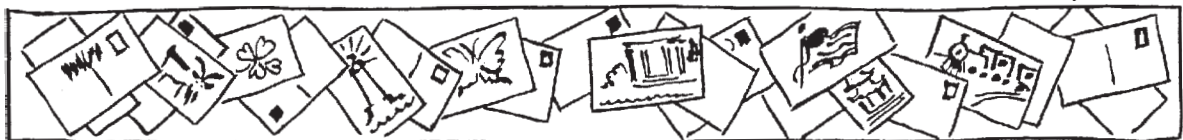
The Rising Sun in its fountain (Real Photo)

are official souvenirs; those with a dangling tag are also souvenirs.

When Laura was finished Jay Stevens brought up his laptop and slipped a disk in it. Movies taken at the PPIE appeared on the screen. The CDs [DVDs?] are for sale on eBay from a reputable dealer. See images:

<http://www.postcard.org/ppie1915.htm>

Notes by Lew Baer



**TREASURER/HALL MANAGER REPORT**

As of March 29, 2003 ..... \$2,314.83  
We'll be meeting in room C-210 May through August. In September we will meet on the third weekend in room C-230.

—Daniel Saks, Treasurer

**WELCOME TO OUR NEW MEMBERS**

Richard and Brenda Musante, 1818 La Plaza #106, Cotati CA 94931; 707 795-6499. Rich is a long time collector, dealer, and past member who, with Brenda, has just moved their shop Postcards \* Books \* Etc. to Cotati. They are not yet ready to greet customers but should be within a month. Call before journeying to Sonoma County.

**POSTCARD CALENDAR**

**APR. 26-27, Saturday-Sunday, Santa Cruz, Postcard & Paper Collectibles Show, 611 Ocean Street, 10am to 5 and 4pm\*†**

**MAY 1-4, Thursday-Sunday, San Mateo, Hillsborough Antique Show, San Mateo Expo Fairgrounds, Thurs.-Sat. 11am-8pm, Sun. 11am-5pm\***

**MAY 3-4, Saturday-Sunday, San Diego, Postcard and Paper Show, 5440 Kearney Mesa Road, 10am-6 and 4pm†**

**MAY 9-10, Friday-Saturday, Grass Valley, Old West Antique Show, Grass Valley Fairgrounds, Fri. 11am-6pm, Sat. 9am-5pm\***

**MAY 17-18, Saturday-Sunday, Concord, Hal Lutsky's Postcard & Paper Collectibles Show, Clayton Fair Shopping Center, 5298 Clayton Rd., Saturday 10am-6 and 5pm\*†**

**MAY 25, Sunday, Healdsburg, Collectibles Show outside on the square, 9am-4pm\***

**JUN. 6-8, Friday-Sunday, Pasadena, Hal Lutsky's Postcard & Paper Collectibles Show, 400 W. Colorado Blvd., Friday 1pm-7pm, Saturday 10am-6pm, Sunday 10am-4pm\*†**

**JUN. 21-22, Saturday-Sunday, San Mateo, Collectors Revival Show, Expo Fairgrounds, Sat. 9am-6pm, Sun. 10am-5pm\***

**JUN. 28-29, Saturday-Sunday, Kent WA, Seattle Postcard Show, Kent Commons, 525 4th Avenue, 10am-6 and 4pm†**

**JUL. 19-20, Saturday-Sunday, San Rafael, Antique Show, Marin Civic Center Exhibit Hall (San Pedro exit from 101), 10am-6 and 5pm\***

**AUG. 1-3, Friday-Sunday, San Jose, Antique Show at Santa Clara County Fair, 344 Tully Road, 11am-8pm, Sun. 11am-5pm, FREE ADMISSION!\***

**AUG. 23-24, Saturday-Sunday, Sacramento, Postcard and Paper Show, 6151 H Street, 10am-5 and 4pm\*†**

**SEP. 13-14, Saturday-Sunday, Kent WA, Greater Seattle Postcard and Paper Show, Kent Commons, 525 4th Avenue North, 10am-6 and 4pm†**

**OCT. 26, Sunday, Las Vegas NV, Las Vegas Postcard and Paper Show, Hotel San Remo, 115 East Tropicana Avenue, 10am-5pm†**

\* Ken Prag will set up at these shows. Call him at 415 586-9386 or kprag(at)planeteria.net to let him know what he can bring for you.

† R&N Postcards will be at these shows with cards and postcard supplies for sale.

Postcards are available for browsing and sale, seven days a week, at SF Antique Mall, 701 Bayshore Blvd. where 101 and 280 meet; 415 656-3530



The idea of the club having its own site on the world wide web (www)

## [postcard.org](http://postcard.org)

had been talked about by some of our members for several years. It was an idea that never progressed beyond the talking stage until a few months ago when its owner let it be known that he was willing to part with the domain name postcard.org. The name postcard.org is particularly desirable because it is immediately descriptive, easily remembered, and the .org suffix is defined as noncommercial.

Postcard.org [pronounced: postcard dot orgue] was named and registered several years ago by Dan Lester in Boise, Idaho and was used as a site for the discussion of postcards called the post card list. Recently, Dan moved the postcard list to another site and put the domain name postcard.org up for transfer to the highest bidder or most deserving non profit user. The San Francisco Bay Area Post Card Club was the very fortunate recipient and in appreciation honored Dan with a life membership.

Dan is an administrative librarian at Boise State University with the title Network Information Coordinator. He has been a computer savvy professional since the 1970s and has ridden the crest of the internet wave for more than ten years bringing the marvels of the most modern communication innovations to the university library and to the world of postcard collecting. That world includes hundreds, perhaps thousands, of web users living in many countries on all the continents who subscribe to his postcard list in order to exchange knowledge and cards. Users of the list must adhere to standards of good manners, fairness and honesty.

He and his wife Gail, who also trained as a librar-

ian, have bared much of their private life to public scrutiny on their personal web site [www.gailndan.com](http://www.gailndan.com).

It is an on-line album of Lester family news and pictures that tells among other things that they have a collection of many thousands of library postcards. Postcards, though, are only their second nonprofessional interest. The first is their children and grandchildren; trailing a bit further on is contract bridge, a pastime that will gain in importance after their impending retirement.

Although Dan is the fellow who gave our club the capability for the site, it is Jack Daley who has made the site a possibility. He and his wife Kathleen have been members for a couple of years, and Jack eagerly volunteered to take on the responsibility of getting us on line-which he did at 10:30 on the evening of March 21. Thus far the site is little changed from its first appearance with basic club and Fort Mason Center information and the March newsletter.

Jack's interest in postcards began as a child when his father shared his WW II Camp Croft, South Carolina Army cards with him. He has been a collector ever since. One of the historic postcard subjects that Jack collects most actively is the Golden Gate National Recreation Area, including the Presidio. From the cards he's learned that many of the buildings here and at Camp Croft were made from the same architectural plans. He also hunts for cards of the eastern parts of Golden Gate Park and of the Schwarzenberg Palace in Vienna where he and Kathleen spent their honeymoon. They now live near the Arguello Gate of the Presidio.

Sixteen years with NEC Corporation in Silicon Valley honed Jack's computer skills after stints at UCLA, Foothill and De Anza colleges and gradua-



tion from UC Santa Cruz. Now he is ready to work on developing the web site—our web site—as he has for professional clients. He needs our suggestions on what we want to see and what we want the world to see. Jack envisions the chain of events as 1. develop the site with content; 2. let club members use the site a while and get feedback from them on recommended improvements or bugs; 3. when we have confidence that we have a good site that has been tested by our club members, we publicize it. To get the project started, Jack would like to know: What look and feel (style) should [www.postcard.org](http://www.postcard.org) have? What are examples and web addresses of sites that you like and why... specifically of postcard sites, club sites, favorite sites of any kind? What do you dislike in particular sites? Should our site make speed for dial-up modem users a priority? The price of speed is fewer, smaller and less clearly defined images. The site would also take on a simpler text-based look. Or are most club members using a high speed internet connection and looking for detailed image content?

Please let him know your suggestions at [webmaster\(at\)postcard.org](mailto:webmaster(at)postcard.org).

### DO WE HAVE YOUR E-MAIL ADDRESS?

If you are on line and would like to be kept current as to club doings in cyberspace please make certain that your address is in our files. If you received an e-mail recently regarding [postcard.org](http://www.postcard.org) you will know that we do have your address. If you did not receive a communication please email me now at [editor\(at\)postcard.org](mailto:editor(at)postcard.org) so it can be entered directly into the club mailing list and the roster which will be mailed out in May. If you would prefer not to have your address published please let me know and it will be kept private.

—Lew

### SPRECKELS ROTISSERIE

*Continued from page 11*

earlier cards than the Art Litho series, but there may have been. Have you seen any? The most perplexing question is: was there a card labeled North View? The Mitchell card does show the view to the north as the domed spires of Temple Emanuel on Sutter Street can be seen in the center of the window view. Why were such similar cards made by different publishers? My assumption is that Wolff got cards from Art Litho and was not delighted with the quality and had Mitchell finish the order. What do you think? Do you have any of these cards or their variations in your collection? Another series of Spreckels Rotisserie cards was published for an owner after Wolff. At least three styles of mostly black and white cards are known. They show S. Constantini or S. Constantini & Co. as proprietor. The copies reproduced here were all used in 1906. On Dave Parry's card the building has been colored yellow; one of mine has a perforated bottom edge. Another menu?

We would very much like your help in answering these questions. Your responses are invited.

—Lew

You will be at the **SANTA CRUZ SHOW** next weekend, won't you? It's one of the best around, especially for low key collectors. The ambience is friendly and relaxed, the dealers are among the best of the West, and the hall is comfortable and well lit. Mike and Joseph, the show promoters, have provided complimentary entry for all fellow club members. Use your pass; find some great cards; have fun!



*P.S.* THERE IS LOTS of talk about postcard.org and the internet in this issue, and it will be an important topic of discussion at our meetings and in future newsletters. We do not want to antagonize or bore those of us who are not internet users. But the internet is an important means of communication—just as postcards were a hundred years ago—and it is here to stay. Computers with internet access are available for use at almost every library. If necessary ask a librarian for help “getting on line” and go to postcard.org. You will be amazed and, we hope, delighted.

**OTHER EXCITING NEWS** is that Brenda and Rich Musante have moved their postcard and used book shop from down the Peninsula to Cotati, just two miles away from your Editor’s keyboard in Sonoma County. The building they are now in is new, and bureaucratic boondoggles have pushed their opening back by more than four months. They are nearly moved in as of today and expect to be welcoming the public within a few weeks. Hundreds of books, hundreds of thousands of cards! I can’t wait, but I’ll have to and so will all of us for just a while. If you are up this way and want to see for yourself, please call before you knock on their door: 707 795-6499. You can, of course, see many of their cards at the Santa Cruz show, April 26 and 27.

**READERS WRITE:** Nancy Tucker had a slow afternoon so she spent much of it surfing on line looking for interesting postcard sites. She found several and they will be listed on our own site soon. She also found one super site titled American Motels, Postcards from the Era of the Open Road. Page after page are littered with classic chromes of glitzy or grungy midtwentieth century roadside hostels. The cars are neat too. Take a look at lileks.com/postcards/motels/index.html ... From David Hunter

came a brochure from the good ole USPS titled “The 5 habits of highly effective postcards.” Its three pages fold out to promote postcards, “the humblest of advertising mediums,” as “enormously effective.” They are, the brochure sums up, simple, timely, printed on both sides, attractive and “measurable” (when returned as coupons). Does the message suggest that the Post Office might no longer deface cards with nonremovable labels, ink jet bar coding, and scuff marks from sorting machinery? I doubt it, too. Humblest, ha! ... Michelle Callarman sent in her dues renewal with a hand made postcard bearing her mea culpas. Michelle snips apart photocopies of old images to make her new cards, and this one is going right into my Portals of the Past collection! ... From Ray Costa came his latest issue of the Vallejo Stamp Club newsletter with a squib on National Postcard Week and news that an album of cards will be the door prize at their May meeting. Ray also included a photocopy of a vintage card from his collection bearing a glued on stamp, a “cinderella,” from a registered member of the Postcard Union, a worldwide trading club of the early 1900s.

**SCENE IN PUBLIC:** Chris Pollock appeared at the California Historical Society Author Series on April first to discuss his book *San Francisco’s Golden Gate Park; A Thousand and Seventeen Acres of Stories*. Chris’ll encore at the SFHA meeting on June 26. ... Several of Bob Bowen’s postcards were used in Bill Moyer’s “American Experience” public TV program on the Chinese in America. ... The aforementioned David Hunter and Michelle Callarman may be seen at work at the Brown Bag, an office supply shop with a good selection of postcards, at the corner of Fillmore and Pine. They are behind the counter Saturdays, so don’t get to meetings.

—Lew



# SPRECKELS ROTISSERIE

Cards of the Spreckels Rotisserie have intrigued several of our members for a number of years. The cards are early and, if not truly rare, they are downright hard to find. I recall seeing them from time to time before I began collecting certain San Francisco topics. A fellow came to one of our meetings shortly after we moved our venue to Fort Mason; he said that he was looking for cards of his grandfather's restaurant that had been located on the ground floor of the Call Building. His name, as his grandfather's, was Wolff. Soon after that I became enamored of the Call Building and began chasing cards of my newest love. It was then that I discovered my first card from the Spreckels Rotisserie—A. Wolff, prop., 15th Floor Call Bldg., San Francisco. Fifteenth floor? Wolff? I was and am still certain that the grandson said ground floor.

That first card is a beauty. On slightly marbled paper and in full color it shows a couple of passersby on Market Street gesturing toward the fifteenth floor and the “cafe” sign on the card just below the private club level and bristling pinecone dome of the Claus Spreckels Building. To the right

Mitchell (North) view



Yellow tinted black and white

is a tableside view of two diners gazing out the window at the city fifteen floors below. The card was published by Edward H. Mitchell and has an undivided feather back. Its elegant logo graces the back cover of this newsletter.

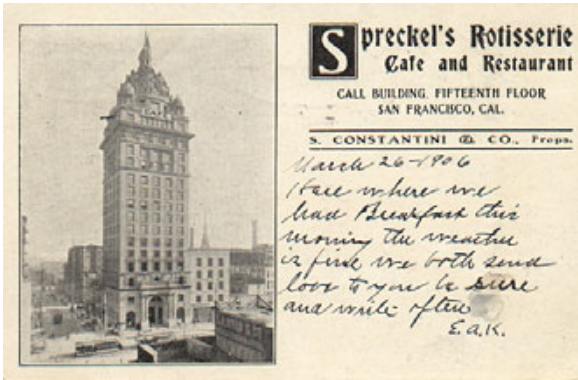
I knew before I turned it over that it was an early card because the interior of the Call Building had been burned and totally reconstructed following the earthquake and fire. But my card was not postally used, and I still do not know just when it was published.

Some time thereafter I came upon more cards of the cafe. Two are similar to the Mitchell card, but their images are not as colorful nor as expertly

Art Litho views: West



**Santa Cruz — April 26-27**  
**A Pair of Winning Local Shows...**



printed on the somewhat skin textured stock. They give the same information as the Mitchell but in differing ornamental lozenges and show Art Litho Co. San Francisco as the publisher. And they are labeled South View and West View; they are also both dated, by postmark and hand, 1903.

I asked a few friends about Spreckels Rotisserie cards. Dave Parry revealed that he collected them, too, and that he had three views from the top. His Art Litho East View is included here. Bruce Diggelman said that he has a few, including a menu (Mitchell?) with a perforated edge, possibly once attached to a postcard. Alex Brown sent in a photocopy of a card as well.

South



These are charming cards and highly collectible then and now. They are attractive, show views of the city and make up some sort of a set. They are also from a very popular restaurant that “every-one” went to. The Spreckels cafe under slightly varying names was open from early morning breakfast until late night after-partying hours. It served a wide range of food, as well as wine and liquor as shown by the hock and seltzer bottles on the Mitchell table. The Claus Spreckels building opened in 1894 and immediately became known as the Call Building after the newspaper whose offices were on its lower floors.

When did the cafe become a tenant and under whose management? It is unlikely that there were East  
Continued on page 8

**May 17 - 18 — Concord**  
...Don't Miss Them!

**SAN FRANCISCO BAY AREA POST CARD CLUB**

**APPLICATION FOR MEMBERSHIP**

New [ ]    Renewal [ ]                      Individual or Family \$15 [ ]                      Out of USA \$20 [ ]

Name: \_\_\_\_\_

Family members: \_\_\_\_\_

Address: \_\_\_\_\_

e-mail: \_\_\_\_\_                      Phone: \_\_\_\_\_

Collector [ ]                      Dealer [ ]                      Approvals welcome: Yes [ ] No [ ]

Collecting interests: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please make your check payable to SFBAPCC  
and mail it to PO Box 621, Penngrove CA 94951**

P.O. Box 621  
Penngrove CA 94951



**CLUB MEETINGS**

**2003**

**April 19 - 3rd weekend**

May 24

June 28

July 26

August 23

**September 20 - 3rd w/e**

October 25

November 22

Visit us online at [www.postcard.org](http://www.postcard.org)