

San Francisco Bay Area Post Card Club

See this newsletter and much more in full color on the Internet at www.postcard.org

Meetings are held the fourth Saturday of every month except December.

Visitors and dealers always welcome.

June 2003

Volume XVIII, No. 5

Next Meeting: Saturday, June 28, 12 to 3 PM

Fort Mason Center, **Room C-210**

Laguna Street at Marina Boulevard, San Francisco

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

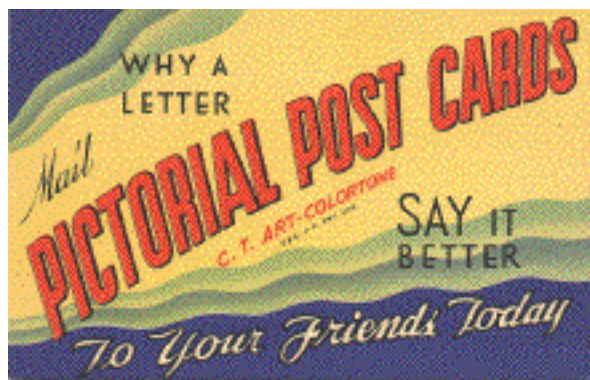
Program Notes: Bring your favorite album for display. Exhibiting albums has been popular in postcard clubs since the Golden Age. We've never done it before en masse. The rules are simple: None. Bring an album large or small, filled with cards on a specific theme or an accumulation, pages captioned, decorated or plain, whatever suits you best. The point is to show off a bit of each of our collections and our individual methods of presentation... and to glean ideas for new ways to increase our pleasure with postcards. In some clubs awards are made for the best exhibits. We won't do that, but we may take a reading or two on the applause meter.

We will also have a demonstration of postcard.org, our club web site, provided by Dan Saks and Jack Daley.

Show & Tell: That's what the album program will be, but if you absolutely have to show one or two exceptional cards please do so. As usual, two minute time limit.

COVER CARD

From Dan Cudworth's collection comes this colorful non-postcard published by Curt Teich to top the company's twirly sales racks set up in countless locations throughout the country. It's a linen, of course, with the corners in blue, blending through green to fresh-from-the-field corn yellow. The large letters are in vibrant red-orange. Without imagery Teich's layout artists have captured the spirit of linens and of the streamlined, forward rushing style of the 1930s and '40s. Out of the great Depression sprang skyscraping towers, powerful locomotives, and lowly postcards all symbols of American optimism—our national belief in a better future.



CLUB LEADERS

President:

Ed Herny, 510 428-2500
e-mail: edphemra(at)pacbell.net

Vice President:

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Recording Secretary:

Bruce Diggelman, 510 531-7381

Webmaster:

Jack Daley: webmaster(at)postcard.org

Newsletter Deadline: 10th of each month

MINUTES: April 19, 2003

41 members and guests signed in. Cards were brought for sale or trade by George and Helen Epperson, Arlene Miles, Susan Scott, Bob Bowen, Dave Parry, Joseph Jaynes, Ed Herny, Jane Dawson, Dorothy DeMare, and Bill Ashley.

Our first order of business was to congratulate Wilma Hampton on her soon to be ninetieth birthday. Following a melodious rendition of *Happy Birthday to You* Wilma cut the cake thoughtfully provided by Ed Clausen. In the proportions of a postcard it bore an icing rendition of Jim Neider's Sunset behind the Golden Gate design from our latest club card. Inside it was delicious. Wilma, always gracious, expressed her gratitude for the celebration and was presented with a copy of Glenn Koch's book, "San Francisco Golden Age Postcards."

We were called to order by President Ed Herny. Guests were introduced: Bill Haynes, Darlene Thorne's father who will celebrate his 90th in October; and Rhys McKay, Hester Lox' friend and a postcarder in the making.

Ed announced that yesterday, April 18, was the anniversary of the 1906 earthquake and fire, and that today, April 19, is the anniversary of the Battle of Lexington and Concord, "the shot heard 'round

the world."

There were many lots in the drawing including a scratch and sniff card of a Viking latrine.

Old Business: Jack Daley spoke on postcard.org, the club's new web site. The second edition is now up, and the third will be up by next meeting — menu driven with a dark background. Do we have a mission statement? Wilma advised that the club was named SFBA to include all nine counties and that anyone is welcome to join by paying dues. Jack told that a stump the experts column was suggested. Who are the experts? Also suggested were email alerts to forum members. If we want to send images with our questions we will form a Yahoo group. Ed asked that a calendar including the time and place of the next meeting and all events happening in the near future be included.

Two rounds of applause expressed our appreciation of Jack's efforts and results.

Announcements: The Santa Cruz show will be next weekend with free entry for all SF club members. Joseph believes that members of *any* postcard club should be given free entry to *any* show. The hobby began in the clubs and is supported by them. The Concord (SF) show is next month. Don't miss it. Ray Costa told that Westpex stamp show will be at Cathedral Hill Hotel next weekend.



New Business: Hester did not know what room we were meeting in, but was delighted with it once she found it. Jack Hudson also expressed his pleasure and asked if it were more expensive than our usual location. One generous member pledged the additional \$6 or \$8 a month for the larger and brighter room.

Ed Herny told that we have had club field trips and walking tours and suggested that we do it again. Chinatown, anyone?

Show & Tell: Ray Costa showed an unusual form of a postcard made from a piece of sail cloth from a ship wrecked off the coast of Rhode Island in 1907. ... Darlene Thorne brought a page of real photos from the 1930s and '40s including the Fox Theater where her folks had their first date. ... George Epperson told that he is a member of the Lennon Sisters fan club and showed a card he got when he and Helen took their daughter to see them years ago; also one of his 50 cards by a German Grandma Moses; and lots of cards on the Mt. Tam railway including one of the conductor who used to sell his own liquor to passengers. ... Hester Lox brought an August 1997 copy of the Castro area news with a picture of 1906 refugee camp outs in Dolores Park.

Jim Staley went to the Galapagos Islands over Christmas, and on Floriania there is a barrel left for mail to be forwarded by ships (and now tourists) that have stopped there since the 1700s; he mailed a card to himself and whoever picked it up mailed it to him from San Francisco. ... Dave Parry told that a week ago he and Kathy were in their hotel in Paris; he showed a real photo of the bear barbecue at Shorty Roberts' at Ocean Beach; his third card in the 1889 Paris Expo set of Eiffel Tower cards showing the cog wheel car that hauled

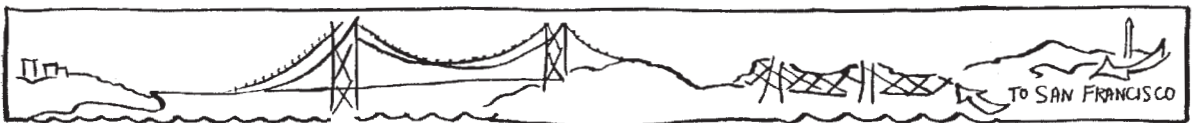
people up to the third level; David now collects images in nut shells with tags to mail. He showed two from the PPIE, two from St. Louis 1904, and one from the 1933 Century of Progress; open them and photos concertina out; he also collects clam shells. The genre goes back to Cicero who wrote that the Iliad was written in such a small hand it could all fit in a walnut shell. ... John Freeman brought an oversize card from California Invitation Day, March 1, 1911, a Southern Pacific real estate promotion urging residents to send post cards to friends back east urging them to come and live here; he showed cartoons about the 400,000 cards sent and a standard sized invitation from 1912; many cards we find today, such as California in Midwinter, confirm that promotion. ... Bill Ashley told of an obituary in the *New York Times* for Douglas Hinrich, inventor of the jackalope. ... Sue Scott showed a recent find she is trying to identify, the logo on the back is a grid with an F; also Minneapolis Shirt Works nursery rhyme cards. ... Ed Herny brought a mystery frame with five snapshots and one postcard of fishermen and hunters who flew to Calistoga airport in 1928; the postcard was made in 1916; a sign on a wagon reads G E Butler Wood Coal & Ice; where is it? Also a series of cards just found, Japanese military comics with undivided backs.

—Bruce Diggelman, Recording Secretary

Program:

DAN CUDWORTH on Fabulous Cards of the 1930s and '40s

Dan started off by showing two large folders of what looked like wartime cards of WWs One and Two. No, they're modern antiwar cards made from old designs. Then an original drawing from 1937



by Virgil Finley, a sci-fi artist. Next Dan told us how he views the cycles of development and interest in postcards in the 1900s being comparable to those of the Internet today.

Introduction over, Dan proceeded to *WOW!* us with dozens of superb cards from his collection. First came real photos: FDR riding in an open limo



and speaking while tightly gripping his son's arm*, the Hindenberg, the Berlin auto show; Jesse Owens at the 1936 Olympics, auto dealers, gas stations, the Gilmore Oil Co. lion cub Quints, the 20th Century Ltd, airplane cards signed by famous aviators, car hops, roller rinks, fire cracker stand, Jimmy Doolittle and his plane—signed in 1933, the streamlined Owl Rexall drug store on Trea-



Duke Ellington, left center

sure Island. Then 1930s musicians: autographed Duke Ellington Band*, Paul Whiteman with Bing Crosby, an SF KGO radio ad for condensed milk, Mickey Mouse and band in Harlem, Fred Waring, Ted Weems Orchestra, harmonicas on NBC Radio, Texas Rhythm boys, blackface minstrels; then child in a pedal car airplane, Egyptian Theater in Hollywood.

A few printed cards followed: Wizard of Oz promo, 1930s Betty Boops made in England*.

Next came words on cards: December 8, 1941, Uncle Sam declares war on Japan; December 11



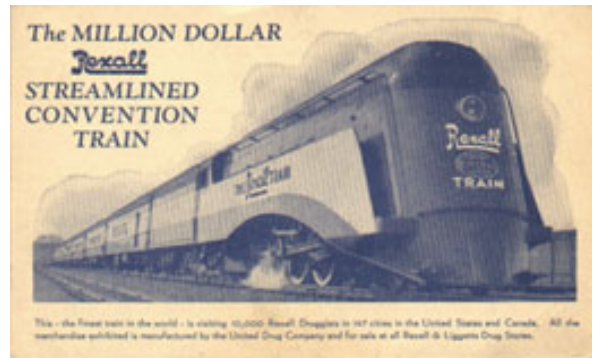


Uncle Sam declares war on Italy and Germany postmarked on respective days; newsreel format cards of war; silk German patriotic; German cut-out of Luftwaffe glider; a silk of a zeppelin; Hitler!



Then anti war cards of WWI, streamlined advertising*, Glamour style by Petty for Pontiac, Erskine 6 auto ad*. Rexall million dollar convention train, Southern California promo, the Burlington Silver Streak Zephyr.

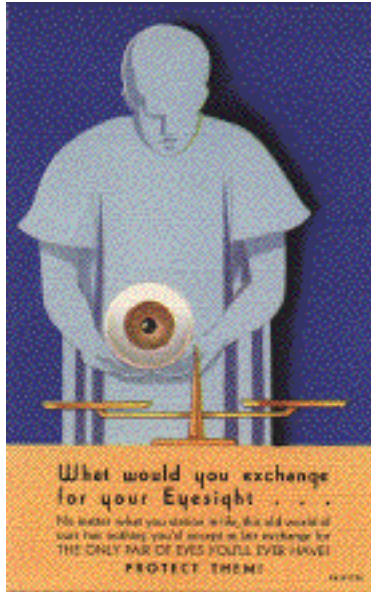
Dan was excited to get his copy of the new "Linen Postcards" book. He didn't find many great cards in it but there is lots of information. To start his show of linen cards Dan passed around a Curt Teich postcard advertisement in great colors with a non-postcard back*. Then political linens: pro democracy, FDR, SeaBees, American Legion pro religion, blacks—the Piney Woods school and a black run grocery store, the Badgett Quads our response to the Dionne Quints, a Santa Claus



school, and a salesman's booklets for linens.

Advertising: savings banks; radio lamp*; Mazda lamps;; Bantam 60, a WW II economy car*; clothing; back to the land movement; furs; Zippo lighters.

Entertainment: America on wheels—skating, bowling, the 1939 fairs, the Bank of America at the GGIE, hotels. Then eyesight improvement*, trailer sales, car hops*, restaurants, band stands, Ellery Queen's Mystery Magazine, California Centennial, night club show, drive in theaters*, pinball machines, neon sign maker, power pole insulator.



In “ordinary” printed cards we saw one for the Hollywood writers rallying against HUAC, another of Ronald Reagan railing against communists, and an advertising card for *The Day the Earth Stood Still* [Klatu Gort varigma].

At the end we were all exhausted from looking and applauding. One comment stood out: “I had no idea linens had so much to offer.”

* Cards shown with article or on cover.

—Notes taken by Lew Baer

MINUTES: May 24, 2003

Thirty-eight members and guests signed in.

Cards were brought for sale or trade by Ken Prag, Sue Scott, Roman Manevich, Jane Dawson, Joseph Jaynes, Ed Herny, George Epperson, Jim Neider. There was a room mix-up and we met in C-370, our large and comfortable favorite. There was ample parking.

We were called to order by President Ed Herny. Guests were introduced: Gena Kliewer, wife of Dan Saks,; and a rarely seen regular, Frank Sternad, who calls himself a general collector, “I just can’t specialize.”

There were twelve lots in the drawing and a dozen lucky winners.

Announcements: Ken Prag brought copies of his show schedule. Tomorrow will be shows at

Healdsburg and Pleasanton.

Old Business: Lew apologized for the 2001 date on some of the new roster covers. Bunny Moses showed him how to fix them at the New York City show: take a black pen and turn the 1 into a slim 3.

Dan Saks revealed that this will be our room starting in July, C-370. In September we meet on the 20th, the third weekend.

Ed Herny told that the website, postcard.org, is up and expanding. It is truly excellent—professional and useful—thanks to Jack Daley’s expertise and ideas.

Announcements: Bob Bowen told that our next meeting will feature an album show-off—an expanded show and tell. Speakers are needed for July and August. Ted Miles raised his hand for July.



Lew Baer spoke for Jim Staley who would like to know if we want to make another calendar this year. If so he will need help with phoning, collecting cards and money, and organizing the project. What should he do? Our decision: we want calendars. Ed Clausen and Michael Jawitz volunteered to help.

Show & Tell: Gail Ellerbrake was in her SoCal hometown last summer and the local paper had a spread on old postcards of local sites. She showed cards of some: Bernheimer Gardens, the coast highway and what is now Will Rogers State Park, the beach at Venice, the world's largest wharf at Santa Monica, and the ocean front promenade. ... Dan Cudworth brought a new-to-him linen: WWII patriotic "Long Let Liberty Live," with a woman in a nurse like outfit and a Daniel Webster quote; a RP Pez card from Austria showing a risqué poster, a great chrome of Ike at the Laconia Tavern Hotel with a printed message encouraging voting. ... Albert Muller showed an article on expo postcards from the *American Philatelist*. ... Lew Baer showed a 9-11 card of the twin towers replaced by towers of light, a card of the second Cliff House with message telling of the tidal wave that destroyed it at the time of the earthquake (!), and a card touting the 1909 Richmond Carnival; John Freeman revealed that it was a reused design from the Portolá Festival. ... Ed Herny showed a real photo of a Dutch man with immense legs (or at least immense trousers). ... Chris Pollock invited us to look at the several display boards he had made with Golden Gate Park cards, and he told of a special on Cary Grant that used postcards as historical photos.

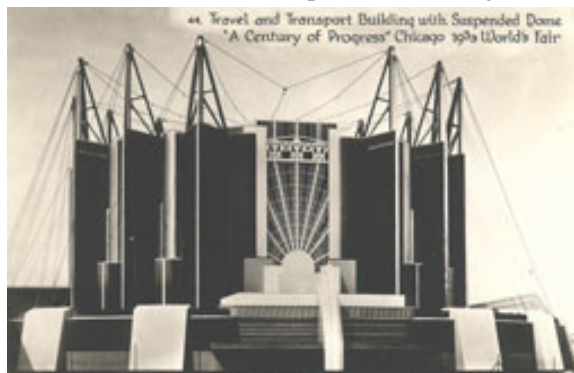
—Bruce Diggelman, Recording Secretary

Program:

DAN SAKS on the Century of Progress and Aviator Italo Balbo

The Century of Progress, the Chicago World's Fair, opened 70 years ago this weekend, on the fourth Saturday of May 1933, possibly the 100th anniversary of the city. The fair had been planned during the height of the roaring 20s. 1933 was the heart of the Depression. The \$10 million bond to finance the fair was issued on the day before Black Friday, 1929. The fair did open and ran two years, paid off all of its debts, and welcomed 50,000,000 visitors. As he spoke Dan unrolled a panorama of the fair.

He told that he began collecting world's fair items twenty years ago and settled on Chicago as his main interest. At that time he was not yet a post card collector. Well, COP postcards were just too



confusing; he showed a board with 47 cards of the same fair structure, the Transportation Building. Some were the exact same image by different publishers. "What's going on?" he asked. "Could it have to do with the end of Prohibition?" And he showed a table lamp also of the same building.

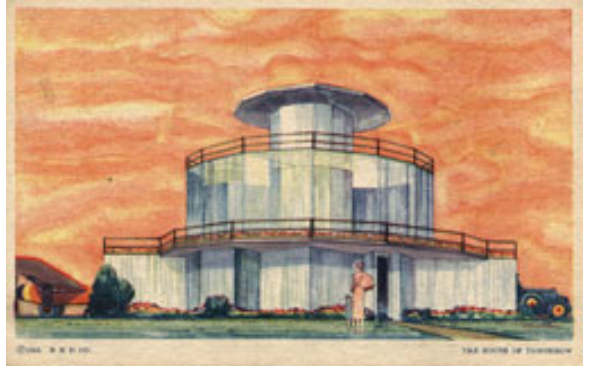
The '30s was a great time to be a midget! There





were lots of them at the COP. Dan showed a RP of Little Captain Warner getting his free mini bottle at the Canadian Club exhibit. Then he held up his own mini bottle. Lots more RPs followed. The Windy City Club published a COP check list of over 3500 cards! Besides those there

lic so machinery exhibits were numerous and popular. We saw a page of Otis Elevator cards for their Sky Ride, including some “rare” 1933 cards



overprinted 1934.

The Columbian Expo fairgrounds of 1893 was known as the White City. The COP was multicolored using 23 approved colors. Styles were art deco and arte moderne, perhaps inspired by the

are also novelty cards, plaques, book marks, jig saw puzzles, etc.—all postcards.

The COP was also a trade show and hundreds of the exhibitors issued postcards, as did Chicago restaurants to welcome visitors.

The purpose of the fair was to introduce the progress and science of the age to the pub-



1925 Paris fair. Many new products were used in the construction such as sheet rock, fluorescent lights, extruded aluminum. The 1933 fair was so successful that more buildings and exhibits were added for 1934. There





was little obvious planning to the arrangement of exhibits; villages from different countries were placed helter skelter.

Real photos showed parades and conventions. Trekkers with animals came to the fair advertising it along the way. The fair issued advertising cards in different languages. Older cards were overprinted with fair advertising. Dan held up a large photo of a fairgrounds luncheon for the



American College of Proctology. The first ever All Star game was played in Chicago because of the Fair.

When it closed in 1934 some buildings were barged down to the Indiana shore. The Manchurian Railway building is now in



THE BITTER MIDGETS AT THE 1934 CENTURY OF PROGRESS, CHICAGO, ILL.

Sebastopol in Sonoma County, serving as the Emanji Buddhist Temple.

Cards shown on page 7: Transportation building; on Page 8: the Cliftons, a midget family, on a 1934 real photo, The House of Tomorrow, Westco pump and water systems exhibit, Streets of Shanghai; page 9: Schlitz Palm Garden, Pabst Blue ribbon Casino, welcome card issued by the Lansing Hotel dining room, the Ritter Midgets; page 10: Futurism poster style card honoring the Italian air force on its 10th anniversary cruise, another 10th anniversary card showing Italo Balbo, air force planes, crewmen, and a major base.



ITALO BALBO AT THE COP

One of the more notable visitors to the fair was the Italian aviator Italo Balbo. He had been a soldier in WW I and later joined the Fascists and became head of Italy's air force, and to garner world attention he organized international flights. They flew around the Mediterranean, later to Brazil, and in 1933 to the US and the COP. It was a major aviation achievement to have a fleet make the trip. 24 Savoia-Marchetti seaplanes with 100 crew men flew across the North Atlantic to Chicago—490 hours in all. It was the first time groups of planes had flown in formation—eight sets of three—during the entire crossing. It was also the first time a fleet of airplanes had crossed the North Atlantic instead of just individual planes and demonstrated the commercial possibilities of transoceanic flight.

Dan showed two cards of Balbo at the fair and several other real photos, also a board of Futurism cards including a poster style honoring the air force on its tenth anniversary cruise, *Crociera Aerea del*



Decennale. This Italian art style portrayed the strength, power and excitement of the future.

There was a parade for Balbo's arrival. Chicago had 300,00 Italian Americans, so it was a big party. Seventh Street was renamed Balbo Avenue and still retains its name. He later flew to New York and Washington for lunch at the White House with FDR.

But Balbo was too popular for Mussolini, and he appointed him Governor of Lybia. Then when the war broke out Balbo's plane

was shot down by his own antiaircraft guns—possibly by order of Il Duce. In San Francisco a memorial was held at Sts. Peter and Paul.

Dan ended by showing—fortunately not reading—a poem in tribute to Balbo. We also saw world's fair souvenirs, among them a cocktail

shaker, bus poster, album of press photos, pictures of Eleanor Roosevelt and Peter Lorre. Dan told us that it is lots of fun collecting Century of Progress items. eBay has raised the price levels on them; they are rare items.

—Notes taken by Lew Baer



TREASURER/HALL MANAGER REPORT

Balance as of June 1, 2003 \$1,914.66
This month we will be meeting in room C-210;
for the rest of the year we will be in our new larger
and brighter room on the third floor, C-370.

—Daniel Saks, Treasurer

A LETTER FROM WILMA HAMPTON

I wish to extend my sincere thanks to club members and friends for the celebration of my approaching ninetieth birthday at the April 18th meeting. I enjoyed the beautiful birthday cake and the elegant “album” created by Glenn Koch, “San Francisco Golden Age Postcards.” I thank all those who gave me happy birthday cards. Thanks also to those who gave me gifts: Hester Lox, Elizabeth Schnereger, and Ann Hurley.

My birthday, April 30, was a glorious day! At 10:00 AM I got a call from Portland, Oregon. It was past president of the club Jim Kurshuk! And shortly after that my good friend Bruce Diggelman arrived to take me to lunch at Cafe Enrico on Island Drive in Alameda... and then another gift. It's great to be 90!

Wilma G. Hampton

THE ROSTER

Apparently some, possibly all, of the 2003 rosters have a 2001 date on the front. Bunny Moses, our Schenectady, New York member told me not to worry and showed me what to do. She took a black pen and changed the 1 into a slim 3. I suggest you do the same.

—Lew

Changes:

Michael Jawitz [michaelsfca\(at\)earthlink.net](mailto:michaelsfca(at)earthlink.net)
Louise Stephens 530 527-7807

POSTCARD CALENDAR

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

June 29, Sunday, **Sacramento**, Railroad Collectibles Show 6151 H Street, 10am-4pm*

July 6, Sunday, **Healdsburg**, Collectibles Show outside on the square, 9am-4pm*

July 11-12, Friday-Saturday, **Reno**, Antique Bottle & Collectibles Show, Reno Convention Center, 4590 S. Virginia Street, (early entry Friday 12-6pm) Saturday 9am-3pm*

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

July 25-27, Friday-Sunday, **Truckee**, Antique Show, Tahoe-Truckee High School, Donner Pass Road, Friday-Saturday 10am-6pm, Sunday 11am-4pm*

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

Aug. 23-24, Saturday-Sunday, **Sacramento**, Postcard & Paper Show, 6151 H Street, 10am-5 and 4pm*+

Aug. 31, Sunday, **Healdsburg**, Collectibles Show outside on the square, 9am-4pm*

Sep. 6-7, **Santa Cruz**, Postcard & Paper & Show, UCSF Inn, 611 Ocean Street, 10am-5 and 4pm*+

Sep. 20-21, Saturday-Sunday, **Daly City**, Antique & Collectibles Show, Cow Palace, 8am-6pm, 9am-5pm*

Sep. 26-28, Friday-Sunday, **Pasadena**, Postcard & Paper Show, 400 West Colorado Blvd., Fri-



day 1pm-7pm, Saturday 10am-6pm, Sunday 10am-4pm*+

Oct. 11-12, Saturday-Sunday, **Santa Rosa**, Redwood Empire Postcard and Paper show and Antique Bottle show, Sonoma County Fairgrounds, Saturday 12-7pm (\$5), Sunday 9am-3pm (free entry)*

Nov. 8, Saturday, **Sunnyvale**, Silicon Valley Postcard and Paper show, Sunnyvale Elks Hall. 10am-5pm

Nov. 8-9, Saturday-Sunday, **Arcadia**, San Gabriel Valley Postcard and Paper show, 50 West Duarte Road, 10am-6 and 4pm+

Dec. 6-7, Saturday-Sunday, **San Diego**, San Diego Postcard and Paper show, 5440 Kearney Mesa Road, 10am-6 and 4pm+

Dec. 13-14, Saturday-Sunday, **Granada Hills**, San Fernando Valley Postcard and Paper show, Granada Pavilion, 10am-6 and 4pm+

*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, Wednesday through Sunday, at Postcards, Books, Etc. in Cotati. Call before coming: 707 795-6499.

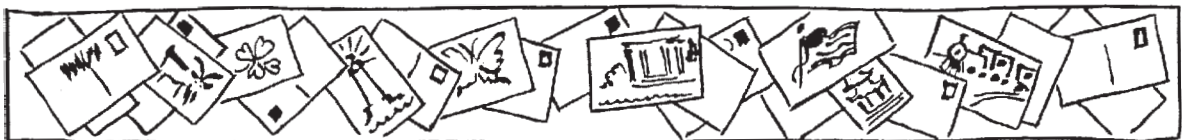
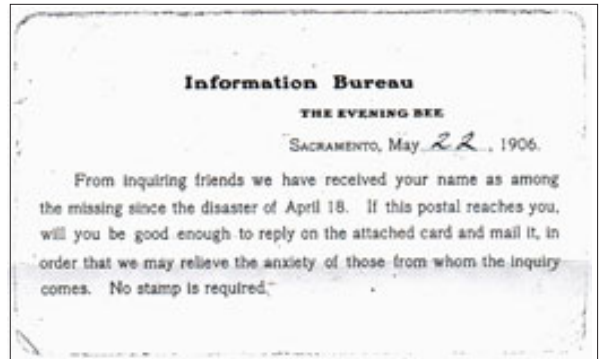
**- AN INTERESTING CARD -
from JOHN FREEMAN**

Here's an inquiry card from the *Sacramento Bee*, then called *The Evening Bee*, of May 22, 1906. It was sent to a woman in San Francisco asking for a reply from a "missing person." On the front is the original O'Farrell Street address which would

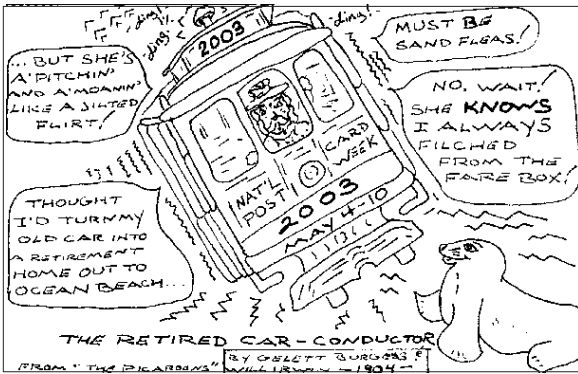
have been in the burned area. That was crossed out and penciled on the bottom is an address on Stanyan Street, 1200 which was at the corner of Rivoli just below 17th Street. That, too, is crossed out and the final destination is Acampo, California, a whistle stop on the SP line between Stockton and Sacramento that no longer exists.



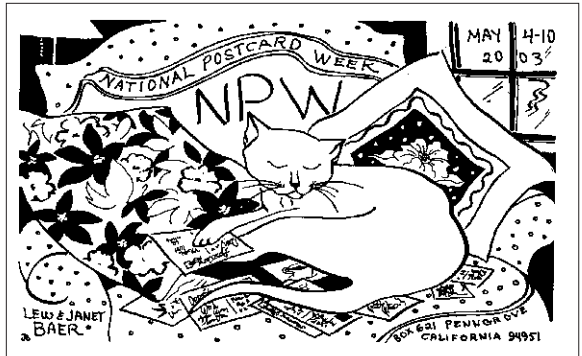
I think this is just another example in a curious line of postcards used for a variety of purposes. It fits in with Dan Saks' nuclear holocaust "location" card that he showed at a meeting. This card seems to have had a happy ending because the attached portion must have been returned to the *Bee* in order to "relieve the anxiety of those from whom the inquiry comes."



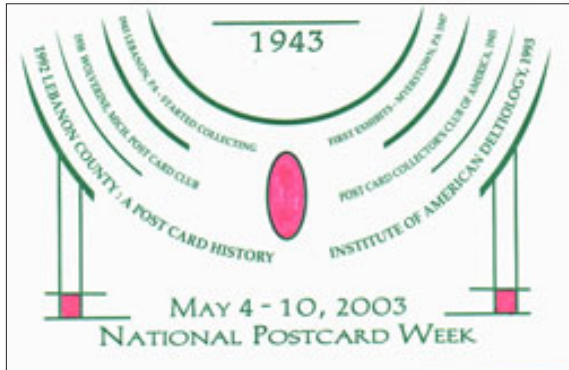
NATIONAL POSTCARD WEEK — 2003



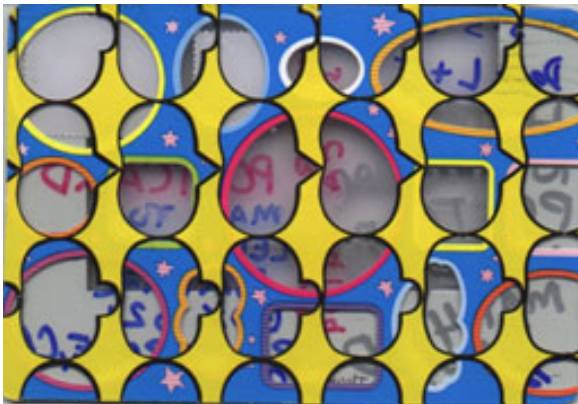
Kathryn Ayres



Janet and Lew Baer, design by Janet Baer



Don Brown



David Hunter, collage on plexiglass

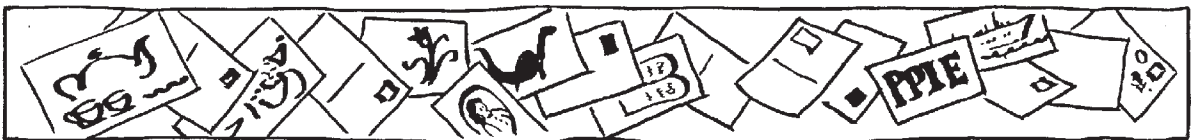


Hal Ottaway, art work by Timothy O'Brien. printed by Modern Postcard

At least five SFBAPCCsters celebrated NPCW this year by publishing and trading their own cards. It's a neat way to share the fun of postcard collecting with friends both within and outside of the hobby. Perhaps a hundred collectors across the

continent make their own cards or have them made, and they are displayed in the major magazines and club newsletters. Here are ours!

Won't you join us in 2004? NPCW is the first full week of May, every year.



THE GJØA — SAN FRANCISCO'S PRIDE AND SHAME



In 1906 the sloop Gjøa sailed into San Francisco Bay to a proud and welcoming city. She was captained by Norwegian scientist and explorer, Roald Amundsen, who had just completed an historic journey as



the first to navigate the Northwest passage. En route Amundsen also made important measurements of the Magnetic North Pole. The voyage from Atlantic to Pacific took three years including a wintery lay over in a far north Canadian port. Amundsen was longing to be off on other journeys. He would be the first to reach the South Pole—in 1909 after Peary had beat him to the geographic northern axis. Before he left San Francisco, he presented his ship to the people of the city. It was displayed in dry dock by the Beach Chalet until the 1970s when, ignored by the city and abused by the public, it was returned to Norway where it stands proudly at the Norsk Sjøfartsmuseum in Oslo. A stone pillar erected in 1930, two years after Amundsen's death, reminds us of his bravery and contributions.

The name? It's easy to pronounce. It's a ship called Joe.

—Lew Baer

The cards. Clockwise from top left: real photo by Crescent Photo



Co., Minneapolis No. 2034; linen, Curt Teich 1934, published by Stanley A. Piltz Company, San Francisco ("The Gjøa...is now beached in a hollow, having been presented to the City by the Captain on behalf of Norway"); the >



CLUB SCRAPBOOK

A few of our stalwart members at a recent meeting are seen through the lens of Chris Pollock's digital camera. Looks like a good time, doesn't it? C'mon and find out for yourself.



Wilma Hampton, birthday honoree, right

Jack Daley, postcard.org Web Master, left

Wilma graciously accepts applause and gifts, lower left

Dan Cudworth and a few of his Fabulous Postcards of the '30s and '40s, lower right



continued from page 14

polarvessel of Roald Amundsen, GJØA, the first vessel through the North West Passage; Polar vessel GJØA in the North West Passage, painting in the Fram Museum by Lauritz Haaland 1906. From the collections of Ted Miles and Lew Baer.



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

TUCK'S POST CARD

CARTE



POSTALE

Not one, but two packets of cards for the club have come from Lorelei Rockwell. Her family and friends are trained to save cards for her, and she in turn passes them on to us. Gee, thanks Lorelei—for the cards and the idea.

CLUB MEETINGS

2003

June 28

July 26

August 23

September 20, 3rd w/e

October 25

November 22