San Francisco Bay Area Post Card Club

See this newsletter and much more in full color on the Internet at <u>www.postcard.org</u> Meetings are held the fourth Saturday of every month except December. Visitors and dealers always welcome.

July 2003

Volume XVIII, No. 6

Next Meeting: Saturday, July 26, 12 to 3 PM

Fort Mason Center, **Room C-370** Laguna Street at Marina Boulevard, San Francisco Please disarm pagers, cell phones, and alarms during the meeting.

Program Notes: Maritime Museum librarian and club member Ted Miles will show and tell us about maritime preservation from 1900 to the present as recorded on postcards. We will be seeing cards of sailing ships, steam ships, naval and Coast Guard vessels—all U.S. related. The first ship Ted will discuss will be the Gjøa that was a subject of the June newsletter.

See parking advisory in Treasurer-Hall Manager's report.

Show & Tell: Shoes, SHIPS, sealing wax, and, as always, collector's choice—even cabbages and kings. Three item, two minute limit.



COVER CARD

QSL cards have suddenly gained great notice and popularity. Only one of our members lists them as a collecting interest, Bill Ashley. And it was Bill who lent me a copy of the new book on QSL's titled "Hello World" by Danny Gregory and Paul Sahre. The book is a primer on ham radio and includes a long time operator's collection of QSL cards which are hamsters' way of acknowledging short wave communications and the details of connections. Nowhere does it tell what those mysterious letters

stand for other than code for "message received." QSL cards are somewhat the equivalent of NPCW cards—designed and published by the senders. The card shown here is a rather murky continental size real photo with matte finish and bearing a GGIE cancel. There is another exceptional SF QSL on view in Kathryn Ayres' 1939 GGIE exhibit at <u>www.postcard.org</u>.

- 2 -CLUB LEADERS

President:

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

Vice President:

Bob Bowen, 415 563-8442

Editor: Lew Baer, 707 795-2650 PO Box 621, Penngrove CA 94951 e-mail: editor(at)postcard.org

MINUTES, June 28, 2003

Twenty-seven members and guests signed in. Several late comers did not. Guests included two who had seen us on the Internet and others who came out of interest in seeing what happens at our meetings.

Cards were brought for sale or trade by Ed Herny, Joseph Jaynes, David Parry, Roman Manevich, Jane Dawson, A Guest, Lew Baer, and Jim Neider. We were called to order by President Ed Herny. Guests Barbara Corff, Clara Broder and Timothy Rice were introduced.

Announcements: Ed Herny told that the Alameda Antique Mart will be next weekend. The Renaissance Faire will be in Novato again this year. Ed brought discount postcards. He also told us of the cards at good prices at Berkeley Collectibles on Oxford Street. Ed will be putting up an SFBAPCC sign there.

Joseph Jaynes reported on the new show to be held in Sunnyvale on the second Saturday of November. The Silicon Valley Postcard & Paper Show is the newest in the Mike Rasmussen-Joseph Jaynes lineup.

Bob Bowen told of the Teddy Roosevelt exhibit now at the State Capitol on the 100th anniversary of his west coast tour. Bob also alerted us to the

Treasurer/Hall Manager:

Dan Saks, 415 826-8337 e-mail: dsaks(at)postcard.org

Recording Secretary: Bruce Diggelman, 510 531-7381

Webmaster:

Jack Daley: webmaster(at)postcard.org Newsletter Deadline:10th of each month

American Flag exhibit at the Presidio Officers' Club. Both will be up through July 31.

Deanna Kastler talked on the plans to convert the old mint into a museum. The SF Historical Society will be holding a major fund raiser next week and is encouraging contributions of \$75-\$1000.

Dan Saks has brought his lap top computer with the club web site loaded on it. After the business meeting come take a look.

Darlene Thorne told (tearfully) that all the post cards she had gotten on a Mediterranean cruise last month were lost by the ship line, Celebrity Cruises.

Old Business: Jim Staley reported that we will be making a club calendar again this year. Sign up sheets are being passed around. Each month's illustration may include up to four postcards, and each quarter page will cost \$10 and will include one calendar. We can sign up for a quarter, a half, or a whole page at ten, twenty or forty dollars and receive one, two, or four calendars. Even third pages might be available. It will be possible to have a hole to hang them by.

Ed Herny reported that we will begin our tenancy of the large room on the third floor next month, C-370. Ed asked if we wanted to change the date of our August meeting as it conflicts with the Sacra-



mento show. We voted not to change the date. Ed congratulated Jack Daley on the amazing web site he has created for the club and thanked him for his efforts. Our applause echoed Ed's comments.

A question was raised as to how do we get images on the web site. Send jpg scans to Jack at webmaster(at)postcard.org, but check with him before sending. Michael Jawitz told that the pictures of the Palace Hotel are super.

Show & Tell: Lew Baer passed around a postcard quiz of what is wrong with this picture and a promo card for the photo show next month at Fort Mason. ... Ray Costa brought two Weidner ship cards; he is looking for more, more info, and a check list of them. ... Jim Neider anticipated the program by showing a "different kind of album." Small and ragged it was also very special as it had been given to Jim as a boy by an injured and dying veteran in the 1940s. It was his album from his service in the Spanish-American War.

—Bruce Diggelman, Recording Secretary

Program: Album Show & Tell

Lew Baer introduced the program by telling that he had heard of it from Hy Mariampolski who is also a member of the Metropolitan club in New York City. In New York all members can bring up to two albums which are on view for several hours. Everyone present gets to vote for their top three albums; the winners are announced and prizes are awarded.

For our first attempt at this program we changed the rules a bit and had a shorter viewing time and neither voting nor prizes, but we did stick with the Metropolitan club's lack of strict rules for what constitutes an album. They could be of any size and any number of cards and any sense of a collection. As in New York some of our members created albums with artistic and graphic additions. Historic commentary was also in order.

There were, I believe, a dozen participants, and everyone present spent an hour looking, oohing, and aahing over the cards and their display. The cards were fantastic, and many were extremely valuable and rare so only a few owners names will be mentioned. A large album of presidential cards included unusual, hard to find, and, yes, downright rare postcards of American politics. Another album held a complete run of Koehler New York City Hold to Lights as well as plain, glittered, and silk versions of most of the views. In another, Vincent Van Gogh museum cards were mounted on individual pages with typed commentary. A small highly decorated album held a collection of gold fish cards. A large D-ring binder held pages of Southern California ostrich farm cards. Michael Jawitz' very basic one inch binder held 4-pocket pages with his 58 cards of the Palace Hotel. When he joined the club he had only two. A large album held Teddy Roosevelt-real photos, printed, and embossed, and rare and unusual to the max. Complete sets of 1925 and 1937 Exposition des Arts Décoratifs filled an equally elegant album. Dan Saks had bought his cards and album in Paris twenty years ago when they were quite reasonably priced, and it was when he first learned of postcards in Paris. After he filed the cards numerically and found that he had them all he moved on to other topics. A collection of Art Nouveau Japanese cards was shown and from the same member a collection of Moulin GGIE real photos. An in depth collection of about 200 cards of the Fruitvale district in Oakland showed how important postcards are as visual records of our area and was only part of a larger collection of towns that were assimilated into Oakland between 1909 and



1912 after the exodus following the San Francisco earthquake and fire. A thick binder held many Great White Fleet cards along with letters from service men and other odd and unusual cards. Another album held over 100 Japanese goat cards. Neat as the cards were and as proud of them as their owners might have been, I was fascinated by the choice and styles of albums. Two of the albums came with the collections they held so there was no choice in style or pages used. There was wide variation in the others. One album was a typical shoolchild's three ring binder, covered in blue denim and with a zipper that closed it completely. Another was a small drug store two to a page photo album that had pockets on the outside of the cover that held decorative pages. A large D ring standard size binder was especially easy to open for inserting new pages. A Lindner album, the connoisseur's choice, was extremely heavy and used only Lindner pages that let you see only the fronts of the cards. A truly funky magnetic page album should have its cards removed immediately and the album thrown away. The adhesive on them leaves disfiguring marks. A folding six to a page photo album was clever, but as the pages seem to unfold by themselves the cards seem to be less well protected. Two albums shown used 6 pocket black pages and are sold at many discount drug stores. They are marked nonvinyl acid free.

Some of us like clear pages so we can see the backs of our cards; others of us like opaque pages, fawn colored Lindners or black Pioneers. Some of us keep the horizontals and verticals separate while for others of us they are mixed on the same pages. Ed Clausen revealed that for continentals in his standard size albums he uses 3 pocket pages, and he has to look at them on the bias, "A royal pain." For his primary collections he uses see through pages as he wants access to the information on the backs of the cards. For other collections he doubles the cards up to save space.

1, 2, 3, 4, 6 pocket pages—clear or opaque—it's all a matter of choice. What we do not have a choice in, however, is our obligation to protect our cards from damage while they are in our care. Whether in boxes or albums all cards should be in Mylar or polypropylene sleeves to keep them clean and safe in storage or while being handled. Then when we're done with them someone else will enjoy collecting them just as much as we have.

-Lew

TREASURER/HALL MANAGER REPORT

As of July 1, 2003\$1,844.37 For the balance of this year we will be meeting in Room C-370, on the front side of the building. Enter via the hallway behind the closed door.

In addition to our club meeting there will be a large photography show at Fort Mason on the 26th which will make parking more difficult than usual. The show does not begin until noon so it should be easier to find a spot if you arrive well before twelve o'clock.

-Daniel Saks, Treasurer/Hall Manager

2004 CLUB CALENDAR

There will be a club calendar for 2004. At the June meeting nine months were spoken for; so three pages—a maximum of twelve cards—are still open. If you would like to sign up for a spot or would like more information, please get in touch with Jim Staley at 415 488-4388 or e-mail jstaley2(at)earthlink.net. Payment will not be due until you submit your cards.



E-MAIL ADDRESSES

A number of group email messages have been sent to members regarding our web site and as meeting reminders. A few have come back as undeliverable. If you have not been getting the messages and would like to, please email your correct address to editor(at)postcard.org.

-Lew

OLD MINT/NEW MUSEUM

The project to convert the old mint into a new San Francisco history museum is in motion under the auspices of the San Francisco Museum and Historical Society. At least one of our members also belongs to that group. Deanna Kastler is its Chief Administrative Officer and a postcard collector. The SFM&HA will be keeping us aware of developments as they occur. Right now the focus is on fund raising-\$50,000 to start, and then \$25,000,000. With grants and government funding the larger amount might be easier to raise than the smaller earnest money figure. If you have ideas that could benefit the project or if you should wish to make a financial contribution please get in touch with Deanna at 415 775-1111 or e-mail her at dlkastler(at)earthlink.net.

-Lew

POSTCARD CALENDAR

- 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 AD-MISSION!*

- Aug. 16-17, Saturday-Sunday, **Orovillle**, Antique Show, 1200 Myers Street, 10am-5 and 4pm*
- 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, Saturday-Sunday **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., Friday 1pm-7pm, Saturday 10am-6pm, Sunday10am-4pm*+
- Oct. 4-5, Saturday-Sunday, **San Rafael**, Antique Show at the Marin Civic Center Exhibit Hall (San Pedro exit from 101), 10am-6 and 5pm*
- 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)*
- Oct.18-19, Saturday-Sunday San Mateo, Collectors Revival, San Mateo Expo Fairgrounds, Saturday 9am-6pm, Sunday 10am-5pm*
- Oct. 25-26, Saturday-Sunday, **Auburn**, Antique Show, Placer County Fairgrounds, Hwy. 80 to Maple St. to Auburn-Folsom Blvd., 10am-5 and 4pm*
- Nov. 1-2, Saturday-Sunday **Pomona**, Antique & Collectibles Show, Pomona County Fairgrounds, 10am to 6 and 3 pm*+



- Nov. 7-8, Friday-Saturday, **Tulare**, Antique & Collectibles Show, 1771 E. Tulare Avenue Friday 11am-6pm, Sat. 9am-4pm*
- 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+
- Nov. 9, Sunday, **San Francisco**, Antique Show, Hall of Flowers, 9th Ave. & Lincoln, 10am-4pm*
- Nov. 13-16, Thursday-Sunday, **San Mateo**, Hillsborough Antique Show, San Mateo Expo
- Fairgrounds, Thursday-Saturday 11am-8pm, Sunday 11am-5pm*
- 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+

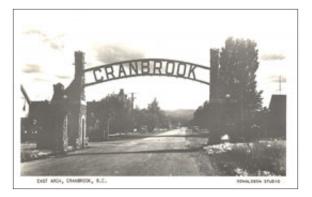
*Ken Prag will set up at these shows. Call him at 415 586-9386 or kprag(at)planeteria.net to let him know what he can bring for you.

+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; also 7 days a week at the San Francisco Antique Mall, 701 Bayshore Blvd., where 101 and 280 meet, info: (415) 656-3530.

POSTCARDS AT THE CANADIAN MUSEUM OF RAIL TRAVEL

by Ted Miles



The town of Cranbrook, British Columbia is located in the southeastern part of the province. It was founded in 1898 with the arrival of the Canadian Pacific Railway; today it is still a railroad town. Visitors in the 1940s entered through a wood and stone arch as shown on the postcard above.

Since 1976 the town has been the home of the Canadian Museum of Rail Travel. This unusual organization preserves and restores a world class collection of railroad passenger cars. Royal visitors, political leaders, railway executives and wealthy travelers used these elegant "hotels on wheels." Today there are about thirty cars on display.

The Trans-Canada Limited is the museum's largest train set with seven cars in the group. Post cards are available of some of the cars such as the recently restored dining car *Argyle* of 1929. The sleeper *Omemee* of 1906 and the buffet observation *Curson* of 1907 represent the Soo-Spokane Train Deluxe. Wooden cars such as these are rare survivors of the golden age of railroad travel. My





The Trans-Canada Limited near Field BC

long held interest in historic preservation and railroad postcards was aroused by finding an exterior view of the Royal Alexandra Hotel which had stood in Winnipeg, Manitoba from 1906 until 1971. For years it had served as a gateway for travelers boarding trains to western Canada. A grand hotel owned by the Canadian Pacific Railway, its demolition could have been just one more example of an old building being taken down to make way for something new in a growing city taken down and forgotten about.

In keeping with its theme of stately passenger



The 'Canadian Museum of Rail Travel', Cranbrook, B. C.

Soo-Spokane observation-buffet sleeper car Curzon



The Royal Alexandra C.P.R. Hotel, Winnipeg

accommodations, the Canadian Museum of Rail Travel has recreated the 2800 square foot café that once existed in the hotel. With this idea in mind hundreds of pieces of plaster, wood and ironwork had been saved and placed in storage when the hotel was demolished.

As a millennium project the museum was planning to expand its quarters, and what better way to do it than with another project of railroad preservation? The new building would be shaped to contain the massive arched ceiling and the collection of doors, windows, chandeliers, decorated



The Argyle dining car with ghostly diners.



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plaster and woodwork salvaged from the old hotel. As you travel this summer I hope you will con-

At the recent Santa Cruz show another piece of this story came into my post card collection. I found a view of the very room that the museum has now restored. The card shown here was published by Valentine & Sons of Montreal and Toronto



who had also published the exterior view of the hotel mentioned above. Now if I can just find the cards of the other rooms in the hotel which were reported to be even more elegant! sider a different sort of railroad museum, the Canadian Museum of Rail Travel, where the golden years of travel still exist and the dining car *Argyle* still serves coffee and tea in the grand style. A contribution for the cars or buildings will always be appreciated.

Additional information about the museum is available at its web site <u>trainsdeluxe.com</u>. The site is large and well done with plenty of pictures of the exhibits.

SAN FRANCISCO THEATER POSTCARDS

Rudy Behlmer is the first (and only) clubster to send in images for our visual checklisting of San Francisco theaters. Along with Rudy's I have added a few of my cards to fill out the pages. Your contributions are anticipated as full size, color photocopies, full size color jpgs, or the cards themselves (which will be safely returned). If we do well with theaters we could tackle night clubs next.

On the same day that Rudy's photocopies arrived a note came from David Hunter telling of the loss of a landmark theater. "It's a sad sight in my neighborhood. The owners of the old Royal theater built on Polk near California in the twenties got the OK from the city to tear it down. In its place overpriced apts and 3 levels of underground parking. A company called Inner-City Demolition is on the scene and half the building is in rubble. In another couple of weeks the Royal will exist only as a vague memory. They call it progress." I don't want to disagree with David, but the memories of the Royal will hardly be vague. I, for one, spent too many Saturday afternoons at the double features there to ever forget the Royal. A quick dinky ride from Nob Hill, a quarter for admission and another fifteen cents for popcorn, and I and my friends were in heaven for three hours. That part of Polk Street was where Janet and I did much of our early growing up. Our families shopped at Nob Hill Market where Mario the butcher would give us slices of bologna after weighing us on the meat scale. Blum's was on the southwest corner with its tearoom atmosphere and scrumptious desserts. And my aunt's millinery shop was a block further north next door to my first employer, Lepetich and Mandich's haberdashery shop. Just thinking of that area makes the colorful swirls of the Royal's terrazzo entry way come into sharp focus. —Lew



THE THEATRES



Looking down Castro Street from the north side of Market, the sign and marquee for the Castro Theater stand out in 1942 just as they do today. ExC: Rudy Behlmer



A late 1920s bird's eye view of Market and Taylor Streets shows the R.K.O. Golden Gate Theater on the left and Lowe's Warfield, center. ExC: RB

Three real photo views of now gone theaters: On the left the elegant grand lobby of the New Fox Theatre, "California's Cathedral of Motion Pictures," circa 1929; ExC: RB. Center is the Granada Theatre on a Bardell Art Co. card, "One of the finest motion picture theatres in the world"; ExC: Lew Baer. On the right is a card bearing Christmas and New Year greetings for 1925 from André Ferrier (autographed on verso), director of the Théâtre Français at 1470 Washington Street (above Hyde) which was then showing "La Gaîté Française"; exC: LB.





Two views of the Orpheum Theater located at 147 O'Farrell Street from 1909 to 1929. The night view is from Rudy's collection. The horizontal view is captioned "The \$1,000,000 Orpheum, San Francisco"; exC: LB. After the



Orpheum moved from O'Farrell Street the building housed the Columbia Theater until 1938 when it was demolished.

Thanks to Rudy Behlmer for the historical details.

P.J. OTHI Radii Soci

OTHER MAGS, OTHER RAGS: *The Radiogram*, the magazine of the Society to Preserve and Encourage Radio Drama, Variety and

Comedy, featured an article by our own Frank Sternad in its February 2003 issue. Knowing Frank's passions you could guess that it would be about a Rexall topic and that it would be illustrated with postcards. Just ne card this time, a 1947 view of Rexall Square, the company's new world headquarters in Los Angeles. During the HQ's grand opening week more than twenty-four live radio shows were broadcast from Rexall square, and one, Dan Carson's Story about a small town pharmacist, continued for two years. Frank's blue pencil corrections to the inevitable typos in the copy he gave me reminded me of a Canadian postcard friend's habit of circling all typos he comes across in red. 'Tain't pretty, but it's encouraged me to proof read twice and thrice. ... The San Francisco

Chronicle ran a letter from Bonnie DiClemente (329 Mississippi Street in Morgantown WV 26501) who is hoping folks will send her postcards depicting famous places or panoramic views of California. She'll use them to make books for the kids at the child care center where she works. ... From the Vancouver Postcard Club newsletter comes a 1915 article Ron Greene spotted in the Victoria Daily Colonist. "Post Card Day Will Be Held this Month. What promises to be a most effective means of attracting attention to Vancouver Island...is being set on foot...as a method of encouraging tourist traffic to this country and bring those who are about to visit the Panama-Pacific Exposition at San Francisco to this city while on their way to and from the fair. The plan is to inaugurate a 'Post Card Day' in this city. Every person residing in Victoria is asked to send souvenir postcards to friends in every section of the world telling of the advantages on this coast. It is thought that at least 100,000 can be

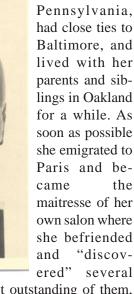


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mailed on that day, and the Development Association is printing several thousand folders which will set forth what Victoria possesses. They can be mailed in postcard form."

IN THE MAIL: Not one, but two packages of cards for the club drawing or boxes have come from Lorelei Rockwell. She has her family and friends well trained to save their cards for her, and she in turn passes them on to us. Gee, thanks Loreleifor the cards and the brilliant idea.... David Hunter must spend a good deal of time at the post office waiting and looking around. A couple of months ago came a brochure he found urging businesses to use postcards as advertising. They're simple, timely, printed on both sides, and they're attractive. We can understand that. The USPS also claims that they're measurable. Not 4 by 6; they mean that when the cards come back as coupons, gift certificates or tickets the customer response is immediately apparent. Then a month later came a note from David telling that while waiting in line he looked at what the PO was peddling. Aha! A box of 50 Greetings from America 50 State Postcards Special Edition Collector's Set grabbed his eye. A \$10 value for only \$7.99. He grabbed his wallet to pay for the heavy duty, large letter stamp image cards. "Finally my tax money helps to create postcards, not bombs!" And they've got the state birds, flowers, trees, and capitals on the back. Such a deal! It seems the resurrected author of tomorrow is going to be Gertrude Stein. Just as Marcel Proust and his lost time was the cynosure of literary backward glances a year or so ago, another early twentieth

glances a year or so ago, another early twentieth century author—this one whose writing has been described as unreadable by many of her enthusiasts—is gaining new found popularity. But Stein is different, she's one of ours... to a degree. She



was born in

promising artists, the most outstanding of them, Picasso. Her sidekick in Europe through two wars was a San Francisco gal, Alice B. Toklas, later to gain renown as a baker of the highest order. Vintage cards of either woman are tough to come by; this museum card of Stein's head by Jacques Lipchitz gives a smoothly stylized and placid look to her highly animated character.

www.POSTCARD.ORG ... Webmaster Jack Daley has been keeping us Internet surfers entertained, informed and amazed with the additions and refinements he has been posting to our web site. Instantaneous translation into eight languages, including Japanese and Portuguese; simplified Question and Answer column; and the sound of foghorns at Fort Mason are just a few of the upgrades. Two big additions are exhibits of GGIE cards and a page of San Francisco venue Freecards from the collections of Kathryn Ayres and Frank Lopez respectively. Take a look at our site at your local library. —Lew



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CLUB SCHEDULE 2003				
July 26				
August 23				
September 20, 3rd w/e				
October 25				
November 22				