

San Francisco Bay Area Post Card Club

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

See us online at www.postcard.org

April 2004

Volume XIX, No. 4

Next Meeting: Saturday, April 24, 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: Chris Pollock, who is fast becoming known as the historian of Golden Gate Park, will be our speaker on “Bygone Golden Gate Park in Vintage Postcards and Stereoviews.” It will be a PowerPoint presentation, and we will get to see and hear about the history of a variety of the park’s buildings and sites which have fallen by the wayside due to neglect, being updated or being decommissioned. As a teaser Chris will start the program with a short—just like at the movies—titled “Post Card Genres Within the Park.” It will be a quick review of the various graphic frames used in park cards. Sounds like fun. Don’t miss it. Chris will also bring copies of his newest book on the park for sale. Ask him to sign yours.

Show & Tell: Collector’s Choice. Three item, two minute limit.

COVER CARD

The Wong Sun Yue Clemenses remain a popular couple among postcard collectors of San Francisco. Here, in a view from Janet Baer’s collection we see them standing in front of their “tea garden” at 535 Grant Avenue. Apparently the left hand side was filled with the merchandise that they advertised as “found in the ruins” of the city after the earthquake and fire. The right hand side seems to be the comestibles department where tea was sold by the pot or the pound along with other packaged Chinese delicacies. On most real photo cards of them, the couple stand closely side by side. Had they had a tiff this day? During our club postcard walk through Chinatown we located the store, now divided in two, with aluminum and plate glass replacing the old construction.

—Lewis Baer



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Newsletter Deadline: 10th of each month

MINUTES, March 20, 2004

Parking was again difficult, however 31 members and guests signed in. Cards were brought for sale or trade by Don Price, Sue Scott, Ray Costa, Arlene and Ted Miles, Ed Herny, Dave Parry, Kathy Elwell and others.

We were called to order by President Ed Herny. Guests were introduced: Wayne and Roberta Kovacs are miscellaneous collectors, especially Detroit Publishing cards. Michael Semas is a new member who has been collecting the central San Joaquin Valley for three years.

Two guests brought PPIE items to show and tell about: Paul Robertson bought his first card in 1969 and is still going strong; he brought his Tower of Jewels paperweight, four checks drawn on the PPIE account at the Bank of Italy, a copy of *The Enchanted Palace* signed by Walter Johnson as a gift to his son, and another copy with a bookplate for C.C. Moore, president of the PPIE. Jay Stevens set up his impressive exhibit of baubles of varying sizes and colors from the Tower of Jewels and showed a photo of the inventor of the jewels.

Cards donated by Robert Eckhardt and Milo Zarakov were set out for selecting from at ten cents each. There were fourteen items in the drawing including a copy of *The Enchanted Palace* (with,

alas, neither inscription nor bookplate).

Announcements: Ed Herny reminded us that the Santa Cruz show will be next weekend. Allen Stross, our newest member, brought photos he had taken at the February meeting.

No business was discussed.

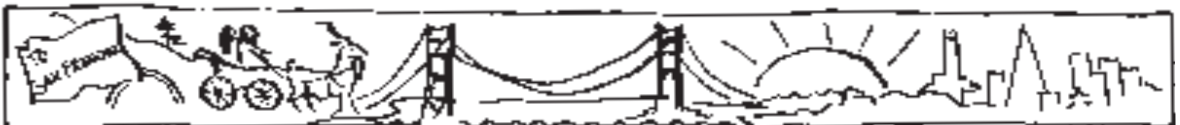
Program:

Behind the scenes at the PPIE exhibit

Bob Bowen introduced Ranger Marcus Combs who is the volunteer coordinator for the National Park Service at the Presidio where an exhibit and series of programs on the PPIE has been held since late February at the Officers' Club.

Marcus told us that the exhibit and programs grew out of a master's degree project conceived by Hallie Brignall for herself. It was the first exhibit put on by the Park Museum Archives which has always taken a highly protective stance over its collection, but the idea seemed too good to pass up.

As a ranger and interpreter Marcus tries to establish emotional and intellectual connections with viewers, and Hallie, as an investigative grad student, wanted to show the reasons for the fair. This became a problem because at the time of the fair Eugenics was a popular theory. The belief that



whites could affirm their superiority by increased and selective breeding was championed by many—including Theodore Roosevelt—and one motivation behind the PPIE was to show the accomplishments of Caucasian society. This was obviously too offensive a subject to focus on in the exhibit, but it was also one that had to be made known. Hallie did so—tastefully and effectively—with photos and newspaper quotes and articles of the time.

Marcus then told us about the state of the diorama of the fair that had been on display at the Presidio Museum along with other models of Nob Hill at the time of the earthquake and fire, and the city in 1806 when Concepcion Arguello was awaiting the return of her Russian prince Nikolai Rezanov. Three other dioramas were lost over the years. The Museum building was closed for renovation, and everything was moved out for storage or display elsewhere. Everything, that is, except the dioramas which were too large. They are still in the building, well protected. Plans are for the museum to reopen in two years, in time for the 'Ought Six centennial.

The PPIE exhibit should remain on view at the Presidio Officer's Club for several weeks. Find the club beneath the huge Stars and Stripes on the tallest flagpole in San Francisco.

Show & Tell: Dave Parry brought PPIE pre-fair booster cards from New Orleans and San Francisco. ... Darlene Thorne showed a postcard designed to dissuade the unemployed from coming to the city looking for work at the fair: "Don't come to San Francisco; there is no work" with a photo view of long bread lines. ... Don Price showed a card from 1939, the year he started collecting, and a view of the huge gas tank once near Fisherman's

Wharf—the photographer always tried to put his car in the postcard image; in 1939 it was a long black limousine, later a Packard. ... Sue Scott showed a book about Women at Ground Zero. ... Ed Hery bought an interesting group of cards, 23 real photos of the dragon parade in Los Angeles. He tried to research it at the Bancroft Library but did better in the UC archives of the "Los Angeles Times." He learned that it was a feast of the dead celebration held every three years; the identical images were in the newspaper on October 5 to 8, 1902.

—*Lew Baer Rec. Sec., Pro tem.*

WELCOME TO OUR NEW MEMBERS

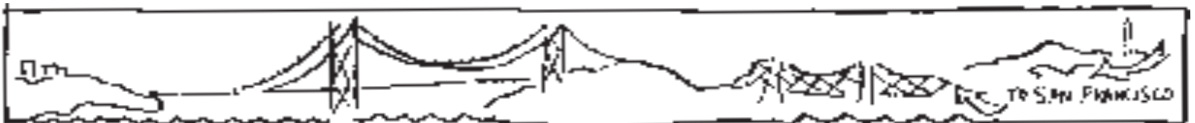
Allen Stross, Allen collects Berkeley and along with Ed Hery is active in the Berkeley Historical Society.

Jan Skölder, Sweden; Jan found postcard.org on the internet and promptly joined, paying his dues by PayPal. Here's what he revealed about his postcard interests: "I have read about the big earthquake in San Francisco 1906 and was curious if there were any postcards of the earthquake and fire and began to search. Now I have found several dramatic postcards and also very beautiful ones of the 1915 Expo. My great interest since childhood is ships. I think The Great White Fleet's cruise around the world was very interesting and the postcards are splendid. I also collect cards from Tuck & Sons and of course of my own home town (4500 before 1950)."

TREASURER/HALL MANAGER REPORT

As of April 1, 2004 \$1,895.63

We will be meeting in C-370 in April, but for May 22 it will be C260. Ft. Mason called and begged



us to change our room as another group wanted to rent it for the entire day, instead of our three hours. I relented, and the rent will be \$6 lower.

—*Daniel Saks, Treasurer/Hall Manager*

POSTCARD CALENDAR

Apr. 25, Sunday, San Francisco, Golden Gate Post Card Show at Ephemera 2004, SF County Fair Building, Lincoln Way at 9th Avenue, 10am-5pm*

Apr. 29-May 2, Thursday-Sunday, **San Mateo**, Antique Show, San Mateo Expo Fairgrounds, Thurs.-Sat. 11am-8pm, Sun. 11am-5pm*

May 2, Sunday, **Alameda**, Antiques by the Bay Collectibles Show at the former Naval Air Station, 9am-3pm

May 7-8, Fri.-Sat., **Grass Valley**, Old West Antique Show, Fairgrounds, Fri. 11am-6pm, Sat. 9am-5pm*

May 14-16, Friday-Sunday, **Pomona**, huge RBF Collectibles Show, Pomona Fairplex, LA County Fairgrounds, Fri. 11am-6pm, Sat. 10am-6pm, Sun. 10am-4pm*+

May 22, Saturday, **San Francisco**, Antique Show, SF County Fair Building, 9th & Lincoln, 10:30am-5pm*

May 29-30, Saturday-Sunday, Concord, Vintage Paper Fair, Concord Centre, 5298 Clayton Road, 10am-6 and 4pm*+

Jun. 4-6, Friday-Sunday, Pasadena, Vintage Paper Fair, 400 West Colorado Blvd., Fri. 1pm-7pm, Sat. 10am-6pm, Sun. 10am-4pm+

Jun. 19-20, Saturday-Sunday, **San Mateo**, Antique & Collectibles Show, San Mateo Expo Fairgrounds, Sat. 9am-6pm, Sun. 10am-5pm*

Jul. 4, Sunday, **Alameda**, Antiques by the Bay Collectibles Show at the former Naval Air Station, Ken Prag will be in the large building. 9am-3pm*

Jul. 17-18, Saturday-Sunday, **San Rafael**, Antique & Collectors Fair, Civic Center Exhibit Hall, 10am-6 and 5pm*

Aug. 1, Sunday, **Alameda**, Antiques by the Bay Collectibles Show at the former Naval Air Station, 9am-3pm*

Aug. 21-22, Saturday-Sunday, Sacramento, Capital Antique Paper and Post Card show, 6151 H Street, 10am-5 and 4pm*+

Oct. 8-9, Friday-Saturday, Santa Rosa, Redwood Empire Post Card & Paper and antique bottle show, Finley Hall, Sonoma County Fairgrounds, Fri. noon-7pm (\$5), Sat. 9am-3pm (Free)

Bolded dates are shows produced by SFBAPCC members.

*Ken Prag will set up at these shows. Call him at 415 586-9386 or kprag(at)planetaria.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 the SF Antique Mall, 701 Bayshore Blvd., where 101 and 280 meet, info: 415 656-3530; also Wednesday through Sunday at *Postcards, Books, Etc.*, in Cotati. Call to confirm: 707 795-6499.

SANTA CRUZ SHOW

Our hats are off to Mike Rasmussen and Joseph Jaynes for another fun and successful postcarding weekend. The number of dealers declined slightly due to illness and infirmity, but the quality and quantity of cards remained high. A couple of deal-



ers left muttering; everyone else, however—collectors and dealers alike—was quite content. An overheard comment that “dealers are bringing out hidden stock...great linens and chromes” seemed to be correct. Yours truly was on a restricted budget but found lots of amusement and good cards in the bargain boxes. The auction that was held an hour before close on Sunday turned out to be a winner, too. There was strong bidding before and during the sale and all but two very low level lots were sold... at prices averaging thirty percent above openers.

—Lew Baer

www.postcard.org

A month from now we will be celebrating the first anniversary of our club web site. True, we did take it over a few weeks earlier in 2003, but it was on May 17 that Web Master Jack Daley drew the veil from cyberspace and presented us with postcard.org in its current format. Since then Jack has worked more magic and with the help of contributors has produced a truly fabulous postcard home for us on the world wide web. There are hours of fun and discovery for anyone, even those with high speed broadband connections. And there are more delights being planned.

Several of our members have given of their time and knowledge to create exhibits for dot org, as it is familiarly known within the club. Michael Johnson, however, went far beyond that and made a financial commitment to bring the entire world to our electronic doorstep. He underwrote promoting the site on Google, the leading search engine, to inveigle surfers to click on dot org and take a look around. The end count of Michael’s campaign was our club being featured in 491,929 ads which produced 2200 clicks/visitors! Thanks Michael!

Thanks Jack!! And thanks everyone who has given a keystroke!!! But... don’t stop now.

One recent addition to the web site is an article in pdf format about our club and its history which appeared in “Barr’s Post Card News” featuring three of our club cards. Find it in Archived News or with the March 2004 newsletter. And whatever you do, do click on the asterisk after “San Francisco Celebrates” on the home page. Jack’s spread on the Great White Fleet deserves a 21 gun salute.

—Lew

NATIONAL POSTCARD WEEK

The annual week-long fiesta for postcard lovers will take place May 2-8 this year, and, as usual,

Hal Ottaway is one of the first and most enthusiastic celebrants. Here’s his card which was designed by 1940s linen artist Max Halvorson. Max was prolific with his pen and paints during WW II. Now since his recognition in Ron Menchine’s



book *Propaganda Postcards of World War II*, Max is back at work and has produced six anti terrorism designs plus this NPCW card. Get a copy of the card from Hal at PO Box 780282, Wichita KS 67278-0282. Enclose your card in exchange or a friendly note and an SASE.



LOOKING BACK: POLITICAL PEOPLE, PLACES, EVENTS

by J. R. Mollenkopf

Jacky Mollenkopf focuses on political events of our times with eight views from the distant to recent postcard past.

1. Pennsylvania Avenue looking east toward the Capitol, Washington, D.C.



In the years just before and after the turn of the century many of the rundown Federal style structures along Pennsylvania Avenue and other major thoroughfares were replaced in order to beautify the streetscapes of the national capitol. Prominent new buildings included the granite Romanesque Post Office with its 315 foot high bell tower (1899) at center right in the postcard view, and the red brick Southern Railway Building with clock tower (1903). The third rail in the trolley tracks brought power and the end of the horse-car era. The vista captured here was from the Treasury Building where a million dollars in currency was issued daily in 1910. The stenciled message on the back of the card reads : “On March 4th next down this, one of America’s grandest streets; Taft escorted by marching thousands will go to be sworn in as President. Are you going to see this grand pageant? We have

told you how you could without any expense to you.”

In color, 5567 Published by the Washington News Company, Wash. D.C. Made in Germany. Polychrome symbol; divided back, postmarked San Francisco Cal. Nov 28, 1908 PM.

2. William Howard Taft, 27th U.S. President; LaCrosse, Wisconsin; 1908 or 09



Taft was elected president in October 1908 and took office in March 1909. The group was photographed as it passed the warehouse of the Doerflinger Dept. Store, a longtime business in LaCrosse. Taft strongly opposed trusts and the consolidation of economic power in large corporations. He instituted the postal savings bank, the parcel-post system and created the Department of Labor. In later years he was appointed chief Justice of the Supreme Court (1921-30), the only person in U.S. history to serve in that office as well as the presidency.

Real photo. W.I. Fitzpatrick, 323 Pearl St. upstairs, LaX, Wis. Postmarked LaCrosse, Wisconsin.



sin, Oct 2, 1909 8PM 1909. Divided back.

3. Der Kaiser im Gespräch mit dem Prinzen Salm-Horstmar



Kaiser Wilhelm II in conversation with the Prince of Salm-Horstmar. The postcard appears to be one of a series and has no date, but the uniform suggests 1914-1918. Although he possessed a sharp intellect and an avid interest in technology, William II was often considered a shallow and arrogant, immature romantic. However, by 1918, Kaiser Wilhelm Society research institutes funded by the government and industry could boast five Nobel Prize winners.

B/W printed card. Kr: 23 Verlag von Gustave Liersch & Co. Berlin S.W. Original Aufnahme von Niederastroth, Kg. Hofphotogr Hofatelier Selle & Kuntze. Divided back: Kriegs and Karte at top of dividing line, separated by Iron Cross type symbol with W in center, crown and cross at top, 1914 at bottom; border of miniature iron crosses.

4. Warren Gamaliel Harding, 29th U.S. President, 1921-23, was the first President to ride in an automobile in his inaugural parade. March 4, 1921.

The Washington Conference of 1921-22, a major

disarmament conference, and the creation of the Bureau of the Budget, which cut expenditures by a billion dollars, as well as regular presidential press conferences were among the important and innovative achievements of Harding's brief term. He died in San Francisco in 1923 when returning from a trip to Alaska. Recent scholarship has challenged the historical view of Harding as our "worst" president and the extent of scandal and corruption in his administration.



Later real photo. Caption, small portrait and seal partly imposed above photo of open touring car with six occupants.

5. The King of Italy meeting at the station in Rome Ras Tafari Maconnen, Prince of Ethiopia June 18, 1924.

Tafari Maconnen was the son of a famous general and the grandnephew and a favorite of Emperor Menelik II. When Menelik's daughter became Empress, Tafari was declared regent and heir to the throne, and he became Negus (king) in 1928. During that year Ethiopia also signed a twenty year treaty of friendship with Italy. Tafari was crowned Haile Selassie I in 1930 after the death of the Em-



press and became the last Emperor of Ethiopia. In his early days of power he introduced government and social reforms that earned international approval and Ethiopia's membership in the League of Nations.



Real photo: Close-up of Tafari and King in open carriage. Caption handwritten on back. Cartolina Postale Italiana; round rubber stamp: "Eubento Ris(?) Tritone 8."

6. Franklin Delano Roosevelt, 32nd U.S. President (1933-45). passing the Dominican College campus in San Rafael, Calif. on July 14, 1938.



In 1938 the international situation looked grim as Axis nations became more and more powerful.

Denouncing aggression and international conflict, FDR accelerated the program already in place of strengthening the U.S. as an "arsenal of democracy." Both major political parties supported the national defense program but opposed U.S. entry into the war at that time. Roosevelt was the first president elected to third and fourth terms (1940, 1944). His New Deal programs promoted economic recovery and social security.

Real photo. The President in open car, Secret Service men standing on running boards each side. Typed on back: "President Franklin D. Roosevelt, San Rafael (sic), Calif." Rubber stamp: 46

7. Winston Churchill at Westminster College, Fulton, Missouri. March 5, 1946.



"...From Stettin in the Baltic to Trieste in the Adriatic, an iron curtain has descended across the continent....," said Churchill, alerting the West to Soviet expansionism. His address is commemorated by the Winston Churchill Memorial and Library. (Fred Preisler photo)"

Modern card by McGrew Color Graphics, Kansas City, Mo. 64108. Churchill at podium, Truman seated to his right.



8. Anwar Sadat and Hosni Mubarak. October 6, 1981.



“Just moments before his death in a hail of gunfire, a relaxed and happy Egyptian President Anwar Sadat, along with Vice President Hosni Mubarak, watch an extravagant military review in celebration of the 8th anniversary of the October 6th War. In an attack, totally unexpected, Sadat and many military leaders were killed when a group of extremists dressed in military uniforms walked toward the Presidential reviewing stand and opened fire with machine guns and grenades. Mubarak, slightly wounded, became President, and the stability of the nation was never in question. Shock waves were felt around the world due to this act of violence. President Reagan praised the Egyptian leader as a great statesman, a champion of peace, and one of America’s close friends. ‘In a world filled with hatred he was a man of hope,’ Reagan said in a televised address. Peace loving Sadat now ‘belongs to the ages.’ Oct. 6, 1981.” (From verso of postcard.)

Standard size chrome, CL-RR. #49, published by Coral-Lee, Rancho Cordova, CA 95670; Colorphoto © Elkoussy; 1981 Sygma.

PRESIDENT’S CORNER

Well, I’m not actually in a corner, but thought that I would begin a custom of sharing ideas for our club in the newsletter.

First up this month, Hal Lutsky, producer of the Concord shows, asked if the club is interested in using the small front room at the show venue for a club sponsored postcard display. I think this is a swell idea because it would give us an opportunity to publicize the club, encourage additional collectors to join us and also reintroduce exhibits to postcard shows in the Bay Area.

What such a display would involve, is club members creating display boards with cards and captions to be exhibited in judged competition for prizes. Many of you have made such boards in the past, or seen them at shows. It is a great way to show your artistic creativity, show off your favorite cards, perhaps even encourage others to help you find more of them—all while helping to promote the SFBAPCC.

The price of all these benefits is that some time must be donated by our members to create their displays and also at the show to organize and conduct the judging process. The benefits should far outweigh the costs in this equation, but the decision rests with the club members as a group. I will bring this up at the next meeting, and perhaps, if enthusiasm ensues, we will vote on it!

Next item is one I have mentioned several times before: club field trips to “postcard history rich” locations. The good weather will soon be here and this is the time to do this. Locations that have been suggested are Chinatown, Golden Gate Park, the Presidio and the downtown hotel district. We need member guides to plan and lead these excursions. Please be prepared to voice your ideas on this at the next meeting.

—Ed Herny



E-MAIL FROM JOHN FREEMAN

I ran across an interesting piece the other day. It's an article from the San Francisco "Call" of June 15, 1906 describing how a postcard saved a guy's insurance claim after the earthquake and fire. The story tells how this man's house was at 18th & Valencia, in close proximity to the Valencia Hotel



that collapsed when the earth dropped 15 feet (according to the article—maybe a couple of feet in what they called McCoppin Pond). Subsequently the fire destroyed his building. If he could establish that his house had survived the 'quake and was destroyed by fire, he had a bona fide claim. If it was destroyed by the earthquake, no insurance covered it. The story goes on to tell that the gentleman purchased a souvenir pack of postals and there was his house, pictured standing. He would be using what they called the "diminutive card" to make his claim that his building was undamaged by earthquake, but destroyed by fire.

I also found some information on one of my favorite postcard producers, Richard Behrendt. He had been born in Germany and was only 54 years old when he died on Feb-

ruary 15, 1909. Cause of death was not mentioned in the obituary. The 1909 date was a surprise to me because his business continued, I think, until at least 1914. It looks like his wife Julie and sons Alvin and Arthur ran the business out of 738 Mission. After Richard died the wife and sons moved up from 848 Clayton Street to 3467 Jackson Street, so I'd say business was good. I would suspect that the Behrendts lost their German litho contacts in the Great War and got out of the postcard business as its popularity also declined.

I scanned a newspaper photo of Behrendt's building. It looks as if the offices were behind the arched windows on the top floor of the Heyman-Weil Building, which was next door to the Aronson Building (1903) that survived the earthquake and fire and we think of today as the Rochester Big & Tall location. Top sign says Richard Behrendt Co. and mentions postcards and novelties. The white sign below says "Christmas Cards - Calendars."



P.S.

THE POSTCARDS given by Robert Eckhardt and Milo Zarakov were a big hit at the March meeting.

Most of them disappeared immediately. Robert's came from his housecleaning project as he and John prepared for leisurely stays outside of the U.S. To know more about their travels point your browser at innocentsabroad and you'll reach their web site.... The cards from Milo were sent to him by his father as he explains: "My father lives in a small high-desert community northwest of Palm Springs. He sold his drug store there about 15 years ago. While he had the store people would bring him stuff to see if he'd buy it. He worked with the local sheriff to ensure that anything he bought was legit; he had some sort of license and kept records and obtained thumb prints, etc. After he sold his store people would still search him out, so he opened up a pawn shop. He doesn't accept postcards for pawn, but he'll buy them since he knows I have an interest. Sometimes he finds them included with stuff that is not reclaimed. Generally the cards he sends me are not those that I collect, so I mail them off to the club when I have enough to send. I bet we spend more on postage—him sending them to me and then me sending them to you—than the cards are actually worth or that you get from the dime box at the club. It is a small price to pay to see them find their way to the appropriate collector, since we all know that a postcard is a terrible thing to waste...."

NEW MEMBER Allen Stross brings his camera wherever he goes. Here's a photo he took at the March meeting. That's Ray Costa on the left and Darlene Thorne in the right foreground. Can you recognize any of the other faces? ... Darlene is always bubbling with enthusiasm, and luckily our club is the focus of much of it. Here's her report on the PPIE exhibit at the Presidio: "I sure hope that you get a



chance to see the exhibit at the Presidio on the 1915 Fair. Great! There was even a postcard that I've never seen before. Even [her 90 year old] Dad enjoyed it, or at least pretended to, as I promised him lunch at Fisherman's Wharf where he ate an entire crab and all the French bread that they could bring him. Please remind everyone to get to the show at the Presidio Officer's Club." Darlene has met a descendant of the great San Francisco—and GGIE—photographer Gabriel Moulin. She's working to convince him to be a speaker at a club meeting, and she's located some exceptional large format photos to enhance the event.

NATIONAL NEWS: The big story this Spring is that an exhibition of 400 Japanese art cards will be on view until June at the Museum of Fine Art, Boston. They were selected from the 20,000 card collection donated to the museum by Leonard Lauder. This is an exciting event as it is the first time that postcards have been given serious treatment and a major exhibit in fine art circles. If you cannot get to Bean Town by early June, fear not; plans are for the exhibit to visit other cities across the country. A catalog with scholarly essays on the history and art of Japanese postcards and high quality reproductions has been published. Look for a review of it in the May issue of "Postcard Collector."

—Lew



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

4/04

P.O. Box 621
Penngrove CA 94951



CLUB MEETINGS

2004

April 24

May 22

June 26

July 24

August 28

September 25

October 23

November 27

See us online at www.postcard.org