

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

May 2004

Volume XIX, No. 5

Next Meeting: Saturday, May 22, 12 to 3 PM

Fort Mason Center, **Room C-260**

Laguna Street at Marina Boulevard, San Francisco

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

Program Notes: Ted Miles will be our speaker this month and his presentation will be on Colonial Williamsburg. Ted's talks using a mix of vintage and modern cards are always interesting and informative. We can each do our part to make the rest of the meeting time fun and exciting by bringing a box—or a handful—of cards to sell or trade.

Show & Tell: Collector's choice. Three item, two minute limit.

Postcard Walk: Golden Gate Park, Sunday, May 23, 11 AM. Chris Pollock, acclaimed park author and club member, will lead us into the verdant past. Meet at Strybing Arboretum's Friend Gate, near the intersection of Hagiwara Tea Garden Drive (runs in front of the Japanese Tea Garden) and Martin Luther King Drive. We will be climbing the steps to Stow Lake and Strawberry Hill.

COVER CARD

From the archives of the Gotham Book Mart comes this memento of the *Fascists* in San Francisco: "Crowd listening to Mussolinis (sic) Speech, Jan. 1st, 1931." With the card came a note from Andy Brown wondering if the photographer-added lettering "Libreria Italiana" marked the current site of Vesuvio Cafe across the alley from City Lights book store on Columbus near Broadway. It does indeed, and here's a view of the same alley circa 1960 along with that Beatnik Jag oft seen parked in front of Enrico's or The Matador. Wasn't it Henri Lenoir's? Can you spot Ferlinghetti in the upstairs shop window?



—Lewis Baer

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Newsletter Deadline: 10th of each month

MINUTES, April 24, 2004

Thirty-three members signed in. Cards were brought for sale or trade by Joseph Jaynes, Jack Hudson, Sue Scott, David Parry, Ed Herny, George Epperson, and the club 10¢ box.

We were called to order by President Ed Herny. Guests were introduced—two ladies who are “just learning.” For the drawing many donations were consolidated into ten lots: foreign, art, folders, Ephemera Show free pass, mixed US including real photos, older Yosemite and one topless with decency shield.

Announcements: The SF Opera is putting on performances at the Cole Theater at Fort Mason Center.

Lew Baer brought copies of the Retro-Photo current auction catalog with fabulous cards; copies of “Orange County Home” magazine and “Barr’s Post Card News,” both with articles on our club. Bob Bowen announced that the SFHA Ephemera show will be tomorrow in Golden Gate Park, see Bob for discount tickets; and there will be a flea market fund raiser on May 15 near Stonestown—booths are \$15.

Ed Herny told that the exhibit on Bohemians of Berkeley that he co-chaired at the Berkeley Museum will open tomorrow at 4 o’clock. Ed also

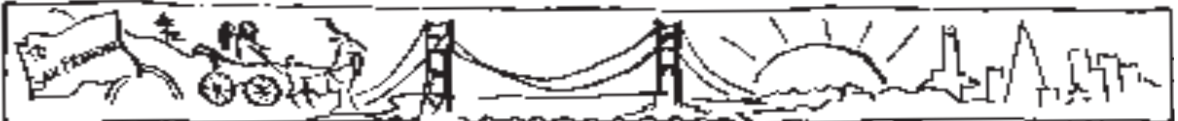
reminded us of the huge RBF show in Pomona over the May 15 weekend: “Lots of postcards!”

Old Business: Ed Herny reiterated his desire for having postcard walks.

New Business: Lew Baer suggested a contest to design a club card, or cards, in celebration of our twentieth anniversary in January 2005.

Ed Herny told us that Hal Lutsky has invited the club to display competitive exhibit boards at the May 29-30 show in Concord. We would have full use of the smaller room towards the front of the building. Much discussion followed with the decision that there was not enough time to build enthusiasm and create the boards. Ed will express our appreciation to Hal.

Show & Tell: With tears of joy Darlene Thorne showed a card given to her by Bruce Diggelman of the Russian River with a picture of her family’s cabin; it was from Bruce’s family’s collection; George Epperson and the Musantes also gave her cards. She told that her quest of many years for a card of the San Francisco Ostrich Farm at 41st Avenue and Balboa has ended successfully with a 1912 copy. ... Jim Neider brought an oval framed painting on glass from the 1918 Allied War Expo in San Francisco. It belongs to an elderly neighbor, shows the Statue of Liberty, and is for sale.



Program:

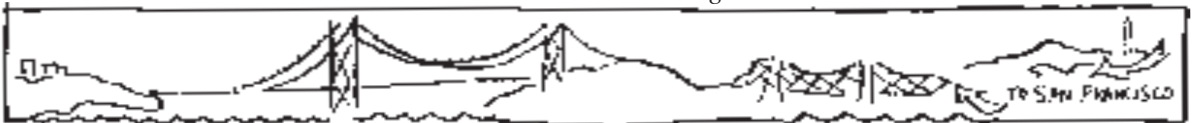
Chris Pollock on Golden Gate Park

Chris began his PowerPoint presentation with an assortment of graphic styles found on postcards of the park. As he spoke images appeared on the screen: one from the set of nine Midwinter Fair cards with German singers; a brown textured card, an oval green frame with varnish and embossing by Richard Behrendt, one of twelve multiviews from American Souvenir Co.; an early black and white vignette published by E. H. Mitchell with red, white and blue flag; views framed in faux bois by California Sales Co., park images seen through torn paper, I. Scheff Bros.; tour busses and multiview published by Hotel Argonaut; one card from a series on exhibits by the California Academy of Sciences; museum displays from the De Young Museum; a multiview of monuments by Weidner; park views overprinted with PPIE booster advertising; woman holding framed view of the bandstand by Scheff; “rogue” card, a multiview of park animals; color added park statues; colored vignettes, Mitchell; Christmas cards with poinsettias or holly by Mitchell, framed views by Behrendt; views with holly and berries. In short, vintage cards of the park come in a great many styles.

Chris titled the main event: *Bygone Golden Gate Park—What’s Disappeared in Its 134 Years*, and more images waxed and waned with the hum of the projector. In the beginning there were only sand dunes. The first music stand existed by 1880, but there were no postcard views of it. We did see over a hundred views though and heard the stories behind them. Six of the postcard images are shown here, and many others appear in Chris’ book *Golden Gate Park, San Francisco’s Urban Oasis in Vintage Postcards*.

Bob Bowen told that the expo was held at Civic Center. ... Kathryn Ayres brought cards all sent to a postcard collector: Governor Pardee, a 1903 Weidner of Golden Gate Park, and an 1897 multi view mailed in the 1950s—all with good messages. Ed Clausen told that the Alameda Historical Society is working on a project on the five Oakland courthouses; that Bill Wong, a journalist, is making a book on Oakland Chinatown and needs postcard views. Does anyone have any they would share? Ed has found five. Ed then read an excerpt from a “New Yorker” article on Joyce Hall, founder of Hallmark Cards. ... Rich Roberts was in Europe recently and went to a flea market in Altdorf where he met Stephan Geis who sets up there and who has visited in SF. Rich bought four cards including a German card that he showed of Charlie Chaplin and Pola Negri looking very happy and in love. ... Jack Hudson brought, not a postcard, but a framed photo of a Golden Gate Steam Laundry delivery truck (the company was on Lombard Street until the mid ’20s) and a card from Port Arthur mailed in October 1902—no view but an interesting message on the Russo-Japanese situation. ... George Epperson invited us to look at the Japanese art cards on his table and the photo album of Sir Francis Drake artifacts he has found. ... Joseph Jaynes told of a card he would like to find and held up a “Saturday Evening Post” cover picturing two cars passing each other—one from California, the other from New York, heading for the World’s Fairs. ... Sue Scott showed an over-size postcard with a cheese fondue recipe and revealed: “I’m a grandma!” ... Ed Herny showed a card he found at the Photo Image show: a real photo of a 1915 parade in Honolulu.

—Bruce Diggelman, *Recording Secretary*



VIEWS OF BYGONE GOLDEN GATE PARK

From Chris Pollock's collection. Clockwise from upper left: Concourse leading to 1894 museum, Monarch the grizzly, U.S. lifesaving station in front of windmill, rustic boat house at Stow Lake replaced in the 1940s, Pond of Enchantment in front of De Young Museum, other wild animal residents—only the buffalo are left.



WELCOME TO OUR NEW MEMBERS

Hallie Brignall, the organizer of the PPIE exhibit and programs for the National Park Service

Keith Foote, a collector of Candor, NY.

Keith found us and joined on line.

Mike Wigner, Mike also found us on line.

TREASURER'S REPORT

As of May 10, 2004: \$1,811.77

—Daniel Saks, Treasurer/Hall Manager

www.postcard.org

May 17 will be the first year anniversary for our outstanding web site, and it will have had very close to 25,000 hits by that date. To add to the site's popularity—and as a special treat for us—Web Master Jack Daley has expanded the PPIE pages with sparkling jewels and panoramic views of the fair. To find them and more click on the changing PPIE night and day view at the top of the home page. Dot.org is highly ranked by Google, the major web search engine, and researchers are finding it a valuable source of information on San Francisco and postcards in general. We, and Jack who has made this cyber-dream come true, should be very proud. And we are!

EDITOR'S NOTE

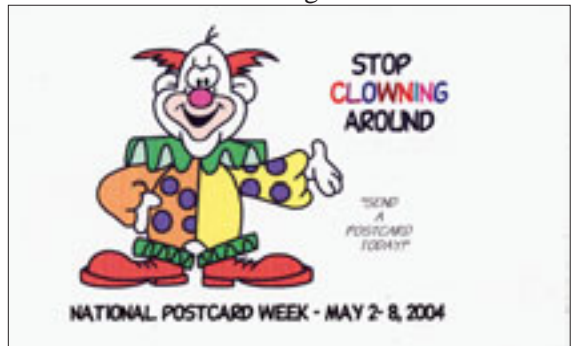
January of 2005 will be the club's 20th anniversary. At the April meeting I suggested that we hold an idea competition for a club anniversary card or cards. Let's make the deadline October so there will be time to refine and publish the card(s) by

January. All suggestions would be welcome as long as they have direct reference to who we are and what we do. It could be a drawing, collage, a vintage view used in a novel way, text... You name it. Let me know your ideas soon.

Short articles are needed for the newsletter. One to four cards plus a few comments about them will fill a page. Please mail or e-mail your contribution to the Editor. Thanks from all of us!

NATIONAL POSTCARD WEEK

Two more cards by members have appeared. Wayne Nelson's is his own colorful computer creation, and Janet Baer's design for Lew and herself alludes to the news report of the fellow in Vermont who lived with 300 goats.



POSTCARD CALENDAR

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. 6, Sunday, **Alameda**, Antiques by the Bay Collectibles Show at the former Naval Air Station

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. 14, Saturday, **San Francisco**, Antique Show, Golden Gate Park, 9th & Lincoln, 10:30am-5pm*

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

Sept. 5, Sunday, **Alameda**, see July 4*

Sept. 18, Saturday only, Santa Cruz, Postcard & Paper Collectibles show at the UCSC Inn, 611 Ocean Street 10am-4pm*

Sept. 24-26, Friday-Sunday, Pasadena, see June 4-6*+

Oct. 2-3, Saturday-Sunday, Concord, see May 29-30*+

Oct. 8-9, Friday-Saturday, Santa Rosa, Redwood Empire Post Card & Paper and antique bottle show, Finley Hall, Sonoma County Fairgrounds, Fri. 12-7pm (\$5), Sat. 9am-3pm (Free)

Bolded dates are shows produced by SFBAPCC members.

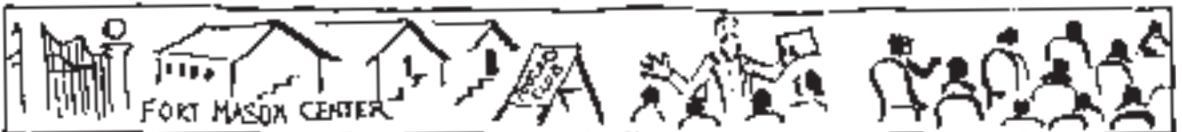
*Ken Prag will set up at these shows. Call him at 415 586-9386 or kprag(at)planetaria.net to let him know what he can bring for you.

+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.

NPCW, Continued

Just at deadline came this colorful handmade card from Kathryn Ayres. "When I was 9 years old," she writes, "I thought these were the funniest lines I'd ever read. Tom can't convince Huck that Indiana isn't pink, nor does Huck believe Tom about the international date line. Happy NPCW and may all your Indianas be pink."



A Mother's Day Breakfast Seventy Years Ago

by Kathryn Ayres

The South of Market Boys issued a card announcing a Mother's Day Breakfast at the States Cafe—Market at Eddy....

THE PLACE: In the March 2002 edition of the SFBAPCC newsletter, our Editor informed us that: "...the States changed owners and locations repeatedly. Prohibition closed its doors, but it reopened in a basement at Market and Eddy serving German food in booths named for the 48 states."

THE SPONSORS: Robert O'Brien wrote about the South of Market Boys in his 1948 book, *This Is San Francisco*. The club was founded in the mid-1920s, and in order to qualify for membership, a fellow had to have resided in the humble district South of Market Street—and east of Twelfth

Street down to the waterfront—prior to the earthquake and fire of 1906. The club was "dedicated to the perpetuation of the spirit" of that vanished neighborhood. A number of the city's foremost citizens were South of Market Boys: Sunny Jim Rolph, who served as the town's mayor from 1911 until he was elected state governor in 1931; theatre owners and promoters David Belasco and David Warfield; as well as "many judges, businessmen and civic leaders."

O'Brien gives a charming account of the Boys'

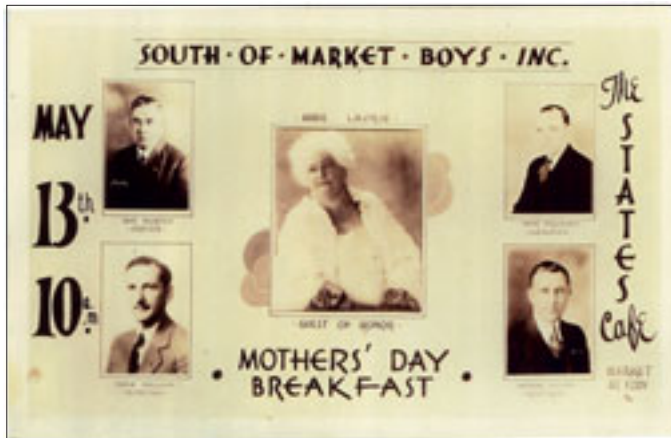
recollections of the South of Market district, when they were young and went "on their way to steal pretzels from Gus Dunderbecker's saloon, or to fight it out behind the Mint or in Hobb's lumberyard, or to fish for fat porgies from the wharves at the foot of Third Street." The multi-ethnic working class area was destroyed in the 1906 calamity,

and it was no longer residential after reconstruction. "The lineaments of Tar Flat have substance in their minds alone; Happy Valley lives only in their memories." Their boyhood homes were replaced with "machine shops, print shops, garages and the back entrances of the big Mar-

ket and Mission Street stores."

THE DATE: The postally unused card does not give the year in which this Mother's Day breakfast was held, though the date is given as May 13th. The association's South of Market Journal shows that this particular breakfast took place in 1934.

THE OFFICERS: The minutes taken by chairman Pete Maloney, pictured upper right, tell us that secretary Eddie Nelson, lower left, was "the boy who thought up the idea for the postal card, and what a



splendid idea. Everybody who got one commented on it.”

Senator Daniel C. Murphy, club president, pictured upper left, was the official orator, but Maloney noted nothing in particular of his speech that day, nor of the speech given by Mayor Angelo Rossi. But Maloney most certainly did give details of the speech made by “the mother of the South of Market Boys association.”

THE GUEST OF HONOR: Annie Laurie, pictured center, was the pen name of Winifred Black Bonfils, a journalist who worked for Hearst newspapers. She covered the 1906 disaster for the *Examiner*: “San Francisco in ruins! Why, you couldn’t kill San Francisco with a dozen earthquakes and a hundred fires.”

By the 1930s, Annie Laurie was one of the most respected personalities about town. It would seem that Maloney’s pen was barely capable of keeping up with her oratory: “And how she spoke—plain words, plain facts. She took the gathering back some 25 or 30 years in telling them of the long ago. Where are the dogs nowadays—Rover, Tighe, Bud, etc., and did mothers like the goody goody boy best or the boy who used to run out the back door and stay out until 10 or 11 p.m., etc. What a wonderful speech she made. A speech that only Annie Laurie is capable of making. She laughed at our breakfast that morning, she cried there. Joy and sorrow go pretty good together and Annie Laurie won a big place in our hearts.... We hope that God will spare her to us for many years to come.”

But historian Malcolm Barker tells us that Annie Laurie lived for just two more years: “So profound was her impact on the city that, when she died in 1936, her body was laid in state in City Hall.”

BERKELEY — OLD AND OLDER

No. 5 from a series of real photos made of the fire that swept Berkeley in 1923. The message tells that the buildings shown are on the UC campus. The fire reached the campus boundary but did not destroy any buildings.



Below is a card showing the grandiose auditorium planned for the campus in January 1907 and announcing a recital by Mme. Schumann-Heink in the Greek Theater. The message: *I “bet a cookie” Mme. Heink will not sing there to-day. We sat to hear the concert yesterday and the pianist nearly froze. He had no place to warm his hands so he breathed into them. She will sing in an enclosed building... Every seat is sold for her two concerts...*



—Courtesy Gotham Book Mart



TA-BU-CE – Yosemite

Frank Sternad purchased a group of cards on the internet, and among them was this real photo published by Boysen Studio, Yosemite National Park. Frank searched for information on Ta-bu-ce and found it on the Mariposa County web site. That text is copied here except for corrections and minor editing. Frank later discovered that the original source was: Sargent, Shirley. "Pioneers in Petticoats." Los Angeles, 1966.

One Indian woman who endeared herself to white people was Ta-bu-ce, meaning "Grass Nut" or "Sweet Roots," whose Americanized name was Maggie Howard. Although born a Piute, at Mono Lake, Tabuce spent much of her long life in Yosemite Valley accepting, and adapting to, white man's ways. She worked in the Sentinel Hotel, and private homes, as a maid and housekeeper and became as adept at acquiring tips as any saucy Irish maid.

In her maturity she reverted to ancestral ways, communicating this primitive life to visitors who thronged to the Indian Village to see her give demonstrations of basket weaving and acorn preparation, and generally interpret Indian life.

She learned to handle a microphone, lecture with composure, answer questions with dignity and pose for pictures patiently, though reluctantly. When cameras clicked without her permission, she grew annoyed. Once she muttered, about an inconsiderate cameraman, "Him take picture, all same bear!" However, picture-taking permission was always forthcoming upon receipt of a tip!

Tabuce was noted locally for her frugality. Her electricity bill never rose above the 35 cents minimum and she saved about \$1800 from tips, bask-

et and acorn bead sales.

Her English was good, but speaking a rude, broken dialect to keep up an authentic atmosphere for tourists became almost habitual with her.

In talking of bicycle riding, she said "No, No, me killum self on bi-

cycle." Her transportation was shank's mare unless someone she knew gave her an automobile ride.

She was superstitious. A preserved salamander reminded her of a day: "Long time ago way down by El Portal we go hunting for Indian wild grass. We see that one (salamander). He walk along very slow like him not go very far. He (Indian companion) say not kill that one. He bad one. But I not know that so I picked up a stick and killed him. Right away hoo-pa-oo-cha (rain) came. We get all wet!"

She was afraid of evil witches and prayed to animal gods before eating, believing that food could not hurt her after prayer. Like most women, and her valley ancestresses, she was eternally feminine. When one elderly woman asked how old she was, aged Tabuce replied promptly, "I am 16—how old are you?"



P.S. SF CLUBSTERS are bathing in the literary limelight beyond that of this newsletter. The latest issue of "The Argonaut, Journal of the San Francisco Museum and Historical Society" carries John Freeman's well written and extensively illustrated article on The Chutes. John traces the amusement park from its beginnings on Haight Street in 1895, to Tenth Avenue and Fulton Street in 1902, and then to Fillmore and Webster Streets. The last photo shows its demolition in 1909. The earthquake and fire, Sophie Tucker, the Great White Fleet, and the Midwinter Fair all play parts of the fascinating story. ... Chris Pollock, author and historian, will also have his account of Bygone Golden Gate Park published in "The Argonaut" later this year. Both John and Chris feature postcards as their illustrations. ... Liselotte Erlanger Glozer has not been idling away her time up there in Mendocino. Copies of her novel, *The Bishop of Toronto*, are now available from Pacific Transcriptions, PO Box 526, Mendocino CA 95460, 707 937-4801, [pactrans\(at\)mcn.org](mailto:pactrans(at)mcn.org). It's described as a spellbinding tale, partly "Thelma and Louise," partly "Trip to Bountiful."

OUR CLUB'S WEB SITE received a plug in the half page article, "A postcard's worth a thousand words" by Russ Cohen in the monthly supplement to "The Redwood City Daily News" and other Peninsula papers.

SHOW TIME: Hal Lutsky is deep into his schedule of back to back SF and LA shows. Up here it will be Concord on May 29-30 (don't miss it!): down there, Pasadena June 4 through 6. ... The Santa Cruz fall event will be a fun filled one day on September 18. ... On flyers, e-mail announcements, and his web site (www.richardsstampshop.com),

Richard Canupp is advertising all the dozen shows Richard's Stamp Shop is hosting throughout the Carolinas this year as "Stamp & Postcard" events.



...AND ANOTHER NPCW CARD: As he always does, Don Brown of the Institute of American Deltiology designed his own NPCW card. For the caption on the back he writes: "National Postcard Week is being celebrated by recalling that the Louisiana Purchase Exposition held during 1904 at St. Louis, MO was the key catalyst for popularizing picture postcards in the USA. The St. Louis World's Fair commemorated the centennial of Jefferson's purchase in 1803 and the official start on May 14, 1804 of the Lewis & Clark Expedition."

WORLD'S FAIR EXCITEMENT: While this column was being written an e-mail arrived from Tammy Lau, Head of the Special Collections Library at California State University, Fresno with the news that they will be hosting a symposium on world's fairs in San Francisco March 30 -April 1, 2005. The library has the qualifications to put on such an event as it is home to the Donald G. Larson Collection on International Expositions and Fairs, 1851-1940. The first day will be geared towards world's fair collectors and enthusiasts, and Ms. Lau inquired "if your group would have any interest in attend-



ing the symposium and having a table to promote your club (where you could have a small display perhaps) and meet fellow world's fair postcard col-



lectors.”
“Would we ever!” was my swift reply. She included a proposed schedule for the three day event. This will be a topic for discussion at our May meeting.

ON THE GO: Frank Lopez who vacationed in Tokyo last month just returned from a business trip to Massachusetts. Frank did not have time to see the exhibition of Japanese art cards from the Leonard A. Lauder collection at the Museum of Fine Arts, Boston, but in his searching for rackcards Frank did find one promoting the show. It reproduces detail from “To Tomita Beach,” a 1936 card by an unknown artist of the Showa era.

COVER UP: Henri Lenoir who is mentioned in the commentary on this month's cover card was the founder of Vesuvio Cafe, XII Adler and other only-in-San Francisco palaces of conviviality, and was also known for his collections of art and pre-vinyl jazz. The last time Janet and I stopped at Vesuvio's for a liquid *tira misu* one of Lenoir's improvisations was still functioning: the projected images of vintage postcards. Should you drift into the bar

one night request a drink, or a glass of red, and ask the bartender to turn on the magic lantern show. Then wind your way up the curlicue stairway to the low tin-ceilinged mezzanine. Sit by the railing and count how many of the cards are in your album. Here's one of Vesuvio's own reprints touting the nightly postcard viewings.



ALCATRAZ is a popular collecting topic, particularly with a few of our newer members, and we should all have an enlivened interest in The Rock since the program put on by Chuck Stucker who grew up there in the '40s and '50s. So, we'll end with an unusual high heel Alcatraz card put out by Petra, San Francisco; [Petart\(at\)sirius.com](mailto:Petart(at)sirius.com)

—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: _____

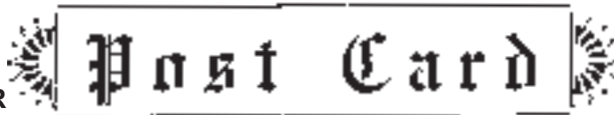
Collector Dealer Approvals welcome: Yes No

Collecting interests: _____

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

5/04

P.O. Box 621
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VINTAGE PAPER FAIR

May 29-30, from 10 AM

Centre Concord

5298 Clayton Road, Concord

...see you there!

CLUB MEETINGS

2004

May 22

June 26

July 24

August 28

September 25

October 23

November 27

See us online at www.postcard.org