

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

June 2004

Volume XIX, No. 6

Next Meeting: Saturday, June 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: Our second annual album display. Bring one of yours to talk about, to ask questions about, to share mounting and display tips, or just to show off. Let us know what changes you've made using hints from last year's program. There'll be no official competition, but again, we'll have a round of applause for each of our favorites. No album? Then bring an extra card or two for Show & Tell.

Parking Alert: Parking should be a breeze this month as—according to Ed Clausen's inside information source—there are no events scheduled. Come a bit early, though, just in case.

Show & Tell: Vacation reveries, Ronald Reagan, collector's choice.

COVER CARD

Betsy Ross, I presume....

From Kathryn Ayres' collection comes this colorful colonial-seeming linen produced by Curteich Chicago. It's an advertising card put out by Weeks-Howe-Emerson Co. at 255 Mission St., San Francisco 5, and shows "One Corner of Our Flag Factory—Over 55 Years of Continuous Service." A plug for their "Gold Leaf Balls for Flag Poles" is in the left hand margin, their



Exbrook 2 phone number on the right. Kathryn's patriotic offering is right on target for midway between Flag Day and July 4th and for our story on page 3 about Williamsburg..

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Newsletter Deadline: 10th of each month

MINUTES, May 22, 2004

Thirty-two members and guests signed in. Cards were brought for sale or trade by Albert Muller, George Payton, Joseph Jaynes, Lew Baer, Dave Parry and donations to the club dime box from an anonymous member.

We were called to order by Vice President Bob Bowen. New member Keith Foote was introduced; Keith collects his hometown of Candor, New York and has an exceptional web site showing his cards. Announcements: The Golden Gate Park walk at Stow Lake will be tomorrow. Another walk—of the Presidio—is in the planning stage for July or August.

Old Business: Jack Daley busted a few buttons, deservedly, in telling us that our club's web site at www.postcard.org now appears on the first page of listings in a Google search for "postcard" and that our site has had just under 25,000 hits in its first year on the web.

Show & Tell: Darlene Thorne showed two cards of mayors to go in her album and one special card from Bob Burrill who made the Milpitas monster film which has become a cult classic in Japan. He is now making a film on the history of Milpitas and got some cards for it from Darlene. One, a real photo made from a circa 1890 negative, was dated

by the insulators on the phone poles! ... Jack Hudson brought two printed cards of cross country walker Ethel Barlow who paid her way selling postcard pictures, February 20, 1911, SF to NYC, the first lady to attempt it in under 150 days. Another card showed a fire wagon from Shatt-- (unreadable). Jack figured it was Shattuck, Oklahoma, and wrote to the postmaster there with questions about the businesses and people. He received a letter with lots of information from the postmaster and other townspeople. ... Dan Saks in his quest for the best of Chicago's 1933 world's fair showed a card sent by Emil Rhode which announced the hairdressers' convention at the fair.

Janet Baer showed the NPCW card she designed for Lew and herself; although it alludes to the man in Vermont who lived with 300 goats, the Baers never had more than six. ... John Freeman showed an ad for a get rich quick scheme investing in ostriches in 1907 sent by an ostrich company in Oakland.

In the drawing there were eleven lots including a real photo of city hall, Weidner PPIEs, earthquake refugees, Yellowstone Park, miniatures, British chromes and more.

The program was presented by Ted Miles on Colonial Williamsburg.

—Bruce Diggelman, Recording Secretary



Christmas in Williamsburg - on Postcards

by Ted Miles

Last Christmas Arlene and I joined with a couple of our friends on a trip to Colonial Williamsburg in Virginia. This was a long held dream, as I had been visiting the famous outdoor history museum since I was a child. But never before at Christmas time. The building exteriors, interiors and every corner possible were decorated for the holidays. The museum is aware that the style of decoration is more Victorian than Colonial, but it has been a Williamsburg tradition for over fifty years. Starting with a fireworks display early in December,



the staff places candles in every window and hangs fruit decorated wreaths on every door. Indoors,

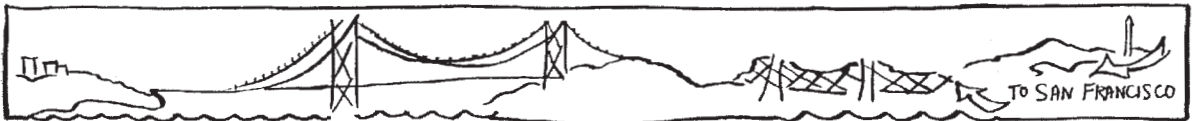


tables are adorned with candles, and fruit and berry decorations are much on display.

The Miles family came home with “about” 137 new postcards on this visit. We found that, sadly, the museum has contracted with Impact

cards, and they really do not have control over what new postcards are published. For example, the Mental Hospital is the newest of the historic buildings to be reconstructed. There is only one postcard available of the structure, and it is an outside view. More cards of the Wallace Decorative Arts museum that is located under the building are available.

The Colonial Williamsburg Foundation has been publishing cards for over sixty years, and the newer cards are repeating older ones, even though there are still many scenes that could well be placed on postcards. The Governor’s Palace is one of the major buildings of the restoration. An interior view of the entrance hall with its colorful flags and stacks of military hardware is available, but I think many of the visitors would also like to see



some of the family living rooms or the ceremonial ballroom in the building.

There are rides in horse drawn vehicles available through the main streets, and Arlene was excited every time one of them came past. They have been turned into a nice group of postcards. We ate Christmas dinner and on New Years Eve at Colonial Taverns operated by the Foundation. A great time was had by our group, enhanced by the wandering entertainers who did a first rate job.

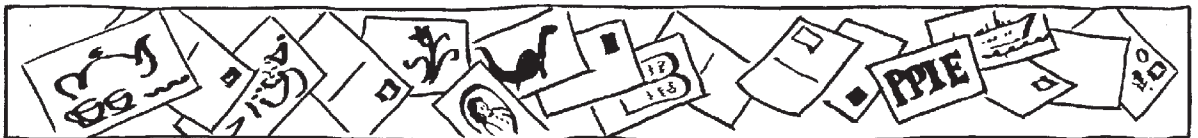
Dormant at the time of our visit, the Gardens of Colonial Williamsburg are the feature of the museum that is most often seen on postcards today. Therefore, a summer visit is encouraged for those who have an interest in seasonal plants and colorful flowers. Modern color cards are at their best showing this kind of views.

One exciting find was discovered at the local antiques mall that had a number of dealers with Williamsburg postcards, both new and old. As we know, Curt Teich Co., Inc. has produced many linen Colortone postcards of Colonial Williamsburg. However, we found something entirely new to our collection in the mall: black and

white views of the Governor's Palace with a horse drawn coach in front and a nice view of the reconstructed Raleigh Tavern, where we ate lunch. So we now have several new sets of older cards to search for. I am sure there will be additional surprises to come in our collecting postcards of this wonderful place for seeing colonial American history and the people from today who do a masterful job of bringing the buildings and crafts to life. On this visit the Miles family was trying to collect the older, mostly black and white, postcards of the early 20th century. A booklet, "Williamsburg In Vintage Post Cards" by Kristopher J. Preacher, has been available since 2002. He is a long time collector who has produced a first rate publication in the Postcard History series by Arcadia Books. This booklet was our guide in seeking out older cards. Starting in 1928, John D. Rockefeller provided the large sums of money needed to turn a sleepy college town into the historical Mecca that it is today. His local estate, Bassett Hall, is now included on the historic tours that take place every day, and one of the post card highlights of our trip was finding a card of the building. The interior once again



The reconstructed Governor's Palace and Gardens and the Raleigh Tavern and Garden as seen on slightly bluish toned Curt Teich cards, circa 1935.



appears as it did when the Rockefeller family lived there for part of each year. The campus of the College of William and Mary has appeared on many postcards over the years. One interesting example is a statue of Royal Governor Norborne Berkeley, Lord Hototourt, governor of the Virginia Colony who died in 1770. At



Statue of the Royal Governor Norborne Berkeley, Lord Hototourt, who died in 1770. First erected shortly after the end of the American Revolution, the statue was replaced by the current one in 1970.

Governor Norborne Berkeley



one time it was the custom for people to curtsy or tip their hats as they passed the statue. In 1958, His Lordship was moved into the college library to protect him from damage by vandals and the weather.

JIM KURSHUK



Jim was president of our club in the late '80s and early '90s. He and William Hampton are credited with holding the club together during those

quiet years. Jim, originally from College Point in the New York City borough of Queens, kept up with collecting the 1939-40 New York World's Fair and became an avid seeker of San Francisco cards. In the mid-1990s his work as an executive travel agent took him back to New York where he rejoined the Metropolitan Post Card Club and met Jose Izquierdo who was to be his soulmate for the remainder of Jim's life. Jim continued as a member of our club; Jose joined, too; and several of our number visited them in their Upper West Side apartment that they had cleverly converted from a drab disaster into a charming and comfortable home. Another change in the economy brought Jim and Jose back to the West Coast—to Portland, Oregon—where, again, they turned a tired old dwelling into a refuge of warmth and happiness. Then Jim became ill. Hopes for a cure dimmed. Radiation treatments were ineffective, and Jim died in May of this year.

Although he had sold his collection within his last year, Jim remained a postcard enthusiast and enjoyed talking about cards and hearing from his friends and of the club's growth and resurgent activities. We miss him.



POSTCARD CALENDAR

- Jun. 27, Sunday, **Sacramento**, Railroad Collectibles Show, 6151 H Street, 10am-3pm*
- 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. 8, Sunday, **San Anselmo**, Outdoor Antique & Collectibles Fair, 247 Sir Francis Drake Blvd. 9am-4pm*
- 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**, Vintage Paper Fair, 400 West Colorado Blvd., Fri. 1pm-7pm, Sat. 10am-6pm, Sun. 10am-4pm*+
- Oct. 2-3, Saturday-Sunday, Concord**, Vintage Paper Fair, Concord Centre, 5298 Clayton Road, 10am-6 and 4pm*+
- 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)
- Oct. 16-17, Saturday-Sunday, **San Mateo**, Antique

& Collectibles Show, San Mateo Expo Fairgrounds, Sat. 9am-6pm, Sun. 10am-5pm*

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.

IT'S ONLY A CHROME...

In front of the Balclutha we see a circa 1960 view of "Smith News Company's Route Van. One of the familiar Great White Fleet, serving the greater Bay Area, Northern California and Nevada with Post Cards, View Books, Guides, Souvenirs, Gift



Shop Items and Novelties" with an ad for the Gift Show at Brooks Hall. By Dexter Press.

—Ed.



P.S. AFTER the May meeting Janet and I did some of our monthly city shopping and then went to Cafe 52 for dinner. Located at the Pine Street end of Belden Place (Sam's anchors the Bush Street terminus), Cafe 52 offers delicious Mediterranean-California-Armenian style food, and it is owned by club members Candace and Setrak Injaian. Dine indoors—or outside at lunchtime and on mild eve-

state with very few residents, but thirteen folks turned up for the first meeting held at Page One Too bookshop in Albuquerque. There was a trading session and a program on dating postcards. The city library has asked the club to prepare an exhibit for ABQ's 300th anniversary next April, Nancy "met" most of the members on eBay through her collecting pursuit, and a local paper published a write up that alerted more people. Flyers are offered in antique malls, book stores, and at stamp shows. To start there'll be every other monthly meetings and no officers. Best of luck to ya!

CAREFUL READERS will have noted that there is no Treasurer's report in this issue. Don't worry about the club funds; Dan Saks has not absconded with them. Worry, instead, about our Treasurer. Dan became ill during a visit to the San Joaquin Valley and at this writing is in the hospital. We send fiducially hearty wishes for a speedy recovery.

SHOW CHATTER: The recent SF Vintage Paper Fair at Concord was a winner. Although dealer participation by some of the So Cal contingent was down because of a conflict (since corrected) with a new show in Arcadia, three dealers never seen here before more than made up for the shortage. The showroom was packed early on Saturday, and the crowd stayed active until closing time. One dealer who specializes in "better" cards reported his best Concord sales ever. Happy dealers mean many happy collectors. ... The only repeatable gossip I was able to glean was from Steve Schmale. He and his brother John, DBA Out West, have decided to split up their albums and business. It's a friendly separation that involves more than brotherly love, as John's busy charming his new wife. Congratz... and good luck to all.

—Lew



nings beneath the street long canopy of lights. Either way you'll be guaranteed a tasty meal and a welcome by a fellow postcarder if you mention that you are a club member. Don't miss the shish kebab, rack of lamb or the crème brulée. www.cafe52sf.com. On the way home we paused on the bluffs above Crissy Field to watch the billowing smoke and flares of fireworks on the Embarcadero rising around the Bank of America building. Very reminiscent of 1906 fire watchers on the slopes of Jefferson Park.

NANCY TUCKER who has moved from San Francisco to the wilder west of Albuquerque has not been idly building castles in the white sands. She's organized a postcard club! New Mexico is a huge



CHARLES J. COLLEY, SAN FRANCISCO ARCHITECT

Inspired by David Parry's 24 deeply researched articles on San Francisco architects posted on his web site (www.classicSFproperties.com) and in the *New Fillmore* neighborhood newspaper I decided to give it a try, too. The staff and stacks of the San Francisco History Room at the main branch of the library were most helpful, as was John Freeman who came to the aid and expansion of this story.

This card shows the apartment house that once stood at the corner of California and Powell Streets where I would wait each morning for the dinky that would take me to Sherman School. The last time I passed by the lot was vacant.

She gets from \$125 to \$275 a month for 5 to 6 rooms. Since the fire the city is filling up with these apartment houses, and houses and flats lie idle very many 'To Let.'" The fine detail of the drawing can be seen in the inset of passersby on California Street.

On-line sites created by the Western Neighborhoods Project detailing history and improvements at the Cliff House and surrounding areas revealed that Colley along with Emil S. Linne won a \$500



ALTA CASA APARTMENTS
COR. CALIFORNIA AND POWELL STS. SAN FRANCISCO, CAL.
Colley Architect



competition in 1888 that Adolph Sutro had held for the design of his lavish public baths which did not open until 1896. The team worked again for Sutro who closely oversaw their design for the

Not a photograph of the building, but a real photo of the architect's rendering, the undated card carries an interesting message by C. J. Colley's wife: "This is an apartment house that my husband was architect of and finished about a year ago. It contains 18 apartments, with all modern improvements. They are owned by a lady and are beautifully furnished.



THE WONDERS OF EBAY

second Cliff House which opened the same year. Both projects were to end in ashes, the Cliff House in 1907, Sutro Baths in 1966. Library research revealed no more than that Colley had died, a widower, in 1928.



John Freeman learned of my interest in Colley and forwarded along with his insightful comments the image of a card he had just purchased. The card, a Kropp of the Rockingham Hotel Apartments at 734 Bush Street, “may

not be that dramatic, but there aren’t many showing the residential hotels that were built after the ’06 earthquake and fire on the hills away from the Union Square core. There had been a very concerted effort in reconstruction to get retail, commercial and guest accommodations (tourist hotels) done first. By 1909 and the Portola Festival the City had a lot of retail, office and bank buildings to show off. The period from 1910–1914 was when the Rousseau Brothers and C. J. Colley were designing residential hotels and apartments between about Larkin to Van Ness, O’ Farrell to California Streets. To me that is the significance of this postcard.”

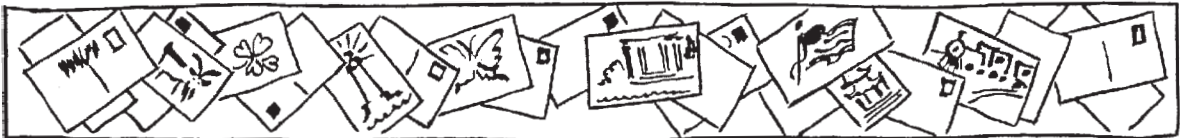
—Lewis Baer



Real photo postcard entitled - Market & O’ Farrell St., Savings Union, Union Trust Co. P.P. Co. 996. INCREDIBLE busy street scene of downtown San Francisco including a trolley, wagons, an old auto, construction, Building and business signs readable with loupe. Printed on back - Published By Pillsbury Picture Co., 174 Geary St., San Francisco, Cal. AZO stampbox dating this card from 1904-18. Pillsbury Picture Co. made excellent images of Yosemite, Lake Tahoe, Monterey, San Francisco etc...

Glenn Koch came across this card with the above description on eBay and was amazed by the battle to win it and the high price paid. The opening price was \$19.99. Eleven bids and ten days later the lot closed at \$411.89. Admittedly it is an exceptional Pillsbury with horsedrawn buggies, early autos and streetcar as well as much pedestrian activity, but this view and others of similar interest and quality usually sell in the \$20 and less range. Inquiries to the bidders and buyers as to their overwhelming interest went unanswered. Glenn thought that perhaps our members would have the answer.

—Ed.



FROM THE ARCHIVES

Found in the files of the Gotham Book Mart were four early San Francisco cards. Clockwise from top

San Francisco's Horror of Earthquake and Fire
 The Beautiful Pacific Coast Rent in Twain Immense Numbers Dead
 200,000 HOMELESS

This appalling disaster has stunned the world. In the early dawn the ripping and rocking of the earth levels huge buildings, tumbles sky-scrapers to earth, wrecks shipping, and spreads death and desolation in the Garden Spot of America.

FIRE!! Terrible fire follows the earth's upheaval, and San Francisco is to-day nothing but a tangled mass of broken buildings, fire-ridden houses and a scene of death and dying humanity.

The Most Startling Horror in the History of Our Grand Country

In comparison with this stupendous calamity, the Chicago Theatre Fire, the Moscow Disaster, and the eruption of Vesuvius pale into insignificance. Right at our very door, without a moment's warning, the earth trembles and swallows the Queen City of the Pacific Coast, indescribable terror follows. King Pluto reigns. The fire fiend follows, and all is desolation.

AGENTS WANTED to sell the complete account of this GREAT CATASTROPHE. The American People demand the full details of this AWFUL VISITATION OF PROVIDENCE. Our correspondents are right on the spot, and our book giving the full details of Earthquake and Fire is now being prepared. The people must have this book. We offer you the agency—best terms—credit given. SEND FOR PROSPECTUS and be FIRST IN THE FIELD. Usual free on receipt of 10 cents to pay postage. DON'T DELAY. Everybody wants the most complete and authentic history. Price, \$1.00. BE FIRST AND TAKE THE ORDERS.
 INTERNATIONAL PUBLISHING CO., 44 North 4th St., Philadelphia, Pa.

left: A printed postal card mailed two weeks after the earthquake seeking agents to sell the story of the disaster, "...ripping and rocking ...levels huge buildings, tumbles sky-scrapers to earth, spreads death and desolation in the Garden Spot of America. ...The American People demand the full details of this AWFUL VISITATION OF PROVIDENCE...Outfit free on receipt of 10 cents to pay postage."; a salesman's calling card and inset from the back advertising

SCHOOL SHOW CARD WRITING
 915 VAN NESS AVE. S.F. CAL.

Learn a Trade that pays a **DOLLAR AN HOUR** in the particulars

a San Francisco wagon maker and blacksmith supply business, undivided back; a (signed illegibly) linoleum print on one-cent Jefferson postal back; multiview real photo advertising San Francisco School of Show Card Writing, "Learn a Trade that pays a Dollar an Hour."

Waterhouse & Weston

SAN FRANCISCO, CAL. PORTLAND, ORE.
 SACRAMENTO, CAL. SAN JOSE, CAL.

POST CARD

cisco School of Show Card Writing, "Learn a Trade that pays a Dollar an Hour."

THE CHILDREN'S GILD
 INVITES YOU TO
HANSEL AND GRETEL
 A MARIONETTE SHOW
 AT
 THE GILD HALL
 345 SUTTER ST. S.F.
 SATURDAY AUG. 27.
 2:30 P.M.

At the rate of travelling, I'll get here about 3:45!

J. M. ...



REVISITING THE GGIE... WITH KATHRYN AYRES

Some credit a real estate man by the name of Joseph Dixon for coming up with the idea for a fair to celebrate San Francisco's two new bridges. Others claim it was Ted Huggins, the top public relations man for Standard Oil. Treasure Island historian Richard Reinhardt diplomatically states that "the idea must have occurred to others almost simultaneously, however, for it swept through the city councils and business promotion bureaus of Northern California." But Huggins' secretary Marjorie Blair put it directly: "Standard Oil was behind him because they wanted to sell gasoline to bring people to the fair," and of course the idea of traveling to Treasure Island by auto across the new Bay Bridge appealed to many vacationing families. This is an advertising card several times over. It shows a 24-sheet poster of the

dressed to the art director of the Leon Livingston Advertising Agency of San Francisco.

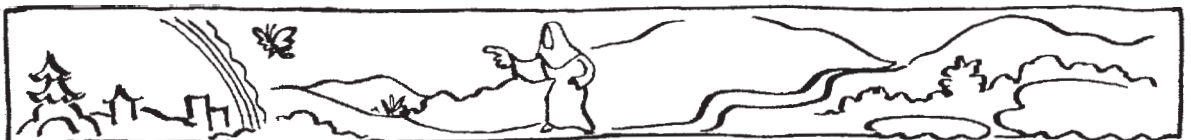
The Swedish pavilion at the fair proudly displayed a portrait of Sweden's most famous export: Greta Garbo. She appears [on the left] to be dressed in her costume from her 1933 smash hit, "Queen Christina." But the year of the fair saw the release of an unusual film for the somber beauty—1939's "Ninotchka"—which the studio promoted with the succinct phrase: "Garbo laughs!"



The card is one of at least two real photo views of the pavilion which carry a printed notice on the back regarding annual subscription to *Vestkusten*, the Swedish-American newspaper with offices at 253 Church Street.

Golden Gate International Exposition that was currently on display at Standard stations. The poster was printed by the Schmidt Lithograph Company, which supplied plates to all San Francisco newspapers. The card was postmarked on February 8, 1939, ten days before the fair's opening. No message was included, but it was ad-

Kathryn included two questions for us along with her story: Did the Schmidt Brothers produce post cards as well as their fruit and vegetable labels? Of course, as we know, 1939 also saw the release of "The Wizard of Oz." Judy Garland appeared at Treasure Island for just one show, to sing "Over the Rainbow" with composer Harold Arlen accompanying her on piano. What, no postcard?



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

6/04

P.O. Box 621
Penngrove CA 94951

Mark your calendar for
Sacramento, August 21–22
California's Capital Show!

CLUB MEETINGS

2004

June 26

July 24

August 28

September 25

October 23

November 27

See us online at www.postcard.org