

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

July 2004

Volume XIX, No. 7

Next Meeting: Saturday, July 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: David Parry will speak on *Courts and Palaces: The Architecture of the Panama Pacific International Exposition*. David's talk will touch on the historical precedents of earlier world's fairs, the genesis of the celebration of the construction of the Panama Canal, and the architects and other talented individuals involved in assembling the most successful Exposition the world had ever seen.

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



COVER CARD

JUST CHECKING: These lucky fairgoers appear to be traveling to the PPIE on a flying carpet. But the magic rug is really a traveler's check from the American Bankers' Association. The obverse side tells us that "A.B.A. Cheques proved their superiority during the War Crisis in Europe, saving thousands of American tourists from embarrassment and hardship." Issued by the Anglo-California Trust Company of San Francisco, which declared itself the "Official Exposition Bank."

—Ed. Pro Tem.

CLUB OFFICERS

President:

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

Treasurer/Hall Manager:

Dan Saks, 415 826-8337
e-mail: belette(at)rcn.com

Vice President:

Bob Bowen, 415 563-8442

Recording Secretary:

Bruce Diggelman, 510 531-7381

Editor: Lew Baer, 707 795-2650

PO Box 621, Penngrove CA 94951
e-mail: editor(at)postcard.org

Webmaster:

Jack Daley: webmaster(a)postcard.org

Newsletter Deadline: 10th of each month

MINUTES, June 26, 2004

Thirty-two members and guests signed in. Cards were brought for sale or trade by David Parry, Ray Costa, George and Helen Epperson, Ed Herny and Joseph Jaynes.

President Ed Herny called us to order. Our newest member, Judith Perkins, was introduced; Judith collects British cards and cards of lawn bowling. Guest Scott Jackson says he collects anything and everything. There were seven lucky raffle winners.

Announcements: Lew Baer said that the Cape Cod club has sent us some California cards that they want to trade for Cape Cod cards. Do you have any? Treasurer/Hall Manager Dan Saks is

home from the hospital after his recent illness, and he is resting comfortably. Michaeline Miles recently underwent surgery, but she too is home and recuperating.

Fort Mason, the site of SFBAPCC meetings, is proposing to charge up to \$8.00 for parking. Protest! [Details on page 11.]

Ed Herny mentioned that the club's study group on Edward H. Mitchell fizzled because of the overwhelming number of cards that Mitchell issued. Perhaps we might focus on smaller publishers. Joseph Jaynes suggested that the club's website could be an excellent forum for gathering such data from postcard clubs across the nation.

Bob Bowen announced that he will be hosting a postcard tour of the Presidio on Sunday, August 29 at 1:00 p.m. We'll be meeting at the flagpole at the main post.

Our program consisted of two parts: an extended show-and-tell on albums and collections, followed by guest speaker John Poultney of Arcadia Press.

—Ed. Pro Tem.

**PROGRAM:
ALBUMS, COLLECTIONS
AND ARCADIA PRESS**

Our second annual meeting on albums truly illustrated the diverse collecting interests of our club members. Wilma Hampton entertained us with her witty commentary on five special cards from her collection of "U.S. Presidents you've never heard of." Sue Scott brought her album of Mexican charras. Janet Baer said she hadn't realized that she was a closet feminist until she gathered together her album of women of substance and power.

Ray Costa displayed album pages of the Great White Fleet. George Epperson showed a card of the Mt. Tamalpais Inn, now 100 years old. Jack Hudson brought seven stunning Independence Day cards arranged in

one large, ornate gold frame; a repro of a delivery truck for the Berkovich Tobacco Company of Oakland; and a card of Denty's gas station. Jack also showed a fold-out of the Egyptian Temple in the Liberal Arts Building at the 1915 PPIE – when it's opened, it reveals a panorama of the Schmidt Brothers' lithography display.

Dan Cudworth brought his album of chrome topicals from the 1950s and 1960s, including bomb shelters and those newfangled computers. Dan also shared three civil rights cards, all autographed: Nelson Mandela, Rosa Parks, and a chrome showing the funeral procession of one of the four black girls that died in the 1963 Birmingham church bombing with a caption that pointed out the colorful flowers "in sharp contrast to the evil deed," signed by M.L. King, Jr.

Bruce Diggelman shared an interior view of the Rockingham Hotel Apartments on Bush Street to complement the exterior view shown in the June newsletter. Bob Bowen displayed his albums of Chinatown real photos; several of his cards were featured in a PBS documentary on the Chinese in America. Bob also brought albums of political cards, and pointed with pride to images of Ronald Reagan

in a Western movie and Reagan's first wife, actress Jane Wyman.

David Parry brought an album of hold-to-lights, and passed around several: Views of Trafalgar Square, the House of Parliament, a die-cut Christmas greeting with its own stand, a church scene that was sent to his grandmother and an image of the Blackpool Winter Gardens, in which each car on the Ferris wheel was illuminated. Kathy Elwell brought her superb album of California orange shows and unusual California greetings. Ed Herny shared a trade card for Caloric Vita Oil, which was proffered as a cure for Pen paralysis (arthritis), signed by a cashier for the *SF Chronicle*.

Arcadia Press

How 'bout turning that album into a published book? Our guest speaker, Editor John Poultney of Arcadia Press, can make your dream a reality.

Arcadia publishes two series of local history books. One group is illustrated with photos, postcards, and other images; the other uses postcards exclusively. Club member Chris Pollock has taken the lead – his book on Golden Gate Park was released by Arcadia late last year.

A minimum of 180 images is required for the two-per-page format; some Arcadia books feature up to 240 images. The reproduction is in black and white – since Arcadia focuses on local communities, the press run for each book is relatively small, and the cost of color printing is prohibitive.

John described the publication process: the aspiring author submits a proposal with an outline and 10-12 image samples. If Arcadia feels that the subject is of interest, they will follow up with a contract and a schedule. You may scan the images yourself, or submit them to Arcadia for scanning. It is up to the author to determine whether the images may be used without fear of copyright infringement. The author provides descriptive text and indicates the page placement for each image.

Interested? E-mail John Poultney at [jpoultney\(at\)arcadiapublishing.com](mailto:jpoultney(at)arcadiapublishing.com). John's office is located in San Francisco on Howard Street. When will we see *your* book of postcards as issued by Arcadia Press?

Notes taken by Kathryn Ayres

TREASURER'S REPORT

As of July 1, 2004.....\$1459.94
–Dan Saks, Treasurer/Hall Manager

ROSCOE: *Not Guilty* . . .

...by reason of inanity, perhaps. Yes, as reviewed in the July 5 issue of *The New Yorker*, another book, Jerry Stahl's "I, Fatty," has appeared on the alleged murder of actress Virginia Rappe by Roscoe "Fatty" Arbuckle. Described as a novel, it should promise a few hours of fascination for those intrigued by the city's seamy past.



Victor Hirtzler, chef of the St. Francis Hotel, former chef to Carlos I of Portugal and taster (*taster?*) for Czar Nicholas II, had slowed his ovens for the night when the party began in a 12th floor suite of the hotel on Labor

Day 1921. Hosts were Hollywood comic star Arbuckle and friend Fred Fishbach. Virginia Rappe, pictured on the sheet music of "Let Me Call You Sweetheart" and described as a disreputable socially diseased starlet, was an uninvited guest with the bad timing to die four days after the party. Did she perish due to Arbuckle's ministrations with a chilled bottle of champagne or was she crushed beneath Fatty's avoirdupois during coital floundering? Hearst used his *Examiner* to fan the flames of scandal. Charged with murder and tried three times before acquittal, Arbuckle was not guilty, but stories about him linger. President Harding closely followed radio coverage of the case before passing beyond this earthly veil at the Palace Hotel two years later. The book, a phonified first person account of Arbuckle's life, is not intended to set the record straight; it is entertainment. Not enough time or interest to read it? That's your decision, but the review by Thomas Mallon is filled with wit and San Francisco-Hollywood gossip.

—Lew Baer

Caption: 2064—Hotel St. Francis.... As It Will Appear Upon Completion of Fourth Wing. Edw. H. Mitchell, pub. The twelfth floor is the level just below the campanile-style tower that was never built.

POSTCARD CALENDAR

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

Aug. 6-7, **Auburn**, Old Bottle & General Collectibles Show, Gold Country Fairgrounds, 1273 High Street, fri. 2pm-8pm, Sat. 9am-4pm

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 August 1

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

Sept. 19, Sunday, **Folsom**, Peddler's Antique Fair on historic Sutter Street, 9am-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, Sat.-Sun., 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*

Oct. 23-24, **Alameda**, Book, Print & Paper Fair at the former Naval Air Station, Sat. 9am-6pm, Sun. 10am-5pm

Bolded dates are shows produced by SFBAPCC members.

*Ken Prag will set up at these shows. Contact 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.

California Romance

SAN FRANCISCO HONEYMOON: Mr. & Mrs. Fred Montgomery's reflection in a funhouse mirror on a card dated June 25, 1922. Could it be Playland? The message on the back reads: "Hello Everybody. Having a perfectly grand trip. Reached Frisco without a bit of car trouble except a flat tire which developed within the last 20 miles. I have a Perfectly Wonderful Husband and [am] enjoying a perfect honeymoon."



S.F., as usual, is cold & damp. Of course the natives are telling how lovely the weather was yesterday. This is unusual. But LA's for us as soon as we can get there. Our vacation seems to be agreeing with us. Does it not? Best Regards to all - Mrs. Montgomery."

ENDURING LOVE: A nice-looking couple posed in an auto with a studio prop backdrop: "Taken while on our

California trip, San Francisco, June 12, 1914 with Cliff House and Seal Rocks in back view."



THE HOLLYWOOD SPECIAL: The young lovers on the left are dressed as newlyweds, and the brother of the groom looks as if he's thinkin' about gettin' hitched as well. The rubber stamp on the back says the pic was taken at Playland - not in San Francisco, but Rye Beach, New York.



Uncle Sam in the Eyes of His Family **Quotations from John Erskine's 1930 novel**

He was the youngest of the family. All his life the others called his attention to the fact, as though he ought to do something about it, or at least be ashamed. It was characteristic of his perverse humor that the consciousness of youth excited in him much gratitude and not a little pride. His elders he looked upon as unfortunate.



Perhaps because no beauty was found in his person and no poetry in his name, he took an exaggerated interest

in dress. At first an inverted interest. So long as he wore short trousers he liked to justify those family criticisms which he knew he couldn't escape; he raised untidiness to the inevitability of a science.... This period of boyhood defiance was followed by a season of foppishness; no sooner were his trousers lengthened out than he began to prolong the tails of his coat also, and he yearned for a top hat. The



amazed relatives reduced him to this absurdity so often that one can't be sure whether he did dress this way, or whether they only said he wanted to. Later on, when he had learned to laugh

at himself, he dressed like other folk, but his family then pointed out that from the moment he accepted convention, his garments seemed odder than ever. You had only to fit him into a mold, to see how queer he was.

He had seen two things clearly – that he had never cared really for money, and that to any ordinary eye he must have seemed devoted to nothing else. But he hadn't cared for it.... He had loved nature, trees, seasons, landscapes, vegetables, young animals, including children; in fact, he liked to see things grow. There it was! That's what he had been after, all his life.



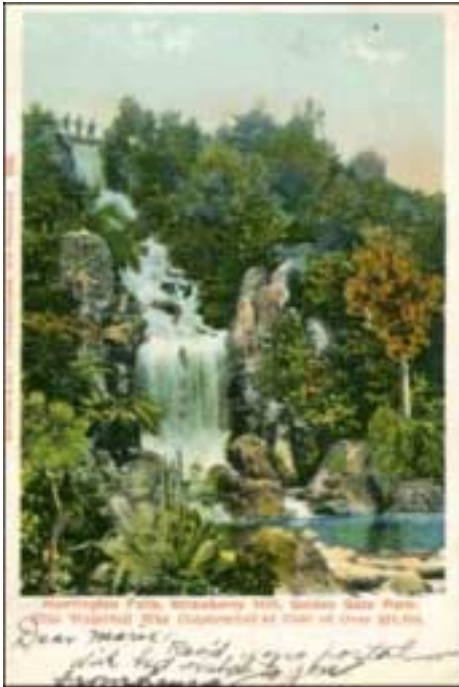
Uncle Sam says: “Out here we go along on a good-natured level which my brothers call vulgar or common. Well, I guess I am naturally common. But so many other people are too that I can't get up the same degree of disdain for commonness. I love these common folk in this raw spot. And when I see

the children out here, young animals though I suppose they are, but well fed, well exercised, and abounding with health, I'd like to live five hundred years to see what the place will be like when they have perfected all their undistinguished impulses.”



This month will see the release of Robert Olen Butler's *Had a Good Time: Stories from American Postcards*, based on messages written on the backs of early 20th century cards from his collection. Pre-publication reviews are favorable thus far, citing the author's tales of WWI military men, suffragettes, horse lovers and self-ordained preachers. The cards that served as Butler's inspiration are reproduced within.





“**WHERE YA GOIN’** on vacation?”
“Why, Huntington Falls, of course!”
That was the tongue-in-cheek reply of old-time San Francis-cans who saw no reason to squander their hard-earned PTO in foreign ports. Why pay for the expense of travel when you already live in a world-class city? In May, Chris Pollock led half a dozen lucky clubsters to Huntington Falls on his postcard tour of Golden Gate Park. The man-made falls are still magnificent, but the above card verifies Chris’s claim that the water once flowed from the top of

Strawberry Hill, “one story higher.” Now, the falls start midway down. Who but Chris would have noticed that the flat rocks surrounding Stow Lake were salvaged from the ruins of the old Sweeney observatory? The beautiful building once graced the top of Strawberry Hill, but it was badly damaged in the 1906 quake. Reconstruction focused on the rebuilding of so many necessary structures – homes, businesses, and civic institutions – that the decorative observatory was overlooked. The observatory’s ruins were deemed unsafe, and the walls that remained were razed. Chris pointed out curious architectural embellishments on the rocks that now serve as a lakeshore border.



Some postcards say that the rustic bridge that crosses Stowe Lake was destroyed in the Ought Six calamity, but Chris begs to differ. There is no evidence that the bridge had to be rebuilt, and it still stands proudly today. –*Ed. Pro Tem.*

WELCOME TO OUR NEW MEMBER: Judith Perkins, PO Box 1392, Pacifica 94044. Judith collects British postcards and cards of lawn bowling.

IT'S A "FAIR" MISTAKE: The caption on this card reads, "A Picturesque View in Chinatown," but Bob Bowen disagrees. Look at the building behind the patio where the ladies are having tea. That's the Canadian Pavilion at the PPIE.



PAID PARKING?!?!? Fort Mason, the site of our meetings, is proposing to institute parking fees ranging up to \$8.00. Contact the following people to protest:

Martin Quinn, Chairman
Fort Mason Foundation Board of Directors
Fort Mason, Building A
San Francisco, CA 94123

Brian O'Neill, Superintendent
Golden Gate National Recreation Area
Fort Mason, Building 201
San Francisco, CA 94123
415 561-4720
e-mail: Brian_O'Neill(at)nps.gov

MILESTONES: Ted and Arlene Miles celebrated their 20th anniversary on July 2nd. Do you have any platinum cards to add to their collection?

Editor Lew Baer and Staff Artist Janet Baer are vacationing in British Columbia this month. No doubt they are having a lovely time, and wish we were there. Never fear, Lew will resume his rightful post in August. Why not send him your contributions for next month's issue?
Deadline: August 10th.

*–Kathryn Ayres
Editor Pro Tempore*

**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**

7/04

P.O. Box 621
Penngrove CA 94951

POST CARD

**CLUB MEETINGS
2004**

July 24
August 28
September 25
October 23
November 27

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