

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

September 2004

Volume XIX, No. 9

NOTE MEETING DATE CHANGE

Next Meeting: Sunday, September 19, 12 to 3 PM

Fort Mason Center, **Room C-210**

Laguna Street at Marina Boulevard, San Francisco

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

Program Notes: Ed Hery will speak on “Pillsbury Does San Francisco.” Most collectors think of A.C. Pillsbury and his Pillsbury Picture Co. as a publisher of real photo postcards of Yosemite and vacation areas of Northern California. This program will focus on his cards of the 1906 Earthquake and Fire, the rebuilding of downtown San Francisco, and the visit of the Great White Fleet in 1908. While several photographers published cards of the 'quake and fire, Pillsbury alone documented the post-disaster rebuilding of the downtown office buildings and the GWF visit. Ed will illustrate the presentation with seldom seen Pillsbury cards from his own collection.

Show & Tell: “What I found yesterday at Santa Cruz,” collector’s choice. Three item, two minute limit.

COVER CARDS



We're all familiar with Bernstein's Fish Grotto cards, if not the restaurant itself. A favorite view is the Powell Street facade with the prow of Columbus' flagship *Nina* heaving into the sidewalk. Walking down Powell a few weeks ago I was somewhat surprised not to see it still there. More recently I was surprised again to come upon a card of Bernstein's I had not seen before, this time



with the address at 6 Sacramento St. It claimed to be “Famous” then. How long was it there? When did it move to 123 Powell?

—Lew Baer

CLUB OFFICERS

President:

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

Vice President:

Bob Bowen, 415 563-8442

Editor: Lew Baer, 707 795-2650

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

Treasurer/Hall Manager:

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

Recording Secretary:

Bruce Diggelman, 510 531-7381

Webmaster:

Jack Daley: webmaster(at)postcard.org

Newsletter Deadline: 10th of each month

Minutes, August 28, 2004

The meeting was called to order by Vice President Bob Bowen. Thirty-four members and guests signed in. Cards were brought for sale or trade by Dave Parry, George and Helen Epperson, Jim Neider, Joseph Jaynes, Bob Bowen, Ray Costa and Sue Scott.

Guests introduced included Ann Gray and Elaine Walker who had found us on the internet and who were returning to the UK tomorrow; Louise Parker, a friend of Bruce Diggelman, who collects Alameda; and C.K. Lai of Berkeley, who is using postcards to research the development of Malaysian architecture and to envision the Singapore of the past; Naty Narvaez who recently joined and was attending her first meeting. Another guest, who also found us on-line, had already left as he had sold the albums of his mother's cards that he brought for appraisal by Joseph Jaynes.

New Business: Lew Baer discussed our tenuous financial position and told of one new member who was eager to make a monetary donation to the club. Being foiled at the PayPal site, a check was mailed in. [Thank you!] Perhaps we would want to consider soliciting donations in a low key manner by creating a Supporting level of membership. One suggestion was multi levels reaching Patron for

the largest donation. Jack Daley told of the possibility of accepting donations on-line through PayPal and Amazon. No action was taken.

Lew then told of his intention to get the Mitchell project going again. Help is needed in finding cards to illustrate it.

On behalf of Dan Saks, our Hall Manager, Lew then told of the changes needed to our upcoming meeting dates.

Ted Miles brought up the subject of parking fees at Fort Mason Center; they will be \$1/hour with a \$2 minimum beginning in March 2005.

Wilma Hampton reiterated her suggestion that we use name tags at meetings—pin-on, if stick-on is unacceptable.

Jim Neider wants the OK to print more club business cards and also name tags.

Announcements: Bruce Diggelman told that Kathleen Manning is looking for paper items on Half Moon Bay. She will be putting on a collectibles fair in Pacifica on October 31.

Bob Bowen reminded us of the Presidio Postcard Walk tomorrow; meet at the flagpole at one o'clock and bring postcards of the base and of the foreign and state PPIE pavilions. He also told us that elections will be held at the November meeting. Can-



didates are being sought.

Drawing: Twelve lots made a dozen people happy. Show & Tell: Hy Mariampolski brought the most recent additions to his New York night club category including a dwarf act at the Village Barn. ... Ray Costa showed a book on *Postcards from WW II* he had bought at the Westpex stamp show and four photo cards of ships in the Pacific Fleet—he is eager to buy or trade for others. ... Janet Baer showed four cards: Rally Day encouraging people to read, a 1910 Berlin Salon painting of a tea party, a palmistry joke card, and a map of Vancouver Island. ... Bob Bowen was at a political collectors meeting in Reno last week and got 27 cards as he was the only postcard collector there; he showed a 1904 card of Teddy Roosevelt beating a bass drum—the drum is a pin cushion.

Lew Baer told of how Julia Child had had an active hand in his and Janet's kitchen since 1961 and showed an autographed card of her he bought on eBay. ... Jim Neider showed two deteriorating albums with the cards glued in. ... George Epperson showed non-postcards with Japanese stamps on them reproduced in precious metals. ... Kathryn Ayres brought a view of 1906 earthquake refugees in Jefferson Square with a tent made of draperies and a sign, "The House of Mirth," the title of a best seller a few months earlier by Edith Wharton. ... Glenn Koch showed an especially beautiful never-seen-before-by-him PPIE poster card that he bought on eBay; no one else had bid on it.

—Bruce Diggelman, Recording Secretary

Program:

FAVORITE POSTCARD BOOKS

Ted Miles: We collect Disneyland, and *The Nickel Tour* is a must for anyone who does. There are

check lists at the end of each chapter. A third edition is in the works, and Arlene added some cards that were unknown by the authors.

Arlene Miles told that she uses the Arcadia books on places they visit as checklists for cards she looks for.

Bob Bowen gave a plug for Arcadia: "Mostly good books that are well marketed."

Sue Scott showed the catalog of the Lauder collection of Japanese art cards at the Museum of Fine Arts, Boston. "I collect artist signed cards and this is the best and only English book on Japanese cards."

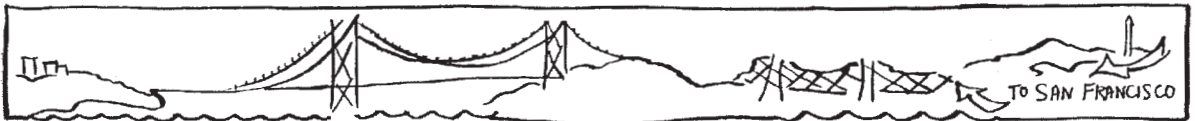
Sharon Mariampolski showed *Cooking USA* by John Margolies and Georgia Orcutt with simple authentic recipes illustrated with postcards. "A really sweet book."

Hy Mariampolski brought Moses King's *Handbook of New York City*, a reprint of the 1892 edition, which he uses as a reference for his NYC collection. Early publishers often used images out of the book. It covers everything: government buildings, banks, churches, and on and on.

Glenn Koch showed a large format Arcadia book, in color, on the Hamptons on Long Island. Arcadia now also makes hardcover books. Glenn told of a colorful new book out on Krampus, *The Devil's in the Cards*.

Lew Baer brought four books from his postcard library: Frank Staff's *The Picture Postcard & Its Origins, Prairie Fires and Paper Moons* which led to the recognition of real photos, *The World of Donald McGill* with saucy seaside cards by the "colorful" artist, and the *Dictionnaire de la Cartophilie Francophone*, the French postcard encyclopedia.

—Notes taken by Lew Baer



PRESIDIO POSTCARD WALK, August 29

At one o'clock ten club members and three guests gathered beneath the tallest flagpole in San Fran-



cisco. Bob Bowen, walk leader and official City Guide, told us that we were in Pershing Square where General Pershing had lived in 1915. Bob pointed out where the home had been and told of the tragic house fire in which the General's wife and children died. We turned and looked at the Officers Club whose foundation dates to the same era as Mission Dolores. The building was heavily renovated during the WPA era with "missionized" styling. Walking to the west we stopped in front of the red brick Montgomery Street Barracks dating from the early 1890s and built from Army

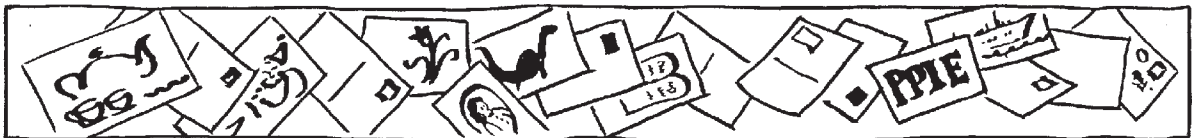
Corps of Engineers designs. Our next stop was in front of the gates to the cemetery facing Doyle Drive, the approach to the Golden Gate Bridge; a bit further and we climbed onto a concrete artillery emplacement, part of the coastal defense battery. Jack Daley later contributed that it was Battery Slaughter, named in 1902 in honor of Lt. William A. Slaughter, who was killed by White River (Wenatchee) Indians at Brannons Prairie, Washington Territory, 1855. The battery saw service from 1885 to 1917; its three 8-inch guns were dismantled in November 1917, and the battery was used for storage until most of it was buried during the construction of the approach road to the bridge during the 1930s. It was dug up in recent years by the National Park Service.

Standing on the battery Bob pointed out where the Speedway was during the 1915 fair. Next stop: the intersection of Incinerator and Crissy Field roads to see the old brick stables, one still in use by the SFPD. A bit further we paused by the Presidio Pet



Bob Bowen at the earthquake cabins

Cemetery near Doyle Drive which Bob describes as a "classic '30s concrete roadway." As we passed Building 649 on the southern edge of Crissy Field Bob told us that was where our club met in its earliest days; at Building 640 he told of it being the Nisei soldier school during WW II. Onward: the earthquake refugee cabins behind the closed Presidio Museum; along the Quad where the officers' houses were turned to face the street to shelter them from the



west wind; up along Funston, once Alameda, to where the old cannon ball decorated entry to the parade ground was located. Our last stop was the chapel, circa 1850, which has been extensively remodeled. The other, Protestant, chapel up the hill boasts a mural by Victor Arnautoff showing the history of the Presidio. “You’ll have to get there on your own,” Bob told us.



—Notes: Lew Baer, Photos: Jack Daley

CLUB FINANCES

Donations, Fund Raising and the Mitchell Project

The following email message was received by the Editor: *Howdy SFBAPCC, I'm a new member (via PayPal) who might never make it to a meeting. The website is lovely, the newsletter always welcome. This last one had page 2 news of money problems. You asked for "input and support". Support was my first thought, so I tried to PayPal you through your membership site. It seems to be limited to the \$15.00 membership fee. Can you set up PayPal to accept donations? And the \$15.00 fee? Way too cheap! This is once a year payment for internet and newsletter info, at the least. The whole*

deal is a labor of love, but you need, and deserve, the dough to survive. If you don't get it, us postcard nuts lose. Raise the fee! —Name withheld. A check for \$50 arrived a few days later.

Wow! What a morale booster that was, and it set the club officers to thinking about a donations policy. Jack Daley has developed an area on the home page of www.postcard.org where donations can be made in support of the club through either PayPal or Amazon.com, and a separate category of “Supporting Membership” can be easily added to the application form in the newsletter. In all cases anonymity will be an option. Be assured that monetary gifts to the club are greatly appreciated.

Additional capital will also be needed if we are to continue in our present fashion. Increasing dues is a possibility. Before we do that, however, let's try our hand at fund raising. We have been very successful in the past with sales of Glenn Koch's (outstanding!) book *San Francisco – Golden Age Cards*, made possible by Glenn and the publisher Windgate Press. The calendars that Jim Staley has made have brought in some funds, and sales of cards donated to the club have helped as well.

We need a new fund raising project for the new year and the club's twentieth anniversary. I am suggesting that we get it together and put our Mitchell project into print. It would be based around “Edward H. Mitchell – His Life and Times” that was written by Sam Stark and which appeared in the Golden Gate Post Card Club bulletin in 1981. Additional information and many images could be included. One of our newest members has a category of early Mitchells that have not been checklisted before, and another member has real photos made of the E. H. Mitchell plant that was on Army Street. With a hundred or so pages and



nically bound it should make an interesting and useful reference book that would appeal to collectors, dealers and researchers across the country. It should also be a profitable resource for the club.

We have had committees to discuss this idea in the past, but we've always been overwhelmed by the enormity of E. H. Mitchell production. Let's try it again, but let's succeed this time. If you are interested in participating let the Editor know. Cards to illustrate the story and Mitchell's production styles are needed.

—Ed

TREASURER/HALL MANAGER REPORT

As of September 2, 2004 \$976.71
which includes \$60 in sales of donated cards at the August meeting.

Because of parking and show conflicts our meeting room as well as the days have been changed: Sunday, September 19, we will meet in C-210, and on Saturday, October 30, we'll be in C-260. We also anticipate there will be a change of date for the November meeting. Please stay tuned.

—Daniel Saks, Treasurer/Hall Manager

POSTCARD CALENDAR

First Sunday of every month, **Alameda**, collectibles faire, former Naval Air Station.

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*

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

Oct. 31, Sunday, **Pacifica**, collectibles show

Nov. 13, Saturday, Sunnyvale, Postcard & Paper Show, Elk's Club, 375 N. Pastoria, 10am-4pm*

Nov. 18-21, Thursday-Sunday, **San Mateo**, Hillsborough Antique Show, San Mateo Expo Fairgrounds, 11am-8pm, Sunday 11am-5pm*

Nov. 27-28, Saturday-Sunday, **Pleasanton**, Great American Train Show, Fairgrounds, 11am-5pm*

Dec. 11-12, Saturday-Sunday, **San Rafael**, Antique & Collectors Fair, Civic Center, 10am-6 and 5pm*

Dec. 18-19, Saturday-Sunday, **San Rafael**, Great American Train Show, Civic Center, 11am-5pm*

Dec. 31-Jan. 2, Friday-Sunday, **Santa Clara**, Antique Show, Convention Center, 5001 Great Am. Parkway

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 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.



Then..

Glenn Koch dug a few cards out of his San Francisco boxes and took them, along with his digital camera, to the sites where the original photographs were made. He was able to make new photos from the exact spots the photographers stood about ninety years ago. Over the next few months we'll be enjoying his Then and Now series.

The card and photo show the intersection of California and Divisadero Streets, facing the



...and Now

southeast corner. Several of the buildings on the card are easily recognizable in the photo. The message reads “The first car run through the residence district, walking is glorious here.”

Glenn reveals that he bought the card unidentified. “All it had on it was the address of the photographer; the photo could have been taken anywhere. The other clue on

the photo was the name of the plumber above his small shop at the rear of that corner building, Jos. O’Hara. So with the help of a 1906 provisional (post-quake) city directory I was able to find Joseph O’Hara and his plumbing business at 2002 Divisadero Street. And yes, as it turns out, the photographer was photographing from exactly where his address had been scratched in at 1933 Divisadero Street—just where I stood to take my photo. Lesson learned: never overlook the obvious when trying to identify an uncaptioned real photo postcard.”



PRESIDENT'S CORNER – November is Election Time!

At our November meeting we will hold our bi-annual election for club officers. The positions that will be voted on include: President, Vice President, Treasurer/Hall Manager, and Secretary. Be prepared to nominate candidates (including yourself) for any of these positions and to vote.

I will be seeking re-election for another term as

president, but, of course, other nominations are welcome. One office for which we are especially eager to receive a candidate is club Secretary. It is the only position for which no one has yet come forward. Anyone who would be willing to run for Secretary would be doing a great service for our club.

—Ed Hermy

Bells, Bells, Bells, Bells!

by George Epperson

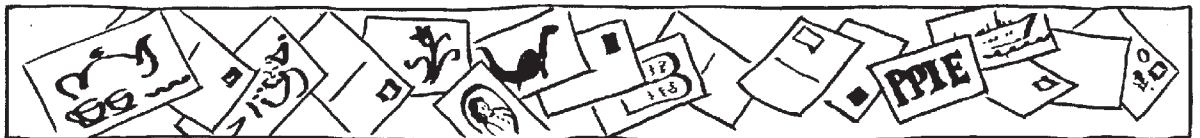
There are big ones and little ones, loud ones, soft ones. I like bells; each has its own personality in its quality of tone. They are from China, India, Persia, and other exotic places. Some seem to go back forever in time. Some are the handiwork of the blacksmith and the pride of the craftsman. Bells play an important place in our lives, but do we give them much thought? We have cow bells, goat bells, sheep and cat bells. Believe it or not, I even have a large elephant bell. Don't forget the dinner bell and the doorbell. We need the school and work bells. We have a counter and gate bell. What is a church without a bell? Or a train or the clang, clang, clang of the trolley? What is a fire engine without a bell, or a ship? How about the jingle, jangle of the belly dancer? Remember the distant tinkle of a bell chime in the wind?

I think that bell collecting is a sleeping giant, yet to be awakened. To see how many collectors are out there I have dug out my collection of about a hundred for the Santa Rosa Bottle and Postcard

show. This old grandpa has collected about everything. I have had fun with my bells in various parades. Everyone loves to ring a bell. They are as acceptable in a 4th of July parade as fireworks. The kids and grandkids never forget the fun they had in the bell parade.



“Grandpa, when are you going to do it again?”



THE LOST WEEKEND

or... Got Lemons?

The big excitement in August was the confusion of the Sacramento show. Advertised and readied for the weekend of the 21st and 22nd, the hall contract specified the 28th and 29th. Phone calls and e-mail reached the dealers and many collectors, but there were others who were profoundly irate after spending hundreds of dollars and travelling hundreds of miles to spend, perhaps, thousands of dollars. Dealers who were already in town for the show left for home or another show booked for the next weekend. Some would return to Sacramento. Some of our member dealers were able to set up on the later weekend and their reports rated sales from very good! to lousy. Collectors from the club were there in number. For some, good finds were made; for others, time was wasted. In other words a fairly typical show recap. At least thirty of us were in San Francisco on the 28th for the club meeting, and I assure you, good finds were made there, too.

Our calendar was clear. What to do? Sharon and Hy Mariampolski were in town and we made an impromptu date to see the *Geisha: Beyond the Painted Smile* exhibit at the Asian Art Museum. The show was enjoyable, although there were only three postcards in it, and they were poorly framed. I had thought with the recent museum interest in Japanese art cards that we would see some of the truly fabulous cards portraying geishas (entertainers) and courtesans (prostitutes). We didn't. After walking through the new library we drove west, through the park, and found parking on the Great Highway in front of the Beach Chalet. Ten minutes later we were sampling the selection of house

Make Lemonade!



The Beach Chalet, J.C. Bardell No. B-46

beers and within an hour plates of pub style food were being devoured. As the fog threatened to obscure the sunset we headed home, stimulated and satisfied.

—Lew Baer

For Ron Bureson the canceled show was a let down but not a disappointment. Here's his story:

In June I received an announcement for the Sacramento show. I put the announcement on my bulletin board and looked at it everyday. I'd moved to Las Vegas and hadn't been back to the Bay Area in several years, and this seemed like a good time for a return visit. The temperature gets into triple digits in Las Vegas in August, plus I had often heard of the good hotel cards at this show and had never been to it.

About two weeks before the show dates I arranged for vacation time off, airline, auto rental and hotel reservations. My plans were to fly to San Francisco Saturday morning, pick up a car at the airport and drive to Sacramento for two days of looking at cards. I was excited! All my reservations were nonrefundable.



On Thursday evening, August 19, there were three e-mails from club members; the show was canceled. I did not panic. I knew, God would not let me down and that His plans for my vacation were better than mine. I still had to do the footwork though. I e-mailed Lew Baer and he suggested I visit a fellow club member who had moved up to Cotati from the peninsula and opened a post card stop.

On the plane, flying over the barren desert land, I received a phone call from a cousin who was in San Francisco for the weekend. Did I have time to join her and her husband for lunch on Nob Hill before I drove on to Sacramento? She didn't know of the cancellation of the show, but His plans were in action. I arrived at the Fairmont Hotel at noon. The day was sunny and 72 degrees. The valet parked the car, I called up to the suite and met my cousins in the renovated lobby. It has the look of opening day, post earthquake 1906. We walked to the Nob Hill Cafe at Jones and Sacramento, a lovely restaurant with outdoor seating,

Later at the hotel we said our goodbyes, I got my car from the valet and drove off. Where was I going? Approaching the Golden Gate Bridge I kept on driving. The exit for Corte Madera appeared, and I took it.

I was back in 1969. It was Corte Madera where I first lived—after leaving Chicago, my hometown—and had my first job as a desk clerk at the Edgewater Inn. What had been new buildings were now screened by mature trees; new buildings and shopping malls had appeared. I checked into a motel that had been the apartment complex I lived in and walked around the town. The Co-op shopping center, once filled with unusual looking people with very long hair now was home to upscale shops and fancy restaurants.

The afternoon and evening hours passed quickly

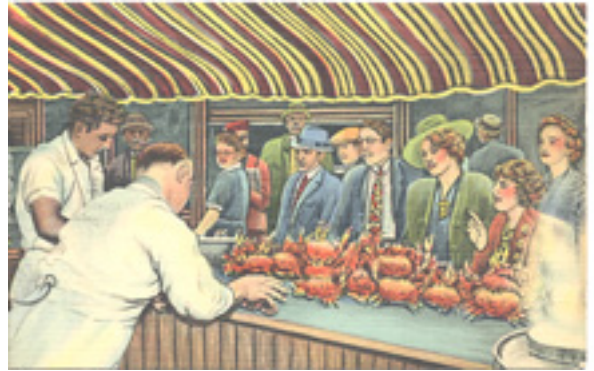
and on Sunday morning I took Lew's advice and headed north to Cotati. At the Musantes' Postcards, Books, Etc. I spent three hours looking at cards exclusively of San Francisco. I really felt I had my own personal Post Card Show. Rich and Brenda are lovely people and have a great store.

I found many cards of SF: rare views of pre-quake days, views of the city looking north from Rincon Hill, another looking south from the Fairmont, and other treasures of early day restaurants and little known hotels that only a collector, like me, would enjoy, also a card by a San Francisco artist from a gallery in the seventies.

Returning to Las Vegas I felt satisfied. My lost weekend had been saved, I had new cards to add to my collection and new memories to cherish.

—Ron Bureson

As Summer Ends, Can Crabs be Far Behind?



P.S., continued from page 11

WANT MORE than this newsletter can offer? You might consider a trial issue of "Postcard Collector." Call 800 258-0929. It's \$18.95 a year, but they'll send a 13th trial issue for free. Mention priority code 1214420075 for fastest service.

—Lew Baer



P.S. ALEX BROWN sent in pages he color copied from a publication on Hawai'i. The subject is postcards, volcano postcards, in particular, and included was a partial view of the desirable card showing tourists toasting postcards over the flaming cracks of Kilauea. (Even more desirable is to find an actually toasted card of the same subject.) Shown here are three cards that I had not seen before. The first is of the Volcano House Hotel that "shows an American flag, perhaps to remind folks that while Hawai'i in those days was far away, it was still an American territory." The other two cards are, I believe, pure artistic creations al-



though the article says "...early card-makers sometimes added color to black-and-white photography, creating scenes that look unreal to today's eyes, but are actually pretty faithful to the original image." The flames, smoke, moon and sky are obviously painted in. Why not all of the design? The story goes on to offer insight into tourism a century ago. Experiencing raw nature different from that found in Europe or America was what drew travellers to Hawai'i in spite of the long sea voyage. Tourism, it said, was in small groups and a costly once-in-a-lifetime experience, and "...adults...couldn't resist the odd pleasure of posing together in warm caves, or scorching postcards for the sake of thrilling the recipients."



ONE SFBAPCCSTER made a very interesting find at a recent club meeting. Looking through the handful of cards purchased that day and reading the messages one was discovered written to a Mr. and Mrs. Adams on the Peninsula in a bold, if childish, hand. It was signed *Ansel*. The names fit, and the 1910 postmark would put the revered photographer's age at eight years, so the handwriting is right on, too. A diamond in a dung heap? Not quite, but still a valuable find from a box of low cost cards. It could have been yours... or mine.

Continued on page 10



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

9/04

P.O. Box 621
Penngrove CA 94951

CALIFORNIA - ART - CARD

343 FRONT ST., SAN FRANCISCO

**DON'T MISS THESE
SHOWS**

Concord, October 2 - 3

Santa Rosa, October 8 - 9

See calendar for details



***NOTE MEETING DATE
CHANGES***

**CLUB MEETINGS
2004**

Sunday, September 19

October 30

November 27 ?

See us online at www.postcard.org