

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

January 2005

Our Twentieth Year

Volume XX, No. 1

Next Meeting: Saturday, January 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: When John Freeman last told us about The Chutes he had recently discovered his first card of the amusement grounds located at Fulton Street and Tenth Avenue. In the few years since then he has done extensive research on the three locations of The Chutes, has had a scholarly article published in the SFM&HS journal and has added many postcards to this category in his collection. Using PowerPoint, John will show and tell us about the fun found at this San Francisco establishment from 1895 to 1911 on Haight Street, Tenth Avenue and finally on Fillmore Street.

Parking could be difficult so come early and enjoy the museums, book sale and coffee bar or Green's. We usually gather before noon at the picnic tables or in the gallery area in Bldg. B.

Show & Tell: Holiday loot and finds from the Sacramento show. Three item, two minute limit.

COVER CARD

Standing six feet three inches tall, Edward H. Mitchell may have been thought to be larger than life by his contemporaries. He did fill that description as far as his postcard dealings were concerned. Mitchell produced many millions of cards of thousands of images that carried the vision of California throughout the world. Exaggeration cards were in vogue in the first decade of the nineteen hundreds, and E. H. Mitchell was there, ready to publish some of the most colorful of all tall tale postcards. The earliest exaggerations had been made with oversize props, but the art of darkroom chicanery surpassed that awkwardness to give us many "realistic" real photo images. Mitchell took the process one large step further and produced full color lithographed exaggerations such as No. 530 - *This Is How Watermelons Grow in California*.

—LEWIS BAER



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Newsletter Deadline: 10th of each month

MINUTES, November 20, 2004

A warm and very sunny day in late November brought out thirty-four members and visitors. Parking was tough at first, but ample spaces appeared after 11 o'clock.

Cards were brought for sale and trade by Ed Herny, Joseph Jaynes, George Payton, the club boxes, Susan Scott, and others.

At the front of the room several tables had been set up to receive the gustatory offerings of the members and holiday party organizer, Darlene Thorne. It was truly a groaning board laden with home baked treats, exquisite cheeses, appetizers of all descriptions and beside it were coolers filled with drinks – sweet, no-cal and slightly inebriant. With his wit well whetted on diet soda our President was heard to expound above the cheese board: “Triple crème today, triple bypass tomorrow.”

We were called to order by President Ed Herny who thanked Darlene for organizing our most successful holiday party. Applause followed [and is echoed again here.] Three visitors were present, Valentin and Evgenia Drohov from Moscow and their San Jose host, Richard Lane. [Valentin is an eager trader; e-mail: vladimir@petrov-gladky.ru]

Announcements: Lew Baer brought the auction catalog of our French members, Retro-Photo and forms for protesting parking fees at Fort Mason, read a message from a girl in Texas who wants us to send

her postcards, and told that Glenn Koch has taken a holiday job at Tiffany's on Union Square where he hopes we will come to see him on the 2nd floor.

Sue Scott told that cards are needed for the 2005 club calendar; one page is still available, call Jim Staley. Also volunteers are needed for the club table at the Sacramento show January 15 and 16.

Jack Hudson announced that he understands the Cow Palace show is being reinvented.

Ed Herny told that the Dickens Fair opens next weekend; he's working there and hopes to see us all.

Old Business: Elections. All current officers with the exception of Vice President were reelected for another two year term. Kathryn Ayres was elected as the new Vice President.

New Business: None.

Show & Tell: Darlene Thorne brought two album pages of Stanford and Big Game (today!) cards; Go Bears! ... Diane Gilkerson impressed us all with her fabulous collection of Thanksgiving cards; the national holiday was started by George Washington and so cards feature lots of patriotics – flags, Uncle Sam, turkeys, Columbia; we saw a 10 card Pilgrim set made to look like they're on album pages; Diane admitted to being a “nut for sets” and showed a gold highlighted one of women serving turkey dinners, stunning cards which she has been upgrading for years; we saw the very colorful set with bold lettering that started her as a postcard collector; a set of



giant corn cobs, children of different nationalities, Wunsch Schmucker cards in browns and muted peach with gold highlights, small colored designs like engravings set in wide borders, a Schmucker set of Indian women, several cards with Coralene finish; this is Diane's second meeting; she has been collecting for eight years and likes 6 pocket album pages because "the sets look so good." [Applause!]

Rich Roberts showed a die cut double wide card of Alcatraz, hilarious, "Last Resort" © 1952 Steven J. Rossi. ... Jack Hudson brought a real photo of Daredevil Otto caught in midair on his jumping bike, 1908 Iowa; a Fritz Hulden card of NYC wishing TR the good luck of Rockefeller's wealth and Jeffries' health; a boxer known as California Grizzly and a 1912 broadsheet of an aviation meet in the Ingleside district of SF. ... John Freeman showed a Great White Fleet card with Fighting Bob inset and the MJB building, put out by the coffee company inviting visitors; a real photo of the Bell Bazaar c. 1913 – the sign is still on the building on 16th between Mission and Valencia; both were eBay conquests.

Lew Baer showed three Japanese cards of the commercial delegation to the city in 1908, highly decorative designs with photo insets. ... Dave Parry brought a card on food from his expo collection, a menu postcard that opens out from the Old Faithful Inn – roast beef 75¢, baby lobster \$1; and a Teddy Roosevelt bas relief made by the Bas Relief Company. ... Bob Bowen, our retiring Vice President, gave thanks for our support during his tenure; he told that he collects political postcards, mostly presidential, but he brought an album of local candidates, particularly men who ran for President as well as local offices; some were graphically interesting, others had strong statements such as Ross Barnett's "Rigid segregationist, not a moderate"; another album held San Francisco cards and Bob showed Rolph for Governor from 1918.

—BRUCE DIGGELMAN, RECORDING SECRETARY

WELCOME TO OUR NEW MEMBERS

Charles A. Fracchia, President of the San Francisco Museum & Historical Society which is striving to convert the Old Mint into a city museum.

Christina Waldeck, Program Chairperson for the SFM&HS which has had several of our members as speakers for that group.

Both Christina and Charles received their memberships as gifts of Deanna Kastler.

TREASURER/HALL MANAGER REPORT

As of December 31, 2004 \$2488.62

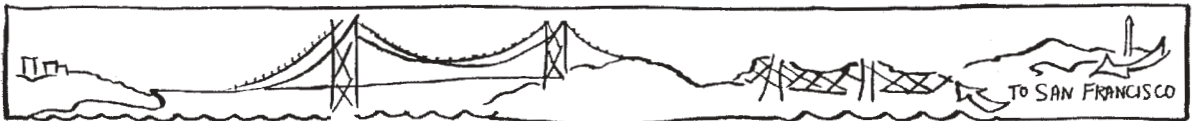
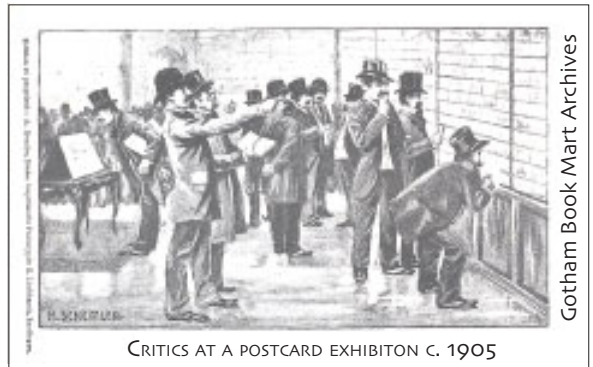
—DANIEL SAKS

DUES and 2005-06 ROSTER

Please check the address label on this newsletter to be certain that your dues are current. If not, please pay them promptly as this may be the last newsletter you will receive. Dues can be paid in person at the meeting, by mail to the Editor, or by PayPal at www.postcard.org. Basic dues are currently \$15 for US members and \$25 for international members; we also have a supporting category that is \$10 higher, or more if you choose, to help underwrite the ongoing success of the club.

We will be publishing a new roster this year. When you send in your dues please include updates of your collecting and contact information.

—ED.



POSTCARD CALENDAR

Jan. 15-16, Saturday-Sunday, Sacramento, Capitol Postcard & Paper Show, 6151 H Street, 10am-5 and 4pm*+

Feb. 4-6, Friday-Sunday, Pasadena, Vintage Paper Fair, 400 West Colorado Blvd., Fri. 1pm-7pm, Sat. 10am-6pm, Sun. to 4pm*+ *Use your SFBAPCC complimentary pass!*

Feb. 12-13, Saturday-Sunday, Concord, Vintage Paper Fair, 5298 Clayton Road, 10am-6 and 4pm; **Free admission Sunday!**+

Feb. 26-27, Saturday-Sunday, **San Rafael**, Indian Art /Collectibles Show, Civic Center; 10am-6 & 5pm*

Mar. 12-13, Saturday-Sunday, **San Rafael**, Antique & Collectors' Fair, Civic Center, Sat. 10am-6pm, Sun. 10-5*

Mar. 31-Apr. 4, Thursday-Sunday, **Santa Clara**, Coin, Stamp, & Collectibles Expo, Convention Center, 5001 Great Am. Parkway; Thurs. 11am-7pm, Fri. & Sat. 10am-7pm, Sun. 10am-3pm*

Apr. 9-10, Saturday-Sunday, Santa Cruz, Postcard & Paper Show, UCSC Inn, 611 Ocean; 10am-5 and 4pm*+

Apr. 22-23, Friday-Saturday, **Vallejo**, Old Bottle & Collectibles Show, Fairgrounds, Fri. 1pm-7pm, Sat. 9am-3pm*

Apr. 28-May 1, Thursday-Sunday, **San Mateo**, Hillsborough Antique Show, San Mateo Expo Fairgrounds, Thursday-Saturday 11am-8pm, Sunday 11am-5pm*

May 6-7, Friday-Saturday, **Grass Valley**, Old West Antique Show, Fairgrounds, Fri. 10am-5pm, Sat. 9am-4pm*

May 21-22, Saturday-Sunday, Concord, Vintage Paper Fair, 5298 Clayton Road, 10am-6 and 4pm; **Free admission Sunday!***+

May 29, Sunday, **Healdsburg**, outdoor antique show on the square, Free admission 9am-4pm*

Bolded dates are shows by SFBAPCC members.

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

+R&N Postcards will set up with cards and postcard supplies.

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 most days at *Postcards, Books, Etc.*, in Cotati. Call to confirm: 707 795-6499.

CLUB CALENDARS

Thanks and kudos go to Jim Staley for producing our third and best yet club calendar. The 2005 edition features a full cover view of the Embarcadero and Ferry Building with horses and wagons out front, nary a streetcar nor auto. Inside are twelve months of postcard images: primitive ferries, Oakland's Key Route ferry terminal, rarely seen Hagelberg hold-to-lights of SF scenes [exquisite!], the pool at the Bakersfield Inn [around which your Editor and his wife spent the summer of 1963], a page of you-figure-it's [clever and unusual!], the Russian River, Japanese feudal art, PPIE overprint promos [once plentiful, now rarely seen], animal organ grinders, world friendly mods, flower bordered Great White Fleet ships, and floral Christmas Greetings from California - 41 full color cards in all. Jim printed copies for those of us who subscribed in November and a few extras for those who didn't. You'll want one for yourself and another as a gift to indoctrinate your not yet postcardy friends. Copies should be available for purchase at the January meeting, \$15 each.

PROGRAM PREVIEW

We are scheduled to meet in C-260 next month on February 26. The presentation will be by Lew Baer on in-depth topical collecting: Postcard Types and Novelties.



– EMPORIUM CHECKLIST COMPLETED –

In the November newsletter Glenn Koch showed three postcards from the pre-1906 set of Emporium cards. He included a checklist for the set of ten published by Souvenir Post Card Co., New York, but four cards were unknown to him. No sooner had she received her newsletter than Kathy Elwell forwarded titles and images of the missing four cards. The list now reads, with Kathy's additions bolded:

PRE-1906 EMPORIUM POSTCARDS

1. Rotunda Cafe & Band Stand
2. Dome, Cafe and Band Stand
3. Entrance to Oriental Section
4. Aisle in Oriental Section
5. Front Aisle
6. A Corner of the Cloak and Suit Section
7. A glimpse of the Juvenile Section
8. Exterior
9. Section of Rotunda
10. Section of Rotunda



Section of Rotunda
California's Largest, America's Grandest Department Store
San Francisco, Cal.

9. ▶

The Emporium



Front Aisle
California's Largest
America's Grandest
Department Store
San Francisco, Cal.
Before April 18 1906

5. ▶



Rotunda, Cafe and
Band Stand
California's Largest
America's Grandest
Department Store
San Francisco, Cal.

8. ▶

◀ 1.



Exterior of
California's Largest
America's Grandest
Department Store
San Francisco, Cal.



EDWARD H. MITCHELL, HIMSELF

by LEWIS BAER

EDWARD H. MITCHELL was one of the earliest and most prolific postcard publishers in the United States, and he was a San Franciscan. Cards bearing his name as publisher have been used, collected and studied since the end of the nineteenth century – the dawn of the Golden Age of Postcards. Several extensive checklists running to over three thousand entries have been compiled and updated. Mitchell published very early cards – colored vignettes – that were printed in Germany. He was publishing undivided back cards from a Post Street address before the earthquake and fire of 1906 destroyed his printing operation and much of San Francisco. He continued to work out of his home until he built a plant and warehouse on Army Street. From there he published thousands of divided back cards including many views of San Francisco and the West, series on the Philippines and the Hawaiian Islands, high quality real photo views, comics, artistic designs and a series of early exaggerations of California fruits and vegetables. He printed cards for himself and other publishers, most notably to promote the 1915 Panama Pacific International Exposition. Collectors and researchers of all Mitchell cards cannot help but feel a personal link with the publisher because he identifies himself on each of them as “Edward H. Mitchell” – not “... Company,” not “... Inc.” just Edward H. Mitchell.”



E.H.M. c. 1913

The link to Mr. Mitchell as a person, is however, fragile. While his business has been analyzed and recorded extensively we know little about the man himself. In the 1980s Sam Stark wrote a series of articles for the Golden Gate Post Card Club bulletin on *Edward H. Mitchell, His Life and Times* that gave much information on his publishing history and contemporaries and a few vital statistics on Mr. Mitchell. Born:

San Francisco, April 27, 1867; graduated Lincoln Grammar School 1883; married Idelle Linehan, also a San Francisco native, in 1891; and died October 24, 1932. Mr. Stark, who had become acquainted with the youngest of Mitchell’s children, Allen, put a bit more flesh on these bones, but Edward H. Mitchell was still little more than a name, a few dates and a blurred photocopy of a rotogravure picture.

Hoping to learn more about the most prominent of San Francisco postcard publishers I called on one of our club members at his Oakland home. Family files and photos were brought out, and we talked nonstop for over two hours....

STAFFORD BUCKLEY, Edward H. Mitchell’s grandson, has been collecting Mitchell cards since the 1960s with an eye to getting to know more about his grandfather and, now, to building a collection that will record the importance of Mitchell’s role in creating a pictorial history of San Francisco, the Western U.S. and Pacific territories. Although Stafford did not know his grandfather he does have family memories that bring flashes of life to the man. He is also an archivist and genealogical researcher, and he has added a few details of which even E. H. Mitchell may have been unaware.

There was a letter to the editor of the Chronicle in 1961, Stafford recalls, asking for information about Edward H. Mitchell for an entry in an encyclopedia on postcards. Stafford’s mother, Mitchell’s youngest daughter, was an insomniac and a voracious reader and grew excited when she read it late one night and called the fellow, Edward Lindsay. “I don’t think before that I ever knew about his postcard interests,” Stafford said. “Edward H. Mitchell



died sixteen years before I was born – before my parents were married, and my parents never spoke much about their childhood family life although my mother was clearly very fond of her father. Soon after that Mr. Lindsay came over to our house, and he talked with my mother. Then, at Christmas, he sent a Mitchell poinsettia card as a greeting.”

Marion Mitchell Buckley, Stafford’s mother, had some cards she had collected on her European grand tour with her mother, but he doesn’t think that she had many – if any – E. H. Mitchell cards. When he was still a teenager Stafford went to a Golden Gate Post Card Club sale out near the beach where he bought a huge panorama of the city and two over-size cards of the Tower of Jewels. When his mother saw the cards she recalled that when she was a child – she would have been five years old at the time – she helped her two older sisters glue glitter and jewels on cards which her father had brought home. Gertrude would have been about twenty in 1915, and the sister Stafford knew as “Auntie Berenice” would have been thirteen, “prime age for a gluer.”

Edward H. Mitchell did have real estate interests, notably the Edward and Henry hotels constructed to house the crowds visiting the PPIE, but years before that he had built three houses on Clay Street. After the earthquake and fire destroyed the Mitchell offices at 225 Post Street he used his 3857 Clay Street home address for business as can be seen on his postcards of the era. “On Clay Street the family lived in the middle house,” Stafford explained, “and the other two were rented to tenants. On the left was the Dohrman family of Nathan Dohrman Company. On the right was Chief of Police Cook. When my mother was little there was a roof-top burglar terrorizing Presidio Heights, and one evening when my mother’s family came home they saw an arm and a leg and a bowler hat sticking out from under a bed. The family summoned the police chief who came over with a pistol and chased the burglar

away. The Chief’s mother-in-law lived next door, too, and was taken to the hospital one day, apparently dying. Thinking she would need them no longer the maid gave away all of her clothes! The woman recovered unexpectedly and lived for years always wondering aloud, ‘Where is my green hat? Where is my...?’

“My grandfather retired from business in 1928. He had given up postcard production in about 1923 when his oil company became his primary business interest. The family moved out of the house on Clay Street and went to Palo Alto–509 Hale Street at University. There is an ongoing series of articles in the *Chronicle* on architects, and one was noted for building homes with chimneys – because they looked so nice – but no fireplaces inside. The designer of my grandparents’ home used the same technique because my aunt told me that the house did have a chimney but no fireplace. My grandfather became ill in the summer about two years after they moved, and he died that fall. He awoke in the night, my mother said, and the doctor was called, but he was dead in the morning. ‘Heart attack’ is what the death certificate says. The funeral service was at St. Edward the Confessor on California Street, and he is buried in the Mitchell plot at Holy Cross Cemetery in Colma.”

Stafford has been chasing his family history for years and talked about his grandfather with Allen Mitchell, EHM’s son. Allen spoke of fishing with his father. Twenty when his dad died, Allen had left Lowell for Menlo and was on his way to Stanford. One of Mitchell’s careers was as a rancher and he had a place in Ben Lomond. The family spent a lot of time there and was at the ranch on April 18, 1906, a date memorialized in Mitchell lore because of the “girl” – a maid – at the San Francisco house “who put the family silver in a baby buggy and wheeled it into the Presidio.” Allen also told of the apples on the ranch which the family harvested and brought up to the city on the train where they sold them. Frank Capp, the ranch foreman, may have been a postcard



artist from the Mitchell plant. Allen remembered that they would take the train to Felton, transfer to the train to Brookdale after calling ahead for Mr. Capp to meet them there and take them to the ranch. "They must have sold the ranch by the time they moved to Palo Alto as they then had a vacation home in Ben Lomond.

"Uncle Allen said that when my grandfather ceased business he let his printer go. The backlog of three-and-a-half million cards was sold in Los Angeles for \$500. I remember hearing that the plates had been stored at the Shell Building.

"John Henry Mitchell, Edward H. Mitchell's father, came to California from Illinois where his father was a Methodist minister. John Henry had three families. A son from the first family, John Samuel Mitchell, EHM's half-brother, was manager of the Clift and Fairmont hotels and 'special agent' for the St. Francis. John Samuel had two sons and a daughter, Ruth Comfort Mitchell, an author of some note who wrote numerous books including a series on his-

toric San Francisco. She was Gertrude Athertonish and spoke at women's groups. John Henry then began a new family with Mary Hodnett from County Cork, Ireland, my great-grandmother. Soon after their only child, Edward H., was born John left mother and son behind and went off to further his lineage elsewhere. My grandfather grew up with his mother at 16 Ford Street where she lived for the rest of her life. Edward H. supported her from a young age, and while he was at school he worked for A. L. Bancroft on Market Street. When John Samuel died his obituary noted that his [and EHM's]father had the 'first string of hotels in California' - in the Gold Country in 1860."

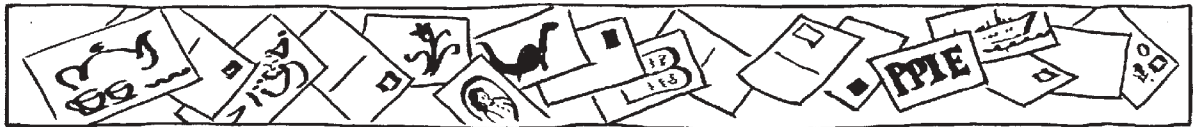
Stafford has some tangible keepsakes of his grandfather. There are the two oversize Tower of Jewel cards, with glitter and tiny multicolored jewels possibly glued on by his mother or aunts, and there are a number of

photos. The one seen here dates from around 1913 - the height of his postcard publishing career - and shows the family: Edward H., holding baby Allen who is sitting on his long legs; Mrs. Mitchell is be-



Edward H. Mitchell and his family,
and his name as he wrote it

Edward Henry Mitchell



side her husband, and on the other side is Marion, Stafford's mother; behind are Gertrude, left, and Berenice, with the large bow in her hair. On the wall behind the group, only faintly seen in the photograph and not visible here, is a plein air painting by Henry Gustavson of a California hillside, perhaps at the ranch. It now hangs in Stafford's dining room.

Edward H. Mitchell was a tall man, six feet-

three. Stafford is six feet-four. That is only one of the touchstones they share. Through family memories and his postcard and genealogical research Stafford has grown closer to the grandfather he never knew. His idea is to build a permanent postcard collection, "the best I can. It's something I want to do for my grandfather – create a record that the public can see and enjoy."

P.S. THE BEHRENDT SCHOOL article in the November newsletter evoked responses of pleasure from several readers. Janet and I had a real time experience drawn from the words of John Freeman's text. We stopped in a shop reminiscent of the bazaars that John described that sold schools supplies and other sundries. Even more bizarre is that the shop is owned by an SFBA clubster. Michelle Callarman opened her store, Polk•A•Dot, at the corner of Polk and Pacific a few months ago. The shelves are stocked with school and stationery supplies, other minor necessities, gift items, tchotchkes in general, and postcards – new-ish and vintage. Especially exciting is that there is on-site parking. We went away with a sack of goodies that filled needs and Christmas stockings and we'll be back for more.

MAIL BAG: Holiday greetings were received with delight from many members; some were postcards, some included dues, both of which added pleasure. Thank you all. ... Barbara Boucke's note summed up other messages: "Even though I haven't made it to a meeting (yet!), I enjoy the newsletters very much." ... From the California Historical Society came news of a new book of oversize postcards copublished with Pomegranate: *San Francisco's 1906 Earthquake*; its 30 images have never appeared before in the postcard format. Available in the CHS gift shop, the book is also a gift with each \$100 donation: 678 Mission Street, San Francisco 94105; www.californiahistoricalsociety.org ... Packets of

cards for the club boxes arrived from Lorelei Maison Rockwell, Milo Zarakov, and Mike Wigner. Mike, "a bike messenger who doesn't show up for meetings," believes our dues are still too low and membership is "easily worth 2x\$15." Mebbe so, Mike, but with the new dues schedule we should be in business for some time, and we're not ready to send our hard working officers on a 'round-the-world cruise. ... The Universal Ship Cancellation Society newsletter carried a front page story on the commemorative cover issued for the 150th anniversary of Mare Island Naval Shipyard. Honored with his picture on the envelope was Ray Costa, 30 year Mare Island employee (and founding SFBA club member). Congratz! ... Bert Cohen sent in a picture of himself and Dan Rather who is retiring in style with the marble Bert gave him with Dan's name painted in its glass. Think you're losing your marbles? Then take a look at www.marblebert.com ... SF Architectural Heritage is introducing new weekend walking tours of the city. *Walk the Fire Line: Van Ness Avenue and City Beautiful & the Civic Center* sound appealing to me, and there are others. Info: 415 441-3000 or [natasha\(at\)sfheritage.org](mailto:natasha(at)sfheritage.org)

E.H. MITCHELL isn't the only ancestor that Stafford Buckley is proud of. Last fall he organized a family party for the Bay Area descendants of P. F. Dundon and published a postcard invitation for the event. Looking out from the past, the neatly bearded Mr. Dundon is seen in a studio shot with wing collar, overcoat and jaunty Irish cap.

—LEW



PITTSFIELD, LOOKING BACK AT THE FUTURE

BY DANIEL SAKS

While glancing at an internet news site recently I was taken aback when I recognized the name of a particular town in a headline. It's a town I had never visited, knew no one there, and until reading the internet story, knew nothing more about it than the name, Pittsfield, Massachusetts.

I only knew of Pittsfield's existence because of a 1906 novelty postcard image of "Pittsfield In the Near Future." The headline was the first time I'd seen the name of Pittsfield anywhere else.

The postcard shows the town's main street upon which there are superimposed images of cars, pedestrians, bicycles, motorcycles, and trolleys. The sky above is equally filled with airships and my collecting interest, the Wuppertal Monorail.

It's an accumulation of images that appears on similar postcards for other cities, primarily in New

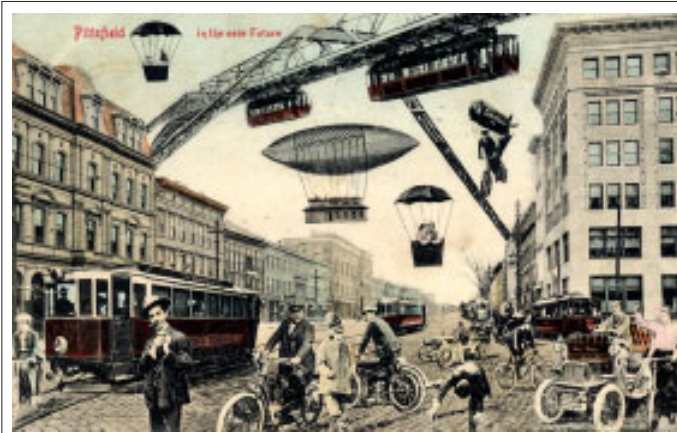
England, and from around 1905-1910.

The Wuppertal Monorail gained notice in 1901 when it became the world's first regularly scheduled public transit monorail, operating between the German towns of Elberfeld and Barmen. The towns and surrounding area became the city of Wuppertal in 1929.

The "Schwebbahn (monorail) Elberfeld-Barmen" postcard shows the monorail image that appears over Pittsfield and on several other American towns' "In the Future" postcards.

Each "In the Future" postcard shows an actual street from the city it depicts. The street on the Pittsfield postcard is probably North Street, the downtown thoroughfare mentioned in the internet story. The Pittsfield card was printed in Austria as were other American

"In the Future" postcards, and it was published by Boston's Reichner Brothers who put out similar cards of several New England towns. ▶



Pittsfield, in the near Future, Reichner Bros. Publishers, Boston, München, Leipzig, Prag; bee logo; mailed 11/13/06



Schwebbahn Elberfeld-Barmen, published by W. Fülle, Barmen; divided back, unused



Pittsfield's actual future after 1906 was more of a roller coaster ride than a level monorail trip. The internet story was about the city's economic struggle since its decline as a manufacturing center and its current plans for a renaissance as an artist's community. General Electric closed its Pittsfield plant in 1989 and 13,000 people lost their jobs. A General Dynamics factory also shut down, putting another 1,000 out of work. The population declined to 42,000 from more than 50,000. As businesses left the city, empty storefronts lined downtown's North Street.

The city's recent attempt to reinvent itself started by encouraging North Street property owners to allow artists to set up their studios in the vacant storefronts rent free. The plan is to create a downtown arts district and provide incentives and other benefits for artists to relocate there. The hope is that the studios and galleries will attract tourists.

Wuppertal has fared better. It has remained a manufacturing center and the monorail has always been a major tourist attraction. The communities the monorail serves have issued hundreds and hundreds of postcards picturing it over the last 103 years, and the monorail is still operating and carries 50,000 passengers daily. In my collection are many of those hundreds and hundreds of postcards, including images of "Elberfeld in the Future." But that's for another time.



THEN and NOW



from the collection and camera of GLENN KOCH

The jewel box-like Hammersmith Building was erected on the southwest corner of Sutter Street and Grant Avenue in 1907 during the post-'quake and fire building boom. It stands there today, as seen in Glenn's photo, still intriguingly beautiful in spite of the bulky awnings that shade the ground floor and distract from the scallop shell of glass and metal extending over the corner entrance. The Beaux Arts style building housed antique and jewelry shops; now the street level space offers croissants by Franciscan. In the 1950s, from the shop and office windows above Sutter Street, one could gaze down on the entrance to Hittenberger's corset shop and the typing school above it. On October 5, 1980 the Hammersmith Building was declared San Francisco Landmark No. 117.



SAN FRANCISCO BAY AREA POST CARD CLUB

APPLICATION FOR MEMBERSHIP

New Renewal Individual/Family \$15 Supporting \$25 or more Out of USA \$25/35

Name: _____

Family members: _____

Address: _____

e-mail: _____ Phone: _____

Collector Dealer Approvals welcome: Yes No

Collecting interests: _____

Please clip or copy and make your check payable to SFBAPCC

Mail to PO Box 621, Penngrove CA 94951

1/05

P.O. Box 621
Penngrove CA 94951

DON'T MISS IT: Vintage Paper Fair
February 12-13, see Calendar, page 4



CLUB MEETINGS

2005

January 22

February 26

March 26

April 23

May 28

June 25

July 23

August 27

September 24

October 22

November 26

See us online at www.postcard.org