Program Notes: Jay Stevens will be the speaker at our annual celebration of the 1915 Panama Pacific International Exposition. He will give a slide presentation on the Tower of Jewels and Novagems, the faceted bijoux, that made the tower sparkle. Jay got his first jewel in 1971 and his second in about 1996. Since then he’s made up for lost time. As a special treat Jay will show his expanded display of Novagems as well as his new exhibit of smaller jeweled souvenirs. We are all invited to bring PPIE cards and memorabilia to show, trade or sell, as are fair enthusiasts from outside the postcard world.

Show & Tell: The Fair, of course, and as always, collector’s choice. Three item, two minute limit.

COVER CARD

Pairs of cards that fall into minicategories such as these two 1950s cable car beauties should be seen together. The colorful rear view with Coit Tower was originally sold or handed out at the bar at Vesuvio, the hip hangout with the magic lantern postcard show across the alley from City Lights. Made from a painting by Homer Ansley, the card was published by Henri Lenoir, that great impresario of the Beatnik era. The more sedate black and white card was issued for the 49th annual convention of N.A.P.U.S., the National Association of Postmasters of the United States, and was offered at the U.S. Post Office convention station.
MINUTES: January 22, 2005

Thirty-seven members and guests signed in; a few others did not.

Call to order by President Ed Herny. Guests were introduced.

Announcements: Ted Miles has cards for sale from the Western Railroad Museum.

Darlene Thorne showed new Arcadia books on Milpitas and Campbell.

Joseph Jaynes told of the auction that he and Mike Rasmussen will hold at Pomona in May of over 100,000 postcards.

David Parry told that he will be speaking on the Architecture of the PPIE at the SFM&HS meeting. Announcements will be in Bay Area newspapers.

Sue Scott told of the success of the club table at the Sacramento show.

Ed Herny told of the cards Nancy Tucker donated to the club boxes and that there are still a few club calendars available: $15.

Show & Tell: Albert Muller showed and told about an exhibit of Dutch painters in Walnut Creek. ... Darlene Thorne brought cards of the Russian River and a tobacco plantation. ... Dan Cudworth brought a QSL card from Georgetown in Guyana and cards of a newsreel theater and Pearl Harbor. ... Don Price showed cards of the Pancho Villa expedition. ... John Freeman spoke about the January newsletter article on the Mitchell Family. ... Ed Herny brought an advertising napkin from the Tea Garden put out soon after the Midwinter Fair; also a postcard of a knife dealer and sheet music published by Britton & Rey in 1884.

—BRUCE DIGGLEMAN, RECORDING SECRETARY

PROGRAM:  

John Freeman on The Chutes

Paul Boyton's Water Chutes opened in Chicago in 1894. It was the first amusement park to charge admission and use rides as its draw rather than picnic facilities or a lake. Success inspired him to open others at the fledgling Coney Island resort and San Francisco in 1895. The main attraction was a 350-foot water slide which six passengers rode down in a boat at up to 60 mph.

Whenever John tells people that he collects the Chutes, the response is invariably, “Ah, yes! Playland-at-the-Beach!” Well, there was a “Shoot the Chutes” ride at Ocean Beach, from approximately 1921-1950. But John is interested in earlier sites, related only by name.

The first San Francisco Chutes operated on Haight Street between Cole and Clayton from 1895 until 1902. It then moved to Fulton Street and 10th Avenue (1902-1909) and finally to Fillmore Street (1909-1911).

The owner and developer of the Chutes amuse-
ment park was Charles Ackerman, an attorney for the Southern Pacific and the Market Street and Sutter Street railroads. He was the president of the Orpheum Theatre, vice president of the Grand Opera and the Tivoli Opera houses, and consulting attorney for the theatre syndicate. He lived at the Baldwin Hotel where major performers met. In other words, he was intimately acquainted with the business of entertainment, and his familiarity with streetcar franchises enabled favorable transportation to his park.

An earlier incarnation of the roller coaster, the scenic railway, had been at the 1894 Midwinter Fair in nearby Golden Gate Park. The Haight Street Chutes had a scenic railway as well. Early shots show the huge structure, from which passengers could see the East Bay hills on a clear day.

The Chutes also boasted a merry-go-round, and the only zoo in town, the zoo at Woodward’s Gardens in the Mission District having closed before the first Chutes opened. There were carnival games, a shooting gallery and beer gardens — strictly family entertainment. And Ackerman operated a 3500-seat theatre within the complex.

John showed an enviable postcard of one of the Chutes Theatres’ most beloved performers. Chiquita was only 26 inches tall. Dubbed “The Condensed Cuban Patriot” due to the Spanish-American War, she draped herself in an American flag and sang U.S. songs.

As demand for housing expanded westward, the Chutes moved to Tenth Avenue, across the street from Golden Gate Park. The cable car line was extended
to the Chutes door.

After the earthquake and fire of 1906 the Chutes had the only operating theatre in town. The Orpheum downtown had burned, so it operated at the Fulton Street Chutes for nine months. Al Jolson appeared there in January 1907.

A roller skating craze took hold of the city. In the summer of and fall of 1906, six rinks were opened in SF, including one at the Chutes.

We saw a Scheff Bros. postcard with a little boy writing a “report” about the Chutes on a school blackboard. John was able to identify the scenes pictured as the Fulton Street chutes due to the arrangement of the attractions. He talked about the confusion of identifying the different Chutes locations and showed a card that was mislabeled as “The Chutes – Fillmore and Turk,” which was obviously leftover stock from the previous location.

Visitors could have a postcard of themselves made at the Chutes, sitting in an automobile with a studio backdrop showing signs pointing the way to San Francisco. John showed a number of such cards, including one of Charles Ackerman’s son and daughter-in-law.

There was a great demand for entertainment in

ROLLER SKATING RINK FACING FULTON STREET

San Francisco after reconstruction, but there was also a great demand for residential building. The entertainment district was now on Fillmore Street. The Chutes in the Richmond District lost its appeal, but the land was very valuable for home sites. Ackerman died in January 1909, and his son Irving made an intelligent business decision. The New Chutes was moved to Fillmore at Turk, where all concessions were within a mall-like structure.

The Fillmore Street location borrowed an attraction from the 1894 Midwinter Fair: a subterranean visit to Hades. John showed a photograph of the man who ran the Original Flea Theatre, which boasted 300 “artists” performing. The Chutes had shown movies since 1896 and the Fillmore Street location had three nickelodeons. Sophie Tucker performed live, singing “Out in San Francisco where the weather’s fair, they have a dance out there they call the Grizzly Bear.” The new dance was all the rage.

Two fateful events ironically coincided with the demise of the Chutes. In the spring of 1911, the park was remodeled and the water slide was removed, leaving only the tower for its great view. On Memorial Day weekend 1911, a huge fire broke out at Coney Island, New York. Two days later, the Chutes

THE END OF THE CHUTES ON FILLMORE STREET
burned after opening night. Ackerman told the papers that the venue was “just a little scorched,” but John’s photograph shows that, with the exception of the façade, the Chutes was reduced to a pile of burnt rubble. Ackerman fought the landlord about the rent for a destroyed amusement park for years. The wonderful Chutes, which had provided San Franciscans with the latest in entertainment for sixteen years would never reopen, although the name would be reused at Ocean Beach. There is no trace of any of the three locations today – a fact which inevitably makes postcards of the Chutes all the more collectible.

—Notes taken by Kathryn Ayres

MINUTES: February 26, 2005

Forty-eight members and guests signed in; several others did not. Cards were brought for sale or trade by Al Muller, Ed Herny, Rich Musante, Roman Manevich, Ted and Arlene Miles, Bob Bowen, Dave Parry and Kathy Elwell. A box of 10¢ club cards was also set out, as were back issues of “Postcard Collector” brought by Mike Miles and Wayne Nelson.

We were called to order by President Ed Herny who commented on the ease of parking today. Guests were introduced: Alan Curreri, a sculptor of theatrical props who has a studio on Treasure Island and has published his own postcard; Terry Toomey, a new member who found postcards through her genealogical interest; Shirley Bittancourt, also a new member and a long time collector who felt it was time to learn about her cards; Kate Owens, a friend of Daniel Saks who wanted to see what all the excitement was about.

Announcements: Ted Miles told that he and Arlene have Western RR Museum dollar cards for sale.

Lew Baer told that newsletters from other clubs are on the front table; that dues are now payable; that the paid parking plans for Fort Mason Center have been put on hold for the moment, but letters of protest will still be effective; and that he brought copies of the print-to-order books he wrote about in “Postcard Collector.”

Dan Saks offered two free tickets to the Paris book and paper show on now. UAL leaves at 3 PM.

John Freeman told that he is a consultant for the 2006 earthquake centennial exhibit at the Oakland Museum and that postcards will be featured. Particularly needed are cards with pertinent messages on the front as to memories and reaction to the disaster. If you have such cards please let John know: freeman(at)igc.org.

Ed Herny announced that in March we will have our PPIE meeting. Jay Stevens will be the speaker and will talk about the jewels on the Tower of Jewels and will bring his collection of Novagems for display. All PPIE buffs are invited to attend and bring items for display as well as for sale or trade.

New Business: Jim Staley is impressed with the quality of Richard Behrendt cards and has started a checklist by Behrendt number. He has about 100 cards listed and needs additions. Let him know what you have: jstaley2(at)earthlink.net.

Show & Tell: Darlene Thorne introduced Bill
Haynes, her dad, and told that she had just found another card of him and his mother on the beach at Monte Rio – another card at home has names put on it at the time; Darlene’s grandmother is wearing pearls... on the beach! ... Hester Lox brought three cards sent to her grandfather in 1912; they are all in German and she would like help in translating them. ... Bob Bowen showed a card of soldiers on horses riding down Steiner Street in 1911; Steiner was on the route from the Embarcadero to the Presidio gate; some of the houses are still there. ... Glenn Koch got a Pioneer card at the Antiquarian Book Fair advertising Mutual Label and Litho. ... Jim Staley was in Antarctica (again!) last month and got a card on the Buenos Aires opera house and lots of mods of the southernmost continent. ... Ed Herny asked for help in IDing a photo card of a baseball team with SF on their Jerseys and another real photo of a Ku Klux Klan rally possibly in Oakland, showed a book on the Treasure Island fair, and a program for a 1941 musical concert at San Quentin, theme song: “Time on My Hands.”

—Bruce Diggelman, Recording Secretary

PROGRAM:  **Lew Baer on Collecting Topics**

Most of our programs have focussed on the images that are pictured on postcards. We should also, I believe, be aware of the characteristics of the cards themselves and the great variety that is to be found, particularly in a topical collection. Hometown views and other topographical cards are the most widely collected category of postcards. They are historically interesting and genealogically appealing. But they do not offer the wealth of collecting possibilities that topicals do. I began collecting my chosen subject in the 1970s when I was editing the newsletter for another club. Members would write to me on postcards picturing the group’s interest, and I hit on the idea of collecting them. How many could there be? A hundred cards could exhaust the subject. Now, almost thirty years later there are about 8,000 cards of goats in my boxes.

Prices were lower and dealer boxes seemed endless in those days, and there was greater variety in the cards at shows. I was surprised at how many facets of life goats were a part of, and I became aware of various categories that my goat cards fell into. I also was fascinated by the different styles and types of postcards that had been made during the Golden Age before World War I. I subscribed to (and soon wrote for) “Barr’s Post Card News” and bought cards through their auctions and mail advertisers. Barr’s offered a booklet on postcard types which I purchased. “About Antique Postcards” was written by Mrs. Wendell Paul and listed 97 types in eight major divisions. Each division included an “Other” category, so the 97 became an open ended number. I set my goal: a goat card for each type listed plus plenty of “Others.” The list was merely a loose guide. Some cards fit perfectly within Mrs. Paul’s descriptions; far more fell into the amorphous “Other” groups, and she had left the door wide open with her types based on image content.

Except for the unlimited category she labeled “Context,” the Postcard Types that Mrs. Paul listed are all based on the physical characteristics of the cards—how they are made or work and of what they are made. I brought about 40 cards that met her qualifications. In the Add-on type I showed jeweled, metal applique, real flowers, button face, nut head, metal tie-on, celluloid applique and stamp collage cards. For Cloth-piece: embroidered, pennant, plush and satin applique. Die Cuts: tab cut, accordion fold, odd shaped, jigsaw, mirror insert. Printing Process: serigraph, lithograph, letterpress,
solagram, four types of photo finishes. I showed embossed cards, hidden transparencies, hold-to-lights and lenticular. Mechanicals are among the most exciting types of cards and I showed pivot action, pouches, pull tab, squeeze, stand outs, wire tails, googly eyes and what I believe to be a Felsenthal moving picture. Miscellaneous Materials was the best represented type I brought to the meeting. Included were aluminum; leather applique; leather burned, embossed, printed and pillow-punched; mini leather; mini pillow; leather eye-glass case; wood; canvas; buckram; copper wrapped; beer coaster; and washable blackboard.

The cards I brought that would fit in Mrs. Paul’s Context type category filled a typewritten page. These are the categories that one sees in dealer boxes, such as Fraternal, Dam Family, Nudes, Military, Rebus, Silhouette, Prohibition, QSL, Judaica, maps, politics, even porn. Signed artists are an extensive Context subcategory which I divided into Comics, Postcard Artists, Fine Artists, Signed Photographers.

These lists do not make great reading, but they do hint at fabulous collecting. Had I gone through all of my boxes and pulled out all the types that they hold, the program would have taken many hours instead of just a few minutes.

In closing I encouraged everyone to add topics to their collecting interests. The pleasure and possibilities are endless.

— LEWIS BAER

WELCOME TO OUR NEW MEMBERS
Rose and David Melcher. Rose is a collector of San Francisco cards.
Michael Svanevik collects San Mateo County, California history and aviation.

John and Kristina Schmale. John has been a long time member with his brother Steve and has now joined with his new wife. They’re dealers and collectors of small town California and western states views, and western railroad views especially Ocean Shore RR, Plumas, San Mateo, Sonoma Counties, gold country, etc.

Terry Toomey; Terry is a collector looking for early Sacramento, San Francisco and Oakland; pre-1930 holiday cards.
Ken Reed; Ken is a collector and dealer who looks for Japan, China and far eastern Asia.
Kathy LaBerge, katpostcards(at)tias.com. Kathy sells on eBay under the name KAT Postcards.
Mary and Timothy Oneal; Collectors of signed artists, Winsch Schmuckers and Eva Danielle in particular.

TREASURER/HALL MANAGER REPORT
As of March 8, 2005 ......................... $3000.05
Our regular meeting room will be C-260.

— DANIEL SAKS

2005-2006 ROSTER
The club roster for the next two years should be in production next month. Our roster, which is distributed to and for the use of members only, lists names, contact information and collecting interests. Especially useful are phone numbers and email addresses. Please be certain that your information is up to date. You should have received a group email announcing the March meeting. If you did not, your email address is not correct in the club records. Please let the Editor know. If you are in doubt as to what information is listed for you, please check with the Editor.
POSTCARD CALENDAR
Mar. 31-Apr. 3, Thursday-Sunday, Santa Clara, Coin-Stamp-Collectibles Expo, 5001 Great Am. Pkwy., Thurs. 11am-7pm, Fri-Sat. 10-7, Sun. 10am-3pm*
Apr. 9-10, Saturday-Sunday, Santa Cruz, Postcard & Paper Collectibles Show, UCSC Inn, 611 Ocean, 10am-5 and 4 pm*
Apr. 16, Saturday, Chinatown Postcard walk led by Bob Bowen, 11am; meet at Chinatown gate, Grant Avenue and Bush Street
Apr. 16-17, Saturday-Sunday, Bakersfield, Old West show, Kern County Fairgrounds, 1142 South P Street, Saturday 9am-6pm, Sunday 10am-5pm*
Apr. 22-23, Friday-Saturday, Vallejo, Bottle & Collectibles Show at the Fairgrounds, Fri. 1pm-7pm, Sat. 9-3*
Apr. 28-May 1, Thursday-Sunday, San Mateo, Hillsborough Antique Show, San Mateo Expo Fairgrounds, Thursday through Saturday 11am-8pm, Sunday 11am-5pm*
May 6-7, Friday-Sat., Grass Valley, Old West Antique Show, Fairgrounds, Fri. 10am-5pm, Sat. 9-4*
May 13-15, Friday-Sunday, Pomona, LA County Fairgrounds, Rasmussen Boss Auction at the RFB Collectibles Show
May 21-22, Saturday-Sunday, Concord, Postcard & Paper Collectibles Show, 5298 Clayton Road, 10am-6 and 4pm, Free admission Sunday*
May 29, Sunday, Healdsburg, Outdoor antique show on the square, Free admission, 9am-4pm*
June 3-5, Friday-Sunday, Pasadena, Postcard & Paper Collectibles Show, 400 W. Colorado Blvd. Fri. 1pm-7pm, Sat. 10am-6pm, Sun. 10am-4pm; Free entry with coupon for SF club members*+
June 18-19, Saturday-Sunday, San Mateo, Antique & Collectibles Show, San Mateo Expo Fairgrounds, Saturday 9am-6pm, Sunday 10am-5pm*
July 3, Sunday, Healdsburg, Outdoor antique show on the square, Free admission, 9am-4pm*
July 16-17, Saturday-Sunday, San Rafael, Antique & Collectors Fair, Civic Center, 10am-6 and 5pm*
July 21-24, Thursday-Sunday, Santa Clara, Coin, Stamp, & Collectibles Expo, 5001 Great Am. Parkway, Thursday 11am-7pm, Fri. & Sat. 10am-7pm, Sun. 10am-3pm*

Bolded entries are events by SFBAPCC members.
*Ken Prag will 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 at Postcards, Books, Etc. in Cotati; call to confirm 707 795-6499.

We’ve seen many real photo cards of Mr. and Mrs. Wong Sun Yue selling relics “dug from the ruins.” Here, from the Gotham Book Mart archives, is the Wongs’ competition: “one of the many stands used by vendors of souvenirs of the disaster of April 18th, 1906.” The message on the back told Doris that “The face of this card is on California St. below Powell.”
CHINATOWN POSTCARD WALK  
led by Bob Bowen  
Saturday, April 16th, at 11 am

We’ll meet at the Chinatown gate at Grant & Bush (park at the Sutter Street garage). Bring Chinatown cards with some sort of identifiable location. Lunch will be at a picture postcard restaurant. We’ll stop at the Forbidden City site. Former entertainers from there will be at the SF History Association program on April 21, 7 pm at Mission Dolores school auditorium.

Shown above are candid shots from the last Chinatown postcard walk. Pictured are Ed Herny, Frank Smith, Janet and Lew Baer. Can you identify the postcard famous sites?

Now...and...Then  
PHOTO AND CARD FROM GLENN KOCH

The only similarity between last year’s photo and the 1910 postcard view taken from the intersection of Jackson and Divisadero Streets is the rising roadway in the distance. The dark wooden homes have all been replaced with light colored stucco sheathed flats and apartment buildings; the tracks are gone; even the utility poles have moved to the other side of the street. The postcard picture is in sombre brown tones. The photo is bright, but, in spite of the mature trees, it’s perhaps less cheerful.
Have you ever tried to pull the handle off a nickel slot machine? I must have played the big Buckaroo machines a million times and was never able to do it. Good old Mike Roberts has gone, along with the Buckaroo machines. He printed millions of beautiful club cards. In 1985 the H.S. Crocker Co. took over. Where have all the club cards gone? You don’t see them around like we used to. They are but memories in the corner of my mind of happy times. I remember the night Helen and I were at the Nugget in Carson City, seated center stage at a table in the huge theater. As part of her act Debbie Reynolds came off stage and sat at our table with a bottle of champagne for a couple there; we all shared it. Or the night in Vegas when Liberace in his spectacular costume was playing like crazy at the piano in the lobby of the Hilton where we were staying for the Antique Bottle Collectors’ convention. The Ink Spots were entertaining at the Golden Nugget. I talked to them between acts in the hall. They were pleased to learn that I had a collection of their records. Elvis was in town in his Blue Suede Shoes. I’ve collected show cards for years and hope to bring them to the next meeting for Show and Sell.
CONGRATS AND KUDOS go to club members David Parry, Kathy Elwell and Charles Fracchia for their outstanding contributions to the research and recording of city history as published in the Winter 2004 issue of The Argonaut, the journal of the San Francisco Museum & Historical Society. Dave wrote a lengthy centennial piece on “The Development of Organized Real Estate in San Francisco,” and he and Kathy furnished postcard images that were used throughout the magazine. A reprinting of Jack London’s eye-witness account of the earthquake and fire, with introduction by Dave, is made even more gripping when illustrated with postcard visions. Charles’ article on the 1905 Burnham plan for beautifying the city and directing its growth made this SF native smile at the dream and shed a wistful tear at the reality. Well done! to all.

THE E. H. MITCHELL STORY in the January newsletter brought positive comments and requests for copies from researchers outside the club. Don Stewart in Victoria collects early day views of British Columbia published by Mitchell. Don’s abiding interest is in “the people who took the pictures.” Do any of us know about the photographers who worked for EHM? If so, please tell the Editor. … Andreas Brown, an SFBAPCC clubster and Mitchell collector in New York, was featured in an “Antiques Roadshow” spinoff filmed last December. “FYI,” shown on PBS across the country, includes several vignettes, one of which focused on Edward Gorey’s art that is showcased at Andy’s Gotham Book Mart. Watch for reruns.

SHOW BIZ: Bravo! to Hal Lutsky for his collector packed Concord and Pasadena shows. Free Sundays have drawn crowds. … The California Capital Show, Rudy Schafer’s first-of-the-year postcard tradition, regained the momentum that had slowed last summer. Collectors and dealers were all smiling, and business was brisk at our club table. … The next major event will be the Boss Auction of an estate collection of 100,000 outstanding cards including top real photos and signed artists, many Schmuckers among them. The sale will be held in May at the RBF show in Pomona. Cards may be viewed on line, and private showings are offered by Mike Rasmussen. Info: www.rasmussencollectibles.com or 831 759-0259.

MAILBAG: Postcard Collector magazine is offering rebates to the club for subscriptions sent in by our club. $29.98 one year, $54.98 for two, will keep you informed and excited by postcard news and expertise. Make your check out to SFBAPCC and send it to Lew Baer. We’ll issue a club check for the group order. … JB Reynolds, mrjbr(at)juno.com is searching for cards of the Flair, a ’60s era motel near Tracy. Got one? … The SFM&HS presents Ink Mendelsohn speaking on the history and business of “Amusing America,” Friday, April 1, 11 o’clock, at the Marin Art & Garden Center in Ross. $5 donation. … Gaston Dupuis, club member in the Etat du Québec Libre, sent in his renewal dues and donations for the club sales table. Gaston urges us to take a universal—not so San Franciscan—approach in the newsletter. He suggests articles on globalization, Congress, the Christian Coalition, and Governor Arnold. OK! Let’s do it! Anything is possible in these pages, and everyone is encouraged to gather cards and submit them with a story or comments. Full size, 300 resolution, RGB JPGs are particularly welcome. The Editor’s cupboard is perennially bare; your contributions to fill these pages are requested and needed.

THE CLUB COFFERS have swelled with dues payments (many at the supporting level) and from sales of cards donated to the club boxes. Thank you all! —Ed.

We have just received the sad news that Ray Costa passed away on February 27 at the age of eighty-five years. Ray was a dedicated collector of postcards and postal history and a founding member of our club.
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: ___________________________________________________

__________________________________________________________

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Mail to PO Box 621, Penngrove CA  94951  3/05

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