

# 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](http://www.postcard.org)*

May 2005

Volume XX, No. 4

**Next Meeting: Saturday, May 28, 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:** Malcolm E. Barker was born in London and worked as a newspaper reporter before traveling extensively as a crew member of English cruise ships. He first visited San Francisco while on round-the-world cruise in 1960. He immigrated here in 1961 and three years later founded Londonborn Publications to publish his first book, *BUMMER & LAZARUS: SAN FRANCISCO'S FAMOUS DOGS*. Since then he researched, wrote and published the San Francisco Memoirs trilogy. The final book in the series is *THREE FEARFUL DAYS: SAN FRANCISCO MEMOIRS OF THE 1906 EARTHQUAKE AND FIRE*, which included a number of postcards of the city. At our May 28 meeting he will show and tell us about these cards and other ephemera dealing with the quake and fire.

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

## COVER CARD

At a loss for a cover card I chose this political jewel from my box of potential traders. Printed in Germany by Th.E.L., Theochrom, it has the luscious look of a card lithographed on multiple stones. The border and beams of light radiating from Liberty's torch are a deep rich gold, a testament to the caption "GLORY and PROSPERITY for our COUNTRY." The cartouche framing Taft's portrait is laurel and rose bedecked, and surrounded by three adoring putti. The image of the newly elected president appears as if a hand tinted photograph. To the left is a bronze tower, reminiscent of the shaft of Lotta's fountain, but this one is spouting flames. In the upper right an American business man gazes toward the future and brandishes a streaming pennant of Old Glory. At the base is a view of New York harbor crossed by the Brooklyn and Manhattan bridges. Taft took office in 1909 and left in 1913; could those clouds drifting across the light rays be a premonition of the war to come?

—L.B.



## CLUB OFFICERS

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**Newsletter Deadline:** 5th of each month

### MINUTES, May 23, 2005

Forty-six members and guests signed in. Cards were brought for sale or trade by Sue Scott; Roman Manevich; Mary Falconer, a friend of Dave Parry whose article on the 1906 earthquake will appear in the *Argonaut*; Joseph Jaynes, Ed Herny, David Parry, Kathy Elwell, Arlene Miles, and the club boxes which included hundreds of Canadian rackcards donated by Gaston Dupuis. Gaston also gave several copies of the excellent French magazine, *CPC*, which were quickly snapped up.

We were called to order by President Ed Herny. Guests were introduced. The drawing had more than a dozen lots.

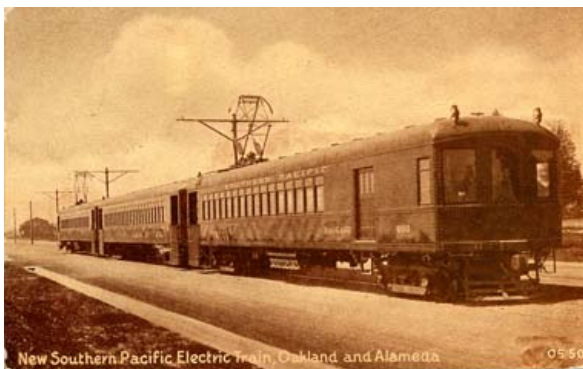
Announcements: Albert Muller told that he and Bruce Diggelman went to visit Wilma Hampton at her new group residence in Oakland. It is an old home on a large wooded lot, and she is very happy and comfortable there.

Lew Baer announced that there will be no newsletter in June and that there is an exhibit of postcards made by art students in the coffee gallery in Bldg. B. Michael Jawitz gleefully announced that he has resigned from the Palace Hotel, a topic he is no longer collecting. He'll be starting his own business of security training and consultation.

Ed Herny reminded us that May 14-15 will be the RBF show in Pomona, a huge event with the Boss postcard auction being held at it. May 21-22 will be Hal Lutsky's paper fair in Concord.

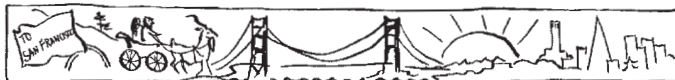
Old Business: Club business cards are available from Jim Neider.

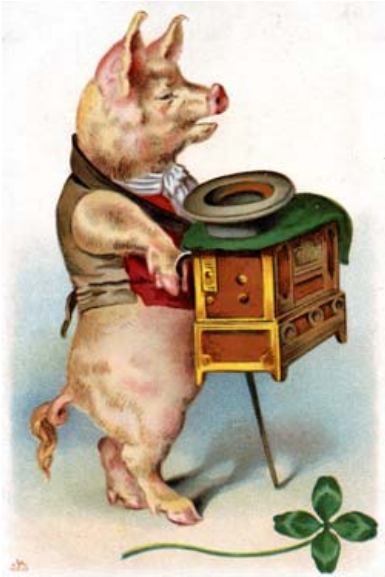
Show & Tell: Ted Miles collects electric railroading and streetcars, and he just got a card he was looking for for years. It is a 1911 PNC view of the Southern



Pacific line in Oakland and Alameda that had just converted from steam to electricity. He also showed a card from the Seashore Trolley Museum in Kennebunkport, Maine picturing the “mother car” of the streetcar preservation movement, Biddeford and Saco Railroad No. 31. ... Sue Scott was in Oaxaca and visited the philatelic museum there and was able to see the huge file shelves filled with postcards. ... Hester Lox knows nothing about numismatics, but she brought three coins from Hong Kong to give away. ... Rich Roberts showed a real photo of Native Americans he bought in England—Crees, he believes. ... Glenn Koch brought a 1902 novelty postcard, a leather wallet imprinted with a postcard back and with a \$2 bill inside—apparently a New Year premium from a San Francisco liquor distributor.

—BRUCE DIGGELMAN, RECORDING SECRETARY





French manufacture



French, Salon 1905, by Jacquier



Printed in Germany

April Program: **Jim Staley on Organ Grinders**  
Before he began his talk Jim told that he had bought a book on the Eastland, a great lakes cruise ship. It was unstable and sank on July 24, 1915 when loaded

with Western Electric employees on a company picnic. 844 were drowned while the boat was still tied up at the docks. Jim then passed around an album of postcards of the disaster. Jack Daley told that there



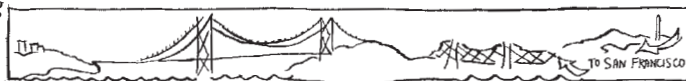
Roosevelt Bears No. 22, "In New York," with advertising for Teddy Bear book



Signed Bishop



Political satire (in Czech?) showing Germany as a beggar playing the street organ





Italian, undivided back; large, three-wheeled organ



Printed in Switzerland, used in Russia; war wounded dogs



Organ player singing a Czech wedding song.

is a link on [www.postcard.org](http://www.postcard.org) to an Eastland collection.

For his organ grinder presentation Jim made 11 by 17 inch color enlargements of the cards which the large audience was able to see clearly. He showed about 50 cards in all that fell into all vintage eras and many subcategories and ethnic groups. He stopped midway and told about the two organs he had brought with him. One, an early day hurdygurdy, made its

music from the action of carved wooden cylinders. Jim cranked furiously and the notes of *The Two Brothers Galop* filled the air. The other organ was recently made and very colorful. It used perforated paper rolls to make its sounds. Again Jim cranked and out flowed *There Is a Tavern in the Town*. When Jim finished the air continued to vibrate with resounding applause.

—NOTES TAKEN BY LEW BAER



Cat cranking, dog begging, from Inter-Art Co., "Comique" series; British made. Also seen with French and German captions.



German military trainees celebrating the number of days left before they go home.





“The Handorgan Man in Hepzibath’s Day,” Detroit Publishing Co. “Phostint”



Multiple babies and rabbit organ grinder; mailed in Belgium 1905

### TREASURER/HALL MANAGER REPORT

As of May 6, 2005 .....\$3,014.49  
We’ll be meeting in C-260 until further notice.

—DANIEL SAKS

### ROSTER UPDATES please correct your copy

Andy Guzik has moved to Ohio.

Bert Cohen has a web site: [www.marblebert.com](http://www.marblebert.com)

### NEWSLETTER NEWS

There will be no newsletter in June; you should receive a postcard reminder of the meeting.

The editorial staff is planning a special issue for April 2006, which is less than eleven months away. Your ideas, cards and help are needed. This will be our opportunity to show the great value of postcards as historical records. At the time of the earthquake and fire there was little visual coverage of news events—except on postcards—and the ’ought six disaster was the first major event that postcards did record extensively. Some ideas have already been offered, but we need to hear yours as well. Please let me know that you are interested and will help. With your ideas and cards anything may be possible.

—LEWIS BAER, EDITOR

### SAN FRANCISCO – A LABOR TOWN

An exceptional cartoon card illustrating the plight of workers; ©1914 by James B. Murphy. The signs in the crowd tell the story.

ARMY OF THE UNEMPLOYED ON TO WASHINGTON



ON TO WASHINGTON WHY??

BECAUSE WE HAVE NO MORE MONEY TO BUY

1ST REGIMENT  
PACIFIC DIVISION

IN THE NAME OF HUMANITY HELP US!!!

THERE ARE THOUSANDS OF HUNGRY MEN HERE, AND  
NO OPPORTUNITY TO WORK. WE HAVE LABORED  
AND CREATED THE WEALTH AND NOW ARE OUTCAST’S  
OF SOCIETY

WE DEMAND THE RIGHT TO LIVE



Courtesy Gotham Book Mart Archives

## CHINATOWN POSTCARD WALK, APRIL 16

Eight of us, including Bob Bowen, the walk leader, met at the Chinatown gate at Bush and Grant Avenue on a warm sunny Saturday morning. The first card



*Ed Herry, Janet Baer, Lew Baer, Bob Bowen, Brenda Bowen, Craig Blackstone, Curtis behind Janet*

we looked at was a chrome of the gate itself, built in 1969. Then we looked across the street at 400 Grant which once housed the Mandarin Cafe shown on a white border card. Seemingly going in the wrong direction we headed down to Sutter and up towards Stockton, stopping half way where Bob pointed out the onetime site of Charlie Low's Forbidden City,



before that the Aladdin Studio Tiffin Room. We saw the vintage postcards of the building that now houses Barbizon Travel Agency and Vidal Sassoon salon. Climbing the stairs to the level above the Stockton Street tunnel we caught our breath in front of the Ritz-Carlton Hotel in the old Metropolitan Life



building. But our gaze was across the street at 621



which was the home of Ella Mae Clemmons after she "left" Chinatown. Bob showed a real photo of her and husband, Wong Sun Yue, in the doorway of their home at 897 Sacramento Street. Walking down California we paused at what had been the entry to Yamato Sukiyaki, seen on a postcard. Across the street a window washer was dangling in his bosun's chair on a building with faint gold lettering on its cornice: Good-by, Silverstein & Partners. Turning on Grant we stopped in front of 535, its entry way,



although divided, still with the same angles as seen on the Wong Sun Yues' photo cards. Across the street at 522 was where Ella Mae had lived. When asked about the ornate lamp posts in Chinatown Bob told that they are accredited to Walter D'Arcy Ryan, the masterful lighting engineer of the PPIE.



Thinking about lunch we walked down to Pine Street and looked up at the stained glass windows of the hotel on the southwest corner, once home to the Grandview Tea Room. The hotel attendant did not say “No,” so we took the elevator to the 6th floor and saw more of the stained glass, on postcards and in real life. Grumbling for lunch we walked across

St. Mary’s Park and stopped for a photo op near Bufano’s statue of Sun Yat Sen. Should we eat as tourists or in a family restaurant? Family! And the event ended with a feast and endless pots of tea at the Utopia Cafe on Waverly Place.

—PHOTOS: DIANE GILKERSON  
 POSTCARDS: BOB BOWEN  
 NOTES: LEW BAER

**POSTCARD CALENDAR**

- 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\*
- July 28-31, Thursday-Sunday, **San Francisco**, American Numismatic Assn. convention, Moscone Center West, 747 Howard St., Wed.-Sat. 10am-6:30pm, Sun. 10am-2pm. FREE!\*

- Aug. 13, Saturday, **San Francisco**, Antique Faire, in the park, 9th Ave. & Lincoln, 10am-6pm\*
- Aug. 20-21, Saturday-Sunday, **Reno**, Postcard & Paper Show, 4590 S. Virginia Street, 10am-6 and 4pm\*+
- Aug. 27-28, Saturday-Sunday, Sacramento, Capital Postcard & Paper Show, 6151 H St., 10am-5 and 4pm\*+**

Bolded entries are events by SFBAPCC members. On the first Sunday of every month several dealers set up at the huge outdoor antique market at the Old Naval Air Station in Alameda.

\*Ken Prag will be at these shows. 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; 40 miles north of the Golden Gate. Call to confirm 707 795-6499.



# THE DRUGSTORE AT HOLLYWOOD AND VINE

by Frank Sternad

**EVERYBODY**—at least every American of any maturity—has heard of the famous intersection of Hollywood and Vine. Why is it so familiar? What happened there previously and what happens there now that makes it part of our consciousness and vocabulary?

During Hollywood's Golden Age, the area surrounding the corner of Hollywood Boulevard and Vine Street was home to many famous nightclubs, theaters and restaurants. Celebrities danced the night away at the Brown Derby, Sardi's, Clara Bow's "It" Cafe, and Al Levy's tavern. Stars met their fans for breakfast at Tom Breneman's, a restaurant from which live interviews were broadcast on national radio. Movies, live performances, and radio shows could be enjoyed at the Palace, the Vine Street (now the The Ricardo Montalbán Theatre), and the Pantages Theater (east of Vine at 6233 Hollywood Blvd.).

The cluster of tall buildings that inhabit three of the four corners of Hollywood and Vine became famous in the 1920s for their concentration of radio and movie related businesses. They were the destination for aspiring entertainers and their agents, seeking discovery, fame, and wealth; and the three "skyscrapers" are enduring symbols of the area's former importance. As support facilities of the entertainment industry in finance and commerce, and the visual center of Hollywood in the 1920s and 1930s, the Dyas, Equitable, and Taft buildings contributed to the image of Hollywood Boulevard as the style center of the world. They have appeared in countless motion pictures and television

productions from the 1920s to the present.

But today few production facilities remain in the immediate area, and unfortunately the neighborhood is more associated with homeless people than with the entertainment industry. One of the holdouts is the cylindrical 1954 Capitol Records building at 1750 N. Vine St.; and on the bright side, a number of high profile projects in the immediate vicinity are attempting to restore its lost luster. The eternally newsworthy Hollywood Walk of Fame is centered there, and on 29 May 2003, Hollywood and Vine was named "Bob Hope Square" to commemorate the beloved late comedian's 100th birthday.

The Taft Building (#1), at the southeast corner, housed offices for Charlie Chaplin and Will Rogers, and from 1935 to 1945 the offices of the Academy of Motion Picture Arts and Sciences. Built in 1923 by architects Walker & Eisen, the building was designed in the Renaissance Revival style for the Taft family that came to Hollywood in the 1890s as ranchers. It was the first building on the Boulevard built to the maximum 150 foot height limit; and is currently owned by Meringoff Equities Inc. which owns over 25 percent of the commercial office space in Hollywood. Beginning in the 1930s, however, the business that beckoned to people at Taft Building's street level corner was a drugstore, a huge Owl Rexall Drug Store at 6290 Hollywood Blvd.

Most of the Rexall drugstores we nostalgically remember fronting Main Street America





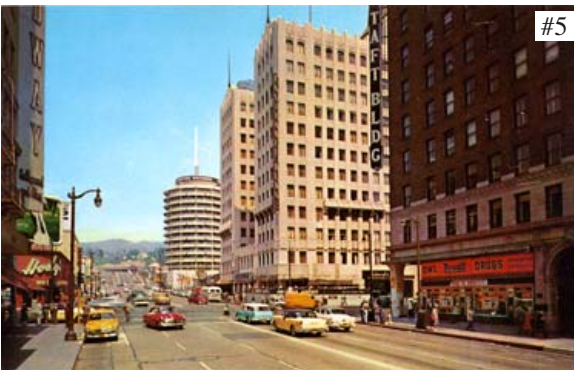


were owned by the pharmacists you saw working behind the counter. They were independent druggists franchised by United Drug Company (Rexall Drug Co. after 1946) to operate an exclusive Rexall agency in their town. But as early as 1909, Louis K. Liggett, founder of United Drug, determined it necessary to supplement his independent dealers



with company-owned (chain) stores. This was only in larger cities where they wouldn't compete with the small town Rexalls. The first United Drug Co. chain stores were called "Liggett's," joined later by "Owl Drug" Rexall Stores when United acquired that San Francisco-based chain in 1930.

Postcard images shown here capture the evolution of signage on the "Owl Rexall Drugs" at Hollywood and Vine from the mid-1940s (including a 1946 vertical real photo published by United-Rexall Drug Company, #2) to about 1965 when the store's name was changed to "Drug King Rexall" (#6). Card #4, a linen view, is from 1947, #5, a chrome, 1956. I was able to date the ARTCO real photo (#3) to 1946 because the Pantages Theatre across the street from the Rexall was showing KID FROM BROOKLYN, one of Danny Kaye's films released that year.



## AND NEVER THE TWAIN SHALL MEET... AGAIN



*The spacious grounds of the Shriners Hospital for Crippled Children on 19th Avenue*

According to Lowell Cohn, a sports writer for the Santa Rosa PRESS DEMOCRAT, a local tradition died in late April. The Shriners, at their board of directors meeting in Hawaii, voted to move the East-West Shrine Game—the college all-star football game—to San Antonio. As Cohn writes, “People remember going to that game with their parents or grandparents, and it had become part of the fabric of life in the Bay Area. For 80 years—except once during World War II—they played the game around here.” The first game was held on December 26, 1925 at Ewing Field. Games 2 through 42 were at Kezar Stadium, its best venue, centrally located in



*“Kezar Stadium, at the edge of Golden Gate Park, is the home of exciting intercollegiate football games as well as the famous East-West Game played each New Year’s Day.” E. C.*

*Kropp linen, pub. by Edward R. Stenberg.*



Golden Gate Park. Then it moved to Candlestick, Stanford and, finally, SBC Park. Attendance began dropping while the game was at Kezar and never really picked up again.

It’s attendance that the Shriners require as the money made from hosting the games goes to support the Shriners hospitals. The Shriners Hospital for Crippled Children on 19th Avenue in San Francisco closed long ago, and the site has been redeveloped. Since its closure the ball players have been bussed to the hospital in Sacramento to “make the children feel important and to make the players feel they have a duty and something important to give.” The directors feel that San Antonio, which “embraced the game’s relocation,” is a good location that will draw fans from throughout the Midwest and South. And the Central time zone will be better for broadcast scheduling and not conflict with the NFL playoffs. The players will enjoy a 200 mile bus ride to the nearest Shriners hospital, in Houston. —L.B.

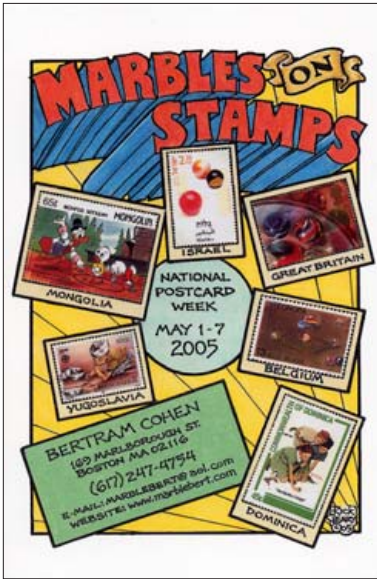
### PPIE VIEWS NEEDED

Glenn Koch is asking for images of the Zone, the amusement area of the PPIE, to illustrate his program in July. If you have great postcard views, please let him know. He is particularly interested in a copy of the Judell Cigar Store card pictured in Megson’s Expo Book and the interior view cards of the Toyland on the Zone exhibit, and anything else unusual or rare. Glennk1112(at)aol.com.

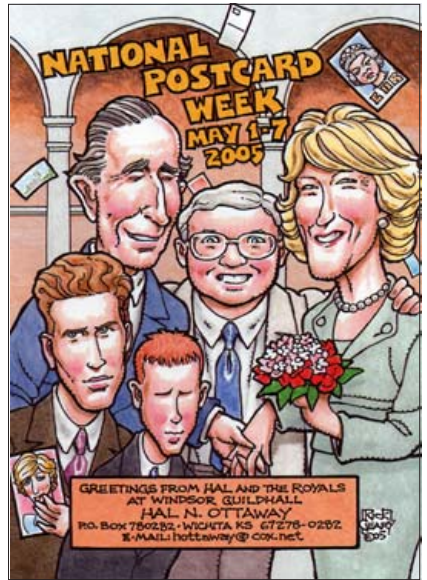
*P.S.* THE COMMITTEE charged with the preservation of the Pennsylvania State Capitol has issued a series of postcards in celebration of the building’s 99th anniversary and National Postcard Week. Don Brown, our member in Myerstown PA, received a citation for his help in designing the cards, and he spoke on the history and significance of postcards at the new cards’ unveiling. Don also drew the curtain from an exhibit of historic postcard views of

the Capitol on view throughout NPCW. Bravo!

# NATIONAL POSTCARD WEEK



Thus far only two cards have been received from SFBAPC club members, and both were created by postcard artist Rick Geary. To the left is Bert Cohen's card showing a few of the worldwide stamps that feature his greatest passion, marbles. [\$1.25+SASE] ... With Hal Ottaway's card, on the right, he and Rick Geary are toying with lese majesty. Here Hal is coming between Charles and Camilla as he proudly embraces them. The wee princes, in the foreground, seem less than charmed, but Princess Diana is still smiling on the Geary postcard that William is flashing. From above, glowers the Queen as



she drifts down from the parapets of Windsor Castle. [Exchange or send for 37¢ stamp]

## Then & Now

From Glenn Koch's camera and collection come these views of the Sunset Cafeteria once located at 40-52 O'Farrell Street and its site in August of 2004. The elegant automobile parked outside with its top down, brass fittings, tufted leather upholstery and



folding windscreen beside the multiglobed light standard belie the drabness that seems to be within the restaurant. The view through the windows is gray except for the unlit glass lamp shades hugging the ceiling and the pale yellow curtains that end at diners' eye level. However dull the old view may be, the new is no more inspiring, although the mushroom tree, tilted parking meter and dappled light on the wall do give it a tinge of unreality.





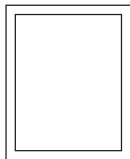
# POST CARD

## SAN FRANCISCO BAY AREA POST CARD CLUB

*Meeting: Saturday, June 25, 12-3PM*  
Bldg. C- 260, Fort Mason Center  
Laguna St. at Marina Blvd.  
San Francisco

*Program:* We'll be our own speakers for June. Bring an album or other highlights from your collection for an extended show-and-tell. Bob Bowen will talk about his new book *San Francisco's Presidio*.

SEE US ONLINE AT [WWW.POSTCARD.ORG](http://WWW.POSTCARD.ORG)



**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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5/05

P.O. Box 621  
Penngrove CA 94951

CARTE POSTALE

POSTKARTE - POST CARD - CARTOLINA POSTALE - DOPISNICE

LEVELEZŐ-LAP - ОТКРЫТОЕ ПИСЬМО - BREFFKORT

**CLUB MEETINGS**

**2005**

May 28

June 25

July 23

August 27

September 24

October 22

November 26

See us online at [www.postcard.org](http://www.postcard.org)