

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

August 2005

NOTE DATE CHANGE

Volume XX, No. 6

Next Meeting: Saturday, August 20, 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: The Zone: Part II. In his presentation this month Glenn Koch will continue his postcard tour of The Zone—the amusement area of the Panama Pacific International Exposition—that stretched from Van Ness Avenue to Fillmore Street. We'll follow Glenn along that route, starting at the dogleg where we left off in July, and see what we would have seen at the fair in 1915. Glenn told us that the Zone is one of the most fascinating parts of the fair, and we now heartily agree. He succeeded in raising the status of the Zone among those of us who love the PPIE.

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

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

COVER CARD

This image has been lurking on my desktop for months, and I do not recall where it came from. But I am using it in hopes of inspiring your participation in our earthquake centennial publishing project.

We need interesting, unusual and dramatic cards of the disaster and its aftermath. One card or a dozen. If you have any please let the Editor know. This card fits all of the above conditions. Published by E. H. Mitchell from his home on Clay Street, it is dated May 14, 1906. The Donahue Monument accentuates the drama of the message: "I lost everything in the great fire and earthquake except my live. The pictures tell you all."

—EDITOR



CLUB OFFICERS

President:

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

Vice President:

Kathryn Ayres, 415 929-1653
e-mail: piscopunch(at)hotmail.com

Treasurer/Hall Manager:

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

Editor:

Lew Baer, 707 795-2650
PO Box 621, Penngrove CA 94951
e-mail: editor(at)postcard.org

Recording Secretary:

Bruce Diggelman, 510 531-7381

Webmaster:

Jack Daley: webmaster(at)postcard.org

Newsletter Deadline: 5th of each month

MINUTES, July 23, 2005

Forty-two members and guests signed in. Cards were brought for sale or trade by George and Helen Epperson, Albert Muller, David Parry, Sue Scott, Ted and Arlene Miles, Joseph Jaynes, Bob Bowen, George Payton, Jim Neider, and the club boxes.

We were called to order by vice President Kathryn Ayres. Alejandro Murguía, a guest, who collects pre 1950 Mexico, was introduced. Michele Francis introduced her daughter, Quinn.

Announcements: Lew Baer told of the Rackcards that Gaston Dupuis had sent from Québec, including the unusual installment set published for Walmart. Lew also read a letter from Roger Skinner advising that as the club was a member of the Council of Northern California Philatelic Societies we were entitled to put up a display and information booth. Participation is encouraged.

Bob Bowen, who had copies of his new book on the Presidio for sale and signing, told that he would be putting on a slide show for the SF History Association next Tuesday.

Joseph Jaynes announced that he has passes for SF club members for entry to the Santa Cruz show in September. Gettem while you can.

There were many lots, and many winners, in the drawing.

New Business: Webmaster Jack Daley spoke on the April 2006 Earthquake Centennial. Our club has been listed as a participating group with the Centennial Earthquake Alliance which through its web site, www.1906Centennial.org, disseminates information about projects and events marking the anniversary of the disaster. John Freeman attended the Alliance meeting as a representative of the Oakland Museum, and he told of our club's project. What else—such as displays and exhibits—do we want to do? Lew Baer then told of the club project that is already underway for a publication featuring postcards of the earthquake, fire and aftermath. Ten members have agreed to submit cards and captions. The possibilities for the final publication can be anywhere from an expanded newsletter to a full color bound book.

Discussion: Ted Miles told that the Maritime Museum will be doing an exhibit for the centennial. Deanna Kastler told that the SF Museum & Historical Society is planning a gala evening event. Joseph Jaynes mused that we have some of the rarest and most unusual earthquake images in our collections, and Jack Hudson suggested finding a way to display them on public transportation.

Show & Tell: Jack Hudson showed a real photo Patterson card in color, a coastal view, and two



other Pats, larger without postcard backs. ... Don Price went to an estate sale yesterday which had cards priced by a “professional appraiser”; he bought an 1893 Chicago World’s fair card for \$2 and some “Subpostcard” (flimsy, non postcard back) earthquake views. ... Sharon Mariampolski brought album pages of her chrome Women’s and Children’s Fashions (patent leather Mary Janes weren’t permitted in parochial schools in Brooklyn—they were so shiny boys could look up girls’ dresses) and cards of “Babes with Machines,” women with heavy machinery—using sex and poor grammar to advertise equipment. ... Ted Miles read a text card with a poem “Suppose the Post Card Had Not Been Invented.” ... Darlene Thorne asked how to get hold of the granddaughter of Mr. Silberman, the Healdsburg publisher; she has some cards she wanted. ... Hy Mariampolski showed recent additions to his New York Theater album: movie palaces, the Funny Theater at Steeplechase Park, an ad for a 1945 Anna Lucasta show, soprano Geraldine Farrar, and Julian Eltinge, the first performer to do well as a transvestite.

—BRUCE DIGGELMAN, RECORDING SECRETARY

Program:

Glenn Koch on THE ZONE

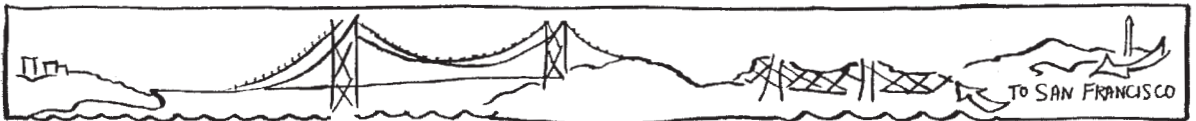
The lights dimmed and the computer driven projector came on: “The Joy Zone 1915 – A Postcard and Photo Tour by Glenn Koch.”

Glenn began by telling that he has always been fascinated by the Zone, and using a map of the fairgrounds he was able to organize his cards into a tour of it. Frank Morton Todd, the historian of the Panama Pacific International Exposition dedicated several chapters to the amusement area that was named as a take off on the Panama Canal. Some of the exhibits were there only a short while. The public viewed the Zone as low and common and not

up to the worldly ideals of a World’s Fair. We saw an E. E. Winchell card, an official view of the PPIE; then a 1912 pre fair-card with an artist’s conception of the Zone. In a view from Russian Hill dated April 20, 1914 the major buildings of the fair were up, but there was only one small structure on the Zone area; in a view months later there was still little development.



The Zone ran from Fillmore to Van Ness with a dog leg about halfway along so that people could not see from the fairgrounds all the way to the western gate. Its breadth was from where Bay to Chestnut Streets are today. The roadway was one hundred feet wide, so no matter how many people were there the Zone never looked crowded. A Cardinell Vincent card of the crowd at the Zone looked like a pleasant street scene.



We saw the entrance to the Zone flanked by the Welch's Grape Juice and Ghirardelli buildings. Another view, three weeks after opening day, showed construction still underway. On a Weidner real photo scaffolding was still up. A real photo showed the Watch Palace of the New Haven Clock Company with Uncle Sam leaning over the building holding a giant watch and four Uncle Sam caryatids on the facade. Another card showed the South Pole exhibit which later became the Lilliputian Village. Next the Jester's Palace, the Hawaiian Village and Theater, which the Territory of Hawaii objected to as it showed mostly hula dancers, not the beauty of the Islands. Thompson's Scenic Railway was a roller coaster that ran across the Zone, inspired—as were all roller coasters—by the switchback route in Mauch Chunk, Pennsylvania. The Joy Wheel failed and became Melodia. The Tehuantepec Village was a very popular Mexican exhibit made by Bronco Billy of silent films and shown on a set of four Cardinell Vincent cards. The Panama Canal exhibit filled one of the largest



buildings on the Zone; in the scale model people rode around the Canal in cars. Stella, a life like painting of a nude woman, was the most successful of all exhibits, 10¢ entry. Next to Stella were the Bowls of Joy, similar to a roller coaster within an inverted cone; it closed three times because of acci-

dents. Next Judell Company's Chancellor Cigar exhibit with a smoking room and a giant smoking cigar outside. Reid's Souvenir Books and Soakum were next door. Then the Orange Blossom model



candy factory on a colored card, the Creation exhibit showing the biblical story, and the Dayton Flood which was replaced by a giant painting of a Spanish basilica.



Two views of the "crowded" Zone followed, identical and from different publishers. The Emerald Isle and Toyland were at the dogleg. The Irish exhibit closed early; clog dancing was not popular then. Next, the Teddy Bear exhibit and the Educated Horse of Cap'n Sigsbee, the popular Frankfurter Inn and the Infant Incubator exhibit whose profits went to support incubators in hospitals. The



German Village and Fritz Muller & Sons' Alt Neurnberg Restaurant, Cyclorama of the Battle of Gettysburg, the Alligator Farm in pseudo Egyptian style, the MJB Coffee Parlor with the chef who never smiled. The Chinese Village on the other side of the dogleg with its popular "Underground Chinatown" that featured glimpses of the horrors of opium. Its name was changed to Underground Slumming and later replaced by Heaven & Hell. Toyland continued beyond the curve in the road and then came Elizabeth, the Living Doll—27 pounds, 30 inches tall. The Submarines were next where folks could ride a submarine "Under the Seven Seas," and then The Race for Life with cars and motorcycles speeding around vertical walls. The White Lunch was a successful restaurant; the shooting galleries were fantastic. A real photo showed the Loop the Loop bicycle ride. The Samoan Village did not do well and closed early.

—NOTES TAKEN BY LEW BAER

WELCOME TO OUR NEW MEMBERS

Jim Kern collects Vallejo, Mare Island, US Navy, and Cleveland, Ohio.

Feliks Shklyar, an eager collector of Russia, especially Siberia and Odessa, is seen at many postcard events.

Candace Injaian has rejoined

TREASURER'S REPORT

As of August 1, 2005 \$2,734.98

We'll be meeting in C-260 until further notice.

—DANIEL SAKS, TREASURER/HALL MANAGER

POSTCARD.ORG

Webmaster Jack Daley has worked his magic on the home page of our club web site, and now the page loads 25% faster making visits to www.postcard.org more enjoyable for all of us. Jack has also added links to the home page that lead to a page of club news of our activities for the 1906-2006 anniversary and to the 1906 Earthquake Centennial Alliance web site. We must also note, to Jack's well deserved pride, that we are nearing the 50,000th hit on www.postcard.org.

1906 — April 18 — 2006

For the centennial of the Earthquake and Fire two club projects are underway. Lou Rigali, the publisher of Quantity Postcards, will be issuing a set of reproductions of 24 -30 vintage cards. He has been offered the use of some cards already and invites us all to submit exceptional views for consideration. Selection will be made on the quality of the reproduced image. Lou has offered to pay royalties of 8% of the wholesale price of cards sold, half to the collector and half to the club. Reach Lou at 510 268-9933 or Lr101898(at)aol.com.

The club will also be publishing a keepsake style edition with postcard views of the earthquake and fire, the aftermath, reconstruction, pre quake views, and other cards pertaining to the disaster. Any postcards along with captions you might wish to include in this project will be most welcome. There is no limit to what we can do, other than our participation in supplying the cards or scans of them to the Editor. Color, sturdy binding and cover, 70 or more pages are all possible. Ten advanced collector members have agreed to provide cards on a series of themes, but more unusual views and pertinent messages are needed.



Publication decisions will be made by a committee of the major contributors. Your cards, input and ideas are welcomed now — by phone, mail or email to my address on page 2.

—LEW BAER, EDITOR

POSTCARD CALENDAR

Aug. 27-28, Saturday-Sunday, Sacramento, Capitol Postcard & Paper Collectibles Show, 6151 H Street, Saturday 10am-5pm, Sunday 10am-4pm*+

Sept. 3, Saturday, **San Mateo**, parking lot sale, San Mateo Expo Fairgrounds, 9am-3pm; free entry*

Sept. 4, Sunday, **San Francisco History Day**, SF County Fair Building, 9th Ave. and Lincoln Way, 10 am-4 pm, entry \$5 to benefit Sunset Library. Speakers Lorri Ungaretti and Woody La Bounty: 11am THE SUNSET, 12 pm EARTHQUAKE SHACKS, 1pm THE RICHMOND, 2pm OMI (SOUTH OF TWIN PEAKS), **3pm-Chris Pollock, GOLDEN GATE PARK**; ephemera, too. Info or tables: Lorri Ungaretti, lorrif(at)comcast.net, 415-922-7439, sponsored by Friends of the SF Library.

Sept. 4, Sunday, **Healdsburg**, outdoor antique show on the square, 9am-4pm, free admission*

Sept. 17, Saturday, Santa Cruz, Postcard & Paper Show, UCSC Inn, 611 Ocean Street, 10am-5pm; Free entry for club members*+

Sept. 18, Sunday, **Folsom**, antique fair on historic Sutter Street, 9am-4pm*

Sept. 23-25, Pasadena, Hal Lutsky's Vintage Paper Fair, 400 W. Colorado Blvd., Fri. 1pm-7pm, Sat. 10am-6pm, Sun. (Free admission day!) 10am-4pm; SF club members free with coupon*+

Oct. 1-2, Saturday-Sunday, Concord, Hal Lutsky's Vintage Paper Fair, Concord Centre, 5298 Clayton Rd., Saturday 10am-6pm, Sun-

day (Free admission day!) 10am-4pm*+

Oct. 15-16, Saturday-Sunday, **San Mateo**, Antique & Collectibles Show, San Mateo Expo Fairgrounds, 9am-6 and 5pm*

Nov. 3-6, Thursday-Sunday, **San Mateo**, antique show, San Mateo Expo Fairgrounds, Thursday-Saturday 11am-8pm, Sunday to 5pm*

Nov. 12, Saturday, **San Francisco**, Antique Faire in Golden Gate Park, 9th Ave. & Lincoln, 10am-6pm*

Nov. 17-20, Thursday-Sunday, **Santa Clara**, Coin, Stamp, & Collectibles Expo, 5001 Great American Parkway, Thurs. 11am-7pm, Fri.-Sat. 10am-7pm, Sun. 10am-3pm*

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

Jan. 7-8, 2006, Saturday-Sunday, **San Mateo**, Antique & Collectibles Show, San Mateo Expo Fairgrounds, Sat. 9am-6pm, Sun. 10am-5pm*

Jan. 21-22, Saturday-Sunday, Sacramento, 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



CHROME CARS IN THE CITY

by BRIAN SCHATELL

IT'S ALWAYS A SPECIAL PLEASURE to find one postcard that satisfies two distinct collecting categories.

There are several categories that I look for at shows. My primary collecting passion involves San Francisco chromes from the 1950s-60s. Over the years, however, I've found that it gets harder and harder to find cards I don't have, at least here on

the East coast. Nevertheless I spend the bulk of my collecting time searching this category, still hoping to strike gold. A secondary interest involves automobile promotional postcards, also chromes primarily from the '50s and '60s. This is a huge, huge category, and I simply don't have the time, energy or funds to attack this whole hog, the way I do with San Francisco cards. But I do like them. How then to narrow the focus and enjoy the category?

By chance, while looking haphazardly in a box of auto cards, I came across a 1963 Pontiac postcard showing a LeMans convertible out on

Fisherman's Wharf. [#1] Eureka! An automobile chrome photographed on location in San Francisco

in the 1960s! Armed with this Pontiac card, I decided to see if there were any more like it. Not a huge amount, but there were some—all cards that I most likely would never have found looking solely in the "San Francisco" boxes. In fact, the city's

dramatic views have provided a backdrop to automotive ephemera, ads and literature since the early 1900s. Manhattan, and certain natural landmarks in the middle of the country also keep showing up in these sorts of postcards.

I set out to make a concerted effort to seek out automotive chromes with San Francisco back-grounds, not an easy task since dealers generally categorize cards by make. Some also subcategorize by year, which is helpful, but basically, like a lot of postcarding, it just means going through hundreds, if not thousands, of cards in the slim hope of finding something that only might exist. Luckily some





cards have turned up through the years, including two Studebaker Lark cards from 1959 [#2, 3], a 1959 Chevy Impala at the Golden Gate Bridge [#4] and the 1966 Ford Falcon overlooking a soft-focused Telegraph Hill. [#5] One dealer, curiously watching me zip through make after make, model year after model year, pulling out the odd card here and there, couldn't figure out what the heck I was looking for. I showed him what I had pulled, but he still didn't see the common thread until I pointed it out; after all, to a normal person these cards are really about the cars, not the background scenery.

Many times, you just get a snippet of background, or a small piece of a building, without scenery. Except for people who live in the Bay Area, not too many would recognize the Palace of the Legion of Honor in the 1973 AMC Hornet card [#6], or the Palace of Fine Arts in the 1983 Oldsmobile Cutlass



card. [#7] This latter card is the beginning of the end of this special category. Sadly, by the late 80s, early 90s, this sort of promotional card became much less prevalent, probably brought on by the rise of the Internet as a marketing tool for the auto companies. Studebaker, American Motors, Oldsmobile... maybe these San Francisco cards weren't such effective promotions after all....

I've since discovered that airline promotional chromes from the same period also heavily feature San Francisco backdrops; it has led me to root around aviation boxes, though I otherwise wouldn't have any interest in that topic. But with the auto cards, I really feel as though I'm hitting the daily double! It just demonstrates that creative searches can yield desirable cards in unexpected places.



A CLASSIC SAN FRANCISCO CHROME

Continuing with what might be known henceforward as the SF auto issue we show an oft seen postcard of one of the more bizarre stunts to take place in this most bizarre of cities. The card, published by Dexter Press known for its low level imagery and highly competitive pricing, is captioned: “ANT FARM - the Phantom Dream Car crashes through a wall of burning television sets before a cheering crowd at the Cow Palace in San Francisco.”

This card has been in my box of SF Misc for years, never understood but always enjoyed as it is in the tradition of early day on-the-spot real photo mak-

ers. I dug it out a while ago when friends came for dinner as Bob was wearing a t-shirt with the same image on it. “Ah yes, I was there. Got the shirt. Always wanted the card.” He took both home with him, and I replaced the card at Concord, \$1.

The conversation had turned to other subjects, and I did not get the chance to quiz Bob about details of the event. I turned to the next best informant: Google.

The page it brought up revealed that Ant Farm was a California design collective of counter culture radicals founded in 1968, led by three architects, Chip Lord, Doug Michaels and Curtis Schreier. The group “invented innovative inflat-

able structures and biomorphic houses and participated in psychedelic theater events and happenings.” In other words, weird architecture and social interaction, in keeping with the zeitgeist. They were agin’ stuffy building design and entranced by the opportunities independent video offered in contrast to—also stuffy—network television.



Media Burn was taped at the Cow Palace and soon became termed a mockumentary, fusing reality and the imaginary. The event took place on July 4, 1975. Spectators included an intrigued public and mainstream news crews. Following an exten-

sive introductory presentation, two of the architects, suited appropriately as “a cross between Evel Knievel and NASA astronauts” drove a customized Cadillac El Dorado into and through a bonfire of flaming television sets. Tuning into their network news programs later that evening the viewing public must have tsk-tsked and whispered, “Look at the crazy things they’re doing in San Francisco NOW!”

—LEW BAER

NB: Brian Schatell will be heading west this fall and will be at our October meeting. He’s hoping to find many new-to-him ’50s and ’60s San Francisco chromes. Let’s make his wishes come true.



P.S. **DRENE BRENNAN**, founder and perennial secretary of the Postcard Club of Great Britain, sent in a letter after reading of our postcard walk through Chinatown... “On my second visit to S.F. in the seventies I met up with a collector who was also an historian of the area. He took me down many back areas and showed me opium dens with the clicking noise of mahjong. He took me for lunch through a place that was full of vegetables and noodle makers, up some rickety stairs to a small cafe—wood tables and wood settles—for a delicious meal. I shocked the old lady that ran it by asking for a cup of coffee. He then took me to a cake shop which was unique for moon cakes. We ordered four. The lady put a white cloth on the floor, picked up the cakes one by one and dropped them on the floor. The cakes were supposed to float down. After a few tries four did indeed float, and we were allowed to purchase them. I was taken also to a family restaurant, maybe it was Utopia. It was at the end of the main street on the corner. Is the cake shop still there along with its ritual? One day I wanted to go to Golden Gate Park. I took a wrong turn, ended up on a long street where everyone was Chinese and none spoke English. I was later informed I was in a notorious Tong district. They were all friendly and waved as I passed.... Just a few memories to share with you, Happy collecting. *Drene*”

YOURS TRULY and a band of clubsters trekked to Chinatown after the July meeting to see the display of anti Chinese trade cards at the Chinese American National Museum at 965 Clay Street. The exhibit of defamatory images was fascinating and distressing, both because of what was being shown—also because the same types of documentation exist on postcards. The other exhibits



on the history of the Chinese in Northern California are well worth a visit, as is the Julia Morgan building itself, all just as Suzanne Dumont said it would be.

DAVID HUNTER sent in a large clipping from “The New York Times” with full size reprints of postcards showing men and women in elegant and unusual dance costumes. The cards are from Robert Greskovic’s collection and were used for inspiration in designing the costumes for the contemporary staging of “The Pharaoh’s Daughter,” an 1862 Egyptological ballet. Without looking at the translated captions it took a minute for me to sound out Mikhail Mordkin and Anna Pavlova. I’m still working on Mathilde Kschessinska.

THE CLUB BOXES have been bulging thanks to generous donations by Lorelei Maison Rockwell, Mike Wigner, Gaston Dupuis and other members. Over \$70 was garnered from the 10¢ boxes last month. Even nonmembers are getting in the act. Jeanette Brown turned over a large boxful of estate cards to Dan Cudworth who brought them to the meeting. The box will be opened on the 20th; we are also building a good supply of “better cards” that will appear after the summer doldrums. Thanks to all! **CONGRATZ** go to the San Francisco Museum & His-



torical Society. On October 7 the organization will be holding groundbreaking ceremonies for the Museum at the Old Mint. Somehow, with great effort on the Society's part, the \$50 million opening costs are being met. If you would like to participate in the festivities call 415 775-1111 or visit www.sfhistory.org. SFBAPCC members might be thinking about potential exhibits for when the doors are open.

NEWS 2 ME 4 YOU: Ed Clausen who usually shrinks from public exposure found himself featured in a half page article in "The Oakland Tribune." The story was about the Alameda County Historical Society, which Ed has led for two years, and their interest in the Lincoln Highway which passed

through Alameda County in 1915 on its way to the PPIE and Lincoln Park. Our country's first transcontinental highway was made largely from smaller roads, Pony Express routes and carriage trails, and the fair was to be the first cross-country destination. Ed's written about that "Great Highway," and Arcadia will soon release a book with "a few" of his 6000 vintage Oakland cards. Ed began collecting about twenty years ago when he chanced upon a few Oakland oldies in an antique shop... at a nickel apiece.

QUESTION OF THE MONTH: Gaston Dupuis is asking if anyone knows how many wrestling postcards were published in the past year.

—LEW BAER

THEN & NOW & THEN & NOW & THEN & NOW & THEN & NOW & THEN & NOW &

Books could and should be written about The Poodle Dog, a once world renowned San Francisco restaurant and playground. Its name supposedly came from a Gold Rush era corruption of its original name, Le Poulet d'Or, the Golden Chicken. Even in its westernized form the name changed repeatedly by addition of Old, Ritz, Bergez-Frank's and other descriptors. Its location changed, too. Over the generations partners and employees left to open their own eateries with names reminiscent of the original mangled moniker.

Here, in a card from Glenn Koch's collection and a photo from his digital camera, we see Bergez-Frank's Old Poodle Dog at 415-421 Bush Street. Some of the windows upstairs looked into the celebrated Private Dining Rooms,

where the pillowed couches were as much an attraction as the cuisine. At the Poodle Dog the sound of the Wild West was the smacking of lips and the popping of Champagne corks, not of six-shooters.

—LEW BAER



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

8/05

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Penngrove CA 94951

POST CARD
CARTE POSTALE

Made in England

**NOTE DATE
CHANGES**

**CLUB MEETINGS
2005**

**- August 20 -
Sunday, Sept 18**

October 22
November 26

See us in color online at www.postcard.org