## 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 <u>www.postcard.org</u>

April 2006

Volume XXI, No. 3

### Next Meeting: Saturday, April 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:** Chris Pollock, our own park historian, will show and tell us about Golden Gate Park's role in the disaster of April 18, 1906. It may have been impressive initial statistics that defined the events of 100 years ago, but it was the aftereffects that truly took a toll on the city's population. Chris' talk will celebrate the role that Golden Gate Park, one of the city's largest open landscaped spaces, played in the cataclysm's aftermath. We'll hear of the refugees who flocked to the park by the thousands in search of sanctuary and how the military and city organized major camps and hospital facilities there. We'll learn of the compassion shown among residents as they were forced to come together in the face of disaster. We'll see what happened to park structures and why some institutions landed in the park later—specifically the symbolic relocation of a Nob Hill mansion entry portal, the nostalgic reflection of which resonates in Lloyd Lake a century later.

Show & Tell: Earthquake and Fire! and collector's choice.

### COVER CARD



This astounding photo card did not surface until after FACING DISASTER was in print. It shows Dr. George Gross holding a sign with his name and former office address. "S.W. Cor. Fillmore & O'Farrell." Gross received his medical degree in Strasbourg, emigrated from Alsace in the 1870s and practiced medicine in San Francisco. Having treated the injured in the disaster, he still wears a red cross in his hat band. Written above: "After the fire of April 18,

06 I plant a cross on my own grave." At the right the message in French describes the view as a "general aspect of our ruins." The cancel on the face is mildly distracting but confirms, up front, the date of mailing, May 9, 1906. Dr. Gross died in San Francisco in 1911.

-LEWIS BAER

### 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

### **MINUTES March 25, 2006**

Forty-five members and guests signed in, some using assumed names; others did not leave written record of their attendance.

Cards were brought for sale or trade by Sue Scott, Ed Herny, Joseph Jaynes, Ken Prag, Ruth Stotter and Scott Zagoria.

PPIE items were brought for sale, trade or display by Robert Meschi, Gary Nagle and Jay Stevens.

We were called to order by President Ed Herny. Guests were introduced including Kevin Frederick, a collector of Alameda, SF, Ocean Beach and lifesaving stations; Gary Nagle, who collects Yosemite and other Californiana; Bob Meschi, a World's Fair specialist; Leonard Holmsten in search of earthquake material; Jim Sauer who has shown us his mosquito collection and also likes Washington Township; Ruth Stotter, a past member.

Show & Tell: Ted Miles asked to show his card before the meeting got underway. The San Francisco Maritime National Park is staging a retrospective on W. A . Coulter, the foremost marine artist in the area. Ted showed the limited edition card that was made as an announcement of the exhibit and invitation to its opening. [p. 11] It re-

### 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

produces the painting of the fire made by Coulter on a window shade found in the rubble which will be on display for the first time since the 1930s. The card was offered as a prize in the drawing.

Announcements: Lew Baer and Lou Rigali spoke about FACING DISASTER, the club published book on the events of April 1906. Books were for sale. John Freeman told of "Aftershock," the Oakland Museum show which will open on April first. It includes a wall size image of city hall made from one of John's postcards. Four club members have cards from their collection in the exhibit.

Lew Baer congratulated Jack Daley, our Web Master, on finding the only reported typo in the February newsletter and on the meter turning 60,000 hits on <u>www.postcard.org</u>.

Terry Toomey announced an as yet unpublished account of the earthquake being issued by the California Genealogy Society.

Kathryn Ayres told of the second annual SF History Day to be held April 30 in support of the Sunset Branch Library. It will be at the Hall of Flowers, the SF County Fair Building.

Leonard Holmsten asked what the club was doing about exhibits for WESTPEX.

Joseph Jaynes reminded us of the Santa Cruz show



on April 8 and 9 and that club members would be admitted at no charge.

Rich Roberts praised the Arts & Crafts exhibit at the new de Young: "...superb and includes a number of postcards."

Ed Herny then spoke about WESTPEX, the stamp show in which we will be exhibiting postcard displays of the Earthquake and Fire. It is the largest stamp show in Northern California, and we are honored that the stamp world is reaching out to us. Talk with Ed after the meeting if you will participate; it is a great venue to share the thrill of postcards. Greeters are needed to sit at the hospitality table for an hour or so—an opportunity to tell people about postcard collecting.

Show & Tell: Sue Scott asked about her card of a church with playground on the roof, 1910; does anyone know anything about it? ... Hester Lox had no show and two tells: she found an article by someone who located the site of the Valencia Hotel, familiar from earthquake cards; it's on Valencia between 18th and 19th across from Cherin's Appliance store; she also spoke about the Cold War cache found in the bowels of the Brooklyn Bridge.

... Lew Baer showed an exhibit board on the Portals of the Past and explained how easy it is to make them. ... Paul, a visitor, spoke about the poster reproductions of the PPIE image of Hercules parting the continents published by Quent Cordair of Burlingame; in discussion it was decided that the image never appeared on a vintage postcard. ... Darlene brought an album of PPIE cards from her collection put together by Rich Musante. ... Jay Stevens lifted, but did not drink from, a silver loving cup trophy for pigeon racers at the PPIE; he bought it on eBay-ay-ayy.

-BRUCE DIGGELMAN, RECORDING SECRETARY

### Program:

### Laura Ackley on State of the Art, 1915

Ed Herny introduced our speaker as a student and scholar of the fair, one of the foremost authorities on the PPIE.

Laura began by thanking the club for inviting her and revealed that the map of the fair in her PowerPoint presentation was copied from the one on www.postcard.org. The lights dimmed and the screen illuminated with a series of 123 views of exhibits at the fair, many of them on postcards, many of which were from David Parry's collection. What was new and exciting in 1915? The challenge was to show developments made since the St. Louis fair of 1904. Radio, wireless, autos, the Panama Canal and selective breeding were just a few of the new age wonders. The fair celebrated the completion of the canal and also the resurrection of San Francisco from the ashes of 1906. Laura showed and told us about the huge gas engines that powered part of the fair, the Scintillator and fair lighting.

We did learn about the over 1,000,000 feet of film used at the fair in the more than 100 picture shows on the grounds and the General Electric generators and the 16,000,000 kilowatt hours of electricity consumed during the fair.

Laura then took us on a palace by palace tour of the fairgrounds. At the Palace of Horticulture we saw images of the 185 foot, 150 foot high glass dome, the largest in the world filled with plants. A functioning cannery was on exhibit in the Food Arts Palace. "The tin can is the emblem of civilization," one slide proclaimed. Lids had just begun to be crimped on rather than soldered. The crowds around the exhibits gave the building the nickname of the Palace of Nibbling Arts.



Planes, trains and autos... This was the first international exposition in which planes were a major component. Lincoln Beachey, a San Francisco native, made the first indoor flight at the fair and put on a wild display of loop the loops over the bay. While doing that he fell to his death. The most stirring image that Laura showed was that of Beachey's body cartwheeling through the air on the way to his watery death. Art Smith was ready to take over and continued the daredevil exhibition throughout the rest of the fair, including night flights with phosphorous fireworks on his plane. Every day the fair's Raisin Girl would be taken aloft to toss loose raisins to the crowd. Laura's husband then passed among our crowd with a tray of small boxes of raisins.

Ten minute \$10 plane rides were offered at the fair, and a one-third scale railway ran around part of the grounds. It's still running at Swanton in the Santa Cruz Mountains <u>http://www.calpoly.edu/</u> <u>~brae/swanton/sprs.htm</u>l. It was not very profitable, but the FADGL Auto Train took in over \$300,000 in 10¢ rides. Wicker "Electriquette" rentable chairs went for \$1 per hour or \$7.50 a day. There were two models, three and four wheeled.

John McLaren, of Golden Gate Park renown,



4- wheel "Electriquette" at the fair; EXC: LEWIS BAER

designed and created the Hedge Fence, a four block long 20 foot high structure supporting flats of blooming iceplant.

There were four schools on the grounds, and the Palace of Education housed the new Montessori Method school and the Commercial School; it was also the site of the Race Betterment booth which featured lectures on Eugenics.



In the Palace of Manufacturers was the Keen Kutter exhibit with its entire wall decor made with hardware items. The oversize card of the display is considered by some to be among the rarest of all PPIE cards.

The Palace of Agriculture featured the Holt caterpillar tractor, which was developed into a tank for use in the war in 1916. The Giant cheese was also located there—at 15,000 pounds the largest homogenous, self-supporting cheese in the world. Speeches were made from the top of it before it was cut up with piano wire and sold at  $25\phi$  per pound.

The Palace of Liberal arts housed a 20 inch telescope and the transcontinental telephone call theater with the story of the phone, a film of stringing the transcontinental line and a call made from



the New York AT&T office heard on headphones. The first transcontinental call was made from New York to the Pacific Bell office in San Francisco in conjunction with the fair.

David Parry and Jay Stevens reënacted the event for us on paper telephones that Jay made; Dave added a touch of brogue to his British English to emulate Alexander Graham Bell, and Jay stuck to the pure Americanisms of Watson, the inventor's assistant. The 14 ton Underwood typewriter with its electric powered keyboard was there, too, as was the 1877 original model. The Victor Theater displayed phonographs and is remembered on the exquisite fold-out card of the exhibit. Next came the Poulsen Telegraphone, an early wire recorder. We saw an ad for Hirsts' indispensable leg holder, an uncomfortable looking medical device.

At the Palace of Mines fairgoers could descend into a fake mine and exit by the radium exhibit. At 2:00 pm each day was a mock mine explosion with smoke and rescue truck.

Postcards canceled at the Model U.S. Post Office are especially desirable today. The cards could be mailed at one end of the exhibit and retrieved at General Delivery three minutes later.

The Joy Zone included the Submarine mock underwater tour, a \$200,000 exhibit, and the infant incubators. Frederick Thompson, of Luna Park fame, created Toyland Grown Up, giant toys designed to make people seem small. The Ellises mystified crowds with their secrets of mental telepathy. The scale model of the Dayton Flood is suspected of being a reuse of the Galveston Flood from the 1904 fair. Most amazing were the five acre working model of the Panama Canal and the Strauss Aeroscope, a 700 ton structure of a car on a long counterweighted arm, on which 120 people were swung aloft on ten minute trips.

The presentation ended with hearty applause in appreciation of Laura's effort and research.

-Notes taken by Lew Baer

### TREASURER/HALL MANAGER REPORT

As of April 5, 2006 ......\$5,837.47 This may be the last meeting with free parking. I'm hoping that the paid parking will free up a lot of spaces, which should make attending the meetings even easier. What's eight bucks, anyway? The price of a half-caf, half-de-caf, mocha soy latte frappucino?

-DANIEL SAKS, TREASURER/HALL MANAGER

### WELCOME TO OUR NEW MEMBERS

- Laura Ackley, Laura is a scholar and collector focused on the PPIE.
- Craig Blackstone, Craig, a past president has returned; he collects prequake SF, Santa Rosa, Sonoma County and county courthouses.
- Ed Jarvis, Ed collects cards from Luxembourg.
- Jay Stevens, ppie4me(at)comcast.net; as his card reads: "Happy to trade images and share info about the PPIE expo." Jay has a website at www.sanfranciscomemories.com/ppie/ panamapacific.html
- Robb Stokes and Robert Bergdorf, Robb and Robert collect San Francisco and department stores.



# 1906 K EARTHQUAKE AND

FACING DISASTER, the club produced postcard album on the earthquake and fire, was first unveiled on March 4th at Quantity Postcards in Oakland. Present were most of those who contributed commentary and illustrations and our host Lou Rigali, who put the book into print. We toured the shop and warehouse and sat down for an impromptu lunch after our first glimpse of the book. Since then FACING DISASTER has been available for purchase through the link on <u>www.postcard.org</u>, at the club meeting, Santa Cruz show and at several bookstores throughout the Bay Area.

Shops currently stocking FACING DISASTER are Builders Booksource and Black Oak Books in Berkeley; Book Passage in Corte Madera; Diesel Books and Oakland Museum of California in Oakland; Heebe Jeebe in Petaluma; Sonoma County Museum and Treehorn Books in Santa Rosa. It is also available at shops throughout San Francisco at A Clean Well-Lighted Place for Books, Black Oak Books, Book Passage, California Historical Society, City Lights, Cody's Books, Distractions, Exploratorium, Green Apple Books, Modern Times Bookstore, Stacey's Booksellers and Valencia Street Books.



Lew Baer inscribes a copy.





Two Lews, er..., Lous



President Ed Herny peruses



# FIRE CENTENNIAL ▶ 2006



 Glenn Koch, one of
our standard bearers. John Freeman before the earthquake tent exhibit -









Club members also took an active role in the exhibit now on view at the Oakland Museum of California. Glenn Koch, Darlene Thorne and Kathryn Ayres loaned items from their collections for display. Kathryn's cards of the Wong Sun Yue Clemenses were mounted in an intimate and charming shadowbox along with two relics actually dug from the ruins. It was John Freeman who did much of the work and contributed many items for the long running exhibit.

John was named Historical Consultant by the museum. He shared his knowledge by identifying original locations of photos and provenance of objects. John helped with wording for captions and with the introductory video as well. When frame fillers were needed for the film John opened his album of real photos - postcards to the rescue! Others of his real photos shown in FACING DISASTER were used, and one of City Hall was cropped and then enlarged to eight feet tall. The items in the Portola exhibit from the reconstruction era are primarily John's, and he had particular fun working with an earthquake era tool box that had later implements mixed in. "Fortunately I know carpenter's tools, so was able to purge the anachronisms and substitute age-appropriate tools from my own collection," John commented. Then he added, "One thing I did do in my consultation was to 'educate' the curators about postcards. They might have missed a fabulous real photo showing quake damage in Pt. Arena because it was classified in their collection under 'postcards' not 'earthquake damage.""

Several club members were on hand to preview the exhibit on March 31st. LB



### Demure Dynamo Preserves Her California Heritage

Kathryn Patrícía Ayres, with "no nicknames that she allows," came to San Francisco from Southern California in 1980. She soon found herself working in a windowless office in the Tenderloin with 50 other people, and living in a basement apartment. "Here I am living in a world-class city and I thought it was a cold, grey, drab, ugly place," lamented the soft-spo-

ken Kathryn. A friend realized that she hadn't seen anything of The City, so he took her on a hike up Telegraph Hill. It was her first sunny day, and she could see the bay and both bridges at the same time. The view was awe-inspiring. "I looked down and saw this land mass in the bay and I asked what it was," little knowing that the answer

would lead her on a path that would capture her imagination and possibly her father's spirit and her California heritage.

What she saw was, of course,Treasure Island where the Golden Gate International Exposition was held in 1939 to celebrate the opening of San Francisco's two bridges.

When they left Coit Tower, the friends stopped on Grant Avenue, and Kathryn bought her first postcard of the GGIE at Quantity Postcards. She then began frequenting a shop where she acquired knowledge of Fair articles and started her collection of GGIE ephemera.

In 1999, on Polk Street, she spied an intriguing real photo card of the GGIE by Gabriel Moulin, and her interest in postcards heightened. She next discovered the different series of Crocker GGIE cards. ing her about attending a world's fair in San Francisco, but at the time, she had envisioned roller coasters and other entertainments. "I had no idea what constituted a world's fair; all I knew is that he would get emotional whenever he spoke of it."

It was then that Kathryn recalled her late father tell-

Her father's affinity for San Francisco was unconsciously passed on to his daughter. He told her that after WWII, he was discharged from the U.S.S. Detroit onto Treasure Island. "Maybe I was channeling my father's spirit when I began collecting; but I didn't remember the con-

nection until after I had started," she recalled. In 1991 Kathryn inherited a box of forgotten photos of her father, one of which was taken on Treasure Island. Among them was another postcard, the only known photo of her great-grandfather. It showed him next to a horsedrawn wagon with a sign on the side identifying John Isaac Ayres as a traveling salesman. He had brought the Ayres family to California from Missouri around 1910, and he was legendary in her mind.

Kathryn now started seeking more postcards. A notice on a website touted the San Francisco Bay Area Post Card Club, and she attended her first club meeting to discover the Panama Pacific International Exposition program. She brought home a few postcards that day of the PPIE and also some stunning GGIE cards from Ed Herny."I was blown away





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### by Darlene Thorne

and speechless. I had never seen anything like them."

Having turned to eBay, Kathryn would bid regularly and enjoyed the thrill of acquiring special postcards. Now she finds less and less online and more and more at Bay Area postcard shows. Like many collectors, Kathryn's narrow



category range has expanded to engulf a variety of subjects. "It's good to have affordable ephemera," she strategized and started collecting Cawston Ostrich Farm, the Disneyland of its day, with convention facilities, aviaries, gardens and entertainment. "Cawston was a master of advertising. He claimed his was the first ostrich farm in America in 1886. It wasn't, but no one challenged him." The farm con-

tinued to attract tourists for another 50 years and issued many postcards.

As a third-generation Californian, Kathryn also collects iconic California symbolism; poppies, oranges and bears; oh my, she even has one card with all three symbols on it.

Looking to share and enhance her interest in postcards, she finally found her niche at the SFBAPCC among a new set of friends who were knowledgeable and personable. "Everybody was so nice. I've never known such intelligent people who were so willing to share their knowledge." That especially includes unpretentious

Kathryn herself. She has made two scholarly and fascinating presentations to the club; her first was on the GGIE. For her second, in October of 2005,

she assumed the persona of Queen Virgilia Bogue of the 1909 Portola Festival. She has written newsletter articles on eight different subjects in her advanced collection, ranging from ostrich farms to Ella May Clemens-Wong. Kathryn's research on Ella May has marked her as an

expert, eventually garnering a display in the Oakland Museum's "Aftershock" exhibit on the 1906 Earthquake and Fire.

When Bob Bowen retired as club vice president, newsletter editor Lew Baer told Kathryn, "I'm going to nominate you." As there were no other candidates, "In essence, I was appointed as vice president." She said that she and Lew make a good team



as her 19 years in the legal publishing field have trained her well for program development and for proofing the club newsletter. Kathryn ably coordinates the club's legendary programs, which give members a sense of history and great enjoyment from postcards. Reenactments, PowerPoint presentations, as well as enlargements or simply sharing of album pages encourage members to highlight their own unique postcard interests and collections.

Kathryn's demure demeanor conceals a steady dynamo of strength and efficiency that keeps the postcard club humming. Her collecting reflects a

legacy bequeathed by her father's affection for San Francisco and her own pursuit of curious themes from California's past.



## Who's Number One?

What do San Francisco and Cincinnati have in common? Besides their meetings in Super Bowls XVI and XXIII? It's postcards showing the art of Alexander Calder.

An exhibit of Calder's works is now on display at the San Francisco Museum of Modern Art through May 21. The museum has issued six postcards in conjunction with the exhibit.

Those cards now join the postcard I have of "Twenty Leaves and an Apple," the mobile Calder designed for the lobby of

Cincinnati's Terrace Plaza Hotel in 1946.



The hotel also displayed a Joan Miro mural in its restaurant. Both pieces were removed when a major renovation for the building was begun in 2004. They were then included in a touring exhibit of both artists' works and now have returned to Cincinnati where they are featured in the Cincinnati Art Museum.



[San Francisco does have a claim on Calder, as his father, also a sculptor (as was his father before him), oversaw the sculpture exhibits at the Panama Pacific International Exposi-

### tion in 1915. -Ed.]

The 49ers won both Super Bowl meetings, but Cincinnati has its very own Calder....So, who is Number One? —DANIEL SAKS

### Editorial Oops:

### WELCOME ANOTHER NEW MEMBER

George Juilly, George joined late last year but announcement of it was overlooked. He collects Cazadero, Duncans Mills, Jenner, Fort Ross, all in Sonoma County. [Cazadero, where the rainfall might approach 100 inches a year, we imagine to be the rainiest place in the world. The title rightfully belongs to Mawsynram in Meghalaya State of northern India with 39 feet. –Ed.] Lest we forget: One of the very few cards issued for the 1989 earthquake. Published by the flea ranch of s.f.





### POSTCARD CALENDAR

- Apr. 27-30, Thursday-Sunday, San Mateo, Hillsborough Antique Show, San Mateo Expo Fairgrounds. Thu.-Sat. 11am-8pm, Sun. 11am-5pm\*
- Apr. 28-30, Friday-Sunday, San Mateo, WESTPEX stamp show with postcard exhibits, Airport Marriott, exit 101 at Millbrae, east to Old Bayshore.
- Apr. 29-30, Saturday-Sunday, **Costa Mesa**, RBF Vintage Collectibles Show, Orange County Fair-Expo Center, Bldg 12; 10-6 and 3pm +
- May 12-13, Friday-Saturday, **Grass Valley**, Old West Show, Fairgrounds, Fri. 10am-5pm, Sat. 9-4\*
- May 20-21, Saturday-Sunday, Concord. Hal's Paper Fair, Centre Concord, 5298 Clayton Road, 10am to 6 and 5pm, Sunday free entry.\*+
- May 23, Tuesday, **San Francisco, Glenn Koch will present his tour of The Zone at the PPIE** for the SFHA, Mission Dolores School Auditorium, 3371 16th Street, 7pm, \$5 nonmembers
- May 28, Sunday, **Healdsburg**, Antique & Collectibles Show on the Square, 8am-4pm\*
- June 2-4, Friday-Sunday, Pasadena, Hal's Paper Fair, 400 West Colorado Blvd., Fri. 1pm-7pm, Sat. 10am-6pm, Sun. FREE 10am-4pm\*+
- June 17, Saturday, San Jose, Santa Clara Valley Postcard and Paper Show, 1447 Bryan Avenue, 10 am to 4pm. A NEW SHOW!
- July 2, Sunday, **Healdsburg**, Antique & Collectibles Show on the Square, 8am-4pm\*
- Aug. 12-13, Saturday-Sunday, San Francisco, Hal's Paper Fair, Hall of Flowers, FREE EN-TRY – NEW SHOW, 10am to 6 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.



The William A. Coulter 1906 windowshade painting of the city burning; postcard issued by the San Francisco Maritime National Park.

### NINA SWANSON

On April 8th at the Santa Cruz show word was softly spread that Nina had passed away the evening before. It was a treat to see Nina behind her table at shows. She was a friendly and encouraging dealer who always had a kind word and a big smile. She took pride in finding postcards to delight her collectors, and was respected for her large stock, fine quality and fair prices. Those who knew of her illness hoped that she would win the battle, and we admired her courage and strength. Nina will be missed by dealers and collectors alike. Our condolences and warmest thoughts are for her husband, John.



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### SAN FRANCISCO BAYAREA POST CARD CLUB APPLICATION FOR MEMBERSHIP

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Name:			
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<b>CLUB MEETINGS</b>		
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