

# 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 2006

Volume XXI, No. 4

**Next Meeting: Saturday, May 27, 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:** Since he succumbed to the delights of postcards a few years ago Jack Hudson has become an enthusiastic collector and researcher of the cards themselves and of the stories that they tell. He'll wear both of those hats for this program as well as a Holmesian Deerstalker as he unveils the answers to The Mystery of the J Cards. These crystal clear professionally processed real photos of early San Francisco have been noticed in recent years, and several collectors chase them diligently. But little is known about them. What does the J in their caption mean? Who was the photographer? Who was the publisher? Jack's got those answers and much more of the story. But there are still questions, and we'll strive to answer some of them at the meeting. If you have any J cards, bring them and share in the excitement.

This will be the first meeting at which Fort Mason Center will charge up to \$8 for parking within its gates. There is also a crafts fair scheduled. Parking could be tight.

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

## COVER CARDS



The French love them, too, and have large town markets devoted to the prickly edible flower buds. And they equate artichokes with beauty as seen in this card of an artichoke vendor in Roscoff, a town in Brittany, France's most westerly region.

Springtime... and young men's fancies turn to baseball or, in my case, artichokes. I love 'em – large or small. I've grown them, occasionally successfully; I buy them, purple or green, mostly at Trader Joe's, and I collect them on postcards.



—LEW BAER

## CLUB OFFICERS

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

## MINUTES, April 22, 2006

Cards were brought for sale or trade by Joseph Jaynes, Ed Herny, Scott Zagoria, David Parry, Lew Baer, Ray Costa donations, and Sue Scott.

Only 29 members and guests signed the roster sheet; several others did not do so. Alex Melteff of San Francisco and his friend Roger Teló, a moderns collector from France, stopped by briefly.

We were called to order by President Ed Herny. New members Richard Ivanhoe, Dave Lowry and George Juilly were introduced as were guests Joann Juilly, George's wife, and Lisa, a collector who found us on line and traveled from Arizona to attend the meeting.

There were many winners in the drawing. Kay Yonemoto won the mug (not a Stein) reading "I'm having a great time in Oakland" donated by Quantity Postcards..

Old Business: Ed Herny reminded us of WESTPEX, the stamp show that will be held next weekend and of the SF History Day to be held next Sunday at what was known as the Hall of Flowers.

Jack Daley told that he is making a promotional brochure for FACING DISASTER, the club-published earthquake postcard album. Submit ideas to him.

Ed then led a brief discussion on the paid parking which will start next month at Fort Mason Center. Horrors! We have been looking for alternate venues.

New Business: Kathryn Ayres announced that we will be having a field trip to the Oakland Museum to view the earthquake and fire exhibit. There is parking underneath the museum, and tickets can be partially validated.

Show & Tell: Darlene Thorne showed the advertising card she recently acquired for the 1906 book she owns on the earthquake and fire; the card is shown on page 30 of FACING DISASTER. She also showed copies of the *San Jose Mercury News* with four of her postcards and her smiling face pictured on page 2, and she showed a book, a postcard history of San Jose. ... John Freeman told of the exhibit by the History Room at the SF Main Public Library with earthquake items from their own collection, including many comic pieces; John brought an album of Hearst novelty cards – mechanical comics and other greetings and cards with images that appear when heated with an iron. ... Jack Daley showed an "earthquake" plate of Strawberry Hill, made in England, with Sweeney Observatory still standing ... Seen here are two cards Rich Roberts showed of a dot on the map where





... Joseph Jaynes showed the April 19, 1906 issue of the *Call-Chronicle-Examiner* and an *Oakland Tribune* of the same date: headlined “Citizens forced to fight flames at point of revolver.”

—BRUCE DIGGLEMAN, RECORDING SECRETARY

PROGRAM:

### Chris Pollock on Golden Gate Park – 1906

Our own Chris Pollock is the current expert on the park having written two books on it.



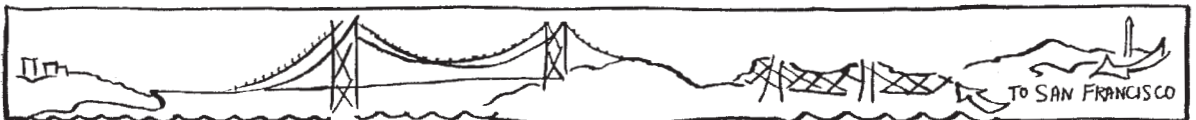
Chris began by telling us that some two-thirds of San Francisco’s population of 400,000 residents were displaced by the earthquake and subsequent fire. We saw a

view of a bedroom where a chimney had fallen. An “expert” from Cincinnati wrote that the park’s Strawberry Hill was an extinct volcano and was the root cause of the quake. Sweeney Observatory, which we saw standing and then collapsed, was built in 1891 and touted to be completely quake proof – it wasn’t.

Other structures suffered major damage. The north gable of the Park Emergency Hospital on Stanyan collapsed; the Sharon Building at the Children’s Playground, the park’s most photographed building, built in 1888, collapsed in the initial tremor and even more, later, due to an after-shock; and the 1901 Spreckles Temple of Music (the Bandstand) suffered \$15,000 damage with cracks throughout. The Doré [Dore] Vase at the museum was knocked akilter, and the Memorial Museum was badly damaged and some of its stucco peeled off.

The park was a place of refuge for many thousands of shelterless. The unofficial camp at the

his family is from: Hornsea, on the Yorkshire coast. He found a card from 1903 in Detroit, and in New Mexico found another, dated 1906, showing the same view but with a record – and destructive – tide. ... Jack Hudson brought two cards: a Case tractor real photo with six children taken in front of a photo studio, and an RP secretary, the “Multigraph Girl,” at her early duplicating machine. ... Sue Scott showed an advertising card for a housing development in Oakland, “completely free of Orientals”; an RP advertisement for the “Wide Awake Weekly,” and a card from Dunsmuir ... Lew Baer brought a card of the Hall of Justice mailed in May 1906 to a Mr. Hives, secretary of a Canadian exchange club: “I have moved.” ... George Juilly showed an album of photos made in SF by his grandparents in 1906.



Panhandle was emptied by June 5. Official camps were set up on the eastern edge and middle of the park, by the Park Lodge, in Conservatory Valley – what is now the Dahlia Garden was filled with Sibley conical tents. Big Rec had the largest collection of tents and barracks with more than 3000 people in residence in what was known as Camp 5. Speedway Meadow, Camp 6, just west of the Polo Field, was filled with barracks for the aged and infirm.

There were full service restaurants for the refugees at the Children’s Playground and Speedway Meadow as well as food distribution in the tennis courts. The lawn bowling greens – a flat grassy area – had been badly heaved.

Medical assistance was located in a hospital tent by the damaged emergency hospital and in Alvard Tunnel. Army field hospitals were set up, à la MASH, including maternity wards. (Chris told us of Norma Norwood, one of the earthquake “survivors.” Conceived in the park by refugee parents, she was raised by prostitutes.) The outbreak of typhoid fever that was anticipated did not occur.

Angst about the whereabouts of loved ones was eased somewhat with huge billboards for refugees and seekers to leave notes. And there was a clothing distribution center at the boathouse on Stow Lake.

Chris showed several cards featured in **FACING DISASTER**, among them the Pillsbury view of the poor and the rich living side by side.

Schools found homes in tents. Twelve large tents for 300 kids served as kindergartens and were funded by W. R. Hearst. In all 700 children graduated from 20 tent schools from around the city.

The last refugees left the park in October of 1907, and they left it in bad shape with sewers cut

in and trees cut down. But the Museum was soon repaired. The Tea Garden reported no damage from having served as a medical facility.

The Bandstand was repaired almost completely within a year, and the portico from the front end of the “Little St. Francis,” the makeshift hotel in Union Square, was taken to the Polo Fields to be used as a clubhouse.

Big plans were being laid for Golden Gate Park. The PPIE was due to be held there, and in November of 1911 President Taft turned the first spadeful of earth in anticipation of the fair. Other plans were realized more fully: the California Academy of Science moved from its Market Street ruins to the park, and Steinhart Aquarium was built. In 1911 the log cabin built for the Pioneer Women of California found a home near Stow Lake.

The Memorial Museum sphinxes, lost after the cataclysm and once made of metal, were replaced in cast concrete and installed in front of the new museum. The bronze lion that had been in Shreve’s showroom was given to the park when the jewelers rebuilt their burned out building.

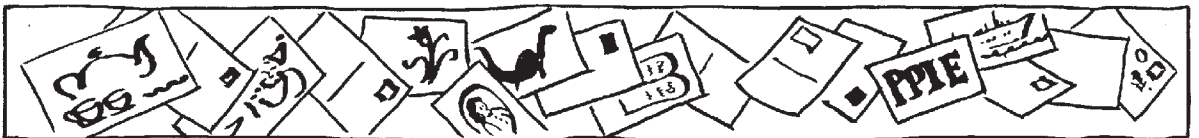
The Portals of the Past, entry way of the Towne mansion on Nob Hill, was shown in a photograph by Arnold Genthe with passersby and the city framed in its open view. In 1909 it was placed on the shores of Lloyd Lake in Golden Gate Park.

A hearty round of applause echoed our appreciation and enjoyment as Chris turned off the projector.

—NOTES TAKEN BY LEW BAER

**TREASURER/HALL MANAGER REPORT**

As of May 7, 2006 .....\$5831.95  
The club received the following communique: The Fort Mason Foundation extends its gratitude to those who participate in “Park For Preservation.”



By parking inside the gates at Fort Mason Center, you help preserve and restore this one-of-a-kind historic landmark. Your dollars not only mean a home for dozens of nonprofit organizations and the continuation of the Center's diverse programming, you also provide opportunities for new and exciting community programs in the years to come.

—DANIEL SAKS, TREASURER/HALL MANAGER

### WELCOME TO OUR NEW MEMBERS

Richard Ivanhoe, a collector who likes everything, especially the Haight, Golden Gate Park and Marin County. He welcomes approvals.

Mark Adams, a collector of old San Francisco views.

Laurie Graham and Jane Graham. Laurie and Jane are new collectors.

Randy von Liski; myoldpostcards(at)yahoo.com.  
Randy deals on eBay and collects 1950s Chicago, the Columbian Expo, New York City and San Francisco 1890-1940s

### FIELD TRIP PLANNED — June 4

Vice President Kathryn Ayres has announced that the club will make a group visit to the Oakland Museum to view the earthquake exhibit on Sunday, June 4, at 2 o'clock. Slightly validated parking is available under the museum; entry fees are \$8, \$5 for seniors. We are hoping that John Freeman who was Historical Consultant on the exhibit will join us and share inside comments on the making of the displays.

Meet at the exhibit door at 2 PM, Sunday, June 4.

### POSTCARD CALENDAR

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 non-SFHA members.

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 4, Sunday, club visit to Oakland Museum; meet at earthquake exhibit door at 2pm.**

**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 ENTRY – NEW SHOW, 10am to 6 and 4pm\*+**

Aug. 19-20, Saturday-Sunday, **San Rafael**, Collectors' Fair, Civic Center. 10am-6 and 5pm\*

**Aug. 26-27, Saturday-Sunday, Sacramento. Capital Postcard Show, 6151 H Street, 10am-5 and 4pm\*+**

**Sept. 16, Saturday, Santa Cruz. Central Coast Postcard Show, UCSC Inn, 611 Ocean Street, 10am-4pm\*+**

**Sept. 22-24 Friday-Sunday, Pasadena. Hal's Paper Fair, 400 W. Colorado Blvd., Fri. 1pm-7pm, Sat. 10am-6pm, Sun. FREE 10am-4pm\*+**

Oct. 21-22, Saturday-Sunday, **San Mateo**, Collectibles Show, San Mateo Expo., 10am-6 and 5pm\*

Nov. 2-5, Thursday-Sunday, **San Mateo**, Hillsborough Antique Show, San Mateo Expo Fairgrounds, Thurs.-Sat. 11am-8pm, Sunday to 5pm\*

**Nov. 18-19, Saturday-Sunday, Concord, Hal's Paper Fair, 5298 Clayton Road, 10am-6 and 5pm, Sunday FREE admission\*+**

*Continued on page 13*



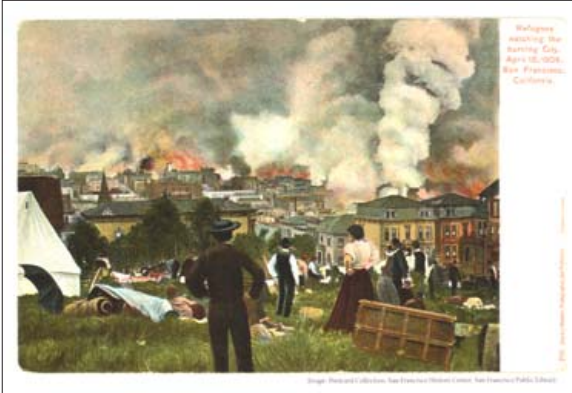
# 1906 – 2006 AND STILL SHAKING



Perhaps these will be our last words on the events of April 'ought-sixes for a while. Several mods of the 2006 centennial have been seen in addition to the Rick Geary design and the William A. Coulter painting shown here last month. The first card, by Maxracks was found at the 5:12 AM memorial on April 18. WESTPEX, the stamp show at which several club members exhibited postcards, designed a pane of four “stamps” of San Francisco – three with quake ruins, one a glorious dawn view from the bay – and published the design on a show promo postcard. The San Francisco Public Library

put out two EQ cards, the first, for its humorous exhibit on “How to Survive an Earthquake,” reprises the wonderfully colorful printed Weidner card of “Refugees watching the burning City.” The second card is a collage of photo views of the after-quake city and residents published to announce the exhibit “Snapshot Chronicles – Inventing the American Photo Album” which will be on view in the Jewett Gallery through August 20. There is also the set of 30 vintage cards of the earthquake reprinted in standard size by Quantity Postcards.

Club members who were at Lotta’s Fountain for the ceremonies reported that Mayor Newsom



was his most charming, but that it was impossible to see the stage so they watched it on large screen televisions. "At 5:12, they rang the fire bells, and ran the sirens, the Ferry Building bells rang out and the crowd cheered. It was wonderful." Some then headed up to Sears on Powell for breakfast and a stroll through the "new" Union Square. Others were in line later that day to see the movie "San Francisco" at the Balboa. Glenn Koch gave a lunchtime SF postcard talk to seniors from his church. Robb Stokes and Robert Bergdorf were at the corner of Market and Kearny at 4 AM; they rushed back to Florida the next day. Darlene Thorne beat the crowd and had four of her San Jose quake cards and her own smiling face featured on page 2 of the *San Jose Mercury News* earthquake edition.

To the stamp community's seeming surprise the five clubsters who had made postcard exhibit boards for WESTPEX had them installed before the opening bell of the stamp show on April 28. Darlene Thorne, Kathryn Ayres, Lew Baer, Ed Hery and Bob Bowen participated and all reported a pleasant experience, a warm welcome and a blasted time dealing with photo corners.

John Freeman (we'll be meeting to tour the exhibit he had a major hand in at the Oakland Museum on June 4) visited the earthquake show at the Society of California Pioneers. "Don't miss it," was his suggestion. It will be running until December 8. They play up the sensational headlines and exaggerated reports and they have a computer set up with many postcard views.

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### From the Editor

Although my IN basket is occasionally overflowing, it is usually empty. Your contributions of articles, letters, comments, cards or any postcard news is always welcome and needed.

If you wish to submit scans of postcards please make full size, full color (RGB) jpgs at 300 DPI resolution. Save them as highest quality, and send them by email. Yes, color for real photos, too.

If you wish to submit photos that you will take with a digital camera, Web Master Jack Daley makes these recommendations: When zooming, always stay within the optical zoom. Shoot pictures to the largest possible image file size that the camera allows. (For most cameras that's more than 1 MB.) Do not edit the file; send it in as it is, like Jack did with the two photos in this issue.

Your submissions on any postcard interest are eagerly awaited.

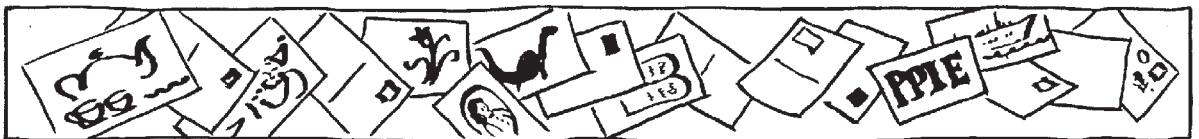
—LEW

### CORRECTION

Perhaps there are very few errors in the newsletter. We receive almost no alerts to them, but my comments in the April issue were red penciled by our ever-vigilant historian, John Freeman. John reveals the truth:

"In the 1905 City Directory at the Main Library I found the address of Dr. George Gross shown on the front-page feature card in the April newsletter. As I suspected, Dr. Gross, physician and surgeon, had offices at 326 Kearny Street, between Bush and Pine. His offices would have been destroyed by the fire and thus he was planting the sign saying that he'd relocated on Fillmore Street as did other professional offices. In 1905 his office hours were 1-3 and 7:30-8 PM. It didn't say M-F, but I'd assume that was a given. I also guess that Dr. Gross was affiliated with a hospital and spent his morning and late afternoon hours there."

—ED.



# THE (ORIGINAL, OLD, RITZ, BERGEZ-FRANK'S) POODLE DOG

Of all the San Francisco restaurants of the past The Poodle Dog is the most often mentioned and one of the less understood. A restaurant known by that name opened in the burgeoning Gold Rush city in 1849. "Poodle Dog" is supposedly the 49ers' corruption of "Poule d'Or," French for Golden Chicken, presumably its actual name. "Poodle Dog," and variations on it, were used by a number of restaurants, some in direct succession to the original, others, competitors or spin-offs. For our purposes postcards tell the story best and lead toward unraveling the tangled history.

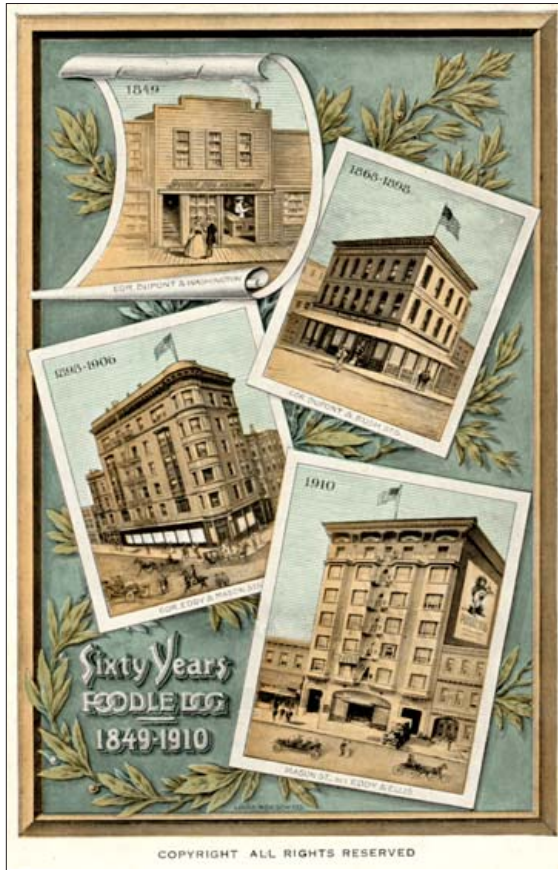
A multiview card published in 1910 for the 60th anniversary of the restaurant gives views of four Poodle Dog venues that the then current owners chose to acknowledge. The recent discovery of a cache of early restaurantalia, some of which is now in Glenn Koch's collection, provided clues allowing him to trace more of the history.

Glenn, like others of us, has long been fascinated by The Poodle Dog, and he has penciled out a probable time line from 1849 up to its closing, a victim of Prohibition, in 1922. What follows is much the result of his research and reasoning blended with a bit

of the 1915 data cited in "Bohemian San Francisco" and other books. We're still in the discovery stage, so every statement should be prefaced with "It seems that..." Further research is being done, and contributions to it will be most welcome.

The first Poodle Dog (or, perhaps, Le Poule d'Or) was at the corner of Dupont and Washington in 1849, and although it changed ownership several times it apparently did not move until 1868 when it was at Dupont and Bush and probably named the Poodle Dog. Sometime around 1897 the ownership split and the Original Poodle Dog was opened at Mason and Eddy run by Blanco and Brun; both locations are shown on the multiview card. There must have been some hard feelings as a souvenir menu from the previous restaurant, restyled as The Old Poodle Dog, operated by Carrere, Pon and LaLanne, refers to the "Original" as "a pretentious establishment."

Meanwhile other French restaurants that would play a role in the Poodle Dog story opened in San Francisco. Among them were Bergez's at 332-334 Pine, owned by Jean Bergez, and Frank's Rotis-







Eddy and Mason, April 21, 1906.



Two Months After the Fire—Old Poodle Dog Hotel and Restaurant, 824 Eddy St., San Francisco



BERGEZ-FRANK'S OLD POODLE DOG, 415-421 BUSH ST., S. F.

Set of six cards, 824 Eddy Street (1906); 415-421 Bush Street, 1908-22.



DINING ROOM, BERGEZ-FRANK'S OLD POODLE DOG, 415-421 BUSH STREET, SAN FRANCISCO



DINING ROOM, BERGEZ-FRANK'S OLD POODLE DOG, 415-421 BUSH STREET, SAN FRANCISCO



BAR, BERGEZ-FRANK'S OLD POODLE DOG, 415-421 BUSH STREET, SAN FRANCISCO



KITCHEN, BERGEZ-FRANK'S OLD POODLE DOG, 415-421 BUSH STREET, SAN FRANCISCO

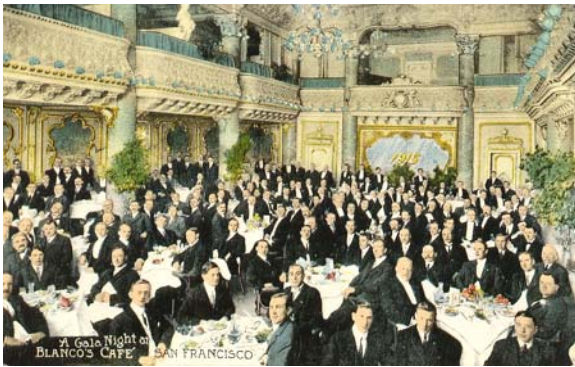




New Year's Eve at the Poodle Dog Cafe, 421 Bush Street, 1912 or '13. The large 1915 on the rear wall makes it a PPIE booster card.



Ritz Old Poodle Dog, The Aristocrat of French Restaurants, 65 Post Street, card published after 1963.



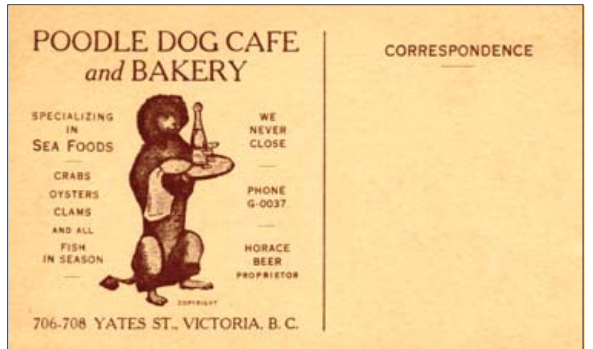
Men only at "A Gala Night at Blanco's Café," also a PPIE booster card.



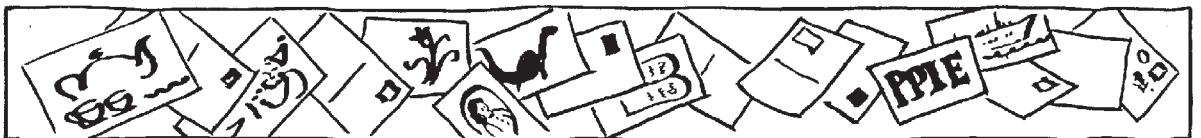
Ritz French Restaurant, 65 Post Street, "The (*sic*) America's greatest family restaurant."



The back of the 1910 anniversary multiview.



Published for a Victoria, B.C. imitator.



serie, 419 Pine, owned by Louis Coutard and later Camille Mailhebauu.

With the earthquake and fire The Poodle Dog, Bergez's and Frank's Rotisserie were reduced to rubble, ashes and memories.

Almost immediately The Poodle Dog reopened in a Second Empire style home, beyond the fire line, at 824 Eddy Street; it was run by Pon and LaLanne, "formerly of Bush Street corner of Grant Avenue." Carrere was gone, reportedly to open another restaurant and to be found dead, "out on the Colma Road," two years later.

A business card from shortly before or after April 1906 lists Jean Bergez, Louis Coutard and Camille Mailhebauu operating Bergez-Frank's Restaurant at 411-415 Bush Street. An unquestionably post-fire business card reveals further complexities of ownership. It names the business at 824 Eddy as Old Poodle Dog Co., Hotel and Restaurant owned by Pon, Bergez, Coutard, LaLanne and Mailhebauu. This new combination of owners then consolidates operations at Bergez-Frank's, and about 1910 adds Old Poodle Dog to the restaurant's name. As if there were no other names available a New Poodle Dog opens in 1906 at 18-20 Marshall Square. The 1913 City Directory shows it at 1115 Polk Street. Nothing further is known about it.

The 1910 60th anniversary multiview postcard

adds another complication by listing the 1910 locale of The Original Poodle Dog Hotel as Mason between Eddy and Ellis and run by A. B. Blanco who also had Blanco's on O'Farrell, later site of the Music Box and later the Great American Music Hall.

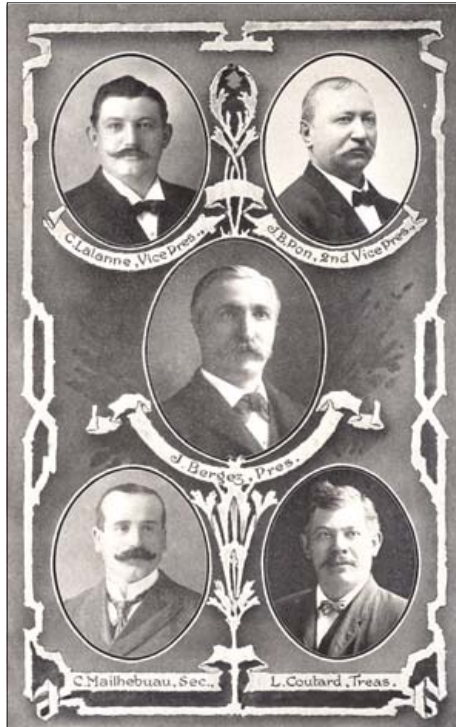
A postcard of "New Year's Eve at the Poodle Dog"

circa 1912 gives the address of Bergez-Frank's Old Poodle Dog as 421 Bush Street, and a business card shows LaLanne, Pon and Mailhebauu as owners. It was apparently they who ran the restaurant until it closed in 1922, bankrupted by the prohibitions against wine for cooking and dining.

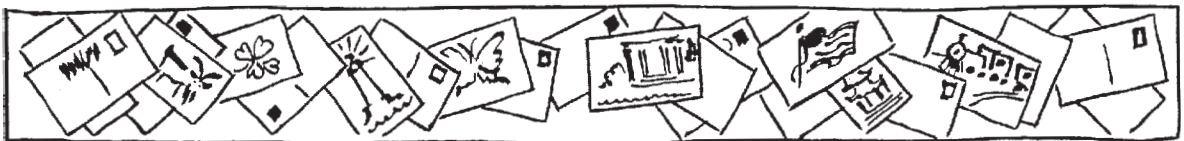
A six card set of postcards was published – possibly during the pre-PPIE era, perhaps as early as 1908 – showing the 824 Eddy Street location "Two Months After the Fire" and views of the Bush Street location at the southeast corner of Claude Lane, its dining room, bar and kitchen with staff. The printer's logo for Bardell, San Francisco is in moderne lettering atop an artist's palette and brushes.

By this time the familiar Poodle Dog logo had appeared

— an erect dog with napkin over its foreleg and carrying a salver laden with champagne bottle and glasses. It was used as a die cut trade card by the San Francisco restaurant and is shown marked "copyright" on a postcard issued by a copycat Dog in Victoria, B.C. The Poodle Dog name graced the postcards and menus of several other restaurants across the continent.



Bergez-Frank's Old Poodle Dog operators circa 1908, from top left: C. LaLanne, J. B. Pon, J. Bergez, C. Mailhebauu, L. Coutard



## THE ROYAL HOUSE OF WINDSOR

**ELIZABETH II**'s four score birthday came during her 53rd year on the throne of 16 equal Commonwealth Realms including that of Great Britain.

Understanding the succession of British royals is a task. Fortunately postcards can help. In this 1911 card celebrating the coronation of King George V and Queen Mary, several generations are shown. At lower left are Mary's parents, the Duke and Duchess of Teck, and at the right are George's folks, King Edward VII (son of Victoria and Albert) and Queen Alexandra. At center are the newly crowned couple, and above them are their six children, Princess



Princess Mary and her brothers, Princes Henry, Albert, Edward, George and John. Edward, called Bertie, was the Prince of Wales, and, when named King Edward VIII, rejected the throne for an American wife. Albert succeeded him as King George VI and was father to Elizabeth II. In 1917 George V changed the name of the royal house from Saxe-Coburg and Gotha to Windsor.

—ED.

The Ritz French Restaurant was opened by Calixte LaLanne at 65 Post Street shortly before the repeal of the Volstead Act in 1933, and in the '40s LaLanne's son Louis changed its name to The Ritz Old Poodle Dog. This is the Poodle Dog that many San Franciscans still remember and mourn. It closed in the late 1970s. Only one postcard is known of this incarnation, a Mike Roberts chrome with zip code, dating it to 1963 or later. It shows a revamped dog logo: side view, fully erect, and carrying a tray with covered dish at eye level.

"Sumptuous Dining in Gaslight San Francisco" by Berger and Custis refers to a later Poodle Dog opening in 1984.

Whenever historical references mention The Poodle Dog under any of its pre-Prohibition names, they invariably cite the sumptuous meals, the reasonable prices, the wives being welcome at the ground floor restaurant, and the varied manly pleasures enjoyed in the elegant private suites on the upper floors. Whatever took place above the lower level was never revealed by the owners or staff of the restaurant. French restaurateurs took pride in guarding the privacy of their clientele. It is told that the elevator operator at one Poodle Dog was so respectful of his passengers' peccadilloes that his diamond cufflinks and otherwise comfortable lifestyle attested to his discretion.

Back before the Fire, according to [www.sfgenealogy.com](http://www.sfgenealogy.com), the "gay old restaurants" inspired a parody of the "Marseillaise" that was sung with all the fervor of the original blood-stirring French anthem: "Marchand's! Marchand's! The Mason Riche, The Poodle Dog... The Pup!" Would that we had reason to intone that chorus today!

Cards shown here are from the collections of Lewis Baer, Bruce Diggelman, Suzanne Dumont and Glenn Koch.

—LEWIS BAER



*P.S.* THE CLUB BOX is being refilled slowly. Lorelei Rockwell sent in a bulging envelope stuffed with cards – mostly US and Canada views and several Mexican RPs and some from SF. Another packet came from Lorraine Wittkorn in Cheyenne, Wyoming. She discovered [www.postcard.org](http://www.postcard.org) and knew what to do with her bundle of moderns of Thailand. They'll all be at the May meeting for our delectation. We've received letters from nonpostcarders inquiring about cards. One gave a phone number, and I called to ask where she had found out about the club. Mrs. Pelichowski said she read of us in a senior magazine and was hoping for help in learning about her cards and their Polish messages.

STAMP SHOW-POSTCARD SHOW? Member Richard Canupp pulls no punches. The shows he hosts back in the Carolinas are all stamp AND postcard events. NPCW! That hobby holiday always catches me unawares. It's the first full week of every May, but the deadlines are loose. Make cards and mail 'em whenever the urge strikes. Hal Ottaway in Wichita is always on the ball. His card for 2006, designed by Rick Geary, is also a birthday card for HRH QEII. We see her majesty with Prince Philip and Hal crouched behind. Want one? Send your address and a stamp to Hal, PO Box 780282, Wichita KS 67278.



THE SCENE ABOVE is the new parking kiosk at Fort Mason Center as snapped and emailed by Jack Daley. Parking over three hours will cost \$8, a lot more than the nothing we've been paying, but less than even the cheapest of the city garages. There is talk that the historic F Line trolleys will be running again from the foot of Van Ness through the tunnel into Fort Mason. That could make a ride on the Muni both fun and money saving.

—LEW

CALENDAR, *Continued from page 5*

Dec. 9-10, Saturday-Sunday, **San Rafael**, Collectors' Fair, Civic Center. 10am-6 and 5pm\*

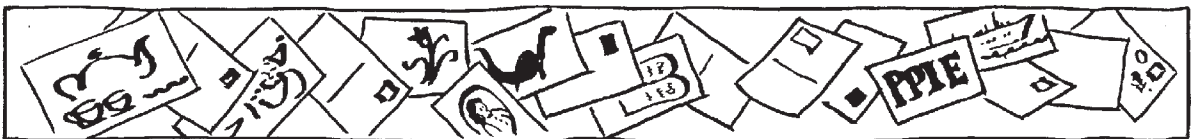
Bolded entries are events by SFBAPCC members.

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](mailto: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.



*Interview:* Dan Cudworth

## ROAR OF A GENTLE LION

BY DARLENE THORNE

“**MY FAVORITE CARD** is always the next one,” smiles Daniel Boyden Cudworth III. That next card could just as well be a lion or San Francisco’s “Hippieland,” as Dan’s collection detours towards the road less traveled.

In collecting stamps as a child, Dan admits that he removed them from postcards, regardless of the damage done to the cards. Dan then graduated to beer cans as a young man, advancing to comic books, then rare books. “But I could never have been a player in rare books; they’re too expensive.” Dan discovered postcards after moving to Sacramento from Washington State where he was born the eldest son of seven children whose father was a minister for 50 years.

Dan’s first postcards were of lions. “I was looking for something that symbolized what I wanted to be and what I was: the strength of the lion and the fact that I was great with animals,” said the gentle lion shyly. He started by buying every lion card he could find, then with the help of some long time dealers, found that there were better lion cards than others and he started buying those.

By the time he had amassed a large number of lion cards, he realized that all postcards fascinated him because they were not meant to last, and yet they had, many for over 100 years. “A collection rather defines who you are, as it reflects your interests and how open or closed you are. I want to be as open as possible with postcards, and yet remain focused.” In his openness, Dan finds that collecting is rather like a game of dominos; one card leads to something else, which leads to something else, and on and on.

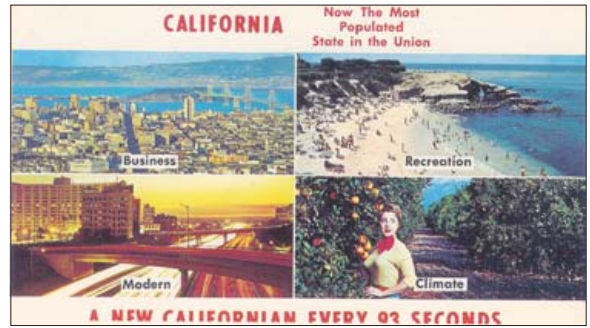
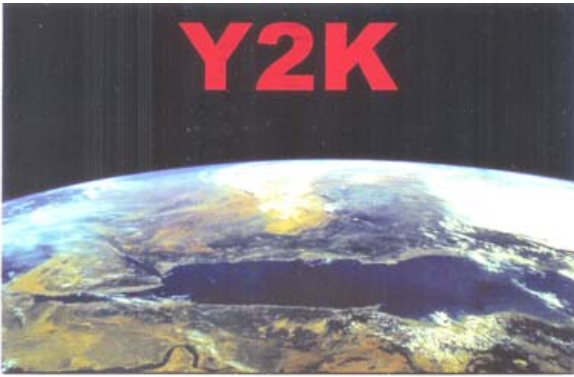
While the Club roster lists Dan’s interests as “social, political and popular culture and histori-

cal topics and events from pioneer to modern,” Dan concentrates within those categories on civil rights, recent presidential campaigns, computer and identified Silicon Valley images, Vietnam War and cards depicting the culture of the late 60s-early 70s era, “all pertaining to my childhood,” said the man with the youthful countenance.

The most important aspect of Dan’s collection is that the cards be representative “of that time.” They must capture a time and place to later reveal how situations have changed with the passage of years. And these unique cards must be off the beaten path, be undervalued, unappreciated with few others collecting them. The cards that Dan selected from his collection are indicative of that: A campaign card from Citizens for Eisenhower-



Nixon 1958 Committee calling for “Civil Rights For All Americans.” The reverse side reads: “Civil Rights Paramount at White House. President Eisenhower confers with leading Americans on important Civil rights.” The message reads: “Dear Friend: the President showed his concern for Civil Rights by conferring on the issue at the White House. But he needs help. In November elect a Congress of his party to break the Civil Rights deadlock.” The second card depicts the world-wide



Y2K concern that never turned into the chaos predicted, and the third is of California's pride in December of 1962 by becoming the most populated state in the Union.

Another category is Contemporary Conflicts. While describing this section of his collection, Dan reflected on a great-grandfather and his brother, one from the North and one from the South, who fought on opposite sides in the Civil War. That conflict would be in his collection, as it was a glimpse of the times. While Dan includes Klu Klux Klan cards among his topics, he is very particular about how he groups cards and prefers to remain politically obscure. That's why he has a postcard of the cows on LBJ's ranch.

"I feel as though I'm a serious collector because I'm passionate about it and I get excited. When I get to a postcard show, I just start running. I feel the same way when I'm expecting a card I bought on eBay. Sometimes when I get a great card, I can't wait to share it with the club, because I know that other people will appreciate it, even if I don't always get the reaction that I expect. But that really doesn't matter because I think that it's special," confesses the seemingly reticent man. "You can tell that I'm not really quiet; I've talked your head off today."

Dan has been a part of the club for over 15 years. He was President for two years in the early 90s. His collection contains Golden Age Postcards

and moderns as well as linens and chromes, and he is "very, very fussy." While passionate about collecting, he is also a perfectionist and is disappointed with himself when he makes a mistake. "I wonder if I should have bought that card, or maybe I paid too much for another. Or maybe I didn't buy something I should have," he continues, lamenting on the signed Jules Verne card he let slip by on eBay. He is presently focusing on Mike Roberts cards and is considering writing a book on chromes. "I really respect people like Dan Saks who travel the country looking for perfect cards for their collections."

Whatever Dan does, he does with great passion that often leads to a new category. He sings with "The Chorale Project" based in San Jose. The award-winning group traveled to Poland and the Czech Republic five years ago and has just recorded their sixth CD of classically-based contemporary music. This led to a new postcard category of vocal and Big Band groups. While he regrets that none of his three children are interested in collecting, especially his eldest, a junior at San Jose State University, Dan is slightly relieved that his wife does not share his passion for postcards, as it might make it even harder to curb the challenge of finding that "next perfect card."

When pondering where he might see himself in 10 years, Dan answers with a grin and a twinkle in his eyes: "Maybe in an asylum. Yes, but is there a postcard meeting at this place?"

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