

San Francisco Bay Area Post Card Club

July-August 2006

Next Meeting: Saturday, July 22, 12 to 3 PM
Fort Mason Center, Room C-260
Laguna Street at Marina Boulevard, San Francisco

Volume XXI, No. 6

Meetings are usually held the fourth Saturday of every month except December. Visitors and dealers are always welcome. Please disarm cell phones and alarms.

IN THIS ISSUE

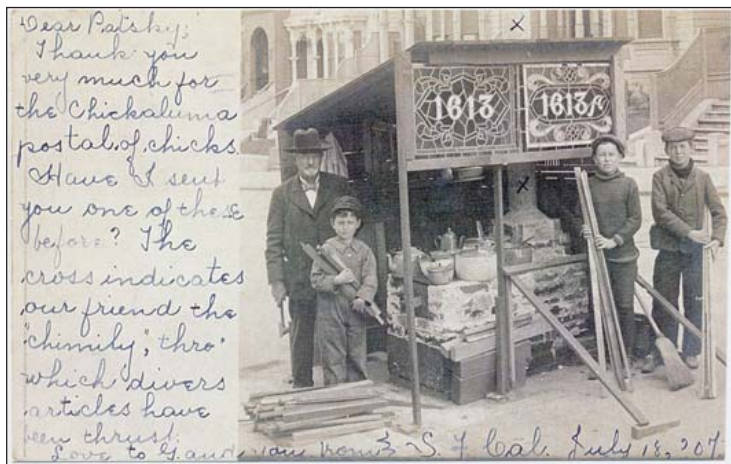
Wedding Postcards
Native Daughters of the Golden West
San Francisco Rack Cards
Interview: Bruce Diggelman

Program Notes: Amid the summer doldrums comes the Fourth of July, the anniversary of our day of independence from Georgivs III Dei Gratia Rex, the quintessential American holiday. Postcardwise here in the excolonies the Fourth is surpassed in number by Christmas, and it vies with Halloween for most collectible and most dramatic holiday designs. Kathryn Ayres' program will focus on the origins of Uncle Sam. Who is he? Where did he come from? Was he ever young? What's his favorite cocktail? Is he a benevolent authority, or a formidable foe? Join us for some old-time patriotism as we explore the origins of our country's national icon.

Show & Tell: Flag waving and, as always, collector's choice.

COVER CARD

Interest in the April 1906 earthquake and fire continues, and exceptional cards continue to be found. This one, Jack Hudson's discovery during an early morning antique show foray, is an



outstanding view of a street kitchen in the process of embellishment. An older fellow with grizzled beard and hatchet is shown with three young helpers apparently ready to convert the boards they have salvaged into expanded cooking and serving facilities. The shed already built around what seems to be a brick firebox cleared from the rubble is adorned with leaded glass transom panes from a building no longer habitable at 1613 and

1613a on an unidentified street. The terra cotta flue from the brickwork extends through the shed roof. The message to Patsky in "Chickaluma" is dated July 18, '07.

—Ed.

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, June 24, 2006

The parking lot remained near empty through our meeting hours. Although fees were being collected, most clubsters found parking along the Marina Green. Only 23 members signed the attendance sheet. Cards were brought for sale or trade by Roman Manevich, Ed Herny, Ted and Arlene Miles, and an unnamed old-time member. The World Cup occupied much of the premeeting conversation. Rich Roberts' most oft heard comment was, "UK!" Karen Andersen sported a yellow and gray bead necklace in honor of her second country, Ghana, where she lived for some years.

We were called to order by President Ed Herny.

Announcements: Lew Baer told of the New Mexico mods sent in by a woman in Wyoming. He also told of the stack of original club cards from 1985 discovered in the Archives of the Gotham Book Mart – please take one. Lew then showed the goat marionette that he was awarded by newsletter columnist Darlene Thorne.

Rich Roberts told of the big shipping auction at Butterfield's; it's on-line, too.

Old Business: Janet Baer told that the San Jose show last week – in a bright and cheerful church hall – was wonderful.

Ed Herny spoke about our possibly moving from

Fort Mason Center. The CHS has offered us a meeting room; we might approach FMC again to inquire about a group parking discount. Ed thanked all who took part in WESTPEX exhibits. The show organizers appreciated our participation and have asked us to continue.

Show & Tell: Jim Caddick showed stereoviews from 1901 of courtship and marriage by Underwood and Keystone. ... Dan Saks showed an autographed four card set of sideshow performers he bought on eBay – Frieda Pushnik, Rubberman and others. Dan learned that the cards were signed before performances and that Frieda had taken a Palmer Penmanship course to write with her teeth. Hannah Kelter with very long hair signed her image "Yours for Victory"; all were from Ringling Bros, 1943.

—BRUCE DIGGELMAN, RECORDING SECRETARY

Program:

Darlene Thorne on Wedding Postcards

As she set up an exhibit of Teddy bears in wedding dress Darlene told that she had designed and made bridal gowns to put herself through college. Later on she published "The Wedding Guide" and distributed more than 500,000 copies in the Bay Area. Purchases of marriage licenses have declined about 50% she revealed, and weddings typically



cost more than \$50,000 today. The divorce rate here runs about 50%.

She then showed album pages of cards from her collection that we could look at more closely after her talk. Some of the cards had been used to illustrate her guide. There were bridal bears, a three-tiered cheesecake (of which a single



tier costs \$1000 at Neiman-Marcus), doves to be released at weddings, U Needn't Wait vintage comic wedding cards. June is not a favorite month in the Bay Area; elsewhere it is because it's the best weather month. In California August and September are the big wedding months.



We saw leap year comic wedding cards, deep toned courtship and engagement cards, silhouettes, spooning. An add-on Love's Thermometer, comics with plays on words from bridge, add-on ribbons and bows of many colors, more serious groom cards including a Harrison Fisher set. Darlene's real photos showed that gowns weren't always white (and a bride can wear white only once!), some ranged from brown to black. Famous people's weddings followed: Elizabeth II and Philip, Charles and Di, the wedding scene from Westside Story, Barbie and Ken! More comics: "Being married is like a bath. Once you're in it it's not so hot"; Before & After, opera and 5¢ movie; Don'ts for Wives.

Then came serious and beautiful cards of marriage with real photos by San Francisco studio photographers and a large photo of her parents' wedding in 1935. One card pictured TR's toast to having many babies, evidence of his favor for eugenics; other cards showed woman's role as having children with Hold-to-Light, squeaker and Gold Dust Twins advertising. Merry Widow hats are part of the category and the cards remind Darlene of the Red Hat Society of today for feisty women over 50. Darlene ended her presentation with mods of today urging equal rights for all marriages. Her last item was a marriage license from San Francisco, 1890.

—NOTES TAKEN BY LEW BAER

TREASURER/HALL MANAGER REPORT

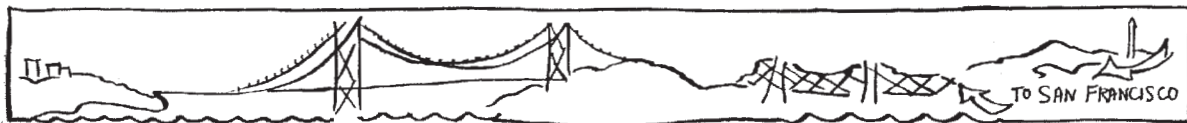
As of July 8, 2006\$5400.70

—DANIEL SAKS

WELCOME TO OUR NEW MEMBERS

Wm. P. Barlow, Jr., a collector of restaurants recommended by Duncan Hines, 1936-1962.

PHOTO: JOHN FREEMAN



Gerald Wright, a new dealer on eBay—gdwright—who learned of the club from a buyer.

PARKING

Parking charges are being collected at Fort Mason Center. The first hour is free which means you can drive in to unload or even move your car in and out every hour. If you park for the full meeting time the tab will be \$8. There was ample parking along Marina Green last month. The Center parking lot on the bluff above the old parking area is open and free. Enter from Bay Street and walk down the lonng stairway. Go aerobic on the way back up. Carpooling and public transportation are obvious choices.

From the Editor

Last month's pleas for contributions brought forth a number of offers and articles. Thank you, but don't stop now! The one-page offering by Janice Viscaino is ideal—four to six cards with a few words of commentary. Include high quality color copies or inquire for scanning specs.

As you have noticed there have been minor changes made to the newsletter format. More are under consideration. However before doing anything too drastic I'm requesting your comments and suggestions. What would YOU like to see (or not like to see) in these pages (or at our meetings)? Who would like to share in some of the editorial chores and pride? Please let me know.

—LEW BAER, EDITOR(at)POSTCARD.ORG

AUGUST NOTES

There will not be an August newsletter. Our program will be Lewis Baer showing and telling about the magic and mystery of French postcards.

POSTCARD CALENDAR

Aug. 12-13, Saturday-Sunday, San Francisco, Vintage 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*+

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 to let him know what he can bring for you.

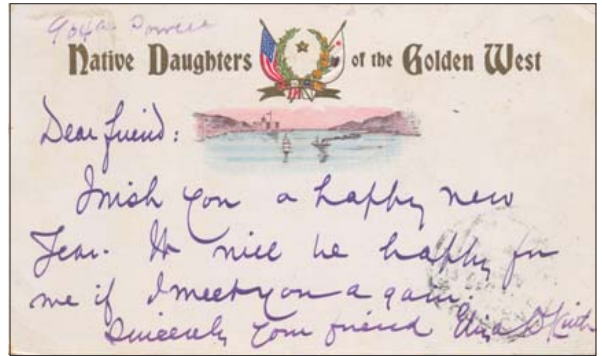
+R&N Postcards will set up with cards and postcard supplies.

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.



SMALL COLLECTIONS – Native Daughters of the Golden West

Bereft of articles to fill the newsletter, I emailed two members, both of whom responded immediately and positively. One contribution will appear in the Fall; the other is presented here. I noticed Janice Viscaino's collecting interest and asked her to send scans. She sent four along with her brief comments. That's all it takes to fill a page and show folks cards they have probably never seen before. –Ed.



Private Mailing Card, postmarked 1904, San Francisco



What California collector wouldn't want this Native Sons of the Golden West card?



A poppy card that mentions the Golden West

If only I had eight Native Daughters of the Golden West cards as you requested! I do have two purchased at the San Mateo Antique Show in October 1996, and I've been looking for more ever since. Either I haven't been looking hard enough or there just weren't many made. A duplicate turned up once that I didn't buy because it hadn't been mailed and therefore wasn't dated. I am a member of Native Daughters and hadn't known any cards existed until 1996 when I found those two. I also collect California cards with poppies and file them with my two NDGW cards. I'm thinking about putting an ad in our lodge paper to ask if other members have any postcards.

—JANICE VISCAINO



Mom Was Right!

by **GLENN KOCH**

OK, I'll admit it... I've always been a bit of a snob when it comes to my postcards. For years I could barely stomach buying a linen card. And chromes, we won't even go there. Then one day my mom taught me a valuable lesson.

We were at a popular antique market and we came across a cache of chrome cards from a flower show that was held annually at our local department store. They were a quarter a piece. As I turned my nose up at them and was about to walk away, my mom said, "Don't you think you should buy these.... They are only a quarter a piece!"

She proceeded to state that they no longer held this flower show and that they might some day be worth something. I stopped, turned around, and just to appease her, hauled the cash out of my pockets and bought the lot of them. And then I threw them in a box somewhere.

Within a scant ten years, on the eve of its 100th anniversary, some out of town scoundrels who had bought the store, closed and shuttered this local institution. There wasn't a dry eye in town. And then, like magic, the prices started to rise on every bit of memorabilia, postcards included, related to this fabulous old store. I made a tidy profit on my quarter purchases. Mom was right.

This story just goes to prove: 1) that kids don't know everything and 2) just how ephemeral ephemera is. I'm sure many of these cards had been thrown away over the years, especially shortly after they were produced and given out. If a piece of ephemera makes it through the first year, chances are pretty good it will make it a lot longer. But imagine just how much of this stuff actually doesn't make it. It was then that I brought my nose down out of the air and realized just what these cards represented.

While not old, they were snapshots from the past. They documented a time and a place and a business just as all those 100 year old cards did. As a history lover, how could I argue with this lesson that I had learned?

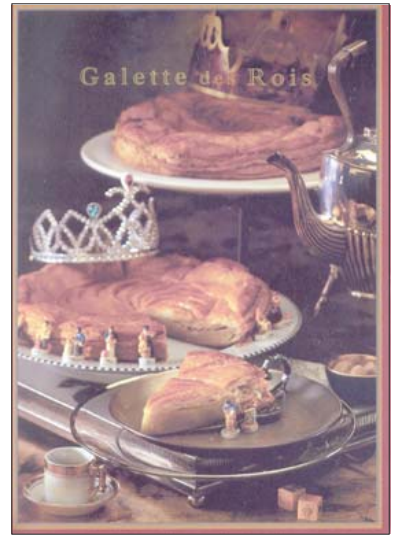
Which brings me to the point of this story. Flash forward many years to another collection, in another town, and to my mother's valuable lesson. What we take for granted today, and chuck in the garbage willy-nilly, people will actively be collecting oftentimes within a very short period of time. Today's advertisement, tomorrows treasure.

Having learned my lesson, I now keep my eyes open everywhere I go for the postcards that will appeal to collectors of tomorrow (and appeal to me today). Prowling the shops and streets of San Francisco I have become quite surprised by the number of local businesses that still use the postcard as an advertisement giveaway. I am amazed at the quality of the cards produced, and I recognize that they are worth picking up and keeping for the future.

I've decided to write about a few of them to alert fellow collectors to what is out there. And the best part is, it's all free! Some of the cards are rack cards, which I am very impressed with. Most places that have a Go Cards or M@xRacks supply will have a card that advertises their business. I generally pluck one or two of these cards to add to this burgeoning collection. In addition, keep your eyes open on these racks for cards that advertise events specific to San Francisco, or for San Francisco organizations

It was on one of these racks that I discovered the fabulous Phoenix Rising rackcard that cel-



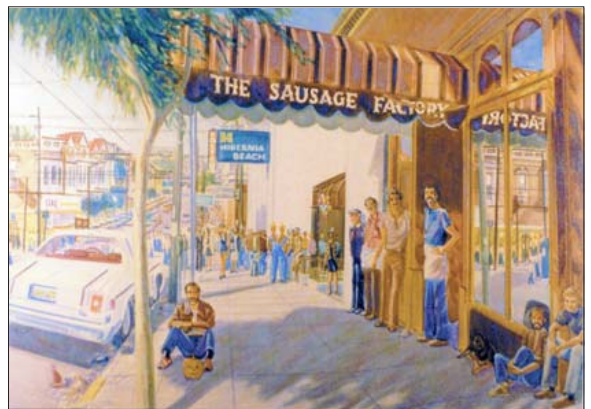


celebrated the 100th anniversary of the Great Quake and Fire that was showcased recently in our newsletter. This was the only card that I saw that was produced specifically for the city-wide event. I found it at an excellent little Italian restaurant named Café Rocco at 1131 Folsom Street. Rocco's had two different cards included in the rack for its own establishment. Pictured here is a great shot of the sign outside the restaurant on a M@xRacks

card. Go for the cards, but stay for the food. It is great, too, and a great deal!

Another fabulous M@xRacks card that I picked up about a year ago is for the restaurant Rubicon at 558 Sacramento Street. It is a very pretty shot of the dining room and bar. Again the card was great and the food even better!

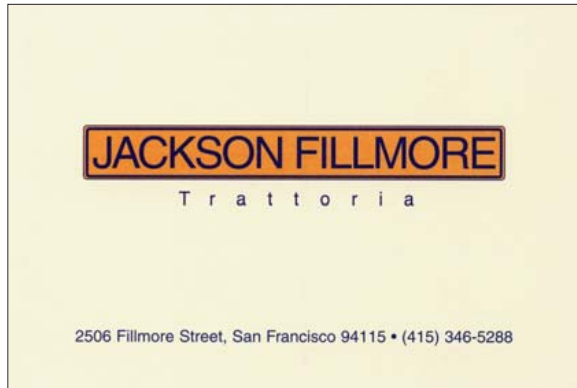
I recently picked up a Go Card of the Sausage Factory at 517 Castro Street. It is an interesting





artist's rendering of the sidewalk, complete with denizens of the Castro, in front of the restaurant, circa 1976. From a collecting standpoint it has a lot of crossover appeal. I've seen this artwork on an earlier card, and it is interesting that this is still being used today and available in the restaurant.

The SFSOS.ORG, "a nonpartisan grass-roots organization" of citizens "who want to clean up our city and improve everyone's quality of life" has produced an interesting M@xRacks card that is a play on the traditional "Wish You Were Here" style of tourist postcard. It shows the front entrance of "an historic apartment building" in the city with



a shoeless homeless man sleeping in the entryway. The front of the card says "Visit Beautiful San Francisco." It is at turns a disturbing, yet effective image.

The absolute winner, though, when it comes to the modern San Francisco advertising postcard has got to be Pascal Rigo and his Boulangerie group of bakeries and restaurants. Over the years I have visited almost every one of his establishments, each one with its very own postcard. The Tarte au Citron at Boulangerie on Pine Street is to die for, but the postcards are a close second.

On a recent visit to Rigolo at Laurel Village, I picked up 7 different views of the restaurants and bakeries that



he owns, which include Chez Nous, Le Petit Robert, Boulange de Cole, Boulange de Polk, Cortez on Geary Street, and of course Boulangerie on Pine. In addition, I have picked up a number of other cards at Boulangerie including one with a white delivery truck in front and a card advertising the Galette Des Rois with the French surprise baked into it.



Two additional eateries that I much admire have great postcards. Jackson Fillmore Trattoria at 2506 Fillmore Street has a very simple, very plain card with their logo on it. Much like the restaurant, it is a simple, plain place, but with the most outstanding food. Also Tartine Bakery & Café at 561 Valencia has a great art style card of a cup of cappuccino and a buttery crois-

sant. This is a nice little place with fabulous pastries and sandwiches.

I have however saved my favorite card for last and that is the card from Noe Valley Pet Company at 1451 Church Street. In addition to a fabulous pet store the owners also offer dog walking service. Pictured on the card is the “Pack” hanging out the back of a truck at Fort Funston before a romp in the surf. This image and this card are so great that I keep it hanging on my refrigerator.

I hope that these “discoveries” will open your eyes to the great free ephemera that is out there just waiting to be collected. Let’s patronize these places if for no other reason than that they love postcards too!

P.S. A POSTCARD OUTREACH AWARD goes to Glenn Koch for his five quake cards on the cover of the SF Museum & HS journal, *Panorama*.

CORRECTIONS FOR JUNE TO the Sue Scott interview: In spite of being listed as British in a noted postcard catalog, Ida Outhwaite is indeed from Australia, and Hans Starke was misspelled as Jan Styka. **MITCHELL MAVENS:** Get ready for an updated checklist. Details in September.

I LOVE A MYSTERY... Jack... Doc... Reggie! Where are you? Will someone tell me what this pre-1907 card is about before I’m forced to relinquish it to Janet’s cat category? The sheet music reads “Bur-



net Music”; the publisher is “Burnet Post Card Co. San Francisco.” A brief search in city directories showed no Burnet entries.

—LEW BAER



Greetings from..... - 10 -

Bruce Diggelman

by DARLENE THORNE

Bruce Diggelman's extensive collection of Swiss Gruss aus cards reflects his own Swiss heritage, both maternal and paternal, that he can trace back to the 15th Century. However, his oldest Swiss Gruss aus card, which translates to "Greetings From", dates from "only" August 28, 1892 and was sent from Interlaken to Lucerne. But, these exquisite, mostly pre-1900, chromo lithographs, are only a portion of Bruce's collection, which also highlights his home town of Oakland and San Francisco. He lists his collection as "everything Oakland, hotels and restaurants or anything unusual in San Francisco and Swiss Gruss aus. It's not easy to come up with a sequence of popularity like this, but ask me tomorrow and my priorities just might change," he expounded with a jovial grin. He strays from these categories rarely, but he does have a Favorites category that can contain his best cards of Oakland and San Francisco, plus cards from Northern California—Virginia City (because San Francisco in 1860 was built on the silver from that area); Santa Cruz, where he vacationed as a child; Mt. Tamalpais and Berkeley. "I submitted a wonderful card of the Berkeley Sanitarium for the Berkeley book, but it was rejected. Both the sanitarium and the entire street are gone," laments Bruce who utilizes his college history degree in numerous historical societies. An unusual set of eight printed cards of stops along the London Underground might

also be among his favorites. He will even keep a card or two he hopes no one will find offensive, such as the woman who comments to a saleslady, "My husband likes the big, floppy ones," referring, of course, to the large hat that she is trying on.

His favorites category could even include a postcard on postcards. Bruce's patience was practiced when he saw a card displaying that theme as it was being purchased by a dealer for her own collection. A year later he approached her and asked about the card, and she sold it to him then.

Two of his best and favorite Oakland cards are the barber shop in the Hotel Oakland, which was situated between downtown and Lake Merritt and was the best hotel between Chicago and San Francisco. The other favorite, from the same hotel, shows the dozens of cooks assembled in the kitchen in 1913.

Gruss aus cards, which were mostly undivided backs, were published not only in Switzerland, but also in Germany, England and America, and although Bruce has a rare New York City example, he specializes in those from Switzerland, where he visited fre-



quently and would seek postcards with his cousin.

If you ask him to pick a favorite card, Bruce's face lights up and he tells an incredible story that would thrill any deltiologist: In 1984, 10 years after



he started collecting, Bruce stopped briefly at a post-card show at the Burlingame Sheraton. He even had his parents with him to witness the “find of a lifetime,” since they were all on an outing to the coast for dinner, with only a brief stopover scheduled for postcards. From the first dealer he visited, Bruce found a card of a train station in Zurich, Switzerland that his paternal grandfather had sent to a Mr. Holz



in Pennsylvania 80 years before. Like a California 49er discovering gold and crying “Eureka,” Bruce

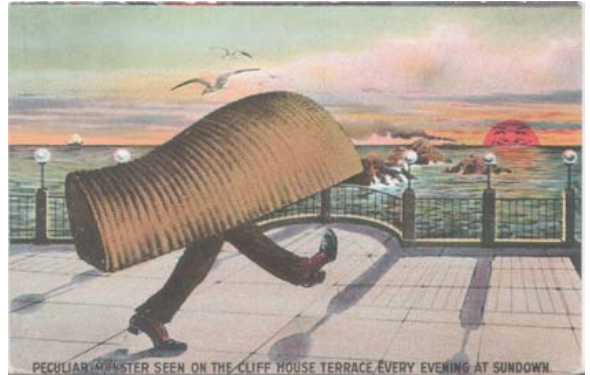
exclaimed “Enough!” and excitedly showed his parents his great find. He realized that “my father was speechless for five minutes.” His father had quickly recognized his own father’s handwriting on the address side of the card. If that weren’t identification enough, the grandfather’s name, “Henri Diggelmann”, was imprinted on the face of the postcard. “Mother had the second “n” dropped after she married my father and my father allowed it.” Bruce still wonders how that particular card got from Pennsylvania 80 years later and what fate allowed it to be in the hands of that particular dealer at that moment.

Bruce files his cards in shoeboxes, so that he can rearrange them at will, and the congenial man can weave a complete story from each card as he displays it. He catalogs his cards with numbers as he acquires them, so that he knows that #829 is an earlier find than #2357. He admits that each number could pertain to more than one card if they’re related and purchased at the same time.

Also amongst his favorites are a 1913 Oakland barber shop advertising “Haircuts-35 cents, Shave-15 cents” and the makeshift San Francisco barber

shop mailed April 20, 1906. [Our June cover card.]

Bruce is intrigued with a very unusual card from 1908-1910 entitled “Peculiar Monster seen on the Cliff House Terrace Every Evening at Sundown”. The scene illustrates a “guest” with a wicker beach



chair over his head, out on the terrace facing the sunset. He loves the card because it doesn’t make sense. Bruce has yet to hear the explanation for this strange card and would welcome an educated guess.

When Bruce isn’t seeking new cards for his collection at the monthly Alameda Collector’s Show, he is active on the Board of Directors of the Alameda Historical Society, is on the committee planning the California Conference of Historical Societies Fall Symposium, is a member of two San Francisco Historical Societies, two bell collectors clubs, and, of course, the San Francisco Bay Area Post Card Club where he enjoys the camaraderie and especially reveres the club programs. Bruce’s accurate and detailed minutes of the meetings are a prominent feature of the club newsletter each month and have been for over 10 years.

He also is an avid reader and movie aficionado and as such collects books and theatre programs. Perhaps Bruce’s diligent eye as a U.S. Customs Inspector for over 30 years trained him to see the nuances that can turn an average postcard into a treasure for his collection.



SAN FRANCISCO BAY AREA POST CARD CLUB
APPLICATION FOR MEMBERSHIP

New Renewal Individual/Family \$15 Supporting \$25 or more Out of USA \$25/35

Name: _____

Family members: _____

Address: _____

e-mail: _____ Phone: _____

Collector Dealer Approvals welcome: Yes No

Collecting interests: _____

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August 12-13, Sat-Sun
Hall of Flowers
Golden Gate Park
Free Entry

CLUB MEETINGS
for 2006

July 22

August 19

September 30

October 28

November 25

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