

San Francisco Bay Area Post Card Club

September 2006

Next Meeting: Saturday, September 30, 12 to 3 PM

Volume XXI, No. 7

Fort Mason Center, Room C-260

Laguna Street at Marina Boulevard, San Francisco

IN THIS ISSUE

Meetings are usually held the fourth Saturday of every month except December.

Visitors and dealers are always welcome.

Please disarm cell phones and alarms.

Uncle Sam

French Postcards

Kings County Postcards

1915 Hotel Checklist

Program Notes: Ted Miles will tell us about the two large square rigger ships preserved in California, Star of India in San Diego and the Balclutha, AKA Star of Alaska, in San Francisco. He will show new and old cards of both vessels, even some with a sense of humor. For us landlubbers, Ted points out that square riggers are large ocean going vessels that carried passengers and cargo in the era before steam. They were first built, about 1860, out of iron, and the Star of India is a very early example of those iron ships. See you there, matey!

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

Special attraction: A large box of 10¢ club cards.

COVER CARD



It was a tough search and a bit of a wait, but through perseverance, ingenuity and the wonders of online auctions I was successful. Last year Janet and I visited Ingwiller, the town in Alsace that my grandfather had left in 1891. In a book at the tourist office showing postcards of the Hanau region, I came across a view of the main street of Ingwiller with a building at the rear, partially blocking the roadway, with my great grandfather's name on it. I had to have the card! Across the street was

a shop run by a man who was known for having old postcards, and when I inquired I learned that his grandfather had been the photographer and publisher of MY postcard. He graciously made a photocopy of his, and when we got home I went to work with on-line searches in French and German. It took over a year. I bought several other town views during that time; one evening the card turned up. Just as I was getting ready to bid the listing changed, and it became available for instant purchase (at much less than I had been prepared for). It's now in my collection and here... for all to see.

—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

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 22, 2006

Twenty-seven members and guests signed in. Cards were brought for sale or trade by Ed Herny, Susan Scott and Dave Parry.

We were called to order by President Ed Herny who commented on the parking being very easy and expensive.

New member Ed Jarvis was introduced along with his wife Judy. Ed is the chief organizer for WESTPEX and he collects Luxemburg on stamps, covers and postcards.

The drawing included packets of WESTPEX memorabilia.

Announcements: Ed Herny told that the Vintage Postcard show will be held in Golden Gate Park on August 12 and 13.

Kathryn Ayres reminded us that we will meet on the third weekend of August and the fifth weekend of September.

Lew Baer showed member Burt Cohen's NPCW card, told of the upcoming Jackson auction, and congratulated Web Master Jack Daley on the very favorable write-up on www.postcard.org in the Twin City club's newsletter.

Sue Scott told that she will be in the hole... with her archeology class at the Presidio Officers' Club.

Ed Jarvis, speaking as Chairman of the Board of WESTPEX, thanked our members for participation in the show. The postcard displays added a great deal, he said, and invited us to take part next year when Emperor Norton will be the theme.

Jack Hudson told of the photography exhibit on reconstruction workers, in the basement of SF city hall.

Old Business: the new parking charges were discussed. About half of those present had used the paid lot.

New Business: Ed Herny told that another stamp group, CoALPEX in Walnut Creek, is having an October show and would like us to exhibit boards of cards of the earthquake in the East Bay.

Show & Tell: Gail Ellerbrake enjoys crossovers between subjects. She found a book on Jim Bridger and then a modern postal card of him with his bear claw necklace. She showed a card of Red Cloud, who Bridger encountered, and then a crossover from her women in hats: a woman gunfighter, Pauline Cushman, who ended up scrubbing floors on Market Street and is buried in the Presidio. ... Darlene Thorne showed a new Arcadia book on the NSGW, an Admission Day card on the Mission Belles, the women who erected bells along El Camino Real starting in 1909. The bells are now



Program

Kathryn Ayres: Hooray for Uncle Sam!

As legend has it, one Samuel Wilson of Troy, New York was the inspector of government supplies shipped to the soldiers during the War of 1812. People began to joke that the “U.S.” stamped on the barrels of war rations were the initials of “Uncle Sam” Wilson. The story may be apocryphal, for the first known depiction of our national icon, in a newspaper cartoon, did not appear until forty years later. But Troy’s claim to being the “home” of Uncle Sam remains undisputed.

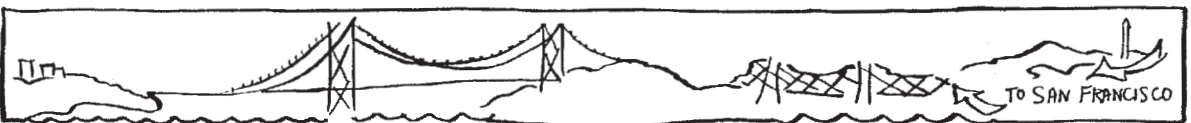
Political postcards published during the two world wars show Uncle Sam squelching the Kaiser or whipping Hitler. But at times he appears on comic cards, such as the one showing him toasting George Washington with a Manhattan cocktail, and rejoicing that our first president did not cut down all the cherry trees.

Naturally, Independence Day postcards often depict our dear uncle. Modern day collectors may be delightfully surprised to find him on a great number of Thanksgiving cards—but Thanksgiv-

under the state’s Adopt-a-Hiway program. ... Jack Hudson showed a real photo of Wm. Smith, an Uncle Sam from the Catskills.

Sue Scott met a club member while in Santa Cruz who responded to her interview in the newsletter. She showed a card of five frogs singing [A croakette, interjected our President] and cards from her new category of blind chickens. ... Ed Clausen stopped at Wall Drugs in South Dakota and got a brothel inspector pin and showed modern comic Wyoming cards and an undivided back bookmark card postmarked 1910. ... Dave Parry told of the good time he had in Europe, especially Paris, where he bought three earthquake cards mailed by the wife of an SF architect including an RP of the couple. ... Glenn Koch brought three SF cards: an RP of an architectural rendering of the Mission Turnverein [gymnastics] Hall, another RP of miniature golf on Mission Street, and a folded narrow card of Coppa’s Neptune Garden menu. ... Darlene Thorne set out an album of Uncle Sams for us to look through.

—BRUCE DIGGELMAN, RECORDING SECRETARY





ing is, of course, a patriotic American holiday.

Often times, however, he will appear on other holiday cards, smooching an Irish lassie on Saint Paddy's Day, or temporarily shifting for Santa in the delivery of Christmas presents.

In a 1930 novel, entitled *Uncle Sam in the Eyes of His Family*, author John Erskine wrote: "Perhaps because no beauty was found in his person and no poetry in his name, he took an exaggerated interest in dress. Later on, when he had learned to laugh at himself, he dressed like other folk, but his family then pointed out that from the moment he accepted convention, his garments seemed odder than ever. You only had to fit him into a mold, to see how queer he was."



Uncle Sam, as the embodiment of the American ideal, continues to be the malleable oddball, changing according to whim—by turns buoyantly

good-humored, salacious, generous or angry. Erskine "quotes" Uncle Sam as saying, "I guess I am naturally common. But so many other people are too that I can't get up the same degree of disdain for commonness. I love these common folks in this raw spot. I'd like to live five hundred years to see what the place will be like when they have perfected all their undistinguished impulses."

—KA

MINUTES, August 19, 2006

Twenty-seven members and guests signed in. Cards were brought for sale or trade by Susan Scott, Ed Hery, Joseph Jaynes and Ted and Arlene Miles for the Railroad Museum.

We were called to order by President Ed Hery. Long time member Nancy Budar, at her first meeting in several years, was introduced along with her daughter Kathleen Swart. Nancy had brought a double wide card of Teddy Roosevelt's Big Stick for appraisal; she also donated a large handful of cards to the club box.

In the drawing were two copies of the American Post Card Journal (1970s), the book *Boring Postcards* and several mixed lots of cards.

Announcements: Joseph Jaynes reminded us of the Santa Cruz show on September 16 and alerted us that the red show cards found in antique shops have the incorrect date on them; he also told that he has a variety of sleeves and pages for sale.

Ed Hery reminded us that next Saturday will be the Sacramento show and in September we meet on the 5th Saturday. He also spoke very favorably of the show in Golden Gate Park: there was no admission charge, many young people, a great venue with lots of light—congratulations and thanks are due to Hal Lutsky.



Old Business: Lew Baer told that the Great White Fleet publishing project sparked an underwhelming response. The idea has been discarded. Michael Jawitz reaffirmed his offer to help work on PowerPoint presentations. Terry Toomey also offered her participation.

Show & Tell: Ed Herny presented an oddball ship's menu to Lew Baer. ... Ted Miles showed a 1911 Mitchell view of the new, red, electric streetcars that ran from Berkeley to Alameda, 1911-1941. ... Darlene Thorne told of purchasing a card from Ed Herny at San Jose that came with very impressive research; she researched a card herself and asked club members about it online—the only clue was a sign in a window. It was quickly ID'ed to 1911. ... Lew Baer showed an oversize *Da Vinci Code* modern card issued by a Colorado church to attract parishioners. ... Jack Hudson showed three “J” cards all found with the help of David Parry: park windmill, ferry crossing and intersection of Turk and Van Ness. Next Thursday the Marsh Girvin album will return to the History Room at the SFPL, and Jack and John Freeman will be there. ... Glenn Koch brought an RP of a boy in a candy bucket from an SF candy company, a basket shop on Van Ness, two SF breweries, and an Emporium card he just bought that pairs with a card he has had nine years—sent to the same person on the same day, also two cards from a set of London Life. ... Susan Scott told that the link to her very own web site is now up on www.postcard.org. ... Ed Herny showed an RP of Martinez with the entire message written backwards in a perfect hand, an RP of Lakeside in San Diego County with Army troops in 1911 preparing for the Mexican insurrection.

—BRUCE DIGGELMAN, RECORDING SECRETARY

Program:

Lewis Baer: French Postcards in 20 Mins.

The audience chairs were arranged in a semi-circle; the speaker sat at the focal point and held up photocopy enlargements as he talked.

France is a nation of postcard collectors. They even have a name for their passion: cartomania. There are clubs and shows throughout the country, and something is happening every weekend. Almost all shows are club sponsored, and artist signed show cards are usually given at the door. Some shows also have *pirate* cards, unofficial show cards that the artists sell at the shows. Although collecting postcards has always been a popular diversion in France, the first modern day postcard show was held in 1975 in Paris at the Hotel George V.

French collectors divide their cards into three eras: CPA, cartes postales anciennes, what we call “vintage” in the small or standard size; CPSM, semimoderns, mostly early continental size cards; and CPM, mods, roughly 4 by 6 inch format using modern printing methods. Dozens of artist signed moderns are published each month and offered by the artists, some of whom have subscription lists.

Aside from fine art cards, French collectors seem to prefer postally used cards; view cards with stamp and attractive legible cancel on the face are particularly appealing. Although appreciated, real photos were never widespread in France as they had developed metal plate lithography, made from photographs, that allowed fine detail and large print runs. Postcards were common souvenirs of events from the earliest days. On the day of the Czar's visit in 1901, 200,000 postcards were sold.

In 1903, a Frenchman named Besnardeau claimed that he had published the world's first il-





GOVERNMENTAL REGULATION OF THE CLERGY



ORPHANS MILKING A GOAT AND MAKING CHEESE

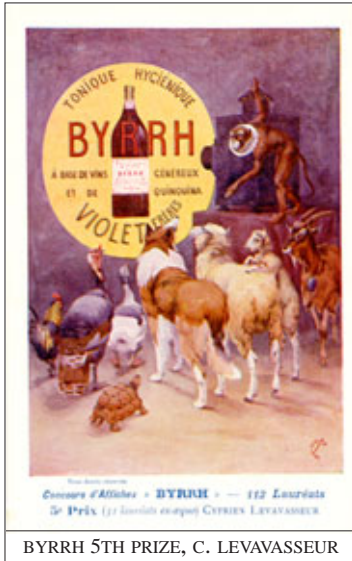
illustrated postcards in 1871 during the Franco-Prussian War. No copy of his cards used at that time has been seen. The Eiffel Tower cards of 1889 are generally accepted as the first French picture postcards. In 1898 Cinos published a series of cards reproducing cabaret and advertising posters, including a design by Toulouse-Lautrec and the exquisite Waverley Bicycle ad by Mucha. From 1901 to 1904 another major series of art cards, La Collection des Cent (Collection of 100) appeared

with ten groups totalling, it seems, 98 cards by 92 artists. Two designs, sketches really, were by Alphonse Mucha. The only other artist whose name remains familiar is Meunier. One card appeared in two versions—nude and gowned.

Nudity! That's what everyone seemed to be expecting in a program on French (!) postcards. One studio real photo was shown from Ted Aiken's stock of scantily clad. And there were highly erotic cards as evidenced by an artist signed card of a



REAL PHOTO SANTA

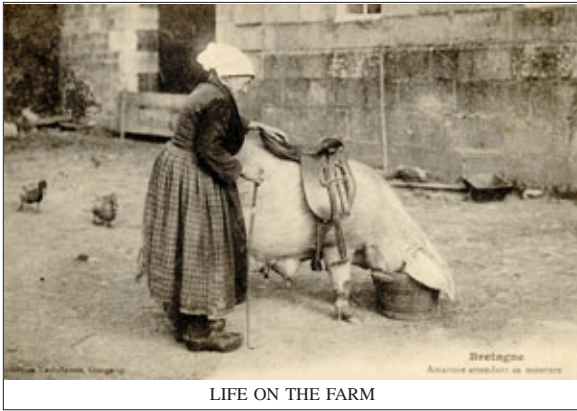


BYRRH 5TH PRIZE, C. LEVASSEUR



GERARD NEUDIN, LEFT, AND FRIEND





LIFE ON THE FARM

woman and goat. View cards, published in number and in quality ranging from near photographic to well blurred, recorded life in remote villages and large cities as well as current events and happenings. Wars, of course, were the major theme of the 1900s, but aviation, politics, satire, Buffalo Bill and the expulsion of the clergy were, with countless others, recorded in detail.

Large sets were common such as 26 card alphabets and sets of dozens of cards on current day street life. Byrrh, an alcoholic beverage, held contests that brought designs by big name artists for

its dozens of advertising cards.

Postcard magazines are generally bimonthly in France. They are also high quality full color productions with well researched articles and pages of personal postcard ads.

Modern cards are popular largely due to the catalogs and large series of cards once published by Gérard and Joëlle Neudin. Dozens of new designs are offered by artists every month.

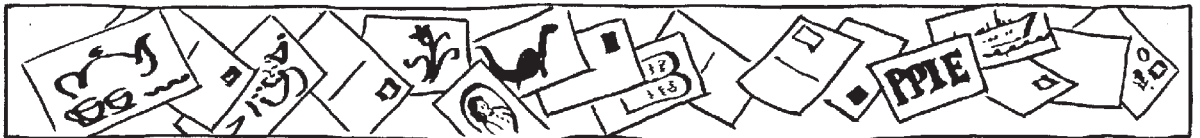
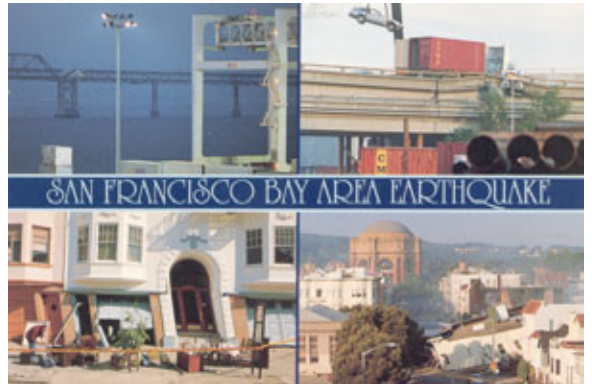
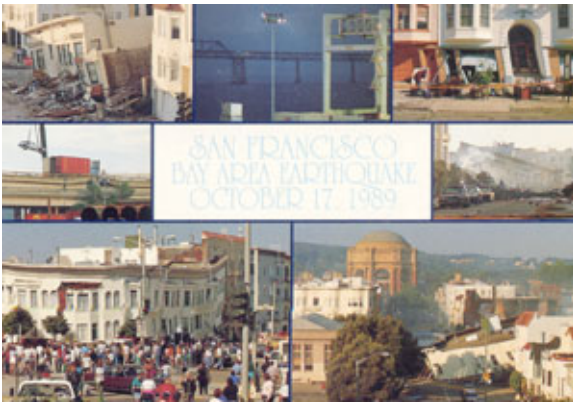
The French do postcard things their way that would not be accepted here—like writing prices on the face of the cards. But they have a more vibrant hobby than in the U.S. today. Clubs, publications and moderns play active roles that keep passions inflamed between discoveries of superb vintage cards.

—LB



EARTHQUAKE REDUX – 1989

Two little known cards from Smith Novelty;
photos by Richard Brackett



TREASURER/HALL MANAGER REPORT

As of September 5, 2006 \$4,995.85
Fort Mason Center was paid through 2006 and the checkbook left in the tightfisted hands of Ed Clausen before I left to enjoy pilseners and bratwursts in Germany. Please do not neglect to fold tables and restack chairs after the meetings.

—DANIEL SAKS.

WELCOME TO OUR NEW MEMBERS

Bob Lalané

Bob Bogdan; Bob collects real photos and writes about them every month for “Postcard Collector” as well as in a new book about to be released. Approvals welcome.

Crystal Glantz; Crystal has been to several meetings and collects women and girls, especially four particular girls on Golden Age cards.

Tina Skinner; Tina is a collector and a publisher of good quality postcard books. She is always eager for submissions of ideas and possibly manuscripts.

Vicky Walker, a collector of San Francisco, especially earthquake, Bernal Heights, Mission District. Approvals welcome.

Dave Parish; Dave left our shore not long ago. He collects pre-WWII San Jose and Santa Cruz, also Santa Clara and Santa Cruz counties; real photos from towns along Redwood Highway; American factory scenes; breweries and related ephemera. Approvals welcome.

ELECTIONS

Nominations and elections of club officers for the coming two years will be held in October. All of the incumbent officers have indicated that they would be pleased to continue in their present positions, however the field is open to all.

SHOWTIME!

Hal Lutsky’s Vintage Paper show at the Hall of Flowers in Golden Gate Park was an all around success. It was a glorious day. As we crested the Waldo Grade and emerged from the rainbow tunnel the bridges, bay and city exploded into view—whitecaps and sails on the water and wisps of fog scudding over the skyline. On the edge of the park it was warm, and parking was tight. Throughout the weekend the “Free Entry” sign lured passersby into the skylit hall. With new dealers and cards aplenty there was much to choose from— from 25¢ boxes to megabuck real photos. Newcomers, diehards and dealers were all smiling as Hal said seeya next year!

There’s still plenty of showtime ahead for 2006. October brings jewel like antique bottles mixed half and half with postcards at the Sonoma County Fairgrounds in Santa Rosa. Then in November will be Hal’s longstanding paper party in Concord and Joseph Jaynes and friends’ group effort at the Elks’ hall in Sunnyvale. Après show dining is always a pleasure, and one of the latest favored restaurants is Teske’s Germania on First Street in far downtown San Jose.

—LEW BAER



POSTCARD CALENDAR

Oct. 13-14, Friday-Saturday, Santa Rosa, Old Bottle & Postcard Show, Sonoma County Fairgrounds; Fri. noon-7pm (\$10), Sat. 9am-3pm. (free entry)*

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

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

Nov. 11, Saturday, Sunnyvale, Postcard & Paper Show, Elk's Club, N. Pastoria Ave. 10am-5pm*

Nov. 18-19, Saturday-Sunday, Concord, Vintage Paper Fair, Concord Centre, 5298 Clayton Road; 10am-6 and 5pm, free entry Sunday*+

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

Jan. 21-22, Saturday-Sunday, Sacramento, Capitol Postcard Show, 6151 H, from 10am*+

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.

MITCHELL MANIA

It is surprising and very heartening to find so many collectors still focussing on the cards of Edward H. Mitchell, the largest publisher on the West Coast during the Golden Age. Some collectors chase all Mitchell cards; others want only particular styles or regions, while others focus on topics and locations. Whatever cards they may be searching for, they are also seeking information and checklists.

In the 1970s a history of the Mitchell company, written by Sam Stark, was published in the Golden Gate Post Card Club newsletter, as was an extensive checklist of Mitchell's production. The list was not complete, and over the years different researchers have added to it and made corrections. Some of these edited lists were published and distributed, but the huge production, the confusing numbering systems with original errors and anomalies, the various published and republished lists have made the task of understanding Mitchell's accomplishments arduous, if not impossible.

It had been said that organizing and coalescing all of the Mitchelliana into one usable data base would be a thankless and neverending undertaking. It may be endless, but thanks from our entire hobby are due Walt Kransky for rising to the challenge and offering all the details from his vast hoard of Mitchell records, correspondence, previous research and emended checklists to researchers and collectors worldwide.

Web Master Jack Daley has put links on our club web site that will lead you to Walt's many pages of checklists, Mitchell company history and a biography of E. H. Mitchell, himself. Follow more links at the Mitchell site and find cards for sale.

Go to www.postcard.org, click on "Links" in the left hand menu and then on Mitchell. —ED.



KINGS COUNTY POSTCARDS

by MICHAEL SEMAS

KINGS COUNTY was born on May 22, 1893 and by all accounts it was not an easy birth. Originally the western part of Tulare County, the land encompassed the lower Kings River Delta, the western foothills of the San Joaquin Valley and all of Tulare Lake.

The earliest residents of the area were the Tachi Yokut Indians. "Tachi" is the Yokut word for "mud hen," a duck that inhabited the local area. The Tachi Tribe lived around the vast Tulare Lake and depended on it for their survival. The lake teemed with fish and fresh water clams while the shores were home to a wide array of birds and mammals. It was a Garden of Eden.



From postcard given out at PPIE.

To the early Spanish explorers, the lake appeared infinitely huge and was a large obstacle to be avoided. The shoreline was choked with vegetation and enormous clouds of mosquitoes would envelop anyone who ventured near its shores. When the winds blew, the friction of the air on the lake's surface would move its shoreline several miles in a single day.

Spain briefly considered establishing a mission near the lake but decided against it when the

mission's safety could not be assured. The south valley area was an extremely isolated area for the time. Spain could not commit the resources necessary to maintain a remote outpost for the Catholic Church.

The first white settlers to the area were livestock



Kings County 18th birthday parade, Hanford, 1911

herders. Large pig herds were established on the shorelines where they could gorge themselves on the clams that lived in its mud. Sheep and cattle were allowed to roam the shores and surrounding grassland. Soon the early settlers discovered that the land itself could produce a bountiful harvest. Vast grain fields were planted around the

lake and the tonnage harvested was incredible for the times.

As more people settled in the area, they harnessed the waters of the Kings River by digging irrigation canals. With the water delivered by these canals, formerly barren desert land became fertile and productive farmland. The lands became very valuable and Tulare County reaped the economic rewards of agriculture. Towns and settlements such as Hanford, Lemoore, Armona, Grangeville and Hardwick were plotted out by surveyors working





Romanesque style county courthouse portraying the culture and refinement desired by early residents.

for the Southern Pacific Railroad and lots were sold to eager settlers. The western part of Tulare County took on the name Lucerne, after the lush alfalfa hay that was grown in the area. The area became very prosperous and it was this prosperity which planted the seeds of Kings County.

Almost immediately, the early residents resented the tax drain on the area. The property taxes paid by the area residents were not being reinvested in their communities but were used by the more populated eastern area of Tulare County. Furthermore, all official county business had to be conducted in Visalia, which was a one-way 20 mile trip by horse or train. Something had to be done.

In 1890 and 1891 several bills were submitted



Dairy Scene, Kings County, Cal.

Dairy scene, circa 1910. Dairying remains an important agricultural industry

to the California State Legislature to partition away the western portion of Tulare County into its own separate and independent County government. These bills were defeated due to an intense lobbying effort done by eastern Tulare County representatives. In 1892, the residents of western Tulare County joined forces with the residents of northern Fresno County, who also wished to form their own county. The combined representation of these two areas was enough to win passage of a bill that permitted the subject of division to be put to a vote of the people.

On May 23, 1893, the election took place and the county was born. The county residents decided on naming their new county after the Kings River, which flowed along the northern part of its boundary. With a final vote of 1,412 to 412, Kings County became the youngest county in the state of California.



Delivering milk to Lucerne Cream & Butter Co., Hanford.





Hotel Hawthorne and Corcoran Restaurant with poster for circus in Hanford, May 3, 1910.



Merino sheep watering from canal near Hanford, 1898 on a 1905 postcard.

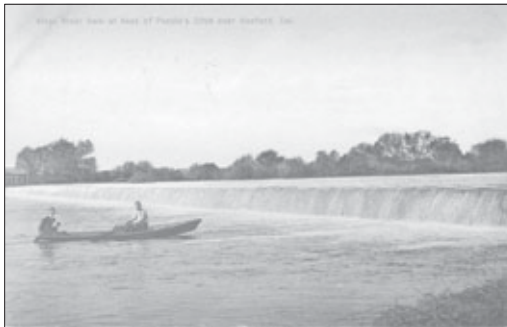
In its 112 year history, the county has undergone a huge transformation. Agriculture is still King, but the crops have changed. Grain gave way to fruit trees and vines. Trees and vines gave way to cotton. And recently, cotton is giving way to trees and cows. The dairy industry has become the largest growth segment of the local economy. In 1900, the average dairy herd was 10 to 20 cows, and they were all milked by hand. Today, local dairies are being built to house over 3,000 cows. Technology and breeding have created large milk factories that produce more milk in one day than the early dairies produced in a year.

Other industries were also established. Several large creameries and cheese plants were built to process all the local milk. The discovery of oil in the Kettleman Hills in 1928 on the west side of the county created a local oil industry. An oil refinery was built in Hanford in the 1930s to process oil that was pumped in from the west side. In 1959, a naval base was built near

Lemoore to house carrier based fighterjets. A tire manufacturing plant was built in 1964. Although many of these businesses no longer operate in the area, their influence on Kings County still remains.

In 1898, the book, *Kings County Resources Illustrated* was published. It stated that the lands encompassed by Kings County were viewed by many outside the area as “...nothing more than a sandy, barren plain, suitable only for the growth of prairie dogs, rabbits and wild oats...” and the people who settled here “were considered fit subjects for a madhouse.” The book went on to dispel such myths by stating “the early settlers of (Kings) County were men possessed by great thrift, energy, and determination, with nerves of iron, and hearts

for any fate. Theirs was not a mislaid confidence; how abundantly has the land filled labor’s hands with her rich products; how splendidly has Nature, with the combined force of labor and intelligence, transformed this desert plain into a vale of verdure green, a valley of plenty.”



Kings River Dam near Hanford, 1906.



CHECKLISTING HOTELS

Glenn Koch has come up with a list of San Francisco hotels from Candrian's 1915 Tourist Guide and a new project for us: to find postcards of them all. The list is incomplete (e.g., neither the Edward nor the Henry are there) so we'll add what you have to it. Let's start with all era hotel names A through C next month, and let's identify pre-earthquake structures. What cards do you have? Send scans or good quality photocopies. Dave Parish, our newest member, by chance sent in a card of the Hotel Larne which was new to me. So, although nonalphabetical, we'll present it here as encouragement for all. —ED.

- Abbey 440 Post
- Adeline 640 Eddy
- Adena 144 O'Farrell
- Adrian 493 Eddy
- Albert 293 - 4th
- Albany 187 - 3rd
- Alexander 352 Geary
- Alma 335 Stockton
- Alta 165 - 3rd
- American 720 Howard
- Anona 2910 San Bruno Ave.
- Apollo 1130 Market
- Arno 6th & Mission
- Argonaut 44 - 4th
- Arlington Ellis & Leavn'wth
- Atlanta 7th & Mission
- Balboa 160 Eddy
- Baldwin Grant Av nr. Sutter
- Baltimore 1015 Van Ness
- Bay State 275 O'Farrell
- Belleclair O'Farrell & Po'wl
- Bellevue Geary & Taylor
- Belmont 730 Eddy
- Berg 221 Mason
- Bradbury Polk & California
- Broadway 2048 Polk
- Brooklyn 369 - 1st
- Burlington 125 Larkin
- Butler 246 Mason
- Cadillac Eddy & Leav'wth
- California Hyde & Calif.
- Carling 1154 Market
- Carlton 545 Turk
- Carmel 1359 Post
- Casa Loma ... Fell & Fillmore



- Cecil 91 Turk
- Central 3rd & Bryant
- Chantilly 342 Sutter
- Charlevoix ... Pine & Leav'wth
- Clay 378 - 3rd
- Cliff House .. Ocean Beach
- Colonial Stockton nr Sutter
- Columbia Taylor & O'Farrell
- Continental .. 127 Ellis
- Cosmos 480 Geary
- Dale 34 Turk
- Denniston 991 Valencia
- Denver 223 - 3rd
- Dewey 794 Howard
- Dorchester ... Sutter & Gough
- Earl Cliff 1201 Gough
- Eaton 360 Eddy
- Edinboro 1239 Polk
- Elk Larkin & Post
- El Drisco 2901 Pacific Ave.
- Ellis 450 Ellis
- Empress 144 Eddy
- Essex 684 Ellis
- Eugene O'Farrell nr Powell
- Exeter 154 Ellis

- Fairfax 420 Eddy
- Fairmont Calif. & Powell
- Francisco 373 Ellis
- Glen Mason & Turk
- Garland O'Farrell & Jones
- Golden West Ellis & Powell
- Goodfriend 245 Powell
- Grand 55 Taylor
- Grand Central Market & Polk
- Grand Southern 1941 Mission
- Granada Sutter & Hyde
- Grand Union 528 Kearney
- Graystone Geary nr. Grant
- Grant 753 Bush
- Hamlin Eddy & Leav'wth
- Harbor 132 East
- Hayward 235 O'Farrell
- Herbert's Bachelor . 151 Powell
- Herald Eddy & Jones
- Helvetia 637 California
- Holland Ellis nr. Powell
- Hotel Potter 9th & Mission
- Hotel Revere 670-74 Ellis
- Howard 6th & Howard
- Humboldt House ... 1134 Mission
- Imperial 951 Eddy
- International 850 Kearney
- Irving 447 Eddy
- Irwin 4th & Mission
- Jefferson Turk & Gough
- Kirk Haight & Stanyan
- Langham 141 Eddy
- Lansdale 619 Larkin
- Larsen 56 Eddy
- Lick 5th & Mission

Lincoln	365 Golden Gate	Raleigh	Sutter nr. Webster	St. Louis	920 Montgomery
Maison Doree	153 Ellis	Raleigh Annex	1826 Post	St. Moritz	Geary & Mason
Maitland	116 Mason	Ramona	140 Mason	St. Paul	935 Kearny
Majestic	Sutter & Gough	Rand	91 Turk	St. Rose	1492 Ellis
Manhattan	Eddy & Taylor	Regent	562 Sutter	Swiss-American	530 Bdwy
Manx	O'Farrell & Powell	Reich	Bush & Jones	Tallac	140 Ellis
Marlboro	1544 Polk	Rex	236 - 3rd	Taylor	74 Turk
Martin	893 Van Ness Av.	Revere	670 Eddy	Thorndale	640 Golden Gate
Martinet	Geary & Van Ness	Richelieu	Van Ness & Geary	Tivoli	140 Mason
Menlo	340 O'Farrell	Rio	664 Sacramento	Turpin	17 Powell
Merlin	Ellis nr. Powell	Ritz	551 Kearny	Tyrone	997 Golden Gate
Mentone	Jones & Ellis	Robins	Post & Jones	Twin Oaks	1010 Post
Metropole	1105 Golden Gate	Rocklin	309 Leavenworth	Union Square	Post & Stockton
Miles	Jones & O'Farrell	Rockhampton	419 Golden Gate	Van Ness	619 Van Ness
Mission	15th & Howard	Rosslyn	Eddy & Leav'wth	Vermont	447 Valencia
Monroe	1822 Sacramento	Russ	520 Hayes	Victoria	Bush & Stockton
National	1139 Market	Russell	160 Eddy	Von Dorn	Turk nr. Jones
Netherlands	4th & Howard	Sahleim	Polk & Bush	Waldemar	Baker & Fell
Nevada	825 Van Ness Av.	San Marco	386 Geary	Waldorf	128 Jones
New Poodle Dog ...	Post & Polk	Savoy	Ellis & Van Ness	Warren	459 Turk
New Western	808 Kearny	Seattle	37 - 6th	Wayne	417 Gough
New Occidental	Montgy & Clay	Seneca	6th & Stevenson	Wellington	Geary nr. Jones
Normandie	Sutter & Gough	Sierra	610 McAllister	West	156 - 3rd
North	310 Montgomery	Silver	456 - 3rd	Western Pacific	Bryant & 8th
North German	900 Brannan	Splendid	Page & Masonic	Willard	637 McAllister
Oak	131 Fell	Stadium	Page & Styanan	Wiltshire Bachelors	Stockton nr. Sutter
Oaklin	Franklin & Oak	Stanford	Bush & Kearny	Windsor	240 Eddy
Oakwood	44 - 5th	Stanley	1542 California	Winchester	3rd near Market
Occidental	Montgy & Clay	Star	1740 Ellis	Winchester Anx	50 - 3rd
Ormond	410 Eddy	Stenton	Eddy nr. Larkin	Winton	445 O'Farrell
Oregon	1912 Fillmore	Stewart	Geary & Powell	Wm. Tell	Clay nr. Kearny
Orpheum Annex ...	167 O'Farrell	Strand	415 O'Farrell	Womans	Laguna & Turk
Orlando	995 Howard	Stratford	Powell nr. Geary	Yale	453 Kearny
Oxford	Post & Franklin	Sunset	153 Market	Yorke	Calif. & Larkin
Pacific Grand	127 Ellis	St. Ann	Turk & Taylor	Yosemite	Turk nr. Taylor
Paisley	432 Geary	St. Beryl	Geary nr. Van Ness	Young	Turk & Taylor
Palace	Mkt & New Mtgy	St. Cecile	Fell nr. Van Ness	Ziegle	27 Monroe
Panama	565 - 6th	St. Francis	Geary & Powell		
Piccadilly Bachelor	Post & Mason	St. Ives	Eddy & Larkin		
Princeton	311 Kearny	St. James	Fulton & Van Ness		

P.S. MITCHELL'S GIANT FRUIT received a full page portrayal in the recent edition of "California History," the magazine of the California Historical Society. The club (and yrs. truly) were also mentioned most favorably. The Society has many postcards in its collection, and we're hoping that our expert club researchers will be able to contribute information on them for publication. ... The Mitchell pages reached through www.postcard.org have generated many enthusiastic comments of appreciation. Don Brown of the Institute of American Deltiology in Myerstown PA wrote to tell of his acquisition, years ago, of the extensive Bahney collection of Mitchells from right there in the heart of Lebanon County. The online checklists will be most helpful in organizing the Institute's holdings.

MICHAEL SEMAS' article on the heart of the San Joaquin Valley in this issue is actually the introduction to a book he has just brought out through Arcadia's Postcard History series. Michael is scheduled to be our speaker in October when we'll get a chance to hear and see more of his local history research.

SUZANNE DUMONT responded to the interview in the July newsletter in which Bruce Diggelman showed one of his favorite cards, the "Peculiar Monster" on the Cliff House promenade. Suzanne saw it for what it was, someone carrying a self shading beach chair. A few days later she sent in this detail from a view of the beach and boardwalk at Santa Cruz.



VICKY WALKER, one of our most recent members, learned about our club at an SF History Association meeting and joined immediately. She is an active and eager member of Bernal Heights Preservation, a little neighborhood history group, that has been hoping that one day it will happen upon some postcards of its hill, south of Army, bounded by Mission and Bayshore. Hopes run high in the postcard world, and they are often rewarded. If you truly want those cards Vicky, you'll find 'em; just keep on searching at club meetings, shows and on line.

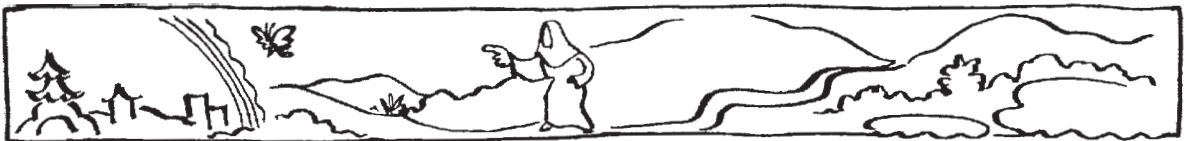
DAN SAKS wrote to correct the report of his June Show & Tell presentation. "To the best of my knowledge, Frieda Pushnik did not write, type, or paint using her teeth. She was born with a little bit of left arm which allowed her to hold items between her shoulder,



neck, and chin. This postcard from the 1940s shows how she wrote. For those who are new to Frieda Pushnik, while she was *in utero* in 1923 she was the victim of a botched appendectomy performed on her mother where the surgeon mistakenly cut off what would have been Frieda's arms and legs. In 1933 she was discovered by Robert

Ripley who included her in his World's Fairs "Believe it Or Not Odditoriums." She subsequently toured with the Ringling Brothers and Barnum and Bailey Circus until retiring from show business in the 1950s."

—LEW BAER



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