

# San Francisco Bay Area Post Card Club

September 2014

Saturday, September 27, 11 am to 3 pm

Vol. XXX, No. 7

Browsing and Trading, 11 to 1 – Meeting begins at 1:00 PM

Fort Mason Center, Bldg. C, Room 210 ☎

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

IN  
THIS  
ISSUE

- THE CAPTAIN OF KÖPENICK
- PHOTOGRAPHER: “HOWLING WOLF”

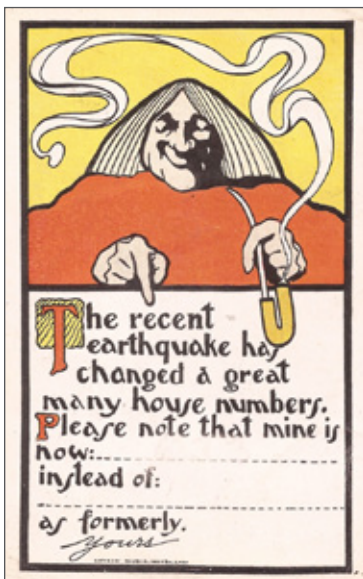
## PROGRAM NOTES: Nancy Ukai Russell on *Wheel or Wear?*

The “native woman” carrying a baby on her body in a sling became a popular image on colonial postcards at the turn of the century and continued for decades afterward. The image of women “wearing” a baby on the body provided a visual contrast to the Western practice of women pushing babies in wheeled carriages. Nancy will show examples of how the genre evolved and was used to promote tourism, gendered ideas about childcare and colonial propaganda.

**SHOW & TELL:** Vintage Paper Fair finds and, as always, collector’s choice; two minute, three card limit.

**PARKING:** *Can be tough.* Come early; there are many pleasant diversions at Fort Mason Center—especially the library booksale and its coffee area. Inside the gates, \$10 or more to park—or free, on-street and through the gates off Bay Street at Franklin above Fort Mason Center. As always, best to take the Muni, bike, walk or carpool.

## COVER *WORLD* CARD



This striking card at first glance would seem to be a 1960s, hip, pot smoking, band promo from the Haight’s glory days. The figure looks like a local denizen of the time and the smoke—with its Art Nouveau swirls—beckons. The finger hanging over the message adds a lighthearted, retro, Kilroy-was-here motif. But, no, it’s an earthquake ReLo notification postcard that was issued—we believed—for the 1906 devastation of San Francisco. Now, looking closely, we see that it was published by Alfred Holzman in 1903, or is it 1909? Judging from the back style, it’s probably the later date, but there were no significant North American quakes in 1902, -03, -08 or -09. What quake was this card for? And Holzman is a mystery, too. The company called its plant “The largest building in America devoted exclusively to the manufacture of Post Cards.” Who knew that?



—ED.

## CLUB OFFICERS 2013-2014

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### MINUTES, August 23, 2014

Fine weather and ample parking augured well for the first meeting in our half-size, second floor room at Fort Mason Center. Tables pushed close to the walls held cards for sale or trade by Eric Larson, Lauren Thor, Ed Herny, Lew Baer, Ted and Arlene Miles and Roman Manevich. Ruth and Harry Hanam were the first to pay their dues for the coming year. Ed Clausen let out a mild whoop when he came across an RP view of Main Street in Ferguson, Missouri. He doesn't think he'll start a new category.

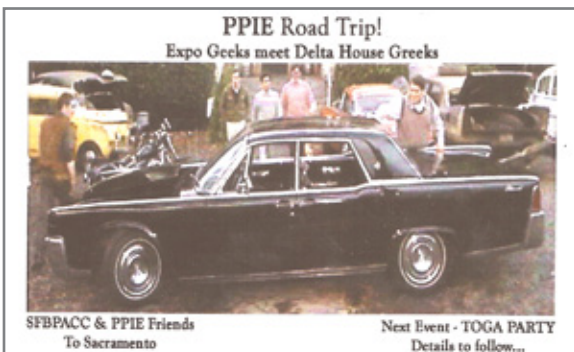
We were called to order by President Ed Herny who told that Darlene Thorne is recovering well as is Joseph Jaynes who had a knee replaced and is already walking. The Santa Cruz Show will be held, September 13. Ed also told that he and some ardent PPIEers staged a road trip to the State Capitol Museum to see the fine exhibit on the 1915 fair where Jay Stevens has a display of PPIE jewels. Yielding to "Animal House" inspiration, Ed made a postcard for the trip.

Ed also told of the recent Vintage Paper Fair, a fine event on a beautiful day. Kathryn Ayres set up the club's display table. "It sucked in a lot of browsers, some who actually bought their first vintage cards."

**Drawing:** Many items, most from a single family—useful books, early SF cards, beautiful scarf with postcard design, definitive loose-leaf books on Brundage and Clapsaddle, PPIE Women's Auxiliary pins, "Life" magazine with Nixon for his 40th anniversary.

**Announcements:** A comment came to the website about trading through the mail (see *P.S.*); request came to use postcard images in a PPIE film; Laura Ackley just finished her PPIE book—it's being printed; Kathryn Ayres will talk to the SFM&HS on Admission Day; Dorothy DeMare and Paul DeWitt's book on Echo Summit is very nice. "Look at mine!" **Show & Tell:** Fred Van der Heyden showed a tiny gold pan from the PPIE and Dutch art cards by Anton Prieck. ... Hy Mariampolski is writing about postcards as investments. "Do they exist? Give me your thoughts." He showed an autographed RP of Mussolini and a French card mailed home to SF from Cairo with a cartoon on capital vs. labor—the farmer won. ... Jim Caddick brought a Mike Roberts chrome and its original 8by10 photo, and a Mike Roberts "Seagull in Flight" that he got from Lauren—made in Japan with a squeaker and repaired with a band-aid; probably a knock-off... Lauren Thor said her cards are the direct opposite

*Continued on page 14*



## “HOWLING WOLF”

Among the myriad Northern California images published as photo postcards prior to 1950, the majority are unsigned, leaving us no quick and easy identification of their creators. Consequently, one of the challenges of this project has been to identify postcard photographers in the absence of signatures.



One such mystery is a group of real photos made on the Mendocino coast about 1949, each marked with a small logo depicting a wolf howling at the moon. One would think the illustration was borrowed from an early edition of Jack London's *CALL OF THE WILD*, but no confirmation of that suspicion can be found; and in truth, nothing can be said with certainty regarding significance of the baying wolf. However, some interesting observations can be passed along.

Club members Mike Knips and Irl Rickabaugh have collected these cards for years, and Mike believes the photographer's name was Wolf or Wolfe. A good theory, for obvious reasons, and also because the negative numbers are prefixed with the initials “WO.” My own pet conjecture is the cameraman was named “Ow Ling.”

When Mike lived in Oregon as a young man, he and his family operated a general store

that stocked postcards produced by Casper Laws of San Jose. In addition to his own scenic views, Laws provided a service to print cards from negatives supplied by retailers that wanted to sell them in their stores, like Knips' in Lakeside. Laws captioned the cards, but since he didn't own the negative he omitted his signature. Incidentally, in the case of the Frank Patterson archive of postcard negatives, purchased by Laws in 1943, the new proprietor often removed Pat's signature and inked in his own name. But the point here is that Mike recognized lettering on the howling wolf cards to be the same as on Laws' stock view cards from that period. The “Howling Wolf” logo thus represented a special order client of Casper Laws. The name of that customer is a mystery. Can our readers shed some light?

Howling wolves captured by collectors so far are 19 out of a numbered series of 21 images. The subjects range over a 17-mile stretch of the Mendocino coastline, many from the town of Mendocino, a few from Albion and Elk, and several more from points in between. The few examples that saw actual postal use were postmarked 1950-51.

CONTRIBUTORS: Frank Sternad, Mike Knips,



*Aerial view of Big River with town of Mendocino at left.*



*Albion River Bridge, completed in 1944—the only remaining wooden deck truss bridge on California State Route 1.*

Irl Rickabaugh, Dan Brown, John Schmale.



Mendocino Masonic Temple,  
completed about 1872.

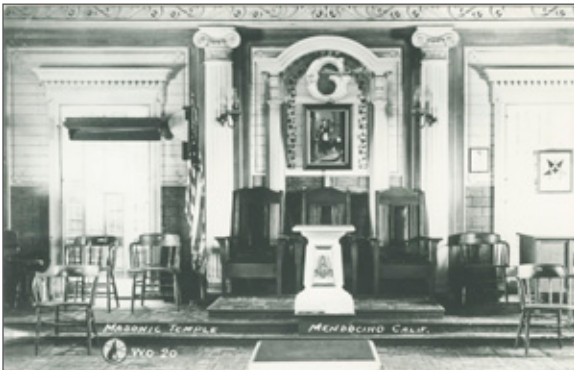


Erick Albertson, First Master of Mendocino  
Lodge No. 179, carved the mysterious figures  
surmounting the cupola from solid redwood.

Known as "Father Time and the Maiden," the sculpture depicts secretive Masonic ritual.



Presbyterian Church, Mendocino,  
dedicated July 5, 1868.



Podium in the Mendocino Masonic Temple.



Mendocino Main St. 1937 Chevrolet coupe by Homer's Market.



Fishing boats in Little River Bay.



Old lumber mill site below the town of Elk.



Mac Callum Residence, Mendocino, built in 1882 by William Kelley as a wedding gift to his daughter Daisy Mac Callum.



Reinforced concrete Frederick W. Panhorst Bridge at Russian Gulch State Park is an open-spandrel arch completed in 1940 on California State Highway 1. It spans Russian Gulch Creek.



This building at Little River, two miles south of Mendocino, housed the post office, Woodward's paint & grocery store, and a Union Oil gas station (note figure of Uncle Sam at left).



Main Street in town of Greenwood, founded in 1862 by Britton Greenwood, a member of the second Donner Party relief team.



Lettering on photo postcards signed by Casper Laws compared with "Howling Wolf" logo cards.

*MINUTES continued from page 2*

of "investment grade"; they are from her dad's boxes that he fished out at the recycling center and showed always changing-now gone sculptures in the Berkeley mudflats (...er, Tidal Marsh) and a view of an SF freeway interchange with *no* traffic. ... Dan Cudworth told of a super book on Menu Design in America and showed cards of Coppà's murals, cards for the 75th Anniversary of the "Wizard of Oz" and "Gone with the Wind"; his star was a card for the Carnival of the Air, an Afro-American air derby from Galveston to New York (page 15). Dan stunned us all by announcing that he has breast



cancer and wanted to come to a meeting while he still had strength and hair. ... Ed Herny told of the early use of glass glitter on postcards; it had to stop because the mail workers were being injured; he showed a card with "dangerous" size glitter. **Business:** It was suggested that we charge dealers to set up; moved, seconded, failed. —NOTES BY LB



## WELCOME TO OUR NEW MEMBERS

Joe Elcano, a collector of Nevada postmarked postcards, Rawhide, Reno

Bob Schneider collects Japan, Golden Gate Park and the Japanese Tea Garden; no approvals.

*P.S.* TRADING POSTCARDS through the mail is the way our hobby began over a century ago. It's still a fun way to get new cards and make new friends. Norman Freitag is an active mail trader and wants you to join him. He suggested a "trading corner" in the newsletter. That's possible, but only if there is enough interest. If it appeals to you, write to him at njfreitag(at)mail.com or the address in the soon to be new directory. Norman, by the way, has other interests. He's a member of SSH-SA, the Steamship Historical Society of America with 2,000 members headquartered in Rhode Island.

MR. PPIE, AKA Glenn Koch, was at the Laguna Beach Pageant of the Masters and saw the living tableaux in this year's Art Detective theme. One whole section of the program was devoted to the story of Audrey Munson. And what flanked either side of the stage as they told her story, but two living, life-size, versions of Calder's Star Maidens. Munson was the uninhibited young woman that posed for Calder and many great sculptors, and her face appears in statuary and buildings all over the country.

IF THE CAPTAIN OF KÖPENICK fascinates you, there is much to be found online—the film, recordings of the song and Teutonic march music, and more than plenty of comment and image. —ED.

## POSTCARD CALENDAR

- Oct 4-5, Sat-Sun, KENT WA, Greater Seattle Show, Kent Commons, 525 4th Ave, N; 10am-6 and 4pm+
- Nov 1-2, Sat-Sun, SAN MARINO, San Gabriel Valley Show, 3130 Huntington Dr.; 10am-6 and 4pm+
- Nov 7-9, Fri-Sun, SAN MATEO, Hillsborough Antique Show, Expo Fairgrounds, from 11 am\*
- Nov 15, Sat, SAN JOSE, Vintage Paper Fair, 444 West Alma Ave., 10am-5pm; Free Entry!\*
- Nov 7-9, Fri-Sun, SAN MATEO, Hillsborough Antique Show, San Mateo Expo Fairgrounds, 11am to 8, 7 and 5pm\*
- Nov 15, Sat, SAN JOSE, Vintage Paper Fair, Elks Lodge, 444 West Alma Ave., 10am-5pm, Free Admission and parking!\*
- Jan 17-18, 2015, Sat-Sun, (tentative), SAN FRANCISCO, Vintage Paper Fair, Hall of Flowers, Golden Gate Park at 9th Ave. & Lincoln, Sat 10am-6pm, Sun. 11am-5pm. Free entry!\*
- Jan 23-25, Fri-Sun, RANCHO CORDOVA, Sacramento Gold Rush Paper Show, La Quinta Inn, 11131 Folsom Blvd, Hwy 50 & Sunrise Exit 18, Fri. 1pm-6pm, Sat 10:15-6pm, Sun 10:15-3pm; email want lists, mark(at)goldrushpaper.com, show info: [www.goldrushpaper.com](http://www.goldrushpaper.com), 15 dealers, Paper, Stamps, Postcards, Supplies
- Feb. 6-8, Fri-Sun, SAN MATEO, Hillsborough Antique Show, San Mateo Expo Fairgrounds, 11am to 8, 7 and 5pm\*
- Apr 12 (tentative) SCOTTS VALLEY. Santa Cruz Postcard Show, Hilton Hotel, 6001 La Madrona Dr. 10am-5pm, Free Admission and parking!\*
- Apr 24-26, Fri-Sun, SAN MATEO, Hillsborough Antique Show, San Mateo Expo Fairgrounds, 11am to 8, 7 and 5pm\*
- May 8-9, GRASS VALLEY, Old West Antique Show, Nevada County Fairgrounds, 11228 McCourtney Road, Fri 10am-5pm, Sat 9am-2pm\*
- May 30-31, SANTA ROSA, Old Bottle and Antiques Show, Veterans Bldg., 1350 Maple Ave., Free parking, Sat. 10am-4pm, Sun. 9am-3pm\*
- Bolded** calendar entries produced by club members.
- \* Ken Prag will be there; let him know what to bring; 415 586-9386, kprag(at)planetaria.net
- + R&N will have cards and supplies.
- Jeremy Leroque show info: 626 665-9435



*Membership current through year on label.*

- 2014 MEETINGS**  
September 27  
October 25  
November 22

**NEWSLETTERS DATING FROM MARCH 2003 ARE ARCHIVED IN COLOR AT [WWW.POSTCARD.ORG](http://www.postcard.org)**

### SAN FRANCISCO BAY AREA POST CARD CLUB

#### APPLICATION FOR NEW MEMBERSHIP

Individual/Family \$20  Outside of USA \$30

Become a Supporting Member by adding \$10 or more

Name: \_\_\_\_\_

Family members: \_\_\_\_\_

Address: \_\_\_\_\_

e-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Collector  Dealer  Approvals welcome: Yes  No

Collecting interests: \_\_\_\_\_

\_\_\_\_\_

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