

# San Francisco Bay Area Post Card Club

Meetings are usually 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)

November 2004

– NOTE CHANGE OF MEETING DATE –

Volume XIX, No. 11

**Next Meeting: Saturday, November 20, 12 to 3 PM**

Fort Mason Center, **Room C-235**

Laguna Street at Marina Boulevard, San Francisco

Please disarm pagers, cell phones, and alarms during the meeting.

**Program Notes:** There is no formal program scheduled for the November meeting other than food for all and expanded show and tell. Don't forget we will be having election (plebiscite!) of officers. Luckily the club won't have to worry about the results from Ohio and Iowa. Darlene Thorne is our own Martha (without being behind bars), and her word on the potluck party is: **Everyone from A to M bring small sandwiches or savory appetizers; those from N to Z are to bring dessert treats.** Nothing too gooey, though; we will be looking at postcards. It will be a good meeting with lots of new faces, preThanksgiving refreshments, dealers set up, another box of newly donated cards to browse and other collectibles to help fill blanks on Holiday gift lists.

**Show & Tell:** Collector's choice.

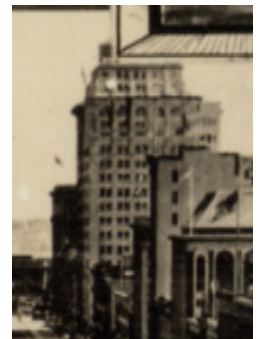
## COVER CARD



Sixty-eight years ago this month the Bay Bridge was dedicated. Anchored in the bay the U.S. Fleet put on a searchlight display and crew members paraded on Market Street. I. R. Lloyd of Vallejo issued a real photo postcard with dedicatory poem, below, and views of the four day event. One small inset shows Market Street—the marching troops, Path of Gold light standards and the Call Building towering in the distance. Looking closely one sees the ornate crown of the 1894 skyscraper has been peeled away and is being reformed into the “streamlined” box that caps the structure today.

—LEWIS BAER

*Majestic as the bay it spans  
Where all the Fleet may ride,  
This gorgeous record-breaking bridge  
Is San Francisco-Oakland's Pride.*



## CLUB OFFICERS

### President:

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### Vice President:

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### Recording Secretary:

Bruce Diggelman, 510 531-7381

### Webmaster:

Jack Daley: webmaster(at)postcard.org

**Newsletter Deadline:** 10th of each month

### MINUTES: October 30, 2004

Parking was tight, but more than 46 members and guests were present—a near record turnout. Cards were brought for sale or trade by Roman Manevich, 2 Anonymous, Lew Baer, Ed Herny and Dave Parry. Four Russian speakers attended for the premeeting bourse. [Dobre!]

We were called to order by President Ed Herny. Four new members were introduced: Diane Gilkerson, Denise Hill, Joe Lilienthal, and Rosanne Strucinski. There were many lots in the drawing, including passes to the Pacifica show tomorrow.

Announcements: Ed Herny reminded us of the RBF show in Pomona on the 6th and 7th, and of Sunnyvale on the 13th. Lew Baer asked if there was interest in putting together a large order for sleeves; he also told of the club directory in *Barr's News*.

Old Business: Jim Neider thanked Wilma for the name tag idea. Most of us were wearing them. The business cards have been printed; get them from Jim after the meeting. There is room to affix a name and address label.

Nominations: Kathryn Ayres was nominated for Vice President. Other current officers will be running for reelection. Elections will be held in November.

Jack Daley discussed the “Supporting” membership category and suggested a \$10 premium category for

both domestic and foreign memberships. M2C.

New Business: Rich Roberts declared our web site, [www.postcard.org](http://www.postcard.org), to be fantastic and suggested a nominal fee for links to members’ wants and for sale items. Web Master Jack Daley will consider the idea; at present we have free links for members.

Jim Staley discussed the club calendars that we’ve done the past two years. We could sell them on the web site, and it is not too late to make them this year. Joseph Jaynes suggested they could also be sold at shows. To sell, it would need widely appealing cards. What about show calendar and map? Make it 13 months. It should be a long term project. M2C to do it as in the past and start earlier next year.

Ray Costa suggested a P/A system at meetings.

Lew Baer showed and told about the poster of our web site home page that Jim Staley made from the screen shot Sue Scott had sent him.

Deanna Kastler, on behalf of the SF Museum & Historical Society, urged voters in the city to vote Yes on B, the retrofit bond measure.

Ed Herny told that cards donated for sale to benefit the club include a box of 25-centers from Kathryn Ayres.

Next month will be our holiday party, November 20th, the third Saturday. Darlene Thorne will be coordinator. We do not have a meeting in December.



Show & Tell: Wayne Nelson showed some Japanese cards and told about the book “Had a Good Time”—very interesting reading. ... Ted Miles showed postcards made by the Western Railroad Museum using photos by Arlene Miles, also the three-card, tear-apart sheets for computer printed cards. ... Darlene Thorne has been working on the Grand Jury and commissioned Janet Baer to make a picture of what goes on behind their closed doors—nineteen cartoon jurors with socks in their mouths! Darlene showed the painting and nineteen postcard miniatures. Rich Roberts did not show us an English card this month; he did show a 1916 card of Ty Cobb that he discovered in full view of the dealers in Seattle’s underground Pioneer Square.

Dan Cudworth thinks Halloween cards are fabulous, but he has none; he did show *noirish* yellow border linens of LA by night, a Disneyland Hotel card with elongated penny attachment, a 1951 view of United Nations members at Lake Success, and an Art Deco card from the Chicago Academy of fine arts with first day of issue cancellation. ... Janet Baer showed an advertising card for the film Rebecca with hovering spectre and another card with three girls and their pet rat. ... Lew Baer brought two Halloween cards from his goat collection—one a vintage fantasy, the other an artist signed original by Janet Baer. ... Ed Herny showed a 1915 folder with a piece of tissue paper inside (Does anyone know what originally came in it?), and a scrapbook he just purchased with a photo of Irene di Martine, an SF opera singer of 1911-14. ... Jack Hudson told of discovering cards of Robert Fowler, the second person to cross the US by air—Los Angeles to Jacksonville in 112 days and 12 crackups—and the first to fly across the Isthmus of Panama in 1912 with a cameraman who filmed the Panama Canal; the film was confiscated by the government.

—Bruce Diggelman, Recording Secretary

*Program:* **Jack Hudson on Halloween**

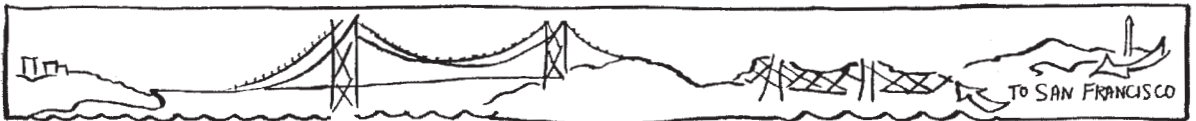
Jack began his presentation by giving us a quiz on the holiday from the morning paper. Then he passed around two real photos that show what a tough category to pin down Halloween can be. They showed children in costumes in front of schools. One was “obviously” Halloween as the kids were all witches and cats; the other looked similar, but some children were in outfits from Mother Goose; ergo, probably a school play. Then came a frame with real photos of a play on the three Graces, a Satan from a San Francisco photo studio and printed Halloween party invitations.

Halloween cards, Jack enthused, are the most beautiful and most varied images of any holiday. Typically American, they were designed here and many were printed in Germany, which had the factories and skilled craftsmen. The biggest US publisher of Halloween cards was John Winsch, from 1910 to 1915. As it is an American holiday it is great fun

when searching through the Halloween category not to see foreign cards. The Kovels tell us that it was already a holiday for the Celts 800 years ago and that in the early nineteen-teens it got a big push here. The best of the Halloween postcard artists are Ellen H. Clapsaddle and Samuel Loren



CLAPSADDLE, INTERNATIONAL ART



Schmucker; Wunsch published about 3000 Halloween designs.

When looking for Halloween cards there is a huge range of desirability. Winesches are, perhaps, the best—especially Wunsch Schmuckers. Jason Freixas worked for Wunsch, too, and his round faced children inside checkered borders are difficult to find. Most publishers put six cards in a series, but Wunsch favored 4 card sets. As he said that, Jack brought out framed sets of Schmucker cards, EHC's charming children and a set of six from Stecher: "Light all the



A SCHMUCKER CARD FROM WUNSCH children and one black whose arms pivot to cover their faces with jack-o'-lanterns.

More Wunsch Schmuckers and Jack's comment "Every time you look... can they get any better?" He pointed out that there is often a large circular motif or object in the background of designs that give the image stability and focus. The cards all had rhymed captions. SLS cards are often unsigned as the publisher had purchased the art and removed the signa-

tures. Wunsch published his designs from 1911 to 1915, and Wunsch cards are often dated. If you are going to collect Halloween you will have to decide what type. There are great pumpkins, fabulous scary cards... the Schmucker Mask series is perhaps the very best of all. Jack set the framed cards and an album full of Halloween on the front table for us all to look through. Then to prepare us for next month he held up a frame with six Schmucker Thanksgiving cards, all pertaining to American history. [Exquisite!]

A guide is a must for beginning collectors. Try Susan Brown Nicholson's *Encyclopedia of Antique Postcards*. The Ryan-Miller book, *Picture Postcards of the United States 1893-1918* tells of the Celtic origins and of the superstitions that have been lost today. Hazel Leler's Halloween checklist lets you know how very far you have to go. Jack's advice is to tell dealers what you are looking for so that they know they have a collector for hard to find items. "The greatest demand for Halloween is here in the US as it is an American holiday. Condition is everything."

—Notes taken by Lew Baer

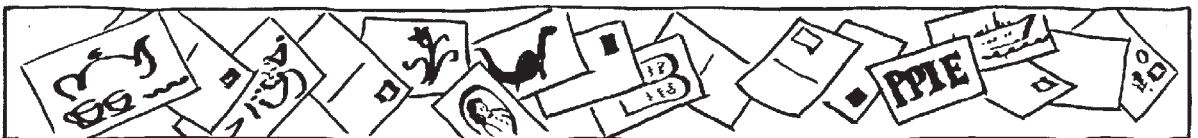
### WELCOME TO OUR NEW MEMBERS

Denise Hill and Joe Lilienthal who collect vintage Santa Rosa, Halloween, Thanksgiving, and bungalows.

Rosanne Strucinski. Rosanne's husband had collected and dealt postcards and old paper. Now Rosanne wants to learn about what she has missed.

### TREASURER/HALL MANAGER

As of November 9 ..... \$1548.88  
Here are our tentative meeting dates for 2005: Jan. 22, Feb. 26, Mar. 26, Apr. 23, May 28, June 25, July



23, Aug. 27, Sept. 24, Oct. 22, Nov. 26 (Turkey Day weekend). The September meeting will probably be changed because of the Blues Festival at Fort Mason. What other conflicts are there? Let's consider those now and have a firm schedule by January.

—Daniel Saks, Treasurer

### DUES and CLUB FINANCES

In short, dues for 2005 are now due and payable.

At length, there have been changes in our dues schedule. Out-of-the-U.S. memberships have been raised to \$25 to reflect increased costs. We also have a new category of membership which is strictly voluntary. Members who wish to further the club's programs and outreach may add an additional ten dollars to their dues and be considered "Supporting" members. Many of us who have renewed have chosen to do so. We'll be issuing our biannual roster in the Spring. Include any changes to your listing when renewing. The yearly club budget has risen to approximately \$3000. With our normal membership of about 125 at the \$15 level we would end up about \$1200 in the red. Counting the additional revenue from Supporting renewals and sales of donated cards we should be able to squeak by. Should the coffers empty prematurely there are options for trimming expenses that would also cut down on information and pleasure received. The newsletter is the largest expense, about \$150 per issue. Room rental comes next at almost \$90 per month; [www.postcard.org](http://www.postcard.org), our fabulous club web site, is an outstanding value at only a couple of hundred dollars per year, and it can reach unknown millions of enthusiasts.

The club is also accepting, if not soliciting, cash donations. All of these options are (or soon will be) available on the web site. Dues and donations are now payable through PayPal.

A heartfelt thank you to all who have donated or re-

newed at whichever level; you are all supporters.

—Lew Baer

### SACRAMENTO SHOW— January 15-16

Rudy and Natalie Schafer, the producers of the Capitol Postcard shows have offered us a table at their January show. We'll be able to promote the club and sell cards for the club's benefit. There will be a poster of the [www.postcard.org](http://www.postcard.org) home page and we'll have newsletters and other items to pass out. Sue Scott has volunteered to chair the Table Committee. She needs volunteers to spend an hour or two sitting and telling others about our club and its activities, and selling cards from the club boxes. You'll receive free entry to the show and an opportunity to offer a few of your own cards for sale. If you will help, please reach Sue at [sscott2\(at\)hotmail.com](mailto:sscott2(at)hotmail.com).

### SLEEVES AND CARDS TO ORDER

Régis and Frédéric Pauleau, two of our members in France, have sent the catalog for their current Retro Photo mail auction which closes early in December. There are fabulous cards pictured, including many European signed artists and Japanese. Offers can be made on line. The catalog will be at the meeting for your perusal and delectation.

We have talked of putting together a group order for crystal clear polypropylene sleeves. If you would like to take part please let the Editor know by mail, e-mail or in person. When the shipment arrives they will be handed out at the next meeting.

The company sells many sizes and weights of sleeves and bags. Order direct at [www.mdiinc-usa.com](http://www.mdiinc-usa.com) or take advantage of a bulk shipment. Standard size thin sleeves run \$1.40 or \$1.05/100 in orders of 5,000 or 10,000; Continentals are \$1.76 or \$1.51. On top of that will be tax and about \$10 freight on the entire order. Deadline for ordering is December 15.



# ROAR WITH GILMORE at the FARMERS MARKET

by Frank Sternad

Arthur Fremont Gilmore moved to Los Angeles from Illinois in 1870. He acquired a 256-acre



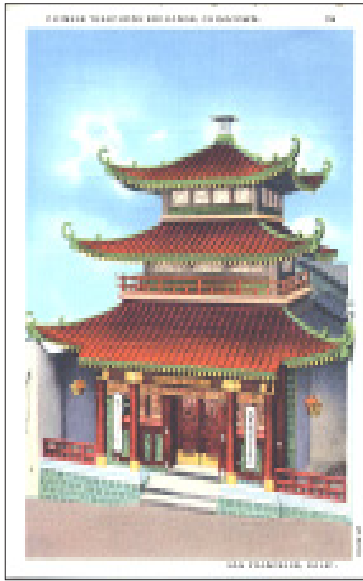
chunk of Rancho La Brea in 1880 to expand his dairy operation, and at the turn of the century, while drilling for water, Gilmore hit oil. By 1905 the dairy was gone and the Gilmore Oil Company was well

on its way to providing fuel to power the coming automobile age. In 1921 the next Gilmore generation assumed control of the property. Earl Bell Gilmore, Arthur's son, leveraged the family business into the largest independent oil distribution network on the West Coast. The auto industry was producing more than four million cars each year, with a healthy portion of them headed for Southern California. E. B. Gilmore's flair for innovative advertising made his service stations a popular part of the Western landscape. Brightly painted Gilmore trucks and stations selling "Blu-Green" gasoline, and displaying the ferocious "Roar With Gilmore" lion, were hard to miss. "Gas-A-Terias" (early self-serve stations) and catchy radio jingles were other examples of his successful pro-

motions. "Blu-Green, the Longest Song in the World" was a regular feature of the "Gilmore Fun Circus" radio show sponsored by Gilmore Oil. Listeners submitted new verses to the song every week; three winners won a \$5.00 book of Gilmore Oil coupons, a monthly winner won \$100, and with each added verse the song

A RECENTLY DISCOVERED POSTCARD has fueled another story of associations and connections. It pictures the Pacific Tel. & Tel. building in San Francisco's Chinatown, interesting enough for some investigation, but the stimulus this time was the message penned on the back, "3.P.M., Dear Folks, As we came thru Mt. Eden, Louise spied 2 gas stations near each other, both with gas, so we 'tanked up' full. At Centerville there were also places with gas. As I write this under a tree near Centerville, a Gilmore tank truck is passing, so we hope for the best as we go along. Love, Abby."

The card was postmarked at San Jose, July 15, 1934 and delivered to an address in Oakland. Reading the message raised a couple of questions. Was there a "summer of 1934" gasoline shortage in northern California, specifically in rural communities of Alameda County? Secondly, what about that Gilmore gasoline truck? I didn't have any luck determining if there was a mid-Depression gas crisis, but the Gilmore question turned up some interesting connections. It relates to discovery of oil in Southern California, midget auto racers, professional football and baseball, and an historic market that has been a world famous grocery, meeting, and eating place for 70 years. Here's the story:



CHINESE TELEPHONE EXCHANGE, CHINATOWN, MAILED FROM SAN JOSE TO OAKLAND JULY 15, 1934. SENDER MENTIONS A "GILMORE TANK TRUCK."





HOLLYWOOD'S FAMOUS FARMERS MARKET AT THIRD AND FAIRFAX, IN CENTER OF THIS 1930S BIRD'S-EYE VIEW LINEN. LOOKING EAST, GILMORE STADIUM IS ON THE LEFT AND HOLLYWOOD STARS' GILMORE FIELD IS IN THE BACKGROUND.

grew longer and longer and longer. By World War II the Gilmore lion symbol graced over 1,100 service stations in five states; but the Gilmore Oil empire gradually disintegrated when Earl was muscled out by two of his chief suppliers. The Mobil Pegasus supplanted the Gilmore lion by 1945.

Earl had built Gilmore Stadium on his massive property in 1934 as a showcase for the miniature racing cars he loved, using them to demonstrate Gilmore Oil products. The stadium was also home to the Bulldogs, first professional football team in Los Ange-



FARMERS MARKET IN THE EARLY 1950S. THE TRADEMARK CLOCKTOWER WAS INSTALLED IN 1941.



FARMERS MARKET AS IT APPEARED ABOUT 1940 SHOWING FARM PRODUCE STALLS AND FOOD SPECIALTY SHOPS.

les, as well as venue for boxing matches, donkey baseball, dog shows, and at least one cricket match. The stadium site is now home to CBS Television City. The year 1938 saw construction of nearby Gilmore Field, home of the Hollywood Stars, a minor league baseball team owned by Bing Crosby, Barbara Stanwyck, and Cecil B. DeMille.

But probably the most famous connection is with a huge enterprise built on a section of land called Gilmore Island, at the northeast corner of Third and Fairfax in what is now the Hollywood district of Los Angeles. It started in 1934 when local farmers trucked

*Continued on page 11*



CBS TELEVISION CITY, JUST NORTH OF FARMERS MARKET, SITS ON LAND FORMERLY OCCUPIED BY GILMORE STADIUM.



## BEFORE THE BIG E

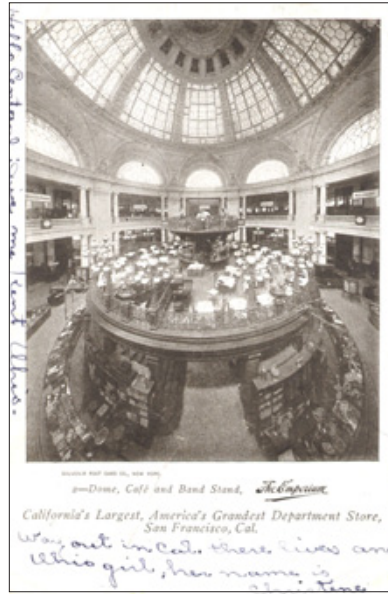
### Checklisting Pre-'06 Emporium Postcards

by Glenn Koch

I have seen only six of the ten cards. There may be more than ten, however that is the highest numbered card that I have in the series. Number 10 is a great view and so is number 2.

- 1.
2. Dome, Cafe and Band Stand
3. Entrance to Oriental Section
4. Aisle in Oriental Section
- 5.
6. A Corner of the Cloak and Suit Section
7. A Glimpse of the Juvenile Section
- 8.
- 9.
10. Section of Rotunda

Each card has the words *The Emporium* in logo script following the title, and all cards contain the statement: California's Largest, America's Grandest Department Store, San Francisco, Cal. Backs are undivided; fronts are imprinted: Souvenir Post Card Co., New York.



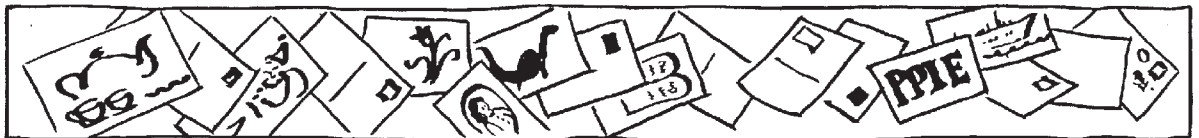
#2



#10



#7





## STUDYING RICHARD BEHRENDT SCHOOL POST CARDS

By John Freeman

*Dear Auntie—I am sending you a postal of my new school. I love it and my teacher too.*

These innocent words, found on the back of a picture postcard of a San Francisco school, sent me on a mission to find out more about a wooden building that could engender such sentiment.

This card was one view from the series of school building cards published by Richard Behrendt in 1907 and possibly into 1908. The buildings, all gone now, were significant because they were located *outside* the boundaries of the burned area of the 1906 earthquake and fire. Most of the schools were built in the 1890s, but at least one building was constructed after the catastrophe of 1906 to accommodate the rapid influx of families moving into the Richmond District. The Bergerot School on 25th Avenue between Lake and California Streets was constructed in 1907, changed its name to Rochambeau in November 1911, and was torn down in the 1920s. The location today is the Rochambeau Playground. Most of the other school buildings are in parts of the Mission District that the fire did not reach.

One of the unusual features that was noticed about these school cards, was who they were published for. Most of the cards have the name of a Mrs.

655 Published by Richard Behrendt for Mrs. R. Warren 1308 Castro St.  
San Francisco — Printed in Germany

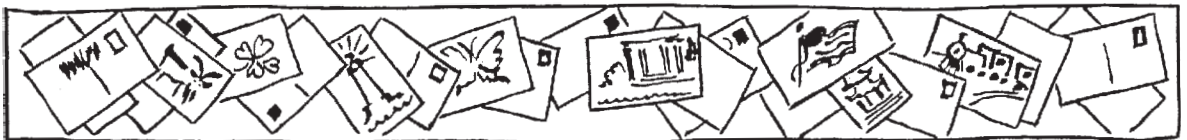
“Someone” or the name of a “bazaar” on the back margin. A check of city directories revealed a curious slice of local history. These stores were within a block of the pictured school and their speciality was “school supplies.” Further research revealed that often the proprietor was an unmarried woman or widow.

Today children are driven to the mall every Fall—

to Target or Wal-Mart—preparing for the first day of school by being outfitted from head to toe. Their parents then shop the school supply aisle and get the season’s trend-setting binders, pens, pencils, paper and calculator for the school year. In the early decades of the last century, retailing was much more specialized. In large or small communities across the country, butchers sold meat, bakers sold bread and cakes, and druggists dispensed drugs. The concept of the supermarket didn’t begin until the ’teens with basic self-service within a grocery store, not the all-in-one megamarkets we know today that include bakery, deli, florist, butcher and pharmacy all under one roof.

These Behrendt postcards tell a story from a simpler time. The neighborhood school had a nearby “bazaar” where a child could buy school supplies and spend pocket money on penny candy and maybe treats baked by the store owner. They may have sold other products like sewing notions and sundry utilitarian items, but much would have depended on the interest of the owner or the competition from nearby merchants.

With help from other SFBAPCC members, we compared our collections and came up with 15 cards, the numbering spread from #653 to #702, which would indicate that there are potentially at least 34 more cards in this series. A check of school lists from the period does indicate that there well could be that many more cards to find, since many permanent schools in San Francisco haven’t been seen on a card yet. One card found, Cogswell Polytechnical School, was a private school, thus increasing the likelihood that the sequential numbers are not all public school buildings.



## BEHRENDT SCHOOLS CHECKLIST

SFBAPCC members contributing to the list below, besides John Freeman, are Bob Bowen, Glenn Koch, David Parry and Darlene Thorne. We encourage more entries. Please check your collection against the list and let me or the editor know if you can supply other numbers, names and locations of Richard Behrendt school cards.

- #653 The Douglass School, 19th Street and Collingwood
- #654 Horace Mann School, Valencia Street between 22nd and 23rd Streetss
- #655 James Lick School, Noe and 25th Streets
- #656 Noe Valley School, 24th and Douglass Sts.
- #660 Grant Primary School, Pacific Avenue between Broderick & Baker Streets
- #662 Fremont School, McAllister Street between Broderick and Baker Streets
- #663 Emerson Primary School, Pine Street between Scott and Divisadero Streets
- #664 Everett School, Sanchez Street between 16th and 17th Streets
- #668 Crocker Grammar School, Page Street between Broderick and Baker Streets
- #669 Dudley Stone School, Haight Street between Central and Masonic Avenues
- #673 Cogswell Polytechnical School, 26th and Folsom Streets
- #699 Richmond Grammar School, First Avenue near Point Lobos Avenue
- #700 Bergerot School, 25th Avenue between Clement and California Streets
- #701 Fairmount Grammar, Chenery Street between 30th and Randall Streets
- #702 Edison School, Church and Hill Streets



The Douglass School



Dudley Stone School with Hill's Bazaar next door



Richmond School



*P.S.*

I HESITATE to keep mentioning finances, but as far as I can recall we have never been so close to finding a nest of goose eggs in our truly petty cash account. Treasurer Dan Saks groans with every bill that arrives for payment. However, thanks to many of us it looks as if we'll be OK for the coming year. Last month we took in over \$700 from sales of cards given by generous members. Between them, Ellen Brannick, Milo Zarakov, Mike Wigner and Kathryn Ayres donated several hundred cards, many very desirable. Members went home from the October meeting with genuine trophies after hunting through the club offerings. The boxes will be back this month with new stock of vintage San Francisco.

CONGRATZ go to Chris Pollock for his article "By-gone Golden Gate Park" in *The Argonaut, the Journal of the San Francisco Museum and Historical Society*. Illustrated with historic photos and many postcards, it tells the story of the park that used to be. Chris' PowerPoint presentation to our club in April of this year was a preview of the *Argonaut* article. We're looking forward to seeing his next production on paper and in person.

—Lew

GILMORE, continued from page 7

their garden vegetables, fruits and flowers to the spot and hawked their offerings to the public. Today it's known as Farmers Market, home to 70 shops that employ over 500 people, and where on an average day visitors purchase more than 1,000 gallons of coffee. The Farmers Market Clock Tower, an internationally recognized icon, was added to the property in 1941. A replica of a 1936 Gilmore gas station has been recently installed on the site of the original Farmers Market. It is a major feature among several historic displays built under the auspices of A. F. Gilmore Company, the current owners, in recognition of the famous Market and its founding family.

## POSTCARD CALENDAR

Nov. 18-21, Thursday-Sunday, **San Mateo**, Hillsborough Antique Show, San Mateo Expo Fairgrounds, Thursday-Saturday 11am-8pm, Sunday to 5pm\*

Nov. 27-28, Saturday-Sunday, **Pleasanton**, Train Show at the Fairgrounds, 11am-5pm\*

Dec. 11-12, Saturday-Sunday, **San Rafael**, Antique/Collectors' Fair, Civic Center, 10am-6 and 5pm\*

Dec. 18-19, Saturday-Sunday, **San Rafael**, Train Show, Civic Center, 11am-5pm\*

Dec 31-Jan 2, Friday-Sunday, **Santa Clara**, Antique Show, Convention Center, 5001 Great Am. Parkway, Fri. & Sat. 11am-7pm, Sun. to 5pm\*

Jan. 8-9, Saturday-Sunday, **San Mateo**, Antique & Collectibles Show, San Mateo Expo Fairgrounds, 9am-6 and 5pm\*

**Jan. 15-16, Saturday-Sunday, Sacramento, Capitol Postcard & Paper Show**, 6151 H Street, 10am-5 and 4pm\*+

**Feb. 4-6, Friday-Sunday, Pasadena, Vintage Paper Fair**, 400 West Colorado Blvd., Fri. 1pm-7pm, Sat. 10am-6pm, Sun. to 4pm\*+ *Use your SFBAPCC complementary pass!*

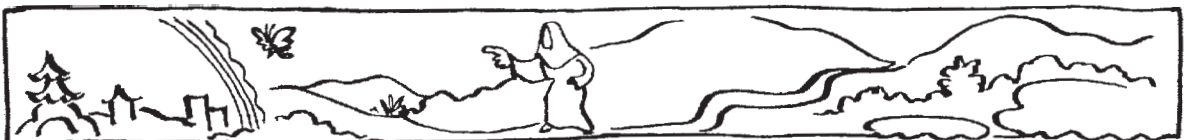
**Feb. 12-13, Saturday-Sunday, Concord, Vintage Paper Fair**, 5298 Clayton Road, 10am-6/4 pm+

**Bolded dates** are shows by SFBAPCC members.

\*Ken Prag will be set up. 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; also most days at *Postcards, Books, Etc.*, in Cotati. Call to confirm: 707 795-6499.



**SAN FRANCISCO BAY AREA POST CARD CLUB**  
**APPLICATION FOR MEMBERSHIP**

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

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

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

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

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

Collector  Dealer  Approvals welcome: Yes  No

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

\_\_\_\_\_  
\_\_\_\_\_

**Clip or copy. Make your check payable to SFBAPCC**  
and mail it to PO Box 621, Penngrove CA 94951

11/04

P.O. Box 621  
Penngrove CA 94951



**Last Club Meeting  
of 2004**

*November 20*

See us online at [www.postcard.org](http://www.postcard.org)