

# San Francisco Bay Area Post Card Club

Nov.-Dec.2006

**Next Meeting: Saturday, November 25, 12 to 3 PM**

Volume XXI, No. 9

Fort Mason Center, **Room C-260**

Laguna Street at Marina Boulevard, San Francisco

*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** • SAN JOAQUIN VALLEY  
**THIS** • CHRISTMAS EVERYWHERE  
**ISSUE** • PROFILE: JOHN FREEMAN  
• SAN FRANCISCO HOTELS – C

**Program Notes:** To wind up a year of star studded programs each of us will be a star. It's time to brag! Bring your best finds of the year—or ever—and show and tell us about them. Try to restrain your braggadocio to five minutes or less, but we want to see lots of great cards and hear the stories behind them or their acquisition.

It's also time for our holiday finger-foodfest. Those with last initial A-M are encouraged to bring savories, N-Z something sweet. But nothing sticky or goopy, please; we will be looking at post-cards. The club box will be there with recent donations including some nice San Francisco cards.

**Parking:** There is usually ample free parking outside the Fort Mason Center gate along Marina Green and in the upper lots of FMC. Enter on Bay Street at Franklin, turn left at the first intersection and wind to the left. Park where permitted and walk the paths toward the bay and the main entry.

## COVER CARD



From Glenn Koch's collection comes this remarkable postcard on San Francisco postcards: the showroom of the Pacific Novelty Company, which claimed to be the leading post card publisher of the West. Boxes of cards fill the shelves while the PNC bug bear stands guard.

## 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

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### MINUTES, October 28, 2006

In spite of the mega antique show on the pier, parking outside of the Fort Mason gate was relatively easy for the near 40 members and visitors.

Cards were brought for sale or trade by Ed Herny, an unnamed member, David Parry, and Ken Prag who delighted many of us with his table holding boxes of 25¢ cards.

Several members paid their renewal dues for 2007.

We were called to order by President Ed Herny. Rarely seen members and guests were introduced: Michael Semas, our speaker, who collects central California especially Kings, Tulare and Merced Counties; Mark Adams, attending his first meeting, collects San Francisco hotels, restaurants, hospitals and worldwide firefighting. Guest Ed Hammond, an artist who is starting to collect post-cards, admitted to having bought 20 today.

Announcements: Ed Herny expressed the club's condolences to George Payton at the loss of his wife, and told that Wilma Hampton, a long time member, had died.

Ed Clausen reminded us of the East Bay Stamp show this weekend and passed out some of the show cards—another earthquake mod.

Darlene Thorne then occupied the floor to present

our Editor with a wizard's hat and cape. (Where was the fairy dust?)

Ed Herny told of Joseph Jayne's show in Sunnyvale next weekend.

Ken Prag offered passes for the Hillsborough antique show and copies of his schedule through June 2007.

Lew Baer reminded us that dues renewals were now being accepted.

The cards in the drawing pleased their many winners.

New Business: Elections. There being no nominations the full slate of incumbent officers was reelected unanimously.

Show & Tell: Darlene Thorne brought a page of Schmucker Halloween cards—a most collectible category by its most sought after artist. She told of celebrating Fleet Week in the VIP tent and impressing the organizer with her cards of the Great White Fleet in hopes of energizing a project for the 2008 centennial. She also brought an album of Portola-la-la Festival cards. ... Rich Roberts showed a real photo of Truckee, the place where he and his wife stay when they go skiing which is also a location used by Hollywood for filming winter scenes. The card showed a film being made.



... Jack Hudson showed a card for Eastern Outfitting Co. with the caption "You furnish the girl, and we furnish the home," and a 1908 RP of an Arizona native American with baskets. ... Dan Cudworth showed some oversize cards which he explained are not saved as readily because of the difficulty of storing them: a WWII card from Sherman's Dine & Dance in San Diego, amnesty for working class prisoners (Mooney, et al.) addressed to Governor Rolf, a Mike Roberts oversize chrome of Diane Feinstein's first mayoral campaign.

John Freeman was at the Image Show where he got a card that meshed with one he had: The Chutes on May 5 and 6, 1908. May 6 was the day the Fleet arrived, and John found a newspaper article that told of a new gimmick of making real photos so that the posers seem to be on board a warship. ... David Parry brought three cards from the 1889 Paris Expo for which the Eiffel Tower was built; of the five cards in the set he has found only 3—the summit, the traction device, and a distance view. Can we help him find the missing two? ... Kathryn Ayres passed around a memorial flyer for Wilma Hampton. ... Ed Herny told of the new exhibit at the Oakland Museum which will be up through March. It's on Arthur and Lucia Mathews, outstanding local artists of the early 20th century; included are postcards published by Philopolis Press, which Ed collects.

—LEWIS BAER, RECORDING SECRETARY PRO TEM

**Program:** **Michael Semas on**  
**POSTCARDS OF THE SAN JOAQUIN VALLEY**

Michael began by thanking us for the opportunity to present his program and telling us that he has given many programs to San Joaquin Valley audiences. He collects postcards of Central Califor-

nia, from the Grapevine to the delta. A particular interest is George Besaw and the Western Card Company of Reedley.

As Michael was speaking the computer driven projector flashed views of early California on the screen. "Only a screen saver," he said, then touched a computer key and began showing and telling us about the postcards of George Besaw.

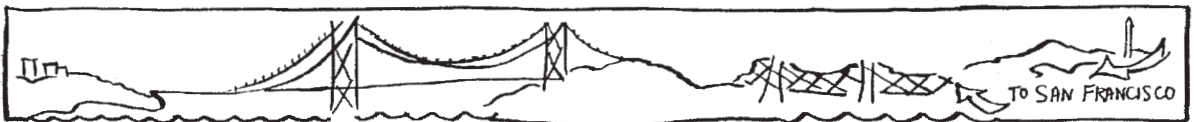
Besaw came to Reedley in 1904 from Wisconsin. Self taught as a photographer, he had a great eye, and in 1910 took on a partner and was hired by Edward Mitchell as a photographer roving through the West. He soon opened his own business, Western Card Co., in Reedley. An image flashed on the screen of the interior of Besaw's warehouse; three women stand in front of numbered drawers.

Agriculture was big business in the Valley. We saw a Besaw real photo of 32 mules pulling a com-



bine harvester and close up views of the process. More cards showed sacking wheat, hauling wheat to town, tractors hauling loads of wheat through Corcoran. There was no irrigation; it was all dry farmed.

When irrigation came, so did fruit farming. A real photo showed a peach orchard. Besaw views showed packing shed, sulfuring shed, a close-up





SIXTH STREET, HANFORD



RAILROAD DEPOT, HANFORD

of women cutting peaches to be sulfured and dried. Alfalfa was now raised, too, and we saw a huge pile of it in Kings County. Besaw photo cards showed a large dairy barn during milking time of a huge herd. He also captured the creamery at Dos Palos on film.

Cotton, a major crop, was seen being picked by hand in Ceres; another view showed huge bales for sale.

Forestry and lumber were other agricultural industries. Besaw views showed the Hume Lake Dam and lumber mill, a long flume through King's Canyon leading to the Hume Lumber Company and piles of boards at Sanger.

Oil brought more wealth to California than all of its gold. A real photo showed the Lake View gusher in Maricopa, the most productive oil well on earth with 100,000 barrels a day spouting forth. In 1910 it began gushing for a year-and-a-half; it could not be capped. Besaw recorded it by night and after the derrick had collapsed.

The oil boom created the town of Fellows, north of Taft. Except for its streets, it is completely gone now, but real photo postcards recorded its existence: Hech Bros. Gen'l Mdse., the railroad station, grammar school, dirt main street, Oyster House pool hall. All were printed for Jones Drug Store, and finally we saw a view of the drug store



BANK OF LEMOORE, 1920



IRWIN STREET, HANFORD





structed the Hanford Civic Auditorium. The final view was one that touched this note taker’s heart: the original End of the Trail at Visalia.

*[Hearty applause!]*

—NOTES TAKEN BY LEW BAER

### TREASURER/HALL MANAGER REPORT

As of November 9, 2006 .....\$4,926.99

Fort Mason Center has raised our monthly rent to \$90 as of January.

—DANIEL SAKS, TREASURER/HALL MANAGER

### TIME TO RENEW

Dues for 2007 are now being accepted. Please check your address label to confirm when your membership expires. If the label reads 12/06 please make your payment today. Easiest for most of us would be to pay through the PayPal link at [www.postcard.org](http://www.postcard.org). Our Treasurer is also delighted to deposit your check in the club’s account.

If you would like to be included on the club email list and have not been receiving messages, please include your address.

Dues are \$15 for individual and family memberships and include one copy of the newsletter. If you wish to be additionally encouraging you may send \$25 or more and be listed anonymously as a supporting member. Out-of-the-US dues are \$25, \$35 supporting. Your support at either level is needed and appreciated.

### WELCOME TO OUR NEW MEMBER

Michael Tacha. Michael is a postcard researcher as much as a collector, and his present interests are the “Welcome to...” linens by Gardner & Thompson and amusement parks.



DOWNTOWN HANFORD

itself. The town burned on Christmas Eve, 1911, and disappeared. Taft took over as the commercial center. Next came views of the great oil strike at Silver Tip No. 1 in Coalinga which really started the oil boom. A doublewide card showed the main street of Coalinga lined with autos and bars. Another RP showed the Coalinga railroad station.

Besaw also worked in Bakersfield, and the cards we saw showed how he used to like to hide his name—on phone poles, for instance. More Besaws pictured the Hotel Clovis and road building in Kings County National Park, the SF depot and train at Turlock, the Laton Hotel, and Reedley School. Michael showed a view of Main Street, now Irwin Street, in Hanford that been made from a “cleaned up” real photo that was sent to Germany and published as a printed card. The same scene appeared next—as it looks today. A view of the depot at Hanford served as a Rosetta Stone for Michael; a small sign, readable with a magnifying glass, helped him identify other cards.

After a few more then-and-now views of Hanford—some blocks were almost totally remodeled, others hardly touched—Michael showed a card of the Steinhart Aquarium in San Francisco. It had been built by the same contractor that con-



## WILMA HAMPTON

Wilma Gomes Hampton, one of our original members and one of our eldest, died in October. She was 93 years old. The picture of her shown here was taken at a meeting in the 1990s. A few years ago she realized her active postcarding life was over, and she sold her cards to local dealers. Wilma's collecting interests had been folk dancing, which was also a major interest in the rest of her life, and ethnic costumes. Wilma had worked for local government for many years and brought her organizational skills to the club. During the doldrums of the 1980s she served as club Secretary and Editor, and it was she who kept the group active until a new flush of activity took hold. She counted members of our club as her closest friends.



—LEW BAER

## OVER TWENTY-ONE

2007 will mark the club's twenty-second year. We are well into our maturity as evidenced by the numerous accomplishments made by the club and its members during 2006. A list of many of these successes is recapped here in the hopes of encouraging strides toward even greater heights in the coming months. It's risky to do this as some people and their efforts will not be included, not from oversight but from lack of awareness. To those few we offer our apologies, and to all we offer our heartiest thanks and congratulations. We have many reasons to be proud:

Topping the list is *FACING DISASTER*, the club-created and -published book on postcards of the earthquake and fire that ravaged San Francisco in 1906

[www.postcard.org](http://www.postcard.org), the club web site under Web Master Jack Daley, registered its 72,250th visitor

Image reproduction in the newsletter improved dramatically

Membership reached its highest level in club history, with many members living well beyond the Bay Area

Cemented relationships with the California Historical Society, the San Francisco Public Library History Room, and other historical museums and groups

Contributed images, relics and expertise to the earthquake centennial exhibit at the Oakland Museum of California; John Freeman served as historical consultant

Created and exhibited display boards at WESTPEX and at the East Bay Collectors Club show

Numerous talks to other organizations given by John Freeman, Glenn Koch, Laura Ackley, Chris Pollock and others

Numerous historical articles by John Freeman published in other journals

Darlene Thorne's article on the earthquake published in the *San Jose Mercury News*

Books! Michael Semas and Bob Bowen had books published using postcards as illustrations; Glenn Koch has had one accepted for publication; Frank Sternad for his book on Mexican revenue paper with postcard illustration; Ed Herny is nearing completion of his portion for an East Bay history group; Ed Clausen and Glenn Koch contributed images to numerous publications.

Rating an entry of its own is Bob Bogdan's superlative reference work on real photos

Lou Rigali and Quantity Postcards published a large series of repros of earthquake and fire cards

Walt Kransky's web pages that coalesce all re-



search results on the Edward H. Mitchell Company into one easy to access location  
 The first truly-in-San Francisco postcard show produced by Hal Lutsky at the County Fair building in Golden Gate Park  
 Ed Herny consulted on the current Arthur and Lucia Mathews exhibit at the Oakland Museum  
 George Juilly, a veteran exhibitor at the Sonoma County Fair, took another blue ribbon with his exhibit on Cazadero

That's quite a list considering that a couple of years ago it would have been only two or three lines long. It shows that postcards do have an important role in preserving and interpreting history, architecture, and other facets of our cultural existence.  
 Again, congratulations to all!

—ED.

*P.S.*

THERE IS TOO MUCH NEWS for this little space so we'll use it to celebrate the festive season with a truly PC CP—a Politically Cheerful Christmas Postcard. It was published by Coralie Sparre who hailed from Dixon, Illinois, President Reagan's childhood hometown. The Reagans are smiling broadly here—for the camera or because of that box in Nancy's hand. Its size seems excitingly familiar. Could it be holding what we all hope to find under our trees? May our wishes come true!



—LEW BAER

## POSTCARD CALENDAR

Dec. 2-3, Saturday-Sunday, **Redwood City**, PENPEX stamp show, 1400 Roosevelt Ave.; free entry, 10am-5:30 and 4pm.

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

2007

**Jan. 20-21, Saturday-Sunday, Sacramento, Capitol Postcard Show, 6151 H, from 10am\*+**

Jan. 28, Sunday, **San Mateo**, new Collectibles Market, Expo Fairgrounds, 9am-3pm\*

**Feb. 2-4, Friday-Sunday, Pasadena, Vintage Paper Fair, 400 West Colorado Blvd., Fri. 1pm-7pm, Sat. 10am-6pm, Sun. FREE 10am-4pm\*+**

Feb. 8-11, Saturday-Sunday, **San Mateo**, Antique Show, San Mateo Expo Fairgrounds. Thurs.-Sat. 11am-8pm, Sunday to 5pm\*

Mar. 3-4, Saturday-Sunday, **San Rafael**, Collectors' Fair, Civic Center, 10am-5pm\*

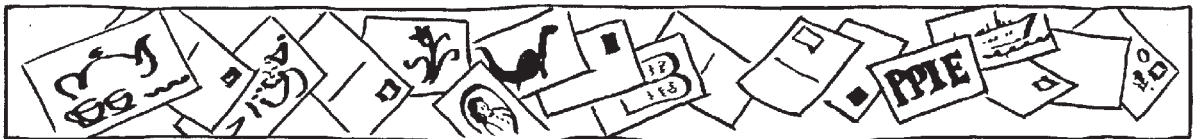
Apr. 14-15, Saturday-Sunday, **San Mateo**, Collectibles Show, San Mateo Expo, 10am-6 and 5pm\*

**Apr. 21-22, Saturday-Sunday, Santa Cruz, Postcard Show, 611 Ocean, 10am-5 and 4pm\*+**

Bolded entries are events by SFBAPCC members. On the first Sunday of each month several dealers set up at the huge outdoor antique market at the Old Naval Air Station in Alameda.

\*Ken Prag will be here. Let him know what he can bring for you: 415 586-9386 kprag(at)planetaria.net.  
 +R&N Postcards will set up with cards and 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.



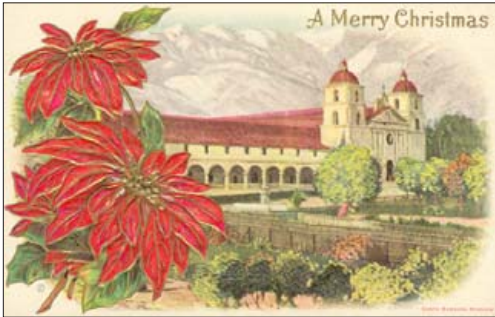


# Christmas Everywhere!

by NANCY TUCKER



Formstecher & Co., Berlin. Egyptian Art Series #7063. Possibly published around 1923, when King Tut's tomb was opened.



Santa Barbara Mission. Can you identify the publisher?



Pecos Valley [N.M.] Drug Co., copyright A. Wittemann, Brooklyn, N.Y.

When I first proposed this article to our newsletter editor, I had a hard time describing what kinds of postcards I wanted to write about. I was thinking of, “Nyah, nyah Christmas postcards”—glamorous pictures of winter in warm places like California or Florida, meant to be sent to people in hard-winter states like Ohio or New York. However, when I went through my collection to scan the cards, I found I only had one like that. Others show a warm-state holiday scene—yes, with palms and orange trees, especially—but their printed words don’t reflect that “nyah, nyah” approach. Lacking a name for the category, I discussed my dilemma with a non-postcard-collecting friend, and she gave me the name I now use: Christmas Location Postcards. These cards are scarce but by no means rare. In fact, I occasionally find them in dealers’ quarter boxes, though they’re more likely to turn up in the General Christmas section. I think the most I’ve paid for one has been \$10.

My California Christmas Location cards come from regional publishers like Edward H. Mitchell and Richard Behrendt of San Francisco, M. Kashower Co. and Western Publishing & Novelty Co. of Los Angeles, and O. Newman Co. and Pacific Novelty, which each had offices in both cities. Behrendt and Mitchell also published some cards from Washington state, and I have a Mitchell card from Oregon, too. National-level publishers such as Curt Teich and Auburn Post Card Manufacturing Co. were also involved in this segment of the holiday postcard business.

Most of these cards seem to have been published in the early 20th century. My earliest postmark is 1904 from Germany, and I have one each from England and the U.S. used in 1905. But the majority seem to have been mailed in the 19-teens, though some date from World War II and the period immediately afterwards. I have not seen any linens, chromes or modern cards.

To produce the cards, a publisher often took a standard view





card, reduced the image size, threw a motif of holly or poinsettia around the view and finished off the card with a message like “Merry Christmas from California,” or Oregon, or Washington, or any favorite town. My own favorites go beyond those with re-purposed artwork. Instead, I prefer designs that are original works of art, emphasizing local holiday customs and atmosphere. These cards are much scarcer as they required extra work to produce and were likely printed in small quantities and for only short periods of time.

The greatest number of this second kind I’ve found are from New Mexico, where I now live. In fact, I found my first Christmas Location postcard while trolling eBay’s “New Mexico” postcard category. Unfortunately, it’s difficult to reproduce here. It’s a black and white line drawing and shows a puzzled Santa Claus, burdened with a big pack of toys, trying to figure out how to get down the smoking chimney of a tiny adobe house. The card is captioned “A tight squeeze for Santa Claus in the Land of Poco Tiempo.” The caption plays off the title of an 1893 book by Charles Lummis called *In the Land of Poco Tiempo*. Lummis translated “poco tiempo” to mean “pretty soon,” and his book helped to romanticize the Southwest and its history. This particular card was postmarked in 1905 at Las Vegas, New Mexico. No publisher is shown, which makes me suspect it



was produced in Las Vegas, then one of the larger towns in the state.

Possibly the most popular of the New Mexico Christmas cards—judging by the fact that I have three copies, each with a different back, indicating multiple printings—is titled “A New Mexico Christmas,” and reproduces a verse by Elwood M. Albright, an unknown poet, that starts “My Holly is the Chili red/



“Gotha. Englische Kirche. Fröhliche Weihnachten!”  
 Published by Verlag A. Gimm, Gotha. Postmarked 1904.



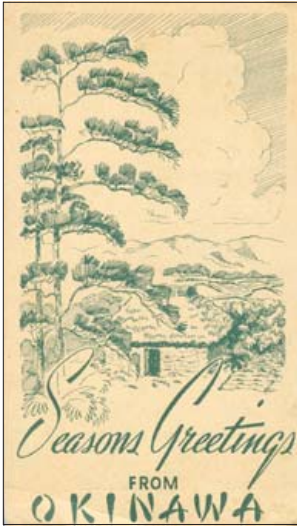
Pacific Novelty Co.



Sallo Epstein & Co., Durban; no date; phototyped in Prague. Each letter is filled with up to five images, presumably from South Africa.



Upon the wall displayed/My Christmas Trees are Mountain Pines/In glittering Dews arrayed....” The postally used copy I have is dated in 1917.



Christmas Location Postcards aren't confined to the United States. I have a fine one showing a Norfolk Island pine tree towering over a small grass-roofed house titled "Seasons Greetings From Okinawa," where the word Okinawa is spelled out in mock-Japanese script. I suspect it was produced for mailing by American military personnel stationed there after the end of World War II. It shows neither publisher nor date. Another nice foreign one is from Canada, and pictures "the

Armorial Bearings of the Dominion of Canada" surrounded by poinsettia flowers and winter birds. One card from South Africa uses the large-letter format, where each letter shows up to five different South African scenes. A "Happy Xmas from New Zealand" real photo card features pictures of pretty ladies in the words "Happy Xmas," while a picture of the Botanic Gardens in Melbourne decorates a "Christmas Wishes" card from Australia posted in 1912.

I'm particularly amused by a quintuple-whammy card from New Zealand which I purchased on a recent trip there. It combines a "Hands Across the Sea" motif with a real photo of a monument in the town of Palmerston North, a holiday message ("May the Magic of Christmas bring absent friends near") and a related piece of poetry. There's something in this embossed card for five different kinds of postcard collectors—collectors of New Zealand, Palmerston North, Christmas, Hands Across the Sea, and poetry!

Christmas Location cards aren't easy to find online. Trolling the "Christmas" postcard category on eBay yields hun-



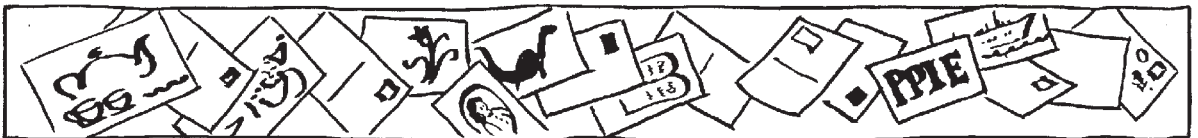
"Seasons Greetings. Mount Demavend, Persia, 18,600 ft. high." "Printed in the Middle East (OTI)." WWI-era, possibly published by American soldiers on "the U.S. Army supply line to Russia," as the caption on the back says. The caption shows a U.S. soldier shaking hands with a Russian soldier over the official insignia of the PGSC. Marked as passed by the Army Examiner.



E. H. Mitchell, postmarked 1915.



C.T. American Art, 1916.







M. Kashower Co., Los Angeles, used 1922. With a view of Mount Shasta, one of the few cards with a message directly contrasting the warmth of California with the holiday cold elsewhere.

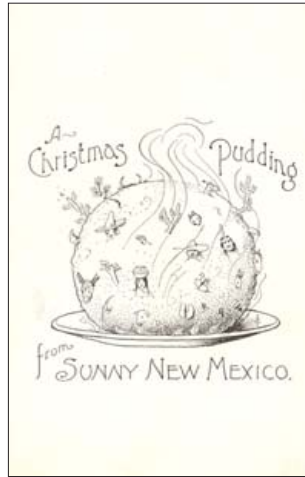


Tanner Bros. Ltd., New Zealand, no date, "Monument & Post Office, Palmerston North."



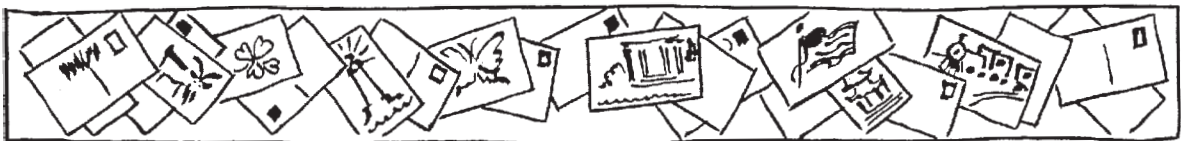
Richard Behrendt, San Francisco; postmarked 1913. Typical of better-quality repurposed Christmas Location cards.

dreds of results, mostly irrelevant, and the same goes for searching on the word "Christmas" on Playles or other postcard auction web sites. My best luck has been to find them in two spots. For my New Mexico sub-collection, I tend to find them filed among the New Mexico cards in dealer boxes and at postcard shows. For the other cards, I usually find them neglected among the more popular Clapsaddles and Santas in dealers' Christmas categories. Sometimes they are even hiding in the quarter boxes!



Instead of raisins, the "Christmas Pudding from Sunny New Mexico," above left, is studded with burros, cactus, busts of Native American men and women, Mexicans in sombreros, a coyote, a cowboy boot with a spur and other icons of the American West. It was drawn by an artist who signed the drawings with an artist's mark which seems to incorporate the letters CTK. No publisher shown, no date, undivided back.

Copyrighted 1923, the card above right is from an original pen drawing by Fremont F. Ellis, a landscape painter and founding member of Los Cinco Pintores, Santa Fe's first modernist art group. It shows Santa sporting a sombrero and driving a carreta pulled by a pair of burros. The cart, loaded with gifts, is high in the clouds above a small village of adobe houses and hornos, beehive-shaped ovens.



Profile:

## A GENTLEMAN, A SCHOLAR AND A DETECTIVE

by DARLENE THORNE

*San Francisco native* John Freeman does not just collect postcards; he uses his extensive collection to illustrate the many scholarly articles he has written for our club newsletter; the “Argonaut,” the Journal of the San Francisco Museum and Historical Society; the San Francisco Architectural Heritage’s “Heritage News”; the Encyclopedia of San Francisco; and, most recently, the Steam Car Club of Great Britain. His postcards are also included in books on the Fillmore and Richmond Districts. He is currently authoring a book on the period following the 1906 earthquake and fire to be titled *ARISING FROM THE ASHES: SAN FRANCISCO’S RECONSTRUCTION 1906-1915*. His quandary now is should he write his book first, then do “break-out” articles for various magazines or write the shorter articles first and compile them into a book. All of them, of course, to be enhanced by postcards of that period.

John has also given PowerPoint presentations, using postcards from that era, to the club as well as various history groups. He served as Historical Consultant to the Oakland Museum’s exhibit “After-shock!” He was part of the 1906 Centennial Alliance that coordinated all the festivities in San Francisco. John has used his varied background in almost every venture his postcard collecting has taken him.

As an apprentice and then journeyman carpenter, John continued with this career for 15 summers, which enabled him to work on, and oversee, the restoration of earthquake shacks and to remodel his 1920s San Francisco home.

His love of all things historical started even before he earned his bachelor’s degree at University of SF and his master’s degree in Marriage and Child Counseling from SF State University. It started before he taught history or sex education or even trigonometry in San Francisco high schools. He had researched a paper on reconstruction in 1962. He collected books and images of that period and then in 2000 he found that postcards were more prevalent and less expensive than original photos. With this

discovery, John became a postcard collector. “It was the end of my 35-year teaching career, and postcards seemed to satisfy my curiosity of all things unknown.”

John returned to his passion, the SF Reconstruction Period. At this time, he had a minor collection. While doing research on these postcards, he discovered a book, *SAN FRANCISCO GOLDEN AGE POSTCARDS*, that inspired John further into collecting. Today the book’s author, club member Glenn Koch, and John are good friends. Known as Accommodating John (AJ) by some of the club members, he helps with research on unidentified or mysterious San Francisco cards. In return, club members lend him cards for his articles and presentations.

John has become the leading expert on the 1909 Portola Festival. His four-page article for the newsletter highlighted 14 postcards of the Festival, both



real photo and poster-style. His PowerPoint program using postcards was presented to the club and other historical venues. He imagines that in 2009, this illustrated talk will be much sought after.

The Portola Festival was the culmination of the reconstruction period and had a carnival atmosphere that attracted national and international press. “The Portola Festival and the Panama Pacific International Exposition (PPIE) are closely linked” as John believes the 1909 festival was held as a bid for the City to attract the 1915 PPIE. The PPIE was snatched from New Orleans largely by a postcard blitz started in June of



Amherst got too creative in his facts.”

John’s knowledge and teacher instincts turn every postcard into a fascinating history lesson. Expounding on a postcard of Union Square, John can identify every building and its function, including the one-story building in the lower right hand side of the post-



1910 “Boosting San Francisco for the 1915 PPIE.”

“I tripped over the Chutes as I was researching reconstruction.” He and his wife of 42 years, “the love of my life — Alanna,” live within blocks of the former Chutes location. The result was an in-depth article, “The Chutes: San Francisco’s Unique Destination for



Amusement,” written for the “The Argonaut” in 2003 and illustrated with postcards.

“I love detective work. Bulldog Drummond was a good detective, but I might be more tenacious.” He tells of one postcard he found of a steam donkey, tearing down a ruin. After 75 hours of research, he identified it as the demolition of City Hall in 1908.

His considerable knowledge makes him secure in challenging “facts” written by others. “Professor, I’m going to take you on,” claims John when he finds a statement that he feels is entirely out of place in an article. “I thought I was in virgin territory with Portola, but I’ve found references in obscure places. Sometimes you have a thesis in your head and then find facts to fit it. However, one professor from



card. “That was Spin Central,” the offices of the California Promotions Committee. Prior to the earthquake, its job was to promote California agriculture and business. The St. Francis annex housed salesmen from all over the world and the California Promotions Committee was in the middle of the activity. An annex in New York’s Waldorf Astoria countered negative reports about the disaster with letters to the editor.

“I don’t want to reinvent something; I want to add something to the historical records. All the books written have been on the 65 seconds of earthquake and 74 hours of fire. However, nothing has been written on the recovery of the city. There was bubonic plague, labor strikes and materials and labor shortages. A plea went out across the nation for qualified plumbers and sheet metal workers. Plasterers and tile setters were brought in from Italy.”

Using both his desire to add to the historical records and his keen detective work, John and fellow club member, Jack Hudson, solved the mystery of the exquisite real photo J-cards series. “Jack is the hunter, I am the collector,” he reveals of their collaboration.

A tenacious detective, an accommodating club member and a congenial gentleman, John’s personal attributes rival his various careers.

## SAN FRANCISCO HOTELS – The Cs

Continuing our survey we move to the Cs. Contributors include Mike Wigner, Karen Anderson, Glenn Koch, Kathryn Ayres and Lew Baer. Your participation is requested. Send lists of cards or scans to Editor.



CADILLAC HOTEL, CORNER EDDY AND LEAVENWORTH

CALIFORNIA, 410 BUSH. ON 4/18/06 THE CUPOLA TOPPLED ON THE FIRE HOUSE NEXT DOOR, KILLING CHIEF SULLIVAN.

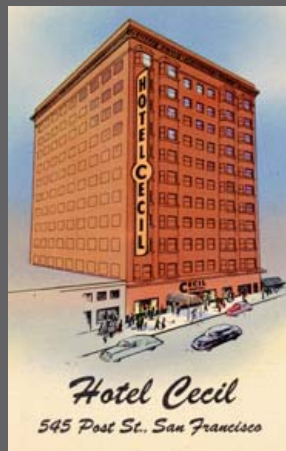


CALIFORNIAN, TAYLOR AND O'FARRELL

CANTERBURY, 750 SUTTER

CARLTON, 1075 SUTTER

CARTEL, LOCATION UNKNOWN; CIRCA WW II REAL PHOTO WITH MILITARY INSIGNIA AND BUNTING DECOR.



CARTWRIGHT, 524 SUTTER; CARD PUBLISHED 1936

CECIL, 545 POST; CARD PUBLISHED 1952

CHANCELLOR, POWELL AND POST

CLIFT, 495 GEARY

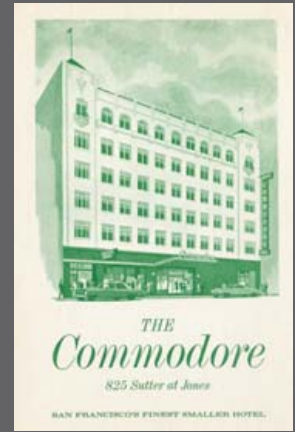




CONTINENTAL, ELLIS AND POWELL



COLUMBIA, O'FARRELL AT TAYLOR



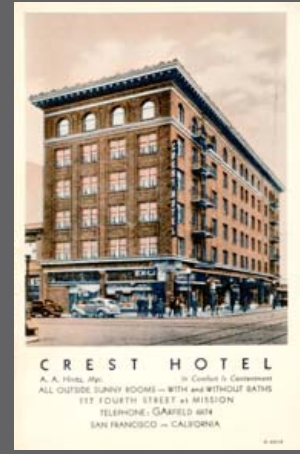
COMMODORE, 825 SUTTER



CLARK, EDDY AND TAYLOR



COURT, BUSH AT STOCKTON



CREST (1937), 117 - 4TH St.



CRANE, 245 POWELL, NEAR GEARY



CREST (1950s?), ELLIS AND MASON



CUMBERLAND, PRE QUAKE

**SAN FRANCISCO BAY AREA POST CARD CLUB**  
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Family members: \_\_\_\_\_

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

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Collector  Dealer  Approvals welcome: Yes  No

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

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**CLUB MEETINGS**

**for 2006**

November 25

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