

# San Francisco Bay Area Post Card Club

Jan.-Feb. 2007

Next Meeting: Saturday, January 27, 12 to 3 pm

Volume XXII, No. 1

NEXT ISSUE MARCH 2007

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.*

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**THIS** • WHERE DO THEY BELONG?  
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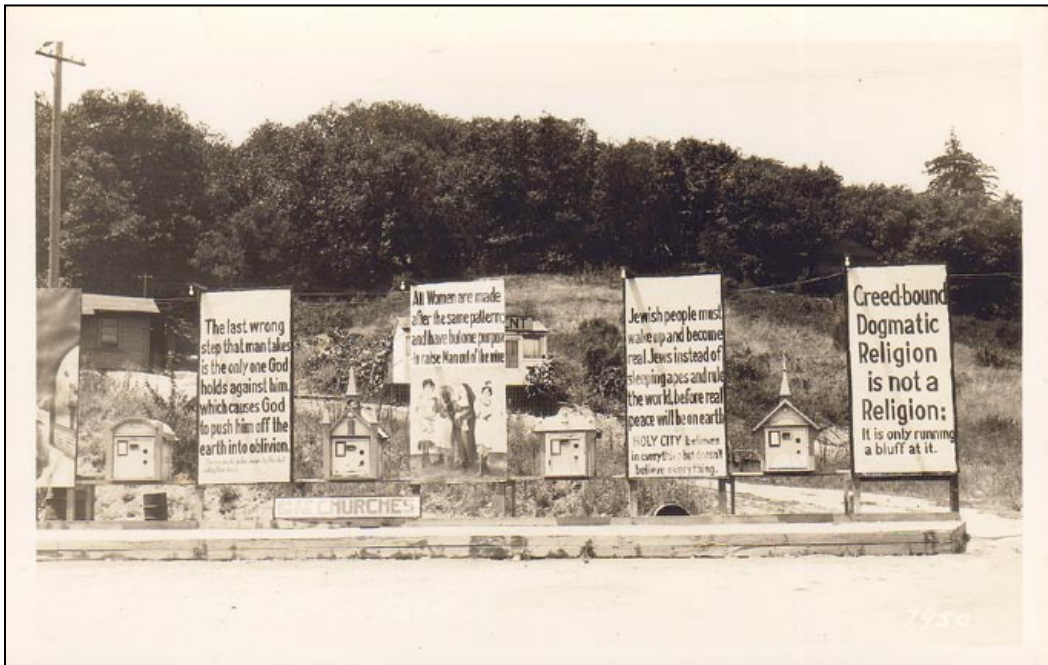
**PROGRAM NOTES:** Ed Hery contributed to the catalog for the major current exhibit at the Oakland Museum on Arthur and Lucia Mathews, artistic leaders of the Bay Area in the early 1900s. In his presentation Ed will show and tell us about the little known Philopolis Press, the Mathewses' private publishing endeavor which issued books, ephemeral items and postcards.

**SHOW & TELL:** What I found in my stocking, collector's choice; three item, two minute limit.

**PARKING:** It could be tough. Park in pay lot, upper free lot on Bay Street or along Marina Green.

## COVER CARD

Daniel Saks is starting the new year with a visit to memory lane inspired by this recent purchase. Years after the time that this real photo postcard was made he lived near the site of Holy City, the religious community of celibates on Old Santa Cruz Highway. Between the signs are miniature churches that showed penny peep shows. The land that comprised Holy City is currently for sale—142 acres for \$11 million.



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**Newsletter Deadline:** 5th of each month



### MINUTES, November 25, 2006

Distracted by the boxes of cards and the groaning board of festive edibles, few people took the time to put their names on the sign-in sheet. Needless to say, there was a full house.

Cards were offered for sale or trade by Joseph Jaynes, David Parry, Sue Scott and Bunny Moses who brought several suitcases of boxed cards from her home in New York State. The club boxes were also on view and were emptied.

After a brief survey of the boxes of cards most people headed for the two tables laden with holiday delights among which were extremely chocolate chip cookies, mixed nuts (on and around the tables) tortellini salad, artichoke hearts, cold cuts, inside out sushi, sesame sprinkled piroshki and nalistnik (Russian blintz like tidbits filled with egg and cilantro — “from a Jewish home”), various chicken dishes, cookies galore, crudité’s, and various drinks — both soft and red, as in wine. Fortunately there were ample napkins, and noshers were careful to wipe their fingertips before riffling through the postcards.

The meeting was called to order by Vice President Kathryn Ayres. Newest members Doris Ann Elmore and Marty Michaels were introduced.

Announcements: Lew Baer set out the remaining 1980 club cards for those who had not already

taken one; he told of the PENPEX stamp show on December 2; revealed that dues were being accepted; and read a letter from a group of Rossmore residents who are searching for a program on the 1939 GGIE. Lew also told that if cards or scans are made available we can include images of Show & Tell items in the newsletter.

In the drawing there were many lots, including candy bars with Schmucker postcard designs.

There was no business either old or new.

Show & Tell: Rich Roberts prefers English cards but also picks up American cards that appeal to him. He did well at Concord and showed some of the real photos he found there: Santa, a normal looking fellow wearing glasses beneath his costume; a burro and little girl dated 1912; Tittles Bakery in Catskill, NY with lots of decorations from 1908; a girl with pet dog and doll in front of a screen door—real feeling of 1910-1920; from Washington State “the quintessential parade display” of the Reynaldo Cigar float. ... Jack Hudson brought two frames and several cards in hard sleeves including his earliest SF card, published by Pacific Steamship Co., dated 2/20/96; workers banding cigars at La Navidad Cigar Co. on Clay Street, 1907; a 1900 Private Mailing Card of the Van Dyke Photo Co.; an advertising card of Harry Hartz, a race car driver; one frame held

more racers including Indy 500 winners and Eddie Rickenbacker, the driver who later owned the race track; a new “J” card of Fillmore Street decorated for the Great White Fleet; and a card of frogs: “I croak for you.”

Janet Baer had good luck at Concord and showed a card she had long wanted for her People Reading category: someone reading in Braille; a card of soldier spies on the battlefield putting on women’s clothing fits in her Military and Power Women categories; a card of a Japanese woman that represents herself as a reflective poet. ... Feliks Shklyar brought a copy of Boris Rosenfeld’s catalog of Lebanon postcards that has just been published in Moscow. ... Darlene Thorne cannot choose her favorite cards so she brought several album pages of Winsch Thanksgiving cards; a real photo of “Auto hit by NWP at Guerneville, 1925” which she researched in newspapers and with fellow collectors — Frank Sternad found the account of the “fatal crash”; from her Women’s Suffrage category (“My third favorite category”) we saw flag cards with the names of each state as they signed on the voting bandwagon; a Sacramento card that she acquired too late for our Earthquake book.

Ted Miles brought a card he just got of a square-rigger, 100 feet longer than the Balclutha. ... Craig Blackstone showed an unusual card of the old Sutro Cliff House in vertical format, published by Underwood in 1909—the building had burned in 1907; the back of the card tells of Frank C. Clark’s Cruise around the World on the Good Ship Cleveland which Craig researched online. ... Lew Baer showed three recent finds for his goat category: Ralph Yearsley in “Milking the Goat,” a 1925 film, a goat dressed as Little Red Ridinghood finding the wolf asleep in bed, and a 1930s goat golfer advertising a hotel in Wiesbaden. ... John Freeman showed a card with five women in great hats posted in a glassine envelope that had had the stamp cut off; an early studio real

photo of a man with Cliff House backdrop; another RP of Forest Hill that had been mailed back and forth to Oakland; and an RP of a kid with his first bicycle — a studio shot that brought back childhood memories.

Jim Caddick, whose main interest is San Francisco of the 1800s, showed a card of the entrance to Sutro Baths with the Cliff Photo Gallery sign in the corner; a 1915 card from Webster Studio in Oakland with a picture of a baby: “This is the last photo we made of Robbie. Isn’t it time for a new one?” ... Joseph Jaynes told a postcard story of a fellow he met at the Santa Cruz flea market, a book collector, who just paid \$13,000 for a set of four postcards sent by the publisher advertising *On the Road*, the Kerouac book. “They’re not old,” Joseph said, “from the 1950s.”

—LEWIS BAER, RECORDING SECRETARY PRO TEM.

### TREASURER/HALL MANAGER REPORT

As of December 18, 2006 ..... \$5,589.21  
We’ll meet on the 4th Saturday in C-260 with the only exceptions so far being in August when the meeting is on the 3rd Saturday, the 18th, so as not to conflict with the Sacramento Postcard Show, and in October, when the meeting will be in another room.

—DANIEL SAKS

### TIME TO RENEW

Please check your address label. If it reads 12/06 it is time to renew your membership. Please do so via the PayPal link on the club web site, [www.postcard.org](http://www.postcard.org), or by mailing a check to PO Box 621, Penngrove CA 94951. Basic dues are \$15 within the US, \$25 to addresses beyond our borders. If there are no changes in your contact or collecting info it is necessary to include only your name with your payment. Thank you to the many who have already renewed, and extra thanks to those who have chosen to be listed on the membership rolls as “Supporter.”

—ED.

## WELCOME TO OUR NEW MEMBERS

Doris Ann Elmore collects firefighting, French WWI (not ruins), and the actress Eva LeGallienne.

Marty and Betty Michaels; Marty is a longtime dealer who also collects better early Singapore and Brooklyn.

Hanu Varis, a collector and dealer who is now a regular at Concord.

Nick and Lynn Farago; Nick is a longtime dealer and collector who is interested in everything; he sets up at many shows.

Henry and Lynn Michalski, collectors with wide interests.

Christopher VanPlanck, a collector — author and historian, as well — Buildings/Architecture, parks, San Francisco, California, other Western States

Patty Asker, collector of Disney, Disneyland, San Francisco, Marin County, and more.

Thomas N. Layton;. Tom collects San Jose and South Bay real photos in order to identify the makers and compile their biographies.



## POSTCARD CALENDAR

**Jan. 20-21, Saturday-Sunday, Sacramento, Capital Postcard Show, 6151 H Street, 10am-5 and 4pm\*+**

Jan. 28, Sunday, **San Mateo**, Antiques & Collectibles Market at the Expo Fairgrounds. 9am-3pm\*

**Feb. 2-4, Friday-Sunday, Pasadena, Postcard & Paper Show, 400 W. Colorado Blvd., Fri. 1pm-7pm, Sat. 10am-6pm, Sun. FREE 10am-4pm\*+ Next to the last time at this location! Mike Rasmussen will set up with the start of a 750,000 card collection!**

Feb. 8-11, Thursday-Sunday, **San Mateo**, Hillsborough Antique Show at San Mateo Expo Fairgrounds, Thursday & Friday 10am-7pm, Saturday 10am-6pm, Sunday 10am-5pm\*

**Feb. 10-11, Saturday-Sunday, Concord, Postcard and Paper Show, Centre Concord, 5298 Clayton Road; Sat. 10am-6pm, \$6 admission; Sunday Free, 10am-4pm**

Feb. 18, Sunday, **St. Helena**, Napa Co., Antique & Appraisal Fair, 937 Coombs Street. Limited selection here, but I'll be glad to bring your special wants. 10am-4pm\*

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

Mar. 10, Saturday, **Stockton**, Railroad Collectibles Show, Scottish Rite Center, 9am-5pm\*

April 6-7, Friday-Saturday, **Costa Mesa**, RBF Vintage Collectibles Show, Orange County Fair & Expo, Bldg 10; 10am to 6 and 4 pm \$6 (Early bird Thursday 2-7pm, \$40.) A BIG show! [www.rbfshow.com](http://www.rbfshow.com)

**Apr. 21-22, Saturday-Sunday, Santa Cruz, Central Coast Postcard & Paper Show, UCSC Inn, 611 Ocean Street, 10am-5 and 4pm\*+**

Apr. 26-29, Thursday-Sunday, **San Mateo**, Antique Show, San Mateo Expo Fairgrounds, Thursday-Friday 10am-7pm, Saturday 10am-6pm, Sunday 10am-5pm\*

May 11-12, Friday-Saturday, **Grass Valley**, Old West Antiques Show at the Fairgrounds, Fri. 10am-5pm, Sat. 9-4\*

**May 19-20, Saturday-Sunday, Concord, Postcard & Paper Show, Concord Centre, 5298 Clayton Road, Saturday 10am-6 and 5pm, \$6 entry, Sunday Free entry\*+**

May 27, Sunday, **Healdsburg**, Antique & Collectors' Fair on the town plaza, 9am-4pm\*

Bolded entries are produced by club members.

On the first Sunday of every month several dealers wet 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 have 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.





by FRANK STERNAD

*Souvenir Postcards*

During the mid-1890s, pictorial view postcards were widely sold in many European countries. People delighted in the novelty of being able to buy small pictures of their neighborhood or places they had visited, and mail them to friends and relatives anywhere in the world for a half to two cents' worth of postage. George Eastman's affordable pocket cameras were still a few years away, and amateur color photos were decades away. The invention of souvenir postcards ignited a desire in the human psyche that card publishers have scrambled to fuel and satisfy ever since.

In the dominions of Germany, Austria, and Russia, attractive postcards were sold featuring multi-views of places of interest set amidst elaborate ornamental framework and clusters of flowers. The words *Gruss* (German for "greeting") followed by *aus*, *von*, or *vom* (meaning "from") were soon worked into the design preceding the name of the pictured area. Adequate space was left below the picture for the sender's handwritten message, and the opposite side of the card was restricted to name and address of the receiving party and a postage stamp. These colorful cards could be delivered domestically for the equivalent of a penny or less, and sent to foreign countries, even across oceans, for two cents, a rate established by an international organization known after 1878 as the Universal Postal Union, or UPU. Whoever thought of the simple idea of printing "Greetings from" on pretty view cards probably had no idea to what extent it would revolutionize the burgeoning

postcard industry.

At the same time, in the United States, such souvenir cards were not readily available. Post Office Department regulations stifled private manufacture of reduced-rate postcards, undoubtedly to protect the sale of U.S. postal cards, first issued in 1873. Government postals enjoyed a virtual monopoly of the reduced-rate (one cent) message for 25 years, including the official and non-official view cards printed for the World's Columbian Exposition of 1893. Any unauthorized souvenir postcard

(private mailing card) bearing a picture or message required two cents postage for delivery in the U.S. and five cents if addressed to another country—the same rates charged for letters.

*Conjunction of Empires*

The postcards pictured here are typical of the so-called *Gruss aus* style, but the place being promoted is an unusual one. Instead of a familiar city, town or resort, reference is made to something more mysterious, "Dreikaiser-Ecke." The term is rarely seen on maps of the period, but the city on the postcard's date line, Myslowitz,<sup>1</sup> can be found in East Prussia on the northern slope of the Carpathian Mountains, perched on the trade route between Breslau,<sup>2</sup> 120 miles to the west, and Kraków, 40 miles to the east. It was



settled at the confluence of two tributaries that form the Przemsza River, a navigable stream feeding into the mighty Vistula (Polish: Wisła) that runs through Warsaw and winds to Gdańsk [Gdansk] on the Baltic. After foundation of the German Empire in 1871, the area around Myslowitz became known as *Drei Kaiser Ecke* or Three Emperor Corner because it was situated where the German, Austro-Hungarian, and Russian empires met at a single point. The cartographic quirk propelled Myslowitz to sudden fame as a tourist attraction.

Featured on each postcard is a drawing or photographic vignette, looking north, that shows merging of the rivers near Myslowitz. In very small lettering the three intersecting empires are identified as “Deutschland” on the left, “Oesterreich” on the right, and “Russland,” the imperial territory, at upper center. Two of the cards were printed by chromo-lithography and apparently published by the proprietor of Grunwald’s Hotel in Myslowitz. The hostelry boasted an elegant concert garden, provided caviar from Astrakhan on the Volga, and sold Russian teas, confections, and cigarettes. Armorial eagles and banners, symbols of the three empires, emblazon one of the color cards. In an effort to lend a more personal if not regal quality to the theme of Three Emperor Corner, portraits

of the rulers: Wilhelm of Germany,<sup>3</sup> Franz Joseph of Austria-Hungary,<sup>4</sup> and Nicholas,<sup>5</sup> are

arranged in art nouveau framery on the two black and white cards.

### Endnotes

1) Myslowitz (Polish: Mysłowice), at Lat. 50° 14′ N, Long. 19° 9′ E, is one of the oldest towns in Upper Silesia—a highland province that for centuries was part of ancient Poland,

but seized by Frederick the Great of Prussia from Austrian occupation in 1742. At the end of World War I, following the Silesian Uprisings of 1919 to 1921 and intervention of the League of Nations in 1922, Myslowitz along with much of Upper Silesia became part of a reunited Poland. The city rarely made the news in America—once in June 1894 because of a local cholera epidemic that was spreading over the Russian border; and again in August 1899 when a freak hail storm destroyed all the crops.

2) Breslau, on the Oder River approximately 190 miles southwest of Warsaw, was the city’s official name for centuries while ruled alternately by the Germans, Bohemians, and Prussians. In the aftermath of World War II, Breslau was given back its ancient Polish name, Wrocław, and today it is the cultural and economic capital of southwestern Poland’s province of Lower Silesia.



3) Wilhelm II (January 27, 1859–June 4, 1941), born Friedrich Wilhelm Viktor Albert von Hohenzollern, was the last German Emperor and King of Prussia (German: Deutscher Kaiser und König von Preußen), ruling both the German Empire and Prussia from 15 June 1888 to 9 November 1918.

4) Franz Joseph I (August 18, 1830–November 21, 1916) (Hungarian: Ferenc József) of the Habsburg Dynasty was Emperor of Austria, Apostolic King of Hungary and King of Bohemia from 1848 until 1916. His 68-year reign, the third-longest in the recorded history of Europe (after that of Louis XIV of France and Johannes II, Prince of Liechtenstein), made him the longest-serving German-speaking monarch who is known to have

at least nominally ruled.

5) Nicholas II (May 18, 1868–July 17, 1918) was the last Emperor of Russia, King of Poland, and Grand Duke of Finland. He ruled from 1894 until his forced abdication in 1917. Nicholas proved unable to manage a country in political turmoil or to command its army in World War I. His rule ended with the Russian Revolution of 1917, after which he and his family were executed by Bolsheviks. Nicholas's full name was Nikolay Aleksandrovich Romanov. The title *Czar* or *Tsar* was used after 1721 and until 1917 only in reference to the Russian emperor's sovereignty over some formerly independent states such as Poland and Georgia.

*P.S.*

THE HOTEL PROJECT continues in this issue with letters D and E. Next month we'll devote our coverage to the Fairmont. Along with the Palace and the St. Francis, the Fairmont made the big three of early San Francisco hotels. It was slated to open when the earthquake struck and the fire gutted the building. As youngest of the trio it has paraded its youthfulness by publishing a great number of postcards of the hotel itself, and its attractions. We will see some unusual cards.

The hotel listings have spurred several readers to participate and comment. Henry Michalski sent along a list of hotels published in a 1929 guide to the city along with a comment on the cover card from last month: "...a great old SF card showing a postcard shop. How I would love to go there today and spend a dollar or two on a few hundred great old cards." [Dream on, Henry. You are not alone.] Several members have forwarded scans for future letters of the alphabet. Drene Brennan, doyenne of the Postcard Club of Great Britain, wrote to tell of her hotel experiences in San Francisco: *When I decided to visit S.F. in 1975 I sent for a list of hotels and prices and booked the hotel myself by sending a \$20 bill. I was a bit naive. I was met by mem-*

*bers of the SF PC club who took me to the "Hotel Regent" at 562 Sutter Street. It was about \$10 a night with breakfast. It was old fashioned. In the dining room were flags draped from the ceiling. I stayed there a couple of times as it was convenient. The owner sold up and moved to a road opposite the theatre in a cul de sac. It was a cute French style pension called the Adelaide Inn. I went first in 1989. As the owner knew me he gave me a bed room with a sitting room attached all for \$12 a night. It was basic serve yourself breakfast—rolls and croissants in a microwave with butter and jam. I used to miss that and go to one of the posh hotels in the square for breakfast.*

AS ANNOUNCED at the November meeting it is possible to include Show & Tell





cards in the newsletter. The response was underwhelming, so I'll include one of my cards here: a pre WWII advertising postcard for the Burlington Route showing Washington's face emerging from Mt. Rushmore above a nifty silhouette motif.

EARTHQUAKE CARDS continue to appear; moderns, that is. Most are centennial commemoratives like "The Stricken City" reprinted from the music section of the May 27, 1906 "Examiner" by Chronicle Books in a box of vintage sheet music postcards. Perhaps rarer is this card for the East Bay Collec-



Parish. The Palace of Fine Arts is at center left; behind it is the broad undeveloped greensward that was to become the Marina District; and above that, barely visible and jutting into the bay, is Fort Mason.

When the Golden Gate National Recreation Area was formed in the 1970s Fort Mason was included. It is now an event and cultural center and has been our meeting grounds since about 1990. In this oversize



tors Club stamp show with photos of refugees and destruction in Oakland and a repro of an earthquake envelope marked "To be delivered Free."

DEALERS AT WORK: At the Pasadena show Mike Rasmussen will set up with the start of a huge collection of top new-to-us cards. ... January 27 meeting: Sue Scott will bring three boxes of cards from an Iowa relative.

SOME NEWER MEMBERS are possibly unaware of Fort Mason Center and its setting. It served as a military installation for more than 200 years, as seen in a circa 1920 view sent in by Dave



THE INTERNATIONAL VINTAGE  
POSTER FAIR

non postcard photo by Robert Campbell Building C is seen behind the two lower piers; part of Yacht Harbor is in the lower right corner. One of the recent events was the International Vintage Poster Fair which published a postcard featuring a United Airlines poster. —LEW



## WHERE DO THEY BELONG? – *Musings on a San Francisco Collection*

by GLENN KOCH

*Anybody who collects* view cards, primarily those of a large city, knows that in addition to the standard views — the meat and potatoes of any collection — there are those cards that don't seem to fall readily into standard categories. If you are like me, you may have your cards sorted by location, by structure or even by theme within your larger collection. But in the end there is always that pile of cards that you just aren't sure where to file. They end up, oftentimes, dumped in a final album because they are peculiar and you have no place else to put them.

By the same token, if you are like me, you literally want to own one copy of every card known to exist that falls into your realm of collecting. No matter how far the stretch, if it has some tenuous connection to San Francisco, I feel like I need to have it. Needless to say, I have a lot of orphans and oddballs that have ended up in that last album.

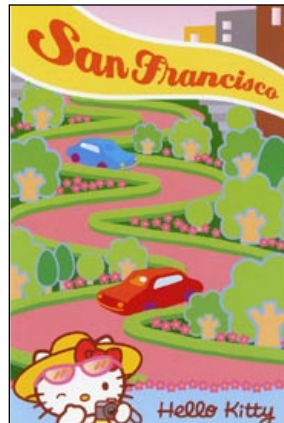
Now, within that group of outcasts, there is a further distinction that can be made. There are the true oddballs — the one-of-a-kind cards that were produced for events, or as vanity cards, or whatever — that you know you will never find another card to accompany within your albums. And then there are oddball sets of cards, difficult to categorize because they fall under a number of headings. These are often crossover cards that appeal to collectors of other topics. But unlike most crossover cards, say for instance where another collector wants street scenes that just happen to show trolleys, these cards are equally appealing to two collectors because the each subject is the primary focus.

It was a recent eBay purchase that got me to thinking a bit more about these oddball and orphan cards. The lot was a series of five postcards of San Francisco, all with eye-catching graphics, produced by the company known as Sanrio in their “Hello Kitty” product line. OK, now here is where you may start laughing at me. (I know

I've completely lost it.) But take a look at the two cards from that series that are included here, the Hello Kitty Lombard Street and the Hello Kitty Fisherman's Wharf cards. The colorful, eye-popping graphics, with a kind of pop art feel to them, are fantastic. All I could think is that it's too bad that R.F. Outcault never did a series of postcards of the Yellow Kid at San Francisco landmarks. Today we would be clawing at each other to get our hands on them. The same I think will be true for these someday — if we live long enough.

But to get back to my point about orphans, oddballs, and crossover appeal, these cards are equally appealing to a San Francisco collector as they are to a Hello Kitty collector, of which I understand there are quite a few. They would also appeal to cartoon collectors and to those that collect Japanese animation. And to make my final point, just where do they fit into my collection? Would you break them up and put them with Lombard Street and with Fisherman's Wharf, or keep them together where their impact as a set is even greater? I vote for keeping them together.

As I said, these cards got me to thinking about others that fall into the postcard twilight zone. One series that immediately came to mind are the hippie-like postcards published by E. F. Clements during the 1960s of scenes around San Francisco





surrounded by psychedelic borders. I have six cards in this series; three with predominantly blue and three with predominantly white borders. Interestingly, they are another good example of crossover appeal. I can think of a number of topical collectors who would find this series just as appealing as a San Francisco collector would. But here again, in what album does it really belong in my collection? And again, I have chosen to keep them all together.

A third group of cards that falls into this amorphous category are the Christmas and holiday cards produced by different publishers that feature various views of San Francisco landmarks. The Christ-



mas card depicting Mission Dolores surrounded by golden poppies and published by Edward Mitchell is equally as desirable to San Francisco collectors as it is to Christmas collectors and those that collect the

iconographic images of California (i.e. poppies, California bears, etc.) and mission collectors. Such is also the case with the Christmas card of the curator's residence in Golden Gate Park published by Richard Behrendt. Even though these would look great viewed as an entity, I have broken them up within my collection.

Finally we get to the uncategorizable one-of-a-kinds that also have great crossover appeal. Two examples are the photo cards of enormous silver trophies that were grand prizes at Pacific Saengerbund festivals. Both cards, produced by Charles Weidner, would cry out to San Francisco collec-



tors, to the collector of German-American history as well as collectors of social clubs and singing groups. They would also appeal to collectors of the art of silversmithing in the United States, and with some research, probably to collectors of silver in California, as both were probably produced locally, maybe even by Shreve & Co.

While on the subject of social groups, take a



look at the Real Photo card titled “San Francisco Greet You” showing what appears to be praying Muslims and



their camels at the Golden Gate, compliments of the Hotel Sutter. Most likely this card was prepared for the Shriners’ convention of 1922 in San Francisco. The appeal of this card is great to many collectors. Shriners/Masonic collectors would love it; camel collectors, collectors of Arabic subjects, etc. would all enjoy this card, as do I, who collect San Francisco subjects.

Another interesting subcategory consists of the cards that depict San Franciscans from various walks of life. But in addition to showing city residents, the cards also depict something else that could appeal strongly to the crossover collector. Take for instance Clyde Menke, Jr., America’s Most Spectacular Baton Twirler, or Melville Weingarten on his Roller Skates, or the Birthday Anniversary of William Carl. They would be fair game for collectors of group photos, genealogy depicted on postcards, marching bands, baton twirling, roller derby and roller skating.



The last subcategory that I’ll mention here is Advertising. The two cards that I chose to show are for Willard Brothers Cigars and the No Percentage Drug Company. Both cards definitely appeal to San Francisco fanciers, but they would also delight the cigar collector, the collector of caricatures, the lighter-than-air collector, the drugstore collector and the silhouette collector.

Taking a fresh look at these cards, thanks to Hello Kitty, has made me realize that although they don’t readily fit into my standard categories, it is their uniqueness that makes them special and, thus, they add extra interest to the collection.





## WHICH CAME FIRST, THE COLLECTION OR THE RESEARCH?

by DARLENE THORNE

*An age-old mystery is finally solved.* When you ask Jack Hudson the question: “Which came first, the chicken or the egg,” he can truthfully answer, “The research.” Most deltiologists buy an interesting postcard, and then spend time researching it. Jack Hudson of Dublin, CA begins his postcard buying by doing the research. When he has thoroughly studied a genre or topic, he then uses his precise memory and acquires the postcards, many that are illustrated in the reference books that fill his home.

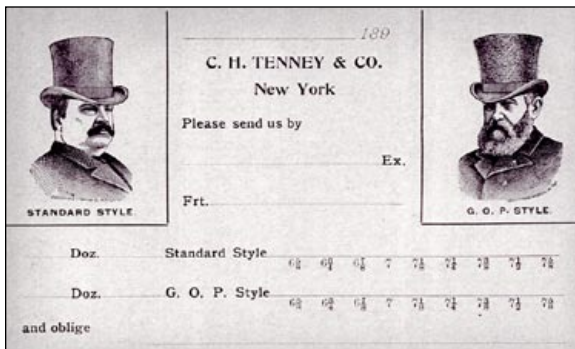
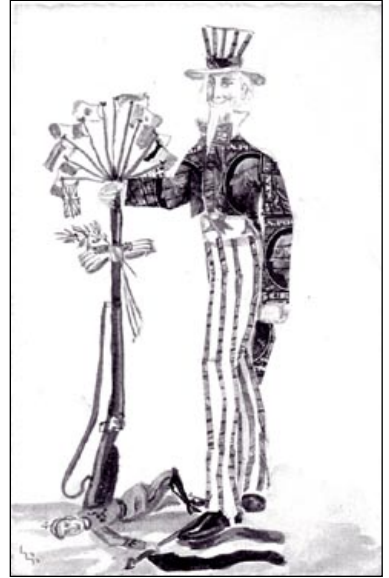
At first glance his collection appears to be a plethora of unrelated topics. However, listening to this scholar, you find that one thread weaves all the cards together into a giant quilt of vibrant color and design. Jack’s main category is World War I and all the ramifications of that war, including aircraft, trucks, uniforms, and subsequent wars and the effects on mechanical output. His entire collection is held together by that common thread — World War I.

“My first foray into aviation was a card from Girard, Kansas of the May Fly airplane that I saw in “Aviation Quarterly.” It was so named because it may fly or it may not,” laughed the expert on flying machines of the First World War.

One doesn’t normally see a set of cards whose images are assembled from used postage stamps.

Yet, Jack is quite proud of a group of Italian cards using each country’s stamps combined with a hand-painted image — including that of Uncle Sam.

From his study and interest in WWI, he has expanded his extensive collection into Russian postcards, especially royalty before the revolution — and the revolution itself, most of which cards were made as propaganda. Extended categories also include military uniforms from American fatigues to Scottish kilts. Poster cards for WWI are rare, colorful and expensive, as is much of his collection. Jack can give details of each postcard, both in the reference books and in the pages of his albums, and he remembers where and when he acquired every treasured one. His love of aircraft and trucks stems from boyhood observation during the 1940s. “You



1892 HATMAKER’S POLITICAL CARD



JAPANESE ADMIRAL AND WARSHIPS

can't evaluate WWII if you don't know about WWI," says the former Hayward High School teacher of 33 years.

Aerial photos and all things mechanical came from the war, which led to other postcard categories. "I'm a loaded gun," claims Jack. "I collect a little of some things and a lot of some things," he says with a grin and a lilt in his voice. His research has led him in "interesting" directions; with club member John Freeman, Jack solved the mystery of the J-cards photographer. In addition, while trying to find an old golf course pictured on a postcard of Oakland, where his family settled in 1943, Jack knocked on a fire station door and first encountered a club member who is also a leading Oakland expert, Ed Clausen.

While Jack has been a serious collector for 18 years, he started his collection as a child, traveling from his home state of Texas to his family's newly adopted home in California. He insisted that they stop at each "snake emporium" along the way so that he could buy Dude Larson postcards. Jack would occasionally pick up cards of dead soldiers or other paper ephemera, or valentines. He has since abandoned his childhood cards for his eclectic collection of some of the finest postcards that reference books can illustrate. "Hanky," as he was called, was not too keen on math as a youngster, but, fascinated by history, he studied humanities, art and silk screening and later taught art history.

To augment his knowledge and background, Jack has a few categories that are self-explanatory: Art Nouveau cards by Giovanni Fanelli and Ezio Cardali; Gruss aus from Germany, Italy and Egypt; and mechanical paper dolls and art deco from the '20s and '30s.

Wide ranging categories highlight even rarer cards: a fragile purple Santa Claus squeaker card, a real photo card of President Roosevelt with a Teddy Bear and the only known mechanical linen — a woman who teeters back and forth astride a horse. He even has a category of "fun places" such as Reno and Las Vegas, focussing on gambling. Hawaii



poster cards have a special niche in Jack's collection, especially the bare-breasted hula girls. "They stopped making those a long time ago," laments Jack.

Still, within his exquisite collection, Jack claims that his early aircraft and Mack trucks are favorites, and he

has many framed for easy viewing down a long hallway in his home. These early real photos would rival any museum's treasures. He is still seeking to complete his set of Autocar dealer postcards. His collection of these hard-to-find advertisements has been written up in both "Barr's News" and in "Postcard Collector" by our own newsletter editor, Lew Baer. All these treasures vie for room with reference books for his present categories and more to come. "Reference books are his novels," said Diane, Jack's wife of 43 years. "He reads them before he falls asleep at night."

The very patient Diane, who waves goodbye to Jack at 5 a.m. when he leaves for yet another flea market, collects Steiff Bears that hibernate during the day on the couple's bed. Many times they work as a team at flea markets, each stopping at opposite booths down an aisle. Jack asks at every table, "Do you have any old postcards?" If he's lucky, the vendor may have a small stack hidden away or, if he's very lucky, he will be invited to the vendor's home to see a large collection of cards. At the very least, Jack may discover a reference book that he does not already possess, and he can go home to dream happily of trucks, and planes and World War I.

## SAN FRANCISCO HOTELS — D and E

Images contributed by Darlene Thorne, Glenn Koch and Lew Baer. Next month just the Fairmont.

Glenn recalls finding the Earle on a Tenderloin tour a few years ago; it had been stuccoed over and painted swimming pool blue.

The Empire was originally built as the Hotel William Taylor by the Methodist Church and named for a famous gold rush era preacher. A Methodist church was right within the hotel. It later became the Hotel Empire and is today student housing for Hastings Law School.



HOTEL DALE, TURK & MARKET STREETS, REAL PHOTO

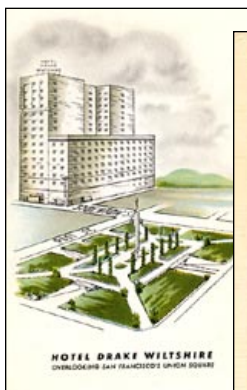


HOTEL DALE LOBBY, WITH POSTCARD RACK

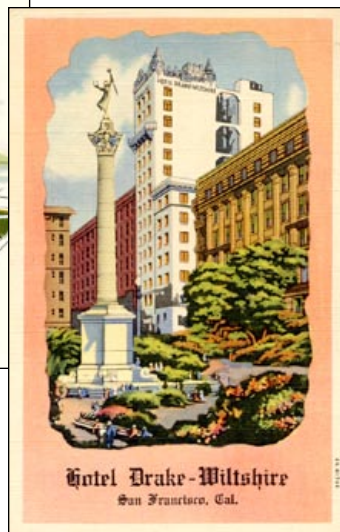


HOTEL DALE-TALLAC, 140 ELLIS ST.

◀ HOTEL DALT, 34 TURK STREET. MOTTO: COMFORT & COURTESY ▶



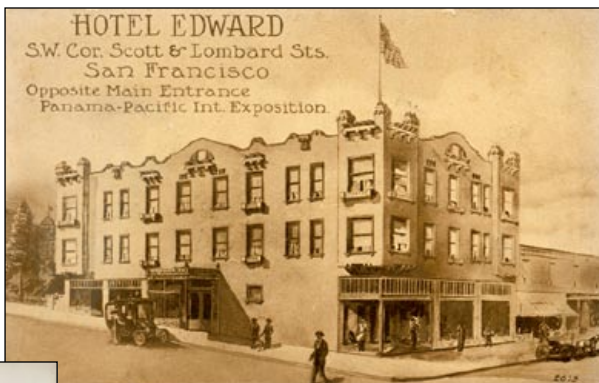
HOTEL DRAKE-WILTSHIRE, 340 STOCKTON STREET AND ITS FABLE MURAL; CT LINEN 1936







HOTEL DORCHESTER, SUTTER STREET AT GOUGH AT GOUGH



▲ HOTEL EDWARD, E. H. MITCHELL'S HOTEL AT SCOTT & LOMBARD, OPPOSITE THE ENTRANCE TO THE PPIE

◀ HOTEL EARLE, 140 TURK STREET

▼ EMBASSY HOTEL, 610 POLK STREET



EL CORTEZ HOTEL, GEARY NEAR TAYLOR, DECKLE EDGE CT 1939



HOTEL EMPIRE, LARKIN & McALLISTER(?)



◀ HOTEL ESSEX, ELLIS AT LARKIN ST.

HOTEL EUGENE, O'FARRELL BETWEEN POWELL & MASON ▶



EVANGELINE RESIDENCE, 44 McALLISTER



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

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

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

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

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

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

Collector  Dealer  Approvals welcome: Yes  No

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

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April 28  
May 26  
June 23  
July 28  
August 18  
September 22  
October 27  
November 24

**February 24 Speaker:**

Robert Bogdan, club member and author of  
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