

San Francisco Bay Area Post Card Club

June 2007

Next Meeting: Saturday, June 23, 12 to 3 pm

Volume XXII, No. 5

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.

- COOLIDGE, CURT TEICH, ETC.
- IN • CENTERFOLD: GOLDFISH
- THIS • STRAP HANGERS CRUSADE OF 1907
- ISSUE • PROFILE: ROBERT W. BOWEN
- SAN FRANCISCO HOTELS: I TO M

Program Notes: John Freeman will present a computer slide program on The Centennial of the First Birthday of New San Francisco. The city's recovery following the 1906 earthquake and fire faced its greatest challenge in 1907. That year saw floods, political corruption, labor troubles, bubonic plague and racial strife, yet the work of rebuilding stayed focused on the task of making San Francisco the safest, most dynamic city in the world.

Dan Saks is downsizing his collection and will be bringing selected cards for sale.

Show & Tell: Bridal paths, "What a surprise!" and, as always, collector's choice.

Parking: It can be difficult. Take public transit, carpool, park in pay lot within FMC gates, in free lot above FMC (enter from Bay Street) or along Marina Green and enjoy the walk past the small yacht harbor.

COVER CARD



Known as the Tuskegee of the West, Allensworth was founded in Tulare County in 1909 by a GAR Colonel who gave his name to the unincorporated town where "African Americans could own property, learn, and live the American dream." A site was chosen that had good water and soil—and railroad proximity—north of Bakersfield, on SR 43, near where Earlimart is today. High moral standards characterized the successful upbeat community, the

first in the state with African American civic leaders. This "ideal American small town" began its decline after Allensworth died in a motorcycle accident in 1914, and arsenic was found in the water supply. *Image submitted by Michael Semas, scanned from a postcard dated 1915 in the collection of James Hickman of Madera. Text source: www.wikipedia.org*

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Newsletter Deadline: 5th of each month

Ex A = From the albums of:



MINUTES, May 28, 2007

The pay parking lot was nearly vacant when clubsters began arriving, and there was ample parking outside the Center's gates. The greatly enlarged public library book sale enjoyed the custom of many of us. Thirty-one members and guests signed in, and three of the guests became members on the spot.

Cards were brought for sale or trade by Doris Ann Elmore, Dorothy De Mare and Bob Bowen.

We were called to order by Vice President Kathryn Ayres who announced that there were many free items on the front table. She also told that the Pleasanton Antique Fair would be on May 27 and that the Pasadena Vintage Paper Fair would be June 1 to 3, its last time at the Elks Club; in the fall the show will move to Glendale. Carol Jensen announced that the Antique Book Fair will be in Pasadena on the same weekend.

In the drawing there were 12 lots of postcards including mods, vintage, GGIE, contemporary and Mitchell giant fruits.

There was no business, new or old.

Show & Tell: Rich Roberts showed a real photo comic saloon scene, probably from Hot Springs, Arkansas. ... Jack Hudson told that tomorrow will be the 70th anniversary of the Golden Gate Bridge and showed four dramatic real photos of its con-

struction; he also showed a bus depot linen from Florida that his daughter used to make a decorative window shade for her business; also an RP of a horsedrawn wagon found at Concord with a sign, "H. Meyer." Jack researched it at the SF Library and found the grocery business at 1001 Stanyan Street, moving to Clement Street in 1914-15 where Mr. Meyer lived around the corner; both buildings are still in similar use. ... Harold Wright showed a Mitchell card of a touring car in the Santa Cruz mountains with a sign "Nipponmura," for the Japanese village resort that was on the interurban line from Saratoga to Santa Cruz; the main building is now the La Hacienda restaurant.

Bob Bowen told of his newest collecting interest: Moffett Field, near Mountain View, and showed cards with the dirigible hangar and the blimp, the USS Macon, which crashed in Monterey Bay in 1935; he also showed a 1931 card of two lady aviators in a plane named "Lady Rolph." Now Bob is looking for the tie-in with Sunny Jim Rolph. ... Richard Ivanhoe told of the new book by Greg Gaar from Arcadia on San Francisco natural history. ... Carol Jensen announced that Bob Bowen's book on Art Deco San Francisco is coming next month, also from Arcadia.

— Bruce Diggelman, Recording Secretary

Program:

POSTCARDS AT THE CHS

Mary Morganti, Director of Library and Archives
California Historical Society



Mary began by telling that her talk would be show and tell and that she was hoping for any information we might be able to offer on the cards she brought. The Society archives have many post-

cards that are used by researchers to document historical details. The Kemble Collections on Western Printing & Publishing hold histories of publishers and printers and their manufacturing methods and business practices. The holdings focus not on fine presswork but on the printing craft, and include many boxes of paper, among which are glassine envelopes, each with 12 to 24 copies of postcards, and printing plates — all from publishers' archives.

Holding up pocket pages of cards, Mary ran through her list of publishers. Many of the cards are from Pacific Novelty including maps and tourist busses, and come in garish colors. The images of people are useful for costuming exhibits, especially on early industry and agriculture. Others of the cards are truly goofy, like one of men looking out of holes in a log.

Edward H. Mitchell cards include redwoods, schools, parks, the Home of Truth in Alabama, the Niles Club in Oakland, monuments, buildings, churches, the Mare Island Ferry, train stations, libraries, "typical" streets; also leisure: country clubs, Bohemian Grove, Water Carnival; and industry: shipping, oil wells; interiors of the Fairmont Hotel when it first opened....

Stanley Piltz yellow bordered linen cards are interesting as pictorials but more useful for the text on the backs describing the views, and his Large Letter cards are useful in exhibits.

The Cardinell Vincent cards Mary brought are

realistic and ideal for research. Even the Cardinell Vincent logo is valuable as an example of type design.



We saw oil well cards from the California Sales Co. of San Francisco, examples of Souvenir Publishing Co. work, the Britton & Rey view of the house on Liberty Street in Petaluma that was featured in the film, "Peggy Sue Got Married," M. F. Burke cards from Santa Barbara. Mary commented on the similarities of ink that are apparent in different publishers' work, indicating that they may have been produced by the same printer. Next came cards from M. Reider, Los Angeles, and Sprouse in Washington, related to Sprouse Reitz stores of the West Coast.

For a truly grand finale, Mary opened a large box of duplicate mint cards from the Society's archives. They were ours to choose at 50¢ each, and choose we did.



PHOTO: JOHN FREEMAN

Mary sent a list of the publishers and printers with cards in the Kemble Collections:

California

Pacific Novelty Co., SF & LA
E. H. Mitchell, SF
Stanley A. Piltz Co., SF
Cardinell Vincent, SF
California Sales Co., SF
Souvenir Publishing Co., SF
Britton & Rey, Lithographers, SF
B. W. White, Monterey
M. Rieder, LA
M. F. Berkey, Santa Barbara
Mike Roberts/Scenic Art, Berkeley

The Big Curio Store, Lower California Commercial Co., Tijuana, Lower Calif., Mexico
 Bardell Art Ptg. Co., no location
 S. S. Co., no location (Sacramento image)

Washington & Oregon

Trattner Post Card Co., Seattle
 Sprouse-Reitz, Tacoma
 Sprouse & Son, Tacoma
 Patton Postcard Co., Salem
 Portland Postcard Co.

H.H.T. Co., no location – Columbia River

Other US

Curteich, Chicago – “C.T. Art-Colortone”
 E. G. Co. – “Twelve Trees” series (4)

Along with the list was a note from Mary: “There are also hundreds of used postcards filed throughout our photography collections, which are organized into various categories. We’ll hope to see some of your members here at the CHS library doing their own research.”

—Lew Baer

TREASURER/HALL MANAGER REPORT

As of June 5, 2007\$5505.46

This month is the one year anniversary of paid parking at Fort Mason Center. While there was some grumbling when the \$8 fee for three hours was announced, it has resulted in much easier parking for most of our meetings.

Fort Mason justified the parking fees as enabling it to limit increasing room rental fees. This year the club is paying \$90 a month, up \$6 from last year. For the 15+ years we’ve met at Fort Mason Center we have avoided the additional fee charged if their staff has to stack the tables and chairs after the meeting, and for that your Treasurer is grateful.

—DANIEL SAKS

WELCOME TO OUR NEW MEMBERS

Robert Kriner, a collector of old San Francisco and the Bay Area

Per W. Schulze, collector of Norway, the Polar Regions, whaling, Norwegian immigrants, and Benicia, California

Hester Lox has returned to the fold; she’s still a

collector of dance, musical instruments, exotic places, and rats

Robert Talley, a collector of Northern California rail and ferries, especially NWP; early SF, East Bay and Marin County scenes

WOULD YOU LIKE THIS CARD?



It could be yours! Or one like it, that is.

Glenn Koch found this crystal clear and detailed real photo view of the 1100 block of Turk Street at last year’s Vintage Paper Fair in Golden Gate Park. He’ll be there again, this year, and so should you and all of us. It is bound to be a super event with who knows how many fabulous cards to discover in dealer boxes. The Hall of Flowers is a well lit and friendly venue, on the southern edge of the park at 9th Avenue and Lincoln Way. All day long people stroll by the verdant lawns and neighboring Strybing Arboretum, and many of them—uninitiated in the delights of postcards—pass through the show doors out of curiosity. They’re lured as we, by the unknown and the free admission.

Don’t Miss It!

August 11 and 12 – from 10AM

Info: www.vintagepaperfair.com

POSTCARD CALENDAR

- June 22-24, Friday-Sunday, **Santa Clara**, ASDA Stamp Show, Santa Clara Convention Center
- July 8, Sunday, **Healdsburg**, Antique Fair on the town square, 9am-4pm*
- July 13-15, Friday-Sunday, **San Francisco**, SF Stamp Fair, Holiday Inn, 1500 Van Ness Ave.
- July 28-29, Saturday-Sunday, **Reno**, Reno Stamp Show, 300 North Center Street
- Aug. 11-12, San Francisco, Vintage Paper Show, Hall of Flowers, 9th & Lincoln, Golden Gate Park, 10am-6 and 5pm***
- Aug. 18-19, Saturday-Sunday, **San Rafael**, Antique & Collectors' Fair, Civic Center, 10am-5pm*
- Aug. 25-26, Saturday-Sunday, Sacramento, Capitol Postcard & Paper Show, 6151 H Street, 10am-5 and 4pm*+**
- Sept. 1-2, Saturday-Sunday, **San Jose**, Great American Stamp Expo, 770 Montague Expy.
- Sept. 15, Saturday, Santa Cruz, Postcard & Paper Show, 611 Ocean, 10am-5pm***
- Sept. 22-23, Saturday-Sunday, Glendale, Vintage Paper Show, Civic Auditorium, 1401 N. Verdugo Road, Sat. 11am-6pm, Sun. (Free) 10am-4pm*+**
- Sept. 29-30, Saturday-Sunday, **Eureka**, Humboldt Stamp Show, Red Lion Hotel, 1929 - 4th Street
- Nov. 1-4, Thursday-Sunday, **San Mateo**, Hillsborough Antique Show, San Mateo Expo Fairgrounds, Thurs.-Fri. 10am-7pm, Sat. 10am-6pm, Sun. 10am-5pm*
- Nov. 17-18, Saturday-Sunday, Concord, Vintage Paper Show, 5298 Clayton Road, 10am-6 and 5pm; Sunday Free*+**
- Dec. 8-9, Saturday-Sunday, **San Rafael**, Antique & Collectors' Fair, Civic Center, 10am-5pm+

Bolded entries are produced by club members.

*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.

NEWSLETTER SECRETS REVEALED

They're not meant to be secrets, at all. They have just never been publicized.

It is true that as Editor I create the newsletter from scribbled notes and postcards and the exceptional signed articles that you send in, but there are others who unfailingly lend a hand—or hold mine—for which they receive too little recognition. They are the ones who help to make each issue a bit better than the previous one. It is time to acknowledge them and to thank them publicly:

KATHRYN AYRES wields her professional proof-reading talents every month, and she very gently and kindly murmurs suggestions when I may have overstepped her liberal limits.

JACK DALEY, as occasional but indispensable photographer, provides images of club events that sometimes appear without proper credit—but not without gratitude. Jack also acts as Executive Editor for the online version of the newsletter, assuring personal privacy and luring the search engine bots. Ask Google for any topic in the newsletter and you will see how effective Jack's efforts are.

FRANK STERNAD is not only a contributor-on-demand, he is also a font of constructive criticism that washes away errors and misconceptions before they appear in print. Frank's prodigious research ability has been called upon repeatedly to verify old facts and to uncover new ones.

BRUCE DIGGELMAN, our Recording Secretary, and I both take notes at meetings. The minutes that appear in print are a collaborative creation.

Thank you all; and thank all of you who contribute articles, cards or comments. Please don't stop!

An email requesting help with the urgent need of a cover card for this issue was responded to by several of our number. Michael Semas' scan arrived ten minutes after my message, so his card is featured this month. The other images will grace covers throughout year.

—LEW BAER

Coolidge, Curt Teich...

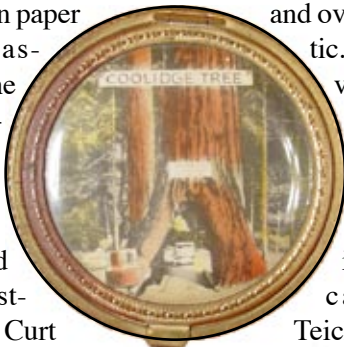
...and Cross Collecting

by Frank Sternad

No, I don't collect crosses, at least not intentionally. More accurately, the theme here relates to a problem frequently encountered with eBay auctions—coping with lust for an object by more than one person, each guided by a dissimilar passion and by varying degrees of financial backing. To illustrate with postcards, when a seemingly affordable view of your hometown also happens to prominently display a billboard advertising a professional football game, be prepared to pay a high premium. The deep pockets sports collectors will give you stiff competition. Of course the problem exists in other collecting areas: if a modern beer coaster you covet happens to show the image of a goat, good luck. Goat passion and its corresponding abandonment of economy usually trumps a beer budget.

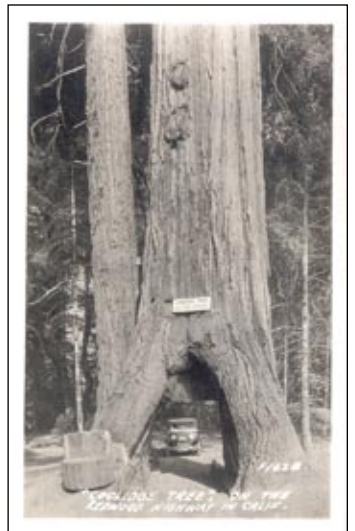
For me, such frustrations don't normally occur. My interest areas rarely include topics (primary or incidental) that attract aggressive buyers—no sports, no motorcycles, no firearms, no black Santas, no Muchas, no goats. One thing I do like is drive-thru trees, and believe it or not I also appreciate the intricacy, craftsmanship, and inventiveness of face powder compacts from the flapper era. So where's the connection, you ask.

Recently, a 1930s brass vanity case was offered on eBay. Like many souvenir boxes of the type, a local view was displayed on the cover—a picture printed on paper and overlaid with clear plastic. In this instance the view looked familiar. It was a drive-thru tree that is local to the image on a card published by Curt Teich in 1933.



A contemporary automobile is poised to run through the cut in the base of the tree; and the only alteration of the image on the compact is the addition of a caption that reads, **COOLIDGE TREE**. I secured the case at reasonable cost with no nibbling or sniping interference from fanatic tunnel tree collectors or souvenir vanity box obsessives. One problem has developed however—keeping the brass case from slipping out of the pocket on my Ultra-Pro binder page.

Now for some background on the subject tree. Fortunately, I also have the real photo postcard that served as a model for the C.T. linen, and after putting it under a strong glass I was able to determine more details about the tree's namesake. Lettering on a sign nailed to the bark above the tunnel reads, "Coolidge Tree, Named in honor of Col. John Coolidge, Father of Calvin, Ht. 305 Ft., Cir.



58 Ft.” The Coolidge Tree was located just south of Leggett near the intersection of US 101 and State Route 1 (Old Redwood Highway) in Mendocino County, California. On earlier postcards it was described as being in Coolidge Redwood Park, but on later cards in Underwood Park. The giant tree was tunneled through between 1910 and 1915,



and the passage was enlarged about 1925. Coolidge Park, which offered lodging in cabins as well as a campground, was renamed Underwood Park in late 1938; and sometime the next year the Underwood family, realizing that the heavily excavated Coolidge Tree was failing and threatening to topple, decided to cut it down. Another huge coast redwood, the Major I.C. Hendricks Tree, was tunneled at that time, renamed the “Chandelier Tree,” and offered to unsuspecting tourists as a suitable replacement. In 2001 a chronicler of drive-thru trees visited the park and concluded that the only possible site of the Coolidge was what is now the athletic field behind the Leggett School. Apparently no evidence of the tree remained. Underwood Park today runs cars through at a nominal charge, but has no accommodations and provides only the Chandelier Tree and a gift shop.

HOTEL NOTES

Two hotels in this month’s installment of San Francisco hostelries are worthy of comment. The Minster, Glenn Koch points out, was originally the Gloster (seen in April), later the Virginia. Now it is the Hostel on Union Square seen last month. Steve Haynes, a one-time clubster, was manager and published the superb modern made from an old card.

The Mark Hopkins, a major hotel, is unusual post-card wise; there are many views of the exterior and the Top of the Mark, but very few interior views.

—Ed.



TOP OF THE MARK, 1940s, Ex A: LEW BAER



KILTIE BAR, EX A: GLENN KOCH



THE LOBBY, EX A: LEW BAER



To know when you have enough
is to be rich beyond measure.

LAD-TEU

A vertical illustration of a large, vibrant goldfish swimming in a pond. The background is a deep blue with green reeds or branches. Below the illustration is a small square logo and the text 'LAD-TEU'.

GOLD

FROM THE COLLECTION



Prof. Rich Müller
Dresden
Peters

A surreal illustration of a nude woman lying on a large, colorful fish that resembles a koi. The fish is orange and red with a blue and white pattern. The woman is holding a long, thin object. To the right is a white box with the text 'Prof. Rich Müller Dresden Peters'.

Vous connaissez mes multiples occupations

A whimsical illustration of a cat sitting on a fishbowl. The cat is holding a teapot. There is a small plant on a pedestal next to the fishbowl. Below the illustration is the French text 'Vous connaissez mes multiples occupations'.



GFISH

AND LIFE OF JANET BAER



YES! *Ship us at once*

— Goldfish Deals at \$27.50

— Globe Assortments at \$8

— Ornamental Assortments . . . at \$2



Firm Name _____

Address _____

City _____ State _____

References _____



Strap Hangers Crusade – The Streetcar Protest of 1907

by John Freeman

[This is offered as a preview of John's program on June 23. —Ed.]

After the earthquake and fire of 1906, much of the transportation system in San Francisco was a wreck, just like the city. This presented an opportunity for the United Railroad to scrap most of the old cable system and upgrade to a more cost effective trolley system. The rapid expansion of trolley lines couldn't keep up with demand because there weren't enough streetcars to serve the need. The resulting overcrowded streetcars were one of the few negative themes recorded on postcards that ran contrary to the booster images of San Francisco's rapid rebuilding.

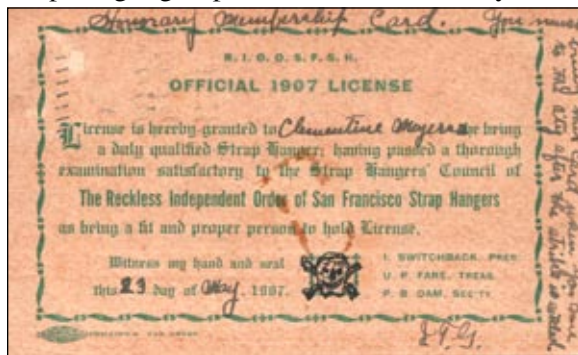


On January 10, 1907 the long suffering trolley riders launched a crusade to protest the overcrowded cars. They called the protest the Strap Hangers League and wore red buttons with their motto, “No Seat, No Fare.” The plan of their boycott was to withhold paying the nickel fare unless they had a seat to sit in. The protest took on a frivolous air, with fictitious elected officers like Jno. De Long Stand as president, Geo. J. Armstretch as vice-president and Willing Toositt as sergeant-at-arms. The club handshake involved an extended arm, as if holding onto a trolley strap, grasping the fellow hanger's curled fingers high in

the air, then relaxing the hold.

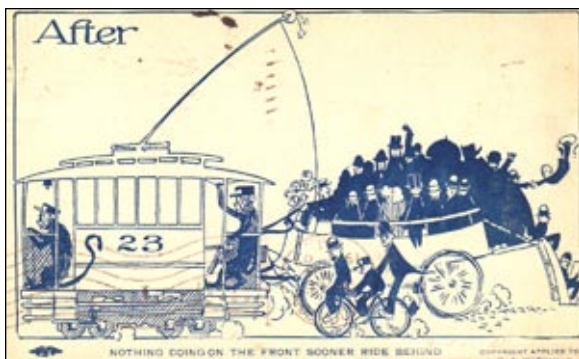
The protest seemed to get the attention of the United Railroads Company, whose management admitted that service was “abominable,” but the press sarcastically suggested that “of course they ride in autos, so they don't know just how bad their car service is.” Transit service would not only not improve that spring, but it got a lot worse. By May 7, 1907, a workers' protest for an eight hour day and \$3 per diem in pay was countered by management by bringing in strikebreakers to operate the trolleys. Violence followed on what became known as “Bloody Tuesday” with four men killed and many wounded.

Despite the graveness of the strike, a second strap hanger group teased about the trolley situa-



tion, calling itself “The Reckless Order of San Francisco Strap Hangers.” In the postcard from Darlene Thorne's collection pictured here, dated May 23rd, the writer suggested that friends should bring the strap hangers membership card along when the strike was over.

Public support of the strike varied widely and without labor unions' solidarity, within a short time, even loyal union men and women were riding the “scab” streetcars. Throughout the six months' strike, cartoon postcards poked fun at the non-union drivers by depicting them as monkeys driving the streetcars or showing the solidarity of



strikers riding in overcrowded wagons, instead of the scab operated trolleys.

P.S. NPCW is still being celebrated, even though it is well past the first week of May. Not to worry if your National Postcard Week cards are late, though, as like the rest of the postcard hobby, there are no rules and no penalties. The latest card to arrive is from Don Brown.



Within the radiating arches of his Craftsman inspired design are reminders of what took place a century ago. As Don writes, “Never at a loss of ideas for new postcards; never a lack of new cards by the pound either.” And Don, who is founder and factotum of the Institute of American Deltiology in Lebanon County, Pennsylvania, has the shelves and desire to welcome many more pounds of postcards.

MEMBERS IN MOTION: Postcard books are appearing more and more frequently in shops and catalogs

The 1907 transportation problems were very serious business. Six people died directly from strike violence, 25 more as the result of streetcar accidents (often a combination of a poor braking system on cars or improper operating by non-union drivers). Over 1,000 people were injured during the strike. Despite all the deaths and injuries, the locally printed postcards of the era took a light-hearted outlook, teasing about overcrowded streetcars, strap hanging boycotts and primate non-union employees.

these days, and SF clubsters have had an active role in their creation. Glenn Koch is the pleased and proud author of a book on Long Beach Island, New Jersey, from Schiffer Publishing. Glenn’s Island collection is connoisseur quality, and the book shows the cards off at their best. Tina Skinner, club member and division head for Schiffer, knew what she was doing when she let Glenn have a say in the design and layout of this bound-to-be best seller. ... Bookstore shelves will soon be groaning (but not for long) with copies of the latest Arcadia books from Carol Jensen and Bob Bowen. Look for Carol’s book on East Contra Costa County to be released on September 17. As a taste of what’s to come, Carol has an article on Byron Hot Springs featured in the June issue of the classy magazine “110 Degrees.” ... By the time you read about it on the next page Bob Bowen’s coauthored work on San Francisco Art Deco should be flying from store displays.

MAILBAG: Kim Wohler wrote to suggest we run a quirky question column in these pages. Her first inquiry: Why are there so many postcard dealers in Ohio? If you have an inkling, please let the Editor know. ... An eager collector wrote in to ask if any club members have penny arcade or Krause Co. cards of silent movie actors and actresses for sale. If you do, write Bill Farrell, Hilton Head Island SC 29928.

—LEW

Profile:

POSTCARD COLLECTING IS LIKE QUICKSAND TO AUTHOR

by DARLENE THORNE

Many members of the SFBAPCC collect postcards, put them into boxes or albums and just keep collecting.

Robert W. Bowen, who lives within a block and a half of the Palace of Fine Arts, has used his cards to illustrate a book on the Presidio, co-author a book on Art Deco, give guided tours through the Presidio, lent his cards for PBS documentaries and was a contributor to the club's book on the 1906 earthquake and fire, *Facing Disaster*.

Bob's first book was for Arcadia in 2005 and was aptly named, *San Francisco's Presidio*. Bob's captions, along with his postcards, tell the story. The subject seemed a natural, as he, his father and his grandfather had all been stationed at the Presidio, with Bob serving for 31 years in the Army Reserves while attending college and later working at Pac Bell.

"I had three goals when I retired: to write a book, to visit all 50 states and to ride a horse at a gallop," he revealed. The book has been written; he has just passed the half way mark on visiting all the states, but he has yet to emulate Audie Murphy and Randolph Scott on a galloping horse.

This month a book he co-authored with Michael Crowe, founder of the Art Deco Society, was released. *San Francisco's Art Deco* promises to stun even the most advanced San Francisco postcard collector.

As advanced as Bob may be with his postcard collection, it wasn't his first love.

Bob claims to have always been a collector of something. He started with stamps and coins from Woolworth's and the shop downstairs at The Emporium. Then he moved on to political pins, badges and memorabilia. This exquisite collection is housed in cases under glass.

His political interest began in 1960. He shook the hand of John F. Kennedy and was



instantly a political collector. "I only collect dead presidents," reveals Bob with a straight face. Teddy Roosevelt was president during the golden age of postcards, so Bob has many images of him. He also collects William Jennings Bryan and believes that his entire life has been told on postcards. Presently, Eugene Debs is the premier political card subject for collectors.



Bob was a member of American Political Items Collectors, and they were inadvertently scheduled to meet on the same day at the Presidio as the postcard club; Bob wandered into the postcard room and was hooked. And he realized that postcards were easier to view than small buttons, so his new collection grew from there. His first postcard was a chrome depicting all the Presidents—Washington to Eisenhower.



Bob was not content only with excellent collections of Presidio and political cards. He collects PPIE and Chinatown, also. He explains the preponderance of Chinatown children on postcards: they were cute and easily liked while there was an anti-Chinese sentiment in the city. Bob's home reflects an Asian theme, both for the four years he spent in Kyoto, Japan as an Army brat and for his wife's heritage.

“Lew Baer and I did a joint program together. He did ‘End of the Trail’ and my topic was ‘Collecting postcards to study and interpret the PPIE,’ and included the 1910 card of a horn of plenty.”

B o b u s e d m e s s a g e s i n t h e p r o g r a m , s u c h a s o n e b y a y o u n g

woman who wrote she ‘walked miles’ seeing the Fair. Bob especially likes postcards of the early Bird Boys Art Smith and Lincoln Beachy in conjunction with their activities at the 1915 Fair.

Bob often finds cards at club meetings to enhance his collections, San Francisco social history among them. He does not attend postcard shows and relies on dealers who are familiar with his interests. “It’s like the corner deli—they know what you like.” He often sees cards that would fit into his collection when they’re shown by members, like Dan Cudworth. “I think they only do it to torment me,” claims Bob jokingly.

As a confirmed collector, Bob smiles and states that “Postcard collecting is like crawling out of a sand pit; the more you dig, the deeper you get into it and the harder it is to get out. Just when you think you have them all, you find just one more.”

Keeping the images in his head, he does not duplicate cards often. “But, sometimes I make mistakes. There are certain cards that are unique and so special that I know I have them, but there are others that have slight variations.”

There are two albums for each of his categories, one for the premier cards and the second for the merely excellent, and he can put his hand on any card in his collection at any time. His politicals include a rare anti-Eleanor Roosevelt card; he is presently looking for a President Wilson wire tail.

“I was not a serious collector of postcards. I was

more interested in learning the stories by researching, going into each card. I made a most difficult decision, to focus on quality and not quantity.”

Bob contributed to *Chinese in America*, in the PBS series “American Experience,” and the documentary *Buffalo Soldiers*. “I may not have appeared on national TV, but my cards did.” He even used a card to prove a point for the San Francisco City Council regarding a suggested change in the Presidio. And, when teaching a class on psychological warfare, he was able to find cards to illustrate the course,

s u c h a s o n e o f R u s s i a a n d J a p a n f i g h t i n g o v e r M a n c h u r i a i n t h e R u s s o - J a p a n e s e W a r .



Bob serves as a City Guide (sfcityguides.org), and will arrange private group tours for eight or more. The program has been touted by *National Geographic Traveler* and *Arthur Frommer’s Budget Travel*. He is a natural at the tours, as his major in college was history.

Some of Bob’s cards are in crossover categories. A real photo of a “Sham Battle” fits into his Presidio and WW I categories. It was staged at the sand



dunes near B a k e r B e a c h a n d p r e s e n t e d a t t h e 1918 A l l i e d W a r E x p o s i t i o n t o

e n t i c e l o c a l s t o t h e P r e s i d i o , m u c h a s t h e B l u e A n g e l s d o t o d a y .

When not mired in quicksand, Bob uses his outstanding postcard collection to share his fascination with history.

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CHESTNUT
AND PIERCE ▶
INSIDE-INN,
AT PPIE GATE
▼



JEFFERSON, TURK AND GOUGH



LA SALLE, 225 HYDE



JACK TAR,
VAN NESS AND GEARY
◀

LARNE, 210 ELLIS



▼ LANKERSHIM, 5TH AND MARKET



KING GEORGE,
MASON AT GEARY

KING EDWARD,
MASON AT GEARY

KIT CARSON,
GEARY AT MASON

LINCOLN,
115 MARKET



EX A: GLENN KOCH, LEW BAER



MAJESTIC, SUTTER AND GOUGH



MANHATTAN, EDDY AND TAYLOR ▼



MARINES' MEMORIAL, SUTTER AND MASON



MANX, POWELL AND O'FARRELL EXTERIOR, INTERIOR ▼



MAURICE, 761 POST



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MINSTER, O'FARRELL AND MASON



MARYLAND, 490 GEARY

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