

# San Francisco Bay Area Post Card Club

October 2007

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

Volume XXII, No. 8

Fort Mason Center, Room C-362 ☎

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.

IN • TOM FRENCH ON POLITICAL POSTCARDS  
THIS • PRESIDENT TAFT AND THE PPIE  
ISSUE • PROFILE: DIANE GILKERSON  
• SAN FRANCISCO HOTELS U-Z

**Program Notes:** Daniel Saks will show postcards of Holy City, California and discuss its founder, William Riker, and his ideology, "The Perfect Divine Christian Way." On postcards, Holy City seems like just a curious looking stopping spot for travelers along the twisty road that ran between Los Gatos and Santa Cruz before the opening of Highway 17 in the 1940s led to its demise. But it's where Riker preached celibacy, temperance, white supremacy and renouncing wealth, while exempting himself.

**Show & Tell:** Postcards in the pulpit 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

Glenn Koch sent in this exceptional early (1910) local automobile advertising card, a real photo on a CyKo back. The typed message explains the bizarre image.



POST CARD

CORRESPONDENCE

Dorris Car climbing  
57% grade. Driven by  
D. E. Whitman,  
311 Golden Gate Ave.  
San Francisco.

Mr. A. Stevens,  
Oroville, Cal.

A question remains as to location. Was the photo taken at Lafayette or Alta Plaza Park?

—Ed.

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


### MEETING, September 22, 2007

Thirty-one members and guests signed in; three others left no record of having been there.

Cards were brought for sale or trade by Joseph Jaynes, Doris Elmore, Sue Scott and Jim Neider. Among her trade items Doris Elmore had the undivided back era music for the *Postcard Polka*. Sue Scott bravely ventured to play it on the upright piano in our room, but the pages—black with notes—were overwhelming.

### MINUTES

The meeting was called to order by Vice President Kathryn Ayres, who announced the Redwood Empire Post Card & Paper Show and Antique Bottle Show taking place in Santa Rosa on October 12 and 13.

Bill Ashley announced that he would pay a finder's fee for large lots of QSL cards, and passed out a flyer with his contact information.

There were fourteen lots in the drawing, including a modern puzzle postcard of Nova Scotia and a vintage European postcard with real embroidery embellishing the figures' costumes.

There was no business, either new or old.

Show & Tell: Joseph Jaynes shared two European real photos that showed people suffering violently from seasickness. ... Bill Ashley showed some San Francisco-based QSL cards, including two from the Golden Gate International Exposition, as

well as a card of the National Guard training base in Oakland, and cards of Gump's and the Top o' the Mark. ... In light of the upcoming Ken Burns documentary, Dan Cudworth shared some WWII-era postcards. One early civil rights card, a plea for democracy for African Americans, bore the caption, "What about us?" Another was a Father's Day card sent by a military man to his dad during war time. Dan also showed a 1930s image of a Nazi flag hanging in the window of a German store in L.A., as well as a 1940s card of an army base in San Diego: "What you learn here pays off in dead Japs over there." Dan's final item was of a Japanese gentleman living at an interment camp in Crystal City, Texas.

Darlene Thorne brought her album of Teddy Roosevelt postcards, which included period teddy bears and images of Teddy's daughter, Alice. ... In his column in the July/August issue of *Postcard Collector*, Lew Baer mentioned the diaprepes root weevil, which poses a serious threat to the agricultural industry. In order to control the infestation, the Department of Food and Ag sent out 1.7 million postcards to help residents of Southern California identify the pest. Although everyone is happy that the bug hasn't made its way north, Lew had expressed a desire for one of the postcards, so Kathryn Ayres presented him with the jumbo-sized card of the tiny but evil weevil.

—KATHRYN AYRES, RECORDING SEC'Y PRO TEM

Program:

### Tom French on Political Postcards

Tom began by thanking the club for the invitation to speak on his favorite topic and explained that his expertise is political memorabilia, which he has been collecting since childhood. Political postcards have held his interest since he was chosen to sell a top flight collection of them in 1988. Tom's viewpoint is, not necessarily that of a postcard collector; he is a general political item collector to whom desirability is based largely on condition and displayability.

In the political collectibles world, pre-presidential campaign items from when a candidate ran for a lesser office are especially desirable. A bit less sought after are items from the presidential campaigns; inaugurations, less again; and still less desirable are items—postcards—from the time a president was in office. Post-office period items are fought for, but not as eagerly as earlier material. Cards printed on postal card backs are generally scarcer and usually more valuable than picture postcards that were published in large numbers. Tom knows he has come upon a rare item if, after years of collecting and dealing political memorabilia, it is something he has never seen before.

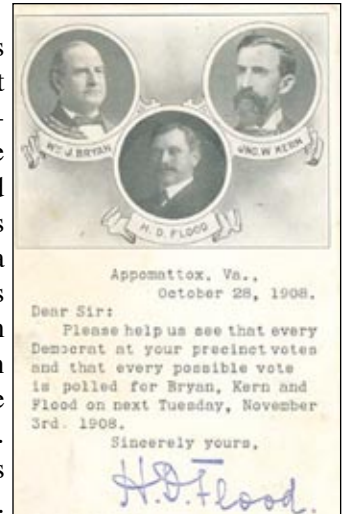
To illustrate his talk, Tom prepared a nine page handout with photocopies of cards, a timeline of rarity and explanation of terms. The term *jugate* refers to anything that shows images of the President and Vice President *or* the presidential and vice presidential candidates. This card of Teddy



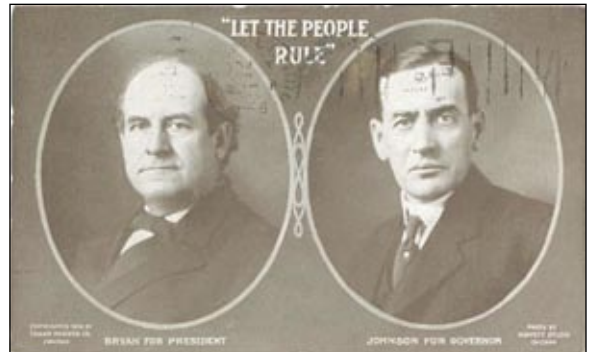
Roosevelt and Hiram Johnson, Pres. and VP candidates of the Progressive (“Bull Moose”) Party, 1912, brought \$374.

Tom states, “all prices listed are based on my prices realized for auctions conducted within the last two years, including the 15% buyer’s premium.

*Trigate* refers to anything that shows three candidates, usually the Presidential and VP candidates plus a candidate for a lesser office. This card features Bryan for president, John W. Kern for vice president, and H.D. Flood for Congress (Virginia), 1908. Brought \$195.



*Coattail*: anything that shows the presidential candidate and a candidate from the same party run-



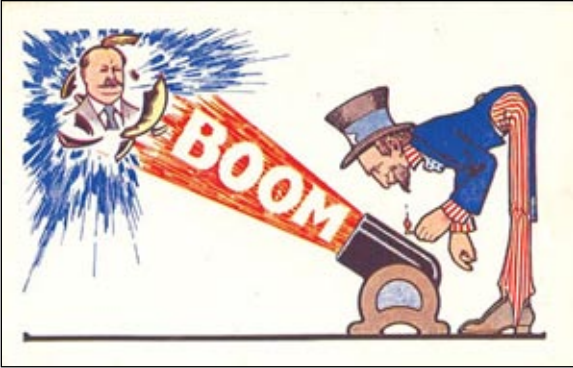
ning for a lesser office. This card pictures William Jennings Bryan for president and John Johnson for governor of Minnesota, 1908. Brought \$172.

Before 1900 there were very few campaign postcards issued. An exception is the Cleveland-Harrison “hat” card of 1892. Definitely scarce, this card has decreased in value since a small stock of the cards was found a few years ago.



1900 was the dawn of political postcards, and cards of the McKinley-Roosevelt and Bryan-Stevenson campaigns are very scarce as are those from the 1904 campaigns of Roosevelt-Fairbanks and Parker-Davis. Cards featuring Alton Parker are extremely rare. There were many cards issued for TR between 1904 and 1910, but cards from the 1904 campaign are “quite scarce.”

“1908 was the heyday of political postcards,” Tom writes. “There were more likely more political postcards produced in 1908 than any other



year,” which provides a golden opportunity for collectors. Colorful graphic cards abound from the 1908 campaign, even mechanicals, and all are still affordable. While earlier jugates can top \$300, 1908 pairs can be found for \$25. Taft and Sherman defeated Bryan and Kern that year, and there was no end of Billy goat and Billy possum jokes.

The card below is from the 1908 Democratic National Convention, which nominated William Jennings Bryan for president. 1908 DNC items are



gaining in interest, as the 2008 Democratic convention will also be held in Denver, which has been chosen to host only two national political conventions, 2008 being the second. Brought \$138.

Next is a terrific card postmarked 1908 featuring Theodore Roosevelt and advertising Nitro

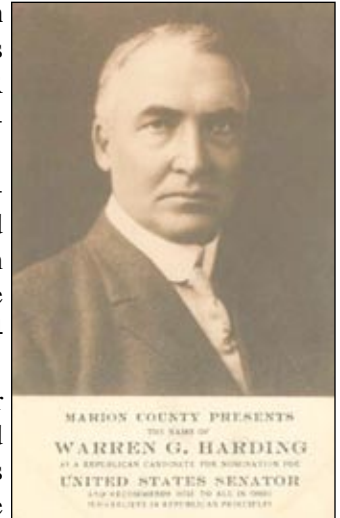


Hunter Shot Guns. This wasn't in great shape and still brought \$373.

1912 saw Wilson and Marshall pitted against Taft and Sherman and both parties provided cards that are extremely desirable today. But it was the Bull Moose campaign of the Progressive Party that issued the most fought for cards of that year. Roosevelt paired with Hiram Johnson (as shown, page 3), or TR alone, means a minimum \$100 card.

This rare pre-presidential postcard promoting Warren G. Harding for the U.S. Senate in 1914 brought \$218.

1916 and the war in Europe produced many patriotic cards but very few for the campaigns. Wilson and Marshall were reelected; cards for Charles Evans Hughes and Fairbanks are very scarce. The 1920s—which might be



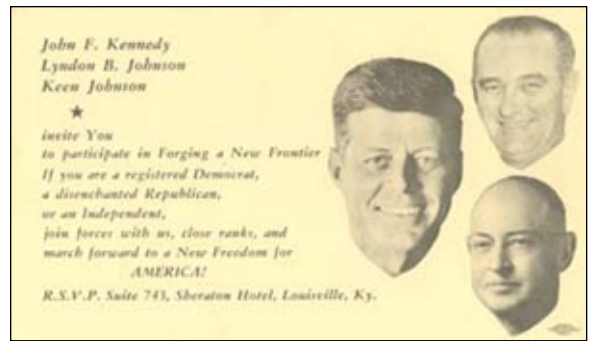


called the sepia decade by political postcarders—is marked by few cards, most of which are drab. That doesn't make these scarce items any less desirable. All 1920s presidential campaign cards are rare, and prices can soar to above \$500. Harding and Coolidge defeated Cox and FDR, but it's the Cox cards that top

collectors are after. Coolidge and Daws v. Davis (above) and Bryan in '24 produced few cards, and, again, it's the losers that winning collectors want. Few cards were issued for the 1928 Hoover-Curtis campaign and fewer still for Al Smith and Joe Robinson, his running mate.

In 1932, FDR and John Nance Garner trounced the incumbents, but neither campaign left many cards behind. Roosevelt cards from 1936 are few but more plentiful than those for Alf Landon. Wendell Wilkie's campaign in 1940 apparently relied a good deal on postcards; it still lost to FDR-Wallace. The war—again!—and its shortages brought few cards for 1944 (Roosevelt-Truman and Dewey-Bricker). By 1948, production was back—not in postcards, however. Cards of Truman and Dewey-Warren jugates are seen often; Henry Wallace and Glen Taylor on the Progressive ticket top the collectability polls.

By 1952, postcards were popular campaign items again, and a number of cards for Ike-Nixon and Stevenson-Sparkman are relatively easy to find. JFK in 1960 brought his aura of Camelot to postcards, and his campaign cards are numerous and generally affordable. They are also in steady demand because of the Kennedy magic. Some rare examples—such as coattails—do exist. Nixon pre-presidential campaign cards bring strong interest; later Nixon cards remain generally unpopular.

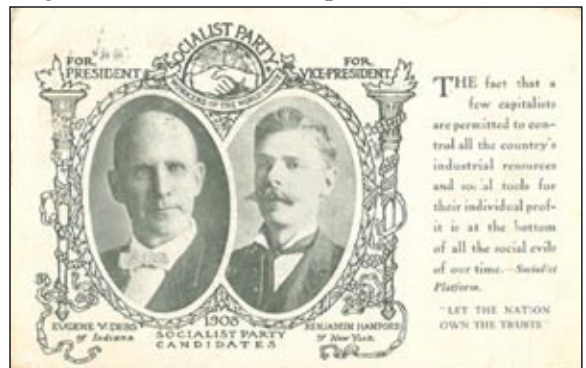


Here is a rare coattail U.S. postal card promoting John F. Kennedy for president, Lyndon Johnson for VP, and Keen Johnson for U.S. Senator (Kentucky). It brought \$287 and proves that pricey political postcards don't have to be old. Some of the best presidential campaign postcards are from the 1920s–1960.

In 1964, postcards were out in strong support of both tickets, LBJ-Humphrey and Goldwater-Miller; interest in AuH<sub>2</sub>O has had a rebirth lately. After the 1964 race, postcards fell out of favor as campaign promotionals; there are not many issued, and they remain inexpensive. Aside from an over-size Jimmy Carter, there are almost no rare cards issued from 1968 onward. By that time people were aware of the value of political memorabilia, and little was discarded as had been done before.

There are exceptions to all of these assessments, of course.

One of the great campaigners who was never elected and who is fought for by collectors is Eugene V. Debs. He was pictured on the cover



of the September newsletter, sitting in the driver side rear seat of an open top auto. Debs ran for president five times (not four, as stated) from 1900 to 1920, and any card picturing him is extremely desirable. Tom estimates that there are about 75 different known Debs cards; prices for those in decent condition begin at about \$250 and soar from there to over \$4000.

[NOTE: Tom French is a professional dealer doing business as Political Heritage. He is always ready to buy and sell fine political postcards and other American political items. Reach him at PO Box 1638, Capitola CA 95010, 800-372-0605, or through his online store: [www.PoliticalHeritage.com](http://www.PoliticalHeritage.com).

With this program review we have strayed from our usual policy of not mentioning card prices. The prices shown are published auction results and are included in the interest of fuller understanding.

This review includes notes taken by Lew Baer and captions provided by Tom French.]

### Are You a Political Collector?

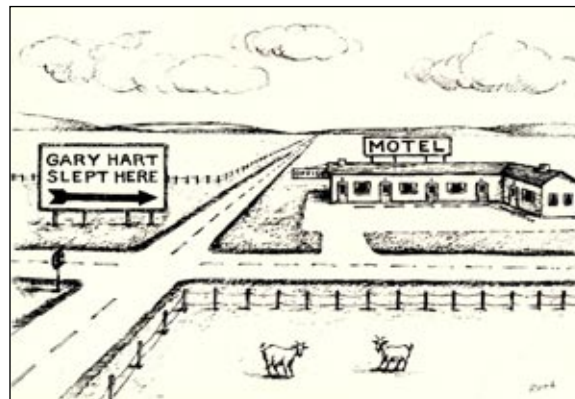
If you collect topics, you may be one and not realize it. Politics is a small and surprising subcategory in my collection, and there's enough room here to show you three presidential campaign goat cards. The Two Billies of the 1908 race offered ample opportunity for witty commentary, both verbal and pictorial. Star of the West carries a union bug from Chicago, and the contender "jugate" was published in Des Moines. Gary Hart's motel memento is from 1987. —Ed.



### RUDY SCHAFER



Rudy died on September 22nd. Along with his wife Natalie he founded and hosted the twice annual California Capital Postcard & Paper Show, a Northern California collecting institution since 1986. The show, always the first one of the year in this area, has been known for its eager collectors, friendly dealers and cheerful hosts. We offer our sympathy to Natalie along with our hopes that the Capital Show will continue as an ongoing tribute to Rudy and the years of effort and obvious joy he invested in it.





## TREASURER/HALL MANAGER REPORT

As of October 1, 2007 ..... \$4,432.94  
 This month we will be meeting in Room C-362.  
 —DANIEL SAKS, TREASURER/HALL MANAGER

## WELCOME TO OUR NEW MEMBERS

Sal Falcone, San Jose, a dealer and collector.  
 Wayne Miller, a dealer who collects maps, postcards, newspapers, photos, etc. of pre-1915 San Francisco.  
 J. D. Weeks collects Birmingham, all Alabama Tucks, and he welcomes approvals.

## EDITORIAL NOTES

The project to survey, record and publish details on Bay Area postcard photographers has not been forgotten, merely delayed due to the exigencies of daily life. Please continue to make listings of photographers of cards in your collection and elsewhere along with details as to age (known or estimated), style of card (printed, RP), location (of image and photographer) and in whose collection (so that scans can be made). This data will be compiled and expanded upon for the benefit of all postcard enthusiasts.

Several members—Michael Jawitz, Lorelei Rockwell, Sue Scott and Nancy Tucker among them—have made generous donations to the club sales box. The cards will be available for perusal and acquisition at the November meeting.

Contributions to the newsletter such as letters, interesting cards, comments and articles on all postcard subjects are always needed and appreciated. At present there is nothing on hand for future issues. Scans should be sent as 300 res, RGB high quality jpgs. Address them to editor(at)postcard.org or PO Box 621, Penngrove CA 94951.

See you in print!

—LEW

## AUTHOR AUTHOR!

EAST CONTRA COSTA COUNTY by club member Carol A. Jensen is a new book in the Arcadia Postcard History Series. 125 pages of postcard views recall the heritage of the past 100 years and the changes brought by population growth to the most eastern portion of the Bay Area.

SAN FRANCISCO ART DECO and its coauthor Bob Bowen were feted at a book signing hosted by the Art Deco Society at the swank Le Colonial last month.

## POSTCARD CALENDAR

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 Fair, 5298 Clayton Road, 10am-6 and 5pm; Sunday Free\*+**

Nov. 24-25, Saturday-Sunday, **Pleasanton**, Train Expo, Alameda Co. Fairgrounds, 10am-4pm; let Ken know if you're coming\*

Dec. 8-9, Saturday-Sunday, **San Rafael**, Antique & Collectors' Fair, Civic Center, 10am-5pm+

Jan 5, 2008, Saturday, **Santa Rosa**, Collector show, Sonoma Co. Fairgrounds, 10am-4pm\*

**Jan. 12-13, 2008, Saturday-Sunday, San Francisco, Vintage Paper Fair, Hall of Flowers, 9th & Lincoln, Golden Gate Park, 10am-6 and 5pm; Free entry\*+**

**Jan. 19-20, Saturday-Sunday, Sacramento. Capital Postcard Show, 6151 H Street, 10am-5 and 4pm\*+**

Feb. 7-10, Thursday-Sunday, **San Mateo**, Hillsborough Antique Show, San Mateo Expo Fairgrounds, from 10am\*

**Feb. 16-17, Saturday-Sunday, Glendale, Vintage Paper Fair, Civic Auditorium, 1401 N. Verdugo Rd., 10am-6 and 4pm, Sunday free entry\*+**

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.

## PRESIDENT TAFT BREAKS GROUND FOR THE PPIE

by JOHN FREEMAN

The second week of October 1911 was filled with significant events in California. On Tuesday, October 10th, male voters cast their ballots in the state primary on three significant issues: changes to the State Constitution to allow initiative and referendum, the recall of public officials and “granting the privilege of voting to women.” The electorate was in a reform mood, and the first two issues passed easily. Women’s suffrage, however, was more heated. When the ballots were tallied, San Francisco voters had defeated the proposition nearly two to one, but it was much closer in rural parts of the state. The vote count from outlying counties took

several days. But by Friday the thirteenth, the San Francisco *Examiner* could headline “Suffragists Win By A Narrow Margin.” The newspaper went on to encourage the “women who bore the brunt of the gallant and successful battle for the right to vote [to] gather in automobiles Saturday morning and accompany, as a mark of distinction, the President of the United States on the parade from Van Ness Avenue to the Stadium, where the ground-breaking exercises will be held.”

The real photo postcard that I have puzzled over for years can now be identified as a view of that parade as it passed along Steiner Street on the morning of October 14. The marching soldiers and sailors are not visible, nor are the victorious suffragettes. I can’t tell if President Taft is behind one

of the security staff in the car on the right or if the shutter was clicked too late to catch the President. All I know for sure is that this odd location for a parade, that has long mystified me, has been verified.

The parade continued west from Steiner Street, along Fulton, eventually wending its way into



TAFT MOTORCADE, 900 BLOCK OF STEINER STREET, BETWEEN MC ALLISTER AND FULTON, LOOKING MUCH THE SAME TODAY.

Golden Gate Park, where the President’s host, San Francisco *Chronicle* owner Michael deYoung, could proudly point to the museum he hoped to rebuild or enlarge for the Exposition that would be held in Golden Gate Park in 1915. By the time the parade reached the Stadi-

um (today’s Polo Field), 150,000 people had been gathered for hours in bright sunshine to watch the ground breaking ceremony.

There were cannon salutes, singing and speeches by the Governor, Mayor and the President, who gave a tedious recital of the highlights of the construction of the Panama Canal. Finally “Big Bill” Taft, using the engraved shovel made by Shreve & Co., dug some dirt, which was put into a coffer for posterity. Then a special Exposition flag was hoisted up the flagpole above the cheering crowd. This ceremony was to be a symbolic ground breaking for the construction of the fairgrounds.

Immediately after January 31, 1911, the day that Congress approved San Francisco as the site for the exposition to celebrate the completion of the



Panama Canal, the exact location of the event became a matter of heated debate. Once Tanforan in San Mateo County was dismissed that spring, there were five contending sites within the city limits. Hunters Point had little support, but Lake Merced, owned by Spring Valley Water Company, was a serious rival. The Embarcadero site was easily discarded because of the impact it would have on the vital commercial shipping wharves. The real fight came down to the little developed area of Golden Gate Park west of 19th Avenue, championed by Michael deYoung of the *Chronicle*, and

Harbor View, the tidal area north of Lombard Street from Van Ness Avenue to Lyon Street, supported by W. R. Hearst's *Examiner*. Arguments were presented, rallies held and postcards circulated supporting one or the other of these two sites. The committee deadlock in July resulted in an ambitious compromise, best described as the "Whole City Plan." There were extensive permanent improvements to be gained from the exposition, and the "Whole City" plan tried to capture all the spoils. There would be three beacons on Telegraph Hill to greet fairgoers, who would travel up improved Market Street to a new Exposition Auditorium, City Hall and Civic Center. Van Ness Avenue would link the visitor to the Harbor View grounds, from which one could take a tram cutting across the southern edge of the Presidio out to the New Lincoln Park, where a beacon reminiscent of the Statue of Liberty for the Pacific would be erected. Then there would be a corridor for the State Pavilions along 36th Avenue in the Richmond District leading to the Stadium in the improved Golden Gate Park. To complete the circle, there would be another corridor extended from the Park Panhandle to the Civic Center.



POSSIBLY MADE AFTER BOTH THE GROUND WAS BROKEN AND THE PPIE FLAG RAISED; PILLSBURY VARIANT.



MOST COMMONLY SEEN PHOTO BY MORTON. DE YOUNG HOLDS THE BOX THE DIRT WILL BE PLACED IN.

So, in October 1911, the Stadium in Golden Gate Park—irrespective of the fact that it was the only outdoor facility in the city big enough to hold a ground breaking ceremony—became part of the master plan for the 1915 Exposition





A COLORFUL BEHRENDT. NOTE LINCOLN PARK BEACON AND BIT OF GOLDEN GATE PARK BENEATH THE HANDSHAKE.

grounds. On the day following the event, President Taft was taken on a tour of the Exposition site. The *Examiner* emphasized his interest in Harbor View as he stood atop the highest point in Lincoln Park, while the *Chronicle* emphasized his interest in the view of Golden Gate Park. Neither newspaper captured what I believe were the passionate golfer Taft's secret thoughts about what a fine golf course Lincoln Park could make.

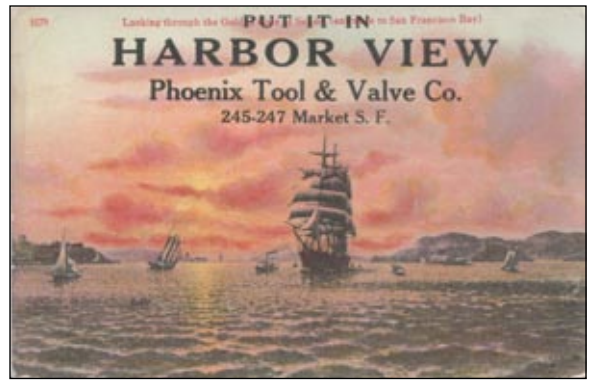
M.H. de Young was appointed special envoy to the Far East and left immediately on a junket to drum up support in Asia for the Exposition. In his absence, the most urgent construction project began, the dredging and filling of Harbor View. Upon his return de Young was strung along, and by February 1912 plans for the PPIE did not include Golden Gate Park.



FANCIFUL DRAWING OF EXPOSITION; NOTE BOX IDENTIFYING THREE PIECES OF THE WHOLE CITY PLAN – CIVIC CENTER, HARBOR VIEW AND GOLDEN GATE PARK.



THE *CHRONICLE*'S PERSPECTIVE. NOTE CORRIDOR BETWEEN GOLDEN GATE AND LINCOLN PARKS. REAL ESTATE IN THE OUTER RICHMOND WAS OFFERED AS "ADJACENT TO FAIRGROUNDS."



OVER PRINT BY FIRM WHICH TOOK A STANCE ON WHERE TO PUT THE EXPOSITION DURING THE CONTROVERSY BEFORE THE COMPROMISE OF JULY 27.

In that second week of October 1911, some highly significant ground was broken. Soil was ceremoniously turned to mark the site of a temporary fairground that never materialized. But that spade full of earth set off events that led to permanent neighborhoods, civic buildings and an enhanced reputation for San Francisco. I would like to think that somewhere out there is the photo postcard that should have followed the view of the men in elegant vehicles. I hope the photographer captured the women whooping it up in their open autos, celebrating the fair-to-be and a major victory for the equality of us all





## INTeReSTING CARDS SENT IN BY MEMBERS



As a teaser for his upcoming program on Holy City, Dan Saks offers two of William Riker's copyrighted bons mots on postcards bearing the Holy City imprint. A century ago, off-beat religious institutions found space and converts in California's agrarian paradise, where a major crop

is cracked nuts. Remains of past settlements are strewn the length of the state—either moldering or turned to new uses, and new communities, each with its messianic leader, continue to appear. Among them all, Holy City is special. Its heaven-on-earth was recorded on postcards.

A few issues ago members were asked to submit cards to be considered for the cover of the newsletter.

It's always feast or famine in the editorial in-box, and this time it was definitely feast. With the surfeit of images several did not find a place on the front page. So, we present them here. The vertical is a real photo of a giant shark—circa 1940-50, I would say—sent by George Payton. The upper large letter

is a blue and gold colored GGIE QSL (confirming reception) ham radio card from Bill Ashley's collection. The confidence implicit in Walt Kransky's WWII LL is not misplaced. Victory was both imperative for the Allies' survival and attainable—by troops and citizens spurred on, in part, by postcards. —Ed.



## VALENTINES ARE RED... BUT THANKSGIVING IS GOLDEN

by DARLENE THORNE

During the Golden Age of Postcards, holiday greetings were one of the most collected of the topicals. Today, they are making a comeback. In proof of that, Diane Gilkerson of Richmond has one of the most outstanding collections of holiday postcards in the Bay Area. Her many albums of Thanksgiving, Easter, Christmas and New Year's greetings focus primarily on *Wunsch* cards, particularly those drawn by artist Samuel Schmucker. The faces on the women make the cards extremely beautiful and collectible. Luckily Diane started collecting early on.

"I don't like turkeys," she says of her Thanksgiving cards, "but I like pretty women as serving girls, carrying turkeys." She has some stunning examples, as well as cards of Thanksgiving Indians and traditional harvest fare. Some cards feature the beading that was only used for a short time.

One of her favorite cards is a "nightmare" Thanksgiving card. The imagery still perplexes many collectors.

Diane started collecting while still in high school, when she found old postcards in used bookstores. "I was interested in photography at that time and I enjoyed the images. Friends knew I put all my postcards in a little box, so they would send me cards." These cards soon grew into a

fascinating hobby.

While attending Mills College, Diane found a large "antiques barn" that sold postcards in Port Costa. "There was a big cabinet of them and I kept going back and went through everything until I found images that I liked. I liked the size of postcards and the graphics," she remembers. She came across an Easter card with three-dimensional rabbits and she bought it. "It cost \$10, a fortune in those days, and I still have it."

While still at Mills, she took a class in horticulture, which had an unexpected impact on her postcard collecting. "They had a field trip to downtown Oakland and I will never forget a certain garden. It was close to the Oakland Museum and it had wrought iron gates. One of the other visitors showed me a real photo postcard when the garden was first founded. I asked him where he got it, and he told me about postcard shows. I called every hotel in the area and asked each concierge if his hotel had a postcard show, and I finally tracked down the postcard show in Foster City. I remember looking at rows and rows of postcard boxes and having no idea where to start. I liked the holiday cards, but I didn't know anything about them." A kind dealer took the time to help her

make a decision as to which holiday cards to collect. He explained that Halloween was quite collectible and expensive, but that Thanksgiving was every bit as beautiful, yet more affordable. Diane remembers the incident and the kind man, dealer Lou Musante. "He led me in the right direction;





the graphics just had me hooked,” Diane admits. Her Thanksgiving albums are the largest part of her collection, filling three large binders.



“They are golden and I am a gold freak. I love gold on everything. It took off from there,” Diane muses. She also loves the reds on Valentine and Christmas cards, and she collects all holidays now. Diane has even used her cards for the club’s calendar.

Diane has noticed that her movie star and swimming pool categories are getting very hard to find. “I have to go through almost every box of every state looking for swimming pools and sometimes I don’t find even one.” She looks at the swimming pools for their shape, the color and reflections in the pool, as well as the color of the poolside umbrellas. She even looks for bathing caps that remind her of her past summers.



“Maybe I’ll branch out, but I already collect far too many things. I seem to be following in [club member] Janet Baer’s footsteps and it’s purely coincidental, because I’ve never seen her collection. I remember the postcard boards they used to have at the Santa Cruz show and I started collecting lanterns, including lanterns at night and Kirchner cards with lanterns.” Diane displays them in albums with her geishas. She arranges them very artistically, using her skills as a graduate in art from Mills College. When Diane first saw fish postcards, she thought, “Is that really something people collect?” They do and she does.

To find cards for her advanced collecting inter-



ests, she has turned to eBay. Diane says, “I find myself skipping some of the postcard shows. The escalation of prices at the shows is a deterrent. Cards that I once paid \$2.50 for are now \$75.” When she does attend shows, she carries copied pages of her cards to try to fill in a set without buying duplicates.

“It’s turned into something that is a big part of my life. I’m a collector. I collect things like marbles, whale and elephant figurines, and salt and pepper shakers and postcards. I live in the planet’s smallest house,” she says of her charming cottage. As her priorities change, so does the space in her house – she has converted her darkroom into a computer room.

Diane tries to collect sets of cards, and leaves blank slots on the album pages, so when she finds a card to complete the set, she does not have to rearrange everything. Her duplicate cards and those to be filed are kept in boxes.

With her expertise and varied advanced collections, Diane can put her hands on the pertinent album whether it’s her Thanksgiving albums or new interests such as theatre interiors, music or the Portola Festival.

“I’ll stop collecting when it stops being fun for me,” she declared with a smile on her face.

But that won’t happen anytime soon. Her enthusiasm showed with her final goodbye, “Viva La Postcards!”

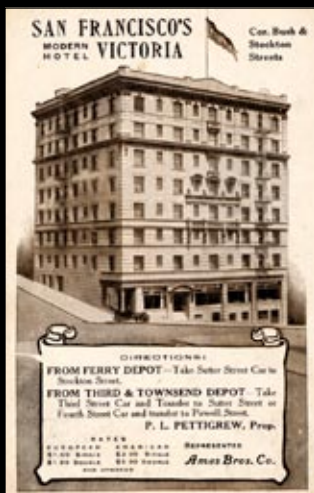
## SAN FRANCISCO HOTELS U – Z

We reach the end of the alphabet, hotelwise, this month, except for some overlooked establishments, among which is the St. Francis. We expect to include these omissions in the next issue. If you have cards for any hotels that were not shown here, please send them or scans of them to the Editor. Two hotels that were missed earlier are included below.

Bruce Diggelman passed on a copy of a March 1907 brochure, found in his family's papers, published by the Southern Pacific. Among the hotels listed in *San Francisco Hotels and Reconstruction* is the Little Palace at Post and Leavenworth, the same address as on this Weidner real photo captioned #2 PALACE HOTEL. This post 1906 interim hostelry is shown here as a final fillip to Michael Jawitz' extensive contribution on the Palace Hotel in last month's newsletter.



Cards shown are from the collections of Lew Baer, Dave Parry, Dan Saks and Darlene Thorne. —Ed.



◀ Hotel Victoria, Bush and Stockton  
Union Square Hotel (now Plaza), Post and Stockton ▶

Hotel Virginia, Mason and O'Farrell (CT 1940), below  
Hotel Washington, Grant at Bush, also RP bookmark ▶







▲ Hotel Wiltshire, Stockton near Sutter

YMCA Hotel  
351 Turk ▶



◀ Hotel Whitcomb, 1231 Market Street, Wright, Rushforth Architects; and as post-1906 temporary City Hall ▼

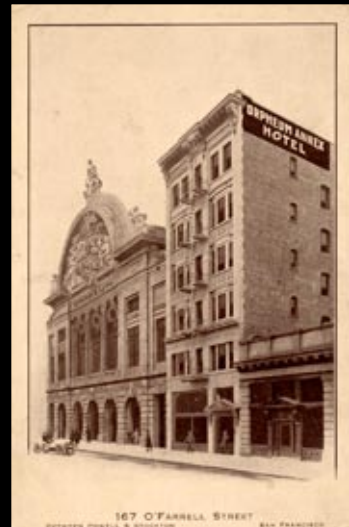


▲ Hotel York, 580 Geary at Jones, another 1940 Curt Teich card



◀ Hotel Kirk, NE corner, Haight and Stanyan

Orpheum Annex Hotel, 167 O'Farrell, between Powell and Stockton ▶



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**2007 MEETINGS**

October 27  
November 24