

San Francisco Bay Area Post Card Club

Nov.-Dec. 2007

Next Meeting: Saturday, November 24, 12 to 3 pm

Volume XXII, No. 9

Fort Mason Center, Room C-260 ☎

Laguna Street at Marina Boulevard, San Francisco

*Meetings are usually held the fourth Saturday
of every month except December.*

Visitors and dealers are always welcome.

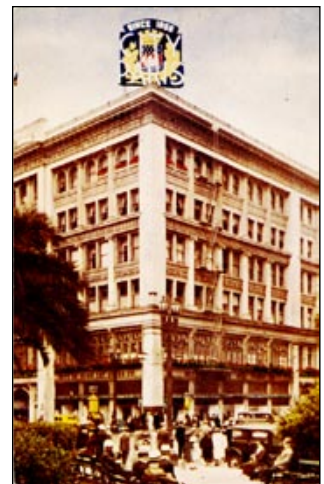
IN • HOLY CITY
THIS • E. E. MCLEAN AT SPRECKELS ROTISSERIE
ISSUE • HOTEL SURVEY LIST
• ST. FRANCIS HOTEL

Program Notes: It's time for our holiday postcard and potluck program. We are all to bring finger foods—sweet or savory, but not sticky—for the communal board. Soft drinks and napkins will be provided. Authors are urged to bring books for signing, and members are encouraged to purchase same to solve their shopping dilemmas. Copies of *FACING DISASTER*, the club created, 100+ page, postcard chronicle of the 1906 earthquake and fire, will be available at the special price of \$20 to members. Bring cards for sale or trade; the club boxes should make an appearance. Bunny Moses will be bringing California cards and asks that we bring NY (state and city) cards for her to take home to Schenectady.

Show & Tell: Free-for-all.

Parking 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.

COVER CARDS



The magical appearance of the fully decorated Christmas tree in the rotunda of the City of Paris department store was an event generations of San Franciscans celebrated. The towering tree filled the building with the scent and excitement of the holidays to come. Wishes could be fulfilled on any of six floors. —ED.

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Newsletter Deadline: 5th of each month



MINUTES, October 27, 2007

The Fort Mason parking lot was half roped off for those attending the high end antique and vintage poster sales. The morning began cool and gray and turned into a glorious sun washed day.

Cards were brought for sale or trade by Ed Herny, Doris Ann Elmore, Ken Prag and David Parry.

We were called to order by President Ed Herny. Guests were introduced.

Announcements: Ed Herny reminded us of the Concord show on November 17 and 18 and told that Ken Prag has passes available today.

Ed then announced that after many years of devoted service, Bruce Diggelman has asked to retire as Recording Secretary. (Applause.) A volunteer replacement is needed.

Kathryn Ayres told that the November meeting will be our now traditional holiday potluck for which we are all to bring food to share. The program will be an extended show and tell.

Lew Baer reported on his and Janet's visit to the Midwest, including the Wichita club show and Lyn Knight auction.

Ken Prag told that the Hillsborough show will be changing from a four to a three day schedule.

Show & Tell: Janet Baer told how she fell into collecting religious cards and brought four for today's "postcards in the pulpit" topic. ... Darlene Thorne showed two Holy City cards—one said to

be of Father Riker—the other a snow scene. Her parents honeymooned there. ... Dan Cudworth showed the cover of the first issue of *Life* magazine with a photo by Margaret Bourke White; he then showed a real photo card of a building in Cleveland by Bourke White; then a card from the white border era (1915-1930), not a usually great card genre, but this card of a marble tournament was a remarkable exception; early chromes of the Macy's Christmas parade followed.

John Freeman told that he is looking for a postcard by Oscar Chopin, a San Francisco cartoonist active here from 1906-1930 whose mother was an early feminist writer. ... Jack Hudson showed three photo cards, two made in Plymouth, Vermont in 1924 showing Firestone, Coolidge, Ford and Edison on one and Coolidge, his father, Edison and Ford on the other; the third card shows a flyer by his airplane. [The cards and more of their story are on page 12.] ... Kathryn Ayres told of the singing fish toys sold by Walgreens: a fellow bought all he could get, attached them to his car and choreographed them to perform at the push of a button. Then he had a postcard made of his creation; see it all at sashimitabernaclechoir.org. ... Ed Herny showed two uncaptioned cartoon cards, one of a child on an ice floe—is it Little Nemo?—the other possibly from an Oz book.

—LEWIS BAER, RECORDING SEC'Y PRO TEM

Program: **Daniel Saks on Holy City**

Holy City was one of the oddball communities that once dotted the California map. Today it is little known and long forgotten by most people. Its memory is kept alive mainly by postcard collectors who bid valiantly for its few real photo relics.

It's easy to miss the small blue sign for the Holy City exit on Highway 17 between Los Gatos and Santa Cruz. But in the 1980s Dan lived near the area and would often drive through what remained of the site on the "old road." He returned earlier this year to take photos and try to discern where the buildings shown on his collection of Holy City postcards once stood. He handed out photocopies of his cards and photos.

Dan remembers seeing the remnants of an old gas station and part of a stone wall which he later learned had been "The Fountain of Health." Dan knew the gas station had been torn down, but when he returned to take photos he did find the shack



businesses—a gas station, a garage, a restaurant, a market, and, as with similar highway stops, off-beat attractions to get people to pull over and spend money. Holy City had signs and placards touting "Father" Riker's strange ideas, loud music, and Riker himself preaching to anyone who'd listen, or not.

Riker created what he called "The Perfect Christian Divine Way" and declared Holy City to be the "Headquarters for the World's Perfect Government." He emphasized white supremacy, total segregation of the races, temperance, and separation of the sexes. Dan said there are many tales of Riker allowing himself to disobey that last directive.

In 1919 Riker bought 30 acres on the San Jose–Santa Cruz road that would become Holy City. The commune he'd begun in San Francisco had grown to 30 followers and they moved there and began building his community—possibly with materials salvaged from the demolition of the 1915 Panama Pacific International Exposition.

Riker also began promoting Holy City. He was showman, huckster, and braggart. He printed a postcard size handout on which Holy City is shown as the center of the Bay Area. He also claimed that Holy City was situated directly over Jerusalem on the other side of the planet. Riker assembled a group of life-size Santa Claus statues that were displayed along the road. Dan showed a postcard of the statues atop The Fountain of Health.

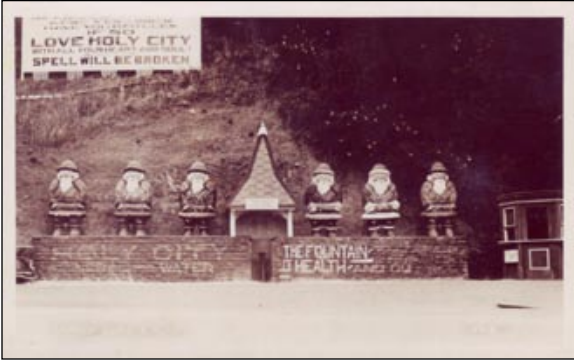
Riker began broadcasting over KFQU, his on-



that had been Holy City's Fire Department and the house in which the commune's founder had lived. The area's infamous poison oak kept him from searching for The Fountain of Health on the overgrown hillside.

Unfortunately there is little verified history about Holy City and its founder, William Riker, Dan explained. There are, however, many anecdotal reminiscences, and a lot to speculate about.

Holy City's heyday was during the Depression in the 1930s. It was the only stop between Los Gatos and Santa Cruz that offered roadside



SANTAS ATOP THE FOUNTAIN OF HEALTH

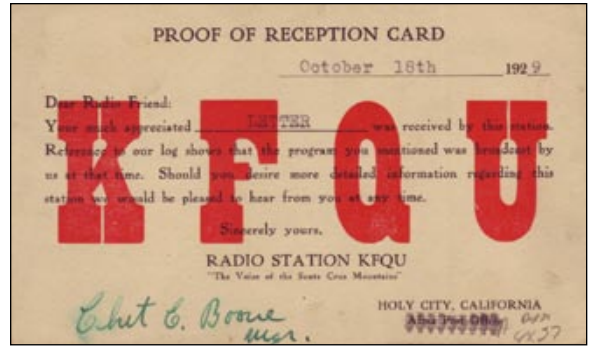
site radio station, in 1924. Holy City had its own print shop and Riker published his own postcards and pamphlets. Dan's handout showed eight postcards printed in Holy City containing some of the founder's unfathomable ideas.

Holy City reportedly brought in \$100,000 a year. Dan wondered if Riker had been a shrewd businessman in choosing the site or if he had just been lucky. An area in the hills above Holy City, Redwood Estates, had been developed in the early 1920s and marketed to San Franciscans as a place for them to build cabins in the woods. Is that what attracted Riker to the location? We don't know.



KFQU HQ AND TOWER (NOT A POSTCARD)

Holy City supposedly grew to as many as 300 residents, and Dan pointed out that since it was during the Depression, Riker would lure the unemployed and homeless to work for



KFQU QSL

him in exchange for a bed and meals.

A pamphlet Dan bought earlier this year, and from which he made a second handout, caused him to wonder about Riker's business prowess. The pamphlet, titled "The White Race is Supreme," is filled with blatant racism against blacks. Dan wondered why Riker would have such thoughts. It certainly wasn't needed for business and none of those convictions are seen on the public displays throughout Holy City.

The death knell of Holy City was struck in 1940 when Highway 17 opened and bypassed the old road. It sounded again when gas rationing began in 1942. With the end of the Depression and the country's war economy, many of Riker's followers were able to find work elsewhere.

In 1942 the FBI arrested Riker for sedition. Dan's handout showed a postcard calling on the U.S. to make peace with Germany and for the two



RIKER ON ONE OF HIS TRACTS

TREASURER/HALL MANAGER REPORT

The club will end 2007 with \$4,000 in its bank and PayPal accounts. Lew Baer informed me the mailing list is up to 173, accounting for as many as 275 members. And I hope all those members will renew for 2008. Either send or give a check or cash to Lew or use PayPal at the club's web site, www.postcard.org.

The room at Fort Mason has been reserved for 2008. The August and September meetings were again moved from the usual fourth Saturday because of conflicts with the Sacramento Postcard Show in August and the Fort Mason Blues Festival in September.

The August meeting will be on the fifth Saturday, August 30th, and the September meeting will be on the third Saturday, Sept. 20th. September is also the only month when we'll meet in a different room. Otherwise all meetings will be in C-260.

Although I still have two years' worth of checks for the club's bank account with my address on them, the time has come for someone to replace me as Treasurer. My wife and I have decided to give living in Europe a shot for a few years. With luck we'll leave around Spring next year.

Being Treasurer is actually an enjoyable chore, especially when Lew hands me a stack of membership checks and cash—for that one fleeting moment I'm rich. But then I make the bank deposit. My duties consist of writing one check to Fort Mason and one check to Lew each month and making the bank deposits. As more members have been using PayPal, my bank visits have decreased. Anyone interested in the position should contact me.

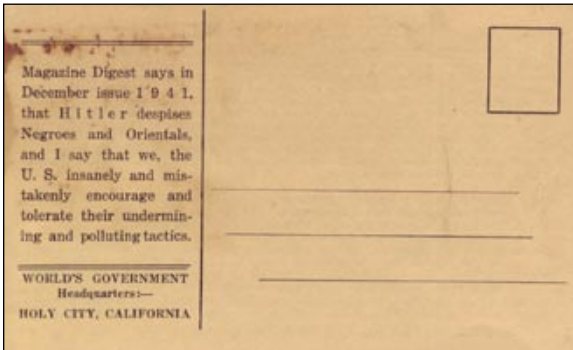
—DANIEL SAKS, T/HM, NOT YET RET.

WELCOME TO OUR NEW MEMBERS

Kendra Heltne, a collector of the Portolá [Portola] Festival, world fairs, expositions.

David Cook collects Valentine postcards, mottoes/sayings and homemade/handpainted cards. He welcomes approvals.

Michael, Susan and Solomon Endlich, a family of



POSTCARD ADVERTISING DECEMBER 1941 ISSUE OF RIKER'S *MAGAZINE DIGEST* SUPPORTING HITLER'S RACIAL POLICIES

countries to continue the war against the Japanese. Riker was found not guilty, although he had to cease his political propagandizing.

In 1959, Riker lost much of Holy City in a complicated real estate transaction followed by a series of mysterious fires that consumed most of what remained of the town. He died in 1969.

Dan ended by saying that if people see only the postcards of Holy City, and read anecdotes about Riker, they could think of him as another colorful eccentric—loud, large, boisterous. Riker was said to be full of ideas and suggestions for everyone about everything. But Dan could find no explanation for Riker's overt racism.

Dan's final analysis is that Riker's success was due more to luck than good business sense. In his research Riker didn't come across as educated or intelligent, and Dan believes that might explain the unnecessary racism.

—NOTES TAKEN BY COMMITTEE

collectors of nature, geysers, roads, waterfalls, Valentines, architecture, Jungian metaphors and archetypes.

RENEWAL TIME

The easiest and least painful way for most of us to pay our dues is by PayPal through the link on the home page of www.postcard.org. Checks are also warmly received.

EDITOR'S NOTES

Another year of increasingly super newsletters (if I do say so!) have entered the archives in members' homes and on www.postcard.org. Our appreciation is well deserved by the many writers and contributors who help fill every issue, most regularly Darlene Thorne, Kathryn Ayres, Frank Sternad, Glenn Koch, Daniel Saks and John Freeman. Kathryn gets special mention for her monthly proofreading and tasteful criticism. Thank you all!

Jack Daley, club Web Master, earns gold star commendation for building and maintaining the gold standard postcard club web site for all of cyberspace. Thanks to Jack's skill and effort our newsletters are viewed by thousands of researchers, and our club is known and respected worldwide. By the time you read this, the hit meter will have passed 100,000!

We complete our hotel survey with this issue of the newsletter and will begin a series on San Francisco restaurants. We're counting on your input of postcards and comments. There's plenty to do! Michael Jawitz has suggested a new topic: "What I collect and why," and Mark Adams would like to see a program on Hold-to-Lights. The major historical postcard event of 2008 will be the centennial of the Great White Fleet's 'round the world voyage and its harboring in San Francisco Bay. Avast there mariners! To your keyboards! –LEW

POSTCARD CALENDAR

November 24-25, Saturday-Sunday, **Pleasanton**, Train Expo, Alameda Co. Fairgrounds, 10am-4pm; let Ken Prag know what to bring*

December 1-2, Saturday-Sunday, **Redwood City**, PENPEX, 1400 Roosevelt Avenue, from 10am; info: www.penpex.org

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

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

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

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

February 8-10, Thursday-Sunday, **San Mateo**, Hillsborough Antique Show, San Mateo Expo Fairgrounds, from 10am*

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

March 1-2, Saturday-Sunday, **San Francisco**, Great Train Expo, Cow Palace, 2600 Geneva Ave., 10am-4pm. (Mostly train related; let Ken Prag know what to bring.)*

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

April 12-13, Saturday-Sunday, Santa Cruz, Central Coast Postcard & Paper Collectibles Show, UCSC Inn., 611 Ocean, 10am-5 and 4 pm*+

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.

DR. MCLEAN'S BIRTHDAY PARTY AT SPRECKELS ROTISSERIE

by Frank Sternad with *comments* by Lewis Baer

There are several buildings in San Francisco that can be thought of as heroes of the 1906 disaster. The Post Office, which was saved by dedicated postal workers battling the flames with mail sacks they wet in the roof top reservoir, is one. The Fairmont Hotel is another. Its construction was complete and it had been fitted out and decorated when the fire reached the heights of Nob Hill and consumed its interior. Hotaling's warehouse of whiskey that neither fire nor dynamiters destroyed is a third upstanding relic. A fourth is my favorite and has been since I first saw a postcard view of its original appearance. The Call Building—officially the Claus Spreckels Building—rose at the corner of Market and Third Streets in 1898. Its ornate dome housed the Reid Bros. architectural offices, and below that, on the 15th floor, was the Spreckels Rotisserie, a restaurant that published a four card set of very desirable postcards—one of which I am still chasing. The Call Bldg, like its fellow heroes, was little touched by the earthquake, but it was gutted by fire. The refurbished building welcomed tenants again in a remarkably short time, but the cafe was not to

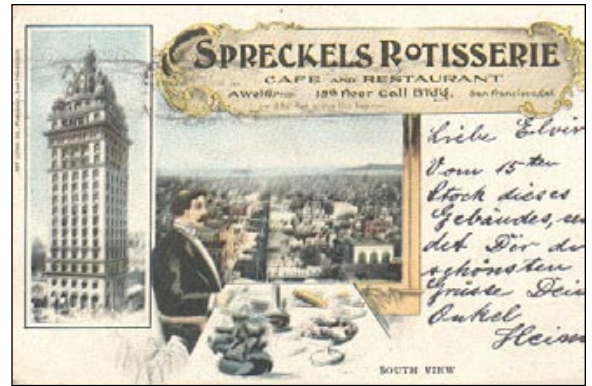


reappear. The restaurant is recalled today on postcards, menus and a business card touting “Banquets” and the pleasures to be found “250 feet above the bay.”

Remember the article featuring Spreckels Rotisserie in the April 2003 Newsletter? It included several postcards known to collectors at

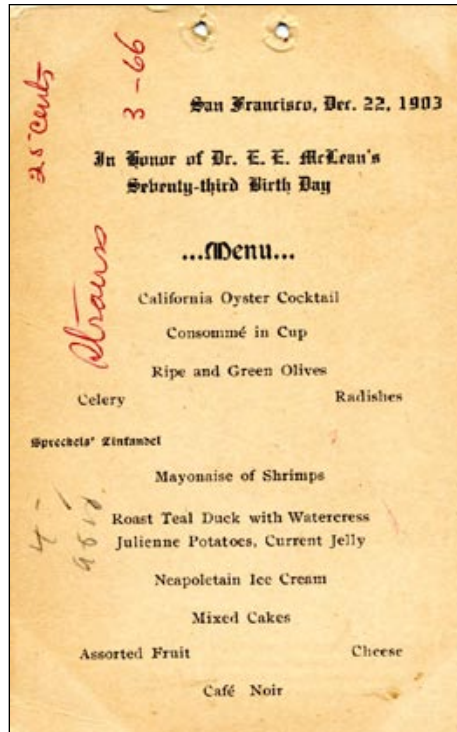
the time, the most spectacular being four chromolithographs showing diners gazing out windows of the 15th floor cafe perched below the “pinecone” dome of the Call Building. The North View, although not titled as such, was published by Edward H. Mitchell. The other three compass points were products of the Art Litho Company, and while not quite up to Mitchell’s quality of manufacture they are at least marked, “South, East and West View.” Lew Baer, author of the piece, wondered if there was a card actually labeled “North View,” and speculated why very similar postcards were made by two different publishers during the short period of 1903-05. He additionally volunteered an opinion about which cards appeared first, the





Mitchell or the Art Lithos.

Since 2003 another colorful Spreckels Rotisserie card has surfaced, and I want to be the first to assure you that it satisfies only one small part of Editor Baer's curiosity, while serving up a whole new plateful of perplexity. The latest discovery portrays the Mitchell scene, is clearly captioned "North View" [Aha!], along with the added nicety of four lines of Aristophanes-inspired poetry reading up the right side. And the publisher's name is printed right there in the border where it should be... "Britton & Rey." What!? But the real surprise is on the address side. Instead of the stamp box and usual "Post Card" design such as Britton & Rey's font of German text, or even the quill and ribbon of Mitchell or the pen flourish of Art Litho, there is nothing—other than an imprinted menu for a 1903 birthday party. *And dealer markings telling of the card's merchandising in March 1966 apparently, according to the date and price written in red ball point ink, and later at a higher price with disclaimer. The two holes at the top of the card are still a mystery. There*



seem to be impressions of rivets around the untorn holes. Could they have held a bow of silk ribbon or a cord to encircle the neck of a wine bottle?

For the time being let's table the discussion about Mr. A. Wolff's restaurant and his menagerie of multi-published postcards. I'm going to focus on the menu. Ostensibly the oyster cocktail, zinfandel, and roast teal were to be served those lucky people who came to Dr. E. E. McLean's 73rd birthday party atop the Call Building on December 22, 1903. When I first laid eyes on the menu, one thing jumped out at me—the name of the guest of honor. Among my many collecting interests are antique bottles that contained proprietary medicines and cosmetics of bygone days; and Dr. McLean was familiar to me as a circa 1900 peddler of hair restoratives. Her most commonly encountered glass bottle is embossed, "Dr. E. E. McLean's Medicated Hair Tonics, San Francisco, Cal." I always assumed that the title "Dr." was just that—assumed, and recalled that the good doctor's first name was Edith. Although the celebrant named on the menu is undoubtedly the selfsame Dr. E.



E. McLean of hair tonic fame, I nevertheless ran the name through my usual history sources—census records, directory listings, newspaper archives, vital records, etc. Here's the story in a nutshell (coconut size):

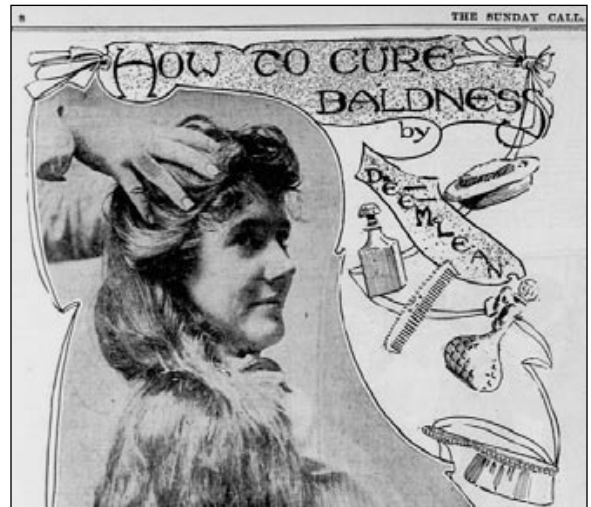
Edith Elizabeth Corey was born in Canada, married John Duncan McLean in 1875, and the couple moved to San Francisco in 1887. Ten years later, in the midst of prolonged separation and divorce actions, Mrs. Edith E. McLean started her hair restorative business on the seventh floor of the Spreckels Building. By turn of the century, Mrs. McLean had transformed herself into “Dr. E. E. McLean, Hair Physician” and was promoting hair health through “proper combing, brushing, twisting, airing, and massage of the hair and scalp,” and most importantly, believing that “a good tonic does the hair worlds of good.” Moving into larger quarters on the second floor of the Call Bldg. in

Scalp Diseases a Specialty	Best City References
Dr. E. E. McLean	
PHYSICIAN FOR THE HAIR	
Rooms 201, 202, 203, 212, 213, 214, 215 Claus Spreckels Building and Claus Spreckels Annex, 2nd Floor	Telephone Main 1863



1901, Dr. McLean advertised for “bright, honest, energetic ladies with business capabilities” to take a course of study and establish branch agencies throughout Northern California and Nevada. The female agents hired via these classifieds may not have achieved the desired results because a year later the ads were re-worded, “Wanted—bright, respectable girls (living with parents), references required.”

This was a time when women treasured long hair, the longer and thicker the better; and to manage all that hair in the daytime it was piled on top of the head, often anchored there with outlandishly decorated hats of varying styles. Purveyors of hair restoratives, whether the intended restoration was to be of lost hair or its natural color, routinely employed attractive girls with gobs of long, dark,



luxuriant hair to populate their advertising. Not to be outdone, the *Sunday Call* of March 10, 1901 contained a full-page article entitled, “How to Cure Baldness, by Dr. E.E. McLean,” embellished with several photos of a smiling young lady who was being combed, aired, massaged, and all the other correct things to prevent hair loss at age 17.

A month after San Francisco’s April 1906 earthquake and fire gutted the Call Building, Dr. Edith, barely missing a massage, was up and running at an address outside the fire zone. Less than a year later her line of preparations had expanded to include such wonders as Golden Seal Hair Tonic (for oily hair), Dandelion Dandruff Cure, Hazeline Hair Tonic (for thin, dry and brittle hair), Chilean Hair Restorer, Medicated Face Powder, and Eczema

Ointment—all carefully compounded by the E. E. McLean Manufacturing Co. at 504 Broderick. As Market Street was gradually revitalized as the commercial center of the city, Edith moved her offices into the Phelan Building; and for years, clever advertising and the agency system steadily increased demand for her hair and skin products. Then the unthinkable happened. Commencing in the late teens, as the World War drew to a close and occupied countries reclaimed their freedom, western women discovered they too could be liberated—from laborious, time-consuming grooming



since the bobbed hair craze began.

Back to the 1903 Spreckels Rotisserie birthday party menu. Did I mention that Edith was 76 years old when she died in 1927, or that she was born in 1850? Of course not—that would give away the climax. Readers who have been paying close attention (anyone?) are now calculating that in 1903 the hair physician would have been enjoying her 53rd, not 73rd birthday as printed on the card.

So what do you think was going on? An innocent typographic error would be most likely, but I’ve spent decades studying the devious behavior of self-anointed doctors and physicians promising rejuvenations and cures with their potent advertising and subpotent remedies. I propose that a more entertaining subterfuge was possibly at work. Simply put, Dr. Edith was shamelessly purporting to be a lady in her seventies. And my goodness... Doesn’t she look wonderful for her age—a good twenty years younger... Her line of restorative preparations really must be worth the money!

P.S. JOHN FREEMAN, an indefatigable researcher, wrote in to show and tell about a recent acquisition. “The card is from the August 24, 1911 Fraternal Eagles Convention in San Francisco. The view is looking east on Golden Gate Avenue with St. Boniface Church and rectory visible in the background. The political signs are readable and the performance at the Savoy Theatre could be researched. What is significant is the stamp on the back. It says THE DANA STUDIO FILLMORE & ELLIS STS., OFFICIAL PHOTOGRAPHERS, F.O.E 1911 CONVENTION.



“P.F. Dana was a commercial photographer. I know him from his large, wide angle shots of banquets or buildings under construction or studio portraits. I never saw any postcards with the Dana stamp before, but clearly he had a contract to do souvenir postcards for the Eagles Grand Aerie in San Francisco. This card is numbered 113, so there has to be others out there. It just reiterates what we know, that postcards were so popular, that almost all photographers got on-board to produce RPs because of the hot market.”

I suggested to John that the RP might have been a sample—a come-on for ordering larger prints. John pursued confirmation that Dana was a full fledged postcard maker and asked others in the club. Sure enough, cards of the Johnson-Jeffries 1910 championship fight are marked DANA, as are others of the Eagles in 1911. Now, I’d like an explanation for that woman seen in the lower left of the image.

CONGRATULATIONS are in order for Carol Jensen on the publication of her third (!) book. THE CALIFORNIA DELTA reveals the history of our great central waterway which is the focus of ongoing political, economic and ecological pressures. Find it at your book store in the Arcadia Publishing *Images of America* series.

David Parry receives the good shopping award for his 5£ (\$10) show find in London earlier this year. Another copy turned up on eBay:



[1907 Jamestown Expo Christy Navy Girl A&V](#)

Current bid: **US \$227.57** (6 bids)

Shipping: **US \$2.00**

End date: **Sep-30-07 20:08:34 PDT**

[Add to watch list](#) | [See similar items](#)

Dave gets another kudo, along with Chris Pollock, for responding to the challenge of last month’s cover card, the Dorris Car climbing a park stairway. Both Chris and Dave are certain that the photo was made at Alamo Square, not Lafayette or Alta Plaza parks as suggested. To be certain Dave



even counted the steps at the corner of Steiner and Fulton.

In the November 2006 newsletter Darlene Thorne revealed much about John Freeman’s postcard persona. If you would like to know more about John and his historical interests and accomplishments, take a look at the Western Neighborhoods Project tribute to him at www.outsidelands.org/freeman.php.

JACK HUDSON gets as much pleasure out of researching postcards as he does from acquiring them. Two of the real photos he showed at the meeting were from a well recorded incident when, in 1924, President Coolidge and four great American industrialists met at Plymouth, Vermont. The President was photographed autographing a sap bucket for Henry Ford's museum. Shown left to right in this card are Harvey Firestone, Calvin Coolidge, Henry Ford, Thomas Edison, Russell Firestone, Grace Coolidge (the president's wife) and John Coolidge (his father). Image by Chalmers.



The other RP took a bit more sleuthing. It shows



Lt. David Endicott Putnam who served with the Lafayette Escadrille and the US 139th Aero Squadron. France awarded him the Croix de Guerre and the cross of the Legion d'Honneur. Putnam is credited with 13 official planes shot down, plus unconfirmable

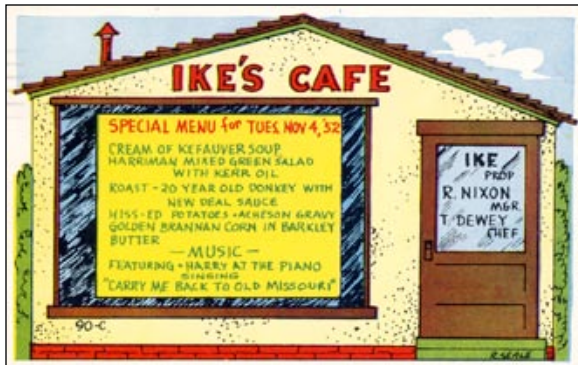
downs behind enemy lines. When he downed five enemy Albatrosses on one day, he became the American "Ace of Aces." He died on the first day of the St. Mihiel offensive, September 12, 1918.

—ED.

ON THE ROAD

In October Janet and I headed East to see postcard friends in Oklahoma City and to attend the 20th edition of the Wichita club show and the Lyn Knight auction in greater Kansas City. We saw a number of SF clubsters on our journey: Mitch Oliphant wowed us with his superlative Oklahoma small town real photos, and at Wichita, Rich Roberts appeared briefly for the pre-show motel room activity. Also there were Nancy Tucker, Bill Ashley, Hal Ottaway, (leader and energizer of the Wichita Post Card Club), Andy Guzik, new member David Cook, and Nick and Lynn Farago. In addition to a couple of nice J cards and plenty of others, I picked up two fun political cards. The first shows TR and the crowned heads of Europe whom he visited. The other is a '50s poke at IKE, Nixon and Dewey. At the Kansas City auction we lost one lot but won another. Nick Farago bid strongly, and he won many cards for all of us back home to choose from.

—LEW



HOTEL POSTCARDS PICTURED – 10/06 TO 11/07

Adena.....10/06	Eugene.....01/07	Marines' Memorial.....06/07
Alexander.....10/06	Evangeline.....01/07	Mark Hopkins.....06/07
Alexander Hamilton.....10/06	Fairmont.....03/07	Maryland.....06/07
Altamont.....10/06	Fielding.....04/07	Maurice.....06/07
Ambassador.....10/06	Franciscan.....04/07	Minster.....06/07
America.....10/06	Gartland.....04/07	New Fillmore.....07/07
Argonaut.....10/06	Gates.....04/07	New Keystone.....07/07
Arlington.....10/06	Gaylord.....04/07	New Occidental.....07/07
Baltimore.....10/06	Girls Friendly Society.....04/07	Normandie.....07/07
Bay State.....10/06	Glen.....04/07	Oliver.....07/07
Bellevue.....10/06	Gloster.....04/07	Olympic.....07/07
Berg.....10/06	Golden Eagle.....04/07	Orpheum Annex.....10/07
Beverly Plaza.....10/06	Golden Gateway.....04/07	Palace.....09/07
Bochow.....10/06	Golden State.....04/07	Pickwick.....07/07
Booker T. Washington.....05/07	Golden West.....04/07	Plaza.....07/07
Brayton.....10/06	Goodfriend.....04/07	Powell.....07/07
Brule.....10/06	Governor.....04/07	Ramona.....07/07
Cadillac.....11/06	Granada.....04/07	Regent.....07/07
California.....11/06	Grand.....04/07	Republic.....07/07
Californian.....11/06	Grant.....04/07	Richelieu.....07/07
Canterbury.....11/06	Hamlin.....05/07	Roosevelt.....07/07
Carlton.....11/06	Hampton.....05/07	Royal House.....07/07
Carmel.....11/06	Harcourt.....05/07	Savoy.....07/07
Cartwright.....11/06	Helvetia.....05/07	Senate.....07/07
Cecil.....11/06	Henry.....05/07	Shaw.....07/07
Chancellor.....11/06	Herald.....05/07	Sir Francis Drake.....07/07
Clark.....11/06	Herbert's Bachelor.....05/07	Somerton.....07/07
Clift.....11/06	Hilton.....05/07	Spaulding.....07/07
Columbia.....11/06	Hilton Inn.....05/07	St. Francis.....11/07
Commodore.....11/06	Holiday Inn.....05/07	St. James (San Jose).....07/07
Continental.....11/06	Holland.....05/07	St. James (corrected).....09/07
Court.....11/06	Hostel on Union Square.....05/07	Stanford Court.....07/07
Crane.....11/06	Howard.....05/07	State.....07/07
Crest.....11/06	Huntington.....05/07	Stewart.....07/07
Cumberland.....11/06	Inside-Inn.....06/07	Stockton.....11/07
Dale.....01/07	Inside-Out.....06/07	Thoma.....07/07
Dale-Tallac.....01/07	Jefferson.....06/07	Thomas.....07/07
Dalt.....01/07	King Edward.....06/07	Turpin.....07/07
Dorchester.....01/07	King George.....06/07	Union Square.....10/07
Drake-Wiltshire.....01/07	Kirk.....10/07	Victoria.....10/07
Earle.....01/07	Kit Carson.....06/07	Virginia.....10/07
Edward.....01/07	Lankershim.....06/07	Washington.....10/07
El Cortez.....01/07	Larne.....06/07	Whitcomb.....10/07
El Drisco.....05/07	Lincoln.....06/07	Wiltshire.....10/07
Embassy.....01/07	Majestic.....06/07	YMCA.....10/07
Empire.....01/07	Manhattan.....06/07	York.....10/07
Essex.....01/07	Manx.....06/07	

SAN FRANCISCO HOTELS – THE ST. FRANCIS

This is the final installment in our survey of San Francisco hotels. It includes an early card of a hotel that had been overlooked and the St. Francis. Interior views of the St. Francis are mostly dark and somber, giving its becolumned public rooms a funereal appearance. The exterior, however, is dynamic. The Dewey Monument had been standing for two years when the hotel opened in 1904 as a two winged structure. Union Square changed with the addition of planting and, in 1942, an underground garage, and the hotel changed, too—adding another wing, an addition to that wing topped by a proposed ornate loggia, and finally a tower of rooms dwarfing the original building. Advertising for the overlooked hotel, the Stockton, was added to a Private Mailing Card view of Union Square, postmarked 1901.



Note the changing cityscape of the early 1900s



The Dewey Monument, looking from the Hotel St. Francis



Cafe



Linen



Art moderne



1950s chrome reality

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November 24