

# San Francisco Bay Area Post Card Club

February 2008

Next Meeting: **Saturday, February 23, 12 to 3 pm** Volume XXIII, No. 2

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** • SAN FRANCISCO BARTENDERS  
**THIS** • ISSA MYSTERY SOLVED  
**ISSUE** • LEAP YEAR  
• SAN FRANCISCO RESTAURANTS, CONT.

**PROGRAM NOTES:** Jack Hudson will share the excitement of one of his favorite topics, auto racing, as he tells us about the *New York to Paris Great Race of 1908*. A century ago this month, 250,000 people thronged Times Square to watch four automobiles take off—heading west!—in their contest to be the first to reach Paris. Across North America, Siberia, the Russian steppes and all of Europe the horseless carriages “sped.” Who won? Come to the meeting to find out!

The club boxes will be there.

**SHOW & TELL:** Collector’s choice; three item, two minute limit.

**PARKING:** Come early; park in pay lot, upper free lot on Bay Street or along Marina Green.

## COVER CARD



Four teams of cars and drivers left New York City on February 12, 1908, and without benefit of paved roads, gas stations, garages or the AAA, they headed west, bound for Paris, more than half the world away. 1908 was a year of much derring-do, and the New York to Paris Great Race was among the astounding events recorded on postcards. Four of the world’s leading industrial nations were the contenders. Here we see a real photo from Jack Hudson’s collection of the Thomas Flyer, the American entry.

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### Newsletter Deadline: 5th of each month



### MINUTES, January 26, 2008

A few days before the meeting, word was spread about the Zin Fest being scheduled for the same day. California's own red wine rules!—and the parking lot and spaces along Marina Green were all filled. Still, more than 30 people managed to find parking in the lot above Fort Mason or the pay lot at Marina Middle School, served by shuttle to FMC.

The front table was set up with a display of bartending equipment brought by John Burton, the speaker, and several vintage whiskey bottles, one of them still holding its tawny elixir.

Cards were brought for sale or trade by George Epperson, Jim Neider, Ed Herny and Ken Prag.

Per Schulze, on a trip from Norway, was there and told me how to pronounce the name of the ship mentioned in the January newsletter. Gjøa [Gjoa] is pronounced Yeúh-ah. We both laughed.

The meeting was called to order by President Ed Herny. Guests were introduced: Geoff Purkis and Norman Saari, both of whom became members, and another gentleman who collects Romania, winter sports and flying.

Ed Herny announced that Darlene Thorne underwent successful surgery for what was a potentially serious condition. A get well soon card was passed around for all to sign. Ed also told that the Antiquar-

ian Book Fair, scheduled for February 9 and 10, usually has some postcard dealers.

There were 17 lots in the drawing, all desirously described by Kathryn Ayres.

Show & Tell: Sue Scott told that she doesn't really collect bar postcards, but she brought an album filled with what bars she has and some of her other newest finds. ... Ken Prag showed an autographed chrome of George Romney, "It could be a sleeper." ... Lew Baer brought an album page with six San Francisco bars, the Blue Note with a cartoon by Wilbur Stump, the Happy Valley mural by Antonio Sotomayor at the Palace Hotel, the cowboy band from the College Den, wannabe females from Finocchio's, genuine females from ChiChi, and an unquestionable female from Garden of Eden. ... Gail Ellerbrake passed around six cards from the Teller House, built in 1872 in Central City, Colorado, with the poem and illustrations of *The Face on the Barroom Floor* written by a lovesick drunk; also an ArtVue card of a bartender at work.

Ed Clausen brought an article from the *Oakland Tribune* about collecting clubs which showed Albert Muller, our one time member, at his stamp club. Ed also showed Oakland bars: The Oro Fino at 12th and Broadway, and the Last Chance Saloon at the foot of Webster Street, one of Jack London's hang outs, named because it was the last place to get a drink before taking the ferry to dry Alameda.

... Bill Ashley claimed “no card, just a tell” and broke into song with his version of “Saloon, Saloon, Saloon.” Not knowing what else to do, the crowd broke into applause—not enough, however, to rouse an encore. ... Kathryn Ayres showed “not a postcard,” but a 1939 mailing piece from the Top of the Mark with a diagram of the San Francisco area with the Mark Hopkins at the center. ... Ed Herny told that he had just bought several cards, one of which he chose for the address; it had been mailed in 1909 to a fellow at “Tuxedo Saloon, San Francisco.”

—LEW BAER, RECORDING SEC’Y, PRO TEM.

*Program:*

### **John Burton on San Francisco Saloons**



PHOTO: JOHN FREEMAN

John began by telling that he is a long time bottle collector and today met the author of one of his most useful catalogs, George Epperson.

Being a bartender, John is obviously used to performing before an audience, and his fast paced and fascinating presentation held us captive.

San Francisco’s most famous bartender, John told us, was Professor Jerry Thomas who wrote the first U.S. bartending book using recipes he had collected, tested and served over many years. Thomas worked in the city at the El Dorado and later in the gold country. Also in San Francisco in 1858, Harry Johnson, known as the Dean, was bartending at the Eagle. He also wrote a book, the first anywhere how-to bartending manual.

John held up a gray enameled metal container, like a small covered milk can, and asked if we knew what it was. We didn’t. “It’s a growler,” John explained. “A kid would come into the saloon carrying one of these when his father, at home, would growl, ‘Get me some beer!’”

We saw some of the bottles John brought. Those with embossed lettering and designs are most

desirable. And beer cans... they first appeared in 1935 and some had illustrated instructions on how to open them printed on the side. Cone top cans were designed for easier filling on bottling equipment. And seltzer bottles... There were beautiful ones that were refilled in every town.

“Soda pop.” Where did the name come from? From the sound when the marble stopper was pushed back into the bottle to open it! And “OK.” How did we get that expression? We attribute it to “Old Kentucky” which meant legitimate Kentucky bourbon.

“But back to bars.... The martini was first poured here, in 1862 or ’63.” A miner on his way to Martinez stopped to have a drink, and Jerry Thomas made him a martinez, a sweet and fruity drink that later turned dry and lost its z.

John showed some of his bar collectibles: wooden lemon squeezers, drink strainers, pumpkin seed hip flask, a gold enameled whiskey bottle from 1903 with the booze still in it. Brandy bottles traditionally had bulging necks.

In the old days bars were elegantly carved, and bartenders were showmen. Some of their drinks remain. Pisco Punch was served at the Bank Exchange in the Montgomery Block. It was a secret recipe made in the basement and brought upstairs on a dumbwaiter. Duncan Nicol took the recipe to his grave with him, but a bartender who had worked with him figured it out years later. In the late 1800s Pisco brandy from Chile and Peru was the number one selling booze here.

The Barbary Coast: It was named after the area in North Africa, home port to pirates. In early San Francisco it was the home of the Sydney Ducks, Australian prisoners exported to San Francisco who became known as *hoodlums*. When ships arrived in San Francisco crews often abandoned them to search for gold, and the captains would arrange with women to lure men into bars where the barkeepers would serve them “toddies” loaded with opium or lithium. When they passed out they would be



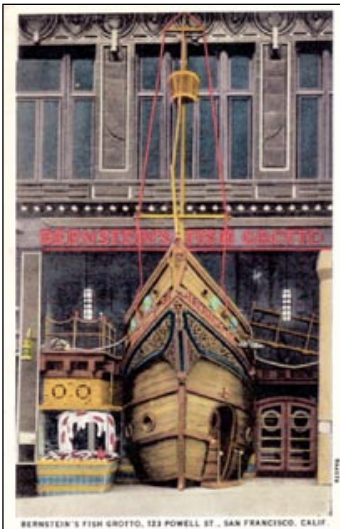
POSTCARD ANNOUNCEMENT PUBLISHED BY THE CALIFORNIA HISTORICAL SOCIETY

dropped through trap doors to row boats that would take them to waiting ships bound for far off ports, often Shanghai—thus the term *shanghaiing*.

Among San Francisco's favorite barkeepers was Cocktail Bill Boothby. He had been a minstrel, tailor, insurance salesman, and in the 1880s began bartending in the city and later at Byron Hot Springs, San Francisco again, and San Rafael where he wrote his bartending book. The Boothby Cocktail was one of his inventions: a manhattan with a splash of champagne. The book, shown on this contemporary card from the California Historical Society, is very rare and still highly respected.

As he dug out the two postcards he had brought, John told us, "We used to vote in the bars. That's why they did not serve alcohol on election day." The two cards were both real photos of horse drawn beer wagons in front of Grace Brewery in Santa Rosa.

"Laws followed



AT BERNSTEIN'S FISH GROTTTO, 123 POWELL STREET, THE SHIP PROW FRONTPIECE JUTTING INTO THE SIDEWALK WAS A BELOVED LANDMARK; FABULOUS FRONT, FAIR FISH, GOOD DRINKS. EXA:

RUDY BEHLMER

saloons," he explained, "especially Prohibition. Before Prohibition there were 3000 licensed bars in San Francisco; after the Volstead Act passed, there were probably 5000 'unlicensed' bars. In those days bars served 100 proof alcohol, and when customers acted up after too many drinks, they'd be served 86 proof." Hence, "86ed."

The Bank Exchange was a focal point of early San Francisco. All the news from the mines was heard there first. James Flood, one of the Big Four millionaires, had been a bartender there and became wealthy on what he heard at the Bank Exchange. The Poodle Dog had a family restaurant on the ground floor; on the second were men's club rooms for drinking and card playing; above that was a bordello. Bernstein's, with the ship's prow sticking into Powell Street, and O'Doul's were John's favorite bars. Everything changed after World War II when women STARTED GOING TO BARS



A STOP AT THE ROUND HOUSE JUST NORTH OF THE TOLL PLAZA FOR A HOT DOG AND COKE WAS CALLED FOR BEFORE—AND AFTER—WALKING OR BIKING ACROSS THE GOLDEN GATE BRIDGE. EXA: LEW BAER AND NOT SPENDING ALL THEIR TIME DOING HOUSEWORK AND COOKING. JOHN'S MOTHER HAD WORKED AT THE ROUND HOUSE BY THE TOLL PLAZA ON THE GOLDEN GATE BRIDGE.



John concluded with the comment, "Postcards show the upscale bars, not the working men's hangouts where, on Sundays, sailors would wrestle bears or kangaroos."

—NOTES BY LEW BAER



## WELCOME TO OUR NEW MEMBERS

Ronnie Trubek Ronnie collects Santa Cruz County ephemera, collector plates, books and maps.

Norman Saari, a collector of chickens and roosters.

Geoff Purkis, a collector of postal history.

Andreas-Andrew Bornemann, website: [www.postkarten-archiv.de](http://www.postkarten-archiv.de), a collector with many interests.

Charlotte Wager, Charlotte is the new producer of California's Capital Shows.

Kit and Linda Hinrichs, collectors of American flag symbology and alphabet cards.

## TREASURER/HALL MANAGER REPORT

As of February 8, 2008 ..... \$6,216.47

—EDMUND CLAUSEN, TREASURER

## EDITORIAL OUI!

Yes! The roster is forthcoming and should be in print in your hands this April. Now is the time to consider changes to your listing. Do you have new categories, or have you exed some? Do you want approvals? (If you want cards to be sent to you on approval, it is your responsibility to return or pay for them immediately, including postage both ways.) Please let the Editor know if you are unsure about your listing or have changes to be made.

Yes! The Real Photo Photographer project is still underway. At least two members have been actively cataloging photographers' names from cards in their collections and have been researching them, name by name. This is a big project, but working with an online-print to order publisher, it can start out small and be updated as needed.

Thanks go to Susie Oneal who sent color photocopies of favorite cards in her collection—a quick and pleasant way to help fill a page of the newsletter.

And Bert Cohen gets a big word of appreciation for the large lot of cards he has donated to the club box. The Penngrove postal people were suitably impressed with his priority mail shipment: "There's a client who got his money's worth with

a flat rate box!"

—ED.

## POSTCARD CALENDAR

Feb. 23, Saturday, **St. Helena**, Antique Show, 1255 Oak Street, 10am-5pm\*

Mar. 1-2, Saturday-Sunday, **San Francisco**, Great Train Expo, Cow Palace, 10am-4pm\*

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

Mar. 28-30, Friday-Sunday, **Reno**, Antique & Collectibles Show, 1350 N. Wells Avenue, 10am\*

**Apr. 12-13, Saturday-Sunday, Santa Cruz, Central Coast Postcard & Paper Collectibles Show, 611 Ocean Street, 10am-5 and 4pm, Sun. 10am-4pm\***

Apr. 18-19, Friday-Saturday, **Vallejo**, Collectibles show, McCormack Hall, Solano Co. Fairgrounds; \$10 Fri. 11am-6pm, Sat. free entry 9am-3pm\*

Apr. 20, Sunday, **Emeryville**, All-Image Show, Hilton Hotel, 1880 Powell Street, 10am-4pm\*

Apr. 25-27, Friday-Sunday, **San Mateo**, Hillsborough Antique Show, San Mateo Expo Fairgrounds; Fri. 11am-9pm, Sat. 11am-7pm, Sun. 10am-4pm\*

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

**May 17-18, Saturday-Sunday, Concord, Vintage Paper Fair, 5298 Clayton Road, 10am-6 and 4pm, Sunday: Free admission\*+**

May 25, Sunday, **Healdsburg**, Antique Faire, Healdsburg Plaza Park, 8am-4pm\*

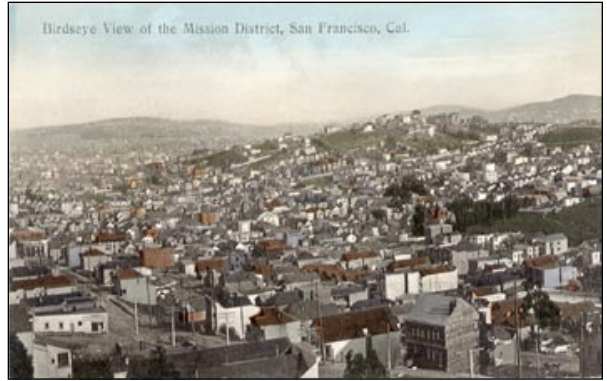
Bolded entries are produced by SFBAPCC members.

\* Ken Prag will be there; let him know what he can bring for you: 415 586-9386, kprag(at)planetaria.net

+ R&N will have cards and supplies

## I BOUGHT IT ON eBay!

Editor's note: Many of us are regular bidders or browsers in online auctions, eBay in particular. It's an easy and immediate way to see thousands of postcards without driving 100 miles to a show or, for that matter, without even getting out of one's pj's. When browsing you can come across familiar bidder names and see what other folks you know are bidding on and have won. Glenn Koch makes no secret of his purchases, and he is always eager to show and share recent acquisitions. In late November Glenn sent five emails, each with a scan and comments on his latest discoveries.



LEFT: A marvelous and rarely seen PPIE brown tone card from the Judell Smoke Shop on the Zone; printed by Gabriel-Meyerfeld.

RIGHT: Richard Behrendt card #638, captioned *Birdseye View of the Mission District* is actually a view taken from Upper Terrace looking over the Castro and Eureka Valley. Running from bottom center to the left is 17th Street. This looked so familiar, and then I realized that it was my old neighborhood!

### NOTES ON THE CARDS

Brown tone cards, like the smoke shop above, are seen from numerous publishers, among them E. H. Mitchell and the PPIE publishers. The back of a Bardell card tells a bit about the process.



The Lipton's card on the left of page 7 is an advertisement for tea and coffee. Designed like an embroidery sampler, it shows two dozen garden flowers and what they traditionally represent to young womanhood. The calla lily, for example, empowers modesty and the aster, after thought.

Fry's Cocoa chose an adventuresome theme for its advertising card. Captioned at the top *With Captain Scott at the South Pole*, the image pays tribute to the English explorer Robert Falcon Scott, who reached the South Pole in 1912 soon after the Norwegian Roald Amundson. Scott and his party did not return; they perished in a severe blizzard.

The N. K. Fairbank Company's ad for its Fairy Soap is, on many counts, far from acceptable today. But it is a charming design and important as a relic that illustrates changes in social mores. —ED.

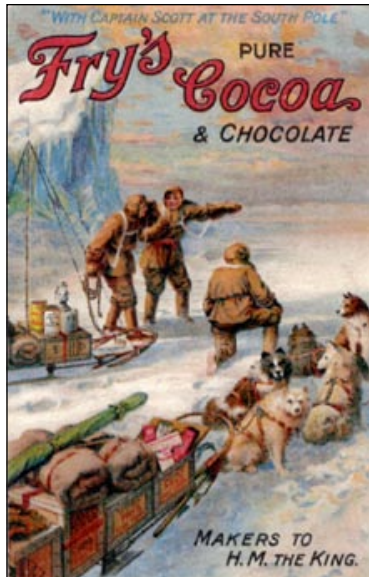


LEFT: A house on Buena Vista Park, almost to Haight Street. It was completely renovated lately and priced quite highly.

CENTER: A real photo of the Tower of Jewels under construction.

RIGHT: Misidentified on e-Bay, this card showed up in a San Francisco search because of the PPIE flag cancel on the back. It was postmarked from Los Angeles to West Oakland in 1912. The architecture is so distinctive that I knew that it was SF. Now I just need to locate it!

### THREE OF SUSIE ONEAL'S FAVORITE POSTCARDS





# CARDS THAT DRIVE US CRAZY—MYSTERY SOLVED!

by JOHN FREEMAN

**W**e *postcard collectors* all have those cards in our collections which are a mystery to be solved. We don't know what category they belong in nor of what significance are the details on the face of the card. For the more obsessive of us, these cards drive us *CRAZY*.

I had two such cards captioned *I.S.S.A. Parade, S.F. Cal.* I tried the acronym ISSA on Google and in the newspaper index at San Francisco Public Library, but found nothing. I figured the “I” might be “International” and the “A” might be “Association,” but what could the two S's be? Fellow collectors admitted not knowing what the cards signified, and those who owned one of these cards speculated the parade might have been a fraternal or religious event.

One of the cards shows groups of men assembling for a parade. The second card shows groups of women, children and older men assembled as if they are waiting for a parade to come their way. Under high magnification of the parade assembly card, I could see that there were clusters of men behind banners reading “Howard Street Methodist, Calvary Presbyterian, Wesley Methodist Episcopal, Swedish Methodist Episcopal and Chinese Baptist.” So these cards had something to do with church sponsored groups, but I had no idea when or why.

Recently I won a small silk ribbon on eBay

that provided the key to solving the mystery. The 3/4 inch wide and 4 inch long blue ribbon said “California 13th International Sunday School Convention – San Francisco June 20-27, 1911.” Could the SS stand for Sunday School? I searched the newspaper files for June of 1911 and learned all about what the *San Francisco Examiner* called the “Sabbath Workers Convention.”

A convention was held in San Francisco during the last part of June 1911 for Sunday school teachers, pastors and faith activists of various Protestant denominations belonging to the International Sunday School Association. The convention delegates assembled in one of the few large audi-



toriums in the city at the time, a roller-skating rink called the Coliseum, on Baker Street facing the Golden Gate Park Panhandle (site today of the Department of Motor Vehicles). The highlight of the eight days of prayers and speeches was the “Men’s Parade” held on Friday, June 23, to give testament to their religious mission.

On the morning before the march, the *Examiner* wrote:

“Promptly at 6:15 o’clock this evening the greatest Bible parade ever held will begin its history-making march from Union Square to the Coliseum.

It is estimated that nearly 25,000 men will participate in this parade, which will be one of the most spectacular events of the thirteenth





triennial convention of the International Sunday School Association. Each man in the parade will carry an open Bible and when the marching column shall have entered the Coliseum, the Bibles will be stacked in pyramids on the great convention rostrum.

After this the Bibles will be placed in the rooms of California hotels for the moral benefit of the traveling public. This work will be under the direction of the Gideons."

The first postcard shows the men assembling on Post and Mason, by the First Congregational Church, before circling the block to begin the march from Union Square. The following Saturday morning the *Examiner* downgraded the march numbers to 10,000 men, while the *Chronicle* sug-

gested less than 5,000 men marched.

The second postcard shows the Sunday School women, elderly men and children assembled to watch the march from the vantage of the Fulton Street side of Alamo Square. After the men passed, the women assembled at two different churches to hear inspirational talks about increasing Sunday school atten-



dance and supporting the temperance movement.

This convention is one of those now obscure events in San Francisco, yet these two real photo postcards have survived to honor the missionaries and to stimulate historical research.

I'm pleased to have solved the mystery and will be reminded of my cards and the Men's March whenever I pull open the drawer of a hotel or motel night stand and find a Gideon Bible.

### FOUND BY THE EDITOR IN GOLDEN GATE PARK

Sacramento and SF! Two super shows a week apart added these Japanese new year cards to my albums.



# Take That Leap!

by KATHRYN AYRES

**Tradition has it** that a lass is permitted to ask a laddie for his hand in marriage on Leap Year. Whether the privilege is granted for the entire year, or is limited only to the day of February 29th, is seemingly open to interpretation.

Postcards of Leap Year marriage proposals were often quite mean spirited, with exaggerated illustrations of ugly old maids, bucktoothed and bespectacled, lying in wait for unsuspecting males with a shotgun. Such cards seem to be precursors of the misogynistic depictions of suffragettes when women were fighting for the vote in later years.

Those cards don't interest me. My small collection of Leap Year cards focuses on intriguing role reversals, such as the beautiful lady pleading on her knees while the object of her affection coyly replies, "Mabel dear, I must really have time to consider!" The fear of rejection has traditionally been the man's fear, for it is the man who makes the overt proposal; women use more covert means of showing interest.

Yet the fear of being pursued against one's wishes is also up for role-reversal treatment in an English card designed by Arthur Gall that shows a timid man unwilling to be left alone with a scheming woman: "Er- Er- Don't g-g-go, Miss Grey!"

If a comely appearance isn't enough to persuade, then money comes into play. Another illustration, by August Hutaf, shows a gorgeous woman offering a gigantic bag of money to a snooty young man who looks down his nose to indicate his ob-

vious lack of interest. One can't help but wonder what *would* interest him.

Some cards are embellished with hearts, and very nearly resemble Valentines. Another by Hutaf, with the caption, "Will You Accept This?" shows a sweet young lady holding a giant certificate of proposal, OK'd by Dan Cupid. Unsurprisingly, the card was never sent.

Other cards are gentle reprimands to gents intent on the single life. A bachelor in his cozy pad is surrounded by his golf clubs, boxing gloves and tennis racket. He reclines in an easy chair, dressed in a smoking jacket, a newspaper in his hand and spirits and tobacco within easy reach. He would seem



to have everything his heart desires, but the smoke he exhales takes the shape of the head of a woman. "Cheer up old man, be game, 'Tis 'Leap Year' and perhaps some dame might 'pop' and make you change her name."

My personal favorites, however, carry no moralistic or judgmental tone, but rather celebrate the novelty of a woman's ability to choose her mate once every four years. A 1912 card captioned "Now or Never" has a stunning illustration of three fashionable women in a motorcar snatching a man from the side of the road. Cupid, riding on the running board, lends a hand. The card is embellished with a swastika, which at that time was considered a symbol of good luck.

But perhaps some fellows are simply too shy,





and are only waiting to be asked. A 1908 card shows a whole lineup of men peeking from behind a fence, while a lady looks over the specimens through her lorgnette. The fence is painted with the

words, "Here We Are! Take Your Pick Girls!" This card was sent from one Ohio woman to another, with a humorous notation on the front: "Which will you have?" Indeed, ladies?





*P.S.* **GOOD BYE PROFESSOR:** John Burton, our February speaker, was featured in a recent article by Karola Saekel in the *Chronicle* about the changing bar business. Bartenders of bygone eras were often—and fondly—addressed as “Professor” by their clients. The current trend is to term them “mixologists,” which stresses their practical skills and ignores the human aspect of the profession. Saekel wrote, “John Burton, owner and instructor of the Bartenders’ School of Santa Rosa, ... doesn’t see much wrong with the term, pointing out that it’s not such a newfangled invention: It appears in a text from the 1860s. He does regret, however, that some of the up-and-comers of the profession lack a sense of history. Burton (not to be confused with the volatile politician of the same name) is philosophical about the changes in the new guard’s attitude: ‘The past is history,’ he says with a laugh. ‘We have to go with change.’”

**PERIPATETIC POLITICAL COLLECTORS** Henry and Lynn Michalski are heading east and asked for info on finding the mega postcard dealership Mary Martin, Ltd. in Perryville MD.



They got what they asked for and responded with this photo taken at a recent Demo do in Napa. That’s Lynn, but it’s not Henry whom she is setting straight. He was behind the camera.

**MAILBAG:** From Mike Tacha in NM: “I wish that I had more time to be active in the club. Please know that I deeply appreciate getting the newsletter and look forward to reading it each month.... [Y]our efforts continue to produce one of the best in the country....” ... Brian Schatel in NYC wrote that he was confused by my comment about Sadie Hawkins Day in the January cover article featur-

ing the 1908 card. “In fact,” Brian points out, “Al Capp didn’t invent Sadie Hawkins day till 1937.” Thanks Brian! I should have realized that. Let me congratulate you on your appointment to our Setting the Record Straight Committee. ... Andreas-Andrew Bornemann responded to my questions after we received his membership application: He lives in Hanover-Linden in Germany, is 40 years old and has been collecting postcards for 20 years. Some of his large collection of German cards are on his web site, [www.postkarten-archiv.de](http://www.postkarten-archiv.de). Andreas-Andrew also has cards that he got on his holiday here ten years ago, “so I look for new friends among SF postcard collectors. I am glad to be a club member.” ... And from David Hunter: “I am looking forward to a great show that’s coming to the DeYoung Museum. The British artists Gilbert & George retrospective opens on Feb 16th. One of the many things they’ve done is a series of collages that they called *postcard sculptures*. They used the whole card with many dupes which they made into a rectangle strip, then a smaller one inside that. [You’ve got to see it.] Good news I was able to switch with a co-worker so I’ll be able to attend the Feb. meeting. Watch out 10¢ boxes!” ... J.D. Weeks near Birmingham AL wrote to tell about his success publishing postcard books and calendars. His Birmingham history has had five reprints. Take a look at his line-up at Lulu: [www.lulu.com/jdweeks](http://www.lulu.com/jdweeks).

**THE ARTICLE BY FRANK STERNAD** and me on Dr. Edith McLean’s birthday party atop the Spreckels Building left one thing out, an image of the birthday girl. Frank has since found her on a post ’06 handbill. —LEW



## SAN FRANCISCO RESTAURANTS

This month we have a scrapbook of restaurants with cards from the collections of Rudy Behlmer, Dan Saks and Lew Baer, who wrote the commentary. Your cards and reminiscences are invited.



The cartouche shaped sign of States Restaurant stood out in a view of Market Street seen in a recent TV special on the GGIE and creating of Treasure Island. The States' forerunners are seen on other less colorful cards, but this deckle edged linen catches the spirit of precarious jubilation at the end of Prohibition and the blaring of war trumpets across Europe, Asia and the South Pacific. The shape of the sign is repeated on the card with a listing of late '30s landmark local events: the opening of the bridges in 1936 and '37 and the fair in 1939.

Interestingly, the Curt Teich inventory number reads June 1936. The States began in 1907 as the Heidelberg Inn on Ellis Street and moved, in 1912, to a huge basement space on Market at Fourth Street where it was known as the Hof Brau. With WW I the German theme was down played with a name change to The States, and a menu change to more American style cooking. Diners could choose any of the booths named after the different states. It was in this kitchen that "Pop" Ernst developed his abalone recipes that made the unwanted mollusc a diner's delight. Prohibition forced closure, but the States reopened in 1936 (?) under Italian management with a "cosmopolitan" menu that still had some German dishes but no longer featured reindeer steaks.



Dinner, Cafe and Band Stand, The Emporium, San Francisco, Cal.

The Emporium was the city's largest department store, and, as did many other department stores, it had dining facilities always at the ready to divert and sustain customers. I seem to remember a semi outdoor dining area on the roof, just above the Emporium's sound proof booths for listening to records. But here are two older eating options. The early vertical shows the



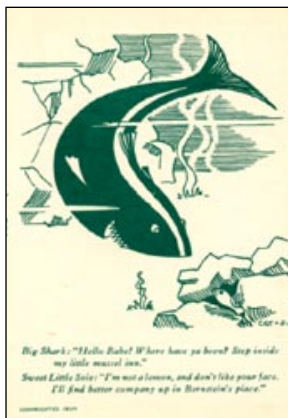
leded glass dome with cafe and bandstand beneath, surrounded, perhaps by glove, hankie and umbrella counters. The horizontal view of the Cafe is much more business like — bentwood chairs, white napery, water carafes. Barely visible are the ranks of waitresses in starched white aprons ready to serve weak coffee and Monte Cristo sandwiches.



Before its replica of Columbus' flag ship the Nina sailed into port on Powell Street, Bernstein's restaurant claimed status as a "Famous SF Landmark" on this white border card made by E. C. Kropp of Milwaukee.



The 6 Sacramento Street location is decorated—for its grand opening?—with flags, banners and horseshoe floral wreaths. The lighthouse above the ocean like sign is a clever addition, and the ship's wheel decor on the inset brass doors adds



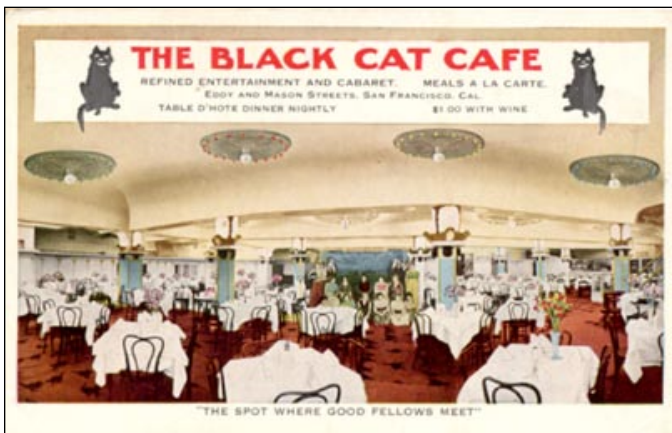
a touch of authenticity—nautical, but nice. The later Powell Street location that boasted of "the most unique restaurant-front in America," published a series of cartoon cards signed C.G.T.-J.H that were handed out at the time of the GGIE.



The Blue Fox, located at 659 Merchant Street, in the alley across from the Hall of Justice and the door to the city morgue, had the cachet of being mysterious and slightly illicit as well as being pricey and serving very fancy food. With its legal clientele it did well, and many deals were undoubtedly made at "the Famous Horseshoe Bar." When the civic services moved south of Market, the Fox was skunked and turned to new decor to entice new customers. The 1980s chrome card shows the elegant wine cellar where private parties were held atop plush red carpets and amid "high backed Napoleonic chairs, salamis, hams, prosciutto and

over 300 varieties of wine." One wonders how many diners were attracted by the caption on the back of the older card, a 1942 Curt Teich linen. It reads: "If you are looking for an intimate little place just around the corner where you can dawdle over your last cup of coffee, you will find it here nestling in the shadow of the HALL OF JUSTICE. *A gay little spot in an otherwise dingy but historic alley.*" Alfred's Steak House now occupies the Fox' den.





There have been a number of Black Cats in SF; the most recent closed only months ago. The Cat, whose card is shown here, was at Eddy and Mason and was a spiffy looking place with white linen and bentwood cafe chairs. The room's style is transitional—from old time no nonsense to blandly urbane Roaring Twenties.

Clinton's Cafeterias were begun by Edmond Clinton who used his restaurant profits to fund his missionary work in China. His son Clifford bought out his father and, in 1931 he sold the cafeterias to fund a new venture in Los Angeles, the chain of Clifton's cafeterias.

Louis' Fashion at 424 Market became known as the Original Flytrap and was the oldest Italian restaurant in downtown SF. Founded in 1890, the horse cars stopping near its front door attracted flies. As the food was good, the customers were thick as flies (175 of them) in the downstairs dining room... and the flies were as thick as customers. Hence the widely used nickname, according to the founder's nephew. Well known for its fish and game, Louis' claimed to have originated Louis' dressing.

The only restaurant shown that is still in business is Tommy's Joynt, at Geary and Van Ness. Its hof brau style food is very good, the drinks are well poured, and the ambiance is genuine fun. Try it!

—ED.



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October 25  
November 22