

# San Francisco Bay Area Post Card Club

March 2008

Next Meeting: Saturday, March 22, 12 to 3 pm

Volume XXIII, No. 3

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  
THIS  
ISSUE**

- 1908 NEW YORK TO PARIS RACE
- JOSEPH B. STRAUSS, ENGINEER AND POET
- SAN FRANCISCO RESTAURANTS: TATE'S
- CAPRINE JUDAICA

**PROGRAM NOTES:** March is traditionally our annual celebration of the 1915 Panama Pacific International Exposition. Chuck Banneck, PPIE scholar and advanced postcard collector, will present a program on the "Aviators of the PPIE." The tragedy of Lincoln Beachey and the bravado of Art Smith will be highlighted, but other aviators—little known after 93 years—will be introduced and shown on vintage postcards.

In addition to the program, there will be exhibits by collectors and vendors of PPIE memorabilia, the club box, and a new member will be bringing Oakland trade cards and collectibles.

A large turn out, including visitors new to postcards, is expected.

**SHOW & TELL:** The PPIE, 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



EXA: CHUCK BANNECK

Bird Boy Art Smith was admired across the continent as a pioneer stunt flyer for at least five years before he came to the PPIE. His skywriting and night flying with torches on the wings were favorites with the crowds, as were his dizzying loop-de-loops. Injuries could keep him grounded only briefly before he would return to stunt flying. And he was not averse to using postcards to promote his

daredevilry, having had numerous real photos made of his farmyard crash while on his wedding trip with his new bride. Stunts were his business... and the public's pleasure. Here we see him clowning for the camera from within the breech of a Presidio mortar during his PPIE visit. Other real photos made on the same day show him peering out of the muzzle of the erect cannon.

—Ed.

## CLUB OFFICERS 2008

### President:

ED HERNY, 510 428-2500  
edphemra(at)pacbell.net

### Vice President:

KATHRYN AYRES, 415 929-1653  
piscopunch(at)hotmail.com

### Treasurer/Hall Manager:

ED CLAUSEN, 510 339-9116  
eaclausen(at)comcast.net

### Editor:

LEW BAER, 707 795-2650  
PO Box 621, Penngrove CA 94951  
editor(at)postcard.org

### Recording Secretary:

Secretary needed

### Webmaster:

JACK DALEY: webmaster(at)postcard.org

### Newsletter Deadline: 5th of each month



MINUTES, February 23, 2008

Although the weatherman forecast heavy rain and high winds, the morning was merely breezy and misty. Thirty-one members and guests signed in, but more than 40 were present when the clouds drew together, turned black and emptied their contents into a wild windstorm that calmed and raged throughout the afternoon and evening.

Cards were brought for sale or trade by Sue Scott, Kim Wohler, Michael Reese, Joseph Jaynes, Ed Herny, Dorothy De Mare and the club boxes.

We were called to order by President Ed Herny after an hour of trading cards. Abigail Johnson, who joined recently and collects and writes about Potrero Hill, introduced herself, as did three guests who all became members.

Announcements: Ed Herny had the sad duty of announcing that Boris Rozenfeld had died suddenly of a massive coronary attack. Ed had seen Boris at the Book Fair a week ago and thought he looked fine. Ed also told that the first Sunday of the month Alameda outdoor antique sale will begin in March, and Rich Roberts told that there will be a postcard auction in conjunction with it.

Lew Baer announced that we have few not-yet-renewed members, and he asked who it was who gave him the Bardell card with the Brown Tone process informational back. [So, who was it?]

Geoff Purkis asked who was the lady that collects

Sutro. He brought some cards for her.

Kathryn Ayres told of the Model Train Expo at the Cow Palace next weekend and that there would be at least one postcard dealer set up there.

Drawing: The 18 lots—including an earthquake coloring book, holiday cards, cats, worldwide views, US views, dressed cats, the Pt. Richmond lighthouse, Chuck Banneck's reprints of people at the PPIE, a Santa Clara Christmas invitation and more—pleased all of the winners.

Old Business: Jim Caddick who is avidly working on the real photo maker survey asked for help finding information on some publishers and cards: Banfield Hollander Co., SF; variations of Eastman Studio (written, printed, J. H. Eastman, etc.) by Jervis Eastman from Susanville, all of his archive is at UC Davis; Robinson & Crandall Co. card of California Redwood Park, when did it become Big Basin Park? (1909 per Joseph Jaynes); Artpho Co. card of Dutch Windmill in GG Park with "Leto Made in California" stamp box; Martin the Post Card Man of Fillmore Street, 1907; a card of Donner Monument, Truckee, signed "CCW EFF." Jim got info on most of his inquiries. [Well done! to all.]

New Business: Ed Herny had some club promo cards printed up to use as handouts when he sets up at shows. He spoke with the WESTPEX people the other day. It is too late to get them to use the Great

White Fleet as a theme for this year's event, but they are considering the centennial of the Portola Festival for 2009. Ed also told that Chuck Banneck will be the speaker at the March PPIE club meeting, on the aviators of the fair. Sherry Wickwire, author of the *Chronicle* article on the demise of the postcard, should be attending. In April it will be John Freeman on the Great White Fleet, and in May Ed will talk about Pillsbury's (150±! real photos) of the Fleet's visit here in 1908.

Ted Miles told of a computer slide show at the SF Maritime Museum in March.

**Show & Tell:** Darlene Thorne thanked the club for the get well card sent last month—It worked!—and passed around several Leap Year cards from her collection as she told that she knows three Oakland bachelors in this room! ... Hy Mariampolski brought cards of New York City auto dealerships, one of his favorite categories, in honor of today's speaker. ... Ted Miles told of, but didn't show, two chromes of the 1908 race winning car. [See them in this issue.] ... John Freeman brought two auto cards, one a mystery but probably SF; the second an I. Scheff card of Market Street 50 years hence with a monorail that Dan Saks identified as the Wuppertal Schwebebahn that opened in 1901 and is still running. ... Jack Hudson showed two recent finds: a real photo of the Museum Patrol, 12 men who guarded the museum in Golden Gate Park night and day for two weeks after the 1906 earthquake; and an RP of the *Nebraskan*, the first ship to sail from SF to NYC via the Panama Canal.

Dan Saks told that collectors are known by their categories and that folks think of him when they see cards of dogs peeing; he recently got an art card in that category mailed from Hawaii to the Western Cartridge Co. that ties in with another interest. Some shell casings that were found in Dallas in November 1963 were manufactured by Western Cartridge. ... Dan Cudworth is at work on cards from the current presidential primaries and has found six Obama cards thus far; he's seen, but

did not acquire, one for Hillary Clinton, and knows of no others. He also showed a preview image of the World Trade Center before construction; a 1962 card for Ambassadors East and West in Chicago with art by Leroy Nieman, the sports artist; a Back to Nature signed artist card from pre-Woodstock Woodstock NY, 1962, showing the beatnikish artist in a hammock, and a Viet Nam War card showing wounded soldiers in hospital, sent by one woman Major to another. ... Joseph Jaynes told of the Santa Cruz show in April to which all club members receive free entry. [Always a fun event!] At the post office Joseph learned that you can print and send postcards with your own or stock designs at [www.usps.com](http://www.usps.com); check it out. ... Kathryn Ayres showed a 1905 E. H. Mitchell comic card of early automobiling with bucking bronco, maniacal driver, injured dog and passenger sweating bullets captioned "If Nothing Happens." ... Ed Herny told of a fabulous card he got at a show; he's researching it now and will be writing about it soon.

—LEW BAER, RECORDING SEC'Y, PRO TEM

*Program:*

**Jack Hudson on the  
New York to Paris Great Auto Race of 1908  
Computer slide show created by John Freeman**

Jack began by telling us that in 1908 Thomas Edison said "Anything is possible." There was a great belief in the future in the US with 90 million inhabitants and the highest income in the world. It was an election year, a Leap Year, and the steel ball dropped for the first time in Times Square. Teddy Roosevelt did not trust Japan after its war with Russia and sent the US fleet on tour to flex its muscles. In New York City the Singer "Horn," nicknamed after the Matterhorn, was the tallest building in the world. The Wright Brothers ended five years of dormancy when, on December 31 in France, Wilbur stayed aloft for 2½ hours. Jack then passed out sheets with routes and information about the Great Race.

Six cars entered the race on February 12 in



THOMAS FLYER

Times Square. Three cars finished it, and the US entry was the winner. The winning car is now in the National Automobile Museum in Reno. In 1908 no one had crossed the US by auto in winter, and only nine people had done so in the summer. There were no gas stations, maps, highways or places to stay. People knew how to go 12-15 miles by car, but any further they went by boat or train. This race was to be the big test of the automobile. The idea began in 1907 with the Peking to Paris race sponsored by *Le Matin*, the Paris newspaper. *Le Matin* and the *New York Times* teamed up for the 1908 event. The plan was for the cars to drive cross country to San Francisco, up to Seattle and continue across the frozen Bering Strait. The planners had neglected to consider that it would be winter weather the entire way.

There were 13 entries, but only six cars showed up, including the US entry, the Thomas Speedway



ITALIAN ZUST

Flyer, the Zust from Italy, the Protos from Germany, and three French cars. One of the French cars had luggage made by Louis Vuitton, and another was driven by the father of Lily Pons, the opera diva. A crowd of 250,000 saw the cars leave Times Square and New York City. Most auto manufacturers were reluctant to enter the race to avoid the bad press should they lose. The Thomas Company of Buffalo agreed to enter only six days before take off. Schuster, the mechanic and later driver, was the hero as he could do and fix anything.

On the first day of the race one French car broke down and dropped out. The entire way across the country was deep snow and mud, but the open cars kept going. Real photos were made at almost every town they passed through, but they are hard to find [perhaps in part because they are not well identified]. We saw Jack's card of the Thomas at Kearney, NE. At Omaha, Buffalo Bill hosted all the race teams, and across the country locals



GERMAN PROTOS



FRENCH MOTO BLOC



THOMAS FLYER ENTERING KEARNEY, NEBRASKA

misdirected the teams either out of patriotism or to send them past friends' or relatives' homes. The plan was for them to go to Los Angeles, but at Bakersfield most headed north for San Francisco. We saw March 1908 ads by Thomas Flyer. Through newspaper coverage [and postcards] the entire world was watching the race.

From San Francisco the Thomas Flyer went by ship to Seattle and then Valdez, AK where it was learned that there was no ice bridge to Vladivostok, so it was shipped by boat to Yokohama. Other cars were penalized for using rail and ship transport.

Both remaining French cars failed, but the US, Italian and German kept going. We saw the sportsmanlike Thomas team help pull the Protos out of the mud. Across Mongolia there were threats of pirates, bandits and wild tigers. The cars crossed Russia and drove triumphantly into Berlin and continued on toward Paris. The German Protos came in earliest but was penalized for not crossing



FRENCH DION-BOUTON

Japan and for taking a train from Salt Lake City. The Thomas Flyer was given credit for its two week detour to Alaska, and its winning time was adjusted to 169 days; it was given a hero's welcome in New York City, and it was later used to raise funds. The Thomas Company had paid \$100,000 race expenses and was forced out of business. The Flyer was auctioned and sat in the buyer's front yard for 30 years. Schuster lived to be 99, and when Harrah's bought the car Schuster was flown out to authenticate it. It was restored to end of race condition for the Harrah museum.

The Protos is now in Munich, fully restored. The Zust survived, too, and is in BC, Canada after spending nearly a century in the Yukon.

The race led to the building and improvement of roads in the US. At the end of 1908, Henry Ford introduced the \$850 Model T, and the age of the auto was underway.

—NOTES TAKEN BY LEW BAER



THOMAS FLYER AT LONG ISLAND AUTO MUSEUM



IN RENO, RESTORED TO POST RACE CONDITION

## WELCOME TO OUR NEW MEMBERS

Michael Reese II, an author, chef and collector of early aviation, manuscripts, autographs and the Civil War.

Peter Linenthal; Peter collects Potrero Hill.

Hank Flanders; Hank collects SF history.

John Burton; he looks for the history of subjects he collects.

Lori Kimball, a collector and dealer looking for real photos by Sierra Art Co., Huntington Lake, Big Creek, California.

Dennis O'Rorke, a collector of SF, Ocean Beach, Richmond District, Cliff House, Playland, Golden Gate Park, the Chutes, Monte Rio, Russian River.

## TREASURER/HALL MANAGER REPORT

As of March 1, 2008 .....\$5,979.92

—EDMUND CLAUSEN, TREASURER

## POSTCARD CALENDAR

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\* – Free entry for SFBAPCC**

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\*

## BORIS ROZENFELD 1933-2008



Boris, who never missed a show where postcards were offered, and rarely missed a meeting during his years of membership, died suddenly last month. His grizzled face and husky build gave him the appearance of a Russian

bear. Big and sweet, he was a remarkable man with encyclopedic knowledge. Boris was a lover and collector of books for more than 65 years and founded the Russian Bibliophile Club in San Francisco of which he was the soul and permanent president. In his honor the group has been renamed the Boris Rozenfeld Club. To us, he was an advanced collector of Jewish postcards. His believed to be complete collection of cards issued by Lebanon was recently published in a catalog released by Dom, House of Jewish Postcards in Moscow. Besides his grandson Pavel, whom he brought to a meeting years ago, and other family in the city, Boris leaves his good friend, Feliks Shklyar. We all share in their sorrow.

**August 9-10, Saturday-Sunday, San Francisco, Vintage Paper Fair, Hall of Flowers, 9th Avenue & Lincoln Way, Golden Gate Park.**

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

### SHERLOCK HOMES

The unknown location of a home shown in the February newsletter has been revealed, thanks to Ted Rajfur, as shown below! More mysteries and solutions in this month's P.S. on page 15.

DEAR LEW,

PLS PASS THIS INFO ON TO GLENN KOCH re: THE 'MYSTERY HOUSE' ON P.7 OF FEB'S NEWSLETTER. THE 3 STORY HOUSE IN QUESTION IS 577/579/581 DUBOCE AVE. - LOCATED ONE DWELLING DOWN FROM THE FIRST CHRISTIAN CHURCH, ON THE S.E. CORNER OF ~~D~~DUBOCE & NOE. THIS WAS MY RESIDENCE (@ 581 ON THE FIRST FLOOR) FOR A FEW YEARS IN THE EARLY 80'S, BEFORE THE OWNER (WHO LIVED IN DALY CITY) SOLD THE BUILDING.

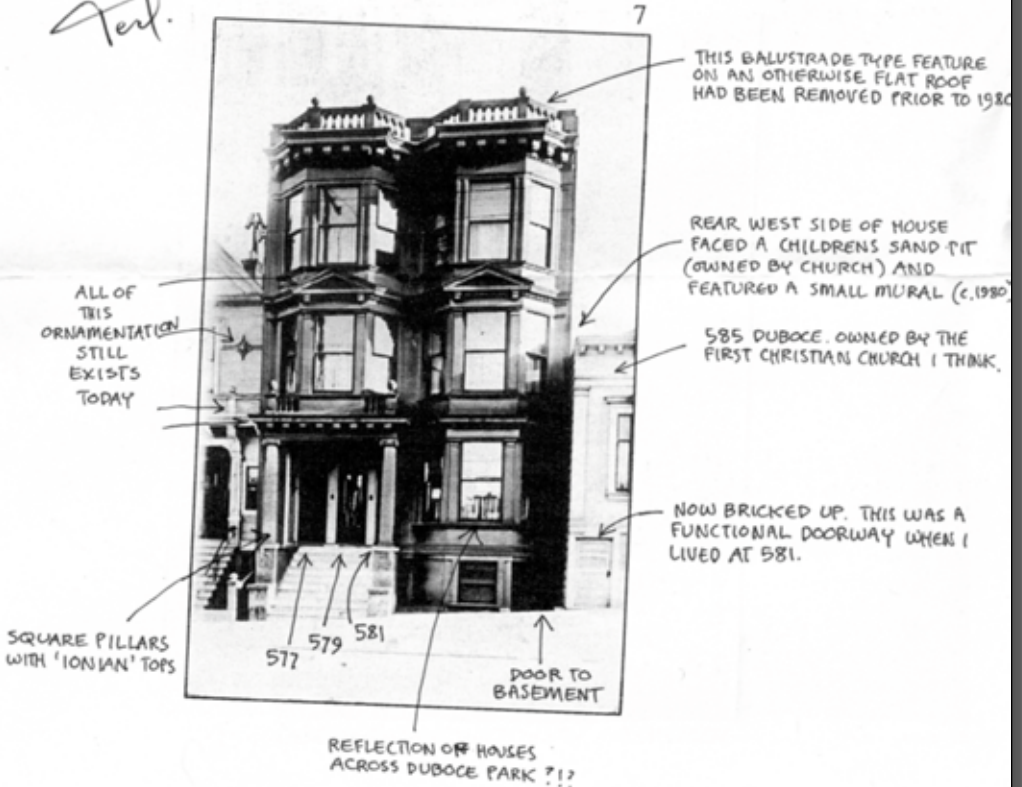
IF THE HOUSE SEEMS STRANGELY FAMILIAR TO SOME N-JUDAH RIDERS - THEY'VE PROBABLY ABSENT MINDEDLY STARED AT IT, AS THE STREETCAR WAITS AT THE DUBOCE PARK/NOE STOP.

IT'S CERTAINLY A HANDSOME - ALTHO SOMEWHAT UNREMARKABLE - STRUCTURE. I WOULD LOVE TO KNOW EXACTLY WHY IT WAS FEATURED ON A POSTCARD.

GLENN - IF YOU ARE ABLE TO SEND ME A GOOD COPY OF THE CARD, I WOULD VERY MUCH APPRECIATE IT.

ALL THE BEST,

*Ted.*



# JOSEPH BAERMANN STRAUSS

by JIM CADDICK



Joseph Baermann Strauss is best known to the general public as the designer of the Golden Gate Bridge. He was born in Cincinnati in 1870, and graduated from the University of Cincinnati in 1892. Prior to his design for crossing

the entrance to the bay, he was noted for patented improvements to the bascule style bridge, and in 1904 founded his own company in Chicago.

He was no stranger to the Bay Area, however. As early as 1917 he had discussed the possibility of a bridge over the Golden Gate with City Engineer M. M. O'Shaughnessy and in 1919 produced his proposal, which calculated the cost to be no more than 35 million dollars, less than a third the cost of other estimates. He had also designed and built the Aeroscope at the 1915 P.P.I.E., which did not hurt his credibility with local politicians.

But this engineer also had a surprising hobby: poetry. His father, Raphael, was "an artist of note," and his mother, Caroline, was a musician. He had been class president in high school, and was manager and editor of the college paper for three years, class poet, and a founding member of the local chapter of the ΣAE fraternity in Cincinnati. He wrote and delivered a poem on the Golden Gate Bridge at the dedication ceremony, and published a book of verse in 1921 entitled *BY-PRODUCTS OF IDLE HOURS*.

According to one Zan postcard his poem "The Redwoods" was written in 1932. It has been widely reproduced in the postcard format. A list of known cards with the full poem is at the end

of this article. Numerous cards quote single lines of the poem, with or without credit, and the last two stanzas were put on a plaque at the Cathedral Tree located in the Trees of Mystery Park in Del Norte County, near Klamath, California, photos of which are plentiful.

Strauss died in 1938, one year after the completion of the bridge, and at least one card, Art-Ray 443, is specifically dedicated to his memory.

[Editor's Note: Strauss' poem and the subject matter of the cards have true relevance to the Golden Gate Bridge, as it was through decades of lobbying and political pressure at the behest of the Redwood Empire Association and northbay counties that the bridge was constructed. The replication of the theme is noteworthy in that it shows that narrow subjects are open to wide variation, adding thrills of surprise and discovery to our hobby.]



Art-Ray #200, vertical, freeform box,

full frame, above

Art-Ray #201, horizontal, freeform box similar to 200, poem along right side

Art-Ray #C-200, horizontal, caption "Inspiring California Redwoods," poem on left side

Edward A. Hess #P8, horizontal, halftone photograph

Patterson #3.R.11, horizontal, caption (below poem) "Richardson Grove," poem on left

Patterson #833, horizontal, poem on left

Zan #618, vertical, full frame box, dated October 2, 1932

Zan #618 variant, vertical, no date, notes Strauss as bridge builder

Zan #2286, horizontal, caption (below poem) "Trees of Mystery Park..." poem on left

Zan Stark Co. #18676, horizontal, linen



### SALESMAN POSTCARDS

Salesmen commonly notified customers of their imminent arrival by postcard—like this one for P. Schlegel & Co. with a list of mouth watering “inducements.” The original card was overprinted with the Schlegel sales pitch, but who was the publisher that used this unusual stamp box? At the center M&R are interlaced under “Work Mark” and above “Red Wing.”



ZAN 618



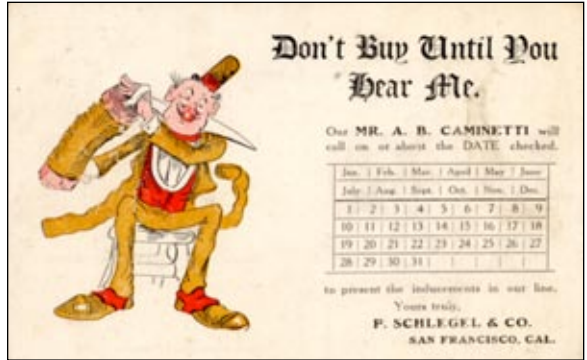
ART-RAY 201



ART-RAY 443



ZAN 18676



**-CLASSIFIED ADS-**  
Free to members as space permits

Black metal file cabinet. Two full depth drawers at bottom; the four half deep above are suitable for two rows of postcards each. 52”H x 15”W x 28-1/2”L. Price: Absolutely free including Bay Area delivery.

Dan Saks

JOHN TAIT was the Harry Denton of his age. His fifty year career spanned the gaslight, bohemian, prohibition, and post World War eras of San Francisco. The English born Tait arrived in California at the age of 24—already experienced in the hospitality industry via Chicago and Yellowstone National Park. He is the acknowledged creative force and personality behind notable establishments including Tait's-at-the-Beach, Tait-Zinkand Café, Pavo Real, the Cliff House, numerous Tait's Cafés, and the Byron Hot Springs Resort.

Tait's career in San Francisco began in 1893 as University Club steward. He subsequently moved to the Olympic Club where he opened the restaurant and bar. Later, Tait left his brother in charge of the Olympic Club and moved on to be assistant manager of operations at the Pacific Union Club. With financial backing from his new patrons atop Nob Hill, Tait opened the very first large downtown restaurant known as Tait's in 1904—seating 250 people. A second restaurant, the Louvre at Market and Mason Streets, formerly owned by Charles Zinkand, soon followed. It was leased by Tait and his backers and rechristened the Tait-Zinkand Café. Both were destroyed by the 1906 catastrophe.

BOHEMIAN SAN FRANCISCO, by Harry Evans, recounts John Tait rushing downtown early on the morning of April 18, 1906, relieved to find his establishment deceptively intact after the devastating earthquake. Upon unlocking the front door, he discovered only the open air. The entire building had collapsed into rubble just behind the entry leaving only the front façade. Nothing remained.

Tait, along with other downtown retail businesses that had lost their buildings to the fire, moved west and reopened along Van Ness Avenue. John Tait soon opened the Garden City Restaurant and bar in a renovated private residence at Van Ness and Eddy Streets. Then, with his financial backers, he also took over the Cliff House and its restaurant, but the Victorian era gingerbread dream burned while under renovation. The ever charming John Tait per-



suaded Adolph Sutro's daughter, Emma Merrit, to invest substantially in the restaurant syndicate and pay for the Cliff House reconstruction. The resulting neoclassical building designed by the Reid Brothers opened in 1909 under John Tait's manage-

ment. Once established, Tait's penchant to move on to the next opportunity brought him back to the business and entertainment district.

Four years after the earthquake, Tait was in a new two-story building at O'Farrell and Powell as part of the newly reconstructed downtown. The latest Tait's Restaurant opened in 1910 and advertised that the first floor saloon and dining room never closed. Live music and entertainment from classical to popular was presented nightly on the second floor. Often entertainments were provided by actors otherwise employed at the Orpheum Theatre next door.

With his mounting success, Tait added a third floor to the building and established an evening supper club: Tait's Pavo Real. Here the combination of dining and dancing grasped the public's imagination for the first time. Rudolf Valentino exhibition-danced and was discovered by Holly-

wood scouts at the Pavo Real. The popular father, brother and sister vaudeville dance team, The Cansinos, performed on the third floor. We know Margarita Carmen Cansino by her later stage name, Rita Hayworth. Tait continued his success and sold the Pavo Real to a Los Angeles Syndicate in 1922. The restaurant kept the Tait name cachet for the next four decades. When it closed, the building was demolished as part of Macy's Annex expansion in the 1960s. So long sweet history, but John Tait and San Francisco café society had moved back to Ocean Beach.

Perhaps the most famous of his storied San Francisco restaurants is Tait's-at-the-Beach, established in 1919 by Tait with financial backers. The once private residence converted into a roadhouse covered an entire

city block on Ocean Beach, bordered by the Great Highway, 47th Avenue, Ulloa Avenue, and Vicente Avenue, far from then public transporta-



AFTER APRIL 18, 1906

tion. The popular night spot with its garden Pagoda Room was a favorite of the Pacific Heights society set. The restaurant offered jazz and dancing in addition to food, and could be reached only by private conveyance which meant the new town car or limousine. A separate restaurant and bar for chauffeurs was provided next door. Tait's-at-the-Beach with its views and gourmet menu was a guest favorite from President Theodore Roosevelt to prize fighter "Gentleman" Jim Corbett. It is a wonder that driv-

ers and socialite passengers made it safely home after reveling until the wee hours. John Freeman, club member and postcard historian, provides us with the early Tait's-at-the-Beach phone numbers should you wish to reserve your phantom table. If your imagination takes you

back to 1921, please call SUNset 151. Reservations on or after 1923 require you to dial MONTrose 151. Ask the operator to connect you. This destination roadhouse, retreat and rendezvous closed in 1931, along with other victims of Prohibition.

Tait and his syndication partners capitalized on the Tait name's association with quality by branding a series of restaurants throughout San Francisco and the East Bay. The popularity of the coffee shop style became synonymous with John Tait in the Prohibition era. Tait's-at-the-Wharf, Tait's Tiffin shop, Tait's Coffee shop, and variations on this

**"Tait's" Suggestive Dinner**

FOR TO-DAY

✦

M E N U

—

Anchovy Leaves

—

Chicken Broth, Clear

—

Crab Legs, under Glass

—

Aligator Pear

—

Braised Roast Squab with Small Onions

Combination Salad

—

Camembert Cheese

—

Cafe

**John Tait's Coffee Shop**

24 Ellis Street

**BEST FOOD IN TOWN**

**PRE-WAR PRICES**

**QUICK SERVICE**

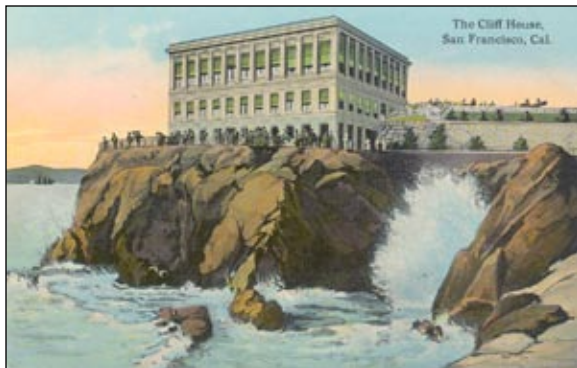
For from 10c to 30c you may enjoy a real meal, breakfast, lunch, dinner or supper  
The purpose of John Tait's Coffee Shop is to serve the best food at the most reasonable prices,  
in a clean and pleasant environment.

**"The Best, in a jiffy—from ten cents to fifty"**



1896-1907

THE CLIFF HOUSE



STILL STANDING

theme appeared throughout the 1920s and 1930s. A Tait's Cafeteria provided nutritious meals at a good value on Broadway, Oakland into the 1950s.

The same year that Tait's-at-the-Beach opened, John Tait also leased the Byron



Hot Springs from Mae Sadler Mead, renaming it the Byron Hot Springs Resort. Mead's husband, Lewis Risdon Mead, had opened the health spa and resort in 1865. His death in 1918 ended S. LEVY'S PAEAN TO POST QUAKE NIGHT LIFE AND TAIT'S

THIS SIDE FOR CORRESPONDENCE  
**TAIT'S - ZENKARD CAFE**  
 338 O'FARRELL ST., SAN FRANCISCO, CAL.

the family's active management of the property. The Tait Resort syndicate reportedly spent \$250,000 on improvements to the swimming pool, mineral baths, and golf course. This East Bay hideaway, a few hours by train from San Francisco, attracted all levels

of society for a weekend getaway and became a favorite trysting spot for Hollywood celebrities. Guests could enjoy a cocktail in remote east Contra Costa County with little fear of reprisal or police raid.

TAIT'S-AT-THE-BEACH

<p><b>WHERE</b> the debate is lying                  You trail for help is crying  <i>Out in Frisco</i></p> <p>Where thousands people feature                  Disputed character people                  Looking in the jaws of death                  A city consisting outlaws  <i>Out in Frisco</i></p> <p>Where they make their human matches                  To end with single switches                  And husbands and wives  <i>Out in Frisco</i></p> <p>There the red light is contagious                  And their conduct is outrageous,  <i>Out in Frisco</i></p> <p>In the famous Frisco cafes,                  With their saucy little wags,                  That's the place where cupid plays,                  You get out at Kaminetti's                  Where the girls forget their pretties                  And the blundered native wine                  Mixes up the clinging vine                  And she calls you "Baby Mine,"  <i>Out in Frisco</i></p> <p>Next day you meet at Tait's                  And you hold the dear girl's waist,  <i>Out in Frisco</i></p>	<p><b>Out                  in                  Frisco</b></p> <p>Try Martini, then another,                  Then one telephone to mother                  She'll take dinner with her brother  <i>Out in Frisco</i></p> <p>If in Tuckan Tavern a crowd                  Disturb your nerves with noise loud                  You will go just one floor up,                  And in privacy will sup,                  Close beside your Hellterup,  <i>Out in Frisco</i></p> <p>You more quiet wish to be,                  You will ask to sleep all three,                  Just to see what you can see,                  There you'll find the room on suite—                  And the "wall's" hard to beat—  <i>Out in Frisco</i></p> <p>But if your conscience becomes rife                  Because it's another fellow's wife                  Just remember this in life,                  When you finally catch in,                  And you end this life of sin,                  They will gently tell a bell,                  First your course in a hell,                  No need to go to bed,                  You're in Frisco.</p>
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Copyright 1908, Ho & Levy.





BROCHURE COVER AND THREE POSTCARDS



Among those perhaps imbibing bootleg Joseph Kennedy whiskey were Clark Gable, Fatty Arbuckle, Lefty O'Doul, and Francis X. Bushman. The San Francisco Seals baseball team with its legendary pitching staff, featuring the south paw O'Doul, held spring training at the resort. Tait continued his management of the Byron Hot Springs until 1931, the beginning of the Depression, when he relinquished his lease.

Once the Byron Hot Springs Resort was established, peripatetic John Tait moved on to Los Angeles where he created the first "coffee shop" in Southern California. Tait's Restaurant opened on March 29, 1923, located at 518 South Broadway. Then as now, the profit in a restaurant is in liquor sales, and the 18th amendment, known as Prohibition, passed in 1919 and changed profit margins. It was repealed in 1933, but the financial damage had been done. Tait's Restaurant continued in Los Angeles at the same location until June 14, 1931, when its restaurant equipment and storeroom of



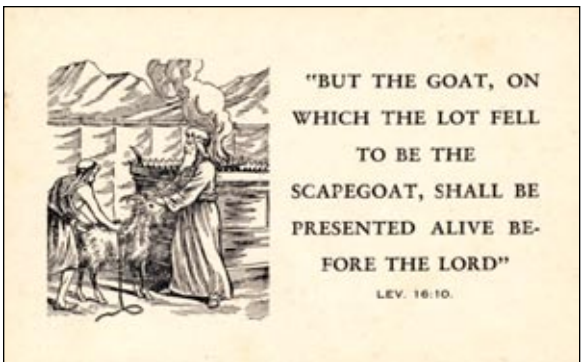
groceries valued at \$130,000 were sold at auction. Tait had grown tired of the coffee shop style popular during the Depression, and the economy and prohibition had ended the era of elegant and opulent dining that Tait had helped create and popularize in San Francisco.

There is still a Tait's-at-the-Wharf in San Francisco located at Pier 45 appropriately behind the equally anachronistic Musée Mecanique. The present owners serve tourist trade fare and are not familiar with their historic namesake. Tait's Café in Los Angeles has reopened in name only and serves a bustling trade in West Hollywood. They, too, are unfamiliar with their eponymous predecessor.

John Tait continued in the food and beverage industry after ending active management of his restaurants. In later years he was a liquor salesman for Haas Brothers until his retirement at age 85. He died after an extended illness at the home of his daughter in San Jose on May 10, 1952.

# JEWISH GOAT POSTCARDS

Every time I would see Boris Rozenfeld he would ask if I had any Jewish cards for him. I'd reply by asking if he had goats for me. We rarely traded, but we always laughed. In memory of Boris, here are a few cards selected from the *Judaica* category in my goat boxes. TOP ROW: Early morning pleasure for the Silberstein family by A. Thiele; The Little Cohn, subject of an anti Semitic beer hall song, 1908; MIDDLE ROW: the scapegoat is led off into the desert to perish with humanity's sins; BOTTOM ROW: a Jewish Polish family out for a stroll in the countryside, Krakow, 1907; the old Schnitzelbank song with Judenmeier and Geisenbock. Are these comical cards derogatory? Perhaps, but at the time they were also thought of as folkloric and were in keeping with then current ethnic humor. —LEW



*P.S.*

MYSTERIES, the plot thickens... Another letter came from Ted Rajfur who had identified Glenn Koch's mystery house last month: "I casually mentioned to a co-worker that one of my old residences had appeared on a postcard. When I gave her the address, her jaw dropped. Her father had lived in the very same house on the 2nd floor, and she, herself, had often spent time there. Initially I had considered the card possibly to be an "advertisement" of the builder's fine pre quake architecture, until I noticed the missing ball on the roof balustrade. Could this be an example of "post quake gloating," i.e., 'look how sturdy our structure is, all that fell was a single fixture....'" A little library research revealed...very little. Pre quake block books designate the owner as Katie W. Cook. From 1906 to 1909 the owner was Mary White. In that era when block books show a female owner, I believe it means the owner is widowed. Maybe these names mean something to someone...." [It was likely a house "portrait" made by a roving photographer; ditto the card below.] Stan Flouride emailed in this mystery home two weeks ago. Chris Pollock responded, "I believe the house is at Fell and Steiner Streets, southwest



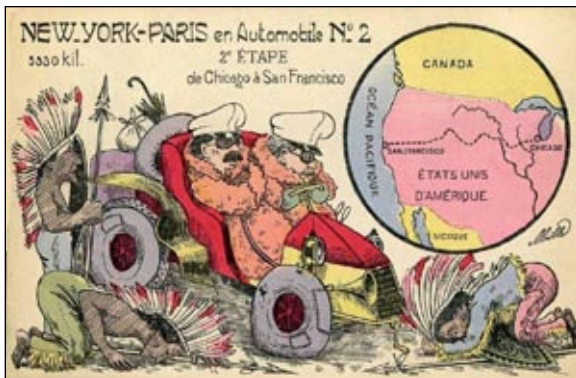
corner." Dan Saks drove by and confirmed Chris' sighting: "Das ist das Gebäude. [Dan's prepping for a trip to the old country. That's the house!] The cupolas are gone. The adjacent houses are still there; the one on Steiner still has its cupola."

Mystery cards make fun projects for sleuths and interesting reading. Let's see more of them.

POTRERO HILL isn't necessarily a mystery, but two members would like to see your views of the area. Abigail Johnston and Peter Linenthal are working on their second book for Arcadia and are asking for our help. "The borders are Potrero Ave. to the west, 16th St. to the north, the bay to the east, and Caesar Chavez/Army to the south. Especially needed: Bethlehem Shipyards, Union Iron Works, California Sugar refinery, California Can Co., Seals Stadium, Southern Pacific Roundhouse, Jackson Park, and Daniel Webster, Starr King, and I.M. Scott schools. We are particularly keen to find any image of the Potrero Opera House on Tennessee Street." Abby's email is aldwj(at)sbcglobal.net. All of Peter's contact info is on page 6 of this issue.

THE CLUB BOX got a workout in February thanks to the 12 pounds of cards Bert Cohen sent by Priority Mail. The box will be back in March with a hefty supply of 10¢ers donated by Mike Jacobsen. [Thanks Mike!]

A SPECIAL GUEST should be attending the March PPIE meeting. Shirley Wickwire, the *Chronicle* correspondent who wrote "Postcards in Peril" about how email and cell phone photos are undermining the market for contemporary cards, plans to be with us. Her story created tremors in the postcard world. On March 22 will be our opportunity to show and tell her about the joys of postcards.



NONE OF THE FRENCH ENTRIES completed the Great Race of 1908, but France did produce at least one acerbically comic postcard of the event. -ED.

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POST CARD

**2008 MEETINGS**

March 22  
April 24  
May 26  
June 28  
July 26  
August 30  
September 20  
October 25  
November 22