

# San Francisco Bay Area Post Card Club

Aug.-Sept. 2008

Next Meeting: Saturday, August 30, 12 to 3 pm

Volume XXIII, No. 8

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**

- MR. AND MRS. WONG SUN YUE CLEMENS
- HEALD COLLEGE, SAN FRANCISCO
- REID BROS. ARCHITECTS, CON'T.
- SAROYAN CENTENNIAL

**PROGRAM NOTES:** Time for bragging! Bring your latest finds... your best cards... choicest category... your most thrilling album... framed cards... exhibit boards! The program will be US! All of us showing and telling about our chosen postcards. Pride is not a sin today. Take this opportunity to show off and let us all see how our collections and postcard interests have changed and grown. Bring one card or more, a pocket page or an album.

The program at the September 20 meeting will be given by Dr. Robert Chandler, Senior Research Historian for Wells Fargo. Mark your calendar now for this bound to be fascinating presentation.

**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

-EST is an old time category that is often overlooked today. The biggest, the widest, the highest, the fastest of whatever is an exciting range of cards that can include all eras and many, perhaps



all, areas of postcard collecting. Whatever your collecting interests, it is challenging fun to create an -EST category within that collection. Try it. Each time we look through our postcards new discoveries are made—especially when we are looking within new parameters. The cover card is from Jack Hudson's collection—an extension of his truck and automotive interests. The real photo shows the Goodyear

“Airwheel,” the World's Largest! Twelve feet high and four feet wide, the tire's pressure is a whopping three pounds. This softie carries a sign begging viewers to “Please don't write, cut or climb on tire.” Using a magnifying glass Jack could read the trailer licence plate as 1932 Ohio. To set the time even more vividly, the Hartford Theater marquee advertises “Scarface.” Postmarked Hartford, Wis., 1936.

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### Newsletter Deadline: 5th of each month



### MINUTES, July 26, 2008

Thirty-five members and guests signed in. Cards were brought for sale or trade by Hy Mariampolski, Bill Ashley, Dave and Lauren Parry, Ted and Arlene Miles for the Western Railroad Museum, Ed Herny; a box of club cards was donated by Bill Ashley. [Thank you!]

The meeting was called to order by President Ed Herny.

**Announcements:** Kathryn Ayres reminded us that the August meeting would be on the fifth Saturday, to avoid conflict with the Sacramento show, and that the September meeting would be on the third Saturday because of the blues festival at Fort Mason Center. She also told that Kit Hinrichs' flag exhibit is still at the Folk Art and Craft Museum in SOMA.

Ed Herny: The Golden Gate Park Show will be August 9 and 10!

Harold Wright: Can we change the November meeting date? Many of our members are out of town then. (This year's meeting is pre-holiday.)

Lew Baer: Niana Liu, the city map postcard artist, is having a show at the Chinese Cultural Center through October.

**Drawing:** Thirteen lots, 13 happy winners.

**New Business:** Lew asked what should we collectors do with rackcard-like advertising cards printed on both sides. A good deal of laughter followed, but

the question was ably answered by Terry Toomey who suggested we think of them as latter day trade cards. They may not be old, but as advertising of the times, they are historical documents. [Just as trade cards morphed into postcards, so are postcards returning to their roots.]

Hy Mariampolski told of an article in the *New York Sun* this week in defense of the postcard. The gist: blogs give too much space to fill and read; postcards give just enough, and they last.

Darlene Thorne told of an ad she saw for stick-on postcard backs.

Bob Bowen told that 2009 will be the bicentennial of Abraham Lincoln's birth. In 1909 it was a big postcard event.

**Show & Tell:** Ted Miles brought an oversize card of the Nina (as in ..., Pinta and Santa Maria) built in Brazil, from the sailing ships festival this weekend. ... Ed Clausen brought one of several uncut sheets of 1968 Mike Roberts chromes that he has [Want one? Call Ed.]; the images are jumbled with no apparent rhyme nor reason. ... Jack Hudson showed a real photo of the Goodyear Airwheel, this month's cover card. ... Wayne Nelson told that when he and Mike Miles went on a Panama Canal cruise, he gathered a selection of vintage Canal cards and sent them to the ship's captain who responded by inviting Wayne to a private tour of the all computer bridge.

Bob Bowen told of his and Brenda's book signing for their new book on Chinatown (available at Borders and Barnes & Noble) where they met relatives of the two boys shown in the book's cover Piggott real photo. (Kathryn said that the book "is marvelous" and filled with general postcard information.) ... Carol Jensen showed a real photo of the Wong Sun Yue Clemenses. ... Hy Mariam-

polski recommends visits to the Panama Canal and the Tall Ships Festival. He and Sharon missed the Great White Fleet meeting, so he showed the card he would have brought: the Fleet at the Hudson Fulton Expo in New York City, 1909, a Thaddeus Wilson real photo. ... Ted Miles showed Detroit card No. 3, Plymouth Rock.

—LEW BAER, RECORDING SEC'Y, *PRO TEM*.

*Program:*

## RELICS DUG FROM THE RUINS

by KATHRYN AYRES

Collectors of postcards of San Francisco's Chinatown often run across real photo cards of a Caucasian woman and a Chinese man surrounded by strange objects in a curio store. A rubber stamp advertising "relics dug from the ruins" usually appears on the reverse, and the cards are almost always inscribed on the front with the words, *Mr. and*

*Mrs. Wong Sun Yue Clemens—Mrs. Howard Gould's sister.*

At least 100 different cards are known, made by photographer John Kytka.

Ella May Clemens had met Wong Sun Yue in the aftermath of the earthquake and fire of 1906. The couple built a refugee



house in the Chinatown ruins from lumber issued by the Red Cross. They soon filled the little house and some surrounding canvas tents with curiosities culled from the rubble, which they later sold at their shop. Naturally, they mostly catered to out-of-town tourists — locals were still trying to clear away this type of debris in order to rebuild.

Their marriage wasn't legal in California. The provisions of law at the time not only forbade an inter-racial marriage ceremony within the state,

but specifically voided the marriages of inter-racial couples that had taken place out of state. Yet Ella May's script on one of the postcards describes her garb as a wedding gown.

In the Chinese tradition, the family name appears prior to the given name, and the woman retains her maiden name after marriage. Ella May stretched both these traditions, always using Wong's full name, then tacking on her birth surname not only for herself, but for her husband as well. She also

changed the spelling from "Clemmons" to "Clemens," and falsely claimed to be the niece of Mark Twain.

Ella May seemed to have a knack for advertising. It is true that her sister Katharine, who had once performed tricks on horseback in Buffalo

Bill's Wild West, had married Howard Gould, son of the railroad magnate Jay Gould. However while the Wongs' relationship was beginning, the Goulds' was ending. The Goulds' marital difficulties, with allegations of affairs on both sides, made for titillating news reports. The postcards, which carried Ella May's inscription boasting of her sister's status, capitalized on the salacious gossip that was regularly appearing in the papers.

A postcard is worth a thousand words, and we



could hope for no better record of the Wongs' shop than the cards that she issued. The Wongs reconstructed the refugee house inside the shop as a tourist attraction. Ella May gave twice-daily tours of Chinatown, gathering the tour-takers inside the reconstructed house to tell them the tale of how she and Wong had met in the aftermath of the disaster. "Our collection is all that is left to history, to tell of a new city risen from the ashes." The tour cost one dollar; admission to their miniature earthquake museum beforehand and the service of oolong tea and Chinese sweetmeats afterwards were included in the price.

On the back of one card, Ella May described the earthquake souvenirs that could be obtained at her shop: "Curious formations from fire – melted money, bottles, teacups, solidified salt, coffee — all sorts of things." They also sold photographs of the earthquake ruins, which, she claimed, could be obtained nowhere else.

Today, the site of their Grant Avenue shop is



indistinguishable from the other sellers of Chinatown gimcracks and gewgaws. It has changed so much from the shop pictured in the cards that it seems impossible to evoke Ella May's spirit while on the premises. For the Wong Sun Yue Clemens Tea Garden existed not only in a particular place, but also in a particular time. The only way to make a visit there is through the postcards, where we can see the windows painted with advertisements for oolong tea, preserved limes, and relics dug from the ruins.

*Editor's Note: Many of these postcard images appear in FACING DISASTER, the club published book for the centennial of the 1906 earthquake and fire. Copies are available through [www.postcard.org](http://www.postcard.org).*





Images on preceding pages show the destruction of Chinatown with Fairmont Hotel atop Nob Hill; two views of the earthquake tent cabin; refugee house interior and business cards. This page, from left, Grant Avenue store front and interior portrait; street view of original shop at 897 Sacramento Street.

## TREASURER/HALL MANAGER REPORT

As of August 7, 2008 .....\$4,256.25  
— ED CLAUSEN, TREASURER/HALL MANAGER

## WELCOME TO OUR NEW MEMBERS

Emily Gwathmey, Collector, dealer, author of several books featuring postcards.

Buzz Kinninmont, Collector, dealer of all types and eras with a large inventory of rackcards.

## WEDDING BELLE(S)

Congratulations are joyfully extended to Dave and Lauren Parry who were recently married. The ceremony and extended honeymoon took place in the Hawaiian Islands where the newlyweds plan to be spending time away from the coolth of San Francisco summers and the dreariness of its winters. Along with her charm and postcard friendliness, Lauren brings Sophia Loren, a nine-year-old Shi Tzu-Bichon Frisé to the marriage.

## POSTCARD CALENDAR

Aug. 31, Sunday, **Healdsburg**, Antique Fair, Plaza Park, Free! 8am-4pm\*

**Sept. 13, Saturday, Santa Cruz, Central Coast Postcard Show, 611 Ocean Street, 10am-5pm\***

**Sept. 20-21, Glendale, Vintage Paper Fair, 1401 North Verdugo Road, 10am to 6 and 4pm, Free entry Sunday\*+**

Oct. 11, Saturday, **Santa Rosa**, Old Bottle & Collectibles Show, County Fairgrounds, 8-10am \$10, Free entry 10am-3pm\*

Nov. 7-9, **San Mateo**, Hillsborough Antique Show, Expo Fairgrounds, Fri. 11am-9pm, Sat. 11am-7pm, Sun. 10am-5pm\*

**Nov. 15-16, Concord, Postcard & Paper Collectibles Show, Concord Centre, 5298 Clayton Rd., Sat. 10am-6 and 4pm, Sun. (Free)\*+**

Dec. 13-14, **San Rafael**, Antique & Collectors' Fair, Civic Center, 10am-5pm\*

**Bolded entries** are produced by SFBAPCC members.

\* Ken Prag will be there; let him know what to bring: 415 586-9386, kprag(at)planetaria.net  
+ R&N will have cards and supplies.

## SHOW BIZ

This is being written on Monday, August 11, the day after the Vintage Paper Show weekend in Golden Gate Park. Wow! It was spectacular. A gray to sunny day with an aggressive breeze off the Pacific. Hordes of strollers in the park headed to the postcard and paper show, to the orchid show next door, or to who-knows-where, but all paths seemed to lead to the Hall of Flowers/County Fair Building. On Saturday, when Janet and I were there, the crowd did thin a bit after the lunch hour, but dealers were kept busy throughout the day by old regulars and a host of new-to-postcards buyers. A number of dealers from the Northwest were set up as was at least one international vendor, Alain Roth from Israel. I did land one particularly nice catch and a dozen or so very suitable smaller fry. Janet, as always, came away with her daily limit. Hal and Michelle Lutsky have earned our appreciation and congratulations for bringing us a truly Really Big Shew!

By the time this issue hits print the Sacramento Capital Show will have come and gone. The summer shows are traditionally calmer than the first of the year editions, but Charlotte Wager and the Schafer Family always provide plenty of cards and Gold Country dealers, not seen in SF.

Next on the agenda is the Santa Cruz Show, Saturday only, September 13, from 10 AM, at the UCSC Inn, 611 Ocean Street. As well as a compact list of regular Central Coast dealers, hosts Mike Rasmussen and Joseph Jaynes (with his tables of affordable delights) will be set up. Always a fun time, especially with free entry for SFBAPCC members. Don't miss it.

## SEPTEMBER

There will be no newsletter next month. This will give all of us an opportunity to send a few interesting cards along with comments to the Editor. Or an actual article... or a letter on ideas or discoveries... or a postcard joke... or something. The editorial cupboard is bare.

## EDOUARD PECOURT



Although he had not attended a club meeting, those of us who knew Edouard were pleased and honored to have him among our membership. Edouard had been a leading—perhaps

THE leading—postcard dealer in Paris until his professional retirement as mandated by French labor laws, relocation to Portland and marriage to Jocelyn Howells.

He remained a dedicated collector throughout his active and retired years and was a font of detailed knowledge about vintage European cards, artists and publishers. He was known to showgoers across the country from his role as Jocelyn's "helper" at major bourses in New York, the Midwest, California and the Pacific Northwest. Always smiling, friendly and quiet until spoken to, he enjoyed conversation with his friends and serious postcard enthusiasts.

Janet and I knew him best as a postcard *bon vivant*. We have many memories of lobster dinners with Jocelyn and Edouard—at show hotels and at home in California and Oregon—accompanied by local wines and other delicacies as well as intriguing conversation and joyous laughter.

In our sorrow we send our sympathy to Jocelyn and our condolences to all who knew Edouard Pécourt as a friend.

—LEW BAER

Those wishing to read more about his life and diverse interests—most notably tango—can find many pages of information and accolades by asking Google about Edouard Pecourt.

Editor's note: Among Chuck Banneck's boxes of San Francisco cards is a small category labeled "Herald College." For some time there were seven cards in it, but with the recent addition of an eighth, Chuck saw it as time to share his images and the history—gleaned from the Internet. It's an only-in-San Francisco postcard story, and, as Chuck wrote, "Some of the images are really neat!" One of the cards was postmarked in 1909, and six have advertising in the message area.



Heald College, the first business college in the western United States, was founded in San Francisco in 1863 by Edward Payson Heald whose educational approach was practical hands-on learning. As needs changed, Heald's curriculum expanded to include technology and healthcare. The college's reach has also grown, now to 11 campuses in

FROM THE COLLECTION OF CHUCK BANNECK  
California, Oregon and Hawaii offering associate's degrees, diplomas, and certificates in over 25 fields of study. Through its 145 years, the school has remained true to its original mission of providing students with career education.

As Heald College heads toward its 150th anniversary, it looks back on its proud history. Alumni include many accomplished individuals, among them A.P. Giannini, founder of Bank of America; "Trader Vic" Bergeron, world renown local restaurateur; M(ichael) H(enry) de Young, civic leader and *Chronicle* founder; and Hiram Johnson, California governor. They are among the hundreds of thousands of successful graduates who have assumed rewarding careers as a result of a Heald education.

All schools are good, but there is only one that is **BEST** and that is Heald's. The best is always the cheapest in the end as that means success. Good positions always result from good training. Enroll with us now, and secure a good position. Visit our new building, 425 McAllister St., near Van Ness Ave., and you will be convinced.

**Under competent instructors** the students visit power houses, electric works and machine shops here in the city, thus getting practical training all along the line. They go out on surveying trips and in every way possible get practical training. There is a demand for capable mechanical civil and electrical engineers. The pay is good, the positions honorable, and the work all that a young man could ask. It will pay you to investigate our Engineering Department. Call

**BOYS LOVE** to be among machinery. They love to study and work with electricity. They will work all day carrying a chain and working with a surveying crew. Mining and assaying is fascinating to them. Gasoline, steam and automobile engines interest them. The work is outdoors. It is fascinating, it pays well. We have had more calls for young men understanding these branches than we can fill. They go out to positions and are all doing well. A thorough course at Heald's College of Engineering will pay big returns to any one taking it up. Send for our Catalog. Come in—Investigate.

**Heald's Automobile Engineering School**  
425 McAllister St.  
San Francisco, California

**AUTOMOBILE TRAINING**

The boy behind the plow, the clerk behind the counter, the mechanic behind the bench, all getting starvation wages—have advanced to the **Man behind the Wheel.**

We can train you to earn a good salary.

Our terms are: \$50.00 for eight weeks, day session. Combined course, machine and shop work, \$75.00 ten weeks. \$100.00 for ten weeks night course. Combined night course, \$100.00 for ten weeks. We give advice free of charge to prospective buyers of a car as to the best car in the market for the least money. Write or call to see us.

**THE YOUNG MAN THAT WRITES SHORTHAND and CAN OPERATE A TYPEWRITER CAN SECURE A GOOD POSITION at GOOD PAY**

The stenographer associates with intelligent, successful business men.  
He writes their thoughts.  
He thinks as they think.

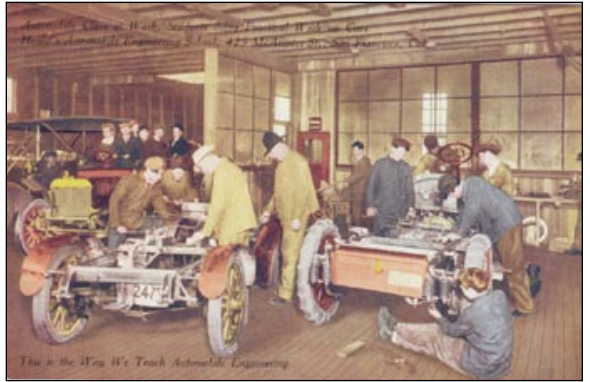
He carries out their instructions. He learns their successful methods. He is trained to be one of them. In the absence of his employer, he often takes his place. He attains such a knowledge of the business that **promotion is sure.** Young man, study shorthand. Come to Heald's.

This is an Era of Automobile operations; hence the time to prepare yourself to fill a good position in the various branches of this great industry. What others have done, **you can do.**



THIS SPACE FOR ADDRESS ONLY.

THE SIMPLICITY CO., PUBLISHERS, GRAND RAPIDS, MICH., U. S. A.





## REID BROTHERS ARCHITECTS, *Continued*

Cards courtesy of CAROL JENSEN and GLENN KOCH

Continuing the postcard representation of buildings by the Reid Brothers begun in the June newsletter, we find that they designed many more prominent buildings in San Francisco and elsewhere in the state. The church card, below, is Carol Jensen's; the rest are from Glenn Koch, as are the captions. Working from a listing of the Reids' extant San Francisco buildings published in *SPLENDID SURVIVORS*, Glenn has yet to locate cards of those listed below:

O'Connor-Moffett, 117-129 Post, now Gumps

Hotel Yerba Buena, 55 5th Street, 1919

Cunningham Building (then Wentworth-Smith Bldg.) 39-47 2nd Street, 1907; possibly demolished.

Embassy Theater, 1125 Market, 1905/1907

Rapp Building, 121 2nd Street, 1908

Hale Brothers 979-989 Market Street, built 1902, rebuilt 1907, showing pre fire and post fire facade.

Below is the original Hales' Building, as designed by Reid Brothers, with elliptical windows. The store was redesigned with the full upper floors some time before 1906. After the earthquake and fire, all that was left was



the facade, and a new building was built behind it. Despite the earlier card's message, the cyanotype photo was taken before April 18, 1906. The error is evidence of the befuddlement caused by the disaster.



The Fitzhugh Building, 364-384 Post Street, built in 1923, once home to Bullock & Jones men's furnishings and now demolished, was at the northeast corner of Powell and Post Streets, where Saks is currently located.



First Congregational Church, southeast corner of Post and Mason Streets. Built with reinforced concrete walls, dedicated 1915, after earlier building was severely damaged in earthquake. Now a lecture hall and class rooms for San Francisco Academy of Art.



David Hewes Building, 995-997 Market, under construction 1908, savagely remodeled with an aluminium and glass skin in the 1960s.



John D. Spreckels Building, 4th and Market, (obviously) never built.



The Garfield Building, 938 to 942 Market, 1908, to the right of the Mechanics Bank.



The California Pacific Building, 115 Montgomery, 1910, the dark—red brick—building in the center behind and to the right of the bird cage traffic signal.



Rose/W. J. Sloane Building (1908), center, at 216-220 Sutter Street, on the north side of street.

EDITOR'S NOTE: *Buildings designed by the Reid Brothers were familiar sights in San Francisco, the Central Coast, Los Angeles, San Diego and elsewhere in California. Several of them have been preserved; others have been "modernized" with disastrous results; some have been left to age; too many others have been erased from view. Movie theaters by the Reids, once "everywhere," are high on the endangered list, and postcards are the only record of their having been "there." Do you have any to share?*

# SAROYAN

by KATHRYN AYRES

August 31st of this year marks the centennial of the birth of the author William Saroyan. Although Saroyan was born in Fresno, California, his parents and three older siblings were all natives of Bitlis, Armenia.

In 1911, Saroyan's father died of peritonitis in San Jose, leaving the family destitute. Little Willie was taken to the Fred Finch Orphanage in Oakland. He was three years old. "The size of my eyes increased quite a bit that day."

Naturally, he cried. His mother used the same exhortation that all mothers use when their children shed tears, telling him that he shouldn't cry, that he was a big boy. "Well, of course I was. You don't get any bigger than that at that age."

He watched his mother turn from him and go out the door. The superintendent of the orphanage told him to keep right on being sensible. He sat there with his newly widened eyes and with his little legs that didn't even hang over the edge of the bench and did his best to take in the situation.

"It made me know what it is to be alone, and I decided it had been a good thing that I had found out almost at the beginning of my life, almost at the beginning of memory, instead of later." He didn't realize until the following day — to a three-year-old, it must have seemed an eternity — that his one brother and two sisters were housed elsewhere in the orphanage.

His mother worked as a cleaning woman in San Francisco for over four years, until she was able

to save enough money to reunite the family in a rented house in Fresno, where she had managed to get a job in a cannery. But Saroyan had been so young when he was taken to the orphanage that the only language he remembered was English. Armenian was spoken in the home, and the family

teased him for talking Armenian baby talk. He eventually learned the language, but he never lost the solitary feeling of being an outsider.

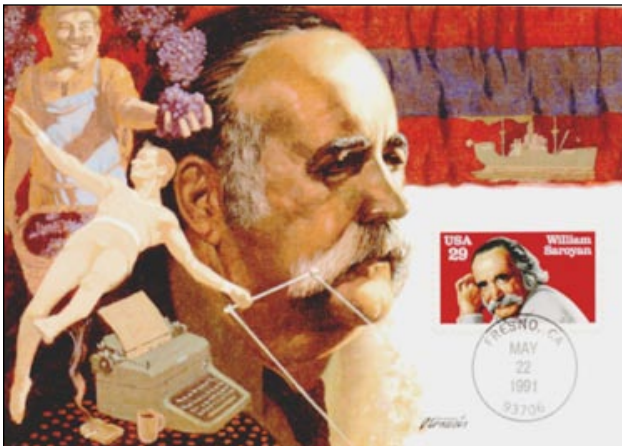
Still, the rented home in Fresno was the first real home that he could identify with, and he helped the family out as much as he could, first hawking newspapers on

the street, then later working as a telegram delivery boy, a job that he eventually wrote about in his novel, *THE HUMAN COMEDY*.

As a young adult, he was employed at a telegram office in San Francisco when the editor of a struggling magazine wired apologies that payment would be late for one of his stories. He replied, "You are not supposed to send me telegrams. I am paid to deliver them."

Saroyan was living in a San Francisco boardinghouse when his first collection of short stories, *THE DARING YOUNG MAN ON THE FLYING TRAPEZE*, was published in 1934. He became an overnight sensation at the age of twenty-six.

This first collection included a tale entitled *The Man with the French Postcards*. As may be imagined from the title, the story did not present postcards in a favorable light.



Throughout the 1930s, San Francisco was very much Saroyan's town. "Every city is a world of some sort. San Francisco is the *whole* world recreated as a single work of art."

During his lifetime, he authored forty-four published books – including novels, plays, memoirs, short-story collections and one children's book – and nine of his plays were produced by major New York theatres. He even wrote a hit song, *Come On-A My House*, for his friend Rosemary Clooney.

His first play, *The Time of Your Life*, was based upon his experiences at Izzy Gomez's legendary San Francisco saloon, although he wrote it in a New York City hotel room. The play was completed in a mere six days, and yet it won the Pulitzer Prize in 1939. He later won an Academy Award for the screen adaptation of *THE HUMAN COMEDY*.

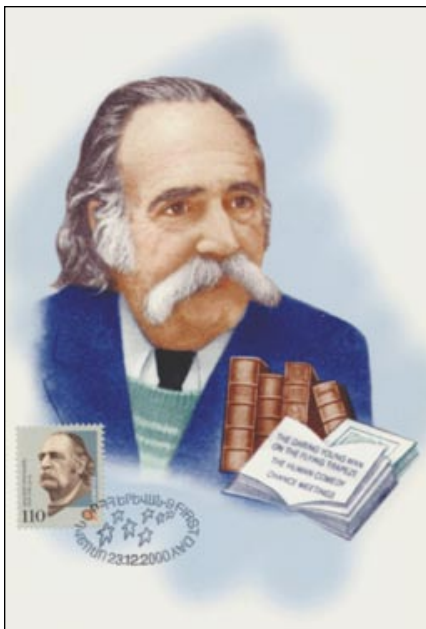
Many other works were published posthu-

mously, and a vast collection of his unpublished manuscripts is housed at Stanford University. But Saroyan never attended college. Indeed, he never graduated from high school.

He died in his native Fresno on May 18, 1981. Half of his ashes were buried there, and half in Armenia.

America and Armenia jointly issued a postage stamp commemorating Saroyan on the tenth anniversary of his death in 1991. A horizontal maximum card, printed in Wyoming and illustrated by Sharon Sturnweis, carries the American version of the stamp.

In the year 2000, Armenia issued another stamp, shown in the lower left-hand corner of a vertical maximum card. Although the caption on the back of the card is in the Armenian language, the front shows an open book that



lists three of his works in English.

*P.S.* UPS AND DOWNS: Walt Kransky is up — and around — after being out of commission for too many weeks. He's back online and has made massive add-ons to the E. H. Mitchell checklist at [www.thepostcard.com/walt/](http://www.thepostcard.com/walt/). When you get there, click on "Publishers." ... Downs, is me — after giving the wrong name in thanks for the July car cover card. It was shown courtesy of [www.Creative-Automotive.com](http://www.Creative-Automotive.com) and Rhonda Madden.

MIKE KNIPS responded to Mike Tacha's inquiry regarding freeing cards taped to album pages: Depends on the type of tape, but lighter fluid is a magic elixir for many purposes, just don't use it for lighting cigarettes. It will remove Scotch Tape from both sides of a card, and it will not leave a

stain. Also price stickers, and most other stick-em-on labels I've tried it on. If tape has been on the front of a card a longggg time it is not as effective. ... Your Editor has used lighter fluid, but tape residue on the back of a *sleeved* card is easy to accept as is.

OLYMPIC GOLD memories will be the real treasure that Larsen Jensen of Bakersfield takes home from Beijing this month. He is shown, next page, second from the left, with three fellows we should all recognize. Larsen is also taking home a Bronze Medal for his performance in the 400 meter Men's Freestyle event. Congratulations, but why here? Larsen is postcard historian Carol Jensen's brother! Wow!

—Ed.

from KEITH FOOTE

*In response to inquiries about the photographers who made the exceptional real photos of his hometown, featured in the July newsletter:*

It is unfortunate that I've not had more time to spend back there tracking down the history of the photographers. I do know from the cards in my collection that the earliest signed cards are by Dawes. Most of those cards have a lot less quality and are clearly taken with a camera that's different than later photographers. That didn't stop Williamson, the next photographer, who took a lot of his/her own photos, but also assumed at least some of the Dawes negatives and scratched his/her name over Dawes' signature on later prints. Williamson was followed by Charles Schooley, about whom much is known. Mr. Schooley opened his photo studio and jewelry store in Candor in 1906 and produced postcards for almost 40 years. He was a well known jeweler in nearby Ithaca (Cornell) well into the 1970s. Early Schooley cards clearly show that he took over the Williamson archive early on because he, too, scratched his name over Williamson's signatures on some of the cards. Schooley traveled throughout Central New York State, and there are lots of RPs from towns all over that area with his signature. One more thing about Schooley — he lived with his sister about a mile from my parents' home. After

Schooley's sister died, all of his photo equipment and negatives (a few truckloads apparently) were hauled to the landfill and dumped.

Two other photographers show up on cards from that area, but a lot less frequently. A photographer named F.E. Herrick seems to have been from Owego and occasionally trekked the eight miles to take a few pictures around Candor. Another photographer named Merrill seems to be in the area around 1910 — more rural scenes and some of the smaller hamlets that make up the town of Candor. (Probably not transient, though, because Merrill has some great bird's-eye views of the Standard Oil pump station before, during and after the 1909 conflagration in Catatonk, a hamlet in the town of Candor.)

Maybe some time in retirement I'll be able to sort out all of these photographers and give them a place in history. It's easy to spot their style and their handwriting now, but I'd love to be able to provide dates, times, places and background.

*What Keith hopes to do in the future is what several members are doing now for the club's research publishing project. Have you submitted photographer names from your Northern California real photos?*



[WWW.SFGATE.COM](http://WWW.SFGATE.COM)

### **Brief Shirts and Bobbed Hair Mean Loss in Postcards**

**N**EW YORK, Aug. 31. — Short skirts and bobbed hair have worked a hardship on dealers in souvenir picture postcards—the variety that floods the mail at this time of the year from summer resorts.

Previous to the advent of the a f o r e n a m e d styles, stocks of these cards, showing be- hea and cool walks were ordered in tens of thousands. As the beaches

did not change, and as a crowd was a crowd regard less of whether it was this year's or last, the cards could be sold just the same

Now, however, all is changed. A picture showing a beach or a board walk of a summer playground with women strolling about clad in dresses that brushed their shoe-tops can be put down at a glance as ancient stuff

Hence it is thumbs down for the picture card of yesterday, to the distress and financial loss of the dealer who laid in large stocks at pre-war prices

CLIPPED BY FRANK STERNAD FROM THE SEPTEMBER 1, 1921, *SAN JOSE MERCURY*

## SAN FRANCISCO RESTAURANTS, *Continued*

There is no real organization to this listing, although it seems to be somewhat alphabetical. Don't let that stop you from sending in scans and personal comments or reminiscences. This month's postcards are from the collections of Carol Jensen, Daniel Saks and Lew Baer.



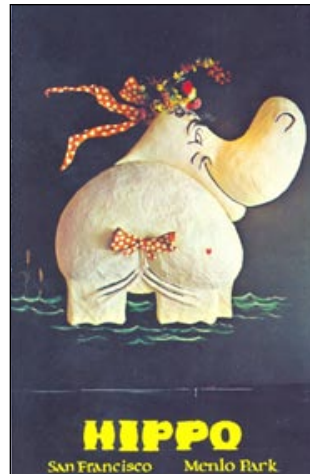
THE HICK'RY PIT ON CALIFORNIA STREET IN LAUREL VILLAGE (IS IT STILL THERE?) WAS MOST NOTICEABLE FOR THE AROMA IT LENT TO THE SHOPPING CENTER.



LITTLE SWEDEN, A DRAB CARD FROM A FUN PLACE SERVING SCANDINAVIAN SOUL FOOD, 572 O'FARRELL STREET, DEEP IN THE TENDERLOIN.



LOUVRE RESTAURANT AND FAMILY RESORT, POWELL AT EDDY, C. 1903, NEWLY UNDER MEYERFELD MANAGEMENT.



THE HIPPO, NEAR THE CORNER OF VAN NESS AND PACIFIC AVENUES, NEXT DOOR TO THE MOHAWK STATION WITH THE WATCHFUL RED FACED INDIAN LOGO, WAS AN UNPASSABLE LUNCH STOP, LEGITIMATELY FAMOUS FOR HAMBURGERS: MEXICAN BURGER, RUSSIAN BURGER, CANNIBAL BURGER, NUDE BURGER, AND ON AND ON—FROM RAW TO CARDBOARD GRAY—WHATEVER YOUR APPE-TITE DESIRED. ITS CREAMY HORSERADISHY COLESLAW REAPPEARS FROM TIME TO TIME. ALAS, ITS HIPPO MURALS DO NOT. PAINTED BY “WOLO,” PALLETTE NAME OF WOLF ERHARDT ANTON GEORGE TRUTZSCHULER VON FALKENSTEIN (1902–1989), LOCAL ARTIST AND PUPPETEER—RELATED TO MANY, LOVED BY ALL.



IMPERIAL PALACE, 919 GRANT AVENUE, NOW ON WASHINGTON AT WAVERLEY ACROSS FROM SAM WO, REPLACING THE INFAMOUS GOLDEN DRAGON. “THE FAVORITE MEETING PLACE OF TELEVISION, STAGE AND MOVIE PERSONALITIES.”

MARCONI'S, 122 BATTERY STREET, "IN THE HEART OF THE FINANCIAL DISTRICT... NOTABLE CUISINE... COSMOPOLITAN FLAVOR...INTIMATE YET SOPHISTICATED... GRACE AND EXPERTISE OF SERVICE...MEETING PLACE...MEN AND LOVELY WOMEN... UNEXCELLED LIBATIONS"!



LEOPARD, 140 FRONT STREET, "STEAK SPECIALISTS" WITH SUITABLY SWANK DECOR, WELL POURED DRINKS AND DIM LIGHTS — POPULAR WITH FINANCIAL MANAGEMENT AND WORKING LADIES.



MAYFLOWER RESTAURANT, 9 TAYLOR STREET AT GOLDEN GATE AVENUE; "SOUPS, STEAKS, ENTREES, OYSTERS. POPULAR PRICES. SEPARATE APARTMENTS FOR LADIES."



ENJOY A FRENCH DINNER

SERVED EVERY NIGHT WITH WINE. 01

LATEST DANCING ATTRACTIONS

OUR MASCOTS

M & M HOTEL AT THE OCEAN BEACH

M AND M, HOTEL AND GRILL, J. C. F. MITCHELL, PROPRIETOR; 49TH AVENUE AND BALBOA STREET, "AT THE OCEAN BEACH."



Office of the Mayor  
**O'FARRELL STREET** San Francisco — 1975  
 1915

If you asked a San Franciscan in 1915 to name two famous landmarks on O'Farrell street his answer would have been, "Tait's and the Orpheum". Here they are as the camera looked down O'Farrell to Stockton. The Orpheum Theatre, famous for two-a-day vaudeville on the right and the Tait-Zinkand Cabaret on the left. The beautiful street lamps and the soy tub planters on the sidewalk would be in style today.



ODEON CAFE, CORNER MARKET AND EDDY, BECKER MANAGEMENT; SAN FRANCISCO'S LEADING VAUDEVILLE RESTAURANT

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(AUTHORISED BY ACT OF CONGRESS OF MAY 19, 1898)



(" POSTAL CARD.—CARTE POSTALE." )

**2008 MEETINGS**

August **30**

September **20**

October 25

November 22