

# San Francisco Bay Area Post Card Club

August 2009

Next Meeting: Saturday, August 29, 12 to 3 pm

Vol. XXIV, No. 7

Star of the Sea School Auditorium  
Enter schoolyard and park: 8th Avenue, near NW corner of Geary Blvd.

See yearly meeting schedule  
on back cover.

Visitors and dealers are always welcome.

IN • BAY AREA INTERURBANS  
THIS • SAN FRANCISCO RESTAURANTS  
ISSUE • SCHROEDER'S

**PROGRAM NOTES:** This is the 70th anniversary year of the Golden Gate International Exposition—the Pageant of the Pacific that was held on Treasure Island in San Francisco Bay in 1939 and 1940. For our August meeting, Kathryn Ayres will take us on a postcard tour of the gardens, exhibit halls, foreign pavilions and the amusement zone. The postcards of this fair went far beyond the common Crockers and Moulines!

**SHOW & TELL:** Collector's choice—three item, two minute limit.

**PARKING:** No need to come early, but do come and—park for free in the school yard. Drive in behind the Star of the Sea church building on 8th Avenue, just north of Geary Blvd and enter the auditorium through the blue door (see page 15). Snacks and more substantial food can be found on Clement Street, the next street to the north. [Editor's recommendation: Dim Sum pastries to go.]

## COVER CARD



This rare double postcard shows the 10-inch-long key, a “\$35,000 shaft of gold, studded with precious stones,” that was used to “open” the fair. Governor Culbert Olson touched the key to a small replica of the Golden Gate Bridge to allow access on opening day. The key was sponsored by the California Retail Jewelers Association, and shows Treasure Island on the bit; the state capitol, state seal, and a California Mission on the bow; a cornucopia, the year “1939,” a California bear and miner, and covered wagon expedition on the blade; and the Golden Gate Bridge with a diamond-studded sun “shining” behind it above the blade. The key remains in storage on Treasure Island to this day.

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### Newsletter Deadline: 5th of each month



### MINUTES July 25, 2009

30+ members and guests signed in. Cards were brought for sale or trade by Ted and Arlene Miles for the Western Railway Museum, Dave Parry, Bunny Moses, Hal Lutsky (\$1 boxes), Ed Herny, and the 10¢ box.

We were called to order at one o'clock by President Ed Herny. Introductions included long time if rarely



seen member Nancy Budar, who collects state capitols with seals, Nancy's friend Irma, Lynn Camhi and

visiting East Coast member Bunny Moses.

Announcements: Lew Baer showed a card from Bobbi Mastrangelo, a postcard loving artist who makes sculptures of manhole covers, and brochures from Ranger Doug who published the National Park cards; in response to a request, asked folks to Speak Up!; and told of the SF Fall Antique Show which offered discounts on group tickets.

Hal Lutsky gave suggestions for parking at the shows in Golden Gate Park: It's easier in the park than on city streets; check the web site [www.vintagepaper-fair.com](http://www.vintagepaper-fair.com).

George Epperson told that he has had visitors at his home asking for info on and images of Pacifica, the

statue from the GGIE that they hope to restore on Treasure Island. George is going to try to get a statue of the Golden Hinde placed there, also.

Drawing: Included in the many lots were posters for SAN FRANCISCO GOLDEN AGE POSTCARDS, Glenn Koch's (fabulous!) book, and several items from Bruce's collection donated by the Diggelman Family.

Old Business: None.

New Business: Ed Clausen reminded us that we'll be meeting at Star of the Sea School in August, September and October. John Freeman advised that we park in the school yard closest to the church on 8th Avenue. Repeat: EIGHTH Avenue. The September meeting will be on the 19th.

Show & Tell: Chuck Banneck brought an album of interurban rail cards from the Benicia, Vallejo, Napa Valley Railway, the Key System, and the Oakland, Antioch, Eastern line. ... Darlene Thorne showed cards of the interurban line between Los Gatos and Saratoga, including a view of a UP train that backed into an interurban car and knocked it over. ... John Freeman brought a series of three SF cards by photographer A. W. Plummer, showing 1906 earthquake damage and the rarely seen charred corpse; also real photos of a motor court in Visitacion Valley which, with others in South San Francisco and Brisbane, became motels. ... Ed Herny showed his latest Midwinter Fair acquisition, a large and elegant silk prize ribbon for Carmeltine Cosmetics.

—NOTES TAKEN BY LEW BAER

*Program:*

## TED MILES ON BAY AREA INTERURBAN RAILWAYS

Ted's work days are spent at the Maritime Museum in San Francisco. Many of his—and Arlene's—weekends are invested at the Western Railway Museum in Rio Vista in the Sacramento River delta where they work as volunteers. As he spoke, he passed around cards from the stack of albums on the front table.

Public transit in the US, Ted explained, began with horse drawn cars in the 19th century and, in San Francisco, with the cable car in 1873. The major switch from horse to electric power was initiated in Richmond, Virginia in 1887 and quickly spread to towns and cities throughout the country. Everyone wanted local and interurban rail transit, and from 1890 to the 1930s it was everywhere. Interurban rail cars were larger and heavier than local streetcars, but smaller and lighter than full size steam railroad equipment.

In the North Bay, the Vallejo, Benicia and Napa Valley Railway ran up into geyser country from 1905 into the '30s. Many of its lines were abandoned during the Depression. The Vallejo-Benicia line was unusual as it was powered by AC—alternating current; all other Bay Area service ran on DC, direct current, from overhead wires. Third-rail powered lines served the upper Sacramento



PETALUMA & SANTA ROSA interurban: retired 1932; served as summer cabin on ranch near Fairfield. Built 1904. Massive restoration to operating condition by museum volunteers.

Valley; they were outlawed in California in 1940 because of their extreme danger.

The Petaluma & Santa Rosa Railway began service in 1904 with trains and river boats to and from San Francisco.

The Southern Pacific had its own interurban systems, five were electric; and the NWP ran an electric line out of Sausalito. New light rail service is scheduled to be using this right of way soon. Northwest Pacific electric trains are very hard to find on postcards.

In 1903, Borax Smith bought up several East Bay lines, as part of a giant real estate scheme, and founded the Key System which used ferries to get across the bay. Its last interurban ran in 1958. The Key System pier stretched out into the bay and was intended to reach Yerba Buena Island. The plan was halted as the pier would impede bay traffic. The pier burned partially in 1933 and was rebuilt. In 1939, Key System trains began running on the lower deck of the Bay Bridge which had opened to auto traffic two years

earlier.

The Oakland-Antioch line had its own track that ran to Sacramento, and other lines went beyond. It was easy to get from San Francisco to Chico with only one change in Sacramento. Postcards of the



KEY ROUTE INTERURBAN car 403 crossing paths with streetcar on Shattuck Avenue, Berkeley; built 1911, St. Louis; scrapped c. 1940.



OAKLAND, ANTIOCH & EASTERN RY. car Moraga, as a double open-end observation platform, motor on train no. 2, the Comet, at Haven's Station in Shepherd Canyon about to enter the tunnel; 1914. Frank A. Jay photo.





KEY SYSTEM articulated train #182; it and 87 others ran across the San Francisco-Oakland Bay Bridge 1939-1958; three preserved at Western Ry Museum. Built 1936 by Bethlehem Steel, Wilmington, Delaware.

Oakland, Antioch & Eastern are very difficult to find. It was later purchased by the Western Pacific as a way for that railroad to reach San Francisco.

The Southern Pacific did run local steam commuter trains for a while and then began Red Car interurban service to compete with the Key System.

Rail service was easy and everywhere. Until the 1920s, roads and highways were poor and muddy. Steam trains ran through two or three times a day; interurban service to small towns was hourly or more frequent. Local railways had invested many millions in extending their service, and it became apparent the money was misspent. Autos were preferred in spite of the luxuries of rail travel.

A large corporation began purchasing interurban and streetcar lines in a move to replace them all with bus service. It, too, was subdued by the immense



TELEGRAPH AVENUE, OAKLAND, with streetcar service. E.C. Kropp linen.

increase in automobile usage.

What is left of all this? Bay Area rail history and relics have been preserved at the Western Railway Museum at Rio Vista. It began as a railroad fan club, a collectors' group called the Bay Area Electric Railway Association, which purchased land in the Sacramento delta where there was an abandoned rail line, 22 miles long and 100 feet wide. The museum now has 100 pieces of equipment, half of it restored and running on five miles of track. There are about two dozen streetcar museums in the country; the Western Railway Museum specializes in interurbans. The museum is open on weekends year 'round and during the summer from Wednesday to Sunday.

Answering questions, Ted told that:

The power companies were the real winners in electric railway service.

Market Street line #40 ran to Colma for "cemetery service" and on to San Mateo.



KEY ROUTE TRAIN, Berkeley; brown tone by Souvenir Publishing Co.



KEY SYSTEM 271: a St. Louis car, one of earliest high speed IU, built 1901; in service at Rio Vista 1971.



ZAN REAL PHOTO C. 1930. Mill Valley depot and cars at “the foot of Mt. Tamalpais.”

The first electric interurban in the Bay Area was the 1892 San Francisco-San Mateo line.

The 1970s “light rail” (a synonym for streetcar) re-birth began using existing lines. San Francisco to San Jose and Oakland will probably be converted to electric service soon.

Three feet of light rail track weighs 60 pounds; regular rail is 100 pounds per three feet.

-NOTES BY LB



ABOVE: KEY ROUTE PIER, over 17,000 ft. long; longest in the world, Oakland, Cal.; Charles McArthur, publisher, 1020 Wood Street, Oakland; postmarked 1908.

BELOW: KEY ROUTE FERRY TERMINAL, Berkeley



**PETALUMA & SANTA ROSA RAILROAD CO.**  
**OVER-NIGHT FREIGHT SERVICE**

— BETWEEN —  
**SAN FRANCISCO AND SEBASTOPOL**  
 Last to Leave      First to Arrive

**WHEN PLACING ORDERS FOR GOODS BE SURE  
 AND DIRECT SHIPMENT BY ELECTRIC**

WE BRING YOUR CUSTOMERS TO YOU

W. M. FRITSCH  
Local Agent



LET US BRING YOUR FREIGHT

E. H. MAGGARD  
General Manager

47 OF THESE CARS ARRIVE SEBASTOPOL DAILY

With steam boats connecting San Francisco and Petaluma, THE P&SR went north to Santa Rosa and west to Sebastopol



“Many electric interurban lines relied on *express motors* to handle less-than car load freight and as locomotives.” CENTRAL CALIFORNIA TRACTION COMPANY EXPRESS MOTOR #7—originally Washington, Baltimore & Annapolis #11, was restored in 1991 by the Western Railway Museum. “The silver stripes on the front end were intended to warn unwary motorists of its approach on Stockton and Sacramento streets.



## TREASURER/HALL MANAGER REPORT

As of August 11, 2009.....\$3,799.58

—ED CLAUSEN, TREASURER/HALL MANAGER

## WELCOME TO OUR NEW MEMBERS

Mary Heath, a collector of the Suffragist movement, calligraphy, ancient near east, mythology, California Mother Lode, Mark Twain, events in year 1871, etymology, comparative religion, women's history [Whew!]

Mary E. and Walt Patterson, A. J. Smith & Co., 526 First Avenue South #225, Seattle WA 98104-2814; shop 206 624-9104. Mary, one of the Big Three Seattle dealers, is a familiar and friendly face at the Golden Gate Park shows.

Ruth Simpkins collects holidays, seasons, children, birds, flowers, inspirational sayings, not photos.

Orville Magoon, an advanced and eager collector of one topic, Lillie Langtry.

Gigi Gay and Ben Gay III, both are collectors.

## POSTCARD CALENDAR

Aug. 30, Sunday, **HEALDSBURG**, Antique Show on the Square, FREE Admission! 8am-4pm\*

**Sept. 18-20, Fri-Sun, GLENDALE, Vintage Paper Fair, 1401 N. Verdugo Road, Glendale, Fri. 1-7pm, Sat 10am-6pm, Sun (FREE entry)10am-4pm+ Early bird 11am Friday.+**

**Oct. 3, Saturday, SANTA CRUZ, Postcard & Paper Show, University Inn, 611 Ocean Street, 10am-5pm; Free Entry for club members \*+**

Oct. 9-10, Fri-Sat, **SANTA ROSA**, Bottle & Postcard Show, Sonoma County Fairgrounds, Fri. \$10 admission, 12-5pm, Sat. Free entry 10am-3pm\*

**Oct. 25, Sunday, SAN FRANCISCO, Golden Gate Park Book Fair, Hall of Flowers, 9th Avenue & Lincoln Way, 10am-5pm; free entry, of course. A new show; info: <http://ggpbbookfair.com>**

Nov. 6-8, Fri-Sun, **SAN MATEO**, Hillsborough Antique Show, Expo Fairgrounds, from 11am, Sun. 10-5\*

**Nov. 14-15, Sat-Sun, CONCORD. Vintage Paper Fair, 5298 Clayton Road, 10am-6 and 4pm\*+**

Dec. 12-13, **SAN RAFAEL**, Antique & Collectors' Fair, Civic Center, 10am to 6 and 5pm\*

**Bolded** entries are events produced by club mem-

bers.

\* 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  
See cards on sale at SF Antique and Design Mall, 701 Bayshore Blvd.; 415 656-3531.

## OOOPS DEP'T

Lauren Gee pointed out that the figures on the cover of the Bowens' Chinatown book (July, page 4) are her father, grandmother and uncle—Herbert Gee, Mee Ying Lee Gee, and Andrew Gee.

## SURVEY OF NORTHERN CALIFORNIA POSTCARD PHOTOGRAPHERS

Chief researchers Jim Caddick and Frank Sternad continue to delve into collections, sales boxes, libraries, online data banks and any other place that they can find leads on identifying postcard photographers who worked north of the Tehachapies and south of the Oregon state line. A list with hundreds of names has been compiled, for which biographical and business details are being gleaned. Some of the names have no postcard evidence, like the Surf Photo Shop, seen in this photograph from the Marilyn Blaisdell Collection, marked "Photographer unknown." We're not concerned with who took this photo at the corner of Balboa and The Great Highway, but we would like to have a copy of one of the postcards clearly advertised in the shop window. If you can aid in this search, please let the Editor know.



## (ANOTHER) RESTAURANT ISSUE

When it's lean times in the Editor's larder, we fall back on good times to fill these pages, and what times are better than those spent in one of San Francisco's many restaurants. We've done this before—and for several issues with hotels—but this will be the end of the bread line. Unless you, the readership, respond with articles, interesting cards, letters, complaints or, even, not too salacious jokes, the coming issues will be skimpy, or altogether blank. Now, don't get me wrong, I love restaurants, their postcards and their memories, not to mention their food. Cards shown are from the collections of Wayne Miller, Dan Saks and the Editor. The comments are mine. With that announcement, Your table is ready.... —Ed.



Remember . . . when Market Street was known as the Main Stem? When Electric Cars were the latest sensations? A 1904 Electric Studebaker stands proudly at the Main Stem entrance. Recapture the GOOD OLD DAYS at Al Pellock's On The Main Stem — Typically Old-Time Restaurant & Cocktail Lounge. Fine food . . . Imported and domestic wine, beer or draft beer.  
 Buffet — Lunch — Dinner Open 11 a.m. to 10 p.m.  
 Banquets 20 - 150  
 761 Market Street Phone GA 1-3041



PAGE ONE RESTAURANT must have been near Newspaper Row, and it must have catered to hard drinking reporters. Judging from the postcard view, food was incidental to the libations. What happened to this restaurant of the 1960s—or to the caption from the back of the card—is anybody's guess.



PANAMA CAFE, 155 MASON STREET, SAN FRANCISCO, CAL.



RED CHIMNEY RESTAURANT  
 Stonestown Shopping Center  
 San Francisco Phone OV 1-2532  
 Smorgasbord and a la carte lunch-  
 eons • Complete dinners with salad  
 bar and a la carte service • Ban-  
 quets with Private Bar to 250 •  
 Cocktails around the fireplace with  
 hors d'oeuvres.  
 Open noon to midnight  
 Ample Free Parking

### PANAMA CAFE

AL HARTMANN, Proprietor

155-7 Mason St., San Francisco, Cal.

Refined Entertainers and Cabaret

TELEPHONES { Franklin 6217  
 Prospect 2135





**Rickey's**  
TOWN HOUSE  
VAN NESS AT CLAY  
IN SAN FRANCISCO



Famous for Good Food.  
Located in San Francisco's Motel Row, near the Golden Gate Bridge.  
Your Host, Ralph Romano

**ROMANO'S**  
2032 Lombard Street  
San Francisco, California  
346-9193



**RIVIERA RESTAURANT, Inc.**  
Stockton and Union Streets — San Francisco  
Opposite WASHINGTON SQUARE PARK

- *Introducing to America:* The famous foods and glamorous environment of the Riviera... of romantic Cannes, Nice, Monte Carlo, San Remo, Genoa! Tempting dishes, delightfully different menus, prepared by a master chef! At Riviera you will discover an old world charm and new dining delight.
- As you dine, THE RIVIERA SERENADERS will bring you soft, romantic melodies as they stroll among the tables... experience a pleasure no words can describe. *Discover RIVIERA for yourself!*

A great restaurant card of the GGIE era. The exaggerated linen colors look almost real, and the inset portrait harkens back to earlier days of the postcard century.



**SKIPPER KENT'S**  
San Francisco  
Restaurant Round-The-World Curio Shop  
Head Hunter, Witches Brew, Skipper's Gold, your favorite cocktail or highball—They are expertly and generously concocted from 160 different kinds of rum and our fabulous collection of scotches and bourbons.

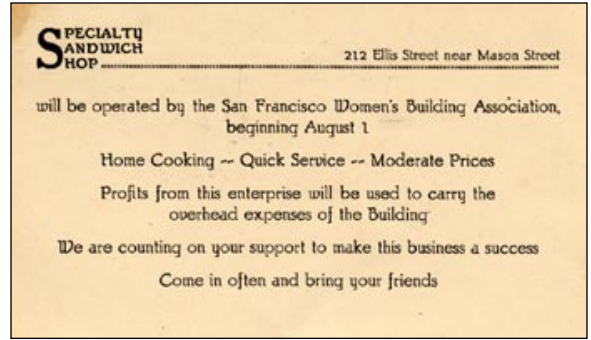
Not as swanky, pricey or as tasty as Trader Vic's, Skipper Kent's continued the post WWII South Pacific fascination and assuaged a thirst for tropical drinks.







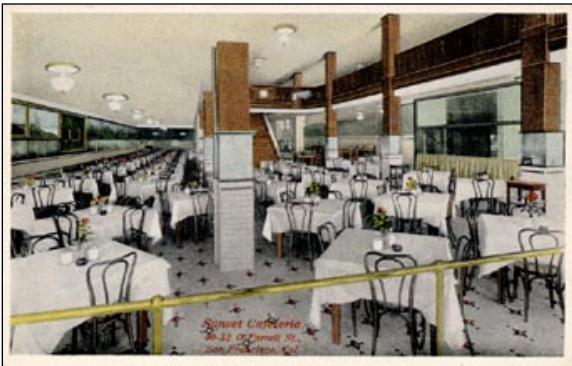
San Francisco has acclaimed the Hot Snack Bar, high up in the Empire Sky room, as its most delightful luncheon spot. The environment, the Snack Sandwiches and the unique service have made it a show place during the lunch hour. ... The Empire Hotel put out several nifty deco style postcards that retro lovers appreciate today. The hotel strove for view recognition like the Sir Francis Drake enjoyed with its Starlite Roof or the Top of the Mark. Without liquor, though (could this be a Prohibition era card?), the Snack Bar would have had a tough time conquering the heights reached by the Chancellor's Clipper Ship Lounge.



What can be said about this dreary postal card announcing changes at a probably equally dreary Depression era lunch counter? A noble gesture, to support a building by selling ten to twenty-five cent sandwiches.



**Fong Wan presents**  
**San Francisco's biggest night club show**  
 Club Shanghai, 453 Grant Avenue  
 At the gate of the world famous Chinatown  
 San Francisco  
 Chinese American Food, fine cocktails  
 Three floor shows nightly



In the days when the SUNSET CAFETERIA was in business at 40-52 O'Farrell, the Sunset District might not have been known by that name. If it had been, it would take more than a brass rail to hold back the hungry mob returning from a trek to the far side of the park.



**ZITRO'S HOUSE**  
 647 Valencia, in the Mission District  
 Featuring classic continental cuisine and elegant decor; a bar trimmed with Italian Gold Leaf, a dining room framed by blue satin and wrought iron. A massive stained-glass skylight covers a private banquet room seating 150. Open every day. Lunch served Monday through Friday.  
 Free limousine service for downtown.  
 Call: 864-7750



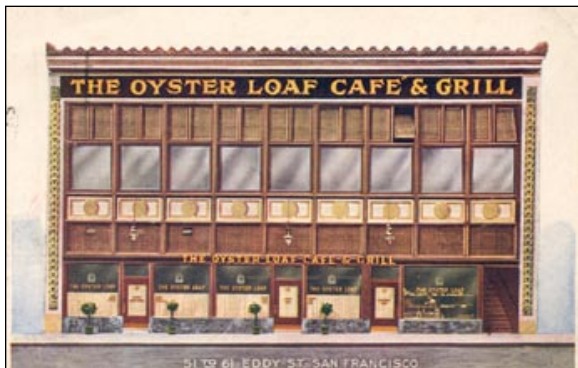
LA CASA BIGIN, across the street from City Lights' location and around the corner from Mike's Pool Hall, moved to just south of the Stockton Street Tunnel.

Where did this card come from? It appeared, mysteriously, on my desk when I was looking for grist for the newsletter mill. BETH'S CAFE, *The Place Where You Eat Like at Home and Feel at Home*, German Restaurant and Family Resort, was at No. 9 Ellis Street, at Market. The card is an early one, from the 'teens I would guess, and the Bordeaux, hock and Burgundy bottles place it preVolstead. The card is numbered 34581, and the only publisher info is, bizzarely, SEXICHROME. Mystery and lewd implications aside, it looks like my kind



of restaurant. White napery, Thonet bentwood chairs, murals on the ornamented frieze, mirrors at each table.... Beth's must have been a real *place*. Or was it? In all the books on San Francisco restaurants that I consulted, Beth's is not mentioned even once. *Family resort*, as I understand it, means that women and children

were welcomed and would be treated genteely, as opposed to a *restaurant* that had a separate ladies' dining room. Quite a few restaurants did not welcome women at all, nor would a lady be found in them.



An oyster loaf—sour dough filled with fried oysters and dressed with tartar sauce—is *heavenly* food. 51 Eddy.

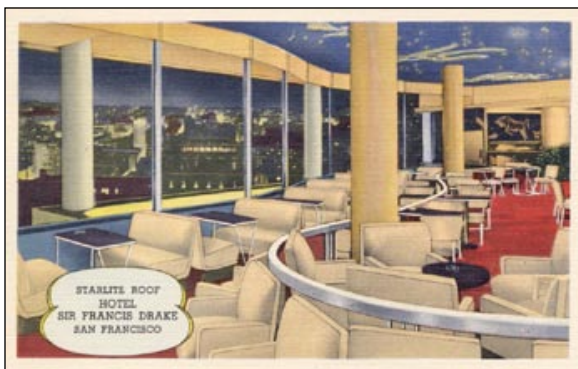


THE BAER DRUG CO. (no relation) was a real workingman's lunch counter, located across Market Street from the Call Bldg.



An unsigned Zan of the redwood trimmed, many windowed Cliff House SEQUOIA ROOM lounge.





THE STARLITE ROOF, a place to get high atop the Sir Francis Drake Hotel—lunch and dinner besides cocktails, and what vistas with the new bridges and no highrises!

ST. GERMAIN was founded in 1895 by Germain Pouchan and Louis Schlatter. Not only did they have an elegant restaurant, they also published a number of very elegant postcards to promote the business. It moved from its original site near the Orpheum Theater when the building—and neighborhood—were destroyed in the Great Fire. In 1910, new owners and a new location at 50 to 60 Ellis Street gave it



a renewed life. St. Germain offered service in several private rooms as well as the main dining room. Men liked it for lunch, shooting dice for the tab; ladies with escorts were often seen enjoying the “cosmopolitan” offerings of the kitchen. French and Italian dishes were the mainstays, but with the well stocked larder and



TRADER VIC'S Hong Kong Room, one of several rooms in this memorable restaurant at 20 Cosmo Place on the low slope of Nob Hill. Decor: Oriental, Polynesian. Food: that and much more + the best tropical drinks.



TARANTINO'S—a newish looking chrome card for an old favorite on the Wharf. Cioppino anyone?!

ice rooms, anything was possible. Bring your own game for professional preparation.



A multiview chrome could not begin hinting at the Italian pleasures of VANESSY'S on Broadway at Kearney. The bar—counter or booth—was *the* place to eat.

# SCHROEDER'S CAFE

Since 1893

by LEWIS BAER

Aside from the biweekly paydays, the greatest joy of my nine years working in the city was... lunch. On Fridays I'd usually walk from the financial district up to the US Cafe in North Beach, where a waitress named Lena (I called her Stouta) would smile and bring me a platter of crisply fried rings of fresh calamari and quartered lemons. Most other days the hike would be shorter, to Chinatown and a seat at the counter of the Jackson Cafe. Wei, *my* waiter, knew what I wanted—the daily special, under \$2 including tea and soup. A couple of times a month, though, I'd join the other produce salesmen from our office for irresistible German food at Schroeder's, three level blocks to the southeast, on Front Street.

Entering the restaurant was the other side of Dangerous Dan McGrew's looking glass: out of the din and glare of noontime city streets and into the night like calmness of dark wood, tuxedoed staff and the bouquet of gin and cigarette smoke. The round family style tables were set with dewy glasses of ice water, baskets of bread—thin sliced crusty rye and nutty pumpernickel—and alternating plates of moist potato salad and parsley dusted coleslaw.



WERNER

Our group would sit halfway down the room next to the wall, and Werner—trying not to smile too broadly—would arrive to take our orders. First the drinks. Draft German beer for me, a couple of gibsons (on the rocks, of course!), and water for the more abstemious few. Aah. Juices flowed as we contemplated the daily menu. What would it be... today? Fillets of marinated herring in cream? A ramekin of baked chicken and noodles under tenderly browned light Mornay sauce? Boiled beef with green sauce...pot roast... sauerbraten? The five minute wait



240 FRONT STREET, 415 421-4778

LUNCH M/F, 11-4:30, DINNER M/S, 4:30-9

was interminable. Another beer? No thanks, but for the one coworker who was still suffering from wartime malaria, three or four more small old fashioned glasses brimming with gin.

The food was too good, and the plates were emptied too soon. But, perhaps, some dessert.... "Ve have huckleberry pie today, chentlemen," might be Werner's solicitous aside.

Yea or nay, the toll would be about \$5, and the lingering tastes were comfort through the remaining work day.

Lunch at Schroeder's in those days was like being at one's club, for women were not served

Tuesday Special: Sauer Beef, Potato Pancakes  
Gentlemen's Grill for Lunch  
Ladies Invited in the Evenings  
Closed Saturdays and Sundays

before dinnertime. I jokingly questioned, too often and too loudly, if those damsels who did dine late were ladies of the evening. Engendered by changing mores of the 1970s, smoking cigarettes—even cigars—became taboo, and women—working or



SCHROEDER'S CAFE — "THE FINEST KIND" 117 FRONT STREET





One of the many unusual murals at **SCHROEDER'S** BY HERMAN RICHTER



not—were warmly welcomed.

A year or so ago I was in San Francisco with a long hour before the ferry ride back to Corte Madera. Why not? I pulled open the familiar door and found myself in a dream. So much the same—the paintings, the tables, the smiles... so much different! Well, I had changed, as well, since my last lunch there in 1973. The chicken and noodles with cheesy cream sauce had long since disappeared. Lighter, more healthful fare was the order of that and every day. The grilled fish was tasty and well prepared; the gimlet (vodka, now) was delicious, too, and twice the size of its bygone counterparts. The biggest change, for me, was a new postcard—a four by six view of the familiar room with the familiar wait staff at the ready. I dared to ask.



“Ah, yes,” the head waiter said. “Werner, he worked as long as he could and would drop by after he retired. Well over eighty, he died a few months ago.”

So, Werner, here’s to you! And Schroeder’s—in memory and its third century!

### Schroeder’s—Its History

LIBERALLY BORROWED FROM  
[WWW.SCHROEDERSSE.COM/HIST.HTML](http://WWW.SCHROEDERSSE.COM/HIST.HTML) (lowercase only)

Henry Schroeder immigrated to San Francisco from Prussia in 1893 and opened a restaurant on the south side of Market Street, between First and Second Streets. After April 18, 1906, Schroeder’s relocated

to 16th and Mission Streets. By 1911 it was at 117 Front Street and catering to men only—largely businessmen, sea captains and merchants. A few years

*Continued page 14*



*P.S.* LOVE AND HAIGHT: Stan Fluoride sent a video clip to the Editor about Big Brother & the Holding Company at Monterey in 1967, and I shared it with the email ring. About a dozen responses came in over the following hours, including from one member who was THERE with THAT very band. Each person told of memories about that day and that special time. There are oversize postcards that chronicled the '60s-'70s music scene. Who's got some? Let's have another program on them!



THIS CARD CAME in care of the Editor for VP, Kathryn Ayres. It's a wild one! Original art printed and applied to the card and then doodled around by hand. Turn the card this way and that to follow the word stream. When you reach the end, if there is one, you'll believe it really is Christmas in July. The back is less arty and far more doodled. The cards are made by a



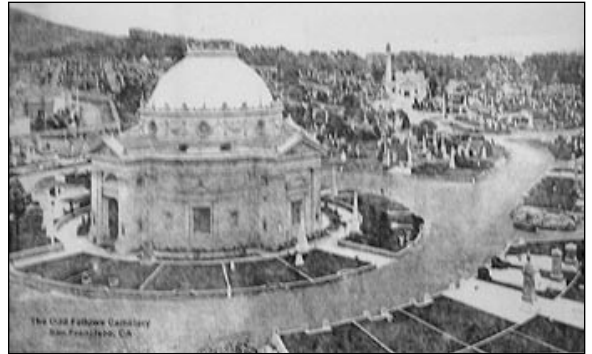
SCHROEDER'S, *continued*

later, Schroeder's moved next door, and in 1921 Henry Schroeder died. Max Kneische came across the newspaper ad that Mr. Schroeder's widow had placed, and with gold coins purchased the restaurant—sight unseen—on January 10, 1922.

After 40 years, Schroeder's moved again, to 240 Front Street, where it is today. The *gemütlich* ambience moved with it, as did the murals, beer steins and rosewood bar. Since 1997, new owners, immigrants from Reichenberg, have maintained the historic atmosphere while adding contemporary dishes to the menu. The traditions continue.

fellow whose *nom de carte* is Algae Vopit. Take a look at more, buy one if you like, or order an original at [www.chitsaydoodles.com](http://www.chitsaydoodles.com) or by dealer name GOTCHA10TIMES on eBay. It's all for fun!

THIS NIXON PORTRAIT is the work of clubsters Abby Johnston and Steve Foter. Calling themselves Wallowing in the Past Press, they've been issuing Nixon Resignation Commemorative cards every five years since August 8, 1975. It's a celebratory way to mark tragic circumstances. The photo has been artfully treated to intensify the darkness of the drama, but the downcast look and the glint off of his support stockings and the ice in the glass are genuine.



ONE LAST LOOK AT THE COLUMBARIUM? Probably not, but even slightly out of focus this non postcard view puts the building in its intended setting. As we look at it today, in real life—nearly secreted among homes and duplexes and a few yards from a throbbing boulevard—it is startling to see it as what it was, the *civic center* of a city of the dead.

TIMELY MESSAGES: From a 1920ish Albertype of the Petrified Forest in Arizona, postmarked Holbrook: *Dear Sister- Have been having a tough time of it. Only made 60 miles in two days. roads fair. Broke down. Walked 7 miles in the night to catch a train at*



1:25 am to nearest town 20 miles back for help. Road all day with[out] seeing a house or tree. ... And from a 1947 mailing: *Have many fine Tucks for sale at 5¢ each, plus postage. Or mixed foreign views, or old U.S., at 85 for one dollar, postpaid.*

OLD TIMEY NEWS found by Frank Sternad in the *Dallas Morning News* of January 19, 1908.

#### About Rise of the Picture Post-Card.

Three or four years ago all the facts about the picture post card industry could have been related in a few words. In fact, so far as the United States was concerned, there was practically no story to tell. There may have been one hundred shops in the entire country where persons in search of picture post cards could find a small stock from which to make a selection. Originating in Europe, these cards had met with little favor, except on the Continent, where they found a somewhat ready sale as an inexpensive souvenir, and this had been the condition of affairs for many years. Suddenly, however, the tide turned, and, where manufacturers had hitherto been unable to dispose of their stock, they now found it impossible to supply the demand—an imperative cry for picture post cards coming from every part of the world, from Asia and Africa, as well as from America.

Millions upon millions of them are mailed during the year in this country. In New York City alone the postoffice handles no less than 100,000 of these cards every day, and it is the same story elsewhere—in Chicago, San Francisco, New Orleans, Buffalo, and in all the large cities. Moreover, it is not in the United States alone that these conditions exist. In Europe, too, all the postal services are actually inundated with post cards. It is officially stated that no less than 500,000,000 passed through the British postoffice during 1906.

These are stupendous figures, but—this is the point at which the imagination balks! We can read the numerals, but we can not comprehend them. Just think of it! One hundred thousand post cards a day—enough, in a year, if laid picture side down, to extend from New York City to a point somewhere between Salt Lake City and the Pacific Coast. Five hundred millions—so many that one might make a belt of postcards extending completely around the earth at the equator without using more than two-thirds of them.—*The Bohemian.*

## AUGUST-OCTOBER MEETING PLACE

### Star of the Sea School Auditorium

#### Eighth Avenue, near Geary Blvd.

Drive through the gate into the school yard on 8th Avenue, directly behind the church building seen below on the left. Park and enter through the door that Ed Clausen is standing at in the lower photo.

Those coming on foot may also enter through the front of the building on Ninth Avenue.



### CLASSIFIED

FREE TO MEMBERS AS SPACE PERMITS

**PETALUMA POSTCARD COLLECTION FOR SALE.** Many good local cards all priced individually. See them at the SFBAPCC meeting Aug 29, or for private viewing, contact Ed Hery at edphemra(at)pacbell.net.

**Chinese Stamp Art Postcards** wanted. Top prices paid. Write Bertram Cohen; marblebert(at)aol.com

**SAN FRANCISCO BAY AREA POST CARD CLUB**

**APPLICATION FOR MEMBERSHIP**

New  Renewal  Individual/Family \$15  Supporting \$25 or more  Out of USA \$25/35

Name: \_\_\_\_\_

Family members: \_\_\_\_\_

Address: \_\_\_\_\_

e-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Collector  Dealer  Approvals welcome: Yes  No

Collecting interests: \_\_\_\_\_

Join online at [www.postcard.org](http://www.postcard.org) and remit by PayPal or...  
send membership info and your check payable to SFBAPCC  
to PO Box 621, Penngrove CA 94951

8/09

P.O. Box 621  
PENNGROVE CA 94951



**2009 MEETINGS**

**Note temporary location and September date change**

August 29\*

September 19\*

October 24\*

November 28

\*Aug., Sept., and Oct. at  
Star of the Sea School