

San Francisco Bay Area Post Card Club

September 2009

Next Meeting: Saturday, September 19, 12 to 3 pm

Vol. XXIV, No. 8

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 • 1939 GGIE ON TREASURE ISLAND
THIS • INTERESTING CARDS
ISSUE • LIFE IN A GOLDFISH BOWL

PROGRAM NOTES: Glenn Koch, author (SAN FRANCISCO GOLDEN AGE POSTCARDS et al.) and supreme collector, offers a preview of his presentation to the club: "Postcards and genealogy are hobbies that millions of Americans pursue. Undoubtedly, there are many people who enjoy both, like myself. The program will show how postcards can be an ideal complement to tracing your genealogy and how much fun genealogy can be when you are a postcard collector. Beginning with general ways in which to use postcards, we'll get down to the fine point of family specific postcard images. To tie it all together, we will turn to Pennsylvania German heritage and my own family genealogy as much as possible." This should be of wide interest since many families have ties to the Pennsylvania Germans.

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

PARKING: It's 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.

COVER CARD



"SNOW WHITE" sings with her tiny companions, Grumpy, Dopey, Sneezy, Bashful, Sleepy, Happy and Doc. One of the countless unforgettable happenings in Walt Disney's glorious full-length Technicolor masterpiece, "SNOW WHITE AND THE SEVEN DWARFS"

Hollywood, December 21, 1937—Walt Disney's first feature length film, "Snow White and the Seven Dwarfs," premiered at the Carthay Circle theater tonight and received a standing ovation from the star studded audience. Snidely dubbed "Disney's Folly," "Snow White" cost just under \$1.5M to produce, triple its original estimate. This is the first animated film to be made in Technicolor. RKO will release it to the public on February 4, 1938. In spite of Mrs. Disney's comment that, "No one's ever gonna pay a dime to

see a dwarf picture," we predict this film will go on to gross \$184,925,486 in the next 71 years and that Mr. Disney will receive an honorary Oscar (with seven Oscarettes) for his achievement.

—JACK HUDSON COLLECTION

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Newsletter Deadline: 5th of each month


MINUTES, August 29, 2009

This was the first of three meetings to be held in our temporary quarters at Star of the Sea school auditorium. The schoolyard gate was open, there was plenty of parking space and even the blue door was ajar. The auditorium was spacious with ample tables and chairs—and washrooms—and could have held an additional 50-75 people. As it was, 33 members and guests signed in.

Cards were brought for sale or trade by Ed Herny, Sue Scott, Hy Mariampolski, and Lynn Wagers; Ed also brought a box of cards generously donated by John F. VanDerslice to which we were invited to help ourselves; we did.

We were called to order by President Ed Herny.

Introductions: We all welcomed long time member Helen Epperson, who was attending her first meeting in several months, and guest, Carol Davini, an eight year collector from Modesto.

Announcements: Ed told us to take free passes for the one-day Santa Cruz show on October 3—although no passes will be necessary as club members are welcomed with no entry fee. Lew Baer revealed that he might soon be writing again for the nationwide postcard press.

Drawing: The many lots, including GGIE, comics, rackcards, GGIE Union Pacific tokens, historical cocktail book: AMERICAN BARTENDER, and other delights were won by almost everyone present.

Old Business: Ed Clausen reminded us that we will be

here again in September and October and will return to Fort Mason Center for our November meeting and holiday feast.

Ed Herny mentioned that if we like it at Star of the Sea School auditorium we might consider making it our permanent home.

New Business: None.

Show & Tell: Carol Jensen showed books by club members—Gary Parks' THEATERS OF SAN JOSE that features some cards provided by clubsters, and two cocktail mixing books by John Burton ... Sue Scott showed a few of the cards she found at Sacramento, cute little girls in balloon baskets ... Dan Cudworth brought a 1939 fair scrapbook with linens and cards of the fair being built and some of the shows there, also a Richmond City Council campaign card autographed by Ted Kennedy, a Zazzle card of Carolyn Kennedy Schlossberg with Teddy, JFK and RFK ... Jack Hudson brought a pale blue card advertising "Snow White"; it is our cover card this month ... Nancy Redden brought a photo of her mother and aunt at the GGIE in 1940.

George Epperson told of working at the Treasure Island fair in 1939 and 1940 in the Publicity Department where Zoe Dell Lantis was the Official Welcomer; he showed two commemorative envelopes for the last day of the GGIE and the Clipper ship flights ... Ed Herny showed three real photos he just obtained of the Redwood Empire Marathons of 1927 and '28; only Native Americans could enter the race

from Grants Pass to San Francisco to commemorate the opening of the Redwood Highway ... Helen Epperson told that on the opening day of the fair, Art Linkletter gave George passes to all the shows ... Kathryn Ayres made the surprising announcement that we are meeting in the *alma mater* of Gracie Allen who attended Star of the Sea many years ago; she showed a "Homes of the Stars" linen of George Burns, Gracie and their home in Beverly Hills. "Say good night, Gracie.... Good night Gracie!"

—NOTES TAKEN BY LEW BAER

TREASURER/HALL MANAGER REPORT

As of September 5, 2009.....\$3,481.56
The auditorium at Star of the Sea worked very well for us. The chairs were softer and the tables were longer and heavier and everyone joined in to help with set up and clean up. A real Team Effort. Thank you, one and all.

—ED CLAUSEN, TREASURER/HALL MANAGER

POSTCARD PHOTOGRAPHER SURVEY

This project to compile a directory of photographers whose work done in Northern California has been published on postcards is nearing its first plateau. Club members have been sending information on photographers' names noted on their cards to our two main researchers, Frank Sternad and Jim Caddick. Those two postcard 'tects have been working tirelessly online and in library to discover and record details of the photographers' lives and production history. The first deadline is near upon us. October was declared the limit for contributing cards and names. The next step will be final research and compiling biographies of the more than 300 photographers thus far identified. Some will be remembered by a sentence or two; others may take several pages; all entries should be accompanied by a postcard image.

The survey, research, writing and publishing is a major undertaking for our club. Your support and help are needed. Biographies need to be written; proofing will need to be done; coffee will need to be made. But the final product, a substantial book of California photographic and postcard history will be an invaluable reference for historians, scholars and collectors. Please let the Editor know how you can help. What

photographer will you write about?

The printing will be done online, by a quality manufacturer with black and white illustrations of the mostly early real photo cards. It will be easily updateable so that future editions can include new discoveries and (gasp!) corrections. —ED.

WELCOME TO OUR NEW MEMBERS

Mark Dianda and Michael Dianda, dealers/collectors of SF earthquake ephemera, SF expo ephemera and other memorabilia; architecture topical stamps.

POSTCARD CALENDAR

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://ggpbookfair.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 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

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

August Program: KATHRYN AYRES ON

The 1939 Golden Gate Int'l Exposition

Shades were drawn; lights dimmed and a large letter postcard of 1939 appeared on the screen, its numerals filled with images of the fairgrounds.... Aw, c'mon! Let's let Kathryn tell her story.

The 1939 Golden Gate International Exposition

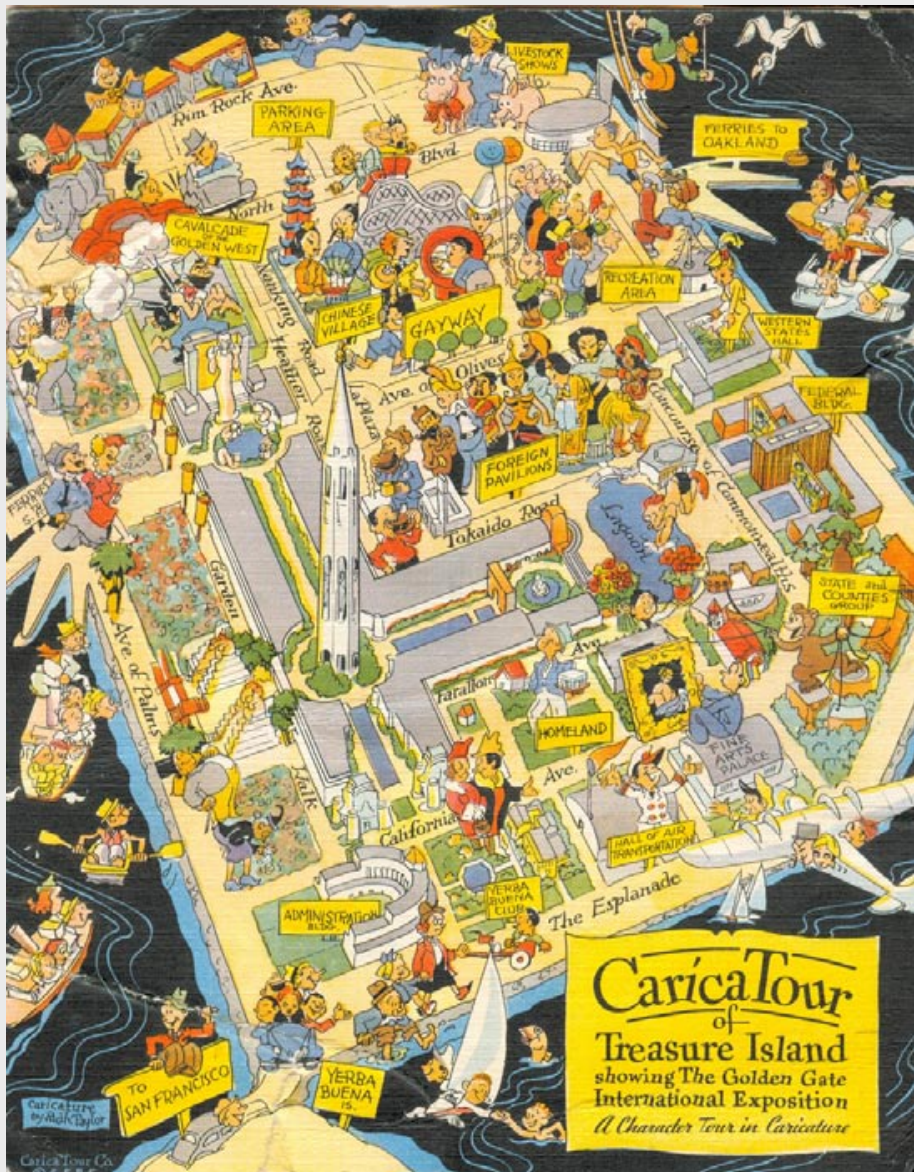
pages from a scrapbook
as collected and annotated by Kathryn Ayres



The 1939 and 1940 Golden Gate International Exposition was held on man-made Treasure Island to celebrate the opening of San Francisco's two new bridges. Our postcard tour of the fair began with the grounds and outdoor statuary. Then we progressed to the Homes and Gardens Building and Vacationland. The amusement zone, which was known as the Gayway, included the two-acre Chinese village, run by local restaurateurs from San Francisco's Chinatown. We took a tour of the foreign pavilions, which did their best to showcase their cultures despite the conflicts taking place overseas. We continued along the eastern shore to the Hall of the Western States, then to the federal and state exhibits.



Treasure Island was slated to become the city's airport after the fair, but it ended up becoming a naval training base as America prepared to enter World War II. The only buildings that remain standing from the time of the fair are the semi-circular administration building, designed to be the airport terminal, and the two airplane hangars behind.



An oversized cartoon map card of Treasure Island, designed by Ruth Taylor, who also designed the fold-out map for the official guidebook. Note the Pan Am clippers.



The 80-foot-tall Pacifica statue, designed by Ralph Stackpole, was meant to symbolize the unity of Pacific nations. The curtain behind her consisted of metal stars that tinkled in the breeze like a gigantic wind chime.



The statue of the Evening Star, by Ettore Cadorin, stood in the Court of the Moon. Only black light and white light was used, to achieve a lunar effect.



The “Girl with Penguins,” sculpted by Edgar Walter, graced the Court of Reflections. The pools reflected the gardens in the daytime, and the fluorescent lighting at night.



Theme girl Zoe Dell Lantis, in her cute pirate costume, driving a steam roller over a pair of Perfect Sleeper mattresses to test their durability. She was 24 years old when this picture was taken; she signed the postcard at the age of 93.



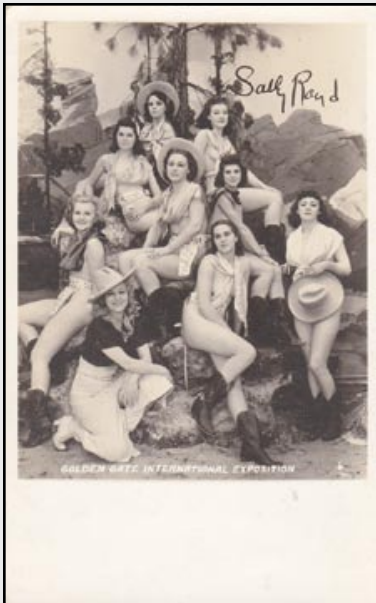
Jack Glicken, Police Chief of the Midget Village on the Gayway. Jack portrayed the Mayor of the Munchkins in *The Wizard of Oz*, which was released during the opening year of the fair.



The postcard of the Chicago North-western Railroad exhibit in Vacationland was “framed” in fair imagery.



The Incubator Babies exhibit on the Gayway. The 25-cent admission price to see the premature babies funded the technology to keep them alive.



The gals at Sally Rand's Nude Ranch wore cowboy boots, one strategically placed gun holster – and little else. The ranchettes cavorted about in glass enclosures like monkeys in a zoo.



The Hall of Culture at the Japan Pavilion had some very futuristic-looking murals. Although Americans were becoming increasingly wary of Japan, the beautiful pavilion remained a popular exhibit.



Paul McWilliams at Ripley's Believe-It-Or-Not Odditorium. Paul actually got paid for stuffing four golf balls in his mouth and playing music on his throat with wooden spoons.



The Kwan brothers at the Chinese Village. The older brother is twirling four plates on four dowels while balancing his younger sibling upside down on his chest.



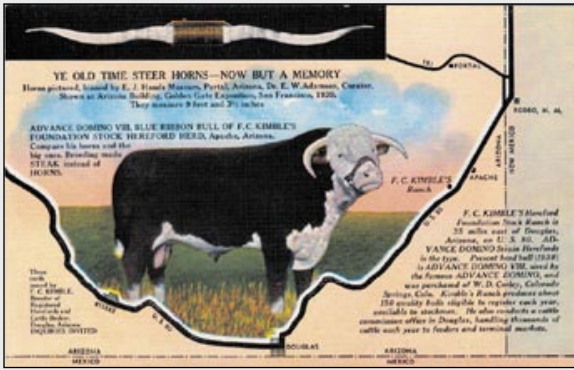
Chief Joe Se-Ka`-Ku-Ku wrote his own advertising copy for the kachina dolls that he sold at his trading post in the Hall of the Western States.



The pavilion for the State of Johore, Malaysia.



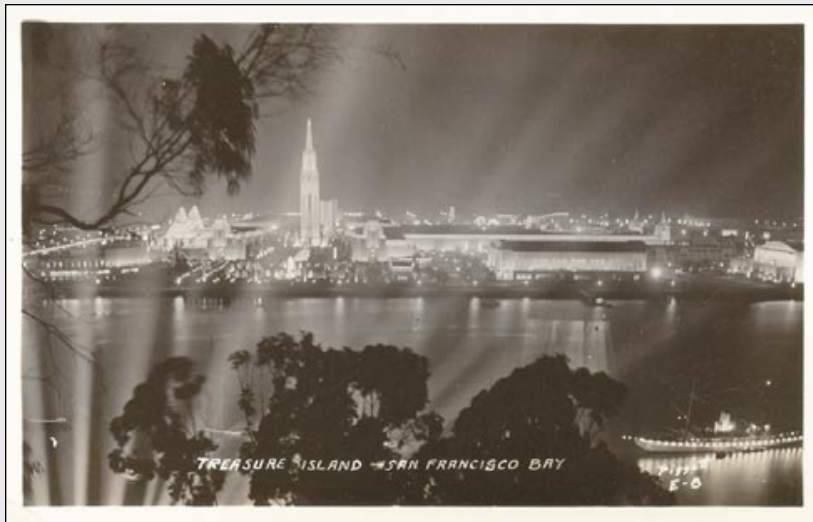
The interior of the Norway Lodge housed a bustling café with a gift shop in the recessed areas in the back. After Norway was invaded by Germany in 1940, the lodge was run by Norwegian locals.



The card for Kimble's ranch in the Hall of the Western States invites us to compare "Ye Olde Time Steer Horns—Now But a Memory" with the horns of the live steer that was on display at the fair. "Breeding made for steak instead of horns."



The Federal Building at left sported 48 columns for the 48 states. Next door was the California Building, which burned to the ground one month before the fair closed. Army men stationed on the island saved most of the historical dioramas made by school children.



This Piggott postcard shows Treasure Island through the twenty colored spotlights that emanated from Yerba Buena Island. Throughout the run of the fair, the fluorescent lights could be seen for 100 miles around.

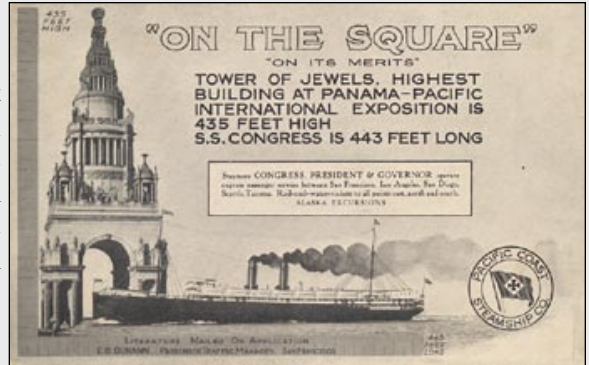
PAGES FROM AN ALBUM OF INTERESTING CARDS

found by DAVE PARISH
at the 2009 South Florida Shows

Comments by the Editor



The **PIIE** is a perpetual favorite here, and the poster card at the left is a personal favorite—with the slathering wounded bear protecting the city from tremor and flame. Comparing the highly ornamental Tower of Jewels



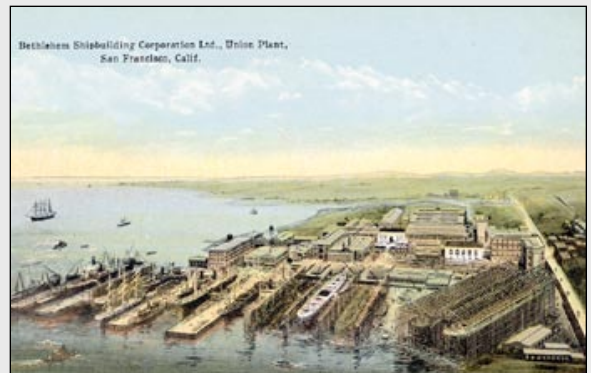
to a passenger ship seems odd, even if they are nearly the same length, and even odder when seen with yachts of the rich and famous moored behind the Palaces of Agriculture and Transportation. When Glenn Koch took us on a tour of The Zone, we saw this card of the Union Pacific's 4/4 acre diorama of Yellowstone Park where Old Faithful erupted every 63 minutes and 2000 people could eat at the inn named for the geyser.



Talk about bizarre, this card published by Britton & Rey for Idora Park in Oakland, publicized the 1908 presentation of “The Tenderfoot”— who knows what sort of an opera that might have been—and offered a nickel’s worth of fun at any of the attractions on the amusement park grounds for “presenting this card.” Did the addressee of this copy not go to the show, or was she able to keep her card and save it for our delight?

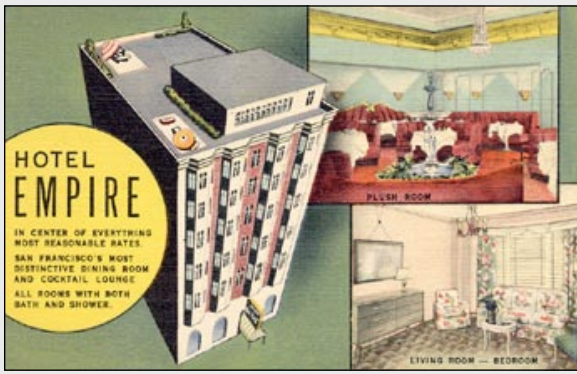


SAN FRANCISCO SCHOOLS were recorded before, “during” and after April 1906. Top left is the Henry Durant School at Buchanan and Webster, from a school series by Richard Behrendt, presumably made from pre-quake photographs. Moving clockwise: the burned out shell of St. Ignatius Cathedral and School, then at Hayes and Van Ness; St. Boniface church, school and monastery, rebuilt by 1908 from the ashes at 133 Golden Gate Avenue; Mission High on a Mitchell card; and a brown tone view of Bryant Cosmopolitan School by Pacific Novelty.



American engineering and manpower were streamlined to construct the art deco western approach of the Bay Bridge.

Bethlehem shipyard, c. 1910. How many hulls were floated here to carry American bounty abroad?



From daring to dreary, postcards targeted travelers and residential guests. Hotel Empire put out many dramatic cards, this a 1946 Curt Teich linen. A 1937 CT view of the Manx Hotel. The Manx moved in and out of chain control; here in 1941, CT, again. The Hotel Powell, yes CT, 1942; \$1.50-\$2.00. Hotel Regent, in black and gray on a 1930s CT. Hotel Antlers at Jones near Ellis offered this murky brown toned enticement to folks in town for the PPIE. Feeling blue? If so, the gray-on-gray Marina Motel would not have cheered you in the early '40s.





A circa 1911 view down Market possibly taken from the Palace Hotel, on a *Letol California* back. ▼



▲ RP, Western Notion & Novelty, Oakland; logo, see back cover. On August 31 the PN-9 Seaplane flew 1,992 statute miles from San Pablo, California to a point near Honolulu. Although failing to reach Honolulu, the objective, this constituted a new world record for a non-stop flight by seaplane.



THE GRANADA THEATERS

MYSTERY — There were two Granada Theatres in the city, one on Market Street and a second on Mission at Ocean, originally The Excelsior, which changed its name when the earlier Granada became The Paramount. Which one(s) are these? My first thought was that the exterior was of the Mission



Street location as it seems small for a major downtown venue. (The card is an RP wannabe from Bardell Art Co.) However, it was exceptionally elegant for a “suburban” movie house, and then I noticed the profile of the Path of Gold light standard on the right. So, it’s Market Street! The interiors are all RPs, AZO △ and ▽, 1910 to 1930. Either location was possible. Again, too elegant for the outer

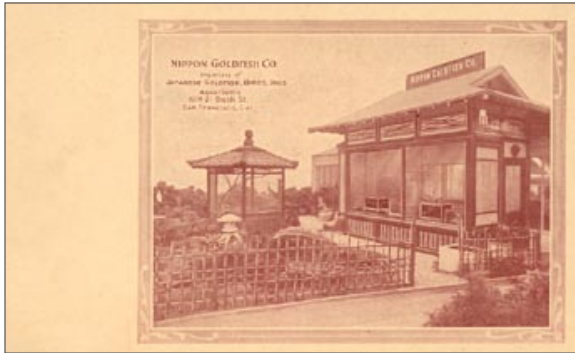
Mission; my vote is for Market Street for all of them. The RPs have pencilled notes: “...the main floor...the foyer...the second floor, or what we call the vomitory.”



LIFE IN A GOLDFISH BOWL

by JANET BAER

For centuries, goldfish have been bred,
raised in chalices of glass and garden ponds,
portrayed in works of art,
to inspire and keep from loneliness,
the poet in long struggles through the night.



My fascination—now, as then—began
beside the Bay when I was three,
choosing my own first fish,
helped by my mother, to tend and feed,
learning compassion, how to suffer loss.
Friends of an only child, most thrived, well cherished,
living jewels, returning love as they were given it.



2



3



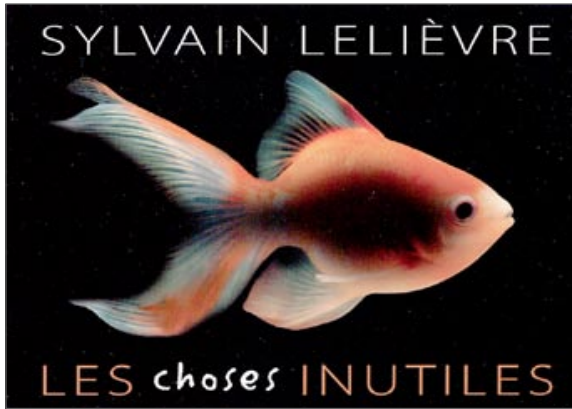
4

Of card #3, proclaiming innocence,
what can I say?
It was World War II, and I was unaware
of tempest in a teapot overbrewing
in the world beyond, Balkan states—
and all of us—in danger, circling the bowl,
seeking a way out.



5

I grew into myself,
becoming who it was that I was born to be,
goldfish giving much delight,
as they still do, in memory, each one,
bloodred, scarlet and silverpearl and black.
Announcing an event of jazz and poetry, card #6
calls to mind a line from Emerson's "Rhodora":
Beauty is its own excuse for being,
we see in 7. This lovely card,
whatever it may say in Japanese,
speaks to me of peace, of sweet serenity.



6



7



8

A hundred years ago and then some,
a card was sent—proposing marriage—
goldfish to his lady.
Let her consent, as she most surely will,
to swim away—beyond the bowl—
in happiness together,
my lifelong love and I.

Is it a fantasy
to be a woman, fused, one with the water,
blowing bubbles, a string of pearls,
a mermaid, soft and undulate?
Is it a dream, a portent, "Is all that glisters gold?"



9

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: _____

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9/09

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2009 MEETINGS

**Note temporary
location and Sep-
tember date**

September **19***

October 24*

November 28

*Sept. and Oct. at Star of
the Sea School