

San Francisco Bay Area Post Card Club

October 2009

Next Meeting: Saturday, October 24, 12 to 3 pm

Vol. XXIV, No. 9

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 • POSTCARD GENEALOGY
THIS • PRISON SHIP SUCCESS
ISSUE • VEGETARIAN, ANYONE?

PROGRAM NOTES: Woody LaBounty, author of the new book, *CARVILLE-BY-THE-SEA: SAN FRANCISCO'S STREETCAR SUBURB*, will show and tell us about one of the quirkiest communities in San Francisco's history. Carville-by-the-Sea flowered as an 1890s beach retreat south of Golden Gate Park. Bohemians, judges, lady bicyclists, and sand-bath-prescribing physicians transformed old transit cars into cottages, churches, mansions and clubhouses. Nabobs, writers, painters and journalists visited Carville to work and play in the "oddest village in the world." Mr. LaBounty unearthed never-before published images, postcards, and stories to tell the tale of Carville's heyday and its transition into the Outer Sunset District of today.

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



In the spring of 1911, when the flash-flood prone Arroyo Seco River churned into the Salinas near Soledad, farmland and bridges lying westward along the channel to Monterey Bay suffered the worst flooding on record. Salinas photographer Robert W. Horne captured this poignant scene of a stranded horse, printed the image on postcard stock, and mailed it to a Spreck-

els oil man in Maricopa. Horne's message explained that washed out roads were delaying his shipments of photographs made daily to record the disastrous conditions.

—Frank Sternad (real photo from collection of Michael Semas)

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Newsletter Deadline: 5th of each month



MINUTES, September 19, 2009

Twenty-two members and guests signed in; some attendees chose to remain anonymous.

President Ed Herny called the meeting to order. Guests were introduced, including Jean Ostrander, who was attending her first meeting, and brought cards for sale. The other dealers, besides Jean, were Ed Herny, Joseph Jaynes, and Sue Scott.

Ed reminded us of the Santa Cruz postcard show on October 3rd, and Hal Lutsky's Golden Gate Park Book Fair on October 25th in the Hall of Flowers 10:00 a.m. to 5:00 p.m.

The raffle was particularly exciting, because our speaker, Glenn Koch, brought seven copies of his spectacular book, SAN FRANCISCO GOLDEN AGE POSTCARDS; each book winner also received an accompanying oversized promotional postcard.

Show and tell: Glenn's prized souvenir from a recent vacation was a lenticular postcard showing the famous Coney Island funny face "growing" proportionally with each flick of the wrist. Darlene Thorne announced with understandable pride that she was the owner of 110 RPs of Guerneville—who knew? She showed three from her collection, featuring Angora goats, school children, and post-flood views.

Rich Roberts shared an amazing postcard research story. Rich had long owned an RP of a storefront, with a sign identifying Fred. W. Matilla as the proprietor. A later addition to his collection, showing an athletic team, included an inscription on the back that the team was affiliated with the Caleva club in

Michigan, with one Fred Matilla as a team member! A check with the Caleva historical society revealed that Fred's middle name was William, and that he later owned a store at 634 40th Street in Brooklyn. Rich also had a question for us: What is the City of Colma's claim to fame? Unanimous response: Graveyards! But Rich revealed that Colma was once known for its organized street fights and subsequent "legal" boxing matches. Rich showed a Dana RP of a fight between Monte Attell and Frankie Neil in



"ATTLE-NEIL CONTEST. JUNE 19, '09, S.F. WON BY ATTELL
KO IN 18 ROUNDS. BILLIE ROCHE REFEREE. DANA FOTO"

Frank Sternad adds: Billy Jordan, the white mustachioed chubby guy (left, rear), a famed ring announcer, is age 75 in this photo. Jordan was also the announcer at the Jack Johnson-Jim Jeffries fight at Reno July 4, 1910, of which Percy Dana made over 100 RPs. Service as sailor and soldier in the Civil War entitled Jordan to retire to the Veterans Home in Yountville in 1914.

“Sunshine Jim Coffroff’s” boxing arena located at Mission and School Streets. That fight made Attell the world bantamweight boxing champion; when his days were done, he was interred, appropriately enough... in Colma.

For more info on the Attell-Neil fight see

www.cyberboxingzone.com/boxing/attell.htm

www.cyberboxingzone.com/boxing/neil-f.htm

John Freeman showed postcards of the Richmond District, where our meeting place at the Star of the Sea School is located, including one of the affiliated church. Also, a 1905 view of Clement and 6th Avenue, showing the building where Green Apple Books is now located; a postcard of the still-extant French Hospital, in the days when the cable cars were operating on Geary Street; and the city’s first post-1906 “neighborhood” bank, established out of necessity, since the downtown banks had perished in the earthquake and fire. The name, “German Savings and Loan,” was surely changed by 1917.

Ed Herny showed two studio RPs of a gent with a strange electrical device and spikes on his shoes. The first card showed him holding a very large old wooden wall telephone with the insides exposed; in the second he was wearing “climbing spikes” used for climbing telephone and power poles.

—KATHRYN AYRES, REC SEC PRO TEM, PRO TEM

WELCOME TO OUR NEW MEMBERS

Carol Davini, a collector of Theodore Roosevelt.
Christine Heycke; Christine collects Portland and San Francisco.
Darlene Clement a collector
Omar Khan has rejoined; he looks for cards from India and Pakistan.
April Pearson, Randy Pearson, collectors of George Besaw RPs and Western Card Co.

TREASURER/HALL MANAGER REPORT

As of October 7, 2009 \$3,090.68
One more meeting, this month, at Star of the Sea, then back to Fort Mason in November to share favorite cards and victuals.

—ED CLAUSEN, TREASURER/HALL MANAGER

POSTCARD CALENDAR

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: www.ggpbookfair.com

Oct. 24-25, Sat-Sun, **ARCADIA**, San Gabriel Valley PC & Paper show, 50 Duarte Road; 10am-6 and 4pm+

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 5-6, Sat-Sun, **SAN DIEGO**, PC & Paper show, 5440 Kearny Mesa Road; 10am-5 and 4pm+

Dec 12-13, Sat-Sun, **GRANADA HILLS**, San Fernando Valley PC & Paper show, 11128 Balboa Blvd; 10am-6 and 3 pm+

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

Bolded entries are 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.

2010... ANOTHER YEAR

In November, we’ll be returning to our old home, C-260 at Fort Mason Center. Hall Manager Ed Clausen has signed the contract assuring us the room for all of 2010 with a slight increase in the monthly rent. Dues barely cover our cost of operations—rent, printing, mailing, web hosting. They are vital to our survival. If your mailing label reads 12/09, it’s time to renew.—ED.

Postcard Genealogy

by GLENN KOCH

The hobby of genealogy, which is the tracing of one's lineage, is an interest that I have had since the eighth grade. My English teacher assigned it to our class as a way to learn how to perform research.

PHOTO BY JACK DALEY



From the moment I cracked open that first dusty volume of ancient lore, I was hooked. In hindsight, it all seems so natural given my interest in things historic. It was a wide open field for me, and I have continued, off and on over the intervening 30 years, to trace my roots.

Somewhere along the line a light bulb flashed on in my head, and I realized that postcards could be the perfect complement to genealogy. I'm certain the initial flicker happened when I bought my first postcard of my home town, New Tripoli, PA (image 1). It was a view of the town's Artificial Lake, upon which floated three rowboats with a man seated in each. I showed the card to my Uncle Paul, and immediately he identified the men in the boats and began to reminisce about how these men would wile away the afternoons fishing in the grist mill reservoir.

Knowing that one-of-a-kind vintage family photos are hard to come by (especially if you weren't fortunate enough to have inherited them), I realized that postcards could be a way in which to document my family history, the places forebears lived, how they lived, and what they did. So I began searching for images that would complement my family history.

At this point, a bit of my background. My ancestors are almost uniformly of Pennsylvania German stock, commonly referred to as the Pennsylvania Dutch. Coming from an area of the country where history abounds, and families have existed for gen-



erations, along with generations worth of their collected "junk," it does make it easier to track down bits of one's past. But the interesting thing that most budding genealogists don't realize is that families migrated, many moving far from the rolling hills of Pennsylvania, and as they moved, their family histories went with them. And it is the same with any of the early ethnic groups that settled the East Coast of the United States.

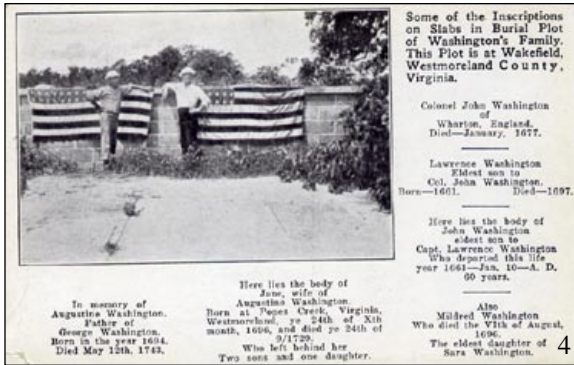
The good news is that as you trace backwards, many of you will have family lines that connect to families that settled Pennsylvania, or the Massachusetts colony, or other early settlements. Thus, you will have the possibility of finding bits of your history back in those areas too... especially as depicted on postcards.



As collectors we all know that postcards tie into many other collections, collectibles, hobbies, and areas of interest. Genealogy is no exception to that rule. If you want to collect postcards depicting genealogy in general, not just as it relates to your family, that you can do. Cards of this type aren't easy to find, as four examples show.



Images 2 and 3 were published by Alfred Percival Smith to honor his parents and the work that they did in tracing their family history and creating a museum and reading room in Philadelphia. These are two of the best examples of genealogy on postcards that I have seen. Image 4 is of a cemetery where the ancestors of George Washington are buried, complete



with tombstone inscriptions. For the uninitiated, cemeteries and tombstone inscriptions are the bread and butter of genealogy.

Postcard No. 5 is of a much more personal nature. It is a card that was sent by sister Mamie of West Point, Nebraska in late December 1906 to her brother William Landis and his wife Florence, in Reading, Pennsylvania, depicting her, her husband, and their nine children standing on what is, presumably, the front porch of their home. Most people are accustomed to just passing over cards like this as boring photos of unknown people who are doing nothing particularly interesting. However, to a postcard collector with a passion for genealogy, this card highlights several points and truly is postcard gold. First, it shows how people and families migrated.



Landis, obviously Mamie's maiden name based on the message, is a common Pennsylvania name, and is primarily of Mennonite background. She's living in Nebraska in 1906. Second, it shows you a complete historical record of this family (though we don't know their last name) as the year 1907 is about to begin. With a little sleuthing and access to the 1900 and 1910 Nebraska census any researcher could figure out her married name. Third and most importantly, are all the details that can be mined from just this one postcard. If this was a card showing the ancestors of any genealogist that I know, it would be enough to induce heart failure when spotted. The best part is that the card recently sold on line for under \$15. So, if you were diligent enough as a researcher and technologically savvy enough to mine eBay listings and wise enough to recognize that family history can be found on postcards, imagine the prize that awaited you for just a few dollars.

These cards are what I would call "literal" examples of genealogy on postcards, although un-related to my personal family story. Now, I would like to expand on how we collectors think about this subject and show you some other ways in which genealogy CAN be related to my—or your—family story. Any one of you can apply these same methods to postcard collecting to document your family history. Because the Pennsylvania Germans were so prevalent, I'll use my background, and my ethnic heritage, as a textbook example to show what I'm talking about.

To me the process looks like an upside down pyramid with three horizontal levels. The top level, the widest and broadest level of collecting, narrows down to the bottom, the finest point of collecting. The top I refer to as the "Ethnic & Cultural" level. Within it are a great many sub-categories that can be explored and collected, all of which will tie in to your unique heritage.

Included are cards that relate to The Old Country, the places from which your family came, such as general views, shields or flags like image 6 showing the flag of Switzerland on a card which John Wanamaker, a Pennsylvania German and Philadelphia department store magnate, published to advertise a Swiss exhibit in his store. The Way we Dressed, showing ethnic



6 costumes; the Way we Talked which relates to languages and dialects. The Pennsylvania Germans speak a type of backwards English as



7 you can see from post-card 7. It has to do with how word placement in German translates to English.... Well, that, and the funny accent the Pennsylvania Dutch have on top of it!

In the Way we Lived are cards showing the buildings, structures, and ways of life of our ancestors as in image 8 of a hand-built stone lime kiln found on a Pennsylvania farm; or

(image 9) the Farmers' Markets that are so familiar in eastern Pennsylvania. The Way we Worked would cover postcards showing the occupations of our ancestors; The Way we Ate, which would show the types of food we ate and made like lebkuchen and Christmas cookies, both perennial favorites.

Another sub-category would be The Decorative Arts of our Ancestors: Fraktur (PA German hand-decorated Birth Certificates) and painted dower chests (image 10) and Hex signs. And finally, Customs and Traditions such as the Christmas Putz and Easter Egg trees... both Pa German holiday traditions.



8



9

Now we drop down to the second level of collecting, a narrower level of collecting in which your focus is on the "Regional and Local" level. While not pinpointing family members specifically, it does take you to the towns and villages where they lived, the places where they worshipped, the schools that they attended, the businesses that they owned, the places they called home.

This level would include postcards of all the small towns and the large cities, where our ancestors lived. There are cards for almost every small town out there, no matter how small. If you are lucky you may even find a card showing the home you grew up in, or in which your ancestors lived. In addition to the churches and schools, you can also seek out cards that show the ways in which they entertained themselves (e.g. fraternal groups, bands, ball teams). Image 11 shows the New Tripoli Cornet Band, of which my grandfather was a member.

If ancestors were of a level of prominence in the community, the chances of finding postcards that directly relate to them increase exponentially. There are a number of ways in which to search. If they



10



owned a business, the business name, along with the owners' names, might have appeared on postcards, as in image 12 of the Crystal Restaurant in Harrisburg, PA. While located in Pennsylvania, the Crystal's owners were not of German ancestry but of Greek descent, and the names of all three appear on the face of the card.



Another good example is the country hotel. If your ancestor was the proprietor of one of these places, more likely than not, there was a postcard showing it. My great grandmother's brother, James Miller, was the owner of the Hotel German in New Tripoli, PA, which his wife had inherited from her father Jonas German, thus the name. Image 13 shows a great example of this type of family connection on postcards.

Another easy way to find family related cards is via the historic house route. The villages and towns of the east coast are dotted with the homes of colonial patriots, soldiers, congressmen and governors, many of which appear on postcards. It's not always the rich and famous whose homes appear, but many



times just well known residents of the community such as doctors and ministers, so don't despair of finding examples. Image 14 shows a real estate promotional card from Allentown, PA showing the small bungalow dwellings that were built between 1910 and 1920 and notes who each of the owners were of the homes pictured.



And if all else fails, there are always cards of your ancestors' final places of residence, the cemeteries and mausoleums of America. Many times the tombs of the famous, the wealthiest citizens, or war heroes, are individually shown on these type of postcards, but just as often they are broad sweeping views showing the verdant expanses of lawn dotted with monuments of community cemeteries. Sometimes you will even find images of small private cemeteries, or real photo cards of individual monuments (image 15), like this card of a very unusual monument in Nisky Hill Cemetery in Bethlehem, PA. I had often seen the phallic-like tombstone in that cemetery and was stunned when I found this real photo in a box of cheap cards at a show in San Mateo!

Finally we get to the third, and narrowest, level

15



of collecting, the level I refer to as the “Personal” level. Here are cards that relate specifically to your personal family story. These tend to be the hardest cards to find; however, they are out there waiting for you.

On the personal level, there are a number of ways to collect. For example, one of my family lines is the surname of Fister, which

was originally spelled Pfister, and is Swiss for Baker. For many years I have been working on the genealogy of the descendents of Durst Pfister, the first of this line to settle in America. One way in which I have complemented this was to collect cards showing the surname, both American and European. Image 16 portrays the Hotel Pfister in Milwaukee, Wisconsin.

Try searching for cards that show the surnames within your family. It’s easy to do on eBay by creating a saved search which does the work for you. One caveat, the stranger the surname you are searching on, the tighter the results will be. If you have a common surname, try doing a search once and see what comes up. You will quickly learn that there are common words that in an advanced search you can “exclude,” which will tighten your results. For example, I don’t want Price-Pfister faucets coming in my search, so

16



I exclude the word faucet and it knocks all of them out of the results returned.

Over the years, by keeping my eyes open at antique shows, flea markets, and auctions, I have been fortunate enough to snap up groups of family photos from families peripherally related to mine, in which were a number of real photo postcards. On eBay I purchased this real photo (image 17) of my grandfather’s cousin, Charlie Miller, standing behind the counter at his Uncle James Miller’s store in New Tripoli. It had never been sent, but in pen on the back the former owner had written that this was the store in New Tripoli where she grew up and noted who it was behind the counter. Talk about a trifecta, a card of my home town, a real photo, and a family member. How much better does it get! Surprisingly,



this isn’t the first find I’ve made like this online. It can happen for you, too.

Another way to tell your story is with cards that have close personal meaning to you. When I was a boy my grandmother in the later years of her life was employed at Dorney Park in Allentown. It was once a small, but super, regional amusement park (now more of a theme park minus all its old-time charm). My grandmother worked in the Waffle and Ice Cream stand that was just outside the merry-go-round building. Once a year we would go to the park for a day of fun. While we were there, my grandmother would take her break and take us on a ride on the Zephyr, (image 18) the park’s miniature railroad. This card brought back many fond memories of my much-loved and much-missed Grandmother.

Finally, the very finest point of the search is to



find one-of-a-kind cards that actually pertain to your very own family. This is a true story. Some years ago I read an obituary in the local Allentown newspaper. The name struck a chord and as I read closer I realized that the man who had died had been a step brother to my, then long-deceased, Grandfather Koch.

My Great-grandfather Koch, a civil war veteran, was murdered in a barroom in Lehigh, PA in 1909 when he was pushed down the stairs and hit over the head with a sledgehammer for what remain murky reasons, but were most likely to cover a theft. My great-grandmother remarried (for the third time) and this now late gentleman was the product of that marriage. I had never been aware of this man, but I registered the information in my memory banks and in my family tree.

Some months later, I spotted a notice for an auction of this same man's estate. In hopes that there might be some family "stuff" to be sold, I went to the auction which was being held over the mountains in the next county. Once there, I scoped the place out and looked for people who seemed they could be members of the family (and who also looked friendly, as that can be a big help). Spotting a lady that fit the bill, I approached her.

I told the woman who I was, and who my Grandfather had been, and then asked her if there were any family items that were up for sale—records, documents, pictures, etc.— as I was into genealogy. To my surprise she told me that she was into genealogy, too, and then she told me that she had put aside a box of photos that pertained to my family in hopes that someone would come along with an interest in them. Then she just gave them to me! I was floored.

The long shot had paid off. In the box were pictures of both my grandparents, my father and all his siblings, other assorted people whom I have yet to identify, and most importantly, three real photo postcards of my grandfather Reuben Koch, Sr. Image 19 is my favorite. It shows my Grandfather standing next to his horse and carriage alongside the Lehigh Canal in Weissport, PA. A still unbelievable find!

The point of this story is that with a little detective work, and some perseverance, you too can make these same kinds of discoveries. I have found over the years that the more I make it known that I have an interest in family history, the more I become a repository for articles of that nature that others are shedding. Family members cleaning out drawers and attics willingly give these old photos, cards, and documents to me.



I can't believe that these things mean so little to so many people, but it's true. And if that means that I am the beneficiary of their largesse, all I have to say is "Bring it on!" and "Thank you."

For those just getting started, or wanting to learn more, there are some great web sites that pertain to lost family photos, family trees, researching, etc. Listed here are but a few. Explore them; you may become addicted to digging up your family tree as I have. And just think, you'll have that extra layer of knowledge to add that only postcards can provide.

www.deadfred.com, www.ancientfaces.com, www.photodetective.com, www.ancestry.com, www.us-genweb.org, www.geni.com, www.findagrave.com

REAL PHOTO POSTCARD GUIDE by Bogdan and Weseloh will help you to understand and date this wonderful resource.

The Success Story

by DAVE PARISH

CURIOSITY AROUSED, a reasonable opening price led to winning bid in a Maryland postcard auction. Greatly removed from my normal collecting interests (Nor-Cal locations) was this acquisition from the late John McClintock: six early 19-teen era examples of *Success*. Misleading term that it is—this was the name of a floating convict ship.

Initially built for merchant transport in 1840 in Natmoo, Tenasseriam, Burma, her weight was 621 tons, length was 117 feet. The hull was made of teak, also called ironwood, a much stronger material than the more commonly used oak. Twelve years later, legend has it, *Success* made a port call at Melbourne and hastily was abandoned. The Victorian gold rush was in motion and the crew sought brighter Antipodean riches. Abandoned ships were common at the time, and the Australian government purchased them to house prisoners. This vessel, promoters claimed, was the largest which saw this use. Incarceration was at a peak, and the lack of on-land jail space was eased. Anchored two miles from shore, it is stated that not one prisoner ever escaped the *Success*.

The *Success* may have seen duty in transporting convicts to the penal colonies of this continent; if so, it served the British until they abandoned the transportation of criminals in 1868. It was then sunk in Sydney harbor. Raised and deemed seaworthy, another life began as the *Success* served commerce once again. Ownership changed several times, and in 1894, after

deploying from the shipwright, the vessel sailed back to England. She was then converted into a floating history exhibit—a sideshow—of what was deemed

routine aboard a prison ship. The postcards would be advertising hype, it seems.

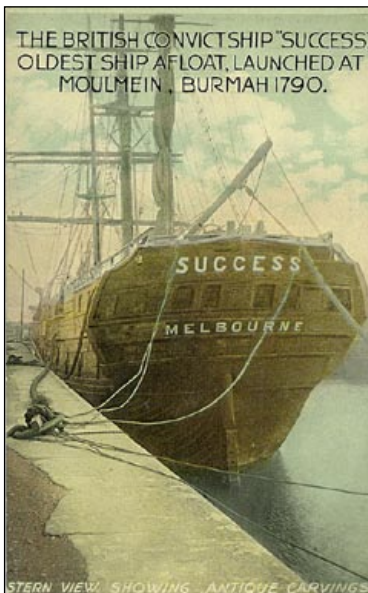
1912 found the vessel en route to America, and tours began on the shores of the East Coast that summer. The cells, irons, ball and chains, flogging whips, anklets and other means of correction that had been used in the cruel older days were there to be seen. The 56 pound

leg irons the confined had to wear and the loathsome seven by seven foot cells below deck were on view, as were the lower tier spaces, just four by seven feet and always dark and damp. Those assigned to these quarters were there for one or two years, 'tis said, and daylight was seen for just one hour a day. The most troublesome convicts were housed here, under conditions which usually proved fatal.

Worst of all supposed punishments was the “Black Hole.” This small space near the bow measured two feet eight inches across. Ultimate in punishment it was. However, all passengers of the day received floggings for the most trivial offenses and were fed only bread and water. Sentence to these hulks was nothing less than two years, records show.

Noteworthy is the passage of the *Success* through the Panama Canal in 1915-1916, bound for the PPIE in San Francisco.

The *Success* sank during a 1917 ice storm after it



THE BRITISH CONVICT SHIP "SUCCESS," OLDEST SHIP AFOAT, LAUNCHED AT MOULMEIN, BURMAH 1790.
STERN VIEW SHOWING ANTIQUE CARVINGS



THE BRITISH CONVICT SHIP "SUCCESS," OLDEST SHIP AFOAT, LAUNCHED AT MOULMEIN, BURMAH, 1790, BUT SOME AUTHORITIES CLAIM 1840, NATMOO
ENTERING PORT OF BOSTON JULY 18TH 1912, AFTER A 96 DAY VOYAGE ACROSS THE ATLANTIC OCEAN.



AN UNFORTUNATE IN THE EMBRACE OF THE IRON MAIDEN



BRANDING PRISONERS WITH RED HOT IRONS

had again been converted to a cargo carrier. Refloated a year later from the depths of the Great Lakes, it



THE DREADED "BLACK HOLE" WHERE HUNDREDS DIED

began touring as a museum ship and was showcased at the Chicago World Fair in 1933.

Never ending maintenance made for costly repairs, and a decade later, seeing less service, it ended up on the shores of Lake Erie. Towed to Cleveland by a new owner, the *Success* was destroyed by a Fourth of July fire in 1946. Plans were to dis-



PRISONER RECEIVING 100 LASHES WITH "CAT O' NINE TAILS"

mantle her and sell what was salvaged as scrap. Arson subverted this idea.

The *Success* was a real ship with a storied past... more story than fact.

Research finds there was intent to publish a book about the *Success*. A quick search at www.Amazon.com was fruitless. Should one be interested, the title, HEART OF TEAK, may be offered via other venues. The author would be Richard Norgard.

FAIR SUCCESS

The *Success* at the PPIE!? I asked Chuck Banneck if he had a card of it in his extensive collection of the 1915 fair. Of course he did. his comments follow: "This RP was taken by S.S. Bull, who made all kinds of images of the Fair. He was most likely a sailor on board the *Oregon* or one of the other ships in attendance at the PPIE. There is also a sepia card of the "Prison Ship" out there... I've never picked one up, as I couldn't find a direct connection to the Fair on the card."



What's for Dinner? We Are!

by DANIEL SAKS

I LIKE oddball THEMES ON POSTCARDS, and this is one of my favorites, the anthropomorphic depiction of farm animals tastefully offering themselves to be cooked and eaten. I have only four postcards showing this suicide theme. Three are from American restaurants and the fourth is from a French sausage maker.



The most commonly found card is from the Chicken in the Rough restaurant chain. The card's front includes a delectable little chick with the yummy aspiration, "I'll gladly be fried for Chicken in the Rough." There were 250 Chicken in the Rough restaurants that gave away these postcards. The cards' back side offered a \$100 prize to the first person who, in six months time, ate at 25 different outlets.

Diners could enter the contest by having cards signed and dated by each location's manager. Linen versions of the card were pre-addressed to the home office in Oklahoma City. Chrome versions of the card kept the address section empty, putting the Oklahoma City ad-



bite a tender delight" and "Served unjointed without silverware"? Instead of a chick wanting to be dinner, Chicken in the Straw's postcard shows a chicken in full chef regalia, ready to fry its fellow coop mates, or perhaps even itself. Burning a finger in the kitchen takes on new meaning.

The charming sentiments of marriage and mutual suicide are united on Mader's German Restaurant's



postcard. The card depicts Chef Karl as he presides at the wedding of Miss Bunny Hare and Herr Dimple Dumpling. After saying "I Do," the happy couple makes a death leap into a "steaming kettle, rich and bubbling over with delicious spices." The card invites diners, er, wedding guests, to attend the nuptials and enjoy

the resulting meal every Thursday. Mader's opened in 1902 and is still in business, but I don't know if the loving couple is still on the menu.

These cards are mere appetizers when compared to the advertising postcard for sausage maker A. Bardin, which was located in the Auvergne region of south-central France. The enticing pig not only smiles but defies gravity as it carves itself into perfect rounds.

The wording translates to "You'll eat with pleasure and without boredom," "Sausages of Auvergne," "Absolute purity," and at the bottom, "The fine sausages of the Prodigal Pig." The last line might be a bit of a pun as our Editor noted that prodigal can mean both that the pig is prodigious in giving lavishly and also is truly prodigal in giving of himself. Regardless, please pass the mustard.

The image is somewhat confusing because of the larger slices the pig is standing on. The self-slicing oinker must actually be a prodigal piglet, and that must be a parent beneath its feet. How nice to have the entire family together for dinner. *Bon Appetit!*

IN THE SOUP

When I saw what Dan Saks had prepared for our delectation, I immediately thought of the set of shellfish cards that was created and published by Cap'n F. Parks of Allentown PA. He was a salty old dog who had a big and but-tery heart. He loved the sea, seafood and postcards and had a large collection of nautical, but nice, items. The other cards in this "On the Half Shell" set are mostly bivalves strolling hand in hand. Fred was a dreamer, but also a realist. He knew that "...some must be the oysters in the stew." —LEW



THEATER HISTORY from GARY PARKS

Club member Gary Lee Parks is the author of newly released THEATRES OF SAN JOSE in Arcadia's Images of America series. He is also a general theater and architecture scholar. —ED.

GRANADA THEATRE

Just wanted to confirm that all the photos on page 13 of the September issue are, indeed, of the Granada Theatre on Market Street. It opened 11/17/21 and seated 3000. The architect was Alfred Henry Jacobs who also did the Curran and California theaters. The building reopened as the Paramount on 3/21/30 and was demolished in 1965.

A large portion of the concrete shell of the side of the auditorium and some of the lobby shell can still be seen from the parking lot now on the site. The stepped silhouette of the balcony is eerily visible on this wall. The auditorium portion of the theatre was much larger and wider than the ornate entrance frontage on Market Street shown in the postcard view.

Its Wurlitzer organ still exists, playing in a restored theatre in Australia.

The vertical signs shown in the postcard view were replaced sometime in the late '20s with larger, more ornate units. It was one of these that was reused when the Excelsior Theatre became the "new" Granada. That sign remained until that theatre closed.

The Market Street Granada/Paramount was one of the Big Six of the many theatres on Market Street, the others being the Fox, Orpheum, Golden Gate, Warfield, and California.

As for the Excelsior... it opened circa 1922, seated 1050, and the architect was possibly G. Albert Lansburgh (El Capitan, Warfield, Golden Gate and, with Arthur Brown, the War Memorial Opera House).

It reopened as the Granada on 10/3/31 and closed in November 1982. Currently, a Walgreen's occupies the front of the building, and the auditorium portion is a warehouse. A few interior features survive, though not visible to the general public.

My thanks to Jack Tillmany's comprehensive list of SF theatre openings, renamings, and closings for all the above dates.

CLUB PHOTOGRAPHER PROJECT

The club book project is well underway with several members participating. How about you? Have you checked some of your favorite real photos for signatures? Our survey period is rapidly coming to a close. The Cover Card featured this month, a 1911 real photo by Robert W. Horne, is an example of the imagery and description that will appear in SFBAPCC's "Postcard Photographers."

With the advent of dry plates for professionals, roll film for amateurs, and smaller more portable cameras, a huge surge of interest in photography occurred during the 1890s to 1920s. When divided backs were authorized in this country in 1907 by the Post Office Dept., allowing a photograph to cover the entire face of a postcard without distractions of a written message, real photos boomed in popularity with photographers and postcard collectors alike.

The club book will include known photographers that made exposures in Northern and Central California and published them, privately or commercially, as real photo postcards; and focus will be on the connection these men and women had to their subjects. Some photographers related best to the giant trees found in California's National Parks. Others loved the rocky and stormy coastal areas. We have discovered one partnership that shot nothing but the developing oil fields and support towns of Kern County. Many became studio photographers in the cities, and their subjects appear posed only against painted and similarly artificial backdrops.

Photographers took up their chosen pursuit because they liked doing it, not because it was unavoidable labor. Taking pictures was an opportunity to express personal creativity and to explore an artistic nature; and with the option of postcard backs there was the added bonus of being able to mail photographic images to any number of people living anywhere in the country for a penny each.

Our plan is to relate biographical details about identified photographers, display examples of their best work available to us, and offer some information about the images they crafted as real photo postcards.

--FAS

FOUND BY CHRIS POLLOCK

in the April 3, 1907 *Oakland Tribune*

POSTAL CARDS ARE PILING UP

Berkeley Postmaster Refuses to Forward Thousands of Tinselled Missives.

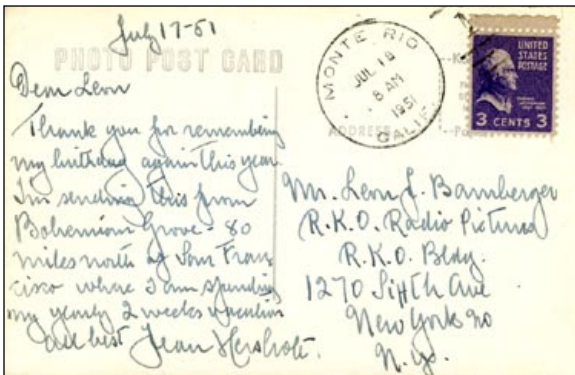
BERKELEY, April 3.—Thousands of picture postal cards are being held up in the local postoffice, because they cannot be forwarded according to the postal laws. The department recently issued an order prohibiting transmission through the mails of postal cards which bear particles of glass, metal, mica, sand, tinsel or other similar substances, except when the card is enclosed in an envelope.

Assistant Postmaster Marliave states that a great quantity of postal cards are being sent back to the dead letter office in Washington. He also stated that the general public is paying no attention to the regulation, and for that reason the postal cards are gathering in abundance during each day.

The original complaint against the using of the tinselled postal cards originated in this city. Postmaster Schmidt sent a sample or two back to the authorities at Washington and soon after the general orders were issued. It seems that the railroad postal clerks were bothered by the tinselled cards. They breathed the dust-laden air emanating from the fancy cards, and as a result sickness, which was traced directly to the postal card evil, spread among the clerks.

See through glassine envelopes were often used so addresses could be put directly on the card. —Ed.

P.S. ACHTUNG! STAPLES ARE NOW VERBOTEN according to new postal mailing regulations, and the fold **WILL** now be at the bottom of the “mailing item.” So, a slight rearrangement of the newsletter’s outer appearance was in order. It is a bit weird, but we will have to accustom ourselves to it. **IN THE MAIL:** from Dennis O’Rorke came an RP of the Bohemian Grove orchestra with a message by Jean Hersholt (12 July 1886 – 2 June 1956), a Danish actor who was a leading US film and radio talent. He was best known for his 17 years starring on radio in “Dr. Christian” and for playing Shirley Temple’s grandfather in *Heidi*. Asked how to pronounce his name, he told *The Literary Digest*, “In English, her’sholt; in Danish, hairs’hult.” ... He appeared in 140 films and directed four. —*Wikipedia*



From Lauren Gee: Due to my schedule I can’t attend all the club meetings, which makes me sad, but the news keeps me in smiles...as does a place in San Francisco called SCRAP (Scroungers’ Center for Re-usable Art Parts), www.scrap-sf.org, 801 Toland Street, 415-647-1746. SCRAP has so many different

types of scrap that can be purchased for a minimal price, and they have POSTCARDS!!! Now I am not a professional collector and would not know what is valuable or not, but I am sure other members of the SFBAPCC would definitely know. Or even for those who want to collect postcards that are of some interest to them, this is the place. I look for postcards that appeal to me or ones I can give to friends who have an interest in a certain area. I usually frame my postcards to use as wall decorations.

Anyway, if no one has mentioned SCRAP before, now we all know of it.

Kathryn Ayres wrote to tell of the 10-minute presentation she made to her department at work. “I showed a 1912 ‘Greetings from California’ postcard, since we do some work for the state. I also showed the postcard on the cover of *FACING DISASTER*, since the office is on the corner where the Lachman Building used to stand. I confess that I got kind of a perverse pleasure out of seeing the expression on the faces of the people who moved here from out of state; but I was quick to tell them that the building we work in has steel girders going down several feet. ... also cards of Ella May [Mrs. Wong Sun Yue Clemens] and June Havoc, the movie star I wrote about in the club newsletter. Our boss tries to encourage us to show presentations, both on work issues and other things. The postcard visuals definitely helped retain interest.”

LARGE LETTER LOVER? If so, you will love the credits for *My One and Only*. LLs or not, you should enjoy the film. It’s clever, fun, sad, happy, satisfying and downright entertaining.

HAPPY 100TH BIRTHDAY! The 1909 Cliff House will celebrate its centennial with a gala evening of hors d’oeuvre, drinks, live music, history exhibits, and more on Wednesday, November 4, at 6:30 in the evening. You’ll need tickets (\$175) and black tie or vintage attire. A tad pricey, but it should be a most memorable evening—a scene from the society pages of the past century. The Cliff House has always been exciting—and a bit daring. Now, at 100, it’s looking ready to party. Funds benefit the GGNP Conservancy. www.cliffhouse.com; 415 666-4005.

—Ed.

SAN FRANCISCO BAY AREA POST CARD CLUB

APPLICATION FOR MEMBERSHIP

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Name: _____

Family members: _____

Address: _____

e-mail: _____ Phone: _____

Collector Dealer Approvals welcome: Yes No

Collecting interests: _____

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to PO Box 621, Penngrove CA 94951

10/09

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PENNGROVE CA 94951



Post
Card

NOVEMBER MEETING NOTES

In addition to a fascinating program, the club box will be at the meeting with donations from long time member Nancy Budar and cards given us by a 90 year old collector in Santa Barbara whose neighbor found us on line, also a selection of useful books on collecting culled from Frank Sternad's library.

2009 MEETINGS

**Note temporary
October location**

October 24*

November 28

* October meeting at
Star of the Sea School