

# San Francisco Bay Area Post Card Club

November 2009

Next Meeting: Saturday, November 28, 12 to 3 pm

Vol. XXIV, No. 10

Fort Mason Center, Room C-260

Laguna Street at Marina Boulevard, San Francisco

Meeting schedule on back cover.

Visitors and dealers are always welcome.

IN • CARVILLE-BY-THE SEA  
THIS • PICTURING FAMILY HISTORY  
ISSUE • SAN FRANCISCO SEAWEED  
• DWIG

**PROGRAM NOTES:** Two parts this month. First, will be a Potluck noshery: Everyone is to bring fingerfood to share—not goopy; remember, we’ll be looking at cards, too. A-M bring sweets; N-Z savories. The club will provide napkins, cups and beverages. Part II will be YOU and ME!. Everyone is to bring **ONE FAVORITE CARD** and to stand up and tell about it—why you like it, how it fits in your collection, etc. Before the meeting, each card will be scanned for projecting now, printing later.

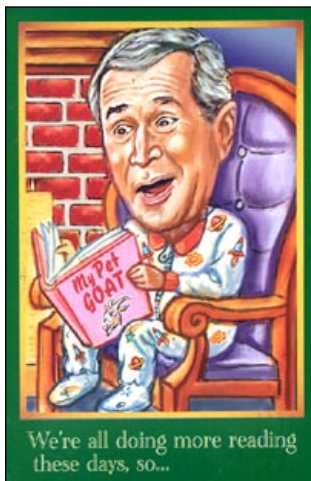
**SHOW & TELL:** Three item, two minute limit as usual—but *after* the program.

**PARKING:** Car pool, take public transit or come early as parking can be difficult; park in pay lot, upper free lot on Bay Street or along Marina Green and enjoy the stroll by the yacht harbor.

## COVER CARDS

This month it’s Editor’s Folly, fun for me! Yes, I’m still hunting down goat cards, and it’s getting tougher to find exceptional new-to-me examples. Here are a few recent additions to my albums. On the left is a card I was given by a true enabler. Published by *The Nation* in 2007 as a gift subscription announcement, the postcard is more valuable to me than a year of political tomfoolery, although I do enjoy the magazine’s crosswords. Center stage is a French card, circa 1904, when the church was stripped of its property and power. The Krampusesque goat in clerical garb is saying, “Let the little ones come to me.” Heh heh. Also French in theme is the Spanish embroidery add-on card of a Provençal *santon*, a charming folkloric figure. The goat’s forequarters are visible beneath the voluminous skirt.

—LEW



## CLUB OFFICERS 2009-2010

### President:

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

### Vice President:

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

### Treasurer/Hall Manager:

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

### Editor:

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

### Recording Secretary:

Secretary needed

### Webmaster:

JACK DALEY: daley(at)postcard.org

### Newsletter Deadline: 5th of each month



### MINUTES, October 24, 2009

Cards were brought for sale or trade by Ed Herny, Sue Scott, Roseanne Strucinski (photos of SF streetcars), Dave Parry (and Sophia), club box with donated cards and books, Ted and Arlene Miles (books from the Western Railroad Museum).

Thirty people signed in; 40 chairs were filled.

We were called to order at one o'clock by President Ed Herny.

Guests were introduced: Frank (no relation to EHM) Mitchell, a collector of the Cliff House, Playland, and all along Ocean Beach; Lynn Paulson, a new member who is enjoying her grandmother's collection; Audrey Ercolini, on a visit from Iowa, and Bob Ercolini.

Announcements: Ed Clausen reminded us that we'll be back at Fort Mason Center in November. Ed also thanked John Freeman for finding us the meeting site at Star of the Sea School.

Ted Miles told that at the Concord show on November 14 and 15, he and Arlene will set up, and will have eight to ten boxes of old California towns from the Western Railroad Museum.

Dave Parry told of the poster fair at Fort Mason this weekend; he has two comp tickets to offer.

Kathryn Ayres announced that John Freeman's exhibit on the Portolá [Portola] Festival Centennial is now on display on the 6th floor of the Main Library, inside and out of the History Room. She also told that today's speaker, Woody LaBounty, will be speaking

at the Main Library on November 6.

Ed Herny reminded us of the Golden Gate Park Book Fair tomorrow.

Lew Baer announced that dues for 2010 were now being accepted. (Six payments were received.)

Drawing: Woody LaBounty's new book, CARVILLE-BY-THE-SEA was top prize; many other lots were also up for grabs, e.g., a Large Letter postcard CD with music by J. P. Sousa, and a card of the Y2K Bug.

Business: None, neither Old nor New.

Show & Tell: Darlene confessed that PowerPoint is not easy for her, but (with Jack Daley's training) she'll be putting on her first presentation next week. She showed cards of the song "Fair San Jose" and of the Western Garage in 1907, a first on the West Coast... in San Jose. ... Ted Miles showed a card from the Mystic Seaport Museum of the restoration of the Charles W. Morgan, a 105 foot sailing ship, which, when finished will sail to New Bedford, her original home. ... John Freeman brought more cards from the Richmond District, this time views of Lone Mountain from its early days, with a cross on top, to more modern times with a 1930s Zan view of the San Francisco College for Women. [Someone with a touch for elegance later pronounced Zan as "Zahn." It's just Zan, as in Zan Francisco. His name was Alexander; the nickname was a natural. -ED.]

Jack Hudson brought a Real Photo of people at Richmond City Hall wearing gauze masks; research dated it to 1918, the year of the Spanish Flu epidemic;

another RP showed a banner on the Market Street corner of Roos Bros: "Xtra Xtra, the Fair is ours!" the first to announce that the 1915 fair would be in SF; still more RPs were of the Entrance Hotel, adjoining the Exposition "with downtown prices." and the entry to the Log Cabin Beer Hall at "1388 Market Street, opposite 10th Street." ... Dan Saks showed a card that saved him \$350; his 1938 poster of the Craft Show in Oslo needed extensive repair; magically a card of the poster appeared online and was "won" for only \$30. ... Lew Baer told of the book presentation he and Janet attended for PARIS POSTCARDS by Leonard Pitt; the author looks deeply into cards that seem to be duplicates and finds differences that show multiple photos had been taken and printed; his interpretations of changes over seconds and years, give the images their own life. ... Lynn Paulson showed unsigned artist drawn cards of sealife. ... Kathryn Ayres lives near the Hyde Street cable car line and recalls the Scandinavian conductor who directed riders to "move into the little house"; she showed a printed card of an ex-cable car, "a little house," serving as a post office convention station.

—NOTES BY LB

### WELCOME TO OUR NEW MEMBERS

Keith R. Montgomery, a collector.

Aaron Bingham looks for cards of the Navy, Disney and world's fairs.

Mike Parkinson collects SF and Marin County but loves all postcards!

### TREASURER/HALL MANAGER REPORT

As of November 2, 2009..... \$2,867.52

We are booked at Fort Mason, Bldg C, Room 260, for all of 2010. Meeting schedule in January issue.

—ED CLAUSEN, TREASURER/HALL MANAGER

### 2010 DUES ARE DUE

With your payment please let the Editor know by note or email of changes to your roster listing.

### POSTCARD CALENDAR

Dec. 5-6, Sat-Sun, **REDWOOD CITY, PENPEX** Stamp Show, 1400 Roosevelt Avenue; 10am to 5:30 and 4pm; 17 dealers, exhibits, snack bar, etc.

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

**Jan. 9-10, Sat-Sun; SAN FRANCISCO, Vintage Paper Fair Hall of Flowers in Golden Gate Park, 9th Avenue and Lincoln; 10am-6 and 5pm\*+ Free Admission!**

**Jan. 16-17, Sat-Sun, SACRAMENTO, California Capital Postcard Show, 6151 H Street, 10am-5 and 4pm\*+**

Feb. 6-7, Sat-Sun, **SAN FRANCISCO**, Rare Book & Ephemera Show, 8th & Brannan\*

Feb. 12-14, Fri-Sun, **SAN MATEO**, Hillsborough Antique Show, San Mateo Expo Fairgrounds, Fri. 11am-7pm, Sat. 11am-6pm, Sun. 10am-5pm\*

Mar. 13-14, Sat-Sun, **SAN RAFAEL**, Antique & Collectors' Fair, Civic Center., 10am-6 and 5pm\*

**Apr. 3-4, Sat-Sun, REDDING, Postcard and Paper Show, 2290 Benton Drive, 10-6 and 4.+**

**Apr. 10-11, Sat-Sun, SANTA CRUZ, Central Coast Paper Show, 611 Ocean St., 10am-5 and 4pm\*+**

Apr. 23-25, Fri-Sun, **SAN MATEO**, Hillsborough Antique Show, San Mateo Expo Fairgrounds, Fri. 11am-7pm, Sat. 11am-6pm, Sun. 10am-5pm\*

May 7-8, Sat-Sun, **GRASS VALLEY**, Old West & Antique Show at the Fairgrounds, 10-5, 9-4\*

**May 15-16, Sat-Sun, SAN FRANCISCO, Vintage Paper Fair, Hall of Flowers in Golden Gate Park, 9th Avenue & Lincoln, Sat. 10am-6 and 4 pm\*+ Free Admission!**

**May 22-23, Sat-Sun, GLENDALE, Vintage Paper Fair, 1401 N. Verdugo Rd., 10am-6 and 4pm\*+ Free Admission!**

**Aug. 14-15, Sat-Sun, SAN FRANCISCO, Vintage paper Fair, Hall of Flowers in Golden Gate Park, 9th Avenue & Lincoln, 10am-6 and 4pm\*+ Free Admission!**

**Aug. 28-29, Sat-Sun, SACRAMENTO, California Capital Postcard Show, 6151 H Street, 10am-5 and 4pm\*+**

**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.

*October Program:*

**WOODY LABOUNTY ON CARVILLE-BY-THE-SEA**

Reminiscing at first, Woody told that as a child he had attended Star of the Sea School. He then went on to say that his book, *CARVILLE-BY-THE-SEA*, could have gone on endlessly. “Once you write a book,” he revealed, “new things keep turning up.” He drew a line in the sand, however, and his research resulted in an attractive and fascinating book on a truly quirky community.



The computer’s projected desktop filled the screen, and images replaced it—silently, smoothly—as Woody continued... “Similar communities, made from abandoned public conveyances, sprang up elsewhere,” he told us, “but San Francisco’s was the most eccentric.” Carville was located in the dunes of the Sunset District, near the ocean and just south of Golden Gate Park.

Horse cars were the first public transportation. In the city they were on rails and drawn by horses. The drawbacks: lots of manure that had to be continually cleaned up, the cars traveled at about the same speed as a person walking, and the horses, at \$100-\$150 each, were subject to epidemic. Cable cars were a welcome replacement. But they, too, had limitations:



they could move only forward, and the underground infrastructure was very expensive to install and repair. Next, came electric streetcars powered by overhead wires. These were successful, and many small

independent lines were established. The Market Street Railway saw opportunity and bought up many of the smaller lines, including horse cars, then went totally electric and offered the old cars for sale at \$10 and \$20, without or with seats.

The repurposed vehicles could be used for play houses, shoe shops, coffee bars, etc., the for sale ads read. And they were used in those and many other ways all across the Bay Area—even mounted on rafts as houseboats, which were very fashionable.

Carville began on 49th Avenue (La Playa, today) and Lower Great Highway, land owned by Adolph Sutro. A Colonel Dailey was the first inhabitant. He lived in an old real estate sales shed. Dailey got the idea to sell snacks for day trippers from old horse cars purchased by him and Sutro. Others liked the idea of “cabins” on the beach and asked to do the same. The first to come camping were lady bicyclists in the Falcon club. Through them, beach camping became a society draw. It was now fashionable to “have a car” for the summer.

Near Sutro’s property, Mr. Hayman, a real estate developer, sold lots with cars in 1899. He advertised them as “novel cottages” and developed a water well. New residents—as owners, not renters—took more interest in their cars, and creative carpentry changed the one-of-a-kind look of the community.

Carville resident, Mable Ruggles, was a postcard collector and traded many Carville views made by her father. Gelette Burgess, San Francisco Bohemian and author of the too oft recited doggerel about the Pur-



ple Cow, set two novels in Carville. A Dr. Frost prescribed sand baths and rented a car that he let artists use—and party in. Another car was an after work musicians’ playground. The Carzonias Apts. were put together at the wedge shaped block of 5th Avenue, California and Corn-

wall—not in Carville but inspired by it. Carville, the Carzonias and other developments helped to ease the housing shortage following April 18, 1906.

One of very few real photo postcard views filled the screen. It showed the neighborhood around Carville starting to grow. Houses... businesses...! Homeowners did not like the old cars!

On February 4, 1913 a gang of neighbors burned a pile of cars demanding “a Real Neighborhood.”



EARLY DIVIDED BACK, PUB BY H. G. ZIMMERMAN & CO., CHICAGO

By 1925 the remaining cars had developed a “bad reputation,” and many were destroyed or left to decay. There is still at least one Carville “mansion” in use. It was made from two cable cars and one horse car, and there are people living in it.

Woody’s final words were, “There are few postcards known of Carville.”

—NOTES BY LB

Cards shown are from the collections of Glenn Koch and Lew Baer

**CARVILLE-BY-THE-SEA**, \$33 + \$3.33 CA tax, \$5 s/h (1-3 books): [www.carville-book.com/order.php](http://www.carville-book.com/order.php), by PayPal or to Outside Lands Media, PO Box 460936, San Francisco CA 94146-0936.



Here are two bars in which Cocktail Bill (p. 14) would have enjoyed pouring. HOUSE OF SHIELDS, across New Montgomery from the carriage entrance of the Palace Hotel, calls itself not a bar nor cocktail lounge, but a “saloon in the tradition of old San Francisco.” Gibson, rocks... if you please, Doctor!



ELSIE’S wannabe RP is an anomaly. Vampish in black V-neck vignette and tight curls, Elsie—and her establishment—seem ready to welcome nice young men or mannish young women to an evening of smoking and drinking. In the photo at the upper left, though, she is deep in her grandmotherly rôle. You figure.

# Picturing Family History with Postcards

by ART SOMMERS

In 1999, I was 47 and had a couple of years remaining until I could take advantage of an early retirement option from my civil service job with the Air Force. The early retirement was possible because I was working at McClellan Air Force Base in Sacramento which was one of the many military bases slated for closure during the last years of the twentieth century.

With two years to go at McClellan, I started up two new hobbies which turned out to be compatible with each other. One new interest was researching my family history. This seemed odd as I had never been interested in genealogy before, though I had a BA in History from San Francisco State. The other new hobby was collecting postcards. I came to discover that old real photo postcards were a great source for acquiring views of my ancestors' hometowns, both large and small communities.

Back to the beginning, though. In 1997, I had gone to a rare book show being held at the Convention Center in Sacramento. I was in search of a first edition of one of my favorite books, *THE PAINTED BIRD* by Jerzy Kosinski. As I wandered around the show looking at all of the sellers' books, I noticed that one dealer had a box of postcards on his table. There was a divider sticking up that read "Placer County." I looked at his small selection of postcards from my home area, and I was surprised to see the old and unique views of towns that I knew. That same dealer had a flyer on his table for an upcoming postcard show. I left the book sale that afternoon with a few old postcards and determination to see more at the upcoming postcard show. That day's original goal had not been reached; I did not find a first edition of *THE PAINTED BIRD*.

When the postcard show came to Sacramento, I drove off from my home not knowing what to expect, and when I walked into the Scottish Rite Temple, I



COLORADO SPRINGS, COLORADO IN 1938, DATED FROM THE MOVIE ADVERTISED ON THE MARQUEE, *THE THREE COMRADES*. MY FRATERNAL GRANDMOTHER WAS BURIED IN COLORADO SPRINGS IN THAT SAME YEAR. MY FATHER WORKED AT THE ANTLER'S HOTEL DURING THE HEIGHT OF THE DEPRESSION IN 1935.

was amazed to see all the dealers, tables, and boxes of postcards. I looked around and rather timidly searched through a few boxes, bought some cheap cards of Placer County towns and was shocked to see that some postcards were priced at ten, twenty, thirty and even more dollars per card. This first show got me hooked. I began attending every show

in Sacramento and the Bay Area. My spending limit was broken when I bought one card for \$80.00. My addiction to postcards was now complete.

As for the hobby of genealogy, it began with a two page typed letter from my mother, who had died almost twenty years before I started collecting postcards or began thinking about my family's history. The letter was a minimal outline of my parents' family trees based upon her memory. My father had died when I was just a Junior in High School.

My research into family history began with the basics when I sent off for birth and death certificates. As I did more research, I became more aware of all the information that is available to both the casual and the serious family historian. It turns out that one of the best Latter Day Saints' Family History Centers is located less than five miles from where I live in Carmichael. I became familiar with its census reports on microfilm. Then, a couple of years ago, the Family History Center converted to computers with a site license for access to Ancestry.com. I was in genealogy heaven. I traveled back to Colorado to do research in that state where both sides of my



THIENSVILLE, WISCONSIN IN 1911. MY FRATERNAL GREAT-GRANDFATHER SETTLED ON A FARM JUST A COUPLE OF MILES WEST OF THIENSVILLE IN 1848. I STILL HAVE COUSINS LIVING IN THE AREA TODAY.

family came from before settling in California in the late 1930s. I always tried to tie in these genealogy trips to Colorado with the postcard shows that were scheduled in Colorado Springs.

The two new hobbies really began to support each other symbiotically when I started looking for old postcard views of the towns my ancestors lived in during the first decades of the twentieth century. Many of these ancestral locations were small towns, and real photo postcards became a prime source for finding images of some of those “one street” towns from 1905-1930. One limitation with postcards is that they didn’t become a source for old photographic views until the early 1900s; the family history researcher needs to find a photographic medium other than postcards for earlier town scenes.



BAYFIELD, COLORADO IN 1907. MY GRANDUNCLE AND HIS WIFE SETTLED IN BAYFIELD IN THE LATE 1880S. THEIR CHILDREN WOULD HAVE ATTENDED THIS SCHOOL.



FREISTADT, WISCONSIN IN 1911. MY FRATERNAL GREAT-GRANDFATHER’S FARM WAS A MILE OR TWO SOUTH OF TOWN. I DON’T KNOW IF MY ANCESTORS ATTENDED THE LUTHERAN CHURCH HERE IN FREISTADT OR, MAYBE, ONE IN THIENSVILLE.

I found postcard views of Pitkin and Bayfield, Colorado; Tescott, Kansas; Thiensville, Wisconsin and Freistadt, Wisconsin. These were true one horse towns of old. Finding old photos of them became a real treasure hunt for me. I also, of course, found great postcards showing scenes from the larger towns of Gunnison and Colorado Springs, Colorado, and Minneapolis, Kansas. All through the first years of the new century, beginning in 2000, I was attending postcard shows, and finding views of the smaller communities was a recurring treat. Besides traveling to Colorado for genealogy research and postcard shows in Colorado Springs, I flew back to New York



STRANGE ROCK FORMATIONS, CALLED ROCK CITY, JUST OUTSIDE MINNEAPOLIS, KANSAS IN 1909 ON A TYPICALLY UNDERSIZE BOWERS CARD. MY MATERNAL GREAT-GREAT-GRANDMOTHER AND HER CHILDREN SETTLED IN MINNEAPOLIS RIGHT AFTER THE CIVIL WAR. MINNEAPOLIS WAS THE SEAT FOR OTTAWA COUNTY. MY GREAT-GRANDUNCLE WAS THE COUNTY RECORDER IN 1870S.





MINNEAPOLIS, THE COUNTY SEAT, HAD A NICE HOTEL: THE PARKER HOUSE, IN 1909. THE DARK CAPTION BAND INDICATES THE CARD WAS PRODUCED BY BOWERS OF LONDON AND TOPEKA, KANSAS.

City and to Chicago and to Orlando for a couple of the really big shows. Then, two years ago, I broke down and started searching eBay for postcards. I say “broke down” because I had been resisting the advice I received from friends about searching online. Using eBay truly improved the possibilities of finding postcards of my ancestors’ small home towns, not to mention all the new Placer County postcards I was being exposed to during my searches. Since I became a member of the eBay community in the winter of 2007, I have submitted winning bids on over 600 items. Yes, my addiction is all-consuming.

After twelve years of researching my family history and collecting postcards and other ephemeral items, I now have fifty 3-ring binders filled with postcards, prints, receipts, bill heads, letters and genealogy documentation on family members going back to the Civil War. Oh yes, I also have two four-drawer



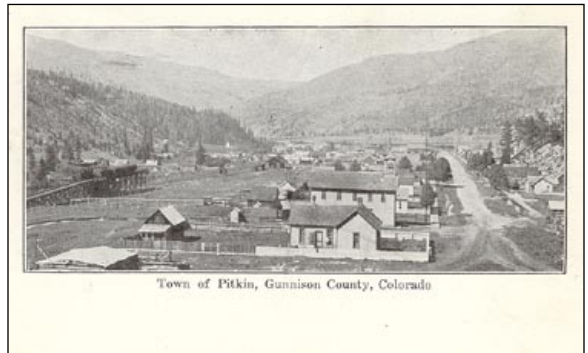
TESCOTT, KANSAS IN 1908, A SMALL TOWN JUST SOUTH OF MINNEAPOLIS. MY COUSINS LIVED HERE UNTIL THE 1930S.

file cabinets and a six-drawer “chest o’ drawers” full of more cards, maps, prints, pamphlets, stereoviews, and everything paper.

I have to admit, though, that I did not end up just collecting Placer County and family home town views. Those fifty binders also include many different postcard topics. To name just a few, I have cards and other items on: oil wells, Sells-Floto Circus, crossing the equator ceremony, Highway 40, Lincoln Highway, images by T. C. Wohlbruck, images by Shinkle, postcards from Nevada and El Dorado Counties, foreign country samples of old postcards, and a binder on the Cliff House in San Francisco, and still more. I probably have enough stuff to become a dealer, but how could I possibly part with any of my valuable possessions? Yes, my name is Art, and I am a Postcard Collector!



GUNNISON, COLORADO, CIRCA 1930. MY MATERNAL GRANDPARENTS OWNED A CANDY STORE IN 1923 IN THE GROUP OF BUILDINGS ON LEFT.



PITKIN, COLORADO IN 1907. MY MATERNAL GREAT-GRANDFATHER DIED IN A MINE CAVE-IN HERE IN 1905. ESSENTIALLY A SUMMER PLACE FOR HUNTERS AND VACATIONERS, THE TOWN IS NOT MUCH BIGGER TODAY.



# SAN FRANCISCO SEAWEED

FROM THE COLLECTION OF CHUCK BANNECK

*“Good morning Lew,” Chuck’s email read. “I thought this set of cards might be interesting in the newsletter. Unique to the Bay Area and with maritime themes, the views are all unusual. By the numbers, there are at least 22 cards, but I only have titles for 12 plus an un-numbered one. Maybe with a checklist in the club newsletter we could get some help to fill in the blanks—and maybe increase the set’s range (591 - 612 and ?). In case you have not seen these, all are real photos and have real seaweed or kelp applied to each card. The backs are all the same, AZO 4 diamonds.*

*“Oh, by the way, I have one title to this group not pictured. It is #607 – Life Saving Crew, Breasting the Breakers.*

*I wish I had some bio information on Messrs. Cardinell and Vincent or the company itself, but with the limited research I’ve done, there is very little; maybe Frank could fill in some...”*

EDITOR’S COMMENTS: Cardinell-Vincent is a publisher familiar to most San Francisco collectors. Their imprint is found on many cards from the PPIE era. In 1912, the Exposition Publishing Company which was formed by the Cardinell-Vincent Company, the Pacific Novelty Company, the Newman Post-Card Company and Edward H. Mitchell for handling special business in connection with the Panama-Pacific Exposition was dissolved, and the Souvenir Publishing Co. was formed to market cards produced by the four publisher members of the earlier firm. Thus the Cardinell-Vincent name continued to be seen on a great many cards.

But that was 1912 and after. Frank Sternad could, and did, fill in Cardinell-Vincent’s earlier history and made salient comments on the cards:

*Everything about this nice set is 1907. The AZO with four diamonds stampbox is confirmed for that year. The Cliff House burned in September 1907, and my unnumbered SF Harbor was postmarked in December. The only thing that is confusing is #599 “Alameda on the Rocks.” I can find nothing about this particular Oceanic steamer wrecking at*

*Fort Point. Anyway, damage must have been minor because she sailed until 1931 when fire destroyed her at Seattle.*

*I can only guess at the photographer—Weidner, perhaps, who was selling his images to local publishers. A printed card (handcolored collotype) by Cardinell-Vincent (divided back, pmkd Nov 1908) uses the same image as real photo #606.*

*The photographic silhouettes of algae were probably made by pressing seaweed onto a glass plate, which was placed over the negative during printing. Each border seems to be unique. (Perhaps a marine phycologist in the club will identify the species.)*

Research by Jim Caddick on the early days of C-V for our club directory of Northern California Postcard Photographers shows its commercial progress through the first decade of the 20th century. In 1905 the business was listed as “mfers agents” located at 414 Market Street and the proprietors as owners of Vellum Paper Co., makers of tracing paper, at the same address. John Douglass Cardinell, born 1875, lived in Alameda. In 1907 C-V had relocated to 520 San Pablo in Oakland, and George Vincent, Secretary-Treasurer, was a Berkeley resident. Later that year the business was back in the city at 747 Market. The following year the firm moved to 579 Market, two blocks closer to the bay, and it was listed as “postcard publishers” for the first time.

Details on Vincent are sketchier than for Cardinell. By 1916 George and Lillian Vincent were living at 2701 Larkin in San Francisco. He is shown on the 1930 census as an “inmate” at Laguna Honda Home, age 68.

The minutiae are more than many of us need to know, but dates, names, addresses all help flesh out the people and give physical relevance to the enterprises, and they should please Chuck.

Now, let’s look at the postcard images.

See many postcards on sale at SF Antique Mall, 701 Bayshore Blvd, 415 656-3531.



591



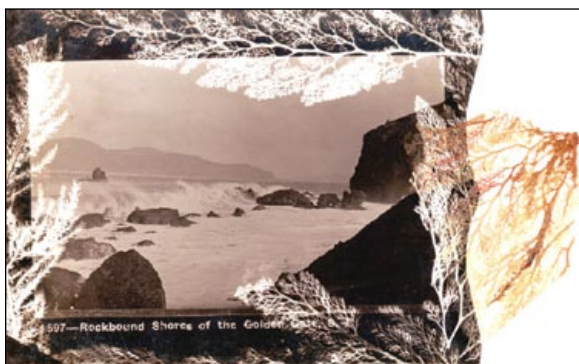
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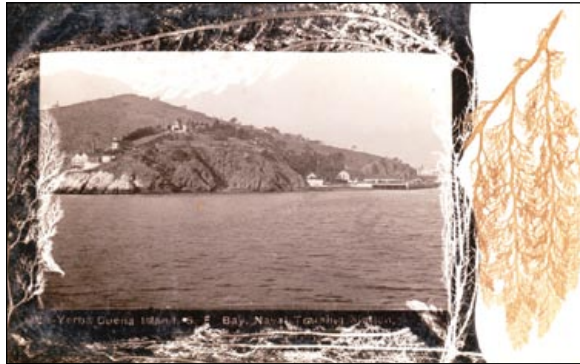
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601



597



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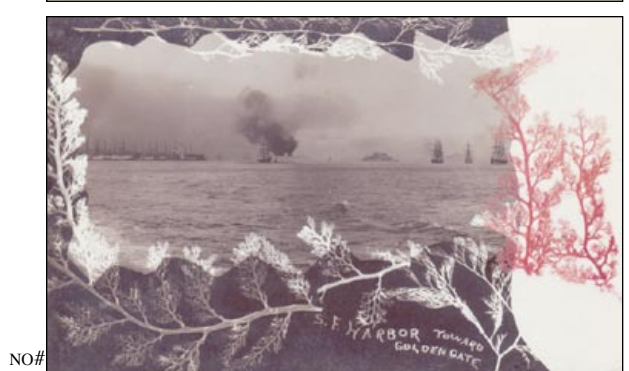


599



605





### 1907 CARDINELL-VINCENT REAL PHOTO SEAWEED CHECKLIST

- 591 CLIFF HOUSE  
 595 BREAKERS AT LAND'S END, MILE ROCK LIGHTHOUSE, S.F.  
 597 ROCKBOUND SHORES OF THE GOLDEN GATE  
 599 THE ALAMEDA ON THE ROCKS, S.F. HARBOR  
 600 EVENING, SAN FRANCISCO HARBOR  
 601 WHERE THE BREAKERS BEAT ROCK-BOUND COAST  
 602 YERBA BUENA ISLAND, S.F. BAY NAVAL TRAINING STATION

- 605 LIFESAVING CREW FIRING LIFELINE  
 606 LAUNCHING THE LIFEBOAT  
 608 U.S. ARMY TRANSPORT, S.F. HARBOR  
 612 THE ESTUARY, OAKLAND, CAL.  
 NO # S.F. HARBOR TOWARD GOLDEN GATE  
 649 LAUNCHING THE LIFEBOAT, COLLOTYPE

**Can you add to this list?**

## SANTA CRUZ GOES GREEN — 111 YEARS AGO

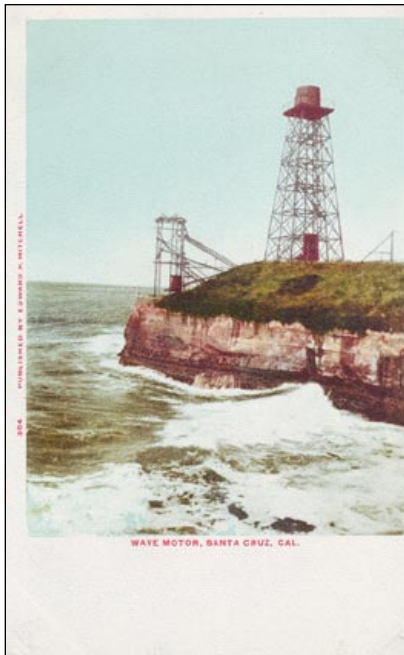
The January 4, 1902 *Scientific American* told of the age long attempts to harness the power of the ocean's waves... and of Santa Cruz's success in doing so:

Ever since man first sought to render useful the various forces of nature, the wonderful power in the mighty waves of the ocean has excited his awe and exercised his ingenuity. Fortune after fortune has been expended to carry out the carefully calculated plans of the mechanical engineer or the fancy of the sanguine theorist. A few have worked: stockholders were elated, the inventor hilarious; but soon the sea arose in wrath, restraints of wood, cement or steel were but playthings before the storm, and by morning the contrivances of man lay a crumpled wreck upon the beach.

The city of Santa Cruz, California, owns what is perhaps the only practical and efficient Wave motor in existence to-day, and it has stood the test of four years' operation.

The Santa Cruz Wave Motor was located just beyond the edge of the 50 foot eponymous cliff of Cliff Drive. Two holes were bored, eight and five feet in diameter, so that the breaking waves could fill them. The holes were open at the bottom. A float device was installed in one hole and a "common force pump" in the barrel of the other. With each stroke water would be forced to rise and fill a 5000 gallon tank atop a derrick on the cliff above. The water then "runs to tanks along the [dusty, drought dry] country roads for miles around and is used for sprinkling purposes."

The long gone wave motor was pictured on numer-



ALONG WITH THIS CARD FROM CHUCK BANNECK CAME HIS COMMENT: THE POSTCARD IS NOT RARE, BUT THE IDEA BEHIND IT IS FASCINATING! THIS CARD IS A MITCHELL UNDIVIDED BACK; IT MOST LIKELY CAN BE FOUND AS A PMC.

ous postcards in the early 1900s and has generated much current online coverage which Google makes instantly available.

Wave motors were hot stuff along California's coast during the last years of the 19th century. In the Bay Area there were "13 people working on the same technology: and not a shred of any evidence to tie them together" according to Alexis Madrigal, UCB Visiting Scholar whose book *INVENTING GREEN* is due out this fall from DeCapo/Perseus.

Wave motors planned for San Francisco's coast in 1887 were to generate up to 60,000 horsepower by raising water and using the energy of its drop to power manufacturing equipment, and the American Wave Power Company is listed in the annals of the PPIE.

For the detailed *Secret History* of the Santa Cruz motor and direc-

tions on how to locate the site today, curse your way to [www.sandylydon.com/html/sec1.html](http://www.sandylydon.com/html/sec1.html). The ocean still pulses up and down at the bottom of hole and when the sunlight hits the ocean just right, the water at the bottom [of the] hole has an eerie glow as if there were a huge electric light down there. The hole is six feet in diameter and over thirty feet deep and the sea has been whumping in and out for over one hundred years.

You can bet that I'll be peering over Cliff Drive, caaarefully, after the next Santa Cruz show!

The LA area saw much interest in wave motors, too. Cards of them and the ones up north would make newsworthy displays along with mods of wind and solar farms.

—ED.



## CLARE VICTOR DWIGGINS (DWIG) 1874-1958

by HY MARIAMPOLSKI

CLARE VICTOR DWIGGINS, who used to sign his drawings as “Dwig,” initially planned on a career in architecture, but his life’s work as a cartoonist began in 1897, when he published his first cartoons in the *Saint Louis Dispatch* and the *New York World*.



Dwig produced many comic gags and

panels, such as “J. Filliken Wilberfloss,” “Leap Year Lizzie,” “Them Was the Happy Days,” “Uncle Jim and Tad and Tim,” “Mrs Bump’s Boarding House,” “Ophelia and Her Slate” and “Bill’s Diary.” Dwig’s first actual comic, which appeared in 1918, was “Huckleberry Finn” based on the book by Mark Twain.

The most memorable Dwig creation was “School Days,” a Sunday strip that appeared in the early 1910s and ran until 1932.

For the Ledger Syndicate, Dwig created “Nipper,” which appeared from 1931 to 1937. Starting in 1940, he took on “Huckleberry Finn” again, this time published in “Doc Savage Comics” and “Supersnipe Comics.” In the latter comic book, he also drew “Bobby Crusoe” in 1945. That year, he left comics and focused on illustration. He published five books with August Derleth before his death in 1958.

Dwig’s postcards express his witty and literate sense of humor. His script and calligraphy reflect the Art Nouveau design vocabulary with their stylized squiggles and swirls. Young beautiful women

are often featured as subjects on his postcards. They all seem to have hourglass figures and are coiffed in huge, flowing tresses usually topped by gigantic Edwardian hats. Whether as sets or single cards, Dwigs have remained popular with postcard collectors. Shown here are three from his seldom seen New York set.

Dwiggins was a rebel in his time. He set up an artist’s colony at Caroga Lake, New York in the Adirondacks, where he had many painters and writers visit or relocate. He hosted wild costume parties, still known today in Adirondack tales, with guests jumping into Caroga Lake off the pier one by one, most likely inebriated.

Eventually married, Dwig, his wife, Betsy who was a pianist, and his two children lived in the Adirondacks year ’round. Clare told his editor in New York that he “had tuberculosis” (a lie) and needed to stay in the mountains for his health. Thus, he became the first syndicated cartoonist to telecommute by mailing in his work. At his place, “The Dwigam,” he created something that he called



his “declaration of independence from regimentation” which was decorated with coffee grounds!

Two rooms at the Boston Public Library are dedicated to Clare Victor Dwiggins.

Dwig



## AN OLD BOOK NEW AGAIN

JOHN BURTON, Sonoma County collector and eminent mixologist—his patients have been known to call him Doctor, has republished the long sought after but rarely found book **COCKTAIL BOOTHBY'S AMERICAN BAR-TENDER** with an introduction penned by John, himself. This would be of nominal interest to most of us except for the fact that Cocktail Bill mixed his drinks mostly in San Francisco.

The list of his places of employment reads like a Tippler's Guide, a regular Baedekers for bar habitués, and a challenge for postcard collectors—perhaps impossible, as several places on it arose and faded before the postcard era. But other imagery does exist. A few of the easier cards are shown here.

### COCKTAIL BILL BOOTHBY'S LIFETIME EMPLOYMENT

1874 – Frank Johnson's Chop House and Oyster Saloon, Clay at Leidsdorf Street, San Francisco

1887 – Boothby's Coffee Saloon, 1185 Market, SF

1888 – Byron Hot Springs Hotel, Byron, CA

1889 – Silver Palace, San Francisco

1890 – Hotel Rafael, San Rafael, CA

1897 – The Parker House, Stockton and Geary, SF

1902-1906 – Davy Crocket Saloon, 842 Market Street, San Francisco

1902 -1906 – President of the Unity Club, social club for bartenders, San Francisco.

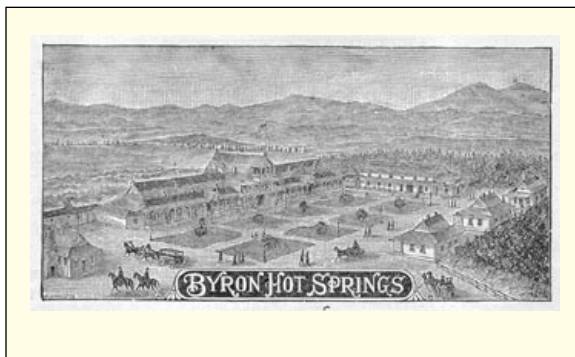
1909 – Pied Piper Bar, (men only) Palace Hotel, SF

1911-1915 – Bar, Fairmont Hotel, San Francisco

1915 – John C. O'Connor Cafe, *The Handsomest Café for Gentlemen in the World*, 902 Market Street, at Powell

Prohibition to 1925 – The Olympic Club, gentlemen's club, San Francisco

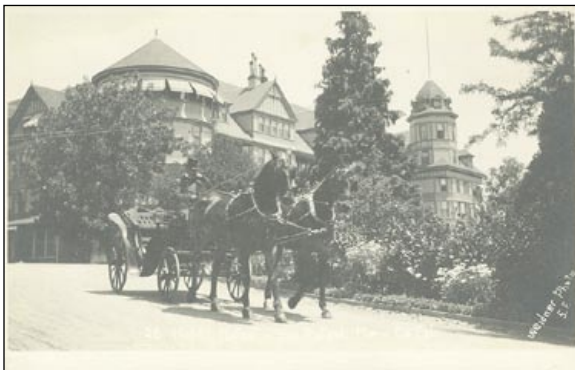
**What images have you to check off the list?**



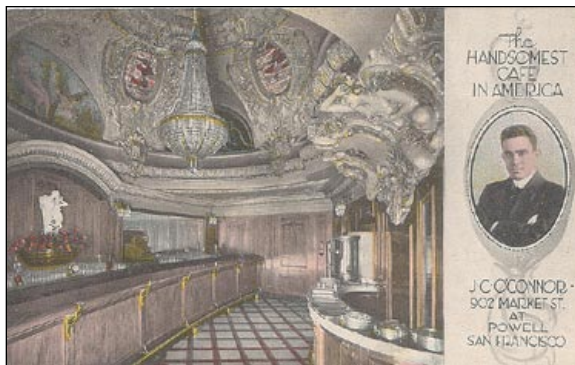
BYRON HOT SPRINGS HOTEL, PUB. 2009 BY CAROL JENSEN



GRILL ROOM, FAIRMONT HOTEL THE BARTENDER GIVES HOPE THAT THIS WAS BOOTHBY'S STATION. COULD WE BE OVERLY OPTIMISTIC?

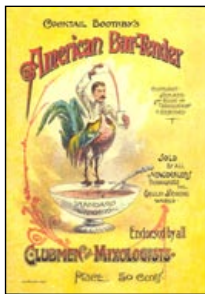


HOTEL RAFAEL, SAN RAFAEL, WEIDNER PHOTO



J. C. O'CONNOR CAFE

*P.S.* OH... JOHN'S BOOK? Here's what it looks like; it can be purchased online or at book shops or, best yet, at the Historic Libations event at the California Historical Society, 678 Mission Street in San Francisco on Thursday evening, December 10, 6:00 to 9:00. \$40 (\$50 non-members) will get you the book, hors d'oeuvre, entertainment, historic SF cocktails and time to browse the exhibits. Be sure to say "Hi" to John when he mixes one especially for you.



**MAIL BAG:** "Burgie Dave" Parrish sent in the results of his visits from Florida to the Santa Cruz and Wichita shows and assorted antiqueries along the way. The satisfying take included close to 100 keepers—including several never-seen-before hometown views and a few breweries, his topic of choice—and a couple hundred more to use as traders with California and Florida collectors. His comment: "What a nifty trip with two sweet spots!" ... Steve Howell, who spreads his time between Central Valley and coast with intervals aboard his motorcycle crosscountrying on the Mother Road, expressed his enjoyment of the October newsletter by sending kudos to the contributors (which I ditto, heartily!). ... An exchange newsletter tells of a Midwest club's bulletins of the 1950s and '60s. With no photocopying or quick print capabilities, each month the copies would have the actual cards "tightly glued to the appropriate pages." By 1963 "the pages were marked 'Enclosed card can be glued here or added to your collection.'" The next year it was suggested to mount them with photo corners. Let's see, for this issue, we'll need only 250 full sets of real photo real seaweed borders. Hmm....

The San Jose club newsletter brought an invitation to all of us to attend their **POTLUCK DINNER CHRISTMAS PARTY** on December 9, 7:30 at Hilltop Manor, 7900 Ironwood Drive. There'll be a speaker, show and tell and club boxes. Bring food and cards. Info: 408 445-2694. ...

The April 1972 issue of *Traction & Models* sent in

by Mike Jacobsen features an article titled "Great Trolleys – Wish You Were Here," which is a history of early day postcard collecting through the eyes of a trolley postcard collector. Thirteen oversize, slightly muddled black and white illustrations accompany the text, but—I've got to say—the article is one of the best I've read about becoming and being a postcard collector. Short and long term goals, as well as pitfalls and organization, are discussed. Although the intended audience is model makers designing their layouts, it takes little ingenuity to apply the advice to other topical or topographical interests. Two succinct quotes worth repeating: "One quirk about post cards is their unpredictability;" and "Useful as post cards are in documenting the past, they should be viewed with a touch of skepticism." Right on! With perseverance, the article will be copied for handing out and mounting on [www.postcard.org](http://www.postcard.org).

**EMAIL!:** A fun and great way to show off your cards etc.: [www.youtube.com/watch?v=QLiFc4febrk](http://www.youtube.com/watch?v=QLiFc4febrk)—everyman can be a Ken Burns: ... The Portola video at the SFPL History Room is now up and running. The display will be on through January 8th. ... From Nick Fargo: "On October 29th, 2009 after completing all of her naturalization procedures, we are proud to announce that Lynn Fargo took the naturalization Oath Ceremony and is a Citizen of the United States. She thanks all those who supported her over the last seven years." Congratulations to you both and to all postcarders and American citizens. Lynn is a great addition to our hobby and nation. We are proud, too! ... I enjoyed your webpage very much. I am an Australian collector looking for cards with Lighthouses. Can anybody of your members help me. Eddy Wouters, 4 Richland Rd. Newton SA 5074 AUSTRALIA.

**DARLENE THORNE** is all aglow. She wrote to tell that her first PowerPoint presentation 'Valley of Heart's Delight-100 Years Ago,' made with awesome postcards was *very* successful." About 50 people showed up for the hour-long presentation, and about half of them came up and told her how much they enjoyed it—and how much they learned. Everyone loved the animations that Jack Daley did for her. —Ed.

## 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

11/09

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## Post Card

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Take a moment now to go to [www.postcard.org](http://www.postcard.org), click on the PayPal logo and pay your dues for the coming year. Or mail your check today: \$15, or more for those so inclined. Program plans are being made, and YOU are cordially encouraged to let Vice President Kathryn Ayres know what YOU will show and tell us about. We are a friendly audience and eager to know more about your collection and interests.

### NEXT MEETING

November 28