

San Francisco Bay Area Post Card Club

July 2010

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

Vol. XXV, No. 6

Fort Mason Center, Room C-370

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

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		US ROUTE 40
		POSTCARDING IN ARGENTINA
		SUPERMAN • CHINESE FORTUNE TELLER

PROGRAM NOTES: Glenn Koch on “Berchtesgaden, the Berghof, and Beyond.” The sleepy Bavarian town was typical of the high mountain villages in southern Germany. For centuries they welcomed visitors with fresh mountain air and beautiful scenery. In 1927 one visitor’s presence ended up transforming the sleepy little community into the southern seat of power of the National Socialist Party, and into a tourist mecca for the party faithful. Through vintage postcards we will see the town as it was before the arrival of Adolph Hitler, what it became during his residency, and the aftermath of the destruction that was rained upon his mountain fortress in the waning days of World War II. Also discussed will be the 50-year occupation by American forces, along with the most recent controversies that have surrounded the site.

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

PARKING: Car pool, take public transit or come early as parking can be difficult; park in pay lot within the Center gates (\$10 for three hours or more!), upper free lot on Bay Street or along Marina Green; and enjoy the stroll by Yacht Harbor.

COVER CARD

Before heading to Golden Gate Park for the club’s Midwinter Fair postcard walk on July 10, Janet pulled out a few of her Japanese Tea Garden cards for show and tell with our 16-member group. Real photo or printed, each card had something special about it. Written by hand on a Richard Berendt was, “One of the remains of the Midwinter Fair.” This Zan photo card was published in 1946. During the war years, “Japanese” was changed to “Oriental” in the Tea Garden name. The message on the



printed card, mailed within New Orleans on April 19, 1906, reads “Would you have liked to have been there this date?”

—ED.

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Newsletter Deadline: 5th of each month



MINUTES, June 26, 2010

No fog or chill wind... could this be summer? And the parking lot was near empty. A great day for a club meeting.

Cards were brought for sale or trade by Ken Prag, Joseph Jaynes, Ed Herny, Sue Scott, Nancy Redden; the club box included cards donated by Wayne Nelson and books sent by Nancy Tucker. Thank you!

We were called to order by President Ed Herny.

ANNOUNCEMENTS: Rich Roberts told of a new antiques fair to be held in the Cow Palace parking area; it will be run by an ex Alameda fair organizer.

A new—and unconfirmed—show in San Jose, July 18 (and August 8?), from an ad in *Barr's PC News*.

Kathryn Ayres told of the photo exhibit by Fred Lyons with images from his book *SAN FRANCISCO THEN*.

The quarterly magazine for the Norwegian Post Card



Club edited by Per Schulze, an Oslo-SF commuter, included a story with photos of our May club meeting. Darlene Thorne told that she has not been able to subscribe to the Martins' new "Postcard World" magazine. [Keep trying, Darlene. You'll like it!]

OLD BUSINESS: Ed Herny announced a date has been set for the Midwinter Fair postcard walk. Meet at the

gates of the Japanese Tea Garden at 2 pm on Saturday July 10. \$7/5 entry fee.

SHOW & TELL: Chuck Banneck showed a book he has made using 108 cards of The Zone, the sideshow and entertainment area, of the PPIE. The cards, black/white and color, are mostly Chuck's own, and also from the collections of Darlene Thorne, Ed Herny, Glenn Koch and Jack Hudson. Chuck produced the book online with Blurb (www.blurb.com) and is currently expanding it. Full info will be published here or check at [expo\(at\)banneck.com](mailto:expo(at)banneck.com). ... Before showing the items she brought, Kathryn Ayres told that the word "blurb" was coined by San Francisco author and wit, Gelett Burgess. Then she held up two



oversize postcards: one, a 1910 multiview by Pacific Novelty, has instructions to write message and address, then fold in half and secure with a rubber band;

PROGRAM:

Ted Miles on

MARITIME PRESERVATION IN THE BRITISH ISLES

Following Kathryn Ayres' introduction telling that Ted was a staff member of the National Maritime Museum, Ted began by reminding us that last summer his presentation was on Maritime Preservation in the US. This year Great Britain is the focus, and, as maritime preservation is a modern concept, like last year, most of the postcards are contemporary.



the other card was for the Grison's Restaurants once on Van Ness. ("Very ordinary," was a comment from the audience about the eateries, *not* the card.) ... Joseph Jaynes showed an intentional postcard "error," an advertising card for Duff's Rebel Restaurant in Winchester, VA: Grant surrendering to Lee at Appomattox Court House.

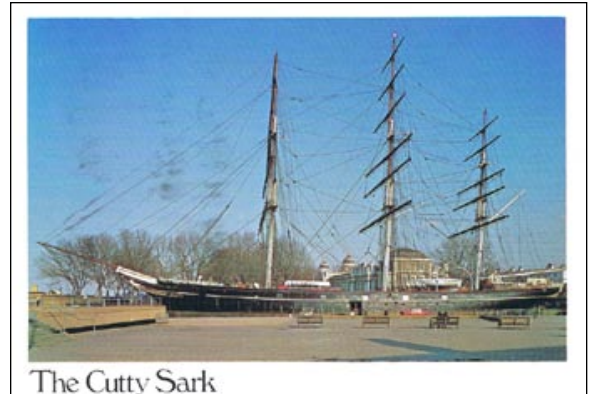
Ed Hery showed two real photo cards from the Midwinter Fair; he had shown us one before, but to have two made him beam with pleasure. The photos were taken by Dr. Gardner in 1894 and printed, by him, as postcards in 1900. ... Darlene Thorne received an email from her grammar school deskmate; she was also invited to a 50th anniversary party at the Palace Hotel; for a "suitable" present she bought a Palace key tag from Ed Hery. ... Dan Saks showed the original postcard used for the June meeting announcement; the photographer's studio was just around the corner from the Eiffel Tower. ... Shirley Bittancourt showed a real photo made at the Petrified Forest near Calistoga showing her great grandmother and mother; even more exciting, "Log Porch, Petrified Forest, Cal." is on a Mitchell photo back (per Frank Sternad, the photo was probably taken by George Besaw). ... Jack Hudson told about CHASING ICARUS, a book on the 1910 air meet in Belmont, NY.

—NOTES TAKEN BY LB

TREASURER/HALL MANAGER REPORT

As of July 6, 2010 \$3555.60
Don't forget, this month we'll be meeting in Room C-370, directly above our usual meeting room at Fort Mason Center.

—ED CLAUSEN, TREASURER/HALL MANAGER



The first ship we saw was the *Cutty Sark*, then and now, with its 35 sails, put in dry dock in 1955. On the back, Richard Hunter—a preservationist specializing in figureheads—had sketched the bow ornamentation of the *Cutty Sark*.

Next came the *Cambria*, representing sailing barges, used in and around London until the 1950s. Coastal vessels followed—schooners, tug boats and garbage scows.

Out into deep water, and world sailing ships. The *Balclutha*, a permanent resident of the Maritime

Museum, was built at Glasgow, a major shipbuilding site on the River Clyde. We saw the barque *Glenlee*, built in 1896, which carried nitrates and guano from South America. Now preserved and on display; a rigger from San Francisco's National Maritime Museum helped with the reconstruction.



Admiral Nelson's flagship, *HMS Victory* with its 120 cannons, followed. Built in 1865, the restored ship now carries fiberglass replicas of her weighty armaments. The ship, rigged just before the Battle of Trafalgar, sailed to victory under Nelson's new battle tactic and carried his body home to England. The Admiral lay in state at Greenwich and was buried in St. Paul's Cathedral. The *Victory* sailed on carrying other Admirals until she was given her resting place



of honor in dry dock at Portsmouth in January of 1922. She is the world's oldest commissioned warship (the *USS Constitution*, launched 30 years later, is the oldest commissioned warship still afloat). Now also the world's oldest museum ship that is not an archaeological vessel, *HMS Victory* is visited by 350,000 people each year. Her topsail with its 70 cannon ball holes from Nelson's last battle is also preserved and

on view. Remarkably, the *Victory* was not damaged by nearby bombing during WW II.

The *SS Great Britain*, a merchant ship built in 1843, was the first iron hull, screw propeller driven



SS GREAT BRITAIN: HULK, RESTORATION, DREAM ship and the forerunner of all passenger ships. After several runs to New York, she ran aground off the coast of Ireland, was refitted and later saw service to Australia and New Zealand. After further damage in 1886, the *Great Britain* became a floating coal

storage hulk and remained at the Falkland Islands. During WW I she helped in refueling efforts, and in the Second World War, some of her iron was used to repair other fighting ships. She was barged back to England in 1970—with international participation and major financial donations—and is now in the same drydock in which she was built—a first in maritime preservation.

Iron hulls were a major development. The *HMS Warrior* escaped the enemy and the breakers and was “rediscovered” in Wales after WW II. She was a wooden ship that had been covered with iron plating.

HMS Belfort was built at Chatham dock yard on the south coast of England where many shipyards were located to be near France, Britain’s perennial enemy.

War ships came in different sizes. A sloop of war was the equivalent of a modern destroyer; a ship of the line would be considered a cruiser today; frigates were smaller still. The *Trincomalee* was built in 1817 for the Royal Navy and came to San Francisco in the 1840s. She was later used as a training ship and was classed as a sailing naval vessel with one deck. Armed or not, galleons were square rigged exploration vessels.

Naval vessels carried three crews: one for the sails, one for the guns and one to replace the wounded.

Canal boats were major transport in the British Isles, and several are preserved at the Canal Boat Museum. [Ed’s note: Canal boats carry tourists from Jericho outside London to Camden Town, an hour or so and a lovely cruise away. Highly recommended. Take the tube back to town.]

Steam came quite early to transport on the inland lakes as there were none of the problems caused by salt water. The steamboat museum on Lake Windermere has several preserved and on display.

Historic replicas—wooden ships built in the last 25-30 years—have made old ships “contemporary.” The *Golden Hinde*, for example. [We were aboard her at Coos Bay, Oregon! -Ed.] Real ships, such as the *Balclutha*, are less numerous than modern copies but more popular—vintage, not repros.

In the US ships are typically named after people.

In Great Britain they are named after landmarks such as, again, the *Balclutha* which was built at Glasgow, a city on the Clyde, Baile Chluaidh in Gaelic.

Much applause and comments of “Ted really knows his ships!”

—NOTES TAKEN BY LB

POSTCARD CALENDAR

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

Aug. 21-22, Sat-Sun, SAN RAFAEL, Antique/Collector Fair, Civic Center, 10am-6 and 5pm*

Aug. 28-29, Sat-Sun, SACRAMENTO, California’s Capitol Postcard Show, Masonic Hall, 6151 H Street, 10 am-5 and 4pm*+

Sept. 11, Sat, SANTA CRUZ, Central Coast Postcard & Paper Show, UCSC Inn, 611 Ocean Street, 10am-5pm*+

Sept. 25-26, Sat-Sun, GLENDALE, Vintage Paper Fair, 1401 N. Verdugo Rd., 10am-6 and 4pm*+ Free Admission!

Oct. 9, Sat, WALNUT CREEK Railroad, Mining & Western Show, 1475 Creekside Drive, 9am-3pm*

Oct. 24, Sun, SAN FRANCISCO, Vintage Book Fair, Hall of Flowers, 9th Avenue at Lincoln

Nov. 5-7, Fri-Sun, SAN MATEO, Hillsborough Antique Show, San Mateo Expo Fairgrounds; 11am to 8, 7 and 5pm*

Nov. 20-21, Sat-Sun, CONCORD, Vintage Paper Fair, 5298 Clayton Rd., 10am to 6 and 4pm*+

Dec. 11-12, Fri-Sun, SAN RAFAEL, Antique/Collector Fair, Civic Center, 10am-6 and 5pm*

Jan 15-16, Sat-Sun, SACRAMENTO, California’s Capitol Postcard Show, Masonic Hall, 6151 H Street, 10 am-5 and 4pm*+

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

Vintage Fairs info: <http://vintagepaperfair.com>

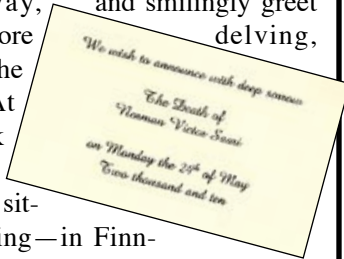
FAREWELL TO PAST MEMBERS

Much black ink this month, mixed with sorrow and joyful memories. Our sympathy is for husband, children, family and the many friends left behind—including each of us.

NORMAN SAARI



Norman found much pleasure collecting chickens and roosters, and that fun increased many times when he discovered our club a couple of years ago. He'd arrive at Fort Mason on foot, from his home only a few blocks away, and smilingly greet his new friends before bright eyed, into the vendors' boxes. At Golden Gate Park shows he had the extra enjoyment of sitting and schmoozing—in Finnish—with Hannu Varis and Crystal Glantz. Norman has been buried in his home state of Minnesota; we are hoping that Syl Misovy, his partner here in San Francisco, will continue Norman's interest in postcards and the SFBAPCC. Handwritten on the back of the engraved death announcement was, "He loved your club very much!"



THERESA SCHROEDER



Ninety-four years old! Theresa came to postcards and the club in her 80s when she moved from Long Island to San Francisco to live with her daughter and son-in-law, Arlene and Ted Miles. They gave her a caring home and brought her to club meetings where she raided every 25 cent box there and at shows and sales around the Bay area. Seeing her find enjoyment with postcards made us all smile. Arlene wrote, "She passed peaceably on 1 July 2010, the day my Dad would have been 101 years old."

MARY PATTERSON



Mary, who had joined recently, was a long time dealer and friend of many of us in the club and throughout our hobby. She lived in Seattle, where she had an antiques business that included many postcard boxes. She was often set up at the Metro Club shows in New York and a regular at Bay Area shows since they were held at hotels near the airport. I first met her at her shop, A. J. Smith & Co., then on the Seattle waterfront when I was writing for the commercial postcard press. The picture shown here, was taken for a magazine about 1990. Over the years Mary's hair style became more elegant, and her smile became even warmer. She loved postcards and collectors—especially beginners, to whom she offered much encouragement—and advanced ones, for whom she sought out rarely seen treasures. Mary was one of the great ladies of the postcard world. —Ed.



For all you
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1905 ad in "The Cosmopolitan" sent in by Wayne Miller

US Route 40 through California

by ART SOMMERS

US Route 40 was once one of our country's great transcontinental highways. The past tense "was" applies to the road because America's highways were renumbered in the early 1960s. The new numerical designations reduced most of US 40, US 30, Route 66 (the Mother Road) and other famous highways to narrow broken lines on the map. Portions of each still exist though, sharing new numbers with modern interstates or as off the beaten track by-ways. US 50, because it took such an isolated path across America, still survives along majority of its old route.

The far western portion of US 40 was officially decommissioned, and its western terminus is now at Park City, Utah. You can still find a highway marked US 40 on maps, and, today, brown colored Historic US 40 markers are seen along the old road here in California. Some stretches of Interstate 80 use the very same roadbed as did US 40, and parts of I-80 parallel old US 40 with remnants of the old 40 roadbed just to side of the high speed-high traffic interstate's right-of-way. This parallel nature between Interstate 80 and US 40 is most prevalent after leaving Auburn and heading up to Donner Summit. The most well known part of US 40 in California that is still heavily used is the few miles from the Soda Springs exit over Donner Summit and down to Donner Lake by crossing over the old Donner Bridge.

US 40 originally stretched from San Francisco on the West Coast to Atlantic City on the East Coast, but

it and the other numbered routes had no real status by law. According to an official bulletin of the Public Roads Administration, "The designation as a US route is without legal or administrative significance." All such routes were designated and numbered simply "for the convenience of map makers, information services, and highway travelers." In George Stewart's book on the history of US 40, he says no one was even sure if the correct usage was "US Highway 40" or "US Route 40." Stewart became interested in Highway 40 while researching his history of the Donner Party which, when published, was titled *ORDEAL BY HUNGER*. Mr. Stewart traveled much of Highway 40 in his research as the highway route often paralleled that taken by the Donner Party back in 1846.

The numbering of America's highways was initiated towards end of the 1920s. Prior to then, the roads were known by proper names such as the Lincoln Highway and the Victory Highway. In the east, US 40 followed parts of the National Trail, and out west it followed much of the Victory Highway. West of Salt Lake City, the Lincoln and the Victory highways mostly covered the same path. US 40 usurped much of the roadbed from both those named highways as it ran over Donner Summit in the Sierra Nevada Mountains and into California.

Between San Francisco and Atlantic City, US 40 covered 3167 miles. The contemporary truncated version is [exactly!] 2,285.74 miles long. It would



Sunset Auto Court in Richmond, "about ten minutes drive from the new San Francisco-Oakland Bay Bridge."



Terry's Waffle Shop and Barrel Club on US 40 in Solano County. RIPLEY'S: "the largest barrel in the world."

take a great many postcards to cover either distance, so the views shown here are of the highway as it left the Bay Area and headed east, up and over the once perilous summit. My personal interest in US 40 stems from it running through the heart of Placer

County where I was born and grew up. It is difficult not to pass through Placer County on a trip eastward from the Bay Area as both the UP Railroad and I- 80 cut through Placer County on their cross country paths.



A Fairfield auto court. You can just make out a US Hwy 40 sign at the right end of the cartoon.



The Milk Farm, another popular Hwy 40 restaurant. All that remains today is the large sign of a cow jumping over the moon alongside the road near Dixon. It took folks some effort to save the sign from being demolished, too.



The post WW II Sunset Motel in Auburn, one of many similar.



An early postcard of the famous Nut Tree in Vacaville. Expanded and modernized in 1970s, it has been torn down completely, and a typical roadside shopping center now sits on the property.



Hotel El Rancho on Hwy 40 just across the Sacramento River from the State Capitol. A sister El Rancho was in Las Vegas on the "Strip," 1941-1960.



The ad copy on the back was crossed out and the message reads, "Mama is desperately ill and can't write." Mailed from Colfax to Dr. Frank Stypes in Newton, Kansas.



Hwy 40 passed right in front of the Monte Vista Inn, which is still a restaurant and bar. When building I-80, the hillside was cut through leaving the Inn 15 feet above the new road at the Dutch Flat exit.



Baxter's was on Hwy 40 a few miles east of the Monte Vista Inn. It was a favorite stop for buses and truckers. Nothing remains now, but senior citizens (like me) will remember Baxter's on the road to Reno and ski resorts at the summit.



On the ridge above Bear Valley near Emigrant Gap was the original Nyack Lodge. The construction of I-80 removed these buildings and Nyack moved across the freeway to its present location. Lake Spaulding sits at foot of the mountains in the background.



Rainbow Tavern is one of the nice stone buildings along Hwy 40 in the mountains. The building still stands, but the popular restaurant, isolated from I-80, was doomed. It's been for sale for a year.



Almost to Donner Summit on I-80, one takes the Soda Springs exit to drive right in front of this old time building.



Hwy 40 descends from the summit and crosses over Donner Summit Bridge, also known as Rainbow Bridge, the first banked and curved concrete bridge built in the US. Drivers can still take this route down to Donner Lake.

Postcarding with Los Porteños

by NANCY TUCKER

I didn't know what to expect when I headed to Argentina for vacation. I'd been told—a tip of the gaucho hat to SFBAPCC member Hy Mariampolski—that Buenos Aires' San Telmo antique district and its Sunday flea market were possible sources for postcards, and that more could be found in the city's stamp dealer neighborhood. I knew the original residents of Buenos Aires lived in the port area, so its citizens are still called *Porteños*. But, beyond these bare facts, and a list of stamp dealers I found online, I knew nothing.

I met my most important Argentine postcard contact at the flea market in San Telmo, where he had a booth and sold a variety of antiques. When I picked up a stack of cards and began flipping through them, I caught the attention of the booth's proprietor, Héctor Luis Pezzimenti, the director of the country's leading postcard organization (see RESOURCES, below.). After chatting about cards and card collecting and accepting a recommendation about which of his Argentine postcard

books to purchase, he invited me to his home, where I went the next day to buy yet more cards. Our time was limited, so I didn't get to see much of his collection of 25,000 Argentine *tarjetas*.

Buenos Aires is a thoroughly cosmopolitan city of around 13 million people; many *Porteños* in the downtown retail sector speak at least a little English. And, as in other sophisticated cities, sellers of specialty goods tend to cluster together. Hy told me the city's stamp dealers were to be found around the intersection of Maipú and Corrientes Streets near



AVENIDA L.N. ALEM – CITY CENTER

the capital's famed Obelisco, the obelisk at the city's heart which commemorates its 400th anniversary.

Once I found the district, it was easy to locate postcard sellers. They clustered in open-to-the-street arcades, their small shops lining both sides of the passageways. Many shops were also above street level, so the resolute card shopper must scan building directories in all the office



CORNY COMICS AND PRETTY LADIES





buildings as well.

¿Tiene usted tarjetas postales antiguas? Do you have antique postcards? This is a phrase I said again and again as I wandered the collectibles *barrio*. Besides stamp dealers, there were also coin dealers in the area and some of them, too, carried old postcards. As one said as he handed me an album, there was “*un poco de todo*” —“a little of everything” to be found there.

I liked stamp dealer Alejandro Argüello. His shop, Filatelia Argüello, at Maipú 484, though tiny—perhaps 10 feet square—was air-conditioned, which I appreciated in BA’s hot mugginess. I brought about 100 old Latin American postcards on my trip, and Alejandro was willing to trade one-for-one for cards I desired.

At the turn of the 20th century, Buenos Aires absorbed about a million Italians, and another wave of them arrived after World War II. This has made Argentina, among other things, a male-kissing culture. As I poked through Alejandro’s boxes and watched other customers come and go, I pondered the reaction in the U.S. if men kissed men in greeting and farewell as they did at this shop.

I met my share of Argentine dealer-eccentrics, too. Unfortunately, that one dealer—while he has what may be the largest stock of postcards in the country—is also something of a nutjob.

I won’t name him, but he has two shops (one postcards, one stamps) in the arcade at Maipú 466. He wouldn’t adhere to the prices written on the back of his cards. Instead, when I showed him what I was interested in, he’d reprice the cards to whatever he

thought he could get from me. And those prices were definitely on the high side, sometimes many times what the identical card would sell for at home.

Besides that, he wouldn’t let me go through a whole box of cards at once. Instead, he would hand me a fistful of cards, watch me go through them, and then give me another fistful when I returned the first group. This was, of course, annoying and time-consuming for both of us, and somewhat illogical, since I sat at a table literally right in front of him. And, his filing system for American postcards was as unique as the rest of his way of doing business: All cities which begin with the letter S, for example, were filed together—so I got San Francisco, Santa Fe, Sarasota, Seattle and St. Paul all in a clump in the same box.

Despite this one disappointing experience, I encourage collectors to visit Buenos Aires. It has great beef, cheap taxis, inexpensive hotels—and a lively postcard scene. Please enjoy looking at a few of the cards I brought home.

WHEN YOU GO....

Postcards in Argentina can be in poor condition. Fading, mildew and missing surfaces are commonplace due to the sub-tropical climate. The flip side is that Argentine cards in good condition, in fact, all Latin American cards, are greatly welcomed by dealers and collectors.

Because of Argentina’s high rate of inflation, U.S. dollars are commonly used for purchasing big-ticket items like real estate, cars.... and postcards! European cards are often priced in euros, but the difference in exchange rates between the dollar and

the euro apparently isn't always clear to the dealers: At one shop I saw cards priced at \$10 on the front of the sleeve and 10 € on the back of the card.

Since there are no postcard shows in Argentina, collectors buy from each other, from dealers or online.

Many of the Argentine-made cards I liked best featured good art, a sharp sense of humor and jokes I could understand without knowing what the captions meant. This was at odds with my experience at home, where I pay little attention to the humor category. I also picked up a few old view-cards of Buenos Aires because I liked the graphics. Color reproduction was excellent. And, although cards showing Juan and Evita Peron are plentiful, the one portrait card I got is only Evita-like, not the real thing.

While Argentine cards dominate the market, of course, I was also able to pick up a few nice classic U.S. linen diner and restaurant views, which apparently are not much appreciated there. European cards, as in the United States, are common.

RESOURCES

Where can you go if you want to learn more about Argentine postcards, but you aren't planning a trip to South America?

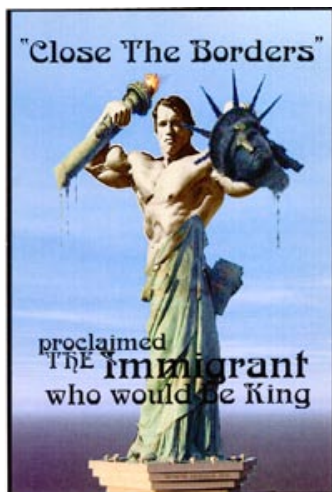
Start here, at El Centro de Estudio e Investigación de la Tarjeta Postal en Argentina —(roughly translated, the Argentina Center for Study and Research of the Postcard) at www.geocities.ws/ceitpa/.

CEITPA is a 300-member organization for Argentine postcard collectors that publishes monographs and catalogs on Argentine postcards, and sponsors an annual scholarly meeting. The group's website is all in Spanish, of course, but cutting and pasting at www.translate.google.com will give you a rough idea of what's going on. And you don't need to know any Spanish to enjoy their Museo Virtual—a fine online exhibit of historical Argentine cards.

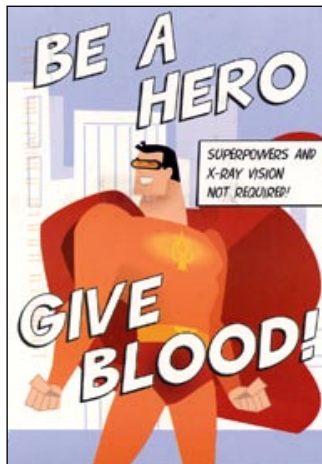
CEITPA also sponsors a 3-1/2-year-old Yahoo Groups forum, with over 150 members. You can find it at <http://ar.groups.yahoo.com/group/tarjetas-postalesantiguas/>.

A list of Argentine stamp dealers is available from the Sociedad de Comerciantes Filatélicos de la República Argentina, or SOCOFIRA, at <http://www.ifsa.org/i/acc.php?asscd=AR>.

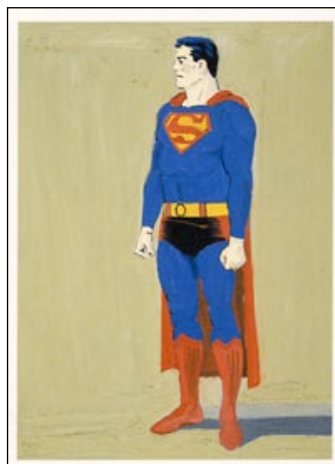
A good book about Argentine postcards is *ÁLBUM POSTAL/A POSTCARD ALBUM*, by Carlos Masotta. This 504-page chronicle, published in 2008, contains eight essays—in both Spanish and English—dealing with Argentine postcards and their context in the nation's history. It focuses on the importance of early gaucho and Indian postcards to the country's self image, plus there are extensive bibliographies. It's lavishly illustrated with color reproductions of hundreds of old cards and is available in the U.S. for \$50 from Distributed Art Publishers at www.artbook.com.



Our home state Sooperman, THE GOVERNATOR, leading with the right, beat our NO TRESSPASSING! neighbors to the draw some time ago.



BLOOD BANK OF THE REDWOODS DONATION PLEA; USED 2005



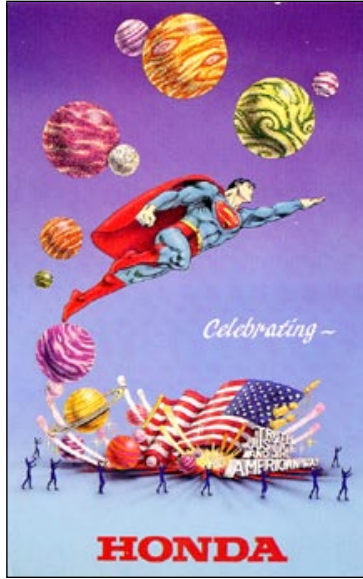
SUPERMAN, Mel Ramos, 1962, Fine Arts Museums of San Francisco

SUPERMAN!

Not finding much at a show some years ago, I was wandering through boxes of mixed cards and came across one with Superman, a childhood hero. A neat card! An historic reprint of the cover of the first Superman literary tome, a comic book. I bought it, and ever since, have picked up more on the red caped crusader as they appear. Superman is not a *rara avis*; neither is he a common critter. A few months ago, Jack Hudson brought his Superman card for Show 'n' Tell and was kind enough to loan it for publication. Warning: before looking further, please check your surroundings for any trace of kryptonite. —Ed.

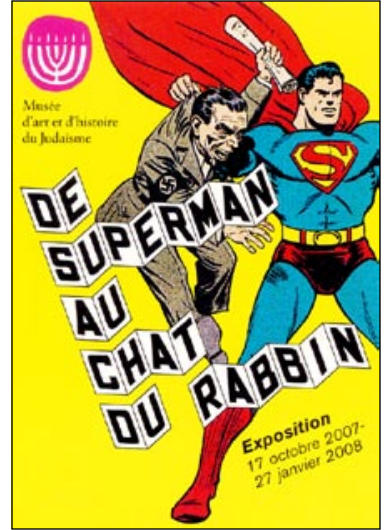


REPRO OF COVER OF SUPERMAN NO. 1, Summer 1939. He made his debut a year earlier in the first issue of Action Comics. The first super-hero in comics thus became the first to have his own magazine. ©1939 Detective Comics, Inc. Renewed 1966 by National Periodical Publications, Inc. Published exclusively for Metropolis Recreation, Inc., Metropolis, Illinois. Published by Dexter Press.



△ JACK'S FAB HONDA SUPERMAN!

SUPERMANREEVES—GoCARD promo for <http://www.alpha-one.org/> to raise lifetime health insurance caps.



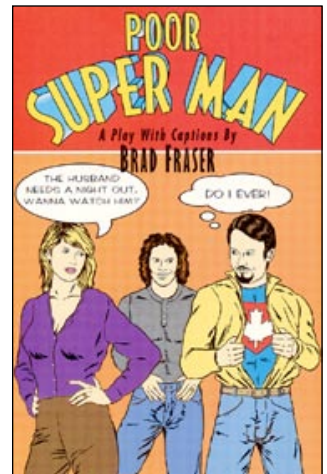
JEWISH MUSEUM, PARIS exhibit on Jewish comic book authors. SUPERMAN No. 26, cover by Jack Burnley, Jan-Feb 1944, © DC Comics.



FREECARD- www.postalfree.com, Spain



opened to SUPERMAN and other families. it could happen to you.



SUPERMAN GAYPLAY cinematic-style X-rated, Arts Club Theatre, Vancouver, BC, June 1996. Illustration Anthony Seto.

The Chinese Fortune Teller

by FRANK STERNAD

While looking through a San Francisco sightseeing brochure from 1925, I discovered a familiar photo—the “Chinese Fortune Teller.” Early color postcards of Fok Jing Ow show him seated at a small folding table flanked by a couple of his cronies. The background clearly reveals fallen bricks and other debris, suggesting the photo was taken shortly after the 1906 earthquake. I have one card of this scene postmarked 1909. A later card cancelled in 1911, and a Curt Teich linen from 1925 have the fallen walls nicely airbrushed away and a couple of locals are inserted, earnestly discussing something like the current price of opium, or bricks. Surprisingly, the original image with tumbled down walls was used in the 1925 brochure instead of the sanitized version.

Forecasts of the future were no doubt popular after April 18, 1906, and Mr. Fok would have been busy with assurances, precautions and predictions. I wonder if he had foreseen the endearing photograph of his post-quake sidewalk business being presented as contemporary for the following twenty years.

WELCOME TO OUR NEW MEMBERS

Shirley McDonald, a collector.

Jim Reid, PO Box 1960, a longtime collector and dealer who likes the U.S.M.C. and the Pacific Rim.
No approvals.

Lee and Janice Trusty. Collectors: Anything on Rte 66; old auto courts, cafés, drive-ins, old car dealerships, garages, and especially old gas stations.
Approvals welcome.

Ralph Bowman, The Paper Gallery, dealer in better postcards, photography, movie memorabilia, paper. Find Ralph on eBay at thepapergallery2, the thepapergallery5; also online at www.thepapergallery.com. He welcomes approvals.



P.S.

ABOUT 25 YEARS AGO I lost a sizable packet of old San Francisco cards due to a careless helper. The packet could be identified by some of the frequent names of the collectors that are on many of these cards: L. P. Veghte, L., S. or G. Bockman, J. Boge, Mattie Seary, A. or R. Behan, Alvina Zell, Mrs. A. Smith. They were all addressed to San Francisco, from San Francisco, about 1908 to 1911.

If anybody might have acquired this packet, I would very much like to know what happened to the cards, and I would buy them back if I could. Don Price, 960 Addison Ave., Palo Alto 94301 (dondeepri(at)comcast.net)

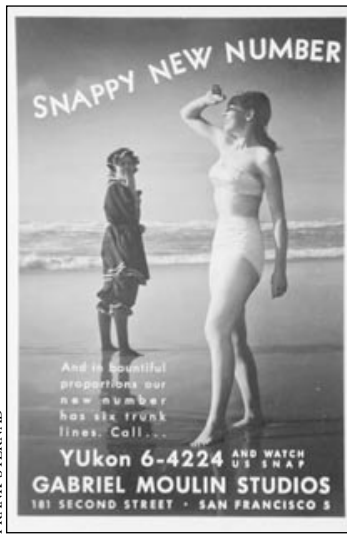
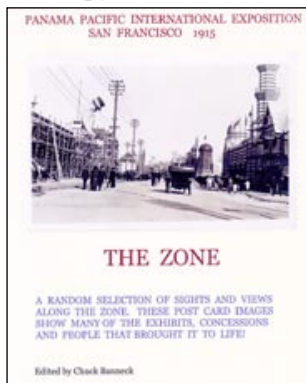
ONLY IN SAN FRANCISCO? Don't always believe it! Here is an early postcard view of the Chutes at 10th Avenue and Fulton published by Britton & Rey. [We parked



across the street from the site on Saturday for the walk in the park.] Below it, is one highlight of the amusement area at the 1905 Exposition Universelle in Liège, Belgium.

Here's what the preview copy of Chuck Banneck's book on THE ZONE, looks like. One great advantage of on-line publishing is that books can be updated, expanded and edited at will. That's what's happening now. At last report, several pages were being integrated—each with more rarely-if-ever seen postcards from the

entertainment section of the 1915 Panama Pacific International Exposition. Fairgoers came to the PPIE to be impressed by the exhibits—emboldened by the still new century, by the reborn city, by America's productivity. Once at the fair, they went to The Zone to have fun. That's what you'll have looking through this collection of rarities. Let Chuck know that you'll be ready when he and the book are.



FRANK STERNAD

A SUMMERTIME TREAT from Gabriel Moulin Studios, circa 1949, announcing their new YUkon exchange phone number. We collectors are accustomed to seeing healthy young women in natatorial attire on real photo cards by Patterson. But Moulin!? It turns out it was not Moulin père's idea. He had

died in 1945, and his ashes were already enriched on the ground floor of the Columbarium. Gabriel's two sons, Irving and Raymond, continued on in the business at 181 2nd Street. The old GARfield phone number was changed, but did not appear in the 1949 directory. The postcard was to help compensate for the oversight.

—ED.

SAN FRANCISCO BAY AREA POST CARD CLUB

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2010 MEETINGS

July 24

August 21 **change**

September 25

October 16 **change**

November 27