

# San Francisco Bay Area Post Card Club

August 2010

Next Meeting: Saturday, August 21, 12 to 3 pm

Vol. XXV, No. 7

Fort Mason Center, Room C-260

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

IN  
THIS  
ISSUE

BERCHTESGADEN, THE BERGHOF AND  
BEYOND • CALIFORNIA LINENS • SAN  
FRANCISCO HOUSES OF WORSHIP –  
JEWISH • ZAN'S TRIP TO MT. TAM

**PROGRAM NOTES:** For our August meeting, Kathryn Ayres' topic will be *ORANGES AND POPPIES AND BEARS, OH MY! – CALIFORNIA SYMBOLISM ON POSTCARDS*. How did Californians represent themselves on postcards in the days before the state became known for movie stars, hippies and computer geeks? Come delight in old-time Californiana: poppy personifications, bears cavorting with beautiful maidens and exaggerated oranges bigger than boulders.

**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. If you do park in the upper lot, be sure to take a close look at the community garden.

## COVER CARD

*CITY OF PEKING* WAS AN IRON STEAMSHIP built in 1874 by John Roach & Sons of Chester, Pennsylvania for the Pacific Mail Steamship Company. She ran the San Francisco-Yokohama-Hong Kong route



1875-1903. In addition to her commercial cargoes, *City of Peking* brought many Chinese and Japanese immigrants to the United States, and later served as a troopship in the Spanish-American War. This image shows her heavily flagged for the U.S., likely at the time she was chartered for service as a troop transport, May-August 1898. The Southern Pacific ferry *Bay City* can be seen steaming in the background. Surprisingly, the negative was used to print this

real photo postcard some fifty years later, not by a California publisher, but by Herman Cassens' Eastern Illustrating & Publishing Co. of Belfast, Maine.

—FRANK STERNAD

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### Newsletter Deadline: 5th of each month



### MINUTES, JULY 24, 2010

Cool gray fog swaddled the city with a Gaussian blur as we crossed the Golden Gate Bridge. By 11:30 the parking lot was overflowing with space hunters. By 3 o'clock, the breeze had turned brisk, and it was a typical SF summer day. Brrr.

Cards were brought for sale or trade by Arlen Spengola (the 25¢ dealer from the Vintage Paper Shows, but with more “normally priced” cards); Hy Mariampolski with cards he found for trading while in South America; Ted and Arlene Miles with cards and other paper for the Western Railroad Museum; Ed Herny with two boxes of new stock; a small box of 10¢ cards. Fun was had and finds were made by all.

The 40 seats in room C-370 were slow to fill, but by the time the meeting began it was SRO in this smaller than usual room.

We were called to order by President Ed Herny. Guests were introduced: George Epperson's granddaughter; Robert Bungerz, Glenn Koch's longtime friend who told about their joining the Allentown PA postcard club when they were 18, 30+ years ago—Robert is co-author for Schiffer Publishing of ALLENTOWN REMEMBERED, a very nice postcard book on his and Glenn's hometown; and William McKinley, friend of Jack Daley, near neighbor of Ed Clausen and retired Matson ship captain.

Announcements: Ed Herny reminded us that the next meeting will be on August 21, the third Saturday, not the fourth; he also told of the flea at Moss Landing

next Saturday, and the Golden Gate Park Vintage Paper Fair on August 14 and 15.

Lew Baer showed a copy of the Norwegian Postcard Club magazine edited (for the past twenty years) by our member, Per Schulze. Lew also voiced a suggestion made by Dan Saks that we have a club translation committee for hard to understand cards. We'll need YOU to help with this. Please let Lew or Dan know that you will take part. Lew told that Theresa Schroeder, a 10+ year member and mother of Arlene Miles had died at age 93. He then pointed out that George Epperson, who had just celebrated his 91st birthday, if not our oldest club member, was officially the oldest regular meeting participant.

Drawing: Many lots, among them two copies of San Francisco Golden Age Postcards, donated by author Glenn Koch; a poster of the Mechanics Institute Library centennial celebration; also, many winners. Old Business: Ed Herny reported on the Midwinter Fair postcard walk in Golden Gate Park: except for some statues and the Japanese Tea Garden, there is very little left, but the group found lots of fun. Ed encouraged us all to lead walks on areas of the region.

John Freeman told of the celebration at the Mechanics Institute Library at which he and Dave Parry have postcard exhibits. Except for during the celebration, the building is open to members only.

Show & Tell: Jim Caddick brought several real photos of Berlin made before and after World War

It showing magnificence and rubble. ... Hy Mariampolski showed and talked about the ugly side of collecting: counterfeit cards. On eBay he had bought three early and pricey New York City views by Franz Huld that did not look right when they arrived. The paper surface was not right and there were even attempts at making album like marks. The seller said to destroy them and returned the payment. Hy chose to show and tell about them to make us all aware of skullduggery in the hobby. He also showed a Joe Louis Chesterfield advertising card; the one he had gotten last year was another fake; that deal did not end pleasantly; the new card is genuine. ... Glenn Koch brought one of his eBay wins, a Zan real photo of a plan for the SF jail of 1856; what he says may be the first txt msg on a pc: "HP Nu Yr 2U"; an RP of the blue cat that went through the 1906 earthquake; and an RP of a display board of postcards for sale.

Jack Hudson told that he has picked up on counterfeit cards by the smell of the ink and corners that are just too perfect for 90-year-old cards; then he showed an RP of Bonus Army vets at their campground asking for donations "to buy cigarettes to help the boys." The Bonus Army were veterans marching on Washington in protest of the lack of benefits; Congress authorized payments, President Hoover vetoed the idea and ordered Gen. Mac Arthur to clean the bums out, which was done at saber point. The end result years later, was the GI Bill of Rights. ... Lew Baer showed three cards from his goat boxes: one a view inside Mussolini's brain with a tiny Hitler, another of a comical Swiss-German card showing the future of a popular mountain that had been anthropomorphized



and a WW I RP of a Serbian boy soldier with his goat. ... Ted Miles clarified a last month's comment on the HMS Warrior: it was a warship built in 1850 with an iron hull covered with armor plating; fully armed, it was powered by steam and by sail. ... William McKinley brought cards of the SS President Coolidge at Yokohama and an RP of Chinese prisoners with large boards chained around their heads. As a preview of the August Show & Tell, below are two cards from the National Yo-Yo Museum in Chico:

—NOTES TAKEN BY LB





PROGRAM:

## Glenn Koch on

### BERCHTESGADEN, THE BERGHOF AND BEYOND

Following his introduction by Kathryn Ayres and getting the laptop and projector set up, Glenn began by telling that this presentation was prepared out of historical interest and to demonstrate how postcards have recorded the calamitous history of a picturesque corner of Germany, once epicenter of the Nazi regime.

The opening image was of two lederhosened hikers in the mountains of Bavaria's Obersalzberg, an area hanging like an appendix to the southeast corner of Germany. An aerial view showed the town of



Berchtesgaden in a green valley surrounded by the endless mountains of Austria. Another card showed King Watzmann, the major mountain overlooking the town. The image had been anthropomorphized to give the mountain human characteristics and to emphasize that the area was a land of many super-



KING WATZMANN OVERLOOKING BERCHTESGADEN

stitutions and folk legends. Other town views showed street scenes, bierstubes, weinhouses, the Wittelsbach Palace and the Christmastime folly of firing shotguns—a practice still followed by Germanic residents of Pennsylvania. More cards gave views of Salzbergwerk, the salt mines that perforated the terrain and attracted tourists.



Views of the Obersalzberg, a mountain retreat and farming community, showed typical Bavarian architecture of homes with lines of rocks on the roofs to stabilize the snow that would blanket them. The area became a tourist center by the turn of the century and stayed that way into the 1920s and '30s.

The great changes to come were foreshadowed in 1923 when spiritual advisor Dietrich Eckart was visited by a new acolyte, Adolph Hitler. The “student” stayed at Pension Moritz, later the Platterhof, near the Untersberg, the mountain in which dwelt the spirit of Barbarossa. [This weird and spooky theme continued through much of Glenn’s presentation.]

When he was released from prison in 1924, the former Mr. Schicklgruber—using the alias “Mr. Wolf”—returned to the Obersalzberg to write a sequel to *MEIN KAMPF*. In 1927 the author rented a home of his own there.

Glenn’s comment: “The Nazis were masters of propaganda; they loved postcards and used them very effectively.”

The chancellor-to-be spent much time at this country home—which he purchased and expanded—while ignoring the goings-on in Munich and Berlin. Postcards showed Haus Wachenfeld before and after the remodeling. A series of cards showed

the “simple” leader at home. The home became a place of pilgrimage for the German people, and we saw crowds lined up to have the cards they bought autographed.



By 1934 the H-Haus was enlarged again and security additions were added. Clan members Speer, Goering and Bormann built homes nearby. Bormann’s was the highest sited, giving him an overview of the entire area. Atop a nearby peak, Bormann built the Kehlsteinhaus, known as the Eagle’s Nest.



By 1936, neighboring properties were requisitioned, among them the Hotel zum Turken which became the SS headquarters. A huge complex of buildings rose up, including the Berghof and the expanded and expanding Haus Wachenfeld. The dining room of der Führer’s home was paneled in rare knotty, fragrant Swiss Cember pine. Underground tunneling connected all of the buildings with each other—other than Goering’s which his rival Bormann refused to include.

Ach, the rigors of being der Führer! Sleeping until

noon or later, then breakfast and paperwork before a vegetarian lunch and nap. Dinner was usually followed by a lengthy emotive tirade. Movies were a favorite, especially “San Francisco” with Clark Gable, Jeannette MacDonald and Spencer Tracy. An immense window in the great hall framed the view of the looming Untersberg, Barbarossa’s mountain.



On the terrace, guests were received; this popular area was seen in many photos and on postcards.



In 1939 the Berghof was enlarged for the last time and Bormann presented the Kehlsteinhaus as a 50th birthday gift to his master. The Chancellor was to visit it on only a few occasions.

April 25, 1945: Royal Air Force bombers attacked the mountainside, destroying the metastasized command posts and fortifications. On May 4, SS arsonists set fire to the Berghof before fleeing the mountain.

The French were the first Allied forces to reach the mountain hideaway. The Americans arrived a





LANDHAUS LOERING, OBERSALZBERG RESIDENCE OF HERMAN GOERING ON GOERING HILL

bit later. The area was scavenged clean of wartime souvenirs. Still throbbing with the glory of victory, in 1952 Hollywood released the film “The Devil Makes Three” starring Gene Kelly and Richard Egan fighting and sniping in the remains of the Berghof and creating a fictional account of the Third Reich’s aborted rebirth. In the final scene, the dastardly son-of-der-Führer is standing in the opening of the huge picture window.

The occupying governments moved to have the area cleared of all reichean relics—except for the Kehlsteinhaus—to avoid leaving a Mecca for neonazis. The effort was not overly successful.

In 1995, the US returned the Obersalzberg to the Bavarian government. There was much unrest over the destruction and demolishing of the remaining buildings. The creation of a Documentation Center



PENSION MORITZ, THEN PLATTERHOF, LATER U.S. FORCES HOUSING

inflamed local residents wanting to be done with any Nazi memories and attachments. The center’s historical displays are very interesting; should you be heading there, arrive early in the day.

The final image was a modern view of

Berchtesgaden today, once again seen as a picturesque and charming village radiating fairy tale innocence.

As the lights came up, Glenn told of a souvenir ashtray made from the red marble fireplace in which demonic flames once warmed the great hall of the Berghof.

Applause confirmed the audience’s appreciation of

Glenn’s scholar- and showmanship. Any mutters of displeasure were for the subject matter, not the presentation. We were all forced to acknowledge, once again, that postcards are *the* visual chronicle of *all* of the 20th century.

—LB



HAUS WAKENFELD—BERGHOF—BOMBED AND BURNED RUINS

## WELCOME TO OUR NEW MEMBER

Faith La Gore: Faith is a collector who joined when she purchased a copy of *FACING DISASTER*, the club-published book on the 1906 San Francisco earthquake and fire.

## TREASURER/HALL MANAGER REPORT

As of August 1, 2010: .....\$3197.79  
We’re back in our regular room (C260) for the rest of this year and all of next year—the Good Lord willing and we’re not ousted by some big-bucks production.

—ED CLAUSEN, TREASURER/HALL MANAGER

## POSTCARD CALENDAR

- 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. 16-17, Sat-Sun, PORTLAND, Greater Portland Postcard Show, 10000 NE 33rd Dr., 10am to 6 and 4pm+**
- 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. 13-14, Sat-Sun, ARCADIA, San Gabriel Valley Postcard Show, 50 West Duarte Road, 10am to 6 and 4pm+**
- Nov. 20-21, Sat-Sun, CONCORD, Vintage Paper Fair, 5298 Clayton Rd., 10am to 6 and 4pm\*+**
- Dec. 4, Sat, GRANADA HILLS, San Fernando Valley Postcard Show, 11128 Balboa Blvd., 10am to 6pm+**
- Dec. 11, Sat, FULLERTON, Orange County Winterfest, 2932 E. Nutwood Ave., 10am to 6pm+**
- 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\*+**
- Feb. 11-13, Fri-Sun, **SAN MATEO**, Hillsborough Antique Show, San Mateo Expo Fairgrounds; 11am to 8, 7 and 5pm\*
- Bolded** entries are produced by club members.
- \* Ken Prag will be there; let him know what to bring for you; 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

## RITZ..., OLD... OR JUST PLAIN POODLE DOG



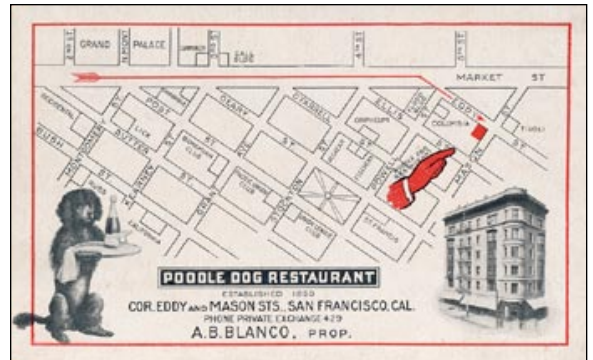
San Francisco's favorite restaurant that closed its doors years ago, is also a postcard favorite. Its food and stories were great as are its postcards. I'm a longtime Poodle Dog fancier and have just acquired a new-to-me hard-to-find card. According to Chris Smith in the Santa Rosa *Press Democrat*, another Sonoma County resident recently increased his Poodleana, too.

It seems that a woman in Ohio discovered old papers in a donated dresser at the charity where she works. "Throw them out or take them home," were the boss' instructions. She took. Sorting through the personal papers she found photos (above) and menus, "all from restaurants named The Poodle Dog or The Old Poodle Dog or some other manifestation."

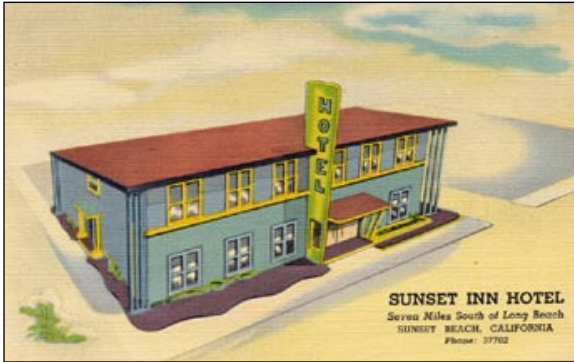
She also found a family name. Online searching led her to Santa Rosa resident Calixte Lalanne whose parents and grandparents owned the fabled restaurant.

The woman packed up the Dog's papers and sent them off, *gratis*, to Lalanne. Surprised and delighted, he figures they "were in his mother's old dresser when it was sold in a Butterfield's auction... in 1980."

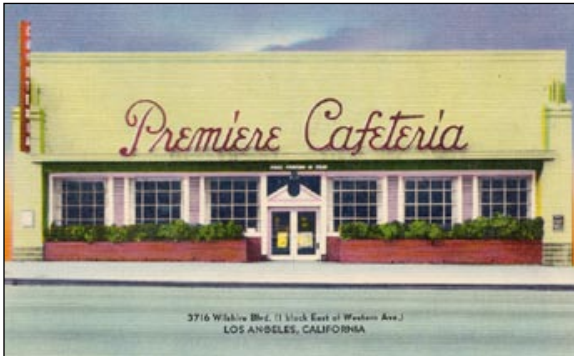
Good for Cal! And for me! Here's the new card: a pre quake map of the third Poodle Dog's location. — ED.



# California Linens



This Sunset Inn Hotel linen bears a Curt Teich code beginning with 8B for 1948, and its sunny deco tones exude the secure optimism of the immediate post-war era. Seven miles south of Long Beach, it's only come-on is "Steam Heated."



The Colourpicture credit gives addresses in both Los Angeles and Boston. The Premiere Cafeteria, sans the appropriate è spelling, exudes a prissy cleanliness, reassuring in a cafeteria. But excitement lurks as hinted at by sunset orange flashes at either end of the building. "The Finest Food Obtainable" is their boast.



**DAVE PARISH** has been an avid collector of California cards since long before he relocated to Florida. Down there he's happy—most of the time—especially when he is able to travel to the nearby shows that are a world away to most Californians. It's true that since the advent of the Internet and online auctions, postcard collecting knows no borders. It's also true that folks in other areas are not as hip to what is a "good" California card, and are a bit more likely to offer them at local shows. Bargains are scarcer today than ten years ago, but everyone makes mistakes, and treasures are occasionally overlooked by vendors. Dave is standing by to nab neat cards whenever and wherever possible in the deep Southeast.

However adept Dave is at hunting and capturing top cards for his collection or trading, he's not yet a whiz at computer intricacies, scanning in particular. Was that the reason—or just bragging—that moved him to send a Priority Mail Medium Flat Rate Box filled with his latest gleanings to the Editor? Either way, we're all winners.

The cards came double sleeved in rigid holders and grouped into categories, each in its own plastic baggie. And each baggie had one of Dave's now classic notes of comment and explanation. The linen group, however, had only a brief heading: LINENS w/ SPARKLE. I could see what he meant.

Linens are an odd lot. The name makes one think of bridal gifts and closets that smell of ironing. They were the cards of the post Volstead Depression years and of WW II. First appearing in the mid-1930s, the garish colors and altered imagery were cheering, like employment or a highball. Linen skies were always that certain blue, and clouds were white and fleecy. The backgrounds of buildings disappeared. The textured surface gave a third sensual dimension.

Curt Teich in Chicago and Tichnor in Boston were the major publishers, with the C-T fabric finish muslinish and

O. G. Carter's Southern Bar-B-Que, also in Long Beach, has a subtle charm. Friendly hacienda styling is bolstered by stolid and blocky entry ways. It's the wispy clouds and angelic piglets—a reference to the coast-long Pig'n'Whistle chain—that give this Boston published card its character.



# — with Sparkle\*

Tichnor's more like ripstop nylon. Although many linens are today recognized as artistic delights, the vast majority of the cheaply produced cards are of virtually no interest. Until the 1990s, linens were scorned and shunned by collectors—except for the few with an eye for greatness. Suddenly the bawdy flash of linens caught on, and 10¢ sleepers wakened to the collective rush. “I never imagined it would happen,” a major dealer exclaimed fifteen years ago. “I just paid \$5.00 for a linen!” It was a fine card, and sold quickly for double the investment. \$100 linens



The World Famous Cheerio Boys, Jimmy, Max and Harry, once hung from the lamp post at Polk and California Streets in San Francisco. The Blue Book bar moved a bit up the block before this privately printed linen was released. Don Steele made the 1940s drawing; flesh colored photo faces were added. Slightly undersize, a rarely seen card! LB collection.

soon appeared—like the mechanical cowboy card. Others opened high, then faded as warehouse lots of hundreds of the same striking images appeared on dealer tables. In the ensuing years, the playing field has leveled, and great cards generally bring commensurate prices.

The linens seen here all advertise California establishments. —LB

Milani's card is one of Colourpicture's evolutionary linens—a “Shini”—linen-like except for its finish which is untextured and chrome card like. “Hollywood's most unique specialty eating place” seated 200+ diners, offered a “friendly French atmosphere,” and welcomed night owl patrons until 3 AM. An “Art Whizin” Ent.



The card for Tony's Log Cabin in Santa Barbara was put out by C-T in 1946, no doubt in part to welcome demobbed Asian war vets. The “Restaurant Unique” offered full-course Italian dinners, original famous sizzling steaks, and all sorts of drinks along with home-made chicken ravioli.



Who could resist cooling down at the curving cowboy tan bar at the Silverado Motel after a hot Calistoga day? In 1951, this center of the wine country-to-be was known chiefly for its spas and nonvinous healing waters.



DURING THE GOLDEN AGE and the decades following it, houses of worship were a prime postcard collecting topic. Magazines and newsletters of the time tell of vast collections with a great number of churches, often enumerated by the different faiths and sub faiths. At a postcard gathering in the 1990s, a retired priest showed and told about the seemingly endless number of church views he had amassed over many delightful years of collecting.

I confess, it grew yawny. There were no San Francisco images, nor any others to which I felt a connection. But I did add a few San Francisco churches to my SF boxes, and then along came a nice real photo signed by Gabriel Moulin of the religious institution that faced the bedroom window of my childhood. The Byzantine styled hulk of Temple Emanu-El rose in my view to reflect the morning sun and to block the evening sunsets. Its shapes and shadows were calming, peaceful, sombre. My SF-Religion category now had personality! And it has grown considerably since then.

In the day, all dealers had a church category. Today, it seems few do. Sales stock cards are now filed geographically, under the appropriate city, state, country or continent. Searching can be a fruitless chore. But I do like looking through low priced boxes, and it's there that I've found some of my better San Francisco religion cards. More of them will be displayed on these pages as I do want to show them all to you.

In counterpoint to the holocaustic subject of this month's opening article, let's start our religious observance with San Francisco synagogues.

A number of Jewish gold seekers were among the ranks of the 49ers. A few found fortune in the foothills and streams; the most successful used their entrepreneurial acumen to profit in the business center of San Francisco. Think Levi Strauss, for starters. Not all Jews were angels. Viz. the Schmitz-Ruef earthquake era political thuggery. Rich or poor, good or bad, respected or reviled, Jewish San Franciscans were usually affiliated with a chosen synagogue.

The first and postcard-foremost Jewish congregations coalesced during the Gold Rush, taking

# SAN FRANCISCO HOUSES



Top "Old 'Frisco' Bird's-Eye View" c.1900, Emanu-El at left; center, post-April 18, 1906 ruins on Sutter Street; above, Arguello Blvd. and Lake St., 1929 real photo signed by Gabriel Moulin; left, chrome of altar and ark, "Magnificent example of Levantine architecture, based on a byzantine-Roman tradition"; Award of Merit, AIA 1927.



# OF WORSHIP — JEWISH

shape in 1851 and separating soon thereafter. Both congregations had a succession of homes, and by the 1860s Emanu-El was holding services in a building on Sutter Street—now the location of the Art Deco 450 Sutter medical megalith. By 1903 Sherith Israel had its permanent home, designed by architect Albert Pissis, at California and Webster Streets. Both temples were imposing structures. Emanu-El was a feature of many views of the growing city, but its postcard prominence came in 1906 when it was rocked by the temblor and destroyed by the flames. Its once bulb topped towers were now crumbling and charred, although they rose heavenward above the neighboring rubble.

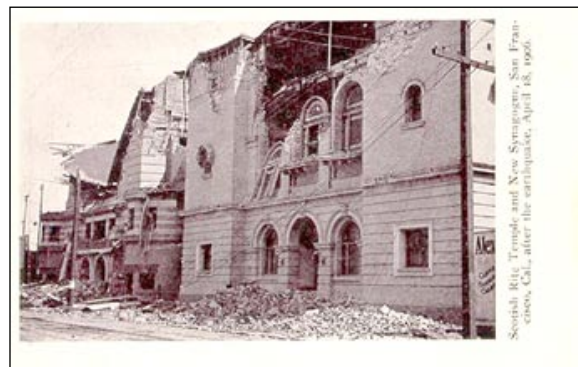
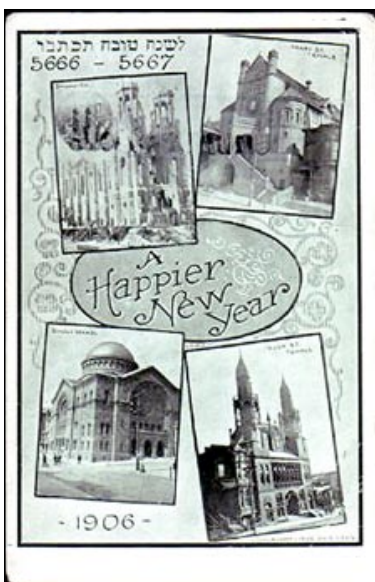
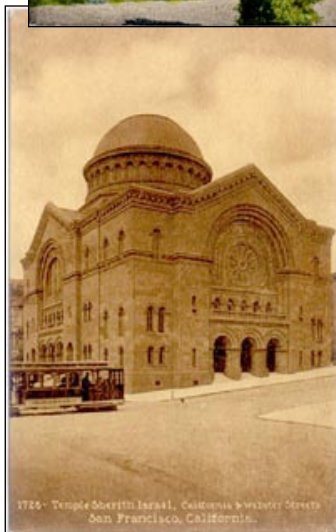
Sherith Israel survived the cataclysm with moderate damage that was quickly repaired, and its doors were open for religious and civic use, notably the trials of Mayor Schmitz and his “boss,” Abe Ruef.

The California Street synagogue has remained little changed. Currently it is surrounded by scaffolding and plastic wrappings as it undergoes preservation and safety improvements. Views of Emanu-El, however, show the great change from the 1906 Bavarian ruins to 1926 Byzantine Revival as designed by Arthur Brown, Jr.

There were other congregations and other synagogues, but few postcards record their appearance. A 1906 multiview shows the Geary Street and Bush Street (?) temples along with Sherith Israel and the ruins of Emanu-El. Another earthquake view is of the “New Temple” on Geary Street, near Fillmore, and the neighboring Scottish Rite building—both badly damaged. A photo from 1900 reveals the Geary Street Beth Israel at the start of the century. —LB

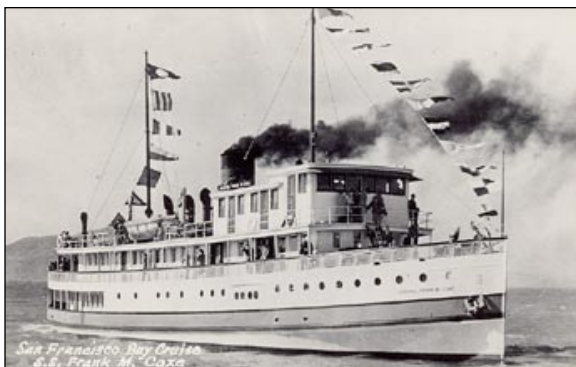


Above, Sherith Israel as seen from Alta Plaza; left Sherith Israel on California Street (EH Mitchell); below, SF bar mitzvah boy; lower left, 1906 4-synagogue multi-view; bottom, “Geary Street Temple” c.1900; right bottom, the “New” Beth Israel ruins on Geary, near Fillmore.





# A ZANY TRIP



San Francisco Bay Cruise  
S.S. Frank M. Coxe



S.S. Eureka  
plus between  
San Francisco and Sausalito.

SAN FRANCISCO IS FAMED FOR ITS HILLS; however, any view to the north includes Mount Tamalpais, a gently sloping peak far more altitudinal than any of the city highlands. We're planning a tour of this hikers' haven in an upcoming issue, but a group of early Zan real photos sent by Dave Parrish offer a winding travelogue of how pre-1938 day trippers would reach the Marin County prominence.

For landlubbers, Mount Tam was a steadfast part of the view across the Golden Gate. Aboard the bay cruise boat the *SS Frank M. Coxe*, the mountain rises and disappears with the wave action and interference by Alcatraz and Angel Island. Unless arriving from the north, Tam bound visitors most likely arrived from San Francisco by a Southern Pacific ferry which took them to Sausalito. The *SS Eureka* carried its share of nature seekers. During World War II it served workers heading for work at the Kaiser shipyards in Richmond. Handwritten on this unmailed card is a capsule of wartime life: *Crossed Bay to Richmond Kaiser Ship yds on this Boat, September 12th 1943. Saw launching of SS Charles Devens at 12 mid night. Rode Street Car and Cab to Richmond, Bus to Oakland, then Street Car across the Bay Bridge to San Francisco. Very late Very tired. Fog.*

The only postcard glimpse of our destination today is as a backdrop to San Quentin Prison on the then bucolic waterfront near Corte Madera. Storm clouds hover above the penitentiary. It is not a site of pleasure. The sight is most pleasurable, though, and the prison lands with their spectacular view are eagerly eyed by real estate developers.

Sausalito, the Italian fishing village named by the Spanish for its willow trees, was already an artists' hideaway by the 1930s. When the Golden Gate Bridge opened in 1937, the village solitude faded but not the



Wooded Hillside Inn  
Sausalito, California



GOLDEN TOWER  
RESTAURANT & AUTO COURT  
Brownie Manning  
5 miles North of Golden Gate Bridge  
on Redwood Hi-way U.S. 101, California

# TO MT. TAM

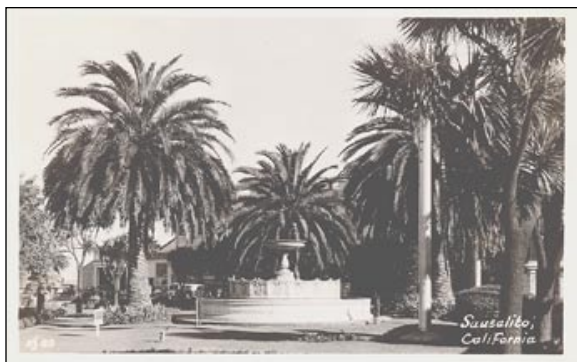
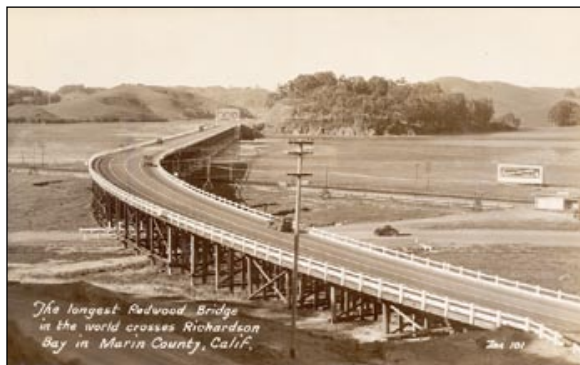


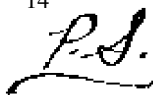
town's quirkiness. By the 1970s it was overrun by tourists. Its economy blossomed; traffic circulation on the narrow and winding streets clogged. The town fathers took steps to ease their prim discomfort, and in the late '60s the charming city park was chained off limits to all. Skinnydippers now had no access to the park fountain. Sausalito is still a major draw for visitors, and the traffic has been eased by removing the town's name from the Hwy 101 offramp at the north end of the Golden Gate Bridge.

Heading north from (now ultra yuppified) Sausalito, we see the redwood bridge across Richardson Bay. US Hwy 101 is the only major thoroughfare in Marin County, and the bridge, now a major concrete affair, carries over four lanes of traffic in each direction. The speed limit is 55 MPH, but during rush hours the bridge is a parking lot. Today the bay itself is pristine and regaining its reputation as an egret haven. The birds disappeared in response to the mad hatters of the late Victorian era, and they stayed away from the pollution and rampant march of progress that followed. Condos and homes have made a flounce that skirts the hills, but the snowy birds are returning.

Just beyond the bridge is the area of Mill Valley known as Strawberry. The Golden Tower Restaurant and Auto Court have disappeared, and the area has developed into a tony shopping center.

From Strawberry there are alternate routes to reach Mount Tamalpais, and we'll be making the climb in a month or two. But let's take a peek, as Zan did, at the other side of the peak where ancient redwood trees tower in Muir Woods. We'll skip the natural wonders like President Reagan, who said words to the effect of "If you've seen one tree, you've seen 'em all." Before we make the ascent, we might need a hearty meal and a night's rest, so we'll check into the Muir Woods Inn until we're ready to move on. —LB



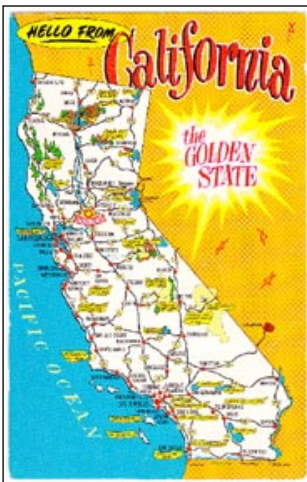


**SEARCH, RESEARCH AND DISCOVER** has been the theme for several clubsters during the past few weeks. ...

**JACK HUDSON**'s voice warbled on our answering machine: "I'm here at Tiffany's in Union Square in San Francisco. The window cases are all filled with postcards for the tourist season. Inside, the cases have more cards and props all postcard related. They went all out with the vacation theme, and it looks really good."

**DAN SAKS** accepted the assignment of going downtown and filing a written report:

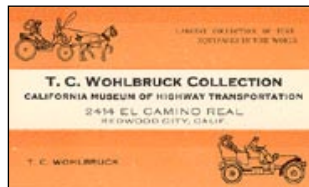
Looks like somebody from Tiffany's spent a lot of time going through the 25¢ boxes at one of Hal's shows. Tiffany's four sidewalk display windows, and many of the store's interior displays, use hundreds of view cards as part of a vacation theme. The rear of the window displays are covered with linen and chrome cards from U.S. vacation destinations—parks, beaches, cities and small towns, etc. The backsides of some cards are shown with vacation themed messages such as, "Having a wonderful time." The displays also include a vintage camera and, of course, Tiffany's baubles and trinkets.



Check it out if you get a chance, as you might find something like I did. I knew I had a copy of this card shown in one of the windows. Now I can proudly display it as being, "Tiffany's quality."

**FRANK STERNAD** responded within minutes to a question sent to the club web site by a fellow at the Henry Ford Museum in Dearborn, MI who was seeking any information on "a T.C. Wohlbrock who appears to have been a postcard producer. I am interested in confirming that this man is the same person who appears

in records at Henry Ford Museum as a car collector. If Mr. Wohlbrock was indeed an auto enthusiast, we are interested in locating his personal papers to track the disposition of a car in his collection." Frank's answer: "The man you are after is Theodore Clemens Wohlbruck (Aug 11, 1879–Nov 26, 1936), a professional photographer, postcard publisher and later in life, a vehicle collector. According to an AP news release, Henry Ford bought Wohlbruck's museum collection twelve days after he died." Frank sent an image of his business card, courtesy of Art Sommers, and added info on a collector of Wohlbruck RPs!



**SAUSALITO MYSTERY REAL PHOTO:** **DAVE PARRY**'s note said that he had purchased this card in London the week before. Could anyone identify it? The image and question went out to the club email list. A few hours later **JIM STALEY** responded: "I believe the mystery house is Hollyoaks, built in 1887 on Harrison Avenue in Sausalito by George Meade. This was the most splendid Victorian home in Sausalito. (35 rooms) Sold by the Meades in 1889 for \$18,000. Razed in 1939." Any more questions... anyone?

**NU?S...** FROM **BOB BOWEN**: "My next Arcadia book will be available August 23. Titled **SAN FRANCISCO**, it is part of their Postcard History series. It includes over 200 SF post cards from my collection. There are no color illustrations, but I try to make up for the lack of color with lots of historical and interesting facts and details. I should have copies at the August meeting." ... From Laura Zieman: "Somehow I'm



related to Albert Pissis, the architect. My Mexican grandmother used to tell us stories about visiting him at the Fairmont where he lived. I don't know the exact relationship and haven't done the genealogy research yet."... **DAVE PARRISH** "...found that postcards are being reproduced. Shame on a vendor who included them in 'old' inventory, but he likely did not know? I snagged just two of them. One original photo was by Deane Studio and front of card is unaltered from original. Color is bleached and production number, B-10—Life Guard Station, Jacksonville Beach, Florida, is in proper place. Reverse reads: A speciality product of Jacksonville Magazine ([www.jacksonvillemagazine.com/](http://www.jacksonvillemagazine.com/)) and an 800 phone number, should anyone want more product! A company in same city is listed as publisher. Sleeved and priced at \$3.50, I bought two different. I was not aware linen era cards were subject to current reproduction and wanted to spread the word. Should everyone else know, then I plead guilty as the last to know.



**STEVE HOWELL** made his and **PATTY**'s 4th of July cards using a modern repro of an old design. He covered the back with used stamps of Old Glory, barely leaving room for the address and one mint stamp.

He fixed up a bundle of these and sent them to the postmaster at Independence, MO asking that they be mailed in time for firecracker delivery. He waited for words of thanks and surprise. None came. The cards had never been remailed at Independence. Too many stamps? Inquiry prompted action, and mine, at least, arrived in time for this issue.



**DRENE BRENNAN**, founder, doyenne, editor and general voice of the Post Card Club of Great Britain is trying to retire after how many years and 334 issues of the bulletin. She's been a regular at postcard fairs in London for never enough years, promoting the club and searching out cards for herself and club members. Her July missive gives a bit of personal history. "As I bow out of the club, it is interesting to note that—Fate, Kismet, call it what you will—I was going to be associated with postcards in my teens in Blackpool. With three large ballrooms, I went dancing three times a week. My crowd consisted of Gypsy boys whose mothers told fortunes on the promenade, and one of the mothers forecast I would be associated with small pictures..." Best of life to you, Drene, all good wishes and God speed, from your many American friends.

WANNA KNOW MORE? The *Press Democrat* Poodle Dog story: [www.pressdemocrat.com/article/20100801/ARTICLES/100809971](http://www.pressdemocrat.com/article/20100801/ARTICLES/100809971). All about Vintage Paper Fairs: [www.vintagepaperfair.com](http://www.vintagepaperfair.com)

—Ed.

## CLASSIFIED ADS

FREE TO MEMBERS AS SPACE PERMITS

SHORT METAL

FILE CABINET

HEAVY DUTY STEELCASE  
4-drawer cabinet. Drawer interiors 4" high and 12.25" wide. Cabinet is 27" high and 28" deep. \$30. I have a pickup, so can help deliver. Write Dan Saks, beletted(at)mac.com.



## SAN FRANCISCO BAY AREA POST CARD CLUB

### APPLICATION FOR NEW MEMBERSHIP

RENEWALS: List name and changes only

Individual/Family \$15 [ ]

Supporting \$25 or more [ ]

Out of USA \$25/35 [ ]

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

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

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

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

Collector [ ]

Dealer [ ]

Approvals welcome: Yes [ ] No [ ]

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

Join online at [www.postcard.org](http://www.postcard.org) and remit by PayPal or...

send membership info and your check payable to SFBAPCC

to PO Box 621, Penngrove CA 94951

8/10

P.O. BOX 621  
PENNGROVE CA 94951

# POST CARD

This Side is for the Address Only



### 2010 MEETINGS

August 21 **change**

September 25

October 16 **change**

November 27