

San Francisco Bay Area Post Card Club

September 2010

Next Meeting: Saturday, September 25, 12 to 3 pm

Vol. XXV, No. 8

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 } CALIFORNIA SYMBOLS—ORANGES, POP-
THIS } PIES & BEARS • LINCOLN HIGHWAY IN
ISSUE } CALIFORNIA • SAN FRANCISCO HOUSES
OF WORSHIP—CATHOLIC • WELSH HU-
MOR • NEW BOOKS BY MEMBERS ET AL.

PROGRAM NOTES: Michael Semas, deep in the central San Joaquin Valley, spent the summer, with a camera, visiting locations on real photos made by Besaw, Beck, Nichols and others more than a century ago to make a series of photos taken from the same spots as the early photographers. There'll be surprise cards—with stories to match—and questions to test our knowledge of history. An entertaining and information packed time is guaranteed! Michael's Arcadia Postcard History Series book, *KINGS COUNTY*, was published in 2005. [Ed.'s note: Don't miss this presentation!]

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



“*Labor Day*,” writes Susan Nicholson in her 1994 *ENCYCLOPEDIA OF ANTIQUE POSTCARDS*, “was declared a national holiday in 1894...to honor the work ethic and unify the labor movement....There are two sets of Labor Day cards, one by Nash, the other by Lounsbury. According to *PICTURE POSTCARDS IN THE UNITED STATES 1893-1918*, Hubin’s on the Boardwalk in Atlantic City, may have been the sole distributor...[and] sold them for many years during the postcard craze....desirable but not rare.” Shown is one card in the Nash 2-card set, from Kathryn Ayres’ collection. Today, 16 years later, let’s adjust the rating to *very desirable, rarely seen*. Kathryn adds a personal note to the circa 1910 card: “When the card was made, my grandpa was doing heavy labor for one dollar per day, six days a week with NO benefits. Even back then, one dollar was a meager salary for my grandfather, his wife and four children.”

—LB

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Newsletter Deadline: 5th of each month


MINUTES, August 21, 2010

C-c-cool and gray... again. The bay was flecked with sailboats that swirled around Alcatraz and clustered by Yacht Harbor. We parked in the Bay Street lot and ambled through the community garden, overgrown with vegetables and blazing with flamboyant dahlias. "Fireworks in August!" quoth the poet.

Cards were brought for sale or trade by Ed Herny, Hy Mariampolski, Sue Scott, the club box, Joseph Jaynes, Dave Parry and Dorothy DeMare.

We were called to order by President Ed Herny. One guest was introduced, Syl Misovy, who's "collecting Norman [Saari]'s cards from all over the house."

Announcements: Andy Stewart told that the October All Image Photo Show has been cancelled.

Ed Herny reminded us of Sacramento next weekend and Santa Cruz on September 11.

Dave Parry told that his and John Freeman's displays at the Mechanics Institute Library at 57 Post Street are still up; ask and you will be admitted to the third and fourth floors.

Drawing: 14 lots, 14 winners.

New Business: Joseph Jaynes said that the club is remarkably lucky to have such quality expertise from among its members who are willing to put on club programs. He stressed that projected images are vital to programs so we can all see what the speaker is telling about, not five minutes later on passed around cards. Discussion followed with suggestions of an opaque projector and asking other members for help

with technical problems.

Kathryn Ayres encouraged us to send Show & Tell scans to Lew for the newsletter. She also recalled Joseph's words in encouraging us all to put on programs: "If you have 20 postcards on a topic, you have a 20 minute program."

Show & Tell: Kathryn Ayres told that her main interest was the GGIE of 1939 and '40 and that she has seen many opening day cards sent by Mr. Hal Parsons with the 3¢ GGIE stamp, although the rate was only 1¢. On eBay she won this strange card of a stamp



collector peering at a rare 1861 stamp through a loupe, which also had the special stamp and first day cancellation used at the fair, sent by another postal historian to (surprise!) Mr. Hal Parsons. ... Darlene Thorne showed a novelty card with instructions to hold to light, then look at it in a dark room; it's a radium card! But the radium is worn out. She also showed cards from the Pasadena Public Library—a complete set that was due back in 14 days. It's still overdue! ... Joseph Jaynes showed a Main Street from Bergen, Texas, when the town was 90 days old. Someone had cut the stamp off, ruining the card and the cancel! ... Hy Mariampolski told that he is researching and plans to write about Clara Ward and



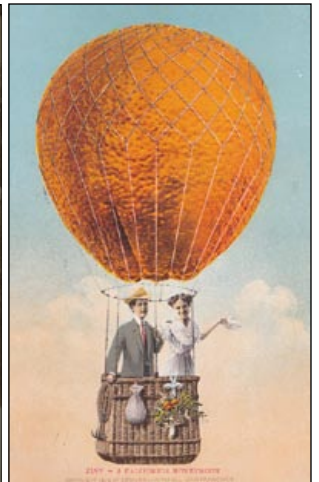
Different versions of the bear flag were used to represent California from 1846 on, and the legislature did not officially declare it as the state flag until 1911. Still, the design was not consistent, and the bear sometimes resembled no creature that walked on earth. A standard flag design was adopted in 1953, the same year as the California grizzly became the state animal, although the species had been extinct since 1922.

The state had been slow in designating the bear and poppy as official symbols, yet the public had been using them to represent California for many years. California bears were seen on postcards as early as the 1894 Midwinter Fair that was staged in Golden Gate Park, and several postcards showing bears were issued for Teddy Roosevelt's Great White Fleet visit

to San Francisco in May 1908.

A postcard containing a visual pun appeared in 1911, encouraging citizens to “bear in mind” San Francisco as the site of the upcoming Panama Pacific International Exposition. New Orleans was also vying to host the nation’s fair to celebrate the opening of the Panama Canal.

Californians felt confident that they could host a world-class world’s fair due to the success of the week-long Portola Festival that was held in October of 1909. The festival was named for Don Gaspar de Portola, who discovered San Francisco Bay in 1769 – but as club member John Freeman says, the festival was an excuse to show off the (mostly) rebuilt downtown area, which had been devastated by the earthquake and fire three years before.





California's benign climate proved ideal for citrus trees, and oranges were used as an unofficial symbol of our state on early postcards. Edward H. Mitchell published a fanciful image of a "California honeymoon," with a loving couple propelled skyward by a balloon in the shape of a gigantic orange. Other cards declared that you couldn't possibly know oranges until you came to California, in the same vein as postcards asserting that only Bostonians could know beans. We could send our friends back East a "virtual" box of oranges on a postcard, or we could taunt them with visions of our marvelous weather on cards captioned, "I'll Eat Oranges for You; You Throw Snowballs for Me." Tourists enjoyed having studio postcards made of themselves picking cardboard oranges from a cardboard tree.



San Bernardino still hosts its National Orange Show on an annual basis, despite the fact that orange groves are not as common there, or throughout the

state, as they once were. There was a time when various California counties would compete for prizes at the San Bernardino show by building fantastical structures out of citrus fruit. But in the late 1950s and beyond, the majority of the orange groves in that area were uprooted and paved over for office and housing developments.

In 1957, M.F.K. Fisher wrote, "When I first walked through a new orange orchard in what is now called La Puente, I was five or so [in 1913 or thereabouts], and poppies grew tall enough to brush my face and make the tiny fruit trees look foolish. Within a few years, though, the bright orange satiny blossoms grew only in roadside ditches ... gases from the diesel trucks, the cars, and the factories started to stunt and kill the orange trees By now there are no orchards ... most of the hills have been bulldozed and leveled into unrecognizable shapes, to offer dubious support for upper bracket 'ranch-type' or 'Mediterranean' homes ... and the poppies are gone," and,





today, the oranges are gone as well.

California is a wonderful place to live, as is evidenced by our unabated population growth. However, someone once said that Californians have always suffered from a sense of dystopia—that no matter when you arrived here, be it by birth or by immigration, older residents would tell you that it used to be better before. Rapid population growth inevitably affects

land use, infrastructure, public policy and crime rates. Still, California continues to attract the masses.

Although such growth fosters a sense of pride, I search for California postcards that were issued before the state's centennial. Back then, Californians knew they were living in a very special place, and their pride is shown through the imagery on old-time Greetings from California.

WELCOME TO OUR NEW MEMBERS

William M. McKinley, a collector of maritime themed cards; approvals welcome.

Bill and Connie Hammerman

Dorothy J. Plummer collects cards of World War One and of Europe.

Francis McQuillan, collects real photos and sports, but not baseball, football or basketball.

TREASURER/HALL MANAGER REPORT

As of September first our Treasurer appears to be out of town, or away from his computer. Therefore, there is no up to the minute accurate report on the gold in our club coffers. However, I will stick my neck out by saying there is about \$400 less than last month, and \$400 more than there will be in October. —ED.

More on Rigo and Clara

Rigo is the gypsy violinist who ran off with the Princess of Chimay, also known as Clara Ward, daughter of one of Michigan's wealthiest families. The scandal intrigued people everywhere and turned the protagonists into celebrities. On the basis of her fame, Clara embarked on a career as a performance artist appearing at the Folies Bergère and Moulin Rouge in *tableaux vivants* while wearing suggestive outfits. Postcards were important in spreading their appeal.

—HY MARIAMPOLSKI

[See *tableaux vivants* at the Dickens fair in December. Saucy and lotsa fun! —ED.]



POSTCARD CALENDAR

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*+

Jan.21-22, Fri-Sat, PHOENIX, AZ, 5757 North Central, Greater Phoenix Postcard, 10am to 6 and 4pm; (Early Bird 9am); free entry with nonAZ driver license; www.rbfshow.com

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](mailto: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: www.vintagepaperfair.com

IN THE MAIL, BUT NOT ON POSTCARDS

We thought it would never happen, but **Norm and Bess Sturgis** will be taking their **Inland Empire Postcards** business off the road and onto eBay:

Effective December 1, 2010 they will discontinue doing business at all postcard and paper shows. You can reach them at home, 360 West 24th Street, San Bernardino CA 92405, by phone 909 883-9075 or 909 886-2404 to leave messages. Online they will be known as INLANDEMP and their store will be ALLSORTSPAPER. Don't be surprised to see them at shows occasionally... but only to see old friends.

Two letters came from **Drene Brennan**, the great British Postcard Club Editor. In one she suggests the similarity between the US Post Office ban on tinselled postcards during the Golden Age—they damaged the postal workers' hands—and the USPS current ban on stapled folded mail (such as this newsletter). The modern processing machines do NOT like staples, but neither do they leave bloody smudges.

In the other letter Drene recalls visits to our area: "I travelled extensively in America over the years, and Sausalito remains my favorite place. I wonder if the 7 Seas restaurant is still there where I tasted the best seafood omelet in my life packed with shrimp, lobster, crab and prawns. I wonder if the redwood tree is still there near Mill Valley [Muir Woods] that has a shop as big as a Woolworth's in its roots... In Eureka, with friends, we went in a bar. I shocked the bartender by asking for a cocktail as it was a beer bar. Behind the bar they had one bottle of Campari, so I said mix it with some lemonade and they did. I then asked for a cherry on a stick. The bartender looked surprised, but he rushed outside and came back with a cherry which he said he took off a cake next door, and they said they would christen it Drene's London Cocktail and put it on their menu. I wonder.... "P.S.: Give my regards to all who remember me."

At the bottom of her Postcard Club of Great Britain stationery: The club was founded in August 1961, & with its world-wide connection caters for all categories of collectors, & through the medium of a bi-monthly magazine enables members to acquire and dispose of cards.

THE LINCOLN HIGHWAY IN CALIFORNIA by ART SOMMERS

T*his article* is written by a postcard collector, not a highway expert, but it so happens that the Lincoln Highway, the Victory Highway, U.S. 40, and Interstate 80 all cut through Placer County, my home and strongest area of postcard collecting. Because of this connection to Placer County, I collect highway images.

The concept of a coast to coast road was fully realized on July 1, 1913 through the efforts and determination of Carl Graham Fisher with support from Frank Seiberling, president of Goodyear Tire and Rubber Co., and Henry Joy, president of the Lincoln Highway Assn. A native of Indiana, Carl Fisher manufactured acetylene headlights for automobiles, and also was the man responsible for development of Indianapolis Motor Speedway. The first transcontinental road in the U.S. was to be called the Lincoln Highway in honor of President Abraham Lincoln. It centered on creation of a "hard surface" road that would eventually stretch 3,300 miles from Times Square in New York City to Lincoln Park in San Francisco, following the shortest practical route. Keep in mind that the automobile

was a relatively new mode of transportation during that first decade of the 20th century, and the idea of building a cross-country highway for these horseless carriages was daring and bold. The majority of roads

that trailed across America at that time were dirt-based and dusty, seasonable, and hostile to automotive machinery.

In 1913 the Lincoln Highway Association was formed to promote the new road and gather donations to construct the highway. The money was raised by automobile enthusiasts and businessmen who saw

the advantages of good roads. Although there were relatively few automobiles in the United States at the time, the idea of a coast to coast highway was embraced by a great number of Americans, and proposals for other named roads were begun soon after efforts for the Lincoln Highway were underway. Proponents of the 1915 Panama Pacific International Exposition were big fans of the Lincoln Highway and encouraged people back east to build the new road directly to San Francisco. San Franciscans wanted the world to know that their city had recovered from the 1906 earthquake and fire and that it was better than before.

An interesting feature of the Lincoln Highway is that nine miles west of Fallon, Nevada, before entering California, it split into two branches. One branch took



An artist's topographical rendering of the Lincoln Highway split around Lake Tahoe, with North at left



Lincoln Highway route along eastern edge of Lake Tahoe



A unassuming sign across from where the Legion of Honor would be built in San Francisco's Lincoln Park marks the western terminus of the transcontinental Lincoln Highway. The large "L" at top of sign was the standard symbol used to mark the road's route across America.



The address for this motel is Lincoln Highway, but US 40 appears in parentheses showing the evolution of the name change.

Tahoe, following the general route of today's Interstate 80. The other branch cut through Carson City and hugged the southern perimeter of Lake Tahoe, following the general path of Highway 50. The two routes merged in Sacramento and a single highway continued on to San Francisco.

Although Carl Fisher envisioned a "hard surface" road across the continent, some early portions started out largely as dirt and gravel rather than covered with macadam (tarmac) or asphalt concrete. Travelers on the highway through the Utah and Nevada deserts were challenged to know if they were on a road at all. In other areas, the Lincoln Highway became the darling of the concrete industry. If a city bought a mile of concrete to pave a portion of the Lincoln Highway, a concrete company would donate a matching mile's worth of material.

In the ten years between 1915 and 1925, the United



This early image of a dance floor at Baxter's lists the location as being on the Lincoln Highway.

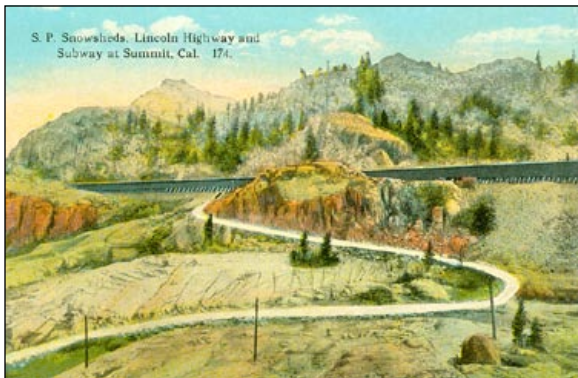


Lincoln Way, one of Auburn's main streets, was named because it used the Lincoln Highway roadbed through town. The original transcontinental roads typically passed through the heart of small town America. The planners for future highways such as 40, 50, and Route 66 would often bypass city centers in efforts to straighten and shorten the routes.

States went from just one named highway to a confusing hodgepodge of named roads. In some places, many different roads shared the same path, and road markers would be festooned with signs indicating that the motorist was on a highway with many names. The Lincoln Highway and the Victory Highway used the same roadway entering California over Donner Summit. This confusion led to the need of developing a standard numbering system; and after consultation with all of the states, the American Association of State Highway Officials gave final approval for the United States Highway Route Numbering System on November 11, 1926. The first numerical system started at the northern border of the U.S. and numbered the routes in ascending order, from Route 10 at the top to Route 90 in the south. The most famous



A later view of Baxter's gives its location as on US 40.



The Lincoln Highway roadbed ran through a tunnel under the Southern Pacific tracks at Donner Summit.

of these routes was Route 66 between Los Angeles and Chicago, known to aficionados today as the Mother Road. Much of the Lincoln Highway's path became U.S. 30, and much of the Victory Highway was numbered U.S. 40.

The National Interstate and Defense Highways Act of 1956 provided funding for the construction of the Interstate Highway System so motorists could enjoy high speed travel in all sections of the country. President Dwight Eisenhower championed the Interstate Highway System. He was influenced by his experiences as a young Army officer crossing the country in the 1919 Army Convoy on the Lincoln Highway. The trek took 62 arduous days to make the crossing, and Eisenhower, then a captain, said it was worst experience of his life. Ike also gained an appreciation of the German Autobahn network as a necessary component of a national defense system while he was serving as Supreme Commander of the Allied forces in Europe during World War II.

The Association of State Highway Officials, who had set up the U.S. Route numbering system in 1926, were now tasked to develop a new numbering system. In March 1963, the United States Bureau of Public Roads approved a scheme that reversed the original order, putting Interstate 10 in the south and Interstate 90 across the northern tier of states. Travel tip--if you are on an Interstate assigned an even number, you are on an east-west road, e.g. I-80 runs between San Francisco and New York. Odd numbers run north and south such as I-5 between Los Angeles and Seattle.



Although the Lincoln Highway and the Victory Highway both used the same roadbed in California, the Lincoln Highway got most of the publicity. In this unusual instance, the publisher indicates that Victory Highway is crossing the Donner Bridge overlooking Donner Lake. More often than not, the Donner Bridge was associated with the Lincoln Highway.

The Lincoln Highway Association disbanded soon after its inception in 1913 when it had accomplished its goal of promoting and funding the idea of a trans-continental highway. The association was revived in 1992 by people concerned about obliteration of Lincoln Highway remnants in the East. The new Lincoln Highway Association has hundreds of members across the nation with an active group in California that has published a map of Lincoln Highway routes in our state. The plural "routes" is used since the road was altered in various ways during the 14 years it existed under the sole name "Lincoln Highway," prior to the assignment of route numbers.

TOWNSEND'S on Geary Street: Unusual for a busy San Francisco lunch restaurant—no cocktails. But oh!, the creamed spinach. —LB



SAN FRANCISCO HOUSES OF WORSHIP – CATHOLIC

The first “civilized” religion to take root in San Francisco was planted by Fr. Junipero Serra when padres established Mission Dolores in 1776, just as our American forefathers won independence for the eastern part of the continent. There may have been churches other than Catholic before the Gold Rush—postcards do not record them. However, with the influx of newcomers came new religious beliefs and, soon, their houses of worship. Catholic churches appear to have been in the majority by the time of the earthquake and fire. Old St. Mary’s stood then and stands still at the midpoint of Chinatown. St. Mary’s Cathedral was built and rebuilt, and other Catholic churches were recorded on postcards of the last century. —Ed.

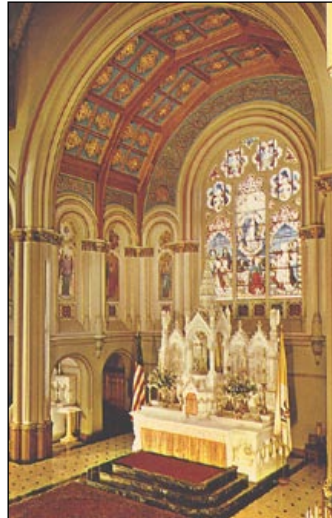
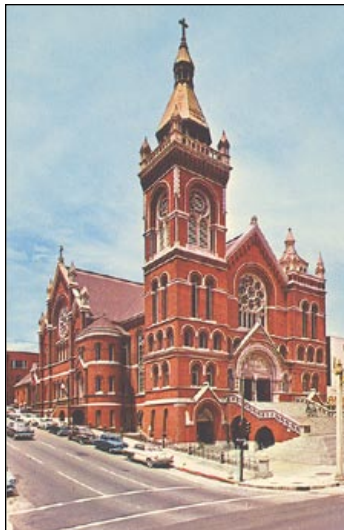


The Mission itself survived the April 1906 events, but its neighboring Gothic church was destroyed. The new basilica is shown, left, behind the mission building and cemetery..

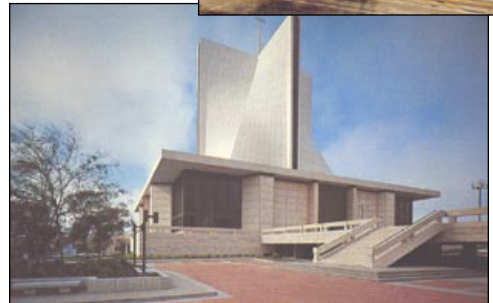
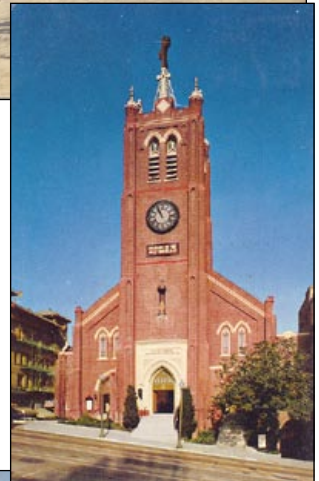


Mission Dolores is the oldest intact building in San Francisco and the only intact Mission Chapel in the chain of 21 established under the direction of Fr. Junipero Serra. Originally named La Misión de Nuestro Padre San Francisco de Asís, it is known by its nickname, Mission Dolores after the nearby Our Lady of Sorrows creek.

Old St. Mary’s Cathedral, right, at California Street and Grant Avenue since 1854. Bottom row, St.



Mary’s Cathedral, once on Van Ness Avenue at O’Farrell Street, in its new building atop Cathedral Hill.





*Eglise Notre-Dame des Victoires, San Francisco — Inauguration.
12 Septembre 1913*

The French National Church, Notre Dame des Victoires, was founded in 1856. Rebuilt after 1906, the new building, still on Bush Street, was inaugurated in 1915. The surrounding area became known as “French Town,” and several nearby restaurants continue that theme.



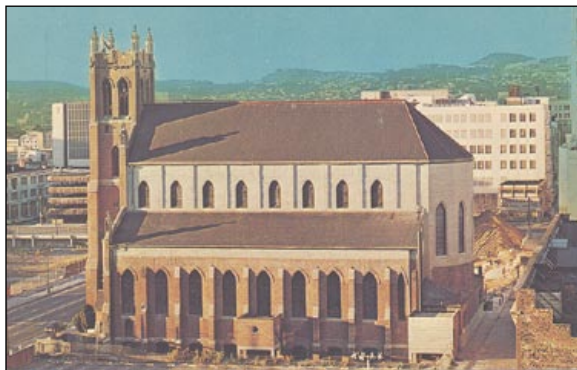
The Assumption

St. Boniface Church, San Francisco, Calif.

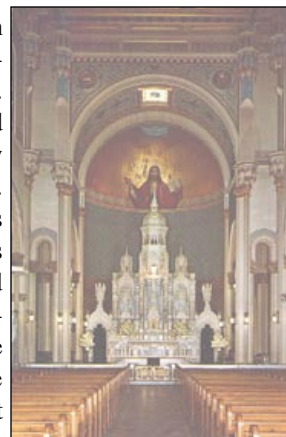
◀ The day in 1950 that Pope Pius XII declared the Assumption of the Virgin Mary a Dogma, this painting by Murillo was hung over the altar at St. Boniface, founded in 1860 and on Golden Gate Avenue since 1900.

▶ St. Patrick’s, founded in 1851 and on Mission Street since 1872, was rebuilt after 1906 in the same location.

This brown tone Mitchell view of St. Ignatius shows Parnassus Heights in the distance. Founded in 1855, the Jesuit church is now part of the University of San Francisco campus. Its current building at Fulton Avenue and Parker Street was completed in 1914. The message on the back of the card is from a collector complaining about receiving the same postcard twice.

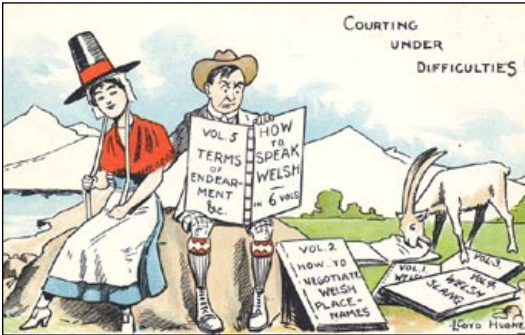


Saints Peter & Paul’s ◀▶ faces Washington Square in North Beach, and is as Italian as St. Patrick’s is Irish. Its chimes that are heard from Nob Hill to the bay weigh more than 20 tons. Across from the church is the monument to the city’s Volunteer Fire Brigade, and beyond it to the east is Coit’s tribute to the later Fire Department. The marble altar was made in Italy at the Daprotto Studios.



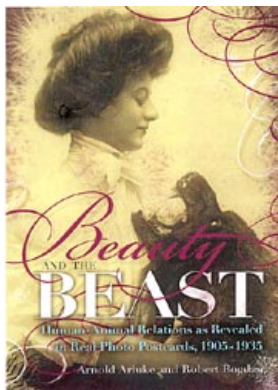
WELSH HUMOR

Among my goat cards, Welsh Humor is a favorite subcategory; place names can be an editor's demon. —Lew



BOOKS — BY MEMBERS AND FRIENDS

Daylight hours are shortening and soon the fireside will call. Sit back and open any of these new or soon-to-be-new books. Should you get too cozy, no problem! You'll dream of postcards.



BEAUTY & THE BEAST: From fairy tales to photography, nowhere is the complexity of human-animal relationships more apparent than in the creative arts. Art illuminates the nature and significance of animals in modern, Western thought, capturing the complicated union that has long existed between

the animal kingdom and us. In *BEAUTY AND THE BEAST*, authors Arluke and Bogdan explore this relationship through the unique lens of photo postcards.

The importance of photo postcards goes beyond their abundance. They were typically taken by photographers who were part of the community they were photographing. Their intimacy with the people and places they captured resulted in a vernacular record of the life and times of the period unavailable elsewhere. *BEAUTY & THE BEAST* tells the story of human-animal relations in the United States from 1905 to 1935. During these years, Americans experienced profound changes that altered their connection with animals and influenced perceptions and treatment of them today. The book looks at the variety of roles animals played in society, from pets and laborers to symbols and prey. The authors discuss the contradictions, dualisms, and paradoxes of our relationship to animals, illustrating how animals were distanced and embraced, commoditized and anthropomorphized. With over 350 illustrations, this is a vivid chronicle of the deep cultural ambivalence that characterized human-animal relations in the early twentieth century and that continues today.

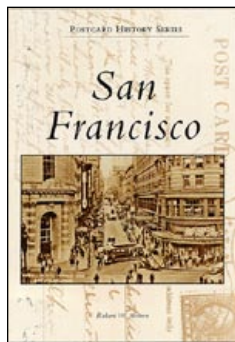
THE AUTHORS:

Arnold Arluke is professor of sociology and anthropology at Northeastern University and Senior Research Fellow at the Tufts Center for Animals and Public Policy.

Robert Bogdan, member of the SFBAPCC, is Distinguished Professor Emeritus of Social Science and Education at Syracuse University. He is the author of several books dealing with photo postcards including *REAL PHOTO POSTCARD GUIDE: THE PEOPLE'S PHOTOGRAPHY*, published by Syracuse University Press.

Review adapted from publisher's promo.

[Editor's comment: *BEAUTY & THE BEAST* will not be out until October. However, Bob Bogdan's other books on Real Photos have been winners for information, for images and for presentation quality. This one should continue that trend.]

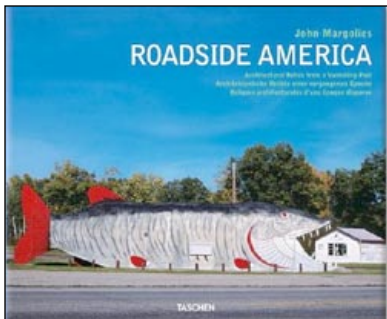


SAN FRANCISCO, another volume in Robert W. Bowen's works published by Arcadia is out, on the shelves and being enjoyed by postcard and San Francisco lovers, alike. Bob, *City Guide*, active SFBAPCC member and past club President, was awarded the San Francisco History Association's 2009 Dr. Albert

Shumate Award in appreciation of his dedication to the preservation of San Francisco history. For this book, Bob delved into his family's extensive collection of San Francisco postcards to show and tell the story of the city through the "postcard years"—the twentieth century. At bookstores, online and from Bob at club meetings. Wherever... Get it.

ROADSIDE AMERICA by John Margolies, Taschen, 2010.

Roadside America is one of the most popular categories among postcard collectors. It is also now recognized among scholars as a vital facet of 20th century American social history. We always liked the topic, and we thought it was important, and John Margolies has proved us right. **ROADSIDE AMERICA** is his newest book—not by him, but about him and his photographic record of what we and our parents stopped



at or ignored on our road trips throughout our country. John's interest in the roadside was initiated by family road trips near and around his boyhood Connecticut home.

When he "grew up," John set out in a large and comfortable American car with a camera and a scholar's curiosity, to relive those trips and to make a record of what once was seen and what still was seen through the windshield.

John's road trips began in 1979, and over the years he amassed an impressive archive of photographs, many of which have been acquired by the Library of Congress as a record of the U.S. of the past century. Some of these photographs, when seen by the editors of the publisher Taschen, were chosen for a sizeable and remarkable book for international distribution.

ROADSIDE AMERICA is for the visually attuned. There are only a few pages of words that briefly tell the story (in English, German and French!) of Margolies' crisscrossings of our country. The rest is images—large format photographs that often fill the 12 by 10-inch pages. They are not postcards, although Large Letters do decorate the book's endpapers. Earlier photographers perhaps took pictures of many of the same views which were published as postcards, but what John vividly shows us is the creative, colorful, imaginative, bizarre, once commonplace decor of the American roadside.

Travel the interstates. Speed from coast to coast. Aside from some standardized gas stations, similar motels and chain link fencing, what did you see? Blacktop and tail lights is about it. But get off the main roads and onto the local routes. You won't get far fast, but you will get a glimpse of what our folks saw or—sadly—overlooked.

Oh yes, ROADSIDE AMERICA was given a rave review in *The New Yorker*! And I second it. —LB

P.S.

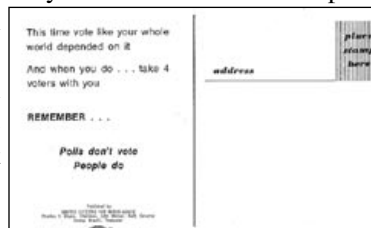
EDITORIAL MUSING: Shouldn't this column's title be changed to BS?

WHEN DENNIS O'RORKE learned that the August program would feature California bears, he rushed out into his garden and, in the daylight, photographed a framed postcard style print he has. It shows the California bear dancing with a young maid—youthful California?—while a cub toots his own horn, all this in the surf before the sun setting in the Golden Gate. Was the image ever a postcard? It is the same proportions.



MORE MAIL: From Denise and Joe (Hill and Lilienthal): "We were at the show on Sunday. [Sacto?] Got some great \$1 cards! Here's one of our favorites." It's not a CoraLee, but it surely could be. This card was published by United Citizens for Nixon-Agnew (which Coralee Sparre was). "Polls don't vote—People do!"

—ED.



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2010 MEETINGS

September 25

October 16 **change**

November 27