

San Francisco Bay Area Post Card Club

Oct-Nov 2010

MEETING: Saturday, November 27, 12 to 3 pm

Vol. XXV, No. 9

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

CALIFORNIA REAL PHOTOS BY BESAW,
ET AL. • THE FUTURE—100 YEARS AGO
• BESAW'S PARTNER • DAN DEPALMA •
MITCHELL'S PHILIPPINE POSTCARDS •
REMEMBERING RACKS

PROGRAM NOTES: This holiday time *WE ARE THE PROGRAM*. Keeping with a decade old tradition, we'll have our finger food potluck. To add a touch of daring, there will be no rules this year other than non-greasy and non-sticky foods, if you please. Everyone bring what you would like to share—sweet or savory. Just remember, we will be handling postcards. Napkins and some liquid refreshments will be provided by the club. Part II of the program will be a mega show and tell. Everyone is asked to bring a favorite card. We'll have a laptop with scanner and projector so that cards can be copied and shown for all to see. We'll each tell a bit about our own card, and, if desired, they'll be included in the January newsletter. In addition, we will be welcoming a very special guest; see page 6 for details.

PARKING: Car pool, take public transit or come early as parking can be difficult; park in pay lot within the Center gates (\$10!), 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



THANKSGIVING! One of our two quintessential American holidays. It is the day we celebrate the gifts and glory of our homeland. The 4th of July is the other day we give thanks—to our forefathers who conceived of and battled for the birth of our United States. Let the feasting begin! And let postcards bring word of our joy. In the Golden Age, artists blended themes of the two great holidays and made Uncle Sam an active participant. Here, from Kathryn Ayres' collection, an unknown artist for publisher A&S has the spirited fellow both serving and serving as the festive fowl. —LB



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Newsletter Deadline: 5th of each month



MINUTES, September 24, 2010

Was this summer? It wasn't cold, windy or foggy! October came a week early. Parking lot near empty.

Cards were brought for sale or trade by Ted and Arlene Miles for the Western Railroad Museum, Ed Herny, John Freeman, the club 10¢ box, Dave Parry, Dorothy De Mare.

Pre-Meeting chatter: John Burton winked as he showed me the RP he had bought for \$1 at the Petaluma Museum, a race car making a dust spewing turn in Healdsburg on an AZO▲ back (c. 1904-18); John recognized the storefronts! ... Terry Toomey smiled as she showed me her recent find, two front pages of the *Oakland Tribune* from the opening day of the PPIE with the story of the reconstruction of the Palace of Fine Arts on the back. Huh? It was a 1970s reprint for the reopening of the landmark newly recast in concrete. "Worth more than the 25¢ I paid," said Terry, as she put one into the assortment of raffle prizes. ... April Pearson introduced herself to me. She is married to the grand nephew of George Besaw, the photographer we would hear much about in the next few minutes. She told of a trunk filled with Besaw's cards left in a home in Laguna Beach while the owner went out for the day. Thieves broke in and took the trunk. "They must have trashed the cards," April mused sadly.

Thirty-one names were on the sign-in sheet.

We were called to order by President Ed Herny. First timers were introduced: April Pearson who revealed she started buying Besaw real photos as gifts for her

father in law, "But it's gotten far beyond that," and Rose Melcher, a native SFer and enthusiastic member of several years who is looking forward to her second meeting on her next trip up from the southland.

Announcements: Lew Baer told of the SF Library book sale this weekend, on the pier, just outside. ... John Freeman told of how at the California Historical Society, Mary Morganti spoke proudly of the big grant they were awarded along with the SF Public Library, Society of California Pioneers and the GLBT Historical Society to build a web site. A letter from our leader, Ed Herny, was helpful in securing the grant.

Drawing: Plenty of lots and plenty of winners including yours truly and Janet.



She took home a card for her tea collection, but she's show-

ing only the back as the front is a promo for the Tea Party. I snagged a '40s shaped card of Catalina Island with a goat prominent on the western bulge—a prime addition to my Goat Novelty category!

New Business: Lew Baer suggested that we have an extramural impromptu meeting at the Glendale show on February 5 to include our many So Cal members. It may happen!

Nancy Redden asked for recommendations for a local postcard publisher for standard size cards for



a museum. www.gotprint.net was suggested. [They make our club cards. –Ed.]

Ed Herny responded to Joseph Jaynes' comment that we should have a projector for Show & Tell, and he showed the opaque projector that was on loan. He turned it on and aimed it at the white wall three feet away. Only a faint glow was visible. Next idea???

Show & Tell: Darlene Thorne brought a postcard and photo from NBC in San Francisco of Bobbie Rockwell reading the comics on the radio ("That's how I discovered I could read!" shrieked a clubster in the front row); also a card by Larry Fulton of the Supremes, the three women now on the Supreme Court, and a poster marking the first day that women could vote. ... Dan Saks told that Gena, his wife, grew up in the southern San Joaquin Valley, and he showed RPs of the "Deepest Oil Well" in Wasco and another of a potato packing shed in Shafter. [It was while we were living in Bakersfield one summer for the potato shipping season that Janet "discovered" she was pregnant. –Ed.] ... Michael Semas winkingly told how postcard photographers always try to show the best of a community as he held up an RP of Whiskey Row in Coalinga—nothing but bars.

MINUTES, October 16, 2010

After September's start of "summer," October's weather settled into atypical coolth with fog and strong breezes. Where are the hot October days that drove us to cut afternoon school for the sun warmed sands of China Beach?

Ample parking—ample cards for sale or trade brought by Michaeline and Wayne Nelson, the club 10¢ box, Sue Scott, Kim Wohler, Ed Herny, Lynn Sears, the Parry Family, Leslie Potenzo. Joseph Jaynes was on his way to the meeting when his van protested. He is planning to try again in November.

Twenty-seven signed in; all 40 seats were filled.

We were called to order at one o'clock by President Ed Herny. Guests Chris Morrison and Felicitas Titus were introduced as was member Frank McQuillan.

Announcements: Ed Herny spoke of Dan DePalma, a long time collector/dealer well loved for his friendly support and great cards, who died recently. Ed then read a memorial message written by Marty Michaels

followed by a moment of silence. Darlene Thorne recalled the super cards that she purchased from Dan and later learned were from his own collection. Ed then revealed that the family had requested memorial donations be made to the SFBAPCC. (Wow!)

Chuck Banneck told that his real photo book on the entertainment area of the PPIE, THE ZONE, is in print and copies are available, \$30.

Darlene Thorne told that she'll be presenting her PowerPoint program on the Santa Clara Valley to the California Argonauts.

Drawing: 16 lots!

Vice President Kathryn Ayres made a plea for speakers for 2011. Any postcard subject is suitable; San Francisco is our name, not our sole interest. "If you have 20 cards on a topic, you have a 20 minute program."

New Business: Ed Herny proposed that we postpone elections until January. Accepted. He also told that the current club officers will continue, if elected, but that others are encouraged to run. A candidate for Secretary is badly needed. The responsibilities are minimal.

Dan Saks gave his review of the promo for the high-brow titled book POSTCARDS, EPHEMERAL HISTORY OF MODERNITY, \$65 at Amazon. Dan's summation: "We've been lifted out of the gutter and onto the curb!"

Ed Clausen reminded us not to forget about the pot luck finger food fiesta next month.

Show & Tell: Darlene Thorne told of how she sends postcard scans to her email list for every holiday; her Hallowe'en emissions will be cuties, no horror. ... Wayne Nelson showed a notebook, made by his cousin in Washington, with an old postcard greeting for the cover [clever!] and a real photo of a very early unidentified submarine he bought on line; research showed it to be the Intelligent Whale from the 1860s now on view in Sea Girt, NJ. ... Sue Scott showed a small album of very nice Hallowe'en cards.



GEORGE BESAW – THE SAN JOAQUIN VALLEY – CALIFORNIA THEN & NOW

Michael began by thanking the club and telling that he often gets invited to speak about postcard images but never about the postcards themselves. Last summer, he explained, he travelled throughout California and made photos of the same views as on some of his Golden Age cards.



LOADING OIL AT COALINGA – NICHOLS

The computer projector lit silently, and we saw a ghostly dim and muddied image of Kings County Livery. “When collecting, you’re stuck with what you find,” Michael bemoaned. “But,” now enthusiastic, “look what you can do with PhotoShop!” The same image suddenly appeared bright, clear and sharply focused! [Gasps and applause.]

Next followed several cards of George Besaw, the prodigious photographer known for his shop in Reedley and his work for E. H. Mitchell. We saw a photo of him as a young man made at the Besaw Studio in Clintwell, Wisconsin, and a very early advertising card with Besaw’s son from Reedley; a shot of Besaw’s daughter with pomelos and another of Mrs. Besaw under some palm trees. Then came



MAIL TRANSPORT BY RAIL HANDCAR – NICHOLS

the only Besaw “still life” that Michael knows of—a hummingbird! Then a view of the Besaw Studio, but was it Wisconsin or California?

Almost a Then & Now was a real photo of Irwin Street in Hanford which was “cleaned up” and sent to Germany for printing, and there it was: a printed color postcard.

Real photos flashed on the wall: the Wheat Harvest in Lemoore; the only known image of the Round House in Mendota; the SP depots in Firebaugh and Exeter—the railroad on the right, the Visalia Electric cars on the left; 19th Street in Bakersfield with Besaw’s name hidden on a phone pole; Standard Oil in Richmond. A few “companion cards” found at different times followed: equipment for building



GILROY CITY HALL, THEN AND NOW



WORKERS CUTTING AND DRYING FRUIT IN REEDLEY — UNKNOWN PHOTOGRAPHER



the state road in Kings County—workers on the project; hydraulic mining in Nevada City—the tailings left with a lone pine tree; guards at the Presidio in Monterey, behind them a hill with a “lump” atop it—a card of the “lump,” the Sloat monument; white and Asian workers in a peach orchard in Reedley—a packing shed with the same people in it. Forget about the recent oil blow out in the Gulf of Mexico, the Maricopa spill was the world’s largest and still claims that title for its lake of 9,000,000 barrels—two views found at different times showed workers in rain slickers black with oil in midsummer—they fit together perfectly.

A series of Then & Now images, RP and photo: Gilroy City Hall—today a coffee shop; a First National Bank—the building’s still there, but barely; several views of Laton—today’s only partial remains; the Laton library with tiny palms—still there with huge trees; views from several more towns—vacant lots today; the Hotel Lebec under construction and in its heyday—today, nothing; Hanford’s 7th Street—all

there today but severely modernized; Hanford High School—chopped and moved to a country club. On and on, more towns, more buildings—gone or still standing; a view of elegant Fresno buildings—in 2010 no elegance remains; the Madera jail modeled after the Bastille—gone.

More RPs: an Unger view of State Street in Selma with Besaw’s daughter in a wagon; white and Asian workers cutting and drying fruit; loading oil at Coal-inga; a mail push cart; a mercury miner; the KKK at Hanford! No! It’s the Kings County Carnival; Uncle Guy Thompson, Varmint Hunter, with rifle and pistol.

Michael wound down with a few comments on Besaw himself and his real photos, of which Michael has over 750 examples ranging from the Eel River in the north to Lake Elsinore in the south. “Besaw’s images are immediately recognizable. They’re clear and well printed and have his lettering and numbering system. ... Besaw’s son, Marvin, had a palsied arm



KKK HANFORD PARADE — BECK



ROAD BUILDING, KINGS RIVER CANYON — BESAW



MADERA COUNTY JAIL — BESAW

which stands out on photo cards. ... Besaw worked for Edward Mitchell for a time; his own business was called Western Card Company. ... The Besaw Family moved from Wisconsin to Reedley in two box cars, possibly in 1903, living in the rail cars all the way ... George Besaw died January 19, 1970. Thanks to April Pearson for much of the family details (see



UNCLE GUY THOMPSON — UNKNOWN PHOTOGRAPHER

CLUB DOINS

The *Special Guest* at our November meeting will be Diane Harrigan, a former TV reporter who maintains a San Francisco video blog called “Postcards From SF” (www.postcardsfromsf.com). She is eager to do a piece on our club. Diane will be at the November meeting to shoot a portion of it and arrange to profile one or two people, afterwards, who are comfortable sharing items from their collection.

Elections will be held at the January 2011 meeting. Who will you nominate? For what office will you run?



TULARE TRAIN AND DEPOT — JOHNSON

also page 11).

As a finale, Michael gave recommendations for two books: his own Arcadia publication, *KINGS COUNTY*, featuring many outstanding real photo cards; and *TIMELY EXPOSURES* a “fabulous” book on California photographer C. C. Curtis by park ranger Jackie McDougal Weiner.

—NOTES BY LB



WAHTOKE WINERY, REEDLEY — BESAW

CLUB DUESINS

Yes, it’s that time of year again, and for many of us there’s no time left; your membership dues have expired! (Hint: Check the mailing label.) If you enjoy being part of the SFBAPCC, now is the time to renew your membership. The easiest way to do that—for you and for our trusty Treasurer, Ed Clausen—is to visit www.postcard.org, use the dues payment feature at the bottom of the home page by entering only your name, and then the PayPal link. Ed will also cheerfully accept cash or checks at the meeting or by mail to PO Box 621, Penngrove CA 94951.

Whatever you do do, do it, and show your enthusiastic support by doing it NOW!

October Program:

Dan Saks on *THE FUTURE, ONE HUNDRED YEARS AGO*

Before starting his program Dan urged members to consider giving their own program next year, and added, "I have over 125 cards of dogs peeing, so you should not be surprised by anything I might show you now or... in the future."

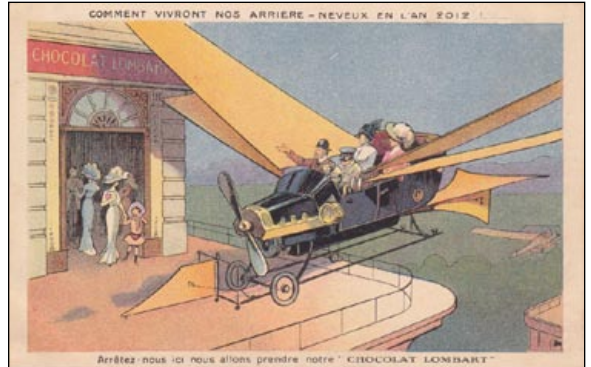
The screen lit up with images from the early

20th century's "Present:" a French battery-powered dirigible, Santos-Dumont's balloon circling the Eiffel Tower, Louis Bleriot flying his plane across the English Channel, the first Zeppelin, the first automobile.

Simultaneous with the Industrial Revolution was



19 MAY 1910, EARTH BRUSHES THE TAIL OF HALLEY'S COMET



STOPPING FOR HOT CHOCOLATE IN 2012



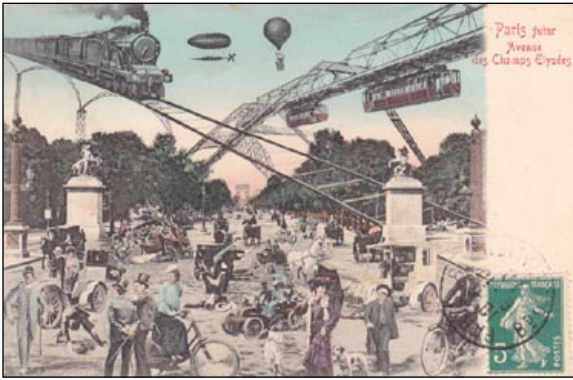
ROCHESTER, NEW HAMPSHIRE



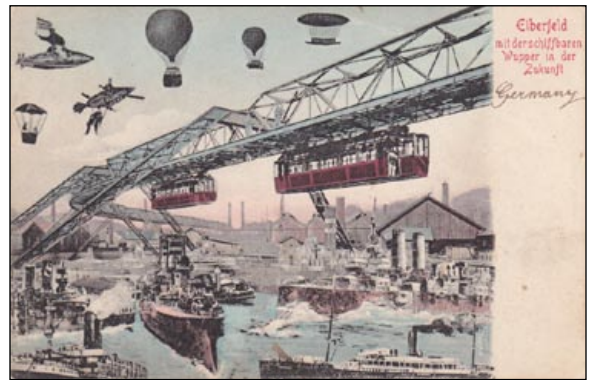
SHIRLEY, MASSACHUSETTS



THE ACTUAL WUPPERTAL MONORAIL



CHAMPS ELYSEE, PARIS; NOTE "CAKEWALKER", LOWER LEFT



THE ACTUAL MONORAIL IN THE FUTURE



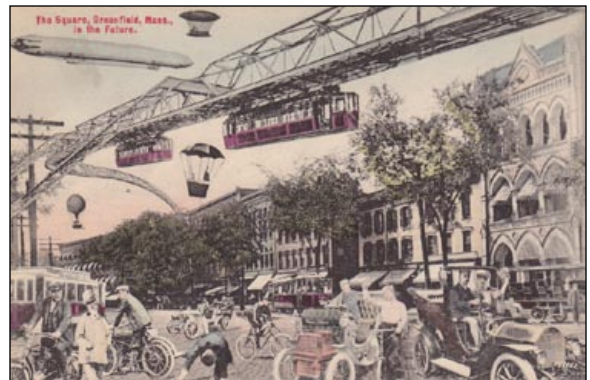
ANTWERP IN 1905



ANTWERP IN THE FUTURE



WEST GARDNER, MASSACHUSETTS

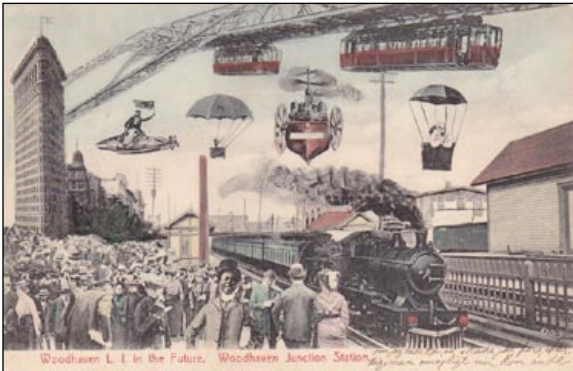


THE SQUARE, GREENFIELD, MASSACHUSETTS

the start of science fiction literature and we saw images from the books of Jules Verne and H.G. Wells. It was an era of new devices and gadgets and futuristic images and ideas, and postcard publishers were quick to recognize it.

A French chocolate company produced a series of postcards showing flying cars and a video phone of the year 2012. Other series of cards showed a humorous take on the world's end when Halley's Comet would pass the earth in 1910.

Dan doesn't know who was first, but several postcard publishers then had the idea of taking an actual city scene, usually a main street or square, and showing it "in the future." Frank Swallow in New England published black and white city views with artist-added modern transportation cluttering the roadways and skies. This led to photo montages on color cards using real and fanciful transport.



WOODHAVEN, LONG ISLAND, JUNCTION STATION AND CAKEWALKER



CHICAGO IN FIFTY YEARS



ATLANTIC CITY, NEW JERSEY



BALDWINVILLE, MASSACHUSETTS



PITTSFIELD, MASSACHUSETTS, AS IT WILL BE



PITTSFIELD, AS IT WAS

Most people at the time were probably familiar with most of the vehicles added to the postcards, with the exception of one, the Wuppertal Monorail.

The Wuppertal Monorail began operation in 1901 along eight miles of the Wupper Valley in northern Germany. It connected the towns of Elberfeld (the birthplace of Bayer Aspirin and Frederick Engels, co-author of the Communist Manifesto) with the neighboring towns of Barmen and Vohwinkel.

Dan's collection of "In the Future" cards all show one of two versions of the Wuppertal Monorail added to views from all over Europe and the United States.

Two U.S. publishers, Reichner Bros. and W. B. Hale, used the monorail on their "In The Future" cards for many little towns in Massachusetts. This fantasy allowed small towns to show themselves as optimistic about the future and being forward think-

ing and progressive. Oddly, if their predictions were accurate, people of the future will dress the same as they did when the cards were published.

From New England, the fad spread across the country to New Jersey, Virginia, Texas and on west. All these cards were printed in Germany and some included German phrases on the imagery.

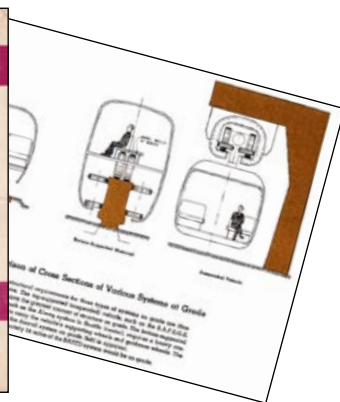
A postcard showing Market Street “In Fifty Years” was published locally by J. Scheff and Dan showed a copy dated Aug. 4, 1906. On this card the Wuppertal Monorail passes in front of the Hearst Building on very busy Market Street.

Ironically, in the 1950s, as the Bay Area moved toward a mass transit system, San Francisco Mayor George Christopher saw a new monorail system being designed in France and said, “Let’s do it!” Another candidate for mayor also promoted using monorails. BART, however, was already taking shape on paper and countered the monorail idea with booklets detailing how much more compact and better a duorail system would be. The two-rail Bay Area Rapid Transit District plan won.

EDITOR’S NOTE: That seems like a lot of the same looking image, but note how cleverly some are done and how the same people and “machines” appear.



TEST TRACK OF THE SAFEGE MONORAIL NEAR PARIS



GO GIANTS! A “FAIR” PRICE FOR A FABULOUS CARD

On September 29, Hake’s Americana & Collectibles sold this Negro League LELAND GIANTS real photo postcard for the whopping price of \$22,137.50 after a heated battle of 22 bids.

In 1901, Frank Leland combined the “Chicago Unions” with the Chicago Union Giants (1901-1904)



and in 1905 they were re-named the Leland Giants. Rube Foster joined the Giants in 1907, leading them to a 110-10 record including 48 straight wins. In 1909, the Giants entered the tough integrated city league. In Foster’s first 11 starts he won 11 games

with four shut-outs. By 1910 the Giants were the talk of the Midwest but Foster and Leland parted ways with Foster retaining legal rights to the Leland Giants name. Foster chose to re-name the team “American Giants” for the 1911 season while Leland’s new team was named the Chicago

Giants. Rube Foster is shown on the back row at far right. Rare. Described as a “nice clear image” with some creases, light soil, a penciled message on the back and August 1909 Chicago postmark. Hake’s “conservative” value estimate was \$400 to \$700.

Besaw's Partner: Ed Anderson

by APRIL PEARSON

It was asked if there was information on "Anderson," George Besaw's partner in Reedley. This is the story of the elusive Anderson.

Edwin B. Anderson was born in 1883 in Nebraska to Edwin and Lodema Anderson. The Andersons had three children, Eddie, the oldest, Gertrude M., born in 1885, and Edith, born in 1887. Mrs. Anderson was widowed soon after Edith was born and by 1900 she had married George W. Hubbell and moved to Deer Creek, Wisconsin. George was a hotel proprietor and helped to raise Lodema's three children. "Eddy" on the 1900 US Census, at age 16, already listed his occupation as photographer.

George Besaw, his parents Oliver and Melvina, and siblings, likewise lived in Deer Creek in 1900. Their household is #35 on the 1900 US Census, while the Hubbell/Anderson household is #235 out of 245 total. No addresses are given, so it is impossible to determine the distance from one home to another. Similarly, by 1900 George Besaw had established himself as an "artist" and had photography studios in Welcome (misprinted Wilcome on Besaw's mounts), Hortonville and Clintonville, Wisconsin.

On the 1905 Wisconsin census, "Eddie," age 22, was living in Crandon, Forest County and still practicing photography. A few years later, he married Agnes Piel and they moved to Reedley, California. In 1910, the couple lived next door to George Besaw's uncle William Daniel. Edwin's occupation is given as "photographer" with the location listed as "office." Presumably this is the rumored partnership with George Besaw in Reedley.

Ed and Agnes had two children, Edwin W. (1911, Oregon) and Kenneth (1914, Okanogan, Washington). By 1920 Ed Anderson had moved to Seattle where he worked as a laborer in the shipyards. It appears that photography could not support the family in the 1920s. 1930 finds Ed and son Kenneth living in Billings, Montana with his sister Gertrude, her husband William Kennard and their children. Ed was widowed and working as an orchard laborer. Nothing else is known about his photography career.

POSTCARD CALENDAR

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. 8-9, Sat-Sun, SAN FRANCISCO,

Jan. 8-9, Sat-Sun, SAN FRANCISCO, Vintage Paper Fair, Hall of Flowers in Golden Gate Park, 9th Avenue & Lincoln, Sat. 10am-6 and 4pm*+ Free Admission!

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. 5-6, Sat-Sun, GLENDALE, Vintage Paper Fair, 1401 N. Verdugo Rd., 10am-6 and 4pm*+ Free Admission! Free Parking!

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.

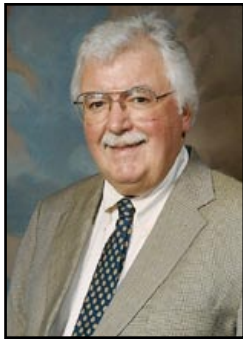
See cards on sale at SF Antique and Design Mall, 701 Bayshore Blvd.; 415 656-3531

Vintage Paper Fair info: www.vintagepaperfair.com

WELCOME TO OUR NEW MEMBER

Harold Zosel – Harold is an advanced collector of St. Cloud, Minnesota and the surrounding area, as well as Bertha, Hewitt, and Wadena, MN. No approvals.

DAN DePALMA



This tribute to Dan was written by Marty Michaels, a fellow collector/dealer. It was read at the October SFBAPCC meeting and followed by a moment of silence. Dan was a fine fellow and is sorely missed by his many friends and customers.

Dan passed away on October 10, 2010 at the age of 72, leaving his wife, Ruth, son, Dano, and daughter, Debbie. He was a loving and caring husband and father.

Debbie is a nursing school graduate currently living in Hawaii. Dano was a partner with his dad in their postcard and ephemera business and is recognized as a leading expert in sports collectibles.

Dan graduated from Temple University where he was a varsity football player. He went on to become a very successful insurance executive.

Dan scheduled his business trips to coincide with postcard and paper shows in the U.S. and Europe. He bought paper and postcards before it became fashionable and extremely expensive to do so. He had a remarkable eye for collecting the “good stuff.”

Dan loved collecting and instilled this love in his wife and son. He was very proud of his extensive personal collection of better real photo and art nouveau postcards, autographs and ephemera. Those friends who were privileged to view his collection were awed by its scope and content.

His staunchly conservative political beliefs and regular viewing of Fox News made for some lively, interesting and fun discussions over dinner and show tables.

Dan had an impeccable reputation for being a very friendly, fair and thoughtful dealer, always willing to assist collectors in fulfilling their collecting interests.

Dan DePalma was a thoroughly good man and a good friend.

TREASURER/HALL MANAGER REPORT

As of November 5, there is but \$2,562.96 in the strong box, so it is time to send in membership renewals. We accept cash, checks, PayPal, marbles or chalk.

Our meeting dates for 2011 are:

January 22 June 25

February 26 July 23

March 26 August 20

April 23 September 24

May 28 October 22

November 26

All dates are the fourth Saturday of the month save August. We meet on the third Saturday that month so that we may all attend the Sacramento show the following weekend. We'll meet in our regular room each month except March, April and June; we will assemble upstairs in Room C370 those months.

—ED CLAUSEN, TREASURER-HALL MANAGER

2011 PROGRAMS

Kathryn Ayres has done a superb job of bringing us years of fascinating and enlightening programs. Brava Kathryn! Now, it's our time to chip in by volunteering to do a program or to suggest a likely speaker and topic. Write: piscopunch@hotmail.com

A bulgy one-eyed car of the future that never made it into production. The 1950 Buick LeSabre.



EDWARD H. MITCHELL'S PHILIPPINE POSTCARDS

by MICHAEL G. PRICE

During Mitchell's time, the Philippines was part of the United States as much as Hawaii, Alaska, and Puerto Rico were, so regardless of how exotic they may now seem, old postcards from the Philippine Islands can be classified as Americana, especially when involving an American publisher. There's more to tell about these cards than just the basics, and some of the details might give a bit of insight into Mitchell's operations. The standard Philippine checklist of postcards M-1 to M-32 appeared in the Golden Gate Post Card Club Bulletin of Nov.-Dec. 1980. The new checklist provided here has my added annotations and comments, supplementary to those published by me in a short article in

the Jan.-Feb. 1981 Golden Gate club bulletin. I'm finally ready with an update after almost another 30 years of continuous diehard collecting.

Also in the Jan.-Feb. 1981 issue was a note about the discovery by Sam Stark of a pertinent paragraph from the Sept. 1911 issue of *The Pacific Stationer and Bookseller*. Stark, the late postcard and cinema scholar, had among his vast holdings a major E. H. Mitchell collection, and he had a strong interest in Mitchell. The relevant part of Sam Stark's quotation of the 1911 paragraph was that Mitchell had just added a new Philippine Island branch to his organization, to be run by C. Solomon, Jr., Manila, and that a set of colored postcards for the Philippines was being processed in Mitchell's factory with completion expected in October 1911.

However, C. Solomon, Jr. wasn't a resident of Manila but a large firm having nothing to do with Philippine postcards except for this single instance

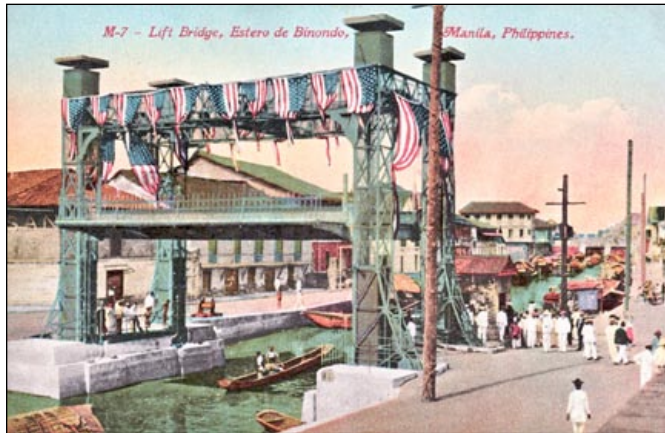
of wholesale distribution. The business was based in San Francisco for many years, with offices in Chicago and New York, plus various places in the Far East such as Hong Kong, Harbin and Kobe, importing into the U.S. textiles, cigars and various raw materials, and exporting hardware, chemicals, steel, and even autos. Solomon was unlisted in the 1911 Manila City

Directory printed very early in that year. In the 1912 Manila Directory the firm was listed as an importer/exporter with office at 78 Escolta, the main business street, mailing address P. O. Box 412, telephone number 539, and cable address Urso, but the name of the local representative was not provided. When the 1913 Manila Directory was compiled, Solomon

was gone, so their presence in Manila was brief.

Mitchell's Philippine postcards were evidently printed as anticipated by October 1911, then shipped across the Pacific, normally requiring about a month, and were duly distributed to one or more retail outlets. The earliest documented postal usage of any card was 17 November 1911 in Manila. They were most commonly used during the year 1912, and at least some were apparently still commercially available up until 1921. The main numbered set was from M-1 to M-32, the prefix M obviously indicating Manila, plus there was one unnumbered extra card, and there are related cards I'll describe afterwards. The set of 32 was printed in color with red captions and in just one edition, with no reprints or varieties. The words "Manila, Philippines," which appear at the end of every caption, have been omitted from the following list:

M-1 – Native Fishing Boat. Shows the fishing con-



M-7 – The Binondo Lift Bridge with the platform in up position. The numerous 45-star U.S. flags draping the upper framework were to celebrate the opening of the bridge on 28 December 1905.

traption known as salambao—a raft with nets raised and lowered by ropes attached to a superstructure of bamboo poles.

M-2 – Light House. Located on the north side of the entrance to the Pasig River from Manila Bay, originally constructed by the Spanish in 1846.

M-3 – Pasig River. In my 1981 article I assigned this to M-3 because it was one of two cards numbered “M-8,” the duplication clearly due to a misprint, whereas there was no actual M-3. The view is looking across the river from the south shore just west of Fort Santiago, with a portion of the ramparts of the fort visible at right. The near vessel with an American flag is a U.S. Army quartermaster’s launch.

M-4 – Binondo Canal. Looking from the mouth of the canal south across the Pasig River to the walled city of Intramuros. The identical image was utilized in 1909 for a card by Manila Postcard Co.

M-5 – Pasig River. Loading cargo aboard an inter-island vessel in a view looking west down the Pasig River with Fort Santiago on the far shore at left.

M-6 – Banca (Native Boat) Pasig River. Showing warehouses and offices across the Pasig River on the north side.

M-7 – Lift Bridge, Estero de Binondo. The platform of this unusual steel bridge was raised vertically by electric power every 30 minutes to allow craft to enter and leave the Binondo Canal. Otherwise the platform was at street level along Calle Das-mariñas.

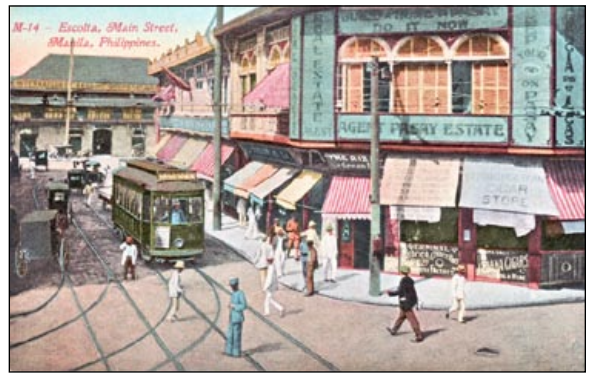
M-8 –Fort Santiago. The peculiar watchtower atop the fort, also visible from afar in M-5, was installed after the Americans took over from the Spanish. (See M-3 for another card numbered M-8.)

M-9 – Parian Gate. There were several gates to Intramuros, as the walled city of Manila was known. This picture is misidentified and shows the Inner Real gate, not the Parian gate.

M-10 – Calle Real. Inside the walled city looking west to the Santa Lucia gate.

M-11 – Binondo Church. Based on a photo taken from the vantage point of a street bridge over the Binondo canal. See also M-28.

M-12 – Street Scene, Malabon. Not part of Manila



M-14 – Manila’s electric streetcars began operation in 1905. Traffic kept to the left in the Philippines until June 1945.

but in suburban Rizal Province, with the distinctive profile of Malabon church in the right background.

M-13 – Bridge of Spain, 250 years old. With Intramuros in the distance towards the right on the far side of the Pasig River.

M-14 – Escolta, Main Street. Showing the western end of the street. One block before its end, the Escolta intersected the Bridge of Spain, shown in M-13, which is just out of the picture going to the left, where the trolley tracks are curving. This is based on an earlier photo postcard made by an unknown American photographer.

M-15 – Escolta, Main Street of. Looking in the opposite direction, east, from near the same intersection as the above, towards the short-lived office of C. Solomon, Jr. mentioned in the introduction. The publisher Roesler based a 1907 postcard on the same photo.

M-16 – Zoological Gardens. As I wrote in 1981, this was the old botanical park known as Mehan Gardens, and the only resemblance to a zoo was the large bird cage seen in the left background.

M-17 – Bureau of Printing. Was located adjacent to the above park.

M-18 – Luneta. The major park-like promenade of Manila, once used for executions by the Spanish, with Intramuros in the background. This view is looking north from the old Elk’s lodge. Previously published as a postcard by two other companies.

M-19 – Spanish Burial Place, Paco Cemetery. The deceased were laid to rest inside niches in the



M-15 – Both this and M-14 were printed in garish colors chosen by an artist unfamiliar with the reality.

masonry walls of the cemetery, not buried in the ground.

M-20 – San Lazaro Hospital. The old Spanish government hospital for lepers, now rebuilt and treating all infectious diseases.

M-21 – Market Scene. The title is just a bad guess, not depicting a market, but rather passengers with their belongings waiting to board a ship along the Pasig River. The same scene with the same erroneous caption was published as a postcard by Camera Supply Co. in 1908.

M-22 – Filipino Store Keeper. A bamboo-built storefront with prominent merchandise of bananas, corn, vegetables, hats, and whisk brooms. Above the man's head are braids of garlic wrongly printed green. Also made into a postcard by Photo Supply Co. in 1907 with the caption Tienda a Pateros, meaning Store at Pateros, a town along the Pasig, upstream from Manila.

M-23 – Native Laundry. A man and woman doing wash along a canal, probably in Manila. The image was used earlier by Camera Supply Co. captioned “How they wash clothes in the Philippines.”

M-24 – Coconut Oil Vendors. A suburban scene. The retail customers would use the fresh oil for cooking and as a natural conditioner for women's long black tresses.

M-25 – Native Nipa House and Coconut Grove. The caption is difficult to discern among the verdure. An earlier photo postcard made by Photo Supply Co. identifies this as a traditional house in Albay Province, far southern Luzon, near Mayon Volcano.

M-26 – Water Boys. When the original photo was taken, the photographer had just given one of the two boys a cigarette, visible in his left hand.

M-27 – Pannia, Native Shell Game. A children's game similar to jacks. I have the same image in photo postcards going back to January 1905.

M-28 – Flower Vendors. The exact location is the right side of the entrance to Binondo Church shown in card M-11.

M-29 – Carabao, Beast of Burden. The Asian water buffalo is the most important Philippine animal. This image was used by three other postcard publishers before Mitchell.

M-30 – Tinguianes, Island of Luzon. Made from an old photo by McClure, circa 1902. The identification as Tinguianes, who were from Abra Province, is clearly wrong, since as shown by their small basket hats (suklong), at least the three men at right were from Bontoc, Mountain Province.

M-31 – Old Head Hunter. This well-known image of an old Ifugao man displaying several skulls was used by earlier postcard publishers and has appeared in various books. The man's name has been given in translation as “Poured-Out,” and he was said to be from the locality of Baay.

M-32 – Ygorot Girl in Rice Field Costume. A topless Igorot woman from Bontoc. Like the previous, this image was used by various earlier publishers, including McCullough, but Mitchell changed the background to remove the context of river and mountain, focusing on female nudity.

As may be surmised by their previous use, the above 32 Mitchell Philippine postcards were based on images borrowed without ever leaving the Golden Gate. Neither Mitchell nor his local Manila distributor Solomon took any original Philippine photos themselves nor had any taken for them, but rather the pictures were obtained without acknowledgement from various earlier photos, postcards, and plates printed in books. Borrowing was then a common practice, and copyright laws were weak and rarely enforced. Furthermore, Mitchell may have considered the original color schemes on his printed postcards as distinctive enough to avoid any complaints of plagiarism.

Mitchell's thirty-third Philippine card: Together with postcards M-1 to M-32, Mitchell supplied customers in Manila with an unnumbered card artistically lettered 'Merry Christmas Manila P.I.' showing a branch of holly in fruit, and leaving a three by one inch rectangular space blank. This area was later used for pasting on a handcolored photo view of Manila or vicinity. At least several of the attached Manila photos were ones I recognize as taken by Denniston's, whose shop was then located at 118 Escolta, and is, therefore, a strong candidate to have been a retailer of all the Philippine Mitchells. The cards were sent as Christmas greetings from 1911 to 1915.

The 33 postcards above were made exclusively for Philippine sale and usage. Mitchell also published other postcards with strong connections to the Philippines but that were intended for stateside sale and use. The following list of them may not be complete:

400 - United States Cruiser "Olympia," Dewey's Flagship at Battle of Manila. Dewey sunk the antiquated Spanish fleet in Manila Bay in May 1898, the same month as Congress authorized private



Merry Christmas – This attached view is looking south along the Binondo Canal towards the Lift Bridge shown in M-7, although here the platform is in down position. The photographer was standing on the same bridge as when taking the photo for M-11.

mailing cards, hastening the U.S. into the postcard era. The *Olympia* is still afloat along the Delaware River in Philadelphia, but has deteriorated badly and will be closed to visitors after Nov. 21, 2010. Unless repaired, she may be scuttled off the New Jersey coast.

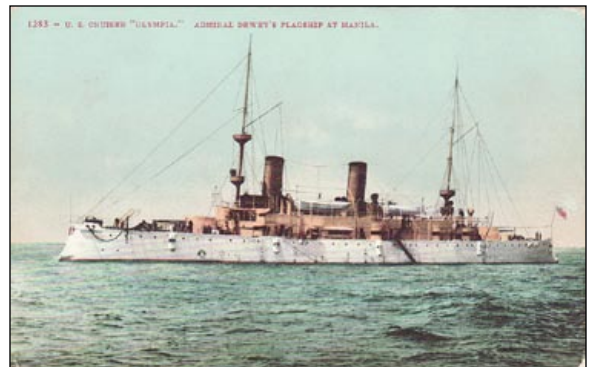
1283 – U. S. Cruiser "Olympia," Admiral Dewey's Flagship at Manila. At first glance this later divided back card seems to

be based on a different shot of the *Olympia* from the above, but the ship's rigging and some of the ocean waves are identical, so it surely came from the exact same source image, altered by removal of the background, the flag turned around, the color scheme adjusted, and some of the waves along the hull smoothed out. Was this a deliberate attempt at deception, or merely an innocent new edition?

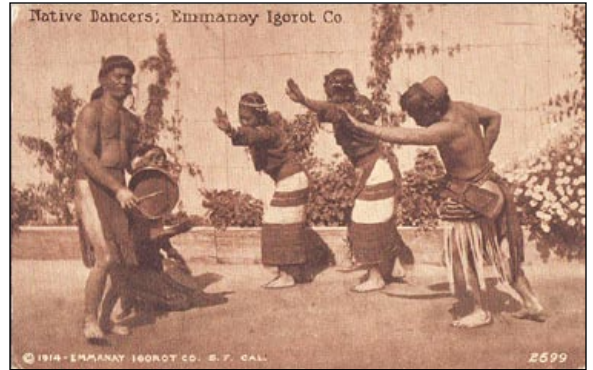
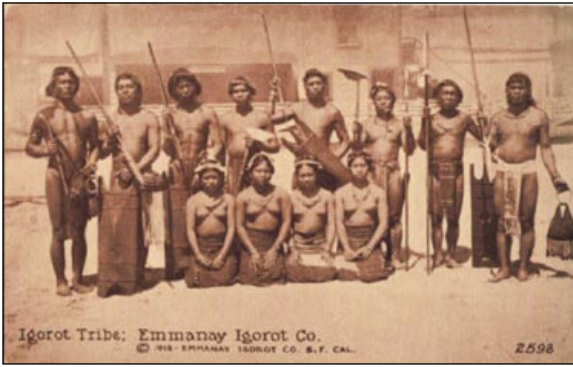
2598 – Igorot Tribe; Emmanay Igorot Co. This and the next two related cards bear the copyright date 1914 and are deeply sepia colored, captions included. After the commercial success of the Igorot Village at the 1904 World's Fair in St. Louis, several entrepreneurs recruited Bontoc Igorots from the cordillera of northern Luzon for display in the show circuit around the U.S., and these three cards apparently depict one such enterprise. Lew Baer told



400 - This c.1905 undivided back card, printed before the April 1906 earthquake, wasn't based on a photo taken in Philippine waters as indicated by the background of a lighthouse on a headland I don't recognize. Will a knowledgeable club member please supply the locality?



1283 – Because some of the waves and the ship's rigging are identical, we know this came from the same source image as card 400.



2598, 2599 & 2600 – The Igorots are beautiful people, and from hard work in the mountains developed muscular physiques and great endurance. The topless woman in 2600 is second from right among the women in 2598. See text for discussion.

me he thought Emmanay might be a rendering of “M and A,” and if so it must refer to the partnership of former Philippine constabulary officers Capt. John R. McRae and Lt. Sidney Ashe who toured Europe and the U.S. in 1908-09 exhibiting people from Bontoc, as described by Patricia Afable in a 2000 paper titled “Igorots in Exposition.” But that doesn’t fit with the copyright date of 1914 on these three postcards, and also five photos in the Library of Congress catalog likewise titled Emmanay Igorot Co. and dated 5 June 1914. In 1914 the Philippine government banned overseas Igorot displays, so these three postcards had to have been based on earlier photos, and were probably printed in anticipation of a tour that never took place.

2599 – Native Dancers; Emmanay Igorot Co.

2600 – Igorot Belle; Emmanay Igorot Co. She’s topless with tattooed arms and a headband of dog teeth. Topless Igorot women were never on display in the U.S., leading me to suspect these three postcards were from photos taken during the European leg of the McRae-Ashe tour mentioned above. During those years



when white supremacy was the rule, it was easy for postcard publishers to pretend that nude photos of non-white women were merely anthropological studies.

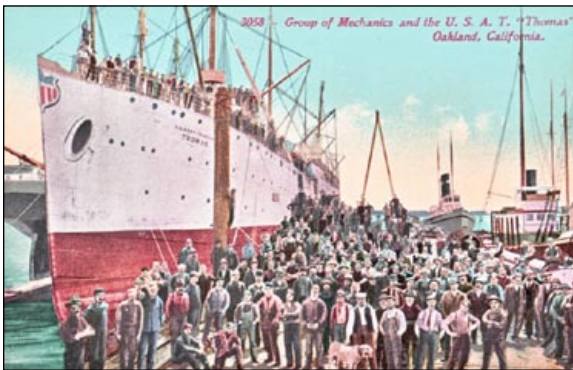
2842 – Samar (Siamese) Twins, Lucio and Simplicio, Two boys, 5 years old, joined together for life. Printed in sepia, c. 1914, with the boys shown standing inside a valve of a giant clam shell. Samar is one of the major islands in the Philippines, and the twins surnamed Godino, born there in 1908, were periodically exhibited in sideshows throughout the U.S. from the age of two until their premature deaths in 1936. Among their venues was the 1915 Panama Pacific International Exposition in San Francisco. This postcard was not made specifically for that expo but was sold at the twins’ appearances



around the country, as substantiated by postmarks and messages. Lucio and Simplicio Godino received good educations, had engaging personalities, and married a set of twin sisters.

3058 – Group of Mechanics and the U.S.A.T. “Thomas” Oakland, California. The U. S. Army Transport *Thomas* made the most trips between the

U.S. and the Philippines of any ship from 1900 to 1928. It was especially noted for bringing the first large contingent of over 500 American school-teachers to the Philippines in 1901 who were known as Thomasites, a term soon applied to all early American teachers in the Philippines, regardless of which ship they took. The *Thomas* and the teachers it carried were commemorated on a 2001 Philippine postage stamp.



3058 – Could it really have taken so very many mechanics to repair the *Thomas* while in dry dock? Circa 1910.

4252 – Philippine Islands Building at the Pan-Pac Int. Expo., San Francisco, 1915. Mitchell’s card is black-and-white, but a retouched version of the

identical source image was used by Cardinell-Vincent Co. for an official color-printed postcard of the Exposition numbered 2028 and printed by Curt Teich as R-57553.

All Mitchell cards accounted for here are in horizontal format except M-2, M-10, M-23, M-31, M-32, 2600 and 2842. Comments about this article are enthusiastically invited. I have duplicates of most of the cards from M-1 to M-32 available for exchange ©2010 N.B.: I’m seeking other Philippine-related postcards and photos. PO Box 468, Michigan Center MI 49254. mikegprice(at)yahoo.com

OFF THE RACK FREE CARDS

At the October meeting, Wayne Nelson brought a thousand or so cards that needed new homes. At 10¢ or less apiece, he did not have many left to donate to the SF Library book sale. These were mostly “rack cards,” what the rest of the world calls “free cards,” for which their time in the New World has just about passed. They were a thing of the ’90s, and few of the Here are four contemporary free, non a genuine old favorite, this classic itself.—ED.



racks are around in the U.S, today. Alas!... rack cards that continue the tradition, and Canadian Zoom which pictures a rack,



◀ The rock’n ’70s live on in Colorado at www.poster-scene.com.

Announcement for a friend’s painting exhibit in Petaluma—nudes based on “feelthy” French postcards. ▶


ISHVS

"Lovely Ladies"

"No replicas of paintings by Gustave 'SMAN' Sorel"

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August 16 - Sept 16, 2010.
Adult reception Friday, August 20th, 2010, 6-8 PM
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◀ Racks like this from several publishers were common in restaurants and entertainment venues.

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25 & 26

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BLUES
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\$1 off Coupon

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BOO
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September
Festival in
Fort Mason

San Francisco, CA

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◀ ▶ 2010 San Francisco event promos—both are now filed in my SF MODS collection.

P.S. **DAN DEPALMA** was a late comer to our club, but he was enthusiastic about it and was especially friendly to fellow clubsters. His family has continued the tradition. In lieu of flowers, the DePalmas graciously suggested donations to the Leukemia /Lymphoma Society and to the SFBAPCC! Some hefty checks have been received. May I cast a vote that they be used to secure visual aid equipment for showing postcards at our meetings. Many thank yous to Dan's family and the generous donors.

BORIS ROZENFELD, who died far too soon, is often remembered at club meetings. His interests were Judaism, postcards and books, and he combined them in his collecting pursuits. Albeit in Russian, his catalog of postcards published by Lebanon is prized and used today worldwide by collectors of Judaica.



And his name lives on as the Boris Rozenfeld San Francisco Russian Bibliophiles Club that meets on the last Saturday of the month at the SF Main Library.

FROM ARLENE MILES: I know there are other lighthouse lovers in our club so I want them all to know that people travel all around the world taking photos and writing

articles about lighthouses. The 3rd Quarter 2010 issue of the *World Lighthouse Society Newsletter* is available for downloading from the Society's web site at www.worldlighthouses.org. To download: Click on the link for the "Members area" at the top of the page. Enter the user name: WLSmember. Enter the password: fresnel. Scroll down and click on "Newsletter Archive." Click on the link for the appropriate issue. Be sure to enter user name and password exactly as shown.

FROM DAN SAKS: I occasionally receive messages

from the "other side." First it was news of Tiffany's and now Patek Philippe (maker of the world's most valuable timepieces) has discovered postcards. The current issue of Patek's magazine has an article on QSL cards. Over two dozen from one collection are shown. The author details their history and compares their use by Ham radio operators (still over one million strong) to today's instant messaging on Twitter, Facebook, and cell phones. ... I'll bring the issue to the meeting. There's also a nice pic of a \$5 million watch, which, besides everything else, tells you the day. THE DAY! I can understand not knowing the exact date, with about 30 choices every month, but there're only seven days of the week. How can you be wearing a zillion dollar watch and not know what day it is?... I have to calm down. That's one of the reasons I was banned from Rodeo Drive.

ART SMITH, that fly-by-night, fly-by-day stunt pilot who promoted his daredevilry at the PPIE and worldwide on many real photo postcards, is almost always seen topped by a pulled down cap. It was surprising to come across an autographed printed card, from Japan, showing the boy hero bemedaled and bareheaded—and looking proudly polite, instead of cocky.

FROM DON BROWN: A milestone in U.S. postcard evolution—cards that Don started collecting on August 20, 1943 officially became part of the Library of the National Trust for Historic Preservation on November 5. Additional segments of the Institute of American Deltiology collections will be donated until perhaps a million cards will be available for research and catalogued online. Southern and southwestern state collections have been sent off to College Park, MD. Western states will go next year and so on. An official announcement will be made by the University of Maryland in the spring of 2011. —Ed.



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**LAST
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November 27

2011 dates

on page 12