

San Francisco Bay Area Post Card Club

January to March
2011

Next Meeting: Saturday, January 22, 12 to 3 pm

Vol. XXVI, No. 1

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

- **GROUP SHOW & TELL**
- **TIMESHUTTER**
- **CHINESE ON A CALIFORNIA PEACH FARM**

PROGRAM NOTES: *DID YOU NOTICE? SAME—BUT DIFFERENT—POSTCARD IMAGES*

Joseph Jaynes and Darlene Thorne will enlighten us with images that are alike—or are they? Did publishers purposely try to amuse and confuse or did they think no one would notice? Attend the January meeting with your mind and eyes wide open, and you will discover the devious subtleties Joseph and Darlene project on the screen. How many postcards like these do you have in your collection?



Elections will be held for 2011-2013. Come prepared to nominate, even yourself, and vote.

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.

COVER CARD



A 1960s era Mike Roberts water ski advertising postcard from a company in San Rafael that went out of business not long after the card was produced. It's numbered SC11997, and is from the large Mike Roberts archive I managed to locate a few years back. The SC designation that you see on many of the nicer Roberts cards stands for Specialty Card and was used primarily on advertising cards that generally had far more limited distribution than his typical view cards. Not only do I like the image on the card, but the information on the back adds to its '60s flavor.

KIMBALL FIBER GLASS WATER SKIS go Psychedelic

"Light-Show" Models

#550 SLALOM in assorted WAY OUT patterns. List \$49.95 each.*

#590 COMBINATION PAIR with NEW K-S automatic binding in REAL GONE patterns. List \$69.95 pair.

Add these hot items to your ski order to: Kimball-Schmidt

Box 3000, San Rafael 94902

*SORRY MAN ... THE COOL CHICK NOT INCLUDED

—DAN CUDWORTH

CLUB OFFICERS 2009-2010

President:

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

Vice President:

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

Treasurer/Hall Manager:

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

Editor:

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

Recording Secretary:

Secretary needed

Webmaster:

JACK DALEY: daley(at)postcard.org

Newsletter Deadline: 5th of each month



FROM THE EDITOR

Another year for the world, MMXI; another year, XXVI, for the club; another editorial decade, XX, for yours truly, for whom it is starting off with not the best footing. The first major misstep was to lose the almost complete newsletter mock-up prepared in early December. The notes of the November meeting were carelessly recycled, so there are no minutes to report here other than elections will be held in January. Kathryn did have the scans that she made at the November meeting. Using those, I've reconstructed much of what we saw, and some of what we heard. I also recall the festive table, laden with many home made delectables and the generous three cartons of thirst slaking California wine. Thanks to all who contributed to the celebration.

Thanks, also, to the many who have renewed their club membership for the coming year. Your support and participation are appreciated by all.

Special thanks to Kathryn Ayres and Frank Sternad for their proof reading, research and editorial comments and to all of you who have sweated over your keyboards to fill last year's pages.

Accolades go to Web Master Jack Daley for putting the newsletter and our club at the forefront of online postcard prominence.

We'll be taking an editorial break, and there will be only postcard reminders for the February and March meetings. At this time there is very little in the In Box. We all look forward to an April issue, so please contribute. Interesting postcards, jokes, comments, news, anecdotes, authoritative articles, or just running off at the keyboard are all most welcome. As always, submissions are subject to editing for the best public presentation.

In April the mailing list will be purged of overdue memberships. Deleting is a one-stroke process. Re-entering info is tedious. Please do us all a favor and renew now (SFBAPCC, POB 621, Penngrove CA 94951) or online at www.postcard.org/renew. You need enter only your name, if there are no changes.

—ED.

WELCOME TO OUR NEW MEMBERS

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

Mike G. Price, a Philippines collector who welcomes approvals; inquire before sending.

UPCOMING PROGRAMS

Vice President Kathryn Ayres gave us a banner year, programwise, in 2010. Will she surpass last year's success? She's well on the way. As of January 3, the only meeting programs unspoken for are May, September and October. Email or phone Kathryn now with your ideas and commitment for one of those months.

February 2011 Program

JOHN FREEMAN ON

RUBBERNECK WAGONS OUT TO THE CLIFF HOUSE



**TAKEN AT THE
CLIFF HOUSE
SAN FRANCISCO CAL**

In San Francisco, sightseeing tours began in 1905 with special trolley cars that ferried tourists all around town, but the biggest thrill was circling

Lands End to view the Golden Gate and the Pacific Ocean. There, a photographer was waiting to take a picture and sell it to the tourists in postcard format. By 1910, open-air buses mounted on truck chassis offered a more flexible tour of San Francisco than the trolley. Their stop at the Cliff House to view Seal Rocks included a group photo, available to the tourists as a memento of the experience. John Freeman has researched this topic through a wide variety of postcard examples and will give a presentation on the origins of the sightseeing industry in what was popularly called the *Rubberneck Wagon Tour of San Francisco*. We'll see real photo postcards by Billington (above) and other photographers who plied their trade on the western edge of the city.

March 2011 Program

LAURA ACKLEY ON CREATING THE PANAMA PACIFIC INTERNATIONAL EXPOSITION



CHUCK BANNECK COLLECTION

Fans of San Francisco history know that the city hosted a spectacular world's fair in 1915, but less well known is the engaging tale of how San Francisco envisioned, won and built the Panama-Pacific International Exposition against long odds.

Join architectural historian Laura Ackley for the exciting story spanning the period from 1904, when department store magnate Ruben Brooks Hale first proposed a San Francisco world's fair, to the gala opening day on February 20, 1915.

To create the exposition, San Francisco had to surmount a variety of obstacles, any of which could have doomed the fair. First, the city needed to recover from the devastating 1906 earthquake and fire. Next, San Francisco narrowly defeated New Orleans in an intense congressional battle for the right to host the celebration. Immediately following that victory, local powers engaged in a contentious site selection process. Finally, an expert team of designers and builders constructed the exposition at Harbor View, a considerable amount of which was under the bay waters as late as 1911, while facing the financial concerns attendant on World War I which commenced in the summer of 1914.

Ackley will present dramatic images of each phase of the exposition's creation, including stereo views, official photographs, souvenirs, magazine articles, telegrams, lantern slides and, of course, postcards.

GREETINGS FROM OUR PRESIDENT

Fellow Club Members—

I wish you all a Happy and Healthy 2011!

This promises to be a great postcard year. Thanks to the efforts of Kathryn Ayres, we have excellent programs lined up for most of our 2011 meetings. There are still a few dates awaiting a program, so...

To those of you who have never presented a program to the club, please consider doing so. It's painless. (Actually, it's enjoyable.) And along with getting a chance to talk about your favorite subject (what you collect) you might even prompt someone in the audience to come up with new material to add to your collection.

Also, there are some great postcard shows scheduled, beginning with Hal's San Francisco Vintage Paper Fair and the Sacramento Capital show. There are plenty more shows to come this year; be sure to check the calendar sections of our club web site and the newsletter for details.

I wish you all Successful Postcarding this year and hope you find some great items for your collections!
—ED HERNY, PRESIDENT, SFBAPCC

TREASURER/HALL MANAGER REPORT

We currently have \$4,522.15 in the treasury. Our January rent for Room C-260 is paid, and our membership in the stamp association is up to date, so the only expense looming on the horizon is the newsletter. All's right with the world!

We will meet in our regular room, C-260, at Fort Mason this year except for March, April and June when we will move to C-370. It is a bit smaller than we are used to but the view is better.

—ED CLAUSEN, TREASURER/HALL MANAGER

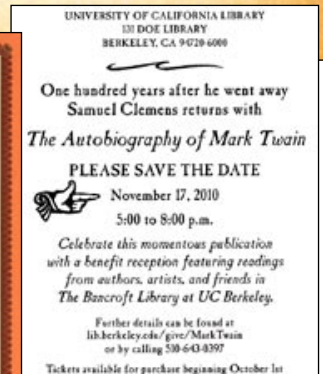
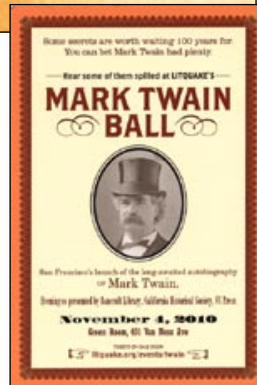
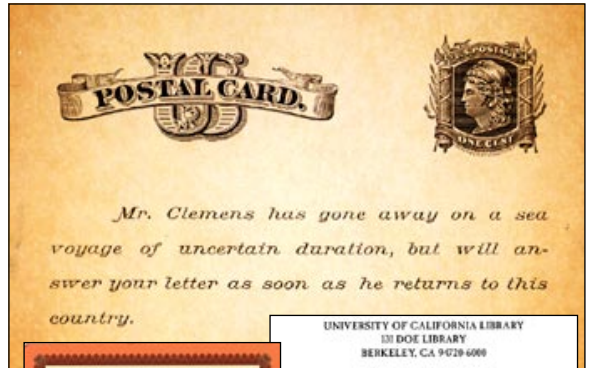
MORE NEW MEMBERS

Anne Miranda, Ted Miranda, Dianne Thompson, Craig McCormick, collectors of Theodore Roosevelt and World War II. Approvals welcome; inquire before sending.

Glen Porcella, a collector of Early California, state parks, national parks, history; a gift membership from a friend who attended the Concord show!

MARK TWAIN'S RETURN

Gone from bookstores' NEWEST WORKS shelves for 100 years (Talk about hiatuses!), Samuel Clemens has returned to San Francisco with the release of his intentionally suppressed autobiography. A special event for Twain enthusiasts, it was celebrated by local history and literary repositories and announced,



just for us, on postcards. Both of these cards are now in my Twain category. Also announced, at www.snopes.com/quotes/twain.asp, was that he never spoke of a San Francisco summer as being his coldest winter. He does still hold claim to "I have done more for San Francisco than any other of its old residents. Since I left there it has increased in population fully 300,000. I could have done more—I could have gone earlier—it was suggested."

—LB

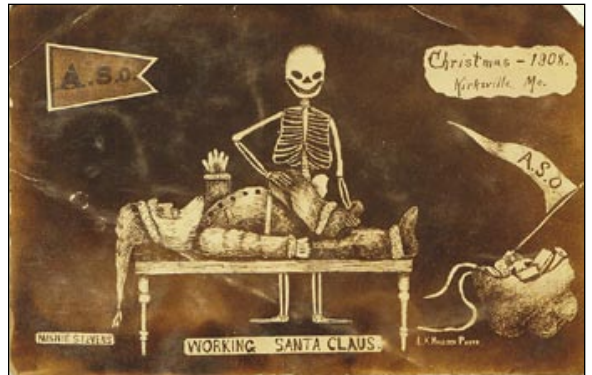
The last club meeting of the year was dedicated to celebrating both the holiday season and postcards. The potluck fingerfood free-for-all elicited many delicacies that were consumed, forthwith, by clubsters and guests. During the premeeting rejoicement period, Kathryn Ayres was kept busy scanning postcards that we had brought for the Show & Tell Program that was to follow the business meeting. There were, as always, a few minor electronic hang-ups, but at show time the room lights dimmed and the projector [on loan from John Freeman. Thanks John!] flared, the first postcard image filled the screen and the first show and teller got up and told. Ta Dah!

The image of Arlene Miles' card has been lost [*Mea culpa!*], but not her comments: My postcard, a Mitchell, had an oversized pear balloon with passengers. I do not think I have ever seen a Mitchell with people on or in the transportation of large fruit. Maybe I haven't been paying close attention?



Carol Jensen: "Byron Hot Springs, Byron, eastern Contra Costa County, 60 miles due east of San Francisco. Established 1868, now closed to the public. This card is particularly interesting to me as it was sent to me from Athens, Greece, where the card, originally sent to Fresno from the Springs somehow found its way. The Springs were sold by the original owner to the Greek Orthodox Church and used as a religious retreat from about 1950 to 1965. I occasionally speak to the Ascension Greek Orthodox Historical Society of Oakland on this era of church history. One of their members sent me the card from, presumably, a family collection."

Real photo *Working Santa Claus* shown by Chuck Banneck: "This was the Christmas card for the ASO (American School of Osteopathy) founded by A. T. Still circa 1895-8 in Kirksville, Missouri. By some accounts he is the father of modern chiropractic methods. It's just a strange card!"



Dan Saks: "These two Barmen-Elberfeld monorail postcards are a late addition to my program in October. The first card (from October) shows the monorail

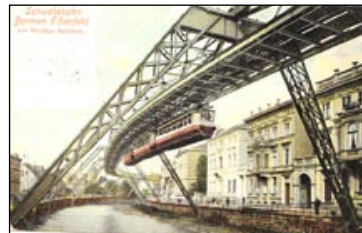


image that was superimposed on other cities' *In the Future* cards, and the second is the very same postcard, recently purchased, turned into its own *In the Future* card with airships and a flotilla in the Wupper River. I promised to never show another monorail postcard, maybe."





Darlene Thorne showed front and back of a card published by Larry Fulton, www.postcardjourney.com, in tribute to and commemoration of the 33 Chilean miners who had been trapped a mile beneath the ground and all of whom were brought to the surface in good health by an international rescue effort. For days the world sat

transfixed by the real time television coverage.

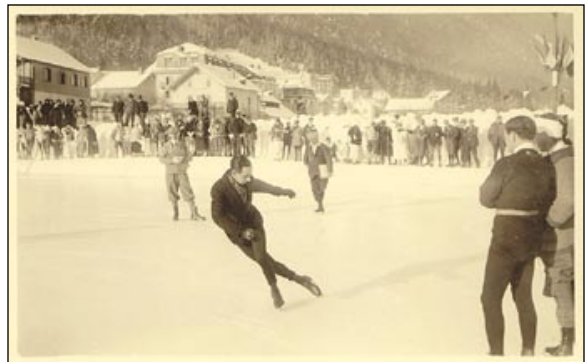


Dave Parry showed “a pretty rare, early PPIE promotional cartoon card” that he had recently acquired. It was post-marked May 26, 1910. “I thought that Steve Silver had to have seen it somehow (perhaps he was a postcard collector!) and it might have inspired his hats in Beach Blanket Babylon.”

Deanna Kastler collects ice skating. Here is her card of joyous Santa gazing at a skate from the sack of toys slung over his shoulder.



Ed Clausen’s crystal clear real photo of a fellow on an unscathed Harley Davidson motorcycle was undoubtedly made in Oakland. The rider is decked out in what looks like a bike outfit of leather cap (earflaps up), high belted leather boots and gauntlet style gloves. He’s also wearing a turtleneck sweater emblazoned with the name of his new (?) ride.



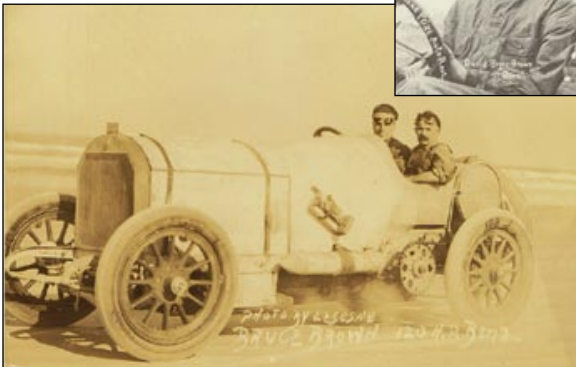
When this male figure skater appeared on the screen, we thought Deanna was back for a second round, but, no, the card is Frank McQuillan’s. The real

photo may be, although unconfirmed, from the 1924 Olympics in Chamonix, France, which was the first winter Olympics. The square outdoor rink there was said to be a challenge to the skaters who were used to performing on indoor hockey rinks. Frank has not seen any other male competition figure skater RPPCs. He especially likes the card because it is a clear action shot, and the skater is beautifully dressed with a black jacket and cravat.

A European real photo of Marion Davies was Gail Ellerbrake's choice to show. Davies, a little remembered Hollywood beauty, was famous as the paramour of William Randolph Hearst. Unable to marry, because of Mrs. Hearst's refusal to die or divorce, Hearst lived openly with Davies. He created Cosmopolitan Pictures as a production company for her never successful silent films. Talkies fared no better, although her stutter was not a great handicap. When Hearst died in 1951, Davies married a Mr. Horace Brown. She remained beautiful, but unhappy, and died in 1961.



Jack Hudson showed two cards, one of race car driver David Bruce-



Brown seen in his 1910 American Grand Prize winning Benz. Scion of a wealthy family, he was lik-

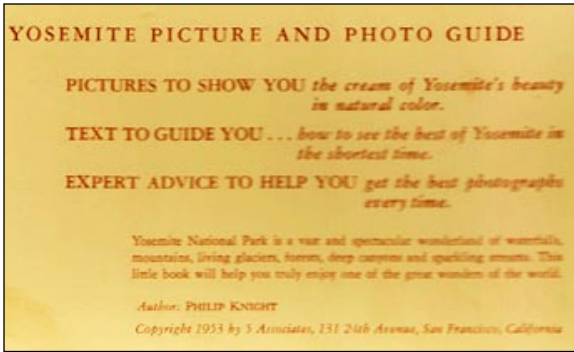


able and had movie star good looks (see non-postcard close-up). He took the prize again in 1911 while driving for Fiat. In 1912 he raced in Milwaukee, spun out of control, flipped and died. Jack's second card, another real photo, was the best Man-in-the-Moon card he has seen. It shows two WWI soldiers with a dog, and the moon's face is Uncle Sam. No studio name is shown. Jack dates it to 1918.

Repoussé airbrushed overlay and goldfish make this obviously Janet Baer's card, especially since the lovely lady dipping her toes in the stream bears a similar appearance to Janet. Butterflies flit about, a braided chain of clover dangles from a limb, and the bucolic beauty wears a crown of laurel leaves. Muse or poet? Take your choice: that's Janet.



Jim Caddick's "card" was the *Yosemite Photo Guide*. "Although not actually a postcard, it is in postcard format, and many of the individual images in it were issued as postcards. It was published

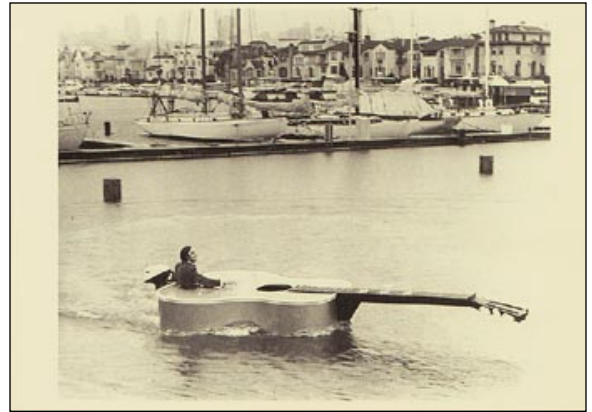


by 5 Associates, a firm I had been trying to find info on for a while. It looked as if Ansel Adams might have been involved as the firm published many of his portfolios and other books, but there was no firm connection. This booklet, published in 1953, has as an address for 5 Associates: 131 24th Ave in San Francisco, not your usual business location. Indeed, it was Ansel's San Francisco residence. Originally formed because the Park Service objected to Best Studio's selling of postcards and other high quality graphic items outside of Yosemite as well as in the Park, Virginia Best Adams and Ansel formed 5 Associates around 1952 to bypass that objection. I have since learned that the company is still in business, having changed the name to Museum Graphics and moved to Stockton. Due to my researching proclivities, this is a favorite because it opened up a corner of postcard history that was otherwise a blank."

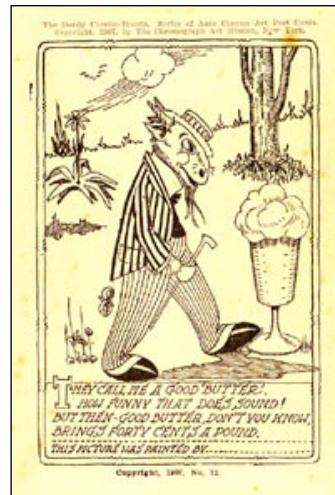
Karen Anderson's two offerings were freecards, oops... rackcards, from the run of fabulous designs published in the past decade. The nekkid fellow on the left is completely covered on his backside (at



least) with tattoos, save for the bottle shaped blank space centered on his spine. Diners are big in New Jersey, and this glowing bottle shaped eatery must light up the night.



Kim Wohler's *Guitar Boat* card, published by Pomegranate Publications, is a full sized mod that she's had for over ten years. "I found some info online several years ago that said it was a real boat that the owner took it out into the bay in San Francisco on occasion. The photo shows it motoring in the SF Marina. The back reads courtesy of Michael Ochs Archives. Ochs is known for his '60s music oriented photography. Getty Images purchased his entire collection in 2007. Another photo of this boat with the same driver, dated 1/1/1960, is posted at www.gettyimages.com."



Lew Baer added this *Original Arto Chromograph Art Post-Card* to his goat collection while visiting a dealer friend who had the complete set of *Dandy Chromo-Beast* cards to be colored in using the eponymous contraption. Walter Wellman dated his design in 1907. "Although the drawing is children's art, I file it in my beer subcategory."



Nancy Redden's card is a memento of the roller coaster at Playland-at-the-Beach and of the car she purchased when the beach became no longer playful. Hers is one of the cars pictured on this card and is now displayed at Playland-Not-at-the Beach.



barges in overcrowded, dark, damp conditions. The Grand Union Canal connected Birmingham to London with many branches linking different towns and cities along its route. One of the major barge owners was Fellows Morton & Clayton, and in 1923 their boatmen went on strike in reaction to a proposed pay reduction. The strike lasted 14 weeks; eventually the boatmen won and retained their original pay. This rare card of the barges and striking families is by the photographer Victor W. Long who went from village to village, event to event, on his bicycle with his camera to record life and to make a living from selling his real photo picture postcards."

Norman McKnight brought a real photo of the corner of Hwy. 20 and Hwy. 97 in Bend, Oregon. ca. 1947. It shows an effigy of a man hanging from a light standard in front of a Standard Oil gas station with a deer head alongside. It reads: "This is a man; no open season" (under the man) and "This is what you are looking for" under the deer head with hunting season dates listed. "I particularly like the gallows humor. Shooting at anything that moves has always been a problem on opening day of the season."



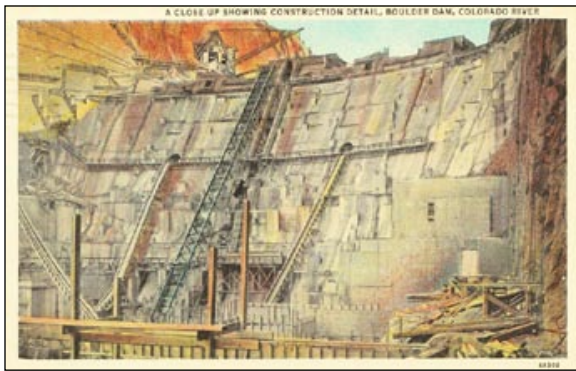
Rich Roberts played a double header. First, a British canal real photo. "Man made canals were like spider webs connecting many parts of the UK in the 19th and early 20th centuries. The associated barges, sometimes called 'Longboats,' were a major form of transport for goods ranging from coal to sugar to textiles. Barges were owned by companies and the captain and his family, often large, lived on the

Rich's other RP is captioned *Undeclared St Mary's Champion School Nine—St Mary's Mission Wash. 1913. Lado. In the Once Worlds Champions Uniforms Donated by Connie Mack. W.E.Courtney Coach. St.*



Mary's Mission was founded in 1896 to bring Catholicism and education to the local Native American tribes in Omak, Washington and still exists today. The card shows a team of Native American students wearing Philadelphia Athletics uniforms. The team

later became the Kansas City Athletics and today is the Oakland A's. The connection between the St. Mary's team and the legendary Connie Mack, manager and part owner of the Philadelphia A's, is not known... yet!

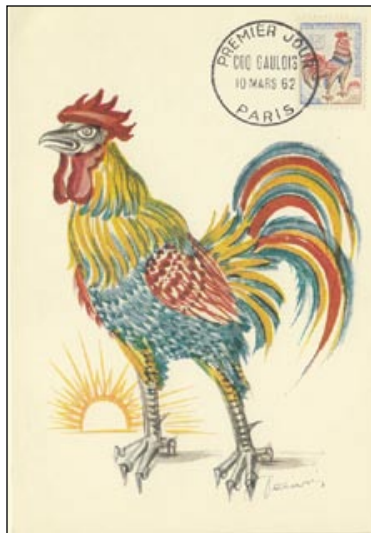


Shirley Bittancourt showed a 1934 Curt Teich linen of Boulder Dam, now named Hoover Dam, that formed Lake Mead on the Colorado River in Nevada.

Sue Scott's postcard was of *charras*, "a real photo of Mexican women dressed up, one as a cowboy and one as a *China* (pronounced cheena) *Poblana* in the special blouse and skirt from Puebla. Today, there is a modern group of young women who wear the cowboy outfits and are from southern California and compete in Mexico doing intricate horse exercises. They practice hard and long. A recent attempt ended in disappointment when one of the *charras* fell during the national competition after having executed the moves time and again without failure.... But they are young and determined."



Syl Misovy showed a card from Norman Saari's collection which Syl is caretaking since Norman's album

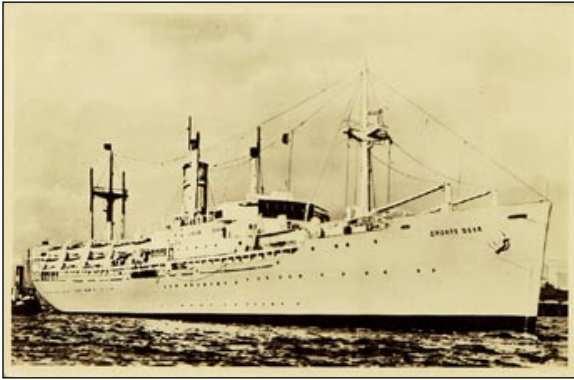


has closed. The subject is chickens, and this card came only a few weeks ago. It's a maxicard—picture and stamp identical, or closely related—and it is an artist signed design bearing a first day cancellation from the French postal authority, *La Poste. Special!*



Ted Miles's was a postcard of the Southern Pacific Transportation Company's East Bay Electric Line's inaugural interurban train in January 1912. The car body is now at the Western Railway Museum where it will be restored someday—when time and dollars are available.

Tom Nuckton showed two cards of the ship "*SS Groote Beer* (Great Bear), a 1944 Victory Ship (formerly *SS Costa Rica Victory*) that was subsequently purchased and converted for passenger transport by the Holland America Line. She was used extensively by Dutch folk (including some of my family) migrating to Canada, the US, and New Zealand following WWII. The first card is a vintage real photo. However, I really wanted an art card. After much searching I found the second card published as part of the



Holland America Line 125th anniversary celebration in the 1990s. The card was sent to me by the artist, Robert Murk of Rotterdam. He sent it as a gift after others refused to sell me a copy.”



POSTCARD CALENDAR

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.rbshow.com

Feb 11-13, Fri-Sun, **SAN MATEO**, Hillsborough Antique Show, San Mateo Expo Fairgrounds; 11am to 8, 7 and 5pm*

Feb 19-20, Sat-Sun, NORTH KENT, WA, Greater Seattle Postcard Show, Kent Commons, 525 4th Avenue; 10am to 6 and 4pm+

Feb 26-27, Sat-Sun, PORTLAND, OR, Greater Portland Postcard Show, 10000 NE 33rd Dr., 10am to 6 and 4pm+

Mar 12-13, Fri-Sat, **SAN RAFAEL**, Antique & Collectors' Fair, Civic Center, 10am-6 and 5pm*

Mar 12-13, Sat-Sun, ARCADIA, San Gabriel Valley Postcard Show, 50 W. Duarte Rd.; 10am to 6 and 4pm+

Apr 2-3, Sat-Sun, SAN DIEGO, San Diego Postcard Show, Al Bahr Shrine Center, 5440 Kearny Mesa Road; 10am to 5 and 4pm+

Apr. 9-10, Sat-Sun, SANTA CRUZ, Central Coast Show, UCSC Inn, 611 Ocean St., 10am-5pm*+

Apr. 22-24, Fri-Mon, **SAN MATEO**, Hillsborough Antique Show, San Mateo Expo Fairgrounds; 11am to 8, 7 and 5pm*

May 6-7, Fri-Sat, **GRASS VALLEY**, Old West Antiques Show at the Fairgrounds; Fri. 10-5pm, Sat. 9am-4pm*

May 20-21, Sat-Sun, SAN FRANCISCO, Vintage Paper Show, Hall of Flowers in Golden Gate Park, 9th Ave. & Lincoln; Free admission! 10am to 6 and 4pm*+

May 28-29, Sat-Sun, PORTLAND, OR, Greater Portland Show, 10000 NE 33rd Drive, 10am to 6 and 4pm+

May 29, Sun, **HEALDSBURG**, Outdoor antique show on the town square. Free! 8am-4pm*

June 25-26, Sat-Sun, NORTH KENT, WA, Greater Seattle Postcard Show, Kent Commons, 525 4th Avenue, 10am to 6 and 4pm+

Jul 23-24, Sat-Sun, SAN MARINO, San Marino Postcard Show, 3130 Huntington Dr. 10am to 6 and 4pm+

Aug 6-7, Sat-Sun, SAN FRANCISCO, Vintage Paper Show, Hall of Flowers in Golden Gate Park, 9th Ave. & Lincoln; Free admission! 10am to 6 and 4pm*+

Aug 20-21, Sat-Sun, **SAN RAFAEL**, Collectors' Fair at the Civic Center; 10am to 6 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: <http://vintagepaperfair.com>

Postcards Online and in Your Pocket

Exciting News from a State-of-the-Art Clubster

An email came from Omar Kahn:

I hope to come to the meeting to tell people about this, as I thought the Club would be interested in knowing that the company I run has produced a rather cool application for the iPhone using old postcards. It lets you walk through parts of San Francisco and see what places looked like 100 years ago. For each of the 146 images, we have a then and now transition so people can see how things have changed. We also let the user re-take the photograph, make their own transitions, and send the images to anyone via email with the old postcard image as an insert in the new one. There is also a web site that provides much of the same functionality at www.timeshutter.com.

The iPhone app is free and available via:

<http://itunes.apple.com/us/app/time-shutter-san-francisco/id411557094?mt=8>

Would love to hear your comments; we are hoping to do more cities (New York is next) in the future, and will be happy to show you at the show this weekend if you are there.

Cheers, Omar

Some timing! Only the evening before, I'd opened an email from Stan Fluoride, who's hip to anything new in SF. Stan had just discovered www.timeshutter.com and was eager to share the news. I'm an old fogey on the cell—not smart—phone, so I don't have the need for the app. But I clicked on the www link and had a fun few minutes moving around the site.

Here's a glimpse of what it looks like.

The large vintage map to the left is the home

page of timeshutter. The white dots are numbered pinheads for each of the sites with postcard images. Hover over a pinhead and a small image appears, below left. Click on the pinhead and a larger postcard image appears, as below for Fillmore Street. Click the control bars in the upper right hand corner of the home page, and you go to a modern street map or a satellite view, or... only Omar knows what else.

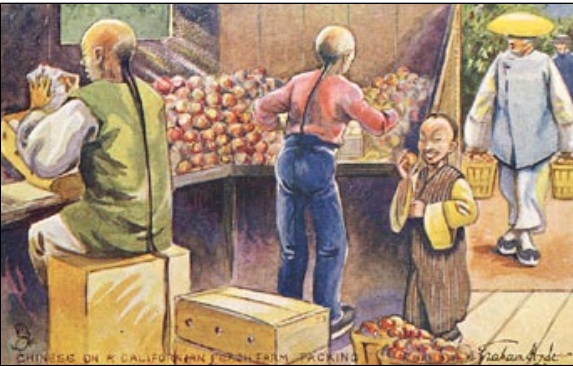
—LEW



CHINESE ON A CALIFORNIAN PEACH FARM

RAPHAEL TUCK & SONS, "OILETTE," SERIES 6458 (UNMARKED), SIGNED GRAHAM HYDE. This set has been in my WRITING category for several years. I recall buying the cards at the New York show and wondering, at the time, if they were from the same set. The backs are identical and state *Printed in England*, but the fronts are in three different layouts. Five minutes with Google revealed that Graham Hyde was an artist for the Tuck publishing house beginning in 1903,

about the date I attribute to the set. The backs are divided, which was permitted in England in 1902, and are captioned on the left: *FOR POSTAGE, IN THE UNITED KINGDOM ONLY, THIS SPACE MAY BE USED FOR CORRESPONDENCE*. The capitalized nouns add Teutonic imperative to the warning to use only in the U.K. I have not seen any used copies of these cards, so I suspect that those sold in the U.S. were mostly relegated to collecting, not corresponding for the



extra penny of postage needed before 1907.

The cards appeal to me on several levels. They are beautifully made—well printed on sturdy board that has not yellowed in 108 years. The colors are both strong and subtle, and the designs are poster, or mural, style. The images are historical-social commentary, akin to the Coit Tower and other WPA mural artistry of three decades later.

Hyde created other postcard designs for Tuck. Ones I've seen have been social commentary, too: babies wailing over a toy horse, students sweating over exams, blacks as large eyed pickaninnies screaming on a runaway wagon—an expression of the prejudices of the day.

This Chinese set looks like pretty straightforward recording of work and life on a turn-of-the-last-century fruit farm. Workers toiling happily pruning trees, picking fruit and packing it. Are they happy? We can see clearly only one face, and it looks genuinely inscrutable. The “Midday” card has all faces showing, smiling and animated. In the next card's design with the Chinese farmer handing the peach lug to the workers in the refrigerated rail car, the mood becomes

somber. Tight lipped, the farmer does not glance up from beneath his straw bowl shaped hat. The Caucasian man in the car looks a proper English Gentleman; with a jacket, his overalls could pass as evening dress. The sombreroed helper simultaneously sidles and slouches away to stack his box on the load. [Am I reading too much into this... this postcard?]

The scene gets heavier in the final image, “Night.” All faces are visible. All but one head is exaggeratedly ant like. The queues are long and slithery and, now, ominous, unlike the emotionless pigtails in the “Packing” view. The Night people are gambling at cards and smoking. (Opium!?) The smoker peers with an evil and disparaging glare. The others pay us, the viewer, no attention. In the back, the laundryman irons on... for the landowner's family?

It's a story, my interpretation, of the life of rural Chinese who stayed in California after their labors for the railroad had ended. There are no women in these domestic scenes. Were they turned away at Angel Island? Are they in San Francisco doing what they have to to survive? Or are they still in Canton... waiting?

—LB

LEATHER POSTCARDS

Charles Fricke, a lover of postcards and scholar of their use in the mails, had an article on leather cards

in the October *American Philatelist*. The cards are hard to like—they're ugly and flimsy—but if they are in your topic, they are a must have. Postal markings, something we often overlook, can make them items of great interest. Look at these from the *AP* story. The first card, sent to London, was underpaid for the prescribed 1st class rate; 15 c, 3¢ due. The next two also needed another 15 c, one on its way to Germany from San Francisco, the third, to Ireland. The circled T indicated postage due; the other circle gave the amount owing in centimes, at three to the penny.



WISH I'D WRITTEN IT FIRST, but the kudos go to Laura Ackley who emailed "haPPIE New Year!"

IT SHOULD BE A HAPPY 2011 and beyond for the club. The donations suggested by his family in memory of Dan DePalma have been funneling in. Thus far, several hundred dollars are in this very special account. Ed Clausen, in his dual role as Keeper of the Exchequer and meeting room shamus, is on the search for a usable postcard projector for use at meetings so that we can see what speakers are talking about while they are speaking. Overhead projectors were used in our public school days. Has modern miniaturization succeeded in producing a small unit that will give a large enough and bright enough image? If so, Ed the Sleuth will find it, and Dan will be remembered gratefully at every meeting to come.

DEANNA KASTLER has been honored by the San Francisco Museum & Historical Society for her many years of service, dedication and good deeds to and for the organization. The ceremonies took place during a luncheon at the Palace Hotel on November 18. Dr. Bob Chandler, SFBAPCC member, author and now retired Senior Researcher for Wells Fargo Bank, was also among the five honorees. The October-December issue of the society's newsletter brought word of the awards as well as a fascinating and informative article on the history of the city's "Long-Gone Cemeteries." Deanna's account, *Old Tombstone Tales*, puts in clear sequence the development and removal (to Colma) of the city's Cities of the Dead. The expanses of the Big Four—Laurel Hill, Calvary, Masonic and Odd Fellows cemeteries—stand out clearly in the southwest quadrant of the timeshutter map on page 12. Also in that issue of the SFM&HS Newsletter was an equally interesting piece on the development of the PanAm China Clipper that took off into the skies from Treasure Island to the Far East, in 1935. The article continues the story begun at our club programs of several months ago. The details of shipping—from Pier 22 to the Wake Island atoll—the materiel for two villages and five air bases, heavy equipment, windmills, fuel storage tanks and a small-gauge train make vivid reading.

POSTCARD MAGAZINES: An online discussion recently chattered about the current commercial postcard magazines published in this country: *Barr's Post Card News* and *Postcard World*. *Barr's* is the old-timer. Its present incarnation comes out biweekly and helps keep one's lust for cards fervid. *Postcard World*, the new kid, is published by Mary L. Martin, a longtime postcard family business offering cards and supplies and producing a string of shows beyond the Mississippi. Its text and full color illustrations are on heavy slick paper and make the cards look so good. Both are valuable aids to enjoying postcard collecting to its fullest. *Barr's Postcard News*: www.barrspcn.com/, or 319-472-4713. *Postcard World*: www.postcardworldmagazine.com or 800-899-9887. Try 'em, you'll like 'em.

PSSST: Dave Parish and yours truly had pieces in the Jan-Feb 2011 issue of *Postcard World*. Dave's, "Sunshine Lodging," is on Florida motels; mine tells of the pleasures of John Margolies' newest book, *ROADSIDE AMERICA*. **Attn: Authors:** You may want to have your books listed in the *Books* section of the next issue. Email for listing info.

WHERE DID IT COME FROM? Of course! It was George Epperson and Ray Costa who filled the now overstuffed manila envelope for me with newsletters from the Golden Gate Postcard Club, a chief forerunner of the SFBAPCC. The Golden Gate club was founded in 1974 and soon had members across the country. It published a first class newsletter, edited and typed by Ray Costa. A series of articles by Sam Stark, the scholarly Mitchell collector and researcher, drew wide interest. The paperwork on hand dates from 1977, so there are three years unaccounted for. In 1977 there were five names that are currently in our club roster: Chuck Banneck, Jocelyn Howells, George Epperson, Ken Prag and Donald Price. How many of us will be collecting 34 years hence...?

HERE'S A FUNNY ONE from Dave Parish: An ad for a book WHY IS DADDY IN A DRESS? ASKING AWKWARD QUESTIONS WITH BABY ANIMALS. It offers a collection of full-color postcards!

THAT'S IT for a couple of months. Get well soon cards would be nice, but I'd prefer articles. —ED.

SAN FRANCISCO BAY AREA POST CARD CLUB

APPLICATION FOR NEW MEMBERSHIP

RENEWALS: List name and changes only

Individual/Family \$15 []

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2011 MEETINGS

- January 22
- February 26
- March 26
- April 23
- May 28
- June 25
- July 23
- August 20
- September 24
- October 22
- November 26

EVERYBODY'S DOIN' IT
DOIN' WHAT?

SAN FRANCISCO

COME AND TAKE A "RUBBER"
ROUND YOURSELF.

965 - TOURISTS AT THE CLIFF HOUSE.



**SAN FRANCISCO BAY AREA
POST CARD CLUB**

Fort Mason Center, C-260
Laguna St. at Marina Blvd.

Meeting: Saturday, February 26, 12-3PM

Program: John Freeman on

**RUBBERNECK WAGONS
OUT TO THE CLIFF HOUSE**

San Francisco sightseeing tours began in 1905 with trolleys that ferried tourists around town; by 1910, open-air buses offered more flexible tours; group photos were made at the Cliff House and sold as postcards. John Freeman has researched these cards and will present the origins of the tours, known as *Rubberneck Wagons*.

SEE US ONLINE IN COLOR AT WWW.POSTCARD.ORG