

San Francisco Bay Area Post Card Club

June 2011

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

Vol. XXVI, No. 4

Fort Mason Center, Room C-370

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

IN
THIS
ISSUE

- WOMEN'S SUFFRAGE IN CALIFORNIA
- AERONAUT EUGENE ELY ON SF BAY
- RONALD REAGAN CENTENNIAL
- THE STEIN WAY

PROGRAM NOTES: Public interest in the homefront activities that helped win WW II has increased in recent years with emphasis on Rosie the Riveter National Historic Park, Fort McDowell Angel Island, and Presidio Defense Language Institute. Most hush-hush and perhaps most important to victory in the Pacific was *P.O. Box 651* AKA *Camp Tracy*, located at the Byron Hot Springs in Eastern Contra Costa County. Carol Jensen will enlighten us about this secret interrogation outpost just 60 miles inland from San Francisco. Here U.S. Army Nisei interpreters along with their non-Oriental American military brethren interrogated over 3,000 Japanese POWs pulled from lifeboats, caves at Iwo Jima and A6M Zero aircraft. Join us on Saturday, June 25th, for this intriguing story of how a 5-star resort helped shape the closing chapters of the war. Carol promises we'll see lots of Britton & Rey and Cardinell-Vincent postcards.

Ken Prag and other dealers will be setting up, and there'll be another box of 10-cent never sees.

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



From Janet Baer's album comes a card that presages the most recent End of the World slated for May 21, 2011, 101 years and two days after the postcard prediction. The 1910 date for the drawing of the curtain was based on comedic-scientific frenzy over Haley's Comet and the Armageddon that would certainly accompany its brush with the earth. The rapture of 2011 found its constituents in a Biblical wonderland. As far as I know, neither finale came to be, and we're still here—having fun with postcards.

—ED.

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Newsletter Deadline: 5th of each month



MINUTES, May 28, 2011

A totally empty parking lot at 11:30 a.m. and plenty of parking outside the gates of Fort Mason Center. Rain was predicted, and the bay—à la Lawrence Sanders—was phlegm colored. (Actually, more Flemish colored, as Alcatraz, looming out of the gray and ochre water evoked the grandeur of the Gran' Place in Brussels.)

Cards were brought for sale or trade by Ed Hery, Hal Lutsky, Ken Prag, Kim Wohler, Sue Scott, Lew Baer.

25 of the 30-plus members and guests signed in.

We were called to order by President Ed Hery after a few minutes' delay for locating a power cord.

Guests: Judy Wessing, a one-time member, was introduced. By the end of the meeting, she was no longer a guest, but our newest clubster.

Announcements: Carol Jensen told that she is finishing a book for Arcadia on Lake Tahoe. Carol needs postcards and other Tahoe memorabilia to flesh out what she has. Please help her, if you can: historian(at)byronhotsprings.com.

Vice President/Program Coordinator Kathryn Ayres told that Carol will be our speaker in June. Her subject: Byron Hot Springs.

Treasurer/Hall Manager Ed Clausen told that in June we will meet in C-370; in October we'll be sent to the Fire House; other than those two months, we'll be in C-270.

Show & Tell: Jack Hudson brought a frame with two

real photos to acknowledge the centennial this year of the Indianapolis 500. The first was of Willard (or William) Bourque, an auto racer, at the 1909 pre-500 event. Bourque was the first fatality of the event. He, and his mechanic, were killed when he turned his head and lost control of the car. In all, five people on the track and in the stands were killed that day. The race on the next day was not canceled, and it drew a huge crowd with more women than ever before. (www.indymotorspeedway.com/500d-09.htm) The second RP was of Eddie Rickenbacker in a Duesenberg at Indy. The WW I ace pilot with 21 kills never did well as an auto racer. From 1927 to 1948 he was the owner of the Indianapolis race track while he was not being a WW II hero. Rickenbacker was also owner of Eastern Airlines (www.en.wikipedia.org/wiki/Eddie_Rickenbacker). Jack also showed a sheet of the US stamps just issued in honor of the centennial of the race. ... Darlene Thorne showed a comic card of a woman in a hobble skirt—very narrow from knees to ankle. The caption: “Yet they say women are making great strides.” ... Ed Hery showed “the most quirky human interest card” he has seen this year—a real photo of dogs in and around a trailer, the Dog Mobile. At the Vintage Paper Fair in Golden Gate Park last weekend, Ed met a fellow who collects cards of the contraption and its creator. ... Dave Parry showed a modern of Carrie Nation, the six foot tall female prohibition crusader who destroyed booze and saloons with her hatchet and rhetoric.

—NOTES BY LB

DARLENE THORNE ON

WOMEN'S SUFFRAGE IN CALIFORNIA

“On October 10, 2011,” Darlene began, “it will be the 100th anniversary of women’s suffrage in California. ‘Huh?’ many people would say. ‘Women have always voted, haven’t they?’ No, they haven’t!”

The projector had already blazed forth the first of several dozen exceptional Suffrage postcards from Darlene’s extensive collection. It showed a 1910 era female in pinafore, high laced-high heel boots, blowing a fanfare on a trumpet hung with a banner reading “Votes for Women.” This was the direct and unambiguous slogan sounded in the campaign for women obtaining the right to vote. California was the sixth state to grant women this basic right which was later guaranteed to all female Americans by the 19th Amendment, ratified in 1920.

There were many Californians—women and MEN—in favor of the campaign. There were many Californians—men and WOMEN—opposed to it. The arguments against suffrage were specious at best: more voters would mean more governmental ex-

pense; women were not well enough informed to make such decisions; women could not comprehend complicated politics; they were too ladylike to wade into the mire.

The projector flashed a British cartoon of the police attacking female protesters... portraits of Susan B. Anthony and Elizabeth Cady

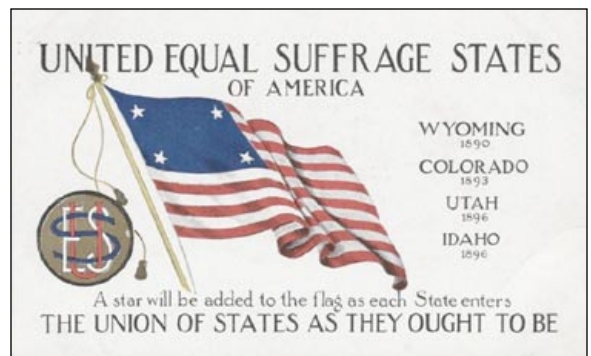
Stanton, ardent campaigners who were termed “female agitators.” They led the way but did not live to see the battle won.



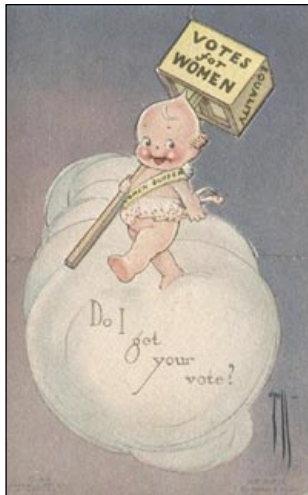
Belva Lockwood, the first woman to appear as a lawyer before the U.S. Supreme Court. a French comic card of a man carrying the bundled baby and his wife in beard and men’s garb. A German cartoon card of women drinking and looking like bearded men. Uncle Sam in 1908 or ’09 got up as a “Suffragee.” Captioned comic cards: I love my husband, but oh you Vote. I want to vote but my wife won’t let me. “Suffragette Madonna,” husband feeding the baby. Chickens parading as an owl hoots, “Oh you suffragette.” A Ryan drawn card of a sour little girl: “No one loves me.

Guess I’ll be a suffragette.” A Walter Wellman card of an elegant femme fatale captioned “General in the Army.” A real photo of men in dresses; a cartoon take off on Charlie Chaplin as a “modern” woman; George Washington speaking to a female agitator, “Did I save my country for this?”

The campaign against alcohol became allied with the campaign for votes for women. A 1905 RP of the WCTU convention in Pacific Grove. “The Saloon or the Boys and Girls is the Real Issue.” Also, about



CALIFORNIA WAS THE SIXTH STATE TO GIVE WOMEN THE VOTE



A real photo of a protest march in Oakland on August 27, 1908 showed some of the 300 properly dressed women carrying banners with the state seal in Pacific blue and Suffrage yellow. For the 1911 campaign, which took eight months to organize, 3,000,000 flyers were printed in several languages and distributed statewide

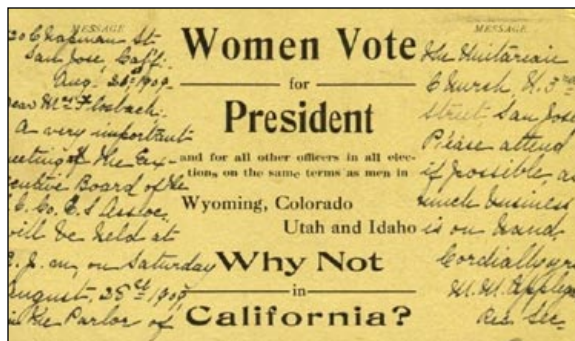
in 1905, women who began riding bicycles began wearing bifurcated skirts. *Pants!* A real photo of the hand lettered text of a comic speech by a Suffragette, filled with double entendre. “The vote does not advance women morally, spiritually, economically...!”

A Dorothy Dainty figure on a comic card appeared carrying a sign, “We want our Rites!”—a put down of the “uneducated” women. Two cards by Wall, one of a girl on a pedestal: “I have it all. I should worry!” Suffrage provided color for many postcard artists’ drawings; seen above are Cobb Shinn, Rose O’Neill and Ryan. Next, two Clapsaddles, one captioned “Love me. Love my vote.” A Rose O’Neill Kewpie on a cloud: “Do I get your vote?” Five now very rare cards acknowledging the states that had voted in favor of votes for women. A yellow woman (the suffragist “official” color) carrying a banner: “Votes for Women – California next.”

There were also pinback buttons, billboards and traveling speakers all promoting votes for women. Quick views of a series of cards with pro-suffrage sayings put out by the National Women’s Suffrage Association. Then an RP of a decorated auto carrying a trumpeter. Rigs like this traveled the roads, up and down the state, attracting crowds for suffrage speakers; men, captivated by the newfangled autos, stood and heard the speeches. More real photos of women marching.



The San Francisco *Call* was the only Bay Area newspaper to support suffrage. Its publisher, Fremont Older, along with other well known California men—





WOMEN: ON A LEVEL WITH FELONS AND THE INSANE

David Starr Jordan, Luther Burbank, Joaquin Miller, among them—spoke in favor of votes for women. An image of a Madonna-like figure standing before the Golden Gate was designed by Bertha Boyer of Oakland. Reproduced on posters and postcards, it kept its message of Votes for Women before the public.

President Taft was in San Francisco when the California election was held on October 9, 1911. Women’s suffrage won by 3587 votes! Berkeley was the only Bay Area city to support the measure, but San Francisco automatically became the most populous city in the world in which women could vote.

More and more outstanding postcards appeared, now showing the battle for



BERTHA BOYER SF BAY DESIGN

women to garner national voting rights. A huge convention was held in San Francisco during the PPIE, but national suffrage was still years away. A 1918 photo card showed Farmerettes in Garberville. As a result of the influenza epidemic and World War I, women had to do men’s work. Their resolve strengthened, as did support for their political equality. At last, in 1920, the 19th Amendment to the U.S. Constitution became law.

The campaign had been waged and won, and postcards played a major role in rousing public awareness and winning the battle of Votes for Women! [Brava, Darlene!] —NOTES BY LB

WELCOME TO OUR NEW MEMBERS

Judy Wessing, a one time member who has returned to the fold; she collects California and San Francisco history.

Robert Stoldal, an advanced collector of pre-1960 Nevada focussing on Las Vegas before 1950; also pre-1936 Hoover/Boulder Dam. (More on page 11...)

TREASURER/HALL MANAGER REPORT

As of June 5, 2011.....\$4191.84

—ED CLAUSEN, TREASURER/HALL MANAGER

FROM THE EDITOR

The Roster: The master roster file is updated when new members join, old ones depart and listing changes are received. If you would like your listing updated, please let the Editor know *now*.

Members with email have already received a completely searchable PDF of the latest club roster. Paper copies are available on request to those without email; other members wanting hard copies are asked to meet the \$5 cost.

The Newsletter: We’ve had a filling diet for the past few months, but hunger pains may soon strike. The Editor’s cupboard has only another issue of fixins on hand for our 16-page postcard feasts.

It’s time for *you* to come to the pot luck! We all have cards of which we’re particularly proud. Let’s see some of them in print along with your comments (or brags)... and postcard stories—funny or instructive, if possible, or just interesting. Everything is edited to make it look and read its best.

Send text copied from your word processor into regular email or just typed. Images: 300 res, best quality jpgs, or full size, full color photocopies.

—ED.

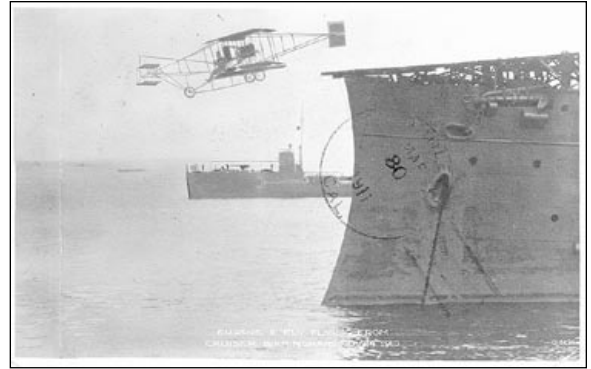
SCRAPBOOK —

EUGENE BURTON ELY – FATHER OF NAVAL AVIATION

by JACK HUDSON



The front page of the *San Francisco Chronicle*, Thursday, January 19, 1911. This marvelous photograph was taken at the moment of landing by Balfe Devore Johnson of the *Chronicle* art staff.¹



The Navy consented to a demonstration of a Curtiss pusher biplane launching from a ship. On November 14, 1910, Ely took off from the cruiser *U.S.S. Birmingham* at Hampton Roads, Virginia.

A wooden platform was built on the ship which sloped down at the front of the ship at takeoff. In the poor weather, Ely's plane dipped (*Continued* ►)

The *San Francisco Examiner* ran two cartoons about this historic event highlighting aviators Phillip Parmalee, Glenn Curtiss and Eugene Ely—and even Uncle Sam, putting in a plug for the PPIE four years hence!

The back story: Before this event in 1911, Glenn Curtiss, aiming to sell his aircraft to the US Navy, chose an



Iowa farm boy who was both auto racer and self-taught flier as one of his first students. Ely graduated from Iowa State in 1909 and soon proved himself on the Curtiss Exhibition Team, earning the Aero Club of America pilot certificate #17.



▶so close to the water that his wheels hit the surface and the tips of his propeller were damaged. Fighting the controls, Ely was just able to pull up in time and flew to a sandy shore.

This was the first time that a plane had ever flown from a ship!

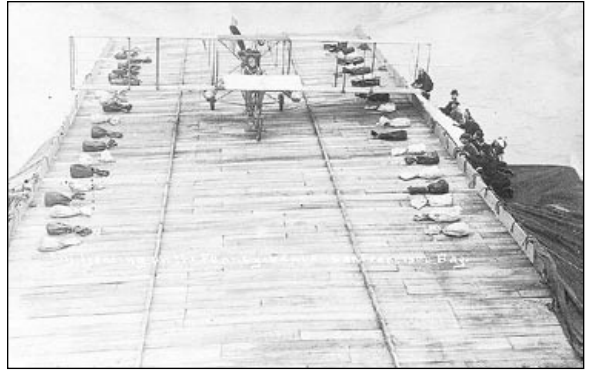
Now, the Navy began to take a serious look at the possibilities of launching aircraft from aboard ship. The next trial was to be done on the *U.S.S. Pennsylvania* anchored in San Francisco Bay.

Carl Nolte wrote in the January 17, 2011 *Chronicle* of how a wooden platform or “flight deck,” 130 feet long by 32 feet wide, was constructed at Mare Island and mounted on the stern of the *Pennsylvania*. Canvas sheeting was stretched along the sides to catch the plane should it fall off the flight deck.

The problem of landing aboard ship at a speed of 50 mph was solved by stretching 22 arresting ropes across the deck, each anchored by 50 pound sand filled sea bags at either end. Budget restrictions were so tight that Captain Pond of the *Pennsylvania* and Ely both chipped in to buy the sand and the ropes.² A board with three steel hooks was attached between the wheels to catch the ropes as the plane landed and to stop it short of the end of the platform. This arrestor technique is still in operation today!



On January 18, 1911, wearing a padded football helmet, a heavy leather coat, wind goggles and two bicycle inner tubes crisscrossed around his chest to act as a life preserver, Ely takes off from Selfridge Field at Tanforan track in San Francisco Bay. It is a cloudy and windy day with poor visibility. With the wind at his back, Ely comes close to the ship and cuts his engine and—fighting the wind—makes a perfect



landing on the *Pennsylvania*. Crowds cheer; whistles



toot and thousands of spectators on shore and aboard the ship celebrate this great feat. Ely's wife—who said, “I knew you could do it!”—Captain Pond and a host of dignitaries, sailors and photographers were there to welcome him.³



Refreshments, congratulations and greetings on the quarterdeck followed for about an hour when, to conclude the festivities...

...Captain Pond ordered the sailors to turn the plane around.



Ely then flew his Curtiss D-IV pusher off into history and a safe landing at the Tanforan field.



EUGENE ELY VOLPLANES TO DEATH
FOREWARNED, HE THINKS OF WIFE

EUGENE ELY, DARING AVIATOR

10,000 SEE FLIER IN LAST AERIAL GYMNASTICS

Great Crowd at Georgia State Fair Horrified at Fatal Fall of last 150 Feet.

LAST WORDS OF MRS. ELY
"If Anything Happens to Me, Write Her in New York." His Order as He Goes Up.

There is said to be a story in the world's history which is destined to be a prominent one. Eugene Ely, the man who was the first to land a plane on a ship, was the first to die in the air. He was killed in the crash of his plane at the Georgia State Fair, near Savannah, Ga., on October 19, 1911. He was 32 years old at the time of his death. He had been flying for several years and had made many successful flights. His death was a great loss to the world of aviation. His wife, Mrs. Ely, was left a widow with two children. She has since written a book about her husband's life and death. The book is titled "The Story of Eugene Ely" and is available in many bookstores. It is a very interesting and informative book. It tells the story of Eugene Ely's life and his contributions to aviation. It also tells the story of his death and the impact it had on his family and the world. The book is a must-read for anyone who is interested in aviation or in the life of Eugene Ely.

10,000 See Deadly Flings
 The dramatic entrance was had through the crowd when the plane landed on the water. A woman had been given the last of the crowd as the plane fell. He had reached the water and a few moments later plunged 150 feet to the death.

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On October 19th, 1911, just nine months after his historic landing and take-off, Ely was performing before 10,000 spectators at the Georgia State Fair, when he volplaned (glided with the engine off) to within 150 feet of the ground. He misjudged the distance, however, and was killed in the crash. Twenty-two years later, on February 16, 1933, President Herbert Hoover posthumously honored Ely's contribution to naval aviation by awarding him the Distinguished Flying Cross.⁴

NOTES:

1. More on the important S.F. *Chronicle* photographer Balfe D. Johnson: June 2006 SFBAPCC newsletter
2. Ely article by Carl Nolte in the San Francisco *Chronicle*, page 12, January 17, 2011.
3. Hornet and Hiller Aviation Museum bulletin, December 14, 2000, page 2.
4. National Aviation Hall of Fame Inductees template, May 20, 2002, page 3.

Another Golden Gate Park RP from Dennis O'Rorke, with flower decor for the 1908 Great White Fleet visit.



RONALD REAGAN at 100

by HY MARIAMPOLSKI

February 6, 2011 was Ronald Reagan's 100th birthday, and he surely would have joined the massive celebration of the event at his Presidential Library down in Ventura County had he not died seven years ago.

Reagan's legacy as 40th President of the United States, 33rd Governor of California, an actor with roles in over 50 films, head of the Screen Actor's Guild and a global spokesman for General Electric is impressive. The *Wall Street Journal* has ranked him sixth among American presidents in a 2005 survey, and he came in at number eight in a 2008 *New York Times* poll. Reagan remains an avidly beloved conservative icon.

In our postcard collecting fraternity, Reagan may be remembered as among the most widely represented presidents in American history. That's because his presidency coincided with the postcard revival of the 1980s, which saw a massive rush of new artists, start-up companies and provocative styles entering



the social expressions market.

Many of the companies vying for postcard business during the '80s were known for creating bold statements and satirical imagery. Many of the artists, publishers and traders of that period had emerged out of the counterculture and gay rights move-

ments. The events of the Reagan presidency provided ample fuel for the flames of iconoclasm.

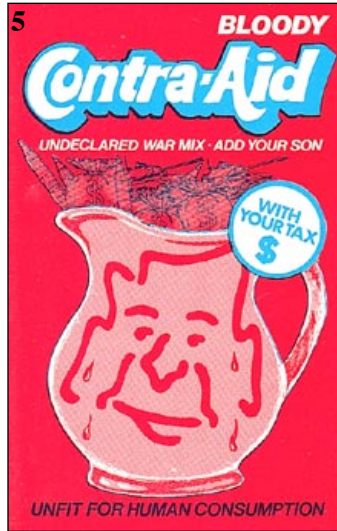
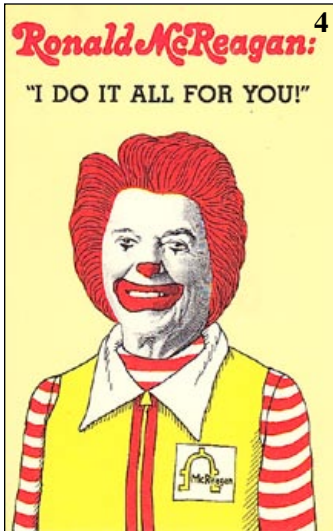
The American Postcard Company founded by George Dudley was probably the most active publisher of satirical images. Manipulating photographs at the dawn of computerized image processing, this company produced numerous cards with their own take on Reagan's politics. (1) *American Gothic*, 1981 by Alfred Gescheidt (American Postcard #226), a takeoff on Grant Wood's famous painting of the same title, was a charming send-up on the President's conservatism. Another card by this same artist, (2) *The National Bean*, 1981, (American Postcard #SA27) satirized Reagan's penchant for jellybeans. During his term, the First Lady Nancy Davis Reagan was frequently derided for



being overly controlling and bossy – the point made in (3) "Unofficial White House Photograph" by Ian G. Martin (American Postcard #336.)

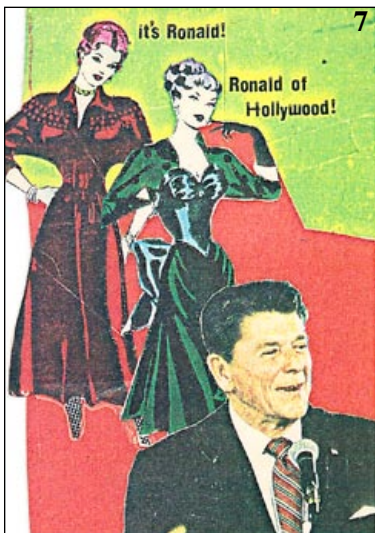
Don Preziosi is known in postcarding circles as a New Jersey-based dealer specialized in linens, who began his career as an advertising executive. He is somewhat less known for publishing politically charged cards in the 1980s. Don's best satirical cards actually draw on advertising icons, for example, (4) "Ronald McReagan: I Do It





All For You" (Preziosi Postcards #2, 1985) and (5) "Bloody Contra-Aid" (Preziosi Postcards #16, 1987) with its Reagan-faced Kool-Aid pitcher, critical of the Iran-Contra scandal.

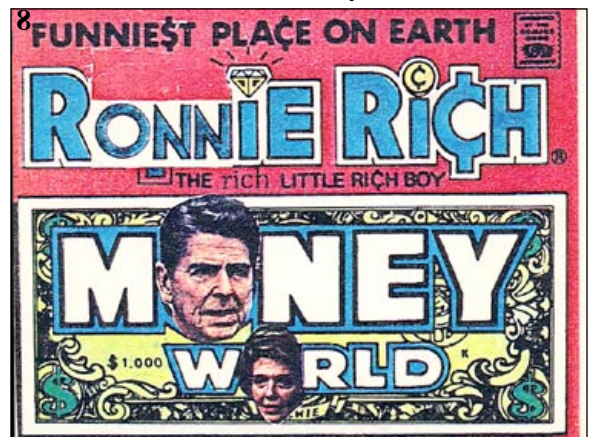
(9) David Burnett, for example, shows the Reagans greeting supporters at their Inaugural Ball (Coral-Lee CL-RR, SER #21). (10) Mary Anne Fackelman's



Reagan was frequently lambasted by political opponents for being overly confrontational and given to violence, representing only the rich, or for symbolizing a vapid Hollywood elite. These positions are decisively illustrated in cards by artists

(6) Roger Law and Peter Fluck (Clouded Tiger Cards, 1st Edition, 1975), (7) Astronette, 1982 and (8) Merrill Greenberg, Big Bagel Prod., Berkeley, CA, c. 1981.

Focusing on documentary photography rather than satire, Coralie Sparre was a prolific publisher of photojournalism images as postcards during the '70s and '80s. Her work is a comprehensive scrapbook of Presidential high and low points. The 1981 photo by



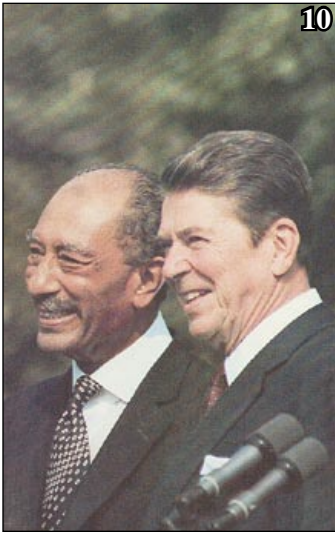


photo shows the President with Egypt's Anwar Sadat just before the latter's assassination (Coral-Lee CL-RR, SER #42).

Nowadays, our recollections of the Reagan Presidency have been bleached by time and leavened with nostalgia. He is recalled as more patriotic and productive than he was considered to be during his two terms in office from 1981-1989. His current popularity seems more in line with the satirical 1986 card (11) "Miss Liberty Rendezvous with Ronnie," published by Aqua Ink, which shows a costumed Statue of Liberty planting a kiss on a cardboard cut-out of Reagan.

[Although editorially belated,]

Happy Birthday, Mr. President!



FROM A NEW MEMBER

When the email from PayPal came advising that a new member had joined online, I sent a welcoming message and asked for more details of his postcard involvement. I've often done that, but this is one of the rare times there has been an indepth response. Thanks Bob!

—LEW

Born in San Francisco, St. Mary's Hospital; lived in Castro District, moved to Oakland and on to Castro Valley. Grandparents stayed in S.F. I moved to Las Vegas when Dad went to work for the A.E.C. at Lawrence Livermore Lab. That was 1957.

I've been collecting Nevada postcards since the mid to late 1980s. Now about 700 [ED'S NOTE: !!!] 3-ring binders divided by location and by publisher for that location. Mitchell, e.g., can be found in several binders, from Goldfield to Virginia City. Locations are in some cases divided into categories, hotels, motels, gas stations, cafés. General rule: once a location/subject has more than four cards, it gets its own binder... otherwise it's in the binder for that county.

Las Vegas is divided by publishers. Primary early printer 1905 through 1931 was Albertype, then Curt Teich moved in.

Been working on Albertype check list for Nevada. Like all checklists every time you think you have all

of them, more pop up. The Las Vegas Albertype are divided by local publishers, and only once does a time period overlap.

Newman was early in Las Vegas primarily along the Salt Lake Route railroad. Years ago someone was working up a Newman checklist. Never heard any more.

My interest, from the view, to the message, to the printer, to the publisher, to the postmark. When I find them, I will keep a mint card, along with the earliest postmark of that card, along with any interesting message.

I also like motel and hotel cards where the sender has marked the room stayed in, along with a message about the place.

Since 1967, I have been a television journalist in Las Vegas, still am. I also serve as chairman of the Nevada State Museum system, we have 7 operations, including two railroads. In addition, sit as chairman of the City of Las Vegas Historic Preservation Commission, and serve on the board that has taken over the old Las Vegas federal building and turning it into what is being called the "Mob Museum."

With that... putting another pot of coffee on. Look forward to my next visit to San Francisco—it has been a while.

—BOB STOLDAL

My First Car

by KATHRYN AYRES

My first car was a 1961 AMC Rambler Ambassador that was handed down from my grandmother to my mother to me. When my mother first got it in 1971, it was painted white, with advertisements on the front doors for the motel where my grandmother worked. The advertisements each had a tall pine tree to the left of a trompe d'oeil, shingle-style sign that looked as though it had been hewn from such a tree. The sign bore the words “KNOTTY PINE MOTEL – ROGUE RIVER, OREGON” with several “knots” in the wood for emphasis.

I thought the advertisements were quite charming. My mother disagreed – as she drove around the Pasadena area with the windows rolled down, people would shout: “How’s the weather up thar?” She was embarrassed, and had the car painted by the company whose owner was constantly seen in Los Angeles area television commercials: “Mah name is Earl Scheib, an’ Ah’ll paint any car for twenny-nahn nahnty-five.” The paint job was baby blue, similar to the color of the car on the postcard of the 1963 model. By the time I turned 16 in 1975, my mother had purchased a newer car. She gave the Rambler to me.

To put the car in park, it was necessary to push an L-shaped, metal handle that would then disappear

from view under the dash. The push-button transmission was located on the dashboard to the left of the steering wheel. The buttons, which were made of hard, black plastic, had at one time been painted with the words “DRIVE,” “REVERSE,” etc., but the white paint had flaked off over the years. My young eyes could still make out the words from the indentations in the plastic, but the elderly mechanic at the Texaco station apparently couldn’t see them. When he fixed the transmission, he put the buttons back in the wrong places. I had to hit “DRIVE” in order to put the car in reverse, and “NEUTRAL” to put it in drive. If any would-be thief had known where to reach to release the “park” handle, he’d still have been confounded by the mixed-up buttons.

When one button was pushed in, the button last in use would pop out – sometimes literally. It always seemed to happen after I’d just pulled out of a space in a crowded parking lot. I’d hit “NEUTRAL” to put the car in drive, and the “DRIVE” button (for reverse) would fly out of the dashboard and sail over my shoulder into the back seat. I’d put the car in park, get out, retrieve the button, get back in and reach into the glove compartment for a Phillips screwdriver



1961 AMBASSADOR V-8 by RAMBLER
Super 4-Door Sedan



1962 RAMBLER AMBASSADOR V-8 Custom 4-Door Sedan



1962 RAMBLER CLASSIC-6 Deluxe 4-Door Sedan



1962 RAMBLER CLASSIC-6 "400" 4-Door Sedan



1962 RAMBLER AMBASSADOR V-8 "400" 4-Door Sedan

and a bottle of Elmer's white glue. I'd remove four screws from the plate on the dash, place the screws in the ashtray, put a drop of glue on the button, stick it back, replace the plate and the four screws, and eventually be on my way. The prolonged horn blasts of the angry drivers who'd been stuck behind me would finally cease as I drove off; yet sometimes they'd pull up beside me afterwards, shaking their fists and shouting.

I didn't care. I loved the Rambler and all of its



1963 RAMBLER AMERICAN 440 4-DOOR SEDAN

idiosyncrasies. But shortly after my seventeenth birthday, the Texaco mechanic told me that the rear end had gone out. I still don't know what that means, but he said that it would cost more than the car was worth to repair it. Why did I listen to him? Why did I sell it to him for scrap? When I look at these postcards of early 1960s Ramblers, I almost feel as if I'd betrayed an old friend. And yet perhaps that type of sentimentality is the mark of every true collector.

WOMAN WITH A HAT, MATISSE, 1905
THE FIRST ROAR FROM THE FAUVES

THE STEIN WAY

Interest in Gertrude Stein and her milieu is much in vogue today. The outré goings on in her circle during the early 1900s are viewed as charming and mundane by our liberated moderne mind set. Even in the Bay Area of 1905—known worldwide for its artistic denizens, its sumptuous restaurants with elegant bordellos above, its proximity to the California vineyards, and its drug culture exemplified by the opium dens (both genuine and tourist shams) of Chinatown—reports of the Parisian salon and associated lifestyles of the Steins, raised eyebrows and pursed lips.

The well-to-do, upper middle class Stein Family, including Gertrude and her brothers Leo and Michael, lived in Oakland. In 1888 their mother died. In 1891 their father followed her to Mountain View Cemetery. Orphaned, the children left the East Bay—Leo for Paris. Gertrude, Michael and his San Franciscan wife, Sarah, joined him there in 1905. In 1907, Stein—Gertrude, that is—took a wife, also San Franciscan, whose home had been destroyed in the earthquake



GERTRUDE STEIN, PICASSO, 1905-06

and fire of 1906, Alice B. Toklas. It was a quiet pride that Gertrude took in their lesbianism. Dressed mannishly, favoring tweeds, she wore her hair close cropped. Alice appeared more feminine, although dowdily dressed. Neither stressed their He-

braic heritage. They lived life to the fullest! And they ran a good salon to which artists, writers and other Bohemians flocked.

It was a time of upheaval and revolution in the art world. The precious and charming—and often exquisitely beautiful—age of the Impressionists was ending. Modern Art was moving in, but What Was Modern Art? Across Europe, in the New World, and in parts of the Orient, artists were doing their own thing, and some of those things took hold. There were so

many artists in Paris, how to choose which to favor? The Steins—the five of them now—took a liking to

Picasso, as did he to them, especially Gertrude; and they liked Matisse. The circle of artists and patrons grew, eventually to become a focal point of the Parisian Avant-Garde.

The Steins collected. The painters painted—among them,

Michael. The writers wrote—among them, Gertrude. The Steins' gatherings were held, and their walls were



GERTRUDE STEIN, PICASSO, 1937?

filled with paintings, then rearranged and filled again. Ownership by the Steins enhanced the provenance of the art works as they were dispersed.

Many of the family's pieces have been gathered together again and are on view at SF-MOMA, the Contemporary Jewish Museum and other exhibit spaces in the Yerba Buena neighborhood. Take a look. There is much to enjoy,

and it is eye opening to learn of excitement that 1906 held beyond the Bay Area.

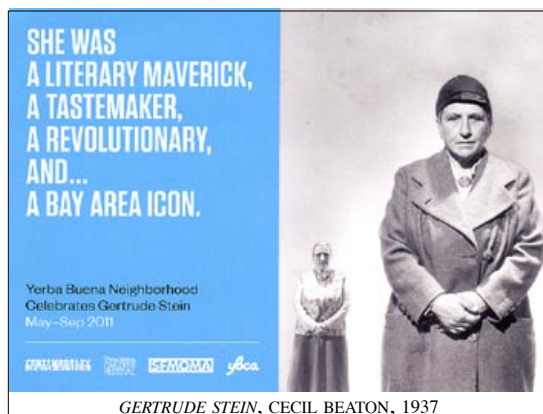
—LB



GROUP OF ARTISTS, MARIE LAURENCIN, 1908



TEA, HENRI MATISSE, 1919



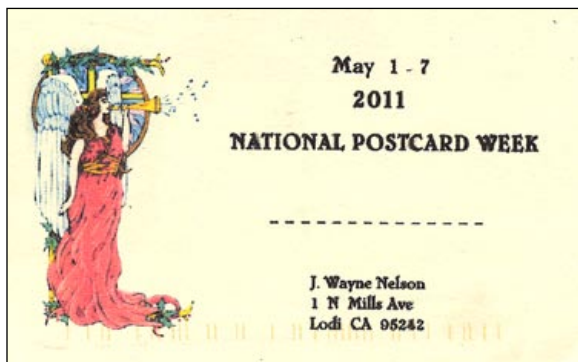
GERTRUDE STEIN, CECIL BEATON, 1937

P.S. SHOW BIZ: Congratz and thanks to Hal Lutsky for another exciting show in Golden Gate Park. The SF Vintage Paper Fairs are held in one of the most beautiful spots of any postcard event. The Hall of Flowers, aka San Francisco County Fair Building, is warm and welcoming and naturally well lit. On top of those qualities, the postcards were super, too. Another plus for postcardom is that the show was listed on www.SFgate.com with a Google map, thanks to Zvents. ... Who? Oh, that's Felix Shklyar above. ... Equal kudos to Joseph Jaynes and Mike Rasmussen for the April show in Santa Cruz. It's always one of the lowest key and most fun shows, and this spring's edition kept its record. Well worth the 2.5 hour drive from Sonoma County!



HAVE YOU SEEN THIS DEALER?

NPCW: The latest entry is from Wayne Nelson.



MORE GALLERY TALK: Japanese art students in Paris caught up in the Modern Art revolution took home their own interpretations. Their style found a wildly popular new format, privately published picture postcards, allowed since 1900 by the Japanese Post Office.

BRAVO! John Burton, a Santa Rosa clubster, was in Long Beach a few weeks ago to be, as he says with due pride, “the initial inductee to the United States Bartenders Guild Hall of Fame.” [Did I also hear, “Drinks are on me?”] —LEW

POSTCARD CALENDAR

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, Golden Gate Park, 9th Ave. & Lincoln; Free admission! 10am to 6 and 4pm*+

Aug. 27-28, Sat-Sun, SACRAMENTO, California's Capital Show, 6151 H Street, 10am to 5 and 4pm
It'll be hot outside, but we'll be cool in the marble halled Masonic Temple.

Aug. 28, Sun, HEALDSBURG, out door antique show in the town plaza, 8-4*

Sept. 10, Sat, SANTA CRUZ, Central Coast Show, 611 Ocean St., 10am-5pm* This is the autumn one-day event (two days in the spring) Either way, it is always fun! Clubsters enter free!

Sept. 11, Sunday, SAN RAFAEL, Outdoor Antique Market, Veterans' Auditorium parking lot, Marin Civic Center, 9am to 3pm.*

Sept 24-25, Sat Sun, GLENDALE, Vintage Paper Fair, Glendale Civic Auditorium, 1401 N. Verdugo Rd., 10am to 6 and 4pm. Free entry! Free parking!!

Oct. 15, Sat., WALNUT CREEK., Railroad, Mining & Western Show, 1475 Creekside Dr., 9am-4pm*

Oct. 22-23, Sat-Sun, PORTLAND OR, Greater Portland Postcard & Paper Collectibles Show, 10000 NE 33rd Dr., Portland, OR, 10am to 6 and 4pm+

Nov. 19-20, Sat-Sun, CONCORD, Vintage Paper Fair, 5298 Clayton Road; 10am to 6 and 4pm*+

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: www.vintagepaperfair.com, 415 814-2330

SAN FRANCISCO BAY AREA POST CARD CLUB

APPLICATION FOR NEW MEMBERSHIP

RENEWALS: List name and changes only

Individual/Family \$15 []

Supporting \$25 or more []

Out of USA \$25/35 []

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Dealer []

Approvals welcome: Yes [] No []

Collecting interests: _____

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2011 MEETINGS

June 25

July 23

August 20

September 24

October 22

November 26