

# San Francisco Bay Area Post Card Club

July 2011

**Next Meeting: Saturday, July 23, 12 to 3 pm**  
Fort Mason Center, **Room C-260**  
Laguna Street at Marina Boulevard, San Francisco

Vol. XXVI, No. 5

*Monthly meeting schedule on back cover.*  
*Visitors and dealers always welcome.*

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## PROGRAM NOTES: BY MARIAMPOLSKI ON THE JOY OF SETS

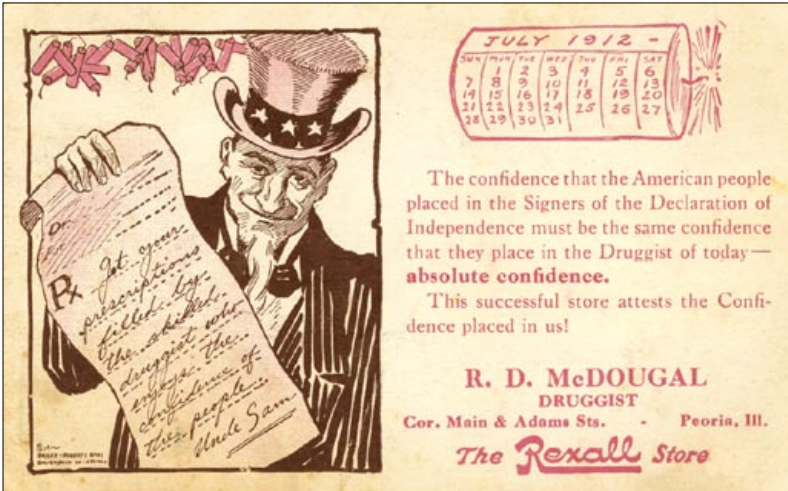
During the first half of the 20th century, New York became the world capital of artistic style and innovation. Many postcard sets produced at that time were to showcase artists' own paintings and prints, and at the same time they served as advertisements for New York City, representing it as the fount of artistic creativity.

*The Joy of Sets* promises to deliver the visual delight of numerous postcard sets through three themes: biographical information about the fine artists that deserve continued honor and acclaim; how the cards reflect the strategic ingenuity of the "new advertising" of the era; how various styles—Impressionism, Arts & Crafts, the Ashcan School, Expressionism and Art Deco—were interpreted via postcards.

Ed Heryn will bring the first installment of the truly fabulous Jan Banneck collection of Signed Artists and Holiday Cards. This is the first time they will be offered to the public since they were chosen by Jan. If you collect these categories, do not miss this opportunity. The cards will sell fast.

**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



The cover card features a central illustration of Uncle Sam in a top hat, holding a large scroll. The scroll contains a handwritten prescription: "Rx Get over prescriptions filled by the druggist who charges the most for the people of Uncle Sam". To the right of the illustration is a calendar for July 1912, with days of the week (SUN, MON, TUE, WED, THU, FRI, SAT) and dates (1-31). Below the calendar is the text: "The confidence that the American people placed in the Signers of the Declaration of Independence must be the same confidence that they place in the Druggist of today — **absolute confidence.** This successful store attests the Confidence placed in us!" At the bottom, it reads: "R. D. McDOUGAL DRUGGIST Cor. Main & Adams Sts. - Peoria, Ill. The Rexall Store".

Rx

- Uncle Sam
- The Fourth of July
- The Rexall Store

A prescription for  
compounding  
100% pure Americana

from the collection of  
FRANK STERNAD

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**Newsletter Deadline: 5th of each month**


### MINUTES, June 25, 2011

80° when we left southern Sonoma County heading for Fort Mason. Mt. Tam was looming green beyond San Rafael; to the east was simply a band of white beneath blue sky. We entered the fog bank before the Golden Gate Bridge sprang into view at the end of the Waldo tunnel. As through a gauze curtain, we spied sails small and large scudding on the battleship gray water. An atypical San Francisco summer day—the wind was neither brisk nor chilling.

Cards were brought for sale or trade by Lew Baer, Ed Herny, Ken Prag, Dave Parry, two vest pocket dealers, and Dan Saks.

The meeting was called to order by President Ed Herny. Long time, if rarely seen, member Dennis Gallagher from Sacramento introduced himself as did Gary, a visitor from Half Moon Bay who collects tourist traps.

Announcements: Ken Prag told that the Santa Cruz show will be in a new location this fall in Scotts Valley, just off Hwy 17.

Show & Tell: Ken Prag showed a packet of gay pride postcards published by YuJean, on sale in the Castro for tomorrow's parade. ... Dan Saks brought an envelope, not a postcard, addressed to a worker at Los Alamos, wife of the chief of the Plutonium Bomb Implosion Unit. ... Ed Herny's newest discovery is a real photo from the late 'teens showing Schnitzer's Beer Garden with a nearly readable sign for Nevada Brewery; it is being researched now.

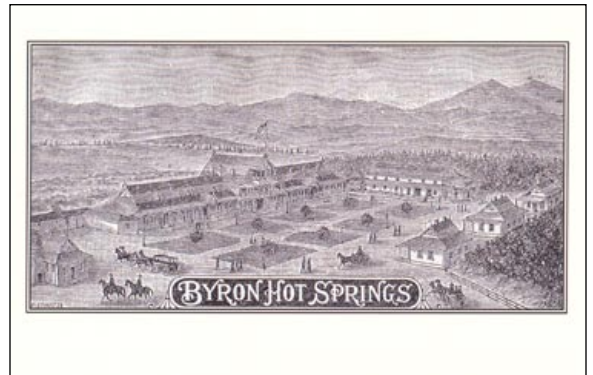
### *June 2011 Program:*

#### Carol Jensen on

#### CAMP TRACY AT THE BYRON HOT SPRINGS

Our speaker was graciously introduced by Vice President Kathryn Ayres, who explained that Carol is a member and a lead researcher of the East Contra Costa County Historical Society and author of several Arcadia history books. Carol's presentation covered the intriguing history of Byron Hot Springs during World War II, and she included a few equally fascinating personal facts worthy of a gossip columnist.

The screen came to light with a bird's-eye-view postcard of the entire Bay Area as Carol began and pointed out the location of Byron, just east of and behind Mt. Diablo. Byron Hot Springs, a resort until 1942, began in 1865, predating the town of Byron



FIRST HOTEL—BUILT 1878, BURNED 1901  
by fifteen years. It was founded by John and Orange Risdon, wealthy owners of the Risdon Iron and Locomotive Works in San Francisco and was in the



SECOND HOTEL CIRCA 1910

tradition of a 19th Century *medispa* to which patients were sent under doctors' orders to regain their health. When Orange Risdon died in the 1870s, the Iron Works and other holdings passed to the brothers' nephew, Lewis Risdon Mead.

It was true—everyone who went there felt better... The spring waters contain chemical compounds that relieve anxiety... and constipation.

Palm trees planted in the earliest years of the resort were a continuing theme in the images we saw of Byron Hot Springs. Young trees—near fingerless palms—grew into fronded towers now dozens of hands high.

An hour-and-a-quarter by train from the Ferry Building to its own station, Byron Hot Springs became a deluxe resort popular with San Franciscans, Hollywood personalities and the elite from throughout the West. Guests were housed in a series of three hotels. The first was built in 1889 and burned in July of 1901. The second hotel, a Moorish style frivolity, lasted from 1902 to 1912 when it, too, succumbed to flames. The third building, now a derelict, was designed by the Reid Bros., the leading Beaux Arts architects responsible for

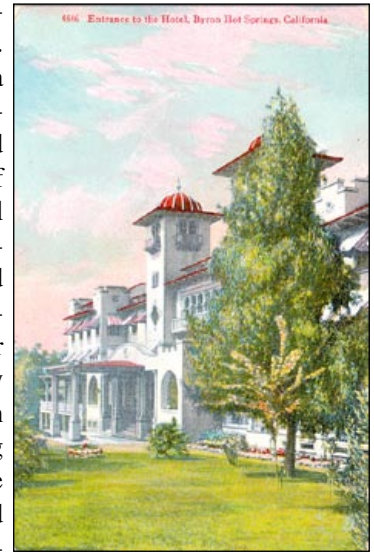
the Fairmont Hotel atop Nob Hill. The Reids took a cue from Julia Morgan (who designed the renovation of the Fairmont shell after the disaster of 1906) and specified steel reinforced concrete for the last—if hardly Beaux Arts—Byron structure. Taking advantage of the convenient railroad connection, the hotel served to house overflow crowds in town for the PPIE.

The resort property was in the Risdon Family hands from the 1860s on. After Lewis Mead died, his widow Mae married James Reid, one of the architect brothers, and lived with him at the Fairmont, where she had been living with her previous husband.

As Carol reviewed the resort history, the projector flashed postcard and photo views of the hotel and grounds. Playing on the spa angle, Byron Hot Springs was advertised as “The Carlsbad of America,” with university trained MDs on the staff.

It was rated as one of the Five Most Expensive Hotels in America. A printed card showed Mead and his wife by the White Sulphur Spring “enjoying” a glass of water. Another showed Mead on a bench amid the luxurious grounds. A comic card promoted Warm Salt Springs, featured a mud bather in one of the claw foot tubs on wheels.

John Tait followed the Meads as hotel operator,



SECOND HOTEL 1902-1912



A 1914 VIEW ON AN ODDLY SHAPED MODERN CARD



HOT SALT SPRING, 1915

and he hired “Cocktail” Bill Boothby, previously a state legislator, to run the “buffet.” It was there that Boothby acquired the sobriquet. The Contra Costa County exhibit for the PPIE was of the Byron Hot Springs; Mrs. (Mead) Reid was chairperson of the county’s Women’s Committee at the fair. Byron Hot Springs remained a five star resort until 1942.

When World War II began, dealing with prisoners taken in combat zones became a vital concern. There were relatively very few Japanese prisoners, as their ingrained nationalistic belief was that death at one’s own hand was preferable to capture and the presumed death and disgrace at the enemy’s hands. Five thousand of the 38,000 prisoners from the Pacific Theater were taken to Angel Island Immigration Station for preliminary questioning. Those considered to be of high value were sent to designated Enemy Interrogation Facilities, one of which was by then established at Byron Hot Springs. In a highly secret operation, the prisoners went from Angel Island by boat to Camp Stoneman at Pittsburg on the delta and from there,



STOCK COMIC CARD, CAPTION ADDED. THE BYRON HOT SPRINGS MUD BATHTUBS WERE ON RAILS FOR MOVING AND CLEANING



WISH YOU WERE HERE...

by bus with blacked out windows, to Camp Tracy, the nom de guerre of Byron Hot Springs.

By 1942, as the images showed, Camp Tracy was ringed with barbed wire and elevated guard towers to contain the few prisoners overseen by a skeleton staff. POWs were brought into the old hotel building through the back door. On the ground floor were listening posts; the first floor was reserved for the “guest rooms,” each with two prisoners; the two upper floors were for personnel and interrogations. The grounds fit the traditional Japanese spa concept. Camp Tracy was a combined prison and luxury resort with mud baths. The brick hotel was described by troops stationed there as a prison. The inmates stayed one or two weeks.

On arrival the POWs were greeted by US troops in uniform and Nisei interrogators in civilian garb. The Japanese captives were taught to expect death from their American captors, not a luxury spa with friendly Japanese residents. The seduction was intentional... and successful.



DINING ROOM, 1915



SECOND HOTEL GROUNDS

**BYRON HOT SPRINGS**  
Calls You

**3 DAYS FOR \$10 IN HOTEL . . . . \$9 IN COTTAGE ROOMS**

Now that summer is in full swing and folks are vacation-minded, what better plan could you make than to spend your vacation at Byron Hot Springs?—Think of it!—with our 3-day-special rates in effect, one week in the hotel costs only \$23.35, and in the cottages \$21.00 . . . . . including very comfortable room, 3 most delicious meals per day, our hot mineral baths, our natural mineral pool, solariums, first-class feature talkies several nights a week, dancing, other recreational features . . . . . and **ABSOLUTELY NO MOSQUITOES**, for we have spared no expense to rid ourselves of them.

Another thing to think about is the short distance (only 55 miles) from San Francisco —no long ride to fatigue you—no big traveling expenses.

Treat yourself to a vacation you will long remember.

Albert Ichelson Managing Director	Miss Bertha Merit Resident Manager
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AT ONE TIME, ONE OF THE MOST EXPENSIVE HOTELS IN THE U.S.



LIVER AND KIDNEY SPRING



SUNROOM, 1915



HOTEL LOBBY 1930S, REAL PHOTO BY ALBERT E. DAVIES

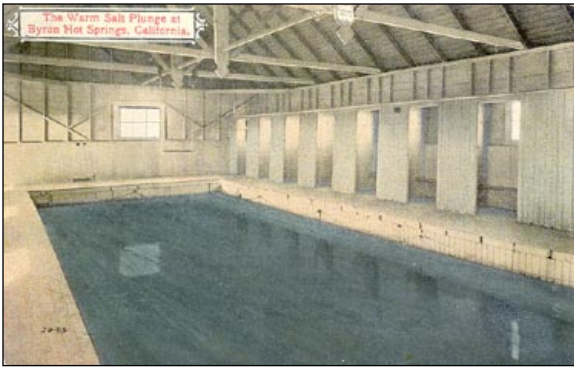


MRS. MAE REID IN PALM COURT, 1915

sink the ships of the Japanese navy. Using the details that slipped out, our forces were able to plan strategic bombing runs at targets that helped in weakening the Japanese.

In all, less than 3500 “high value” prisoners were processed at Camp Tracy, and the extensive records of the facility fill many file boxes at the National Archives. Some German POWs from U-boats captured in the Mediterranean were also interrogated

Threats of the great shame by revealing to their families that the prisoners were alive and in enemy hands increased the success of the interrogations. All of the rooms were bugged, and talk between the occupants of each room and through the grilled openings between rooms was listened to, recorded and transcribed on the ground floor. The information gleaned from the loosened lips of the enemy helped



A COLOR VIEW OF THE SALT PLUNGE...



...AND A BLACK AND WHITE WITH SWIMMERS



CAMP STONEMAN, PITTSBURG CA — POW TRANSFER POINT



SPECTATORS WATCHING THE SWIMMERS ABOVE—SOME IN WARM WEATHER WEAR, OTHERS BUNDLED IN OVERCOATS AND HATS



COLOR POSTCARD OF THIRD HOTEL, CIRCA 1915



THIRD HOTEL, STILL STANDING, CIRCA 1935



PHOTO OF LOBBY OF THIRD HOTEL — STURDY, NOT ELEGANT

at Camp Tracy. After processing there, prisoners were sent to POW camps in Minnesota, and at the war's end, all Japanese POWs were shipped home. Techniques developed at Camp Tracy were used to model interrogation methods in opposition to those used at Abu Ghraib.

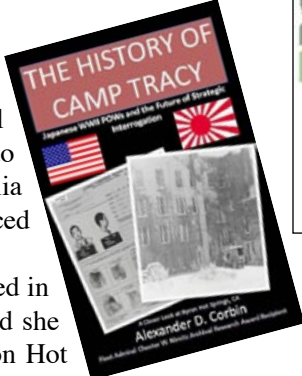
The Enemy Interrogation Facility located at Byron Hot Springs was top secret. However, it seems that

many—if not most—folks in the area knew of it and its purpose. All of the secrets were revealed in the *Oakland Tribune* before the end of the war.

Mrs. Mead had leased the building to the US government in 1942 for \$250 a year. In the 1950s, the Byron Hot Springs Corporation sold the property to the Greek Orthodox Church, which established a monastery, retreat and cultural center known as Mission St. Paul. After 15 years, they, in turn, sold the property, and it is now proposed for renovation as a high end eco-resort.

We saw a photo taken five years ago; the building stands empty and ravaged but still sound and stable—in tribute to the Reid Bros. design and Julia Morgan’s penchant for reinforced concrete.

Carol revealed that she lived in the Byron area as a child, and she has two postcards from Byron Hot Springs written by her grandfather in the 1920s.



For more on the military presence at Byron Hot Springs see THE HISTORY OF CAMP TRACY IN WW II by Alexander D. Corbin; also BYRON HOT SPRINGS written by Carol Jensen, from Arcadia.

Much applause for a story well told.

—NOTES BY LB

### TREASURER/HALL MANAGER REPORT

As of June 7, 2011..... \$3850.48

We’ll be meeting in our regular room for the rest of the year—with the exception of October when we will meet in the Firehouse, against the cliff on the far side of Building C. This could be an adventure!

We have submitted our request for next year’s meeting dates to the Fort Mason administration. Our first choice of location is always room C260, with C370 as a back-up. It will be a month or so until we receive the contracts to sign. With luck we will get our first choice, but there is always the possibility that we will once again be playing Follow the Bouncing Hall from floor to floor.

—ED CLAUSEN, TREASURER/HALL MANAGER

### FROM THE EDITOR

**Mayday! M’aidez! Aux claviers!** To your keyboards fellow clubsters. The editorial cupboard is bare. Your contributions are needed NOW! Send scans or high quality color photocopies of interesting cards, questions, comments, and full length articles. Your participation is needed! —LEW

### DAN CUDWORTH OPENS AN ALBUM



THE ELOHIM CIRCLE CANDLE SHOP, 1107 East 14th Street, Oakland, CA. *One of the nation’s most complete Occultmetaphysical Centers.*

From my Mike Roberts archive is Specialty Card (SC16265) of a pretty difficult advertising subject to find on postcards: Occult Shops. I do collect some strange topics. My other occult shop is in Florida with a flying saucer in front of the building. It’s a great modern topic. I have another odd two card topic—square dancing. You just never know what you’ll find on cards. It’s part of the fun.

# THE ODD FELLOWS IN CALIFORNIA

by ART SOMMERS

PRIOR TO THE 20TH CENTURY, governments seldom allocated resources to support their citizens who were in need. Ebenezer Scrooge claimed that the poorhouses were there as a safety net for the unfortunate. People most often relied upon religious organizations to provide food and shelter in hard times. In 17th century England, it was odd to find people organized for the purposes of giving aid to those in need and of pursuing projects for the benefit of all mankind. Those who belonged to such a group were called "Odd Fellows." Once organized officially, Odd Fellows became known as "The Three Link Fraternity," as portrayed by its chosen symbol. The three links stand for Friendship, Love and Truth (FLT). A goal of the Independent Order of Odd Fellows (IOOF) is to improve and elevate the character of man. A core tenet of the brotherhood is belief in a supreme being, a religious foundation common to many fraternal organizations.

The IOOF took hold in North America in Baltimore, Maryland on April 26, 1819 when Thomas Wildey and four members of the Order from England instituted Washington Lodge Number One. From there, Odd Fellow lodges spread across the country and reached California soon after the initial influx of 49ers coming to our state following Marshall's discovery of gold at Coloma in 1848. The Grand Lodge of California, I.O.O.F., was formally established on May 17, 1853, in the Gianella Building in San Francisco. The seal of the State of California was patterned after the seal designed for the IOOF Grand Lodge of California.

The Odd Fellows became the first national fraternity to include both men and women when it adopted the Rebekah Degree on September 20, 1851. This degree is based on the teachings found in the Holy Bible, and was written by the Honorable Schuyler

Colfax who was Vice President of the United States from 1868 to 1873. It just so happens, too, that Schuyler Colfax is the namesake of the town of Colfax in my home county of Placer. Colfax was recently identified by the California Department of Finance as the state's fastest-growing city, with a 5.7 percent population increase in 2009. Now, you have to keep in mind that the 5.7 percent growth translates into only 107 new people, but percentage wise, Colfax was the winner that year.



GOLDEN STATE HALL, IOOF, VALLEJO

A large volume of IOOF ephemera came my way a few years ago from an online auction site. This collection was comprised mainly of letters on IOOF letterhead, most of which was associated with the lodge in Auburn. Some of the letters dealt with Auburn Lodge No. 7, IOOF having no building of its own and the plan to raise money for construction of its own dedicated structure for lodge meetings. The Auburn Lodge was successful with the fund raising and had a two story building erected in Auburn to house lodge activities on the top floor and the bottom floor

to be rented out to business establishments. As a postcard collector, my horde of IOOF memorabilia screamed out for a few postcards showing IOOF lodges here in California.

There are over 150 numbered IOOF lodges in California meeting in more than 100 cities, with more than one lodge in some of the larger cities.

Some of the other well known fraternal organizations in the United States are the Benevolent and Protective Order of Elks, Freemasonry, the Improved Order of Red Men, Knights of Columbus, Knights of Pythias, Loyal Order of Moose, National Grange and Nobles of the Mystic Shrine. One of the many benefits of joining these organizations besides camaraderie and helping the community, both local and





IOOF BUILDING, SANTA ROSA, A FINE IMAGE BY PATTERSON at large, was—and still is—gaining a sense of self worth and reputation of character. The charity work that fraternal organizations are normally involved

with goes hand-in-hand with developing the reputation of the order and its members. Most of my postcards showing IOOF halls in California are from the era before quick and easy telephonic communication. A most interesting nonpostcard item of IOOF memorabilia is a ledger labeled “Black Ball” list. Fraternal mem-

bers not keeping up with their membership dues might be black balled and a warning letter was mailed out to other lodges notifying them that said member was not to be accepted as a member in good standing. It was important to maintain the reputation of those members in good standing by notifying the national

organization that someone showing up looking for aid might not deserve the group’s support.

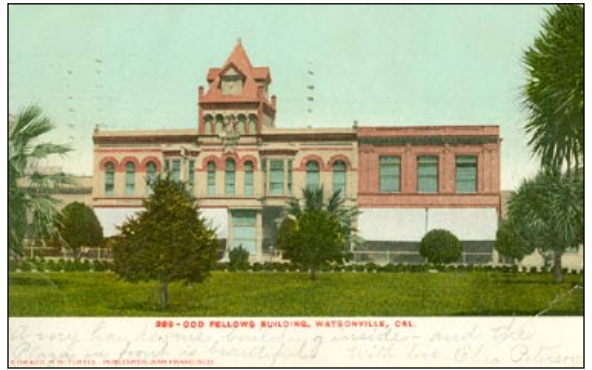
For some time it concerned me that my acquisition of an IOOF lodge’s historical documents might somehow be objectionable to the IOOF—or worse, even illegal. However when I inquired at a local lodge in Sacramento, I was told that IOOF lodge secretaries were under no obligation to maintain historical records or correspondence. As a collector deeply interested in historical documentation, I was a little saddened to hear that anti-history position taken by lodge members. However, I was also delighted to have their loss be my gain.



ODD FELLOWS HALL, GEORGETOWN



MITCHELL BROWN TONE NO. 2062, IOOF TEMPLE, SACRAMENTO

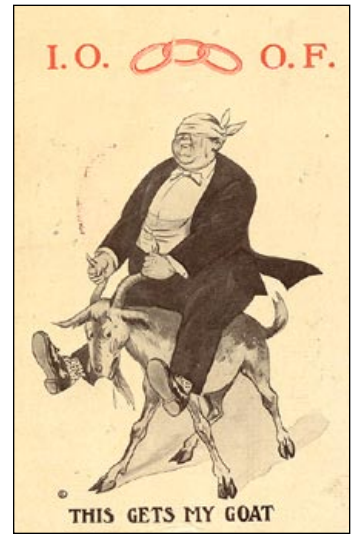


MITCHELL NO. 289, ODD FELLOWS BUILDING, WATSONVILLE

## ODD LOTS OF ODD FELLOWS



Thanks Art, for filling us in on the Odd Fellows. I've had a few IOOF cards in my goat collection for over 20 years but never checked to see how or why those folks were odd. Did collecting goat postcards automatically qualify me for membership? Here are three of them, all with people riding goats, the eye winking attribution to the top secret rites of initiation in many fraternal organizations. The Masons lead the pack with many dozens of buck back riders. ... At the upper right is another of Art's Odd Fellow cards. It's a real photo from Tescott, Kansas, the home of Art's maternal ancestors. That small peaked roof building towards the far left is the Odd Fellows hall.



## LOOKING FOR LEATHER ON MARKET STREET – 190?



The scan of this card has been in the PCclub folder since, it seems, 1996. I named it Geo1996PalaceHtl. The Geo is undoubtedly George Epperson who would often send in black and white photocopies of cards, such as this. It's an early card of the Palace Hotel used, I would guess, at the height of the leather era of the Golden Age—1905. The message is a request for a leather postal card “for my sofa pillow.” The writer added “Send it in letter”—to avoid it being marred in the mail. Leather cards with holes punched around the perimeter are still seen in dealer boxes. Find some with or without holes; buy a long piece of leather thong, and you can make a pillow, too.

—ED.



wandering around the Midwest and knew that its claim to fame was John Wayne's boyhood home. The house that he lived in is a museum and gift shop. Later on, the movie "Bridges of Madison County" would be filmed there. At a four way stop going toward the town, I pulled up next to the lead man and told him that we'd have to stop there. We did. I bought lots of postcards, and we stopped into a coffee shop and visited with the locals. Greenfield, the neighboring town, got the honor of us stopping last year, and I hot footed it around town in search of postcards. The chamber of commerce proved to be fruitful. Its president made me lead her back to where I left my buddies. Then she led us on a foot and motorcycle tour of her little town that was famous for the "painted rock." Yes, I've got the postcards! The guy repaints it every year, takes photos and makes up more postcards to sell at a buck apiece! What a gyp!

Now to Rte. 66: We roll onto the street in front of the motel in Willowbrook at 6:00 AM under police escort and head on into Chicago. In front of the Museum of Art on Adams Street there's a sign that says: Rte. 66 begins. We begin our trek, passing along Greek Town, Sears Tower and on out of the city via Ogden Avenue, a torturous route towards Joliet.

We stop at The Launching Pad Drive Inn in Wilmington. There's a giant space craft and space traveler standing in the parking lot. On through the little towns of Braidwood, Godley, Gardner (home of the famous Riviera Restaurant), Dwight, Odell.... Those little towns are full of old brick buildings, some in severe disrepair, an empty shell of what those towns once were when Rte. 66 was the only way.

The town of Odell has a 1930 Sinclair Gas Station on the original Rte. 66. We stop there, take pictures (except me: I buy the postcards), buy T-shirts and ball caps, patches, decals, and all of the stuff that is sold to tourists. They've kept that station open as a museum and gift shop—a state and national treasure. Then it's on to Pontiac, Chenoa, and Funk's Grove. Funk's Grove was established in 1846. Not a whole lot going on there. No post office, so all of the Funk's Grove postcards that I bought from the late Bob Waldmire had to be mailed out from the neighboring town of McLean, which is not much bigger. There's a nice

veterans memorial built in the middle of Main Street where I stopped to pay my respects and notice the names of Funks who had fallen in every war listed on that granite slab. McLean is also the home of the Dixie Truckers Home.

On into the town of Litchfield where the old drive-in movie is still in operation and Mount Olive where Soulsby's Shell Station, which was built the same year as Rte. 66 (1926) sits. The Mississippi looms ahead of us and we enter into Saint Louis via the Chain of Rocks Bridge, now closed to traffic (except to special folks—at \$10 per rider). The bridge was scheduled for demolition, but a Rte. 66 preservation group stepped in and have managed to keep it maintained. The future is uncertain though.

In Rolla, in front of the University of Missouri, Rolla Engineering school is a reproduction of Stonehenge. The rock cutting was done with jets of water to demonstrate the power that water has had in changing our landscape. Some abandoned bits of Rte. 66 are explored on our way west, and we carefully make our way through Devil's Elbow where people have lost their lives.

We make a stop in Riverton, Kansas at Eisler Bros. Old Riverton Store. That place has been there since the very beginning. It has all of the stuff that a small grocery store should have, plus it's got all of the stuff that tourists would want.

There's only 18 miles of Kansas to go through before we enter Oklahoma! I always put in the CD (yes, I have a plush bike) with Shelly West and David Frizzel singing "You're the Reason God Made Oklahoma." Oh, how I love Oklahoma! The people that live there, or that have lived there, love it too. The best Rte. 66 museums are there.

Oklahoma's where the heart of America is at! Our first night is spent in Miami (Cherokee county). One of the earliest alignments of Rte. 66 as we head out of Miami is known as the Ribbon Road. It's only eight feet wide. In the early days, one could drive anywhere without having a driver's license, because they didn't exist yet. There was carnage out there on those narrow highways.

The town of Foyil's claim to fame is that it has the world's largest totem poles. Foyil is the home of Andy

Payne Park, the “littlest and famosist” park in the area.

You could write a big story about Andy Payne, the Cherokee Indian who entered and won the 1928 Transcontinental Foot Race from LA to NYC. Rte. 66 was brand new and the 275 racers were to run the 2400 miles of Rte. 66 with side trips down main streets of the neighboring towns (only if they coughed up the dough that the promoter wanted for the honor of visiting their towns). Side shows were put on too. There was a five legged farm animal and a dog that talked with his ears.

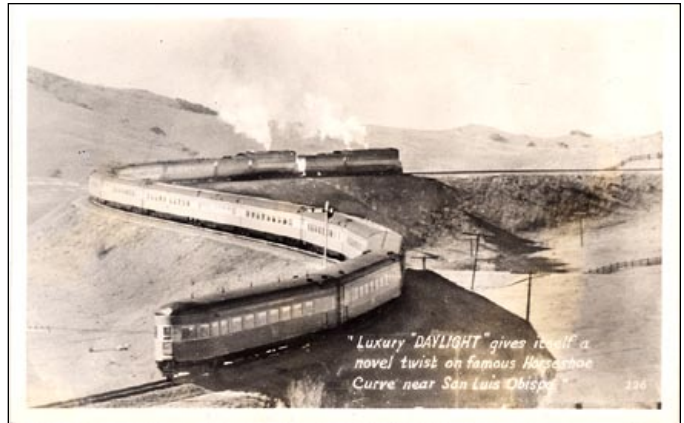
Half of the runners dropped out after only three days. 84 days later Andy was the sole runner to cross the finish line, collected \$25,000, came back home, saved the family farm, married his sweetheart, entered the army during WW2, got out, went to law school, became a lawyer, accumulated 1,000 acres of land, and died in '77.

Next, the Will Rogers Memorial in Claremore. The lady in the gift shop spent over a half hour ringing up all of the postcards that I picked out while roaming amongst the memorial artifacts. That man was well loved by the people of Oklahoma, the rest of this country and by the whole world. He loved Oklahoma. It's hard not to get misty eyed in that place.

The Blue Whale was a park and swimming hole right off the highway in Catoosa. In its day, it was the spot to be if you were a kid during those hot summer Oklahoma days. It's kept open for the Rte. 66 tourists. The concrete whale is five or six different shades of blue. They never can afford to buy one batch of paint to repaint the thing in one go.

[Steve's Rte. 66 postcard travelog continues. We'll meet up with him next in Sapulpa, the Oil Capital of Oklahoma. —Ed.]

Supposedly, lighthouses are the most popular topic on postcards. That may be true for mods; to me trains are far more exciting and dynamic. How about this group of three RPs with Zan's hand lettered captions? Sexy... sinuous... powerful! Alight at Union Station ready for the thrills of LA! —LEW



*P.S.* I'VE HEARD IT FROM MANY COLLECTORS, and I have said it myself on occasion, "It's getting harder and harder to find new-to-me cards in my category." Or categories. I've also said, to myself and a few others, "Isn't that what makes postcard collecting so much fun? If it was so easy to find cards for an advanced collection, where would the thrills be?" And I'd add, perhaps sotto voce, "It's time to start on a new category." Or categories. I had that conversation with myself at a dealer's outside stand in Paris a few years ago. The postcard gods responded instantly, and I bought the first card in what became a passionate new topic. Had I known at the time what I was getting myself into, I might have wavered, for that card led me into the search for well over 200 cards in a large series of sets of French folk art traditional recipe cards. I don't recall which that initial card was, but here is one of my favorites with the added bonus of being in one of my most minor of categories: ARTICHOQUES. It was great fun finding



new cards in the series—usually for about 10F/\$2 apiece. And then came the Euro! Next eBay took hold in Europe. Then Delcampe. Prices soared; competition strengthened, and a lot of the fun became less so. I was proud and pleased to have already complet-

ed most of the sets, and the handful of cards still needed bring exceptional pleasure when checked off my want list.

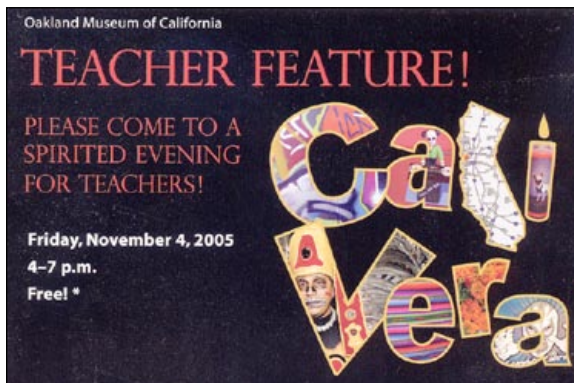
ANOTHER EMERGENCY TOPIC that was an easy choice beginning in the late 1990s is San Francisco mods, especially Freecards, then known in this country as Rackcards. Every visit to the city would include brief visits to the washrooms of hip restaurants, bars

and other venues that had the competing brands of Rackcards on display—free for the taking. Walking into a place and rushing to the men's room, conjured images from the German pre-AIDS film "Taxi zum Klo." Except it was the toilet hallway, not the stalls, where I was headed. Now, Racks are almost never seen in this country, although they still bring excitement to collectors in Europe, Australia and Viet Nam. (Who could have dreamed of racking in Ho Chi Minh City?!) There are still dealers with boxes filled with Rackcards, and a buck will usually buy the best of them—if it's not already in the box at home.

But the tradition continues with local free advertising cards not part of regional or national campaigns. Here are a few found at Fort Mason and Macy's.



For a while, a year or two ago, Fort Mason held art, music and no-host bar events on the last Monday of the month. Art purchases—priced from \$5 to \$50—supported artists. Drink sales probably went to FMC, and rightly so. I hope the program continues.



This Teacher Feature! card from the Oakland Museum was found in a rack of freebies at FMC. It is a real winner for a California—or any map—collector (such as Janet).



Macy's had a huge sale last winter with an extra 25% off for something for

which I was qualified. I needed new sunglasses, and I bought a pair of nice Raybans for a less than exorbitant sum. I also picked up this snowflake instant gratification card. The message on the front is offensive enough to cut right through a collector's shield of self justification.

Another FMC rack find is this unnecessarily oversized postcard promoting The California Ephemera Project, an alliance of the SFPL, CHS, Society of California Pioneers and the GLBT Historical Society. This real winner features PPIE ticket booklet images!



A PHOTO BY RUTH STOTTER, made in Bergen, Norway recently, should inspire us all to keep our eyes open while traveling at home or abroad. Postcard exhibits may be found anywhere.

—LEW



## POSTCARD CALENDAR

**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 14, Sun, **SAN RAFAEL**, Outdoor Antiques, Veterans Auditorium, Civic Center, 9am-3pm\*

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**, outdoor antique show in the town plaza, 8-4\*

**Sept 11, Sun, SANTA CRUZ-Scotts Valley, Central Coast Show, Scotts Valley Hilton, 6001 Madrona Drive, Mt. Hermon exit off Hwy 17, 10am-5pm\* The autumn one-day event IN A NEW VENUE; 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 4-6, (also Dec 30-Jan 1 and Feb 10-12) Fri-Sun, **SAN MATEO**, Hillsborough Antique Show, Expo Fairgrounds; 11am to 8, 7 and 5pm\*

**Nov 5-6, Sat-Sun, ESCONDIDO, San Diego County Show, 340 North Escondido Blvd., from 10am+**

**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](http://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 [ ]

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

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

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

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

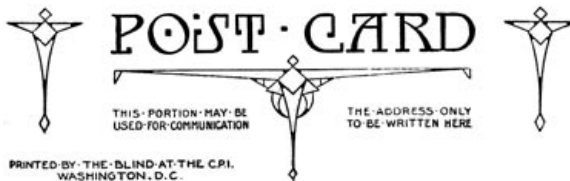
Collector [ ] Dealer [ ] Approvals welcome: Yes [ ] No [ ]

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

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**2011 MEETINGS**

July 23

August 20

September 24

October 22

November 26