

San Francisco Bay Area Post Card Club

February 2012

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

Vol. XXVII, No. 2

Fort Mason Center, C-362 – Note room

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

IN THIS ISSUE	• JAPANESE NEW YEAR POSTCARDS
	• ADAM SPRINGS MONOGRAM
	• THE CLIFF HOUSE

PROGRAM NOTES: It is enlightening to look through a friend's postcard album, and it's a lot of fun to see cards—outside of one's own categories—that now have a personal connection. That's what we'll do on February 25 with a *VERY* special album that many of you helped to create. It was all Kathryn, our Vice President's idea, and I was the beneficiary! For my birthday last year, Kathryn somehow got in touch with most of you with the plan for everyone to send a postcard for the album. She revealed that I have several collecting topics, but that any card would be eagerly received. You sent the cards; she put the album together and presented it to me at our meeting in November. I was blown away and could only stammer, "Thank you!" This will be your chance to see why I am b-b-bursting with pride and happiness. —Lew

Show & Tell: Valentines, politics, collector's choice.

PARKING: It can be tough. Inside the gates, \$10 for three hours or more, or free, on-street along Marina Green and in the lot off Bay Street above Fort Mason Center where you can amble through the community garden. Come early, there's plenty to see and do. Best: walk, take the Muni or carpool.

COVER CARD

I bought this Valentine card at Sacramento. It's embossed, was printed in Germany, was sent from Gladys to Sophie in 1911. Sophie lived on Church Street, just down the hill from me. And it was cancelled on Feb. 14th! Now that's romantic, ain't it?

Given the penchant for staying put in this town, I imagined Sophie's family might still be there. But, no, there's a very plain looking duplex at the address. I drove by today; it's a stucco-coated box, not the cozy, carpenter gothic, pre-quake home at whose door I imagined Sophie greeting her loving friend Gladys.

—DAN SAKS

[Take a look at the couple on the card. Does the gentleman appear a bit ladylike to you, too? Perhaps this card was intended for Pride Week, 1911.]

—ED.]



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MINUTES, JANUARY 28, 2012

It was a beautiful cool summer day in January. The bay was littered with sails—full or flapping—above hulls drifting or darting on the mirror-like surface. Even parking was easy.... It was all near perfect until we ascended to the door of C-263 and found the room occupied... by dogs! And they were there to stay. Our President and past Hall Manager descended to the FMC office to find out what the backwards upside-down 377 was going on. It was a major error and they said they were sorry and even sorrier because there were no other rooms available to meet our needs. Our needs went unmet, but a room was found, and we scurried to it. We had more dealer tables than usual at this first meeting of the year, and we had a stronger than usual turn-out of over 40 people. The room was one-third the size we were used to and needed all of for this meeting. We gnashed our teeth once or twice and made do. It was cozy, all right. When we were all seated there was no room to move, even for those who had to move to the washrooms. So we sat and engrossed ourselves fully in Nancy Russell's enlightening presentation. Within moments, the annoyances were forgotten.

Cards were brought for sale or trade by Ray and Judy Mesick, Janet's folks; Sue Scott, Dave Parry, Joseph Jaynes, Ed Herny, the club boxes which had been well filled by a donations from Mike Wigner and others, Hy Mariampolski, Dorothy DeMare. On the FREE table were several Hookers' Ball posters

by SF R'n'R artist Randy Tuten and a selection of postcard literature from George Epperson's files.

We were called to order by President Ed Herny. Guests Ray and Judy Mesick were introduced.

Announcements: Ed told us of the Antique Book Show next weekend. Carol Jensen, with great pride, told that the John Marsh House is the central feature of the newest State History Park which includes much land near Brentwood. Harold Wright urged us to stop by the free Print Show at FMC today. Joseph Jaynes announced—also with pride, but mixed with relief—that the Spring Santa Cruz Show, will be held at the Hilton in Scotts Valley on April 14.

Drawing: 26 lots included copies of the very useful publication "Types of Antique Post Cards" and Betty Lewis' MONTEREY BAY YESTERDAY, also a round postcard of the Farrallones.

Show & Tell: Hy Mariampolski showed two cards from his sales stock, an Art Nouveau card in the Japonisme style and a card from Detroit's "Japanese Life" series. ... John Freeman showed a treasure from eBay, an early cartoon card for Dreamland roller skating rink published just after the earthquake and fire during the roller skating craze. It was drawn by Rube Goldberg who grew up in the Western Addition, got an engineering degree from UC, worked for the SF Water Dep't before becoming a cartoonist for the San Francisco Bulletin and moving on to worldwide comics fame. ... Sue Scott showed four artist signed cards that she got recently and likes very much. ... Harold Wright showed cards of the

Legion of Honor—one preprinted with Japanese message, another showing the 1929 sculpture show with a version of End of the Trail, and a third card of the French Pavilion at the PPIE which inspired Alma Spreckles to found the Legion of Honor museum near Land's End. ... Wayne Nelson showed cards he bought to illustrate his recent cruise down the Rhein—they were hard to find if not of the big tourist attractions; he also showed copies of cards his cousin dated by identifying the cars by year and make; Wayne's newest category is motels.

Business: Old—None; New—Ed Herny asked for our ideas on how we might attract new younger collectors. —NOTES BY LB

TREASURER/HALL MANAGER REPORT

We have \$4,119.25 in the treasury. My thanks to all the True Blue members who sent in their dues.

Our February meeting will be held one flight up in room C362. There was some confusion in the FMC office regarding scheduling for January and February, but it's been cleared up and we hope there will be smooth sailing for the rest of the year. As you exit the elevator on the third floor, walk into the hallway and turn into the first door on the right. It will be the room with all the happy, smiling people in it. See you there.

—ED CLAUSEN, TREASURER/HALL MANAGER

NEW POSTCARD RATE : NEW STAMPS

FROM HONOLULU STAR-ADVERTISER



Five 32¢ postcard stamps with aloha shirt designs by Carl Herrman from photos taken by local photographer Ric Noyle were released January 19.

Two showcase surfers and boards; one has fossil fish, shells, and sea stars; another, the bird of paradise flower; and one shows Kilauea volcano.

[Aloha to the 29¢ posies! These shirts (Rayon, I assume) encourage the touristic use of postcards. May they find many users! I do miss the American and Native American heroes, though.] —ED.

POSTCARD CALENDAR

- Feb. 24-25, Fri-Sat, PORTLAND, OR Greater Portland Show, 10000 NE 33rd Drive, 10am-6 and 4pm+**
- Mar. 10, Sat, **STOCKTON**, Winterail Railroadiana Show, 33 W. Alpine Ave. 9am-5pm*
- Mar. 10-11, Sat-Sun, ARCADIA, San Gabriel Valley Show, 50 West Duarte Road, from 10am+**
- Mar. 25, Sun, **ST. HELENA**, Museum for a Day Event, St. Helena Catholic School, 1255 Oak Street. 10am-4pm*
- Apr. 14, Sat, SCOTTS VALLEY. Santa Cruz Show, Hilton Hotel, Scotts Valley exit from Hwy 17, 10am-5pm* Free entry for club members!**
- Apr. 21-22, Sat-Sun, SAN FRANCISCO. Vintage Paper Fair in Golden Gate Park, 9th Ave. & Lincoln. Sat. 10am-6pm, Sun. 11am-5pm*+ FREE!**
- Apr. 27-29, Fri-Sun, BURLINGAME, WESTPEX 2012, SFO Marriott, 1800 Old Bayshore Hwy; full info www.westpex.org**
- Apr. 27-29, Thurs-Sun, **SAN MATEO**, Hillsborough Show, Expo Fairgrounds, 11am to 8, 7 and 5pm*
- Apr. 28-29, Sat-Sun, SAN DIEGO, San Diego Postcard Show, 5440 Kearny Mesa Road, 10am to 5 and 4pm+**
- May 11-12, Fri-Sat, **GRASS VALLEY**, Old West Antiques Show, 11228 McCourtney Road, Fri. 10am-5pm, Sat. 9am-4pm.*
- May 12-13, Sat-Sun, GLENDALE, Vintage Paper Fair, Civic Auditorium, 1401 N. Verdugo Road, from 10 am; Free Entry+**
- May 27, Sun, **HEALDSBURG**, outdoor Antiques/Collectibles Fair on town square, 8am-4pm* Free
- June 2, Saturday, FULLERTON, Orange County Summerfest, 2932 East Nutwood Avenue, 10am to 6pm+**
- June 15-16, Sat-Sun, PORTLAND OR, Greater Portland Postcard Show, 10000 NE 33rd Drive+**
- Aug. 4-5, Sat-Sun, SAN FRANCISCO. Vintage Paper Fair in Golden Gate Park, 9th Ave. & Lincoln. Sat. 10am-6pm, Sun. 11am-5pm*+ FREE!**
- 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.
- www.vintagepaperfair.com, 415 814-2330

Nancy Russell on
JAPANESE NEW YEAR POSTCARDS

Nancy lived in Japan for 14 years where she discovered New Year postcards and "collected" the ones sent to her by friends and students. January first is the country's major holiday, and postcards are a major factor in the celebration. She showed a small album produced commercially and sold nationwide in stationery stores for collecting.

New Year's Day has been the big holiday in Japan since long before postcards existed. In the past, people would write to each other expressing their wishes. When postcards appeared in other parts of the world, they took hold in Japan as well, and when art students in Paris sent home their designs inspired by the "Picture Post Card" craze, the idea was adopted readily. New Year cards do not have to be illustrated, but tradition demands that there be some element done by hand. Calligraphy has often filled that requirement. There is also ceremony involved in the mail handling of New Year postcards. Mail boxes have special compartments for them so that they will not be mixed in with the general mail. They are then set aside to be tied into bundles for each address and delivered all at once on New Year morning.

As she spoke, images of cards and post office activity appeared on the screen. One photo showed



post office workers aboard their motor bikes at 8 am on New Year's Day ready to start their deliveries; other photos were similar but using bicycles or on foot. The ceremonial nature of the delivery was evident.

The Post Office issues its own nengajo, the Japanese term for New Year card, and we saw this year's version. Disney publishes nengajo each year, and Mickey Mouse is a popular subject, especially in the year of the rat. Hallmark is a major publisher of New Year cards, too. Nancy showed one of their retro style dragon cards. Businesses use New Year's as an opportunity to send greetings to their customers. One of these commercial

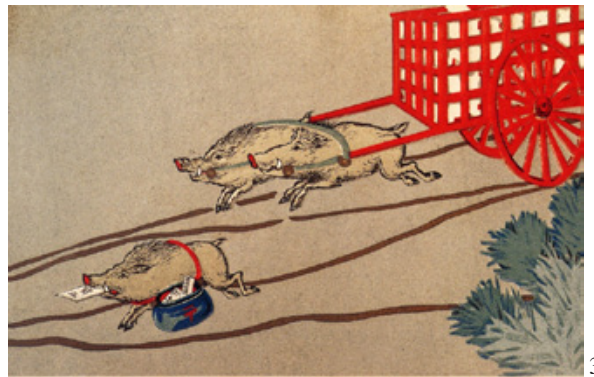
cards used a seahorse as "child of the dragon" to evoke this year's theme astrological animal.

The Japanese have adopted the 12 Chinese zodiac animals. 2012 is the Year of the Dragon. A hand drawn dragon card done by an American living in Japan filled the screen, and then a tiger by the same artist friend. A photo New Year postcard (RPJNY?) showed Nancy and her husband, Jim, in Japan holding their son, 26 years ago.

Nengajo are closely involved with the develop-



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ment of the Japanese postal system. Before postcards, folks wrote more formally to exchange New Year greetings. The first Japanese “postcard” appeared in 1873, and in 1899 the nengajo delivery system was developed with the guaranteed January 1 cancellation. Up until 1900 all postcards in Japan were government issue, but from that year on privately published and stamped cards were OK. The 1904-1905 Russo-Japanese War gave postcards a tremendous boost. People at home and troops at

war sent cards to cheer and encourage each other. And at New Year’s 1905, 110,000,000 postcards moved through the postal system. The war brought true postcard mania. One card showed the street packed with people eager to get into the post office to purchase cards. When none were forthcoming, the crowd of people stormed the post office.

The 1873 “postcard” was a thin, folded paper that insured privacy. This format was replaced two years later with a conventional stiff paper card, When the



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postcard nengajo did appear, the postal system and its daily operation were often the theme of the cards' designs. Dogs have always been a popular theme.

The projector flared and nengajo flashed on the screen: 1911, a Year of the Boar, brought a pig with a New Year's card in its mouth; for 1928, another dragon year, a card dragon postage stamp design; for 1907 sheep were eating a Sunday Table wall calendar. Tigers were eating for 1914, using chopsticks to ingest gooey traditional rice cakes. Mice, too, were eating more gooey rice cakes on a 1912 card. 1932 brought a powerful and clever baseball design. Also for 1932 was a card with fashion designs for kimonos and Western style attire. Commemorative Nenga stamps were issued by the post office in 1935.

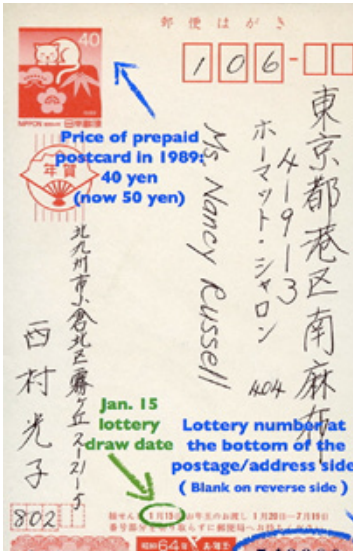
For 1936 a nengajo showed a "cancelled" Nenga stamp. From Manchukuo—the Japanese puppet state in China under Puyi, regent and emperor—came a nengajo with a Chinese design and calligraphy. Postcard use of all sorts declined dramatically during WW II, but in 1949 a lottery scheme was devised by the post office which continues today. Each card has a specific number and prizes include travel, TVs, cameras, stamps, video games and more. Some new nengajo even have fragrance imbedded in them.

Nengajo are a valued revenue source for the Japanese post office. In order to deal with the New Year rush many part time workers are hired. The government sponsors classes on postcard painting and holds exhibits. It also has savings and insurance schemes,



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and is, in effect, the world's largest bank with the equivalent of \$3 trillion in deposits. Recipients—are they true collectors?—keep their nengajo neatly organized by year. If there is a death in the family, no cards are sent or received that year. The family sends a simple postcard called *mochū hagaki* (mourning postcards) to ask correspondents not to send nengajo out of respect for the deceased.

Nancy showed several cards sent by well known people—Nobel Prize winner, cartoonist, famous painter, et al. Today, nengajo are "sent" by cell phone and via Facebook and other social network sites. The tradition of adding calligraphy to cards still holds fast in Japan; an estimated 85% of the Japanese want their nengajo as hard copy.



The last nengajo image appeared on the screen, and as the hand-shadow rabbit design faded, applause filled the room.

—NOTES BY LB

IMAGE CAPTIONS

1. Tiger with post box body, 1914. Credit: Ikuta, Makoto. 2007. *Mukashi no Nengajo* (Nengajo of the past), Tokyo: Ningensha, p.38.
2. Dogs with mailbags, 1910. *Ibid.*, p. 132
3. Boar with nengajo, 1911. *Ibid.* p. 145
4. Art deco card by Takahashi Haruka, 1932. Credit: Morse, et al. 2004. *Art of the Japanese Postcard: The Leonard A. Lauder Collection at the Museum of Fine Arts Boston*. Boston: Museum of Fine Arts, p. 191
5. New Year's Card (or nengajo): Woman in au courant fashion with cityscape, 1932, by Atsuo. *Ibid.*, p. 196.
- 6, 7. Nengajo by cartoonist-anime artist Osamu Tezuka, 1956 and 1970. P. 95 in Nemoto, Keisuke, *Nengajo ni miru chisa na bijutsukan* (The little museum of art in nengajo) from www.nengahaku.jp/exhibition-3.html
8. Year of the dragon, handpainted by J.C. Brown, Tokyo, 1977 (Brown, an American calligrapher and artist now based in Los Angeles, lived in Japan for over 10 years.)
9. Year of the Rabbit, handpainted by J.C. Brown, Tokyo, 1987
10. Year of the Tiger, handpainted by J.C. Brown, Tokyo, 1986. Handwritten message: "With best wishes for a healthy and prosperous new year for you and your family."
11. Woodblock snake by husband of Mitsuko Nishimura.
12. Potato block the same year by Hanatsu, the Nishimuras' grandchild in Yokohama.
13. Woodblock dragon by husband of Mitsuko Nishimura, English teacher in southern island of Kyushu. 1988
14. Potato block self portrait by Y. Arai, a young woman whom I studied weaving with in 1977. handwritten message: "How are you? Happy New Year" January, 1, 1981.
15. Nengajo with lottery markings on back. Thanks to Dionnie Takahashi, blackcabbit.wordpress.com
16. Sweet potato block by K. Iguchi, employee of a pest control firm whom I met in Beijing, 1976. The large print reads: Best wishes for the New Year. Handwritten message: "How is everyone in your family? I hope to see you this year."

Blog in English about nengajo: <http://etegamibydosankodebbie.blogspot.com/2012/01/nengajou-highlights.html>

MONOGRAM MYSTERY AT ADAMS SPRINGS

by FRANK STERNAD

A recent addition to my Lake County, California real photo postcards shows a group of visitors at Adams Springs, posed for the camera on a warm afternoon in August 1916. I was delighted to find a photographer's logo at lower right, but after some preliminary searching the monogram still didn't make sense and I knew I had a challenge on my hands. The signature appeared to read, "Foto by MPW." Or was it "MWP," or was the M actually an N? Souvenir photos like this are rarely dated, so having the exact year encouraged me to crack the cipher.



ADAMS SPRINGS, AUGUST 1916

Looking at the monogram's configuration, my first idea was that W represented a surname, and the P of MWP stood for Photo, so I hunted for likely MW and NW individuals in Lake County. No luck. Then it hit me. In my diverse collection of stuff is a tall aquamarine bottle embossed, "Adams Springs Mineral Water, Dr. W.R. Prather, Prop." The "W.R." didn't fit, but at least I had an alternative and promising P-word. In checking www.ancestry.com for the Prather name in Lake County, I hit pay dirt among the 1918 voter registrations and World War I draft registrations. Both record groups list Melvin Wilfred Prather, age 21, a photographer employed by W.R. Prather at Adams Springs. A little more searching revealed that Melvin was one

of seven children fathered by Dr. William Robert Prather. Mystery solved.

Now for a brief back story of Adams Springs, illustrated with a few postcards: While bear hunting on the shoulder of Boggs Mountain in 1869, John Copsey and Charles Adams discovered a small group of active and potentially lucrative springs. Although secluded in a ravine at the head of Purnah Creek, a public access. The town of Calistoga sat 30 miles to the south. When Adams transferred the property to the Whitton Brothers of Yountville in 1872, they quickly erected a small hotel building and a half dozen cottages. Following litigation between the U.S. government and several interim proprietors claiming title to the springs, Dr. William R. Prather, a dentist, became lessee in 1888 and eventual owner.

All operators of Adams Springs advertised the alkaline mineral water (containing sodium, calcium and magnesium carbonates) as having health benefits—especially as a palliative for rheumatism, stomach and kidney ailments. But under the Prather



ADAMS SPRINGS HOTEL AND GUESTS, HORSE STAGE C1911



DAYTON AUTO STAGE C1913



HOTEL AND SPRING HOUSE C1907



MAIN SPRING HOUSE C1913

family, Adams Springs enjoyed its greatest development. City dwellers flocked to the remote spot simply to enjoy a week or more of swimming, hiking, hunting and fishing, and yes, to “take the waters.” A post office was opened in 1908, and in 1910 a three story hotel plus additional cabins and tents were erected—accommodations for over 350 guests. A swimming tank, large dining hall and ballroom were built a few years later, and by 1915 the Prathers owned 5000 acres in connection with the resort.

The main spring, a small pool next to the hotel, was sheltered under a frame building where guests could enjoy the cool, natu-



Postcard map in '40s cartoon style by Leslie Newman Fidge, born in England 1898—settled in SF 1928, moved to Clearlake near Adams Springs 1940.

rally carbonated water by the dipperful. At first taste, Adams Springs water had a noticeable odor of petroleum, but most imbibers didn't find it objectionable. Starting in 1895 and continuing into the mid 1930s, spring water was also piped to a building below the hotel where it was bottled for commercial marketing. A few years before Dr. W.R. Prather died in 1938 at age 77, a steam-heated and air-conditioned hotel was constructed on higher ground, adjoining a swimming pool and tennis court. In 1943 and 1954 the hotel and resort suffered devastating fires, and the Prather family sold their interests to a San Francisco developer in the early 1960s.



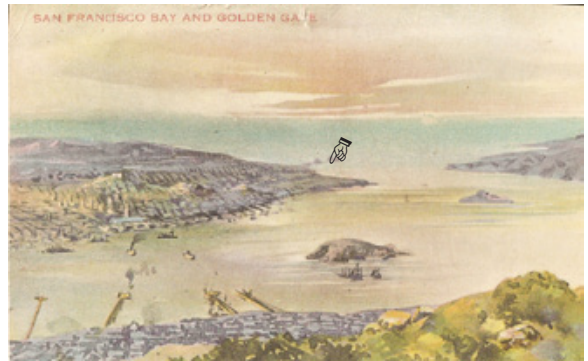
ADAMS SPRINGS HOTEL C1940



ADAMS SPRINGS POOL AND TENNIS COURT C1950

THE CLIFF HOUSE, REVISITED

Since the dawn of the picture postcard age, the Cliff House has been a popular subject with photographers, publishers, purchasers, collectors and now—historians. Inquiries and comments have come in from club members as well as surfers on www.postcard.org. The history of the establishment can be read elsewhere; here we'll let postcards tell much of the story. Most of these images were sent in by Dennis O'Rorke; others came from Frank Sternad, Lew Baer and David Cook. Far more images—including many of these shown here—and historical details are on www.cliffhouseproject.com, a scholarly crafted website that includes pages on Sutro Baths, Ocean Beach and more. —Ed.



Where is the Cliff House? is an occasional inquiry. Here it is in relation to the entire bay, on the Pacific Ocean shore of the San Francisco Peninsula, just outside and to the south of the Golden Gate.



The first Cliff House appeared in 1863. Once nearly destroyed by a ship's explosion, it succumbed to fire on Christmas Day 1894. The left view shows Seal Rocks, the Cliff House, Sutro Heights, Seal Rock House and Ocean Beach Pavilion.



The second Cliff House, that beloved by many (and despised by some) birdcage in the style of a French Chateau, opened in 1896. It boasted of fine dining, dancing, entertainment, dramatic views, in a vacation-like setting far from the heart of the city. Adolph Sutro, who had rebuilt it from the charred foundation, constructed a streetcar line that made it an easy and exciting destination. Localites flocked thither, as did tourists, luminaries from the theatre, the arts, and the White House—Presidents William McKinley and Theodore Roosevelt.

APRIL 19, 1906.
 FROM THE GILLIAMS PRESS SYNDICATE
 GENERAL VIEW OF THE CLIFF HOUSE, THE
 GREAT PLEASURE RESORT AND SHOW PLACE
 OF SAN FRANCISCO, WHICH STOOD UPON
 A FOUNDATION OF SOLID ROCK. NOT A
 TRACE IS LEFT OF THIS MONSTER STONE
 BUILDING. IT HAS BEEN UTTERLY SWEEP
 INTO THE SEA.

An uncropped news photo, and attendant copy dated April 19, 1906, purported to tell of the loss of the majestic pleasure palace as a result of the April 18 earthquake. The message on a postcard “confirmed” the “facts.”



But those were not the true facts. Being swept away, leaving no trace behind, was not the Cliff House style. True, its business foundered, but in 1907, it was leased by a group headlined by night club and saloon host John Tait. Extensive repairs were nearly completed when, on September 7, 1907, it burned to the rocks on which it had been built. The building was gone, but innumerable traces—in the form of postcards—keep its memory and image extant.



Real photo postcards, printed cards and cut-apart yourself cards included in the newspaper recalled the glory of the second Cliff House and recorded its fiery end. The same images were used repeatedly. The novelty was in the format in which the views were presented.



CORRESPONDENCE HERE NAME AND ADDRESS HERE

The most westerly house and what happened to it. Love to Lillian and Clarence and a Merry Christmas,
A. L. Taylor

Mrs. M. D. Harriott,
 Hangchow
 China.

CORRESPONDENCE HERE NAME AND ADDRESS HERE

We bought some of these postal right after the fire but find it to send them away. I have a more attractive affair will take it place
Arthur

Mrs. K. J. Hadlich
 575 Stephen
 St Paul
 Minn.





The dual view card above from Dennis O'Rorke's album is included as it is an unusual format and was only recently discovered. Could the women waders be regretting that they did not bring marshmallows or frankfurters to roast over the embers? The other printed cards on this page are all of the current Cliff House, but not quite as we know it. From the 'teens, these show the building in its heyday, preparing to roar with the '20s. Dining, dancing, drinking and carousing kept the place alive. Photographers recorded the tourists and their rubberneck wagons. Mr. Volstead and the military put a wet blanket on the fun in 1918. It would take 20 years for the doors to reopen.



A folk artsy hand-painted card from David Cook's collection makes up with affection for what it lacks in accuracy.

Advertisement

SIGNPOST TO GOOD EATING



San Francisco, Cal.: Surviving fire and earthquake, San Francisco's famed Cliff House has played host to world travelers for more than 84 years. Here one can enjoy the breath-taking beauty of the Golden Gate as they... the picturesque fishing fleets plying their trade just beyond the breakers... the sea lions and aquatic birds

that inhabit the nearby Seal Rocks... and at the same time delight in mouth-watering dishes properly set off by famous condiments. For at Cliff House... as in most famous restaurants and taverns throughout the country... Heinz Ketchup, Cliff Sauce, savory 37-Beefsteak Sauce and other varieties are always right at hand.



The Cliff House cuisine may have drawn compliments at one time, but by the '50s dining was an excuse to enjoy the view. Bottled sauces were advertised on all tables. Drinks were always in order: beer to champagne most of the time, and tea, as well. The top card shows the Japanese Tea Garden on the terrace of the old "birdcage"; the Japanese Tea House, below it, was in the current building. The photographer's studio prop was used by John R. Billington. Below, looking down from far above is the Cliff House and Sutro Baths on a Mike Roberts card of the 1950s. Looking back, we see the Cliff House sitting primly behind Sutro's glass houses.



P.S. MORE ON THE NEW STAMPS: The designs were unveiled on the U.S. Postal Service Facebook (!) page and on the beyondtheperf.com website. About 50,000 recommendations are sent to the Citizens' Stamp Advisory Committee every year, and less than two dozen are selected for the stamp program.

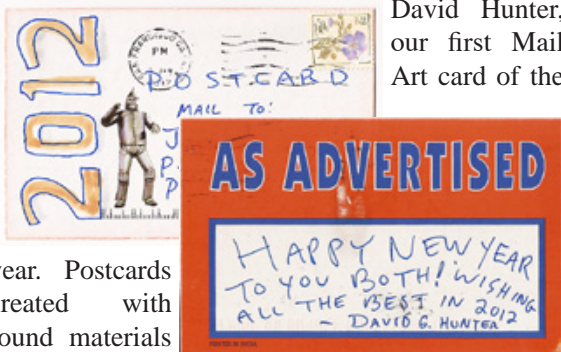
BLONDIE: Sent in by several folks [Thanks!] and published on my birthday! Thanks, too, to Chic Young and his successors!



STEVE HOWELL was at Mission San Antonio for the annual garden pruning and spaghetti feed and saw these leather tanning vats built in the days of the Padres. "I wonder if they produced any leather post-cards here. I'd like to make a vest just like the one Frank Sternad has on in the Jan newsletter." Give us some advance notice, Steve. We might be with you in the pits in 2013.

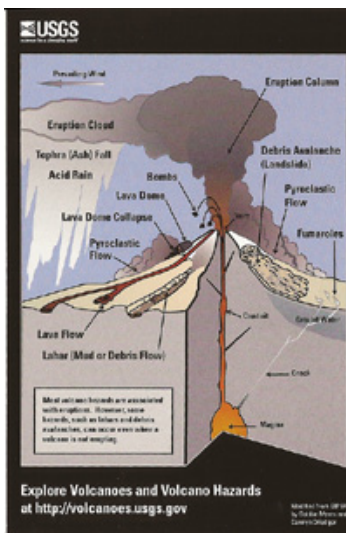


2012 NEW YEAR POSTCARD GREETINGS came from David Hunter, our first Mail Art card of the



year. Postcards created with found materials are friendly, usually straightforward and always entertainingly clever. Anything goes, as it should be... they're Art!

JEAN ANN ABUHOVE clipped this from *Elle Decor* magazine in December: City Guide Postcard box by Ruben Toledo for Louis Vuitton, www.louisvuitton.com ...only \$115.

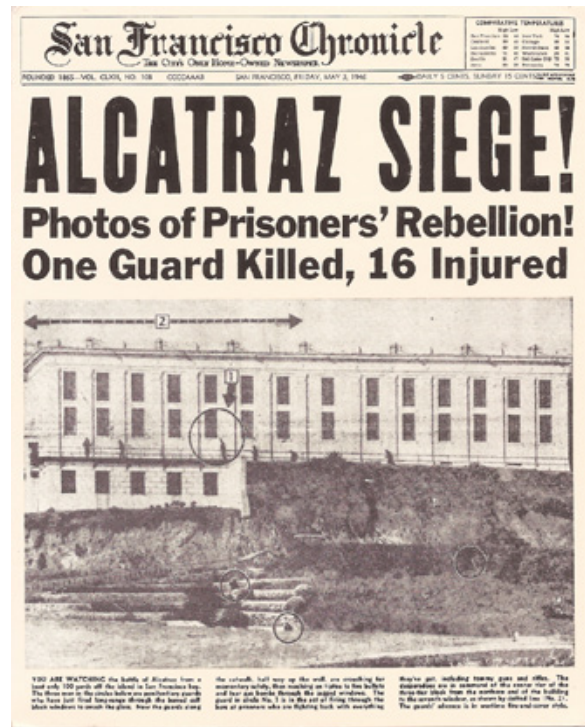


VOLCANOES were in the news today. Mt. Etna is raising Sicilian alert levels and putting on a spectacular light show. Should you have questions about magmal rumblings, direct them to Mike Miles and Wayne Nelson. They found this and other informative postcards at the local USGS field office.

THE NEW SHOW SEASON is well underway. The Vintage Paper Fair is now the first local show of the year, and it took full advantage of that to provide a full house of dealers and collectors, and some outstanding finds as made by me and, I trust, thee. Dealers usually ask, "What're ya lookin' for?" And many of us are reluctant to say. (Are we afraid that they'll rush one box ahead of us raising prices on our topics?) It doesn't hurt to let

them know, because the next time they see you at a show, they might show you a treasure or two in your category that they had in their boxes at home. It happened to me three times in Golden Gate Park, last month. Only once in Sacramento, two weeks later, but that's a smaller show with better food. Good reports were received on Ralph's RBF event in Phoenix and also Hal's VPF in Glendale. There's not much local excitement until Fools' Month when the "SANTA CRUZ" SHOW is held on April 14. Joseph Jaynes has moved boldly onward since Mike Rasmussen left us. Joseph was right on top of the Hilton Hotel in Scotts Valley and confirmed the show date at the earliest possible moment. The Hilton is a comfortable and well lit venue with plenty of parking and a welcoming staff. You will want to be there as it is always a fun and productive show. Entry is free for all club members, so there is no need to clip or copy the show card below.

BACK ON THE ROCK: Just like the Cliff House, Alcatraz cards keep appearing. Some are new; others are merely new-to-us; all add to our knowledge, our understanding and our perspective. The cartoon card, a lighthearted spoof of the federal penitentiary, may have been published while there were still prisoners in the cell block. The jumbo card,



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 Schuyler Ramsey Auction begins April 26

April 27 - 29
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published by the Golden Gate National Park Association, marks the three-day Battle of Alcatraz, its bloodiest escape attempt, May 4, 1946. Two guards and three convicts dead, plus two more executed at San Quentin for taking part.—ED.

SAN FRANCISCO BAY AREA POST CARD CLUB

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March 24

April 28

May 26

June 23

July 28

August 18

September 22

October 27

November 24