

San Francisco Bay Area Post Card Club

April 2012

Next Meeting: Saturday, April 28, 12 to 3 pm

Vol. XXVII, No. 4

Fort Mason Center, C-370 – Note room

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

IN
THIS
ISSUE

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PROGRAM NOTES:

POSTCARDS ON POSTCARDS with Darlene Thorne

For over 100 years, picture postcards have had an allure that has drawn everyone under their spell, and postcard publishers have never been shy about using self-promotion. During the Golden Age, entire shops were dedicated exclusively to postcards. From Canada to the Mexican border and around the world, postcards could be found at every corner shop. Darlene Thorne will share a PowerPoint presentation of cards from her collection of over 45 years, including some of the first cards offered for sale. Postcards were used as portraits, invitations, advertisements, announcements of weddings, births and all sorts of celebrations. They were used for exchanging with neighbors and friends in postcard clubs. We'll see postcards that served many different uses. Included will be cards from some of the largest postcard publishers and even members of the SFBAPCC appearing on postcards.

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



A Buy-It-Now offering on eBay caught my eye. Luckily for me, it had not attracted other browsers. A San Francisco minstrel ad is a rare enough category, in fact, one I had not seen before. The floppy bow tie, Golliwogg face and sparkling diamond ring made it a winner, and the ad for the show at the YMCA on Mason

Street confirmed my decision to purchase. Then I looked at the back: postmarked Apr 17, 4³⁰-PM, 1906! Thirteen hours later, by the time the card had been ferried to the East Bay, San Francisco was to shudder and burn. The postcard, however, was delivered safely in Livermore. —LEW



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Newsletter Deadline: 5th of each month


MINUTES, March 24, 2012

Cool and gray, umbrellas at the ready. The bay, a sea of concrete pudding. Ample parking!

Cards were brought for sale or trade by Hy Mariampolski, Janet Mesick, Sue Scott, Alex Pellegrini, Ed Herny, Bob Bowen and Dave Parry.

It being our annual PPIE meeting, we were pleased to welcome several leading collector-dealers of PPIEana: Jay and Jason Stevens brought Jay's ever improving (and dazzlingly beautiful!) exhibit of PPIE jewels, both "virgins" and others that had actually hung on the Tower; Corey Cate, who showed a small portion of his collection of PPIE collector spoons and trinkets; Bill Lipsky, known for his Arcadia books on the 1894 Midwinter Fair and on the PPIE, with his display of framed PPIE certificates and badges worn by guards on the fairgrounds and a medal presented to a guard after the fair closed; Paul Robertson, who collects everything solid PPIE, especially plaques and medals; and Chuck Banneck who brought two framed panoramic group photographs. We were also honored to welcome Donna Ewald Huggins, protectress of the Palace of Fine Arts and many other memorable facets of still extant Old San Francisco.

The meeting was called to order at one o'clock by President Ed Herny, who welcomed our guests and told how delighted we were to have so many PPIE enthusiasts present. When introduced, Donna Huggins told of the plans for an interpretive PPIE center at the Palace of Fine arts (applause!). Guest Lau-

ren Thor was introduced. Her father, Howard, was a long time club member. She now has his collection and was surprised to find it was more than "just ships."

Announcements: Jack Hudson raved about and encouraged us to see "Napoleon," the restored silent film by Abel Gance from 1927: 5 ½ hours, tickets starting at \$42, full symphony orchestra. "Well worth every minute!" He also told of the exhibit on "Lost Amusement Parks of the East Bay" that will be mounted by the Oakland Library.

Darlene Thorne told how important it is that we promote postcard collecting. "Who will want my cards when I no longer need them?" she questioned. We must stimulate interest. "I put on a PowerPoint presentation for a church program and gave them 10 vintage cards. The church sold them for \$5 each, which made some money for their treasury and created a lot of interest in postcards."

Ed Herny told that a friend had informed him that the Olympic logo flag was first flown at the PPIE on March 18, 1915. What was the event for which it was raised?

Show & Tell: Corey Cate, the "spoon guy," stated that "there are about 400 in the collection, now, of which 350 are uniquely different"; and he showed some eBay finds: a scarf stickpin and a small tie bar with an unknown tall structure on it. ... Darlene Thorne told of the petitions for female suffrage that were filled out in the Women's Building; 600,000 signatures were sent to President Wilson from there;

but no mention was made of them. Then Darlene told that her goal is to bring a PPIE card each year that Chuck or Paul Robertson do not have — this year it is a Real Photo (RP) of two soldiers with bears and a PPIE banner. ... Chuck Banneck showed a 42-inch panoramic group photo by Cardinell-Vincent of Zone performers on May 1 and another of “American Beauties” from every state, outside the Old Faithful Inn; he told that there were 18 photographers on the fairgrounds with hundreds of sales reps that were taking orders for prints in the crowd an hour after they were taken.

Lew Baer showed an eBay find, an oversized non-postcard with PPIE cancel, mailed to a woman in



Petaluma; advertising beef shortening, it showed a bill head with the address to which it was mailed. ... Jack Hudson showed a panoramic print of the fair made by a Japanese publisher and an RP of a loop-the-loop bicyclist on the Zone. ... Paul Rob-

ertson brought a postcard mailed to the PPIE from Japan in Japanese; he also showed some PPIE covers, one with a special cancel, “Mailed at the Tower of Jewels”; his prize, however, was a bronze plaque mounted on a redwood burl shield that he had first seen as a boy at the San Jose flea in 1968. His dad would not give him the money for the Shreve & Co. creation, and, burned into his brain, he asked for it over the years. Last year it came up for sale online at a walk-in auction. Paul went... a person online was bidding... a person on the telephone had asked to be called back so he could bid... the phone didn’t answer and the online bidder dropped out. The bidding stopped cold, but Paul’s final bid was hot, and he got it!

Jay Stevens brought a selection of PPIE season pass holders and ticket books, including the very scarce children’s book. ... Donna Huggins brought some jewels with screw fittings on the back. What are they and why? ... Ed Herny showed a 1987 postcard for a film about Angel Island, signed and mailed by the director asking for \$15,000; also a press pass to the ’49er Miner Camp at the Midwinter Fair and a calling card of Mme. Helen Modjeska with a personal note (not to Ed). ... Laura Ackley, whose book on the fair is underway, told of the “Penny Postcards” website www.usgwarchives.org/special/ppcs/ppcs.html that has town views for many small towns throughout the U.S. —Notes by LB

WELCOME TO OUR NEW MEMBERS

Corey Cate is known for his large PPIE souvenir spoon collection which we have seen grow over the years at our annual PPIE meetings, Corey collects all things PPIE as well as Central Valley water project material.

David Savadge is a collector of PPIEana of all sorts with a major focus on postal history.

Lauren Thor, continuing to discover her father’s postcard collection, Lauren lists her interests as SF Expos, San Francisco, Chinatown, California, UC Berkeley, Berkeley, Oakland, Bay Area, Yo-

semita, Native Americans, birds, greetings, ships, quilts.[Wow!]

TREASURER/HALL MANAGER REPORT

As of April 3, 2012.....\$3,992.19
We’ll be meeting on the third floor in the room at the end of the hall this month – the “Plush Room” —the one with carpet on the floor. See you there.

—ED CLAUSEN, TREASURER/HALL MANAGER

Program:

DAVID SAVADGE ON COLLECTIBLES AND POSTAL HISTORY OF THE PPIE

Speaking softly enough that we had to listen intently to catch every word, Dave began by telling that it was Bob Bowen who suggested that he be our speaker at the PPIE meeting this year. He then told us that he is an eager collector of anything PPIE but that, since 1970, his main focus has been on postal history—the markings on pieces of mail that reveal their history related to the Panama Pacific International Exposition of 1915. From this interest he was led into collecting postcards and other fair souvenirs. He also told that he has presented the same program twice before, first in 2004 and again, for the American Philatelic Society in 2008 at their new headquarters in Bellefonte, Pennsylvania.

We saw a number of postcards and envelopes with 1910 pre-PPIE promotional markings and messages, including “the Congressman’s card”



which was given out by the stack to San Francisco boosters to send to their congressmen and friends across the country. Also the early oval PPIE emblem which was reproduced on envelopes, stickers and seals. When the vote in Congress was taken in 1911, San Francisco beat out New Orleans, 188 to 159. The Fair would be coming to San Francisco!

A postcard appeared on the screen: President Taft raising the flag at the groundbreaking... in Golden Gate Park! Several more postcard views of the shovel that was used followed.... a “corner card,” actually the enhanced return address design in the upper left corner of an envelope, with the address of the PPIE’s NYC office ... Expo bonds from May



of 1912 ... opening day badges ... a pre-fair view of the Inside Inn, the 610-room hotel just inside the Baker Street entry to the fairgrounds.



Aeronauts on postcards: Lincoln Beachey ... an RP of his take-off on his last flight ... his de-



scent and crash into the bay ... message sides on Art Smith and Beachey... a card of the Loughheed (say Lockheed!) seaplane rides ... Charles Niles,



aeronaut. Naval ships, including the battleship USS Oregon that had been built by Union Iron Works in San Francisco and ordered to Cuba for protection during the Spanish-American War [[http://en.wikipedia.org/wiki/USS_Oregon_\(BB-3\)](http://en.wikipedia.org/wiki/USS_Oregon_(BB-3))].

The Tower of Jewels! Its image is found on everything. We saw two examples—a fork and a cigarette box contoured to fit a gentleman’s pocket.



ART SMITH ABOVE THE TOWER OF JEWELS, SKYWRITING AT NIGHT WITH FLARES ON HIS WINGS

And then David got to his favorite category, one that many of us have been careful to avoid or ignore... regretfully, it seems: Postal History!

First came the philatelic folly of perfin on an envelope from the PPIE. Perfin are U.S. postage stamps that have been perforated with numbers, letters or logo to identify whence they came, in this case the offices of the San Francisco fair. The purpose was to thwart theft and use by employees. (www.perfins.org/) This envelope, however, was mailed from a far away city—by an employee on vacation, perhaps—so no one (apparently) noticed (until now).

Faux postal history! An envelope from the Department of Coins & Medals with a PPIE seal added after (long after?) it was mailed.

There were even PPIE coins for collectors—none of which David owns. They are all gold, from one dollar to the \$50 hexagonal. We saw an image of the coins and a special coin case offered by Shreve & Co. Today, the coins’ value is whatever the market will bear, and that is a lot! [Ed.’s note: In the ’70s, when we were setting up the Petaluma Museum in the town’s old Carnegie Library, a fellow brought in an item for display. It almost brought tears to have to refuse it as the town’s museum insurance coverage was far from adequate. It was a western saddle, the front part of which (the fork or swell) had examples of all of the PPIE gold pieces set in its leather. I had the thrill of touching the hexagon \$50 before returning the saddle, with apologies and thanks! I have often mused whether it was a genuine offer of loan to the museum, or a genuine opportunity to brag.]

More postal history: a rubber stamped corner card design from the Commandant of the Exposition Guards and a photo of a squad of the guards in formation. Only exmilitary men served as PPIE guards. Then, a guard’s hat insignia... the back side of an Expo Guard envelope with stamps... cancels from the Model Post Office on the fairgrounds... An Expo Guard medal—only the second ever seen by David or Bill Lasky— with its ribbon showing wear from use. These medals were sent to the guards after the fair closed... a souvenir booklet of seals with the Hercules image from the fair poster... and the fair poster of Hercules parting the continents at the isthmus, drawn by Perham Nahl.

More Model Post Office cancels: a duplex with a bar killer and round city and date Model Post Office hand cancel; wavy American flag cancel, the rarest postmark from the PPIE as it was available only by request at the Model Post Office... a “wavy” box cancel. Through research and interpretation of these postal markings, Dave has traced the history of mail handling at the PPIE. He showed us almost unknown prestamped envelopes and postal cards



MODEL POST OFFICE
FOLDING PROMOTIONAL
POSTCARD SHOWING
PNEUMATIC CANISTERS

with Model Post Office cancels—they would have had to be brought to the fair especially for mailing there.

Questions, answers and copious applause followed Dave's last image: a postcard with Closing Day cancel and message.

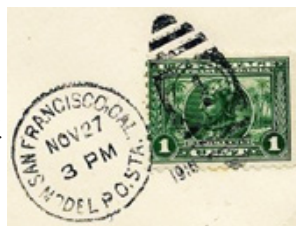


CANCELED ON THE UNIVERSAL MACHINE

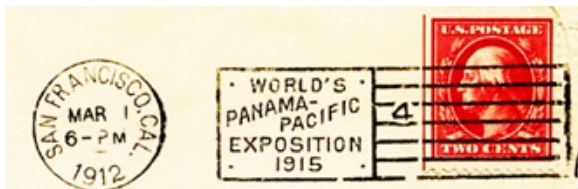


CANCELED ON THE AMERICAN MACHINE

[Ed.'s NOTE: We owe Dave Savadge a sincere thank you for his helping (hoping?) to open our eyes to the thrills of the back side of postcards. We are by association visually attuned, but the incidental markings left by postal workers and their machines, will enhance our enjoyment of any postcard that has fulfilled its destiny of passing through the mail.]



HAND APPLIED DUPLEX POSTMARK



TYPICAL PRE-FAIR SLOGAN CANCEL BY AN INTERNATIONAL MACHINE APPLIED AT THE MAIN SF POST OFFICE, NOT AT THE FAIR



REGISTERED AND GENERAL DELIVERY POSTMARKS



HAND APPLIED DOUBLE OVAL MARKS



—NOTES BY LB



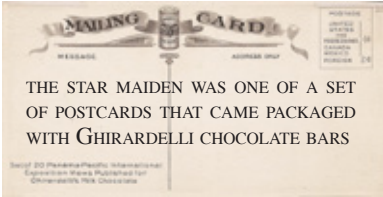
CANCELED ON THE INTERNATIONAL MACHINE

Neutrality, isolationism, appeasement? Holly surrounds a view of the PPIE from atop Pacific Heights; ships sail before shadowed Alcatraz; poinsettia branch understudies olive. By the time this card was published—seemingly late in 1914—the European trenches were already running with blood. This wish for a year of peace was not to be answered. The PPIE would survive with glory, but it was to be as one of the war wounded. A similar scenario would precede the next San Francisco expo in 1939.



A. STIRLING CALDER'S STAR MAIDENS OVERLOOKED THE COURT OF THE UNIVERSE FROM ATOP THE PERISTYLE

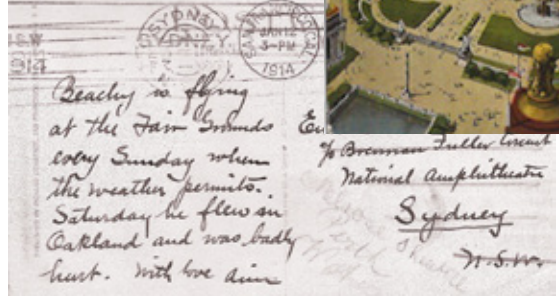
THE PPIE ON POSTCARDS



ABOVE: OPENING DAY CROWD SURROUNDS CALDER'S FOUNTAIN OF ENERGY



LEFT: PRESIDENT TAFT WAS COMMANDER IN CHIEF DURING PPIE GROUNDBREAKING AND PREPARATIONS; PRESIDENT WILSON, HIS SUCCESSOR, SENT A SIGNAL THAT OFFICIALLY OPENED THE FAIR



ABOVE: PILOTING A PLANE OF HIS OWN DESIGN ON MARCH 14, 1915, LINCOLN BEACHEY TOOK OFF BEFORE A CROWD OF 50,000 AT THE PPIE FAIRGROUNDS. FROM 6,000 FEET HE BEGAN A DIVE OVER THE BAY, DURING WHICH THE PLANE'S WINGS COLLAPSED, AND BEACHEY WAS KILLED. THIS PROMOTIONAL POSTCARD WAS AVAILABLE IN CONNECTION WITH EVENTS BEFORE THE FAIR OPENED IN 1915. SEE MESSAGE POSTMARKED JAN 12, 1914.

—MICHAEL REESE II



- HUMAN ODDITIES FROM THE SIDESHOWS ON THE ZONE -
LORITA BUFORD, THE ARMLESS WONDER, www.quasi-modo.net/Buford.html; UN-NAMED, MULTI-LIMBED YOUNG GIRL; ELIZABETH - THE LIVING DOLL, THE SMALLEST PERFECT-FORMED WOMAN ON EARTH



From Wyk to Petaluma... ...and Vice Versa

by DON SCOTT

Most readers have heard of Petaluma, but how many are familiar with Wyk? Let me introduce you, with the help of two postcards.

The scene of the couple standing on the tip of a becalmed windmill blade was likely photographed in the fall of 1923 near Wyk, a seaport town and tourism center for the 32 sq. mile island of Föhr in the North Sea, about 5 miles off the west coast of the German province of Schleswig-Holstein. In 1844 Hans Christian Andersen remarked about Wyk's beach, "I bathed every day and I must say it was the most remarkable water I have ever been in."

The real photo postcard was first routed to Penngrove (we've all heard of that town), but since the postmaster didn't recognize the addressee, Frau Johanna Jensen, "Penngrove" was properly lined out, and the card was forwarded to Petaluma, a supplementary destination written on the card. Three different magenta hand stamps (auxiliary markings) indicate that Frau Jensen wasn't listed in the Petaluma post office directory, so the card was placed in the General Delivery box, and that's where she picked it up. The 1930 census reveals that widow Johanna Jensen was running a small poultry farm on Marshall Avenue just north of Petaluma, and it's worth noting that a significant proportion of emigrants leaving Föhr had settled in the area.

Adding up denominations of the eight German stamps gives the astounding total of 18 million marks, the correct postage for the day it was posted,

October 24, 1923. And eight days later the postcard rate ballooned to 120 million marks. Conversely, a postcard could be mailed from the United States to Germany for two cents. The runaway foreign exchange in Germany at that time was 63 billion marks per U.S. dollar, but the wildly fluctuating money

market did not directly determine the postage rates. The Weimar Republic, set up by the Versailles treaty after World War I, was a shrunken entity, stripped of its territorial possessions, industrial capacity, and agricultural output. When the postcard was mailed, five years after the armistice, Germany was in a state of extreme economic and political turmoil, and reparations demanded by the Allies could not be met, leading to the hyper-inflated mark.

It was the following month, November 1923, Nazi party leader Adolf Hitler and other heads of the Kampfbund unsuccessfully tried to seize power in the so-called Munich

Putsch. Fiscal normalcy was finally achieved December 1st when the *rentenmark* was hatched, a stabilized unit of currency based on 1923 German land values. One *rentenmark* was equivalent to one trillion "old" marks. Relative to the Wyk postcard, if it had been mailed after

currency reform, the postage would have been 20 *rentenpfennigs* or about five cents U.S.

The second postcard shows one of the many large-flock chicken ranches that surrounded Petaluma in the 1920s when poultry and related industry dominated the local economy. Sunset Studio, situated in the Pacific Mutual building on Western Avenue,



took the photo. During that decade some six million hens produced over 600 million eggs each year. The Petaluma Incubator, developed and manufactured by Isaac L. Dias and Lyman Byce, was a well crafted hatching machine popular worldwide starting in the 1880s.



CHICKEN PHARMACY CIRCA 1955 AT 176 MAIN STREET; RAZED, 1968, FOR ROAD EXPANSION

Many hatcheries sold day-old chicks through the mail to domestic destinations, timed to arrive

alive and well within three days (the Postal Service still offers this service). Feed mills thrived, and downtown Petaluma boasted the only known Chicken Pharmacy.

A large, round hand stamp on the reverse of the postcard attests to the card being carried on part of an epic round-the-world voyage of the German dirigible *Graf Zeppelin*, LZ-127 (the 127th *Luftschiff Zeppelin* manufactured by the Zeppelin Co.). Leaving Friedrichshafen, Germany on August 15, 1929, the giant airship sailed eastward to Tokyo, the only stop on its way to Los Angeles. On Sunday, August 25, the Zeppelin cruised over Marin County and made a smooth starboard turn over the bay as it headed toward L.A. The author, about eight years old at the time, traveled with his family from their Hayward home to San Francisco's Nob Hill to witness the fly-over. At a diameter of 102 feet and 700-foot length,



floating along at 60 knots in the late afternoon sky, the sleek silver-toned vessel was easy to spot and exciting to behold.

A brief message on the back of the real photo was signed by “Dem Papa” who mailed the souvenir August 21, 1929 from Petaluma as a birthday gift for his son Ray Bahnsen located in Wyk. “Papa” is believed to be Henry M. Bahnsen, a poultryman operating a ranch on Liberty Road in 1930 not far from Frau Jensen’s farm. He came to the U.S. in 1912 from Schleswig-Holstein. The card traveled by train from Petaluma to San Francisco to Los Angeles where it was placed on board LZ-127 in time for an August 27 liftoff for Lakehurst, New Jersey where it docked two days later. After the air-

ship finally arrived back at Friedrichshafen September 4, completing the first such round-the-world trip, the Bahnsen postcard was forwarded to Wyk. Ninety cents postage was the correct rate for postcards on the Los Angeles to Germany route at the time; and Zeppelin successfully managed to cover operation expenses with stamp sales and passenger tickets.

The author recently acquired the German postcard in an enjoyable three-way deal involving Lew Baer and the peripatetic Frank Sternad. I encourage collectors to take a close look at their postcards with an eye out for those that

passed through the mails with stamps intact and legible postmarks. There’s always the chance that bonus postal history is lurking on the other side or face of the card. The only drawback is they will have to resign themselves to being “two-faced” collectors.

HOWARD THOR — 1923 – 2011



Those of us who have been club members for more than a few years remember Howard Thor—always quiet, always smiling, always wearing a khaki baseball-style cap and always having a great deal of fun with postcards and the club. About five years ago, he confided, “This will be my last meeting. I have no way to get here anymore.” He did make it to at least one of the Golden Gate Park shows and was still having a great time, only more slowly. Howard collected mostly naval ships. His life story tells why:

Howard Andrew Thor, a long time club member, died on Oct. 9th, 2011. His father, a union activist who worked on the waterfront, died during the Longshoreman Strike of 1934 when Howard was 11 years old. After graduating from Berkeley High, Howard entered UCB, but with WW II he went to work in the Point Richmond Ship Yards. In 1943, he joined the Merchant Marine Navy Reserve and was deployed transporting fuel in the Pacific. After the war, he returned to Cal and earned a Ph.D. in Economics. By 1963, Howard was teaching at the California Maritime Academy in Vallejo and working as

a Merchant Marine Engineer. He enjoyed stamp and postcard collecting, was a used book dealer and a proud member of the ACLU and Democratic Party.

We miss Howard, and are delighted to welcome his daughter, Lauren, as a new member who joined after the March meeting. Lauren writes about her dad’s collecting:

With the difficulties of clearing out the stuff of a long life, it was a pleasure to discover the postcards. I knew he had collected them, because he was always on the hunt for cards of ships. We had been on cruises, and he gathered up all the ship postcards. I took him to a couple of the paper shows in Golden Gate Park after he stopped driving to The City. I didn’t know the extent of his collection and that it contained much more than just ships. I should have known better; my dad never collected anything half-heartedly, he went all out! So, I have found several boxes of cards and it continues to be fun looking through them and seeing what he has. I particularly love his cards of Yosemite. We have a cabin in Groveland, so it is a very special place to me. His cards of UC Berkeley and the Bay Area are just a marvel to me, I treasure them.

Postcards will be a great way to stay connected to my dad. I’m looking forward to the next meeting!

PPIE FAIRGROUNDS SCULPTURE



End of the Trail—weary Indian on weary pony, by James Earl Fraser—is worthy of the worldwide accolades it has received since 1915. ***The Scout*** by Cyrus Edwin Dallin, also a PPIE gold medal winner, received less far reaching acclaim. Could an icon of disappearing Native Americans have been more to the public’s liking than was a forward-looking forerunner of tribes to come? ***The Scout***, a Sioux Indian on horseback, was exhibited in Kansas City after the fair. In order to keep it there, the “Kids of Kansas City” campaign raised \$15,000 in nickels and dimes. ***The Scout*** was dedicated in 1922 and remains in Penn Valley Park, a memorial to local Native Americans.

—LB



MILLER TWINS FOLLOW-UP

From Betty Mitchell:

I received the newsletter today, and was extremely shocked and saddened, but not surprised, to read of the “Tahoe Twins” deaths.

Pat and I worked together in the late '50s for the Calif. Dental Assn. at 450 Sutter St., San Francisco. She and I were close in age, and we became good friends, sharing many lunches and dinners. She seemed normal in every way, only seeming to adopt a sullen attitude when her sister was on the scene.

When I got married in 1959, Pat and Joan begged to perform at our wedding reception, which they did beautifully. (Pat once told me they had performed on Arthur Godfrey’s show.)

After our marriage, we were invited to their parents’ house for dinner. At the time, both girls still lived at home. The parents had a lovely home in the Sunset District in San Francisco. It was a strange event. The father was very stern and barely spoke. The mother was pleasant, but did not initiate conversation, so it was quite awkward, Joan hid in a closet the whole time we were there! Needless to say, it was something I never forgot.

My husband introduced Pat to a friend of his, and he became quite enamored, even going so far as to ask Pat to marry him. I felt she was quite taken with him, but she turned down his proposal.

After that, I saw Pat sporadically, and then she just disappeared from our lives. It was sad, as she had been such a close friend.

P.S. I do not believe the postcard of the twins at the beach are the Miller twins. The photo of them in formal garb is the exact copy of the one I have in my wedding album.

And from Art Sommers:

Great story about the Tahoe twins’ death in the March issue and how Frank remembered a card that might be an image of the twins. The article got me to thinking about my interest in collecting post cards.

I was one of those kids who grew up in front of a TV. Both my parents worked, and I had three older sisters who wanted little to do with me. I came to prefer watching TV rather than play with the few

kids in my neighborhood. I think I grew up with a fondness for the visual image. I didn’t listen to music. I read tons of books and I was good at creating mental images of scenes from the books. I was not as good with the physical appearance of characters in these books, kind of like my real life of not being that interested in people. It got so I had a stronger emotional reaction to things I saw on TV or at the movies than things I witnessed in real life.

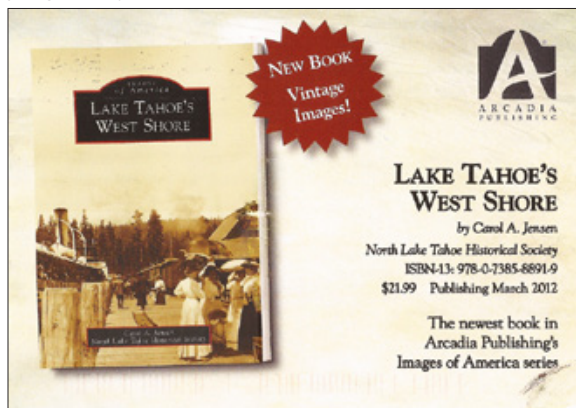
People make fun of me now about my collecting post cards of buildings, street scenes, and landscapes. I have very few post cards of just people.

I can relate to Frank remembering post card he had that might have image of the twins on it. I too can remember images pretty well. Show me a still image from a TV show or movie and I can probably tell you where it came from. I can’t remember lines of dialogue or music from TV shows or movies.

My visual memory is not perfect though as I continue to buy post cards that I already have at home in my binders. I see a post card at a show and think to myself what a great image. I buy it and carry it home. I go to put it in its proper place in my many binders and come to discover I already have a copy of that post card.

I will have to bring my duplicate postcards to an SFBAPCC monthly meeting to see if people would like to add them to their collections.

NEW BOOK IN TOWN — ON LAKE TAHOE!
Another runaway best seller for Carol Jensen? We hope so! Ask for it at your local bookstore, and judge for yourself.



TWO HUNDRED AND FIFTY FEET ABOVE THE BAY

THE TRIALS AND TRIUMPHS OF POSTCARD COLLECTING

by LEW BAER

Years ago, at an SF History Association program on the Call Building, my fancy was captured. What a building! What a story! The magnificent Claus Spreckels Building, as it was properly known, was the be-crowned jewel of Market Street and the West. It survived the earthquake, was restored after the fire gutted it, and was then drearified in an unfortunate 1930s modernization.

Being an SF Restaurant collector, most captivating to me was the café on the 15th floor of the Call Building—the Spreckels Rotisserie under the ownership of Albert Wolff from 1898 to perhaps early 1906—and its group of four colored postcards. “Group” is the best word to describe them as they were neither truly a set nor a series—published by different firms at slightly different times and of differing artistic qualities. I was able to find three of the cards fairly quickly. I treasured them and showed them off, hoping for a lead to the missing fourth card. Bruce Diggleman collected the café, and, when his album was closed, I hoped to acquire the card I needed. It turned out Bruce was a three-out-of-four collector, like me.

At every show I was at for two decades, and in every dealer box that had a San Francisco Restaurants category, I would search. I imagined my joy at finding the card at a show and how much joy the dealer would have at my success. That was not to happen. I had an alert set for Spreckels Rotisserie on eBay, and it sounded several times over the years, but never for the one view of four that I needed. At last, a couple of months ago, the complete group of four cards was listed. I bid nominally and immediately so that it would not be withdrawn, and I put in a “snipe,” a secret bid at a much higher level. At the close of the sale, my bid did register, but only for a millisecond as it was passed over by other offers.

Disappointed at losing, but enheartened by the card showing up, I went back to waiting and watching. A week later, the alert message came again—this time for only one card, the East View, the one I longed for!

The bidding-sniping routine succeeded this time, and I waited, apprehensively, for ten days for the card to arrive from Germany.

Let’s back up a few years to the club meeting at which a couple, new to postcards, was present. Their name was Wolff, and they were looking for Spreckels Rotisserie postcards. The café had been his grandfather’s. Now, that was exciting! I questioned them for details about the restaurant and its postcards, of which I believe I had only two at the time. We shared information as we were chasing the same goal. Mr. Wolff did belong to our club for a while, and I hope did find more Spreckels memorabilia. I later found a few non-group postcards, as well as a couple of menus.

Now jump ahead to October of 2011 when a letter came from Mr. Wolff’s sister, Charmaine Fraters. “I had tried to contact you via email, but no luck. The postcard [a copy of the West View was enclosed] is of my grandfather Albert Wolff and my grandmother. I have some of the postcards, as does my brother. thought you would like to know who the couple were.”

Excitement again... with a personal touch!!

I wrote to Mrs. Fraters to thank her for her kindness and moved the three “group” cards to the front of my SF Restaurants category, and went back to searching and waiting. Five months later the case was closed.

Let’s look closely at the Spreckels group of cards. There are some surprises.

The first card I came across is a pristine copy that turns out to be the uncaptioned north view. Published by E. H. Mitchell with its quill and ribbon undivided back, it has the most dramatic design. The Spreckels Building rises magnificently on the left, and a passerby points out the café, below the building’s ornate crown, to a friend. Completely absorbed with the view, a couple sits at a window-side table. A bottle of Alsatian wine, basket of fruit, charged water bottle and decanter of brandy are on



the table. The same image appears twice again in my collection—once with a “Regular \$1.00 Dinner” menu on the back and once with a poetic stanza, “Come my Pegasus, carry me high...,” in the blank message area on the front and a menu for Dr. E. E. McLean’s 73rd birthday on the back, Dec. 22, 1903. The two nonpostcards are marked “Lith. Britton & Rey, S.F.” In addition, the birthday menu card has “North View” added to the front and seems to be of less precise printing, as if the litho stones or plates were wearing down.

The Mitchell card, lacking a view title, leads me to believe it was the first of the Spreckels group.

The East View, the one I lacked for so many years, was mailed to Stockholm—from New York!—on May 20, 1903. Published by Art Litho Co., San Francisco—as were the south and west views—it has less refined artwork than the Mitchell North View. A bottle of Bordeaux wine awaits the single lady’s delectation. The view in the window frame shows Market Street leading to the Ferry Building, an enlarged Yerba Buena Island and a bird’s-eye-view of the roof of the Palace Hotel with the uncovered area above the courtyard.

The South View, more blotchy than the others, was mailed to Montevideo, Uruguay on May 12, 1903. A single gentleman is at table with a plateau of oysters, French bread and a carafe of wine. The view out the window shows Third Street, up which the fires of April 18, 1906 raced to immolate the Call Building and the heart of the city.

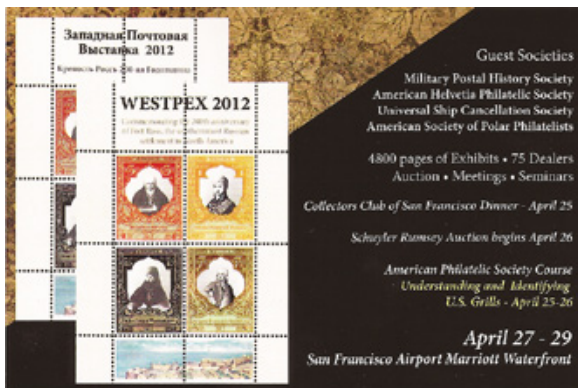
The West View, with Mr. and Mrs. Wolff, was not mailed, but dated “June ‘03.” The view up Market Street shows the dome of City Hall and fog blurred Twin Peaks. Were the Wolffs teetotalers? There is no wine on their table, only a water pitcher and a footed dish of fruit.

Looking at my other Spreckels Café postcards raises more questions. A plain black and white card dated Jan 27, 1906 gives the proprietor’s name as S. Constantini. Did the Wolffs have a premonition?

Frank Sternad’s research shows that they moved from 244 Post Street to 2148 Clinton Avenue in Alameda in 1904. By 1910, Mr. Wolff, who came to the U.S. in 1886 from Alsace, was then 44 years of age and running a retail candy store with his wife, Madeline, and children Albert, Sophie and Louis.

—LEW BAER

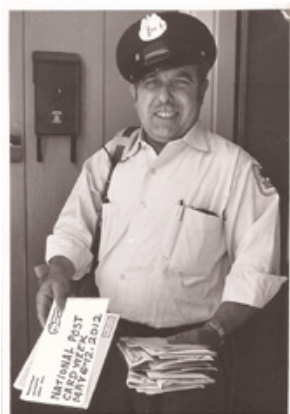
I HOPE TO HAVE SEEN YOU at the vintage paper fair in Golden Gate Park and at:



A NOTE ON THE COVER CARD: In 1900, Alzina Vanderhoof—to whom the cover card was addressed—was an unmarried, 41-year old dressmaker who came from New York and could read, write and speak English. (1900 census)

AFTER-QUAKING WITH STAN FLOURIDE: I came across this résumé of the work done to care for refugees of the '06 Quake and Fire. The sheer speed with which actions were taken, especially when compared to modern relief efforts, is astounding. A couple of excerpts: “By night of April 20th [The fire was still raging!], over 25,000 feet of lumber had been re-

ceived at the Park, and was being worked by the carpenters. Beginning April 21st, and for several days thereafter, there was an average delivery at the Park of 80,000 ft. of lumber per day. In the meantime, Mr. Starbird had negotiated for two cargoes of lumber, amounting to 312,000 and 225,000 ft., at cargo prices. To unload this lumber from the ships and re-load it with the other lumber on wagons, required a force of 110 men per day. The first lumber which arrived at Golden Gate Park was used for Latrines. With the few men obtainable, seventy Latrines were constructed between the Baker Street entrance and the Boat House at Stow Lake, within three days....Camp #3 (La Vista), 126 tents floored with 25,200 ft. of rough lumber...Camp #4 (Baseball Grounds), 35 Conical Tents, floored with 11,200 ft. of rough lumber...Camp #5, 21 Conical Tents floored with 5,200 ft. of rough lumber...No distinction was made in furnishing relief on account



NANCY REDDEN WITH JAY STEVENS' ILLUMINATED TOWER OF JEWELS DISPLAY
DONNA EWALD HUGGINS AND COREY CATE



► ALEX PELLEGRINI
▲ VERA SEPULVEDA AND JIM CADDICK;
► SUE SCOTT, JANET MESICK, NANCY REDDEN, RUTH HANHAM;
◀ DONNA HUGGINS, LAURA ACKLEY, SANDER TEMME, JAY STEVENS.



TOWER OF JEWELS CANCEL

of the color, race or religion of any individual; Chinese, Japanese and negroes were cared for without any discrimination being made. The Chairman of this Committee spent much time among the Italians, quieting their fears and seeing that their wants were supplied.”

NPCW: Have you made your National Postcard Week card yet? Kudos to Abby Johnston and Steve Fotter who sent theirs in. “Herewith, a salute to Bob the postman, deft handler of post cards and letters and all-around friendly presence, delivering mail in the Potrero Hill neighborhood circa 1974,” from a photo, published by Wallowing in the Past Press, founded 1972.

ODDS 'N' ENDS: ... from Wayne Nelson: a clipping from the basbleu catalog for a Watercolor Postcards Kit, UE6842, \$19.95. See for yourself: www.basbleu.com or 888 557-2647. ... Show comments@GGPark, last year, from Emily Gwathmey with her clothesline of scarves display: “The graphics! They’re soft postcards!”

THANKS to Corey Cate, Jack Daley and others for sending in photos taken at the March meeting!

—ED.



THE ASSEMBLED
MULTITUDE

PAUL ROBERTSON AND
HIS LONG-SOUGHT
PLAQUE



BILL LIPSKY'S GUARD BADGES



POSTCARD CALENDAR

Apr. 21-22, Sat-Sun, SAN FRANCISCO. Vintage Paper Fair in Golden Gate Park, 9th Ave. & Lincoln. Sat. 10am-6 and 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 Fairgrds, 11am to 8, 7, 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 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!

Aug 26, Sun, **HEALDSBURG**, outdoor Antiques/Collectibles Fair on town square, 8am-4pm* Free

Oct. 20, Sat, **WALNUT CREEK**, Railroad, Mining, Western Artifacts show, 1475 Creekside Drive, 9am-4pm*

Nov. 2-4, Thurs-Sun, **SAN MATEO**, Hillsborough Antique Show, Expo Fairgrds, 11am to 8, 7, 5pm*

Nov. 18, Sunday, WALNUT CREEK, Vintage Paper Fair, Elks Lodge, 1475 Creekside Drive; New Location...New Format...One Day Only... 10am-5pm; Free entry! Free Parking!

Bolded entries are produced by club members.

* Ken Prag will be there; let him know what to bring; 415 586-9386, [kprag\(at\)planetaria.net](mailto:kprag@planetaria.net) + R&N will have cards and supplies.

www.vintagepaperfair.com, 415 814-2330

SAN FRANCISCO BAY AREA POST CARD CLUB

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2012 MEETINGS

April 28

May 26

June 23

July 28

August 18

September 22

October 27

November 24