

# San Francisco Bay Area Post Card Club

May 2012

**Next Meeting: Saturday, May 26, 12 to 3 pm**  
Fort Mason Center, C-362 – *Note room* ➔  
Laguna Street at Marina Boulevard, San Francisco

Vol. XXVII, No. 5

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

IN }  
THIS } • POSTCARDS ON POSTCARDS  
ISSUE } • FORT ROSS – 200 YEARS  
• CAMERAS ON POSTCARDS

## PROGRAM NOTES: Omar Khan on Postcards of and from India

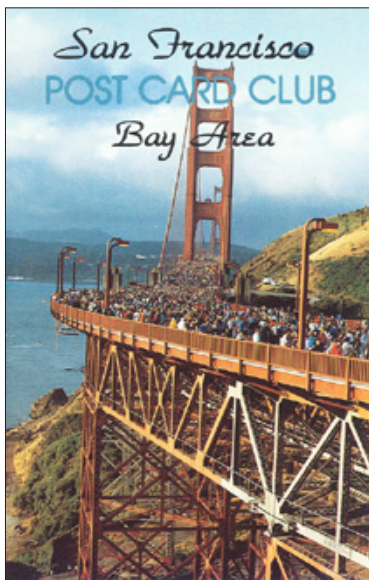
Omar has been collecting and avidly researching the postcards of India for over ten years. He will show and tell us about publishers, artists and studios—both Indian and European—mainly from 1898 to 1905. We will also get a glimpse inside Omar's forthcoming book, PAPER JEWELS: POSTCARDS FROM THE RAJ, including cards for Tuck by Mortimer Mempes, others by obscure German and Austrian artists and early American advertising postcards that featured India.

**PARKING:** It *will* be tough this month with the 75th Golden Gate Bridge anniversary in progress. 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 *very* early this month; there's plenty to see and do. Best: walk, take the Muni or carpool.

## COVER CARDS

Golden Gate Bridge 75th Anniversary  
May 27, 2012

Weekend celebration at Fort Mason Center



BRIDGE WALK MAY 24, 1987

GOLDEN GATE BRIDGE 50TH ANNIVERSARY 1937-1987  
LIMITED EDITION 2000; PHOTO BY GEORGE EPPERSON



RUSH HOUR TRAFFIC, 1937



RUSH HOUR TRAFFIC, BEFORE 1937

## CLUB OFFICERS 2011-2012

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### Newsletter Deadline: 5th of each month



### MINUTES, April 28, 2012

Pandemonium was predicted. Doyle Drive, the “freeway” from the Golden Gate Bridge toll plaza into the Marina District was to be demolished this weekend. Traffic warnings were posted. Keep off the bridge! Planning for that, Janet and I left an hour and twenty minutes early for the drive to the city. Traffic moved at 75+ to the bridge and 50 or better across the span. We were one of ten cars on it. We arrived at Fort Mason an hour and a half early! What an opportunity to amble leisurely through the community garden atop the bluff! We did just that, and along the way met Tina Panziera, a photographer and occasional postcard collector who has been to our meetings in the past. With so many interests in common, it was tough for us to break away from the conversation, but I wanted to see Tina’s photo exhibit in the FMC offices before the meeting began. In 1996 she had made a series of portraits and

mini interviews with survivors of the fire and earthquake, and several were on display. Her, alma mater, the SFAI, should be proud of her work. Here is a glimpse of one of the photographs. See them all at FMC throughout May.

At first it seemed many clubsters had been scared away by the traffic warnings, but by 12:15 the room was filling. Cards were brought for sale or trade by Ed Herny, a small club box, Alex Pellegrini, Feliks Shklyar and Hannu Varis (just back from Europe). East Coast member and Real Photo expert Bob Bogdan revealed news about his latest book on disabilities: it is in the proofing stage, and most of the illustrations will be from postcards. Gary Doyle, a past speaker and US aircraft collector, was visiting from Southern California. Carol, from St. Louis, whom Ed Herny had met at WESTPEX, came in response to Ed’s invitation.

The business meeting was called to order after Darlene’s program as she had another invitation to speak in the afternoon.

Guests were introduced including Rommel Struckus, a 6-year collector with very eclectic tastes. **Announcements:** WESTPEX continues through Sunday at the SFO Marriott.

**Drawing:** Prizes included panoramas of the 1906 ruins and 1915 reconstruction, a framed Auburn Bottling Works label, American Tall Tales postcard book, many postcard lots and a book on San Francisco public sculpture.

**Show & Tell:** Vera Sepulveda told that she doesn’t



do much traveling, but friends of hers that do bring her off the wall cards from odd places; she showed one of a horse jumping straight uppp. ... Ed Hery brought a Midwinter Fair category card he won on eBay—*Gruss Aus* Cairo from the 1896 fair in Berlin, the same as issued for SF's MWF. ... Gary Doyle showed a find from the Vintage Paper Fair, a “flown on the Zeppelin” postcard. ... Chuck Banneck showed the image of a card he did not win—an ad for Bolinas beach lots with an (ugly!) early design for the Golden Gate Bridge. —NOTES BY LB

### TREASURER/HALL MANAGER REPORT

As of May 8, 2012 .....\$3,675.93

We will be meeting back in room C-362 this month, the mid-sized room with the less than idyllic view. With one exception (September) this will be our meeting room for the rest of 2012.

—ED CLAUSEN, TREASURER/HALLMANAGER

### WELCOME TO OUR NEW MEMBERS

Bill Lenarz, a collector of pre-1920 postcards of ports of Chile; no approvals.

Filex Zekhster, this collector of Judaica and Russia has returned to the fold after several years absence. Welcome back!

Ian Watson collects early Ireland and real photos of people and almost anything. Email from Ian: I had a lot of fun at my first meeting, especially meeting the other members and I thought the presentation was funny and informative. I will definitely be at the next one, and I look forward to seeing everybody again then.”

### How Do You File Cards?

Not well, apparently, would be my response. I knew I had George's card of the 1987 Bridge walk, but where was it? Not under SF, nor Bridges, nor Friends, not PCs on PCs, nor To Be Filed. Finally there it was under Post Card! Who wouldda thought of looking there!

—LEW

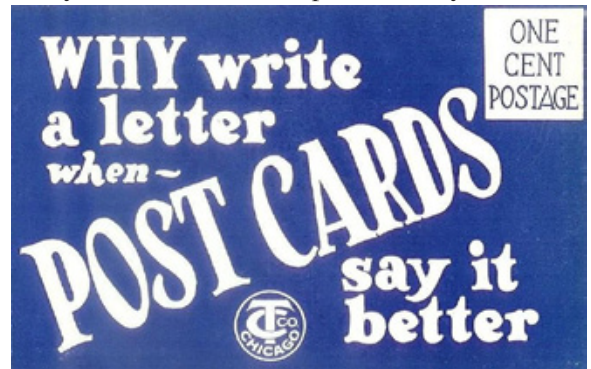
### APRIL PROGRAM:

DARLENE THORNE ON

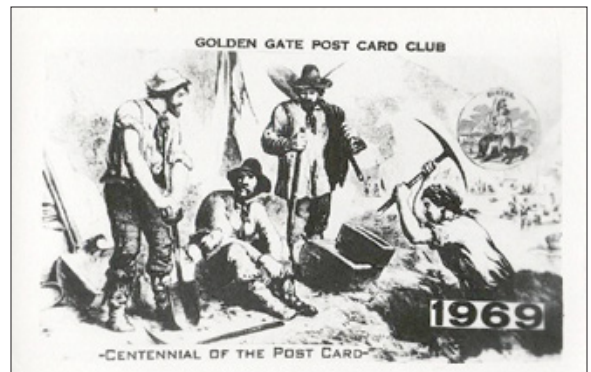
### POSTCARDS ON POSTCARDS

A collector for 45 years, Darlene took a brief break but returned several years ago with renewed vigor and unrestricted areas of interest. Her program was a nonstop PowerPoint presentation of how postcards, themselves, have been seen on postcards over the past hundred-plus years. Although Darlene commented briefly on each scan that appeared on the screen, the 121 postcards showed their own story from the early days up to, well, last week.

First up was a Curt Teich advertising postcard: “Why write a letter when postcards say it better?”



Why, indeed! Then a multiview of scenes from the 1890s... a gold Satan head on red background, “The Devil take these postcards!”—a comment of the time on the “postcard craze”... the first official postcard issued in Austria in 1869—actually a postal card with preprinted postage indicia and, of course, no picture... the Golden Gate Postcard Club card for the 100th anniversary of the postcard... an





RICHARD BEHRENDT PUBLISHER, SAN FRANCISCO

ad for the 1893 Columbian Expo where US picture postcards began... more, more more... French woman holding a giant postcard... Britton & Rey "Are you collecting postal cards?"... leather: Let's trade!... 1903 greetings of a San Jose letter carrier... WW I "Send a postcard to our soldier boys"... a publisher's ad: send five postcards in an envelope for 2¢... Halley's Comet on a German card: "This is the LAST postcard"... "Song of the Postcard" and on and on. Some of the highlights were local cards




RIO VISTA PHARMACY [AND POSTCARD SHOP!]

of postcard shops, postcard advertising, postcard clubs and familiar sites and events all mentioning or picturing postcards.

POSTCARDS ON POSTCARDS is a huge category made limitless by interpretation of the individual collector. In this program, Darlene interpreted with wisdom and sympathy and treated us to a super presentation which included many cards of local publishers, dealers, club events and club members.

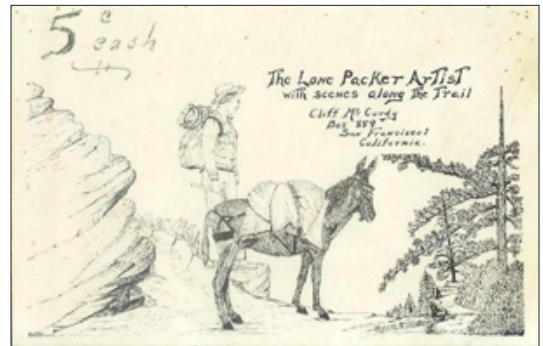

—NOTES BY LEW BAER

**COMING "DAD" The POST-CARD MAN**



**F. E. EDWARDS**  
Representing  
**PACIFIC NOVELTY CO.**  
579 Market Street  
SAN FRANCISCO, CAL.

With a Full and Complete Line of  
View Post Cards, Folders, Albums, View  
Books, Comic, Birthday and Season  
Cards, Bromide and Art  
Panels

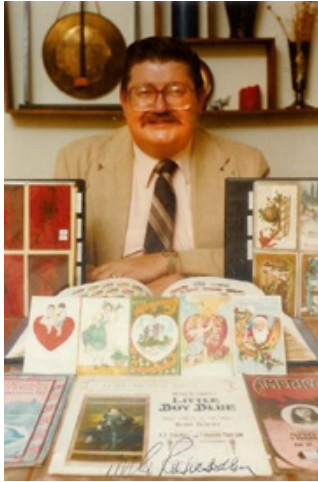
*Genuine Photographs*  
by ZAN of TAMALPAYS —

**2 for 5¢**

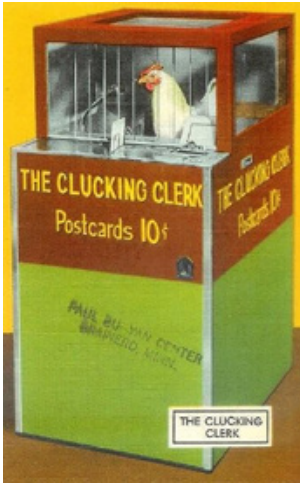
Postage Rate on Post Cards is Now One Cent



193. - DOULOGNE-sur-MER - Fablette locale (Mors Concours) - E.S.



MIKE RASMUSSEN, POSTCARD HERO



Most of these cards are self explanatory, others deserve brief comments. ABOVE, RIGHT, the Owl Drug Store is annotated "First storefront in the Burnt District"; a window sign reads Postals for Sale. ... Give a coin to the Clucking Clerk, FAR LEFT, and she'll scratch and peck up a postcard. ... *The Song of the Postcard*, LEFT, may have been popular in the Golden Age, but has possibly not been heard since. Who will volunteer to lead us in a chorus at the next meeting that has a piano in the room?



Baer Drug Company, 722 Market Street, opposite Call Building, San Francisco, Cal



These cards are not from Darlene's program, but are included out of editorial enthusiasm: The Baer Drug Company (no known relation), 722 Market Street, across from the Call Building; and a membership card in the Jolly Joker Club, a nationwide group organized for laughter and for exchanging postcards through the mail. —Ed.

# FORT ROSS BICENTENNIAL

## 200 YEARS OF RUSSIAN PRESENCE ON THE NORTHERN CALIFORNIA COAST

In San Francisco and the North Bay Area we are constantly aware of the Spanish and Mexican heritage of the region. Place names, street names, business names, family names repeatedly echo their Spanish origin. The waves of immigrants from the south—since they first reached the bay in 1776—have strengthened the bonds of heritage. Shortly after the Spanish soldiers and padres set down roots at missions and military outposts, other old world settlers arrived on California's shore. These

were Russians who came from the north, from the czarist lands in the Western Hemisphere—Alaska. Russian ships had been bringing fur hunters to California waters for years, but in 1812—a mere 36 years since the Spanish settlement of San Francisco—a Russian colony sprang up on the bluffs north of Bodega Bay. Colony Ross was established to provide fresh food for the Alaskan settlements, a wealth of furs for trade with China and a block against Spanish expansion northward. The history of Fort Ross is told elsewhere in great detail during this its 200th year, but those details hang on the bare bones facts that the colony did not last; the fur hunt-

ing was depleted, the gardening harried by gophers, and by 1841 the Russian troops and settlers had decamped. The Russian-American Company sold the property to John Sutter, in whose Coloma millrace

gold would be discovered in 1848. The buildings the Russians abandoned were used to house livestock and left to deteriorate. The earthquake of 1906 leveled much of their weakened remains. That same year, a portion of the colony lands became state property and later, Fort Ross Historic State Park.

By 1906, Fort Ross was already a stop for tourists traveling the coast; among them were photographers recording the sights on picture postcards. When the first Fort Ross postcard was published is unknown—the earliest known for this article was cancelled in April 1905—but it was postcards that first brought views of Fort Ross to a worldwide audience and have continued to keep it in public view.

Many of the early photo postcards of Fort Ross were made by John B. Rhea, some from glass plate negatives. In the 1930s and '40s, Alexander

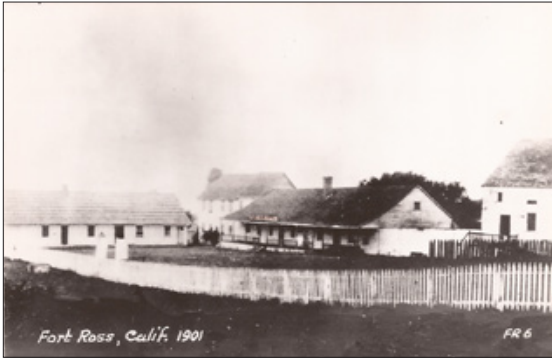


UNDIVIDED BACK, M. REIDER



“Zan” Stark produced an “FR” series of postcards made from vintage images as well as his own fine photos.

The postcards shown here are only a few of the dozens on Fort Ross published over the past century-plus. Most are from the collections of George Juilly and Lew Baer; others were contributed by Dennis O’Rorke. Frank Sternad, as always, confirmed factual accuracy and adds: John B. Rhea (1871-1946) lived in San Francisco 1907-08 but had seasonal interest in the Monte Rio area as early as the summer of 1906 judging from postmarks on Russian River cards taken by him. Born in Iowa, he apparently began his career in photography by 1900 when living in Auburn, California. The April 1910 census shows him in Monte Rio and running his own photo studio. Curiously, the 1920-24 voter rolls indicate he was living in Cazadero during those few years, otherwise he resided in Monte Rio until his death. —LB



1901, EARLIER PHOTO PUBLISHED BY ZAN



UNDATED EARLY VIEW FROM ABOVE BY RHEA



EARLY PHOTO OF SHIPPING, PUBLISHED BY ZAN



WRECKED “POMONA” – © MEISER 1908, MORE ON PAGE 13



BEACH AND COLONY ABOVE; ZAN



STOCKADE AND RESTORED BLOCKHOUSE, 1936; ZAN



UNRESTORED BASTION, RHEA

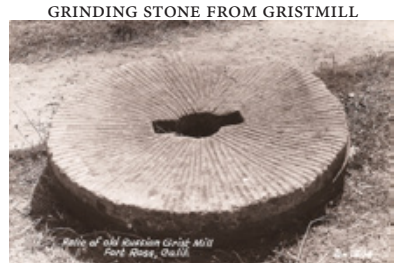


CEMETERY WALL

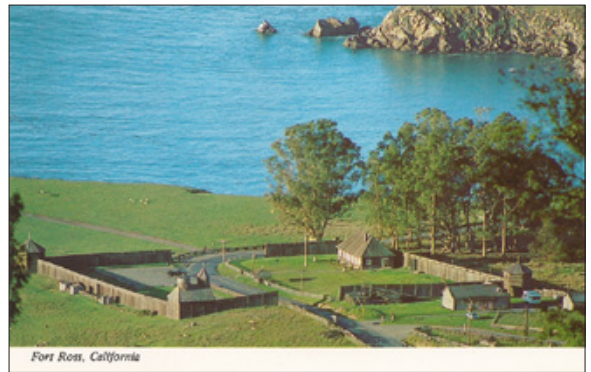
EARLY DAYS; PECK PHOTO



SMALL GRAVENSTEINS FROM TREE PLANTED 1812 BY THE RUSSIANS AT FORT ROSS, CALIF. PECK PHOTO



GRINDING STONE FROM GRISTMILL



FORT ROSS 1828, OIL BY V. USHANOFF AFTER SKETCH BY BERNARD DUHAUT-CILLY; THE FORT ROSS INTERPRETIVE ASSOCIATION, INC.; MIKE ROBERTS COLOR PRODUCTIONS

"THE FORT WAS IN THE FORM OF A QUADRANGLE OF REDWOOD WALLS..." AT ONE TIME, STATE HWY 1 RAN THROUGH IT



◀ RUSSIAN COMMANDER'S HOUSE AND BLOCKHOUSE ▲ RESTORED 1959





PRE-1906 WITH PAINTED-IN BACKGROUND



TWO WOODCUT-LIKE VIEWS (NON-PC BACKS)



Holy Trinity Chapel is used for Orthodox Christian religious services several times a year. The building collapsed in the April 18, 1906 earthquake, was rebuilt in 1916, burned in 1970 and was again restored.

"BOGOLIUBSKY" ICON OF THE HOLY VIRGIN



1906-1916



ZAN (REPRINT) 1934



EXHIBIT 1964 NY WORLD'S FAIR



ORTHODOX LITURGY



"ONE OF THE FIRST WHITE SETTLEMENTS IN CALIFORNIA," UNK. PUBLISHER, USED 1911



BEFORE 1970 FIRE - FOUR WINDOWS



AFTER 1970 - THREE WINDOWS



CHAPEL INTERIOR BY RHEA AND AFTER RECONSTRUCTION



BELL BELIEVED TO HAVE BEEN USED IN CHAPEL



ВИД СЕЛЕНИЯ РОСС 1841 Г.  
Художник Илья Гаврилович Вознесенский

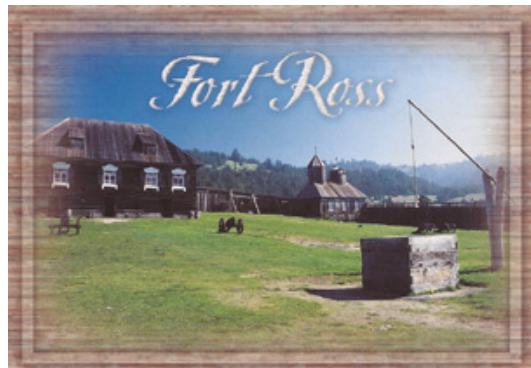
VIEW OF СЕЛЕНИЯ РОСС (SETTLEMENT ROSS), 1841; WATERCOLOR BY IL'YA GAVRILLOVICH VOZNESENSKY; PETER THE GREAT MUSEUM OF ANTHROPOLOGY, ST. PETERSBURG



FLAG OF RUSSIAN-AMERICAN COMPANY, 1806



FISHING FLEET ANCHORED IN FORT ROSS HARBOR, C. 1960S



PARADE GROUND WITH WELL AND CANONS; PUBLISHED BY JOHN HINDE CURTEICH, SUCCESSOR TO THE ONE TIME CHICAGO FIRM

\* Some of these and other postcards were recently on sale at the Fort Ross book and gift shop and should still be available.



ONE OF 14 ARTISTIC POSTCARDS, A SIGHT FROM THE INSIDE, PHOTOGRAPHED BY KONSTANTIN KUDRYAVTSEV WITH CITATIONS FROM THE UNPUBLISHED KHLBNIKOV ARCHIVE, 1800-1837\*



FORT ROSS HISTORIC PARK LOGO



RECALL DAYS OF VANISHED EMPIRE – It is afternoon, sunshine bathes old Fort Ross, first of the Russian Trading posts established on this coast, and now a national monument near the mouth of Russian River. Within the redwood stockade there is a sudden stir of life. The bell of the old church tolls happily. It is a wedding, the first at Fort Ross in 100 years,

and there is all the gaiety and pomp of imperial Russia come to life once more!

Capt. and Mrs. Igor Varipaeff-Vernon, both Russians of the old order, they sought to recall those days with a ceremony in the imperial tradition at the historic site. “We wanted the kind of wedding we used to know in the land of the czars,” explained the Captain, who was an aviator in the Imperial Russian Guard during the world war.

April 24, 1934, © International News Photos Inc.

The Russian version of two souvenir sheets of cinderellas (stamp-like labels) issued for the 2012 WESTPEX stamp show and exhibit commemorating the 200th anniversary of Fort Ross, the southernmost Russian settlement in North America. Portraits are of Fort Ross historic figures Alexander Barantin, Nikolai Petrovich Rezanov, Fr. Ioann Ventaminov and Grigory Ivanovich Shelikhov



## CAMERAS ON REAL PHOTO POSTCARDS

*cards and comments from ART SOMMERS*

Art is an eager collector of many topics, especially as Real Photos. Here are a few cards from his Camera category. The comments give some details, but the pictures tell the stories themselves.



Back of the card reads, "1563 Taking a View of Spring House, Mesa Verde Ruins, Colo."

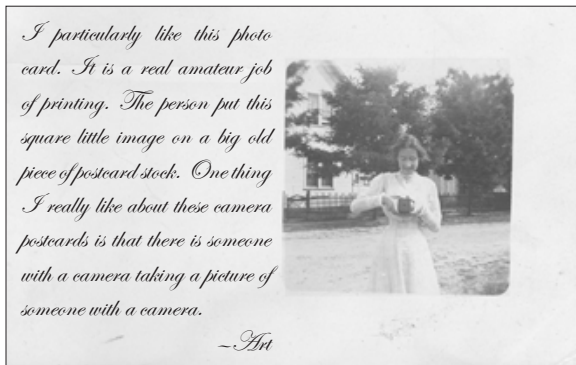
Addressed to Cogswell, North Dakota July 15, 1909.

BELOW, LEFT: commercial photo postcard marked CO J.B. Jones; mailed in Turners Falls, Mass., September 11, 1911. Inset shows folding camera.

CENTER: A boy pointing his camera at whomever is taking the photo. No writing on back; the stamp box has a monogram K Ltd. It might well be from England.

BELOW, RIGHT: Ansel Adams wannabe? Dwarfed by the towering rock he is perched on, the Nebraska photographer works with his huge glass plate negative camera. Who took this photo and from where?

RIGHT: A photo studio set-up... with a twist. Is there another RP with the posers reversed?



Mailed at Portland, Oregon September 9, 1909. Message on back reads in part: "This little picture is of me. Wish you could send me one of you. Lovingly, Bessie"



Dundee, Minn. pencilled on back. A dealer's mark?



## HESTER LOX – April 7, 2012

Hester was a club member for most of the past 20-odd years. Often demure [right], occasionally shy, always outspoken [below, with postcard-dance friend Wilma Hampton]—she loved San Francisco, sharing local history as a City Guide, Balkan Dancing, her friends (especially!), and postcards. Her categories included ethnic and unusual musical instruments, rats and the

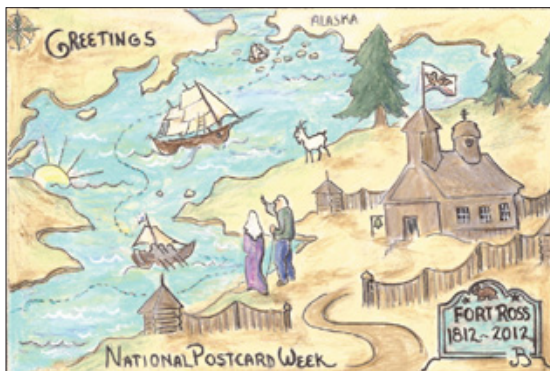


PPIE. Hester loved being from New York and once asked her mom if she had been named for the Lower East Side street or Hester Prynne! Our Hester was a scrapper. No one pushed her around twice... except fate.

The current times were tough on her. The recession eliminated income from her organizational services, but she still sent postcards—always chosen especially for the recipient. Her last goat card to me read, “*I’m still here. Love, Me.*” Then she became ill. It was pancreatic cancer; the end came swiftly.

*We miss you!*

*Love, Lew*



## NATIONAL POSTCARD WEEK

Our club may not be a big player in the NPCW line-up.... We make only a few postcards, but they are nice. Last month we saw the truly stellar real photo collage offering by Steve Fotter and Abby Johnston. This



month, another four original cards. Steve Howell seen on his, at the top,

used a photo by Bob Johnston that appeared with Steve’s interview in the *Tribune*, the local Morro Bay newspaper. The back is overstamped with Steve’s personal style.



This vertical format card from Hal Ottaway, shows Louie, the animated clown “playing” the mighty Wurlitzer 160 Military Band organ at Joyland Hillside Park in Wichita. The photo, by Don Eastman, was made in 1962.

Janet Baer chose to personalize local history on this card for her and Lew. There we see them waving greetings to the Russian settlers and trappers sailing down from Alaska after crossing the Bering Sea. The sailors, far from their homeland, are no doubt eager for their welcome ashore and a quaff of koumiss made from sweet fresh goat’s milk.





Just in time for deadline, came a packet of her NPCW cards from Demaris Swint. As a powerful supporter of the event, Demaris makes several cards, encourages participation in many ways and hosts a 4000 card website: [www.npcw.multiply.com](http://www.npcw.multiply.com). This card of Mariana Luna is from a photo by Andrea Luna.

### More on the Shipwreck at Fort Ross

[www3.gendisasters.com/california/1339/fort-ross-ca-steamers-pomona-wrecked-mar-1908](http://www3.gendisasters.com/california/1339/fort-ross-ca-steamers-pomona-wrecked-mar-1908)

March 18, 1908, steamer *Pomona* of the Pacific Coast Steamship line struck a submerged rock two miles offshore from Fort Ross. Sliding free, “Captain Swansen turned the bow of the *Pomona* toward the shore and proceeded under a slow bell, the passengers in the meantime putting on life preservers and gathering their hand baggage. Three hundred or so yards off shore the steamer struck again and remained fast. Captain Swansen ordered the boats lowered. The crew acted admirably. The water had gathered to a depth of six feet in the hold since the vessel first struck and she was listing badly, as the call for women and children first.” An elderly lady refused to enter a lifeboat without the Bible that was left in her cabin. “Someone went after the book and the old lady thankfully took it and got into the boat.” The Monterey Reef, which fatally wounded the *Pomona*, was named for another ship lost there 32 years earlier. “The steamer *City of Topeka* arrived here early this morning and left at 1 o’clock for San Francisco with most of the crew and all of the passengers who cared to take passage on her.”

—Oakland Tribune

### ANTIQUÉ ROAD SHOW ALBUM

Janet Baer was the only one of us to report seeing a postcard album “appraised” on Antique Road Show.

Was it the U.S. or British version, she doesn’t recall, and none of the cards were special enough for her to remember specifically. [Janet’s a multitasker, and has three other things under way while she’s watching TV.] “I looked, and a man was opening an old album with both hands,” she said. “The cards were four-to-a-page, held in place by double corner slits. Not every page was filled. Views, holiday greetings, real photos, this was a savings, not a true collection.”

The appraiser reported that some of the cards were of monetary value and others had *only* sentimental value. Another comment was that the messages, from friends addressed to the person who filled the album, gave a feeling for the collector’s life. Some buyers would be interested in some of the images or artists or publishers. Others would be attracted by the stamps and postal markings. Still others would be captivated by the messages.

“It was everything that we look for and enjoy on postcards,” Janet said. “It was exciting to see a real person’s real and personal postcard album on TV.”

### MT. SHASTA • SHASTA LAKE • SHASTA DAM

This pre-Zip code era chrome by H. S. Crocker, shows the origin and reason for much of the water used within the Bay Area and farmlands in the Central Valley. For decades, California dreamed of damming the Sacramento River to control flooding. With the Depression the feds stepped in. Construction began in 1938 and was completed in 1945. Electrical power was being generated in time to bolster the war effort.

[www.usbr.gov/mp/nao/shasta/virtual\\_tour.pdf](http://www.usbr.gov/mp/nao/shasta/virtual_tour.pdf)



*P.S.*

**JUST IN FROM JEAN ANN ABUHOVE:** “I’ve started another collection, X Marks Our Room.” [Does anyone else have a new focus? Share the news. It’s fascinating to know how others change their collecting style. Who knows... you might find a few surprises in your mailbox.] Enclosed with her note was an announcement of **JAZZ AGE WONDERS—100 VINTAGE VANITY FAIR COVER POSTCARDS IN A BOX** (Suitable for Mailing) from Penguin Books, and a newspaper clipping from the **Albuquerque Journal**. The article told of two older men who paint, *en plein air*, together twice a week. One, works in 4-by-6 format, and prints up eight copies as postcards to mail to friends. The men have aged and endured crises; meanwhile, the postcards record their lives and the growth of their friendship. **FROM DAVID HUNTER** came a clipping from the **Examiner** on the waterfront saloon, Pier 23, near Levi’s Plaza. They make a drink there called the Sally Rand named after the burlesque troupe leader who was a big hit at the GGIE on Treasure Island. There’s a picture on the bar wall showing the young and unclothed lovelies’ backsides lined up against a fence. Go on! Stop in and order a drink... and ask for the picture on a postcard.

**POSTCARDS IN THE NEWS:** We must all have read the story. I’ve seen it before, and I’m not sure I believe it. “A postcard mailed from Chicago in 1958 finally reached its intended recipient...” It was delivered to a similar address in the same name town... but in a different state. The person who found it there located the original addressee via Facebook. It is a fun tale, but it sounds like hooey to me. C’mon! Somebody found the old card—possibly at a postcard show—and decided to raise someone’s eyebrows by “delivering” it. Slipped through a mail slot or left in a home mailbox would do the trick. Sure enough, excitement ensued. The practical joke was a random act of kindness, and a lot of fun. I wonder, though, could it have been perpetrated by a postcard enthusiast hoping to increase interest in vintage cards? If so, it worked! ... In Ventura County jail, inmates are no longer getting letters. They are restricted to receiving postcards only. And those must be 11 by 6

inches or smaller and cannot “contain paint, crayon, glitter, labels, stickers, lipstick, perfume, obscenities or nudity.” It’s a security measure. “Contraband has been sent into our facilities in envelopes, under stamps [drugs!], between letter pages and in other innovative ways,” announced a statement. County jails in other states have the same prohibition which lawsuits have challenged as a violation of free speech rights. ... A full page magazine ad for Estroven is emblazoned with a postcard image reading *Greetings from Menopauseland!*

**JOHN HELD, JR.** – We all knew his name was familiar when we read about him in these pages. The John that we know from his club program and his world entwining mail art, adopted the name of the 1920s cartoonist and illustrator who is known widely for his work in *The New Yorker*. Like his nominal successor, John Held, Jr., who died in 1958, also was a prolific postcard producer. Here is one in his traditional woodcut-like style for Cavanagh’s, a New York City restaurant. [<http://nyapril1946.blogspot.com/2010/05/cavanaghs.html>]



**INTERESTING CARDS** From Steve Howell, above: To quote its backside: Minkler, California has a population of about 30, which is quite a little place. People like to visit the quaint Minkler Cash Store. ... And from anon.: penitent humor.



**FELIKS SHKLYAR**, at the April meeting, reached into his vest pocket and withdrew this PPIE card which I quickly purchased. Interesting, new-to-me PPIE cards are no longer common. Commodore Arthur Tradel, shown in front of the Tower of Jewels, was the mascot of the Emerson Drug Co. of Chicago. The “famous dwarf man of Milwaukee” had toured every state to proclaim the benefits of Bromo-Seltzer.



**STAN FLOURIDE ASKS:** Ever notice San Francisco’s Assassination Trail? Starting with the McKinley Monument at the beginning of the Panhandle, head west through there to the main thoroughfare in the Park: John F. Kennedy Drive. Down that to the lawn in front of the Conservatory of Flowers where stands a statue of James A. Garfield, take a left there on Middle Drive to Martin Luther King, Jr. Drive where you take a left to Lincoln Avenue. Stan notes that this path skips the M.H. de Young Museum, but then again, de Young’s assassination by Adolf Spreckels was unsuccessful. —ED.

## WHENCE WE COME

A fancy term for postcard collecting was coined in 1945 to give a ceremonious touch to our hobby. *Delitology* refers to the study of writing on small (stone) tablets. This card, postmarked in 1909, belies the claim to originality. The name had been thought of but was unspoken for 36 years.



## POSTCARD CALENDAR

- 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 + R&N will have cards and supplies.  
[www.vintagepaperfair.com](http://www.vintagepaperfair.com), 415 814-2330

**SAN FRANCISCO BAY AREA POST CARD CLUB**

**APPLICATION FOR NEW MEMBERSHIP**

**RENEWALS:** Send 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: \_\_\_\_\_

\_\_\_\_\_

Join online at [www.postcard.org](http://www.postcard.org) and remit by PayPal or  
send membership info and your check payable to SFBAPCC  
to PO Box 621, Penngrove CA 94951

5/12



**2012 MEETINGS**

May 26

June 23

July 28

August 18

September 22

October 27

November 24