

San Francisco Bay Area Post Card Club

July-August 2012

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

Vol. XXVIII, No. 7

Fort Mason Center, C-362

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

IN
THIS
ISSUE

- AMUSEMENT PARK RIDES
- THE EIFFEL TOWER
- 1962 SEATTLE WORLD'S FAIR

PROGRAM NOTES: It's story time once again at the postcard club! Kathryn Ayres will read brief excerpts from books about San Francisco, illustrated with — you guessed it — postcards! We'll hear descriptions of the City by the Bay by William Saroyan, Jade Snow Wong and Herb Caen.

Joseph Jaynes has recovered from his recent surgery [Hurrah!] and expects to set up at the meeting.

PARKING: 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. As always, best to walk, take the Muni or carpool.

COVER CARDS



From Kathryn Ayres' Holiday album come three Golden Age cards celebrating our nation's favorite day for rejoicing—the 4th of July. On the left, Fred Lounsbury put Uncle Sam in a 1907 department store Santa role, surrounded by national kids of our expansionist era: Philippines, Cuba, Porto Rico, Hawaii and—between his legs—Guam. Center stage, a vaudeville Uncle Sam kisses Lady Liberty's hand beneath a banner reading "HURRAH FOR THE FOURTH OF JULY HURRAH." Like a djinni from a well rubbed lamp, George Washington arises on the right on a cloud of firecracker smoke.

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Newsletter Deadline: 5th of each month



MINUTES, June 23, 2012

A glorious (if atypical) summer day: bright blue sky, bay flecked with sails, near empty parking lot. Cards were brought for sale or trade by Arlene and Ted Miles for the Western Railroad Museum, the club box with donations by Gail Ellerbrake, Jim Schee (a friend of Janet Baer from their button club), Ed Herny, Alex Pellegrini, and Dano DePalma up visiting from Southern California. Great finds were made by many!

The room was full, but only 29 people signed in.

We were called to order by President Ed Herny.

A few guests were introduced including Sarah Gill, a friend of Ruth and Harry Hanham and also of Felicitas Titus. Sarah brought a copy of Felicitas' book that is just out from Tuttle on POSTCARDS OF OLD BEIJING. (Find it at Amazon.) She is now working on her next book, POSTCARDS OF OLD SHANGHAI.

Announcements: Carol Jensen told that the Contra Costa Historical Society in Martinez is working on an exhibit on electric streetcars.

Jim Sauer revealed that the annual APS (stamp) show will be held in Sacramento from August 16 to 19; many dealers there will have postcards.

Drawing: Sixteen lots and 16 winners!

Show & Tell: Jack Hudson showed a framed real photo (RP) of the Honourable S. Rolls who was an aviator before gaining renown with his partner Royce; the photo showed him in the plane that he flew to France and back, non-stop. Jack also showed two cards of Christofferson and his Flying Boat and

lifesaving station at SF, 1914. ... Walt Kransky got up to brag about his newest E. H. Mitchell acquisition—a deck of NY & Hudson River Souvenir playing cards, 1901—found at an estate sale by Marty Michaels. ... Deanna Kastler showed a photo she took 10 years ago at Euclid Beach in Cleveland on Lake Erie showing a car from the Rocket Ship ride; a man bought the car and drove it around the neighborhood to show how some old stuff was saved and enjoyed long after its “usefulness” was over.

Darlene Thorne showed a real photo that came to her recently from a member of her father's family and from it she learned the origin of a family name; Darlene also told of a TV producer coming to view her collection. ... Craig Blackstone brought a new-to-him card of the Chutes looking up from the bottom and a card, from the top down, of the Grand Canyon ride in Los Angeles. ... Chuck Banneck showed his newest find and told that the PPIE card of the 5½ ton chunk of cheese at the fair is not un-



adapted to the changing technology and changing nature of commercial photography. He did not do well enough in business to afford a car. (REAL PHOTO POSTCARD GUIDE, Robert Bogdan and Todd Weloh, 2006.)

—Notes taken by LB



common, but Chuck's new RP (Photo: Mandeville*) shows the cheese being loaded for shipment from Martinsburgh, New York to San Francisco. ... Arlene Miles told how important postcards are in genealogy—how in RPs we get to see our ancestors and how they lived and dressed. ... Carol Jensen showed some Reid Brothers cards and told how she and Dave Parry love the Reid properties; Dave has found building permits for many Reid designs other than the dozens seen here last month, and they are now searching for postcards of them. ... Gail Ellerbrake showed cards of Pacific Ocean Park in Santa Monica and its Sea Serpent roller coaster; Gail told that the park closed and its remains became a surfing spot; it is now gone—totally. ... Lauren Thor told that she had to sell her dad's stamp collection but kept his postcards; she brought three from Nazi Germany: der Fuhrer in a motorcade, another with a group of soldiers and one with [slave?] workers in Krakow. ... Ed Herny told that Adolph Sutro had bought several of the amusement rides at the 1894 Midwinter Fair including a Firth Wheel with enclosed carriages (smaller than the Ferris Wheel at the Columbian Expo); Ed showed the certificate from the Company that moved it from the fairgrounds in Golden Gate Park to Sutro Heights.

**Photographer note:* William Mandeville, 1864-1947, Lowville, NY, on the western edge of Adirondack Park. He made RPs “but did not court the tourist trade” or do much outside of Lowville. Martinsburgh is only a few miles distant. “His cards are of very high technical quality and capture all dimensions of village life. He was set in his ways and never

TREASURER/HALL MANAGER REPORT

As of July 1, 2012 \$3,170.09
This includes two cents year-to-date interest earned on our Savings Account. A handsome sum by any measure!

—ED CLAUSEN, TREASURER/HALL MANAGER

WELCOME TO OUR NEW MEMBERS

Rommel Struckus, a collector of early 20th century travel, early aviation and steam trains, La Grand Hotels, real photos, space and USAF during cold war... and much more:

Jim Schee, a collector and dealer.

POSTCARD CALENDAR

Aug. 4-5, Sat-Sun, SAN FRANCISCO. Vintage Paper Fair in Golden Gate Park, 9th Ave. & Lincoln. Sat. 10am-6pm, Sun. 11am-5pm*+ FREE! www.vintagepaperfair.com

Aug. 25-26, Sat-Sun, **SACRAMENTO**, California's Capital Show, 6151 H Street, 10am to 5 and 4pm. Always a fun show! www.californiacapitalshow.com/

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

Oct 7, Sun, SCOTTS VALLEY, Santa Cruz Show, Hilton Hotel

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 Frgrds, 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! www.vintagepaperfair.com

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.

NANCY REDDEN on AMUSEMENT PARK AND CARNIVAL RIDES

Nancy began by thanking Dan Saks for all his help in setting up her program. [Thanks from all of us to you, Dan, the club's newly recognized A-V Monitor!] Nancy then told that the medal she was wearing was from Coney Island, 1922.

The room was already darkened when the first image flashed on the screen: a bird's-eye-view (BEV) of the Great Highway and Playland-at-the-Beach area. Image No. 2 was "what started it all" for Nancy: a 1950s view of Playland on a sunny day. Nancy told how enthusiastic she became after her first time at Playland and that in 1980 she joined American Coaster Enthusiasts, ACE.

What followed was a delightful, exciting, memory stirring, seemingly endless series of postcard images of roller coasters, and other rides at amusement parks across the US with a brief detour into Canada. We, in the audience, sat transfixed, and—responding to Nancy's request—shouted out "I've been there!" and "I rode that!" as the images prompted us.

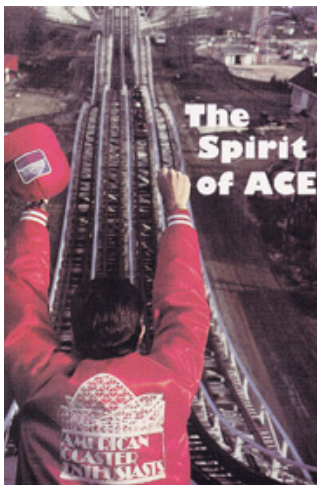
We saw several views of the roller coaster at Santa Cruz—The Giant Dipper— built in 1924 by Arthur Looff in just 47 days. It's the fifth largest in the US. Then an early loop-the-loop that spun the riders on an upside down route; it failed because of injuries

and spectators outnumbering riders. ... the Jack Rabbit at Revere Beach, Mass. ... the Matterhorn at Disneyland, the first steel tubular roller coaster, 1959 ... the Cyclone at Coney Island, 1927, the most famous roller coaster in the world! ... the Thunderbolt at Coney Island, 1935-1982, as seen in Woody Allen's "Annie Hall" ... a figure-8 roller coaster on a pier in Southern California.

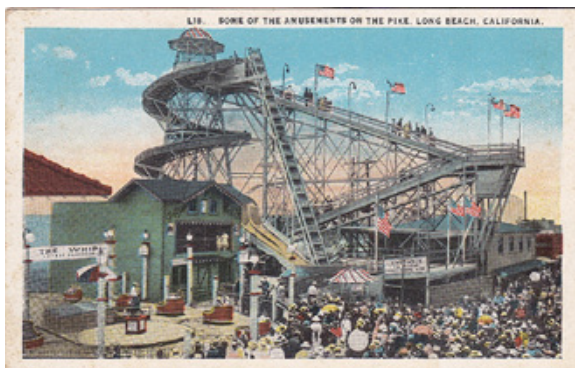
"Southern California had A LOT of roller coasters!" "Several rides have been named Historic Landmarks."

Bobsled coaches on wheels—a roller coaster with no track ... the Giant Dipper in San Diego, saved from demolition by community action ... a modern night view of Santa Cruz ... the second Cyclone at Palisade Park, New Jersey ... the new wooden style roller coaster at the Beach in Cincinnati and then a fantastic newer steel one ... Cedar Point at Sandusky, Ohio, the roller coaster capital of the world! ... a vintage card of the Giant Dipper at Santa Cruz ... The red train on its green track at Santa Cruz, 1954-1985—later painted in reverse colors and the train now at Playland-Not-at-the-Beach ... a video clip of the 1920 Wonder Wheel at Coney Island.

Jacksonville Beach, Florida, San Antonio 1968 Expo, Myrtle Beach, South Carolina ... RP of the Sutro Firth Wheel that rusted away in 1911 ...



THE CYCLONE AT LONG BEACH



LONG BEACH



WHAT A BUST!



PARACHUTE JUMP, CONEY ISLAND



WONDER WHEEL, CONEY ISLAND

groups of mixed vintage rides, Ferris Wheel variations ... Merry-Go-Rounds ... little trains ... huge towering slides ... Dodgems (bumper cars) at Long Beach and Cleveland ... Shoot the Chutes, one of three in SF and of many across the U.S. ... The ultra wild Whip and Top at Coney Island ... the 1897 Steeplechase at Coney Island and the Witchy Waves—like bumper cars but it was the rippling floor that made them move!

Noah's Ark, the first one was in Venice, CA ... the parachute jump at Coney Island [I was on it!] ... Lee Eyerly, an aviator who built some of our favorite rides—the Roll-O-Plane with its dumbbell-like arms and cars that rotate as the arms spin and the Octopus, of which 400 were made ... Harry Travers, another builder famous for his roller coasters—the



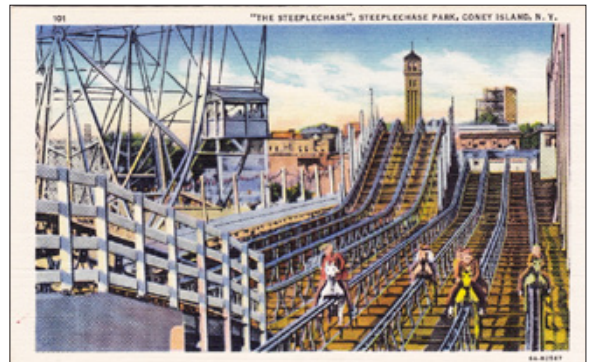
▲ C. 1910—THE STEEPLCHASE, 1897, THE FIRST BIG PARK AT CONEY ISLAND BEFORE DREAMLAND AND LUNA—1936 ▲

Cyclone and the Cyclone Racer beginning with his 1902 Circle Swing. ... We saw Idora Park in Oakland, the earlier Shoot the Chutes in San Francisco and the Caterpillar, a legendary favorite at Playland—the first pupated in 1925. ... More from Playland: the Tilt-a-Whirl, invented by Herbert Sellner and which debuted at the Minnesota State Fair in 1927; it was first known as the Nausea Ride. ... Finally, the Fun House with its spinning wheel, jiggly walkways, spinning barrel, slick towering slides and Laughing Sal!

Time flew as we watched, listened to Nancy's explanation and comments and as we heard ourselves shout "I was there!"

Wuz you? If not, you missed a thrilling program!

—NOTES BY LB





KENNYWOOD PARK, PITTSBURGH



NOAH'S ARK, VENICE BEACH



THE ROLLING BARREL—LIKE AT THE FUN HOUSE



SCRAMBLER, CRYSTAL BEACH



THE FLYING SCOOTER



WAVERING PATH OF THE WITCHING WAVES, CONEY ISLAND



AKA BUMPER CARS AT PLAYLAND



RIVERVIEW PARK, CHICAGO



ORSON WELLS AT PLAYLAND IN HIS THE LADY FROM SHANGHAI (NOT A POSTCARD)



THE ALBERT DRESSLER CARTOONS in the June issue prompted comment, fact and explanation from Bob Chandler—Senior Historical Researcher (ret.) for Wells Fargo Bank and champion Clamper:

Al Dressler, “having a fun time.” How could you say that about a serious and learned historian...? Just ‘cause Al was one of the fabulous four fabricators of the first English language card ever printed in California, and on brasse at that, is no reason to think he ever had fun. Of course, this first card was not mailed, but merely nailed to a great post at Drake’s Bay by Sir Frank himself in 1579, and finally posted, or actually “unposted” in 1937 by Professor Herbert Eugene Bolton [Chairman of the UCB History Department and Director of the Bancroft Library]. There are unfounded rumors a certain fun-loving organization known by its cryptic initials “ECV” had something to do with it. (Even though Dressler was not a member of E Clampus Vitus.) That he was involved with “Lyn” Parker Lyon says it all.

Dressler was *not* a Bohemian. The [revelation of the] Plate of Brasse hoax appeared in a *Cal History* article; the Bohemian non membership in a 1962 membership guide that listed deceased members. By his cartoons, Dressler loved to poke fun at stuffed shirts. All of these [postcard caricatures] were new to me.

My theory on the Plate of Brasse was that its exposé was to take place at the annual Clamper dinner on February 6, 1937, with Humbug George Ezra Dane presiding, but delivery got delayed a week and Bolton had nothing to connect the Plate with the ECV [practical joke].

Parker Lyon took good objects and added fabulous stories all by himself. Not that Dressler would not have sat around a table with Parker raising glass after glass of Prohibited adult beverages....

Toying with history is a temptation that is tough for self-promoters and witty wags to resist. After its “discovery,” the plate of brasse became too hot to touch, and the truth did not out for decades. Clubster and Clamper Ed Mannion found challenge and delight in deflowering historical myths. His gaze became more poker-like, but his smile broadened, when he would propound his theory that Drake ac-

tually sailed up a tidal slough and disembarked at the center of what would become Petaluma.

Parker Lyon, founder of a Pony Express Museum in Arcadia, is memorialized on a few postcards such as this RP from Frank Sternad’s album.



Old Overland Stage drawn by Wooden Horses at Lyon Pony Express Museum, Arcadia, California. Lyon Sr., driver, Lyon Jr. shotgun messenger. —By permission Paramount Studio, starring Lyon in Picture Unusual Occupation.

SISTERS LIKA AND SANDY BENNETT cherish their memories of Playland at the Beach:

We double over in laughter remembering endless hours at the Fun House. There was the laughing lady on the platform above the entrance. She laughed continuously with her mouth encircled by enormous red lips! Her arms waved wildly as her stomach bounced and shook. Inside the fun house, we were engulfed in a field of spinning canvas barrels—propelled forward, we swirled from one to the next. We girls had to hold down our skirts as air jets blew them up! Once through the squishy barricade, we stood confused, surrounded by grotesque images staring back from odd shaped mirrors. Our bodies at first elongated, then—suddenly—wide and squat. Who were these strangers? This was only the beginning of wonderful hours of entertainment. We’d line up again and again to slip down the long wooden slides on burlap bags—laughing and squealing. Then, the spinning wooden plate where centrifugal forces swept us off and away until we discovered the prize position at the very center. Playland is still wondrous in our childhood memories.

AUGUST NEWSLETTER: There won’t be one. See you in September. —LEW

More Than Just A Wonderful Time

by DANIEL SAKS

Everyone knows the Eiffel Tower. It's one of the most recognizable structures in the world. Its picture has been taken from every angle and many of those pictures have appeared on postcards, thousands and thousands of postcards.

But it's not just a tourist attraction. It's where a contest entrant went splat, a world traveller named Aloha Wanderwell posed with her Model T Ford, German soldiers occupying France during WWII posed, and donkeys had their picture taken. And I know all this because of Eiffel Tower postcards.

As both the tallest structure in Paris and a cultural icon for all of France the Eiffel Tower has often been used on postcards for a purpose beyond saying, "Having a wonderful time." I've chosen several cards from my collection showing the Eiffel Tower's use for advertising, propaganda, and to mark important events.

Built for the 1889 Paris Exposition Universelle, the Eiffel Tower became a global symbol and the centerpiece for the International Expositions held in Paris in 1900, 1925, and 1937.

The undated card for Philips Lampes shows the Eiffel Tower during the 1925 Exposition des Arts Decoratifs, evidenced by the Expo's illuminated buildings below it. The strands of lights partially illuminated on the Tower spell out the name of the



car maker, Citroën. There are also 1925 Expo cards showing those letters brightly lit. The Tower is still illuminated at night, sometimes in different colors. When I was in Paris in 2008, the Eiffel Tower was bathed in blue light each night to signify France's six-month run as the head country of the European Union.

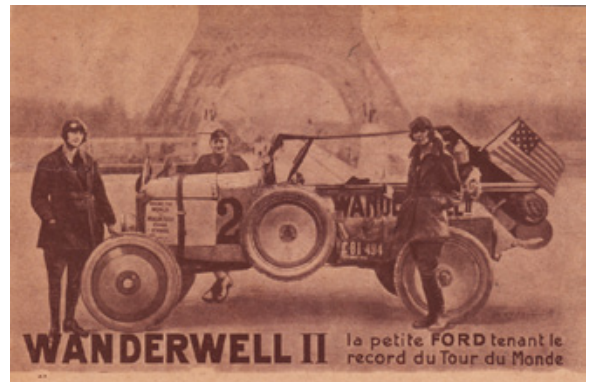


The St. Raphael Quinquina card is from a set issued during the 1937 Exposition Internationale. The "Twin Waiters" on this card signify the brand's red and white versions of one of those strange aperitifs Europeans imbibe. The Expo isn't mentioned on this card but another card from this series shows the same waiters bicycling at the Expo.

The third advertising card is from Air India. This Eiffel Tower is constructed of wooden matchsticks, the birds look to be origami, the poodle and plants appear to use string, and it's all from a very creative mind. It's undated but the look of the card and the backside's mention of the airline's Boeing 707 date it to the 1960s.

Another foreign country fascinated with the Eiffel Tower was Germany as shown on these three German published cards from the First World War. The cards showing fanciful versions of a German plane and Zeppelin bombing Paris carry German





postmarks from 1915. The title of the third more comical card translates to “In Tow” and shows the Eiffel Tower being dragged out of a bombed out Paris. The Germans got to within 15 miles of Paris during the war but were repulsed and the city itself escaped significant damage.

The next three are a mixed group of cards showing the Eiffel Tower. The first of the three was used as the June 2010 meeting announcement card. These German soldiers, smiling in 1942, would be gone two years later when the Allies liberated Paris and General Dietrich von Choltitz defied Berlin’s orders to destroy the Eiffel Tower and Paris.

The story of “Wanderwell II” and Walter and Aloha Wanderwell is known to me only because of internet access. In a nutshell, Johannes Pieczynski, a Polish immigrant, began a walking tour of the U.S.

in 1914. In 1919 he switched to a North American driving tour calling himself Captain Walter Wanderwell. In 1922 he began driving across Europe in a specially equipped Model T Ford. This French card shows him to the left of the Ford parked in front of the Eiffel Tower. On the right is the young Canadian woman, Idris Galcia Hall, who’d been raised in Paris and whom he engaged as an interpreter. She joined the expedition, took on the name Aloha Wanderwell, and eventually married Captain Wanderwell. There are websites dedicated specifically to Aloha Wanderwell, “The World’s Most Widely Travelled Girl,” and to Captain Wanderwell, especially because of the Model T.

The Emile Straus card is still mostly a mystery, although I was perhaps able to learn a little. The



image resembles a woodcut and is printed on artist type paper, with a ragged edge. It has a regular printed postcard (*Carte Postale*) backside. It's unaddressed but has a stamp with a 1910 Paris postmark. The internet led me to Joan Adler, Executive Director of the Straus Historical Society. She directed me to an article in an issue of the SHS newsletter that included mention of an Emile Straus, although not necessarily the postcard's Emile Straus. So I can only hope they're the same.

It's a convoluted genealogy which includes Marcel Proust, George Bizet (the composer of the opera, "Carmen") and the Rothschild family. Briefly, George Bizet's widow, Gènevieve Bizet, married an Emile Straus, an attorney who may or may not be related to the Rothschilds. Marcel Proust was a classmate of Gènevieve's son, and it was through that relationship Proust came to visit the Straus' Paris household where Madam Straus would hold salons. Another member from the Emile Straus side of the family, Leopold, is believed to have been in San Francisco during the Gold Rush. But what this postcard represents is still a mystery.

The last three cards are amongst my favorites as they represent the Eiffel Tower's association with French aviation. France was a leader in the earliest days of aviation starting with balloons, semi-rigid airships and planes. It had



the first aviation designers and was the first to form independent companies dedicated to building aircraft. The history of early 20th century aviation is filled with French names—Bleriot, Farman, and Garros are as well known in France as the Wright brothers are here.

The first card of an early plane circling the Eiffel Tower is a general tourist card. The left side stamping shows it was purchased on the Eiffel Tower's top level in August, 1910. It was then mailed to Medford, MA with the message, "From the top. Aunt D-"

The second card is more specific. It shows the French airship, Lebaudy, approaching the Tower at *36 kilom. à l'heure*, a little over 22 mph. The Lebaudy was one of several powered semi-rigid airships built between 1902-1911 by Paul and Pierre Lebaudy. They owned a sugar refinery and built airships for the French, Russian, and Austrian armies. I think the card also shows the remains of a demolished building from the 1900 Exposition Universelle as well as a line of donkeys in the lower right corner. The Eiffel Tower and donkeys, who knew?



The last card is the most intriguing. It's both remarkable in itself and remarkable in the story it led me to. What does it look like? A corpse about to hit the ground? It's not a corpse, but it isn't alive, either. It's a mannequin. What's shown is the final moments of a parachute

test using a “test dummy.”

In 1910 and 1911 monetary awards were offered in France for the invention of a reliable parachute that would encourage widespread aviation development and public confidence. One of the inventors who took the challenge was a balloonist, Gaston Hervieu. This 1911 postmarked postcard shows one of his tests conducted from the Eiffel Tower using his apparatus and a mannequin. The life-sized dummy hit the ground at about six miles per hour, not dangerous, but could leave a bruise.

When I first searched the internet for “Parachute Hervieu” the results weren’t about Gaston Hervieu but about Franz Reichelt. Reichelt was a Parisian tailor who also vied for those awards. He made a “Bat Suit” that was supposed to open into a wide canopy allowing the wearer to safely float to the ground.

Those first internet search results for Gaston Hervieu merely mentioned his attendance when Franz Reichelt personally tested his suit by leaping off the



Eiffel Tower—to his death. This past February 4th marked the 100th anniversary of that event, and among the other onlookers were two camera crews for newsreel movie companies so there is footage of Reichelt’s leap and resulting splat. I never did learn if Hervieu or anyone one else won that prize money.

I have many other Eiffel Tower postcards, but there is always one card I wish I could have; the one on which I’m writing, “Having a wonderful time.”

Editor’s notes: I believe the Emile Straus design is for Monsieur Straus’ ex libris, what the French call a bookplate. Other ex libris designs have been seen on contemporaneous postcards, most likely intended for personal correspondence, not sale.

Eiffel Tower cards made in France and England are among the very earliest commercial picture postcards published. Several came out in 1889—four years before the first US picture postcards for the Columbian Expo in Chicago.

FAREWELL ... ADIEU... BIENVENUE

Rich Roberts has moved to Colorado! The family’s home in Pleasanton sold in a flash, and part of the deal was they had to be out in three weeks. Right now, they’re in a rental in Fort Collins; an architect is designing their new home, and Rich’ll be back frequently for business and postcard club doin’s.

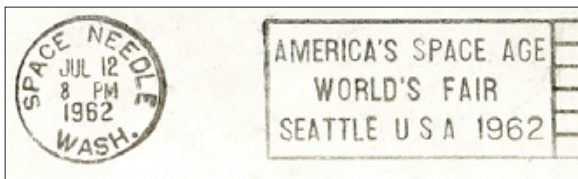
The French are arguably the ultimate collectors and appreciators of postcards. They are passionate about their hobby, and the large number of local clubs and fairs attests to their sincerity. For years France was a leader on the postcard periodical front with *CPC – Cartes Postales et Collection*, a highly illustrated, engagingly written bimonthly on slick paper with lots of color. In January, however, Paul Armand, the editor and publisher, died. Without hesitation, Marc Ledogar stepped into the breach and launched *CP MAG* in the same heavy duty, luscious format, rich with images and writing more accessible for those not suckled on *la langue Française*. Marc’s first issue of 64 pages has articles on the early *Métro*, the Paris subway; Orens, the great caricaturist of Golden Age current events; and the transitional semi-modern era of 1920-1974. Mods and contemporary cards are also covered. *CP MAG* is pricey for publisher and subscriber, and Marc is working to find a way to make it more affordable to US readers. www.cartes-postales-magazine.fr



—Ed.

LOOKING AND LISTING: 1962 SEATTLE WORLD'S FAIR

COMPILED AND ANNOTATED by JIM CADDICK
 promotional purposes” two years earlier.



Fifty years ago, on April 21st, 1962, America's Space Age World's Fair opened in Seattle, Washington. The official fair postcards were done by Mike Roberts Color Productions, of Berkeley, California.



A 6x9 inch jumbo card, J2118, is a duplicate of standard size card C11703 with the addition of the inset labels marking the major points of interest.

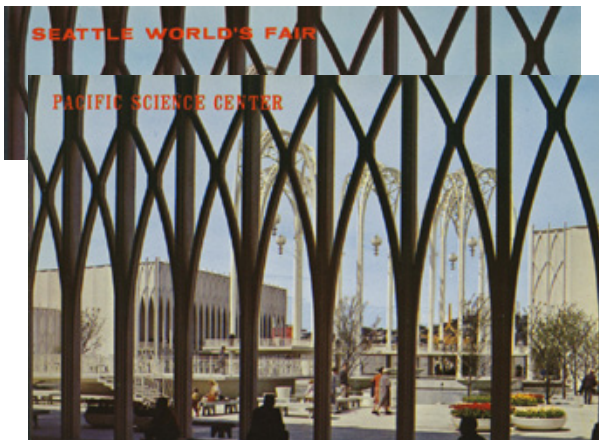
Promotional postcards were issued prior to Opening Day, using either artist renderings of what was to come—cards C10574 (which lacks the Space Needle!) and C10576—or images of a model (C11473). The cards have the caption placed in the bottom left corner and generally say “Century 21 Exposition” on the front rather than “Seattle World's Fair.” “Official Fair” cards run generally from C13100 to 13200, so these are much earlier cards, as befits a marketing item. The fair logo copyright filing on 8 November 1960 (specifically for use on picture postcards) notes that it was first used on 20 August 1960, although the design was trademarked for “general fair



After the conspicuously iconic Space Needle, one of the most talked about features of the fair was the Monorail, which traveled a more than one-mile track from downtown to the fairgrounds in 96 seconds. This pre-fair card (C13073) has the then-current Roberts logo rather than one just for the fair. The

image was used as a cachet on one of the First Day Covers for the commemorative Space Needle stamp issued on April 25, four days after the fair opened.

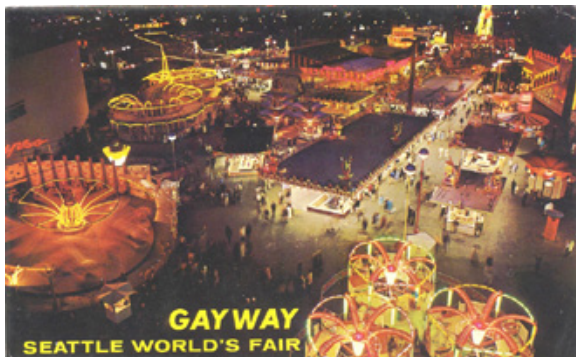
As with many World's Fairs, Seattle hoped to boost its economy and do some urban renewal. After the fair closed on October 21, Exposition Park was quickly renamed Seattle Center, with the U.S. Science Pavilion converted to the Pacific Science Center and Coliseum 21 (which housed the Washington Pavilion) rechristened Key Arena. Several of the cards (particularly those of the Space Needle) were reissued using a revised version of the fair logo and caption and with “Seattle Center” on the front.



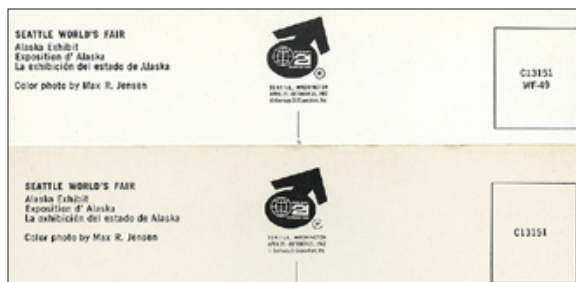
This version of card C13108 (MF-22) was also used as the cover for a booklet of cards which included a smaller stub of the same view that you could keep as a personal souvenir. As such, it is perforated along the left edge and also has variant graphics on the front, unlike the “standard” card.



A few cards were issued with alternate captions. Card C13107 is one, issued with the simple caption “Memorial Stadium” and a more elaborate “Water Skiing in Memorial Stadium.” The “Memorial Stadium” card I have was printed with lower contrast than the “Water Skiing” card.



C13114/WF-28 and C13145/WF-45: The amusement zone was known as The Gayway and included Show Street, a more adult night-clubbish section. After the fair this area was renamed the Fun Forest, which continued in operation until 2011.



As an article from the May 21, 1962 *Oakland Tribune* pointed out, the initial postcard order was for 24 designs, although this apparently did not include the pre-fair promotional cards also produced by Roberts. It seems that as the number of cards increased, a sequential WF number was added to the

Roberts stock number in the stamp box to help keep track of them, but exactly when this occurred is unknown.

As a postscript, other cards were issued in conjunction with the fair. Here are two of them:

H. S. Crocker, Largest Cake

A fairly common card, this mammoth cake was one of many items displayed at the fair. A close look at the caption on the front of the card reveals that it was a fruitcake, better suited as both construction material and as something able to remain on display for the six-month run of the fair unspoiled.

Ellis 59336-B



Since the Space Needle was, as intended, a highly visible landmark, it is not surprising that there should be alternate views besides those officially produced. The Ellis Post Card Company was a major local distributor. This view published by Ellis appears to have been taken from outside the fair

walls and was sold during the run of the fair, as attested to by its postmark.

1962 WORLD'S FAIR CHECKLIST

This list includes all Seattle World's Fair cards known to me. There are gaps in the numbering, and non-fair cards are known for some of these gaps, particularly for C13140 to C13144 and C13153 to C13172. This suggests that the World's Fair postcards were not printed all at once, but in batches over time — cards for other MR customers being given the missing numbers. I would welcome news of other Seattle World's Fair cards not on this list. Please send your comments to editor(at)postcard.org. For an overview of the fair, I would point you to the Wikipedia entry under "Century 21 Exposition." [MR= Mike Roberts, MRJ=Max R. Jensen]

PRE-FAIR PROMOTIONAL CARDS

These cards are generally marked either "Century 21 Exposition" or "1962 Seattle World's Fair" on the front, and have a lengthy caption in English only in the lower left corner.

- C10574 *Opening day, April 21, 1962, at Century 21 Exposition...*
- C10576 *Boulevards of the World at Century 21 Exposition, where visitors...*; artist rendering
- C10578 *Inside the futuristic Coliseum 21 at Century 21 Exposition...*; artist rendering
- C10580 *Coliseum 21, fabulous theme building of Century 21 Exposition...*; view of model
- C11703 *America's space age world's fair, Century 21 Exposition, as it will look...*; artist rendering
 Also issued as a jumbo card J2218
- C11761 *The Monorail for the Seattle World's Fair, ready to whisk...*; artist rendering
- C12861 *The Seattle World's Fair features a Gayway amusement zone...*; artist rendering
- C11471 *Century 21 Exposition, America's space age world's fair...*; view of model. Note: found with both Century 21... and 1962 Seattle... as front text
- C11473 *United States Science Pavilion, \$9,000,000 feature of...*; view of model Note: found with both Century 21... and 1962 Seattle... as front text
- C11687 *Topping America's Space Age World's Fair, Century 21 Exposition...*; artist rendering
- Two cards have images associated with the fair, but are not official fair cards since they lack the fair logo, and their numbers pre-date the official cards.
- C14054 *The Space Needle, the new outstanding landmark...*; Photo: MRJ
- C13053 *Night panorama of Seattle's metropolitan business and hotel...*; photo by MRJ (mention of Space Needle

and Monorail in full caption)

C13073 *Two symbols of modern times. The sleek Monorail [and] Space Needle*; Photo: MRJ

OFFICIAL POST CARDS

The following cards feature short captions in English, French and Spanish generally prefaced by the line "Seattle World's Fair." Bold Italic numbers and text are post-fair cards using the same image (and Roberts WF number) with a slightly altered caption.

C13086 *U.S. Science Building Spires and Space Needle*; Photo: MRJ

C13087 WF-15 *Seattle World's Fair Information Booth and Space Needle*

C13053 *The dramatic arches and cross of the Christian Pavilion...*; photo by Ray Scully

C13104 WF-18 *Space needle through the arches of the Science Pavilion*; Photo: MR

C13107 *Water Skiing in Memorial Stadium*; Photo: MR

Alternate caption: *Memorial Stadium*

C13108 WF-22 *Seattle and World's Fair from Queen Anne Hill*; Photo: MR

Alternate version marked on front *Seattle World's Fair – Century 21*

C13109 WF-23 *Interior of Washington State Coliseum*; Photo: MR

C13110 WF-24 *Hawaiian Pavilion*; Photo: MR

C13111 *Backstage U.S.A.*; Photo: MR

C13112 WF-26 *Space Needle*; Photo: MR

C13113 WF-27 *International Fountain* [night shot]; Photo: MR

C13114 WF-28 *Night on the Gayway*; Photo: MR

C13115 WF-29 *Information booth–Seattle 1st National Bank*; Photo: MR

C13116 WF-30 *Canadian Exhibit at Night*; Photo: MR

C13117 *Space Needle*; Photo: MR

Alternate caption: *Seattle's New Look*; with fair logo and English caption only

C13117 *Seattle's New Look*; Zip code logo

C13118 WF-32 *U.S. Science Pavilion at Night*; Photo: MR

C13119 *Seattle's Space Needle and Mt. Rainier*; **Photo: MR. Seen only as a post-fair card and does not seem to be included in the WF numeration**

C13120 WF-33 *U.S. Science Pav. at night*; Photo: MR

C13121 WF-34 *Seattle World's Fair* [aerial view]; Photo: MR

C13122 WF-35 *Aerial View of Fair*; Photo: MR

C13123 *Satellite and Space Needle*; Photo: MR

C13123a *Space Needle at Night*; **Photo: MR**

C13124 WF-37 *Coliseum 21 at night*; Photo: MR

C13125 WF-38 *International Fountain* [day shot, wide

angle]; Photo: MR

C13126 WF-39 *Industrial Exhibits*; Photo: MR

C13127 *Aerial View of the Fair*; Photo: MR

C13136 WF-41 *Space Needle in Spring*; photo: MR

C13137 WF-42 *Peace reigns at U.S. Science Pavilion*; Photo: MRJ

C13137 *Pacific Science Center*; **post-fair issue**

C13138 WF-43 *Industrial Exhibits*; Photo: MR

C13139 WF-44 *Boulevards of the World*; Photo: MRJ

C13140-11344 Known non-fair cards

C13145 WF-45 *Show Street*; Photo: MRJ

C13146 WF-46 *Plaza of States*; Photo: MR

C13149 WF-47 *South Gate and Ford Building*; Photo: MRJ

C13150 WF-48 *U.S. Science Exhibit...*; Photo: MRJ

C13151 WF-49 *Alaska Exhibit*; Photo: MRJ

C13153-C13172 known non-Fair cards

C13173 *Christian Pavilion and Children's Center*; Photo: MRJ

C13175 Known non-Fair card

C13182 WF-53 *Mexican Pavilion*; Photo: MRJ

C13183 post-fair? *Monorail Terminal in Seattle's Westlake mall...*; Photo: MRJ

C13184 *Christian Pavilion and Children's Center, Seattle World's Fair*; Photo: MRJ

C13185 *Wood Chip Mosaic, Christian Pavilion*; Photo: MRJ

C13186 WF-52 *International Fountain* [night shot]; Photo: MRJ

C13187 known non-fair card

Per WF numbers, a gap of three unknown cards

C13196 WF56 *Christian Science Exhibit*; Photo: MRJ

C13197 *Seattle World's Fair Grounds at night*; photo: MRJ

C13198 WF-58 *Food Circus*; Photo: MRJ

C13199 WF59 *International Fountain*; Photo: MRJ

Note: WF56 and WF59 are numbered without a hyphen.

Per WF numbers, a gap of four unknown cards

C13230 WF-64 *United Nations Pavilion...*; Photo: MRJ

Per WF numbers, a gap of six unknown cards

C13246 WF-70 *U.S. Science Pavilion at Night*; Photo: Morley Studios, Official Photographer Seattle World's Fair"

C13264-C13265 known non-fair cards

C13270 known non-fair card

C13296 *Alweg Monorail*; Photo: Morley Studios. Note: caption is identical to card C13073 by MRJ, but image is different

C13555 *U.S. Science Pavilion with Space Needle in back*; photo: MR

C13556 *Arches and Fountains in courtyard of U.S. Science Pavilion*; Photo: MR

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See Calendar
page 3

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August 18

September 22

October 27

November 24