

# San Francisco Bay Area Post Card Club

October 2012

Next Meeting: Saturday, October 27, 12 to 3 pm

Vol. XXVIII, No. 9

Fort Mason Center, Bldg. C, Room 362

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

IN  
THIS  
ISSUE

- JAMES R. SMITH: SUTRO BATHS
- PIGGOTT PHOTO, S.F.
- OSTRICH FARMING IN NORTHERN CALIFORNIA

**PROGRAM NOTES:** Ed Herny will share his knowledge and collection of “The Postcards of the California Midwinter International Exposition”—known to us as the Midwinter Fair of 1894. As Ed talks, we’ll see slides of the cards, and we will have the rare opportunity of seeing the postcards themselves. Three postcard series were published for the MWF: *The Set of Nine*—full color, beautifully printed on high quality, slightly oversize stock; *The Set of Four*, poorer quality printing and paper; and the *Set of Five*, which is the least attractive—monochrome on cheap paper and extremely rare. We’ll also see Real Photo cards—made in 1900 using photos taken at the fair—and some cards with advertising overprints. This is the earliest of San Francisco postcard history. Do not miss it.

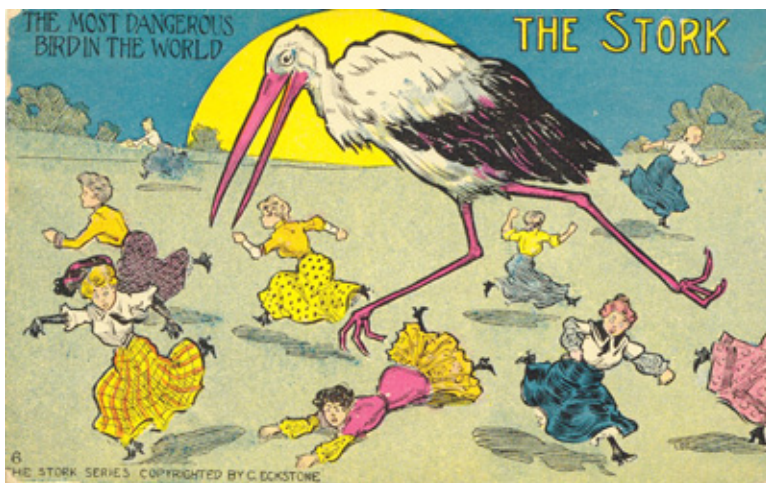
We will also be accepting nominations and holding the election of club officers for 2013-2014.

Chuck Banneck will have 3000 Rackcards for sale at 25¢ each.

**SHOW & TELL:** Politics and—as always—collector’s choice. Three item, two minute limit.

**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 CARD



From Kathryn Ayres’ album comes a cartoon warning to young women, postmarked 1902. The unsigned sender wrote, “What do you know about this, ha, ha!” It is an ominous image—the huge sun fills the moon’s role as on Halloween postcards. The women are terrified! Their mouths echo the look from “The Scream” of a decade earlier, and their pure whiteness hints at Eugenics, then in vogue. Run ladies; don’t let the big bird nest in your chimney.

## CLUB OFFICERS 2011-2012

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### Newsletter Deadline: 5th of each month



### MINUTES: SEPTEMBER 22, 2012

A great day for a meeting: plenty of parking in and outside the gates and a spacious room. The 30 or so of us present huddled between the massive pillars in the central front portion of the Fleet Room.

Cards were brought for sale or trade by Ruth Stotter, Ed Herny, Alex Pellegrini and the club cards—all of which went to new homes while the funds generated went to our temporarily straitened treasury.

We were called to order by President Ed Herny. Guest Jim Smith introduced himself as an author and historian and the speaker of the day. Jim later was introduced as our newest member.



John Freeman, the friendly Giant,  
and Jim Smith

PHOTOS: DENNIS O'ROKKE

**Announcements:** Lew Baer read mail that the club has received: a beer mat postcard brought a damp “Hello to all!” from Rich Roberts, who has relocated in the wilds of Colorado. A letter from Dot Gaines held a brown tone End of the Trail card and the message that she could not throw it away so she threw it our way estimating the value between zero and a small fortune. [Thank you Dot!]

**Drawing:** Lots of cards and lots of winners.

**Old Biz:** None.

**New Business:** Nancy Redden opened a discussion by posing the question, “What will we do with our collections when we can no longer enjoy them?” Suggestions followed: “Give certain cards to friends

and leave the name of a trustworthy dealer in your will.” “Specialized collections should go to local historical associations.” “Choose an auction house and leave instructions in your final papers.” “The University of Santa Clara is specifically searching for cards on certain topics; other universities might be as well.” “Sell the cards at club meetings.” Filtering the comments produced a two pronged response: Specific cards and collections should go where they will be used and valued; general collections should be returned to the hobby for future generations of postcard collectors.

Lew Baer moved to increase all club dues by \$5. Brief discussion followed in which our monthly rent of \$105 was disclosed. Our other major expenses are printing and mailing the newsletter plus minor costs for NorCal membership dues and maintaining [www.postcard.org](http://www.postcard.org), the club web site. Seconded by Jim Sauer, motion carried unanimously.

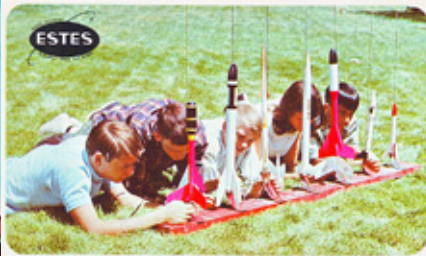
**Show & Tell:** Nancy Redden told that she likes amusement park cards and showed a 1970 example from Disneyland that had always been too pricey on eBay, but this time her bid was a winner; with the Disneyland Hotel on the front and an elongated 1970 penny on the back, it is a “crosscollectible”; only 500 were made, this one #14. ... Ruth Stotter, for her first show and tell experience, showed a card she found in Munich, Germany earlier this month, a lenticular view of a running racer. ... Alex Pellegrini showed a Hydroscope card with fabric clothes that change color if it is raining. ... Craig Blackstone brought a card sent to him by a woman

**The Famous Texas Tommy.**  
 MR. HARRY WEBER and MISS STELLA JOHNSON will present this unique dance as originally produced and not as it is offensively burlesqued. In addition they will present their TWO NEW and ORIGINAL DANCES.  
 1. "THE PANAMA-PACIFIC RAG."  
 2. "THE 1915 WALTZ."  
 3. "THE TEXAS TOMMY."



traveling across Australia to raise funds for disaster relief. ... John Freeman told about ragtime dances of 105 years ago with animal names, such as the Grizzly Bear; he showed a program for Texas Tommy dancers at the Portola-Louvre. ... Jack Hudson missed the last meeting as he and his family were in Paris enjoying the city and drinks at Harry's New York Bar, founded by jockey Tod Sloan, the inspiration for George M. Cohan's *Yankee Doodle Dandy*; Jack schmoozed the bartenders, and they gave him a postcard. ... Chuck Banneck showed "one of my favorite sets," triggered by Sputnik in 1957, model rockets became available to all, such as these

by Estes in 1961.



... George Juilly is a Cazadero collector; he showed a 6-part panorama by Richard Behrendt; George got the left half 20 years ago and ten years later found the other half. Cazadero had been at the end of the railroad line from Sausalito.



—NOTES BY LB

**WELCOME TO OUR NEW MEMBER**

James R. Smith, [www.historysmith.com](http://www.historysmith.com). Jim is an author, speaker and researcher on history, especially San Francisco's. Look for his book, SAN FRANCISCO'S LOST LANDMARKS.

**TREASURER/HALL MANAGER REPORT**

As of September 2, 2012 ..... \$1,705.48  
 After our September meeting in the echo chamber that is the Fleet Room, we will be back upstairs in Building C, Room 362, for the next two months. I am pleased to let you know that I have in hand eleven signed and counter-signed contracts for Room C-260 at Fort Mason Center for the year 2013! We're home again.

—ED CLAUSEN, TREASURER/HALL MANAGER

**ELECTIONS IN OCTOBER**

We will be accepting nominations and holding our biannual election of officers at the October meeting. All current officers have stated that they wish to run again, but that is not a reason for you to hesitate in nominating and voting for another club member or yourself. We are in need of an additional voice on the Board, and as the office of Secretary is vacant, this is an ideal opportunity for a club enthusiast to step forward and expand the vision of the SFBAPCC. The work is minimal; the responsibility is light; the satisfaction is great.

**NO MORE APPROVALS? NO MORE MAIL?**

Aware of the low levels in the club coffers, one member has suggested that we offer a *Newsletter by E-Mail* membership option. This would save on mailing expense, and—if 50 or so members chose e-mail—it could save on printing cost as well. If this idea appeals to you, please let the Editor know.

It has also been suggested that we eliminate the mention of approvals as no one seems to send them out cold turkey anymore. It is normal practice now to send scans or photocopies before mailing any cards for sale. What say you?

## James R. Smith on Sutro Baths

After thanking us for the opportunity to share his program, Jim (AKA History Smith) pointed out that he brought books for sale and DVDs on Playland at the Beach and Sutro Baths. Then, he asked how many of us went to Sutro's (many hands were raised) and how many swam there (very few hands went up). The pools closed in about 1954. [To my surprise! I would have guessed they were gone years earlier, but I do dimly recall donning the regulation bathing outfit. So, raise my hand too. —ED.]

The projector lit, and Jim said that he had 97 slides, so "we'd clip right along." The images kept pace with his comments.

Adolph Sutro, trained as an engineer, came to San Francisco in 1850 and opened a cigar shop. He was alert to local events and involved himself in the Bonanza silver strike by devising a method for draining flooded mines of their water and gasses. The Bonanza kings, however, did not want his help, but the State of Nevada did. The Sutro Tunnel, four miles long with tracks running both ways, made his fame and his fortune. He was smart, and his timing was excellent. He sold out in 1869, a year before the vein played out.

Deciding to enjoy his wealth, he bought land at the western edge of the city above Seal Rocks and developed Sutro Heights, with gardens, observation tower, parapet wall and his home—spacious but not elegant. His entry lions are still in place.

The first Cliff House was built on the cliff edge

beyond his property in 1863. The infernal carousing by the public was not to Sutro's liking, so he bought the owners out in 1881. It burned in 1894, and Sutro built the elegant, ultra Victorian "Birdcage" Cliff House which was to survive the earthquake but succumb to the flames of tenant improvements in 1907.

Sutro Baths was built in a sandy cove to the north of the Cliff House. Sutro wanted San Franciscans to have a place to swim and a place where he could display his collections. He bought many of the rides from the Midwinter Fair of 1894, including the Firth wheel. The cliff side made it a difficult building project, but Sutro, the engineer, rose to the challenge.

We saw an image of the boiler room. The three huge steam boilers produced the power to heat the Baths and electricity to power the Sutro Railway that carried daytrippers from the end of the cablecar line at Presidio Avenue. The ceiling of Sutro's was made of 100,000 panes of glass. Outside was a fresh water pool and beautiful grounds. Sutro did not have expensive personal taste and liked to share. Touring his gardens cost a dime, and the money raised went to his gardeners to make the display even nicer.

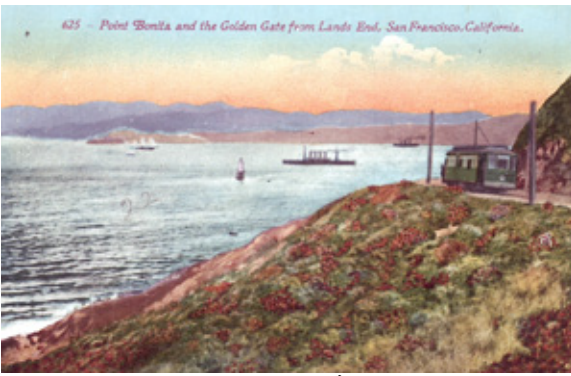
The Baths were not opened until the Sutro Railway was operating in 1896. The fare was a nickel, half the 10¢ fare charged by the competing lines. Sutro's offered theatrical acts and carnivals, but the real attraction was the swimming which drew international travelers. There was one large pool and six smaller ones—all but one with salt water—and all



LIONS GUARDING ENTRY TO SUTRO HEIGHTS



SUTRO HEIGHTS, BILLINGTON PHOTO STUDIO FAR LEFT



AT LANDS END, TROLLEY TO SUTRO'S, NOW A HIKING TRAIL;  
FROM PHOTO BY B. D. JOHNSON

heated except the largest. It was 300 by 175 feet and held 1500 bathers at one time, all of whom had to change into Sutro's wool bathing suits—itchy and scratchy—in private dressing rooms. Admission was 10¢, including suit, soap and towel. There was a Ladies Only area, but segregation was by choice.

Above the pool area was an orchestra platform and audience seating, which was steep for better viewing. Slides, if used, would spill swimmers into the pool; there was a waterwheel and no record of any injuries or deaths. We saw a color view of the pool used on postcards and posters.

Adolph Sutro died in 1898. His daughter, his heir, wanted no part of the Baths and hired a manager who brought in more events, and later she turned management over to a nephew. He brought in celebrities—Mickey Rooney, Johnny Weismuller. Esther Williams would not come because she would not appear with Johnny W. The museum exhibits were always popular, including the moth eaten stuffed polar bear from Woodward Gardens.

The pools had high dives and floating platforms



SUTRO'S AND SUTRO RR CO. FACADE

but no sunbathing because there was no sun indoors. There were beauty contests, and the theme was changed to a tropical beach with palm huts and umbrellas... but no success. Then the large pool was changed to a skating rink, and the crowds returned. In the late 1930s, ice skating was hot.

When the Whitneys took over they injected cash and brought many new attractions—the Musée Mécanique with coin operated displays... relics... the toothpick amusement park made by a prisoner... turn-the-crank viewers... nickelodeons... Panorama of the World, the subject of which no one seems to remember... Egyptian and Peruvian mummies, some unwrapped... torture implements... an auto museum with a 1948 Tucker... The Last Supper with life size lighted figures... Ito, the Japanese life sculpture with the artist's own hairs imbedded... Tom Thumb's wedding carriage....

Outside was the Sky Tram passing over Sutro's between the Cliff House and Point Lobos. Sutro's façade changed with the decades. In 1963 the



FIRTH WHEEL FROM MWF; STUDIO PHOTOS WHILE YOU WAIT



E. H. MITCHELL #135; VARIATIONS BY PACIFIC NOVELTY buildings between Sutro Baths and the Cliff House burned. Their debris was simply bulldozed off the cliff. In early 1966 Sutro Baths closed; the stuffed animals were hauled off to the dump. With George Whitney's death, Sutro's died also. We saw views of the empty building. When it, too, burned on June 26, 1966, there were no artifacts left. It had been slated for demolition in preparation for Dolger built housing, but arson leveled it first. As a building site,



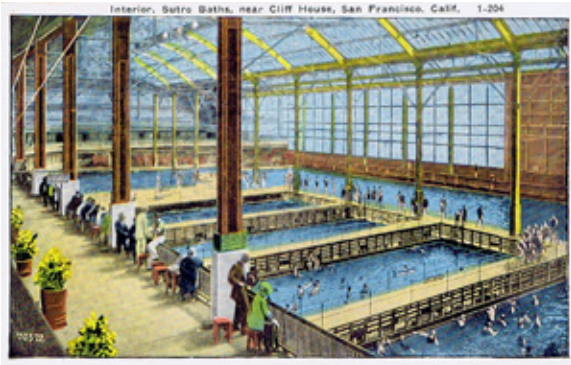
FROM THE OTHER END BY I. SCHIFF costs proved to be prohibitive. Piles of glass and steel and wood were what Sutro's left behind. Today, there are only chunks of concrete and endless memories.

Applause echoed through the cavernous Fleet Room as Jim turned off the projector.

—POSTCARDS COURTESY OF JOHN FREEMAN, GLENN KOCH, KATHRYN AYRES, DENNIS O'RORKE

—NOTES BY LB

For lots more: [www.cliffhouseproject.com/](http://www.cliffhouseproject.com/)



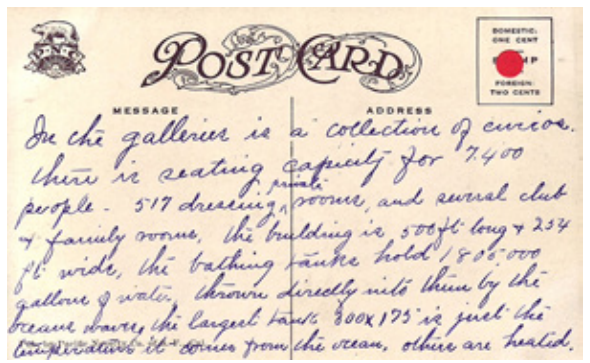
1920S WHITE BORDER, LARGE L AND 6 SMALLER BATHS



TOURING CAR AT SUTRO BATHS



EARLY VIEW FROM NORTH WITH 1909 CLIFF HOUSE ADDED



ACCURATE TOURIST NOTES



CLOCKWISE, FROM THE TOP LEFT: DRAMATIC AERIAL VIEW C.1920S; AGAIN C.1960; FACADE 1950S; ICE RINK ALWAYS POPULAR; SKY TRAM NEARING POINT LOBOS, 1000 FEET FROM CLIFF HOUSE; POSTCARD LOGO; VENDOR ENLARGEMENT; SUTRO PROMENADE WITH IMAGE VENDOR (ALAS, NOT POSTCARDS) FROM BILLINGTON PHOTO; FACADE 1930S.



## Piggott Photo, S.F.

*Here begins the publishing of our club's major research project, a survey of postcard photographers active in Northern California. The project began as an idea that envisioned a few dozen candidates. Photographer names and samples of their work were provided by many of us. The research team, chiefly Frank Sternad and Jim Caddick, last reported that a list with more than 300 names with at least brief notes had been compiled. Thanks are due to all who contributed. To Jim and Frank go a hearty round of applause.* —ED.

**JAMES KENNETH PIGGOTT** is among the few Bay Area postcard photographers whose professional roots can be traced back to pre-postcard days of the 19th century. Born in Bodega Corners, California in 1859, he operated a succession of photo galleries in Santa Rosa from 1882 to 1892, traveled outside the United States for several years, surfaced in Guatemala in the summer of 1899, then disappeared from public view until 1914 when he finally settled in San Francisco.

Initially applying his talents as a general photographer, Piggott emerged in the early 1920s as a photographic printer, producing enclosures for advertising and making photographic postcards. His son, Harold B. Piggott (born in Santa Rosa 1891) worked in the Kern County oil fields and served in the U.S. Army 1917-18 before arriving in San Francisco about 1920. The federal census in January of that year listed his occupation as chemist for a local photo paper factory. By 1922 Harold appears to have become one of the photographers for his father's business, J.K. Piggott Co., in the Aronson Building at the corner of Third and Mission.

Piggott postcard views typically feature local scenery; and an impressive series taken in the late 1930s documents construction of the San Francisco-Oakland Bay Bridge, and to a lesser extent the Golden Gate Bridge. The Piggott signature is also

found on cards showing Cypress Lawn cemetery in Colma, San Francisco's White Angel Jungle, the Great Highway at Ocean Beach, Treasure Island, entertaining circus views, and a wide variety of other scenic and topical images.

J.K. Piggott Co. advertisements from the 1930s clearly promote postcards along with other kinds of photography, but cards may have periodically waxed and waned as a primary source of income. Although Piggott's real photos generally are professionally captioned, many are unnumbered. Starting with the two S.F. bridge series, however, a four-digit number was included, and those displaying the © copyright symbol often show an additional two digits for the year the photo was taken. Such notations seem to reflect increased importance and volume of postcard sales for the photography firm. A number of cards, notably the bridge construction photos, have a single credit line on the back, while others display something rarely found on real photo postcard backs—a custom-designed stamp box. The triangle of text reads, "PIGGOTT CO/POST CARDS/SAN FRANCISCO."

About 1936 the Piggott Company moved around the corner to the 600 block of Mission Street where it eventually shared buildings with veteran postcard publisher Pacific Novelty Company and its subsidiary, Scenic View Card Co. Piggott images are known on linens published by Scenic View. By 1953 another publisher, Smith News Co., was also using Piggott photographs to produce photomechanical "chrome" postcards that had become increasingly popular and were quickly replacing real photos and linens on sales racks.

James K. Piggott died in 1941, and Harold continued to manage the J.K. Piggott Company until his own death in 1966.

—JIM CADDICK, FRANK STERNAD

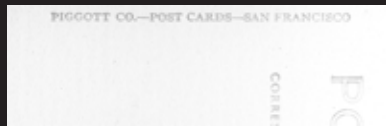
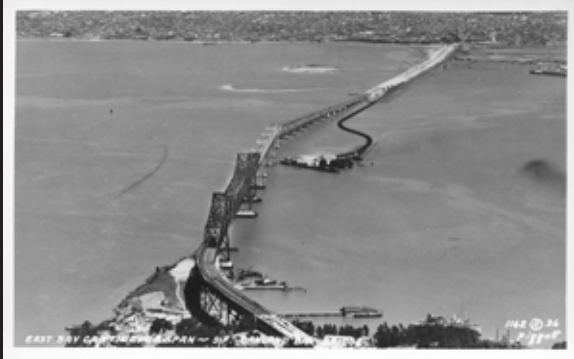
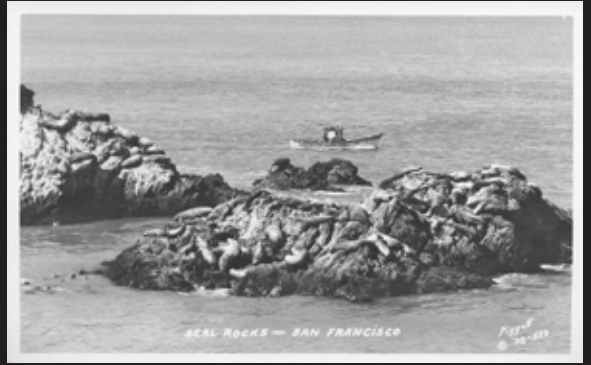
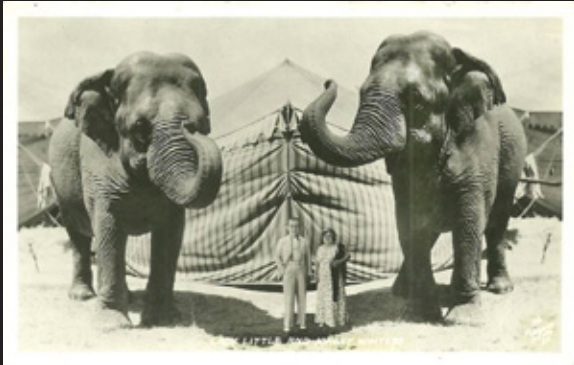


FROM 1932 AND '37  
PHONE BOOKS





SEE JOHN FREEMAN: THE WHITE ANGEL, NOV 2008 ISSUE



1162 © 36  
Piggott

Piggott  
Photo  
1967

©  
Piggott  
S.F.

Piggott  
Photo  
J.F.



35—GOLDEN GATE BRIDGE, SPANNING THE GOLDEN GATE, FROM THE MARIN SHORE TO SAN FRANCISCO, CALIFORNIA.

63499  
The Golden Gate Bridge spans Northern California and the San Francisco Bay with one steel and rigid section. This imposing structure has the longest single span of any bridge in the world, 4200 feet. The steel width of the bridge is 90 feet. It has great pedestrian attraction and also lends for automobile traffic.

Marion T. Stone



Union News-Credit Co., and Museum, 31, San Francisco, Cal.

POST CARD

ADDRESS



# 10 How Fashion and Fraud Killed Ostrich Farming in Northern California

by John Freeman

Ostrich farming was promoted as a lucrative investment over a century ago. The farms, well documented on postcards, were major tourist attractions and had years of popularity, but, almost over night, they disappeared from the landscape. This is the story of the rise and fall of ostrich farming in Northern California.

African ostriches first arrived as a zoo attraction in New York's Central Park in February 1869. The birds had to be kept warm in a barn in wintertime, but during warm weather were viewed in outdoor pens as a curiosity of great interest. A few years later, P.T. Barnum was importing ostriches for his circus side-shows. But before ostriches were seen in this country, France and Britain, major colonists of Africa, were importing ostrich feathers for elegant fashion accessories. Originally, wild male ostriches were hunted and killed for their plumage. By the mid-1870s, egg incubation was tried successfully, and the industry became more domesticated, primarily in Egypt and South Africa. By the end of that decade, ostrich farming was introduced to Australia, using the same business model of harvesting plumes from living ostriches for the women's fashion trade.

By the early 1880s, entrepreneurs brought the

birds to the United States to start ostrich farms. Northern climates would require heated barns in winter, so the idea took hold in warmer areas.

Florida proved disastrous because of the high humidity and damp soil. Ostriches in the wild live in warm, dry climates, and Southern California seemed to have conditions similar to their natural African environment. By the late 1890s there were eight locations in Los Angeles, Orange and San Diego counties raising ostriches for feather production. The two largest farms were Cawston in South Pasadena and Bentley, north of San Diego. Both claimed to be the oldest in the state, dating from 1886. They were similar operations, each running a rail line out to their farm and becoming major tourist attractions in their communities. Arizona was also an area that was well suited for ostrich farming. The popularity of the feathers in women's fashion

made raising the birds an attractive investment, and by 1904, the first ostrich farm in Northern California opened in San Jose with birds hatched and raised in Phoenix.

The San Jose Ostrich Farm was located on the east side of town on Alum Rock Avenue, on the northwest corner with King Road, served by the San Jose & Santa Clara Railway trolley. By 1907, a downtown retail outlet was opened in the leading hotel, the St.



SAN JOSE OSTRICH FARM



SAN JOSE OSTRICH FARM, BY FRANK DAVEY



GOLDEN GATE OSTRICH FARM, 1914

James, on North First Street. The farm followed the successful model used in Southern California—raising money through sale of stock, locating on an interurban rail line and offering a zoo-like atmosphere for visitors to view the gangly birds, see the egg incubation process and watch feeding or periodic feather clipping demonstrations. A visit to any town with an ostrich farm on its outskirts was incomplete without seeing the birds and maybe purchasing an ostrich novelty.

Another standard of ostrich farms was naming the birds after colorful characters in the news. At San Jose, two of the females were called “Carrie Nation” and “Nellie Bly.” In 1907 the graft trials of San Francisco Mayor Eugene Schmitz and his chief-of-staff and accused bribe instigator, Abe Ruef, were front page news. The ostrich farm named two of its dominant male birds “Schmitz” and “Ruef” and their 325-pound male rival, “Heney”—named for the trial prosecutor, Francis J. Heney.

That fall, San Francisco newspapers ran an ad campaign for stock investment in an ostrich farm



in Oakland. By July 1908, the Bentley Ostrich Farm of San Diego County announced it would have a branch in Oakland, in the Fruitvale district, at East 14th and High Street. It opened on August 30, with the featured birds named “George Dewey” (Admiral at the battle of Manila Bay) and the other Spanish American War naval hero from the Cuba campaign, “Fighting Bob” Evans, recent commander of the Great White Fleet that had docked in San Francisco Bay.

While promotional articles and ads made ostrich farming seem a high profit, low risk business with a whimsical circus atmosphere, there was a darker side. The initial money to start an ostrich farm usually came from sales of stock. The regulations for issuing shares were loose at the time, and fraud was common. The press ran large ads touting the certainty of success for ostrich farming in California that would “produce finer plumes than in their native land.” The ad text would close with “we ask you to invest a small sum in an ostrich farm which will pay you big returns.” These ads were common during the

Visit the Oakland Branch of the **BENTLEY OSTRICH FARM OF SAN DIEGO**  
The Original Ostrich Farm of America

Where about **FIFTY GREAT BIRDS** including a number of young chicks can be seen in their corals, eating, running, and in their peculiar liturgical action. In the salesroom are displayed the most perfect assortment of Ostrich Feather Products, Plumes, Bows, Stoles, Etc., in all colors, of the very best material and workmanship at prices guaranteed to be as low as any of like quality made in the United States. It is impossible in this brief space to give a description of each Plume, Bow or Stole, suffice to say, however, that you will find them equal to any for which you would pay double the price in your local store. You have the assurance of getting the genuine article and the privilege of personally selecting your own purchase from the Bentley Ostrich Farm, which has the reputation of manufacturing the best plumes on the seaboard. The repair department is in charge of an experienced lady where Ostrich Feathers are cleaned, curled, dyed and made over. Bring your old feathers with you and let us show you how they can be improved.

Open Every Day in the Year from 9 a. m. to 6 p. m.  
**ADMISSION TO FARM 10 CENTS TO SALESROOM FREE**

PHONE 8 HAYES, FRUITVALE  
1234 47TH AVE., HAYESVILLE

12 years 1907 to 1911, the time when ostrich plumage on women's hats was at its flamboyant peak and it



seemed as if the fashion would never change.

Like all get rich quick schemes, the ostrich feather industry had its share of con artists and shady characters. Scattered in newspapers across the country were minor articles about ostrich farm stock swindles and thefts of plumes valued at \$25 to \$35 apiece; they were easy to overlook amid the sensational local crimes of far greater magnitude. The owner of San Jose Ostrich Farm sounded the alarm on two of his former employees posing as ostrich plume dealers who might have been linked to thefts of large supplies of plumes from his showroom. He then decided to move his operation to a safer location and headed north to become the Sacramento Ostrich Farm, which opened at 10th and W Streets during the summer of 1909. He was robbed again the following January—in Sacramento—of a couple thousand dollars worth of plumes. The market was hot for the fashionable feathers, and thieves were drawn by the untraceable, easily transported and resold commodity.

San Francisco, the fashion center of the West Coast, would also have its role in this ostrich feather mania. In February 1910, Cawston Ostrich Farm of South Pasadena opened a retail store at 54



CAWSTON SHOP, 54 GEARY STREET

plumes were in high demand. In 1912, local ostrich farm scheming took a bizarre twist. A stock company was incorporated as the Golden Gate Ostrich Farm. The plan was to establish a farm in San Francisco, in the most unlikely climate, near Ocean Beach! After a brief fight with the Sutro family heirs and other neighbors about the odoriferous impact of a herd of ostriches, the farm opened east of Sutro Heights on Balboa Street and 47th Avenue on March 1, 1913. The featured birds were named after William Jennings Bryan, the perennial presidential candidate and Big Bill Taft, our most corpulent president. The farm must have struggled to get visitors, but then secured a lease for a parcel of land just at the end of the new Municipal Geary streetcar line at Great Highway and Cabrillo hoping that would draw the crowds. The ostrich farm put out a postcard detailing their services and linking themselves to the PPIE in 1915. They would not last that long.



CAWSTON ON THE ZONE AT PPIE, 1915

The ostrich industry in Oakland had the advantage of more favorable weather than San Francisco but had other problems to contend with. In January 1912, Oscar Bentley, patriarch of the Bentley Ostrich Farm, was killed in an auto accident near his farm in San Di-

Geary Street, near the most fashionable millinery shops in San Francisco. Millinery excess was at its height then, and the poufy



*P.S.*

**MEMBER MAIL:** Last weekend, I drove down old I-15 West, to the old, quiet community of Glendale. Ah.... The Vintage Paper Fair was held on two fair days. The auditorium was filled, in fact overfilled, with tables and more tables in the foyer laden with that certain shape box containing our favorite treasures, Post Cards! Our Chief of Fairs Hal had his lovely wife manning the tables as he was busy scouting the room and checking with all the dealers. I did find my Card of the Show, a real photo, "13. Nob Hill San Francisco Cal." The view is facing Nob Hill from the southeast with Kearney Street and the painted wall sign of the Baldwin Hotel showing. (Love those old painted hotel signs!) I will return to the show in 2013 and again proudly wear my vintage SFBAPCC t-shirt! Newsletter suggestions: a list of member web sites that show their postcard collections; suggestions on how to make your own postcard web site. If any members in Las Vegas would like to get together to show and tell about our postcards, I'd be glad to hear from you. Ron, rr2wrr(at)aol.com. ... And from Stanton Lovelady: Due to current and ongoing health concerns I will not be renewing my membership. I have sent along my collection to family and friends. Even tho I was not an active member of the club, I was proud to be listed as a member and I always enjoyed the newsletter. Best wishes to all and Happy Collecting!

**NOTE READING FAILURE:** My handwriting got the best of me with the notes on Hy Mariampolski's program on Mods last month. Here are a few lines I just deciphered: Jennifer Henderson with her magazine column on Moderns had great influence on collecting. ... Absolut had the most successful—and international—Rackcard campaign. ... Art cards are lagging. Too bad! They're great for teaching kids and for a home "gallery." ... In Europe there are far more Mods at shows than here in the U.S. Hy's up on the 'Bay now with some fine Mods and selected oldies. He calls his store carpepostcardum, loose Latin for GoCatchEmCards.

**SPEAKING OF FREE CARDS:** Several arrived from David Hunter. Most notable is the buckled belly from Cinch Saloon on Polk and the prideful Har-



is extremely satisfying to come home from North Beach or Polk or Clement Street, or wherever, with an exciting new card or two that you—yourself—have found. ... While we're showing and telling, I'll slip in this RP sent to a photographer friend in 1985 by Lois Lewellyn and the new-to-me R. Crumb

vey published by Terasol gift boutique, just across the street. Kudos to and for both! ... Mods live on, as do Racks, if not in the quantity and with the vigor of a decade ago. Cards are out there for the finding and taking if they're free or for finding and purchasing if they are items of commerce, as was the Crumb card on p.15. It



card by Kitchen Sink Press from 1991 on which Crumb "depicts a 1960s nightmare for parents."

**MEMBERS IN MOTION** From Ruth Stotter, just back from Germany: In case you keep an international



file of postcard dealers, add Philatelistics Buro A. Pinkert (speaks no English), Kreuzstr. 1, 80331, Munchen (Munich), axpin(at)arcor.de. Note: Flea markets in Berlin were very disappointing. The few people there with postcards didn't mind letting them get rained on—so, poor selection and poorer

quality. ... Dan Saks' night view and story on the Statler in Los Angeles took Frank Sternad back: "I got my start collecting revenue stamps by attending a SESCAL (Stamp Exhibition of Southern California) show in the Statler Hilton in 1962 while attending USC. In the exhibit hall was a fabulous display of U.S. Match & Medicine proprietary stamps that lured me into the specialty. ... And Frank's article on the Bromo-Seltzer tower carried Don Brown back: "That article about Edward Emerson, the Bromo-Seltzer Tower and its architect Joseph E. Sperry was my learning experience today. Thank you. During my military years stationed at Fort Holabird in Dundalk, a suburb of Baltimore, I found that tower most intriguing. It has been a productive year at the Institute of American Deltiology here in Pennsylvania. I am putting finishing touches on the Arcadia book (MYERSTOWN AND EASTERN LEBANON COUNTY) and also have been taking a photographer around Lebanon County for the Institute's other major project this year, the production of a set of postcards focusing upon the six original townships when the county was formed in 1813. We have also prepared a third vanload of postcards (the New England states) for transfer to the National Trust Library at Univ. of MD in College Park. However, boxes and boxes more of postcards have been turning up here in Myerstown from folks who keep finding them and know not what to do. At least some Americans have stopped burning old postcards (we

all can hope)."

SOCIAL NOTES... On the back, in elegant handwriting: This is the hand carved teak wood (and glass) doorway of our City Club through which I went to dinner Jan, 29th. It adjoins the St. Francis Hotel on the west. I pass through it many times a week meeting friends there, or attending some club affair—lectures, musicals, etc. It plays a considerable part in my life, as I live it now and fills many an otherwise lonely hour. It is invaluable to me.



WOMEN'S CITY CLUB  
OF SAN FRANCISCO

WEBSITE RESPONSE: Enjoyed the Glacier Point Hanging Rock photos (Feb 2004). My grandfather, Francis K. Murray, was a ranger in Yosemite. His fellow ranger, Don Tressider, fulfilled my grandfather's last wishes after he died from pneumonia in his early 30's. Tressider rappelled off Hanging Rock and placed my grandfather's ashes in a deep crack in the rock, so I always think of Glacier Point as a sort of memorial marker for my grandfather. —Don Child —ED.

## POSTCARD CALENDAR

- Oct. 20, Sat, **WALNUT CREEK**, Railroad, Mining, Western Artifacts show, 1475 Creekside Drive, 9am-4pm\*
- Nov. 2-4, Fri-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](http://www.vintagepaperfair.com)
- Dec. 29-31, Sat-Mon, **SAN MATEO**, Antique & Collectibles Show, San Mateo Expo Center, Sat.-Sun. 11am-6pm, Mon.11am-4pm\*
- Jan. 5-6, Sat-Sun, SAN FRANCISCO, Vintage Paper Fair, County Fair Bldg, 9th Ave at Lincoln Way; Free entry\***
- 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

**SAN FRANCISCO BAY AREA POST CARD CLUB**

**APPLICATION FOR NEW MEMBERSHIP**

Individual/Family \$20

Outside of USA \$30

Become a supporting member by adding \$10 or more

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

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

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

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

Collector

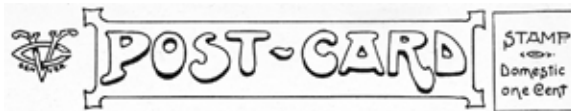
Dealer

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

10/12



**2012 MEETINGS**

October 27

November 24