

San Francisco Bay Area Post Card Club

November 2012

Next Meeting: Saturday, November 24, 12 to 3 pm

Vol. XXVIII, No. 10

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

- THE MIDWINTER FAIR OF 1894
- THE LINCOLN HIGHWAY, PART II
- ALBERT E. DAVIES PHOTO
- SF GIANTS FEVER

PROGRAM NOTES: Our annual holiday Fingerfood Potluck. The club will provide beverages and tableware. Everyone is to bring a platter of nongoopy delectables to share. Remember, we will be handling postcards. The group Show & Tell will be the program.

SHOW & TELL: Each of us is to bring one card—and one card only—this month. It will be scanned and projected for all to see while you tell about it. Make it your best!

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.



TO HELP LOCATE THE BUILDINGS SHOWN ON THE POSTCARDS INSIDE

① = JAPANESE TEAGARDEN, ② = DE YOUNG SPHINXES, ③ = ACADEMY OF SCIENCES SITE TODAY

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MINUTES, October 27, 2012

Bright blue skies. Plenty of parking. Lots to look forward to as there'd be many dealers setting up. Some were already at their tables by 11:30, and by noon Ed Herny, Joseph Jaynes, Chuck Banneck, Alex Pellegrini and Ken Prag were surrounded with eager collectors. Within a few minutes Janet Mesick and Hal Lutsky were also behind their tables. A successful minishow was had by all!

Copies of "Facing Disaster," the club-published book for the centennial of the 1906 earthquake and fire were also for sale. They will next be seen at the January Vintage Paper Fair in Golden Gate Park.

Not everyone signed in, but every chair in the room was filled—about 40, in all.

The meeting was called to order at one o'clock by President Ed Herny.

Announcements: Hal Lutsky announced that the Vintage Paper Fair will be on November 18 at a new venue in Walnut Creek and that it is a one-day only show on Sunday. Show tables are sold out; parking and entry are free.

Lew Baer has club earthquake books for sale today. Six copies were sold.

Kathryn Ayres told that the November meeting would be our traditional Holiday Fingerfood Potluck; we should each bring a nonsticky noshable to share and one card for the illuminated Show & Tell.

Drawing: Many items and many winners. [My lucky number garnered a set of Italian Swiss Colony chromes from Asti—charming and relatively com-

mon cards that show the way vineyards used to look. I'd never realized there was a "set" of these, nor that it included one card I'd never noticed before. A fine addition to my wine/Sonoma County/Calif. Agriculture categories!]

Old Business: Carol Jensen told that she was very pleased to see the first article in our club research project on Northern California postcard photographers in the October newsletter. When will more be coming? When will the book be published? Her first question was answered immediately when she was volunteered to prepare the next article for the November issue. [Thank you Carol!] "The book" is a long way off.

New Business: Election of Officers for a two-year term— A white ballot was called for as all current officers had agreed to serve again, but before that was possible we should nominate and elect a Secretary. Nancy Redden raised her hand to ask a question, and she was immediately nominated and elected to the office of Secretary. [Congratulations Nancy!] The white ballot was then cast, and our standing slate of officers was duly reelected for 2013-2014.

A motion was made to have a postcard walk at Sutro Heights in mid January or February, the date to be decided upon in Executive Session. Seconded and carried.

Show & Tell: Ed reminded us of the 3-item 2-minute limit. ... Darlene Thorne told that she made a presentation to the Glass Art Club of San Mateo and was given some very nice cards by a woman there: a set of Great White Fleet ship cards that we had not

seen before and a set of Cardinell Vincent real photos (RPs) of Fred Wiseman, who—arguably—made the first “Air Mail” flight (from Petaluma to Santa Rosa). [Make that extremely nice!] ... Ted Miles just got back from Kentucky and Tennessee where he and Arlene investigated the Shaker community of which his grandmother was a member; he showed mods of recreated Shaker Village, an island of simplicity in the age of Victorian stuff. ... Karen Anderson’s interest in Mods was kindled by Hy Mariampolski’s recent program; she showed three St. Germain cards she found in bars—dominatrices and elderberry wine! ... Dan Cudworth revealed he has not seen a single presidential campaign postcard this year; in Denver he got an elegant privately published book on postcards of the Rocky Mountains (SHARED MOMENTS, ROCKY MOUNTAIN NATIONAL PARK AND ESTES PARK REMEMBERED IN POSTCARDS by James H. Pickering with Postcards from the Collection of Bobbie Heisterkamp, 2011); Dan also showed an oversize record card with Tony Bennett singing *I Left My Heart in San Francisco*, and an oversize card of Half Moon Bay published in Germany for the German tourist market. ... Ed Clausen attended a large postcard auction in Sioux City and showed the catalog. ... Norman Freitag brought newspaper pages with coverage of Leonard Lauder’s cards at the Fine Arts Museum, Boston. ... Joseph Jaynes showed a used card of the Titanic and Olympia in top condition; when he took it out of the sleeve and ran his fingernail over the stamp, we could tell it was a color copy! Beware of overeagerness when buying cards. —NOTES BY LB

WELCOME TO OUR NEW MEMBER

Bernard Brasseur, a collector of polar exploration, early aviation, French topics. No approvals, please. A Supporting member.

TREASURER/HALL MANAGER REPORT

As of Nov 1, 2012.....\$1,593.01

Our rent is paid for November, so our only outstanding expense before the end of the year is for the newsletter. Money well spent!

—ED CLAUSEN, TREASURER/HALL MANAGER

POSTCARD CALENDAR

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

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*

Jan 19-20, Sat-Sun **SACRAMENTO**, California’s Capital Show, 6151 H St, from 10 am

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.

DUES WILL BE DUE

The November meeting is the last of our postcard year, and while we are rejoicing over delicacies and imbibables it is an ideal time to pay our dues for 2013. We all know that dues have been increased to \$20 for basic membership, \$30 or more for Supporting Memberships and \$30 for out of U.S. memberships. Please give your cash or check to our Treasurer, Ed Clausen. These are straitened times for all of us and for the club, as well. Please consider renewing at the Supporting level

THANK YOUS ARE DUE

Another postcard year is ending, and soon it will be 2013, my 23rd stint, I believe, as Editor. Every year has been new and exciting. At first, I was alone on these pages, then several among our membership had their arms and egos twisted to produce print to cover the vast whiteness. Then, after a couple of years, your contributions picked up. Now, I have to hold back a half filled IN BOX every month. Thank you to all who have (and will) put your knowledge and writing talents on the line. Special thanks are due to the daredevil repeat writers, and extra special kudos go to the dedicated support team of proof reader and fact checker: Kathryn Ayres and Frank Sternad. —LEW

Ed Herny on the CALIFORNIA MIDWINTER INTERNATIONAL EXPOSITION OF 1894

Ed began by telling that the 1894 Midwinter Fair was the first World's Fair held west of the Rockies. He has been collecting this fair for 40 years. How? Why? He wonders himself, and realizes he was "just drawn to it." Ed is not a native San Franciscan, but looking for coincidence he realized that his father was born in 1906, his mother in 1915, and they were married in 1939—all pivotal years in city history. "There was something going on."

In 1873 the first precursor picture post cards appeared. These were government issued postal cards (imprinted with indicia by the Post Office Department) with advertising and minor illustration. In San Francisco, Baker & Hamilton Hardware put out a card of this type in the 1870s which was probably the city's first "picture" postcard. For Chicago's Columbian Exposition of 1893 the first true U.S. picture postcards were issued, and in great variety. San Francisco, hastening to present its fair the following year, was quick to learn.

Michael de Young, owner of the *San Francisco Chronicle* newspaper, was in Chicago for the 1893

fair, and at the last minute convinced participants to ship their exhibits by train to San Francisco rather

than returning them to the four corners of the earth. He also convinced San Francisco's business and political leaders that a World's Fair was just what the city needed. It was a daring idea... that worked!

As the projector flared, we saw a map of the fairgrounds area in Golden Gate Park that is now the Music Concourse and surrounding museum complex. The Japanese Tea Garden remains today—saved from demolition after the fair by popular demand.

Picture postcards were a novelty in 1894, but three local publishers were bold enough to print them. In all, three sets were produced for the California Midwinter International Exposition.

The Set of Nine – with two illustrations on each somewhat oversize card, are the best looking—and most commonly seen—Midwinter Fair postcards,



THE SET OF NINE, SHOWN HERE AND ON PAGE 5





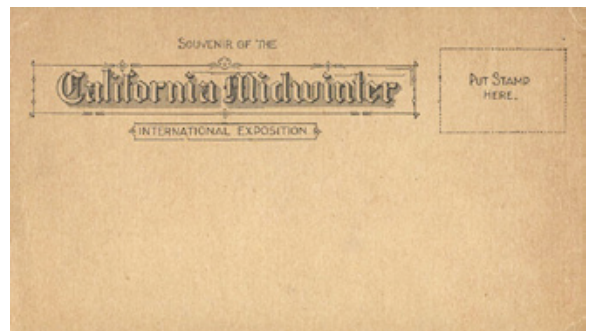
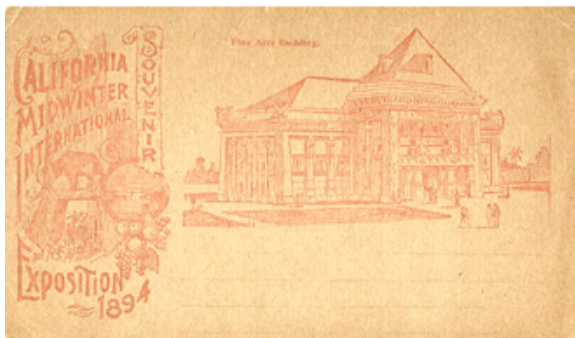
all of which are rare. They mimic in style the Columbian Expo cards that de Young saw in Chicago and which he convinced San Francisco publishers to produce. The Set of Nine was printed by Schmidt Litho and Label Co. and show G. L Hergert as publisher. No listings are found for Hergert until 1895 when he was shown in the city directory as “manufacturer’s representative.” One Set of Nine card pictures the Santa Barbara Amphibia Building that had seals in it. Another shows the Firth Wheel, copied from the Ferris Wheel in Chicago and built locally



for the fair. Still another card shows the 100 meter tall Electric Tower at the center of the fairgrounds, and the Fine Arts Building that remained after the fair closed but was severely damaged in 1906. The cast concrete sphinxes at its entry are still in place. The Tower's changing light patterns were probably the first light show in San Francisco.

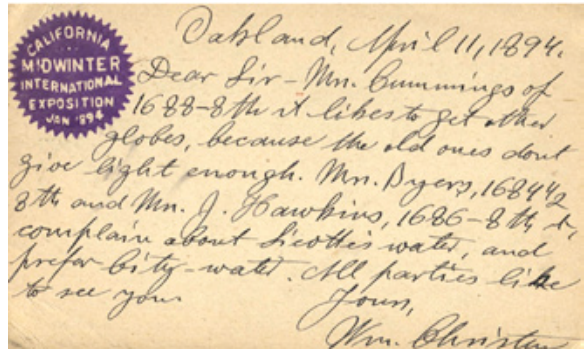
An Electric Tower card from the Set of Nine lit up the screen. It was overprinted with an ad for Fleming's whiskey as a preventative for *la grippe*.

The Set of Four – Each have a portrait of M. H. de Young on the back, a less clear front image and are



all on cheaper, more brittle paper. They are also far more rare than the Set of Nine cards; this may be because they did not sell well due to their poorer quality. We saw the Horticultural Building, the Allegorical Fountain and the Mechanical Building.

The Set of Five – These cards are extremely rare. Published by Union Photo Engraving, they have plainer backs and single color printing on front in red, green and blue for a total of 15 cards. Ed has only two, both red. Next came one of the Set of Four with overprinted back for the Mechanics Fair of 1895 turning an 1894 MWF postcard into an 1895



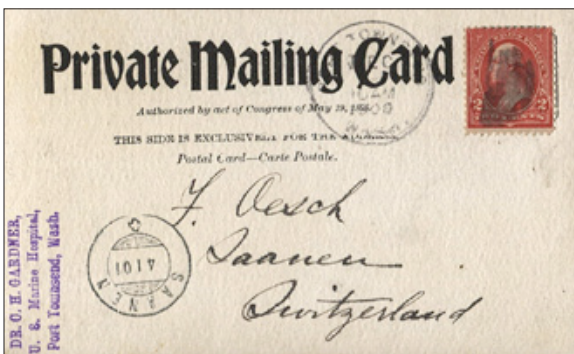
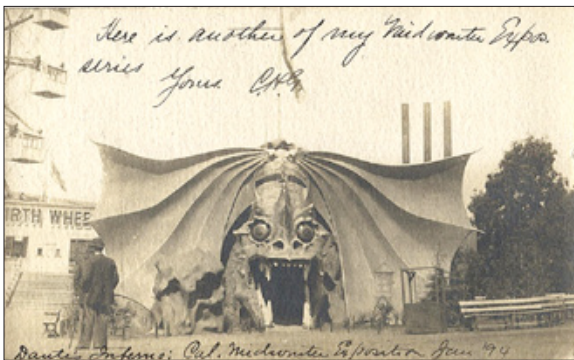
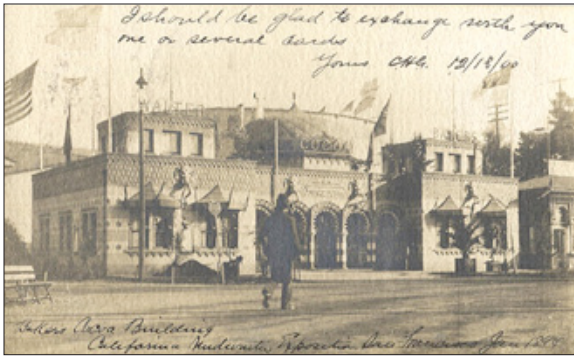
trade card with images of whiskey bottles. Ed now has the actual bottles as “go-withs.”

Another back appeared with a poster stamp advertising (again!) whiskey and rubber stamped by the Ferry Drug Co. Next, came the front of the card.

All of the cards we had seen thus far were commercially printed postcards. The next card had a Midwinter Fair image and advertisement for a liquor dealer, Roth & Co., but it was printed on a government postal card. Another government postal

card had only a purple medallion printed in the upper left corner.

The group of three cards shown on the following page are extremely rare and unusual. They are real photos (RPs) made from negatives taken at the Midwinter Fair, printed on 1898 Private Mailing Card stock and postmarked in 1900—possibly the earliest San Francisco RPs. The first image is of the Moorish influenced style Walter Baker Cocoa Building, signed by its presumed maker a Dr. C. H. Gardner,



and addressed to a fellow postcard collector in Switzerland. Ed has found two more cards by Dr. Gardner. One shows Dante's Inferno, an amusement booth, with part of the Firth Wheel visible behind it. The third card shows the Manufacturers and Liberal Arts Building which is also shown on the seventh card from the Set of Nine and the third card in the Set of Four. It is interesting to compare the photo image with the pre-exposition artistry of the two printed cards. They are quite similar, unlike the images on the pre-fair cards published for the 1915 PPIE which differ greatly from what was later built.

Ed's research has revealed that Dr. Gardner, who made the real photos, worked at the Marine Hospital at Port Townsend, Washington.

Like the Columbian Expo cards, the Midwinter Fair cards were 6.1 by 3.75 inches—the size of the U.S. Grant postal card, larger than what became the standard size of Golden Age Cards—3½ by 5 ½ inches. Because of their size, many MWF cards are found trimmed to fit Golden Age postcard albums.

The projector dimmed, and Ed answered questions from the audience. Comparing San Francisco's fair to Chicago's, it was about one-tenth the size. Chicago took ten years to plan its fair (and opened a year late; it had been planned to open in 1892). 1500 stereo cards were issued for the Columbian Expo, 150 for the Midwinter Fair. The MWF opened on January 27, three weeks late, because the train bringing the exhibits and amusements was held up by snow in the mountains. Scheduled to end on June 30, 1894, it was held over and closed on July 4.

The 1890s was the end of the Trade Card Era that had begun in the 1850s. Picture postcards were not common in 1894, and there are far more trade cards of the Midwinter Fair than there are postcards. There were also decorated envelopes, brochures and view books published for the Fair. The 1890s was the heyday of souvenir spoons. Many were made for the California Midwinter International Exposition, and Ed is an avid collector of them.

The screen went dark, and a surge of applause filled the room as we all headed back to the dealer tables to work on our 2012 prewinter collections.

—NOTES BY LB

THE LINCOLN HIGHWAY, Part II

by ART SOMMERS

The automobile and the airplane were two of the technological marvels consuming the attention of Americans across the land during the first two decades of the twentieth century. Not long after the Wright Brothers' first flight which lasted just seconds in December of 1903, William Randolph Hearst offered a \$50,000.00 prize to the first aviator to fly coast to coast using only one plane and accomplishing the feat in 30 days or less. California born Robert Fowler was the first to file with Hearst's newspaper to attempt the transcontinental flight. Fowler informed Hearst of his intentions in August of 1911, a scant eight years after the Wright Brothers' flight at Kitty Hawk. As with the airplane, automobile manufacturing was developing rapidly, transforming it from the early "horseless carriage" to a vehicle that could cross the continent.

The growth of automobile use can be seen in the vehicle registration numbers provided by the California Department of Motor Vehicles. There were 123,516 registered vehicles in California in 1914, 164,795 in 1915, 232,440 in 1916, and over 300,000 in 1917. The most important factor missing from an automotive trip across country was reliable roads that could carry a car from coast to

coast. The idea of a transcontinental highway from New York to California was realized in 1913 through the efforts of a group of early auto enthusiasts. The first cross country road would be named the Lincoln Highway in honor of President Abraham Lincoln who had been assassinated only fifty years earlier.

That means there were still many people alive to travel the first Transcontinental Highway who had been alive during the years of Lincoln's presidency. It seems odd that attempts to cross the continent by airplane preceded development of an automobile route by a couple of years. That is similar to the idea of a manned mission to the moon before a manned mission to the bottom of the Mariana Trench in the Pacific Ocean.

The concept of the Lincoln Highway was a boon to the city of San Francisco which was hoping that the Panama Pacific Exposition of 1915 would show the world that the city had fully recovered from the devastating earthquake of 1906. The Lincoln Highway would be a totally modern way for people to travel to San Francisco to experience the PPIE.

An article on the Lincoln Highway in California

appeared in the September 2010 edition of this newsletter. That story used postcard images from my collection to illustrate scenes on the Lincoln Highway from the Lake Tahoe area down to the West Coast terminus in San Francisco's Lincoln Park. Every postcard image used in that article was from a different photographer or publisher. Now, as a follow-up to that story, we'll see



The Lincoln Highway coming up to Donner Summit from the eastern side. Note how the lines used to create the "Ns" in "Donner" don't fully meet at top and bottom. "LH" was used on this image to identify it as of the Lincoln Highway. A short vertical line is visible on the "L" in "CAL". The letters also slant slightly to the left.

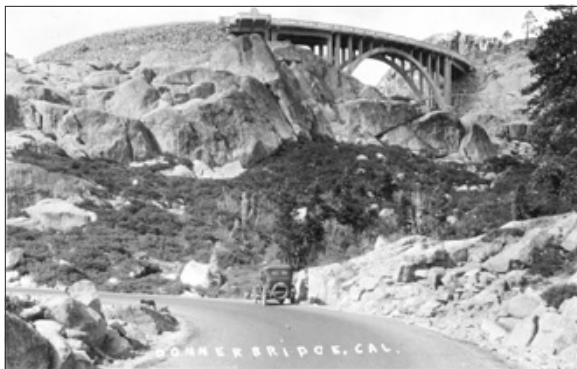
postcards by a single photographer documenting the route of the Lincoln Highway as it passed through the Sierra Nevada Mountains on its way down to the edge of the continent.

The genesis of this second article was a real photo card (RP) of the Lincoln Highway as it crossed Don-

ner Summit. When putting away this new eBay acquisition, I noticed the unique script used to identify it. The photographer's lettering was similar to many other cards I had of the same area. Sometimes, the photographer used "LH" in his notations on the front of his cards. The "LH," it seems obvious, is an



The Lincoln Highway route as it closes in on the summit. The words are stacked on top of each other on this postcard as opposed to stringing them out on same line. Here, "LH" was used again. The lines in the "N"s are unconnected, and a vertical line is only hinted at on the bar of the "L" in "CAL". Letters lean to the left.



The newly asphalted route from Donner Lake over the summit would become Hwy 40, and the old Lincoln Highway, a dirt road, would be abandoned. Note that parts of the old Dutch Flat-Donner Lake Wagon Road were used by the Lincoln Hwy and parts of the old Lincoln Hwy were used by U.S. Rte. 40. The path over Donner Summit was too narrow not to make use of the existing roadbeds. The camera is looking up at the Donner Lake "Rainbow Bridge" which was dedicated in 1926. This roadway and bridge are still in use after almost 90 years. The left tilt to the lettering is more pronounced.

abbreviation for Lincoln Highway.

Little additional narrative on the history of the road was needed as the 2010 article gave the basic details. What was needed for this second article was biographical information on the photographer whose images were used. Frank Sternad was sent one scan and asked if he recognized the photographer's block printing style of script. The lettering style was unfamiliar to Frank, so that changed the focus from discussing a known photographer's sin-



The photographer put the caption on the left side this time to avoid the tree, and put it onto the dark background; otherwise the words would have been less clear on the lighter background. Lines in the "N"s are joined, but subject and tilt of the letters and the printing style are pretty evident. This card was mailed to San Jose and dated September 22, 1925.



Taken at the camp with restaurant, cabins, etc. at the western end of Donner Lake. This small community was known as Gelatt, and it had its own post office. The snow sheds rounding Donner Summit can be seen in the background. The vertical line on the "L" in "CAL" is pronounced in this image.

gle point of view on the Lincoln Highway in California to using an unknown photographer's images.

Perhaps a reader of this newsletter can identify him... or her.

The search through my collection for sample images by the mystery photographer resulted in many more than I had expected. I also came across images by this photo phantom taken of other subjects.

Some of the characteristics of the block letters used on the image descriptions are: The vertical and slanted strokes used for the letter "N" are seldom

closed; there is usually a gap. The abbreviation "CAL" for California was often used, and many times the "L" has a small vertical bar on the bottom horizontal, making his "L" look somewhat like a "4". The printing also tends to lean to the left. Interestingly, these quirks are not consistently applied to all the postcard lettering. However, this block printing is unusual and consistent enough that I am fairly confident that all the images shown here were made by the same photographer.



This is final image of the Donner Lake and Summit areas. This shot was taken while looking across Donner Lake from the east to the western shore where the community of Gelatt can be made out at the bottom of the Donner Summit. The snow sheds are seen as a black horizontal line on the flank of the mountainside. Our mystery photographer included "LH" in the title of this image.



The main route of the Lincoln Highway was from Donner Lake over Donner Summit passing through Nevada and Placer Counties as shown in first six images. However, there was an official alternate route for the Lincoln Highway that looped around Lake Tahoe and took the route that we now know as Highway 50. This image of Lover's Leap in El Dorado County is from along the Hwy 50 route, known at that time as the Lincoln Highway alternate route. "LH" is used again in the caption.

The American River as it flows below the town of Auburn. The old road from Auburn to Foresthill and Cool is seen as white horizontal line high on side of mountain to the left. Further down that hillside is another white line which is the route of the Mountain Quarry Narrow Gauge Railroad from the Limestone Quarry on El Dorado County side of American River up to meet the mainline of the Southern Pacific Railroad at



Auburn. Our mystery photographer has the letters leaning to the left, the lines in both the "M"s and "N"s do not meet, there is the tell-tale vertical line on his "L" in "CAL". The Lincoln Highway passed through Auburn so the photographer did not have to get far off the road to take this photo. The back is postmarked

1926 which is the same era as the Lincoln Highway photos around Donner Lake and Donner Summit.

Albert E. Davies Photo

ALBERT EDWARD DAVIES (1892–1978) is well known to East Bay postcard collectors for his San Ramon Valley, Diablo Valley, and eastern Contra Costa County images. His manuscript and typeset signatures, “Davies Photo” and “Davies Photo Service,” are commonly seen on postcards as well as other photographs that served as a mainstay of the Contra Costa Development Association.

Born in Brooklyn, NY to Edward W. and Bertha Benjamin Davies, Albert moved to California with his parents, sister, and grandmother after 1900, and resided on Linden Ave. in Berkeley at the time of the 1910 census. One of Davies’ earliest real photo postcards shows a wide drive in Golden Gate Park. Identified by rubber stamped “A.E. Davies/Berkeley” on the reverse, the card dates to 1911 judging from the “Letol Made in California” stamp box.

Not yet a professional photographer, Albert worked during 1910-20 in San Francisco as a salesman for The Buffalo Specialty Co. and Usona Mfg. Co., headquartered in the east. Albert and Jessie Ione Davies were married in 1916, soon joined by son Gordon and daughters Betty and Gwendolyn.

By 1920 Davies had his own photo studio, likely inside his Berkeley home, but he kept his sales job for at least another year. At the same time, Davies became director and general secretary of the Lantern Slide Division of the International Photographic Association. He was also a nature lover and an avid bird watcher, and in July 1920 was admitted to the venerable Cooper Ornithological Society.

In Oakland, Davies ran a fountain pen shop until 1930 and then opened a photographic specialty and supply business on 14th Street near Franklin. A real photo postcard of Yosemite Falls is backstamped “Davies Photo Post Cards, Oakland, Calif.” with the “S” of “DAVIES” swept backwards to underline his name. The circa 1930 scenic photo is an artistic departure from what ultimately became his bread and butter—commercial photography.

About 1933 Davies moved to the Contra Costa County town of Alamo as photographer and proprietor of The Davies Press, and quickly involved him-

self in local affairs as an Alamo Grammar School Board Trustee in 1935, and secretary of the nearby Walnut Creek Chamber of Commerce by 1938.

Davies images usually feature exteriors and interiors of buildings, townviews and landscapes, and he seems to have taken effort to exclude human figures. No copyright mark is seen on his work, suggesting the images may have been commissioned by other parties. A collage of six miniature photo postcards, including Byron Hot Springs, appears on a card titled “Contra Costa County Resorts.” This same format was used for mini views of East Bay cities Pittsburg and Richmond. His “Scenic California Series” included a view of Saint Mary’s College at Moraga. Image numbers appear to be chronologically ordered, although they do not embed a specific date/year. Postmarks and stamp boxes provide a rough sequencing and seem to confirm this theory.

After Davies closed down his Alamo and Walnut Creek studios he moved to Grass Valley, CA. Retired Contra Costa History Center director Betty Mafai told the author that Albert Davies’ records and negatives were thrown into a dumpster when the studios closed. What we collectors would give for that archive today!

Photo postcards issued by Davies from his new quarters in the Sierra Nevada during the 1950s include images of Yuba River, Emigrant Gap, Donner Lake, Nevada City, Grass Valley, and local mines such as the Empire, Central, and Golden Centre.

Theodora Kroeber’s *ISHI IN TWO WORLDS: A BIOGRAPHY OF THE LAST WILD INDIAN IN NORTH AMERICA*, republished in 2004, credits one of the photos to “Albert E. Davies, Grass Valley.”

Albert Edward Davies passed away August 18, 1978 at the age of 86 in Nevada County.

Those with information on postcard photographer Albert Davies are urged to write editor(at)postcard.org, or historian(at)byronhotsprings.com.

CONTRIBUTORS: *Carol Jensen, Frank Sternad, Jim Caddick, Chuck Banneck, Dennis O’Rorke, Darlene Thorne, Jim Staley, The Contra Costa History Center, Martinez CA*



ALAMO, CALIF.
ALBERT E. DAVIES, PHOTO



Golden Gate Park, SF, Calif



Hotel El Comodoro, Alamo, California
The Capital of America
Albert E. DAVIES, Photo

The Davies Press
Alamo, California

To Neighbors of Bookcraft
e/o Alice Haslett
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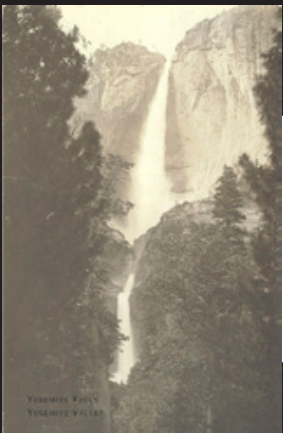
PIER ON ISLAND BEACH, ALAMO PHOTO ALBERT E. DAVIES, CALIF.



Albert E. Davies
PHOTOGRAPHER
Commercial - Portrait
Down Valley Road
Alamo, California

FILMS
Developing • Printing
PHOTO POST CARDS - CAMERAS - ACCESSORIES

1935-1937
1112 Main St., Walnut Creek
Near the Industrial Center Station
Walnut Creek, Calif.



Yosemite Falls
Yosemite Valley



Walnut Creek, Calif.



John Marsh House
Photo by Davies, Alamo, Calif.

P.S. BACK TO SUTRO BATHS:

From Dennis O'Rourke came a real photo of a cargo ship that ran onto the rocks at Land's End in 1926, an event of interest. It was of even greater interest it turns out, as John Martini soon sent



another photo from the Jesse Cook collection at the Bancroft Library of the same ship, a few days later, with "SF #1 Ku-Klux-Klan" boldly painted on the shoreward side. ... From Dave Parish, some time ago, arrived a copy of an RP



of the ashes and rubble (and bathtub!) of the Cliff House after it burned to the ground in 1907.



CAROL JENSEN WRITES—unceasingly, it seems, were

one to judge by the many recent titles that show her name as author—"Reminders to all that it has been 101 years since President Taft was in town to break ground for the PPIE (in Golden Gate Park!) and Oakland's City Hall. We must prepare for the centennial of the fair, just three short years away. I propose transforming the Marina District back into the PPIE fairgrounds with the use of holograms. Call Walt Disney and get him to work."



PUNKIN TIME, not for tricky Jack-o' lanterns, but for pie treats. This 1910 era Fresno field is most likely now covered with grapevines. Also from Dave Parish.



NEWSLETTER HARD COPY V. ONLINE EMANATION turned out to be a nonissue. The response was underwhelming! Three clubsters wrote in; two said online would be OK; t'other pleaded *Don't Do It!* So... we won't. **CHUCK BANNECK WRITES:** The once and current **WORLD'S CHAMPION SAN FRANCISCO GIANTS** were literally hours away from moving to Tampa Bay when, in 1993, Bob Lurie announced he had sold the

team to an ownership group lead by Peter Magowan. Peter's group pledged to keep the team here in the City. He kept his word, along with signing Barry



TAMPA BAY BASEBALL

JOIN THE TEAM!

Send in Registration Form

Reserve your season tickets NOW with your refundable \$50 deposit. The earlier the postmark, the better choice of seats when baseball comes!

For more information, call 522-2800. Take a giant step, and Join the Team!

Reservations for _____ and reservations only. **Peter Lurie's Florida Suncoast Dome** @ \$50 each for a total of \$____.

I've enclosed a check or money order payable to **JOIN THE TEAM.**

Please send me information on purchasing a luxury suite in St. Petersburg's Florida Suncoast Dome.

Mail reservation form to:
JOIN THE TEAM
 P.O. Box 2842
 St. Petersburg, FL 33731-2842

Send I want to **JOIN THE TEAM!** (Make reservation in the name of the following Company or Individual.)

PLEASE PRINT OR TYPE

Name _____ State _____ Zip _____

Address _____ Phone: Home: (____) _____ Work: (____) _____

City _____ Employer _____

Dear Bob Lurie:
Tampa Bay sends a giant thank you for helping to make our baseball team come true!

Dear Bobby Brown and American League Team Owners:
Thank you for helping our baseball dream come true in Tampa Bay.

POST CARD

POST CARD

TAKE A GIANT STEP FOR TAMPA BAY!

Take a giant step for baseball in Tampa Bay. It's a hot summer in Florida, and the fans are turning up for baseball in Tampa Bay! Send your positive wishes to those who will decide the issue of the Giants' relocation to the Florida Suncoast Dome — the commissioner and baseball team owners. And, send a big thanks to Giants' owner Bob Lurie. Let's show baseball that Tampa Bay's pitcher perfect!

1. Separate the four cards.
2. Sign each card. Add a nice message to each if you wish. Be cordial, and remember that the decision vote is in their hands. Please be a good sport.
3. Place a 10-cent stamp on each of the four cards and mail **TODAY!**

Dear Bill White and National League Team Owners:
Thank you for helping our baseball dream come true in Tampa Bay.

Bonds (among others) and building what many believe is the most beautiful stadium in baseball.

This is a sheet of four postcards designed to help Major League Baseball decide moving the Giants was a good idea.

The sheet is 11 1/2" x 9 3/4" overall and the backs are pre-addressed to the Giants' owner (Bob Lurie), both league presidents and MLB commissioner Fay Vincent). What mighta been!

PIECE O' CAKE! Patty Howell emailed: "Thought I would share Steve's (postcard guy) picture of his 65th POSTCARD birthday cake. Our oldest granddaughter, Maci did the decorating by herself. Needless to say, it was one of the greatest gift a gramps could get along with 9 out of 10 grandbabies attending his surprise party, too." Here's wishing you a great year, Steve. Glad you are here!

—LEW

SAN FRANCISCO BAY AREA POST CARD CLUB

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2012 MEETINGS

November 24