

San Francisco Bay Area Post Card Club

January 2013

Next Meeting: Saturday, January 26, 12 to 3 pm

Vol. XXIX, No. 1

Fort Mason Center, Bldg. C, Room C-260

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

IN
THIS
ISSUE

- SHOW & TELL FREE FOR ALL
- DIVIDED BACK HISTORY
- PHOTOGRAPHER: B. F. LOOMIS
- SFBAPCC.WWW.INTRIGUE

PROGRAM NOTES: John Freeman will present *You Oughta Be in Postcards*, a sharply focused analysis of real photo postcard portraits as made in the studios of while-you-wait photographers in San Francisco. These anonymous touristic souvenirs were typically impulse purchases made in unidentified studios by unknown cameramen. As part of the club project to catalog Northern California postcard photographers, John and Frank Sternad have studied countless cards. Their research has provided clues for ascribing time sequence, studio and even photographer to these charming remnants of the city's postcard past. This will be an entertaining and enlightening program.

Bunny Moses from New York State will be setting up—as will Ken Prag (with many new 50¢ cards).

SHOW & TELL: What I found in my stocking... or member's choice, 3-item, 2-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 Dan Saks' album of unusualities comes *Remembrance of Wanda, Charmer of Snakes!* This Wanda must have been a successful sideshow act of the 1920s in rural France as more than one postcard was published of her and her charmed pythons. It is not the charmer whom we honor today, but her accomplices in her death defying livelihood. Yes! We celebrate the snake whose year will begin, according to the lunar calendar, on February 10. The Chinese zodiac spins in a 12-year cycle, so when one's animal year occurs it is a dozen times more special than one's birthday, and the party lasts a full 12 months. Those born in the Year of the Snake, such as your Editor, are destined to be "intellectual and perceptive. They often have a good temper and a skill at communicating but say little. They possess gracious morality and great wisdom." So true! There's little else to be said but 恭喜發財, *Gung Hay Fat Choy*, Happy New Year!

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MINUTES, November 24, 2012

The meeting was called to order by Treasurer Ed Clausen at 1:10pm in room C362 room at Fort Mason Center

There were five vendors present: Joseph Jaynes, Alex Pellegrini, Jim Schee, Bob Bowen, Arlene Miles.

Twenty-one members and two guests signed in; about 40 were in attendance. Our guests were Russ Samuels, a philatelist, and Dan Thomas, who brought in cards collected by his grandfather.

Announcements: Jack Daley is working on our website because currently the PayPal connection for paying dues is not connecting. He expects to have it fixed in three days. [See page 14.]

Drawing: 16 items plus five books, SF GOLDEN AGE POST CARDS, donated by author and member Glenn Koch. Winners were delighted.

Show & Tell: None today due to program—although we could have and each gotten two turns!

Old business: None.

New business: There was discussion about the club coming out against eBay sellers using Scotch tape. Glenn Koch said he often receives cards that are damaged by the tape. There was more talk about how cards get mailed. A suggestion was made that perhaps we could make mention in our newsletter. Glenn said he may send a note to Lew. ... Glenn shared that Heald College is celebrating their 150th anniversary, and they are looking for photos and information. Some of us have post cards of the college. We can go to their website for more info.

Program: Began at 1:30. Kathryn scanned a favorite card for each of us for the end-of-year Show & Tell.

—NANCY REDDEN, SECRETARY

TREASURER/HALL MANAGER REPORT

As of January 1, 2013 \$3,706.65
We are booked for the full club year in our large, comfortable and familiar room, C-260, with the three-sided view of the parking areas.

—ED CLAUSEN, TREASURER/HALL MANAGER

DUES RENEWALS

We have 244 memberships on the club roster. How many actual members is unknown as many are family memberships. What is known is that only 140 renewals have been received as of January 4.

“Have I paid my dues?” you ask. Check the address label on the back cover of this newsletter. If there is a 2013 or later date, *Congratulations and Thank You*, you are paid up. If the label reads 2012, please visit the renewal link at www.postcard.org or mail your check today. If you intend to renew, please do so now or let me know that it will happen soon. Lapsed memberships will be pared from the mailing list in February. We have an exciting postcard year ahead, and we will all regret it if you are not with us.

—ED.

CONGRATULATIONS AND THANKS!

We are called upon to honor Jack Daley, our Web Master, on the 10th anniversary of www.postcard.org. It has scored 160,000± hits since March 2003. That's spreading the good news of postcards to over 1000 visitors per month!

—LEW

SHOW & TELL — A FAVORITE POSTCARD

Along with tasty comestibles, we were each encouraged to bring a favorite postcard for a group mega Show & Tell. The event capped another year for Vice President Kathryn Ayres as a most successful Program Chairperson. Through Kathryn's efforts and expertise, we have been treated to new and exciting presentations that have expanded our knowledge... our perception... our appreciation... of postcards and their role in 20th century social history.

For the November program, Kathryn scanned every card that was brought, and then projected them as a slide show giving us three minutes each to comment on our Favorite Postcard. It was a lot of fun, and some great cards were shown. Here they all are along with Kathryn's notes on the commentaries.

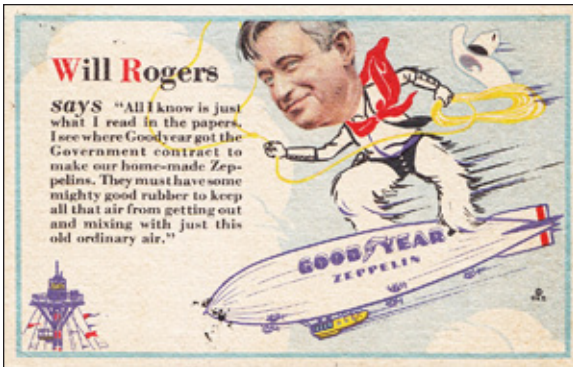
While we are in the thankful and congratulatory mode, we must also offer tribute to Kathryn for her labors and delightful successes in our behalf!

—LEW



Doris Elmore's postcard was from Lourdes, the pilgrimage site of health-restoring miracles in France. The father of Doris' friend, Joe, was connected to Lourdes as part of the committee that investigated and "certified" cures as being miraculous. In a used bookshop in Brittany, years ago, Joe was looking at books as Doris sifted through a box of low end postcards. She came across this card and recalled Joe's connection; when she peered closely she realized that the fellow on the far right looked like Joe. "Hah! It was his father! We bought the card—for five centimes, I remember. Boy, was the shopkeeper wild! He thought we would have paid a king's ransom for the card." [Would you?]

He thought we would have paid a king's ransom for the card." [Would you?]



Jack Hudson shared a Goodyear advertising card with an illustration of Will Rogers losing his hat and twirling a lariat while riding a [pre-1937 Hindenberg disaster] Zeppelin. The card was mailed to a Howard Rogers [Could it be a relation?] in Woodfords, Maine. The message was a typewritten ad for Goodyear tires.

Chuck Banneck showed two cards; first, a department store Christmas studio shot with two children astride a reindeer and a scary Santa in the background, and, second, a postcard of himself



as a child sitting on Santa's knee. [Oh so cute!]





Arlene Miles showed a card of a postcard stockroom. Look at all those pigeon holes! Your Editor recognized the image while making the newsletter. It is Pat's workroom in Santa Rosa as confirmed by a Patterson devotee.



Gail Ellerbrake's favorite was a Xavier Sager art card showing a woman relaxing with cocktails and a cigarette. Not a teetotaler, there's no teapot in sight; that's a lemon juicer on the table and a bottle of Benedictine on the shelf.



Nancy Redden showed a card of sailors playing baseball at the U.S. Naval Training Center in Great Lakes, Illinois during World War II. It's a great action shot of the spectators watching the ball just outside of the photograph.



Darlene Thorne's 1909 postcard had an attachment: a "genuine" splinter from the North Pole! It is adorned with a chicken in Uncle Sam-type garb celebrating Peary's confirmed arrival at the geographic top of the world.



Craig Blackstone brought a card, issued in the 1960s or '70s, showing the cottage of William Blackstone, his ancestor, who was perhaps the earliest settler in Boston.

From *Mr. Peary Had a Pole* by A.L.

...And he whittled on the Pole
Night by night and day by day,
Till he wore it all away...

To the public, when he came,
Not a splinter—just a name
Was all he had. ...

"Hygiene and Physical Education,"
Vol 1, No. 10; December 1909.

The rooster is possibly a comment
on Admiral Peary's crowing. —ED.



Bob Bowen's newest category is presidential dogs. His card shows President Hoover and King Tut, a Belgian shepherd. Thirty-one of our 44 presidents have had dogs.



Deanna Kastler's 1908 French postcard was of an ice-skating Santa. His skates are wooden, with a whimsically curled toe. Published by Eugène Le Deley.



Carol Jensen showed a card of the Byron Hot Springs Hotel sent by one Mrs. Sandler, mother of the second wife of the founder of the resort.



David Parry's postcard of a Hawaiian luau, as staged for tourists, was post-marked 1897, with three collectible stamps added to the front (a popular practice to increase philatelic interest of a view card). The two-cent stamp on the

back paid the full postage to Europe. It was addressed to the Polish city of Krakow, then under Austrian control in the Austro-Hungarian Empire, a monarchy known internationally as Österreichisch-Ungarische Monarchie. Its proper name, Die im Reichsrat vertretenen Königreiche und Länder und die Länder der Heiligen Ungarischen Stephanskrone, translates as "The Kingdoms and Lands Represented in the Imperial Council and the Lands of the Crown of St. Stephen".



Ed Clausen's Christmas postcard was advertising for Apsleys boots. Today, the name of a style, Regent Apsleys may be found at Nordstrom and Neiman-Marcus. [\$\$\$\$!]



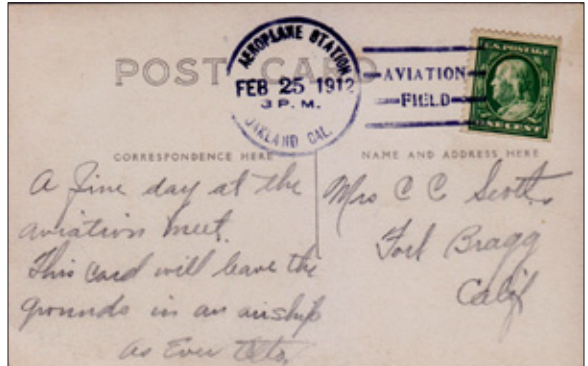
Dorothy DeMare's postcard recounts the story of the Hermit of Echo Lake, Hamden El-dorado Cagwin, who was brought to Placerville from Illinois via the Panamanian Isthmus route in 1852, when he was about four years old. His father had settled in Hangtown two years earlier.



Jim Schee's card of aviator Lincoln Beachy with exceptional back was sent from a 1912 Oakland-San Francisco event. The sender wrote, "A fine day at the aviation meet. This card will leave the grounds in an airship." Cancelled on February 25, 1912, the postmark reads: "AEROPLANE STATION / OAKLAND CAL." Beachy crashed to his death in San Francisco Bay while performing stunts at the 1915 Panama-Pacific International Exposition, just outside of where our club usually meets.



Valerie Konkle showed a beautiful Christmas card of a classic 20th century Santa Claus. Golden stars are falling like snowflakes.



Glenn Koch showed a three-fold card. One side had photos of street kitchens used after the Great Fire of 1906 for fear that flames would spread again from faulty flues. A poem about the damage to chimneys is followed by a plea: "THESE FOLDERS SELL FOR TEN CENTS EACH. BOYS WANTED FOR AGENTS. ADDRESS ROOSEVELT BOYS' CLUB, 1201 TREAT AVENUE, SAN FRANCISCO, CAL." The reverse side shows a notice that the rent for the premises at the aforementioned address had increased by \$20 per month, and that the chimneys within had passed inspection and could be used again.



Jim Caddick showed five Mike Roberts exaggerations with the same truck bearing giant grapes, an apple, an ear of corn and two different huge trout.



A YEAR AGO IN APRIL.

THESE were the days that April day,
 We shared what kind of stress
 were o'ercome.

By all the folk in town,
 They roared about with open moun,
 The white their enemies need to see
 For bond and casual count had
 What clubs came to give the hand
 From children such as I saw?
 Yes, the old man was not hard to show,
 He was not hard to show,
 The Hill of fear was such as you
 Had none of us were able to be
 Reasonous andly cut,
 Above to see at all.

Al, were there days are you and gone,
 We look our own minds, and feet
 A "Proud" Miller" see.

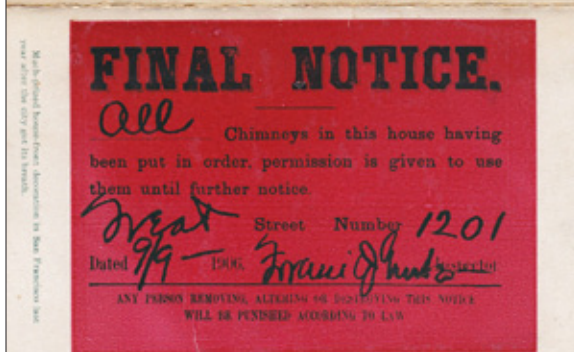
Three days of fear and stress
 We were not hard to show,
 And address was here
 When such one passed the hand to get
 Possibly about,
 And kindly sympathy kept home
 While identity

A. H. BROWN, JUNIOR.

THESE were the days that April day,
 We shared what kind of stress
 were o'ercome.
 By all the folk in town,
 They roared about with open moun,
 The white their enemies need to see
 For bond and casual count had
 What clubs came to give the hand
 From children such as I saw?
 Yes, the old man was not hard to show,
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Had he been there, Lew would have shown this 1920-30s Panama Pacific Line browntone of a view from Nob Hill. He would have hoped we could pinpoint from where it was taken.



The final item in the program was an LL (large letter) 1907 Rotograph postcard from Kathryn Ayres' collection, reading "FAREWELL" !

This Side for Correspondence

An outline of the 46-year struggle for Divided Backs in the United States

by FRANK STERNAD

The terms *divided back* and *undivided back* are second nature to postcard collectors. They concisely indicate the presence or absence of the vertical line partitioning the reverse or “back” of a picture postcard—a feature that has come to serve as a rough dating tool. Nearly a half-century was spent instituting the federal legislation that created the mailing card in our country and regulated its evolution from an economical advertising medium to the pictorial correspondence cards avidly collected as souvenirs. Along the way, political pressure to allow handwritten messages on divided back postcards for the same low rate as government postal cards was finally rewarded.

1861 February 27 Defying the seven “cotton states” that declared secession during the previous two months, the 36th U.S. Congress approved “An Act establishing certain Post Routes” for mail delivery throughout the entire country. This legislation was the first government decree in the world that specified postal rates for blank and printed cards fabricated for mailing. A one-cent stamp was required if delivered under 1500 miles in the U.S., and a two-cent stamp over 1500 miles. Later that same year, in response to the new law, John P. Charlton of Philadelphia gained copyright for a privately manufactured mail card, and subsequently transferred rights to his associate Hymen Lipman of the same city. Sold primarily for commercial advertising, the

earliest known postmark on a surviving “Lipman’s Postal Card” is October 25, 1870.

1873 May The first U.S. government mailing cards, titled “United States Postal Card,” were issued. They could be obtained at the Post Office, postage pre-paid at face value—one cent each. A stamp was printed on one side and the reverse left blank for a

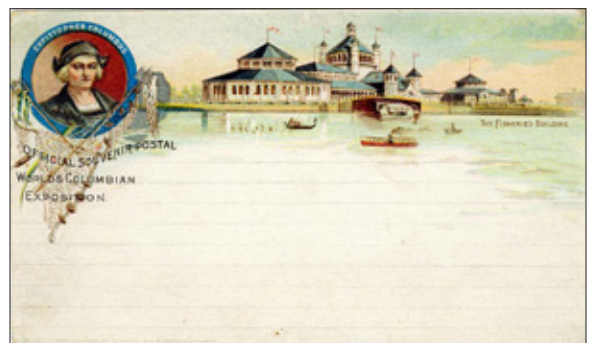


1873 “UNITED STATES POSTAL CARD” – UX1 printed advertisement or handwritten message, size 5.1” x 3.0” (Scott Catalogue number UX1). Through careful management of postal cards, the Post Office enjoyed a virtual monopoly on reduced-rate correspondence for 25 years, 1873 to 1898. The title “Postal Card” was treated as a government exclusive until 1910, and a printed warning on the stamp side that read in effect, “This Side is for Address Only,” was not removed until 1964.

1893 The first commercially produced pictorial cards appeared in the United States, published to



1861 © – “LIPMAN’S POSTAL CARD”

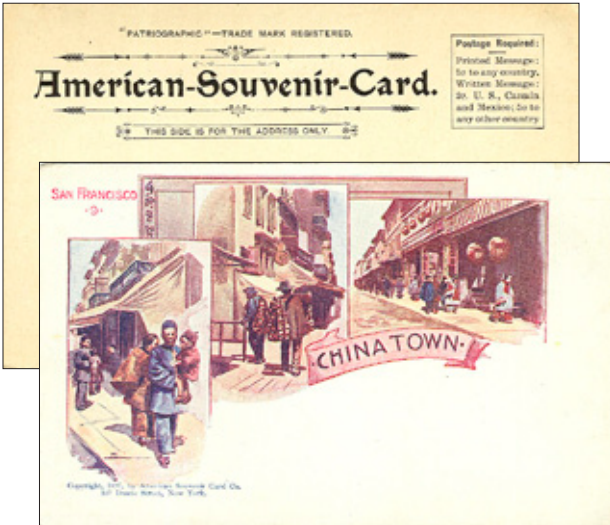


1893 “OFFICIAL SOUVENIR POSTAL” – COLUMBIAN EXPO



1893 “OFFICIAL SOUVENIR POSTAL” – UX10 BACK commemorate the World’s Columbian Exposition held in Chicago May 1 to October 30. The official souvenir card franchise was awarded to Charles W. Goldsmith who had them printed in full color by the American Lithographic Company of New York on the reverse of one cent U.S. postal cards, size 6.1” x 3.75” (UX10, featuring a portrait of Ulysses S. Grant). Pre-expo publicity designs, including a view of the Fisheries Building, were cut down to 6.0” x 3.5”—the maximum size permitted for overseas mailing at 2 cents.

1893–1898 The popularity of Columbian Exposition cards encouraged private publishing of attrac-



1897 © “AMERICAN SOUVENIR CARD” – S.F. CHINATOWN regional views marketed primarily to tourists and a rapidly expanding group of “postcard collectors” who desired souvenir cards without having to pre-pay postage. At the time, printed matter (in-

cluding picture and advertising cards with no handwritten message) required a 1¢ stamp to any country. If there was handwriting other than the delivery address anywhere on the card the rate increased to 2¢ for U.S., Canada and Mexico, and 5¢ to any other country—the same rates as for mailed envelopes. Most ambitious of the 1893-98 “pioneer era” publishers was the American Souvenir Card Co. of New York City. During 1897-98 the firm issued fifteen different “Patriographic” series consisting of numerous scenes of American cities and attractions (including San Francisco) in an elaborate effort to cater to collecting instincts.

1898 May 19 The so-called “Private Mailing Card” Act was authorized by Congress in response to lobbying by publishers and to political pressure from the general public. This breakthrough law fi-



1898 “PRIVATE MAILING CARD” – 1899 © SANTA ROSA, CA nally allowed privately manufactured cards to bear handwritten messages and be sent anywhere in the U.S. and possessions for a penny stamp (range expanded to Canada and Mexico in November), and overseas for two cents. Postmaster General C. Emory Smith outlined the details: messages were

confined to the face (picture side) of the card, otherwise postage was two cents; size was reduced to 5.5" x 3.25" to be consistent with the current domestic (UX14) and international (UX16) government postal cards—dimensions that made some older cards obsolete unless trimmed down. All cards, new or rehabilitated, had to be imprinted on the stamp side, "Private Mailing Card—Authorized by Act of Congress of May 19, 1898—This side is exclusively for the address." The PMC law became effective July 1, 1898.

1901 December 24 Postmaster General Order No. 1447 dictated "Post Card" as the new title for private cards rather than the lengthier PMC legend and authorization line. Showing more compassion for existing stocks, Private Mailing Cards prepared under previous guidelines were allowed continued passage through the mail. Maximum card size was increased to 5.5" x 3.5" but handwritten messages continued to be relegated to the picture side to earn the one cent rate. The following ten years saw tre-

mendous growth in the postcard publishing field worldwide. Fueling the frenzy were postcard exchange clubs that enabled collectors to obtain colorful images of distant culture and scenery for one or two cents postage—a pursuit that has provided latter day enthusiasts with a rich reservoir of topical and philatelic material.

1906 (early) Postcard sender's name and address began to appear in a space set off to the left of the delivery address, occupying about 20-25% of the back. Although no official regulation can be found that authorized such partitioning, it was apparently condoned by the Post Office and can be regarded as a forerunner of the fully "divided back" postcard. It

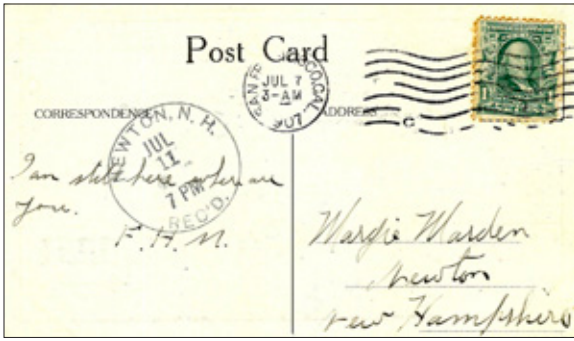


1906 APR 20 PMK – 20% OF BACK FOR SENDER'S ADDRESS has been estimated that during the year 1906, 770 million postcards passed through the US mails. The Valentine's Day volume for the NYC post office alone was 200,000 picture postcards in one week.



1903 DEC 7 POSTMARK "POST CARD" – THE CHUTES, SAN FRANCISCO

1907 March 1 The long coveted "white space" for messages on postcard backs at the one-cent rate was finally granted by Postmaster General George B. Cortelyou. Delighted publishers, formerly induced to shrink or crop images on the face to leave room for handwriting, could now bleed pictures off all four margins to maximize impact and sales appeal. The single big reason for the compromise was an October 1906 agreement by members of the Universal Postal Union to permit a written message on the left



1907 JULY 7 PMK – 50-50 DIVIDED BACK FOR MESSAGE AND DELIVERY ADDRESS, BURNING OF SAN FRANCISCO



half of the back, reserving the right half for delivery address and postmark; and the U.S., as a member of the UPU, was obliged to deliver incoming foreign postcards to local destinations without charging postage due. Cortelyou saw the handwriting on the wall, as it were, and his Order No. 1338 proclaimed March 1, 1907 as the date Americans could start having the same freedom with their postcard mail

as their international cousins. The change gave full birth to our standard 50-50 divided back postcard, and although “Post Card” was no longer mandatory titling, the appellation was so well established with print publishers, photo postcard makers and the general public that it was universally adopted, and is still used on postcards published in the twenty-first century.

GOLDEN AGE POSTCARD NOW A MURAL

Glenn Koch shared a message from Randy Shaw, Director of the Tenderloin Housing Clinic: “We got the Academy of Art to transform a postcard that we saw in your book into a mural at Eddy and Mason where The Breakers Café was in 1910. We’ll do a media event in January, and I will make sure SAN FRANCISCO GOLDEN AGE POSTCARDS gets credited as the inspiration. Thanks again for your great contribution to the Tenderloin.”



PHOTO: DANIEL SAKS

A POSTCARD ADVENTURE

by NANCY RUSSELL

I bought a real photo postcard on eBay of a South African woman carrying a baby on her back, probably late 1940s. I already had this card, but unlike mine, this one was postally used and had a message. Sometimes I ask the seller for any information about the background of the card, explaining that I’m interested in the “journey” of these bits of ephemera. Usually I get no response, “I don’t recall,” or something generic like, “a local estate sale.”

This time I got a reply:

Hi Nancy,

This card came from the Abe Samuels estate. I bought it at an auction at Jackson’s at Cedar Falls, IA in 2003. www.goantiques.com/jacksons-the-abe-134003

It was in a group of misc photo views. Samuels must have been a very interesting man. The collection sold for nearly \$1,000,000 at auction.

Best wishes,

Nathan Huegel, www.oldpostcards.com

I knew Abe from the NYC shows. Friendly under a gruff exterior, he was a hoarder and insatiable postcard collector who asked few questions about what he knew he liked.

—Ed.

B. F. Loomis

Forty-one year old B.F. Loomis bought his first camera, a *Tele-Photo Cycle-Poco*, in 1898 from his brother-in-law, Arthur Loomis, a commercial photographer in Redding, California. With this camera, and others that used 6.5 x 8.5 inch dry plates, Loomis made photographs of the Mount Lassen area and the volcanic eruptions of 1914 and 1915.

Benjamin Franklin Loomis was born in Mantaga, Illinois March 21, 1857, to Addison and Emily Loomis. The family came to California by wagon train in the early 1860s and made their home in Cottonwood in Shasta County. When Franklin was nine years old his mother died, and by 1870 Addison and his three children were living near Yuba City, father and sons working on nearby farms.

In 1874, Franklin Loomis built his own cabin five miles northwest of Lassen Peak. He made his living by cutting and selling wood shakes in the summer, and working as a farm laborer during the winter. Any extra money was invested in timber claims which financed an 1886 trip to New York City for study at the American Institute of Phrenology.

Loomis filed a homestead claim ten miles west of Mt. Lassen on Bailey Creek (later the town of Viola) in 1888. He moved there in 1891 and built a general store in 1895. While on jury duty in Redding, Franklin met L.V. Loomis, a Shasta County pioneer. Not related, the men shared interests in phrenology and astronomy, and B.F. spent time at his home. There he met L.V.'s daughter Estella (b. 1870). Love blossomed, and the couple married in 1897. Their only child, Louisa Mae, was born in 1899.

While Estella ran the store and post office, Franklin, a "strong mountaineer type," hauled freight to Viola and shakes to Sacramento. He also pursued photography and made a spectacular shot in 1900 of pre-eruption Lassen Peak. By 1910, Loomis owned a mill and lumber business and operated the Viola Hotel. The family spent winters in Anderson and the rest of the year at Viola.

At 5 p.m. on May 30, 1914, Mount Lassen—after 27,000 years of dormancy—was shaken by a steam explosion. The steam and black smoke increased during successive eruptions, and Loomis and his wife

camped on the road near Manzanita Lake (today's Hwy 89) to photograph one of the blasts from beginning to end. At 9:45 a.m. on June 14, after waiting for two days, there was a significant eruption, and Loomis made six photos of its progress over a 20-minute period. Within weeks the numbered images were published as photo postcards.

On May 19, 1915, a large steam explosion rocked Mount Lassen, and, at 4:30 p.m. on May 22, 1915, after two quiet days, Lassen Peak exploded in a powerful eruption that blasted ash, rock and pumice high into the air. Franklin Loomis was on the east side of Lassen that day, and took photos of medium size eruptions and destroyed landscape. However, when the "Great Explosion" occurred, according to Loomis' own narration, "I failed to get a shot of the great smoke cloud, on account of having used up all my dry plates." R.I. Myers did take a photo of the monster cloud from 40 miles due west, and agreed to co-publish the image with Loomis. Also in 1915, the Loomises attended the PPIE in San Francisco where Estella's painting of the Lassen eruption (based on Franklin's exposure No. 4) was on view.

B.F. Loomis worked for the formation of Lassen Volcanic National Park and to stimulate interest in the natural wonders of the region. After Louisa Mae died from influenza at age 20, Franklin and Estella built a memorial museum at Manzanita Lake to house and showcase a collection of photographs and artifacts. Loomis' photographs and written accounts provide valuable documentation of the 1914 and 1915 Mount Lassen volcanic activity, and many were published in his 1926 book, *PICTORIAL HISTORY OF THE LASSEN VOLCANO*.

The Loomis Museum, seismograph station and 40 acres were deeded to the National Park in 1929. Loomis had built a home and art store on the land, where they sold photographs, postcards and film. Franklin died in 1935 at age 78, and Estella continued to run the store until her death in 1953. The Loomis buildings are now part of the Lassen Visitor Center, and postcards are still being sold.

CONTRIBUTORS: U.S. National Park Service, Lew Baer, Frank Sternad, Dennis Gallagher, John Schmale, Jim Caddick.



LASSEN ERUPTION NO. 3
JUNE 14, 1914



LASSEN ERUPTION NO. 4
JUNE 14, 1914



CRATER LASSEN PEAK 1914 OCT 20, LOOMIS-20



LASSEN ERUPTION 1:00 PM, MAY 22, 1915, LOOMIS 31

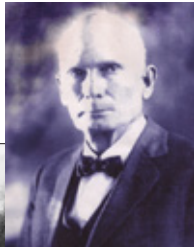


GREAT ERUPTION 4:30 PM, MAY 22, 1915,
MYERS & LOOMIS



SNOWBANKS ALONG LASSEN PARK HIWAY IN JULY, C.1920

REAL PHOTO POSTCARDS
by
B. F. LOOMIS



LOOMIS' PHOTO AND ART STORE, LOOMIS #124



LOGGING WITH OXEN IN A BYGONE DAY, LOOMIS #128

The SFBAPCC is uniquely fortunate in the postcard world for having an outstanding presence both in print and on line. Our website, www.postcard.org, was developed early in 2003 by Jack Daley. We were eager to be on the Internet, and Jack was a postcarder and computer guru eager for a challenge. Jack was not led astray. He stumbled into the job and has made a stunning success of it. Today, ten years on, Jack is still at his keyboard, and www.postcard.org requires far less of his time, as it runs smoothly, usually.... Here is Jack's account of a recent malfunction. Digital difficulties often require a user to outwit a machine or software. In this case our worthy Web Master used his wits to out-geek the human factor. —ED.

Our current web hosting company is better than others, but, like all, is far from ideal. When our postcard.org website was created in 2003, the template used was very common. Today, it is relatively rare. A majority of web hosts will no longer support it. Our current host does, however.

We recently sustained a major glitch—by far the biggest problem our site had encountered thus far. Postcard.org could not process membership information via online forms for the ten days before November 27. The specific cause of the trouble was not identified until December 2.

When the problem was first reported to the web hosting company, they responded that it was caused by our error. I knew this was not so. We have had years of trouble free service with our email forms that, when filled out, automatically go to the Editor for membership and the Treasurer for PayPal payment. No changes had been made—by us.

How could we prove that the online forms failure was the host's problem and they needed to fix it?

We had three unusual strokes of good luck: 1) My wife Kathleen's website went online on November 15, and it was created from the same template as postcard.org; 2) her site landed on Server 63, which was correctly configured for email forms; and 3) when Kathleen's site was moved to another server, it failed. This was fine; I had required that postcard.org and Kathleen's website reside on different serv-

ers so that if one server failed, either website could be moved quickly to the other server.

I pointed out to our web hosting company that they had two choices: A) Move my wife's site to another server, and, if that server fails, then try others until a correctly configured server is found—potentially a lot of work for them; or B) find the actual cause of the problem. My evidence indicated that on the offending servers an incorrect IP address was the culprit.

Kathleen's site is critical in the timeline of events: Oct. 30 – Our web host sends a routine message that IP addresses on Server 22 used by postcard.org would be changed on November 3rd. "No action is required on your part. Your site may be unavailable until the new IP addresses propagate in DNS." This simply means that the postcard.org site might not be available for a short time that day.

Oct. 30 – Our email forms are last used successfully.

Nov. 3 – Email forms on postcard.org become inoperable because our web hosting company did not realize they needed to change the IP address for email on Server 22.

Nov. 15 – Kathleen's website comes online with working email forms on Server 63 at our web host.

Nov. 19 – At the start of our SFBAPCC 2013 dues renewal drive, the postcard.org email forms failure is detected and reported to the web hosting company. The problem could be traced to having started between Oct. 30 and Nov. 17.

Nov. 27 – The postcard.org website is moved to Server 63, and email forms are working again.

Nov. 30 – Kathleen's website is moved to Server 86, a different server, and email forms fail.

Dec. 2 – The email form problems on Server 86 and Server 22 are finally diagnosed as incorrect IP addresses and are corrected. Email forms are now working successfully on both www.postcard.org and Kathleen's website.

Thanks, Jack, for getting us online and for keeping us there with malfunctions only once a decade!

P.S. **COMING ATTRACTIONS:** Be PPIEpre-
pared! Glenn Koch will do the pro-
gram this year for the March meeting. The subject
will be *Rarities of the PPIE*. ... Corey Cate sent scans
of two new-to-him silver PPIE souvenir spoons.
We'll get to see them, too, in March.

SHOWSHOCK! The Vintage Paper Fair early this
month was a shocker—so much on-air publicity
brought in crowds on both days. The biggest chat-
ter was on KGO, where an announcer was charmed
by the idea of an antique paper show and talked it
up on Friday and Saturday and then came to the
event. The Fair was also picked up by NPR, www.wired.com,
www.dailycandy.com and elsewhere.
Hal Lutsky believes these new news outlets found
the show via the Bay Guardian where he had placed
an ad. However, whoever, wherever... well done!
The crowd was startling in its size and amazing in
its demographics—many 20- and 30-year-olds who
were not aware of old paper, a world little known to
the Twitter and iPhone generation, as exemplified
in “Zits” November 29 and 30. Kudos to Hal and
Michele!... The other *zap!* came from Sacramento
in an email notification that the California Capital
Show has been canceled—permanently. The de-
cades-old event's demise is ascribed to a decline in
dealer and collector support. Alas! Our thanks and
condolences go to the Schafer and Wager families
who brought us many fine shows, great postcards
and bowls of tasty chili.

DISMEMBERMENT A resignation has been received
from another long time member in failing health,
Richard Canupp, collector, dealer, show promoter in
the Carolinas, has had to curtail many of his inter-
ests due to Parkinson's disease. Our good wishes and
memories are for him. —LEW

BOOK TABLE VOLUNTEERS ☆☆☆☆☆

The club had a half table at the Vintage Paper Fair to
sell copies of *FACING DISASTER*, our 2006 book
on the 1906 Earthquake and Fire. Gold stars (above)
are hereby awarded to Crystal Glantz, George Juilly,
Audra Moy, Michele Francis and Mike Jacobsen for
their gifts of time and effort and for their notable
success. Thank you all!

WELCOME TO OUR NEW MEMBERS

Jackie and Keith Tower. The Towers are longtime,
second generation dealers at the SF shows and op-
erate an antique shop at Adeline and Ashby. Jackie
collects Pismo Beach and the Central Coast; Keith
likes all of California.

TO OUR 2012 MEMBERS

Please pay your dues for 2013. The mailing list will
be updated before the next newsletter is sent. It is
going to be a super postcard club year, and we want
you to be with us. Go to the PayPal link on the home
page of www.postcard.org or send your check to
SFBAPCC, POB 621, Penngrove CA 94951. Not
sure if you've renewed already? Look at the address
label. No funds right now, but want to renew soon?
Let me know. —LEW

POSTCARD CALENDAR

- Jan 25-26, Fri-Sat, PHOENIX, Greater Phoenix
Show, 5757 North Central, from 10AM; free en-
try with out of state driver's license.**
- Feb 2-3, Sat-Sun, GLENDALE, Vintage Paper
Fair, 1401 North Verdugo Road, Free Entry!**
- Feb 8-10, Fri-Sun, SAN MATEO, Hillsborough An-
tique Show, Expo Fairgrounds, from 11AM*
- Feb 9-10, Sat-Sun, KENT WA, Greater Seattle
Show, Kent Commons, 525 4th Avenue
North;from 10AM+**
- Feb 16-17, Sat-Sun, PORTLAND, Greater Port-
land Show, 10000 NE 33rd Drive, from 10AM+**
- Mar 9-10, Sat-Sun, ARCADIA, San Gabriel Valley
Show, 50 West Duarte Road from 10AM+**
- Mar 9, Sat, STOCKTON, Winterail Railroadiana
Show, 33 W. Alpine Avenue, 9am-5pm*
- Mar 12, Tue, SAN FRANCISCO; Kathryn Ayres
presents “A Literary Love Affair with San Fran-
cisco,” SF Museum & Historical Society, The Old
Mint, 5th and Mission Streets, SF; non members
\$10.**

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.

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 and remit by PayPal or
send membership info and your check payable to SFBAPCC
to PO Box 621, Penngrove CA 94951

1/13



SANTA CRUZ SHOW

Sunday, April 14

Hilton Hotel, Scotts Valley

2013 MEETINGS

January 26

February 23

March 23

April 27

May 25

June 22

July 27

August 17

September 28

October 26

November 23