

San Francisco Bay Area Post Card Club

March-April 2013

Next Meeting: Saturday, March 23, 11 am to 3 pm

Vol. XXIX, No. 3

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

- VALENTINES
- WALK AT SUTRO HEIGHTS
- FORMICA • HOMETOWNS
- GAS STATIONS • POST-'QUAKE

PROGRAM NOTES: This is IT! Our next-to-the-last Annual PPIE Meeting before the Really Big Show for the 2015 PPIE CENTENNIAL. This year, this month, Glenn Koch will w0w us, will inspire us, will inform us about "RARITIES OF THE PPIE." Glenn is a connoisseur level, advanced collector and author who has chased and studied remnants of the 1915 fair since he was a lad. He has learned the secrets of THE Fair, and his collection boasts of many postcard treasures. This is a program not to be missed. We'll see YOU there!

Hal Lutsky will be setting up with two tables of cards, and Arlen Spingola will have 28 boxes of sorted \$1 cards at half off! Bargains and treasures galore!

SHOW & TELL: The Panama Pacific International Exposition, of course, 3-item, 2-minute limit.

PARKING: Can be tough, especially with the Rhone Rangers convocation this month! Inside the gates, \$10 or more (and going ^{UP} this month)—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. We're there at 11 AM, and there's plenty to see and do. As always, best to walk, take the Muni or carpool.

COVER CARD



Is that me and one of my granddads at Yacht Harbor? Could be. Better look quick, though. With the America's Cup coming to town in August, modifications are changing Marina Green and the Yacht Club waterfront. Pier envy is bound to affect the mooring area by Fort Mason, so enjoy the familiar views and ambience while they are still recognizable

—LB

CLUB OFFICERS 2013-2014

President:

ED HERNY, 510 428-2500
edphemra(at)pacbell.net

Vice President:

KATHRYN AYRES, 415 929-1653
piscopunch(at)hotmail.com

Treasurer/Hall Manager:

ED CLAUSEN, 510 339-9116
eaclausen(at)comcast.net

Newsletter Editor:

LEW BAER, 707 795-2650
PO Box 621, Penngrove CA 94951
editor(at)postcard.org. **Deadline:** 5th of month

Recording Secretary:

NANCY REDDEN, 510 351-4121
alonestar(at)comcast.net

Webmaster:

JACK DALEY: daley(at)postcard.org



MEETING, FEBRUARY 23, 2013

PRE MINUTES: An all around magnificent day with bright blue skies and temperatures verging on warm! Janet and I began it at the Aebelskiver Breakfast at the Penngrove Community Church, a somewhat annual event for us over the past 40 years. The large tables in the century old church hall have always been populated mostly by blue hairs, and they were again this year—including us. Next stop, the big retirement community in Mill Valley where old friends who are thriving let us borrow the VHS tape our Tai Chi master made in the '80s. At Fort Mason the Orchid Festival had reduced the parking to valet only, but we found a space on the hill above the hubbub and walked through the community garden where all was prepped to burst into bloom. Down on the grounds of Fort Mason, it was a pleasure to ascend to our old home room, C-260, with plenty of light and cross ventilation. Secretary Nancy Redden had been consigned to Sick Bay with a vile bronchial virus, so I'll continue on to

MINUTES

Cards were brought for sale or trade by Joseph Jaynes, Ed Herny, Sue Scott, Alex Pellegrini and there was a selection of Club Cards.

The meeting was called to order by President Ed Herny after a two hour browsing and buying marathon by all of us. Having the room definitely "Ours" from 11 o'clock on is a definite delight.

INTRODUCTIONS: Tom Brackett, a 12-year collector, has finally joined the club and made a new year's

resolution to organize his collection of mostly Oakland, the Bay Area and PPIE. [Great intentions, Tom. If you manage to follow through, please share your secret of success.] David Cook has been listed in the club roster for several years, but this was the first meeting he's been at. David lives in Georgia. He was born on February 14 and so, quite naturally, collects Valentines. ... Tom Brackett's guest, Carey Craig, hails from Lodi and collects Beautiful Women [As, apparently, does Tom.] ... Debra Mulnick was visiting here from Boise. Before the meeting, she revealed "I have a small, strange vintage postcard collection. and am becoming more interested in novelty fabric and appliqué cards, embossed, and those with real hair, stamp collages, squeakers, etc. Odd stuff."



DAVID COOK, DARLENE THORNE

ANNOUNCEMENTS: Lew Baer told that our Secretary was ailing. He also reminded us of the Postcard Walk at Sutro Heights on March 2, and he told of the Russian Festival this weekend at 2450 Sutter Street. Kathryn Ayres told of the free San Francisco History Festival next weekend at the Old Mint hosted by the SF Museum and Historical Society. Kathryn will be presenting her program on Literary San Francisco to the SFM&HS on March 12 [see calendar]. Joseph Jaynes announced the Santa Cruz show will be on Sunday, April 14 at the Hilton in Scotts Val-

ley—a free and always fun event at which some great finds are often made. [I can vouch for a number of them!]

Ed Herny told that he had needed an emergency sleeve supply and found a vendor in the East Bay: M&M Cards & Comics in San Leandro. Ed suggests that we all ask similar shops in our localities to stock postcard sizes of polypropylene sleeves as they already carry other sizes.

DRAWING: Ten lots—including a very nice Valentine set and an ART DECO IN AMERICA book.

SHOW & TELL: Lew showed two Valentine postcards he received from clubsters and a postcard of a living Valentine, his and Janet's GREAT granddaughter,



Sophia, who was born on February 3. ... Craig Blackstone brought a vintage card of work crews demolishing the Santa Rosa Post Office which crumbled in April 1906; he then showed the same image used on a 1960s Rock 'n' Roll postcard. ... David Cook showed Valentines—"Dealer in Love," "Special attention to other fellows' girls," and handmade Valentine. ... Ed Herny brought a Navy postcard with text encouraging letters be written to new recruits in Shanghai. ... Lynn Sears brought two Asian cards: one, a Chinese snipped scene from 1905 addressed to Santa Rosa, the other a Japanese beautiful lady with inset warship.

—NOTES BY LB

TREASURER/HALL MANAGER REPORT

As of March 4, 2013.....\$4,953.82
Kudos to one and all who conceived and participated in the Sutro Heights Show-Tell-View-and Gab Fest on Saturday last! It was a Grand Day! Let's do

it again soon. [Hear... Hear!]

—ED CLAUSEN, TREASURER/HALL MANAGER

WELCOME TO OUR NEW MEMBERS

Dolores Casey Keplin and John Casey Keplin.

Dolores, an artist, collects postcards, photographs and articles on San Francisco and Golden Gate Park (especially the Fine Arts Museum) from before April 1906. Approvals are welcome; send scans, please.

POSTCARD CALENDAR

Apr 14, Sun, SCOTTS VALLEY, Santa Cruz Postcard Show, The Hilton, 6001 La Madrona Dr., Mt Hermon Exit Hwy 17, 10am-5pm* Free Entry!

Apr 21, Sun, WALNUT CREEK, Vintage Paper Fair, 1475 Creekside Drive. 10am-5pm* Free entry and parking!

Apr 26-28, Fri-Sun, BURLINGAME, WESTPEX Stamp Show, SFO Marriott Waterfront, from 10AM, www.westpex.org

Apr 26-28, Fri-Sun, **SAN MATEO**, Hillsborough Antique Show, Expo Fairgrounds, from 11am*

May 10-11, Sat-Sun, **GRASS VALLEY**, Old West Antique Show at the Fairgrounds, Fri 10am-6pm, Sat. 9am-4pm*

Jun 22-23, Sat-Sun, Greater **PORTLAND** Postcard Show, Double Tree Hotel 1000 NE Multnomah Street, Portland, Oregon, from 10am+

Jun 29-30, Sat-Sun, Greater **SEATTLE** Postcard Show, Kent Commons, 525 4th Avenue North, Kent, WA, from 10am+

Jul 20-21, Sat-Sun, **SAN MARINO** Postcard Show, Masonic Center, 3130 Huntington Drive, from 10am+

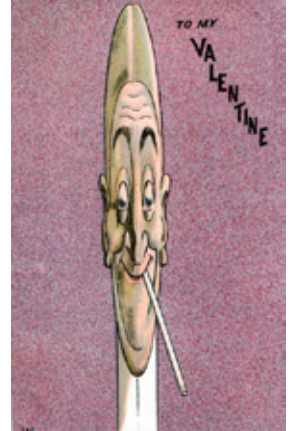
Aug 3-4, Sat-Sun, SAN FRANCISCO, Vintage Paper Fair, Hall of Flowers, Golden Gate Park, 9th Ave. & Lincoln, Sat 10am-6pm, Sun 11am-5pm. Free admission!*

Aug 25 **HEALDSBURG**, Antique Fair on the Plaza in the town center. 8am-4pm* Free entry!

Bolded entries are produced by club members.

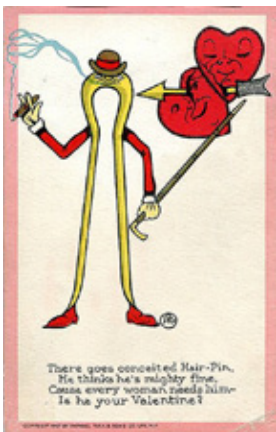
* Ken Prag will be there; let him know what to bring; 415 586-9386, kprag(at)planetaria.net + R&N will have cards and supplies.

DARLENE THORNE SHOWS POSTCARD VALENTINES



The room darkened, images flared on the screen and Darlene told that her research revealed that there have been fourteen Saint Valentines. Then she asked how many cards there are in a set of Valentine postcards. "Who knows?" was her response. "Six... eight... nine... twelve...? You don't know if or when you have them all.

The images on the screen were dazzling! They streamed on, one theme morphing into another. Elaborate and beautiful designs from John Winsch by Samuel L. Schmucker ... then large red hearts with tiny figures, a set of eight ... beautiful women surrounded by heart playing cards which played to the 1910 woman's interest in bridge and other card games and the everywhere availability of postcards ... children as knights ... ladies as flowers ... artist signed couples, kissing while perched on paper moons ... an adage about a closet filled with pretty clothes ... large bonnet women on postcards made to serve as Valentine party place





cards ... diaphanously dressed brides carrying bouquets ... large fancy hats, richly feathered. One of Theodore Roosevelt's first actions was to create bird sanctuaries. Five million birds died each year to feed the millinery mills.

A Valentine postcard with a clever hairpin cartoon ... palette cards tied into women's growing leisure activities such as painting ... Novelty cards: hand embroidered, spin the wheel to select a Valentine Day gift shown in the bell of a Victrola horn, a flocked wreath hat.

Themes charming and less so as current events were reflected on Valentine postcards: A child looking into a Mutoscope to find a lover, Blacks eating watermelon and in tatters, a Chinese Cupid, a boy dressed as a toreador, Native Americans, March of the Wooden Soldier, a nurse dancing with a WW I soldier, a naked Cupid by Ethel de Wees in a firehouse, another naked Cupid playing baseball, a 1908 Zeppelin, an eight-card napkin ring set, kids picketing for "Votes for Women!" Leap Year (1912)!

In 1908 and 1912 it was women's opportunity to do the chasing, and this turn of sexual roles was popular on Valentine postcards. "Kidnapped!" pictured superior women with a little man, another woman was leading men by a lasso and garland of flowers, a woman shot



Cupid with a bow and arrow, Rose O'Neill's Kewpies played tricks and were tricked themselves by an impersonation card, Happy Hooligan sent heart filled greetings in the 1908 Hearst newspapers, and Little Nemo pleaded for love from 1905 to 1911, Clare Dwiggin, "Dwig," dedicated a July month card to St. Valentine, and a very long faced fellow had to be tipped to be seen "normally."

Popular expressions of the day appeared on Valentine cards: "23 Skidoo" for a New York-friendly "Get outta heah"; lemons for Leap Year; love in a sausage for the ascendance of the hotdog; lobster for a possibly harmless "dirty old man."

Polly Pigtales by Margaret Hays, Grace Drayton's sister's, look-alikes of Grace's Campbell Kids; Outcault's Buster Brown (and his dog, Tige).

By the 1940s penny Valentines were cute but low quality; however, discriminating shoppers might still find a 12-card set by Harrison Fisher. In the late 1980s Darlene's wedding planner book was out and

its promo postcard could be taken for a charming Valentine. "What about gay marriage?" Darlene then asked. "Will there be Valentine postcards for that...? Well, we'll know next year."

As the screen went dark applause filled the room and Valentine lovers rushed forward to surround our speaker with thanks and questions.

—NOTES BY LB

POSTCARD WALK: SUTRO HEIGHTS

On March second, twenty-odd (21 or 23 depending on whom you believe) of us gathered at the lion guarded gateway to Sutro Heights. March had come in like a lamb; the air was soft and almost warm. The park was nearly deserted as we set off down Palm Avenue.



The rocky outcropping that forms the Heights is truly the abrupt edge of the Richmond District. At 40th Avenue, Geary Boulevard—it's Geary Street, east of Van Ness—splits and veers south, and Point Lobos Avenue continues westerly. After the residential streets end at 48th Avenue, it wraps around Sutro Heights and merges into the Great Highway on Ocean Beach.

John Freeman, who lives in the Richmond and has been closely studying the area that once was part of Adolph Sutro's vast holdings, declined the title Leader, but filled the role most ably. John's focus stems from his interest in the Western Neighborhoods Project and his study of San Francisco postcard photographers. John brought along a sheaf of time-line handouts compiled by him and John Martini that chronicle the development of the area. [Thank you Johns!] Most of us had some familiarity

with Sutro Heights, so there was no shortage of knowledge and memories. Deanna Kastler brought large format vintage photos; John holds one below.

Adolph Heinrich Joseph Sutro, born in Prussia in 1830, came to California as a twenty-year-old engineering graduate. He struck gold in the Comstock Lode silver mines with Sutro Tunnel, his concept and construction to drain the mines of water and noxious gas. By 1881, the now wealthy Sutro had plunked down—at first sight—\$1000 to purchase the Strawberry Hill land and house owned by Sam Tetlow since 1860. This was to become Sutro Heights. Landscaping and enlarging his new home were quickly underway; the parapet construction was begun immediately, and Sutro's concern for his new neighborhood was soon evident.

The first Cliff House had been built in 1863 by Charles Butler, and the Point Lobos Toll Road brought clientele from downtown San Francisco. Five years later the Cliff House was trebled in size with wings and a rear extension, creating what is sometimes called the "second" Cliff House. By 1877, riffraff were heading west on new roads through Golden Gate Park, and the Cliff House was "described as down at the heels." Sutro, with his personal interest in the neighborhood, bought the Cliff House in 1883 and hired "a new manager to clean up the resort." The Park & Ocean RR reached the Great Highway at Balboa Street, that same year, and 200 pieces of replica statuary from Antwerp were installed at Sutro Heights.

Adolph Sutro opened his gardens to the public in 1885. There was to be "no picnicking, no private carriages and no disturbing Adolph." 1887 brought near catastrophe to the Cliff House when the *Paral-*





l was wrecked on the rocks at Point Lobos and its cargo of dynamite exploded. Adolph Sutro led efforts to have Seal Rocks named by Congress as a protected marine mammal habitat. That year, an open air Aquarium was created in Naiad Cove, north of the Cliff House, and during 1888, the Ferries & Cliff House RR built a terminal across Point Lobos Road from the Sutro Heights entrance. The Observation Tower arose behind the Parapet.

In 1889 a 400-foot seawall converted Naiad Cove into a swimming pond, and the next year Sutro was purchasing huge amounts of Portland cement for construction of swimming tanks. President Benjamin Harrison visited Sutro Heights in April 1891, and that August, Sutro announced a design competition to create Sutro Baths. In November, architects Colley & Lemme were announced as the winners. Sutro Baths opened in October 1894, but not ready for bathing. Adolph Sutro was elected Mayor of San Francisco that year and served a single two-year term. William Billington opened his photography business at Land's End, as the area was then being called. Christmas Eve 1894... the original (first and "second") Cliff House burned to its rocky base.



optical illusion tile path
—conservatory remnant

1895—following the 1894 Midwinter Fair in Golden Gate Park—Sutro made big changes to his neighborhood. The attractions, rides and statuary he purchased from the fair were installed at the Baths and on Merrie Way, across from the Sutro Heights entrance. Boilers and generators were enlarged to provide power for Sutro's new streetcar line, and a depot was built.

1896—the elaborate chateau-style "Birdcage" Cliff House, built to Sutro's approval, opened on February first. The next day, the Sutro Railroad electric streetcar line began service. On March 14th, swimmers were welcomed to Sutro Baths, and the Merrie Way amusement area opened with the 100-foot Firth Wheel from the Midwinter Fair, along with the indoor Mirror Maze and Haunted Swing. On July Fourth, the Scenic Railway, an early roller coaster, was added to the Merrie Way attractions. It was shut down a year later. In August of 1898, Adolph Sutro, himself, was shut down. His daughter, Emma, was named executrix of the estate.

On
July 1st,
1909,





the current concrete Cliff House building opened. In 1911, the Firth Wheel on Merrie Way was demolished, and on October 15 President Taft lunched at



STATUARY LEFT ITS MARK

the Cliff House after the PPIE ground breaking ceremonies in Golden Gate Park.

Sutro Heights became city property, a park with mandated free entry, in 1920—with Emma retaining the right to remain living there, which she did until her death on October 17, 1938. Within months the house and other buildings were demolished and the grounds were refurbished by the WPA.

Sutro Heights was requisitioned to be part of Fort Miley during World War II. Off limits to the public, two observation stations were located near the parapet. After the war, most of the statuary disappeared, and as the decades turned, Sutro's bailiwick grew steadily somber. The Baths burned; its ashes were washed away. The Cliff House advertised many changes but remained little changed. At the base of Sutro Heights on the Great Highway, the old time entertainment, drinking and dining attractions grew less attractive, and like Playland, bubbling with shrieks and laughter, they disappeared to become barren land and then acres of gray, blank windowed condos. Looking down on them from The Heights, their grayness could be mistaken for a bank of fog that will lift and reveal the joys of yesterday.

The joys of March the second, 2013, are with us.



WE WALKED THESE STAIRS, SHADED BY SHRUBBERY

Sutro Heights has become part of the Golden Gate National Recreation Area and is well cared for. The relics that remain—a handful of sculptures, the huge punchbowl bird bath that could have been designed by Samuel Schmucker for his cocktail belles, the concrete well house, bulwarks and crumbling steps spiraling upwards on the western slope of the Parapet guided us back to the 1890s; the white-spumed waves and endless sea recalled the delight that Sutro must have felt when he first walked the hill that would become Sutro Heights. —LB

SUTRO HEIGHTS AND THE PHOTOGRAPHER PROJECT

Sutro Heights has been a focal point for our club postcard photographer survey researchers. Frank Sternad has spent many hours determining just when the mysterious conical roofed photo studio was constructed and opened for business.

John Billington, who was to become a postcard photographer of great interest to us, joined his brother at the photo studio on Sutro Heights in 1900. Brother William died in 1907, the year the elaborate Cliff House burned. But when did the studio building first appear?

Frank Sternad explains: "When A.J. McDonald photographed President Harrison on the parapet in April 1891 there was no witch-hat building visible. However, the gallery is seen in the 1894 Albertype images published by Wittemann; and Wm. C. Billington first appeared in an SF directory as photographer at 'Sutro Heights' in 1894. The Jan-July 1894 Midwinter Fair may have provided impetus for



BENJAMIN HARRISON ON PARAPET, 1891

completion of the studio-gallery during 1893, and photo analysis and other factors seem to point to that year for installation of Billington's 'Sutro Heights Gallery,' seemingly crammed onto the parapet as an afterthought. Another reason to have a photo studio up and running was that Sutro Baths opened in 1894, but not ready for swimming.



PHOTO STUDIO (WITH W.C. BILLINGTON ?) CIRCA 1900



PHOTO STUDIO SITE, 2009



WITTEMANN PHOTO PUBLISHED BY ALBERTYPE, 1894

"The fabulous GGNRA photo of the gent (possibly W.C. Billington) in the chair next to the gallery is circa 1900, or even a year or two later. It shows the windward side of the shingled structure noticeably weathered (stained paint, faded lettering on the windows), and display frames full of tintype studio portraits. John Martini supplied a 2009 photo of the building's former site on the parapet, and Dennis O'Rorke's W.C. Billington cabinet photo of the southern end of the parapet gives a close up of the sign, 'Pictures taken and finished in 6 minutes.'"



Images and research courtesy of Frank Sternad, John Martini, Dennis O'Rorke, John Freeman. Postcard images from Dennis O'Rorke collection.

Photos by Dennis O'Rorke, John Martini, Lew Baer.



A Century of the Fifties

by DANIEL SAKS

Anyone familiar with residential kitchens during the 1950s certainly remembers the colorful plastic laminate countertops. The smooth, uniform, hard plastic covering became ubiquitous in post World War II kitchens. The variety of bright colors and symmetrical patterns available for kitchen countertops set the tone for what today is referred to as Mid-Century Modern Design. This year marks the 100th anniversary of the kitchen countertop product most identified with that period—Formica.

As is often the case with new products, Formica wasn't invented for the application for which it became famous. Formica was patented in 1913 as a substitute for the mineral, mica, then used in electrical wire insulation. The new product consisted of a woven fabric coated with a plastic resin, hence its unambiguous name, "for mica."

The countertops most of us are familiar with are constructed from layers of thick paper impregnated with a hard resin and then topped with the decorative colored layer. It's that top coat of color, often patterned with squares, dots, or other shapes such as the famous boomerang, that's now considered an icon of a Mid-Century Modern kitchen.

The kitchen shown in this postcard displays the ultimate in 1950s design. There's no year on the card, but thanks to the announcement of Formica's centennial, the backside's notation of "Forty-one years continuous production experience," dates the card to 1954.

The popularity of Formica as a kitchen countertop is partly due to World War II and the Service-

men's Readjustment Act of 1944. The G.I. Bill of Rights, as it was known, gave low interest home loans to servicemen. This enabled millions of American families to move out of apartments and into suburban homes. That led to a surge in new home construction and the remodeling of existing homes.

Formica's popularity for kitchen countertops benefited from the production of standardized 24" deep cabinets and appliances. A homeowner could remodel a kitchen, and contractors could build hundreds of kitchens in housing tracts, knowing that cabinets and appliances purchased from different suppliers would all fit together.

This postcard's kitchen shows several 1950s "modern conveniences" that are found in today's most stylish residences. Most notable is the built-in refrigerator and, to the right of the sink, a dishwasher that has wood panel fronts to match the cabinets. Today, only top-of-the-line kitchen appliances offer those choices. There appears to be a pull-out sprayer on the sink as well and possibly even a liquid soap dispenser.

The peninsula countertop was also a 1950s innovation as the kitchen evolved from being only a food preparation area to a central gathering place for family and guests, that often included a dining area. That trend, too, has continued with kitchens now having raised counters for sit-down dining or open floor plans which combine the kitchen with adjacent living areas.

Having a wide countertop also provided space for electric appliances, and this kitchen doesn't disap-



LOOK FOR THE LABEL... TRUST ON GENUINE BEAUTY BONDED FORMICA

ONLY GENUINE BEAUTY BONDED FORMICA HAS

1. Newest and largest selection of . . .
2. Clear, clean, unclouding color patterns with
3. Super-smooth, blemish-free cabinet maker's finish from . . .
4. Forty-one years continuous production experience.

point. There's a Mixmaster in the far left corner and a toaster and what could be a deep-fryer on the peninsula's shelves. Our hostess appears to be pouring from an electric coffee percolator.

In conjunction with its centennial, Formica announced a collection of retro style countertop patterns and colors. This kitchen counter shown here has been replicated in a similar green called Mint Dotscreen. Formica calls



it a "vegetal green" with small micro-dots forming continuous ribbons.

The new line is available at the same remodeling centers that sell contemporary Formica countertops. All that remains is a few visits to the flea market and vintage collectible stores, and your dream

1950s kitchen can again be a reality.

—POSTCARDS FROM THE COLLECTIONS OF DAN SAKS AND SHARON WOLF MARIAMPOLSKI

HOMETOWN CARDS:

HOQUIAM

by J. WAYNE NELSON



An unproved theory of postcard collecting is that the most popular topic is the *hometown*. No matter what else postcard collectors may collect, they have space for a few hometown view cards. Why?

A few reasons may be:

- | | | |
|----------------|---|--|
| Familiarity | — | Collectors know the subject matter. |
| Availability | — | Cards are generally available at affordable prices. |
| Nostalgia | — | Fond, good memories. Let the good times roll! |
| History | — | Chance to do historical research. The times they are a changin'. |
| Ego | — | Opportunity to become an expert in an area of postcard collecting. |
| Specialization | — | Can focus on a special event or place in the hometown area. |

Personally, I am proof of the theory's validity. I collect my hometown—Hoquiam, Washington. Hoquiam means "hungry for wood" in the local Native American dialect.

I am discovering, through postcards, a hometown I never knew. The cards shown with this article illustrate the point. The Hoquiam Hotel burned down in 1912. What a magnificent structure to no longer be. The hospital shown above is now an empty lot. Neither existed in my youth, the fifties.

Through old postcards we can indulge ourselves by finding new pleasures in the towns we grew up in but never knew.

REAL PHOTO GAS STATIONS

from ART SOMMERS' ALBUMS

There's something almost hypnotic about a handful of RPs that have only the image for information. Looking at them makes us want to know more, and we grasp at hints and call them clues. When the cards converge on a theme that is actively considered each day, such as the local service station and the price of gas, the images become icons of our imagination representing dreams, aversions, memories. Calling these nostalgia would be unfair. They're hard as steel and heavy as lead, and their fumes transport us. —LB



A California card with nothing on the back.



"Red Sentry" brand with "Bowser" painted on tops of both pumps. Spare tire tied with rope and rags. Outhouse in back?



The divided back reads "Putnam Photo, Antrim, N.H." The stamp box is a diamond with "Defender" at top and bottom.



Divided back and nothing else.



A Conoco gas pump and Sam Redman's General Store in Colorado. Nothing on the back of card

Two Stiffs Selling Gas - Lovelock, Nevada 24-HOUR SERVICE

FROM LOVELOCK EAST	FROM LOVELOCK WEST	INFORMATION		
Winnemucca	37	Ferrelly	49	Standard Oil Products . .
Battle Mountain	125	Bone, 4th & Va. Sts.	95	Modern Air-Cooled AAA Motel
Kille	156	Truckee	128	Founded 1923 by Lawrence and
Wells	249	Truck Lodge	141	Ed Stiff . . Population, approx.
Wendover, State Line	268	Auburn	200	2,800 . . Elevation in ft. 2,982
Salt Lake City	419	Sacramento	326	. . . Fishing County Seat . .
Boise	325	San Francisco	328	Industry: Farming, Livestock,
Twin Falls	265	Los Angeles	341	Mining . . . Get C of C folder
Denver	381	Las Vegas	380	for more.

Folks crossing Nevada on Hwy 40 stopped here with canvas water bags hanging off the front bumpers

APRIL 18, 1906 — 107 YEARS AGO

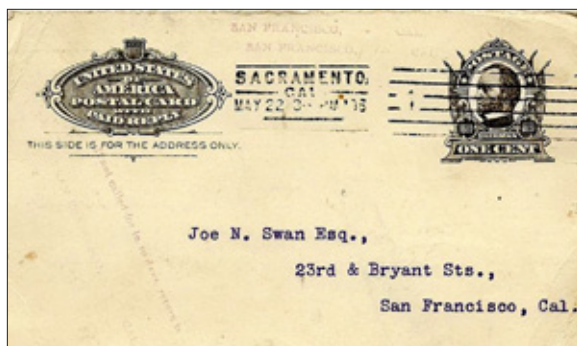
The list of survivors of the 1906 earthquake grows shorter every year. Will there be actual memories at this year's anniversary? Even infants born days or moments before the cataclysmic event and its fiery aftermath would have been imprinted by the reactions of their families and others around them. As there are fewer and fewer genuine recollections of the era, postcards grow more important as visual keys that unlock the mysteries of past events. There will be no April 2013 edition of this newsletter, so Dave Savadge's article comes at a most propitious time. Dave is listed in the club roster as collecting the PPIE and postal history. His message: *Would you consider this for your newsletter?* Considered and accepted with pleasure for *our* newsletter —ED.

TWO SAN FRANCISCO POST-EARTHQUAKE POSTCARDS

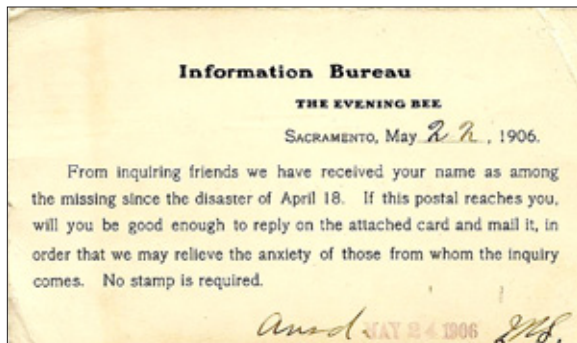
Even after a natural disaster, enterprising businessmen will try and make money, and this was especially true with postcard photographers and publishers. Still taped to a card showing a street scene is a bogus Chinese coin which seems to be punched from a sheet of tin. The smoky image was lopsidedly added, but the pre-“handwritten” message was a clever addition. Conceived of, printed, adorned, sold, purchased and mailed—all within a month and a day of the earthquake—this postcard was a hasty success.



About 20 years ago I purchased at an estate sale a shoebox of correspondence to Joe Swan, former reporter for the *San Francisco Chronicle*. This message-reply postal card was the only one dealing with the earthquake.



May 22nd 1906
from Sacramento to Swan in San Francisco



Swan annotated the card at the bottom “Ansd” with a date of May 24th 1906



The card sent from San Francisco to Los Angeles on May 20th 1906. All the sender did was to date and sign it, and add her own one-liner along the right margin.

—DAVE SAVADGE

THE FEW HOURS our walking group spent at Sutro Heights were idyllic.

Plans for future picnics were forming even as we walked. The Heights was a usual stop on my teenage bicycling to Playland and Ocean Beach. Here is an Artpho view of Sutro Heights before the cliff facade was stabilized and plastered over with faux



rugged rockery. The shot dates from the nineteen-teens. Point Lobos Road was truly rugged and rocky then; it was widened from 20 to 60 feet and paved in 1921-22. The current Cliff House, about a decade old in the postcard, is a symbol of San Francisco's endurance. Burned to the ground twice, nearly blown to smithereens by an exploding dynamite laden ship, padlocked for years after national security required a booze free zone for the military and when its libatious clientele was unable to enjoy Mr. Volstead's outlawed beverages for additional years, and nearly incinerated again when its popular neighbor succumbed to economics and the flame, the Cliff House has survived.

WALK TALK: No sooner did we get home from the outing than mentions of more walks began. Bob Bowen: Brenda and I could lead a Chinatown postcard walk at a future date. Since our last club Chinatown visit, I have been leading City Guide walks there, and Brenda is now a professional Chinatown guide for the Chinese Cultural Center. Let us know when.... Michael Semas: There are many historic buildings here in Hanford and they were prominently depicted in postcards from 100 years ago. The club could take Amtrak directly to Hanford and I could arrange either a one-day event or you could

make it a weekend. There's plenty to do and see, and if I have enough lead time I could arrange tours of local farms and dairies. What do you think? [Sounds good to me as long as we can take a side trip to Mooney Park in Visalia to see End of the Trail.]

FORWARDED by Corey Cate from www.kovels.com: Picasso's Signed Postcard Sells for Record Price — A card sent by Pablo Picasso as a New Year's greeting in 1919 included good wishes and a hand-drawn sketch of a holiday table. It was signed "Olga and Pablo" (Olga was Picasso's wife). Swann Galleries sold it on Nov. 29, 2012, for \$27,600. It's a record price for any signed Picasso postcard sold at auction. Of course. There's a story told that Picasso al-



ways drew a sketch on the back of every check he sent to pay a bill. He knew that almost everyone would save the check without cashing it—because the picture made the check worth more than its face value.

CAROL JENSEN is looking for an angel. "Another Mae Mead Reid postcard popped up as a result of the recent Postcard Club newsletter article. It had been mailed June 24, 1938 from Heidelberg in Germany to Mr. and Mrs. James Reid. War about to burst forth, Deutsches Reich stamps, and the Nazi postmark. This came to me from none other than Ward York, Mae Mead Reid's great nephew, who lives in Benicia. With much interest Mr. York read the article in the postcard club newsletter and mailed the card addressed to 'Carol Jensen (Postcard Girl).' How about that! This is the latest in the Mae Mead postcard correspondence that begins at her young womanhood—a wonderful collection of cards amassed by the owner of the Byron Hot



Springs. By the way, following its foreclosure, the bank has the entire Byron Hot Springs property up for sale via



Colliers International Realty in Los Angeles. If you know anyone who would help buy 160 acres of nice property and reopen an historic resort, have them call me.”

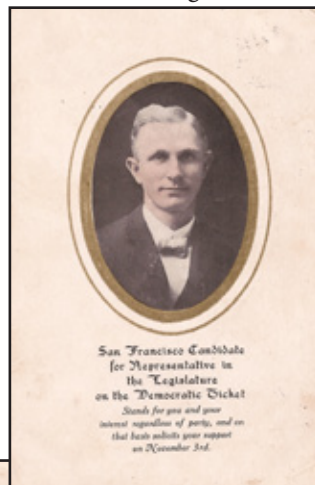
WW II NOTE: from “United States Mail to France in World War II, Part II” by Lawrence Sherman, *American Philatelist*, February 2013. [I find this an exciting note to postcard history, even if even the POD confuses postcards and postal cards. —ED.] “As Allied armies fought their way eastward following the landings at Normandy on June 6, 1944, and the liberation of Paris on August 25, mail service to France was gradually resumed only as regions became secure and postal infrastructure was re-introduced. Acceptance of ‘nonillustrated post cards’ to Normandy’s department Manche on September 4 marked the start of the service. Cards were to be sent by surface mail. The messages were to be written in English or French, confined to personal or family matters, and addressed to civilians only. The Post Office Department emphasized that the service was limited ‘to ordinary postcards exclusively.’”

INSTITUTE OF AMERICAN DELTIOLOGY founder and leader, Don Brown, has had his head in the clouds lately. As he emailed about the Lebanon County [Pennsylvania] Bicentennial Kick-Off Cele-

bration: “We had a fantastic celebration on February 16 with bands and speeches and postcards, and 118 venues at the Lebanon Valley Exposition Center, and several thousand attendees, and basically clear and comfortable weather! The IAD’s project was the production of a set of six postcards featuring the six original townships of 1813 in an envelope emblazoned with the bicentennial logo. The Institute took in \$2,000 from the sale of the postcards; the Lebanon Post Office station was side by side and they sold 2,000 of the new 33-cent stamps as the lines curved around and around the central hall all day long. And... also... I had my new book to display and for which I made a sign announcing scheduled book signings, because 300 copies of MEYERSTOWN & EASTERN LEBANON COUNTY arrived just the day before from Arcadia in SC! What a year this is turning out to be! I have to keep a marketing-salesman mind through December in order to sell all those copies. At least a dozen other stores and organizations will also be stocking the book, and a salesman arrives to help sell the books this coming week.

MYSTERY CANDIDATE?

The political junkies amongst us should have fun with this card. Who is the guy? Why doesn’t he have his name on his advertising? Did he win? Mailed in October 1908 from Cimarron to Carmen, both in the state of Kansas. He also signed the card...



illegibly.

That’s all the news! See you in May!

—LEW

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

3/13

P.O. Box 621
PENNGROVE CA 94951



SANTA CRUZ SHOW
Sunday, April 14
Hilton Hotel, Scotts Valley



2013 MEETINGS

March 23
April 27
May 25
June 22
July 27
August 17
September 28
October 26
November 23

BILLY WHISKERS

AT THE
EXPOSITION

BY
FRANCES TREGO
MONTGOMERY



THE SAALFIELD PUB. CO.
NEW YORK - AKRON, O. - CHICAGO.

BILLY AND NANNIE WHISKERS COME TO SAN FRANCISCO FOR THE
1915 PANAMA PACIFIC INTERNATIONAL EXPOSITION

“There it lay like a rainbow city of the clouds.”

POST CARD.



SAN FRANCISCO BAY AREA POSTCARD CLUB

Meeting: April 27, 2013

Trading: 11 AM, Meeting/Program 1 PM
Fort Mason Center, C-260

San Francisco

Program: *Gary Doyle on the Graf Zeppelin*

The world's largest airship at the time, the *Graf Zeppelin* flew over 400 flights—a million miles—accident free. Gary Doyle has built an impressive collection of *Graf Zeppelin* real photo cards that were carried aboard the airship. We will see a sampling of them in chronological order from 1928 through 1936, the effective end of the *Graf's* long distance travels.

*This postcard is the first that the SFBAPCC will publish in anticipation of the Centennial of the PPIE. The original non-postcard image is from the collection of Glenn Koch.

S
F
B
A
P
C
C