

San Francisco Bay Area Post Card Club

January 2014

Saturday, January 25, 11 am to 3 pm

Vol. XXX, No. 1

Browsing and Trading, 11 to 1 – Meeting begins at 1 o'clock

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

- PORTOLA FESTIVAL 1913
- POSTCARDS FROM THE HOME FRONT
- NATHAN-DOHRMANN CO.

PROGRAM NOTES: We usually view postcards as innocent albeit intensely interesting images that are enjoyable to look at, collect and trade. They do, however, have a dark side that can be outrageous and downright offensive. We'll look at examples of this genre chosen from Lew Baer's Goat collection. Many of the images will surpass the limits of good taste. We should all be offended... and edified.

Show & Tell: "Found in my Christmas stocking"; two minute, three card limit.

Joseph Jaynes will be among the dealers and traders set up.

PARKING: *Can be tough.* Come early; there are many pleasant diversions at Fort Mason Center—especially the library booksale and its coffee area. Inside the gates, \$10 or more—or free, on-street and through the gates off Bay Street at Franklin above Fort Mason Center. As always, best to take the Muni, walk or carpool.

COVER CARDS



KQED Day at the DeYoung Museum: The David Hockney exhibit was an eye opening show that revealed the current future of fine art. *Yosemite II, October 16th, 2011* was startling in its 9 by 12 foot "original." Adding to the thrill is that it was drawn on an iPad and then printed out on six sheets of paper. Other art pieces were wall size groupings of large, electronic screens, each with moving "real photo" images as part of the collaged together whole. When tablets become paper thin, will we be loading them with images and mailing them as postlets?



This Jimmy Hatlo arcade card was irresistible at the January 4-5 Vintage Paper Fair—where, incidentally, a great time was had by all.

—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



MINUTES, October 26, 2013

Sunny skies and ample parking.

Cards were offered for sale or trade by the club 10¢ box, Roman Manevich, Sue Scott, Joseph Jaynes, Ed Herny, Dave Parry, Marty Michaels and Felix Zekhsler. Some great finds were made.

The sign-in sheet showed 24 names; Hall Manager Ed Clausen reported his official count as 40.

We were called to order by President Ed Herny.

Announcements: Dues for 2014 are now being accepted.

Drawing: Articles donated as drawing prizes included a small stack of *Postcard Collector* magazine, all with articles by Lew Baer; a stack of Russian language rackcards; a stack of Mods of trolleys.

Old Business: Ed Clausen told that he has negotiated our room for part of 2014. For the first two months we will be meeting in C-362, the large room on the third floor, and he will bid on it again on January 2 for our use in March for the PPIE meeting. He will try to get that large room for several more months and will book C-210, a smaller but still adequate size room, for the future.

Ed Herny reported that the new San Jose show worked well in its venue. Folks are looking forward to the next show there.

Show & Tell: Darlene Thorne showed two Real Photos she got at the San Jose show, both from El Retiro, a home for retired nuns and priests in Los Altos where Darlene was once asked to be a nun; one card included Ramon Navarro; she also told that she took

a class from Steve Yvaska, a new member and antiques columnist. ... Ted Miles showed cards of the *Charles W. Morgan* arriving at Mystic Seaport on November 8, 1942, to complete his article in the current newsletter. ... Dan Cudworth brought a



Christmas postcard of Pearl Harbor from 1943, a Lake Merritt art card and RPs of a tough category: Drive-in Theatres. ... Rosanne Goodwin passed around info sheets on a portable scanner, ideal for

postcards, and suggested that the club and some of our members could use these; if we consolidate orders, we should be able to get the club's scanner at no charge. Rosanne also shared the sad news that she will be moving to San Diego; she loves our group and will keep up her membership and will be compiling a book on Detroit cards of the Panama-California Expo in time for its 2015 centennial.

Joseph Jaynes showed a card left behind on his table at the last meeting; it's of *Der Glücksvogel*. Whose is it? ... Fred Van der Heyden showed a handwriting brochure from the 1939-40 GGIE. ... Ed Herny showed a card of the tea garden in Piedmont and told that the back of the card—its postal history—was the more interesting side. It bears a postmark from the Aeroplane Station in Oakland at Aviation Field dated 1912. The card was carried by aeroplane when aviator Farnum T. Fish flew from Emeryville to downtown Oakland.

—NOTES BY LB

MINUTES, November 23, 2013

Call to Order: The club meeting was called to order by Vice Pres. Kathryn Ayres at 1 pm on 23 Nov. 2013 in room C-260 at Fort Mason, San Francisco.

There were 22 members signed in, and about 40 present. No guests in attendance.

Vendors: Ken Prag, Dave Parry, Joseph Jaynes, Feliks Shklyar, Lauren Thor, Roman Manevich.

Announcements: Ted reminded us of the exhibit at the SF Main library, "A Little Piece of Mexico," with some of the best Mexican postcards, including ones by Freda Kahlo's father. A must see that ends 12/29. "The best postcard display the library has done thus far." Announcement cards were left for us.

Dan told of a great exhibit in a sandwich shop at 24th & Castro, "Vintage Matchbook Images" with original art work and a very cool promo card!

Kathryn announced that someone left a large envelope full of old photographs at a past meeting. She will hang on to it for a few more sessions and if not claimed it will go into the raffle.

Kathryn told that we still have packs of Kit Hinrichs' Alphabet cards for sale at \$5; proceeds to benefit the club; a dynamite bargain for beautiful art work.

A club member mentioned that Kathryn is involved in putting together a new exhibit on Treasure Island honoring the 75th anniversary of the Golden Gate Exposition. It will open in March 2014.

Fred let us know there is a big garage sale at Chestnut & Laguna with oodles of cards and old coins.

Drawing: 9 lots

Old Business: Ed Clausen advised us that this is our last meeting in room C-260. In Jan. and Feb. we will meet in room 362 on the 3rd floor, if it has not been leased. If so, we'll meet in room 215. The members gave Ed a hand for his work on this important issue.

Show & Tell: Darlene: Two Thanksgiving cards, one with a metal wishbone on it, and the other, by Ellen Clapsaddle, the eternally popular Golden Age artist. Chuck brought in several of the pamphlets he made displaying regular view cards of SF, overprinted with encouraging words to propel the selection of SF in getting the PPIE. Called "Booster cards." Chuck fabricated the brochures, a beautiful job indeed!

John showed us several cards of the Jack Tar Hotel on Van Ness. He gave us a brief history: built in 1960 with 403 rooms. Known as the Jack Tar from 1960-1979; became The Cathedral Hill Hotel in 1982. A fire broke out in 1984 causing one death and 37 injuries. Diane Feinstein called it "a complete loss." Not so; finally it closed in 2009 and is being demolished. Herb Caen loved to do take offs about it: "The Box Disneyland," "The Wurlitzer Hilton."

Nancy showed a 1907 Coney Island card with a line drawing of two guys lighting each other's cigars and a photo of the Entrance to Dreamland inside them. She'd like to know more about it.

Jim brought in four interesting cards of Viet Nam.

Fred showed us a card of the Portola Restaurant at PPIE, The Underwood Typewriter Co., and a very old book about how to travel in California.

Rosanne made a book and a calendar with postcards of the 1915 Panama-California Exposition in San Diego; beautifully put together. She bid us goodbye as she is moving away and she let us know how important the club has been to her.

—NANCY REDDEN, SECRETARY

John Freeman on

PORTOLA 1913 — THE MULTIPERSONALITY FESTIVAL

John began by asking the question, “Was it still pronounced PortolAH?” and answered with “Who knows... by then there was already the Portola District,” and the Americanized pronunciation had probably taken hold.

The first image to appear on the wall was the official souvenir card for 1913 of a Spanish dancer in bold colors. The cards that followed seemed to be familiar, and they were. The photo reproduction of the lettering on Yerba Buena Island was just like the card and sign of 1909 except that the 1913 fair was four days long instead of five.

Other poster-like promotional cards were the 1909 cards with the date “blacked out” with gold ink and overprinted with the new dates in hard-to-see red.

Another 1909 card of parading on Market Street was reused with no caption to identify the image, but the flags on it were a giveaway as they were not used in 1913. All printed cards that were repurposed were by E. H. Mitchell. It is assumed that there were uncut sheets in his warehouse which made the blocking out and overprinting a fairly easy process. Was this festival being produced “on the cheap”?

The Bell of 4000 Lights RP of 1913 looked very much like the decoration of 1909, but the newer

card has a title. The lights themselves differed somewhat, too; in 1913 there were no strings of lights running across Market Street and there was a pendant-like central ornament in the bell-shaped display.

Souvenir felt pennants differed, as well. There were lots of pennants made for 1909. In 1913 even more were offered for sale; they were larger, and the designs changed a bit. In 1913 the dancer had a cigarette; bears were popular as was an image of the Ferry Building emblazoned with 1915.

John then turned to analyzing the reasons for, and hoopla behind, the 1913 Portola Festival. First, he talked about significant dates. Don Gaspar Portolá “discovered” San Francisco Bay in 1769—144 years prior to 1913; Sir Francis Drake came ashore in

Marin County in 1579—334 years before; and Vasco Núñez de Balboa “discovered” the Pacific Ocean 400 years before. Thus, Balboa became a more relevant theme for the 1913 event.

Not so simple! John then showed the text of a message written by Winston Churchill with thanks and congratulations for San Francisco honoring Sir Francis Drake with a public celebration. There was no mention of Drake in the festival promotion, but perhaps (and probably) Drake was given as the cen-





tral theme in promotional material sent to England to encourage tourism and that country's support.

Since the Civic Auditorium would not be completed for another year, what would be the central location for the Portola Festival? Union Square was selected as it had been in 1909, and it is recog-



Postcard images of the Festival itself flashed on the wall. RPs of the Ferry Building with a lighted 1915, its back dated Portola 1913 ... A Charles Weidner night view of illuminated ships in the bay (far fewer than in 1909) ... Nicholas Covarrubias, a former sheriff of Santa Barbara County, as Portolá in 1909 and again in 1913, age 74 ... Chinese celebrants in 1909 wore queues and staged a dragon parade; in 1913 following the revolution in China, they had cropped hair and the displays portrayed the modern Republic of China with a Chinese Uncle Sam ... the Giant Flag of 1909 needed ranks of 25 men to carry it; in 1913 10 men across could do the job.

The images that followed were all of parade floats from the Portola Festival:

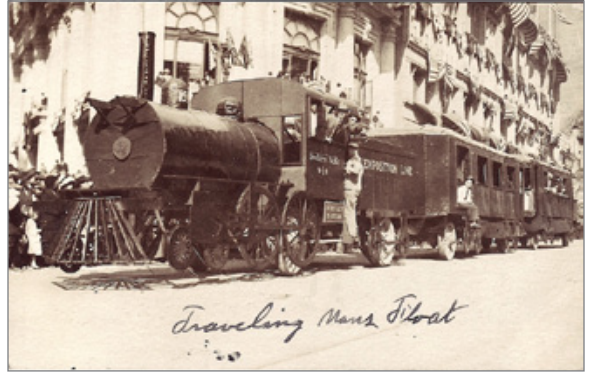
- Discovery of Cape Mendocino in 1543 by Bartolome Ferrello, the pilot for the Cabrillo voyage that explored the Northern California coast; it was another anniversary to celebrate, a 370th.
- Queen floats, including one with Queen Avia and Miss San Francisco.
- Next, was the Improved Order of Red Men float

nizable in a number of postcard views.

The royalty of the pageant was more numerous and complex than previously. Balboa was portrayed by Ralph Phelps who assumed a reasonable persona for the explorer. His queen Miss Conchita Sepulveda, age 21, was descended from an early Southern California family. From costume images that John showed, we were led to infer that Queen Conchita's gown was more in 1600s style than in the style of Balboa's era, the 1500s.

The "Queen of Pageantry," 21-year-old Miss Avia Tietjen, had four Maids of Honor, one of which was her younger sister Rhoda; and Ethel de Roos, age 16—the regal Miss San Francisco—had two train bearers. The court also included twelve attendants to Queen Conchita, who in their pedestrian lives were students at Polytechnic High School.





with the giant head of a Native American.

- The Travelingman's float was styled like a train. Traveling salesmen, John told us, were called drummers and comprised an important section of the business world at that time, and they were very enthusiastic about the 1915 fair and its opportunities.
- The Paterson Aeroplane Company float showed San Francisco to be a center of modern scientific and engineering development.
- The Civic Improvements float carried—or resembled—the cornerstone of the new city hall. This was another prelude to the PPIE, as was the 1909 Portola Festival itself, for six weeks after it the first meeting to propose the 1915 fair in San Francisco was held.
- One notable feature about the 1913 floats as opposed to those of the earlier festival was that in 1913 few were pulled by horses—



DISCOVERY OF MENDOCINO

they were now motorized.

The original concept was to have an annual Portola Festival, but other events took precedence, and the idea stuttered and faded away. In September 1910, the 60th anniversary of California's Admission Day was celebrated, and August 1911 saw a huge event staged by the Fraternal Order of Eagles. In 1912 there was no civic gala. 1913 brought the reimagined Portola Festival, and by 1914 all energy was directed toward the Panama Pacific International Exposition of the following year. There was a third Portola Festival, a month long celebration in 1948 involving the Grand National Livestock Show at the Cow Palace, sporting and social events and a one day parade.

—NOTES BY LB
[Postcards shown from the collections of John Freeman, Darlene Thorne, Frank Sternad, Lew Baer.]

Darlene Thorne: MAIL CALL! POSTCARDS FROM THE HOME FRONT

Countless books and images record the battles and skirmishes of wars. I will leave those to the scholars and, instead, attempt to show what patriots at home sent to the men and women in the Military and what those in the Military sent back home.

The word *veteran* comes from the Romans meaning old—someone who has been doing something a long time. Our American Veterans have been earning that title since 1776.

Decoration Day, declared on May 5, 1868, was to honor those who died while in the Revolutionary and Civil Wars. Many parades were held in subsequent years honoring the Grand Army of the Republic (GAR).

No matter in which branch of service they served, the men in WWI missed home, and postcards were published for the folks at home to send to their loved ones in the war. The men were overjoyed when a postcard or letter came, but while they would write postcards home they were not allowed to tell where they were or where they were going. Preprinted postcards allowed them only to sign their names and were mailed free of the penny postage.

During war time, patriotism was high on the home front—especially so in the Bay Area which has trained and housed every branch of the Military. Holidays throughout the year brought images of the red, white and blue. Patriots formed living flags, and flower beds were planted to resemble Old Glory. In 1908, years before WWI, President Teddy Roosevelt sent the Great White Fleet to San Francisco, but—according to Marilyn Chase in *THE BARBARY PLAGUE*—the Atlantic fleet threatened to bypass the city because of an outbreak of plague. Mayor Edward Robe-

son Taylor put a bounty of 10¢ on male rats and 25¢ on females, and almost two million rats were killed, freeing San Francisco of the disease. The ships landed on May 8, 1908 with their hulls painted white for purity and easy identification. There was a Great Naval Parade to honor the fleet, and we still celebrate with Fleet Week in October.

When war came to America, postcards pictured romantic goodbyes, not scenes of hardship or danger. Postcards were sent back and forth with photographs of those in the military and of wives or girlfriends posing in front of American flags in photo studios. Postcards could hold a woman's perfume or a note tucked under

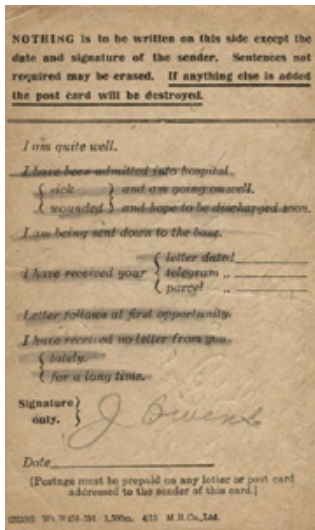
a hand-embroidered flap. Some injured men found work hand-painting postcards.

The Bay Area has always been an activity center for the military; Alcatraz was bought by John Fremont for \$5,000 in 1850 and turned over to the U.S. Government to house military prisoners in 1868; The Presidio was founded in 1776 and served as a military base for 219 years. It is now a park and was declared a National Historic Landmark in 1962. Fort Mason trained Army of-

ficers. Yerba Buena Island was known as Goat Island, and with Treasure Island it housed several branches of service over the years.

The U.S. Navy Yard on Mare Island was built in 1854, and was closed by the Navy in 1996. More than 500 ships were built there. Vallejo is now a ship graveyard.

Hunter's Point Ship Yard was built in 1870 on 638 acres, and became the world's largest dry dock. Fort McDowell Army base was founded in 1864 and





served for 100 years.

Further south on the border of Palo Alto and Menlo Park, 27,000 men were stationed at Camp Fremont. Still further south, Camp Roberts at San Luis Obispo trained National Guard troops. The 658 battered barracks are now being torn down. The largest Naval Training Center in California is in San Diego.

The U.S.O., YWCA, Salvation Army, American Legion and other support groups offered a refuge for service people, with food, fireplaces, bands and reading materials to make them feel at home.

Veterans returning from war were housed in Veteran's Hospitals throughout California. The first, Veteran's Home in Yountville, opened in 1884 for Civil War vets. It's the largest community of and for veterans in the U.S. The original building sported a fire escape spiral on the side and cannon balls decorated the lawn.

When service men relaxed, they could be found pictured in costumes for Halloween or at the Panama Pacific International Exhibition (PPIE), Califor-



nia-Pacific Exposition in San Diego or swimming in Guantanamo Bay, Cuba.

Postcards were printed to remind the patriots at home to save the lights, ration meat, sew their own clothes or to join the Red Cross.

Women were new to the war effort and enlisted during WWII; Mrs. William Randolph Hearst served as chair of the Mayors Committee of Women on National Defense. Fred Harvey pictured women's uniforms on a postcard. Rosie the Riveter enticed women to help the war effort and to join up with her "We Can Do It" attitude. Richmond, California now boasts of its Rosie the Riveter Historical Park.

Humor was important to the service. The "What, me worry" cartoon of WWII was later used by *Mad Magazine* as its mascot. And "Kilroy was here," pictured with his large nose and fingers hanging over a railing, always brought a smile. Pin-up girls such as Betty Grable, reminded the men who they were fighting for.

Raising money from citizens was vital to the





war effort through programs such as Liberty Loan bonds. Even school children were given cards to fill out with dimes or quarters to help the cause. WWI cost \$30 billion; the government raised \$21.5 billion. In WWII, 85 million people donated \$185 billion towards the war effort. San Francisco held an inordinate number of parades down Market Street with crowds of citizens lining the way. One memorable parade on April 6, 1918, featured scaled-down, wooden models of tanks mounted on Ford chassis. Each replica was named—San Francisco, Mission, Fillmore, Richmond, North Beach, Haight—and was tak-



en to its respective neighborhood to raise funds. When the wars were over, victory was celebrated locally and worldwide. Everyone was waiting for the troops to return home. Postcards were printed to let families know that they were on their way, including one by Norman Rockwell. The final encampment of the GAR was held in 1949. Wartime postcards after WWII are more elusive, with one war morphing into the next. But, Bay Area Veterans hospitals can still be found in Yountville, Palo Alto, Livermore and at Fort Miley.

Veterans are celebrated with honor in parades and other festivities in the Bay Area. News broadcasts show returning Veterans flying into the arms of parents, wives and children.



Sets in the City – NATHAN-DOHRMANN CO.

by GLENN KOCH

Some time ago, it's been at least a few years now, I wrote an article—including a checklist I had put together—on the series of postcards that were made for the Big E, the Emporium department store in San Francisco. Though I didn't have them all, the titles that I was missing in the checklist were provided in short order by other clubsters upon publication of the piece. In the end, we had a completed list of all the titles in the set. It was fun, especially when others jumped in to help.

Since that time, I have wanted to make additional checklists. Until recently, though, time or ambition has always been lacking.

Spurred on after seeing Chuck Banneck's beautiful volume on the cards of the PPIE, I decided to revisit the idea of creating more checklists of San Francisco sets that I like the best. So, I have a few that are in the works. My hope is to make new lists, getting them fairly close to complete, and then publish them here along with brief articles and a request for help with the missing cards.

Completed checklists let me know what the cards are that I am missing. They make it easier to try to find what's missing without knowing what the images show. Lists also help me keep track of what I already have.

Not all lists are like the massive checklists of Detroit Photographic or Edward Mitchell cards. Some are quite small. And to prove that, I am starting with one that is small and, I believe, incomplete. I hope that this list will be as interactive an activity as the Emporium list was. Please, help me complete it.

The first checklist I am presenting is of a fantastic little set of cards that was created for the Nathan-



Dohrmann Company, a business that proclaimed itself to be *The Largest and Finest China Store in America*. This massive enterprise was located at 122-132 Sutter Street in San Francisco at the time that this series of cards was created. It is a pre-quake

set, which makes it all the harder to complete. In my many years of collecting San Francisco postcards, I have seen only three of the cards, two of which I purchased about three years ago, and the other within the past months.

Each of the cards shows a view of a different area of the store, printed on a white background. On a scale of beauty, they are okay... nothing to go crazy over. However, if you are an antique collector, or enjoy the accoutrements of the Victorian era of fine dining and decorating, they will be your cup of tea.

Nathan-Dohrmann Co. began as truly a pioneer San Francisco business. Its founding dates to 1850 when a store was opened by a Mr. Blumenthal who ran it until 1858 when it was sold to a Mr. H. Hersch.

Mr. Hersch then ran the business until his death in 1862 at which time it was purchased by Bernard Nathan, a gentleman who had been associated with the store for some time. In 1868 Frederick Dohrmann was taken into partnership, and the business name became Nathan-Dohrmann Company. A native of Germany, Dohrmann had emigrated to the U.S. in 1842 during the second great wave of German immigration, and eventually settled in San Francisco in 1862.

Up until the reorganization, the company had been located at the corner of Kearny and Commercial Streets; afterwards it was relocated to the corner of Kearny and Sacramento Streets. But in 1875, with a growing clientele, and the Victorian era in full swing, the company expanded into a newer and larger location at 130 Sutter Street. Over the years as the business grew, Nathan-Dohrmann Co. swallowed up adjacent storefronts, office space and warehouse space, until it was a major retail operation, stretching from 122 to 130 Sutter Street.

Nathan Dohrman Company was described in *THE BAY OF SAN FRANCISCO, VOL. 2, pages 650-651, (Lewis Publishing Co, 1892)*: The first main division from Montgomery street up is devoted to staple goods, subdivided into departments; this floor also contains the offices of the wholesale department, and there is an annex where the immense correspondence is conducted; the head cashier's office is also located in this part of the building, and nearby is the private office of the members of the firm, over which a very commodious lunchroom for the employees is located. The second division is devoted exclusively to decorated table china and cut glassware; this display is considered the largest and by far the richest in this line in the city, and it would not be easy to find its superior in the country. The marking, packing and shipping system is perfect and is managed by competent hands. The third division is devoted entirely to ornaments from all countries, including high-grade potteries, Italian art models, statuary and bronzes, parlor lamps and bric-a-brac of all descriptions. The basement and warehouses extend 150 feet beyond the premises occupied by the store building and are connected by a track with Trinity street, where

freight is unloaded; thence it is conveyed on a car to the opening rooms; the handling of goods is facilitated by several hoists and elevators, connecting the basement with the upper floors." [Find and view the entire book at <http://books.google.com/>]



It is from this period in the company history that the set of postcards was issued. The business had expanded from being a supplier of base, practical, goods in a city with few creature comforts, to a merchandiser that provided all the finest of luxu-

ries that a then modern city dweller could desire. Mr. Nathan spent his time scouring the potteries and porcelain factories of Europe to secure the best goods for the store, while Mr. Dohrmann remained in San Francisco and ran the business. At the same time, Dohrmann set up a side venture known as the Dohrmann Commercial Company which provided much of the fancily decorated hotel and restaurant china to establishments and suppliers throughout the west.

In 1898, Dohrmann's son, A. B. C. Dohrmann was taken into the business as a partner. Together these two would go on to create what eventually became the Emporium by merging a group of individual merchants into one large commercial entity. The Dohrmanns, father and son, would have their fingers in a great many enterprises including the St. Francis Hotel, the Merchants Exchange and the Savings Union Bank and Trust. Dohrmann, Sr. was also heavily involved in German-American activities in the Bay Area.

Needless to say, the great quake and fire of 1906 laid waste to the Nathan-Dohrmann Company retail establishment. There is a fabulous picture found on the internet at the California Digital Library

<http://content.cdlib.org/ark:/13030/hb909nb6vd/>

which shows crowds sorting through the rubble at the Sutter Street store site. Everything shown on the postcards in this series was gone in billows of smoke. But that didn't stop Nathan and the Dohrmanns.

They, like many other retailers, relocated temporarily to Van Ness Avenue and picked up where fate and the fire had left them off.

In January of 1908, Nathan-Dohrmann Co. signed a 17 year lease on a new showroom that would put them at the very heart

of San Francisco retailing. The Butler Building, at the southwest corner of Stockton and Geary Streets,

which had been under construction at the time of the quake, would become their new home. It was reported that "Nathan-Dohrmann will then have the largest store devoted entirely to glassware, and crockery in this country.

When the stock is entirely moved, the retail department will occupy the ground floor and the hotel supply and wholesale departments be installed in the upper floors. The lease includes the basement, sub-basement and three lower floors and a part of the fourth." Many years later, after a modern facelift under the direction of Timothy Pfleuger, this same building would house the I. Magnin department store.

Just to give you an example of what Nathan-Dohrmann Co. sold in their store, here is the listing

from a salesman's calling postcard from 1911: "Importers and Distributors of Crockery, China, Lamps, Glassware, Silverware, Ornaments, Kitchen Utensils, and Hotel and Bar Supplies." It really must have been *The Largest and Finest China Store in America*.

Gump's "great wall of china" had nothing on Nathan-Dohrmann's English & French China Room as shown in card No. 1 of the series.

As far as the set of postcards goes, it is unknown how many numbered cards are in the series. The highest number that I have seen is No.5,

an unusual number for a full set—six or eight cards being common. I'm hoping that there are more than

five cards. It is now up to all of us club members to discover just how many Nathan-Dohrmann cards there are. I have Nos. 1, 3, and 5. Help me find the rest.

Nathan-Dohrmann Co.

CHECKLIST

At the top of all cards: *Views of the Largest and Finest China store in*

America; Nathan-Dohrmann Co, 122-132 Sutter Street, San Francisco

No. 1 English & French China Room

No. 2 ?

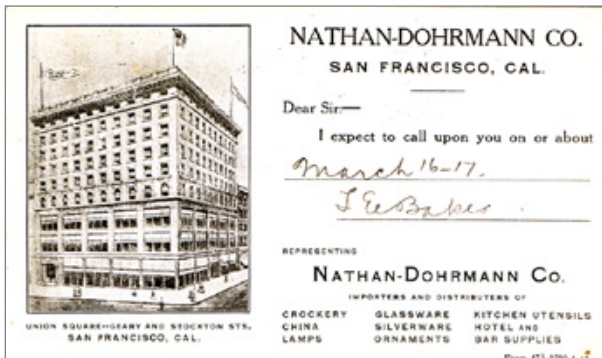
No. 3 The Art Room

No. 4 ?

No. 5 The Crystal Room

No. 6 ?

No. 7, No. 8... ?



Joseph and Lillian—We Know Where You Went

John Freeman recently sent me a scan of a real photo he's had in his collection for over a decade. It shows a happy young couple posing in a studio, and bears the bonus of a few lines penned on the reverse, "San Francisco, Calif., Mr. J.H. Rempe, Mrs. L. Goebel, May 1, 1910."

John consulted his well thumbed city directories of San Francisco and was able to determine that Lillian Goebel was a widow, ergo the "Mrs.," and her friend Joseph was an elevator operator. This of course was just enough to nudge us to find out a little more about the people, and perhaps identify the studio where the postcard was made. By now you regulars have no doubt gathered that pursuing such detail about the distant past is how we "photographer project"

guys manage to spend much of our not-valuable time.

The 1910 San Francisco census reveals that Joseph, age 26 and Lillian, 30 were very close. By close, I mean they lived immediately next door to each other, in a boarding house at 640 Golden Gate Ave. just west of Van Ness. Three days after supplying information to the census enumerator, on a Sunday, they posed for the photo. I checked to see what photographers might have worked near their residence. Adolph Bremler ran a studio at 702 Golden Gate, and Benjamin Runnels was around the corner at 915 Van Ness, but would they have been open for business on a Sunday? Besides, we've never seen real photo postcards credited to these two. Hans Girschick, on the other hand, embossed his name on several post-

cards known to us and had a studio at 1207 Golden Gate, on the corner of Webster. But for a Sunday afternoon date I imagined a more likely destination would be a nearby amusement park, The New Chutes, bordered by Webster, Turk, Eddy, and Fillmore.

Working on this slender thread of circumstantial guesswork, I compared the photo of Joe and Lillian with many images taken by Abe Lipman who operated a gallery at the Chutes in 1910. One thing was similar--the artwork in the backdrops was composed of sunny and dappled, almost impressionistic scenery. But only the style was similar, not the designs. Then I recalled another photographer who worked in the same arcade that year, Max



Newman. One of his cards shows two military men sitting on a paper moon prop, and under magnification a miraculous thing happened—visible portions of backdrops in both cards matched, exactly! Just a few branches of vegetation and a glimpse of a balustered stairway, but undeniably the same. Then



John reminded me of another card with "Newman's

NEWMAN'S POSTAL STUDIO
1248 FILLMORE ST., SAN FRANCISCO.

Postal Studio" imprinted on the

back. It shows the same backdrop and the same chair Joe was sitting on. Success!

John's mysterious photo suddenly took on some personality. We now know the couple spent May Day of 1910 at The New Chutes and happily recorded the outing with a photographic memento at Newman's studio. The directories also tell us that



the coupling was probably short lived. The attractive widow Goebel soon acquired a new name or drifted out of the city to an unknown future, while Joe resigned himself to continued ups and downs and changed his address almost every year.

FROM THE EDITOR'S PEN

Here, in the Editor's pen, the start of this, our triple X-rated year, we find the usual blend of ecstasy and agony—the joy of having a full newsletter mixed with the trepidation of what will fill the coming issues. 2013 brought change to our monthly mis-sives—one color centerfold, a couple of jumbo issues, a few “new” PPIE cards. This is strictly a month by month publication, so who knows what will appear.... I do know that the *Photographer Project* is slated to continue—Bravo! to Frank Sternad, John Freeman, Jim Caddick and all others involved!—as will the postcard announcements with PPIE imagery never before seen in that format. I also know that as 2015 approaches there will be more hoopla and that there should be more articles submitted to mark the Centennial of the PPIE. What will YOU contribute on that or any other subject?

There are other ways you can help the club and this newsletter survive and thrive:

- Offer to take on minimal list management chores using Excel or another program
- Pay your dues for 2014 at the Supporting level.

Thanks to the many of you who have already renewed for 2014 by PayPal, check or cash.

—LEW, editor(at)postcard.org

TREASURER/HALL MANAGER REPORT

Our current balance is \$3,479.14. We are a little behind the December 2012 balance of \$3,706.65 and considerably short of our January 2013 balance of \$5,222.89. So, as the keeper of the Club purse, I encourage everyone who has not already renewed their membership to please do so *now*.

We will be meeting in Room C-362 in January and February. I will be in contact with FMC on January 2nd to check on the availability of C-362 for our March meeting. Following that, I will be on tenterhooks from month-to-month until we know how long we will be able to rent C-362, but we will know at least two months in advance if/when our meeting room changes.

In consideration of the date change (to July 26-27) of the summer Golden Gate Show, I will also inquire what rooms are available if we move our July meeting to the 19th. Watch this space for updates! Meanwhile, keep a smile on your face, a bounce in your step and be of good cheer throughout the New Year.

January 8 update: Room C-362 is booked for our March meeting. No word yet on August date change. Stay tuned.

—ED CLAUSEN

WELCOME TO OUR NEW MEMBERS

Mark Baker has been seen at the Sacramento shows for years; he is a dealer in California Postal History, Ephemera, Postcards, Photographs of The West, Gold Rush Paper, USA and World Stamp Collections, Express, Revenue Check; website: www.goldrushpaper.com. Mark welcomes approvals.

Harry Foglietta is a collector and dealer focused on Hawaii and worldwide older cards, including early European postals; Mucha, Art Nouveau, real photos, Ethiopia, Abyssinia, Indo-China. No approvals.

THE "OTHER" FAIR: Kathryn Ayres has been actively working with the Treasure Island Museum Association towards recognizing the importance and excitement of the GGIE of 1939-1940. When Kathryn joined our club years ago and told one of the oldtimers of her interest, the response was, "Oh! I don't collect anything THAT late!" The TI group will be hosting a show scheduled to open in March. You can be sure that if Kathryn has her way, postcards will be prominent.

PREVIEW! The speaker for our March meeting will be Paul Robertson on "A walk through the Palace of Education: A Magic Lantern presentation."

READ'N RIGHT: A number of books, mostly on postcards and postcard collecting, have been donated to the club and will be offered at the January meeting. A few have already been spoken for. The rest will be taken home by new owners or donated to the SF Public Library Book Sale.

READERS WRITE: *From Alan Calavano*— I recently ran across a new (2012), very nicely illustrated postcard book called COLLECTING & EXHIBITING PICTURE POSTCARDS written by Seija Riita Laakso of Finland. The book is 256 pages long and contains several hundred, glossy, full color and black and white illustrations. It is written in English and besides being a postcard collector, Seija is quite active in US philatelic circles. The book lists for \$39.99 on Amazon, but then you'd have to add shipping from Finland. A better source is Seija's friend Steve Lund who lives in Minneapolis. Steve can be contacted at [steve88h\(at\)aol.com](mailto:steve88h(at)aol.com).

SHOPAHOLIC ALERT! *From Jean Ann Abuhove*— *New York* magazine announced the Deadbeat Club Postcard Series #1; 10 cards, \$15, www.deadbeatclub-press.com/. ... Go to www.gumps.com [Gumps dot com!] to spend \$168 on a heart shaped woodcut puzzle featuring a collage of vintage postcards in lacy fringe. ... www.drapers.com offers Jet Setter Postcard Print Tees by Alfred Dunner (\$20-\$25). In Jean Ann's envelope was a clipping of the column in which *Dear Abby* advises giving a postcard collection to old folks to cut up and glue! —Ed.

POSTCARD CALENDAR

Jan 24-25, Fri-Sat, PHOENIX AZ, Greater Phoenix Show, 5757 N. Central, from 10am, out of state license = free entry, www.therbfshow.com

Jan 25-26, Sat-Sun, RANCHO CORDOVA, Gold Rush Paper Show, La Quinta Inn, 11131 Folsom Blvd, Hwy 50 & Sunrise Exit 18, 10:15am-6:15 and 3:15pm; email RSVP for free entry, [mark\(at\)goldrushpaper.com](mailto:mark(at)goldrushpaper.com)

Feb 1-2, Sat-Sun, SAN FRANCISCO, Antiquarian Book Fair, Fort Mason center Pavilion, from 10am*

Feb 7-9, Fri-Sun SAN MATEO, Hillsborough Antique Show, Expo Fairgrounds, from 11 am*

Feb 8-9, Sat-Sun, KENT, WA, Greater Seattle Show, Kent Commons, 525 4th Ave, N; 10am-6 and 4pm

Mar 1-2, Sat-Sun, SAN MARINO, San Gabriel Valley Show, 3130 Huntington Dr.; 10am-6 and 4pm

Mar 8, Sat, STOCKTON, Railfair Transportation Show, 33 West Alpine, 9am-3pm*

Mar 9, Sun, WALNUT CREEK, Vintage Paper Fair, 1475 Creekside Drive, 9am-4pm* Free entry!

Apr 13, Sun (tentative), SCOTTS VALLEY, Santa Cruz Postcard-Paper Show, Hilton Hotel, Madrona Dr., 10am-5pm Free entry for club members*

Apr 25-26, Sat-Sun, SAN MATEO, Hillsborough Antique Show, Expo Fairgrounds, from 11am*

Apr 25-27, Fri-Sun, BURLINGAME, WESTPEX 2014 Stamp Show, Airport Marriott Hotel, 1800 Old Bayshore Hwy; from 10am; www.westpex.org

May 3, Sat, SACRAMENTO, Vintage Paper Fair, Elks Lodge, 6446 Riverside Blvd., 10 AM, free parking, free entry. NEW SHOW!

May 9-10, Fri-Sat, GRASS VALLEY, Old West Antique Show, Fairgrounds, Fri 10am-5pm, Sat 9am-4pm*

May 25, Sun, HEALDSBURG, Antique show in Plaza, 8am-4pm,* Free!

Jun 28-29, Sat-Sun, KENT, WA, Greater Seattle Show, Kent Commons, 525 4th Ave, N; 10am-6 and 4pm

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](mailto:kprag(at)planetaria.net)

+ R&N will have cards and supplies.

Vintage Paper Fair info: www.vintagepaperfair.com

Jeremy Leroque shows: 626 665-9435

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

1/14



2014 MEETINGS

January 25
February 22
March 22
April 26
May 24
June 28
July TBA
August 23
September 27
October 25
November 22

*Membership current through year on label.
Have you renewed for 2014?*