

San Francisco Bay Area Post Card Club

February-March 2014

Saturday, February 22, 11 am to 3 pm

Vol. XXX, No. 2

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 } • UNUSUAL GOAT POSTCARDS
THIS } • HANDMADE VALENTINES
ISSUE } • J. BOWERS PHOTO CO.

PROGRAM NOTES: Dan Saks asks the question “What does a United States Commodore who served in the War of 1812, a Polynesian theme restaurant, and Walt Disney have in common...?” Dan will connect the dots when he takes us on a postcard visit to the resort of Switzer~land, which existed in the “Alpine” mountains above Pasadena, California from 1884 to 1959.

Show & Tell: Postcard Valentines and the Olympics; two minute, three card limit.

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 to park—or free, on-street and through the gates off Bay Street at Franklin above Fort Mason Center. As always, best to take the Muni, bike, walk or carpool.

COVER CARDS



Fabulous recipe cards are one of my weaknesses, and the many on regional cooking created by the little known French artist Jean Paris and published by Barre-Dayez in the late 1940s and '50s are among the best artistically. Their rough paper enhances the earthy style. The recipes, in verse by Jacques Cathy, are fun and a challenge to follow. Artichokes and asparagus are among my favorite comestibles and are plentiful here and at the market right now.

—LB



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MINUTES, January 25, 2014

A most pleasant spring-like day outside in the middle of what should be our rainiest time of the year. Our hopes were for precipitation, but our smiles were for the blue and sunny skies.

Twenty-three of the close to 40 people present signed in. Cards were brought for sale or trade by Ed Herny, Joseph Jaynes, Alex Pellegrini, Felix Zekhster and Lew Baer, who had a table of postcard books donated by Frank Sternad being sold for the club's benefit.

Call to order by President Ed Herny at 1:00 PM.

Announcements: Joseph Jaynes told that the April 13 date for the Santa Cruz show has been confirmed. Bob Kvasnicka told of the Stumm Family exhibit at the Benicia Historical Museum and gave out invitations to the February 23 opening of "Stumm's Vintage Postcards—views of Benicia and Beyond" at 1 PM. It will include exhibits from Ray Costa's collection and a presentation by Glenn Koch. More info:



www.beniciahistoricalmuseum.org

Lew Baer showed and told about Larry Fulton's book with images of all the postcards he has made over the years—mostly Large Letter and all very neat. Lew also left information from Fonthill Media LLC, publisher of the *America Through Time* series, similar to Arcadia but with color. If you are thinking of creating a postcard book you should visit www.fonthillmedia.com. Lew then told of Secretary Nancy Redden's sadness at the passing of her mother yesterday.

Ed Herny reminded us of the Gold Rush Paper show this weekend in Rancho Cordova and the Book Fair, here at Fort Mason Center, next week.

Kathryn Ayres told of our club being invited to participate in History Day at the Old Mint, hosted by the San Francisco Museum and Historical Society. Our exhibit will be on postcards of the PPIE. Chuck Banneck made the [brilliant!] suggestion that we hand out genuine, century old, low end PPIE postcards from our Duplicate and Not Needed boxes. [If you have PPIE cards to donate, please bring them to the February meeting.]

Drawing: Plenty of lots—including the newest book by Carol Jensen, also a book on dam (no N!) postcards and another, the OPERA HOUSE ALBUM—plenty of winners.

Show & Tell: Craig Blackstone showed—in response to Chuck Banneck's online inquiry about "early" views of the Lombard Street curlicue—two linens and a 1940s Real Photo. Craig revealed that Lom-

bard is not the “crookedest street in the world,” nor even in San Francisco; it is Vermont Street. ... Dan Saks told that he lives very near one of the steepest streets in the city, 22nd, between Sanchez and



Church, and he showed a 1919 card from the Hotel Marconi in Milan, captioned in French and picturing the inventor and his antennae. ... Fred Van der Heyden brought a card of Thos Jefferson, another of I. Magnin relocating, a 1920s RP of a Berkeley moving company and an early RP of sour children. ... Ted Miles showed cards of the *Eppleton Hall*, the tugboat at the Maritime Museum that was launched 9/17/1913, found in a scrapyard in 1989 and now celebrating its 100th birthday. ... Ed Clausen showed mods he found in Salt Lake City: *Zombie Apocalypse*, *SLC–City of the Dead*, *The Horror of Great Salt Lake*, and *SLC vs. the Astro Invaders*. ... Ed Heryn bragged of finding a Midwinter Fair item he hadn’t known existed; the *calliope*, a wooden pennywhistle, was made for the Chicago Columbian Expo of 1893 and relabeled for SF 1894.

Business: Old- None; New- Kathryn told that the club has been invited to set up an exhibit table at the San Francisco Museum & Historical Society History Fair in March and that Chuck’s idea is to give away PPIE cards to intrigue new collectors. Please give your inexpensive duplicates and discards to Ed at the February meeting. The cards will be handed out to interested exhibit lookers.

Jim Sauer told that stamp shows now have classes for postcard exhibits; the grand winner at PENPEX last winter was five-frames of RPs of Hoover Dam. Chuck Banneck told that he brought copies of his

newest colorful handout on PPIE postcards, this one on Art Smith at the fair. Take one.

—NOTES BY LB

TREASURER/HALL MANAGER REPORT

Our Club balance as of February 6 is \$4,534.79.

Continuing the month-to-month rental process, I have sent our request to FMC for Room C-362 on April 26th, and it has been approved, so we will be in that room for at least the next three months.

—ED CLAUSEN, TREASURER/HALL MANAGER

TIME TO RENEW ???

As of today, February 8, there are close to 60 of us who have not renewed for 2014. I should add that this is “according to my records”—which may well be in error. Error or not, please respond today with either payment via check or PayPal or a note advising that you have indeed renewed.

We’ve had three members resign this year. Usually folks who don’t renew say nothing of their reasons. Two of the resignations were because we were not meeting their interests. The other was from a 20-year member who was laid off from her 25-year job. I’ll see that a newsletter continues to find its way to this stalwart, but what do YOU suggest we do about situations such as this?

Once again, if you do want to remain a member, please renew today. If you prefer not to renew, please let us know why, so we can change whatever needs it to make the club more fun for all.

—ED.

I found this RP of the *North Star* from Lakeport OR years ago and knew it should be in Mike Knips’ hometown collection. But I lost it... and just found it again. Now, in its new home, we’re all happy. —LEW



UNUSUAL GOAT POSTCARDS

with LEW BAER

Warnings were issued to advise people that they may well be offended by some of the cards to be shown. No one left; nonetheless, an apology for any offense was given. Those warnings are repeated here, although the small reproductions make ogling the defamation, genitalia and bestiality difficult.

It is often said that anything man can think of can be found on a postcard. What we would see is evidence to support that theory. Lew then told that the first cards would be from the category that he terms *goatporno*. Forbidden by our Webmaster to use that five letter combination on www.postcard.org, it is written with non English letters. The first card was of normal relations between male and

A Mod of the same piece came next and then a drawing of a sculpture with a different approach.



The idea was a winner because a card shows similar activity centuries later in the sanctity of a barn.



Even ladies were cajoled into taking part, reminiscent of the dog and pony shows—popular entertainments in olde San Francisco.



The mysteries of the East were revealed to goats early on. Contemporary French artist Jacques Lardie created a series of sexually questionable goat cards with devilish additions, and older Germanic



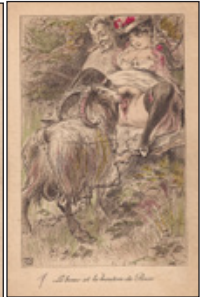
precision filled its rôle as well. Satyrs, those half goat-half man pagan beings come into play—seen



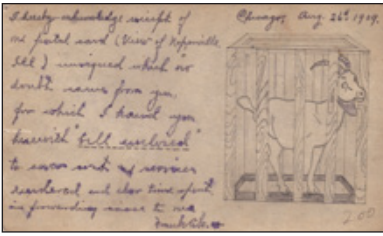
here with a busty hermaphrodite. In the end the French steal the show with a ten card series of animals and fair maids. The two goat



female British Alpine goats. With the next card, things got weirder; it was a museum card from Naples of a classical sculpture of a male human “relating” with a female goat.



images are titled *Bouc et Rose*. The final fillip is offered in a Mod from Alister Crowley, a British voyeur: *I know what you did last summer*.



In the end, the innocent goat is found guilty.

Humans dislike each other for any number of reasons, skin color and religion among them. These bigoted views have been ripe for



postcard plucking since the earliest days. Blacks have consistently been the butt of ill humor. Less cruel, perhaps, has been the degrading ribbing given Catholics as on this 1904 French card when state funding of religion ended.



In this country, as in others, Jews with their physgnomy and



business acumen were choice morsels for postcard ridicule, as in a goatless example by Golden Age cartoonist Zim.



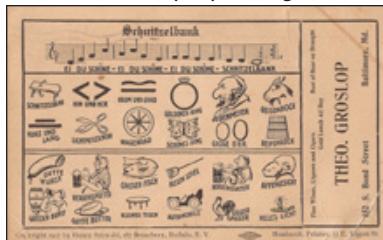
faces, from the *Judaica* category. A German card also turns a kind eye with an early morning view inside banker Silberstein's home.



Not as kindly is an early card from Cracow in Austro-Hungary proclaiming "No way out!"



Antisemitism is insidious and makes headway by being humor-



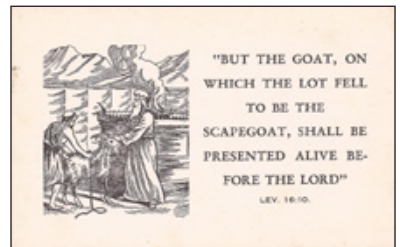
ous and appearing innocent as with an American beerhall song card featuring Jew, goat and monkey face along with everyday objects. In Germany a comic figure and song were familiar by sight and sound. The *Little Cohn* was known



and laughed at by all, among them celebrants who sent this card with New Year greetings from Berlin to Bucharest in 1908. The *Judaica* category is not all joking. A new



year card captioned in Hebrew reminds us of the Biblical tale of the scapegoat on whose head all the sins of the tribe are laid before the beast is lead out into the wilder-



ness to wander for eternity. Another card, from North Carolina, cites the verse in Leviticus wherein the animal's endless fate is sealed.

The Book of Love... Homemade Valentine Postcards

by DAVID COOK

I love Valentine postcards, especially those that are homemade. Some are crude, some highly artistic, others corny and others very touching and personal. These cards have one thing in common though—they're all one-of-a-kind!

The wide variety of homemade Valentine postcards can be seen by comparing the card I found 20 years ago at my first postcard show, and my latest



eBay purchase. That first card features a magazine cutout of a man (carrying a fish) and woman walking arm in arm under an umbrella. Although this image might not be one normally associated with Valentine's Day, check out the heartfelt poem (*Call me not fickle, I have ever loved... The nearest to perfection that I knew... And all my love for others has but served... To keep a place warm in my heart for you.*) and then the sideways message that *Old Valentines are best and truest*. The sender of my eBay card had some serious calligraphy skills. The border of tiny hearts frames a beautiful woman and highly stylized *St. Valentine Day—1908*. The back side admonishes: *Mister Cupid... In your rush... Don't forget... this piece of*



gush... If not delivered as directed... You'll be cussed—but that's Ex-



pected.

Wonder how the addressee, Miss Perry, reacted to the words, “this piece of gush”?

The ways of love haven't changed much over the last 100-plus years. Love has its ups and downs, twists and turns, happy and not-so-happy endings. These stories can be seen and read in the images and verses of other postcard works of art.

Cupid has always been the protagonist in the sto-



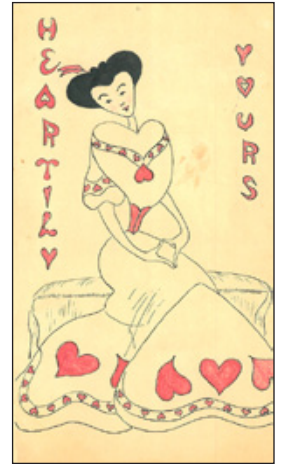
ries of love. The poem on the wagon-driving Cupid card explains how, over time, Cupid's love business grew so much that he had to replace his quiver of arrows with the “wagon of love.” Note the heart-shaped wheel hubs, the hearts decorating the wagon's side, and the arrow-struck heart tumbling out the back!

Sadly, Cupid's arrows are not always effective, as evidenced by the card featuring a suspended lad racing towards the *Loveland* signpost. His lament *Love is sweet, But oh! how bitter, To Court a gal, And then not git her* is a feeling most guys can relate to. The aftermath of an unsuccessful courtship is shown





The first, a Private Mailing Card — its message, not shown, *With St. Valentine's Greetings* — depicts two girls setting a trip line for an unsuspecting little boy. That's one way to get attention! Another way is to transform your head, hairdo, torso, and dress into



heart shapes and tell your intended that you are *Heartily Yours*. Or, if all else fails, adopt a concerned expression, sit on the edge of a table, and explain in a series of slightly smaller hearts that: *If of me you do not think, my heart will shrink, and shrink, and shrink.*



The February 12 note on the reverse implores: *Give me your heart... And by its aid...I'll quickly find... Where mine has*

strayed. How could any man possibly resist this entreaty?

on one of my all-time favorite postcards of the bruised and bandaged image of a young man on crutches burned and colored into a leather postcard dated *Febr. 14th 06*. Look at that expression! And on another card of the same date, featuring a brokenhearted Cupid, a sad suitor quoted a line from Alfred Tennyson's 1847 poem "The Princess": *If I could follow, and light upon her lattice, I would pipe and trill and cheep and twitter twenty million loves*. I hope the recipient of this card gave the poor fellow another chance!

Even when things go right, love oftentimes makes no sense, just like the next card (postmarked Brooklyn, N.Y. 1904) whose image (a Dutch boy chased by a pig with four windmills in the background)



doesn't make much Valentine sense. The sender's message, *I hope you will have better luck than this poor little fellow. With love to my Valentine,* makes a puzzling link with Valentine's Day.

The next three cards show the various ways women use their feminine wiles during courtship.

It's nice when women go to such great lengths to express their interest but, truthfully, even the slightest sign of affection causes a man's heart to race like what is happening to the young man playing his two-sided heart drum on a postcard dated (lower



right) Feb. 14th, 08. When this feeling starts, it's only a matter of time before men turn themselves into walking hatchets that say, *I only axe you to be mine.*



Next comes a little smooching with your girl, who is often idealized as a beautiful and delicate rose blossom. Finally, after all the wooing and cooing comes the happy day when you sweep your girl off her feet and exclaim, just like the card marked St Valentine's Day, 1930: *Your heart with glee is filled up quite, I've got you and I'll hold you tight.... Amen Brother!*



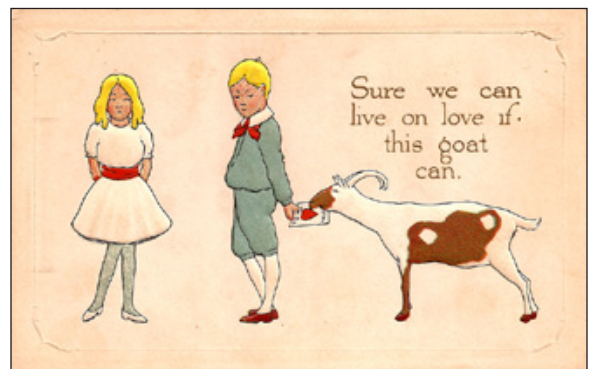
Although the final card

also has a Valentine connection, it's a little different. You see (or don't see), it's imaginary... the image and verse to be created by the reader after the following personal story. I have been a member of the SFBAPCC for many years, or since shortly after meeting my favorite *Postcard Collector* columnist at a Wichita show.



He quickly produced an SFBAPCC newsletter from his knapsack. Since then, I have vicariously enjoyed all the postcard fun club members have through reading the newsletter and group emails but, since I live in Georgia, had never been to a meeting... until February 23, 2013. Everyone I met made me feel right at home, especially Darlene Thorne who gave me rides, shared her wonderful Valentine postcard collection with me, presented a very enjoyable Valentine program at the meeting, and even arranged a group dinner at the Spinnaker Restaurant in Sausalito afterwards. On the flight home, as I reflected on my long weekend and the SFBAPCC, I sensed that, although my actual heart belonged to a beautiful lady in Atlanta named Annette, I had left my postcard heart in, well, you know that tune...

EDITOR'S NOTE AND RESPONSE: David is always looking for Valentine postcards of all types. Write to him at [cdj4591\(at\)yahoo.com](mailto:cdj4591(at)yahoo.com) if you have some less common cards for sale or trade.



Belden Real Photo Memories

by JOHN SCHMALE

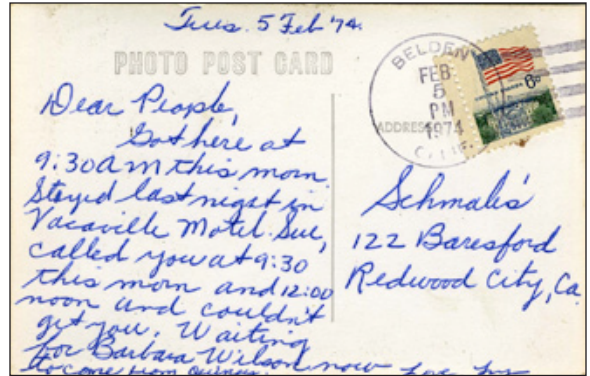
In 1974, when my Uncle Lyle sent me this photo postcard, I didn't realize the man standing on the porch near his white Ford station wagon was another uncle, Robert "Bun" Schmale (called Bun because he was born on Easter). He's talking with Barbara Wilson, who along with her husband George, owned the Belden Resort. Strangely, I re-discovered the card years later in a dealer's stock at a postcard show, purely by chance.



The photo shows the Belden Store on the left and the lodge and bar on the right, and according to the Eastman's Originals website it was taken in 1962. My cousin worked in the store one summer. When the store building burned the business was moved into an old cabin across the street from the lodge. The cabin's creaky front door opened onto a front porch which slanted about 15 degrees from back to front, and listed another 15 degrees to starboard. The lodge building was also consumed by fire, and

the bar moved into the cabin with the store.

Photo postcards by Eastman's Studio were still offered for sale on a spinning postcard rack at Belden in the '70s. Although most people preferred color cards, the Schmale clan liked to mail the earlier black & whites. The old lodge had a great feel to it. The bar was made from pine logs, and the knotty pine board walls were covered with "Old West" artifacts including a Winchester rifle, vintage snowshoes and



an early pair of wooden long skis reportedly used at La Porte to deliver mail to the mining camps in winter. Up against a window resided the well-used 1940s nickel jukebox. When I first visited Belden, I saw a miner park his donkey outside the bar while he downed a few cold ones.

Gold mining is still alive along the Feather River and on Yellow Creek. A large building stands on the resort grounds today, and the town of Belden hosts music events and rave festivals.

What's This?

Wayne Nelson won this card on eBay and asks, "What is the structure in the center foreground?" A pulley-like system hangs from it and the two white boards extend to the tree. Wayne suspects that most people know what it is and realizes that "What's This?" features are passe, but he is willing to risk appearing left out just to know what the dadblamed contraption is used for. The card is now in his tourist camp category.



J. Bowers Photo Co.

Saturday afternoon, May 11, 1907—a *Shriner's Special* train hurried northward over the Southern Pacific Coast Route carrying members and families of the Ishmalia Temple of Buffalo, NY and Rajah Temple of Reading, PA, homeward bound from a festive conclave in Los Angeles. As the train neared the Honda flag station, 65 miles north of Santa Barbara, a defective track switch caused the locomotive and tender to derail, and four of the six trailing cars smashed headlong into the steam-spewing wreck. Thirty-seven people died on the spot or soon afterward from their injuries, making it the worst disaster on the Central Coast until an airplane crashed near Morro Bay 80 years later.

One of the few photographers that ventured to the remote, wind-swept dunes to record the railroad tragedy was John Bowers of Long Beach. He arrived May 17, six days after the accident and took a haunting picture of the twisted wreckage. He pub-



WRECK OF THE SHRINER'S SPECIAL PASSENGER TRAIN IN SANTA BARBARA COUNTY.
PHOTO WAS TAKEN MAY 17, 1907 BY JOHN BOWERS.

lished the image as a semi-panoramic, 6.5" x 2.7" postcard, best described as "letterbox" in shape. A typeset stampbox on the back reads, "1 Cent, J. Bowers Photo Co., Long Beach," and a block of text to the left warns that if more than the sender's name and address is written in the "Correspondence" space, a 2-cent "Letter Rate" stamp must be affixed. Although produced after the March 1, 1907 postal regulation that permitted handwritten messages on divided backs, Bowers' stock size exceeded the 5.5" width limit for postcards. The oversize card could travel for one cent as third class "printed matter," however, if the message was omitted. Bowers used his letterbox-shaped cards for several other California scenes, many bearing image numbers prefixed with a "J," e.g. "J1674" for the Shriner Wreck card.

John Bowers was born near St. Paul, Minnesota in 1865, son of a farmer who moved north from Virginia. By the time he was 14, John moved to Topeka, Kansas to live with his older brother Thomas, a brick manufacturer, and earned his keep working in the brick yard. In 1889, at age 23, Bowers left the U.S.

for a two-year tour, traveling as far as Cape Town, South Africa. Then again in 1896, having acquired the skills of a photographer, he returned to Africa and settled in the Boer-ruled Transvaal to run a photography studio in the capital city of Pretoria. He soon married an English woman eleven years his junior, and in May 1897 a daughter was born. When hostilities erupted between the British and Dutch settlers (Second Boer War, 1899-1902) conditions in the capital became fierce, and by early 1900 Bowers and his family had relocated to Portuguese East Africa. It is not clear if they returned to Pretoria after the mid-1902 British victory, but in December 1903 John Bowers, his wife Ellen and daughter Victoria sailed to New York City from Southampton, England.

Back in America, the photographer resumed his career. While working in St. Paul in 1906, his son Walter was born; and later that year the family moved west, first to Spokane and then to Long Beach. By 1907 Bowers was working both ends of the great sprawl of railroads in the Southwest—one

photo studio in Topeka, where he lived part time with his brother, and a second business in Long Beach. Postcards marked “J. Bowers Photographic Co.” offer century-old glimpses of towns in Kansas, Nebraska, Iowa, and Missouri, mostly within a 250-mile radius of Topeka. Imprints give his business address as “London-Topeka” or simply “London,” but research has yet to confirm that Bowers conducted a parallel operation in England.

More confusion arises from the many 5.5” x 3.5” photo postcards that display the same caption styles and “Genuine Photo” stampboxes as Bowers cards, but are imprinted, “Manufactured by M. L. Zercher Book & Stationery Co., Topeka.” In 1909, the last year the Bowers studio at 409 Kansas Avenue was listed in the Topeka directory, Zercher was located at 521 Kansas, just a block away. The implication is that the Zercher Co., a prolific postcard publisher in its own right, produced most J. Bowers cards that show photos taken in Kansas and nearby states.

The Long Beach business specialized in photo postcard views of California. From downtown Los Angeles Bowers arranged railroad travel to coastal and central valley towns from San Diego to Santa Rosa. His California views, other than the letterbox shape described above, were cut 5.5” x 3.2”, a bit smaller than standard; and were typically unnumbered except for a “J9000” series taken north of San Francisco. Many were personalized for retail sellers with inscriptions on the back such as, “Made for Haas Stationery Co., Napa, Cal.”

By 1910 the J. Bowers Photo Co. was a success. Assisting him was a Japanese photographer, I. Asai; and in December a 23-year old acquaintance of Ellen Bowers, Richard Ward, arrived from London and was hired. As the new year commenced, both Ward and Bowers’ brother Thomas were living in the family residence at 1372 E. Ocean Avenue, a few blocks from the famous Long Beach amusement zone, The Pike.

On January 9, 1911 John Bowers’ application for a “Photographic Printing, Developing, and Fixing Apparatus” was filed with the U.S. Patent Office. This elaborate machine was designed to produce

photographic prints in large numbers from one or more negatives on a continuous roll of printing paper, later cut into individual cards. It is believed that postcards marked “J. Bowers Photo Co., Long Beach,” captioned with small gothic typeface and cut to either semi-panoramic or near-standard size were made on this machine or a prototype.

One week after the patent application, the Bowers enterprise suffered a sudden and fatal blow. On January 16, John Bowers informed his household he would be gone for three days on a business trip. At 2:30 the next morning, however, he surreptitiously returned to the doorstep of his house wearing a hat and a heavy scarf around his lower face. Aroused by what appeared to be a burglar, and not recognizing his employer, Richard Ward confronted the shadowy figure with a pistol and shot him squarely in the forehead, killing Bowers instantly. Ward was arrested and charged with manslaughter. The police and the press insinuated a love triangle involving Ellen Bowers, but the jury at an April trial failed to reach a verdict, and the prosecution apparently decided not to retry the case. Ellen Bowers, a registered nurse, kept her married name the rest of her life, working as a hospital superintendent in Southern California. She died in 1942, age 66.

John Bowers’ burgeoning career was tragically cut short at age 45. His legacy of photographic images taken over much of the western U.S. before 1911, including at least twenty California counties, affirms his status as premier postcard photographer working on greater than a regional basis. One of his photographs, the Washington Grammar School in Petaluma, is known as a 5.4” x 3.4” halftone-printed card postmarked October 1914, suggesting some of his images were published posthumously. Bowers’ postcard printing machine was issued Patent No. 1006428 on October 17, 1911, exactly ten months after his death. This invention, together with his vast array of scenic views, serve as a fitting memorial to his dynamism.

CONTRIBUTORS: Frank Sternad, Marion Cairns, Art Sommers, Jim Staley, John Schmale, Michael Semas, Dan Brown.



Hotel El Paso de Robles opened in 1891 in Paso Robles.



Yosemite Street, now Avenue, in Madera.



Reverse of Madera "letterbox" shape postcard. Because of the handwritten message, one cent postage due was charged to satisfy the letter rate of two cents.



The Southern Pacific depot at Coalinga, formerly Coaling Station A.

Elks parade in Los Angeles, July 16, 1909.



Reverse of Elks parade "letterbox" shape postcard. The stampbox and related "Note" warn sender to use two-cents postage if a handwritten message is added.

Long Beach Auditorium and Pier.



Topeka, Kansas June 1908 flood. View from the Melan Arch Bridge looking north on Kansas Avenue.

Pub. by the J. Bowers Photographic Co., London.



Hotel Benton, Excelsior Springs, Mo.

J. Bowers Photographic Co., London, Topeka.



Mfgd. by M. L. Zercher Book and Stationery Co., Topeka, Kansas

Red Cloud, Nebraska photo card made by M.L. Zercher, Topeka (compare caption with 1908 Topeka flood by Bowers).



Napa River, Haas Stationery back.



Petaluma Main St. looking south from Washington St. The original 1882 clock tower on the Masonic Building can be seen in the distance.



Frank H. Buck Co. fruit packing warehouse visible through arch. Postmarked 1911.



San Rafael Salt Water Baths. Caption intended for adjacent image on vertical strip of printing paper inaccurately cut.



Banner refers to Charles F. Curry, unsuccessful candidate for the Republican nomination for Governor in 1910.





University of California at Davis. The 60-foot redwood-shingled water tower was built in 1908, south of where the Shields Library now stands. Post-marked October 1911.



This factory in Ione must have reminded John Bowers of laboring in his brother's brickyard in Topeka as a teenager.



Looking north on Pine. The Owl saloon occupied the northeast corner of Commercial St., and the 1865 courthouse can be seen at top of the hill.



Roseville was a bustling and dusty Sacramento Valley railroad town when Bowers took this photo in 1910.

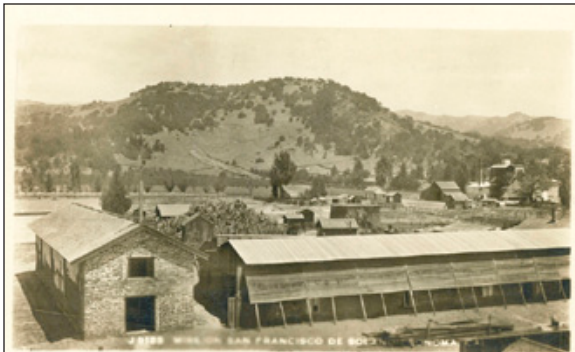


The Mission style Cheda Block on Fourth St. was completed November 1910.



Northwestern Pacific Railroad interurban electric cars ran in Marin County 1903-1937.

◀Sunnyvale School.



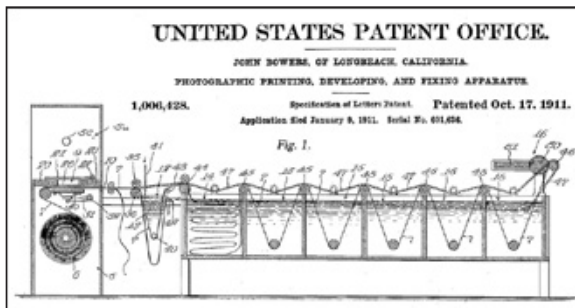
This image of Mission San Francisco Solano in the city of Sonoma shows restoration after it was damaged by the 1906 earthquake.



Halfone printed postcard showing Washington Grammar School in Petaluma, postmarked October 1914. J9042 is also known as a real photo postcard.



Spokane, Washington photo postcard by Bowers (19356 is the highest known “J” number), postmarked 1913.



John Bowers invented this machine to mass produce photographic postcards on a continuous roll of printing paper.

THE TREE CIRCUS

Those of us who drive to the “Santa Cruz” Postcard Show in Scotts Valley from the San Francisco Bay Area pass by the former site of “The Tree Circus” just before exiting Highway 17 to attend the show.

The little known attraction was started in 1947 by Axel Erlandson in his backyard. Erlandson twisted, trained, and grafted tree branches into shapes that earned him twelve mentions in Robert Ripley’s *Believe It or Not!* publications.

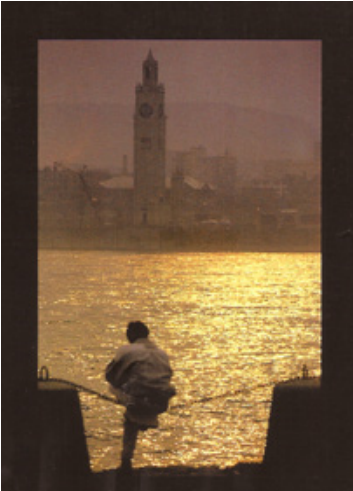
In 1985 twenty-four of the trees were transplanted to Bonfante Gardens, now called Gilroy Gardens, in Gilroy. Several museums as well have preserved dead trees on exhibit, including the Museum of Art History in Santa Cruz and the Baltimore, Maryland American Visionary Art Museum.

Stop for a look when you pass through Gilroy, and tip your hat as you head to the “Santa Cruz” show on April 13.

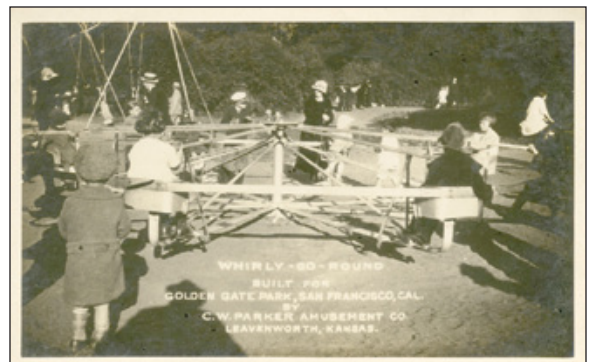
—DAN SAKS

NORTH OF THE BORDER

An email came from a fellow collector in the old city of Montreal, Quebec. Michel Bazinet is a great fan of Freecards, or Rackcards as they were known in the States, and he—like so many of us—bemoans their passing from the contemporary scene. However, Michel doesn't sit around; he has other postcard interests. He is a photographer who has had several images published as postcards. With their minimal graphics, strong tones and sharp focus, his cards are very nice and show personal, yet iconic, views of his city.



CHILD POWERED AMUSEMENTS
IN FLEISHACKER PLAYFIELD AND CHILDREN'S
PLAYGROUND IN GOLDEN GATE PARK. FROM DENNIS O'ROKKE'S ALBUM.



P.S. IN THE MAIL came an introductory brochure about Dutch Philately in North America. The stamp people are our kissin' cousins, and when it comes to postal history we might have to kiss to make up after the bidding battles. Nonetheless, the Dutch in this country have been organized and active with their hinges and tongs since 1934. We can all see the results of that activity by the American Society for Netherlands Philately at www.asnp1975.com and by Netherlands Philatelists of California at <http://jdlkremer.angel-fire.com/>. Doorbakken!

DAN SAKS does NOT want us to think he is still collecting DUH (dog urination humor), but he did give the OK to show this card. It came as a stiffener with another he won online. "Use it," he wrote. "Just as long as it's not an omen that I get more. You could also mention that I'll be adding it to my collection of over 150 postcards of dogs peeing. What a wonderful hobby."



NEW SHOWS IN TOWN: August 15-17, 2014, Friday-Sunday, in Rancho Cordova; Sacramento Gold Rush Paper Show at the La Quinta Inn. Check the calendar for details and email your want lists to mark(at)goldrushpaper.com. This will be a new summer show with paper ephemera, stamps, postcards and supplies. This year, it's feast or famine in the north Central Valley; we went from no shows to three. Hal Lutsky's newest Vintage Paper Fair will be predominantly postcards, and is to be held on Saturday, May 3, at the Elks Lodge, 6445 Riverside Blvd. See ya there! See ya everywhere!

READERS WRITE: Gung-Ho new member Todd Kvamme answered my inquiry about his collecting habits at length: Well...I have been a collector since I was a kid—starting with coins and then on to books. In college in Berkeley in the 1980s, a friend asked if I wanted to go to the comic book store with him. I went along and, that began a 25-year (and counting) stint of collecting comics. It is my biggest collection and is focused on specific artists from the golden age, the late '30s to mid '50s.

Over the years though, I have come to enjoy collecting vintage paper of all types. Always a nominal Disney fan, I loved going to the parks growing up and loved the movies. I stumbled across a bin of stuff at an estate about 15 years ago with early brochures and postcards from Disneyland. Most I sold on eBay, but that experience made me realize that there was an active Disney community. I have met and communicated with most of the key collectors in the Disneyland postcard hobby via my website, www.sundrycollectibles.net. My interest in Disney is to collect, for sure, but I am more interested in promoting the hobby and completing my searchable checklist tool. I have been making good strides in this area, but it is a lot of work, especially with a day job and a family! The number of Disney fans is enormous. I think a lot of them just do not realize how fun the postcard side of Disney collecting can be. I want to change that.

Aviation... I have loved airplanes and aviation almost all my life and work in aerospace for a living. I have not had much chance to work on that blog, and my aviation postcard collection is rather small right now. But it is indeed such a rich subject. I want to do something in terms of a checklist there, but I need to think about a strategy and also talk to advanced collectors. I am, for all intents and purposes, a "newbie" when it comes to aviation postcards.

Automobile stuff is also a passion. I don't see that collection getting started for a while though—just too time constrained.

For a summary of all of my collecting interests, check out www.sundrycollectibles.blogspot.com/. This is where I started before I went to a site where I owned the domain.

SHOW REVIEW: The January Gold Rush Paper show, if not a new event, was newly advertised to the postcard community. Wayne Nelson was there and shares his impressions: Upon entering the show at the La Quinta Inn in Rancho Cordova (a small city on the outskirts of Sacramento), one was overwhelmed with the number of collectors on the small show room floor located just off the Inn's entrance way. Paper dealers were situated around the perimeter of the main show room, with three more in overflow rooms across the hall.

As "Paper" in the show name suggests, dealer stock included stamps, books, maps, covers, trade cards, and some postcards. Postcard collectors might be unhappy with the shortage of cards, although there may always be a diamond in the rough.

Mark Baker's advertising and hard work in promoting this show was evidenced by the large attendance. The free parking and free entry were also a big plus. It was disappointing that the selling space was so restricted, especially for postcard dealers who need room for their customers to browse through their full stock of cards.

I enjoyed my time there, and all in all, it was a good first-time show.



DENNIS O'RORKE COLLECTION

CLEMENT STREET, 1940—10 years before it became my family shopping street. —ED.

Bolded calendar entries 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.
 Vintage Paper Fair info: www.vintagepaperfair.com
 Jeremy Leroque shows: 626 665-9435

- 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, Fairgrds, 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+**
- Jul 12-13, Sat-Sun, SAN MARINO, San Gabriel Valley Show, 3130 Huntington Dr.; 10am-6 and 4pm+**
- Jul 26-27, Sat-Sun, SAN FRANCISCO. Vintage Paper Fair, Hall of Flowers in Golden Gate Park, 9th Ave. and Lincoln Way; Sat 10am-6pm, Sun 11am-5pm. Free admission!***
- Aug 15-17, Fri-Sun, RANCHO CORDOVA, Gold Rush Paper Show, 11131 Folsom Blvd, Hwy 50 & Sunrise Exit 18, 10:15 to 6, 6, and 3pm; www.goldrushpaper.com.**
- Sep 14, Sun, (tentative) SCOTTS VALLEY, Santa Cruz Postcard Show, Hilton Hotel, La Madrona Dr., 10am-5pm. Free entry for club members!***
- Oct 4-5, Sat-Sun, KENT WA, Greater Seattle Show, Kent Commons, 525 4th Ave, N; 10am-6 and 4pm+**
- Nov 1-2, Sat-Sun, SAN MARINO, San Gabriel Valley Show, 3130 Huntington Dr.; 10am-6 and 4pm+**
- Nov 7-9, Fri-Sun, SAN MATEO, Hillsborough Antique Show, Expo Fairgrounds, from 11 am*
- Nov 15, Sat, SAN JOSE, Vintage Paper Fair, 444 West Alma Ave., 10am-5pm; Free Entry!***

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

2/14



2014 MEETINGS

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?*