

San Francisco Bay Area Post Card Club

April 2014

Saturday, April 26, 11 am to 3 pm

Vol. XXX, No. 3

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 }
• SWITZER-LAND
• PPIE LANTERN SLIDES
• JULES CAFÉ • ZAN NEGATIVE
• FIRST AIRMAIL • CLUB PHOTOS

PROGRAM NOTES:

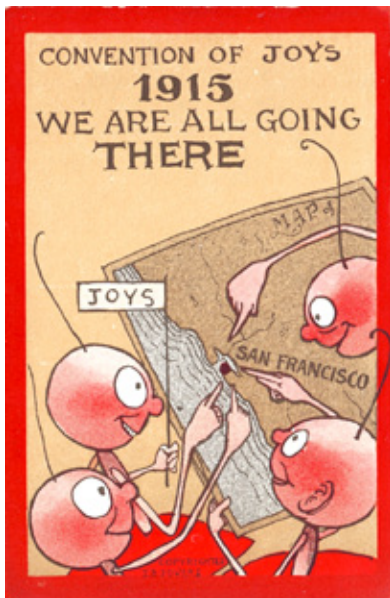
“Italo Balbo at the World’s Fair”

In 1933, Italian Air Marshall Italo Balbo led 24 seaplanes from Rome to the Chicago World’s Fair and a welcome by 100,000 Italian Americans. Occurring just six years after Charles Lindbergh’s historic solo flight across the North Atlantic, Balbo’s feat was equally world renowned. Dan Saks and Gary Doyle will show postcards and postal history detailing Balbo’s visit and the 12,000 mile round-trip.

Show & Tell: Collector’s choice; 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



Can you imagine living in San Francisco a century ago? With four years of PPIE promotion behind us, we would have been slathering in anticipation of The Fair which was to open in ten months. Every day, everywhere we went in the city, we would see the changes made to welcome the world to our Golden Gate and to our fair.

Eight-year-old memories of smoke and destruction had faded, and the thrill of parades and hoopla for the Portola events would have been overcome by the pending excitement of the Panama Pacific International Exposition. Who imagined that bisecting Central America would bring commerce and crowds to our bay, to our city, in our lifetime? But it did happen; the world was on its way, and we were readying ourselves to welcome it with a grand celebration—with a world’s fair!

Joy was to be the order of the day. Gloom should be cast out as T. E. Powers cartooned in comics for Hearst newspapers and on a pre-PPIE postcard series from Chuck Banneck’s album.



—LB

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MINUTES, February 22, 2014

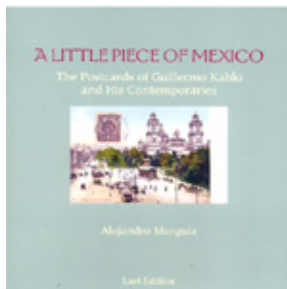
[Editor's note: Parking was dicey, but about 40 of us were able to find room. I parked in the upper reaches of Fort Mason where there were a good many vacant places. The views while walking across the lawns and down the many stairs make the return trek worth the effort.]

We were called to order by Pres. Ed Herny at 1 pm. There were 27 members signed in and 40+ present, including two guests.

Vendors set up were Ed Herny, Lauren Thor, David Parry, Joseph Jaynes, Alex Pellegrini and Sue Scott. Jack also had a table of pages from 1870s *Harper's Weekly* with never before seen images of life in Chinatown drawn by Frenzeny and Tavernier. Chuck Banneck brought a stack of his latest PPIE handout showing postcards of art at the fair by Will Sparks. [Very nice!]

Announcements: Kathryn Ayres told that the club will have a table at the History Expo, March first and second, at the Old Mint. There will be 50 or more exhibitors. Our focus will be on the PPIE. Parking is easy in that area.

Jack Hudson revealed that the SFPL has published a catalog of the recent Guillermo Kahlo postcard exhibit. Copies on sale downstairs.



Lew Baer announced that the newsletter layout will be adjusted in hopes of eliminating damage in the mail. He also announced that Mike Jacobson will be keeping the club records organized through his computer skills with Excel.

Drawing: 12 lots

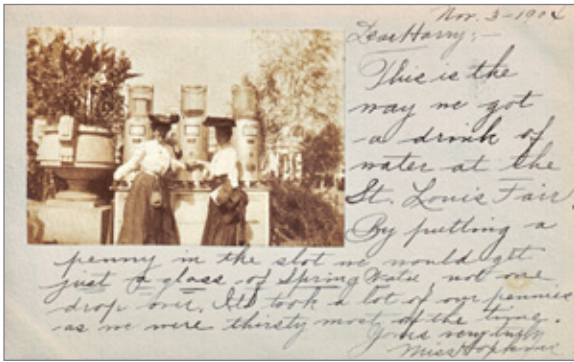
Old Business: None

New Business: Lew Baer asked if club members are interested in another history walk in SF (last year's was a big success at Land's End/Sutro Heights). Several members mentioned that they would enjoy a walk on Market St. It may happen in May, 11 am and go from the Ferry Building to 6th St.

Show & Tell: Lew—a Penngrove card from Ken Prag,



he and Janet found the home and know the fellow who grew up in it. ... Nancy—"Streets of Paris" photo folder of her father and navy buddies, 54 Mason Street, 1943. John added that these establishments were booming for military personnel, and many of them were in The Tenderloin. ... Sue showed us Val-



entine postcards. ... Chuck brought a 1904 St. Louis Expo real photo, "one penny for a glass of water." Its message: "Dear Harry, This is the way we got a drink of water at the St. Louis Fair. By putting a penny in the slot we would get just a glass of Spring Water, not a drop over. It took a lot of our pennies as we were thirsty most of the time. Yours very truly, Miss Hopkins." —NANCY REDDEN, SECRETARY

MINUTES, MARCH 22, 2014

Another beautiful day, this time with fairly easy parking. Cards were brought for sale or trade by Alex Pellegrini, Ed Herny, David Parry, Joseph Jaynes, Lauren Thor, Roman Manevich, Ruth Stotter, Felix Zekhtser and Susan Barnes, a visitor from Billings, Montana. PPIE items were displayed by Jay and Jason Stevens, Harold Wright and Kay Yonemoto, Corey Cate and Don Larson.

The meeting was called to order by President Ed Herny at 1 pm.

Thirty-nine members signed in and close to 50 were present, including eight or more guests.

Announcements: Ed Clausen announced that [in May] we'll meet in Building D, 1st floor in the very large Fleet Room, "Wear your roller skates!"

Lew Baer asked that visitors please put addresses on the sign-in sheet so we may mail you a newsletter.

Chuck Banneck told that he and Darlene met a fellow at the History Expo who told of a carousel in Los Gatos that was at PPIE. The outer ring of animals (the Romance Ring) was embedded with jewels that may have been Nova Gems. Nancy Redden added that the train ride engine there is from the long ago defunct amusement park in Venice, Calif. They are

both in working order at Oak Meadow Park just off University.

Discussion followed regarding the difference between a carousel and a merry-go-round. The consensus was traditional carousels came from Europe and are stationary and run counterclockwise; merry-go-rounds turn clockwise and are transportable. Joseph Jaynes announced the next local post card show and sale will be in Scotts Valley on April 13, just off Hwy 17.

Darlene Thorne said President Obama will be at UC Irvine. After receiving 10,000 postcards, he agreed to speak at the commencement.

Laura Ackley told on behalf of Donna Huggins that the official timeline of the more than dozen events for the PPIE Centennial will come out later this year. There will be a fine arts exhibit, possibly at the Legion of Honor, and there will be an exhibit at the Palace of Fine Art in February—over opening day—including books and PPIE fire engines. Exhibits are invited; they will be locked, guarded and insured. If interested, call Donna at 415 246-1693. Also, check the California Historical Society website for ongoing information.

Laura's PPIE book, SAN FRANCISCO'S JEWEL CITY, will come out this fall. Nineteen chapters with color on every page! Needed: images of fair performers.

Kathryn announced that this year is the 75th anniversary of the Golden Gate International Exposition on Treasure Island, the "other" fair. There will be an exhibit there which Kathryn has put together. She will be speaking at the opening ceremony on May 17th, and she passed out postcard announcements. The exhibit will run through the fall and be located in two buildings. The GGIE will be the theme for



WESTPEX this year.

Drawing: 14 lots, among them two *Chronicles* from the closing week of the PPIE, a wooden Grison's postcard, three fabulous books (Frank Staff's on history of the postcard and two of Glenn Koch's on Golden Age SF cards), a flash drive with PPIE movies and a pair of postcard earrings, and... a bottle of wine from (Corey) Cate Cellars. THANK YOU to the many donors!

Old Business: The SF History Expo was a great success. We were one of 58 booths.

New Business: None

Show & Tell: Darlene tries to find a PPIE card each year that no one else has, this time it was an RP of a mock military battle; she also showed a card of her grandson at Disneyland. ... Chuck told of his PPIE postcard checklist with 500 cards in color, 300 in all listed; he showed a card of P. Waldo Davis who played the Golden Chimes at the PPIE; in the 1920s he sold them to a fellow who played them for 50 years; they're now played by his son at the Santa Monica Auditorium. ... Jack Hudson showed two cards he found at Walnut Creek—a \$10 reward for a bike taken on May 3 that was mailed to the Petaluma Incubator Co. and an RP of an early traffic signal. ... Corey Cate said, "Everyone smile!" and



snapped a photo of us; then Corey invited us to examine and handle his PPIE spoon collection which he has been working on for ten years; 460 pieces, 360 uniquely different. ... Paul Robertson showed a ticket to a recital at the PPIE Festival Hall (the first he has ever seen!) by a dancer who autographed the back; an RP of the PPIE groundbreaking by Presi-

dent Taft with his signature. ... Kay Yonemoto and Harold Wright brought a bronze replica of the *Wildflower* statue from outside the Palace of Fine Arts along with a booklet from Paul Elder with stories on the sculptures.

—NANCY REDDEN, SECRETARY

TREASURER/HALL MANAGER REPORT

As of April Fools Day.....\$4,728.12

Please alert the faithful that I was a month off in my announcement in March. We will be meeting in C-362, our "regular" third floor room-without-a-view this month. May finds us across the parking lot in the Fleet Room of Building D; then we're back in C-362 for our June assembly.

—ED CLAUSEN, TREASURER/HALL MANAGER

WELCOME TO OUR NEW MEMBERS

Barbara Yoder is a collector who inherited early California postcards, especially of the Stockton area, Yosemite, Sierras, and travel sites here, in NYC, and other locations

Gene and Anna Burkett collect Felton, CA; Gruss aus; Real Photos of people; Russia; California history and more....

Paul Roberston, a scholar and collector of everything PPIE.

Rollie T. Pean, "I've been a private collector since my freshman year in high school when a classmate gave me a shoebox full of cards from his family's travels. The cards meshed nicely with my interest in history and geography. After 69 years, I now have more than 250,000 cards in my collection including more than 20,000 each from Oregon and California. I am still a "general" collector buying new cards during my travels and older cards I like at flea markets and antique shops. I'm looking forward to receiving information presented in the SFBAPCC newsletter."

FEBRUARY PROGRAM:

DAN SAKS on SWITZER-LAND



As the room darkened, Dan Saks stood at the control panel—his Apple laptop keyboard—and told us of how he became a collector of Switzer-Land. [ED.'S COMMENTS: There is a lesson in this for each of us. Dan pokes

around—at online auction sites and at shows—looking for cards in any category that may interest him. Wandering through eBay's listings of Southern California postcards, he came upon a lot with several cards from Switzer-Land. His curiosity piqued, Dan looked and bid. As the only bidder, he won. Liking what came in the mail, he searched, bid and won several more cards to fill out the timeline. Now Dan has the pleasure of sharing his cards and their story with us and the satisfaction of hitting on a new topic, chasing down cards of it and wrapping it as a complete story. More postcards of Switzer-Land may appear. Will Dan add them to his collection?]

The first image on the wall was of Matthew Calbraith Perry, Commander in the U.S. Navy, noted for his service in the War of 1812, in the Mexican-American War and with the "opening" of Japan in 1853. That year, when Perry's fame was at its zenith, a son was born to the Switzer family of Zanesville, Ohio, and in honor of the hero, the child was dubbed Commander Perry Switzer. Years passed; the child, now a man in California, founded a camp in the hills above Pasadena which he called Switzer's and later sold to a more cleverly enterprising proprietor who renamed it Switzer-Land.



On a map of the Pacific Electric urban route, Dan pointed out the camp's location, northwest of Pasadena and Mt. Lowe. He did so again with a postcard of the San Gabriel Mountains above Pasadena. Another card showed the Mt. Lowe Railroad in 1893 built by Thaddeus Lowe. The train brought well-to-do clientele into the mountains; the less gentrified



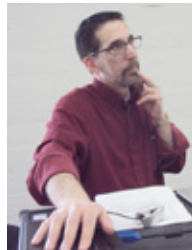
SWITZER AND ARRIVING GUEST

Peak, footbridge and stream. More slides showed brochures of other mountain camps and resorts. We saw a map of the Angeles Crest Highway and an ad for Switzer-Land in a Clifton's Pacific Seas restaurant brochure.

More RPs brought the chapel and its double stone arches into view, two men carrying the pump organ to the chapel and the camp dog posing atop a piece of fallen tree called "The Switzeroceros."

Enough enterprise and cleverness! Switzer-Land closed its gates in the late 1950s. The image shown was a nighttime postcard view—perhaps from Switzers—of the San Gabriel Valley by E. B. Gray, Southern California's Pioneer Mountain Photographer (www.lawesterners.org/wp-content/uploads/2013/10/235-SPRING-2004.pdf).

In a final comment, Dan's whimsy took flight as he conjectured that at the time Switzer-Land was operating, Walt Disney had his studio in Burbank at the base of the San Gabriel Mountains. Disney was toying with the idea of his amusement park. Could he have wondered what to call it and hit on the idea



that, hmm, here's a mountain resort named Switzer-Land.... To give dimension to Dan's musings he offered evidence: the first attraction at the new Disneyland was The Matterhorn!



[MORE EDITORIALIZING: Dan's presentation was an unqualified success and generated hearty applause. For a number of us who have been club members for more than a few years, there were also

came by burro.

A series of Switzer-Land real photos showed the croquet lawn, buildings, Rock Room, dining room, cabins, Strawberry

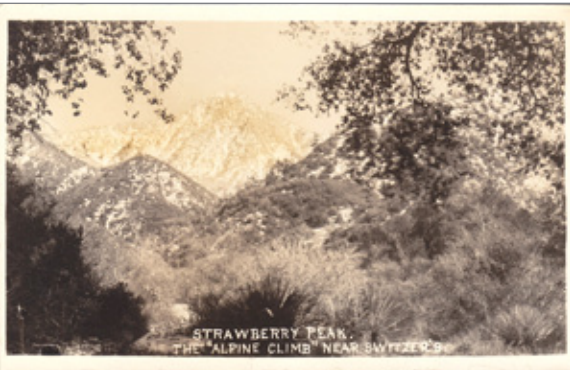
floods of memories and rivulets of tears as we recalled Bruce Diggelman. Bruce was a hard core clubster and postcard collector who focused largely on his family roots in unhyphenated Switzerland. Bruce was a very good friend to several of us, and he and Dan were found at countless postcard, paper and antique venues searching for and capturing the trivia that gave their lives genuine pleasure.]

—NOTES BY LB



★ SWITZER-LAND LOCATED ON A MAP OF RAIL LINES AND MOUNTAIN TRAILS ABOVE PASADENA.





DAILY AUTO STAGE FOR
SWITZER'S
And the New Personally Conducted
"SWITZER-LAND"
CAMPING TOURS



THE ANGELES CREST ROUTE TO
Switzer-Land
"THE AUSTIN HOME ... AND YOURS"

PAUL ROBERTSON takes us on
A MAGIC LANTERN TOUR OF
THE PALACE OF EDUCATION

Paul began by making sure we were all wearing the paper Opening Day badges he had given out earlier. As the room darkened, he then told us that on February 2, 1915, when President Wilson pressed a key in Washington, D.C., the Panama Pacific International Exposition had begun. The vintage 1920 projector manned by SFHA leader Ron Ross illuminated the wall, and an image of the Ferry Building tower emblazoned with 1915 appeared. Next came a portrait of Charles C. Moore, President of the PPIE, and we were on our way, strolling through the Palace of Education.



The black and white images changed without the smooth click-clack of a slide projector or the noiseless whirr of a digital model. With the tape wrapped, glass lantern slides there was a slight metallic sound and an *umf* of annoyance when they were seen to be upsidedown or backwards or both. The images were too dark to be seen outside of the projector.

We saw about four dozen views of the exhibits and items displayed in the Palace of Education

The first was for the Gary, Indiana Public Schools. Like several of the other displays, no reason for its presence at a fair in San Francisco was evident. Unlike many other exhibits, however, Gary's



was designed with classic elegance and elicited whoops of "It looks like a bordello..." and "a funeral parlor." Chicago, New York State Department of Quarantine (right) and Smith College followed. A highlight was the Rodman Wanamaker exhibit on American Indians in which copies of his book, *THE VANISHING RACE*,



were on sale. Wanamaker was the scion of the Philadelphia department store family. [The Wanamaker store is of note for us because of a tissue paper, bellows like, advertising postcard it published. When air was blown into a small hole, the card would inflate to take the shape of the department store.]

Growing up with the *BOOK OF KNOWLEDGE* made its exhibit of interest to me. My 1910 edition has been useful solving puzzles posed by old postcards.



The Chicago Field Museum of Natural History had several taxidermy displays, including common water snakes and striped chipmunks.

The Carnegie Foundation was represented, as was the Rockefeller Corporation with a display on hookworm disease.

We saw the fancy Chinese gateway of the Catho-



FIELD MUSEUM WATER SNAKES



CARNEGIE FOUNDATION AND INTERIOR ARCHITECTURE



ROCKEFELLER HOOKWORM DISEASE EXHIBIT

lic Mission Society with its carved wooden panels; the structure is now in China. Also in the religious category were the King's Daughters (whose home in Oakland is next



to Kaiser), the Salvation Army (top) the Christian Bible Publishing Company reading room and the Methodist Book Concern (center).

Next came a view of the Oakland Elementary School Orchestra (above) the American Library Assn. and its giant map of California (page 10), the



Massachusetts Department of Education and the Philippine Public School exhibit (above). Following the Spanish-American War, the Philippines became a U.S. territory. At the 1904 St. Louis fair the Philippine exhibit featured primitive people in a primitive habitat. In 1915, a modern school was shown along with fine craftwork done by the students.

A bird's-eye-view of the Fine & Applied Arts area (top, right) followed as did the California School of Arts & Crafts exhibit (right) with furniture now displayed in the Oakland Museum. John Howell Bookstore [May its memory linger!] had an exhibit (last image), as did Butterick patterns.

Paul showed two PPIE views not part of the tour. These were in color, in its early use in 1915.

Following hearty applause Paul told us that, "At the PPIE everything was photographed."



Worthy of comment was the interior structure of the huge Palace. Intricate carpentry formed the columns and girders, and the framework of the exterior walls. The walls soared far above the exhibits, making them appear even more temporary than they were.

Paul's talk and the many lantern slides he showed helped feed our hunger for knowledge of the PPIE and whetted our appetite for even more. —LB

Jules Café and other Basement Eateries

by FRANK STERNAD

The *Poodle Dog* and *Jules Café* were two classic French style restaurants that survived the devastation of 1906. The former, in numerous incarnations, was carefully examined by our editor in the May 2006 newsletter. Of the two, Jules was the first to reopen after the fire, in a shack on Pine Street, and managed to hold onto its reputation of providing excellent food at reasonable prices. A typical dinner of seven courses, including wine, could be enjoyed for 75 cents—about \$20 in today's money.



MAIN DINING ROOM OF JULES CAFÉ IN BASEMENT OF THE MONADNOCK BLDG. NOTE VIENNA BENTWOOD CHAIRS.

Forerunner to Jules was the Viticultural Café and Restaurant, a ground floor bistro that opened in September 1890 at 315 Pine, managed by Albert Franckx and Otto Ruhlemann. Two years later, Lemmer & Kosch were proprietors; and in 1894, during the Midwinter Fair, 35-year-old San Francisco native Jules Wittmann, and a young Frenchman, Louis Parisot, took over the business.

At turn of the century, Wittmann became sole owner and renamed the place Jules Café and Restaurant. The enlarged dining room seated 350 people at 50 tables, and another 100 diners could be accom-



A PACKED DINING ROOM AT JULES CAFÉ AND RESTAURANT IN 1915.

modated in an adjoining banquet hall. Everything went well for the lunch and dinner restaurant until April 1906. A year after the bricks cooled and streets were cleared, Jules had relocated to 328 Bush Street near Montgomery. Fred Epstein and his orchestra provided evening entertainment.

In the spring of 1910, perhaps taking advantage of the revitalized Market Street district, Wittmann moved from Bush into the roomy basement of the Monadnock Building. Access to the restaurant was via elevators in the arcade off Market, or a stairway on Annie Street, the alley between the Monadnock



PALM DINING ROOM AT JULES CAFÉ. DOORS AT HEAD OF STAIRS LED TO ARCADE ELEVATOR.



A DOZEN MEMBERS OF THE JULES CAFÉ KITCHEN STAFF. MAN IN SUIT AT CENTER IS LIKELY HAROLD WITTMANN.



BISMARCK CAFÉ DINING ROOM, 4TH AND MARKET. NOTE GERMANIC ARMORIAL PAINTINGS ON BASEMENT CEILING.

and Palace Hotel. Fred Epstein with his music men accompanied Jules to the new venue.

Dinners with wine, now priced at \$1.00, were extravaganzas of French cuisine: stuffed tomatoes St. Regis, oyster cocktail, cream of chicken soup, sole Normande, salmon or trout meunière, spring lamb chops Reforme, sweetbreads, roast Pekin duck or California capon with dressing, sweet potato Rissole, mocha ice cream, cheese, fruits, cake, coffee. At the time of the 1915 Panama Pacific International Exposition, Harold Wittmann, Jules' nephew, was assisting as manager of Jules Café in the Monadnock basement.

Two years later the *Chronicle* reported, "The Jules Café management deemed it necessary, in face of continued prosperity, to relinquish its establishment in the Monadnock building and seek more desirable quarters." Apparently deemed "more desirable" was the entire basement of Hotel Sutter, just



HOF-BRAU CAFÉ (FORMER BISMARCK CAFÉ) DINING AREA KNOWN AS THE BEEFSTEAK ROOM.



BISMARCK CAFÉ DINING AREA, THE DUTCH ORCHARD east of Kearny on Sutter. In this new underground, Jules focused on catering to business men during the lunch hour and offered a special dinner for 75 cents on weekdays and a dollar on Sundays.

But the end was near. On October 10, 1918, a despondent Jules Wittmann, suffering from debilitating back pain and unable to meet expenses during a sudden loss of patronage caused by the influenza epidemic, ended his life with two self inflicted wounds from a revolver. Jules Café survived a few months more, but in June 1919 all the kitchen equipment, tables and chairs, office furniture, table settings and remaining groceries, canned goods and tobacco products were auctioned off.

Other basement restaurants operating in San Francisco circa 1910-18: *Heidelberg Inn*, 35 Ellis St. near Market & Stockton. *Hof-Brau Restaurant*, under the Pacific Bldg., 4th & Market, opened Nov 2, 1912. Formerly known as the *Bismarck Café*, the Hof Brau retained an impe-



STATES HOF BRAU, INDIAN ROOM (FORMER BEEFSTEAK ROOM).



STATES HOF BRAU, APPLE ORCHARD DINING ROOM
(FORMER DUTCH ORCHARD).

rial German theme until 1917 when Germany became the enemy. At that time the name was changed to *States Hof-Brau*, its Beefsteak Room was redecorated as the Indian Room, and the gaudy Dutch Orchard dining room was renamed the Apple Orchard.

Odeon Café, on the gore between Market and Eddy.

Paris Louvre Restaurant (Old Louvre Café in 1910), northeast corner Powell and Ellis.

Portola-Louvre Restaurant, under the Flood Bldg., corner of Market and Powell.



PORTOLA-LOUVRE RESTAURANT IN THE FLOOD BUILDING.
ENTRANCE TO BASEMENT CAFÉ WAS AT 18 POWELL STREET



HEIDELBERG INN, BASEMENT RESTAURANT, 35 ELLIS STREET

No good reason could be documented. Because of the postcard views we are aware of them only as a post-quake phenomena. The rent per square foot may have been less than windowed space; the concrete vaults were obviously fireproof; the separate outside entrances permitted access while the rest of the building could be locked down after normal business hours. No windows are visible in the postcard views, but portions of the basement spaces could have had access to natural light.

CONTRIBUTORS:

Frank Sternad, John Freeman, Lew Baer

Why were basements popular as restaurant venues?



THE ORNATE ODEON CAFÉ IN BASEMENT OF BUILDING ON THE GORE OF MARKET AND EDDY STREETS .



OLD LOUVRE CAFÉ, CORNER POWELL AND ELLIS.
NOTE STAIRWAY FROM STREET AT RIGHT.

FRED J. WISEMAN PILOT OF THE WORLD'S "FIRST AIRMAIL" FLIGHT

by MICHAEL REESE II



Fred J. Wiseman was one of California's aviation pioneers. Originally known as an auto race driver, Wiseman, having learned of the flights of the Wright Brothers, felt the need to build his own aircraft.

After looking at all of the photos of aeroplanes that he could find, he decided to build his similar to the French Farman. He used a Hall-Scott engine and first flew it on May 30, 1910 in Santa Rosa, where he lived. Wiseman is quoted as saying, "We didn't have any blueprints. We stuck an elevator out in front like everyone else did. All it was was a kite with a motor in it."

On February 17, 1911 Wiseman flew 12 miles from Petaluma to Santa Rosa carrying newspapers, a few groceries and (unstamped and unrecorded) letters to be delivered in Santa Rosa. This flight is recognized by the National Air and Space Museum as the first airmail flight in the world.

This postcard, published by Cardinell-Vincent, features Wiseman flying over Selfridge Field. San Francisco's first airmet was at Selfridge—which was located between Tanforan and South San Francisco—on January 7-25, 1911. The postcard is signed and dated in blue ink by Wiseman.

Provenance: The printed, sepia toned card was purchased for \$5 at a flea market in the New Orleans French Quarter in 1971.

EDITOR'S NOTE: We have visited the Wiseman flight in the past. Postal and most other authorities do not recognize his as an airmail flight because only messages from the Petaluma Postmaster and other officials were carried, not stamped mail. Nonetheless, on that day in the Vieux Carré, *les Bons Temps* were rolling!

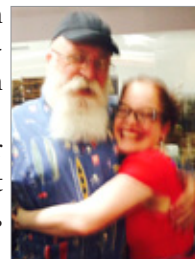
MEMBERS IN ACTION

Hy Mariampolski was at the Parrish Museum on Long Island where he presented a 6-minute and 40-second program



on "The Art of Postcard Collecting." In it Hy described the work of New York artists during the "postcard craze" of the early 20th century focusing, on the work of Hamilton King, whose illustrations defined style, fashion and beauty during that era. ...

Steve Howell was in the city for the Ex Postal Facto gathering at the SFPL. Here he is with a young, lovely co-celebrant.



Years ago a cache of negatives by Alexander Stark, the great Northern California postcard photographer, was discovered and acquired by a friendly researcher-dealer. Others of us RP chasers were titillated, and when a Zan negative—not from that lot—appeared on eBay, Frank Sternad sniped it up. It is a white and black view of the porch of Lydia House at St. Dorothy's Rest in Camp Meeker on the Russian River.

It was there, in 1901, that Rev. James Otis Lincoln and his wife Nellie established the first free summer camp in the state, a place for children and young people to escape from the oppressive urban environment and experience life in natural surroundings. Active as both Episcopalians and enthusiasts for the Arts & Crafts movement, the Lincolns created a beautiful and sanctified haven for their guests and themselves.

The inspiration of the Lincolns continues to this day, more than a century later. Dorothy's Rest is now

used by nonprofits as a retreat and conference center, and each summer hundreds of children fulfill the original intentions of the founders.

A 1905 RP from Dennis O'Rorke's album portrays the rugged life of the time in Camp Meeker.

The images below show the negative, a reversal print of it, a Mitchell style brown tone printed card of the exterior of Lydia House and a contemporary photo of the porch, now closed in and used as a dining room.

To learn more about St. Dorothy's Rest visit www.stdorothysrest.org/wp/home-1/ —LB





SFBAPCC MARCH 2014

Top row, SFM&HA History Fair at the Old Mint: Costumed greeter; postcards on display; Jim Caddick and Chuck Banneck setting up display and commenting to visitors; President Ed Herny; more postcards; more greeters. Lower rows, March PPIE meeting: Guest inspects Novagem jewels as Jason Stevens stands by; Kay Yonemoto and Harold Wright with their *Wildflower* statuette; Vera Sepulveda sets the style for the day; browsers at work, Janet Baer foreground; more browsers: Jim Caddick, Felix Zekhtser, Rommel Struckus,



REAL PHOTOS

Vera Sepulveda; Nancy Redden consults with Joseph Jaynes; a few of Corey's enameled spoons; Darlene Thorne and Glenn Koch; Laura Ackley and Paul Robertson; Ron Ross at the magic lantern; hard core PPIEers: Glenn Koch, Arlene Miles, Chuck Banneck, Gerald Uelmen, Paul Robertson, Judi Leff, Laura Ackley, Zoë Heimdal, Jay Stevens, Lynn Wilkinson, Ron Ross, Don Larson and Corey with more spoons; pride of Madeira blooms at Fort Mason Center. PHOTOS: *Jim Caddick, Corey Cate, Nancy Redden, Lew Baer.*



P.S. A QUESTION was raised online recently as to when the sculpting of Lombard Street was done. A Mod provides the answer.



MAIL ARTISTS: Gene and Anna Burkett's membership application came in an envelope cancelled in San Jose but bearing a return address sticker with the GGNRA poster/postcard image of Sutro Heights! A nice minimalist touch. ... Steve Howell sends postcards to everyone possible at every opportunity—always using an odd collection of stamps and stickers. His latest is from the Sea Glass Festival at Cayucos. It is a lot of fun for them... and me. Thank you all.



ALSO IN THE MAIL was this linen sent by Mary Ganol with her stamp of hearty approval for the *Un-*



usual Goats seen in January. The card is included here as a tribute to the baseball season and to show an impossible artist's signature. The Walter-B.-Well-

man-like tangle is... actually his.

HARD COPY POSTCARDING: There are more postcard periodicals out there than just this [wonderful!] club newsletter, and there is so much to learn and enjoy with postcards, we should be reading all of them. First in terms of publishing length and frequency is *Barr's Post Card News*, about to begin the 40th year for its twice monthly magazine. *Barr's* has some hobby news, a few informative articles, collector ads and a bit on other paper collectibles. Color is a recent addition to this oldtimer. Its most important feature is its frequency which keeps postcard collecting in the forefront of one's mind. *Barr's* offers online subscriptions through its newly redesigned website(!) as well as mailed copies: www.barrspcn.com. Should I mention that I have a column in at least every other issue? ... *Postcard World* became an annual as of January 2014, and the 70+ page edition with full color on high quality paper is a keeper. Real Photos, Studio Portraits, Movie Stars, PFBs, Linens, JOB papers, Lipman Postals, installments and the PPIE are listed in its table of contents; authors' names are familiar and respected. Info and orders: www.marylmartin.com, 410 939-0999. ... *The Postcard Album*, familiarly called *TPA*, is a now and then technical magazine written in English by a German printer-collector-researcher. *TPA* is offered issue by issue, not as a subscription, and it can take from the day it arrives until the next edition to work one's way through it. It is technical, and it is fascinating, focused largely on the production and business methods of early European printers and publishers. www.tpa-project.info/ Try it! If you love postcards, you will really like *TPA*.

FELLOW CLUBSTER JIM CADDICK is an unrecognized PPIE postcard publisher, but no longer. Here's the card and his story: I was working at the Exploratorium when they had a 70th anniversary exhibit on the Fair. I had a number of original Cardinell-Vincent negatives from the Fair, and decided to build my financial empire by making some of them into postcards. I was so un-postcard oriented that I did not realize that there was a standard size, so this particular card was made 4x6½ due to the size of the

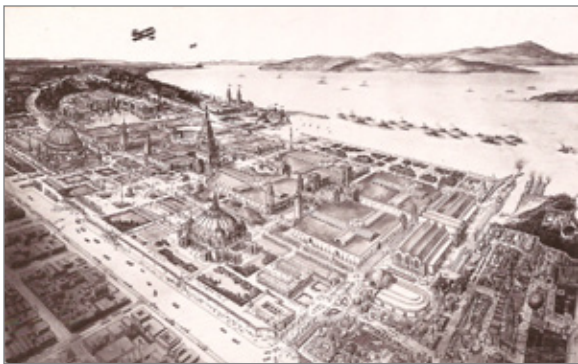


image. Wet Plate Press, the publisher, was just me, and I sold the cards through the Explo Store for several years. I would be willing to bet that no one in the club has seen it.

DON'T STOP THE PRESSES! Chuck Banneck's comb bound checklist of the postcards of the PPIE has been enlarged and is available from the author. The book has 115 pages with almost 3000 cards listed; over 500 are pictured, mostly in color. Regular price \$40, but to club members, \$35; no tax, shipping is \$4. Order and pay with PayPal at [ppiesf\(at\)sbcglobal.net](mailto:ppiesf(at)sbcglobal.net), or by check to the address in the club roster. ... Suzanne Silverthorn is a fairly



new clubster, and she has a new book out from Schiffer. **YOSEMITE NATIONAL PARK: PAST AND PRESENT** follows Glacier and Yellowstone as the third in her National Park series with co-author Chiang I-Ting. The Grand Canyon is due out this spring. Yosemite's 348 images are about half postcards and mostly in color, all within an attractive hard cover. Suzanne's books are priced at \$24.95 but can be ordered from her for \$20, including all costs for U.S. delivery, as may her earlier book, **ROCKY MOUNTAIN TOUR**. Order at PO Box 568, Gypsum, CO 81637, 970 524-7781 [mspsilverthorn\(at\)aol.com](mailto:mspsilverthorn(at)aol.com). See the book at www.schifferbooks.com/yosemite-national-park-past-and-present-5229.html.



—LEW

POSTCARD CALENDAR

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 17, Sat, **TREASURE ISLAND**, GGIE exhibit, talk by Kathryn Ayres; TI Museum, 10:30am; www.treasureislandmuseum.org/lectures/index.html

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!*

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](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

P.O. Box 621
PENNGROVE CA 94951

POST-CARD.



2014 MEETINGS

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

NEWSLETTERS DATING FROM MARCH 2003 ARE ARCHIVED IN COLOR AT WWW.POSTCARD.ORG

SAN FRANCISCO BAY AREA POST CARD CLUB

APPLICATION FOR NEW MEMBERSHIP

Individual/Family \$20

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