

# San Francisco Bay Area Post Card Club

January 2015

Saturday, January 24, 11 am to 3 pm

Vol. XXXI, No. 1

Browsing and Trading, 11 to 1 – Meeting begins at 1:00 PM

Fort Mason Center, Bldg. C, Room 210 ☎

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

IN  
THIS  
ISSUE

• THE PHOTOGRAPHER PROJECT  
PATTERSON – PAT

**PROGRAM NOTES:** *When Radiation Was Popular* presented by Daniel Saks

Shake off those winter blues and get ready to soak up the rays — radium style. We will see postcards from spots where vacationers got back their old glow. After Marie Curie discovered radium in 1898, resorts, swimming pools, spas, and bathhouses opened around the world — and just up the road, in Sonoma County — offering the many healthful benefits of radiation.



**SHOW & TELL:** Christmas stocking finds, primo Pattersons and 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 CARD



A magnificent pre-PPIE Booster Card from Glenn Koch's album opens OUR Fair's centennial year. Glenn writes: "Rarely do we see American poster style cards that equal the European examples. This series of Booster Cards—I believe—represents the pinnacle of that style in the American market."

## CLUB OFFICERS 2015

### President:

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edphemra(at)pacbell.net

### Vice President:

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eaclausen(at)comcast.net

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### Webmaster:

JACK DALEY: daley(at)postcard.org



### MINUTES, October 25, 2014

A full house and ample parking augured a rewarding meeting. Guest Chris Donaldson was welcomed—and again a bit later as our newest member. We were called to order by President Ed Herny.

**Announcements:** Treasurer/Hall Manager Ed Clausen announced that room contracts were in hand for 2015. ... Dan Saks revealed that Rosanne Goodwin's book on Detroit Publishing is coming. She has started a crowd sourcing campaign. ... Tom Brackett told that 25 years ago, when the 1989 earthquake hit, his son was at Candlestick with one of Tom's World Series tickets. He made photos all around the city to be printed as postcards. The city fathers [Those mothas!] nixed the idea as bad publicity; Tom passed around a collage postcard with some of the images. ... Deanna Kastler proudly announced that the Officers' Club at the Presidio is open again. "It's fabulous!" and has a wonderful exhibit of photos from 1912-1915, many of which were made into postcards. ... Ed Herny: It's a special day for Hallowe'en collectors as Hazel Leler's collection is for sale here today, brought by her daughter Robin. ... Jeremy LeRoque told us that Roland Girouard could use our Get Well wishes.

**Drawing:** Several books— the Irish in SF, COLLECTORS' GUIDE TO POSTCARDS, catalog for the Daniels auction, many postcard lots, postcard earrings, a full box of Great Britain once Arlen's, five large, empty 6-page albums. Thanks to all donors!

**Show & Tell:** Darlene Thorne, in Hallowe'en hat,

passed around two super holiday cards and told of the 1918 influenza epidemic—38,000 ill in the city, 3500 dead; DPH closed all amusement places and schools; churches had to meet outside; gauze masks were a must, men were reluctant to wear them because they could not smoke cigars; the crisis lasted three months. ... Fred Van den Heyden had his photo taken by the gold nugget at an antique show, it appeared—misspelled—in the *Chronicle*; he showed a beautiful postcard size Berkeley blotter and luggage tags from the Panama Pacific SS Line. ... Don Price really likes Eastman Real Photos—clear and crisp; when the newsletter comes he looks through his collection for related cards [Wise man!] ... Ed Herny showed an RP of two young boys with fireworks.

### MINUTES, November 22, 2014

A convivial meeting in cozy quarters. Cards were brought for sale or trade by Ted and Arlene Miles for the Western Railroad Museum, Dave Parry, Lauren Thor, Eric Larson, Sue Scott. Delectable comestibles were brought by everyone and likewise devoured.

We were called to order by Vice President Kathryn Ayres. There was no business.

**Drawing:** Several books— Lincoln Beachey, RR art, RR magazines, a full box of France, once Arlen's.

**Show & Tell:** Darlene Thorne has a wonderful Teddy Roosevelt collection but not a metamorphic of him; now she does and a King of England, too; we saw them. ... Lauren Thor showed a card of St. Anne's Well at Buxton (UK), a spa with constantly flowing warm radioactive water. ... Ed Jarvis told about the

WESTPEX show cards—so far two designs for 2015, both with the Palace of Fine Arts, maybe two more to come! ... Sue



Scott showed a Thanksgiving card and reminded us that she collects artist drawn children.—Notes by LB

## TREASURER/HALL MANAGER REPORT

Our January 1st, 2015 balance is \$4,279.13.

The FMC contracts are signed and sealed for the next six months so we begin 2015 in our tight quarters, Room C-210, looking forward to good programs, happy hunting and cheerful camaraderie.

## WELCOME TO OUR NEW MEMBERS

Chris Donaldson, a collector and dealer who helps Hal Lutsky at shows.

John Kofranek, a collector of California, Alameda Co., Humboldt Co., postal history, Pattersons, Balloon Route Excursion.

Anne Schnoebelen; she collects California world's fairs, vintage Los Angeles, San Francisco, California state icons (poppies, bears, quail) and vintage Disney.

William and Janet Eaglstein—collectors of San Francisco, Stanford.

Steve Haughey. Steve collects California, Bay Area, transportation and National Parks.

Jeni and Brian Spickerman, Kaylie, Mia, Erica, and Lilly, collectors of comics, cartoons, and patriotic cards. A gift membership!

## 2015 DUES ARE OVERDUE

For those receiving this newsletter by mail, please check the label to be certain that your dues are paid for this year. If they are, it will read 2015 or later. If it reads 2014 please make your payment today—by check to the club PO box or by PayPal at [www.postcard.org](http://www.postcard.org). A major change for this year is that we now offer the newsletter by email. It will be in color, fully saveable, searchable, and printable.

## POSTCARD CALENDAR

Jan 17-18, 2015, Sat-Sun, SAN FRANCISCO, Vintage Paper Fair, Hall of Flowers, Golden Gate Park at 9th Ave. & Lincoln, Sat 10am-6pm, Sun. 11am-5pm. Free entry!\*

Jan 23-24, Fri-Sat, PHOENIX, AZ, Greater Phoenix Postcard & Paper Show, 5757 N. Central; 10am-6 and 4pm, (Fri earlybird 9am \$20), \$5, free with nonAZ driver license. [www.therbfshow.com/](http://www.therbfshow.com/)

Jan 23-25, Fri-Sun, RANCHO CORDOVA, Sacramento Gold Rush Paper Show, La Quinta Inn, 11131 Folsom Blvd, Hwy 50 & Sunrise Exit 18, Fri. 1pm-6pm, Sat 10:15-6pm, Sun 10:15-3pm; email want lists, mark(at)goldrushpaper.com, show info: [www.goldrushpaper.com](http://www.goldrushpaper.com), 15 dealers, Paper, Stamps, Postcards, Supplies

Feb. 6-8, Fri-Sun, SAN MATEO, Hillsborough Antique Show, San Mateo Expo Fairgrounds, 11am to 8, 7 and 5pm\*

Feb 28-Mar 1, Sat-Sun, SAN FRANCISCO, SFM&HS History Expo with our club exhibit, Old Mint, 5th & Mission Sts, 11am-5 and 4pm; \$5, under 12 free.

Apr 12, Sun, SCOTTS VALLEY. Santa Cruz Postcard Show, Hilton Hotel, 6001 La Madrona Dr. 10am-5pm, Free Admission and parking!\*

April 24-26, Fri-Sun, BURLINGAME, WESTPEX 2015, SF Airport Marriott Waterfront, from 10 am each day; [www.westpex.org](http://www.westpex.org)

Apr 24-26, Fri-Sun, SAN MATEO, Hillsborough Antique Show, San Mateo Expo Fairgrounds, 11am to 8, 7 and 5pm\*

May 8-9, GRASS VALLEY, Old West Antique Show, Nevada County Fairgrounds, 11228 McCourtney Road, Fri 10am-5pm, Sat 9am-2pm\*

**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.

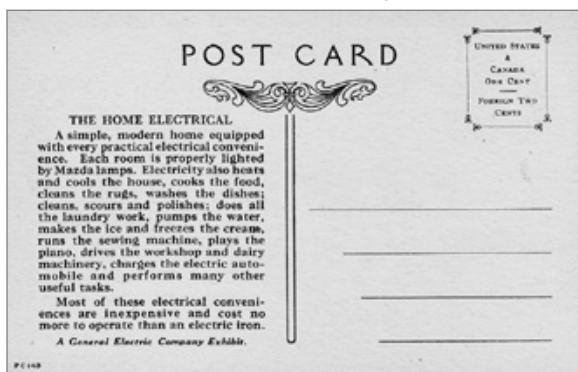
Vintage Paper show info: [www.vintagepaperfair.com](http://www.vintagepaperfair.com)

Jeremy LeRoque show info: 626 665-9435



**KATHRYN AYRES ON HOUSEHOLD APPLIANCES**

Kathryn's collecting category was inspired by the PPIE GE card—The Home Electrical! We saw about 25 cards and learned a bit and laughed a lot.

*November Program***JOHN A. MARTINI ON SUTRO BATHS**

John is a long time friend of the SFBAPCC and has presented several programs over the years. The recent publication of his latest book, *SUTRO'S GLASS PALACE*, gave a fitting opportunity for him to address us again.



GET THIS BOOK!

As a kid, John spent a lot of time in the “magnificent and fantastic glass palace.” The pools closed in 1953. The cavernous building with its locked doors, painted over windows burned in 1966. It was at Lands End, the edge of North America—and San Francisco. People have gone to the spot for 6000

years drawn by the dramatic meeting of land and sea. A tavern was built there above Ocean Beach, on the day trippers' and night drinkers' route. Adolph Sutro arrived in the state in the 1860s, became successful and purchased land and the Cliff House. He believed in *noblesse oblige*, the duty of the upper class, and built a park by his home and, across the road, a mammoth natatorium for public bathing and entertainment. Sutro's electric rail line ran down Clement Street to bring folks from the city; dressing rooms and wool bathing suits were provided as were tanks of fresh sea water, not yuck from the bay.

Twenty thousand were at the opening, May Day, 1896, and saw curiosities purchased around the world for Sutro's museum displays. Relics from Woodward Gardens were there, as was the Firth Wheel from the 1894 Midwinter Expo.

The Baths, it seems, never had a successful business plan. When Sutro died in 1898, family members ran his cash poor legacy. The chateau style Cliff House burned, Prohibition and then the Depression restrained economic survival. The Baths went through several modifications; swimming was turned into ice skating. The Whitney Brothers purchased the Cliff House and Sutro's; a sky tram idea from Disneyland was tried; February 28, 1966 was closing day—with never any profit, there was no way for the Baths to survive.

Exhibits were boxed up and taken away. Sutro Baths was completely cleared out. In June 1966 fire destroyed the building. The concrete foundations remain as part of the GGNRA. The Baths are gone, but the Cliff House and Sutro's grounds remain and bring pleasure to all who visit. —Notes by LB



Frank Patterson was—is—among the most significant of Northern California postcard photographers. His eye for camera shots that were at once artistic, beautiful and informational was exceptional. Equally outstanding was his insistence on professional processing and handling of negatives and final prints. The photo postcards that bear his distinctive hand lettering stand up well to the seven or more decades since they were created. Faded or silvered



HAZEL ATOP '37 PONTIAC, PAT INSIDE, 1220 COLLEGE AVENUE, 1940

Pats are uncommon, as are boring or uninteresting views. Patterson Real Photos may be “just postcards,” but they have acquired near cult like respect.

As postcard collectors we all follow our personal star in the search for what appeals to us. Trailing Pat takes us from central Oregon to Santa Rosa with a foray into the San Francisco Bay Area and an enforced visit to Marin County that produced drama but no RPs. Is it Frank Patterson, himself, or his cards that lead us? When collectors speak of his photo cards, it is often “Patterson” they say they collect, not “Patterson postcards.” There is an aura about him, for certain, although Pat in his own time was not a charismatic figure. In all the research and documentation of his life, there are no records of him being called nice or kind or even smiling. “Respectful” was the warmest compliment found for Pat. Still, he has a faithful following of collectors.

There have been three confirmed Patterson collectors in the San Francisco Bay Area Post Card Club. George Morris specialized in named trees but gathered every Patterson he could find. Irl Rickabaugh continues as an unrestrained *everything* Patterson collector, and Mike Knips goes for it all but with focus on Southern Oregon and the community

where he grew up. Another collector, not in the SF club, was sometimes called Ike, known to acquaintances as Zeke and legally named Robert I. Wright.

He spent two decades collecting “Pat” postcards and other Patterson remnants including the details of his life. Through interviews and interpretation, Zeke came to know his own specter of the Pat character so intimately that the biography he wrote and rewrote cannot be

trusted beyond its verifiable data. Zeke’s editorializing is highly suspect as he was won over by his own recreation of the man.

#### **Frank Patterson, the public record:**

On November 17, 1883, Frank Lester Patterson was born in Klickitat, Washington, 20 miles north of the Columbia River and The Dalles, Oregon. His father, Harry, was a blacksmith from Maine; his mother, Mary, was from Pennsylvania. The 1900 census shows the family living in Ellensburg, Washington, and the 1910 records have them in Wenatchee where Harry became a fruit farmer and 26-year old Frank was listed as “Photographer.”

Frank had married Cora Prewitt in 1907 in Wenatchee, Washington as verified in later documents. On his WW I draft registration he was described as “tall, med. build, gray eyes and brown hair.” Directly after the marriage, it appears, the couple left for New Jersey and 18 months of training with Bernarr Macfadden, a “doctor of physical culture.” They returned to the West and by 1912 were living in Hood River, Oregon.

When Frank registered for the draft in September of 1918, his occupation was recorded as shipwright with Astoria Marine Iron Works in Astoria, Oregon. Frank was 36 in 1920, working as a “photographer

at home” in Eugene, Oregon; he and Cora had three daughters: Maple, Laurel and Marial, the youngest named in homage to Frank’s mother who was now divorced. The Pattersons divorced, too, in 1921, and the following year Pat married Josephine Tingley Champie, a preacher in the Christian Church. With Josie, Frank acquired step children Tingley and Vera. Josie’s previous husband had died in the influenza epidemic.

The family was living at 107 Junior Street in Santa Rosa, in 1930, where Frank described his occupation as “scenic photographer” and Josie was bookkeeper at the photo business. Up in Oregon, Cora had married again. For 1936, the Patterson business is listed at 1220 College Avenue in Santa Rosa, the same 2-story home shown on Pat’s advertising postcard (page 5), and Harry May, Maple’s husband, is a photographer working for his father-in-law. Two years later, Frank Patterson is recorded as a commercial photographer at 1023 4th Street (at the corner of Chinn Street), still in Santa Rosa. This was likely a second studio as the 1940 census reports him living at 1220 College, at least since 1935.

The official records of 1940 show Patterson to be 56 years old, divorced, working at home—on College Avenue—as a photographer and living with an 11-year old daughter, Hazel, born in South Carolina, and a housekeeper. Harry L. May, 28, was employed as a studio photographer; his wife, Maple V., was the same age. The 1948 San Francisco City Directory lists Frank Patterson as a janitor with Bear Photo Service residing at 1607 Howard Street. In 1951, he is shown as “photographer,” from 1953 to 1959 as a “writer” or unemployed.

The state of California recorded the death of Frank L. Patterson on November 8, 1961 in Napa.

### ***Patterson Postcards history:***

Patterson’s photographic history was not inscribed in official records, but much can be derived from other evidence. We know that in 1910, at age 26, Frank was working as a photographer. In 1912 he—with Cora and daughter, Maple—returned from some time on the East Coast and was producing stereo views. Just when Pat made his first

RP postcards is unknown as they were probably not signed or otherwise identified. They may have been white borders. The first identifiable postcards appeared about 1923 while he was doing extensive business at Oregon Caves. He was married to Josie at that time, and she was using oil paints to tint RPs and larger scale photographs. His earliest RPs made of California scenes seem to date from 1926-27.

Patterson used a view camera that took 5”x 7” glass plate negatives. On these, he used paper strips to mark off image areas slightly larger than 3½”x 5½”

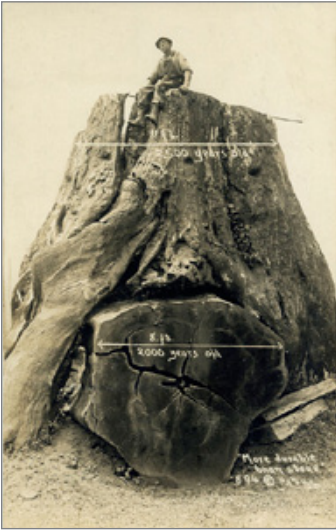


U33 NEGATIVE: UKIAH, PALACE HOTEL, 1934, GUIDE STRIPS to make borderless prints. As Irl Rickabaugh describes it, “he took the heart right out of the negative.” There were white borders identified as Pattersons, but most of them were made using purchased negatives. Laurence Bartlett worked for Pat in 1925 and took many of the Crater Lake, Diamond Lake and Mount Lassen photos. Pat had also purchased negatives by Buhrl L. Harwood in Siskiyou County and others in Oregon. Images made by Eugene Carpenter of Clear Lake Highlands, including Crescent City views, were marked Patterson Postcards on the back but “EC” in Pat’s lettering on the front. Bartlett also worked for Pat in Santa Rosa starting in 1930. After a while, he left to open his own photo business there, and Pat made all of his photos himself.

During 1928-29, while Patterson Post Cards was transitioning from Oregon to California, the Medford paper published two multi-page specials on the Patterson business. It described their hand colored



“Patterson Pictures,” and claimed that 228 outlets—from Eugene to Redding on the Pacific Highway (I-5 today) and Grant’s Pass to Ukiah on the Redwood Highway (US 101)—were carrying Patterson postcards. The newspaper stated Patterson was the largest vendor of cards at the Oregon Caves Resort; and in 1927 the studio had eight employees to satisfy demand. Cards were photo printed by a hand fed machine, and master postcard prints were always in view while processing to assure quality control. Sepia tone panoramics were offered as well. After cards



were developed, they were put through an embosser to gloss the surface and reverse the curve of the paper. When asked what single picture was the best seller, Patterson replied it was the postcard of a man sitting on a huge redwood stump, 11 feet across and 2500 years old, that had grown over and around a 2000 year-old fallen giant. This freak of nature was also known as the Del Norte Wonder Tree.

Ting Champie who worked in the studio as a boy, stated that 5500 prints was the most made in one day. Another employee said 6 to 7000 was not unusual and that one day they processed 10,000 photo postcards. The studio used precut, sensitized postcard stock which came in boxes of 5,000, just right for most days’ production.

Pat’s numbering system was not adequate for the large number of postcards he produced, and for today’s collector it is complicated and confused. Older views were sometimes introduced or reprinted years later, but reprints and variations are not marked as such. Stamp boxes do give an indication of when a particular card was printed, however not when the original photo was made. AZO and SSSS backs

were common in the 1920s, overlapping with DOPS which ran mid-’20s through the ’30s. Some EKKP paper was used in the late 1930s, and EKC paper was introduced about 1939.

Signature style should give clues to when negatives were made, but they are untrustworthy as Pat often changed signatures when cards were reprinted. Other cards, including his earliest, are unsigned. After that he used three hand lettered styles: Patterson, capital P followed by lower case; P<sub>A</sub><sup>T</sup>T<sub>E</sub>R<sub>S</sub><sup>O</sup>N, all capitals with up-and-down letters and conjoined T’s; P<sub>A</sub>T, capital P and T with a smaller and lowered capital A nestled between them.

Patterson fanciers focus on the autos in his views for dating his real photos. Pat’s Jewett survived until the 1930s. A ’32 Ford coupe may have been rented. According to Irl Rickabaugh, “we know the ’32 Chevy was his.” A 1937 Pontiac followed.

Pat was on a roll. In the 1920s automobiles were developing to be sturdy and fast. Auto touring was growing as a recreational pastime. The market for tourist postcards was huge and growing steadily. This was noticed throughout the West, and in 1929 the first meeting of the Pacific International Photographers Association was held in San Francisco. Pat was there. He came to realize that he had done enough with Crater Lake and the Oregon Caves and that Lake County, California would be a new hot spot for his photos and postcards. He took his first negatives of the area and moved his family and business to the nearby city of Santa Rosa in 1929. He continued to service his Oregon accounts. Anticipating a booming business, pigeon hole files for stocking and order filling were installed in the Santa Rosa studio, and Pat advertised a 100,000 card inventory.

On October 29, 1929, the toll of the closing stock market bell was muffled. Share prices collapsed; large businesses crumbled; the debris buried small enterprises; auto touring decreased sharply, but Patterson did not stop servicing his accounts. Pat’s wife and stepson worked in the studio, and son-in-law Harry May helped with photography. After a few years, Ting and Pat fought. Ting went off to college

and Josie followed him. Pat and Josie divorced in 1937.

Frank Patterson faded from the scene. Harry Mays helped run the business for a while, but in 1943 Patterson Pictures' equipment and inventory of negatives and printed cards was sold by the lienholder, Exchange Bank, to Casper H. Laws who owned a grocery business in San Jose.

*Frank Patterson, the saga:*

Robert "Zeke" Wright was the fellow who knew Pat's story best. He had never met him, but he was smitten by him and traced every lead he could to learn more about the man. Zeke talked with Harry May and others who worked for and knew Patterson and his family. He also talked with Pat's youngest daughter who became the focus of later events. Zeke Wright talked about Pat for several hours in 2002 at his home in Ashland and pulled out boxes holding the remainders of his collection of Pattersonia. Much of Zeke's editorializing during the conversation has been overlooked in this transcription.

Frank Patterson's first attempts at photography probably appeared while he and his new wife, Cora, were in New Jersey in 1907 where Frank was studying with Bernarr Macfadden. The two men must have gotten along well, finding unity in their Scots heritage. "Macfadden was a liberal thinker and Pat seemed to be in his shadow," Zeke said—much the way Zeke was in Patterson's shadow, thought I. Pat went on to write for *Physical Culture* magazine, the organ by which Macfadden spread his gospel of good health through exercise and vegetarianism—and an active sex life. It brought the word of Cosmotarianism, Macfadden's unsuccessful attempt at founding a religion. Quoting Zeke: "They were in the American tradition of the medicine wagon."

Back East, Pat had acquired a camera and tried his hand at stereo photography. A few hundred of his 3-D views from there and the Northwest are known. It was through the stereo cards that Zeke discovered Patterson and later his postcards.

A probable scenario: Frank and Cora divorced September 7, 1921. A week earlier, as reported in the *Ashland Weekly Tidings*, "Frank Patterson, Med-

ford scenic artist, gave an illustrated lecture at the Christian Church." Before 1920, Josephine Champie and her husband had been preaching near Eugene where he caught the flu and died. Josephine visited the nearby church at Fairmount and met Frank, who was a lay preacher. Soon, Josie traveled down to Ashland to preach at the First Christian Church; and in June 1922 Frank and Josie married and set up housekeeping in Medford.

Josie was a great stimulus (or catalyst?) in Patterson's life. His photography ventures at the Oregon Caves and Crater Lake burgeoned. His first postcards were published, probably the prints that Josie tinted with oil colors. Together Frank and Josie published the photo-illustrated booklet, *How to See Crater Lake* (Patterson Pictures, Medford, OR, 1926).

In the "Body Love" Macfadden manner, Pat always wore loose clothing and dressed Josie in the same way. "It drove the local women mad," per Zeke.

"Pat was always surrounded by very religious people," like Laurence Bartlett who was doing camera work for him. Patterson mixed preaching and photography by giving "illustrated sermons," in-church lectures with a slide projector that had a dissolve feature.

Patterson was always surrounded by women, as well: his mother; Cora, his first wife and their daughters Maple, Laurel and Marial; followed by Josie and her daughter Vera. He made postcard photos of several young women—some minimally dressed in summer wear, others in revealing "native garb," and a few others nude.

The Patterson family moved to Santa Rosa at just about the time that Tingley graduated from grade school in Medford. Very soon thereafter the stock market crashed and the Depression set in. Insecurity was the only thing that one could be certain of, but Patterson persevered, and the business survived. Emotions must have run high by the mid-1930s. It was then that Ting and Josie moved out.

About 1935—two years before Pat and Josie divorced—Patterson learned of a young girl in Florida who was available for adoption through the Christian Church. Although the adoption was never completed, she was entrusted into his care.



The first thing Pat did was to have her name changed from William (oddly, she had been given her father's name) to Hazel. Frank idolized his young ward, wrote poetic compositions to her, controlled her every moment and movement.

Then something went very wrong. We don't know precisely what, but in early 1940 Frank Patterson was charged with lewd conduct with a child under the age of 14. He pleaded *nolo contendere* "to spare her" (guilty without admitting anything) and was sentenced to twelve years in San Quentin. He began serving his term on May 21, 1940. Behind bars he took up his preacher role and "saved" or encouraged other prisoners. Perhaps while there, most certainly afterwards, he continued to direct Hazel's life through long letters.

Paroled in 1946, Frank Patterson lived on Howard Street in San Francisco and worked as a janitor and processor for Bear Photo, a company that, among other lines, published real photo postcards.

Patterson died in 1961 at age 77. His ashes are in a niche at Tulocay Cemetery in Napa.

### Collecting Patterson Postcards:

The hobby of collecting postcards has changed since the 1970s when Zeke, George, Irl and Mike began picking up Pattersons. At that time cards were

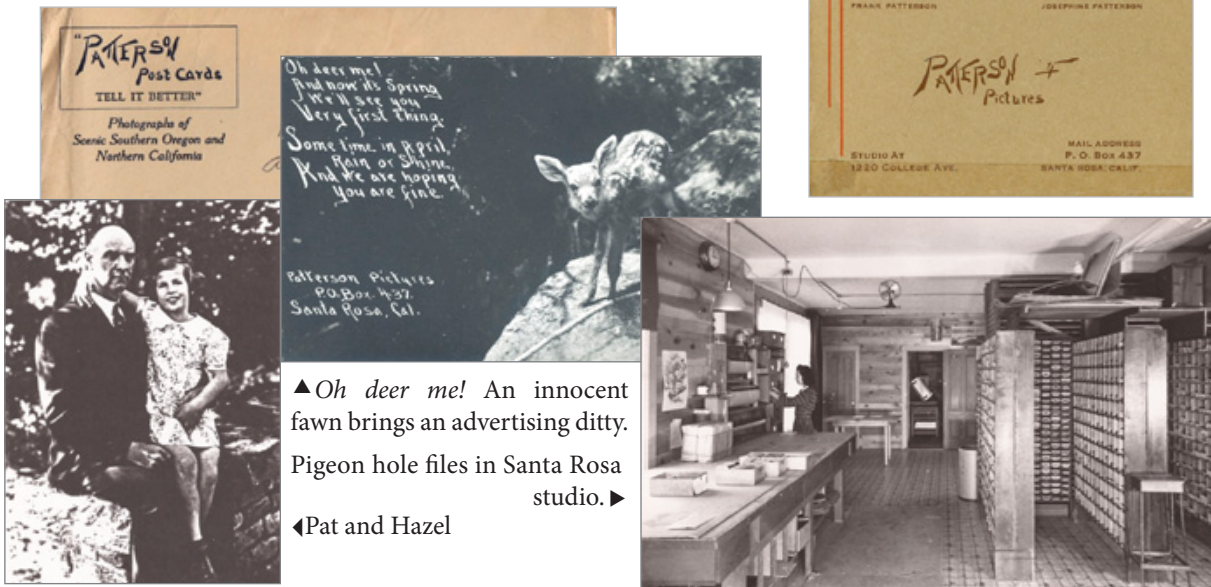
far less pricey than they are today, and real photos were of minimal interest. A "general collection" of Pattersons could be inexpensively built when many of his cards were still found on tourist racks and in 10-cent boxes at shows. Today, a collector must focus closely and be prepared to pay for cards of special interest. There should be at least one postcard for every negative made, as Pat would print up proof copies for customer selection. This means there are definite rarities to chase, adding excitement and the possibility of supreme satisfaction to the hunt.

There is also associated Pattersonia to be found. Irl, among others, has focused on this category. There are panorama "Patterson Panels," non postcard photos, rack signs, advertising brochures, photo books, unauthorized reprints, Patterson lookalike RPs, tripleviews, much of which dates from the photographer's pre-California years.

A large reference collection of Patterson negatives and prints titled "Views in Southern Oregon and Northern California" is housed at the Bancroft Library at UC Berkeley

—Lew Baer

CONTRIBUTORS: Frank Sternad, Irl Rickabaugh, Mike Knips, John Schmale, Jim Staley, Dennis O'Rourke, Arlene Miles.



▲ Oh deer me! An innocent fawn brings an advertising ditty.

Pigeon hole files in Santa Rosa studio. ▶

◀ Pat and Hazel



998—DOUST TREE AT MYERS, 1933 CALIF. LICENSE PLATE.



854—DOUGLAS BRIDGE, REDWOOD HWY, WASHED AWAY 1964.



517—CALIF-OREGON STATE LINE; “SISKIYOU COUNTY” WITH BULLET HOLES; “VISITING MOTORISTS: STATE AUTO ASSN AT YOUR SERVICE. NON-RESIDENT REGISTRATION CERTIFICATES REQUIRED BY STATE LAW. MAP, GENERAL ROAD INFO AND DIGEST OF STATE TRAFFIC LAWS SUPPLIED WITHOUT CHARGE.”



3W3—LUMBER MILL, WEED; APRIL 1926



1209—BOILING LAKE WITH MT. LASSEN IN THE DISTANCE.



40—200 FEET TO THE LOWER LIMB. IS THAT JOSIE?

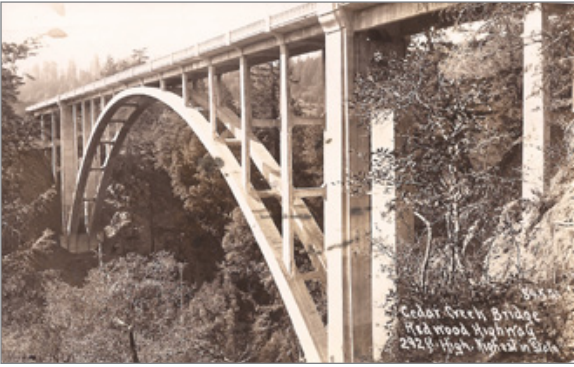


950—REDWOOD BURHL, BULL CREEK FLAT; PAT'S 1923 JEWETT PARKED AT THE BASE; BUHRL HARWOOD WAS A PHOTOGRAPHER ASSOCIATE.



C.76—GORILLA TOTEM POLE PARK; PLACING PEOPLE OR CARS IN AN IMAGE WAS A TECHNIQUE PAT FIRST USED WITH STEREOCARDS TO SHOW COMPARATIVE SIZE.





845—CEDAR CREEK BRIDGE, REDWOOD HWY. PORTRAYING THEIR GRANDEUR, PAT MADE PHOTOS OF MANY BRIDGES.



878—PAT'S '37 PONTIAC (1939 PLATES) PASSING THROUGH THE CHANDELIER TREE AT UNDERWOOD PARK



1815—THE NEW DYERVILLE BRIDGE OVER THE EEL RIVER. THE TOWN WAS WASHED OUT IN 1937 AND AWAY IN 1955.



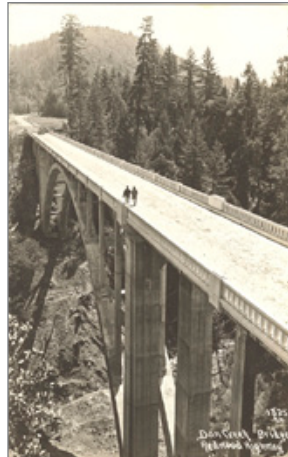
5K80—SHORE CASTING AT THE MOUTH OF THE KLAMATH—HUNTER-GATHERERS ALIGNED BENEATH THE MEGALITH.



D47—THE SHASTA SPRINGS SCENIC RAILROAD PAUSED ABOVE THE FOOT TRAIL; CLOCHE HATTED WOMEN PASSENGERS; GRIPMAN WITH COIN CHANGER ON BELT.



802—A DEL NORTE REDWOOD WITH A NICELY DRESSED, MATURE WOMAN SPREADING HER ARMS TO GIVE PROPORTION TO THE GIRTH OF THE TREE.



1825—THE BIG DANN CREEK BRIDGE, BUILT 1931, 585 FEET LONG; DRAMATICALLY BEAUTIFUL; THE TWO WALKERS POINT UP THE IMMENSITY OF THE CONSTRUCTION.



NUMBERLESS, WHITE BORDER RP OF OLD FAITHFUL GEYSER AT CALISTOGA. PHOTO MADE BY PAT, OR PURCHASED?





11S29-IN SANTA ROSA; AUTEL COFFEE SHOP OFFERING ICE CREAM, BUTTER TOASTED SANDWICHES, GROCERIES AND A LONG SLANTED LIST OF ITEMS; CABINS ALIGNED ON THE RIGHT; "MAUTEL" WOULD NOT HAVE CAUGHT ON.



11S72-SANTA ROSA MUNICIPAL AIRPORT, TWO MILES NORTHWEST OF TOWN; OWNED BY RICHFIELD OIL COMPANY; DEDICATED MAY 10, 1929.



5H7-HEALDSBURG, WEST STREET, CIRCA 1936. HEALDSBURG, NOW A BOOMING WINE, FOOD AND TOURIST DESTINATION, WAS KNOWN IN PAT'S DAY AS THE NORTHERN GATEWAY TO THE RUSSIAN RIVER RESORT AREA.



1117-SONOMA COUNTY COAST ABOVE JENNER, LOOKING SOUTH TO GOAT ROCK.



3T20-SEA CLIFFE CAMP, 2½ MILES NORTH OF TRINIDAD; 2 AND 4 BED CABINS WITH PRIVATE TOILET AND SHOWERS; SIMMONS BEDS, DEEP SLEEP MATTRESSES.



3P47-INTERIOR OF THE "FRATERNAL MONARCH" TREE, ROOM 21' BY 27'- 50 FT. HIGH; A DIFFICULT TO ILLUMINATE INTERIOR SHOT.



14C13—FAMOUS FOR ITS HOT BATH SPAS AND AS THE GATEWAY TO THE CLEAR LAKE RESORTS, TODAY CALISTOGA DRAWS TOURISTS WITH ITS FOOD AND WINE.



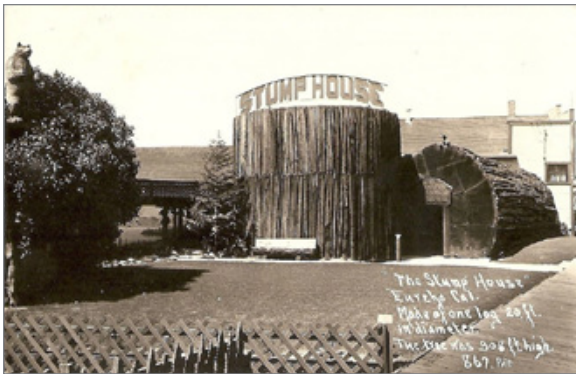
1032—THE DONUT TREE ON THE NAPA VALLEY HIGHWAY WAS NOT A COFFEE SHOP WITH DEEP FRIED TREATS. HACKED OUT FOR THE POWER LINES, WAS IT GIVEN ITS TITLE BY PAT?



1048—THE HOTEL AT THE STEAM GEYSERS; THE AREA HAS BEEN DEVELOPED AS A SOURCE OF GEOTHERMAL POWER.



4P3—T. F. TIERNEY'S STANDARD OIL STATION AT PRESTON, A SETTLEMENT NORTH OF CLOVERDALE AND NEAR THE CUT-OFF FOR SONOMA COUNTY'S FAMOUS STEAM GEYSERS.



867—THE STUMP HOUSE ON SOUTH BROADWAY IN EUREKA, MADE OF ONE LOG 20 FT. IN DIAMETER; DETERIORATED, IT BURNED IN THE 1990S.



C80—AT TOTEM POLE PARK, CRESCENT CITY; LOOSLY CLOTHED WOMAN STANDS PROUDLY BEHIND THE HUGE SAW BLADE; STRIDENT HORIZONTALS AND VERTICALS GIVE CROSS-LIKE SYMBOLISM.





1802 CALIFORNIA HERE I COME; DOUGLAS BRIDGE OVER KLAMATH RIVER; GIRL ASTRIDE BEAR WAVING "HOWDY!"



1802A CALIFORNIA HERE I COME; GIRL BESIDE BRIDGE BEAR, ARM AROUND MUZZLE, FASCIST STYLE SALUTE.



36-FERN; NO NUMBER, NO TITLE; NUDES



NO NUMBER, UNSIGNED, MAPLE, HAZEL AT GGIE



716-BASSENDORF (SIC.) BEACH, DISTANT, LONG HAIREED NUDE, SHOULD BE BASTENDORFF



973-BASKET WEAVER AT PUEBLO, EUREKA; CHEESECAKE POSE ▶



955-FLATIRON TREE, BULL CREEK GROVE; PAT AT BASE; INSET OF PAT LOOKING UP.



4G13-SLICK CARS AND GREAT CONTRAST; PAT MUST HAVE SMILED WHILE SHOOTING THIS



**P/S** NEWS AND VIEWS: Hallowe'en collectors at the October meeting were ecstatic with the cards they adopted from Robin Leler's boxes of her mother's collection. "Adopted" because the cards by



right should be cared for and eventually released to other collectors. Hallowe'en is an only-in-America holiday, and postcard artists of the Golden Age created plenty of designs for us to chase today. Some are common, others rare.

Nice ones can be pricey. Even very pricey. Robin kept her figures collector friendly and met plenty of friendly collectors. ... Some old timers—like Don Price who remember when postcard collecting was truly the poor man's hobby—are reluctant to jump for big ticket cards. That's OK. There are enough postcards for everyone. Don and his daughter Celia had a great time looking in the Hallowe'en boxes, and "found lots of cards at the meeting which appealed to us, and we left very happy and satisfied, even without any H. cards. For me, purchasing more cards at age 82 is somewhat ridiculous, but I think the fun in collecting is to find cards that one likes that are priced at less than their 'value' judged by whatever experience we have." [I'm with you Don, but when I see a card I *have* to have, well... I get it.] ... Ted Miles has a Colonial Williamsburg collection and captured the last two cards he was missing of the 1959 chrome set. He found 'em at [www.uspostcards.com](http://www.uspostcards.com)—"a good (but not cheap) place to find small town American cards."

**THE GOOD NEWS:** Long time clubster Nancy Budar turned 100 on the day after Christmas! [Happy Birthday, Nancy! Were you taken to THE Fair?]

**AND THE SAD:** "I regret to inform you all that my darling husband, Bertram, died on Dec. 26. He so enjoyed all of you. *Rosalie Cohen*." [Marble Bert had world renown, and he was a standout postcard collector. His big categories: Kids Playing Marbles and Macerated Money, the cards with the pastel tinge of ground up greenbacks. ... Jocelyn Howells is giving up dealing and collecting postcards. Buttons, health

## EDITORIAL WHEE!

2015! — the year we postcard San Franciscans have anticipated since we first heard about The PPPE. It's also the club's 31st year and the Editor's 20-somethingth. Here's to many more!

The kudos are for all of us who continued your participation and support through one or all of those years. The big huzzahs are to honor the people who make the club happen every month: Ed Herny, Kathryn Ayres and Ed Clausen. Jack Daley is always present cybernautically and presents us and the world with the very best postcard web site. Dan Saks' hand with his computer driven projector makes every meeting a visual delight.

The newsletter is the paper trail of the club's successes. Many (but never enough) supportive comments are sent in, for which I am endlessly grateful. Many more thanks go to all those who send in news, comment and articles. Please do not stop! Special gratitude goes to Kathryn for proofreading and for her kind suggestions. Extra special thanks and acknowledgment are for Frank Sternad for his scholarly research and authorship and for his relentless insistence on factual accuracy.

Bravo! to the 40 of you who renewed and chose the email version of the newsletter. I know you will enjoy the color and ease of printing any parts of it you wish. Please let me know what would help you enjoy it even more.

Thank you all!

—Lew

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concerns, and a new friend are keeping her busy.

**MORE GOOD NEWS:** I received the latest issue of the SFBAPCC Newsletter today, and did as suggested: paid my dues for 2015 at the Supporting level, via PayPal. I prefer the club send me an email version of the Newsletter instead of a hard copy. Either way, the Newsletter is a true joy. Best wishes from Norway! *Per Schulze*. ... From Larry Dreebin: Many thanks for your hard work as the "voice" of the club! ... LOVE THE MEETINGS. LOVE THE SCHOLARSHIP IN THE NEWSLETTER! The quality of info in the newsletter never ceases to amaze me. *Bob Chandler*. [Me, too!]

—Lew



**2015 MEETINGS**

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

*Membership current through year on label.*

**NEWSLETTERS DATING FROM MARCH 2003 ARE ARCHIVED IN COLOR AT [WWW.POSTCARD.ORG](http://WWW.POSTCARD.ORG)**

**SAN FRANCISCO BAY AREA POST CARD CLUB**

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 Become a Supporting Member by adding \$10 or more [ ]

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