

San Francisco Bay Area Post Card Club

February 2015

February 28, 11 am to 3 pm

Vol. XXXI, No. 2

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 } • RADIUM SPAS • MITCHELLANY
THIS } • FERRY SOLANO • 2-CARD CATEGORY
ISSUE } • PATTERSON UPDATE
 } • VALENTINE L♥VE STORY

PROGRAM NOTES: It's a do-it-ourselves program! We'll all have the opportunity to show off our collections—or just a category from them—and how well we know our own postcards. For this **Group Album Show and Tell**, there will be opportunity to display our albums and to describe their contents. Although there will be no official judging, after the program we should each be more able to evaluate the strengths of our collections as well as the weaknesses.

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 CARD



CHUCK BANNECK COLLECTION

Opening Day at the PPIE, February 20, 1915. A colorful participant's ribboned badge and a starkly clear real photo postcard by Charles Weidner. Those who receive the newsletter by email will enjoy enlarging the postcard image and seeing the expectant expressions of the early birds at the gate. —LB

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MINUTES, January 24, 2015

Ample parking and springtime in January—a winter’s day in brisk and bright San Francisco....

Cards were brought for sale or trade by Karen J, a visitor from Mendocino County; Joseph Jaynes, Sue Scott, Ed Herny, Alex Pelligrini, Ted and Arlene Miles for the Western Railway Museum; Felix Zekhster and Lauren Thor brought boxes of free cards. Thanks to all!

Call to order at 1 o’clock by President Ed Herny. One guest was introduced, Karen J, who had recently purchased a large supply of yellow border linens and mini-card packets at an antique store.

Announcements: Joseph told us that the Santa Cruz show date is confirmed for April 12, the second Sunday, at the Hilton in Scotts Valley. He also thanked the club for the love and kindness that he received from us. ... Kathryn Ayres reminded us that the club will have two exhibit tables at the SF Museum & Historical Society History Expo on 2/28 and 3/1. The postcard exhibits will focus on all three World’s Fairs that were held in San Francisco; at the Old Mint, 5th and Mission Streets. ... Ed told of a one-day exhibit of PPIE relics at the Palace of Fine Arts, February 21, and that he would be giving a program on the Midwinter Fair on March 21 at Treasure Island.

Drawing: Many lots of good stuff—postcard earrings, twirly rack, a book of postcard views of The Zone at the PPIE, mementos from both fairs.

Show & Tell: Craig Blackstone brought three Pat-

erson real photos from Santa Rosa, one with a traffic cop spread-eagled in an intersection, another of the “only steam engine run on natural steam” at The Geysers. ... Chuck Banneck, in keeping with the radiation theme of the day, showed seven cards from the 9-card set “Atoms for Peace,” reprints of posters published in the 1950s by General Dynamics. ... Jim Caddick showed more Pattersons—stumps and logs titled “Save the Redwoods,” views of Medford and Ukiah, and three birdhouses promoting a campground; also a card with a clearly readable 300±-word hand lettered message. ... Jack Hudson brought a card from the recent Vintage Paper Fair—an RP of a woman in goggles and cap and the Hudson logo on her shirt. Elfrieda Mais had just won an endurance auto run. She began as a wingwalker in 1910 and moved on to become the Speed Queen in auto events when women were not permitted to race. She died doing a fire stunt in Alabama. ... Joseph brought an odd WW II “Kick ‘em in the Axis” type card belittling the Russians, printed in Germany. ... Ed showed a comic card of a Russian soldier leading a donkey whose body was an image of a Korean stamp; also an RP of English men in gigantic Napoleon-style hats. What’s going on?

—NOTES BY LB

TREASURER/HALL MANAGER REPORT

There is \$5,674.22 in the Club purse. With late bloomers renewing their dues in the days ahead, we should make it through the year in fine fettle.

—ED CLAUSEN, TREASURER/HALL MANAGER

HAVE YOU CONSIDERED EMAIL?

The email newsletter is a newfangled addition to the club repertoire. Some people will like it. Others want nothing to do with it. [I'm a hard copy guy, too!] However, everyone who has signed up for it is very pleased. You might receive a surprise sample issue. To paraphrase Michele Francis: I really like the newsletter the way it is (was) but thought I'd try email just to see what it's like. WoW! I looked at it on my iPad, and I was sold! Enlarge the images and all the details show up. And the color! Yay email! —LEW

WELCOME TO OUR NEW MEMBERS

Demaris Swint has returned to the fold; Collector and Facilitator: NPCW, also UNESCO, ordinary people doing everyday things, Tucks.
Stefano Neis and sons Antonio, Angelo, Marcello, Dealers: Real Photo postcards worldwide; approvals welcome.

ED HERNY ON 1894 MIDWINTER FAIR

March 21, 10:30AM, Building 1

TREASURE ISLAND

The California Midwinter International Exposition of 1894 was the first, smallest, and least remembered of San Francisco's three world's fairs. Conceived, designed, constructed, decorated and filled with the greatest artistic and industrial treasures of the time within only five months, it was a miracle of inspiration and dedication by the people of San Francisco. Beside and behind and among its grand exhibit palaces showcasing the wonders of art, industry and agriculture, were a myriad of concessions offering exotic foods, entertainments and souvenirs to make doubly sure that the memories gathered by visitors would endure long after closing day. Along with describing the fair itself, Ed will devote time to its formal legacy—the present day museums, ornaments and gardens in Golden Gate Park—and to the more mundane—the fair's souvenir memorabilia. The presentation will provide a complete impression of what must have been an unforgettable experience for those fortunate enough to attend the entrancing spectacle.

POSTCARD CALENDAR

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.

Mar 7-8, Sat-Sun, SAN MARINO, Jeremy LeRoque Postcard Show, 3130 Huntington Drive, 10am-6 and 4pm, \$5 entry+

Mar 14, Sat, STOCKTON, Winterail Transportation Show, 33 W. Alpine, 9am-5pm*

Mar 15, Sun, WALNUT CREEK, Vintage Paper Fair, 1475 Creekside Dr., 10am-5pm, Free entry*

Mar 21, Sat, TREASURE ISLAND, Ed Herny speaking on California Midwinter International Exposition of 1894; time and location TBA

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

Apr 24-26, Fri-Sun, SAN MATEO, Hillsborough Antique Show, San Mateo Expo Fairgrounds, 11am to 8, 7 and 5pm* The *last* event for what was once the largest antique show west of the Mississippi River.

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

May 30-31, SANTA ROSA, Old Bottle and Antiques Show, Veterans Bldg., 1350 Maple Ave., Free parking, Sat. 10am-4pm, Sun. 9am-3pm* New Venue!

Jun 6, Sat, GRANADA HILLS, Jeremy LeRoque San Fernando Valley Postcard Show, 11128 Balboa Blvd., 10am-6pm, \$1 entry+

Jun 27-28, Sat-Sun, KENT, WA, Jeremy LeRoque Greater Seattle Postcard Show, 525 4th Ave., N., 10am-6 and 4pm, \$5 entry+

Jul 11-12, Sat-Sun, SAN MARINO, Jeremy LeRoque San Marino Postcard Show, 3130 Huntington Drive, 10am-6 and 4pm, \$5 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 Fairs: www.vintagepaperfair.com

Jeremy LeRoque: www.postcardshows.com,

530 338-5810

WHEN RADIATION WAS POPULAR

presented by DANIEL SAKS

Wry of wit and dry of demeanor, Dan Saks began by reminding us that 2015 is a year of more anniversaries than the PPIE centennial. It is also the 70th anniversary of the atomic ending of WW II and the 30th anniversary of Diablo Canyon which has not yet had an atomic ending.



FREE ENTERPRISE RADON HEALTH MINE, BOULDER, MONTANA

Dan showed over 50 postcards of atomically therapeutic bathing. They were from all eras—early printed cards, white borders, linens and chromes.

Before we were fretting over or enjoying the benefits of nuclear energy, the world was reveling in radium, a radio active element extracted from uranium found in pitchblende, which is now called uraninite. Radium was discovered by Marie and Pierre Curie in 1898. They gave it its name and coined the term radioactivity. The gas given off by its radioactive decay is called radon—what the folks in the Free Enterprise Mine were enjoying.

Radon and the water it was dissolved in quickly

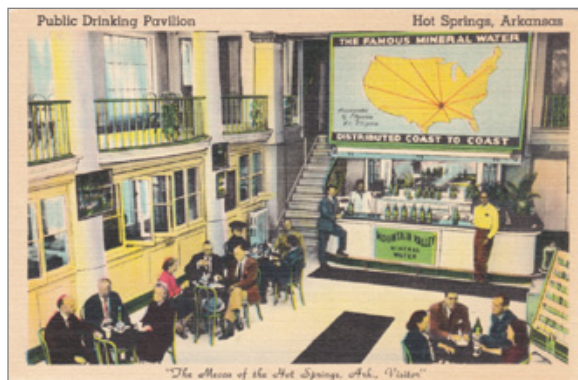


became marketed as cure-alls for every ill known to humankind. Soaking in warm water will make anyone feel better—radium or not, as at Claremore, Oklahoma. The town gained renown years before its favorite son, Will Rogers, did. In 1903, an oil driller



hit a pool of foul smelling sulfur water, and a local doctor promoted it as a “Radium Water” cure.

Hot Springs, Arkansas and its neighboring National Park, smallest in the U.S., was a center for taking the waters; this drinking fountain there was



probably segregated. The Ozark Baths building, on the January cover, is now the Museum of Contemporary Art.

Blue Springs at Albany, Georgia became Radium Springs after the mineral was discovered in 1925. A town of the same name in New Mexico claimed to have the world's hottest and strongest radium springs. A pilgrimage site for Native Americans—including Geronimo—it was so sacred that

no horseman was allowed to ride within a mile of its steaming waters. Springs at Ouray and Waunita, Colorado segued from hot baths to ice climbing and dude ranching.

Idaho Springs in Colorado is still operating as Indian Hot Springs. Cave baths were cut into the solid rock mountainside—one for men, the other for



women. The walk-in tubs offer 104° to 112° water in which suits are not mandatory. No radium is mentioned.

At Radium Springs, British Columbia, however,



the water on the eastern side of the province does contain small amounts of radon. In operation since 1890, a concrete pool and log bathhouse were added in 1914 along with a small store and caretaker's home. It became the western gateway to Kootenay National Park in 1922. Five years later its pool was enlarged and a new bathhouse was built. If the resort seems too glitzy, guests are welcomed at the Fla-



mingo Motel shown with assorted classic vehicles.

Buxton in Derbyshire, England boasts of St. Ann's Well where water is bottled and sold around the globe. Mary, Queen of Scots, would bathe there whilst a prisoner at Bolton.

Kreuznach, Germany gained fame in 1904 when its waters were found to contain radon. "Radon balneology" therapy was introduced, and the "radium healing spa" offered an "inhalatorium." Settled in the



5th century B.C., the town was unknown for its salty springs until about 1478. It was notable for its cross-less Jewish settlement, Zelem-Mochum, a focus of pogrom and plague in the 1200-1300s. Rail lines in the 1800s provided transit for spa-goers and military campaigns. Today, it is known for its old cemetery and locally grown wines. From 1945 to 2001, America kept a Redstone missile unit and small air-



field there. Today, the baths—described as “a little dated”—are not listed among the “top things to do” in the area.

The Czech region has at least 500 thermal spas. Trepca in northern Kosovo has the Atomic spa.

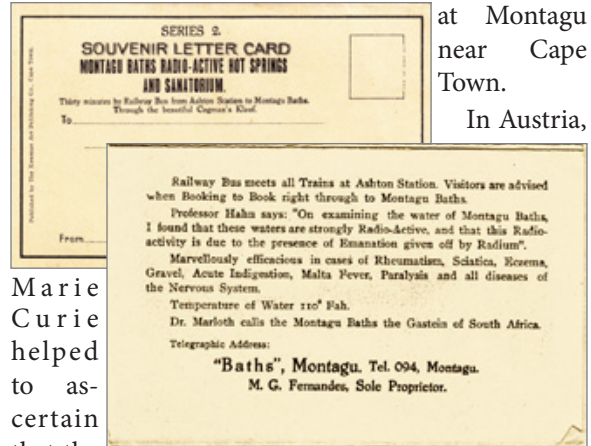


Privatized in 2008, it now boasts a new hotel.

Among Italy's spas is Sant'angelo, on the island of Ischia off the coast of Naples, offering waters and *La Dolce Vita*.



Japan has many spas. South Africa, at least one, at Montagu near Cape Town. In Austria,



Marie Curie helped to ascertain that the

water at Bad Gastein contained radon, and so began the practice of radon therapy there. It now proclaims itself the largest pain management center in the world with over 75,000 visitors annually. *Bad*, meaning bath, indicates an area with spas.

Closer at hand, near Cloverdale in Sonoma County, was one of many popular spas. A sign at The Geysers Resort Hotel in this Patterson real photo read *Radio-Active vapor caves. Before the white man came, these caves were used for the treat-*



ment of the sick by the Indians. The vapor escaping through fumaroles in the walls and floor is highly Radio-Active—to this fact is accredited their curative qualities in the treatment of arthritis, sinusitis, neuritis, asthma and high blood pressure. Popular with hardcore naturists, the pools stayed open after a landslide destroyed the main buildings in 1938. What was left was leveled by Unocal Corporation in 1980 for development of their geothermal energy plant which now provides electric power for thousands of users.

—NOTES BY LB

After the program, I was asked if any of the resorts are still active and radioactive. The American locations still operating either don't mention radioactivity or, in fact, never were radioactive, only using the popularity of the just discovered element, Radon, to drum up business. Several of the foreign spas still promote the healthful aspects of their radon infused water and air. The resorts, pools, and spas in Radi-



um, British Columbia; Kreuznach, Austria; Trepca, Kosovo; Arima, Japan; and Gastein, Germany, still mention the radioactive aspects of their facilities. Above is a photo taken in the Gastein Healing Cave (Heilstollen) where radon treatment is still enjoyed. And [Attn: crosscollectors!] is that a monorail?

—DS

EDWARD H. MITCHELL — *Did Postcards Make His Millions?*

Bob Chandler wrote in by email and attached two invoices from Edward H. Mitchell, both in account with Rosa A. Agostini of San Andreas. One from 1913 bears the prePIIE promotional logo and identifies Mitchell as “Publisher of Souvenir Post Cards.” Assorted Christmas and New Year cards were priced at \$1.25 per hundred, and fancier cards at twice that price. By 1917, after the Fair, Mitchell had changed his business descriptor to “Publisher, Manufacturer and Jobber of Souvenir Post Cards, Folders, View Books, Etc.” The Easter cards on this order carried a price of 50¢ per hundred. Postage was added at 40¢ and 5¢ respectively. Noted on the earlier billing: *[bulk] Post Cards cannot be sent by parcel post* adds a new twist to the seemingly love-hate relationship between the U.S. Post Office and the lowly postcard.

SAN FRANCISCO, CAL.		Dec. 17, 1913.	
M. Rosa A. Agostini San Andreas, Cal.		IN ACCOUNT WITH	
10 Edward H. Mitchell		DR	
PUBLISHER OF SOUVENIR POST CARDS.		3363 ARMY ST. NEAR MISSION	
200 Assorted Xmas Cards	@ 1.25 per 100	2.50	
50 " " " "	@ 2.50 " "	1.25	
100 " New Year "	@ 1.25 " "	1.25	
20 " Packages Paper Boxes	@ 2.50 per doz.	5.00	
		5.50	
	Postage	.70	5.90

Post cards cannot be sent by parcel post

EDWARD H. MITCHELL PUBLISHER, MANUFACTURER AND JOBBER OF SOUVENIR POST CARDS, FOLDERS, VIEW BOOKS, ETC.			
3363 ARMY STREET SAN FRANCISCO, CAL. 94110	94110		
SENT TO: Rosa Agostini San Andreas Cal.	SAN FRANCISCO, Mar - 30-17	RECEIVED FEB	VOUCHER NO.
FORMS:	50 Assorted Xmas Cards @ 50¢ per 100	50	
	Postage .25		.50

Mitchell's wealth? It came from oil and real estate and other investments, *not* postcards at these prices—although they earned him a recognized public persona.

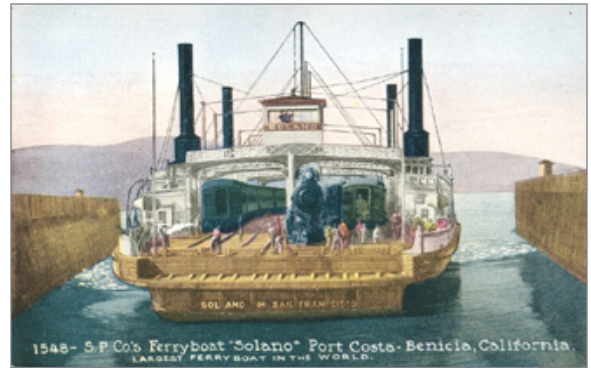
—LB

THE FERRY SOLANO by DAVID E. DICKINSON

When the Central Pacific Railroad changed the route of the transcontinental railway between Sacramento and Oakland, California, one obstacle stood in the way: the Carquinez Strait. The solution was to build “the largest ferry boat in the world,” the *Solano*. This ship was designed to take not just the passengers, but the entire train, from Benicia to Port Costa. Twenty-four passenger cars and the steam locomotive were carried on the one mile journey across the strait. It took all of 15 minutes to unhook half of the cars, drive the train onto the ferry and recombine the train on the other side.

The *Solano*, named after the county in which Benicia is located, was built in 1878 and first saw service in 1879. The ferry was 116 feet wide, 424 feet long. Its draft, when fully loaded, was only 6 feet 6 inches! It used two side-wheels for propulsion across the strait.

The *Solano* worked alone until, in 1914, a larger sister ferry was built and put into service with the *Solano*. They were both retired in 1930 when the railroad bridge was built across the strait. You can still see a part of the *Solano* where she was scuttled near Antioch, California.



The first postcard was published by Souvenir Publishing before 1915 and carries advertising that the Panama-Pacific International Exposition would be coming soon. In March of 1914, “The Souvenir Publishing Co., which had the concession to manufacture and sell the official postcards, post-



card albums, postcard novelties, folders, panoramic and bird's-eye views of the PPIE, was dissolved, E. H. Mitchell having purchased the interests of The Cardinell-Vincent Co., the Pacific Novelty Co., and the O. Newman Co. of Los Angeles.” (*The American Stationer*, April 14, 1914, p. 14.)

The second postcard was published by the Pacific Novelty Co., another San Francisco-based company. Edward H. Mitchell was also a partner in this company until he bought out the other partners.

The third card, also by a San Francisco publisher, Richard Behrendt, was posted to France on Janu-

ary 22, 1919 and made it back to North America.

The images of all three are nearly identical. The top two appear to have been made from the same original photo with subtle differences made in the darkroom or art studio. The bottom card is another view of the ferry's sail away.

THE OTHER SIDE OF THE CARD...

A TALE OF TWO POSTCARDS

by RUSS SAMUELS



When I was ten years old, the stamp collecting bug was already firmly embedded in my being. I ate, slept and dreamed stamps! I was one of those fortunate kids whose father had given him his childhood collection and inadvertently had created a little philatelic fanatic. Early on I not only collected stamps, but anything with a stamp on it, be it a cover or... a postcard.

One winter Saturday in 1958, after spending the afternoon at the movies and the local stamp shop around the corner, while I was waiting for my father to come out of the music store on East San Fernando Street in San Jose where he worked (six days a week—plus Thursday nights in those days!), I happened to notice a postcard sticking out of a trash container on the sidewalk in front of the travel agent next door.

It was from Barbados and bore two of the then

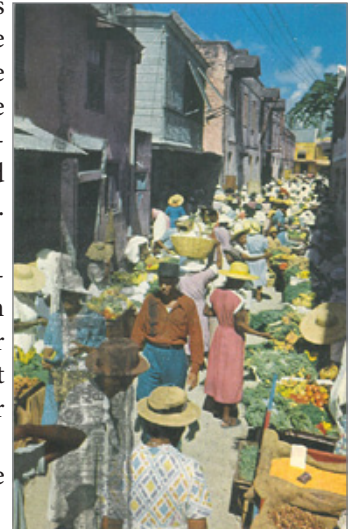


current, bi-color, engraved Queen Elizabeth stamps which greatly appealed to me then (and still do more than fifty years later!). It was an advertising card with a printed message from Air France and showed a colorful chrome scene on the view side. (Above)

The fact that I still have this card would in itself seem amazing, but as collectors, it is hard to part with any of our treasures (even the ones found in the trash!). What is truly amazing is that some 56 years later this past January at the Vintage Paper Show in Golden Gate Park, I found, in a 25¢ box, the card's mate! It was mailed the same day, a few hours earlier and sent to an address in Florida. It bears the same two 5¢ stamps affixed in the same manner, but the view on the reverse is different—a vertical scene instead of a horizontal one. (Below)

My collecting curiosity has been piqued. I wonder how many different scenes were used for this mailing.

Does anyone have another?



PATTERSON — PATT... *More of the Story*

A discovery made after the January newsletter hit the stands is a 1925 photo card that undoubtedly shows us an image of the real Josie Patterson, Frank's second wife. The photographer's 1923 Jewett automobile is parked on the so-called "Loop the Loop" roadway, which included Steinman Bridge on old US 99, and the lady posing on the bridge is logically Josephine Patterson. She appears to be the same woman spread against a giant redwood in Patterson's postcard #802. A young boy can be seen in the passenger seat of the Jewett. Josie's son, Tingley Champie, would have been about nine in 1925. Steinman Bridge is still standing, now on Oregon Route 273 about 8 miles north of the California state line, and is exactly 100 years old. The road loops around and under itself, then runs northwest, parallel to the railroad tracks. The bridge passes over both the auto road and a single set of tracks.

Another revelation: Robert "Zeke" Wright's 1986 checklist of Frank Patterson postcards states that the last signature style used in the Santa Rosa studio was PATT. Zeke also assures the reader that since the style was "of such low incidence" he would ignore making mention of it in his listings. The reason PATT is rarely encountered is because it corresponds to the brief two-year tenure of Pat's son-in-law, Harry May, who took over operation of the scenic view card business in May 1940; and also because Harry did not use it often. Fortunately an example has finally surfaced to confirm the signature, and the card reveals the change in caption lettering that prevailed under Harry May's management.—FRANK STERNAD



Josephine Patterson (detail) on Steinman Bridge at "Loop the Loop" auto road in southern Oregon, 1925.



Woman against Del Norte redwood now believed to be Josie Patterson.



Atop Steinman Bridge and Loop the Loop, 1925.



Main street Willits with the seldom used signature PATT, inset, in lettering style used by Harry May, 1940-42.



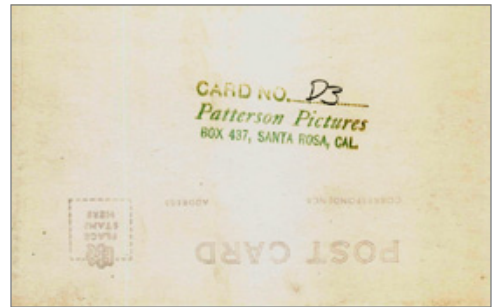
Frank Patterson's 1931 photo of the Occidental Hotel in Santa Rosa, card #11S35.



Harry May's Occidental Hotel, 1941; assigned Patterson's number for a 10-year-old view of the same subject.



Harry May, 1940 view of the main street in Dunsmuir, #D3.



Reverse of Dunsmuir D3, showing rubber stamped merchant's reorder information.

Looking at these and many other Patterson-May cards over many years, I have at last pulled out a thought from the back of my mind: some—more than a few—of these photos have an eerily familiar quality. Of course, some—a very few—of the views were seen by me in real life within a few years of the shutters snapping, but it occurred to me that it is not the images, themselves, that induce the *deja vu*, but their “feeling” that seems to be part of my past. This postcard (Photo #11S57 of the Santa Rosa post office building [since relocated!], taken by Harry May and showing his style of caption lettering.) is a prime example of



my brainstorm.

Look at the blank street leading up to the cars that so clearly set the time period; look at the dark figure approaching the stairs of the shadowed entry way; look at the sidewalks, vacant of other humanity. It's classic *film noir*. More than that, it is classic Alfred Hitchcock. Think of “Shadow of a Doubt,” actually filmed in Santa Rosa. Look at either of the Loop the Loop cards: think of “North by Northwest.” Look at many of their Main Streets and see Joseph Cotten or (brrr!), Raymond Burr. Look at the cheesecake last month: Kim Novak, Ingrid Bergman (aaah!).

—LEW BAER

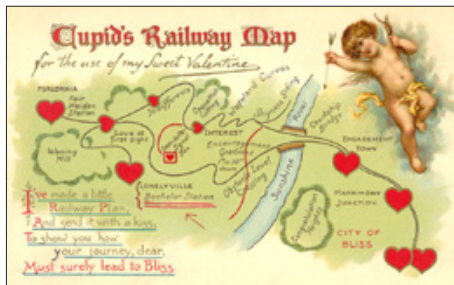
LOVE... IT'S IN THE CARDS

by DAVID COOK

“Something’s wrong with this picture,” said an old high school friend. “You were born on February 14th; you collect Valentine postcards; you’ve always dated eligible women, but you’ve NEVER been married!?” After a short pause I replied, “*Maybe it’s just not in the cards,*” and then thought, or maybe it is!

Enthusiastic postcard collectors love going through their collections and spotting things that went unnoticed before. Perhaps that’s true in my situation, I thought. Could my cards shed light on the future of my three-year relationship with Annette?

Cupid’s Railway Map was the first clue. Whoever bought this card 100+ years ago underlined and



placed an arrow marking the starting point on this map — Bachelor Station

a/k/a *Lonelyville*. That’s not good, I thought, *Lonelyville?*, as I examined the route through Love At First Sight, Forlornia, Interest, and over Courtship Bridge to Engagement Town and Matrimony Junction and reaching the final stop: City of Bliss. OK! I see this route but, what’s the point? The next postcard answered the question: “My Valentine, Which is it to be, A loving heart with a dear little wife, Or a selfish lonely bachelor life?”

Having a legal background, naked conclusions are not usually enough for me, (although I have nothing against *some* naked conclusions!). I needed more evidence, which meant more postcard review.

The G. G. Drayton card showing a young ballerina *en pointe* and her admirer presented the first lead. “I Luf you, Oh how I luf you My Valentine,” read the



card. Hmm. Annette started ballet lessons at age six and danced with companies into her

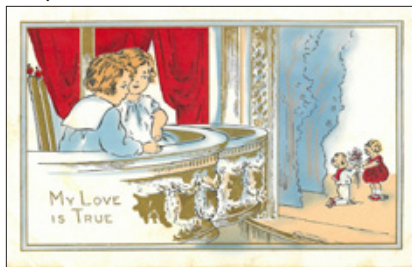
twenties. A solid case required still more evidence.

Like most dating couples, we ate out a lot, especially in the beginning.

The dining postcard, complete with two heart emblazoned plates and Cu-



pud in waiter attire, was Exhibit 2. Yeah, that looks like us, I said to myself, adding Annette looks composed and under control while I’m so smitten I don’t even have the menu right side up! But like any good lawyer, I needed more.



mire an on-stage love scene. “My love is true,” read the caption. I sensed that a very good case was being built, but more evidence would help.

Postcard Exhibit 4 shows a beautifully dressed lady against a ship railing with an open porthole in the background while Exhibit 5 shows a couple on a swing together. A fully armed Cupid stands



We love the theater and Postcard Exhibit 3 was persuasive. There, a couple in excellent seats ad-



watch in the first card and, already has two hearts hanging below his feet. The swing card expresses the view that, Between you and me, About all I see, That's worth the while is love...Wow! That's got to be us. We love cruises and also love being on the swing at our favorite mountain B & B in Highlands, N.C. And who could argue with

the sentiment about love?

The last exhibit was the clincher. I have a habit of coming up behind Annette and holding her while she gets ready in front of her mirror. She squirms a little and alternates averting her eyes and looking at our reflection. I hope she knows how beautiful I think she is and how much I appreciate her. This postcard image and verse capture my feelings perfectly.



an entered carrying a heart-shaped sign nudging me to “do the right thing.” In response, the Man in the Moon helped me with a clever reply: “Your lips are sweet, As sweet can be, But still I’m bound to say, I’ll very gladly put up mine, Against yours any



day!” Take that!!

The verdict came quickly: Annette’s the One! I immediately started post-judg-



ment procedures, enlisting the aid of master love collector, Dan Cupid, who performed a horoscope



reading, which was favorable. We then met, and he received his instructions ending in the directive:

“Take your keenest dart, And aim it straight at the Dear One’s Heart.” No messing around! But D. Cupid needed

more information about D. Cook for “arrow assistance.” The vertically striped card

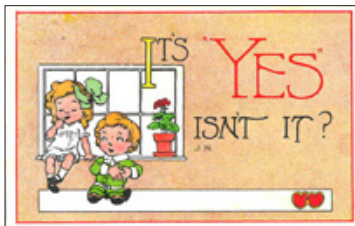


did just that, even adding: I look GREAT in WEDDING CLOTHES. What woman could resist?!



Cupid arranged a meeting with Annette. As the postcard shows, Annette anxiously looked on as Cupid completed the loop on my initial comment (maybe it’s just not in the cards) by reading the cards and proclaiming: “A light gentleman offers you his heart.” With my rapidly graying hair, the reference was clear but Annette’s

response did not come quickly. Anxious to close the deal, I ask on bended knee the crucial question: “IT’S YES, ISN’T IT?” The coy look on Annette’s



face turned into her normal smile, and she withdrew slightly as I attempted to steal a kiss. The short haircut, flouncy

miniskirt with leggings, boots and funky hat are just like Annette. Love triumphs again and all's well that ends well except....

There's slight resistance from the SFBAPCC Editor. "No one's going to believe this love story," said a slightly perturbed Lew Baer. My re-



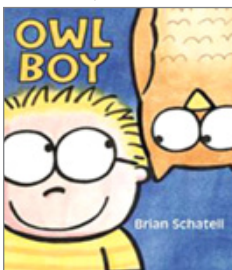
ply allowed me to use a line in the closing song from a favorite musical—"Guys And Dolls"—along with Lew's



favorite topic: "Sit Down You're Rockin' The Boat! If Cupid keeps me on this pace He's going to *get my GOAT!*"

The beach scene shows Annette and me enjoying our action-packed honeymoon.

P/S DUE OUT IN MAY from Holiday House publishers is OWL BOY, a Sendakian tale written and illustrated by clubster Brian Schatell. Although meant for a 3 to 5-year old audience, we should all enjoy taking a look at it with our grand- or great grandkids.



WITH THEIR RENEWALS: Wendell and Susana Hammon included a new collecting interest: Hammon-ton. "New Jersey?" I asked. "No," they replied. "It's a small California gold dredging company town outside of Oroville... on the way to Smartville." ... From Lee Brown, with her renewal: I just finished reading the current newsletter (cover to cover) and found it very interesting. The part about [Patterson's] lewd conduct and the prison term that followed was handled perfectly. [There is] so much on each page. My only disappointment was the month that you didn't do the newsletter. Please send mine via email. [Yay!] I trust that if I have trouble printing it, I will be able to revert to snail mail. [You will.] I am so pleased that the club decided to print out the material about the photographers. I keep each issue for reference. Then, after receiving the first email copy: I just printed it out. [In color!] No problem. It looks great. ... Keith Foote revealed his other cat-

egory besides Candor, NY: *Comic Kittens!* It's tough to gather all in a series of 36 cards, but he just found another after a year of luckless searching.



JEAN ANN ABUHOVE wrote in after seeing my card in the October issue: "Will you be collecting tofu cards?" and included one made by her daughter Hillary in 1986. That's not a category I had sincerely considered, but now that I have two examples, it is already a mini-collection.



MENTION OF BERNARR MACFADDEN, Patterson's health guru, prompted readers to respond. The muscle man real photo came from Dan Saks.



clipped from an envelope—1¢ Balboa, 2¢ Pedro Nuñez Locks, 5¢ Golden Gate—and the 10¢ Discovery of San Francisco Bay.

NATIONAL POST CARD WEEK is on its way. The first



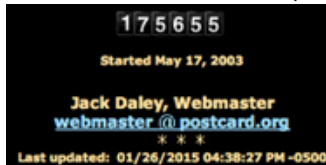
full week of each May seems to come earlier every year. The San Jose club is way ahead with their design already chosen and ready to print. Here's a sneak preview to encourage us all to participate.

WE ARE RIGHTLY PROUD of the club web site and our Webmaster, Jack Daley, who has made our cyberspaciousness a reality.

Jack should be proud, too. According to the counter, on February 8, our site had hosted well over 175,000 visits! The counter doesn't tell how many of those are repeat researchers. Who cares.... We're spreading the word about postcards!

BIG EYES by Margaret—and/or Walter?—Keane were always displayed in front of their studio-shop in North Beach in the '50s and '60s. It was definitely not postcard art as the format left odd white borders. Margaret alone, we learn, earned their current renown.

—LEW



OH WOHELO Campfire Girls seemed to be always singing in their building on Arguello Blvd. Remembering that, I asked new member Mary Alice Sanguinetti about her collecting interest. She answered: *A friend told me about the SFBAPCC when I asked how to find out about the publishers of particular postcards. Many of my Camp Fire Girls' camp cards were printed by Artvue over a period of years. I have over 250 cards in my Camp Fire Girls collection and most of them are of camps. (Some have the Camp Fire Law or "desires" or pictures of Camp Fire Girls on them.) I also have compiled a list of most of the Camp Fire Girls' camps in the United States during the 20th century using the Sargeant directories of camps and schools in the 1920s and the more recent directories of the American Camping Association. Now welcoming all youth, the boys and girls group's name has been changed to Camp Fire.*

STAMP OF APPROVAL: To commemorate the PPIE four U.S. postage stamps were issued. It's unlikely to find them all on one postcard, so here they are



2015 MEETINGS

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

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 (by U.S. mail) \$20 I prefer receiving the newsletter by email
Become a Supporting Member by adding \$10 or more

Name: _____

Family members: _____

Address: _____

e-mail: _____ Phone: _____

Collector Dealer Approvals welcome: Yes No

Collecting interests: _____

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