

# San Francisco Bay Area Post Card Club

June to September 2015

Saturday, June 27, 11 am to 3 pm

Vol. XXXI, No. 6

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

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

- SAN FRANCISCO MENU POSTCARDS
- WEEKI WACHEE SPRINGS
- PHOTO CRAFT SHOP
- SANTA'S VILLAGE(S)

**PROGRAM NOTES:** Lew Baer on *The Joys of Topics*. It is said that “Anything you can think of you can find on a postcard.” There is a wealth of subject matter out there, and the most popular postcard collecting theme today is Hometowns—a fine choice, to be sure, but so restrictive. Let's explore the fun of a topical collection and discover what wide ranging pleasure and satisfaction it offers.

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

## COVER CARD



A COLORFUL PPIE JEWEL FROM CHUCK BANNECK'S TREASURE CHEST.

## CLUB OFFICERS

### President:

ED HERNY, 510 428-2500  
edphemra(at)pacbell.net

### Vice President:

KATHRYN AYRES, 415 795-3298  
piscopunch(at)hotmail.com

### Treasurer/Hall Manager:

ED CLAUSEN, 510 339-9116  
eaclausen(at)comcast.net

### Newsletter Editor:

LEW BAER, 707 795-2650  
PO Box 621, Penngrove CA 94951  
editor(at)postcard.org. **Deadline:** 5th of month

### Recording Secretary:

NANCY REDDEN, 510 351-4121  
alonestar(at)comcast.net

### Webmaster:

JACK DALEY: daley(at)postcard.org



### MINUTES, May 23, 2015

Cool, overcast and plenty of parking before the meeting. Bright and sunny in the afternoon with even more parking.

A few folks did not sign in; 32 did.

Cards were brought for sale or trade by Alex Pellegrini, Joseph Jaynes, Lauren Thor, Ed Herny, Lynn Wagers, Rommel Struckus, Dave Parry and Chris Donaldson.

Guests included Ann Pedersen and John Torrey who had just “found” some albums of postcards.

We were called to order by President Ed Herny.

**Drawing:** Several Wisconsin beer labels (very interesting!), Budweiser double card, GGIE and PPIE cards, postcard earrings, books on wine and Catalina, PPIE calendar for 2016.

**Show & Tell:** Responding to Ed’s comment that we are not a 12-step program, Lauren Thor stated

her name, told that she is a postcard collector and that she buys postcards on eBay, postcards of women; she then showed a card of an early 20th century woman in a blue dress on a College Girl card with a UC cheer for the caption: “Oski Wow Wow...” ... Lew Baer showed an oversize card made by Ta-



tiana, his and Janet’s daughter, for her art show at two Cotati restaurants. ... Russ Samuels showed a photo of the group of opening night workers from the PPIE exhibit at the Palace of Fine Arts; in tribute to retiring Dave Letterman he also showed a card of the Ed Sullivan Theater. ... Lynn Wagers showed a mod (Rehab for Quitters), and two “beautiful” 1878 postal cards, one with a message about getting over the mumps. ... Ed Herny was researching some Ella Jorgensen cards (as featured here Oct 2014) and called the Tomales history group and learned they had a mystery postcard of a big cheese; penciled on the back was PPIE or MWF? Ed found out at the Bancroft Library that the cheese had been made in Fallon in Marin Co. and exhibited at the Midwinter Fair of 1894 and weighed 300 pounds. The Big Cheese at the PPIE came from New York State, seen below and in the July 2012 issue.



**New Business:** Ed asked for ideas and organizers for postcard history walks. —NOTES BY LB

## TREASURER/HALL MANAGER REPORT

Ed Clausen, our Most Worthy Treasurer/Hall Manager has just returned from a midcontinent revel and reports that our total for June is \$4,486.24.

### Laguna Honda



This white border arrived from Dave Parish who wrote: *Plucked from a dollar and under pile. Looks like a Catalina Island scene. School me. Where in geography is this elegant palace? The mystery and fun with postcards waddles on. What a Pacific Novelty!*

I knew of course that it was an old folks home on the road that Seventh Avenue becomes in the M, N, O streets heading south from Golden Gate Park. That road, Laguna Honda Blvd., becomes Woodside Avenue in front of the “palace”—on the lower slope west of Twin Peaks. Still woody, homes and commerce have filled much of the hillside. Laguna Honda, the “deep little lake” that the area is named for, is a bit north, serving as a municipal reservoir.

Laguna Honda began caring for the needy in 1867. The land, ideal for farming, had belonged to José de Jesús Noé, the last alcalde of San Francisco under Mexican governance. It was the “poor house,” an almshouse where indigents were sheltered. Medical care was first provided in 1868. In 1906 the “Relief Home” cared for thousands of quake refugees.

Buildings of California-Mediterranean style arose to house patients. It became a UC medical teaching center and an accredited hospital. Laguna Honda Hospital & Rehabilitation Center now offers care to a diverse community of 765. Tours are on third Fridays. (I’ll go to see the WPA murals!) —LEW

## POSTCARD CALENDAR

June 26-28, Fri-Sun, RANCHO CORDOVA, Sacramento Gold Rush Show, La Quinta Inn, 11131 Folsom Blvd, Hwy 50 Exit 18; Fri 1-6pm, Sat, Sun from 10:15am; free entry. [www.goldrushpaper.com](http://www.goldrushpaper.com)

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+

Aug 1-2, Sat-Sun, SAN FRANCISCO, Vintage Paper Fair, Hall of Flowers, Golden Gate Park. 9th Ave. & Lincoln, Sat 10am-6pm, Sun. 11am-5pm. Free entry!\*

Nov. 6-8, SAN MATEO, Hillsborough Antique Show, San Mateo Expo Fairgrounds, Fri. 10am-7pm, Sat. 10am-6pm, Sun. 11am-5pm. New promoter!\*

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

Nov 22, Sun, WALNUT CREEK, Vintage Paper Fair, 1475 Creekside Dr., 10am-5pm, Free entry\*

Dec 5, Sat, Sat, GRANADA HILLS, Jeremy LeRoque San Fernando Valley Postcard Show, 11128 Balboa Blvd., 10am-6pm, \$1 entry+

Jan 9-10, Sat-Sun, GLENDALE, Greater L.A. Vintage Postcard and Paper Show, Glendale Civic Auditorium, 1401 N. Verdugo Rd, 10am-5 and 4pm.

Jan 16-17, 2016 (tentative), Sat-Sun, SAN FRANCISCO, Vintage Paper Fair, Hall of Flowers in Golden Gate Park (9th Ave. & Lincoln). Free Admission! Sat. 10am-6pm, Sun. 11am-5pm\*

Feb 5-6, Sat-Sun, SAN MATEO, Antiquarian Book Fair, San Mateo Expo Fairgrds; 10am-6 and 5pm.\*

Feb 26-28, SAN MATEO, Hillsborough Antique Show, San Mateo Expo Fairgrounds, Fri. 10am-7pm, Sat. 10am-6pm, Sun. 11am-5pm. Ken’s last show!\*

**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](http://www.vintagepaperfair.com)

Jeremy LeRoque: [www.postcardshows.com](http://www.postcardshows.com),

530 338-5810

# MENU POSTCARDS

Menu postcards fall into a borderline category of their own. A great many of them are Novelty cards, double folded, die cut, over-size, nonpostcard backed or in another way

-----  
 LUNCH with SMÖRGÅRSDORD 75 cents  
 served weekdays only from 11:30 A. M. until 2:00 P. M.  
 \*  
 DINNER with SMÖRGÅRSDORD \$1.25  
 served weekdays from 1:30 P. M. to 9:00 P. M.  
 SUNDAYS and HOLIDAYS from 10:00 P. M. to 10:00 P. M.  
 \*  
 Cocktails for beverages brought in \$1.00.  
 -----  
 Thank for often such delightful meals!  
 Telephone 51314-51312.  
 -----  
 BIT OF SWEDEN  
 105 DUTCH STREET  
 SAN FRANCISCO, CALIF.

**WELCOME**

**BIT OF SWEDEN**

## SKÅL

Come are the days of the Berserks, the Norsemen who sailed from icy waters of the Northlands to sunny and friendly islands of the Mediterranean, but their toast of good cheer flows forever SKÅL! It really means skål, as Viking drinking cups were made of petty maidens' skulls, but the wish behind SKÅL is "this is to you, to life and love, to fun and friendship".

### Welcome to Bit of Sweden!

Enjoy your smörgårsbord and improve your appetite by a SNAPS and we recommend:

LÖTTENS AQUAVITTE\*\*  
 AALBORG PÄPPEL AQUAVIT — 25 cents per glass.

Ah, the Swedes like a "chaser" for their aquavit and we recommend San Francisco's own,

RAINIER BEER — 15 cents per bottle,  
 RAINIER ALE or BUCKE'S ALE — 25 cents per bottle.

Now many a guest has an exquisite idea, borrowed by the Swedes from sunny Spain, and takes a PICADOR — 25 cents.

Of course you may not care for the "mixers" and you may prefer a cocktail, MARTINI, GIBSON, PISCO PUNCH, MANHATTAN, OLD FASHION, BRONX, DUBONNET — 25 cents each.

BIT OF SWEDEN SPECIAL, a semi-sweet cocktail or after dinner drink — 25 cents.

If you are tired of the conventional cocktails and wish something which will put Spring in your veins! there is

SINGAPORE GIN SLING — 25 cents  
 BACARDY or STINGER — 25 cents  
 DAQUERI — 25 cents

SMÖRGÅRSDORD and DENNER urge you to enjoy a glass of wine and we offer a superb brand of California wines, 1 DRI TURK VINTAGES.

RIBSLANG, CHARLES, DRY SAUTERNE, CHATEAU DE TURK, BURGUNDY, CLARET and ZINFANDEL.

Red or White, what is your pleasure?  
 — 25 cents for small and \$1.00 for large bottle.

All wine is kept and always ready at the correct temperature.

## TO YOU

After SMÖRGÅRSDORD comes soup and a good sized glass of  
 SHERRY, ANGELICA, PORT or MUSCATEL — 15 cents.  
 Delicious IMPORTED SHERRY or PORT

What can be better in taste and prettier to look at than a sparkling wine?  
 SPARKLING CALIFORNIA SAUTERNE, MIOGELLE and BURGUNDY  
 — \$1.50 a pint and \$1.00 a quart.

The importance of the moment may warrant you to look for the top and enjoy a beautiful naturally fermented California Champagne

VIN DE VIE, Saville & Bray Vintage — \$2.00 a pint, \$3.75 a quart.

The champagne's title belongs to the gay "Widow", the unsurpassed bottled beauty of sunny France.

VEUVE CLUQUOT — \$4.00 a pint, \$7.00 a quart.

After dinner you must adopt a Swedish century old custom and ask for "kaffe med punch" — small black coffee with the delicious  
 IMPORTED SWEDISH PUNCH — 25 cents per glass.

But even Swedes enjoy CREME DE MENTHE, CREME DE CACAO, BENEVOLENT CHARTREUSE, COGNAC, and of course HENNESSY\*\*\*

But you must not leave us right after dinner, without a highball of SCOTCH or your AMERICAN BOURBONS — 25 cents per drink

and for the very, very fancy we also carry  
 SPECIAL SCOTCH & BONDED BOURBONS, IRISH & RYE WHISKY — 25 cents per drink.

SWEDEN'S SIX MILLIONS ENJOY EMPLOYMENT, FREEDOM, PEACE AND PROSPERITY. THEY FIND THEIR SKÅLS AND SMÖRGÅRSDORD A GOOD WAY TO BRIGHTEN THEIR LIVES AND TO KEEP THEIR WIVES. IT GIVES THEM HAPPINESS AND GAIETY — NOW YOU TRY THEIR SUNNY WAY OF FEASTING.

*May Skål and Smörgårsbord make your heart warm, your arm strong and keep you to enjoy today and many tomorrows, wish*  
**STEN and FRIDA**

## U...

### SANDWICHES

Hot Roast Sandwich	25
Ham Sandwich	15
Cheese Sandwich	15
Imported Swiss Cheese Sandwich	25
Hamburger Sandwich	15
Barbecued Hot Dog	20
Mixed Egg Sandwich	20
Fried Egg Sandwich	15
Ham and Egg Sandwich	25
Mixed Ham and Egg Sandwich	20
Fried Ham Sandwich	20
Toasted Cheese Sandwich	20
Combination Sandwich	25
Chutes Tavern Special	40
Lettuce Sandwich	15

### DESSERTS

Shortcake	25
Chutes Tavern Apple Sauce Tart	25
Pies 10; a la Mode	20
Pound Cake, per cut	10
Cream Pies, per cut	15
Ice Cream	15
Ice Cream Sundaes 20; with Nuts	25

### DRINKS

Coffee, Tea or Milk	10
---------------------	----

different from run-of-the-mill picture postcards.

Most of those shown here are from Chuck Banneck's collection, one is from Dave Parry's, another from Bruce Diggelman's and several are from mine. One of these cards is from



**BONINI'S MANGER**

THE ONLY ONE OF ITS KIND IN THE WORLD

50c  
**Bohemian Lunch**  
 from 11 a. m. to 2 p. m.  
**Unique Italian Dinner**  
 \$1.25 with or without Wine  
 from 2 to 9 p. m.  
 SPECIAL DINNER BY PHONE  
 finest and most complete assort-  
 ment of Italian Wines and  
 Cordials in California  
 CHIAFFI & BONINI, Proprs.  
 405 Washington Street  
 Phone Keats 095, San Francisco

This Space for Correspondence

Hamilton  
 422 Alameda  
 You can  
 get around  
 there

**Post Card**

Address

Dear Matt  
 will tell  
 you all about  
 this when I come  
 home I think  
 that we will stop  
 at this lovely home

S  
T  
A  
M  
P

**Post Card**

**CHUTES TAVERN AT-THE-BEACH - SAN FRANCISCO, CALIF.**

Chutes Tavern  
 at - the - Beach  
 is one of the spots  
 of San Francisco's  
 round outdoor play  
 ground.  
 The food is of the best  
 and well served. The  
 brightly colored surround-  
 ing landscape prepared  
 by the staff of the  
 We located at the Tavern  
 glass windows  
 they are seen through plate  
 the best of the season  
 today. Best wishes.

# Grison's STEAK & CHOP HOUSE

"THE HOUSE THAT QUALITY BUILT"  
VAN NESS AT PACIFIC SAN FRANCISCO  
OR every 3-1888

KANSAS CITY CORN FED MEATS	Colley Hearts, 33	Ripe Olives, 25
ALL STEAKS CHARCOAL BROILED	Cocktails—Shrimp or Crab	75
French Fried, Baked Potatoes or Cash Potatoes served with Meat Onions	Pantry Special Salad Bowl	50
Open 5 P.M. to 10:45 P.M.	Cream of Tomato or Mushroom Soup	50
Sunday 3 P.M. to 10:45 P.M.	Onion Soup au Gratin	50
We Close On Tuesdays	Half Chicken (Fried or Broiled)	\$2.40
Not Responsible for Loss or Damage of Articles	Chick'n Liver Brochette	2.40
	Call's Liver with onions, 2.60 (Steak Cut)	2.90
	Ground Sirlon Steak with Onions	2.25
	Filet Mignon Steak Band, (French Fries)	1.70
	Hamburger Steak Band, (French Fries)	1.70
	Chef's Special Steak	2.90
	Orlon's Special Ham Steak	2.90
	Top Sirlon	2.85
	Filet Mignon	3.50
	T-Bone Steak	3.90
	New York Cut Sirlon Steak	3.50
	Double New York Cut Sirlon (for 2)	7.80
	Double Porterhouse Steak (for 2)	7.80
	Planked Steak (for 2)	8.90
	Lamb Chops—two	2.75
	Fried Jumbo Prawns (large portion)	2.40
	Rainbow Trout (saute amandine)	2.40
	Vegetable Plate	2.00
	French Fried Onions	.50
	Fresh Vegetables in Season	.50
	DESSERTS	
	Ice Cream or Sherbet	.40
	Homemade Pies and Assorted Pastries	.35
	Coupe Alberta	.75
	Cherries Jubilee	1.50
	Cakes	.40
	Assorted Cheeses	.40
	Coffee, Tea or Milk	.30

RESERVED CHAIRS BLUE

# Grison's CHICKEN HOUSE

"The House That Quality Built"  
VAN NESS AVENUE AT PACIFIC • TUXEDO 5-0000  
SAN FRANCISCO

## GLORIFYING THE AMERICAN CHICKEN

Quiche | Salad Bowl, French Dr. or Cole Slaw, Cream of 1 | Cream of Chicken Soup or Chicken Broth

HALF OF DISJOINTED COLORED CHICKEN, HOAST PRIME RIBS OF BEEF, au Jus, \$2.90  
BAKED BROT RIBS OF BEEF, \$2.90  
TURKEY, 1 to King, \$3.90

Whipped Potatoes Hot Flaccuits—Honey  
Old Fashioned Apple Fresh Vegetable

Homeade Apple or Old Fashioned Lemon Pie  
Ice Cream or Sherbet  
Chocolate Sundae Fruit Jell-O  
Coffee, Tea or Milk

Children's Chicken Dinner—\$1.90  
Chicken Livers, saute sec—2.75  
All Dark Meat—2.65  
All White Meat—2.90

A LA CARTE  
Olives, 40 Camembert, 40  
Cocktails—Shrimp or Crab, 75  
Oatou Soup, aux Gratin, 50

Small Plates 40c

# BEER'S

From around the world

# TOMMY'S JOINT

ORIGINAL TOMMY'S JOINT • VAN NESS AT PACIFIC  
NO OTHER LOCATION IN SAN FRANCISCO

POST CARD

*W. Russell Says:*  
That if you are in a hurry don't waste your time in a first class restaurant. A beggary will do as well. An orchid cannot be grown overnight, neither can a culinary masterpiece be produced in 5 minutes.  
One dissatisfied customer can do your restaurant more harm than the praises of a thousand others can undo. So, if a man has a tough steak, don't give him a sharp knife, give him another steak.

"We may live without poetry, music and art. We may live without conscience, and live without heart: We may live without friends, we may live without books: But civilized man cannot live without cooks."

THIS IS ONE OF OUR REGULAR \$1.00 DINNERS

## ...MENU...

Chicken with Rice

SOUPS  
Consomme Cream of Barley

HORS D'OEUVRES  
Tomato Salad Radishes Green olives Pickles Sticed Cucumbers  
Cucumber Salad Sticed Tomatoes Chicken Patties Crab Salad  
Sticed Lobster Celery Shrimp Salad Lobster Mayonnaise

FISH  
Filet of Sole, tartar sauce White Hair Boiled Cod, hollandaise sauce  
Fresh Cod Tom Cod Salmon Trout English Sole au vin blanc  
Striped Bass au gratin Silver Smelts Shad Steamed Clams, Halibut

ENTREES  
Sweetbread and Chicken Liver Brochettes au Toast  
Scallops of Eastern Oysters, au gratin Filet Mignon, a la benedict  
Spaghetti a l'Italienne Vol au Voeu a la florentine

VEGETABLES  
String Beans a la maitre d'hôtel Stuffed Green Peppers

ROASTS  
Prime Ribs of Beef Roast Chicken Spring Lamb, mint sauce  
Sprig Duck, currant jelly Broiled Teal Duck  
Young Turkey and cranberry sauce Boiled Squab au Toast

DESSERT  
Vanilla Ice Cream Orange and Lemon Water Ice Pistache Ice Cream  
Strawberry Ice Cream Cheese Roman Punch Assorted Cakes  
Nuts and Raisins Water Ice Cold Noir Assorted Fresh Fruit

We also serve short orders at all hours  
Private parties and Banquets a speciality

AUSTRALIA	1. Pilsen	60	HAWAII	44. Pine Beer	40
	2. Swan Lager	60	HOLLAND		
AUSTRIA	3. Pilsener	60	23. Klavens Light	40	
	4. Old Vienna Lager	60	43. Kaiser's Light	40	
BELGIUM	7. Ede Beer	60	IRELAND		
CANADA	6. Labatt's Ind. Ale	70	46. Golden-Leproschen	45	
	9. Labatt's Crystal Beer	60	47. Guinness's Stout	45	
CZECHOSLOVAKIA	5. Pilsner Uppel	70	48. Becks-Bitter Stout	45	
DENMARK			ISRAEL		
10. Albern	60	50. Israel Beer	40		
11. Tuborg light	60	ITALY			
12. Tuborg dark	60	25. Polonoise Beer	40		
13. RID-ERIC	60	22. Asahi	40		
14. Carlsberg light	60	23. Hagen	40		
15. Carlsberg dark	60	24. Kikkaido	40		
ENGLAND		25. Kirin	40		
16. Goswells Ale	70	MEXICO			
17. Bass's Ale	65	55. Bohemia	40		
19. Wadsworth's Stout	65	56. Superior	40		
FRANCE		57. Corte Blanca	40		
18. Kronenberg	60	58. Macchano Dos E	40		
GERMANY		NEW ZEALAND			
20. Hal-Beer light	60	26. Polonoise Beer	40		
21. Beck's Bremen	60	28. Fryden-Land	40		
22. Dortmunder-Rib	60	60. Rigen	50		
23. Dortmunder-Rose	60	PHILIPPINES			
24. Dortmunder-Ulcer	60	41. San Miguel	40		
25. Winstberger light	60	SCOTLAND			
27. Winstberger dark	60	42. Amberg's Beer	40		
28. Heilken Beer Hbg	60	43. Amberg's Pilsner	45		
29. Reicheltone dark	60	SWEDEN			
30. Reicheltone light	60	44. Old Fall	40		
31. Leonsberg light	60	INDIA-MALAY			
32. Leonsberg dark	60	45. Tiger-Brand	40		
34. Heckerline light	60	SWITZERLAND			
35. Heckerline dark	60	46. Polonoise Beer	40		
36. Heckerline light	60	U. S. BEER AND ALES			

# SPRECKELS

CAFE AND RESTAURANT  
A WOLF IN SHEEP'S CLOTHING

White Hair Boiled Cod, hollandaise sauce  
Fresh Cod Tom Cod Salmon Trout English Sole au vin blanc  
Striped Bass au gratin Silver Smelts Shad Steamed Clams, Halibut

Sweetbread and Chicken Liver Brochettes au Toast  
Scallops of Eastern Oysters, au gratin Filet Mignon, a la benedict  
Spaghetti a l'Italienne Vol au Voeu a la florentine

String Beans a la maitre d'hôtel Stuffed Green Peppers

Prime Ribs of Beef Roast Chicken Spring Lamb, mint sauce  
Sprig Duck, currant jelly Broiled Teal Duck  
Young Turkey and cranberry sauce Boiled Squab au Toast

Vanilla Ice Cream Orange and Lemon Water Ice Pistache Ice Cream  
Strawberry Ice Cream Cheese Roman Punch Assorted Cakes  
Nuts and Raisins Water Ice Cold Noir Assorted Fresh Fruit

We also serve short orders at all hours  
Private parties and Banquets a speciality

# JULIUS CASTLE

Offering a Wonderful View of San Francisco, World's Fair, The Bay Bridge and the Beautiful San Francisco Bay.

Julius Sole Owner and Manager

Food and Service Unsurpassed  
Dined Here to Live!

## DINNER — SERVED FROM 6 TO 8:30 P. M.

\$1.25 PER PERSON

Salami Radishes  
Combination Salad

Cream of Tomatoes and Vegetables

Red, White and Green Tagliarini  
Mushroom Sauce

One-half Spring Chicken with Zucchini a la Florentine

French Pancake Banana Fritters Monterey Cheese

Coffee, Tea, Milk 10c Extra

CLOSED ON SUNDAYS

LUNCHEON SERVED 12 TO 2 75 CENTS

## DINNER — SERVED FROM 6 TO 8:30 P. M.

\$2.00 PER PERSON

Salami Imported Anchovies Radishes  
Ripe Olives

Cream of Tomatoes, Jardiniere

Filet of Sole, Sauce Julius  
Red, White and Green Tagliarini  
with Sweetbread and Mushroom Sauce

One-half Chicken or Tenderloin Steak  
with Zucchini Florentine  
Salad Chiffonade

Banana Fritters Cheese French Pancake

Small Black

NO A LA CARTE SERVICE

Oakland—Zombie Village. The message in it is signed “Skipper Kent,” which was the name of a Trader Vic’s wannabe on Columbus Avenue in San Francisco. All the rest are from the city.

The Grison’s cards are the wooden boards seen so often in the past and becoming scarce today. The chicken ver-



**TOPSY'S NEW ROOST**  
CHUTES AT THE BEACH - SAN FRANCISCO  
The largest, the most unusual, the most popular place of its kind in California.  
WHITNEY BROS., PROPRIETORS.

**TOPSY'S MENU**

Half Spring Chicken.....	50c
Chicken Tagliarini.....	50c
Ham and Eggs Topsy.....	50c
Crab Louie.....	50c
Oyster or Crab Cocktail.....	25c
Sliced Tomatoes.....	25c
Combination Salad.....	25c
Chicken Soup.....	15c
Hot Biscuits and Honey.....	15c
Waffle Potatoes.....	15c
Hot Corn Pones and Honey.....	15c
Orange Pekoe Tea.....	15c
Coffee.....	10c
Bottle Beer.....	25c
Bottle Milk.....	10c
Ice Cream.....	15c
Home-Made Apple Pie.....	15c

Other Specials in Season  
"Good Pickin's"

Drive out Coway or Fulton or take Cars "B" or No. 5

4774-22  
**POST CARD**  
DANCING  
9 p.m. to 1 a.m.  
NO COVER CHARGE



sion definitely qualifies as scarce. The folded versions open to be long, tall or almost square. Il Trovatore put out different cards with different menus each day. A sign is still on the building

VENUS VENUS

PRINTED BY RAFFAEL SANZIO FOR THE VATICAN, ROME, ITALY

**FRIDAY (Frigga, Latin for Love)**

THE day sacred to Venus, whom the ancients regarded as the goddess of Beauty and Love. The Greeks pronounced her the daughter of Jove and Dione, other legends have her born of the sea-foam, whence she has the name Aphrodite and the surname Anadyomene. She was the wife of Vulcan whom she hated always and, especially for his deformity.

It was to her Paris gave the golden Apple thrown by the goddess Discordia at the marriage of Thetis and Peleus, the apple so eagerly contested by Pallas and Juno. She presided at all scenes of pleasure and her festivals were frantic revels.

There are preserved many statues of Venus, the most celebrated of which are the Venus di Medici, which is believed to be a copy of that of Praxiteles (Gallery of the Uffizi in Florence) and the Venus di Milo, discovered in Milo in 1820, the armless statue now in Paris.

**FRIDAY MENU**  
\$1.50

Ripe Olives	Salame
Garber Salad	
Clam Chowder	Consomme
Gioppino a la Litornese	
Mussels Bordelaise	
Cravattine	Ravioli
Spring Chicken a la Spiedo	
Julienne	Fried Potatoes
Fresh Fruit	Vanilla Ice Cream
	Black Coffee

**TROVATORE ROOF GARDEN CAFÉ**  
506 BROADWAY, SAN FRANCISCO





# LUCCA RESTAURANT

## TODAY'S ENTREES

YOU MAY HAVE THEM ALL  
IF YOU SO WISH

- Salmon Steak Tartar Sauce
- Roast Prime Ribs of Beef Au Jus
- Turkey Wings Fresh Mushroom Sauce
- Chicken Liver a la Lucca
- Sweetbreads Romana
- Hot Baked Virginia Ham Apple Sauce
- Veal Cutlet Fresh Mushrooms

TAKE YOUR PASTRY HOME  
WE CHARGE ONLY 1/4 FOR CARTON

TAKE YOUR PASTRY HOME  
WE CHARGE ONLY 1/4 FOR CARTON



**Zombie Village**

**SORANA** ("BREETINGS" IN MARTINI) from **Zombie Village**

OUR APPETIZERS—delicious with cocktails:

- FRIED PRAWNS (for two) . . . . . \$1.00
- BARBECUED SPARERIBS . . . . . 1.00
- BARBECUED PORK (Sliced) . . . . . .75

HURRICANE . . . . .	\$ .45
<i>We let down on this one</i>	
ZOMBIE (our own) . . . . .	1.50
<i>Without champagne</i>	
PLANTER'S PUNCH . . . . .	1.00
<i>World's greatest Rum Punch</i>	
HEAD HUNTER (Fresh Coconut) . . . . .	1.50
<i>For two people—take the coconut home</i>	
PAGAN LOVE . . . . .	.85
<i>We have become an institution on this one</i>	
TRADEWIND . . . . .	.85
<i>From across the bay</i>	
HOT BUTTERED RUM . . . . .	.45
<i>Heavy dark Rum and Spices</i>	
FOG CUTTER . . . . .	1.50
<i>Try this with milk</i>	
GREEN DRAGON . . . . .	1.25
<i>Beautiful but hot stuff</i>	
COCOSINGA . . . . .	.75
<i>A new invention with coconut</i>	
TONGA PUNCH . . . . .	.75
<i>From Tongatapu</i>	
TARU . . . . .	3.00
<i>Drink one to a customer—Take the beautiful glass home with you</i>	
WITCHES BREW . . . . .	1.40
<i>Not recommended for a weak heart</i>	
TYPHOON . . . . .	1.40
<i>Positively only one to a customer</i>	
SHARK'S TOOTH . . . . .	.85
<i>For only the strong</i>	
SCORPION . . . . .	3.00
<i>Tropical Punch serves a group</i>	

WE FEATHER YOUR BEGGING  
The above prices include 17 1/2 California state sales tax.



PAINTED BY RAFAEL SANZIO FOR THE VATICAN, ROME, ITALY

### SATURDAY (Saturn's Day — Sowing Day)

**THIS** is a Hebrew word signifying repose. The Hebrews named every seventh year the Sabbathical, during which the land remained uncultivated and the slaves were set free.

This last day of the week is consecrated to old Saturn, sometimes called Father Time, son of Heaven and Earth, who wishing no other brother to share his inheritance, killed his father with a scythe. The paternal blood, falling into the sea, mixed with the foam of the waters and from this mingling, it is said, Venus was brought forth.

Saturn devoured his sons as soon as they were born. However, Rhea, his wife, managed to save Jove, Neptune and Pluto. He is represented as old with a scythe in his hand to denote the rapidity and rapacity of time.

### SATURDAY MENU

**\$1.50**  
Cover Charge 75c After 9 P. M.

- Black Olives      Salame
- Shrimp Salad
- Italian Paste      Consomme
- Filet of Sole, Tartar Sauce
- Mussels Bordelaise
- Ravioli Genovese      Tagliarini al Sugo
- Boiled Spring Chicken
- Vegetable
- Fresh Fruit      Vanilla Ice Cream
- Black Coffee

TROVATORE  
**ROOF GARDEN CAFE**  
506 BROADWAY, SAN FRANCISCO

on Broadway at Kearney.

Other than Tommy's Joynt, none of these places exist today. They do live on in memories, mostly tasty. But, as Chuck wrote, some led to the song, "I Left My Heartburn in San Francisco."

—LEW



MAY PROGRAM  
WEEKI WACHEE



After being introduced by Kathryn Ayres, Nancy—dressed in gray shirt with a satin gray tie—took the floor and was off at full throttle....

In Florida, roadside attractions sprang up right after WWII, and all had postcards. Lots of postcards. They drew tourists and spurred business for the entire state. Nancy began her collection with the blue two-mermaid card on last month's cover. After owning it for some time, she turned it over.... Hmmm...? At the next show, Nancy asked for Weeki Wachee, and Arlen Spingola sold her a whole bunch.



Weeki Wachee Springs is on the central gulf coast of Florida, not far from Tampa. In the 1930s, Newt Perry, an underwater photographer, trained divers there for the U.S. Navy and developed many ideas that were used in the tourist attraction. One idea was changing the name from all one word to two words that were easily read, said and remembered. Newt invented an airlock that was used for breathing underwater and later airtubes that could move with the performers.

Newt recruited college girls and taught them to swim theatrically and to breathe under water using his devices. Weeki Wachee Springs opened in 1947 with an underwater theatre. He had girls out on the road flagging down cars. The girls were called Aquabelles. They got their tails in 1960. At first, only one tail was used and shared among the performers.

The best postcards were produced in the 1950s and '60s. In 1960 ABC bought the property and spent \$1 million on a new theater. ABC put on wonderful programs with great costumes. The company had just helped start Disneyland and



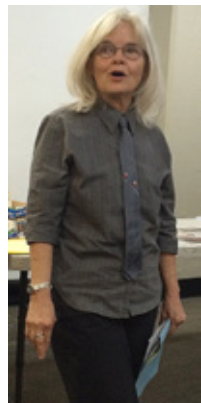




knew what to do to attract crowds. Famous visitors came and drew more visitors. Walt Disney's brother came to scout it out. Disney World (more correctly, Walt Disney World Resort) is the result.

The heyday of the tourist attraction was the 1960s and '70s. After ABC sold Weeki Wachee, the new investor-owners let it run down. It is now a Florida State Park.

Being a mermaid is not an easy job, particularly when wearing a tail from the waist down. The water temperature is a c c cold 74.23°, and mermaids have to dive 150 feet! The bubbles from the air hoses attract fish. Some of the routines involve eating and drinking underwater. The stuntman who was the Creature from the Black Lagoon had been a swimmer at Weeki Wachee.



How many cards were made during its heyday? Who knows; Nancy has about 150. There was always something happening—new programs and exhibits—to draw visitors. One big idea was an insect museum. The Springs was a halfway house for animals... manatees, pelicans, and others. "Spotters" watch for alligators to avoid unpleasant incidents.

We saw an animated slide show of Weeki Wachee post-cards that included film clips. It was a fascinating and at times breathtaking presentation. At least one of us reported feeling like a mermaid while at the program. About 175 post-cards were included in the Keynote program all prepared by Nancy. The rousing applause showed our appreciation.

—NOTES BY LB



## Photo Craft Shop

When the English Arts and Crafts movement steamed into America in the first decade of the 20th century, decrying mechanization and applauding traditional handwork, nostalgia linked with commercialism propelled the word *craft* into the vernacular. The noun and its variants became media buzzwords for promoting manual and graphic arts ranging from furniture and metalwork to pottery, textiles, printing, and yes, photography.

Artisans were busy supplying decorators who in turn were happily stripping urban as well as rural surroundings of Victorian clutter. To keep up with new design ideas and search for inspiration, workers relied more than casually upon style guides and periodicals. *The Craftsman*, a magazine edited by Gustav Stickley from 1901 to 1916, featured articles about “pictorialism,” an ideology dedicated to elevating photography to a fine art. The April 1909 issue, for example, reported on an Exhibit of Pictorial Photography recently held in New York City, and explained that adherents take extra care in composing shots and in perfecting darkroom skills such as handworking negatives and prints to achieve the most attractive results. Many pictorialists explored themes drawn from nature, rustic life, domesticity and foreign cultures. Besides purely ar-

tistic viewpoints, craft journals also provided technical information, correspondence columns, and mail order marketplaces.

One popular photography magazine, *Camera Craft*, was published in San Francisco. It focused on practical photography, with illustrated articles covering landscape and portrait work, details on studio and darkroom design, and even merchandising. The International Photographic Association regularly used its pages as a forum, and the

back section displayed an abundance of advertising for cameras, equipment and supplies. A frequent advertiser in *Camera Craft* was Howard Oliver Bodine (b. 1883), proprietor of a commercial photography business in Racine, WI that he dubbed *Photo Crafts Shop* in 1908. His 1909 small classified ads for enlargement and other darkroom services grew to full page size the next year for his invention, Bodine’s Pictorial Lens, designed for “soft focus” photography. The soft focus effect, quite popular with Arts and Crafts pictorialists, was characterized by a general blur or fuzziness of the image that devotees regarded an



LONE PINE, COMPOSED AND EXPOSED BY PICTORIALIST PHOTOGRAPHER ANNE BRIGMAN IN 1908, EXEMPLIFIES THE “SOFT FOCUS” TECHNIQUE.

**BROMIDE ENLARGEMENTS** that have all the detail and snap of contact prints. Special—Send us one of your negatives and ten cents and receive by return mail one of our 6½x8½ bromide enlargements in black and white or sepia. Developing and printing to your order. All prints made on Velox paper. Each exposure handled separately. No tank work in our shop. Copying, retouching, and special work of every description. Cameras, Kodaks and supplies. Price list free. The Photo Crafts Shop, Dept. B., Racine, Wis.

1909 CLASSIFIED AD IN CAMERA CRAFT MAGAZINE FOR SERVICES AND SUPPLIES OFFERED BY HOWARD O. BODINE’S PHOTO CRAFTS SHOP OF RACINE, WI.



Mr. Bodine says: In my Pictorial Lens I have succeeded in working out, with the assistance of one of the largest optical concerns in this country, a lens that will produce those beautiful soft negatives for sharpness if you want them, without any of the drawbacks attending the use of ordinary lenses that, by their very production of optical qualities, are essential to each work. Negatives made with my Pictorial Lens need little or no halting, stopping, or retouching to produce pictorial prints. Four of the five prints of value, accepted by the Service American Institute, were straight bromide enlargements from negatives made with this lens, and negative absolutely free from any sort of blotching. The first one was from a negative which has had the high lights slightly reduced, it having been made without a filter, by a simple turn of the diaphragm, the user can obtain either the finest of detail or those beautiful soft effects of light and shade so highly prized by the pictorial worker. One can, at will, secure, as it were, either the delicate touch of the miniature painter of the broader stroke that subordinates detail and produce a picture full of beauty but half disclosed.

**PHOTO CRAFTS SHOP**  
Department B RACINE, WISCONSIN

Our enlargements on Artens paper are more than holding their popularity with those desiring the best possible large prints from their small negatives. A full line of the “hard to obtain” material and supplies required by the pictorial worker in Gum, Bromoil and the like, constantly on hand.

Please Mention Camera Craft when Corresponding with Advertisers.

1910 AD FOR BODINE’S PICTORIAL LENS, INCLUDING SELF PORTRAIT OF THE INVENTOR.

**We Wish To Arrest**

Your attention, Mr. Photo Supply Dealer to the three points on which we are building our amateur finishing business.

**Quality  
Permanence  
Service**

Let us show you how to raise your kodak developing, printing and enlarging department to the highest efficiency. Others have profited by our extensive experience, why not you?

**The Photo Craft Shop**  
800-401 ELLIS ST. SAN FRANCISCO, CAL.

APRIL 1910 CAMERA CRAFT AD FOR COMMERCIAL SERVICES OFFERED BY NORDELL AND MORTON’S PHOTO CRAFT SHOP IN SAN FRANCISCO.



HOTEL DALE ON TURK STREET IN SAN FRANCISCO—  
A SAMPLE OF PHOTO CRAFT SHOP'S ADVERTISING POSTCARDS.

artistic quality that greatly transcended poor focus. Bodine claimed his lenses allowed “remarkably flat and evenly distributed diffusion with no color aberration.” [An effect now known to Adobe Photoshop users as Gaussian Blur.]

Bodine's merchandising of dark-room work, equipment and supplies in *Camera Craft* resonated with many photographers across the country who were inspired to set up their own photo studios and camera shops. Along with everything else Bodine was selling, admirers couldn't resist his catchy business name. Starting in 1909, other *Photo Craft Shops* began to materialize across the country—in upstate New York, Philadelphia, Colorado Springs, and in San Francisco.

The San Francisco shop was organized by Charles Spaulding Nordell and Lawrence B. Morton at 849 Ellis Street, next to what is today Harvey

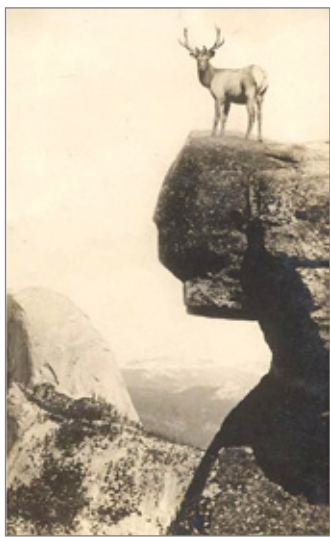
Milk Children's Center. They offered commercial services such as 8x10 enlargements from small negatives, copy negatives, lantern slides, negative repair, and other custom work. Charles Nordell

study, Morton struck out on his own in 1911 to form Morton & Co., a successful and long lived photographic firm notable for producing photo postcards of the 1913 Portola Festival (Laurence Morton will be explored in greater detail in a future article).

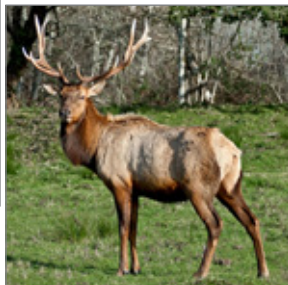
After Morton departed in early 1911, Nordell acquired a new partner, Charles Arthur Gwinn (1873-1928). They moved to 619 Eddy St. as the Arthur Spaulding Co.—a name created from their middle names—and worked together as photographers until 1916.

San Francisco photo postcards marked “Photo Craft Shop” are quite scarce, and virtually none are known for the Arthur Spaulding Co. Two cards were put out to advertise the Photo Craft Shop business, while a third image was published in postcard

format by the Cardinell-Vincent Company. *Camera Craft* for April 1910 described an automatic postcard processing machine operated by Nordell and Morton that allowed them to produce hundreds of glossy-finish photo cards from a single negative,



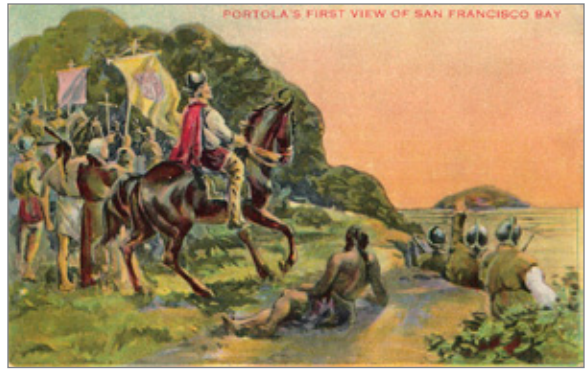
ANOTHER SAMPLE ADVERTISING POSTCARD BY PHOTO CRAFT SHOP IN SAN FRANCISCO. THE ANIMAL APPEARS TO BE A ROOSEVELT ELK, RARELY SEEN IN YOSEMITE'S HIGH COUNTRY, BUT SPECTACULARLY POSED ON OVERHANGING ROCK THROUGH MANIPULATION OF THE NEGATIVE.



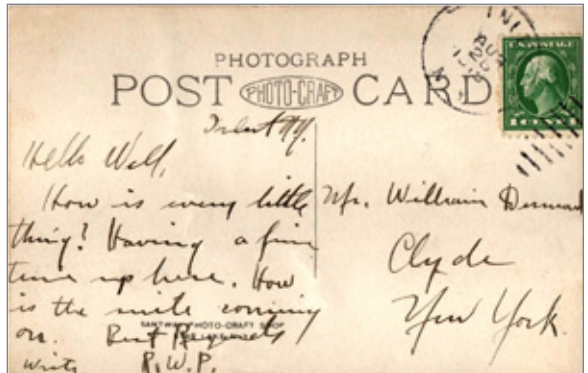
849 ELLIS STREET, 2015

all uniform in tonal quality, at a price competitive with halftone printed cards. The \$15/1000 promotion on their advertising cards no doubt reflects the advantages promised by this machine, but just how successful it was is impossible to determine. The photo cards it produced for customers would not necessarily have Photo Craft Shop or Arthur Spaulding Co. imprints, but the St. Francis Hotel postcard with Photo Craft Shop copyright notice may be an exception.

CONTRIBUTORS: FRANK STERNAD, JIM CADDICK, GLENN KOCH



< DURING THE 1909 PORTOLA FESTIVAL, TWO LARGE PAINTINGS WERE DISPLAYED ON THE ST. FRANCIS HOTEL AND ILLUMINATED AT NIGHT. THIS NIGHT VIEW IMAGE WAS COPYRIGHTED BY THE PHOTO CRAFT SHOP IN OCTOBER 1909 AND PUBLISHED AS A PHOTO POSTCARD BY THE CARDINELL-VINCENT CO.



< THE WOOD — INLET, N.Y., PRODUCED BY THE SANTWAY PHOTO-CRAFT SHOP OF STAR LAKE, NY, CIRCA 1913. A REVERSE WITH PHOTO-CRAFT SHOP IMPRINTS.



450 R. L. Polk Directory Co's. 1914

**The Photo Craft Shop**  
Auld & Standley

COMMERCIAL PHOTOGRAPHERS  
and Wholesale Dealers in  
HAND COLORED LANDSCAPES  
LANTERN SLIDES

16 1-2 E. Pike's Peak Av., Phone 1956 Colorado Springs, Colo.

1914 AD FOR CHARLES AULD & HARRY STANDLEY'S PHOTO CRAFT SHOP OF COLORADO SPRINGS, CO.



PHOTO OF RACE CAR THAT CLIMBED TO SUMMIT OF PIKES PEAK ON SEPTEMBER 11, 1917; TAKEN BY PHOTO CRAFT SHOP OF COLORADO SPRINGS.

# LOST IN SANTA'S VILLAGE

by Daniel Saks

*Santa might keep an exact list of who's been naughty and who's been nice but when it comes to Santa's Village postcards he's in complete disarray.*

There have been Santa's Villages throughout the U.S. and Canada. The holiday themed amusement parks have been in California, Illinois, New Hampshire, New York, Colorado, Indiana, Pennsylvania, and, north of the border, Ontario and Québec.

My interest is the nearby Santa's Village in Scott's Valley but that doesn't simplify the hunt. The Scott's Valley location was one of three Santa's Villages owned and operated by Glenn Holland; their postcards share images and descriptions. Holland opened his first Santa's Village in 1955 in the Skyforest area of the San Bernardino Mountains.

In 1958 Holland opened the Scott's Valley Santa's Village.

Driving back to the Bay Area from the Scotts Valley Postcard Show you might notice the signs on northbound Highway 17 for "Exit 6 – Santa's Village Road." But don't bother stopping, that Santa's Village closed in 1977. The Skyforest location closed in 1998.

Holland opened his third and still operating Santa's Village in Dundee, Illinois, northwest of Chicago, in

1959. Operating under new management it's now called Santa's Village AZoosement Park.

There are postcards from each of Holland's Santa's Villages. His three Villages shared building and landscaping designs, attractions,

rides, and, of course, Santa, Mrs. Claus, and elves. Some cards mention a specific Village on the front or back, many list all three Villages on the back and may or may not (usually not) identify the image's location on the front, and cards from the two California locations sometimes identify Skyforest or Scott's Valley or may just say "California" on the back. And then there's the card that gives its location as both California and Illinois. All together the numerous varieties help to create one simple condition: confusion.

There's no doubt as to the origin of the first three items. The accordion folder (Image 1) and small album (Image 2) are self evident (Or are they. We'll return to them later.) and the backside of Image 3 places the gasoline station at "seven miles north of Santa Cruz on Highway 17 at the entrance to Santa's Village." Poor Scott's Valley! Santa Cruz is seven long miles away but gets top billing.

A common backside is on



1



2



3



4



5



the card showing Santa and Mrs. Claus in front of the Chapel (Image 4) that lists all three Santa's Villages. The card's sender was nice enough to underline "Near San Francisco" which is used to identify the Scott's Valley location.

The next three images used another common backside which just says "Santa's Village California." Again, there's no doubt as to the origin of image 5; or is there? Cards with the same building and the same trees have backsides from just Skyforest and also from all three Villages.

The backsides of images 6 and 7 is the "California" variety, but "Bim, the playful burro" is also in the small album and Santa and his sleigh-full of visitors is in the accordion folder.

The highlight of Santa's geographic uncertainty is image 8. The Gingerbread House card's backside has "Santa's Village California" in large print, followed by directions to the Dundee, Illinois location in small print. And the image is also in the "North of Santa Cruz" accordion folder. One wonders how anyone gets the correct gifts on Christmas Day.



Perhaps that explains Santa's birthday greetings on images 9-10 and 11-12. Let someone else give the presents, he'll just send a card.

Along with birthdays, Santa also was an equal fairy tale employer. Image 13 shows Jack Pumpkinhead and has all three locations listed. Santa's Village's also had the Easter Bunny, Little Bo Peep, and characters from Alice in Wonderland.

The Monorail ride on Image 14 was only at the Skyforest Village, although the back lists all three. The Burro Pack Train card also lists all three Villages, but the background looks more like the San Bernardino Mountains than the Santa Cruz Mountains or the Illinois plains.

As confusing as this topic can be, there is one last card that, regardless of the location, reminds us of the true meaning and spirit of Christmas. The 1959 card (Images 16-17) welcomes visitors to return for free (only on weekdays) and to use their Bankamericard to buy toys, dolls, and everything else at Santa's Village. Merry Christmas, Santa.

*Postcards shown are from the collections of NANCY REDDEN and DANIEL SAKS*



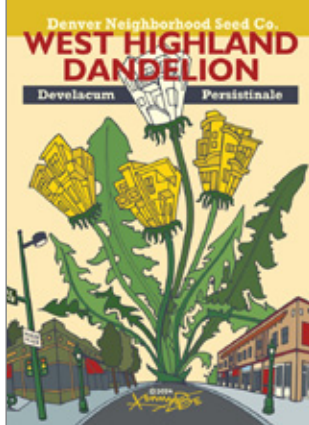
### KENNY BE – POSTCARD ARTIST

The Denver club card with the very clever postcard box clubhouse image in the May issue was created by Kenny Be who wrote: “As the artist who designed and illustrated the card, I was honored that my work had received the recognition from the SFBAPCC. It was a very nice surprise to receive accolades from such an acclaimed organization. Thank you all for your support. However, I did want to let you know that the Denver Postcard Club card featured on page 8 was incorrectly attributed. It was I who designed it.

“I, Kenny Be, am a Denver-based artist who worked for 30 years illustrating the people and places of Denver and Colorado. I was thrilled to be commissioned by the Denver Postcard Club to illustrate a club card. It has been interesting to meet the collectors and observe them in action. I was ‘discovered’ by one of their members who found examples of my postcards in a local artisans market.

“I am more of a ‘creator’ of postcards than a ‘collector.’ I usually print postcards of my artwork because they are easy to print affordably, and get circulated widely. I have been working on a project called the Denver Neighborhood Seed Company (inspired by vintage seed package art) to create an image for each of Denver’s 77 neighborhoods. I print the images as postcards.”

Thanks for writing Kenny and for setting the facts straight. It’s a super design! Please accept my apology for the misattribution. —LEW





### **TYPOS**

There will be none in July as the Editor is taking a month off. Postcards will bring word of the meeting and any vital matters. There is still a need for submissions of interesting postcards, news, comment, articles. Please help fill these 16 pages.

*Membership current through year on label.*

#### **2015 MEETINGS**

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](http://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 in color 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: \_\_\_\_\_

Join online at [www.postcard.org](http://www.postcard.org) and remit by PayPal or  
send membership info and your check payable to SFBAPCC  
to PO Box 621, Penngrove CA 94951