

San Francisco Bay Area Post Card Club

September-October 2015

Saturday, September 26, 11 am to 3 pm

Vol. XXXI, No. 7

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

Fort Mason Center, Bldg. C, Room 230 🐾

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

- IN
THIS
ISSUE
- JOYS OF TOPICS (GOATS)
 - THE JOHN PALS ADVENTURES
 - FORT MASON POSTCARD WALK
 - CAWSTON OSTRICH FARM
 - PPIE – THE POSTCARD CONCESSION
 - SUMMERTIME, FINDLAY, OHIO

PROGRAM: John Freeman on *Celebration of Inebriation: The Postcard Legacy of Prohibition*

Postcards are unique windows into social issues of the 20th century. They document the evolution of transportation and urban growth. They show us small-town America and the grandeur of the country's landscape. Comic cards reveal issues that were teased about and spoofed. One dominant issue in the United States during the early 1900s was alcohol. After the temperance movement won its battle and the Volstead Act became law in 1920, attempts to maintain a "dry" nation lasted for thirteen years.

John Freeman has researched and collected postcards that present a "wetter"—perhaps a more accurate—picture of the attitudes of many Americans. While the press glorified officers of the law for padlocking speakeasies and destroying stills, postcards comically portrayed inebriation and suggested travel to Canada and Mexico for enjoyment of taboo intoxicants. Join us, please for this informative and entertaining presentation.

As always, several dealers and collectors will be setting up with cards for sale or trade, among them will be Ted and Arlene Miles who have been sorting a collection from the Railroad Museum.

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 CARDS



We are nearing the end of the PPIE centennial year, and there are great cards yet to be seen. These, from Chuck Banneck's album, are definitely cover-worthy. Katherine Haglund was chosen to be Mascot of the fair. The photo for this promotional card was copyrighted by T. Haglund (her father?) in 1913. C.F. Mueller boasts rightfully of winning a gold medal at the fair for his macaroni. (Or is it magaroni in Jersey?) —LB



MINUTES, June 27, 2015

In spite of the Beatnik Festival, the parking lot was near empty, and there were ample spaces on the street. Cards were brought for sale or trade by Bob Bowen, Lew Baer, the club box (with cards from Lorelei Rockwell and Ronnie Trubek!), Alex Pellegrini, Eric Larsen, Dave Parry, Chris Donaldson, John Kofranek, Hal Lutsky, Ed Herny, and Jack Lowney, Vice President of the Rhode Island Postcard Club.

The meeting was called to order at 1PM by President Ed Herny. Two guests were introduced: Jack Lowney, and Cathy Davis of San Francisco who looks for real photos.

Announcements: Carol Jensen told of a Harold Parker retrospective in Tahoe City next year. If you have Parker RPs, please consider lending them for the exhibit. ... Ed Herny told of finding a good deal on sleeves online: www.mattsbaseball.com

Drawing: Lots included a Sunset book on the Gold Rush Country, a very nice book of fold-out Goya postcard prints, a 3-ring binder with raw silk cover (Oooh!), three packs of sleeves, a Fred Harvey booklet, a book on Historical Architecture of the East Bay and several postcard lots equalling many happy winners.

Show & Tell: Hy Mariampolski has hit on two oft ignored topics that show evolving attitudes: old age and death; he brought cards of nursing homes and homes for the aged, a Hindu cremation and Miami funeral homes. ... Paul Robertson showed two RPs of the PPIE site with emergency barracks and the Oregon Bldg., which became the Knights of Columbus clubhouse, in the distance and the Ferry Bldg. decorated with a banner reading "Panama Canal Open for Business." ... Jack Hudson showed a framed photo of two girls on a front lawn making Teddy Bear invites to their party and also two postally used Teddy Bear cut out invitations; also framed fruit and vegetable exaggeration RPs by Olson & Co of Nebraska—Olson invented a machine to print hundreds of RPs a day. ... Craig Blackstone collects anything on the '06 quake and also E.H. Mitchell and hit both with a booklet of earthquake views by Mitchell; Craig also collects Sonoma County and showed an RP of young girls at Mermaids Beach on the Russian River. ... Fred Van der Heyden brought a teensy postcard trimmed from a large one and mailed using a 2¢ postage due stamp, also 1890s cabinet photos of kids using hoops like Hula Hoops. ... John Kofranek showed cards of different eras of Balboa Island. ... Ed Herny showed recent finds: a group of local RPs from the 1980s of Punk Rock groups, (The Ramones and others) made by Bobby Castro (Does anyone know about him?).

Old Business: Ed Herny said that Bob Bowen is willing to lead a Post Card Walk of Fort Mason. It was decided to hold it before the August meeting. Meet at 9:30AM at Van

Ness and Bay. Bring your cards.

No further business, so meeting adjourned.

—NANCY REDDEN, SECRETARY, AND LEW BAER

MINUTES, July 25, 2015

The meeting was called to order by Pres. Ed Herny at 1 pm, 25 July 2015, in room C-210 at Fort Mason Center.

There were 24 members signed in; about 31 attendees and no guests were present.

Vendors set up were Ed Herny, Sue Scott, David Parry, Steve Schmale, Lauren Thor, Bob Bowen, and Rommel Struckus.

Drawing: 20 items.

Announcements: Kathryn & Lew were unable to attend. ... The Vintage Paper show is next weekend in Golden Gate Park at the Hall of Flowers. ... Bob Bowen will lead a postcard history walk at Ft. Mason the day of our next meeting, 8/22. Meet at 9:30 am at the gate on the corner of Van Ness and Bay.

Old Business: None.

New Business: President Ed shared that a group traveled to Cal State Fresno to view the PPIE postcards in the Donald Larson collection of items from the 1851-1940 Expositions and World's Fairs.

Show & Tell: Craig Blackstone: a PC of the statue of Pacifica at the GGIE. He explained that the statue was the inspiration for the name of the town south of SF. He also showed a 1915 PPIE entry pass for child Raymond Moulin. As an adult Moulin is known to collectors for his Bay Area photos and postcards. Craig acquired the pass in Pacifica, his home town! ... Russ Samuels: a card of the oldest restaurant in the US, The Union Oyster House, in Boston, where he and his wife Kathy were visiting. It is said that the toothpick was invented there. He showed us a round card of Boston Freedom Trail, a walking path, and a card from the island where he went for a family reunion. ... Nancy Redden brought a 1986 Oakland Credit Union calendar. Her Grandfather, an Oakland Fireman is in the July photo of Engine Co. #3, in 1932. Seven of the images are noted as being from the collection of our very own Ed Clausen.

Jack Hudson showed an RP of Market St. circa 1915 that had every form of transportation: horse and carriage, motorcycle, trolley, and cars. It also had the year 1915 for the PPIE on the top of the Humboldt Bank. ... Sue Scott, just returned from Paris, shared three beautiful Parisian cards.

Andy Stewart told us that just yesterday, July 24th, he received, marked *Return to Sender*, the birthday card he had sent to Arlen Spingola; and that Nancy had told him that Arlen passed away one year ago that very day. Andy also showed two 1950s photo cards of Yosemite, one of which was marked as coming from Ansel Adams' gallery there. Andy believes Adams, himself, printed the cards. ... Ed

Herny showed an advertising card for the movie *Birth of a Nation* from 1917. His second card was of Dorothy Elizabeth Levitt, a race car driver who had been known as the fastest women on Earth. She had authored a book which advised women who were taking long trips to always carry a revolver. — NANCY REDDEN, CLUB SECRETARY

MINUTES, August 22, 2015

Thirty-four members and guests signed in. It seemed that over 40 were present.

Cards were brought for sale or trade by Alex Pellegrini, a pile of donated club cards, David Parry, Jim Staley, Sue Scott and Ed Herny. It seems delights were hiding in every box—certainly the ones I looked in.

We were called to order at precisely 1pm by President Ed Herny. The guests present declined to be introduced. (Why? Do we not seem friendly?)

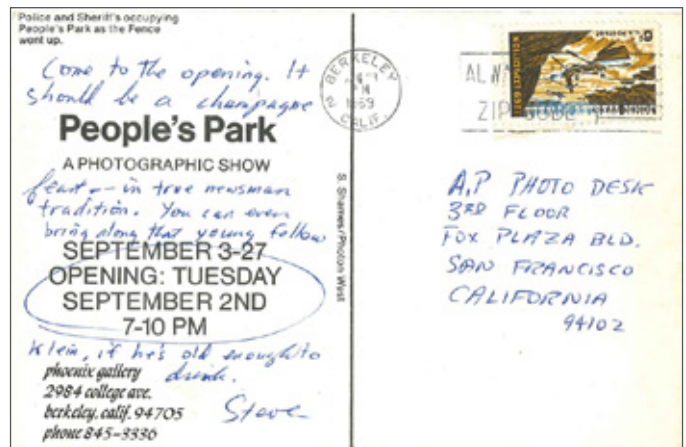
Announcements: Jack Hudson told of an upcoming book, *LINCOLN BEACHEY & THE EXHIBITION ERA* by Carrol Gray, a researcher-collector in Southern California. ... Ed Clausen reminded us that we will meet in C-230 next month, a slightly smaller room. (“Wear light weight clothing!”) ... Ed Herny relayed news of Richard, Hal Lutsky’s loader-security man at the SF Golden Gate Park show who was injured in a fall at the show. Reports are that he did break his hip and that he is doing better. He will return to his security duties, but his days as a loader have ended. All good wishes and thanks for his past assistance are sent to Richard. (Your personal “get wells” can be sent via www.vintagepaperfair.com.)

Drawing: Lots included an original hanky box from the City of Paris, “Postcards from America*,” a board game,

two “Greetings from...” books, and several assortments of postcards. Thank you to the generous donors.

* *Postcards from America* players learn geography by traveling to cities and locations based on actual postcards. Inventor Bill Rolette used 64 postcards to create this game. Fun for kids and adults. Made in Germany.

Show & Tell: Jack Hudson showed a framed real photo of a 19-teens era truck from San Francisco, *Special Delivery, Clover Butter*, a dead clear shot.... Lew Baer invited everyone to attend GLENDI, the party he and Janet are hosting on September 19 and 20 and to take a postcard promoting the event. He read a letter from a woman in Australia who sent the club a packet of postcards gathered by her father during the Korean War. He also showed a fine salad plate he absconded with from a recent journey aboard Amtrak. An addition to his collection of railroad china, this was a thrilling acquisition. Ooops, it inadvertently fell to the floor as he was unwrapping the tissue paper, and he inadvertently stepped on it. The smashed pieces proved to be recyclable, single use plastic. ... Andy Stewart showed two postcards of *September Morn*, one a Photoshopped modern, the other an RP of the original scandalous image that was never copyrighted and was reproduced over seven million times. ... Ed Herny showed three RPs from Fall River, MA honoring the Portuguese aviators who crossed the Atlantic—Lisbon to Brazil—nonstop in a seaplane the year before Lindbergh; it was not a solo flight, and successful only after three crashes. Ed also read a message he had received regarding trading through the mail. (If you would like to mail trade, write Shockers, 1802 5th Ave, SW, Austin MN 55912.) —NANCY REDDEN, SECRETARY, AND LB



PEOPLE'S PARK

This oversize postcard for a People's Park Photographic Show that opened at the Phoenix Gallery in Berkeley on September 3, 1969 was sent to the A. P. Photo Desk in San Francisco on August 23 of that year. The photo image is described as police and sheriff troops occupying People's Park as the fence went up on May 13, and this postcard was sent three months after the those events of May 1969. This is a great example of a rare and ephemeral locally made postcard that documents a fascinating time in Bay Area history. I was very fortunate to find it.

—DANIEL CUDWORTH

Lew Baer on
THE JOYS OF TOPICS

The first image we saw was a view of Grand Boulevard in Chicago mailed to Vicksburg, Mississippi in 1908. I had probably “saved” it because of the message on the back that listed several postcard mail trading club affiliations. That message also struck the chord that prompted this program. The writer’s salient words were: *I only collect view cards*. How sad, I thought, to limit one’s pleasure to only places when thoughtfully chosen topics could allow collectors to stick to their guns while focussing on a far wider range of legitimate targets including topographicals. At least that is what I have found with my first and most productive collecting topic.

An RP of a young girl in a goat cart followed—Patsy Wood, 611 27th Avenue, 1925, the back revealed. Just for fun I tracked down the Google *street view* of the home online. Aside from the grass being turned into a concrete square, Patsy could be sitting there still. That card was included to show some of the fun of discovery that lurks on a topical card.

My 10,000± goat postcards are sorted into a few major categories—Military, Beer, Rackcards, Art, Astrology, e.g.—but the bulk of the collection is sorted topographically, by state, country or region. There are three boxes of French cards, many of which are very special; Germany and Switzerland are next in quantity.

What to do for the program? Where to start, I pondered. I began with the club roster and made a hurried list of the topical interests listed there. Aside from Patterson and Billikin, I could recall a card for every topic. Time was growing short; finding them would take several hours. I took the easy way and riffled through two boxes of recent finds and came up with 29 cards that I arranged alphabetically plus 15 cards in a subtopic dear to my collecting heart: Beer. This fall I’ll be running a Biergarten at an ethnic food festival and will have the help of fellow collector John Burton. John operates a school of bartending, and he collects postcards.

The subcategories were Accordions, Airplanes, Bas Relief (embossed), Beer, Butchery, Cameras, Cut-outs (Paper Dolls), Embroidered Clothes, Folk/Fairy Tales, Gay Interest, Girl Scouts, Hippopotamus, Future, Maps, Metal Add-on, Movies, Multiple Babies, Opera, Postcard Photographers, Presidents, Radios, Railroad, Rebus, Stilts, Tea, Times Square, Umbrellas, Victrolas, *Walpurgisnacht*, and Postcards on Postcards.

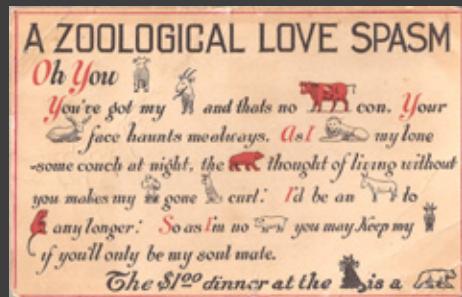
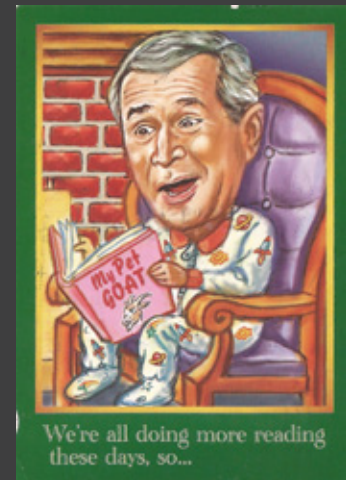
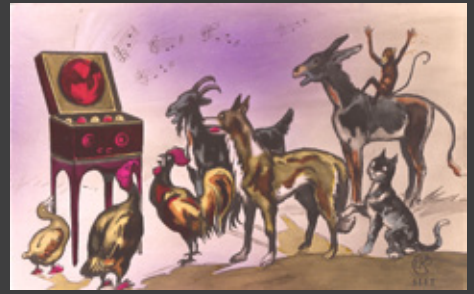
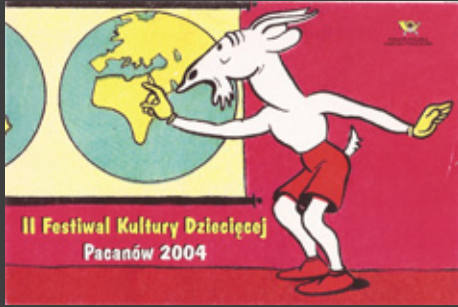
Several other subtopics—Krampus, for instance on the Multiple Babies card—were pointed out by the audience. For most of the cards my only comment was, “I really love *this* card.” But a few cards got more in-depth treatment. Handwritten on the back of the Airplane RP is: *T. E.*

Bunn, Jr. with his new goat. Picture taken by Atlanta Journal photographer as it was first goat ever flown into Atlanta. Goat came from California. (From Laurelwood Acres in Chatsworth, I believe.) The Movies card showed Ralph

Yearsley in *Gambling Fool* of 1925. The Opera card was of *La Esmerelda* composed by Louise Bertin with libretto by Victor Hugo. He adopted it from his novel *NOTRE DAME DE PARIS* (*THE HUNCHBACK OF NOTRE DAME*). The 1836 premiere was a failure, and *La Esmerelda* was Bertin’s final opera. She lived for another 40 years. The Stilts card is an Indonesian style design on pearl finished paper. One well known postcarder of the late 1900s was an avid Stilts collector. Did she have my card? I wonder... The card was mailed from Uspensko-Kozlovskoye in Russia (now Ukraine) to Marche in Belgium in 1906.

The purpose of the talk was to show how collecting a topic will open one’s albums to countless additions and provide immense fun for the dedicated collector. I do chase cards in several topographical categories. However exciting it may be to find them, the views are generally predictable. The Topo collector is restricted to just one small section of one box at a dealer’s table. Topicals collectors are blessed; they can search and possibly find a treasure behind every divider in every box.





Aside from beer, did you notice accordions, airplanes, bas relief, embossed, butchery, cameras, cut out/paper doll, embroidered, folk/fairy tale, gay interest, girl scouts, hippopotamus, in the future, map, metal add-on, multiple babies, postcard photographer, radio, railroad, rebus, tea, umbrella, Victrola Walpurgisnacht? (Not all cards in the program are shown.)

Chuck Banneck and the JOHN PALS ADVENTURES

EDITOR'S NOTE: At the last minute, the speaker scheduled for the July meeting was unable to be present. What to do? "No problem," said Chuck Banneck. "I have a program in my pocket." Whereupon he pulled out a thumb drive and was ready to proceed. Bravo Chuck! The following is in his words with additions from Nancy Redden. I, alas, was not present.]

John Pals was 28 years old when he and his brother Bud, nine years younger, came to San Francisco from their home in Grand Haven, Michigan, apparently looking for work. We do know that they did work in some of the buildings going up at the PPIE—among them the Inside Inn. Apart from work, the brothers had time to

enjoy the many goings-on around them.

From their correspondence we know the Palses arrived in 1914 and—at least at first—planned on returning home in 1915. The two appeared to have had a wonderful time exploring the Zone attractions, visiting the other exotic buildings and seeing much more during their stay. John Pals described what was going on at the Fair from the singing to the strong Maori women. They were having such a good time that, at least once, they joked about not coming home until 1916.

We do know that they made it back to Michigan, though, as census data shows John living in the family home as late as the 1940s.

Now for the story about this story: For John and Bud Pals it started 101 years ago; for me it began about twelve

years ago. I picked up an interesting photo card of the Zone from a local dealer at the old Sacramento sale, and there was a description of the scene and of the writer's day written on the back—along with his name John Pals. Cool enough!

A couple of years later, from a dealer in Georgia, an

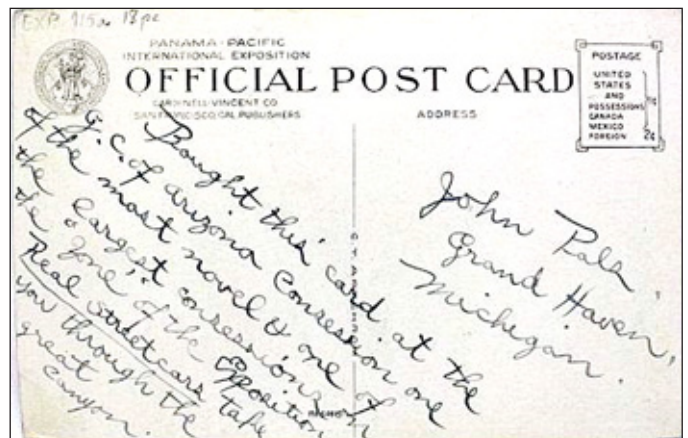
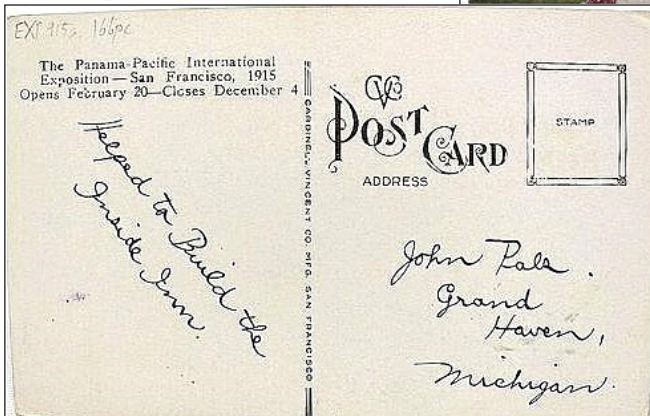
approval lot arrived with three more interesting cards also written on by John. Most of the time, backs of cards hold little interest



for me, but this was just weird enough that it caught—and this time held—my eye. I've seen this name before, I thought. Sure enough, the writing matched the card I'd gotten in Sacramento.

Hold on, it gets even stranger. Some time passed, and I was trading cards of the aviator Lincoln Beachey with a collector in Los Angeles. When his card arrived, it was written by John Pals.

Because I have a very large collection of PPIE cards, for the most part I don't bid on eBay lots with multiple cards; I would end up with too many duplicates. But, two years or so later, one lot of six cards was going pretty cheap, and there was one fairly common card that was going to fill a hole on my checklist, so I bid and won the lot. You know what's coming, right? When the packet arrived, the card I wanted was cool, but on the back of one of the other commons was a story by John about his day at the Fair. This dealer did not put up back views on his listings, so it was a complete surprise.

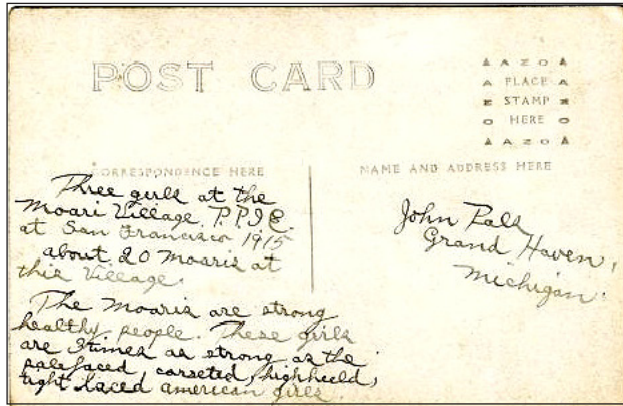
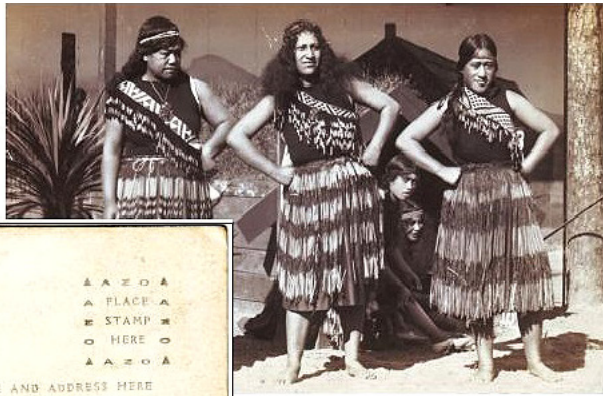


Then Fresno! On our July field trip to see the Don Larson collection at CSU Fresno, in one of the display cases were several postcards laid out showing the back sides, and on one of these cards was a message written by John Pals! After asking for a photo copy, it was suggested I might like to look through the other cards in the University's collection. Sure enough, I found ten more!

Just to show it is still happening, off eBay, a month or so ago, I was checking out a rare PPIE view, a Buy It Now. When I clicked on the image a view of the back was provided which showed it, too, was annotated by John. I couldn't click the *Buy!* button fast enough.

Now I have a total of eight cards written on by John Pals. Some were mailed back to his family in Michigan, oth-

ers have his description of the view side and his name on the back. I'll be looking for more, and you should, as well. Check the backs of all your PPIE cards. You could have a Pals, too.

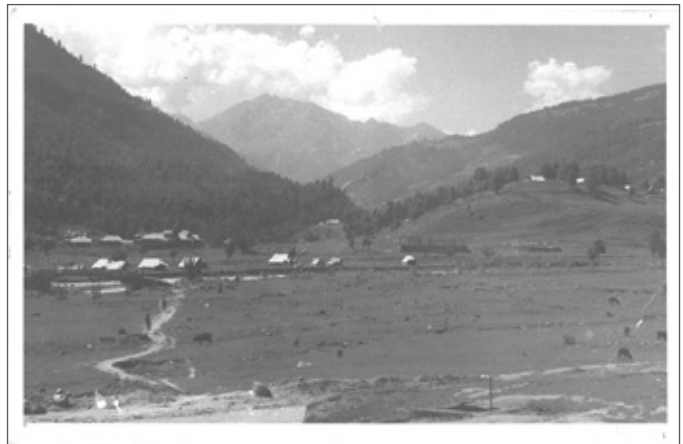


MORE FROM THE EDITOR: After the meeting, Chuck's count rose to nine, as he traded for an Aero-scope Pals card with Bob Bowen. ... Musing on the unmailed cards with the messages and name, might they also have been mailed home—in envelopes?

Chuck printed a booklet with images and details on 15 Pals cards. Some of those are shown here along with others in his collection. He added a special thank you to Tammy Lau of the Special Collections Research Center, Henry Madden Library, CSU Fresno.

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REMEMBERING ADLAI STEVENSON



July 14, 2015 marked the fiftieth anniversary of the passing of Adlai E. Stevenson, former Governor of Illinois (1949-53), twice the nominee of the Democratic Party for President (1952 and 1956) and the U.S. Ambassador to the United Nations during the Kennedy and Johnson Administrations (1961-65). During his tenure at the U.N. he famously told the Soviet Ambassador he was "prepared to wait until hell freezes over" for his answer to the question if Russia had placed missiles in Cuba during the 1962 crises. He held this post at the time of his death in London at the relatively young age of 65.

The postcard illustrated here is quite unusual in that it

was entirely handwritten by Mr. Stevenson and was sent from Srinagar, India in 1953 while he was on a fact-finding tour of Asia between his two runs for the presidency. The card was mailed to his friend and supporter Dwight R. J. Palmer, of New York City, Chairman of General Cable Corp. and a prominent Democrat.

—RUSS SAMUELS

EDITOR'S NOTE: Srinagar, in the very northwest corner of India, was in turmoil before partition in 1947. Both India and Pakistan wanted the region, and the Maharajah longed for independence. That year, Srinagar ceded herself to India. The unrest continues.

- FORT MASON -

0930, 22AUG2015, Northwest corner Van Ness Avenue and Bay Street, San Francisco.

Just inside the gateway to upper Fort Mason twelve SF-BAPCC members gathered around the group leader, Bob Bowen, who stood talking and holding a sheaf of laminated paper sheets. The papers included a map of the Panama Pacific International Exposition and large photographs of areas of Fort Mason in the 20th century. As he led the group due north along the paved roadway, Bob told that they were walking along the original H streetcar line whose tracks had led through the gate at Franklin Street. Stopping shortly before the first building



(left), a large clapboard structure with circular drive, Bob told that this was McDowell Hall, a residence until WW II which was converted to the Officers Mess Club. It was named for Irvin McDowell, the Commander of the Division of the Pacific (1876-1882), and it was he who gave Fort Mason its name in honor of Richard

Barnes Mason, an early Military Governor of California.

In 1906, following the earthquake and ensuing fire, the building housed the command post for military and civil authorities. Refugees were provisioned and assigned to camps from here. The last military resident was General DeWitt, who carried out the President's executive order to imprison Japanese residents and citizens during WW II.

Across the lawn stands the Post Chapel, a Spanish Revival style building with tile roof and stained glass windows. Bob revealed that many weddings for embarking



soldiers had been held here, after which were celebrations at McDowell Hall. The newly married grooms then said goodbye and hurried down the stairs to lower Fort Mason and the waiting troop ships.



FORT MASON, FONTANA HIGH RISES, MUNI PIER

The group veered to the west, then up the northern end of Franklin, one of the city's longest streets. A tall hedge of mattress vine gave shade from the morning sun. Behind the windbreak of the thick hedge were a few homes dating from the 1850s built on federal land by "Black Point squatters" who paid "rent" (wink) to the city which did not own the land. The buildings across the road were built by the Army, 1860 to 1870.

Beyond a driveway cut through the mattress vine, the hedge turned to ivy, still ten to twelve feet high. Another driveway—gated with a "Private, No Trespassing" sign, opened to the best of the homes, the Haskell House, on the point overlooking Muni Pier, the Balclutha and other historic ships. Black Point, so called for the dark leaved laurel trees that led down to the bay waters, was home to a group of squatters who were Free Soil (anti slavery) Democrats. Haskell, a real estate mogul, was a friend of once Chief Justice David Terry. When Terry was wounded in the duel with Senator David Broderick in 1859, he was brought to Haskell's house where he died three days later.

Across the road on the west corner was a hospital and doctor's office. During the National Park Service clean-up of Fort Mason, a cache of human bones was found buried under the hospital's front lawn. Their origin is unclear.

The homes and other buildings are surrounded by lush vegetation and numerous trees leftover from the 1880s plantings at the Presidio.

Continuing northward and up a knoll overlooking the bay was a level homesite, long scraped clean. It had once held the home of General John C. Frémont and family.





BOB, CHUCK BANNECK, KATHY SAMUELS

Jessie Benton Frémont, wife of the 1856 anti-slavery Republican presidential candidate, held grand soirées here. Poet Bret Harte and Rev. Thomas Starr King were friends and frequent guests. The home was a center of antislavery opinion.

In 1861 gun batteries were installed on the bluff to protect the bay from Confederate attack, and the Frémonts were ordered to evacuate the home. They refused to do so and battled the government for 30 years. The family lost, and the land was cleared.

Meanwhile, Fort Mason had become part of the coastal defenses of San Francisco. Cannon, along with those on Fort Point and Alcatraz, protected the entrance to the bay and the city's shoreline.

Walking on, westward again, the group passed a barracks now housing the International Hostel and came to the community garden, once the Army vegetable garden. Left unused for years, Ruth Asawa proposed using it as a student garden by Galileo High School in the 1960s. Now it is a community garden of plots rented to city residents.

To the south is a large building, once headquarters for the US Army Transportation Command, in charge of shipments to the Pacific Theater. Across the road is the Spanish Revival passenger shelter of the H streetcar line. The road between the structures was the northern edge of the PPIE grounds. The area became heavily built up after WW I; most of those wooden buildings are now gone.

Walking north down the sweeping lawn, the group learned that it was standing near where the Yellowstone Park exhibit had been on the Joy Zone of the 1915 fair. The 264 foot high Aeroscope was also nearby as were the huge Buddha and Mt. Fuji of the Japan Beautiful attraction.

When the Army left San Francisco in the 1960s, what was to be done with the land? One proposal was for a freeway connecting the Golden Gate and SF-Oakland Bay bridges—right over Fort Mason. Other proposals were for high rise apartments, à la Fontanas, East and West. Congressmen Philip Burton and William Maillard championed the creation of the Golden Gate Recreation Area to include all federal lands in the city. Success came in the 1970s. In honor of Burton's leadership, a large statue of him with wide flung arms stands in the center of the rolling lawns. The views from this point are among the finest of and in San Francisco.

Overlooking the lawn descending to Laguna Street is Benny Bufano's cast concrete and mosaic inlay sculpture, the "Peace Madonna of the Universal Child." "Put all of

his sculptures here," was a public outcry. "No," the Park Service responded, the area must remain natural.

Bufano's history includes the PPIE. A young Italian immigrant, he came to San Francisco to work with James Earle Frasier on "End of the Trail." He also worked on ornamenting the Palace of Fine Arts for the PPIE and on its restoration.

Reaching the steep stairway, we dodged bicycles and looked down on the lower Fort. Fort Mason includes 68½ acres, more than 50 in the upper fort and 13½ on the lower level. Construction began on lower Fort Mason in 1908. A seawall was built, the water pumped out and the area filled with sand and rock, destined to be the site for military warehouses—part of the Quartermaster's Corps.

In 1939, 831 military personnel were on the base. Their number grew to 40,000 in 1945. They handled the materiel and the 644,242 troops that embarked here for the Pacific during WWII.

Further down the lawn at the end of Laguna Street is the large Marina Safeway store with its mosaic mural by John Garth (70 years old when he began the project).

At the turn of the street is the tunnel built in 1914 for the Belt Line RR to haul materials for the PPIE. In the western distance stands the Palace of Fine Arts. It was built in the Presidio, on federal land. After the fair closed, the city wanted the building and the land. A trade was worked out in which the US government got the right to extend the Belt Line along the Marina waterfront.

The foggy morning chill had turned to gentle warmth. Sunlight twinkled off the bay and tour members' eyes, reflecting the historic fascination and beauty of Fort Mason. A round of applause and a chorus of "Bravo" rang out.

—NOTES: LEW BAER, PHOTOS: JIM CADDICK



MARINA SAFEWAY WITH MURAL SINCE MOVED TO EAST WALL

**Kathryn Ayres on
CAWSTON'S OSTRICH FARM
1886-1935**

A green glass vase was placed on the head table. It held a bouquet of black ostrich plumes which fluttered as program preparations were made. Lights fluttered; the screen glowed with a pale purple light. Huh? Computer glitch! (Still unsolved at this writing.) Must make do! And we did with the images displayed on Kathryn's jumbo laptop propped up on a cart atop the A/V cart.

In full color, if smaller than wall size, the first postcard appeared on the screen, a 1955 cartoon of ostriches with their heads in the sand. The card was captioned, "Where is everybody?" Well, where else would we be on the fourth Saturday of the month? At the post card club, of course!

Now, having our rapt attention, Kathryn fulfilled her duties as Program Chairperson by saying that most people decline to volunteer when asked to present a club program on their collecting interests. "But they're not San Francisco cards," they plea. Kathryn counters, "The name of our club reflects our location, not our area of interest."

South Pasadena is Kathryn's hometown. Edwin Cawston, an Englishman, established his 9 1/2 acre farm there in 1896. Why an ostrich farm? Plumes for the ladies—hats, fans, and accessories!

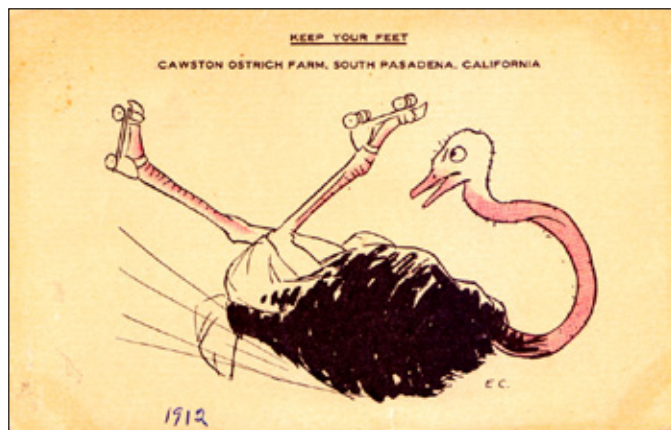
When Cawston saw an ostrich farm in South Africa, he also saw the high prices being paid for the birds' luxuri-

ous feathers. Ka-ching! he thought and found land in Norwalk, California where the weather is warm and dry, much like in Cape Town. He quietly arranged for 50 ostriches to be shipped across the Atlantic to Galveston then by rail to California. Getting wind of potential foreign competition, South Africa immediately imposed a high duty on birds and eggs for export.

Of the 50 original birds, only 18 survived the journey. That was in 1886. By 1896, Cawston had learned many tricks of the ostrich trade, and his business was no longer a fledgling company. Cawston purchased land in the neighboring town of South Pasadena where birds were hatched, plumes were plucked, steamed and bleached in the sun or dyed.

Cawston's land in the Arroyo Seco was alongside three railroad lines. Not only did this facilitate shipping ostrich products to distant markets, it also made it easy for tourists to visit the farm. Thousands came. The business grew. Shops were opened in Los Angeles, Chicago, New York and on Geary Street in San Francisco.

Cawston ostriches and their products were exhibited at the 1894 Midwinter Fair. Cawston Ostrich Farm won the concession for the 1915 Panama Pacific International Exposition, beating out the local Golden Gate Ostrich Farm and others in Oakland. It was also featured at the Panama-



California Exposition in San Diego the same year.

As Kathryn was telling us this, postcards and other images appeared on the computer screen. Comics...real photos... add-on feathers...Cawston Farm views flashed by. One card showed eggs, hatchlings and fully grown birds. We learned that they mate for life. They nest in shallow holes. In 1901, a century ahead of its time, Cawston's was using solar power to run irrigation equipment. The breeding grounds were in Hemet, to the east.

Edwin Cawston sold his farm to a group of Los Angeles investment bankers in 1911 and returned to England. He died there at age 54; Cawston's Ostrich Farm closed in 1935. A block of apartments graces the South Pasadena property now. A large ostrich sculpture stands guard. —NOTES BY LB



PLUCKING



PLUCKING



P.P.I.E. — THE POSTCARD CONCESSION

by Frank Sternad

Soon after Congress confirmed San Francisco as host city for the 1915 World's Fair, postcard publishers already engaged in printing PPIE booster cards began to jockey for the coveted "souvenir postcard privilege." Significant among them were Edward H. Mitchell, Newman Post Card Co., Cardinell-Vincent Co., and Pacific Novelty Co.—four firms that decided to band together in February 1911 and capture the market with a formidable combination of manufacturing resources and distribution networks. The organization was called Exposition Publishing Co., headed by E.H. Mitchell as primary investor and creative director.

The first postcards published by the cartel show bird's-eye view drawings of the exposition as it was conceived early on—a fantastically disjointed celebration situated at four or five locations throughout the city. The postcard views were north from Civic Center, northeast over Golden Gate Park, and south from the waters of the Golden Gate—all miniatures of artwork that appeared in San Francisco newspapers shortly after the "Whole City Plan" was announced July 25, 1911. A second series of cards reproduced elegant promotional posters that featured city views juxtaposed with allegorical figures and visions of the fair. Most of the poster designs were winners of an art competition held by Exposition officials, but Mitchell claimed 1911 copyright for some of the postcard renditions. Both series were offered wholesale in August and September at

the uniform price of 50 cents per hundred.

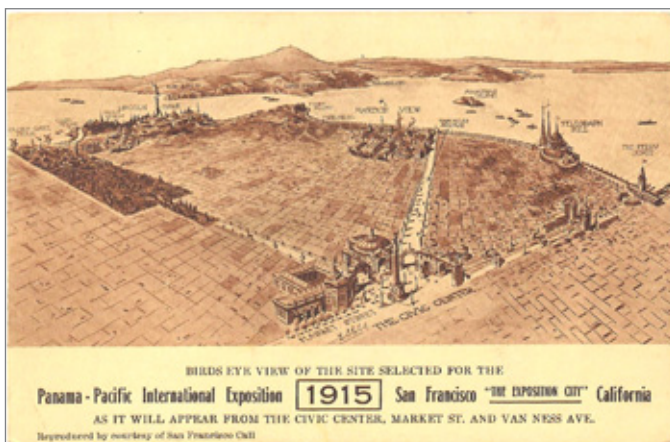
When the Whole City Plan was more closely examined, it became clear that the proposed acquisition and development of land was far more than necessary—a total of some 1800 acres, soon judged to be vastly unaffordable. On February 10, 1912, a full year after San Francisco was given the nod, Exposition president Charles C. Moore finally announced the fair would be constructed at a single location—on drained and filled marshland at Harbor View (today's Marina District), plus adjoining portions of the Presidio and Fort Mason. The decision had been stalled in part by Virginia Vanderbilt

who was reluctant to sell 55 acres of "water lots" she inherited from her father, James G. Fair.

By mid-1912, Mitchell's group had shed the Exposition Publishing name and was reorganized as the Souvenir Publishing Company, with Edward H. Mitchell owning an 80% share and president of the firm: "We have been transferring bulk stock from our different selling agents to the warehouse [on Army Street] and furnishing them instead with 1000 each of all the different subjects purchased by the new company from various sources [cards more relevant to the forthcoming expo]." Oscar Newman was VP, George Clarkson of Pacific Novelty Co., secretary, and John D. Cardinell, treasurer. The corporate name change was likely part of the group's April 1912 agreement with



BIRD'S-EYE VIEW FROM CIVIC CENTER OF THE PPIE "WHOLE CITY PLAN," JULY 27, 1911, SF CALL.



POSTCARD RENDITION OF THE SF CALL DRAWING (EXPOSITION PUBLISHING CO.)



BIRD'S-EYE VIEW FROM GOLDEN GATE PARK OF THE PPIE "WHOLE CITY PLAN," TAKEN FROM SF CHRONICLE DRAWING (EXPOSITION PUBLISHING CO.)



UNDAUNTED, PPIE PROMOTIONAL POSTCARD BASED ON CALIFORNIA INSURANCE CO. POSTER (EXPOSITION PUB. CO. #15-4) AND REVERSE (SAME POSTCARD BACK AS BIRD’S-EYE VIEWS).



PPIE PROMOTIONAL CARD SHOWING SF CITY VIEWS AND ALLEGORICAL FIGURE (EXPOSITION PUB. CO. #15-9).

the Panama-Pacific International Exposition Company (PPIE Co.) to obtain the souvenir and postcard concession for \$25,000, with a signature payment of \$2,500. In December, Souvenir Publishing Company announced it had completed a large edition of special cards for the Panama-Pacific Exposition showing color views of the buildings and grounds made from elaborate drawings at the company’s own expense, and “very artistically gotten up.”

Things ran smoothly for about a year, when suddenly the Souvenir Publishing Company dissolved its partnership in February 1914, and the ex-members set up independent distribution and sales agreements. Newman Post Card Co. took the stock of 12 million Southern California scenic postcards plus 100,000 view folders and books formerly handled by Cardinell-Vincent Company. The latter firm continued sales of its Northern California subjects including a large line of Mitchell cards.

As for Edward H. Mitchell, he still had his sights set on the PPIE. He formally announced his purchase of the entire stockholders’ interest

of Souvenir Publishing Company, which consisted of his popular Pacific Coast view cards, and most importantly, the concession to manufacture and sell official postcards, postcard albums and novelties, folders, and panoramic and bird’s-eye views of the fair. Future sales of the Souvenir Publishing Company were to be billed out in the name of Edward H. Mitchell, 3363 Army Street, San Francisco. 1914 was also the year E.H. Mitchell acquired Pacific Novelty Co., retaining former PNC president George Clarkson as manager.

At the same time, the boundaries of artistic ownership were becoming somewhat blurred. Mitchell was publishing cards under his own name, with bold lettering on the back that read, “Panama-Pacific International Exposition Official Post Card.” But the drawings on the face of the cards were created by expo “Director of Color” Jules Vallée Guérin, and copyrighted 1912-1913 by the PPIE Company. A dispute likely developed over the pending postcard contract regarding distribution rights. Several months later everything changed... again!

On September 15, 1914 Souvenir Publishing Company’s agreement with the PPIE Co. was cancelled, even though Mitchell had paid at least half the contracted



POSTER ART: CITY RUINS – FUTURE FAIR, ©1911 EDW. H. MITCHELL (EXPOSITION PUB. CO. #1915-C).



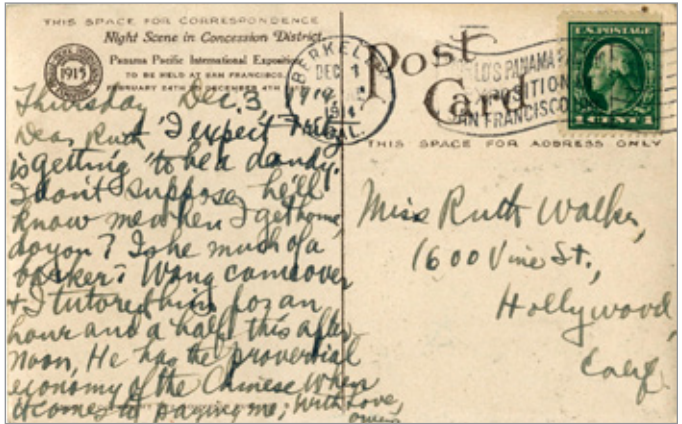
REVERSE OF EXPOSITION PUB. CO. #1915-C, DECEMBER 23, 1911 POSTMARK.



POSTER ART: SAN FRANCISCO UNDER RECONSTRUCTION, CALIFORNIA BEAR, ©1911 EDW. H. MITCHELL (EXPOSITION PUB. CO. #1915-D).

\$25,000 for the postcard and souvenir concession. Frank Morton Todd in his 1921 *STORY OF THE EXPOSITION* provides some detail about the aftermath of the termination: “Arrangements were made for letting the postcard privilege to one firm [Mitchell, dba Souvenir Publishing Co.] and the photography concession to another; but before the gates were opened both arrangements proved unsatisfactory, and the two concessions were finally granted to Cardinell-Vincent Company of San Francisco.”

It was H.S. Crocker Co. of San Francisco that was originally favored for the photography concession, but when the chips were down, Cardinell-Vincent made a deal with the PPIE Co. and walked away with the jackpot—most of it, at least. Cardinell-Vincent’s role as PPIE’s “Official Photographers” and the firm’s takeover as publisher of the “Official Post Card” will be discussed in a subsequent article. *EPILOGUE*: PPIE postcards marked Exposition Publishing Co. and Souvenir Publishing Co. were produced as pro-



ARTISTIC IMAGINARY NIGHT SCENE AT THE FAIR (#228), © DECEMBER 1912 BY SOUVENIR PUBLISHING CO.; REVERSE WITH DECEMBER 1914 ADVERTISING SLOGAN CANCEL FROM BERKELEY.



COLORFUL VIEW OF 1909 CLIFF HOUSE, SOUVENIR PUBLISHING CO., AND REVERSE. THE “V” NUMBER SUGGESTS IT WAS PRODUCED BY NEWMAN POST CARD CO.



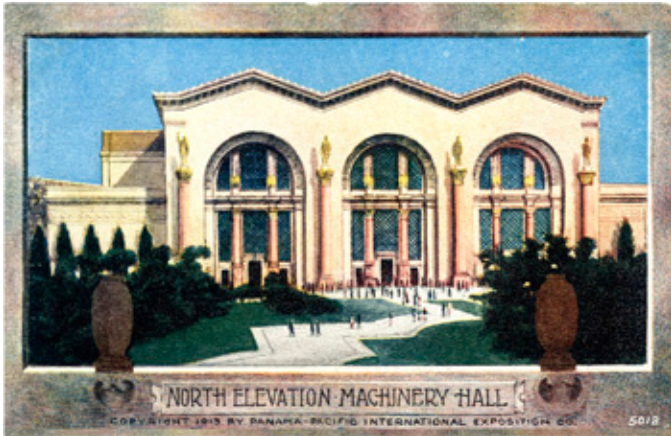
FERRY BLDG. WITH “1915” ON TOWER AND SIGN FACING BAY, “CALIFORNIA INVITES THE WORLD PANAMA PACIFIC EXPOSITION” (SOUVENIR PUB. CO. #2180).



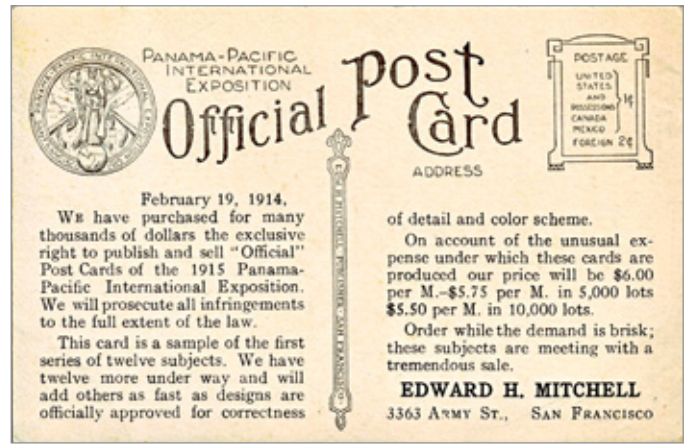
HOTEL TURPIN’S AUTO BUS FOR SHUTTLING GUESTS TO AND FROM TRAIN STATION AND STEAMER PIERS; REVERSE WITH OCTOBER 1913 DATE STAMP AND “SOUVENIR PUBLISHING CO., SAN FRANCISCO & LOS ANGELES” IN ROSE AND DAGGER DIVIDER.

motional and view cards during the years leading up to the fair. They were not based on photographic images taken after the fair was fully operational and opened to the public in February 1915.

CONTRIBUTORS: Sam Stark, Chuck Banneck, Laura Ackley, Lew Baer



MACHINERY HALL, #5012 PUBLISHED BY MITCHELL; © OCTOBER 21, 1913 BY THE PPIE CO.



EDWARD H. MITCHELL PRINTED THIS FEBRUARY 19, 1914 ADVERTISING COPY ON THE BACK OF HIS #5004 "OFFICIAL POST CARD." HE CLAIMED EXCLUSIVE RIGHT TO PUBLISH AND SELL SUCH PPIE CARDS, AND THREATENED TO "PROSECUTE ALL INFRINGEMENTS."



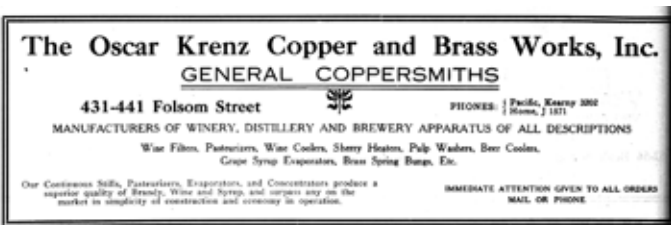
▲ COURT OF THE FOUR SEASONS, ARTWORK BY JULES VALLÉE GUÉRIN BASED ON ARCHITECTURAL DESIGN BY HENRY BACON; © OCTOBER 21, 1913 BY THE PPIE CO.

◀ COURT OF THE FOUR SEASONS, #5004 PUBLISHED BY EDW. H. MITCHELL.

AN INTERESTING CARD ?

David Cook hoped he had found an interesting postcard story. He collects handpainted cards and likes this one initialed and signed by the artist. He also thought the all-in-San Francisco route it took in 1913 would lead to clues.

The ww1 did reveal that Fritz (Frederick) Winterberg was a coppersmith living at 413½ Oak Street, near Laguna, a part of the city that was razed and rebuilt in the 1960s and '70s. Louis E. Granz was a foreman at Krenz Copperworks. —FRANK STERNAD, LEW BAER



Interesting? Yes. Riveting? Only for metal workers.

SUMMERTIME

by Dave Parish

Summers during junior high school years were enhanced by the size of the municipal swimming pool. *Gargantuan* sums up its magnitude. Dividing my NW Ohio hometown was the Blanchard River. Twisting along Riverside Park, the murky river water was in direct contrast

with what the mid-1930s WPA pool project offered. Swimming was permitted in the river but was rarely done. Nearby quarries offered clearer waters, but the pool—the size of a football field—was a huge draw for locals and residents of neighboring farms.

The park grounds boasted of mature maple and sycamore trees which gave the setting much shade: an urban forest. Scattered over ten acres were a bandshell, dance pavilion (a roller skating rink at the time), five or six large shingle covered buildings, each sheltering a dozen picnic tables. Another building held a grand concession stand where the highlight was watching your order being mixed: a vanilla soda. Carbonated water had syrup added, and watching the mix stirred and a small glob of ice oozing in the tall clear glass... Wow! You got your dime's worth.

With a handful of kiddie amusement park mechanical rides clustered and entwined with food service stands was a long thin building in which were presented carnival games (of chance). Balloon burst, ring toss to score a coveted cane (with fancy handle), milk bottle soft ball toss, and Skee-ball, this draw was seldom open until holidays arrived and larger crowds were present. Company outings and annual family reunions were held on weekends. Only blem on these finely tuned events was inclement weather. There were no rainchecks.

Living in a new ranch style home less than ten blocks away, location convenience allowed one to “commute” by two wheeler. My bicycle was a black Schwinn Hurricane sporting a Bendix rear hub. This was a two-speed. The lock used was, uh, none. Not necessary. Difficult to imagine today.

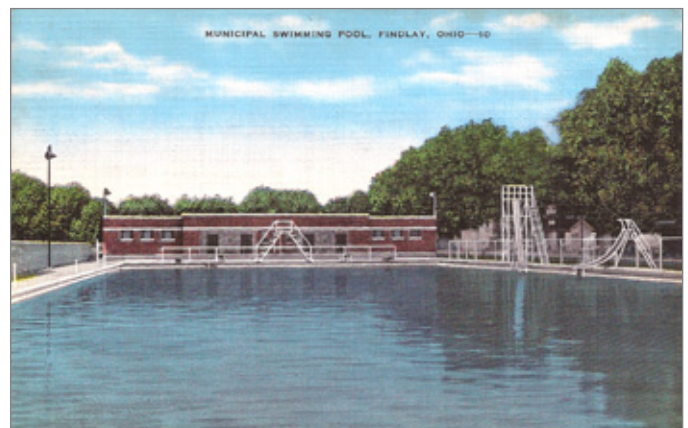
A ritual, carried along from what my playmates’ older siblings followed, was bragging rights for the kid who cor-

rectly guessed the color of the season’s pass. The cost was \$3.50.

Memorial Day to Labor Day was pool season. Daily. Splash dives to splash wars were the highlight of each day. Bible school, library activities and some offerings of summer school classes were held during the morning. Only Little League (nearly over by this time) and long day trips as weekly summer camps offered a diversion. And some of these were not looked forward to. Never do I recall suffering from a case of nasty sunburn, even when mixing in delivery of the 30 or so newspapers from my afternoon paper route. Our only enemy was rain. When the sky let loose, “Clear the pool!” was broadcast, and we were herded into the basket room (clothing changing area). One season we were swamped with an unpopular intervention, mandatory ten-minute “safety breaks” when everyone had to exit the water.

Accessories of the pool were four one-meter diving boards. Two were the more popular spring boards. An A-frame platform rose about twelve feet giving options for diving height. On the Tower there were nine fixed perches. One showed grand ambition when the center platform was chosen. Walk the plank, standing broadjump, backward closed eye leap to splash entry as outright attempt to actually dive. There were many options.

Faded memory does not recall when open swim began. High noon! Morning swim lessons were offered by the Red Cross. In each passing year, physical growth showed progression. Forever looking up to the “big boys,” we earned respect by concentrating on the main ambition: mastering our splash dives. Many of these jumps had names—cannonball, can opener, sleeper, watermelon, the only merit being they were performed off the Tower. During the final



week of operation, there was a splash dive contest, and we were shocked when, occasionally, a parent took a leap.

The watermelon was an actual dive which, executed to perfection, would cascade up into the highest of splashes. Few tried it as it had to originate from the highest position on the dive station.



It was, however, my signature splatter. I was among the Top 5 and was hounded to “do it!” on an hourly basis. Youth open swim, at the YMCA natatorium gave me the remainder of the year to practice. Sometimes, I actually got tired.

Coasting over to different waters, “the tank” put up two slides with vast height differences. Constant water flow cooled the metal and assisted in upping the speed in the downward moment of glee. Largest structure, dubbed simply Big Slide, had at least thirty steps, and was easily as tall as a three-storey building. On rare occasion the nearby lifeguard would turn away, and at dusk we could have the thrill of going into the water head first.

Several times a week we’d make a return—after supper. We would giggle when park employees called this twofer Tuesdays. We each had our favorite lifeguards. Three sisters from one family did capture my attention, the Behne girls. With the daytime crowds of several hundred on peak sunny days having departed, the place seemed more welcome. Less *was* better. The underwater lights were intense and impressive—but rarely witnessed. The rule was once the streetlights turned on, I had to be home shortly there-

AFTER YEARS OF NOTHING, THE NEWEST FINDLAY CARD FOUND IN AUGUST 2015

on the underground highway), served as a powerful antenna at nighttime. This signal boost provided temporary skips that reached surprised listeners as far away as Florida and Texas. Thus the station could boost ad rates and legally lay claim as “the largest.” (Sorry WABC.)

The Top-40 hits kept on coming, and along with the jingle *Motown Sound*, the top songs from each summer still remain part of happy youth memory.

Then, it happened. Ninth grade was over and so was summer. The bumper was the unwritten rule that once one entered high school, you were “too old” to enjoy the park swimming hole. So the majority of us endured without and switched to seasonal jobs (corn detasseling), cars and pursuit of the opposite sex. There was much peer pressure to conform.

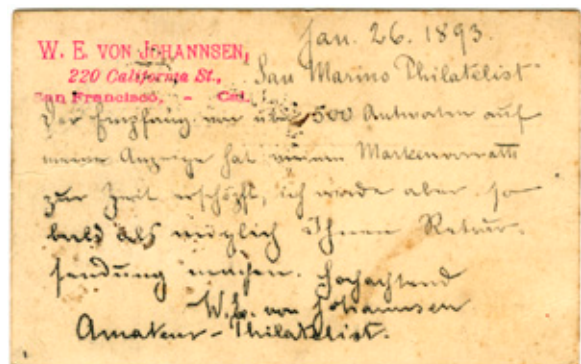
The only return, now, was to remove our shoes and meander in the wading pool late at night. It was unfenced. Always laughed that we had graduated... to the Baby Pool.

The park and pool still operate, a partnership of the City of Findlay and the local YMCA.

Do you collect Housemoving? If so, you’ll want to see a copy of *SAN FRANCISCO RELOCATED* by Diane Donovan, when it comes out in October from Arcadia.



**Postcard leads to a
19th CENTURY TALE OF CHICANERY**
Discovered by Frank Sternad
& Told in the Pages of the *San Francisco Chronicle*



While browsing through a box of stamped paper, Frank came across this truly interesting looking postal card. It was mailed at San Francisco on January 26, 1893 and was destined for Itzehoe, Germany. The indicia on the UX10 government issue paid one cent postage, and the blue 1892 *Columbus in Sight of Land* stamp paid the additional penny needed for international use. The impression of a duplex handstamp is strong and clear.

On the reverse in light red is rubber stamped: W. E. von Johannsen, 220 California St., San Francisco - Cal. The "hand-written" message in German was reproduced by an early mimeograph technique. It begins "San Marino Philatelist" and closes with the sender's signature and "Amateur-Philatelist," it is a message regarding sales of stamps. However, after reading accounts of von Johannsen's business dealings as described in the *San Francisco Chronicle* in 1895, one must assume that the postal card was a part of another nefarious scheme. —LB

MARCH 21, 1895.

JOHANNSEN AGAIN.

Is in New York With a Big Scheme.

Tells an Agonizing Fairy Tale.

Says He Is Backed by Four Hundred Millions of California Capital.

An astonishing story comes from New York to the effect that Walter von Johannsen of Merced county, Cal., "honorary representative to Europe of the United States Department of Agriculture," is in that city perfecting preliminary arrangements for a series of expositions in the leading cities of Europe of American specialties and California products. The first expositions will be held at Berlin from May 5th to July 5th, after which the exhibits will be shown at Paris, Copenhagen and London.

This idea of thus showing in European cities the products of California originated

last October with a number of the leading wine and dried-fruit producers of California, it is said, who considered it an opportune time, because of reasonable freight rates offered for the transportation of their exhibits to Berlin by the North American Navigation Company and the Panama Railroad. They saw in it the possibility of expanding the business in California products in Europe, and they decided to combine to make the exposition of a purely commercial character.

The enterprise grew until there are in the scheme, according to Von Johannsen, 302 California firms, representing \$400,000,000 capital. Besides these Johannsen says he has interested a large number of Eastern men in the expositions, and specialties from all the large cities of the country will be exhibited. Among the products and manufactures to be shown, he says, are wines and brandies, all kinds of canned foods, all brands of Alaska salmon, orange decoctions, hops, asbestos goods, peculiar soaps, California insecticide, California redwood and illustrative exhibits of California sealing and whaling industries.

The Governor of California, according to Johannsen, gave the enterprise his official sanction, and Brigadier-General Allen, Adjutant-General of the National Guard, has given permission to the Naval Battalion to furnish a band and guard for the Exposition for the greater glory of the Pacific Coast. This will be news to the Naval Battalion.

The Berlin Exposition, says the gentle Johannsen, will be held in a large building situated in the Thiergarten, Berlin. A thoroughly equipped fire department and a large guard from the Naval Battalion will be on hand to protect the building, and the Exposition will be under the direct care of all the diplomatic

and consular representatives of this country in Europe. A system of propaganda booths, uniformly arranged and attended by young women in Quaker costumes, will be one of the special features of the show.

This Walter von Johannsen is doubtless the same W. E. von Johannsen whose peculiar methods of doing business were investigated by the postal authorities last August, and whose name is now on the Postoffice fraud list. The attention of the Postoffice Inspectors was directed to him by the fact that he rented a box at the general Postoffice for the receipt of all mail addressed to the Western Information Bureau, Rudolph Hilgard, Evelyn Lindemann and Mary S. Stronsa. He had another box in which he received his personal mail. A short time after he had rented the boxes a number of letters were received at the Postoffice for the persons he represented. Most of them were from Germany. Inspector Irwin began an investigation and soon found that Johannsen was conducting a fraudulent matrimonial bureau. Advertisements were inserted by him in newspapers in different parts of the country and in Germany stating that the advertiser was a young and pretty woman possessed of money and a desire to wed. A fee of \$2 was asked from those who desired further information. Those who rose to the bait were requested to correspond with Evelyn Lindemann or Mary S. Stronsa, fictitious names used by Johannsen.

The matrimonial agent was rounded up by Inspector Irwin, and though the fellow was not prosecuted he willingly gave the inspector authority to confiscate all letters addressed to his letter box. This was done, and a large batch of mail was sent to the Dead Letter Office.

Johannsen was employed by a number of local commission houses. He was always considered a harmless sort of fellow.

SF Chron April 6, 1895

WELL KNOWN IN JAPAN**The Career of Baron Von Johannsen.****Left Many Creditors in the Lurch.****Secretary Morton Revokes the Commission He Issued to the Schemer.**

Secure in the possession of letters from some of the best-known men in the United States, Walter E. von Johannsen, the self-styled baron and accomplished fraud, is on the way to Germany to represent this country at the gigantic exposition to be held in Berlin. Since the exposure of the fellow's rascally career by the CHRONICLE additional facts have been brought to light which show the alleged Baron to be a fraud of the first magnitude.

Some time ago Johannsen secured a position with F. B. Oliver & Co., wholesale importers at 207 Battery street. He represented that he could speak several different languages and was thoroughly familiar with the business. He was given employment, and for a time all went well. Like most noblemen, Johannsen had a weakness. He wanted to appear as a hero in the eyes of his employers, and frequently regaled them with stories of his valiant deeds on the battle-field. His description of the bloody scenes of the Zulu war, when he stood at the head of the column directing his men, amid the groans and shrieks of their dying comrades, was thrilling in the extreme, and

served to raise him in the esteem of his employers. But this was not all. With matchless effrontery he declared that he had been a lieutenant in the Imperial Guard and was wounded in an engagement. When the battle was the fiercest, and the commander-in-chief fell, pierced with a poisoned arrow, he assumed charge of the troops, and, after a desperate struggle, finally won the day. For his bravery, he claimed, he received a gold medal, which, he says, he lost several years ago. Other stories of a similar nature were told and retold by the prolific German, until it finally dawned upon his employers that the alleged deeds of bravery dwelt only in his imagination.

A short time afterward a gentleman who was visiting the office of Oliver & Co. saw Johannsen and recognized him as being a fellow-passenger on a steamer bound for China several years ago. He declared that he was then known as Wal-

This startling information aroused the suspicion of the firm, and numerous inquiries were sent out concerning the alleged baron. A letter, inclosing the photograph of Johannsen or Bartell, was sent to the United States Consul at St. Petersburg, where the alleged Baron formerly lived, asking for information as to his identity. In a short time an answer was received stating that the self-styled baron was known there under the name of Bartell. He conducted a millinery store, but was forced to retire after a fitful existence. While in St. Petersburg Johannsen, or Bartell, made love to a young lady and proposed marriage. He was rejected and the following day left for Japan. At the latter place he represented that his uncle had died in New York and had left him a large fortune. He succeeded in borrowing considerable money and skipped out leaving his creditors in the lurch.

Shortly after his advent in this city Johannsen represented that he had served in the army in the Argentine republic and was Captain of the marines. The Minister of War of the Republic was communicated with and in a letter to Oliver & Company states that the archives of the War Department do not contain Johannsen's name. He added that he is not known there, and is evidently a fraud. An effort will be made to have Secretary Gresham revoke the credentials authorizing Johannsen to act as the representative of the United States at the Berlin Exposition. Mr. Oliver has already informed Secretary Gresham of the career of the alleged baron, and confidently expects that he will recall him.

ABUSE OF A COURTESY.

Business Solicited Under the Guise of a Government Representative.

WASHINGTON, April 5.—Secretary Morton has revoked the commission given W. F. von Johannsen of California as honorary representative of the Agricultural Department abroad.

The Secretary's action is fully explained in the following letter which he sent to Von Johannsen: "W. F. von Johannsen, general manager American Specialties Exposition, New York: Sir—There have reached me to-day two circulars, signed by you as commissioner to Europe of the United States Agricultural Department. On looking them over I find them to be solicitations addressed to American business concerns on behalf of your exposition enterprise. The honorary commission which I gave you on a letter of recommendation from Governor Markham of California was not given you any more than the letter of recommendation which accompanied it, to assist you in drumming up business among our people. The object of such commission and letter as I furnished to you is evidently not appreciated by you, and I consider your signature to the circulars before me as 'Commissioner to Europe' for this department to be a grave misuse of the courtesy extended to you on the recommendation of Governor Markham, and one which I am sure he would not approve.

Finally, you will please observe that you have no right to use the title of 'Commissioner' of this department, or to represent yourself under the authority of any document you hold from me. For the above reason I hereby revoke the commission given to you under date of March 13th, and you will be good enough to return the same to me forthwith, together with the letter of recommendation which accompanied it. Respectfully,

"J. Sterling Morton, Secretary."

Mr. von Johannsen called at the Agricultural Department when he received this letter for the purpose of asking Secretary Morton to reconsider his revocation of the commission, but the Secretary was confined to his apartment by illness.

An opportunity to make an explanation in writing has been given Von Johannsen, but he has not taken advantage of it.

We have been told that the message on Walter E. von Johannsen's postal card reads:

*Der Empfang von über 500 Antworten auf unsere Anzeige hat unseren Markenvorrat zur Zeit erschöpft, ich werde aber so bald als möglich Ihnen Retoursendung machen.
Hochachtung*

Which translates as:

There have been more than 500 responses to our advertisement which exhausted our stock of stamps. As soon as possible I will send you the return shipment.

Sincerely,

W.E. von Johannsen, Amateur-Philatelist.

We wonder if Herr Gäder in Itzehoe is still waiting for

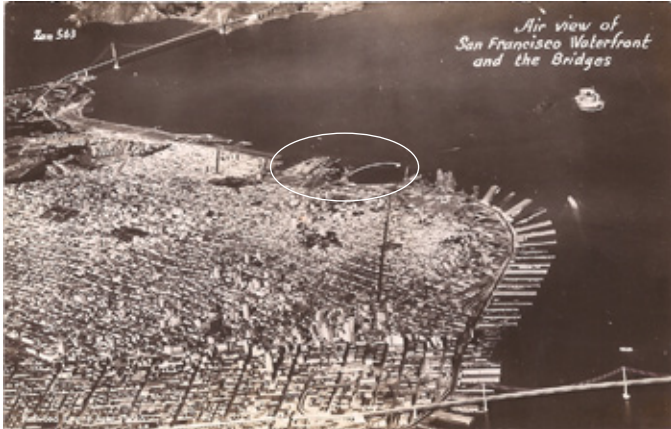
fulfillment of the paid order he sent in response to the advertisement by "Amateur Philatelist" in the *San Marino Philatelist* magazine. The mimeograph pioneer of the day was David Gestetner, a Hungarian living in England; the micro "striped" manuscript message was possibly created by using his "perforating wheel" or Cyclostyle-Pen to make the stencil.

File under "Postal History."

—FS, LB

VON JOHANNSEN W. E.
importer, exporter, commission merchant, importer specialties, Mexican, Central American and South Sea Island produce and general agent Japanese Foreign Trade Enterprise Co. (Japan) 220 California, r. 1512 Sacramento.

P.S. NOT SURE WHERE we Fort Mason trekkers walked? Here's an aerial view of much of the north east part of the city. Fort Mason is in the left half of the oval. Muni Pier and Aquatic Park are on the right.



ACROSS THE BAY IN BERKELEY the corpse flower bloomed in July. Those horticulturally inclined trooped to the UC Botanical Garden to see and savor the pungent odor of "Trudy," a Sumatran titan arum. The short lived bloom had plant lovers' noses twitching for weeks in anticipation.



FROM BRIAN SCHATELL: Came across these postcards and



version! They would look super in the full color email newsletter.

AN EMAIL FROM ART SOMMERS:

My move to Hillsboro, Oregon went off with no problems. I sold my house in California in one day and got my asking price. The buyers were previous renters. So far, I am really enjoying the weather. [This was written in June.]

I went through my ephemera collection before the move and divided it all in half. I planned to keep half of the "best" and get rid of the other half. I let people know that I had things for sale and had many visitors to my house to look through my stuff, and I sold quite a few of the "unwanted" items before I had to move out at end of May. I contacted Terry Weis up here to ask if I could rent a table at his Portland show on weekend of June 20/21. He said yes, so I rented a table and took most of my "unwanted" stuff to the show.

Saturday at the show was relatively busy, but not like in the old days when you couldn't reach the table through the buyers. Most of Saturday I had at least a couple of people at my table, but it was never crowded. I sold a lot of postcards, letters, maps, and other paper to four dealers, and I sold a smaller quantity of items to collectors. There was one young Asian couple who came in just to experience something new and different. Turned out he is a movie buff, and I sold him all my movie related items. Everything on my table was at half price. Something the dealers really liked. Sunday was slow.

Though I sold a lot, it only put a small dent in my "unwanted" group of items. I don't know if I will set up at another show, and I don't want to spend a lot of time on eBay. I might just merge my "unwanted" items back into "the collection."

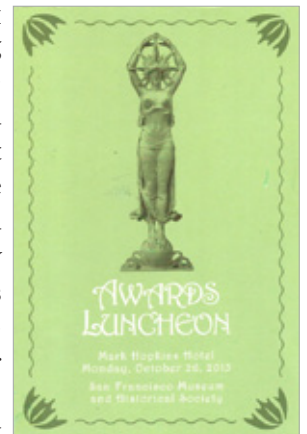
People at the Oregon show asked if I now planned to collect Oregon postcards. I consistently answered "No." I have not bought anything online for three months, with the exception of a postcard from Thiensville, Wisconsin where my great grandfather settled when he came over from Saxony in 1848. I plan to buy items from only a few key towns in Placer County and from my ancestors' small hometowns in Wisconsin, Kansas, and Colorado.

I plan to remain a member of the S.F.B.A.P.C.C. [!]

That's all for now, Art

THE SAN FRANCISCO MUSEUM & HISTORICAL SOCIETY is going through a transformation. Leaving the old Granite Lady behind has been a traumatic move, but nerves are steadying, and the group is preparing for a new and successful future. Surprise! They do know about postcards—as this beauty made for their annual awards event shows. A Star Maiden never looked better!

—LEW



PICASSO POSTCARD SOLD



Frankfurt (AFP) - A postcard bearing a signed drawing by Picasso fetched a record \$188,000 (166,000 euros) at auction on Saturday, the Gaertner auction house in southern Germany announced.

The sale set a “world record for a postcard,” the auction house in Bietigheim-Bissingen said in a statement.

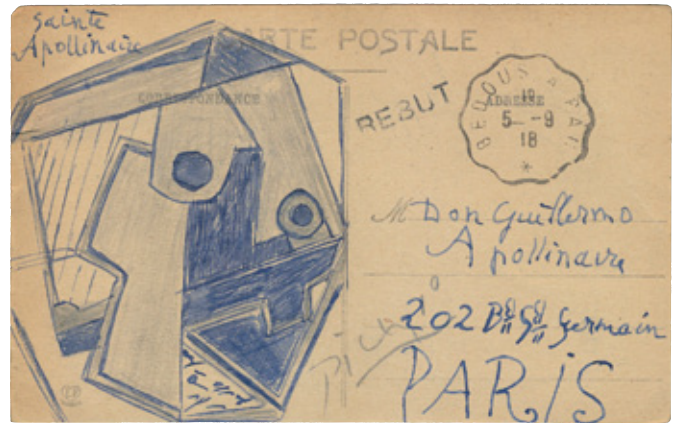
The buyer, described as a “trans-Atlantic collector,” clinched the deal by telephone following frenzied bidding in German, English, French and Russian, the statement said.

Bidding had begun at 100,000 euros.

With commissions, the card will cost the buyer more than 200,000 euros, it said.

The card from Pablo Picasso to his friend, French poet Guillaume Apollinaire, is dated September 5, 1918, and has an authenticated drawing that “can be considered part of the artist’s cubist still life series,” Gaertner said.

The picture on the back of the card is a simple aerial view of the southwestern French town of Pau.



The postcard never made it to Apollinaire however because Picasso had addressed it in Spanish, writing his friend’s name as Don Guillermo Apollinaire.

It is marked with the French equivalent of “return to sender.”

Gaertner said it had obtained the postcard from a Frenchman it described as a “figure in the business world.”

EDITOR’S NOTE: 166,000 € for an original, signed, highly unusual drawing by Picasso could well be a bargain price in these days of astronomical auction buys. Congratulations to whomever the smart and lucky buyer may be! One wonders what happened to the card between the time it was marked *Rebut* and it was acquired by the “business world figure.” Did the Paris post office return it to Picasso who gave no address? Did it languish in a dead letter office? Why was it not delivered? Apollinaire in any language would still be at the same address.

WELCOME TO OUR NEW MEMBERS

Charles and Mary Sheffer, collectors of Victorian holiday cards, Madeira Island, and whatever strikes at the moment.

David M. Herbst, a collector of Shinkle Real Photos and anything Yolo County related. David welcomes approvals.

Milo Zarakov (Welcome back!). Milo is an advanced collector of exaggeration cards.

Michael Brookman collects San Francisco, South Santa Clara County, Ocean Shore Railroad. [Editor’s Note: I’ve waited years to use this card of Brighton Beach that would be on the Ocean Shore Ry. Maybe this will prompt an article on the line.]



REDWOOD CITY. March 16.— Maps of two new subdivisions on the coast side, which have been made possible by the successful operation of the Ocean Shore railroad, were accepted by the supervisors this morning. Maps of subdivision 2 of Brighton Beach and Francisca heights at Half Moon bay were accepted. —*SF Call*, March 17, 1908.



2015 MEETINGS

September 26

October 24

November 28



Membership current through year on label.

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