

San Francisco Bay Area Post Card Club

January - March 2016

Saturday, January 23, 11 AM to 3 PM

Vol. XXXII, No. 1

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

*Visitors and dealers always welcome.
Meeting Schedule on back cover.*

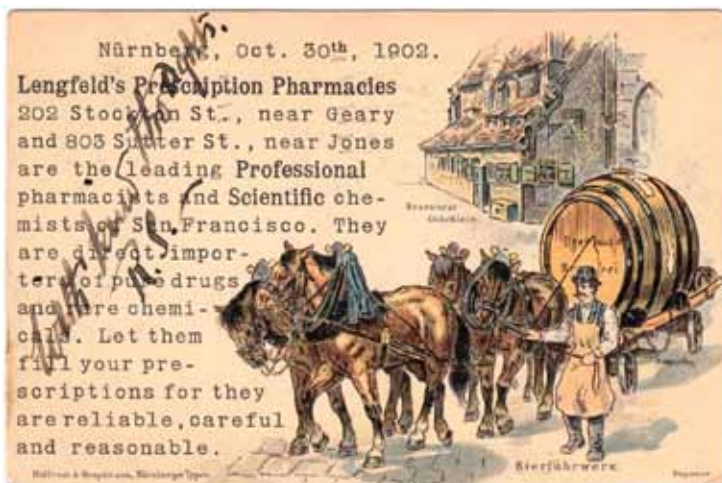
- IN }
THIS }
ISSUE }
- CALIFORNIA'S PETRIFIED FOREST
 - ABOVE SAN FRANCISCO
 - HAROLD A. PARKER – TAHOE TAVERN
 - GREYFRIARS BOBBY
 - RESEARCH ... AND RESEARCH AGAIN

PROGRAM: Dan Saks promises a program better than the original television show when he presents — through postcards, other images, and who knows what else — *The Wunnerful, Wunnerful World of Lawrence Welk*. Turn on the bubble machine, and a-one and a-two.... [ED.'S NOTE: In an email Dan commented that the faces on this postcard make him shiver and that he may have to block the doors to prevent the audience from escaping. I say we may have to guard the doors to keep the throngs from rushing in. Don't miss this program!]

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



The dateline on this advertising postcard reads “Nürnberg, Oct. 30th, 1902,” but why would a promotional item for two San Francisco pharmacies be mailed from a city in the Kingdom of Bavaria? The backside shows that it was not, and actually was mailed from San Francisco in 1904 to a California lad living in Placer County. Nevertheless the artwork, depicting a huge barrel of beer being transported by horse and wagon, was printed in Nürnberg, and the postcard back was altered so that it could be mailed as printed matter from the German Empire at the cheapest UPU rate (5 pfennigs, equal to one U.S. penny). These cards apparently were ordered and distributed by Abraham Lengfeld in 1902, significantly the 30th anniversary of opening his first drugstore, but this particular example saw private use 16 months later.

—FRANK STERNAD

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, November 28, 2015

In spite of several curb side spaces roped off, there was ample parking in- and outside of the FMC gates.

There was just room enough for the 40-or-so of us along with dealer tables for Sue Scott, Alex Pellegrini, Joseph Jaynes (with several albums of 50¢ real photos). Bunny Moses (visiting from New York State) with her daughter Debbie, and David Parry.

The Holiday Party Table was set up in a rear corner. Mmms and aaahs could be heard around the festive board. Over the four hours of our occupancy, the table held many assorted cookies and crackers, red and white wine and soft drinks, walnut encrusted cheese log, Greek olives with feta, dolmades, salami, tangerines, several cheeses, trout caviar on endive leaves, chunks of fresh fruit, and I cannot recall how many other delectable delights. The winter season was ably welcomed in.

News shared before the meeting came from Ruth Stotter who has received a Fulbright CEIS scholarship for two to five weeks at universities in Thailand and India in her specialties of Folklore and Linguistics. ... Robert Paine revealed that he has started a new collection on the Barbary Coast and welcomes approvals. ... Norman Frietag has discovered holiday postcards by Smith Novelty with glitter. In the absence of our President and Vice President, the meeting was called to order by cochairpersons Ed Clausen and Nancy Redden.

Special guests Nicole Mullen and Kelvin Godshall, curator and graphic artist for the fully accredited museum at San Francisco International

Airport were introduced. They came to request our help with an exhibit that will be mounted in early 2016. They are asking for 20 Art Nouveau postcards to scan and enlarge as backgrounds for the exhibit. They assured us that any cards loaned to the museum will be fully insured, door to door, and they will be returned promptly. The postcard images will be enlarged to three by five feet, and so very high resolution scans are required—beyond home scanner capability. Nicole and Kelvin left their cards and several brochures that showed previous exhibits. Alex Pellegrini and Ted Miles told what “phenomenal work” had been done for past exhibits.

Guests: Eolah, a photographer and friend of Lew and Janet; Dan Gellepes, an excollector of 1920s Hollywood, now a collector of press photos; Ann Schnoebelen, a leader of the Treasure Island history group and clubster at her first meeting, introduced themselves.

Announcements: Please renew your membership dues online or give them to Lew today. (Twelve people did!)

Nancy Redden told that she bought a magazine on the Big Dipper of San Diego; there will be a roller coaster club meeting next week at Playland-Not-At-The-Beach.

Arlene Miles told that she brought an Encyclopedic Atlas of the PPIE for showing; on the front table.

Drawing: Included were Carol Jensen's new book (her sixth!), LAKE TAHOE THROUGH TIME, in full color from Fonthill Media, (Carol excused her absence as she was a Fulbright scholar in Denmark for three months!), a flower sack kitchen towel with postcard design,

Continued on page 3



2016 POSTCARD CALENDAR

Jan 16–17, 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*

Jan 22–23, Fri–Sat, PHOENIX, AZ, Greater Phoenix Postcard and Paper show, 5757 North Central, from 10am; \$5/day entry, free with out of state license, \$20 early bird; www.therbfs.com

Jan 29–31, Fri–Sun, RANCHO CORDOVA, Sacramento Gold Rush Paper Show, La Quinta Inn, Hwy 50 Sunrise Exit 18, Fri 12pm–6pm, Sat–Sun 10:15am–6 and 3pm, www.goldrushpaper.com

Feb 5–6, Fri–Sat, SAN MATEO, Antiquarian Book Fair, San Mateo Expo Fairgrounds; 10am–6 and 5pm.*

Feb 21–22, Sat–Sun, KENT, WA, Greater Seattle Postcard and Paper show, Kent Commons, 525 4th Avenue, North; 10AM to 6 and 4PM+

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

Mar 19–20, Sat–Sun, SAN MARINO, San Gabriel Valley Postcard & Paper Show, 3130 Huntington Dr., 10am–6 and 4pm+

Apr 23–24, 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*

May 21–22, Sat Sun, GLENDALE, Greater L.A. Vintage Postcard and Paper show, 1401 N. Verdugo Rd., 10am–5 and 4 pm+

Jun 25–26, Sat–Sun, KENT, WA, Greater Seattle Postcard & Paper Show, Kent Commons, 525 4th Avenue North, 10am–6 and 4pm+

Jul 9–10, Sat–Sun, SAN MARINO, San Gabriel Valley Postcard & Paper Show, 3130 Huntington Dr., 10am–6 and 4pm+

Aug 6–7, 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*

Sep 24–25, Sat–Sun, GLENDALE, Greater L.A. Postcard and Paper show, 1401 N. Verdugo Rd., 10am–5 and 4pm+

Nov 12–13, Sat–Sun, SAN MARINO, San Gabriel Valley Postcard & Paper Show, 3130 Huntington Dr., 10am–6 and 4pm+

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)

Vintage Paper Fairs: www.vintagepaperfair.com

Jeremy LeRoque: www.postcardshows.com

(626) 665–9435; collector supplies available.

Minutes, continued from page 2



John Kaduck's book on rare and expensive postcards, a PPIE souvenir booklet, and a full box of Arlen Spingola's cards—the last one.

New Business: Ruth Stotter said that she resents the high shipping rates on eBay purchases of two, three or more dollars to mail a postcard. Could the club take action? Lew suggested negotiating shipping costs before bidding, he's had luck that way.

Norman Frietag suggested we encourage the National Park Service to move the Alcatraz ferry station to Fort Mason Center for better parking and less crowds.

We were reminded of the Unlighting of the Ferry Building, December 4, 4:30 PM.

Show & Tell: Craig Blackstone opened with the comment that E. H. Mitchell was not a big publisher of real photos; then he showed three of the Petrified Forest. ... Penny Clifton showed oversize PPIE cards she had found at the Dickens Faire. ... Jack Hudson set a moderne silver frame holding an RP of three women inscribed "Greetings from the 3 girls hiking to San Francisco from Chicago" with a dog, Frisco Jack; all are in their early 20s, two have guns, one a knife, one holds a camera and tripod. Jack asked,

"Did they make it?" yes, and the Oct 2, 1915 *Chronicle* had the story: Laura Rookwood met an aviator in Salt Lake City and married him, the trio went everywhere, covered 4300 miles and "will motor home from San Diego." What Moxie! Ruth E. Harsley, Laura Ethyl Rockwell and Maud Bridson! [see back cover]... Nancy Redden showed a yellow generic San Francisco barcode card by Mike Roberts with an Australian ballot (check the boxes that apply) back; fun choices including became homosexual, fell off a cable car, got stoned in Golden Gate Park. —NOTES BY LB

PROGRAMS TO COME

Program Chair, Vice President Kathryn Ayres, has speakers lined up for the first half of our coming year.

Dan Saks will open the season in January with a postcard pastiche of Lawrence Welk.

In February, Kathryn will take the floor herself with a presentation on a timely topic: Leap Year.

March is traditionally our PPIE meeting to which we welcome any and all with interest in the 1915 Fair.

April is an unknown quantity. The date is the same as the Vintage Paper Fair in Golden Gate Park.

President Ed Herny will be speaker of the house in May, his topic: "The Visit of the Great White Fleet to San Francisco in May 1908."

CALIFORNIA'S PETRIFIED FOREST

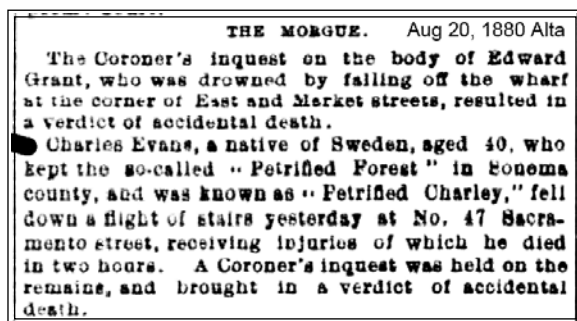
The program began as the screen lit up with a booklet cover and postcards from the Petrified Forest, all reading “70 miles north of San Francisco, 12 miles from Santa Rosa” and, or, “5 miles from Calistoga,” and Jim told us that the story begins millions of years ago when Mount St. Helena, a volcano, erupted. The inland redwood forest was felled by the blast. Over thousands of years heavily mineralized ground water impregnated the fallen trees, and they became fossilized. Jump ahead to 1857 when the “stone forest” was discovered. Next, in 1870, an article in the San Francisco *Bulletin* told of the petrified forest, and a Yale



I. C. ADAMS, QUEEN OF THE FOREST

geologist wrote about it in a scientific journal. Charles Evans staked a claim to the land the following year and began excavating petrified logs. Evans built a cottage where he lived, along with his sister's family, and welcomed tourists at 50¢ a head.

Lasting fame was to come after Robert Louis Stevenson's visit to the Napa Valley from May to July of 1880 and his mention of the Petrified Forest in chapter two of *THE SILVERADO SQUATTERS* published in 1883. Evans, by then known as “Petrified Charlie,” was not to know of this worldwide publicity, for in August 1880, he died after falling down stairs at a hotel in San Francisco—likely the Ar-



cade House. Ownership of the forest changed hands a couple of times, and between 1910 and 1914, David and Ollie Orre Bockée (shades of *Keeping up Appearances!*) acquired it and excavated most of the trees. They also demolished The Wasp Nest, the cottage Evans had built.

In 1915, David Bockée built a chalet style home which now serves as the Petrified Forest headquarters. Luther Burbank and his wife visited in 1917. In the early '20s,

David returned from the war in Europe and the Bockées divorced. David, “for love and affection,” gifted his interest in the Forest to Ollie. Over the ensuing century, the forest property was expanded, improvements were made,

extensive excavating was done, and the advertising that Ollie had begun, resulted in public awareness through articles in national magazines. The property is still owned and maintained by her heirs.

Except for one pine, the trees are all redwoods. Othniel Charles Marsh, the original discoverer of the forest, identified the trees as *Sequoia langsdorffii*, an inland ancestor of

our coastal redwoods. A group of palynologists—pollen scholars—proclaim this rock garden to be one of the finest examples of ancient forest.

After giving us the history of the “rock garden,” Jim turned to the postcards made for the forest as a roadside attraction. Almost all the cards were black and white photos of not rocks and trees but trees that are rocks and are all lying down and some half buried, which makes it tempting to quote President Reagan who, when he had seen one redwood, had seen them all. But that comment would not apply here.

We saw cards by a number of “familiar” photographers and publishers. One Mitchell card showed a Petrified Forest caretaker, a relative of club member Shirley Bittencourt; another had Besaw-like lettering along the excavated trunk. Indeed, George Besaw did work for Edward H. Mitchell after 1911. (The San Francisco directory for 1912 lists him as photographer living at 1175 Dolores, about six blocks from Mitchell's plant at 3363 Army St.) Frank Patterson made a number of cards, many reprinted by Casper Laws. Other publishers included Janssen Litho at 533 Mission Street (in 1909 sold to two employees who, after 1920, used their own names, Daly-Seeger Co.), Smithtone, Diamond National, Pacific Novelty; even Albertype, the respected Brooklyn publisher, made a quality card using its gelatin plate technique.

Through his research and focus on the photographers and the production time line, Jim made the monotone images into a colorful and engaging presentation.

—NOTES BY LB



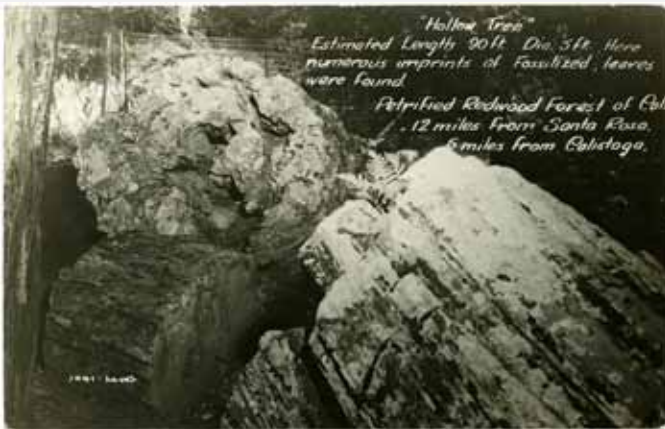
I. C. ADAMS, PRIDE OF THE FOREST



I. C. ADAMS, PRIDE OF THE FOREST, GEORGE BESAW CAPTION



I. C. ADAMS, QUEEN OF THE FOREST, PUBLISHED BY H. H. TAMMEN



CASPER LAWS, REPRINT CAPTION BY ZAN STARK



I. C. ADAMS, BESAW CAPTION, PUBLISHED BY E. H. MITCHELL



FRANK PATTERSON, MONARCH OR TUNNEL TREE

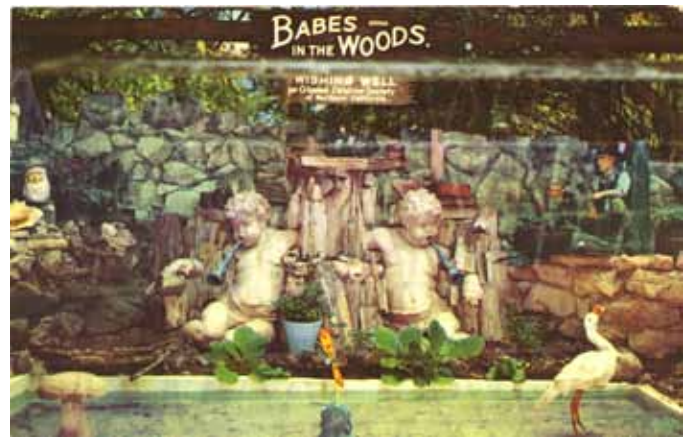


FRANK PATTERSON, MONARCH OR TUNNEL TREE, REPRINT BY LAWS

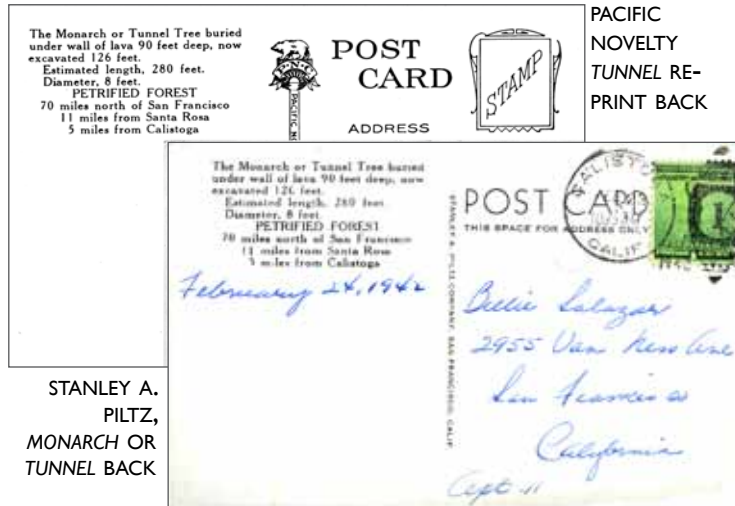
PETRIFIED FOREST, *continued*



MIKE ROBERTS, NSGW PLAQUE

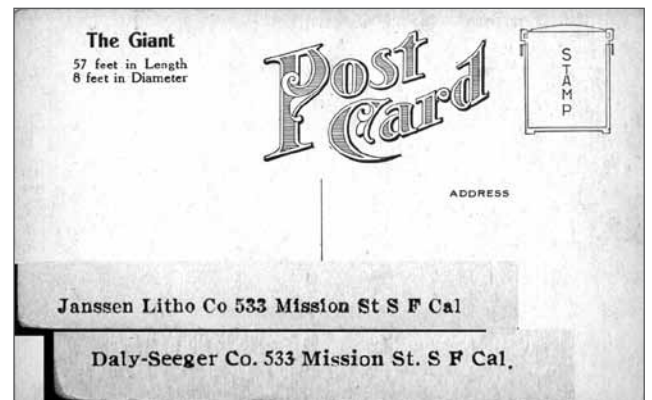


SELITHCO, CHARITY WISHING WELL



STANLEY A. PILTZ, MONARCH OR TUNNEL BACK

PACIFIC NOVELTY TUNNEL RE-PRINT BACK



JANSSEN LITHO/DALY-SEEGER BACKS

TREASURER/HALL MANAGER REPORT

Our recently refreshed bank balance currently stands at \$4,139.54. Thanks to everyone who sent in checks or renewed via PayPal. As keeper of the Club Purse, I encourage any member who has not yet renewed to do so today. Thanks to those who do!

See you in Room C-210 on the 23rd.

—ED CLAUSEN, TREASURER/HALL MANAGER

WELCOME TO OUR NEW MEMBER

Ed Bierman, Collector: In this order— Cliff House, Redwood City, PPIE, general San Francisco and California

ED'S NOTE: Ed responded to my questions about his collecting interests:

I have lived in Redwood City for nearly 20 years and have been a member of the Sequoia Stamp Club for over 12 years. My main postcard interest is the Cliff House; I have a pretty big collection of its postcards. I also collect local cards of Redwood City and currently am working on an exhibit of them for our next stamp show. My collect-

ing will “roam” some to interesting cards of San Francisco, Monterey and the Northwest — places where I’ve lived or gone scuba diving. I also like PMCs and Real Photos.

I’m the webmaster for our stamp club and the Council of Northern California Philatelic Societies, www.norcalstamps.org, [of which the SFBAPCC is a member]. I do that for my work, too — a webmaster at Sutter Health. I’m married with two adult kids.

I feel that I have most of the commercial postcards for the Cliff House at this point. Now the search is for interesting RPs from there, but my collection also has many other Land’s End items. There are some Facebook group pages that post great old photos and videos. I used to do stamps more but now have switched nearly all to postcards.

The American Philatelic Society has a postcard exhibit category, so I compete in that. My Cliff House exhibit won two Grands at small shows this past year. I would love to see other’s collections in the group. I look forward to the meetings.

—ED BIERMAN

ABOVE SAN FRANCISCO

with Lew Baer

A spur-of-the-moment show and online shopping spree after several weeks of unproductive searching for my more regular categories provided a lot of fun for a few bucks. All, not already in my boxes, were \$2.00 or less.

On the back of the first card, a Curt Teich 1938 Large Letter published by Stanley A. Piltz in the “*Pictorial Wonderland*” ART – TONE series, Piltz waxes ecstatically: “San Francisco, Queen City of the West occupies a 42 square mile area of many hills and overlooks the famous Golden Gate and San Francisco Bay, the finest natural harbor in the world. A Metropolitan area of two million people of exceedingly large wealth, culture, commercial and industrial enterprise has grown in this healthful bay region. The superb national advantages and indomitable pioneer spirit have already established it as one of the three Metropolitan centers—the business capital of the world and second port in the U.S.”



USS AKRON



B.O.A.C. DC 7C



BRANIFF AIRLINES AÉROSPATIALE CONCORDE



CB7 CONVAIR RB-36D “PEACEMAKER”



JET-POWERED SIKORSKY S-62



PAN AMERICAN CHINA CLIPPER, ABOVE THE EXPANDING GAS STORAGE TANK



PSA



PAN AMERICAN CLIPPER ABOVE CHINA BEACH



TWA SKY-SLEEPER

VIEWING ONE OF THE CLIPPER SHIPS WITH SAN FRANCISCO-OAKLAND BAY BRIDGE IN BACKGROUND

Every Wednesday afternoon one of the big Pan American Airways' Flying Clippers heads out Westward over the Golden Gate. Each Tuesday morning another Clipper passes Eastward toward the seaplane base at Alameda. Opened to passenger travel in October, 1936, these ships named the China Clipper, Hawaii Clipper, and the Philippine Clipper make 8100-mile journey to Manila by way of Honolulu, in 60 flying hours. No. 28

FOR CORRESPONDENCE

POST CARD

THIS SPACE FOR ADDRESSES ONLY

PLACE ONE CENT STAMP HERE

Two of San Francisco's most memorable air carriers: Pan Am's *China Clipper* which docked alongside Treasure Island in 1940-41, and PSA that ran hourly flights to LA and Burbank at the friendly price of \$9.95 and allowed seemingly unlimited carry-ons.

The *China Clipper* first flew in 1935 carrying mail to Manila from its home port at Alameda Naval Air Station. PSA, *the world's friendliest airline*, flew from 1949 to 1986. How many friends met when seat belted onto the horseshoe banquette surrounding the cocktail table that fit into its tail?

Except perhaps for the *Akron*, all of these postcard images were art department creations.



THE PRESIDENT, PAN AMERICAN



WESTERN AIRLINES ELECTRA JET



BEECHCRAFT SUPER H18



QUEEN OF THE SKIES, MATS LOCKHEED CONSTELLATION



UNITED AIRLINES



ARTIST KEN SAWYER DESIGNED 1939 GGIE PROMO CARD BY H.S. CROCKER



GENERIC PLANE (MARTIN M-130 FLYING CLIPPER) ABOVE NONGENERIC CITY



MORE ARTISTRY AND UNNAMED AIRCRAFT (MARTIN M-130, ABOVE, TOO).



ARTIST-ADDED PLANE (MARTIN M-130!) AND MUCH MORE ON THIS 1938 CURT TEICH POSTCARD BY STANLEY A. PILTZ. WESTERN AIRLINES ►



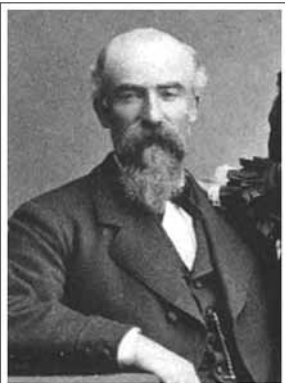
Harold A. Parker – Tahoe Tavern

by Frank Sternad and Carol Jensen

What qualifies as the most beautiful scenery in the High Sierra? At the top of most short lists is Yosemite Valley, but a close second is the Lake Tahoe Basin with its sapphire blue water, alpine forest and majestic peaks. Mark Twain promised in 1872 that visitors to the mile-high lake would enjoy an atmosphere “bracing and delicious...the same as the angels breathe.” Photographers agreed and reveled in the clean air and pristine beauty. Eadweard Muybridge (1830–1904) visited Lake Tahoe that same year to capture romantic landscapes that were published as stereographs by Bradley and Rulofson of San Francisco. Robert E. Wood, editor of the *Tahoe Tattler*, advertised himself in 1881 as a “well-known landscape photographer” and set up a small studio next to the Grand Central Hotel in Tahoe City. He produced stereographs and cabinet photos titled “Views of Lake Tahoe and vicinity.”

Timber to Tourism

At turn of the century, access to the lake and availability of comfortable lodging for extended stay visitors improved dramatically. The person largely responsible for transforming Lake Tahoe into a tourist mecca was an historically obscure gold rush 49er and Nevada banker who in 1873 became president and general manager of the Carson and Tahoe Lumber and Fluming Co.—the largest lumbering operation in the Tahoe Basin. Duane Leroy Bliss (1833–1907) provided timbering for the Comstock silver mines, lumber to build Virginia City, and firewood to fuel steam-driven machinery. The firm owned logging railroads and several steamboats that moved rafts of logs



DUANE L. BLISS, SR.

ESTABLISHED RAIL TRANSPORT AND RESORT CONSTRUCTION AT LAKE TAHOE DURING THE FIRST DECADE OF THE 20TH CENTURY—THE FOUNDATION OF MODERN TOURISM AT THE LAKE.

to the company sawmill at Glenbrook on the Nevada side of the lake. Estimates in 1899 and 1902 determined that about 60% (170,000 acres) of the Lake Tahoe watershed had been clear-cut—750 million board feet of old growth Jeffrey, sugar and ponderosa pine, and a half-million cords of firewood. But even at the height of demand for timber, Bliss took steps to preserve some of the basin’s natural beauty, ordering trees under 15 inches diameter to be left standing and hundreds of acres of forest on the west side



BEFORE EADWEARD MUYBRIDGE BECAME FAMOUS FOR PIONEERING FREEZE-FRAME AND MOTION PICTURE PHOTOGRAPHY, HE TOOK THIS VIEW NEAR TAHOE CITY, PUBLISHED AS STEREOGRAPH IN 1872.

of the lake to remain untouched. After 25 years of logging, Bliss determined timber supply and demand had run its course; and although wealthy enough to retire in luxury, he opted to focus his efforts on tourism. A magnificent stand of trees near the lake’s river outlet at Tahoe City had been

spared, and it was from this preserve that D.L. Bliss and his capable sons initiated their new program for transportation and recreation.

Key to bringing large numbers of people into the basin was construction of a narrow gauge railroad from the Southern Pacific main line at Truckee up to Tahoe City on the lake’s northwestern shore. In December 1898 the Lake Tahoe Railway and Transportation Co. (LTR&TCo.) was incorporated to operate the enterprise. Two narrow gauge Baldwin locomotives were acquired from the Glenbrook lumber business along with torn up rails and the remainder of its rolling stock, and everything was barged across the lake to Tahoe City. Excavation in the Truckee River canyon began in April 1899, and by May 1900 fifteen miles of track had been laid. Regular scheduled trips began May 15, 1901. Materials necessary to implement the second phase of their ambitious plans could now be quickly shipped to the lake.

Tahoe Tavern

“D.L. Bliss was here yesterday,” reported the July 13, 1901 issue of the *Truckee Republican*. “He is going to build a hotel at Tahoe City. It is said its construction will cost \$150,000 which means a fine hotel.” The bureaucratic

struggle which today would paralyze a similar undertaking was no such impediment to the Bliss company. Duane Bliss' son, Walter Danforth Bliss (b. 1872), an MIT graduate and architect, was commissioned to design the resort a half mile south of the river on a branch of the railroad overlooking the lake. By late September framing was underway, and a crew of 70 men had the first story structure enclosed and covered before the end of October. In May 1902 the new hotel, called TAHOE TAVERN, announced it would formally open for guests on June 12th as the "finest mountain hotel west of the Rocky Mountains—good room and board starting at \$3 per day." A 60-room annex was built in 1906; and the next year another floor was added to the hotel, and a spacious hall called the Casino was completed at water's edge just north of the Tavern.

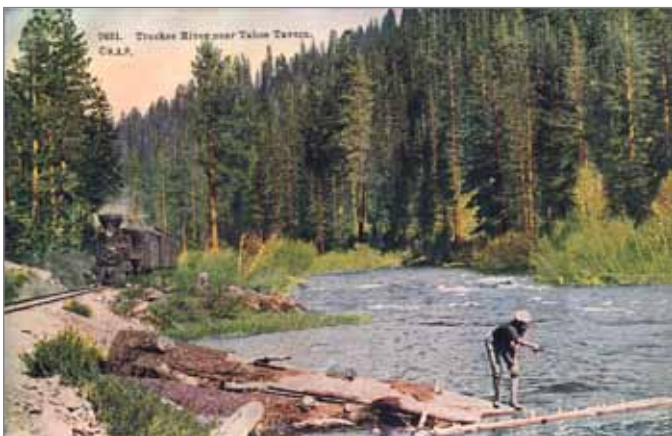
George Wharton James in his 1915 *THE LAKE OF THE SKY*, pens an irresistible invitation to the casino:

The interior finish is the work of a nature artist. Its porches overlook the lake, and when one has wearied of dancing, there is a witchery as rare and subtle as it is delightful to sit in the subdued light overlooking the ripples of the moonlit water, sipping liquid refreshment, eating an ice or chatting with a suitable partner.

Tourists who caught the 7 A.M. train in Truckee arrived at the Tavern an hour later in time for breakfast. For those ready to take a 72-mile, 8-hour trip around the lake, the locomotive maneuvered cars out onto a pier extending 660 feet into the lake just north of the casino. It was only a few steps to board Steamer *Tahoe* tied up alongside the pier. The sleek, 169 ft. steamer, also owned by the LTR&TCo., was built at San Francisco's Union Iron Works in 1894, transported in pieces by rail to Carson City then by wagon to Glenbrook, reassembled, and launched June 24, 1896. At the end of the cruise, passengers could take the 6:30 P.M. train back to Truckee or stay overnight at the hotel.

Harold A. Parker

Postcards showing the western and eastern façades of



A LAKE TAHOE RAILWAY LOCOMOTIVE STEAMS THROUGH THE TRUCKEE RIVER CANYON NEAR TAHOE CITY (COLOR LITHO, H.A. PARKER © FEBRUARY 14, 1911).



TAHOE TAVERN, WEST SIDE FACING THE MOUNTAINS. ALTHOUGH RUSTIC IN APPEARANCE, IT WAS A FULL-FEATURED RESORT HOTEL, BUILT 1901-02 (HAND-COLORED COLLOTYPE, H.A. PARKER © APRIL 10, 1911).

Tahoe Tavern were published as early as 1905 by commercial photographers Putnam & Valentine of Los Angeles. Similarly, Abbott & Caldwell of Pasadena made both photographic and printed postcards that were mailed from the lake during the summer of 1907. But there has been no direct evidence that either of these partnerships operated a studio at the lake, at least not until a few weeks ago! A bill of sale filed in the Placer County courthouse has been discovered that proves Lenwood Abbott and Charles W. Caldwell operated a photo studio within the Tavern complex. The document reveals that on April 10, 1908 they sold their equipment, merchandise and leasing privilege in "the room known as the 'Studio' in Tahoe Tavern Casino." The buyer and new concessionaire was yet another Pasadena photographer, Harold A. Parker.

The photo studio was located on the ground floor of the casino building, and was leased to Parker by the LTR&TCo. for at least five summer seasons, 1908 to 1912. During that period he created a legacy of images picturing the luxury hotel and its spectacular surroundings, all celebrating Lake Tahoe's reinvention as a popular vacation retreat. Glass plate negatives made on his travels around the



THE CASINO, BUILT NEAR THE TAHOE TAVERN PIER IN 1907, FEATURED A SIX-LANE BOWLING ALLEY ON THE SECOND LEVEL OF THE WING AT LEFT. THE PHOTO STUDIO WAS ON THE GROUND LEVEL OF THIS BUILDING (PHOTO POSTCARD, HAROLD A. PARKER IMPRINT).



THE RAILWAY RAN ADJACENT TO THE WEST SIDE OF THE TAVERN FOR CONVENIENCE OF GUESTS. HERE LOCOMOTIVE NO. 5 IS STOPPED BY A SERVICE BUILDING ON THE GROUNDS (DETAIL FROM A 57" PANORAMIC PHOTO, H.A. PARKER © 1910).

lake produced photographic prints ranging in size from standard postcards to yard-long panoramas he framed for sale in his Lake Tahoe and Pasadena shops.

Harold Alexander Parker was born in the small railroad town of Parkersburg, Iowa on August 14, 1878. When he was fourteen, his father, a retired banker, moved the family to Pasadena, California. Parker spent his high school years at Throop Polytechnic Institute (later known as Caltech) where he acquired skills in photography. His first job in the business was with view photographer Charles J. Crandall in 1902. The following year he was running his own studio at 54 East Colorado Blvd. in the original commercial center of Pasadena now called Old Town. In 1905, the year he advertised himself as a "Maker of Photographs," he moved to 112 E. Colorado between Raymond and Broadway, and relinquished his old stand to Abbott & Caldwell. In 1907 he established his Pasadena "Foto Supplies and Picture Framing" store at 200 E. Colorado where he remained for over a decade.

Parker found time to venture outside Los Angeles County with his camera, photographing the California missions and desert and mountain scenery in the southern part of the state. Devastation caused by the April



LOCOMOTIVE NO. 1 "GLENBROOK" HAS BACKED CARS ONTO THE PIER TO RENDEZVOUS WITH STEAMER TAHOE, CIRCA 1906.



A STURDY, LOW PROFILE PIER RAN 660 FEET INTO THE LAKE TO PROVIDE RAILROAD/STEAMER CONNECTION (PHOTO POSTCARD, HAROLD A. PARKER IMPRINT).

1906 San Francisco earthquake and fire apparently lured him up the coast (as suggested by negatives at the Huntington Library). Parker's photos appeared in commercial brochures, the Pasadena *Star-News*, illustrated books and school yearbooks. Standard size and panoramic scenic views were a staple in his Pasadena store, as were hand-colored postcards and Tournament of Roses souvenir booklets.

It was probably during the 1906 rail trip to San Francisco that Parker extended his travel to Lake Tahoe, stayed at Tahoe Tavern and became acquainted with the Bliss resort management. Letterpress printed postcards from that period suggest Parker's classic pictures were created years before he got around to registering copyrights and having them reprinted as real photos and color cards in 1910-11. Some of the halftone printed cards were mailed from Tahoe City as early as July 1906. Abbott & Caldwell ran the Tahoe Tavern studio during 1907 with Parker taking over when the season opened in 1908. The three of them were obviously acquainted through earlier dealings in Pasadena. If Parker's March 1912



RAILROAD, STEAMER AND AUTOMOBILE ROUTES AROUND LAKE TAHOE. THE 260 MILE "WISHBONE TOUR" RAN FROM SACRAMENTO, ALONGSIDE THE LAKE AND BACK AGAIN ON THE NEWLY DESIGNATED LINCOLN HIGHWAY (COLOR LITHO, D.L. BLISS, JR. © 1914).



HAROLD A. PARKER AT AGE 50.



Tahoe Tavern, Lake Tahoe, Cal.

TAHOE TAVERN, WEST FAÇADE
(HALFTONE LETTERPRESS, UNDIVIDED BACK, CIRCA 1906).



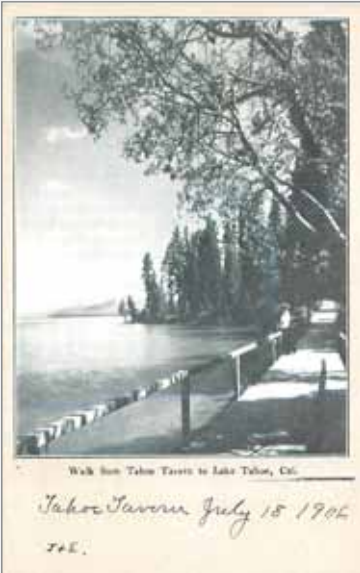
PARKER LABEL, CIRCA 1915.



TAHOE TAVERN, WEST FAÇADE, NOTE RAILROAD TRACKS IN FOREGROUND
(PHOTO POSTCARD, HAROLD A. PARKER IMPRINT).



20-FT. MEMORIAL CROSS ERECTED 1906 ON SITE OF THE GRAVES-REED CABIN, PART OF THE DONNER PARTY ENCAMPMENT DURING THE INFAMOUS WINTER OF 1846-47 (PHOTO POSTCARD, HAROLD A. PARKER IMPRINT).



BOARDWALK AT TAHOE TAVERN
(HALFTONE LETTERPRESS, UNDIVIDED BACK, MS. DATED JULY 18, 1906).



SIX PASSENGERS IN BASKET OF THE BALLOON AMERICAN JUST BEFORE ASCENDING MARCH 20, 1909. HAROLD A. PARKER IS MAN IN RIGHT FRONT CORNER.



BOARDWALK AT TAHOE TAVERN
(PHOTO POSTCARD, HAROLD A. PARKER IMPRINT).



EAGLE CREEK DROPS 140 FEET OVER ROCKY LEDGES TO FORM LOWER EAGLE FALLS AS IT CASCADES ITS WAY TO EMERALD BAY (PHOTO POSTCARD, HAROLD A. PARKER IMPRINT, POSTMARKED AUGUST 1908).



THE DIRT ROAD RUNNING ALONG THE NORTHERN RIM OF DONNER LAKE WAS ORIGINALLY THE 1864 DUTCH FLAT & DONNER LAKE WAGON ROAD. IN 1913 IT BECAME PART OF THE LINCOLN HIGHWAY (PHOTO POSTCARD, HAROLD A. PARKER IMPRINT).



IF THIS YOUNG WOMAN IN BUCKSKINS WAS FROM A LOCAL TRIBE, SHE WOULD BE A WASHOE. THE CENTER OF THE WORLD FOR THE WASHIW WAS LAKE TAHOE, BOTH GEOGRAPHICALLY AND SPIRITUALLY (PHOTO POSTCARD, HAROLD A. PARKER IMPRINT).



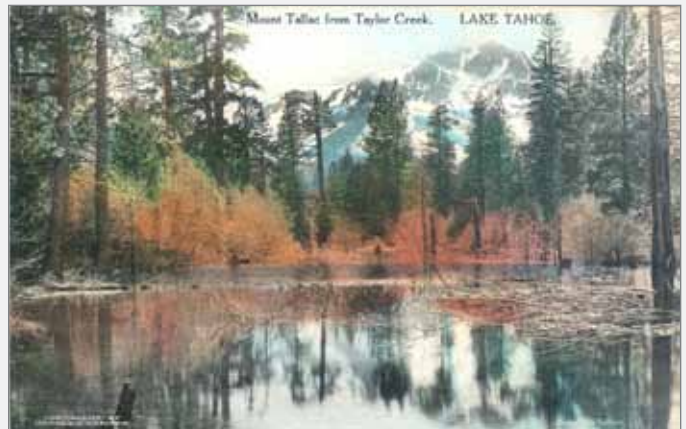
CASCADE LAKE, SOUTH OF EMERALD BAY. IN 1956, THE 170-FOOT-DEEP GLACIAL LAKE WAS THE BACKDROP FOR THE FILM *A PLACE IN THE SUN* STARRING ELIZABETH TAYLOR, SHELLEY WINTERS AND MONTGOMERY CLIFT (PHOTO POSTCARD, HAROLD A. PARKER IMPRINT).



STEAMER *TAHOE* DOCKED IN EMERALD BAY. THE STEAMER COULD KNIFF THROUGH THE WATER AT 18 KNOTS CARRYING OVER 200 PASSENGERS (COLOR LITHO, H.A. PARKER © JULY 1, 1910).



CARNELIAN BAY, TEN MILES NORTH OF TAHOE CITY. A POPULAR PASTIME FOR VISITORS WAS TO FILL THEIR POCKETS WITH THE ORANGE-RED STONES PEPPERING THE SHORELINE (COLOR LITHO, H.A. PARKER © FEBRUARY 14, 1911).



MT. TALLAC (ELEV. 9,735 FT.), DUE SOUTH OF EMERALD BAY, VIEWED HERE FROM TAYLOR CREEK, THE OUTLET FROM NEIGHBORING FALLEN LEAF LAKE (HAND-COLORED COLLOTYPE, © H.A. PARKER).



RUBICON POINT, ROCKY SHORELINE THREE MILES NORTH OF EMERALD BAY (PHOTO POSTCARD, HAROLD A. PARKER IMPRINT).



THE TAHOE TAVERN PIER PROVIDED A TERMINAL FOR THE LAKE TAHOE RAILWAY AND LAKE STEAMERS

(BROWNTONE COLLOTYPE, PUBLISHED BY HAROLD A. PARKER).

exclusive contract with LTR&TCo. can be regarded as typical, he made annual rental payments of \$750 for the studio,

which included sale of curios and anything pertaining to photography and art work, \$250 for operating a newsstand (daily papers from San Francisco, Sacramento and Los Angeles), and \$250 for a



“ON THE LINE OF THE OVERLAND LIMITED AND LAKE TAHOE STEAMERS,” P/M AUGUST 31, 1912.

steamer privilege (season pass for traveling around the lake on photo shoots, and providing on-board services).

In 1909, before the summer season started, Harold A. Parker took another adventurous trip that landed him in newspaper columns throughout the state. Donald L. Parker, Harold’s son, relates the exciting and near tragic March 20, 1909 Pasadena balloon ascension in his 1993 book, PERILOUS VOYAGE OF THE BALLOON ‘AMERICAN’. Parker was



RUBICON POINT. ALTHOUGH THE CAPTION CLAIMS DEPTH OF 2,000 FEET, OFFICIAL MEASUREMENTS HAVE NEVER FOUND THE LAKE TO BE MORE THAN 1,645 FEET DEEP (COLOR LITHO, H.A. PARKER © FEBRUARY 14, 1911).

one of six men aboard an exhibition flight that was supposed to float east toward San Bernardino, but instead was

blown north, landing on top of snowy, desolate Strawberry Peak (elev. 6,164 ft.)—the highest point in the front range of the San Gabriel Mountains. Parker was carrying a roll-film, folding Kodak camera

and photographed the three-day ordeal while the hapless aeronauts trudged back to civilization.

Commercial view photography could be keenly competitive in

certain markets as there were many postcard publishers vying for salable images. Success for a photographer required a diligent work ethic, marketing skills, and legal



TAHOE TAVERN, SOUTHEAST FAÇADE (DETAIL FROM A 35” PANORAMIC PHOTO, H.A. PARKER © JULY 1, 1910).



TAHOE TAVERN, SOUTHEAST FAÇADE (HAND-COLORED COLLOTYPE, © H.A. PARKER).

protection of creative property. Parker became more meticulous about personalizing his postcards when he acquired the Tahoe Tavern studio business, imprinting his photographic postcard stock, "Lake Tahoe Souvenir/Harold A. Parker, Tahoe Tavern, Lake Tahoe, California." In 1910 he started registering copyrights for his images; and when postcard publishers such as E.H. Mitchell, Pacific Novelty, M. Rieder, Curt Teich and E.C. Kropp used his pictures, they were usually marked "Copyright by Harold A. Parker" or "© H.A.P." But copyright ownership did not guarantee control, especially in the postcard industry, and over the years popular images were copied, often without legal assignment. Parker did publish some postcards himself, printed by the Albertype Co. of Brooklyn, New York.

Marjorie MacCourt, a young woman hired as a counter clerk in 1906, eventually learned to operate the photo lab at the Pasadena shop as well as the Tahoe Tavern studio. She became Harold's wife in 1910, and it seems possible that the birth of their first son in November 1911 explains why Parker gave up the Tahoe concession after 1912.

In 1921 Harold A. Parker moved his photography business into a new building at 576 E. Colorado Blvd., part of the property his parents had owned at the southwest corner of Madison. Nine years later, on a crisp Sunday morning in February, while playing a round of golf at the links in Altadena, Parker suffered a fatal heart attack. He was five days short of his 52nd birthday. Marjorie struggled to continue the business for four years, then sold it to commercial photographers Ernest G. Dickson and Alvin R.



TAHOE TAVERN, EAST SIDE FACING THE LAKE
(BROWNTONE COLLOTYPE, PUBLISHED BY HAROLD A. PARKER).
ALBERTYPE CO. PRINTED BACK

Thurber who moved the shop a block west. Parker's archive of 35,000 film and 6.5"x 8.5" glass plate negatives passed through several owners before his son Donald managed to acquire them. By that time the number had dwindled to less than 5,200. Donald Parker in turn donated the collection to the Huntington Library for proper storage and scholarly study.

Carlton O. Valentine (1872-

1970), commercial photographer and member of the Los Angeles firm of Putnam & Valentine, appears to have assumed the Tahoe Tavern photo concession, at least during 1917-20, and perhaps as early as 1913. He marked his photographic and printed cards, "Tavern Studio." Valentine moved permanently to Lake Tahoe about 1934 and opened his own resort and photo studio just south of the Tavern property.

CONTRIBUTORS: *Huntington Library, John Freeman, Art Sommers.*

ENDNOTE: A hundred years later, Harold A. Parker's photographs and postcards are sought after by an appreciative league of collectors. The North Lake Tahoe Historical Society will recognize his contribution to Lake Tahoe photography with a retrospective exhibition during the summer of 2016 at the Gatekeeper's Museum in Tahoe City. Aficionados of Parker's work are encouraged to share their holdings with Carol Jensen in anticipation of the museum exhibit and her compilation of a catalog/union list.



TAHOE TAVERN, WEST FAÇADE
(BROWNTONE COLLOTYPE, PUBLISHED BY HAROLD A. PARKER).



HAROLD A. PARKER'S PHOTO STUDIO CIRCA 1929,
SOUTHWEST CORNER COLORADO AND MADISON, PASADENA.

P.P.I.E. CLOSING DAY CEREMONY

Reported by Russ Samuels – Photographs by Kathy Samuels



4:59 PM: NOTE MEN UNDER THE 19.



KATHRYN AYRES • PAUL ROBERTSON



PPIE QUEEN DONNA HUGGINS



5:00 PM: LIGHTS OUT!

Friday, December 4, 2015 marked 100 years to the day that the greatest World's Fair of the Twentieth Century closed. Considering the extraordinary way that the centennial of the run of the Panama-Pacific International Exposition in San Francisco was commemorated during 2015, it may be that The Fair never really ended!

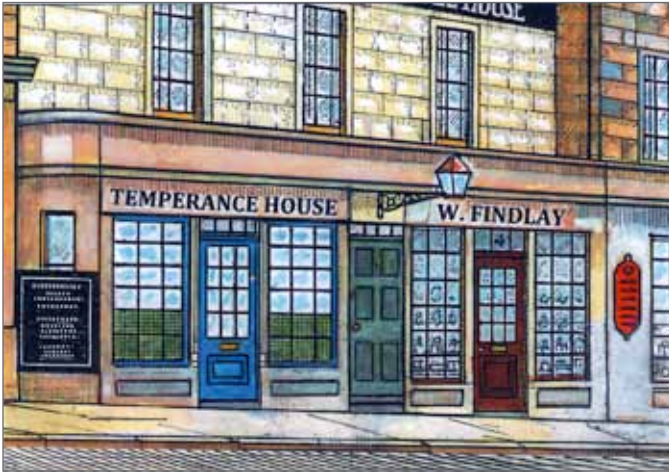
The closing day ceremony organized by SFBAPCC member Donna Ewald Huggins was the bittersweet farewell to a year of events that began with a weekend long celebration in February at the Palace of Fine Arts—the Exposition's only structure still standing in place—which has been lovingly restored and maintained. The outline lighting of the Ferry Building, with the giant "1915" sign reminiscent of the way it looked the year of The Fair, followed in March and continued with events and exhibits throughout the year. Most memorable was the publication of the magnificent book *SAN FRANCISCO'S JEWEL CITY* by another SFBAPCC member, Laura Ackley. An amazing Art Exhibition (also appropriately named "Jewel City") opened in October at the deYoung Museum in Golden Gate Park reuniting just a fraction of the paintings, photographs, and sculpture last seen together at the Palace of Fine Arts a century ago. The California Historical Society also presented a masterful exhibit, "City Rising," showcasing artifacts from The Fair.

The Friday of the Closing Ceremony dawned with threats of rain but soon cleared to a sparkling, sunny December day. A small but faithful group of San Francisco history buffs began gathering at Ferry Plaza on the Embarcadero late in the afternoon for the event which started at 4:15. Numerous members of the SFBAPCC were present,

many in the 1915 attire they had worn at the opening festivities back in February and March. Donna Ewald Huggins—worthily known as "Queen of the P.P.I.E."—presided as she has throughout the year and introduced a number of fellow celebrants including Event Sponsor Scott Seligman of Sterling Bank and the Seligman Family Foundation, San Francisco Fire Chief Joanne Hayes-White, Dr. Anthea Hartig of the California Historical Society, Laura Ackley (who spoke about the actual closing day a hundred years before), some young performers from the San Francisco Ballet's annual "Nutcracker" (another tribute to the P.P.I.E is its 1915 San Francisco stage set), and former Mayor Willie Brown, who proudly talked about the restoration of the Ferry Building during his tenure. Also introduced were Emperor Norton and Countess Lola Montez (Joseph Amster and Gav Shelton of the San Francisco History Association).

Entertainment was provided by singer Ann Gibson accompanied by guitarist Craig Ventresco presenting hit songs of 1915, while Diamond Bob Berwick and co-pilot Rafe Tomsett of Coastal Air Tours buzzed above and around the Ferry Building in a vintage bi-plane. On the tower of the Ferry Building steeplejack Jim Phelan (portraying Exposition President Charles Moore) and his assistant Tyrone Mancuso turned on the "1915" lights as dusk was falling at 4:50 PM. Battery powered candles that had been distributed to the ever-increasing crowd were lit as five o'clock approached. When the Ferry Building clock chimed the hour, the lights were dimmed for the last time, and Bob Schultz, respectfully attired in evening clothes, played *Taps* on the cornet.

Greyfriars Bobby Postcards by George Robinson who also drew the postcards



Traill's Temperance Coffee House

The hearing to establish the identity of Greyfriars Bobby's owner took place at the Burgh Court, Edinburgh in April 1867. The hearing resulted in the story of the dog who dined daily at Traill's Temperance Coffee House being featured all over the world in newspapers and magazines, including *Harper's Weekly*.

Deciding that a cabinet card featuring the four-footed celebrity would appeal to the public, commercial photographer Walter Greenoak Patterson produced a card printed with the report of the hearing on the back. The cards were available from the photographer's print shop in Frederick Street.

The Town Council asked James Brown, the superintendent of Greyfriars Kirkyard, to look after Bobby. In addition to compiling a guide book featuring the headstones in the kirkyard, James supplemented his weekly wage by selling the cabinet cards to tourists.

A drinking fountain to the memory of the wee dog was set up at the end of George IV Bridge in 1873, the year following the terrier's death. Baroness Burdett-Coutts, the richest woman in the U.K and close friend of Queen Victoria, commissioned William Brodie to sculpt the life size monument. Its red granite pedestal was probably designed by David Cousins, the city architect.

As picture postcards became increasingly popular



Greyfriars Bobby and the Traill family

with the public, companies such as Valentine & Sons in Dundee began printing cards featuring views of the wee dog's memorial fountain.

Reginald Phillimore, the prolific postcard artist who lived in North Berwick not far from Edinburgh, produced a hand drawn postcard featuring Bobby's memorial fountain which quickly became a collector's item.

Eleanor Atkinson's best selling novel GREYFRIARS BOBBY was published in 1912. The novelist, born in Rensselaer, Indiana, U.S.A., had worked as a journalist with the *Chicago Tribune*. Although the novelist did not visit Edinburgh, while carrying out research for her novel, she found that the newspaper report of the Burgh Court hearing stated that the surname of Bobby's owner may have been Gray.

As Eleanor needed a first name for the farm worker who appears in her novel, she decided to call him Jock, which quickly led to the belief that the original owner's name had been John.

Funded by Mr. and Mrs. Howell Reed of Boston, U.S.A., a memorial stone to Jock was set up in Greyfriars Kirkyard next to a table stone where Bobby was said to have sheltered. Eleanor's novel combined with the setting up of the memorial stone led journalists and historians to believe that a man called John Gray had been Bobby's owner.

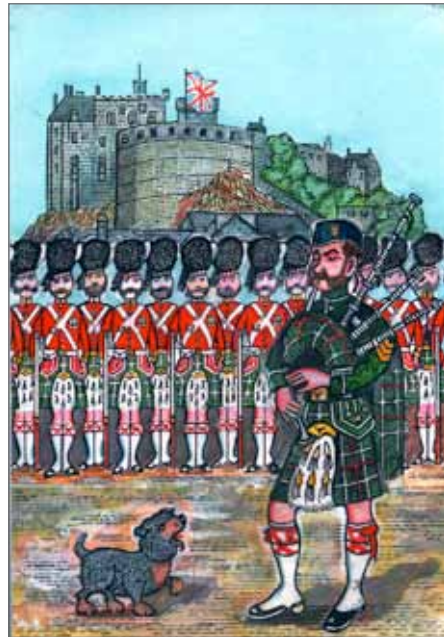
MGM released *Chal-*



John Traill and Greyfriars Bobby



Old Greyfriars, 1867



Greyfriars Bobby and the 78th Highlanders



Baroness Burdett- Coutts

lence to *Lassie* in 1948. Based on Eleanor’s novel, Lassie played the part of Bobby. The film was so successful that Eleanor’s story was re-filmed by the Walt Disney company starring Donald Crisp as the kirkyard superintendent and released in 1961.

Although thousands of picture postcards have been published featuring Bobby, including John MacLeod’s portrait of the terrier which hangs in Greyfriars Kirk visitors centre, the cards mainly feature views of the iconic memorial fountain.

A set of six cards showing the restaurant where Bobby headed for his dinner when the One o’Clock Gun fired from the Half Moon Battery at Edinburgh Castle is now available. The cards can be obtained from Edinburgh Books www.edinburghbooks.net.

EDITOR’S NOTE: Many of us might remember our childhood book about Greyfriars Bobby, the faithful Skye terrier that stood by the grave of his master for 14 years, and, when he died in 1872, was buried nearby in the kirkyard. Historians have researched and questioned the details of the charming story which has become part of Scotland’s national lore.

Today, Greyfriars Kirk is an active congregation of the Church of Scotland. It was named after Greyfriars Friary, a monastery of the 15th and 16th centuries—before the Reformation. Greyfriars are what we know as Franciscans, more specifically: mendicant members of the Order of Friars Minor. The “grey” descriptor is from the color of their garments.

Order the set of six Modern size cards for \$8.50 ppd. from edinburghbooks@hotmail.co.uk, which is also their Paypal address.



LOOK FOR VINTAGE AND CONTEMPORARY CARDS OF THE STATUE IN DEALERS’ SCOTLAND AND UK CATEGORIES.



RESEARCHING...

I had lost track of where the image of this card came from, but the disappointing memory just returned. It was on eBay. I bid on it and downloaded the image to research before reassessing my bid insufficiently. The card struck my fancy because I like early locally made silverware and even have a very few pieces. Just writing about this card satisfies at least

some of my desire to dine with an actual piece of Vanderslice flatware. If this card is now in your collection, please accept my sincere congratulations, gratitude and apology for using its image here.

An entry in the 1892 edition of *BAY OF SAN FRANCISCO* begins: "W. K. VANDERSLICE stands at the head of one of the oldest and most popular jewelry establishments on the Pacific coast... [He] has arisen from a position of obscurity to one of honor..." Most impressive! [By this point I really wanted this card!]

Born in Philadelphia in 1823 to a Quaker family with 14 children, William Keyser Vanderslice learned silversmithing and the jewelry trade there. He heard the siren's call, "Go West, young man," and by 1858 he had a business open on Washington Street; two years later he relocated to Montgomery Street, and in 1863 moved into a repurposed hook and ladder company building. His last move—before 1906—was to 136 Sutter Street, in the heart of the fashionable shopping district where he and his business found their great success.

Mr. Vanderslice and Anna Katherine Frances Sherman, a daughter of a respected Boston family, had married in 1847, and she bore seven children, five of whom survived infancy. One son would work in the family business.

Vanderslice silver took awards in the Mechanic's Institute and state Agricultural Fair competitions. By 1872 he



W.K. VANDERSLICE CO.
HALLMARK
V & CO

was manufacturing the silver prizes for the Ag Fair. As a local jeweler and silversmith, business was good, and he advertised widely. His ads in the socially correct places, such as the "San Francisco Blue Book," brought in business from well to do Californians, including the silver

barons who had struck it rich with the Comstock Lode—the Nevada silver discovery of 1859.

W. K. Vanderslice Company was a manufacturing as well as a retail silversmith and jeweler. It marketed well over a dozen different silverware patterns as well as all of the accompanying table ware. "Presentation silverware," trophies and loving cups, for example, were another specialty as well as jewelry and en-

graving. The hammer used to drive the final spikes on the transcontinental railroad at Promontory Point in Utah was engraved and silverplated by the Vanderslice firm.

By 1878, W.K. Vanderslice had weathered the

California depression of 1875 and the dissolution of his partnership with Lucius Thompson, a former partner of George Shreve. Feeling his age, I imagine, Vanderslice began selling his inventory at reduced prices and auctioned off the remainder in 1880. There must have been some goods still on hand, as the business was in operation in April 1906, when it would have been "liquidated" by fire.

George Vanderslice did not notice. He had died in 1899. In 1908, the business was "absorbed" by Shreve & Co.



VANDERSLICE RESIDENCE TODAY, LEFT, 2702 CALIFORNIA STREET

...and RERESEARCHING

Where did I first see this card? On eBay? A Buy-It-Now? Or at a Vintage Paper Fair in Golden Gate Park? It was offered by club member-dealers Keith and Jackie Tower; it hadn't sold, and I asked if we might use it in these pages. The card arrived in the mail a few days later [Thank you K and J!], and I set my plan to work.

I knew it would be fun and easy to learn more about this card, who sent it and Mrs. Chas. Peichenback, who received it.

The address on Clay Street was a cinch. That was the 'hood of my childhood. I lived on Nob Hill, had a part time job on Polk Street at Clay, and was a frequent rider on the 55 Muni

bus along the one-way part of Clay. 603... hmm? That would be downtown, around Kearny and would have been burned in 1906. But here it is, an obviously intact weathered clapboard building in 1913! Checking a city street guide I looked for another name that could be handwritten to look like "Clay." Dad gum it! No luck!

Turn the card over. Again no luck finding a Mrs. Piechenback in the historical record. Aha! I was misreading Reichenbach, a name that I should not have stumbled on; that was the name of the waterfall over which Sherlock Holmes first met his purported death. Googling "Reichenbach" brought forth many citations but little personal information.

A few times during the next couple of months I struggled again with the address on the front. Something was wrong, I knew... but what? Taking a deep, if shaky, breath, I sent scans of the card and a request for expert assistance to Frank Sternad, star researcher, as well as fact checker and editor-encourager for our newsletter.

It was a few days before Frank wrote back. This time I held my breath and read his notes:

Postcard sent from 1603 Clay St. (sw corner Larkin) on Dec 22, 1913 to Mrs. Charles Reichenbach, 1140 Hyde St. (2.5 blocks away). Both buildings extant.

1908 SF Dir: Charles Reichenbach & Son (Walter), manuf agents, 508 Battery, both res 342 Locust.

1910 SF census: Charles Reichenbach 67 b Germany, arr US 1858, commission merchant, wife Belle 62 b

Germany (2nd wife, née Einstein, Jewish wedding in Phila. 1882), son Edwin L. 35 b WI cigar salesman, son Walter M. 31 b IL dry goods salesman, dau Katherine 23 b WA stenog, all res 3561 Sacramento.

1910 SF Dir: Charles Reichenbach mgr Anglo American Commission Co., 573 California; Walter salesman with Greenbaum & Reichenbach (Jesse L. & Oscar Israel), manufs agents, 114 Sansome. (Oscar age 39, b. WI)

1911-13 Charles Reichenbach mgr German-American Business Exchange & Commission Co., (334 Pine in 1911, then 321 Bush), res 1245 Jackson. Edwin and Walter, same address.

1914-15 Charles and Belle res 1140 Hyde

1919 Feb 16-Walter d. SF age 40

1922 Jan 17-Charles d. SF age 79. He and wife buried SF National Cem. He was a private in Civil War (NJ volunteer cavalry regiment), discharged July 24, 1865. His pension records state he was also known by alias, Oscar Von Ceder.

1932 Dec 2-Belle d. SF age 84

That was it! None of the kids' names or their family name. Not even the dog's name. There was no need for Frank to be glum like me. He gave the best that his research library and online genealogical sites could offer.

But... he did write "...no luck on 1603 Clay..." Huh? Well, whaddya know, there is a faint one before the six. Frank had enlarged the scan to look for hidden clues, and he found a major one. At least we could see what the building looks like today. Ach! Foiled again; no Google street view. So let's see where the card was delivered. —LEW



P.S. PAGE 22 ALREADY! I surely trust you have had a pleasant read this far. It is continually startling how much there is to learn about and from these scraps of heavy paper and how much fun there is to be had along the way. I know that many of you are as enthusiastic as I am and are eager to share your postcards and your knowledge. This is the place to do just that, and the ideal time is *now!* Twenty-four pages is a lot to fill, and your help is needed. More than that, it is wanted. Please respond with news, comment, questions, interesting cards and full length articles to editor(at)postcard.org. To those who did contribute to these pages in 2015: Many thanks! To those who came through time and again (most notably, Kathryn, Frank, Chuck, Jim, Dan, Kathy, Russ): Many, many thanks; I am delighted and humbled.

LEE KIRK, an acquaintance from dairy goating days, also became a postcarder as well as a bookseller north of the border in Oregon. It was Lee who purchased the Ellen Budd book on eternally popular Ellen Clapsaddle that had been donated to the club. She is working on a Clapsaddle project of her own, it seems, and wrote: *It appears that the whole, oft-repeated tale of Ellen being trapped in Germany during WWI and finally being discovered wandering and disoriented is bogus. Census reports and newspaper accounts have her returning to the US in good health and living in NY thereafter. Buried in the family plot. I was kind of attached to the tale of woe, but facts are more important. Now I'm trying to track down any archives that might have letters, etc. that are relevant. Let the truth be told!*

MEMBERS IN ACTION: At the Ai Weiwei exhibit on Alcatraz Michele Francis took this photo of postcards provided and written to other harrassed artists around the world. ...



From clubster Colleen Weum last May: *Greetings. Currently I am the VP for the PNPCC up in Seattle, but I am taking over the co-editorship of the club's newsletter. We'll bring back the newsletter after a hiatus of a year. Anyway, I have got a mockup done and will have our membership form as the last item in the newsletter. Something Ed [Weum] and*

I have discussed is the possibility of making Paypal an option for membership payment. But, neither of us, although we personally use Paypal, are savvy about setting it up for our pc club. Soooo, I thought I would drop you a line to see how you folks do it for your club.—Colleen Weum. Good for you, Colleen—and everyone in the Pacific Northwest club! I am sure you have the finances well in hand by now. Paypal is easy and immediately effective. ... Pepe Ramis was an old—and now long gone—friend who lived at the Mechanics Institute hotel. Although his popup paella feasts were memorable, his paintings are lasting testimony to his artistic spirit. He was a close friend of the Bennett family, two members of which are current day clubsters, Adelitka and Sandy. Here they are as teenagers painted by Pepe and



now on a postcard! ... Roving photographer Jim Cad-dick has the Ferry Building's number. This time it's 50. What for? Just the Super Bowl semicentennial. Go 'Niners! [ˌnɪŋəz]

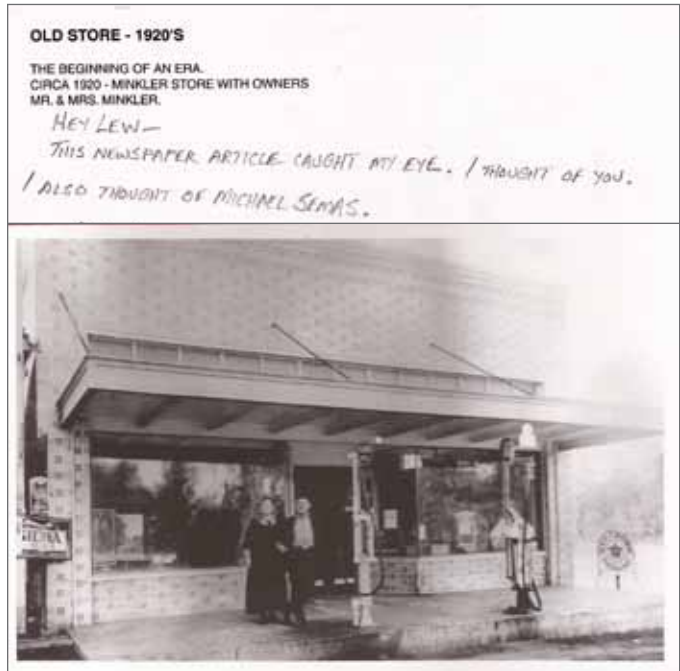
WHEN OUR HOBBY BEGAN, trading through the mail was the chief way to build a collection. Some folks—*general collectors*—went for every card that came along





and had floor-to-ceiling covered postcard rooms. Here's a want-to-trade postcard from 1959 that also served as psychotherapy or... more. The club has received several smiley face invitations to trade from the Schockers, 1802 5th Av, SW, Austin MN 55912. Write away.

ALLIED WAR EXPO Do you collect this 1918 SF topic? If so, let's do a spread on its many RPs. I have a few of the cards; along with your 300 res jpeg scans sent to editor(at)postcard.org, we can make a lasting exhibit. [Our online presence extends beyond the paper copies.]



are frequently received from ▲ Steve Howell of Morro Bay and Dave Parrish, over there in Phoenix. ▼ [Izzat a Brussels spout?]



MYSTERY CARD Who and where does this card show? It is San Francisco. The house numbers 17 and possibly the point of a 4 show on the left hand 2-door vestibule column. There's a can of kerosene, a wicker basket, and a box of hand tools (glazier's?) behind the driver. No other markings. Once again, write editor(at)postcard.org.

FAN MAIL: We love it! By email or to PO Box 621, Penngrove CA 94951. Right on! Here are a few recent examples. All



Please let me know that you enjoyed this issue—or not. And if not, why not.

Perhaps you found the double pager on the wiles of researching our cards to be a bit tedious. The intention was to share the

thrills of discovery as well as the tedium and disappointments of some searches. It is truly ironic that one of the best things that has ever happened to our hobby is also one of the most devastating: the Internet. With it we gained access to the entire world and lost the friendly old fashioned ways of collecting card-by-card and person-to-person. —LEW



may not be postcards, but fancied envelopes get stamped with approval. Postcards are still the winners and



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



RUTH E. HARSLEY
 LAURA ETHYL ROCKWELL
 MAUD BRIDSON
 FRISCO JACK
 SEE SHOW & TELL, PAGE 3

**SAN FRANCISCO BAY AREA POST CARD CLUB
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I prefer receiving the newsletter in color by email
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