

*Journal of the*  
**San Francisco Bay Area Post Card Club**

October-November 2017 Meeting: Saturday, October 28, 11 AM to 3 PM Vol. XXXIII, No. 4

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

Fort Mason Center, C-210  
San Francisco

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

IN }  
THIS }  
ISSUE }  
• EIFFEL TOWER  
• GROUP SHOW & TELL  
• SMOKY SKIES  
• LARK PHOTO AND FORERUNNERS  
• COSMO BACKS

**PROGRAM: HALLOWE'EN!** Speaker Dennis Hassler will show and tell us about America's favorite post-card holiday. Tricks and treats are in store for everyone present as postcards illustrate the fancies and foibles that were commonplace a century ago. From Friendly Greetings and Romance, on through Party Time and Spooky Situations, we'll continue into the 1920s and '30s and will conclude with an attempted revival in the 1980s. Most of Dennis' cards have been postally used, so the trail through time is easy to follow.

**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 or through the upper gate off Bay Street at Franklin. Always best to take the Muni, walk or carpool.

## COVER CARD

It is with a mixture of great happiness, and also profound sadness, that we extend hale and hearty congratulations, props, and huzzahs, to our much beloved Editor-in-Chief, the M. H. DeYoung of the postcard world, Lew Baer, on his retirement, along with the thanks and gratitude of the members of the San Francisco Bay Area Postcard Club for a job well done. Under your creative lead we have all enjoyed a true journal full of the greatness that this hobby has to offer. You've kept us informed, entertained, and truly well educated. Our club newsletter set a standard that many have aspired to, but few have ever come close to. And for that we all raise a toast in your honor. We shall all miss your outstanding efforts on behalf of our club.



—GLENN KOCH  
(More on page 23.)

## CLUB OFFICERS

### President:

ED HERNY, (415) 725-4674  
edphemra(at)pacbell.net

### Vice President:

KATHRYN AYRES, 415-583-9916  
piscopunch(at)hotmail.com

### Treasurer/Hall Manager:

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

### Editor:

LEW BAER, 707 479-9437  
PO Box 621, Penngrove CA 94951  
editor(at)postcard.org

### Recording Secretary:

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

### Webmaster:

JACK DALEY: daley(at)postcard.org



### MINUTES, July 22, 2017

Parking was tighter than usual because of the huge crowd that came to sign up for the The San Francisco Marathon. An overflowing crowd of about 40 clubsters and guests did get to the meeting. Dealers set up were Hal Lutsky, Dave Parry, Sue Scott, Ed Herny, Chris Donaldson, Norman Freitag with a box of free items, and club 10¢ers.

The meeting was called to order at 1:04 by President Ed Herny.

Guests Kelly and Kalen, John Burton's daughters, were introduced.

**Announcements:** Kathryn Ayres read a thank you note from Leslie Compton, last meeting's speaker. ... Ed Herny reminded us of the show this weekend in El Dorado Hills.

**Drawing:** A lot of folders, Moderns, sleeves, books on Santa Rosa and Carville by the Sea resulted in many happy winners.

**Show & Tell:** Ed Herny showed an Eiffel Tower Mod and a card of a French church with the Tricolore on the back. ... Fred Van der Heyden said "Find me if you can," and held up a Mission Dolores card. ... Harold Wright showed a card of a Japanese restaurant on the Peninsula that has Chinese cooks and serves pseudo-Asian food. ... Ted Miles told that the Pacific Mail Steamship Company was the first to run from San Francisco to the far East; it had 12 ships and there are several cards of each; Ted showed a few. ... Janet Baer showed her postcard-to-be of this year's Penngrove Parade. ... Bob Bowen brought a printed Japanese card of Warren Gamaliel Harding and wondered why it was made; it is possibly related to the U.S. help after a Tokyo earthquake.

—NOTES BY LB

The **August meeting** was canceled out of concern for safety and parking during an extremist rally planned for Chrissy Field. The rally was canceled at the last minute.

### MINUTES, September 23, 2017

**Call to Order:** The club meeting was called to order by President Ed Herny at 1 pm. 23 Sept., 2017 in room C-210 at Fort Mason, SF.

There were 15 members signed in, with about 10 more in attendance.

**Vendors:** Ed Herny, Arlene & Ted Miles, David Parry; Felix Zekhster; Bob Bowen, and with free cards too-thanks!; Nancy Redden; and free items from Norman Freitag—thank you; also free were several 6-pocket albums with pages, both horizontal and vertical.

**Drawing:** Six items including several lots of cards, and Carol Jensen's newest book.

**Announcements:** Ed Clausen submitted our 2018 requests for a meeting room at Ft. Mason. We will have C-210 for three months. After that they are renovating, and cannot confirm a room.

Carol Jensen brought for sale, several copies of her new book, 2nd edition, LAKE OF THE SKY, THE PHOTOGRAPHS OF HAROLD A. PARKER, 1905-1912 LAKE TAHOE. She donated one to the raffle.

Our President Ed will be working on the Dickens Fair and will miss the next two meetings. He gave us all advertisement cards for the upcoming event, "Soundtrack to the '60s" at the Berkeley History Society. Oct. 8, 2-5pm is the opening event for the





exhibit. It will run through April 2018.

**Business:** No old or new. There was no mention as to who will take over the job as editor of our newsletter, nor who is interested in starting a blog for the club.

**Show & Tell:** Fred van der Heyden showed a Halloween-like Dutch card for the Feast of St. Martin, cards by Rie Cramer, and 1940 Olympic cinderella “stamps.”

Respectfully, —NANCY REDDEN, SECRETARY

**FILLING HOLES** with two favorite San Francisco Real Photos. Left, from my collection of Chefs at Work. Right, “Before the Fire,” a spectacular J card is tribute to those in the North Bay Area who have suffered in the on-going fires. —LB



JULY PROGRAM:

# THE EIFFEL TOWER

Presented by DAN SAKS

The room went dark, and a flash of lightening hit an electrified bright blue image of The Eiffel Tower.

Our story begins, Dan began, with Alexandre Gustave Eiffel (1832-1923), a French engineer and architect who made his name designing and building bridges for the French railway. His firm designed and built the Garabit Viaduct over the Truyère river in southern France. When finished in 1885, it was the world’s highest, 407 ft above the river and 1,854 ft long. It is still in use. Similar design elements were used in Eiffel’s next project built for the 1889 Expositi-



tion Universelle in Paris.

The projector clicked, virtually, and we saw 35 postcards featuring the iconic Tower. Follow along... >>



COMIC TO CATASTROPHIC, PHOTO OR ARTISTIC, THE EIFFEL TOWER HAS GRACED A HUGE VARIETY OF POSTCARDS.





Top row: A card issued for the 1889 Expo led the parade, used in 1890. ...

Then, a card mailed in 1898 showing two tourist boats passing along the Seine. ... An artistic concept included the Trocadero. ... Another artistic view brought more touristic sites into the picture. ... For the 1900 Expo the Tower appeared on a day and night view Hold-to-Light.

Row 2: By the 1920s, the Eiffel Tower was bragging about its height—1063 feet to its tip—taller than any San Francisco building except Salesforce (1070 feet). ... The tip appeared on a card postmarked at the tower top along with searchlight, weather and radio telegraph equipment. ... On a misty morning Paul and Pierre Lebeaudy prepare to depart in their first airship on Nov. 20, 1903. ... A card postmarked in 1910 on the Tower top shows Le Comte de Lambert's plane. ... The Seine flooded in 1910 with water seeping through Paris. Pumps kept the Tower's underground anchorage dry. ... Zeppelins attacked on March 21, 1915 as shown on a German WW I card. ... The 1925 Exposition des Arts Décoratifs



IN 1937, AT THE NALE, THE TOWER WAS THE CENTER OF THE GERMAN AND GERMAN

... The tip appeared on a card postmarked at the tower top along with searchlight, weather and radio telegraph equipment. ... On a misty morning Paul and Pierre Lebeaudy prepare to depart in their first airship on Nov. 20, 1903. ... A card postmarked in 1910 on the Tower top shows Le Comte de Lambert's plane. ... The Seine flooded in 1910 with water seeping through Paris. Pumps kept the Tower's underground anchorage dry. ... Zeppelins attacked on March 21, 1915 as shown on a German WW I card. ... The 1925 Exposition des Arts Décoratifs

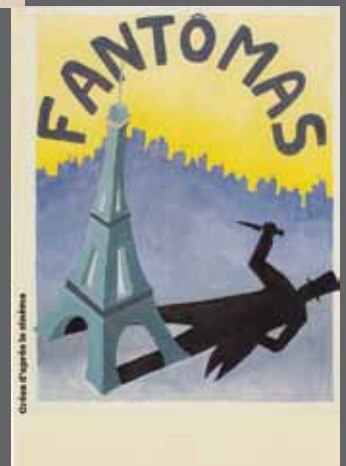






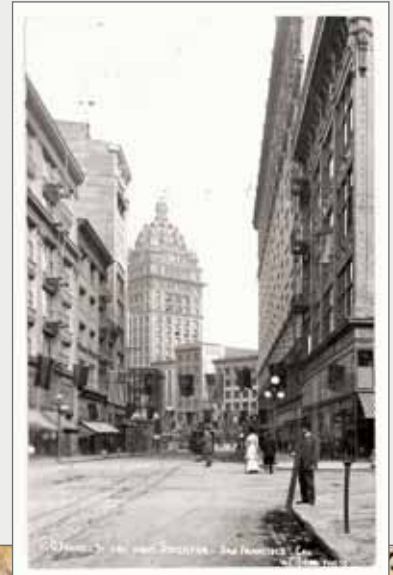
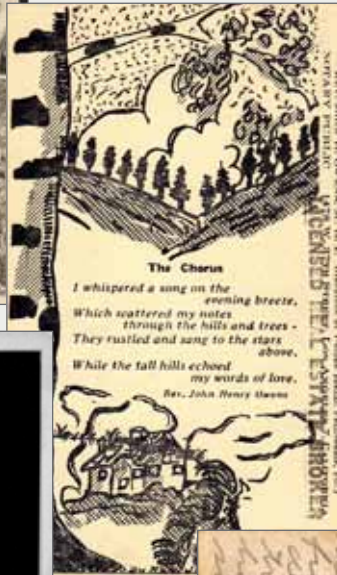
brought an elegant view in an ad for Citroën. **Sides:** Krampus came to Paris during WWI, as well. ... Parisians love for their Tower led to humanizing it on vacation at the seashore. ... The Tower had its share of arcade photo studios ready to make souvenir postcards.

**Bottom Row:** Made-on-site souvenir cards like this cut and pasted cameo were popular in 1900. ... Underwood & Underwood, an American company, published a realistic photo view with the Tower slightly off kilter.... An Italian card, mailed from Austria in 1900, ensnared the Tower and four stages of the moon in swirls of pasta. ... An American jeweler had photo cards made to advertise his 1952 buying trip to Paris and the top of the Tower. ... Dramatically elongated letters promoted a 1955 farming machinery trade show. ... The Eiffel Tower was a prime design element during the Rack (Free) Card era.





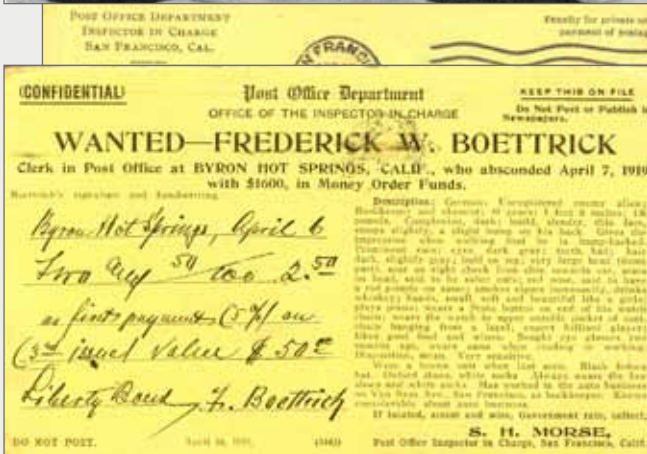
# September Program



**Top Row**, left to right: Wayne Nelson – a chorale of old seadogs from Sylvan, Washington and an illustrated poem by a minister who is also a real estate agent. ... Dave Parry – his latest Weidner, found at the Vintage Paper Show: “The Call Building is prominent in it. That building got me started collecting postcards. And it seemed unusual to see a different street scene from those on his lithographed cards. The flags might indicate a parade, and, of course, Weidner took many parade photos. The message is interesting. The writer had landed off a ship at 7:30 AM, was catching a train at 9 AM, had time to buy, write and mail the card which is canceled at 9:30 AM (with the PPIE cancel). It was sent to Sheyenne, North Dakota, which I had not heard of. The addressee had moved to Minnesota and so it has a forwarding Sheyenne cancel four days later.” ... Tommy Sutrov – Happy Birthda . . . Andy Stewart – “One of the Edwardian models I collect, the Bun Lady. I own well over 100 postcards of her and had never seen an image of her from this series until I glimpsed this in a lot offered by a Canadian dealer on eBay. I bid and won the lot at less than \$1 each for 34 cards. This was clearly the gem in my eyes. It was mailed in London in 1911. The back is interesting as well. I like that the stamp was applied diagonally

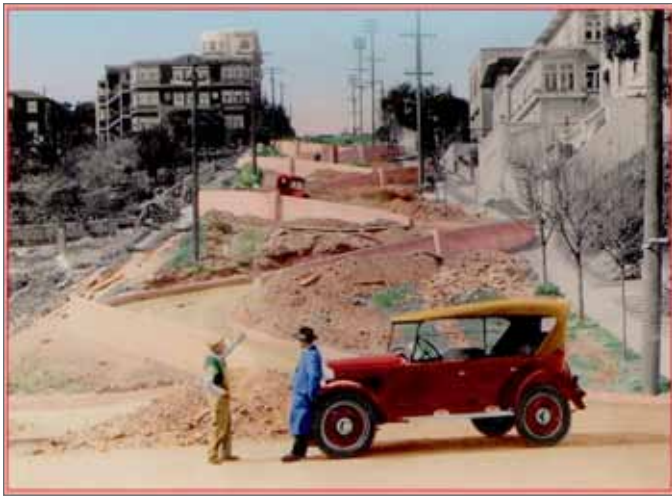


# am: SHOW & TELL



[Language of Stamps!]. The message appears to be a note between lovers regarding a rendezvous.” ... Marty McReynolds – “A Beefeater from 1936 sent to me as a child. My aunt wrote on the card, ‘No doubt this fellow will still be standing here when you come over.’ Well, he was still there when I got to London in 1957.” ... **Second Row:** Jim Caddick – A great time lapse RP of the 1930 solar eclipse in Oakland. ... Russ Samuels – Cooking crabs at Fisherman’s Wharf; note the “10¢ and up” sign. ... Kathy Samuels – Photographers at work. Where? When? She speculates that they are western news crews at the fall of the Berlin Wall. ... **Third Row:** Dan Saks – “Frog Baby” and “Duck Baby” by Edith Parsons from the PPIE now at Forest Lawn in Glendale. ... Mark Baker – A Butte County rock merchant’s exhibit. ... Carol Jensen – “Wanted” card from Byron Hot Springs for a postal clerk who absconded with funds. ... Kathryn Ayres – “Miss San Francisco,” with attached glitter and glass “jewels,” standing in front of the Cliff House and Seal Rocks. ... Mike Jacobsen – “I’d never seen a round postcard before.”

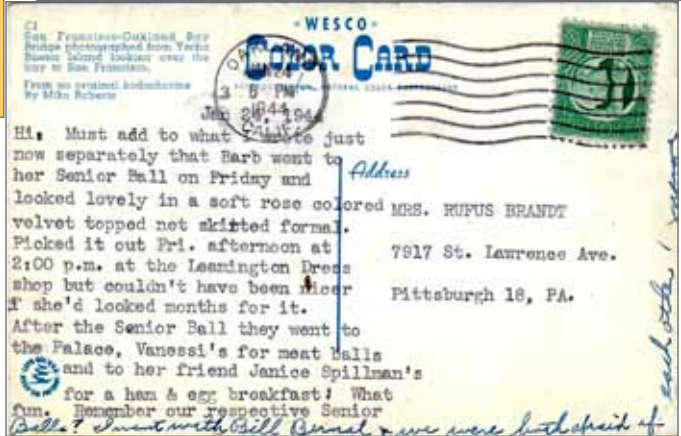




**Top Row:** Janet Baer—From the Golden Gate Park show, “Handwriting, Maps, Oriental, Time, Art—so many of my categories on one card!” ... Lew Baer—A German beer hall with a goat (*bock*) poster, ‘The entire military is cheered when we raise our glasses.’ ... Ed Herny—A San Francisco map, also from the Vintage Paper Fair, printed in Germany with sites named in German. The back is an imitation of the U.S. postal card of 1891-94. ... Bob Roberts—“This card is quite special to me as it was the first [C-1] of my father’s [Mike Roberts] postcards. Also, the message brings back a host of memories from my own Senior Ball in SF. Thanks for keeping the flame burning.”

**Second Row:** Paul Robinson—A card, from a friend’s mother who passed away, with a colorized 1920s photo view of constructing the crooked block of Lombard Street. ... Glenn Koch—A rare card from the Golden Gate International Exposition, captioned: *Greetings from “The Little Gift Shop”/ Treasure Island—1939*. This is more than a little puzzling, since there was no German pavilion on Treasure Island during the fair, due to Hitler’s activities overseas. Not one of the three extremely detailed official guidebooks published for the fair mentioned anything about this shop. “On the back it is addressed to a Dr. Behne, 156 N. Las Palmas, Los Angeles, CA. and penciled on the left side it





says Hilda, Vera, Lilo Behne which must be the names of the three girls on the front of the card. I did some research on them. They were obviously well off. They traveled on the Queen Mary First Class. Dr. Behne was a radiologist who came from Germany in 1923. Ended up in LA and died in 1948. He had four daughters, one of whom also became a radiologist. All were buried at Forest Lawn.” ... Bob Bowen – “I don’t collect any of the topics on this card, but I like the graphics.” Mailed from San Francisco in 1909, it is of the “Fleet in Philippine Waters.” The Great White Fleet, as it came to be called, was in the Philippines in October and November of 1908. **Bottom Row:** Sherry Webster – “From my scrapbook— one of my first postcards gotten as a 6- or 7-year-old on

a family trip in Missouri. Decades later, I saw the card in a book, GAS, FOOD & LODGING. The Diamond is a great American roadside story. An attorney, down on her luck, opened a farm stand. Over the years the business grew and grew.” ... Rommel Struckus – “I love everything transportation and wondered who could have had the power and position to have his own railroad engine car. Khedive was the term for a viceroy in the Ottoman Empire. The 1906 card refers to Abbas II of Egypt. In 1914, he was replaced by a British appointee. ... Ed Clausen – This 1922 American-La France fire pumper (one of six Oakland bought) marked the end of horsedrawn firefighting in Oakland. Ed, retired from the Oakland Fire Department, has IDed all of the men. —LB



## SMOKY SKIES

Plumes of smoke from towering stacks filled the sky as workers and business owners boasted of progress and profits. In 1910, industry ruled. Postcards spread word of its power and glory.

—A LONGTIME FRIEND OF THE CLUB



*Smear Pipe and Gravel Plant, Pittsburg, Mo.*



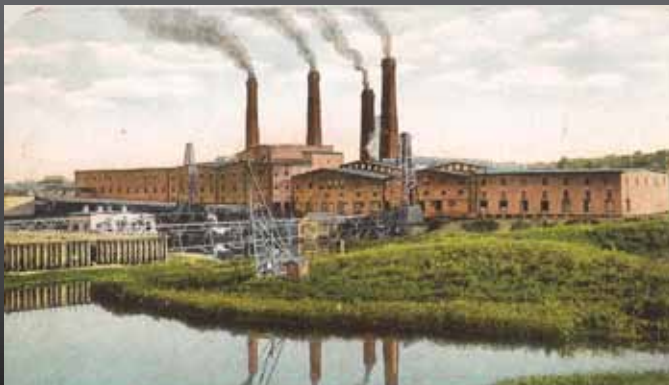
182. *CHARLES FURNACE, PHOENIX, AZ.*



*Airplane View of Cotton Smelter, near Sudbury, Ontario, Canada.—24.*



1338. *Sugar Factory, Libi, Utah.*



**WORCESTER SALT FACTORY, SILVER SPRING, N. Y.**  
Capacity over 200,000 lbs per day.



**SEVIER FACTORY**  
DEC 1 1911



## Lark Photo and its Forerunners — Belden & Upp, Lark & Warne, Guerneville Pharmacy by FRANK STERNAD

In the spring of 1910, the city of Santa Rosa was showing significant healing from the devastating earthquake that struck four years earlier. The new Sonoma County courthouse was dedicated in May, surrounded by a largely rebuilt downtown. During this economic revival, Fourth Street druggists Benjamin Belden and Arthur Upp decided to expand their business to the rapidly developing Russian River area. Northwestern Pacific Railroad had completed a new bridge over the river near Northwood, connecting its Fulton branch with the narrow gauge in Monte Rio. Summer cottages were selling briskly, and railroad excursions transported huge crowds from the Bay Area. To effect their plan, Belden & Upp purchased Dr. Edward J. Ruddock's drugstore in Guerneville and renamed it GUERNEVILLE PHARMACY.

Newton Allen Lark was born in San Francisco on April



30, 1882. His mother, Sebastopol native Ella V. Purkerson (1858-1945), was single and worked as a supervisor for the Stan-



HANDCOLORED LITHO CARD #1749 WAS PUBLISHED BY RICHARD BEHRENDT FOR GUERNEVILLE PHARMACY C. 1911. OTHER KNOWN TITLES ARE #1744 "BOATS ON GUERNEWOOD BEACH," #1746 "PANORAMA OF RIONIDO," AND #1747 "ENTRANCE TO GUERNEWOOD PARK." A SIMILAR SERIES WAS PUBLISHED FOR THE STORE'S PREVIOUS OWNER, DR. E.J. RUDDOCK.

dard Shirt Factory in the city. Ella later married Andrew Frieze, a farmer from Missouri, and the June 1900 Santa Rosa census records Newton as Frieze's stepson. On October 21, 1907, at age 25, Lark was licensed by the California

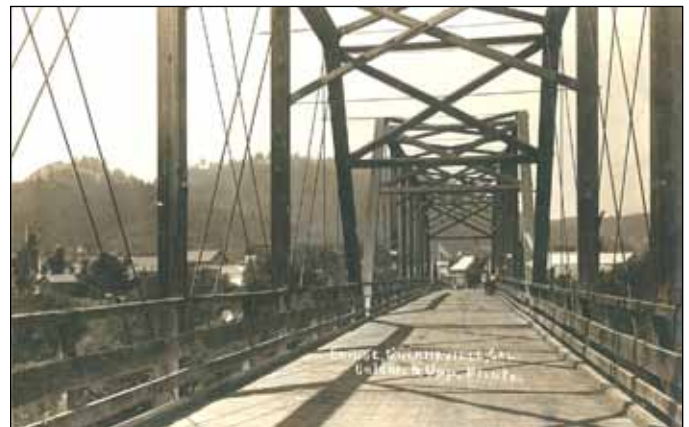


A SIGN UNDER THE AWNING OF THE 2-STORY IOOF HALL MARKS LOCATION OF DR. EDWARD J. RUDDOCK'S DRUG STORE ON FIRST STREET. [PRINTED POSTCARD, C. 1909]

State Board of Pharmacy, and two years later was working in George M. Luttrell's drugstore at 527 Fourth St. in Santa Rosa. In August 1910, however, an opportunity came his way that put Lark on course to owning his own store—he was hired as manager of the Belden & Upp branch store in Guerneville.

Besides prescription compounding, Guerneville Pharmacy offered Kodak cameras and supplies, fine candies, stationery, postcards and souvenirs, and the store soon became a franchised agency for "Rexall Remedies." Another service popular with vacationers on the river was photographic developing and printing, done in a darkroom in back of the store. Belden & Upp produced their own line of photo postcards—scenes along the river, local resorts and campgrounds, and Armstrong Woods. If Lark wasn't already an accomplished shutterbug, he quickly came up to speed to handle the store's sideline business, and at the same time began building his own reputation as a Russian River photographer.

In October 1912, Lark was made equal partner; and on November 30, 1915 Newton and his wife's uncle, Fred L.



GUERNEVILLE'S WOODEN HIGHWAY BRIDGE WAS BUILT IN 1885. DAMAGED BY FLOODING IN NOVEMBER 1920, IT WAS REPLACED BY THE EXTANT STEEL TRUSS BRIDGE IN 1922. [BELDEN & UPP PHOTO, JULY 17, 1913 POSTMARK].

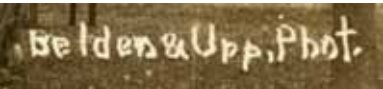




VACATIONERS AT CARL BIRKHOFFER'S VINE HILL FARM NEAR GUERNEVILLE. PART OF THE 80-ACRE ESTATE WAS DEVELOPED AS A SUMMER RESORT WITH HOTEL, PAVILION, AND TENT CABINS. [BELDEN & UPP CO. FOTO, JULY 28, 1914]



A FESTIVE GROUP IN THE DANCING PAVILION AT NEELEY'S PARK, SOUTH OF THE RIVER. [BELDEN & UPP DRUG CO. FOTO, JULY 5, 1915, TAKEN FROM A DOUBLE WIDE POSTCARD]



BUILT ON "THE HILL" IN GUERNEVILLE IN THE LATE 1870S, LUMBER BARON D. L. WESTOVER AND FAMILY LIVED IN THIS HOUSE UNTIL 1913. [BELDEN & UPP]



THE RIONIDO GROCERY STORE SIGNAGE SEEMS TO BE FLOATING ON THE FLOOD WATERS. [BELDEN & UPP DRUG CO. FOTO, FEBRUARY 3, 1915]



IN 1912 A NEW NWP STATION IN GUERNEVILLE WAS BUILT ON THE NORTH SIDE OF MAIN STREET BETWEEN CHURCH AND MILL. [BELDEN & UPP]

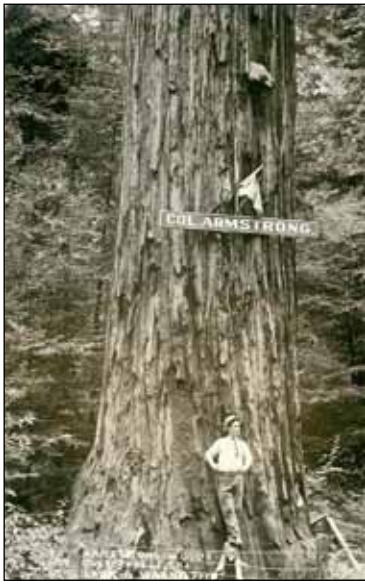


TOURING ARMSTRONG WOODS NORTH OF GUERNEVILLE. THE GROVE OF ANCIENT REDWOODS WAS ESTABLISHED AS A CALIFORNIA STATE PARK IN 1936. [BELDEN & UPP DRUG CO. FOTO, C. 1915]



ONE REDWOOD STUMP LODGED ATOP ANOTHER DURING AN 1895 FLOOD IN GUERNEVILLE. [BELDEN & UPP RETRO PHOTO POSTCARD]

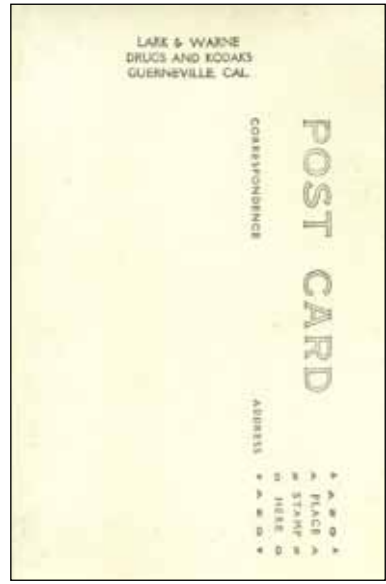




COLONEL JAMES B. ARMSTRONG REDWOOD TREE, OVER 1400 YEARS OLD. [LARK & WARNE FOTO]



THIS CREATIVE SHOT ENTITLED "A DAM SITE, GUERNEVILLE, CAL." SPEAKS FOR ITSELF. [LARK & WARNE, JULY 2, 1917 POSTMARK]



LARK & WARNE DRUGSTORE ON FIRST STREET, A FEW DOORS EAST OF GUERNEVILLE'S ODD FELLOWS HALL. [LARK & WARNE FOTO, 1916]



RAILROAD PASSENGER SHELTER AT RIO NIDO. A FAINT INSCRIPTION ON THE IMAGE READS, "BELDEN & UPP PHOTO," BUT BACK IMPRINT (ABOVE) ON THE CARD REVEALS NEGATIVE WAS REPRINTED BY LARK & WARNE.



GUERNEVILLE FIRE, SEPTEMBER 25, 1919. FOREGROUND SHOWS NEWTON LARK'S HOME IN RUINS. THE LARK & WARNE PHARMACY WAS ON THE OPPOSITE SIDE OF THE HUGE ODD FELLOWS HALL.



BENSON'S TAVERN AT VACATION BEACH SUBSTITUTED FOR A MANOR AND MILL IN QUEBEC DURING FILMING OF THE 1921 SILENT MOVIE, A WISE FOOL. WILLIAM "HOPALONG CASSIDY" BOYD PLAYED ONE OF THE CHARACTERS. [LARK & WARNE]



Warne, bought out Belden & Upp's interest. For the following twelve years Guerneville Pharmacy was better known as LARK & WARNE. The original drugstore was situated in the massive Odd Fellows block, facing First Street; but by 1916 Lark had moved a few doors east into an adjoining single-story building.

Fred Luther Warne was born July 1, 1872 in Bronson, Michigan, the son of George H. and Frances Robinson Warne. On July 21, 1897 he married Emma Snyder in Bronson. By 1900, Fred was employed as a piano sales-

man, and in 1904 their son Wilbur was born. The child died in 1913 at age nine. The tragedy may have propelled the couple's move west to Sonoma County where Fred partnered with Newton Lark in the pharmacy. Fred had been leader of a city band in Bronson, and he quickly organized and headed the Guerneville Municipal Band. A few years later Fred and Emma separated and Emma went to work in Petaluma at the silk mill. She died on December 16, 1921 at age 49. By 1926 Fred remarried, to an Englishwoman named Mae Thorpe who arrived in the United



NEELEY'S BEACH WAS TRANSFORMED INTO A BUSTLING INDIAN VILLAGE FOR PRODUCTION OF THE 1925 SILENT FILM, BRAVEHEART. [LARK & WARNE FOTO, SEPTEMBER 29, 1925]



HIGH WATER FLOWING UNDER THE 1922 GUERNEVILLE HIGHWAY BRIDGE. [LARK & WARNE FOTO, FEBRUARY 12, 1925]



SHOOTING A CAMPFIRE SCENE FOR BRAVEHEART. [LARK & WARNE FOTO, 1925]



VAPOR LIFTS OFF THE RIVER ON AN ICY WINTER DAY. [N.A. LARK FOTO, JANUARY 15, 1932]



RUSSIAN RIVER NEAR GUERNEVILLE. [GUERNEVILLE PHARMACY FOTO]



HETZEL'S COTTAGE COURT IN GUERNEVILLE. [LARK PHOTO, JULY 1938 POSTMARK]





BUSY SUMMER DAY AT GUERNEWOOD PARK BEACH, DOWN RIVER FROM GUERNEVILLE. [LARK PHOTO, C. 1942]



UMBRELLA CITY AT GUERNEWOOD PARK BEACH. [LARK PHOTO, JUNE 1942 POSTMARK]



RUSSIAN RIVER INN ON ORCHARD AVENUE, VACATION BEACH, DOWN RIVER FROM GUERNEVILLE. [LARK PHOTO]



NEWTON WARNE LARK MIMES A LUMBERJACK IN 1932. AT THE TIME HE WAS A PHARMACY PHARMACY STUDENT AT UCSF.

States in 1910. Suffering from untreatable colon cancer, Fred Warne died in San Francisco on February 22, 1928. His ashes were buried in Michigan at the Bronson Cemetery, next to his first wife Emma and son Wilbur.

Newton Lark was married twice, first to Irene Bernice Rich on March 22, 1911 in Santa Rosa. The couple had four children: Marion Helen, Newton Warne, Donald Francis, and Rose, all of whom were later involved with the drugstore in various capacities. After ten years of marriage, in August 1921, Newton filed for divorce on grounds of extreme cruelty. Three weeks later, the final decree awarded custody of the children to the father.

Lark took many photographs in the town of Guerneville and at resorts up and down the river, reproducing them as photo postcards. Dating from about 1916 to the early 1940s, the majority show street scenes, train arrivals, redwoods, beaches and bridges, and most unusually, locations where motion pictures were filmed. Over the years his cards were variously signed, "Lark & Warne Foto," "Guerneville Pharmacy Foto," "N. A. Lark Foto," and "Lark Photo." One poignant image shows a destroyed city block with the caption, "Guerneville Fire - Sept. 25, 1919." In the foreground, the corner of Mill and Third Sts., are the ashes of a burned home with only the fireplace left standing.

Town historian C. R. "Buster" Clar tells us the ruin was all that remained of Newton A. Lark's family residence. And with that insight we are tempted to speculate that the fire, committed by arsonists who were witnessed and testified against by Lark's 7-year-old daughter Marion, may have had some bearing on the collapse of his marriage. Lark rebuilt his home; and, about 1930, replaced his drugstore with a two-story structure on the same First Street lot, but extended through to Second (today's Main St.) for a new main entrance.

Lark's son, Newton W. Lark (1913-1981), who preferred his middle name, Warne, graduated from the University of California College of Pharmacy, and earned state licensure in October 1934. He assumed half interest in the family business in 1937, but surprisingly moved to the central California town of Hanford, where in 1940 he operated Lark's Photo Shop & Studio at 214 N. Douty St. In July 1941, however, Warne Lark returned to Guerneville to help his father with the busy summer season, and soon afterward moved back to his hometown to take over Guerneville Pharmacy's ever growing photography business. Starting about 1942, a series of 48 Russian River photo postcards began to appear that are attributed to the father and son team of photographers. Each scene was identified





ARMSTRONG STATE PARK RECREATION HALL [LARK PHOTO, C. 1942; N-469 HALFTONE PRINTED POSTCARD]

FOLDER #7  
**GUERNEVILLE PHARMACY**  
 N. A. LARK - N. W. LARK  
 GUERNEVILLE, CALIF.

FROM *Mrs. J. J. Malme*  
 1211 Arguilla Blvd. Los Angeles, Calif.

**The Lure of California's Russian River Country**  
 The Russian River Recreational District has for years been one of California's favorite vacation areas. It is located about 20 miles north of the San Francisco Bay area and can be easily reached by driving the Red Highways or by using the Government Bus service.  
 The Russian River has its source in Mendocino County 80 miles north of Guerneville. Several miles to a point below Round Bay where it turns west to find its final outlet at Ukiah (70-80 miles) is the main part of Guerneville. This river is most outstanding in that it has a temperature that is ideal for swimming. The stream is shaded and the weather is ideal for swimming and sun bathing.  
 Resorts, cabins and auto camps for the convenience of vacationists are located along the beautiful river which through the hills and valleys and the beautiful area of California Redwood Trees.  
 Guerneville is embraced by a series of court areas up and down the river, such as Red Hill, Hixon, Harlands, Rio Dell and Strake Park to the east and Guerneville Park, Monte Rio, Villa Grand and Sunset-by-the-Sea to the west. Guerneville, known as the hub of the Russian River, is open all year. It has the shopping facilities.  
 Two and a half miles to the north of Guerneville, is located the beautiful Armstrong State Park which is famous for its virgin Redwood Trees of giants size. There several thousand years old stand in the open area. The trees are unusual because of its natural arrangement with large nesting cavity for special birds and the entertainment. Just west of Guerneville is located the beautiful, historic Gold Country.  
 There's a playland area, near the riverbank river has become a play and a world of interesting mountain trails. The river affords fine launch for water sports and exciting trout fishing near sunset. Deer hunting is plentiful in the back hills of this district. Evening entertainment is offered for amusement centers, fine outdoor amphitheaters, movies and dancing.  
 There are approximately twenty-five hundred privately owned cottage homes in the area, many of which are occupied by retired persons who find it an excellent place to just relax and rest. The mild climate and beauty in itself offers complete enjoyment. Hotel accommodations are available to recreational from May to October and winter throughout the year.  
 The historic Russian settlement known as Fort Ross is within easy driving distance of Guerneville. The clean, high built houses and barns have well cared and are a reminder of the days of the pioneers, Russian Greys, and outstanding Redwood Grove, where the famous Suburban Club spend their summer vacations, is located at Monte Rio.

FORT ROSS COLONY, NORTH OF MONTE RIO, CALIFORNIA N-148

*Souvenir Folder of*  
**RUSSIAN RIVER**  
*Guerneville, California*

*Mrs. Mrs. J. J. Malme*  
*Muskegon,*  
*Michigan*  
 P.R. 1 Box 137  
 Bear Lake Rd.

RIO NIDO BEACH, RUSSIAN RIVER, RIO NIDO, CALIFORNIA N-149

SOUVENIR FOLDER, HALFTONE PICTURES AND SOURCE PHOTOS (BELOW). [GUERNEVILLE PHARMACY, N.A. AND N.W. LARK, 14 PRINTED IMAGES ON ACCORDION-FOLD MAILER, C. 1945]





with an “R” number, such as R-7 which captured a busy day on Guerneville’s Main St. in 1938 and shows Guerneville Pharmacy’s storefront at left. Newton A. and Newton W. also collaborated on production of halftone printed postcards based on photo postcard images, such as N-469 Armstrong State Park; plus an accordion “Souvenir Folder” of similar black and white halftones including N-140 Rio Nido Beach, N-142 Amphitheater at Armstrong State Park, and N-148 Fort Ross Colony.

When the senior Lark retired from day-to-day operation in 1948, Warne Lark and his wife Gertrude became proprietors of Guerneville Pharmacy. Less than ten years later, in October 1956, the old store building and adjacent restaurant were demolished and replaced with a large, modern drugstore. Much of the design, layout and merchandising was coordinated by the Rexall Drug Company, and when the store opened in February 1957, the new outdoor signs read, LARK REXALL DRUGS.

At one time Newton Allen Lark held the position of Guerneville fire chief, and over the years participated in local organizations such as Masons, Elks, Guerneville Chamber of Commerce, and the Sonoma County Fire

Commission. He died at age 88 on Christmas Eve, 1970 at his Mill Street home, and was buried in Santa Rosa Memorial Park Cemetery.

Following in the civic minded footsteps of his father, Warne Lark became one of Sonoma County’s benefactors, serving as president of the Guerneville Chamber of Commerce, Guerneville Rotary Club, and Russian River Recreational Region, and director of the Sonoma County Economic Development Board. He also served as trustee of Santa Rosa Junior College, 1950-69, and was honored for his contributions in the naming of Lark Hall, completed in 1979, two years before his death.

Lark Rexall Drugs continues today as a locally owned pharmacy that has continuously served the community for over a century. The store is now located at 16251 Main St. in Guerneville. Several of Newton Lark’s photographs are cataloged and archived at the Sonoma County History and Genealogy Library in Santa Rosa, CA.

CONTRIBUTORS: Jim Caddick, George Juilly, Dennis O’Rorke, Katherine J. Rinehart—Sonoma County Library, John Schmale, Jim Staley, Irene Strombom (1922-2016).



LOOKING WEST ON MAIN STREET, GUERNEVILLE PHARMACY AT LEFT. THE STORE’S PHOTOGRAPHY LAB WAS LOCATED IN THE VENTILATED PENTHOUSE. THE LOUVRE SALOON WAS FIRST OPENED IN 1894. [R-7, ATTRIBUTED TO N.A. AND N.W. LARK, 1938] DETAIL, RIGHT



BAND STAND AND DANCE FLOOR OF THE GROVE & PAVILION CAFÉ IN GUERNEVILLE. THE CENTRAL “TREE TRUNK” WAS COMPOSED OF FOUR CANOES. [N.W. LARK FOTO]



THE NEW LARK REXALL DRUGS BUILDING, SUMMER 1957.

# Looking BACK

by JIM CADDICK

With this installment we get two stories for the price of one.

Chapter 1 is about a San Francisco company, Pacific Photo Paper Co. listed at 82 Third Street in the 1913 and 1914 City directories. (For comparison, Pacific Novelty was at 579 Market, about a block and a half away.) Pacific Photo Paper produced Cosmo photo paper as well as postcard

Pacific Phonograph Co, 818 Mission  
 Pacific Phosphate Co (Ltd) 149 California  
**PACIFIC PHOTO PAPER CO**, mfrs "Cosmo"  
 photo paper, postcards and photo  
 business cards, 82, 3d, tel Kearny 3072  
 Pacific Photo & Art Co, 86, 3d  
 Pacific Pipe Co, Howard cor Main

stock, as shown by a cut from the 1914 directory. Note, by the way, that there is also a listing for Pacific Photo & Art Co. located within spitting distance of them at 86 Third, but this is a completely separate and unrelated entity. Curiously



enough, the paper company is not listed in 1915 (although Fred Howland still is shown in the Directory as its president). I say that because nearly all of the images I have seen with the Cosmo imprint are of the P.P.I.E. held

in 1915. Surprisingly, another card, also with a P.P.I.E. image (below), has Pacific Photo Paper's name as the divider

line, but the stampbox on this card is Noko—which is an Ansco brand name. A fourth card with a



very different Cosmo stampbox design may or may not be from Pacific; there is no manufacturer information given.

The link to Chapter 2 is the man listed in the Directory as manager of Pacific Photo in 1913 and its secretary in 1914, Walter R. Grogan. [Both Grogan and Howland were Oakland residents.] Grogan's stint with Pacific Photo was his latest career change, as he had been a traveling salesman (c.1888), an employee of Southern Pacific (c.1895), a trade representative for Mexican and Central American companies (c.1900) and head of a company in San Francisco which made oil burners using a 1911 patent in his name! I was skeptical at first that one person could be so versatile (particularly because there are a surprising number of men named Walter Grogan in the census data), but family data from census and other documents all point to one person. By 1918 he relocated to Milwaukee and started Grogan Photo System Inc. ("The System That Gets Business"), moving to Chicago as Grogan Photo Service by 1930 and circa 1939 to Danville, Illinois



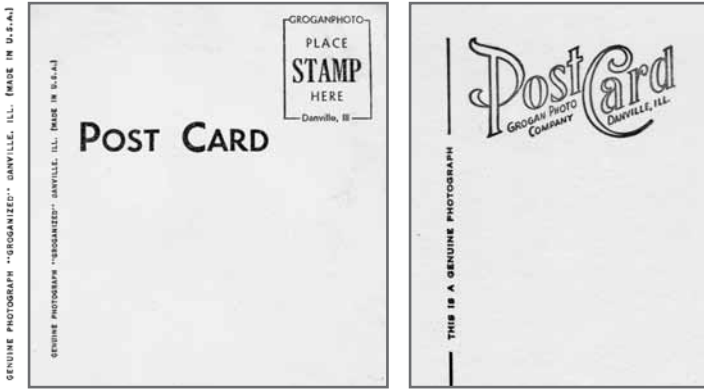
THIS IS A GENUINE PHOTOGRAPH MADE BY  
 THE GROGAN PHOTO SERVICE—TROY AT 21ST ST., CHICAGO, ILL.



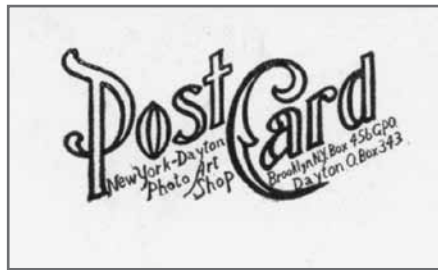
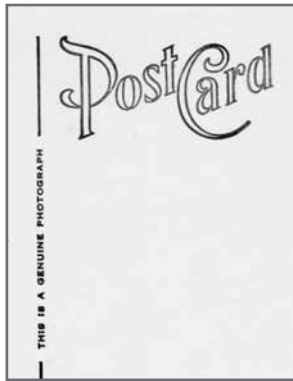
Ask for samples of the following  
**Proven Business Builders**  
*Photo Pocket Catalogs*  
 Insure Sales—Eliminate Samples.  
*Photo Advance Cards*  
 Arouse interest and get results.  
*Photo Announcement Cards*  
 Command attention.  
*Photo Post Card Sales Circulars*  
 Ten times more efficient than printed circulars.  
*Photo Calendars*  
 Dignified—practical advertising.  
*Photo Business Cards*  
 Original—Distinctive.  
*Photo Stamps*  
 The biggest little things in correspondence.  
**The Grogan Photo System, Inc.**  
 Milwaukee, Wis.







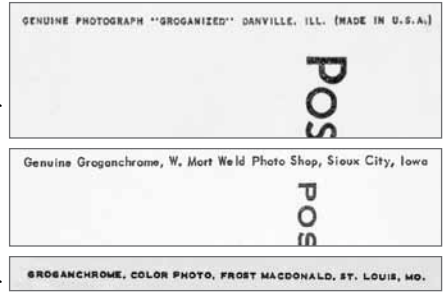
by which time his sons had assumed the company management with Dad in the role of vice-president. Some Milwaukee and Danville cards use a script "Post Card" design nearly identical to that of San Francisco, so again there is a link to the peripatetic businessman. There are also cards with that Grogan script design which include the phrase "This Is A Genuine Photograph" but without any company name or location; I am assuming it is a "generic" Grogan card which, in a ploy used by other companies as well, probably sold in larger quantity at a lower price than the standard Grogans but did not sully the "true" Grogan product. However, I do not know when (or where) it was in use. In addition there is an imprint from The Photo Art



Shop of Brooklyn, New York and Dayton, Ohio using that same script "Post Card" design but with their name in place of Grogan. The Playle website

(which posts one of the better attempts at dating real photo postcards using either just the stampbox or the complete back design) dates that version as "1930 known" but the association to Grogan (although likely) is not clear.

On the "non-script" Danville back is also the interesting use of the word "Groganized", and on some chrome cards the word "Groganchrome". Both of these imply a trademarked process being used, but I have not found any actual registration of such a trademark so this may be only a marketing attempt to differentiate the Grogan product from all the others. Walter Grogan died in Danville, Illinois in 1948, so Groganchrome may well be an innovation of his sons. The company remained in business until at least 1960.



46 PHOTOGRAPHERS - COMMERCIAL AND INDUSTRIAL

**The Grogan Photo Company**  
DIRECT MAIL PHOTOGRAPHY  
**Manufacturers Genuine Photographs**

In Large Quantities  
Commercial and Industrial Photography  
Color Photography - Post Cards - Business Cards - 5 x 7's and 8 x 10's  
Art Work - Lettering - Airbrushing - Layouts  
Photographic Catalogues - Advertising Campaigns  
Aerial Photographs - Murals

We reproduce thousands of Actual Photographs in hours where ordinarily weeks and months are required.

Our Plant recognized as largest and finest equipped reproduction laboratory of its class in America.

All Sizes from Postage Stamp to 8x10  
Advertising Post Cards - "Tip-ons" - Packets  
Business Cards

PHONE 826 1107 BAHLS

from 1957 Danville city directory

1910 - THEN AND NOW - 2017

DENNIS O'RORKE COLLECTION



GOOGLE.COM/MAPS





*In this, my final regular issue as club Editor, I asked the other officers for a few words of recollection, encouragement, divination. Kathryn Ayres and Ed Clausen were chosen to speak for all. —Lew*

## PLEASED TO BE YOUR VEEP

MEMBERS AND FRIENDS: I first joined the San Francisco Bay Area Post Card Club in March 2001, as the result of a posting by David Parry on the website for the San Francisco Museum and Historical Society (known as the San Francisco Historical Society at the time). That particular meeting of the SFBAPCC focused on the Panama Pacific International Exposition, and was attended by enthusiasts who showcased their collections of everything—not just postcards—from the San Francisco World’s Fair of 1915.

What a wonderful group of people! At that time, I had a stack of perhaps 150 postcards, and I did not know what to do with them. They were tucked away in a file drawer.

While I was perusing the cards at the table of Jane Dawson, she asked me what I collected. She looked awfully surprised when I told her that my interest was the 1939-40 Golden Gate International Exposition. She replied, “Well, I don’t have anything that late!”

I didn’t know much about postcards, but I knew enough to understand what she meant. My other primary collecting interest is San Francisco’s Cliff House. I’d found enough on eBay and in antique stores to see the difference in printing methods for the earlier styles of postcards.

Yet my knowledge of postcards was extremely limited. I met the late great Joseph Jaynes at that first meeting, and bought a few GGIE postcards from him. Joseph taught me how to “read” the backs of postcards. He pointed out the various stamp boxes, mentioned that some cards were numbered in series, and indicated the various places in which the publisher’s name might be located. These may seem simple things, but I honestly didn’t know.

Lew Baer took me in hand at the second meeting that I attended. It just happened that the cover story for the latest newsletter of the Curt Teich Archives was entitled, “San Francisco’s Forgotten Fair.” The GGIE forgotten! Not by me. Lew said, “I hope you’ll consider giving a program!”

Bob Bowen was club vice president at the time, and the VP’s primary duty is to arrange for speakers. I must repeat: I knew nothing about postcards, and I did not know what to say.

Yet it was Bob’s persistence that made me yield. After all, how often does one get to share one’s obsession from the past? By that time, I had purchased a great many more postcards at club meetings and at shows (I hadn’t even known that postcard shows existed), and I was eager to show them off.

Still, I was extremely nervous when I gave the GGIE presentation in the spring of 2002. Bob was kind; he sat at the front table, and gently whispered encouragement at

each pause in my dialogue. After fifteen minutes went by, I forgot myself in the excitement of being able to share my particular collecting interest.

Immediately after my presentation, Bob came up to me and said, “There, now! Wasn’t that fun? And you were nervous!”

It was truly incredible! Within the space of fifteen minutes, I had lost my self-consciousness in enthusiasm!

A club election was held in November 2004. Bob Bowen wished to retire as vice president. Lew told me, “I’m going to nominate you!”

I was under the mistaken impression that there would be other nominees. I wasn’t elected as VP. I was appointed!

As a result, I have been serving as the club “veep” since January 2005. My primary duty is finding speakers for the club, yet this has been a collaborative effort, between the club officers and suggestions of club members. My own initial shyness about speaking in public has helped me to encourage others.

How things have changed in the past dozen years that I have served as VP! Initially, few programs per year were computerized. We even had a program with slides projected from an old rotating slide machine! At most programs, speakers passed around the original postcards, or made enlargements.

Now, all programs are computer slide-shows. Do not let that discourage you from giving a presentation! We can help you, if you are not “computer savvy.”

President Ed Herny, Treasurer/Hall Manager Ed Clausen, Secretary Nancy Redden and Webmaster Jack Daley will be here to see you through the New Year. And, although Dan Saks no longer serves as an officer, he’s never relinquished his dedication to the club. We use Dan’s projector at every meeting, and he has been resourceful at connecting the various types of electronics. (That is more difficult than it sounds! Yet Dan always comes through.)

Our newsletter editor, Lew Baer, is retiring at the end of 2017. We owe Lew a tremendous debt. His considerable knowledge of postcards led to an extensive network of collectors who became club members. His wit, his skill in integrating images with text, and his marvelous and enthusiastic writing style will be greatly missed. Lew has been serving as newsletter editor for about thirty years!

The club officers are dedicated to holding a meeting on the fourth Saturday of every month (except December), and in keeping us all informed, of any postcard-related activities.

Pleased to be your Veep,

—KATHRYN AYRES

## From our TREASURER/HALL MANAGER

I'm not sure I have anything noteworthy to say beyond my appreciation of the people who help set up and take down the tables and chairs at the meetings. An appreciation of the officers might be self-serving, but kudos to Lew for the newsletter and everything else he does; Kathryn for scheduling speakers; Nancy for her secretarial work; Jack for the website; Ed for running the meetings and being the last of the dependable dealers to bring a large selection of cards every month; and me for treading the mine field that is the FMC front office and keeping the books balanced.

And thanks to all the club members who are a big part of what makes the hobby fun. And a special shout-out to Jim Caddick who, among his other talents, brings cookies to the meetings.  
—ED CLAUSEN

## From our EDITOR

Over the past months I have attempted to cajole several of our members into accepting a nomination for Editor. No luck yet. Who will step forward? Hard copy? Online? Blog? After 30 years it is still a lot of fun, but now it's time for a new generation.  
—LEW

## JUST-THE-FACTS-MAN

An email came to a few postcard friends from Dennis O'Rourke. Both sides of the yellowed-with-age card were included and the comment: According to the writing on the back this little fellow is none other than Ben Alexander of *Dragnet* radio and TV fame. I have no idea who Barry Hamilton is. I believe that Ben also had a Ford dealership in San Francisco at one time. Several of us replied with "Ooh" and "Wow," and John Freeman cautioned about "fake" attribution on the backs of postcards.

John Martini elected to "play the curmudgeon" and suggested that "Ben," born in 1911, looked a bit old for such an early backdrop. He then added, "It's entirely possible the photographer was still using a circa 1911 painted backdrop lacking the trademark portico that shows up in so many "rubberneck" era photos...." None of us made headway with the Barry Hamilton name.

Frank Sternad entered the conversation with, "This backdrop is found on both Azo4up and Azo2up stock, and examples are manuscript dated or postmarked 1912-17, and added, "Here is a photo of young Ben Alexander, born 1911 in Goldfield, Nevada!"



GOOGLE.COM/IMAGES

Lurking quietly. I had found a near profile image of a youngish Ben Alexander. When enlarged, the face of the tot on the postcard looked very similar to the Google face. "The kid could be Ben. Enlarge the postcard and compare the ears and hair texture. Very similar," I wrote.

We didn't have the facts, but we did have enough evidence to assume, with some confidence, that it truly is Ben Alexander on the postcard.

Dennis had the last word: Nicholas Benjamin Alexander went, apparently, from an angelic looking child actor to a stocky cop straight from central casting. He was perfect for Jack Webb's sidekick/partner.  
—ED.

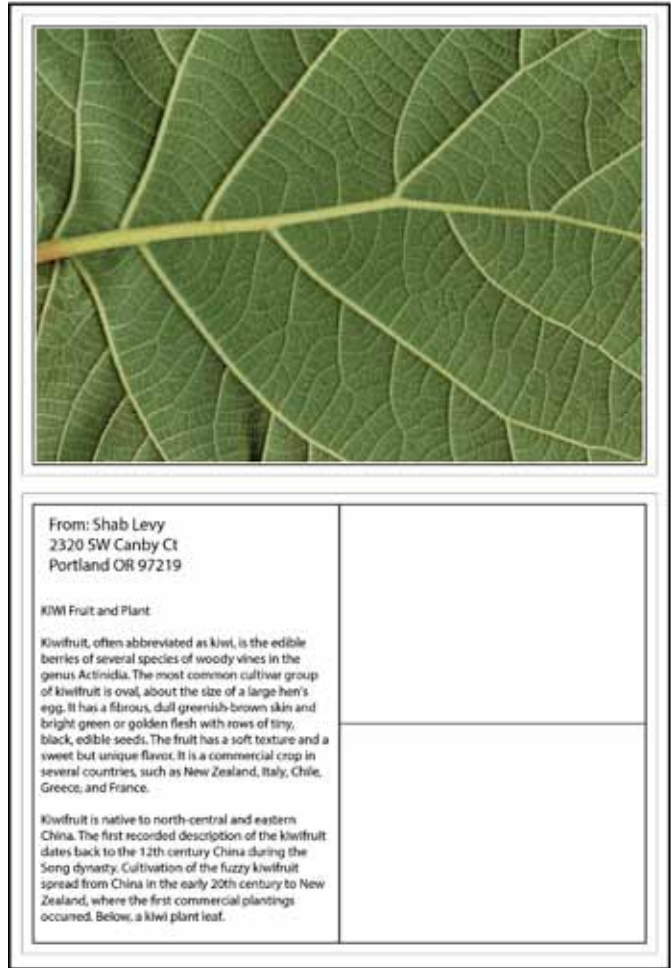
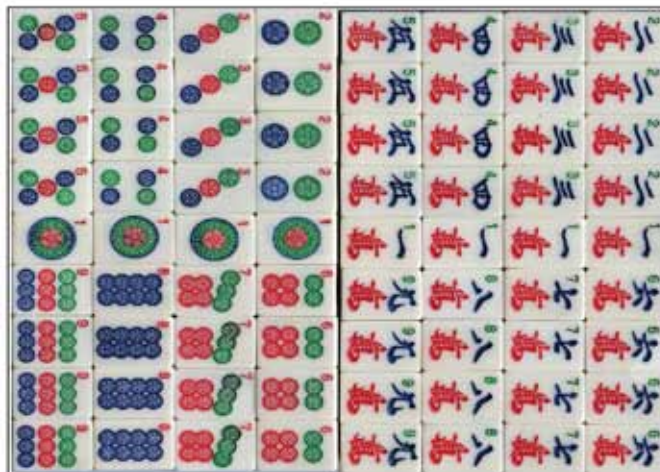
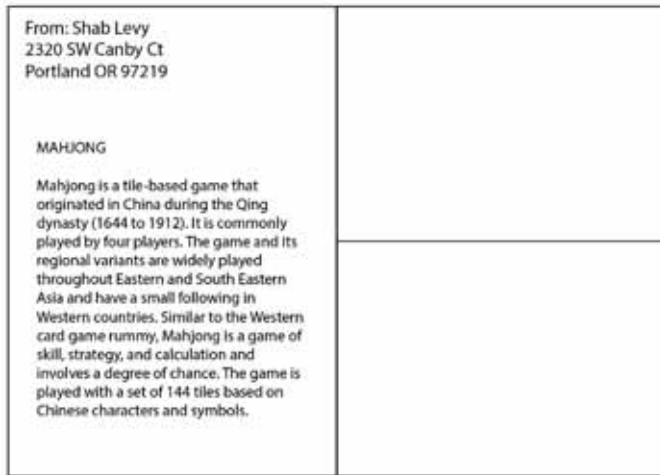


<http://downthesemeanstreetspodcast.tumblr.com/post/63283727885/jack-webb-and-ben-alexander-pin-on-their-shields>



*P.S.* HUNKERING AT THE KEYBOARD and coughing while watching swirls of smoke from the fires that are ravaging Sonoma County drift across our driveway and through the garden, I am wondering if I will find the presence of mind to fill the few holes left in this issue. Undoubtedly, all club members in Sonoma, Napa, and other north-of-the-bay counties have been affected by the fires that exploded during the night of October 8. Mandatory evacuations are in effect in several areas. We can only hope that damage is minimal and that our friends are unharmed. By the time this issue is distributed, the facts will be known.

IT WAS EXCITING to receive news of Shab Levy, a new member who makes his own postcards. I wrote back welcoming him and asking for details of his creations. He sent scans of a few cards and answered my questions: All my cards are 5" x 7" (more room for "stuff"). The majority of the cards have been mailed; the scans are duplicates I printed for my collection. I print all of my designs on a home ink-jet printer. I don't use any outside services because the maximum number of cards I produce is never more than a dozen. Every part of the postcards, including most of the photography is mine. It would look funny to give myself credit, but if I did, it would look like this: "The idea, the design, the layout, the illustrations, the



photography, the choice of typefaces, the printing, the gluing and cutting, are all done by Shab Levy.” Sometimes, I use images from the web, but they are copyright free. I am primarily a maker, not a collector, so “making things” is what I do in life although I sometimes collect trinkets of no monetary value because they look nice. [Thanks Shab! Seems perfectly normal to me.]

WE ALL KNOW those stark, black and white, quality RPs of V. C. Morris, a gift shop on Maiden Lane in SF. The cards show the curling ramp and striking shop windows in the Frank Lloyd Wright designed building. Princess Platina and family are Shaded Silver Persian cats who live in the



store and are a seldom seen part of the postcard set by Maynard L. Parker Modern Photography, published by Angeleno Photo Service, L.A. 5.

IT'S NOT EASY to stump Frank Sternad, our foremost Real Photo researcher. Dave Parish sent him a packet of mystery RPs just for fun, and, in short order, Frank IDed almost every one. A couple resisted detection, like this one.



WHERE THIS CARD CAME from I cannot recall. Nonetheless, it is weird and wonderful. A take-off of sorts on our Uncle Sam Wants You posters from WWI, a glaring Sikh points at the viewer with a disembodied hand, while his turban seems to loosen into a cobra, ready to strike. It seems to be written in Gujarati, a language of western India and transliterates, more or less, as Tamē yuddha bōnda kharīdī chē?

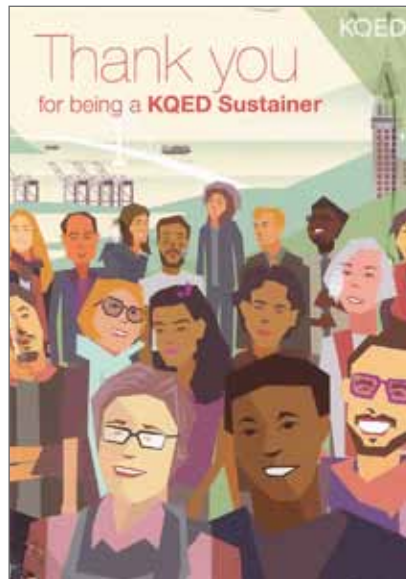


GLENN KOCH'S COVER CARD and dedicatory paean on page 1 are much appreciated. The card is worthy of more.... In Glenn's words: As to the card, it is a real photo of the acting team of Ball & West, showing Fred West on the left side of the floral arrangement (as marked by a pen stroke by the head and signature below) and Foster Ball on the right (I'm assuming) on a return engagement to San Francisco's Orpheum Theater in August of 1915 in their Character Comedy *Since the Days of 61* which "recalled the Civil War days." It was a timely production as 1915 was the 50th anniversary of the end of the war (though over 150 years later many still question if it's ever truly ended). The duo had appeared at the Orpheum in the same show two years earlier, and presumably their pals were glad to have them back. The photo was taken outside Shanley and

Furness's Continental Hotel on Ellis, near Powell. Reflected in the window is the sign over the entrance to the Hotel Tallac at 140 Ellis Street. The theater was just a block away between O'Farrell and Ellis where today's Ellis O'Farrell garage is at. So likely the stage door was on Ellis making hotels like the Continental and Tallac convenient lodging for the show folk appearing at the Orpheum.



HERE'S ANOTHER IMAGE OF UNKNOWN ORIGIN that I saved for filling a hole like this would have been.... Craby Joe's at Tenth and Broadway was a hot spot of excitement and entertainment in Oakland. The joint was jump'n in the '30s and '40s and especially so during the war years. Joe, a nattily dressed Sicilian, made pizzas in the front window. Top bands played bluegrass and western music on the stage in back. Booze flowed, and fights were a nightly addition. [Info from EYE FROM THE EDGE, A MEMOIR OF WEST OAKLAND, CALIFORNIA by Ruben Llamas.]



I'VE BEEN A SUPPORTER OF KQED since 1955 when I bought a \$4 book on the station's on-air auction. It is a real treat to add a postcard from Channel 9 to my San Francisco collection. A nifty modern is every bit as exciting as a fine vintage card, and it adds the bonus of proof that postcards still have a role in business advertising. Because of this

postcard, we upped our monthly contribution!

ONE INCH LEFT — not enough room to acknowledge the many postcarders who helped make the newsletter as good as it has been during my tenure as Editor, so I'll say, *Thank you all. The past 30 years have been nothing but fun; it's been the Golden Age of Postcard Collecting.* —LEW



P.O. Box 621  
PENNGROVE CA 94951



*Membership current if label reads 2017 or later*

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

**2017 MEETINGS**

October 28  
November 25

**SAN FRANCISCO BAY AREA POST CARD CLUB  
APPLICATION FOR NEW MEMBERSHIP**

Individual/Family (by mail to U.S. addresses) \$20 [ ]  
**I prefer receiving the newsletter in color by email** [ ]  
Be a Supporting Member by adding \$10 or more [ ]

Join or renew online at [www.postcard.org](http://www.postcard.org)  
and remit by PayPal or  
send membership info and check payable to SFBAPCC  
to PO Box 621, Penngrove CA 94951 10/17

**2017 SHOW CALENDAR**

**San Gabriel Valley Show**  
**SAN MARINO**  
**November 11-12, from 10 AM**  
San Marino Masonic Ctr.  
3130 Huntington Dr.  
(626) 665-9435

Info: [www.postcardshows.com](http://www.postcardshows.com)