

Journal of the
San Francisco Bay Area Post Card Club

August 2018 Meeting: Saturday, August 18, 11:30AM to 3:30 PM Vol. XXXIII, No. 5

Fort Mason Center, C-235

Browsing and Trading, 11:30AM to 1:30PM – Meeting begins at 1:30PM
San Francisco

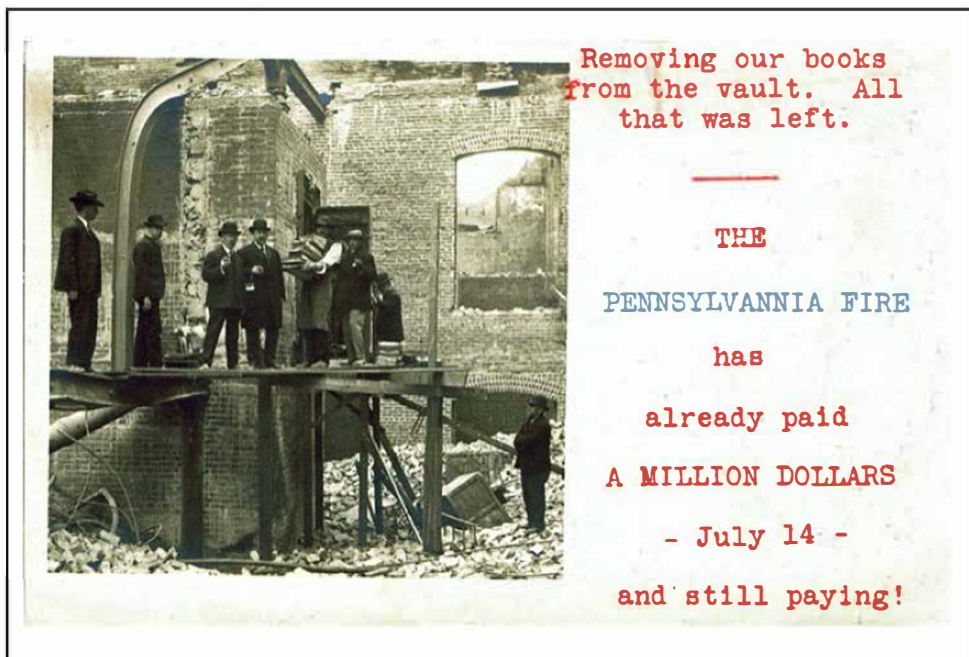
Visitors and dealers always welcome.
Meeting Schedule on back cover.

- IN }
THIS } • Cover Card: A Tale of Two Postcards
ISSUE } • Meeting Minutes
• Nancy Redden's Program
• Mt. Vesuvius: Revere Beach

PROGRAM: Our August 18th meeting will be "One Favorite Card" We'll be doing an extended show-and-tell this month. Bring one favorite card to the meeting to be scanned and shown on the screen, while you describe its appealing qualities. Club members who cannot attend are encouraged to e-mail "One Favorite Card" to uldcree@cvi.uchicago.edu

PARKING: Can be tough. Come early; there are pleasant diversions at Fort Mason Center—especially the friends of the San Francisco Public Library bookstore and its coffee area. Park inside the gates, \$16 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



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MINUTES, July 28, 2017

Call to Order: The club meeting was called to order by President Ed Herny at 1pm, 28 July, 2018 in room C-210 at Fort Mason, SF. There were approximately 22 members present.

Guest: Carol Pederson was in attendance.

NewMembers: Peter Sherman and Pam Elder.

Vendors: Ed Herny, Sue Scott, Arlene & Ted Miles, Alex Pellegrini, Felix Zekhster.

Free items: From Norman Freitag, and Jim Caddick— thank you;

Raffle: No raffle as our Vice President Kathryn Ayres was unable to attend.

Announcements:

We now have a newsletter editor! **Phil Feldman** has taken on the job. You can reach him at [sfbapcc\(at\)gmail.com](mailto:sfbapcc(at)gmail.com) Anyone with information of interest to the postcard club, please send it to Phil.

Mike Jacobson will continue to handle our roster. If you have any changes to your listing, you can contact him at [mikesmuseum\(at\)yahoo.com](mailto:mikesmuseum(at)yahoo.com).

Question: Does everyone have the 2018 roster?

Jim Caddick is now our club historian.

Announcements: Russ Samuels announced Westpex 2019 will be themed in honor of San Francisco's 1st Mayor and 1st Postmaster John Geary.

Program: Nancy Redden spoke about the joy of collecting postcards.

Respectfully Submitted,

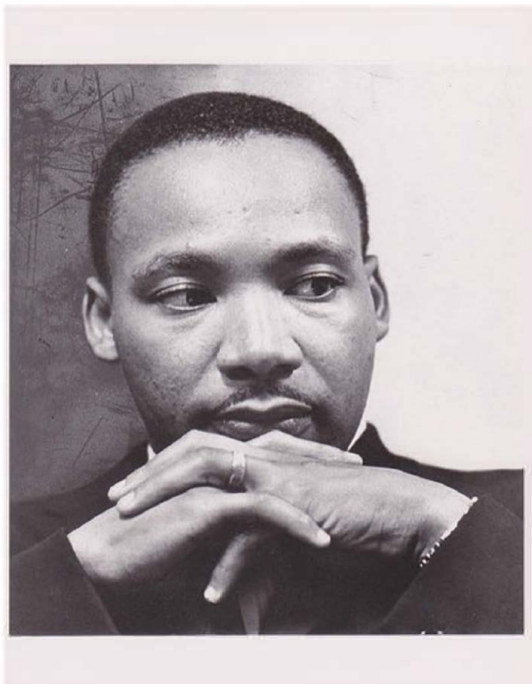
—Nancy Redden, Secretary

The Joy of Collecting Post Cards

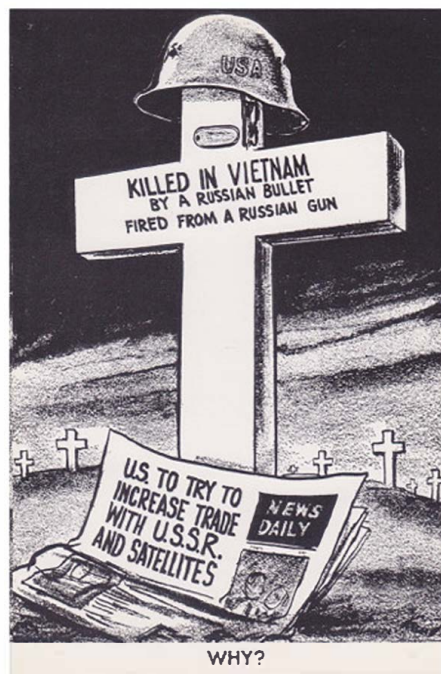
Presented by Nancy Redden

JULY PROGRAM:

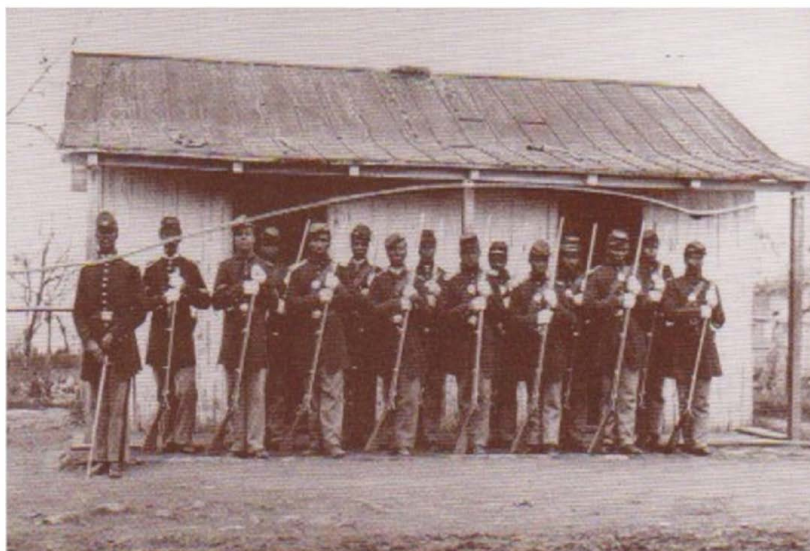
Post Cards R' Fun! For the July program Nancy Redden focused on our love of the POST CARD hobby. Postcards can evoke memories, history, interests, our passions & heroes. Here are a few of her favorites.



Dr. King "Prince of Peace"



The back side reads Mother's of Serviceman. Pasadena, Calif. 1966.



Black Union Soldiers. Nearly 180,000 black men served in the Union Army during the Civil War.



Tower Records. They always had lots of freebies such as yearly calendars which were spectacular.



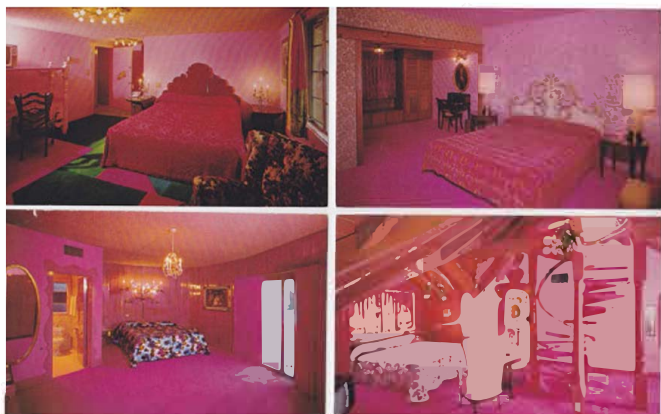
Driving like hell in Hondo Texas. No Thanks!



The Murphy's Hotel. Built in 1856 Murphy Calif. Mark Twain stayed here, as well as our secretary.



One of San Francisco's favorite sons, Robin Williams with Pam Dawber



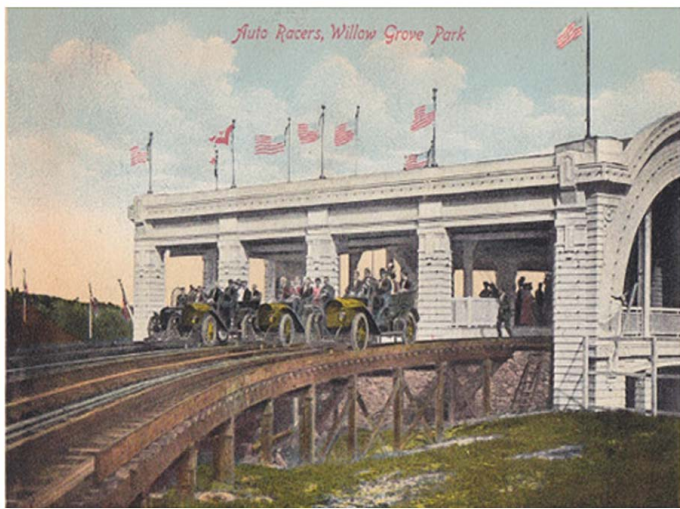
The Madonna Inn. Which room would you choose?



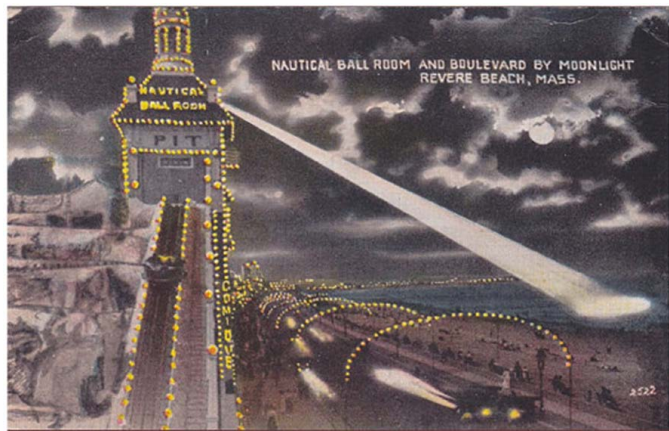
An odd prospective with a fountain in the middle of the street and the female diver, diving into the street



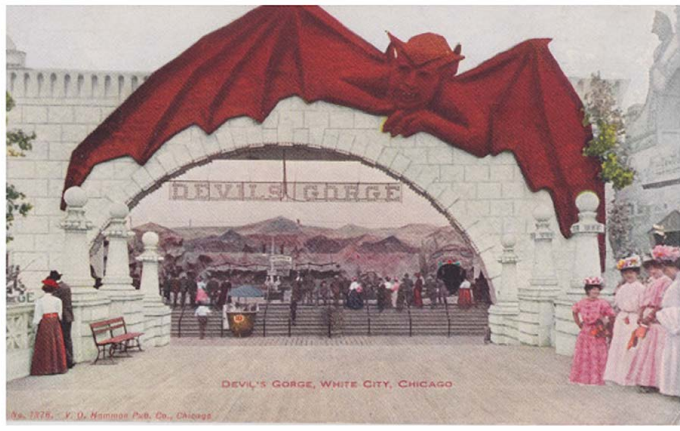
Fatal Wedding. A mechanical and electrical illusion where volunteer couples were transformed into skeletons, based on an ancient Egyptian legend.



Auto Racers Willow Grove Park - Some amusement parks actually put cars on roller coaster tracks!



The Ballroom was on the second floor and first floor and the basement was the Funhouse called "The Pit"



Devil's Gorge: A scenic railway in the early 1900's. There were several of these around the country at that time.



"The Lighting" one of the most frightening rollercoasters ever built. Circa 1928 - 1933.



"To Mama from Papa" - Loop the Loop at Atlantic City



Good News!

We shall get off now: its Leap Year.

Leap Year. These guys are hiding out. Could it be they do not want to marry women?



1st drop "The good old days" - 3 in the front no lap bar, and a 3rd car from the back the guy has a little kid on his lap!!!

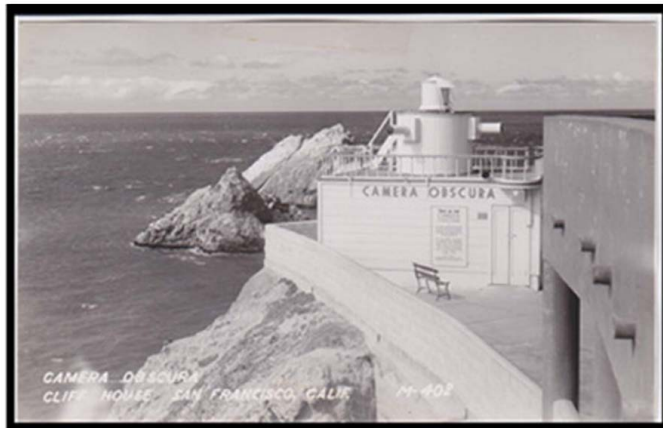


The Witch of the Pumpkin Patch, Half Moon Bay, Calif.



Historic Cliff House

The blue Cliff House and yellow Camera Obscura circa 1970s.



CAMERA OBSCURA CLIFF HOUSE SAN FRANCISCO, CALIF. PT-402

Real Photo of the Camera Obscura.



The Santa Cruz Giant dipper. This card was mailed in 1972 from our late club member Darlene Thorne to a rollercoaster enthusiast.



David Warren ran the Camera Obscura at the Cliff House for many years and was the first one to light the burning man statue, when the event was held on Ocean Beach.

A Tale of Two Postcards By Glenn Koch

As you may well surmise from reading the information that I provided with this edition's cover card, I much enjoy re-discovering lost images. And when I say lost images, I mean those great cards that you see that just have little or no context attached to them to help place or identify them. They don't always have to be show stopping images, but usually there is just that little bit of something about them that grabs my attention and makes me want to add them to my collection, and to then research them so that I may know more about them.

Such was the case with the first image in this tale. It popped up on eBay a few months ago in a popular card seller's eBay auction. The price was not cheap, and it was postally unused, but it just spoke to me. I tried to do a little research but kept coming up empty handed. So, I watched it for a couple of weeks until I finally just decided to buy it in hopes that eventually I could figure out its backstory.

It is a really great card. What it shows is a bunch of cigar smoking men standing on a wooden scaffold amidst the rubble of a burned-out building and one of the men has a huge stack of what looks to be

ledgers in his arms. On the right side of the image it states "Removing our books from the vault. All that was left. - THE PENNSYLVANIA FIRE has already paid A MILLION DOLLARS - July 14 - and still paying!"

Given that Insurance is my vocation, and that I am from Pennsylvania, this card appealed to me. Deep down I hoped that it may just be San Francisco related since that's my collecting passion. But nothing on the card directly led one to that conclusion, though my gut was telling me otherwise. When the card came, I scanned it so that I could blow it up and look more closely at it, hoping to find clues. Sadly, there were none other than the signs of the obvious conflagration that had taken place, and the twisted steel. And the kind of rubble that one sees on so many postcards of the '06 Quake and its aftermath. Indirectly it referenced a date of July 14th has the benchmark for the dollar amount of claims that had been paid out to date... One Million! But other than that, nothing.

The time of year that this card referenced was in line with it being quake-related, a few months after April, but one can't just assume that it is just because there was a fire, and insurance claims were being paid. There were a number of calamitous fires in American cities, including one in Baltimore that burned large parts of its downtown. And Baltimore would have been a lot closer to The Pennsylvania Fire Insurance Company home office than San Francisco. Plus, beyond the rubble of this one building, we see no other buildings that burned. However, the fact that a million dollars had already been paid certainly implied that it had been a fire of major proportions.

So next I turned to the Internet. There I found an article that briefly mentioned claims that the Pennsylvania Fire Insurance Company had paid as a result of the Quake and Fire of April 1906. Their losses had been substantial and they had done an honorable job when it came to meeting their obligations. But search as I might, there the trail ran cold. I had hoped that this would be a quake related card, but of that I had no solid confirmation. So I put the card aside, and figured I'd research again some other time in hopes that I might come up with more information. Flash forward to now. Our new newsletter editor had reached out about a cover card. I told him that I thought I had something that might work and that I would scan it and send it to him. I opened my desk drawer and pulled out a stack of cards to look through, where I then came across this fire card again... thinking what I shame I hadn't found out anything more about it. About 15 cards further down the pile, I came across another card that almost caused me to drop the whole pile. I couldn't believe what I was looking at... and quite frankly didn't even remember buying this card. The card shows a bunch of men gathered on and around the steps of a typical San Francisco triplex building; all looking very official. On the right hand side of the card was typed the message "The adjusting office of the 'PENNSYLVANIA FIRE.' Paid to date, August 31, '06, \$2,301,529.53" The answer to my quest had been right under my nose the whole time. It doesn't get much better than that.



REVERE BEACH AND THE OF CARNIVAL 1906

That's Mount Vesuvius — Or is it just a Postcard Volcano on the Beach?

by Philip K. Feldman

As soon as I received this image in my inbox from Nancy Redden, my eyes were transfixed on an erupting volcano with scores of onlookers surrounding it in their Sunday's best. Leah A. Schmit's book *Revere Beach*, published by Arcardia Publishing, 2002, describes it as a, "cleverly crafted wire-and-paper-mache' attraction, named for the notorious Italian volcano Mount Vesuvius, was created by businessman Herbert Ridgeway. Sited directly on the sand in front of the Nautical Garden, this splendid simulated volcano erected for Carnival Week of 1906 remained standing for two weeks. The illuminated marvel erupted on cue, ejecting into the air souvenir postcards. Accompanied by thick smoke and thunderous noise." If you are interested in exploring the topic on Revere Beach more for a future program on this fantastic topic, please don't hesitate to be in touch.



Mount Vesuvius - Revere Beach Carnival 1906 (courtesy of Nancy Redden, from her collection)



Daytime image of Mount Vesuvius on Revere Beach, Mass.

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

2018 MEETINGS

Sept. 22

October 20

*November 24

*(Her Church)
678 Portola Dr.
SF, 94127

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IMPORTANT ROOM ANNOUNCEMENTS

We have Ft. Mason booked for August through October 2018.

-The August 18th, meeting room is C-235 from 11:30am-3:30pm. --- Note: Time change; 3rd week of month:

-The September 22nd, meeting room is C-230 (a smaller room) from 11:00am-3:00pm

-The October 20th, meeting room is C235 from 11:30am – 3:30 --- Note: time change; 3rd week of month.

2018 CALENDAR

Hal Lutsky's Vintage Paper Fair San Francisco

August 25 & 26

Saturday 10am-6pm

Sunday 11am to 5pm

Golden Gate Park

San Gabriel Valley Show

SAN MARINO

November 10-11, from 9 AM

Info: www.postcardshows.com