

San Francisco Bay Area Post Card Club

October 2018 Meeting: Saturday, October 20, 11:30AM to 3:30 PM

Vol. XXXIII, No. 6

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
ISSUE

- Cover Card: Halloween
- Members "One Favorite Card"
- Daniel Saks Program: The Highway Ride
- Norman Freitag "Nice Doggy"

PROGRAM: October 20th, Kathryn Ayres will speak on Lucky Baldwin and the Santa Anita Ranch. Elias J. "Lucky" Baldwin once owned over 50,000 acres in the San Gabriel Valley. He purchased the Ranch after striking it rich in the Comstock lode, and it was the largest purchase of property in that area to date. Although most of the ranch was later sold and developed into cities, the portion of the ranch where he lived is now the Los Angeles Country Arboretum. Also, his Santa Anita Racetrack is still in existence.

PARKING: There is an hourly fee for parking when parking within the gates of Fort Mason Center, but Upper Fort Mason (enter at Franklin and Bay Streets) and parking spaces along the Marina Green are free. Come early, as parking can be difficult, to enjoy the Book Bay (the Friends of the San Francisco Library Store), Goody Cafe, Maritime Library, Greens Restaurant or amble through the community garden because there is plenty to do and see! We often gather before 11:00 AM at the picnic tables or in the exhibit area in Building B.



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MINUTES, September 22, 2018

Call to Order: The club meeting was called to order by President Ed Herny at 1pm, 22 September, 2018 in room C-230 at Fort Mason, SF. There were 25 members were in attendance.

Guest:

Vendors: Ed Herny, David Parry, Sue Scott.

Free items: Free cards from Lauren Thor and Norman Freitag. Jim Caddick, once again supplied us with cookies.

Raffle: 13 Items

Announcements:

The next club meeting will be held on the 3rd Saturday, October 20 at Fort Mason in room C-235 from 11:30-3:30.

For Nov. & Jan. 2019 we will be meeting at HerChurch in San Francisco. Directions will be handed out at the next meeting and will also be published in our October newsletter.

Jack Hudson showed us his new ephemera container which he purchased from the company Daiso. Mike Jacobson told us about the Roadworks Steamroller Printing Festival to be held the next day. Ed Herny received an email from the Director of the Tenderloin Museum wanting post card images of the area for an exhibit. Nancy Redden relayed that we have no meeting place for Feb. & March 2019.

Show & Tell: Lauren brought in the book: *Iconic San Francisco Dishes, Drinks, Desserts* in which several of her post cards were used including on the back cover. Norman also submitted images. Harold Shared an early Stonestown card of the Emporium.

Program: Danny Saks celebrated the high holy days by taking us on a trip through the Santa Cruz Mountains.

Respectfully Submitted,

-Nancy Redden, Secretary

"Show and Tell"

Presented by various club members.

OCTOBER PROGRAM:

"One Favorite Card-Scan & Tell" for the October program focused on post cards that interested our members and had amazing stories and personal feelings behind them. Postcards can tell phenomenal stories from the times and give a glimpse of history around the world. Here are a few post cards from our members that tell us some phenomenal stories with touches of their personalities behind them.



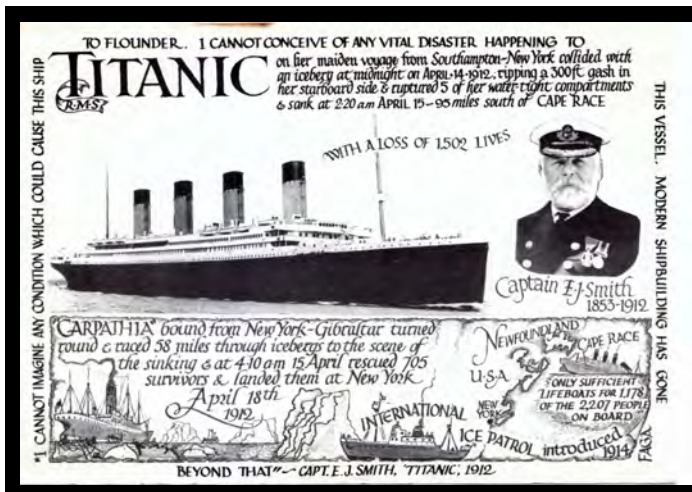
Unidentified real photo that Dan Saks was able to confirm is of downtown Novato because it shows the Pini Hardware store that was located there in 1925.



A room at Yosemite's Old Faithful Park where Mike Jacobsen once stayed. Everything styled from yesteryear and still looks the same today.



An aerial view of Disneyland Mine train ride from around the 1960-1970's. The card was not authorized by Disney Productions. Nancy Redden explored this and found that Mickey Mouse had gone to the home of the publisher and he was never heard from again! Not really.... the card is a Plastichrome and was purchased somewhere outside the park.



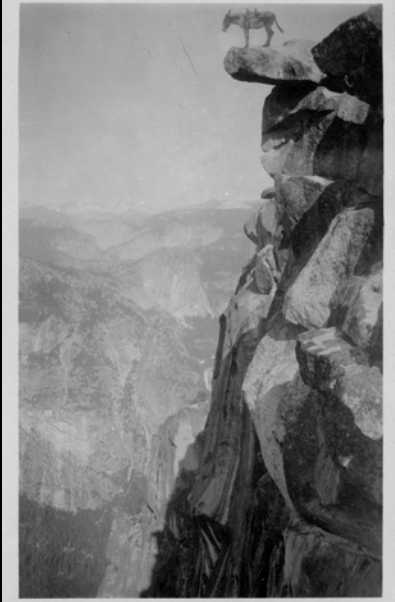
Norman Freitag takes us back with a card of the Titanic with several images describing the Titanic's sinking on April 14-15, 1912. One of a series printed in Southern England. The disaster led to several maritime safety reforms.



Bob Bowen likes to collect cards of people born on his birthday, June 3. He showed a card of another June 3rd newborn, Josephine Baker. She was credited for the height of women's skirts rising, and for teaching the Charleston to the French. France gave her their most distinguished honor for her work during WWII.



Kathryn Ayres provides us with a California Poppy card which looked like a Peter Max image, but when she had received it in the mail she found that it was from 1910.



Jim Caddick submitted a Pillsbury card of Glacier Park with the burro named Winkie on the edge of the cliff.



Lew Baer submitted a card of Stanford Court, at the corner of Powell & Pine Streets near where he lived in San Francisco. The buildings Depicted have been gone for years.



Janet Baer submitted a card which represents to her "a beautiful road leading to all areas of collecting," and which says to her, "come along with me!"



Dan Cudworth: a linen postcard originally sold to raise funds for the Galveston, Texas to New York World's Fair African American Pilots Air Derby in 1940.



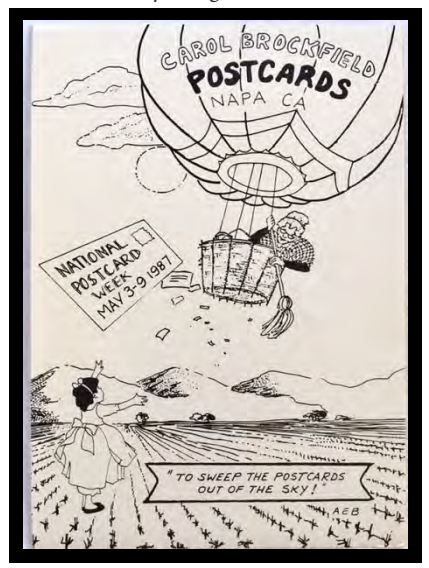
Dan has also submitted a streamline 1929 sales card advertising a Studebaker for \$860.



Craig Blackstone collects cards from places he has lived. Earliest views he has of the 1909 Portola Festival showing the San Francisco Bay being discovered.



Jack Hudson: A card of Yellow Kid and Buster Brown cartoonist R.F. Outcault, mailed from Egypt and promoting the Lozier automobile.

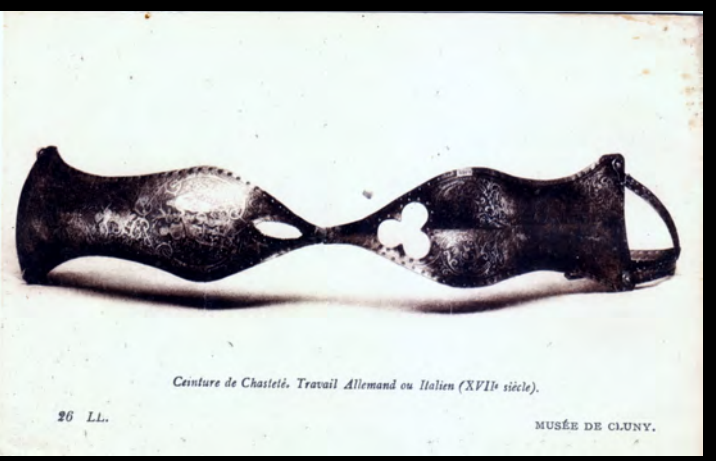


Phil Feldman purchased this postcard published for National Postcard Week by past SFBAPCC member and dealer Carol Brockfield in 1987.



David Parry shows us a Beautiful Parisian card from the Exposition Universelle 1900. He also held up a hold to light the card.

Ed Clausen takes us back to the past with a postcard from Oakland City Hall during a 1911 San Francisco parade float. The building had not yet been built, but the version displayed on the float had to have it's center section removed in order to get it off the ferry boat from the East Bay.



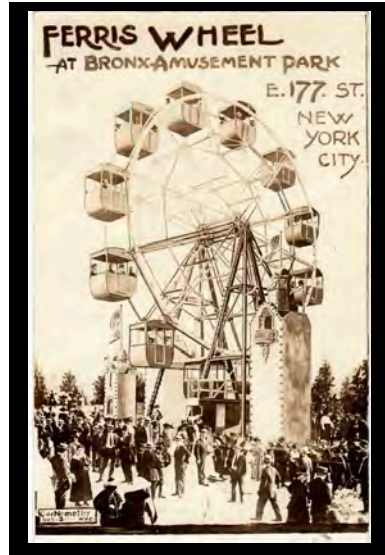
Ed Herny provided us with a card from the Musee De Cluny Paris showing a 17th Century chastity belt.



Lauren Thor provides us with a card of a French Woman covered with weapons "La Paix" written on the card. She said the card represents her feelings regarding the current political state; the multitudes of people being hurt by it.



Russ Samuels gives us a look at planes and airports representing the trip his family took in the 1940's from Chicago to San Francisco when he was a year old. Shown were Midway and SFO and the Constellation airliner they flew on.



Both Betty and Marty Michael's are originally from New York City. Marty reported, "The Ferris Wheel/Bronx Amusement Park image is simply the best I've ever seen. It's the only NYC RP card that I'll probably never sell." -That's saying a lot!

The Highway Ride by Daniel Saks

I recently returned to living in the Santa Cruz Mountains near Highway 17 between Los Gatos and Santa Cruz. I live close to several long-gone locales so thought I'd take the club on a small tour. First up was Forbes Mill in Los Gatos shown on a 1905 card (Image 1). The shorter part of the building still exist as a museum. The creek was moved when Highway 17 was built.



IMAGE 1

Just south of Los Gatos along the highway are "The Cats," Leo and Leona, created in 1922 at the entrance to the estate of husband and wife poets Charles Erskine Scott and Sara Bard Field (Image 2). It's still a private residence, but now it has a gate behind the statues.



IMAGE 2

Los Gatos' reputation for good weather and outdoor activities made it a popular vacation destination. Taking advantage of that was Daniel Snell who built several cottages on his farmland in the foothills south of Los Gatos (Image 3).



IMAGE 3

About two miles south of Los Gatos was the town of Alma. There were several lumber mills near the town and it was a stop for the South Pacific Coast Railroad that ran between Los Gatos and Santa Cruz from 1880 to 1940. The tracks can be seen just beyond the fence (Image 4). Alma ceased to exist when the Lexington Reservoir was built in 1952 (Image 5). The railroad ceased operation when Highway 17 opened in 1940.



IMAGE 4



IMAGE 5

Just past the reservoir is the exit from Highway 17 for the "old road," Old Santa Cruz Highway or OSCH (Image 6). Our first stop along OSCH is the former area of Holy City (Image 7). William Edward Riker, aka Father Riker, built Holy City in the 1920's as a rest stop and road-side tourist attraction for travelers between Los Gatos and Santa Cruz. Besides the usual facilities of a garage, gas station, market, restrooms and diner, he filled the area with signs conveying his religious messages of celibacy, abstinence from alcohol, white supremacy and his "Perfect Christian Divine Way."



IMAGE 6

Image 8 shows OSCH heading north. To the right is the market and diner. Image 9 shows the Headquarters for the World's Perfect Government, Followed by an ice house, public restrooms, and the Holy City Theater.

I understand that the six plaster Santa's standing astride a stone wall (Image 10) were supposed to represent the superiority of the white race. Parts of the wall can still be found in the bushes.

IMAGE 7



HOLY CITY, CALIFORNIA In The Heart of The Santa Cruz Mountains



IMAGE 8



IMAGE 9



IMAGE 10

Father Riker also started the 2nd licensed radio station in California, KFQU (Image 11). It operated between 1924-1931 when its license was revoked for irregularities like broadcasting on the wrong frequency.

Across Highway 17 and up the hill from Holy City is Redwood Estates. It began in the 1920's as a residential development for San Franciscans who wanted a mountain weekend cottage. I've not seen postcards but did acquire this brochure (Image 12). Redwood Estates is now desirable and pricey housing for Silicon Valley workers.



IMAGE 11



IMAGE 15

Across the road from Patchen was Edgemont Resort (Image 14). It promoted itself as the "place to rest and recuperate" with "fishing, croquet grounds, shuffle board and other amusements." The land is now used as a Christmas tree farm.



IMAGE 14



IMAGE 16

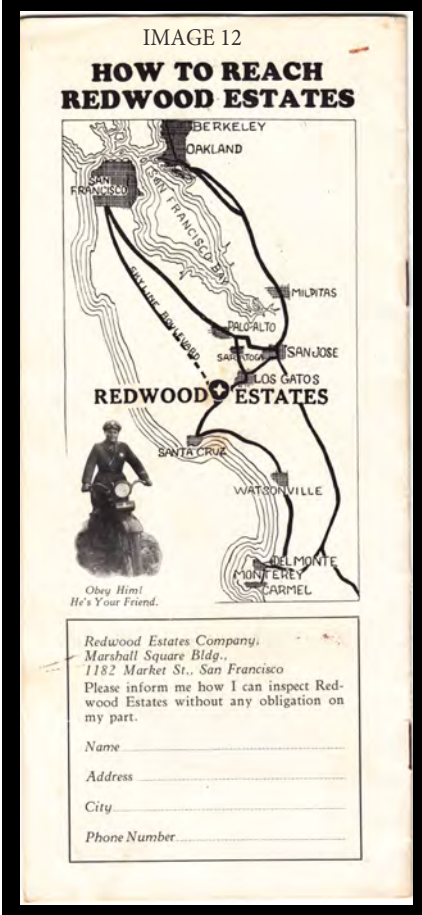


IMAGE 12

One of my favorite bygone establishments is Le Chateau Boussy, a French restaurant and resort down the road from Holy City that existed from 1920-1945 (Image 15). The area was still mostly agricultural, but there was a neon sign along the curvy mountain road in the redwoods. Image 16 is from 1936 and shows the main building that had a dining room bar.



IMAGE 17



IMAGE 13

Back on OSCH and a short distance south from Holy City is the area known as Patchen where a post office was opened in 1872. Image 13 is the postcard issued when the historical marker where the post office stood was dedicated in 1950. The story of how it got the name has been disputed but the card's version is as believable as any of the others.

Two major tunnels were dug for the South Pacific Coast Railroad's tracks. Image 19 shows the tunnel from Laurel to Glenwood where travelers could stay at the Glenwood Hotel (image 20). The tunnel portals are difficult to find but many still try to locate them.



IMAGE 18

The Zig Zag Man on the Bottom of the Pool at Chaletau Liberte



IMAGE 19

North from Felton was the Starview Drive-In on Big Basin Highway. It was open from 1948 into the mid-1950's (Image 27). Just because you're in the mountains shouldn't mean you can't enjoy "The Creature from the Black Lagoon" from your car!

The Chick-A-Dee Cottages postcard is included because I like the name and the message (Image 28 & 29). How often does one read about a cold sore?



IMAGE 20

More familiar to current travelers heading to Santa Cruz on Highway 17 is the sign for St. Clare's Retreat, operated by the Franciscan Missionary Sisters of Our Lady of Sorrows (Image 21). The Sisters had a flair for color in the lounge (Image 22).

From 1957 to 1979, Santa's Village stood at the northern end of Scotts Village along Highway 17 (Image 23). Santa provided full service to his guests (Image 24).



IMAGE 23



IMAGE 26



IMAGE 24



IMAGE 27



IMAGE 21



IMAGE 22

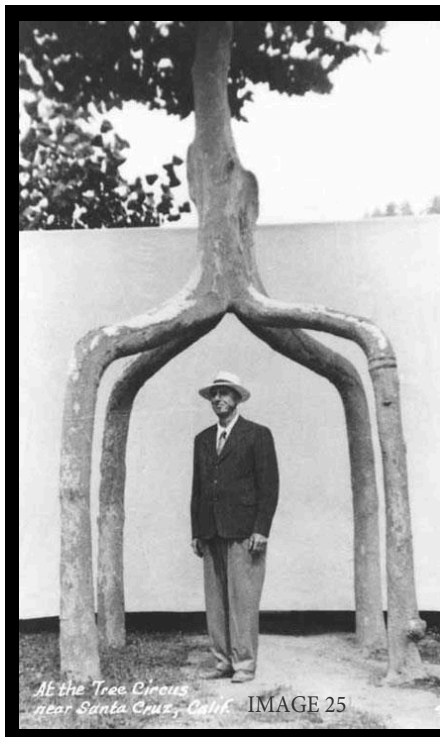
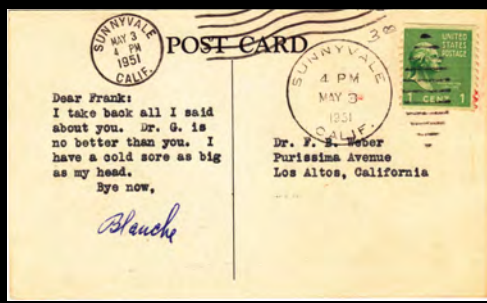


IMAGE 25



SPEDDING'S CHICK A DEE COTTAGES - BOULDER CREEK

IMAGE 28



SUNNYVALE
MAY 3
4 PM
1951
CALIF.

POST CARD

SUNNYVALE
MAY 3
1951
CALIF.

Dear Frank:
I take back all I said
about you. Dr. G. is
no better than you. I
have a cold sore as big
as my head.
Bye now,
Blanche

Dr. F. S. Moser
Purissima Avenue
Los Altos, California

IMAGE 29

A bit south from Santa's Village was Axel Erlandsen's Tree Circus (Image 25). That attraction was the subject of a previous program. Two trees can still be seen at its former location and about two dozen trees are at Gilroy Gardens Amusement Park.

To the west of Scott's Valley is the community of Felton. It's always been a popular spot for vacationers who want to be in the mountains but still be close to Santa Cruz (Image 26).

Collectors of Mike Roberts postcards might recognize the name Vester Dick, He photographed many Santa Cruz motels used on Mike Roberts' postcards. Image 30 shows his studio in downtown Santa Cruz, where the building still exist but remains empty.

When I take the other "old road," Soquel-San Jose Road into Soquel, I pass the 7th Day Adventist campground (Image 31). There's an annual summer assembly and when I drive by that I think of the poor kids whose parents tell them they're going to Santa Cruz but instead of the beach and boardwalk they're stuck inland. Wanting to go where parents wont take you? Some things never change.



IMAGE 30



IMAGE 31

"Nice Doggie"



At a recent meeting, Norman Freitag showed this lenticular postcard created and delivered by the U.S. Postal Service to addresses across the country.

The backside message concerns reducing dog attacks to keep mail carriers safe. With most lenticular cards it's possible to show only one image at a time but with this card it was impossible to completely eliminate either image, with the snarling dog being most precedent.

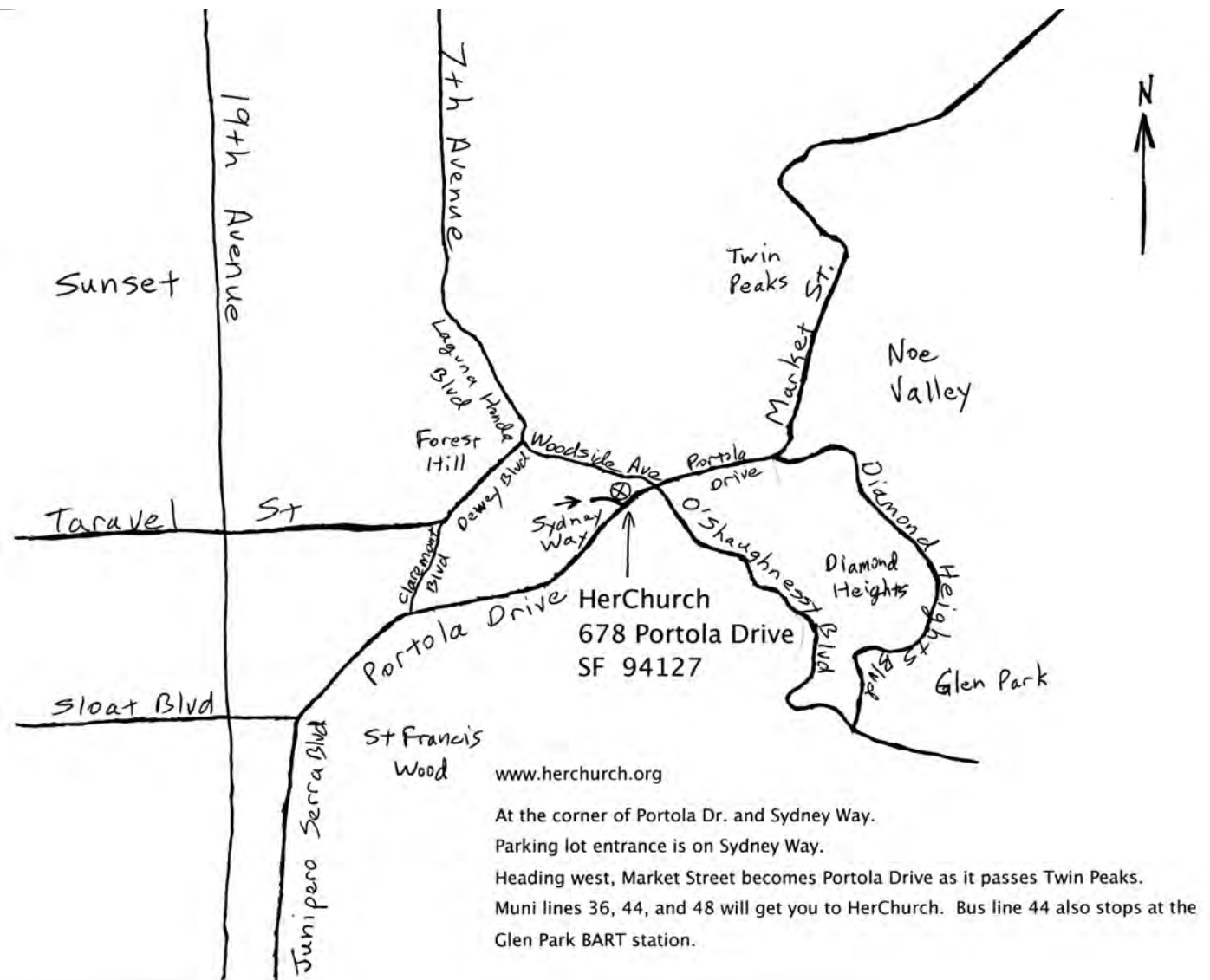


Maybe he's just angry that an envelope clearly marked "Do Not Bend" arrived bent?

Important Room Announcements

- Directions for the next meeting have been provided below.
- The next meeting will be on Saturday, November 24, 2018 from 11:00 AM-3:00 PM.
- We will be having a Holiday Finger Food Party at the next meeting to ring in the New Year!
- Remember that we are looking at postcards, so please no messy gooey food items.

MAP TO HER CHURCH



2018 MEETINGS

*November 24, 2018

December 2018
Happy
Holidays from
SFBAPCC

*(HerChurch) 678
Portola Dr., SF,
94127

**SAN FRANCISCO BAY AREA POST CARD CLUB
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San Gabriel Valley Show
SAN MARINO
November 10-11, from 9 AM

2019 MEETINGS

January 26, 2019

