

San Francisco Bay Area Post Card Club

March 2019 Next Meeting: Saturday, April 20, 11AM to 3 PM Vol. XXXIII, No. 9

Fort Mason Center, Building C, Room C-210

Browsing and Trading, 11AM to 1PM - Meeting begins at 1PM

San Francisco

Meetings are held the fourth Saturday of every month except December. Visitors and dealers always welcome. Meeting Schedule on back cover.

IN
THIS
ISSUE

- March Club Meeting Minutes
- State of the Art: New Technology at the PPIE
- If you haven't already done so?

April Program Notes: The April program will feature Ruth Stotter, who will speak on "Postcards of Children Playing Games Around the World." Traditions get modified with time. Do you remember when women wore hats and gloves when they went to San Francisco? And, when men wore suits, ties and hats to the office? Chances are the kids in your neighborhood don't play the games you played as a kid (kick-the-can, sardines, I-will-draw-the-frying-pan and other variants of hide-and-seek). Ruth will document children's games played around the world before the days of video games and computers.



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MEETING MINUTES, March 23, 2019

Call to Order: The club meeting was called to order by President Ed Henry at 1 pm March 23, 2019 in room 230 at Fort Mason, SF. About 40 members were in attendance; the room was packed!

Vendors: John Kofranek, Ed Herny, David Parry, Sue Scott, and also free offerings from Norman Freitag and Lauren Thor, thank you. Club cards consisted of more from Lorelei Maison Rockwell's collection/donation, in gratitude. The club took in \$280.90.

Raffle: 14 prizes including several items from Lauren Thor and a PPIE necklace donated by Jay Stevens.

Announcements: Zoe Heimdal put up a backdrop of the Tower of Jewels for our photo taking pleasure. Our President Ed Herny will have displays of The Midwinter Faire for the next 4 months. Our Vice President Kathryn Ayres will give a lecture on an aspect of the Golden Gate Exposition entitled "Worlds Fairest Bodies" on April 4. Both lecture and displays will be at The Mechanics Institute in SF. Kudos to our editor Phil Feldman for mailing, and emailing our newsletter.

Show & Tell: Dan had a card of the 1st game played at Dodger Stadium 1962, and he was there! He also showed a 1910 card depicting the beautiful rolling hills and orchards in Los Gatos; on the backside: a promotion for Fig Prune Beverage. Jack shared cards of the Italian Swiss Colony exhibit at PPIE, as well as the Aerosphere, night and day images. Kathryn brought in a digital photo frame. It can be purchased on Amazon. Walt shared an autographed photo of aviator Art Smith. Jay showed us a fabric dehydration system that was sold at PPIE. We had a great display from Paul Robinson's collection of original PPIE Faire tickets, novagems and several other souvenir trinkets.

Old Business: we have a room to meet in at Ft. Mason through May. Take note, our meeting will be the 3rd week in April, due to the PC show at the Hall of Flowers April 27th & 28th.

Meeting adjourned for Laura A. Ackley's program on the 1915 PPIE "New Technology Introduced at the Fair" Laura is the author of San Francisco's Jewel City which was published for the 100th anniversary of the Pan Pacific International Exhibition of 1915.

Respectfully Submitted,
Nancy Redden, Club Secretary

State of Art: 1915-New Technology at the PPIE

Presented by LAURA ACKLEY

Club members are grateful to Laura Ackley's for her reprise presentation at our March meeting of the program Ackley had given to us in 2006. The difference being, this time around, Sander Temme performed the role of David Perry.

Program: Laura Ackley on State of the Art, 1915 Ed Herny introduced our speaker as a student and scholar of the fair, one of the foremost authorities on the PPIE. Laura began by thanking the club for inviting her and revealed that the map of the fair in her PowerPoint presentation was copied from the one on www.postcard.org. The lights dimmed and the screen illuminated with a series of 123 views of exhibits at the fair, many of them on postcards, many of which were from David Parry's collection. What was new and exciting in 1915? The challenge was to show developments made since the St. Louis fair of 1904. Radio, wireless, autos, the Panama Canal and selective breeding were just a few of the new age wonders. The fair celebrated the completion of the canal and also the resurrection of San Francisco from the ashes of 1906. Laura showed and told us about the huge gas engines that powered part of the fair, the Scintillator and fair lighting.

We did learn about the over 1,000,000 feet of film used at the fair in the more than 100 picture shows on the grounds and the General Electric generators and the 16,000,000 kilowatt hours of electricity consumed during the fair.

Laura then took us on a palace by palace tour of the fairgrounds. At the Palace of Horticulture we saw images of the 185 foot, 150 foot high glass dome, the largest in the world filled with plants. A functioning cannery was on exhibit in the Food Arts Palace. "The tin can is the emblem of civilization," one slide proclaimed. Lids had just begun to be crimped on rather than soldered. The crowds around the exhibits gave the building the nickname of the Palace of Nibbling Arts.

Planes, trains and autos... This was the first international exposition in which planes were a major component. Lincoln Beachey, a San Francisco native, made the first indoor flight at the fair and put on a wild display of loop the loops over the bay. While doing that he fell to his death.



The most stirring image that Laura showed was that of Beachey's body cartwheeling through the air on the way to his watery death. Art Smith was ready to take over and continued the daredevil exhibition throughout the rest of the fair, including night flights with phosphorous fireworks on his plane. Every day the fair's Raisin Girl would be taken aloft to toss loose raisins to the crowd. Laura's husband then passed among our crowd with a tray of small boxes of raisins. Ten minute \$10 plane rides were offered at the fair, and a one-third scale railway ran around part of the grounds. It's still running at Swanton in the Santa Cruz Mountains <https://sprr.calpoly.edu/>. It was not very profit-able, but the FADGL Auto Train took in over \$300,000 in 10¢ rides. Wicker "Electriquette" rent-able chairs went for \$1 per hour or \$7.50 a day. There were two models, three and four wheeled. designed and created the Hedge Fence, a four block long 20 foot high structure supporting flats of blooming iceplant.

There were four schools on the grounds, and the Palace of Education housed the new Montessori Method school and the Commercial School; it was also the site of the Race Betterment booth which featured lectures on Eugenics.

In the Palace of Manufacturers was the Keen Kutter exhibit with its entire wall decor made with hardware items. The oversize card of the display is considered by some to be among the rarest of all PPIE cards.

The Palace of Agriculture featured the Holt cat-erpillar tractor, which was developed into a tank for use in the war in 1916. The Giant cheese was also located there—at 15,000 pounds the largest homogenous, self-supporting cheese in the world. Speeches were made from the top of it before it was cut up with piano wire and sold at 25¢ per pound.

The Palace of Liberal arts housed a 20 inch telescope and the transcontinental telephone call theater with the story of the phone, a film of string-ing the transcontinental line and a call made from the New York AT&T office heard on headphones. The first transcontinental call was made from New York to the Pacific Bell office in San Francisco in conjunction with the fair.



David Parry and Jay Stevens reenacted the event for us on paper telephones that Jay made; Dave added a touch of brogue to his British English to emulate Alexander Graham Bell, and Jay stuck to the pure Americanisms of Watson, the inventor's assistant. The 14 ton Underwood type-writer with its electric powered keyboard was there, too, as was the 1877 original model. The Victor Theater displayed phonographs and is re-membered on the exquisite fold-out card of the exhibit. Next came the Poulsen Telegraphone, an early wire recorder. We saw an ad for Hirsts' in-dispensable leg holder, an uncomfortable looking medical device.

At the Palace of Mines fairgoers could descend into a fake mine and exit by the radium exhibit. At 2:00 pm each day was a mock mine explosion with smoke and rescue truck.

Postcards canceled at the Model U.S. Post Office are especially desirable today. The cards could be mailed at one end of the exhibit and retrieved at General Delivery three minutes later.

The Joy Zone included the Submarine mock underwater tour, a \$200,000 exhibit, and the infant incubators. Frederick Thompson, of Luna Park fame, created Toyland Grown Up, giant toys designed to make people seem small. The Ellises mystified crowds with their secrets of mental telepathy. The scale model of the Dayton Flood is suspected of being a reuse of the Galveston Flood from the 1904 fair. Most amazing were the five acre working model of the Panama Canal and the Strauss Aeroscope, a 700 ton structure of a car on a long counterweighted arm, on which 120 people were swung aloft on ten minute trips.

The presentation ended with hearty applause in appreciation of Laura's effort and research.

-NOTES TAKEN BY LEW BAER

TO THE RIGHT OF YOUR NAME ON YOUR SAN FRANCISCO POST CARD CLUB NEWSLETTER ADDRESS LABEL IS THE LAST YEAR YOU HAVE MADE YOUR SAN FRANCISCO POST CARD CLUB MEMBERSHIP DUES CURRENT.

TO RENEW YOUR MEMBERSHIP AND KEEP OUR CLUB AFLOAT VISIT THE CLUB WEBSITE NOW AT **POSTCARD.ORG**. -THANK YOU.



San Francisco Bay Area Post Card Club

320 B Monterey Blvd.
San Francisco, CA
94131

UPCOMING CLUB MEETING: SATURDAY - APRIL 20, 2019

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

2019 MEETINGS

SAN FRANCISCO BAY AREA POST CARD CLUB APPLICATION FOR NEW MEMBERSHIP

April 20	Individual/Family (by mail to U.S. addresses)
May 25	\$20 [] I prefer receiving the newsletter in
June 22	color by email [] Be a Supporting Member by adding \$10
July 27	or more []

Join or renew Online at www.postcard.org
and remit by Paypal or
send membership info and check payable to SFBAPCC to 320 B
Monterey Blvd., San Francisco, CA 94131

**Upcoming
Postcard Show**

Vintage Paper Fair
April 27 & 28
SF County Fair
Building
Golden Gate Park
Sat. 10-6
Sun. 11-5