

SAN FRANCISCO BAY AREA POST CARD CLUB

NEW MEMBERS ARE ALWAYS WELCOME!



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IN COLOR AT
WWW.POSTCARD.ORG**

our name reflects our location,
not our only area of interest

SO-CALLED DOLLARS FROM THE PACIFIC COAST EXPOSITIONS

From Dan Saks comes the report of a new book which might interest collectors of Bay Area expositions. It's available from the authors on ebay. So-Called Dollar dealer Jeff Shevlin and William D Hyder announced the release of their new book, *So-Called Dollars from the Pacific Coast Expositions*. It is an illustrated reference and is the second in a series of books Shevlin plans to publish to redefine and expand the field of collecting So-Called Dollars. Preface by Q. David Bowers.

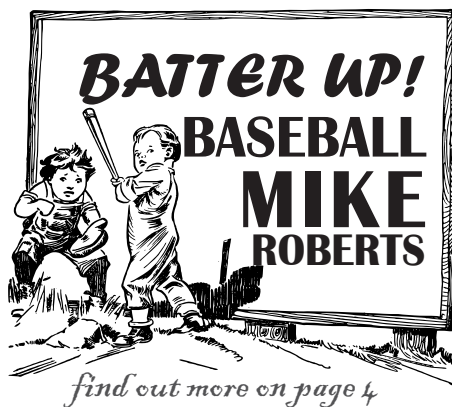
Shevlin and co-author William D. Hyder share the stories, history and events of the expositions that were held on the Pacific Coast. From the 1894 California Midwinter Exposition through the 1962 Seattle World's Fair there were eight major expositions held on the Pacific Coast. The heart of the book is the in depth analysis of all of the So-Called Dollars, historical U.S. medals, associated with those great expositions. Dozens of previously unknown medals and varieties are identified that will help collectors interested in this fascinating series of historical medals.

- 1894 California Midwinter Exposition
- 1905 Lewis and Clark Exposition
- 1909 Alaska-Yukon-Pacific Exposition
- 1915 Panama Pacific International Exposition
- 1915-16 Panama-California Exposition
- 1935-36 California Pacific International

- Exposition
1939-40 Golden Gate International
Exposition
- 1962 Seattle World's Fair

So-called dollars are historical U.S. medals that commemorate a person, place or event in the United States history. They are 33mm to 45mm in size.

Hardbound editions with over 300 full color pages, 8½ x 11, are \$59.95. A very special signed and numbered collector's edition with a medal encased in the cover, limited to 95 copies, is available for \$95. Shipping is \$4.50 per book.



**VENDORS,
DEALERS, AND
GUESTS ARE
ALWAYS WELCOME**

**New location for
the next upcoming
meeting on June 22!**

It will be held at HerChurch
678 Portola Dr. San Francisco, CA 94127

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by Mike Jacobsen

June Program

Kathryn Ayres on The Thirty-Niners

They were all animal lovers. They each traveled about in an unusual means of transportation. They sold postcards of themselves. And each at-

tended the Golden Gate International Exposition. Orville Ewing, Peter Voiss, and Willie Willey were unusual men, who lived their lives their own way. Kathryn Ayres will share postcards and tales of the lives of these three men at our June meeting.

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May Notes:

Call to Order:

The club meeting was called to order by President Ed Herny at 1 pm May 25, 2019 in room C-210 at Fort Mason, San Francisco.

Vendors: Ed Herny, David Parry, Sue Scott, free club cards, & offerings from Norman Freitag.

Raffle: 11 prizes including several books, one of which "The Zone" was donated by Chuck Banneck and another "Paper Jewels" by Omar Khan donated by Harold and Kay Wright.

Announcements & Old Business:

Ed Herny announced that he sold the remainder of the Lorelei Maison Rockwell collection/ donation as one lot for \$300 with the money going to the club.

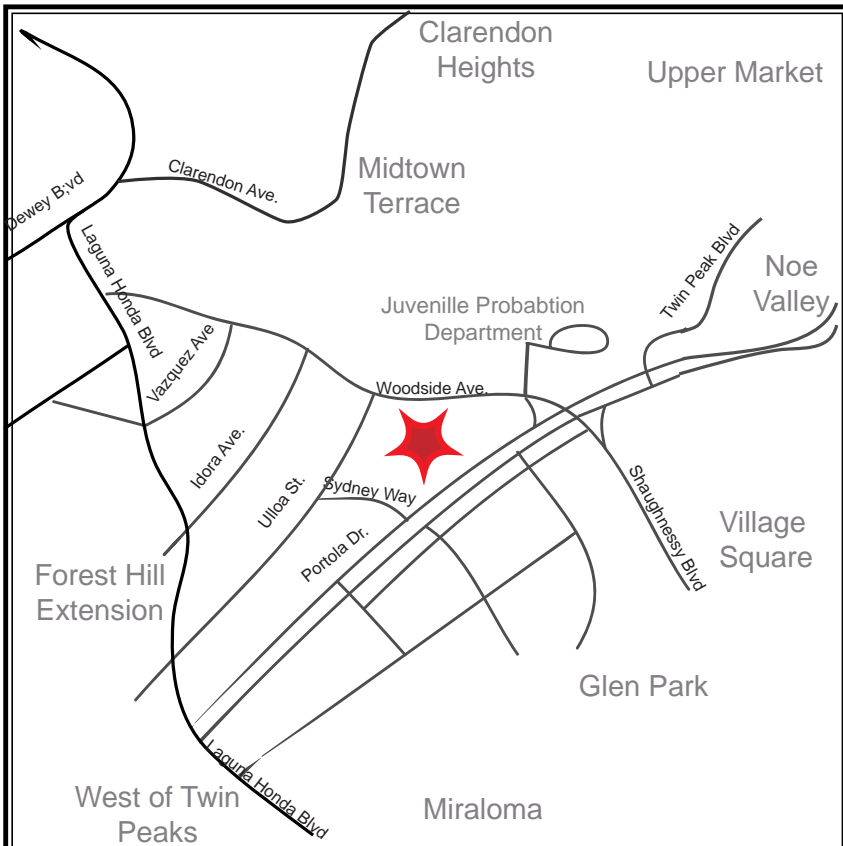
We have over 140 followers on our facebook page; mostly other postcard clubs.

Program Presentation:

Midwinter Fair 1894, Ed Herny

Respectfully Submitted,

Nancy Redden,
- Club Secretary



www.HerChurch.org

**At the corner of Portola Dr. and Sydney Way.
Parking Lot entrance is on Sydney Way.**

Heading west, Market St. becomes
Portola Dr. as it passes Twin Peaks.

**Muni lines 36, 44, and 48 will get you to
HerChurch. Bus line 44 also stops at the
Glen Park BART station**



**The Midwinter Fair Exhibit
continues at The Mechanics
Institute through August.**

Kathryn Ayres will attend a planning
meeting for the 2020 anniversary
celebration of Golden Gate Park.

The Western Neighborhood
Project group will have a Midwinter
Fair display on June 20th 7-8 pm
at 1617 Balboa St.

More information at outsidelands.org

**FOR OUR NEXT 3 MEETINGS
we will return to Herchurch
(Ebenezer Lutheran Church).**



Play Ball with Mike Roberts

by Jim Caddick

◆ Spring has sprung, so every red-blooded American male begins to dream of diamonds, right? Baseball diamonds, that is. A recent acquisition got me thinking that way, and I will start off slowly using items produced by Mike Roberts Color Productions (MRCP) and build to the grand climax.

Coralie Sparre (publishing under the name Coral-Lee) is probably best known for her chronicling of the Carter and Reagan administrations through the many otherwise mundane publicity shots of visiting dignitaries and other photo opportunities, but she also had stock devoted to celebrities past and present – Faye Dunaway, Mary Pickford, George Burns, Leon Russell, Gene Autry and Goldie Hawn among others – and Sports figures– football, basketball and, of course, baseball stars such as Reggie Jackson, Pete Rose, Carl Yastremski and others.



SC 17630 Pres. Reagan honored Hall of Fame Members at a 1981 luncheon HOF Pres. Edward Stack at the right, Willie Mays seated

SC17630 President Reagan honoring 32 members of Baseball's Hall of Fame...March 27, 1981

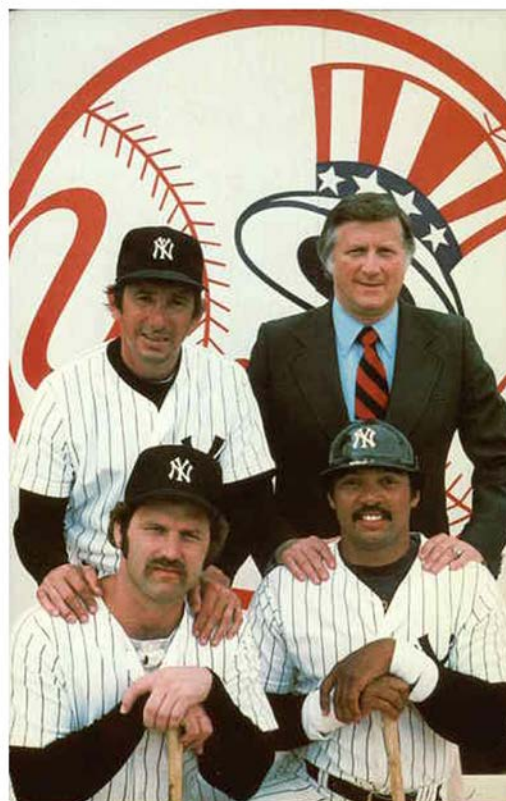


SC 18328 Reggie Jackson 1983



SC 17830 Billy Martin

SC 18328 Reggie Jackson
Coral Lee Steinbrenner Martin Jackson



SC 17831 George Steinbrenner
Reggie Jackson
Billy Martin
Thurman Munson

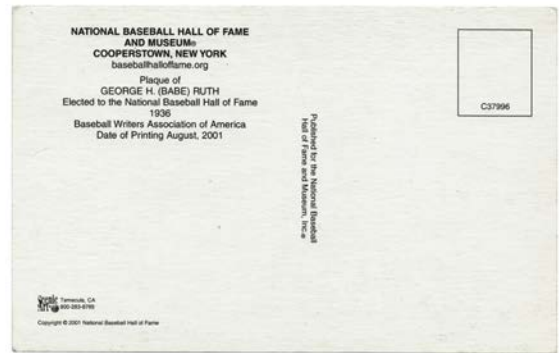
Other publishers also showcased baseball players, such as an Alabama company proud of their native sons Tommy and Hank Aaron who were then playing for the Milwaukee Braves, and an local publisher who in 1983 released a set of the entire roster of that other team in L.A., including announcer Vin Scully.



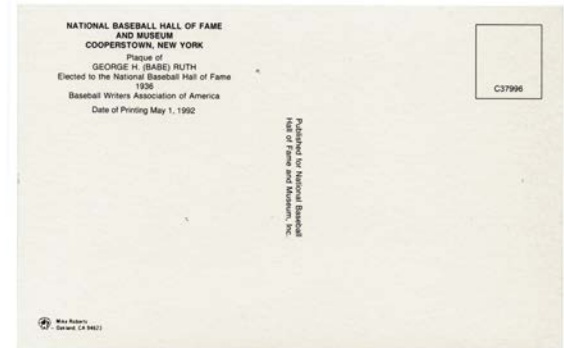
C 15066 Aaron Brothers Hank and Tommy
Hank + Tommy Aaron

- #C35508 Dusty Baker
- #C35509 Burt Hooton
- #C35510 Steve Howe
- #C35511 Dave Stewart
- #C35512 Mike Marshall
- #C35513 Bob Welch
- #C35514 Bill Russell
- #C35515 Fernando Valenzuela
- #C35516 Mike Scioscia
- #C35517 Steve Sax
- #C35518 Steve Yeager
- #C35519 Greg Brock
- #C35520 Vin Scully

Commemorative post cards have been available from the Baseball Hall Of Fame since 1944 printed by postcard publishers Art-Vue, Curt Teich and others. In 1981 MRCP was awarded the contract, which, after the bankruptcy proceedings following Mike Roberts' death in 1989, was transferred to a San Diego company along with the Scenic Art name. The cards were ordered as needed, so they can sometimes show some variances in production design as a result.

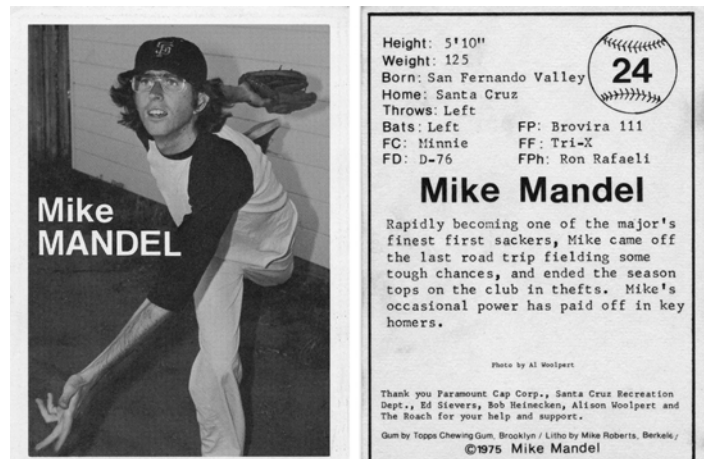


C 37996 Babe Ruth two variant backs



Babe Ruth with two variations

In 1974 Mike Mandel, then a student at the San Francisco Art Institute, teamed up with fellow classmate Larry Sultan to spoof the growing recognition (read "rising values") of Photography As Art with a series of 135 trading cards in baseball-card-format of notables in the photographic community: photographers, curators, art historians, critics, etc. Complete with baseball gear and stats such as Height, Weight, Bats, Throws, FC (Favorite Camera) FP (Favorite Paper) and so on, the likes of Van Deren



Height: 6'11"
 Weight: 200 +
 Born: San Francisco
 Home: Carmel, Ca.
 Throws: Right
 Bats: Right
 FC: None
 FD:
 FP: Those that work
 FF:
 FPh: Daguerre

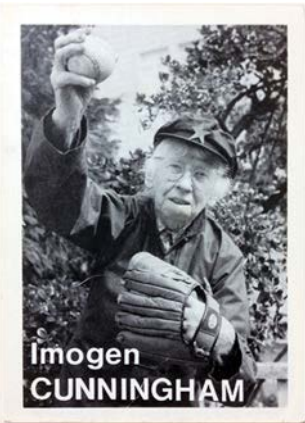
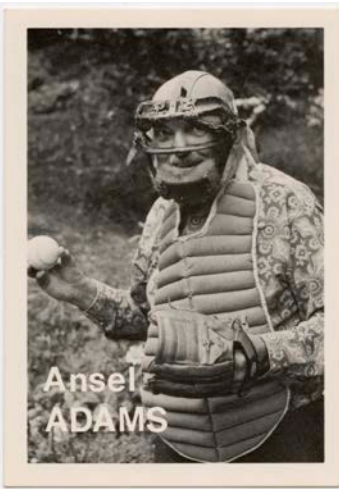
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Ansel Adams

Without a deep understanding of the world in its natural aspects - an awareness of elemental shapes, textures, substances, and light - the photographer may discover himself in a precarious relationship with reality when he enters the more abstract fields of artificial lighting and its involved ramifications.

Natural Light Photography
 Basic Photo 4
 p. vi

Gum by Topps Chewing Gum, Brooklyn / Litho by Mike Roberts, Berkeley
 ©1975 Mike Mandel



Mandel card (Sultan?)
 Ansel Adams card
 Imogen Cunningham

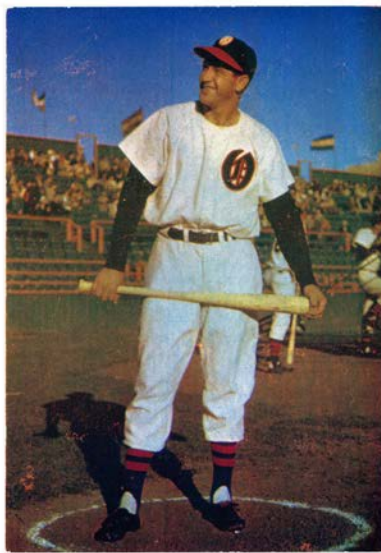
Coke, Lee Witkin, Imogen Cunningham, Ed Ruscha, Barbara Morgan, John Szarkowski, Naomi Savage and others perform half ironic, half seriously.

The 135 cards were printed

in a run of 3000 by MRCP, packaged in random packs of ten cards complete with gum donated by Topps, the leading sports card producer of the time, and sold in museum stores and other venues. Ironically, this parody has become a serious and valuable collectible itself, particularly if the gum is still in the unopened pack.

And, finally, we come (drumroll, please) to an actual set of baseball cards printed by the then Mike Roberts Studios in 1948 for the Oakland Oaks of the Pacific Coast League. The 24 cards were issued by the Signal Oil Co. as give-aways at their East Bay gas stations. Two members of the team are standouts, Casey Stengel and Billy Martin, the rest have faded into the rosy glow of history.

These baseball related cards are only one aspect of the output of MRCP. In business for about 50 years, MRCP produced a wide variety of printed materials and subject matter - if a customer wanted something out of the ordinary and was willing to pay for it, then it nearly always got done and part of the charm for me is finding some of these off-the-wall items. ♦



GEORGE MICHAEL METKOVICH
 Oaks Outfielder

Born in Angels Camp, California, October 8, 1920, "Mike" attended Los Angeles schools placing on all-City and all-Southern California teams in both baseball and basketball. He says he owes most in baseball to his oldest brother who practiced with him all the time. An all-round sportsman, he likes hunting and fishing. Throws left, bats left.

FOLLOW THE OAKS WITH "Bud Foster"
 Signal's ACE SPORTSCASTER KLX 910

it takes *Extra Quality* to

Go Farther

Produced for Signal Oil Co. by Mike Roberts Studios.



FLOYD VERNIE SPEER
 Oaks Pitcher

A native of Boonville, Arkansas, born of Irish-Danish descent, Floyd is 6' tall and weighs 180. He starred in baseball in Arkansas schools and started his professional baseball career in 1938 in the Cotton States League. He came to the Oaks in 1946. Throws right and bats right.

FOLLOW THE OAKS WITH "Bud Foster"
 Signal's ACE SPORTSCASTER KLX 910

it takes *Extra Quality* to

Go Farther

Produced for Signal Oil Co. by Mike Roberts Studios.

Oakl Oaks baseball Metkovich
 Oakl Oaks baseball Speer

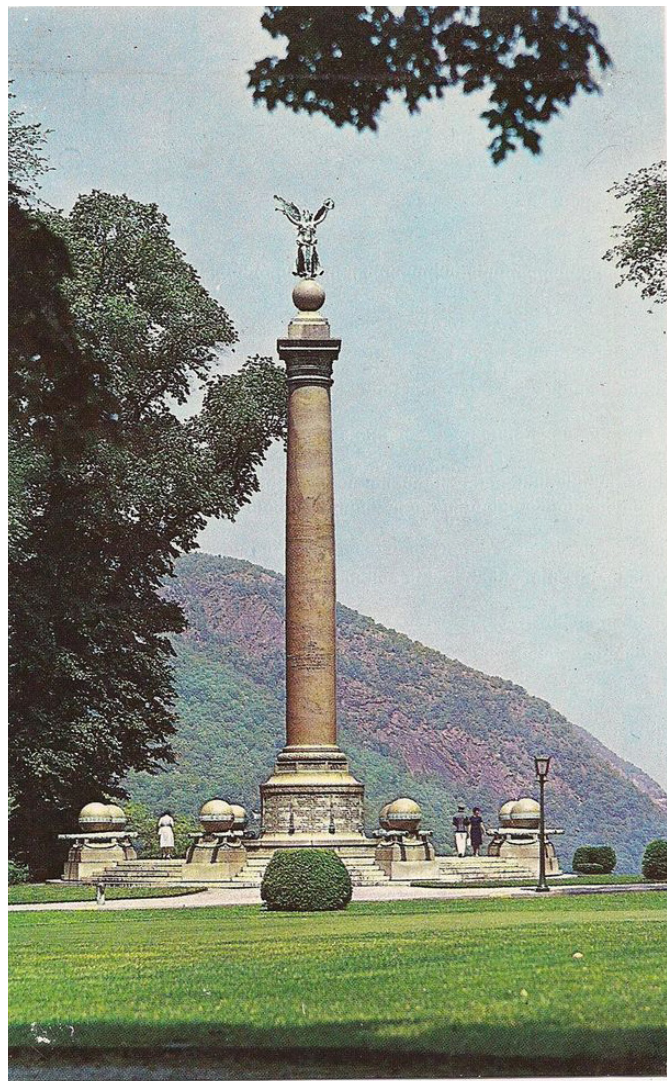
Civil War Monuments

Dr. Terry A. Bryan

The Civil War was still fresh in many minds in the early days of postcards. Communities spent large amounts to commission memorials to their hometown soldiers and sailors. An entire generation of young men was decimated in the horrible conflict. The countryside was strewn with cemeteries devoted to the War dead. Every town dealt with maimed veterans; this was the first American experience with large numbers of amputees re-entering society. The wounds of that war tormented generations of Americans. Some of the symbols and monuments from those distant times still make news today.

“Some of the symbols and monuments from those distant times still make news today.”

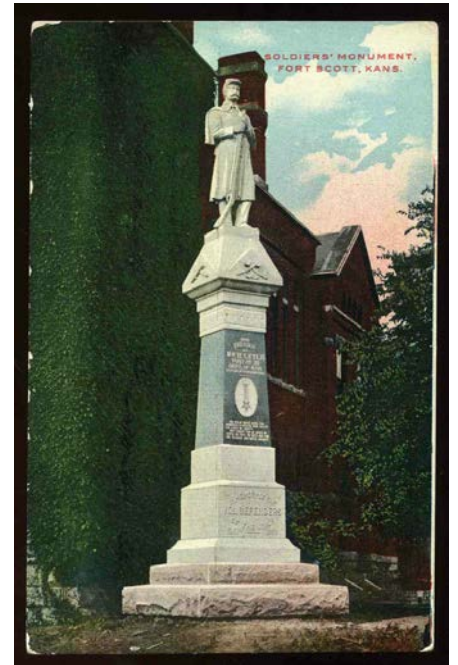
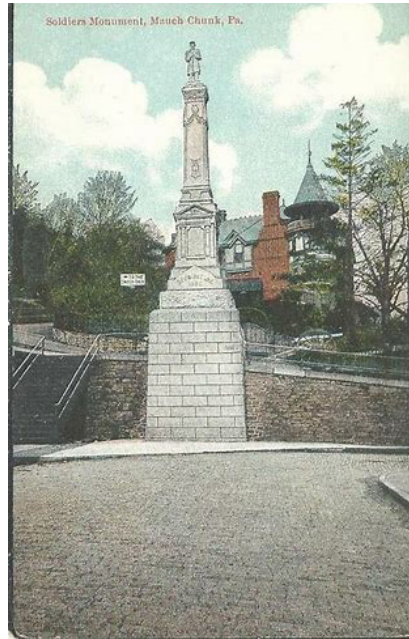
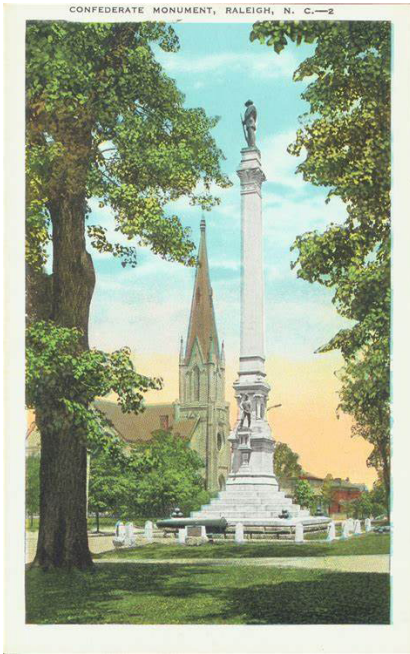
A statue of an alert soldier stood on many village greens. Considerable resources went into the construction of large stone structures. The 46-foot Connecticut red granite column of the Battle Monument at the U.S. Military Academy at West Point, New York was said to be the largest solid stone cylinder in the Western Hemisphere. Huge stone spheres on the platform represented cannonballs. From the site's dedication by General George McClellan to the completion of the monument took 33 years. Production and transport of the stone shaft rivaled work undertaken by ancient Egyptians. “Fame” in the form of a bronze woman adorns the top. The structure was designed by



famous architect Stanford White. (PC image #1)

Also from the 1890s is the Confederate Monument on the Capitol grounds in Raleigh, North Carolina. Leopold Von Miller designed the 75-foot memorial with statues of southern soldiers. The stone is local North Carolina granite. (PC image #2)

The 1880s brought bronze columnar monuments to Mauch Chunk (Jim Thorpe), Pennsylvania and to Derby Connecticut, almost identical, by the same foundry. The typical soldier statue is joined to a stone base. Over the years,



tablets have been added to list the communities' more recent war dead. (PC image #3)

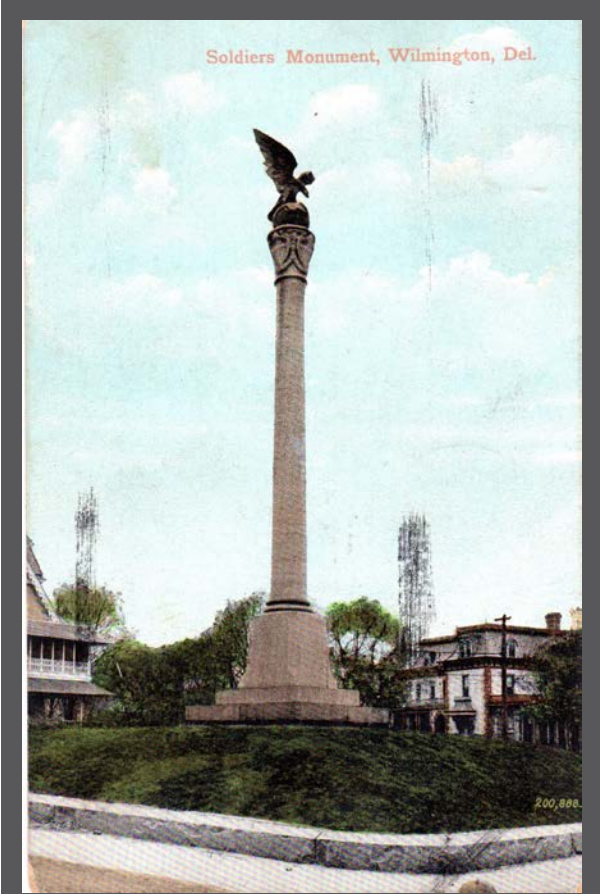
Every state and territory of the era contributed troops to the Civil War. The 30-foot granite Soldiers' Monument at Fort Scott, Kansas is typical of the **respectful reminders of their sacrifices**. The veterans' organization, The Grand Army of the Republic, raised funds for this memorial. (PC image #4)

Much of the South has dealt with the issue of the possible inappropriateness of monuments to the Confederacy. Elizabeth City, North Carolina has debated removal of its statue from the county courthouse grounds. The United Daughters of the Confederacy sponsored the

monument in 1911. It is approximately 35 feet high with a larger than life statue atop. (PC image #5)

"...and some 40,000 who did not return..."

North Carolina seems to have a large share of Civil War monuments. That may equate with the almost 90% of North Carolina men (ages 15-50) who went to war and some 40,000 who did not return to the state for whatever reason. Similar to much of this statuary is the controversy of the monument in **Rocky Mount, North Carolina**. It was financed by a soldier and deeded to the United Daughters of the Confederacy in 1917. It is built of Georgia marble. Four statues around the base have eroded,



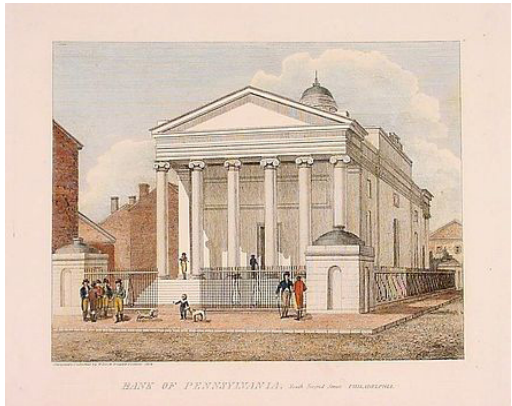
broken or disappeared.
(PC image #6)

An early monument was erected in Wilmington, Delaware in 1871. One stimulus to the idea was the availability of granite columns from the 1868 demolition of the Bank of Pennsylvania in Philadelphia. The 1780 building was designed by Benjamin Latrobe, and is considered his first masterpiece. He was later chief architect of the United States Capitol. Fundraising for any public art is controversial and difficult today, no less than in previous times. The Delaware contractors had halted work for nonpayment when a private citizen paid off the

balance owed. One other Philadelphia column went to Adrian, Michigan for their Civil War commemoration, completed a year earlier.
(PC image #7, #8 image of Bank building)

The Wilmington, Delaware monument is an impressive 64 feet high. On top of the second-hand column is a bronze eagle on a globe, cast from melted cannon. The statue shows the Union eagle claspng a snake representing the evils of secession.

Probably hundreds of postcards picture thousands of Civil War monuments, large and small. The stones are sometimes neglected, sometimes controversial, but it is possible to stand before them and identify with the emotions that motivated the sponsors and builders.



We have our wars today, attended by memories and emotional turmoil. Part of the fascination of postcard images is the connection between the past and the present.



Postcards of Children Playing Games Around the World

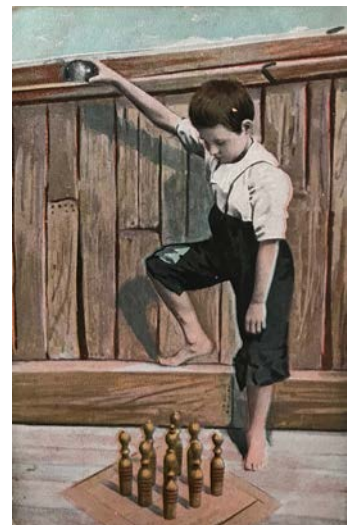
Presented by Ruth Stotter
APRIL PROGRAM:

I followed up with Ruth after the club meeting and told her how wonderful I thought the postcard images were she sent over to me and expressed to her thoughts by email after her program. Here's e-mail exchange and some of the great postcards she shared for her presentation:

My first collection, as a Folklorist, was collecting children playing games. Are the same games played in different countries? Does a country have indigenous games? Even though the images are staged for the photographer or drawn by the artist as merchandise - a commodity to sell, for me these cards ave aesthetic and historic value, documenting the games that children play around the world.

“Are the same games played in different countries?”

For example, a game that is no longer played but was very popular in the early 1900's: Diabolo:
Playing with a spool on a string.





My reasons for collecting postcards include nostalgia, documenting these games, aesthetic pleasure and collecting an affordable commodity. There is no question that my continuing to collect postcards would not have happened if I had not joined this postcard club.



Cheerfully,

Ruth

I collect: Native American babies in cradleboards. Mailmen around the world. Children playing games. Puppet performances around the world. Storytelling performances around the world.



The diabolo (dee-AB-ə-loh] commonly misspelled diablo) is a juggling or circus prop consisting of an axle (British English: bobbin) and two cups (hourglass/egg timer shaped) or discs derived from the Chinese yo-yo. This object is spun using a string attached to two hand sticks ("batons" or "wands"). A large variety of tricks are possible with the diabolo, including tosses, and various types of interaction with the sticks, string, and various parts of the user's body. Multiple diabolos can be spun on a single string. The yo-yo was a derivative of this game.



POSTCARD GALLERY





POST CARDS IN TUNNELS

It's Not What You Think

by Mike Jacobsen

I recently took a class to learn how to make tunnel books. A tunnel book is one with many layers, and you look at the layers in a single view.

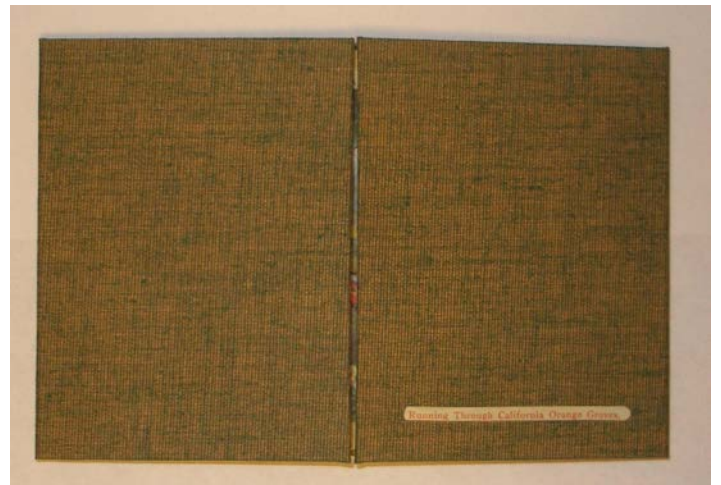
There are different images or scenes in the book, arranged so that you get a complete view when you look at them all at once. When you look in at the front of the book, you get a perspective view. If you've ever seen a multiplane camera used to create cartoons from cels, you'll have an idea of how this works. Looking into the tunnel book gives the effect of depth, just as if you were looking out a window. The name tunnel book comes from both the shape of the book when extended, and from its initial popularity as a souvenir of the first tunnel constructed beneath the River Thames in London in the mid-1800s. It's easier to show than describe:

The subject matter for this book was trains through the orange groves of Southern California, and the book was made using postcards for the art. There's an entire card glued to the back of the book as the background, two more cut out to provide the train & mission in the midground and a last card for the palm tree with garden in the foreground.

The cards are in turn glued to backing sheets, and the backing sheets are glued to the edges of the accordion folds. This is a view from the back, showing the backing sheets: Using the accordion folds lets you store the book flat, but pull it out for the view. When the book is closed, it's completely flat:

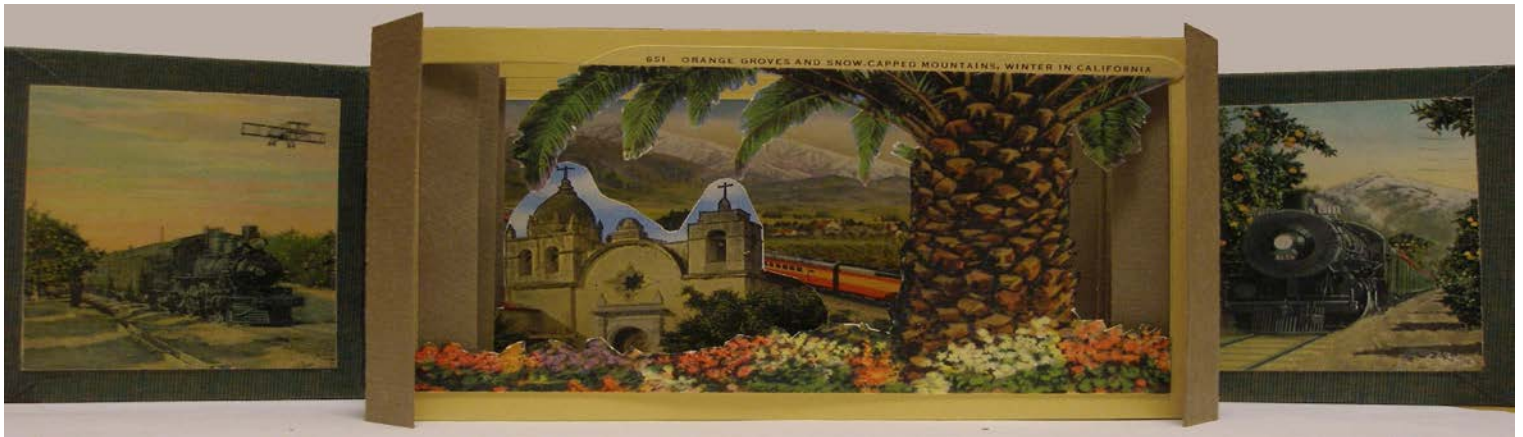


When opened, it's still flat, much like a regular book:



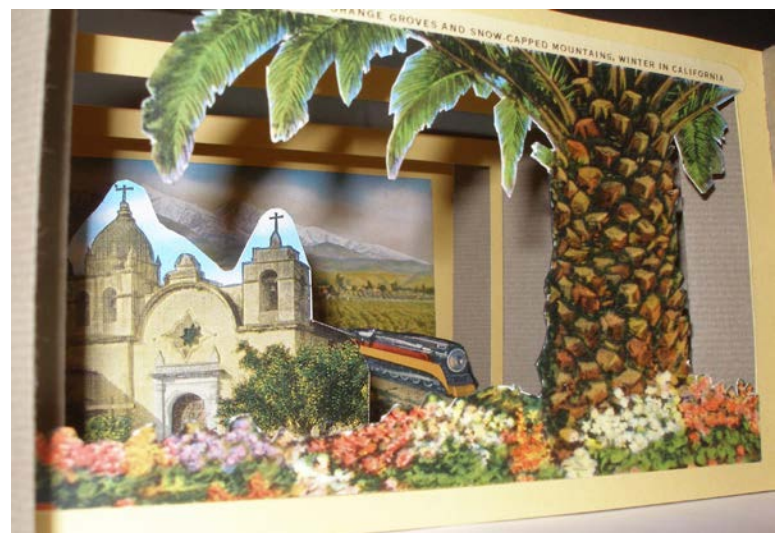
I happened to have left- & right-hand views of trains passing through orange groves, and used those for the endpapers inside the covers. Once the book is open, you pull out the center section by lifting the flaps at the edges (the last folds of the accordion) to extend the tunnel:▶

This is a simple example, but it still took all day to create. Of course, we were learning how to do it as we went, but even for



someone with experience it would take a few hours to create. The instructor, Bettina Pauly, showed examples of her work with as many as 20 panels, and I have some commercial tunnel books with a dozen panels each so they can be with quite elaborate.

If you're in the Bay Area, the course is offered by the San Francisco Center for the Book, and there are no prerequisites. Something novel to do with those duplicate postcards!





SAN FRANCISCO BAY AREA POST CARD CLUB

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e-mail phone

I am a collector dealer Approvals welcome: Yes No

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San Francisco Bay Area
Post Card Club
320 B Monterey Blvd.
San Francisco, CA 94131

Future 2019

club meetings at HerChurch

June 22, Saturday, from 11am to 3pm

July 27, Saturday, from 11am to 3pm

August 17, Saturday, from 11am to 3pm

August 24-25,
Sat 10am-6pm, Sun, 11am-5pm
Vintage Paper Fair (Free entry)