

# SAN FRANCISCO BAY AREA POST CARD CLUB

## Next Meeting: Saturday, August 17

San Francisco Bay Area Post Card Club meets from 11 am to 3pm at HerChurch, 678 Portola Drive, San Francisco 94127, located at the corner of Portola Drive and Sydney Way in SF. The parking lot entrance is on Sydney Way. Muni line 36,44,and 48 will get you to HerChurch, and the muni lines 44 stops at Glen Park BART station. [www.herchurch.org](http://www.herchurch.org)

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



## August Program Notes:

### *Rosanne Goodwin*

Written in 1884, Helen Hunt Jackson's novel Ramona creates a romantic myth of Southern CA thus capturing America's heart and luring tourists from the East on railroad-created Ramona tours, creating the first wave of middle class tourism in America. Jackson based the novel on places she visited and people she met during her visits to California to view how the Mission Indians were treated. She wrote about that and how the Spanish customs were forced out by Americans moving to California, although that lifestyle ended thirty years before she toured the state. John D. Spreckles purchased the dilapidated Casa de Estudio in San Diego's Old Town and converted it into "Ramona's Marriage Place" using it as the end stop attraction for his trolley line. Postcards were created by a number of companies to be sold in the store. In 1969 when the State of CA restored the site back to the Casa de Estudio they relied on postcards to restore the property.

Rosanne Goodwin was just going to be in town for a visit and would miss the meeting, but learned that August's meeting was scheduled a week early. Not only is she able to be at the meeting, but she offered to do a program on Ramona -- postcards and other ephemera.



Felix Zekhtser entertaining before the meeting.

The club meetings was called to order by President Ed Henry at 1pm 27 July 2019 at Ebenezer Lutheran Church "HerChurch", SF.

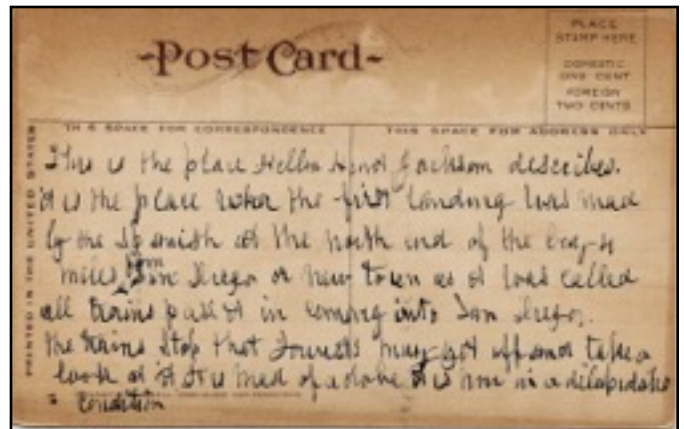
30 members were in attendance.

Vendors: David Parry, Sue Scott, Arlene & Ted Miles (5 and 10 cent cards!), Ed Henry, Nancy Redden, Dan Saks, and free offerings from Norman Freitag. Also, someone left some very nice ship and SF cards on the back table: thank you!

Treasures Report: Ed Clausen talked about our club venue and future with Ft. Mason. We are returning there for our Oct. & Nov. meetings. Concern was expressed about regular members who have not come to the meetings at HerChurch. However, Ft. Masons rents to the highest bidder i.e. group who wants it for the most money. Any given month we can be put out.

Ed & Kathryn attended the 1st planning meeting for the Golden Gate Park 150th celebration next year. More to follow re: if we will have an exhibit. The Midwinter Fair Exhibit continues at The Mechanics Institute through August 15. Dan Saks told us about a just-published book on the tokens and medals issued from the West Coast's World's Fair. It's "So-Called Dollars from the Pacific Coast Expositions" by Jeff Shevlin and Bill Hyder.

- Respectfully Submitted by Nancy Redden



## 'Rally Day' Program

*Daniel Saks*

In Protestant churches, Rally Day marks the beginning of the church calendar year. It typically occurs at the end of September or the beginning of October.

A 1905 book on How to Conduct a Sunday School noted that "This festival is rapidly growing in favor. It usually comes at the end of the summer break-up, and is used as a means of rallying the forces again for the work of fall and winter."

Another book, "The Sunday-School of Today," published in 1911, described the popularity of "Rally Day Devices", including pins, badges, postcards, buttons, flags, ribbon hangs, etc. "Postcards are not only the rage and craze at present but they serve as an effective free advertisement scheme, since so many, other than the direct recipient, are apt to read and profit by them."

Image 2 - Rally Day 1910 Parade in Davenport, Iowa St. John's Methodist Episcopal Church

Image 3 - Oct. 3, 1915 Rally Day Greetings from two classes of the North Congregation Sunday School in New Hartford, Connecticut

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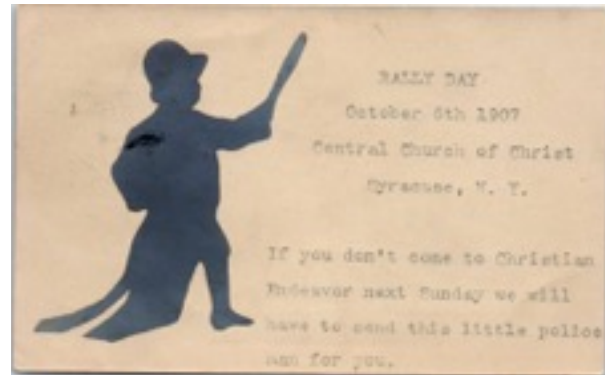
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Illustrated cards became popular in the teens and 20's with an emphasis on children.

Image 6 - C.M. Burd in lower left corner of this 1922 postcard is for Clara Miller Burd (1873 - 1933) who was an American stained glass designer. She worked for Tiffany Glass and companies that did stained glass windows for churches and also illustrated children's book and magazine covers.



Cards with a non-religious theme are plentiful. The message is that the recipient, absent from church services or Sunday School, was missed and expected to return, with a little guilt and shame included. But how does showing a family eating popcorn while watching television (Image 12) or a boy playing baseball (Image 13) accomplish that?

And sometimes the message is bizarre. It's easy to see what happened in Image 15, the rope broke for that climber so that person certainly isn't showing up.



Image 2



Image 3



Lots of cards show how recipients are expected to arrive (Images 16, 17.)

In the 1970s the postcards started becoming contemporary. Image 18 shows a group of women marching not to demand equal rights but to attend Sunday services. Image 19 attempts to connect with teenagers and finally, Image 20 is a pop-art bit of psychedelia.



Image 4



Image 5



Image 6



Image 7



Image 8



Image 9



Image 10

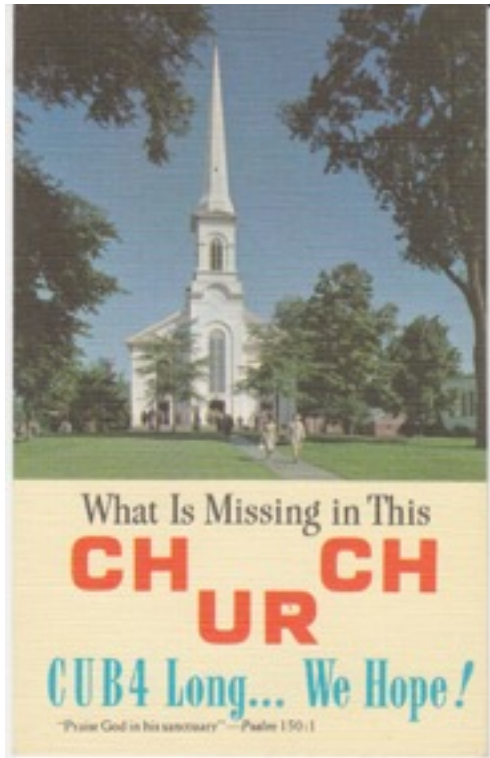


Image 11



Image 12



Image 13

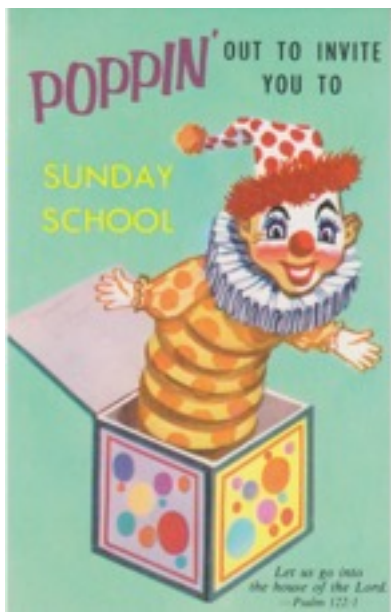


Image 14

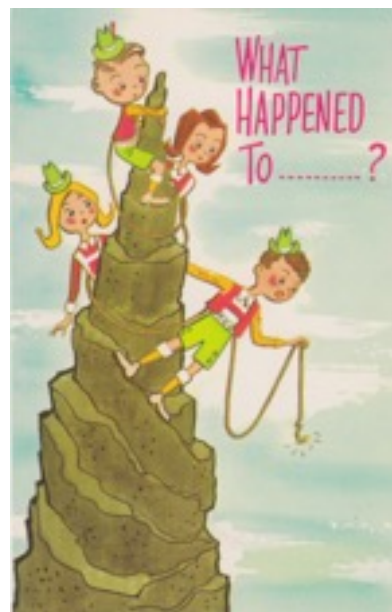


Image 15



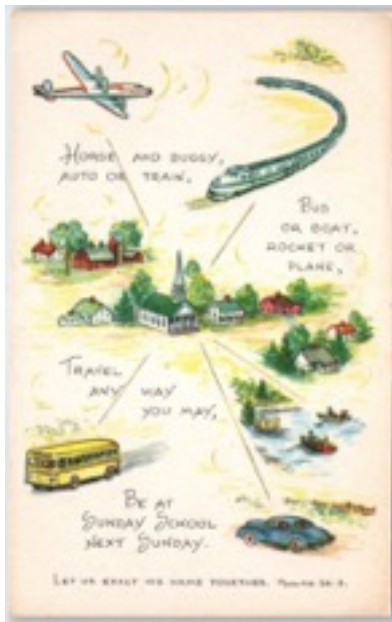


Image 16



Image 17



Image 18



Image 19



Image 20

## LINGO, LEEKS, AND GOATS

by Lew Baer

Early this summer, Janet, Tatiana, and I spent a month touring the island of Great Britain. We had been in Norway for two weeks with a group of friends. The post-carding there had been minimal, but the weather was pretty much glorious. We alit at Edinburgh airport in a light rain. By the time we reached our B&B it was a heavy drizzle which kept up through Glasgow and on to Oban, the Gateway to the Isles. We did not let the heavens dampen our spirits, but they did complicate our peregrinations, and numerous last minute changes caused momentary disappointment. Enough! We headed south for drier climes. The drips followed us! It was not until we reached Llandudno in northern Wales that

we could keep our brollies bound.

I was jazzed about hunting cards in Wales. There are over 300 Welsh cards in my goat boxes, about half and half Royal Welsh Fusiliers and Country Comics. The comics are the more interesting, and I had hopes of adding to my holdings with vintage and off the rack newbies. Again, no disappointment and no results. We did buy a few pounds of postcards on British soil; none, though, were for my pre-trip categories.

I've chosen a few of the comics that appeal to me at the moment to show here. None of them are of particular note, but if some of them fascinate you, you should be able to enlarge them on screen.









## Petaluma Museum Focusing on Postcards

Housed beneath the stained glass dome of the 1906 Carnegie Library building, postcards are becoming increasingly prevalent in the exhibits at the Petaluma Museum. Earlier this year, postcards told the story of the library and of other California Carnegies. Currently on view is an exhaustive display of work by Joe Wayne, golden age Petaluma photographer and postcard maker. Women's Suffrage is being researched with the help of second generation clubster Lauren Thor.

Still in the planning stage for coming months is an exhibit on female aeronauts, of which Petaluma had more than one. If you have postcards, photos, or other info on women of the air, your help and participation will be welcomed. Please let me know, and I will refer you to the project curator.

-Lew Baer // [ursusmjr@sonic.net](mailto:ursusmjr@sonic.net)

### Club T-Shirt

One of the highlights of the January meeting was a table full of photos that Lew had amassed over the years of members past and present, which I got from him as Club Historian. The image shown sparked my interest, as I had gotten 2 different Club t-shirts in the past year, but knew nothing about them. At June's meeting, Ed Clausen gave me a card which made things clearer. The meeting notice for November 2000 gave lots of details save one which I will get to shortly. I presume that the photo is of Jim Neider (please someone correct me if I am wrong) but only mentions the black T-shirt shown in the photo. I have both a black one and a grey one, so am unsure about when it was available.

This also leads to a request - if you have any old club meeting postcards, particularly pre-2005, I would like to get them for the Club archive.

Jim Caddick

Club Historian



\* August 24-25, Sun-Sat., from 11am to 5pm - Vintage Paper Fair

October 26, Saturday, from 11am to 3pm

September 28, Saturday, from 11am to 3pm

August 17, Saturday, from 11am to 3pm

Club meetings at HerChurch.

## FUTURE MEETINGS

San Francisco, CA 94131

320 B Monterey Blvd.

Post Card Club

San Francisco Bay Area

# SAN FRANCISCO BAY AREA POST CARD CLUB

## APPLICATION FOR NEW MEMBERSHIP

Individual/Family (by U.S. mail) \$20  I prefer receiving the newsletters in color by email

Become a Supporting Member by adding \$10 or more  \$\_\_\_\_\_

\_\_\_\_\_  
First Name Surname

\_\_\_\_\_  
Family members

\_\_\_\_\_  
Address Street Name Apt / Suite / Fl

\_\_\_\_\_  
City State Zip code / post code

\_\_\_\_\_  
e-mail phone

I am a collector  dealer  Approvals welcome: Yes  No

\_\_\_\_\_  
Collecting interests:

Join or renew online at [www.postcard.org](http://www.postcard.org) and remit by PayPal or  
send membership info and your check payable to SFBAPCC  
to 320 B Monterey Blvd. San Francisco, CA 94131