



# San Jose Postcard Club Newsletter

No. 3

January/February 2012

## 2011/2012 Club Officers

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San Jose Post Card Club  
P. O. Box 32042

San Jose, CA 95152-2042

Visit our online link at

Walt's website at:

[www.thepostcard.com/](http://www.thepostcard.com/)

Meets 7pm 2nd Wednesday of the  
month

September through June

See pages 2 and 8 for meeting lo-  
cation and information

Annual dues:

Adults/families \$12 ~ Youths \$6

### Contents

Club & Member News . . . . . 2

Interview with Larry Tuttle . . . . . 3

Today's Postcards—Larry Fulton's  
Postcard Journey.....5

Stand-up Valentine Postcard..... 7

Meeting Info & Show calendar. . . 8

## Club President's Message

President's Message:

Welcome to the New Year 2012. Hope everyone had an enjoyable Holiday Season. Thanks to all the members who contributed and attended our Christmas Potluck Get-Together on December 14. Joining with us were members of the San Jose Stamp Club. All told, we had 26 members and guests join for the fine food, festivities and viewing/purchasing of postcards. Again, thank you for participating!

Coming up April 21 and 22 is the San Francisco Postcard and Paper Show at San Francisco. It will also be held on August 4 and 5.

Mike Rasmussen from Marina, CA, co-organizer of the Santa Cruz Postcard Show and dealer passed away in November. The Club sent a card to the family on behalf of our group.

Come to our monthly meetings...Bring your cards to show or get information on or even sell! See you.

Hubert Jansen  
President



## Happy New Year

*Postcard from Walt Kransky's collection published by P B Finkelrath, Series 9641, embossed and postmarked 1909, Syracuse, NY. Mailed to Harlem H. Schmittz, Syracuse, NY.*

Mystery trademark. Please help identify it. See page 7.



### Recent Club Meeting

Many thanks to Darlene Thorne for her intriguing presentation in November on Halloween postcards. As usual, samples from Darlene's collection were amazing and were accompanied by an interesting and amusing commentary.

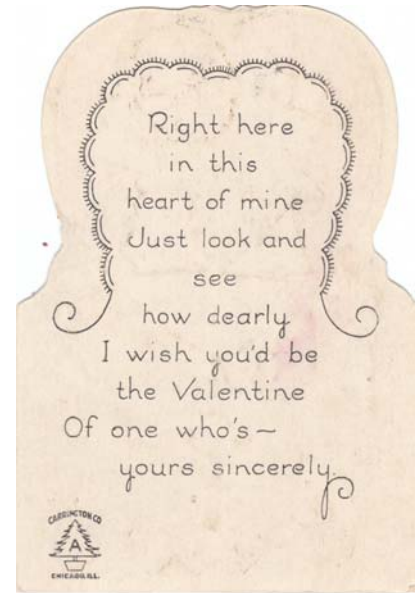
*Continued on page 6*

# Club and Member News



**2012 Club Meetings**  
*Jan. 11, Feb. 8, Mar. 14,  
 April 11, May 9, June 13,  
 Sept. 12, Oct. 10, Nov. 14,  
 Dec. 12.*

**Bring your postcards for  
 Club Show and Tell**



## MISC CLUB INFORMATION

Membership application and check should be sent to: SJPC (same address as shown below)  
 Note: The date on your address label indicates when your dues are due.  
 Advertising rates: \$9/page, \$6/half-page, \$3/quarter-page, Personal and fee ads. \$.12/word. All members in good standing are entitled to a free ad/yr (five lines). SEE BELOW— Send to SJPC editor at below address.

**MEMBERSHIP APPLICATION: SAN JOSE POSTCARD CLUB 2012-2013**  
 P.O. BOX 32042, San Jose, Ca., 95152-2042

Mr/Mrs/Miss \_\_\_\_\_ Phone \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**COLLECTING INTERESTS** \_\_\_\_\_  
 Member of Other Organizations \_\_\_\_\_  
 \_\_\_\_\_

I Hereby apply for membership in the San Jose Postcard Club. Membership fee/dues of \$12.00\* is remitted herewith for the current calendar year. Make check payable to San Jose Postcard Club (SJPC) and mail to the PO Box above.

Applicant's Signature \_\_\_\_\_ Date \_\_\_\_\_

\*Annual dues: Adults/families \$12 ~ Youths \$6

**Editor's Note** Your help is needed to continue to have an interesting newsletter. Send submittals of information, news or articles to the Newsletter Editor: SJPC Editor, P.O. Box 32042, San Jose, Ca. 95152-2042 or email LCPaulson@comcast.net. The newsletter is published 5 times a year during Sept thru June. Articles of interest to all types of collectors and news of the club's upcoming events are printed for the enjoyment and education of our members and friends.

~ Lynne Paulson

## San Jose Postcard Club —An interview with Larry Tuttle

*Larry Tuttle, member of San Jose Postcard Club on a hike with Mt. Umunhum, Santa Cruz Mountains, in the background*



### **When did you first become interested in postcards?**

In the 1980's I went to a Santa Cruz Postcard Show. The then President of the San Jose Postcard Club, Esther Cox, suggested that I come to a club meeting. I went and became the club librarian.

### **Why did you start collecting them?**

Besides getting involved in the club, I realized how many postcards my relatives had collected and left behind. There were cards from aunts and uncles. My paternal grandfather left an album of postcards. My maternal grandmother, "Nana" travelled all over the world for 10 years and left postcards and other paper goods documenting her trips.

Then as my father, Robert Tuttle, grew older, I realized he knew a lot of the history of Rye Beach, Long Island, NY where he grew up. It became a project to collect postcards and work with him to document the history with photos and postcards of Rye Beach.



*Rye Beach Park, Rye, NY, as depicted in this postcard, was an amusement park with games, Ferris wheel and other entertainment*

## Interview with Larry Tuttle

*continued*

What categories of cards do you collect and why do you specialize in them?

- I inherited many of the travel postcards from my relatives which I hope to scan and study some day.



*Rye Beach Park was on the beach at Long Island and was a popular vacation spot for NYC residents as well as tourists from other areas*

- Besides Rye Beach, NY, which I continued to collect even after my father passed away, I collect postcards of Virginia City and Carson City which are located near family property in Dayton, NV.
- I also collect cards from local Bay Area historical attractions such as Santa's Village, Frontier Village, Winchester Mystery House and Big Basin Park.

I've shared some of my collection on these websites:

[Virginiacitypostcards.com](http://Virginiacitypostcards.com)  
and [Ryebeachpostcards.com](http://Ryebeachpostcards.com)



*Virginia City, NV at the turn of the century*

## What methods do you use to research postcard topics?

I research postcards mostly on the internet though I also have some history books with information on the geographical areas of interest. For Rye Beach, I documented oral history from my father and used information from my grandfather's childhood scrapbooks.

## How do you find specific types of postcards you are trying to collect?

I have found cards on eBay and other auction sites. I've also collected cards at shows and at antique stores.

## What are some of your other interests?

I hike in the Bay Area and near Dayton, NV. I once was a professional musician and played in piano bars in the 1970's. I also used to teach piano lessons. Now I occasionally play piano for sing-alongs at a nursing home. I once worked as a drafter/designer and I occasionally help out friends with preparing design drawings. I enjoy watching "Classic" TV such as 1950's westerns and past programs like Leave it to Beaver, Father Knows Best, Lone Ranger and Superman. I also spend a lot of time learning to be a good handyman for our 3 rentals in Dayton and the Carson City area.

# Today's Postcards

## Larry Fulton's 2012 Calendar Postcards



Image from [www.centreprint.co.uk](http://www.centreprint.co.uk)

Postcards are alive and well! We all see postcards at tourist locations and are well aware that they are still being manufactured and sold as travel mementos or for sending vacation messages. It is also fun to explore the many individuals who are using their creativity to design, produce and sell postcards today. One such artist is San Francisco Bay Area Postcard Club member Larry Fulton.

Larry is a postcard collector and he also designs and sells many types of postcards on his website

[www.postcardjourney.com](http://www.postcardjourney.com)

His cards include political and holiday postcards, as well as large letter and scenic postcards.

### *Larry Fulton's January 2012 Calendar Postcard*

One type of postcard he has designed is calendar postcards. He has created one for each month of 2012.

Demonstrating his interest in popular culture, newsworthy events, history and holidays, his January calendar postcard includes:

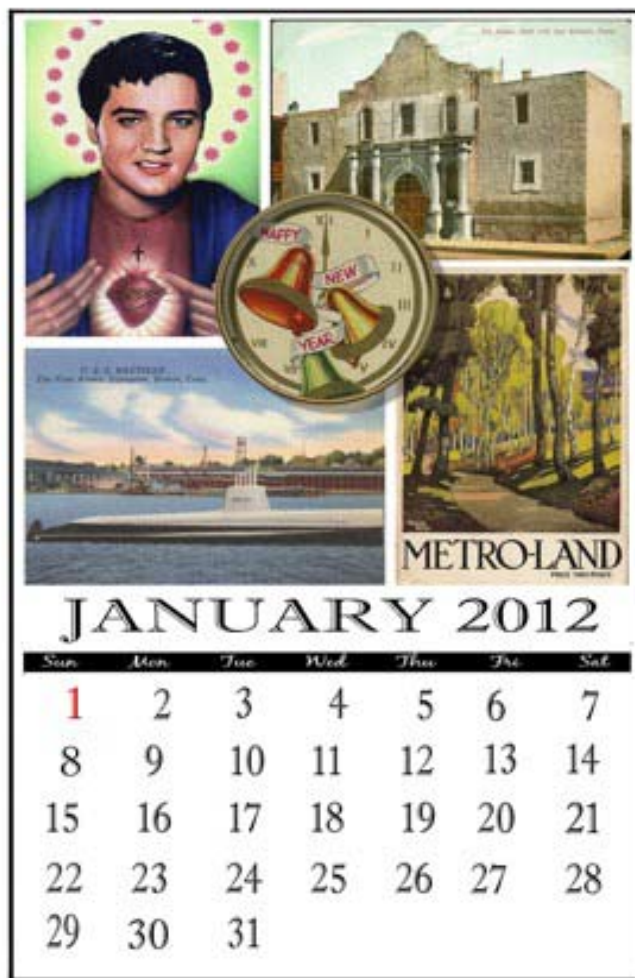
Clockwise from upper left:

- Elvis Presley —born January 8, 1935 in Tupelo, Mississippi
- The Alamo—Originally a Franciscan Mission dating from January 12, 1722
- London's Metro System opens to the public on January 10, 1863
- First atomic submarine, the Nautilus, is launched in 1954

Center circle:

- Happy New Year

Each of these items represent a story in themselves. For example, the construction of the nuclear powered submarine, the Nautilus, under the leadership of Captain Rickover, US Navy, was authorized by Congress in 1951. The submarine was completed and went to sea on January 17, 1955.



*Used with permission of Larry Fulton*

# Today's Postcards

## Larry Fulton's 2012 Calendar Postcards *continued*

Larry prints his postcards in limited editions of 100 copies. They are signed and printed on heavy card stock in the US. He has received compliments for his postcards from as far away as England.

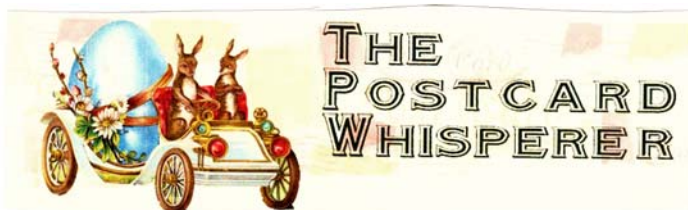


*A French New Year's postcard is depicted on the back of the  
January calendar  
Used with permission of Larry Fulton*



### Recent Club Meeting *continued from page 1*

Also in the November meeting, Lynne Paulson highlighted the website and studies of Dr. Dan Gifford from George Mason University. Dr. Gifford studied Holiday postcards and their hidden meanings and issued a PhD dissertation entitled: "To You and Your Kin: Holiday Images from America's Postcard Phenomenon, 1907-1910".



Dr. Gifford shows that Holiday postcards are significant cultural artifacts that have been often overlooked. He shows his methodology of study in a series of short videos, demonstrating how postcards "whisper" to us about the past as we study them. Using postcard images, he provides a gallery of examples to show how we can understand some of the issues and conflicts of the early 20th century.

Check out his website  
[www.postcardwhisperer.net](http://www.postcardwhisperer.net)



# Happy Valentine's Day



## A Valentine Stand-Up Postcard

I discovered this standup Valentine's Day postcard in Cheshire Antiques in Gardnerville, Nevada (near Carson City). The store has a huge variety of antiques and I found a number of postcards in a display rack near the front of the store. The card (shown below) seems unusual because it has a folded piece (a girl's head in butterfly wings) that is glued on top to allow the postcard to stand up. Perhaps someone just added this piece by hand since it covers the card pictures and wording and makes it difficult to see the postcard design even when standing up.

It is an unused, embossed, divided back postcard, dating it to the time period 1907-1915 but there are few other clues. It is printed in Germany and is number 2216 with a distinctive printer's trademark. Please let me know if you have information on the publisher. I have checked various on-line lists of publishers including the extensive one on the website of the Metropolitan Postcard Club of New York City ([www.metropostcard.com](http://www.metropostcard.com)) but I couldn't find the trademark listed. There are a lot of stand-up Valentine cards such as those shown above, but they are usually have cut-outs and are designed so that they allow better viewing of the entire card design.

Email [LCPaulson@comcast.net](mailto:LCPaulson@comcast.net)



*Stand up view*



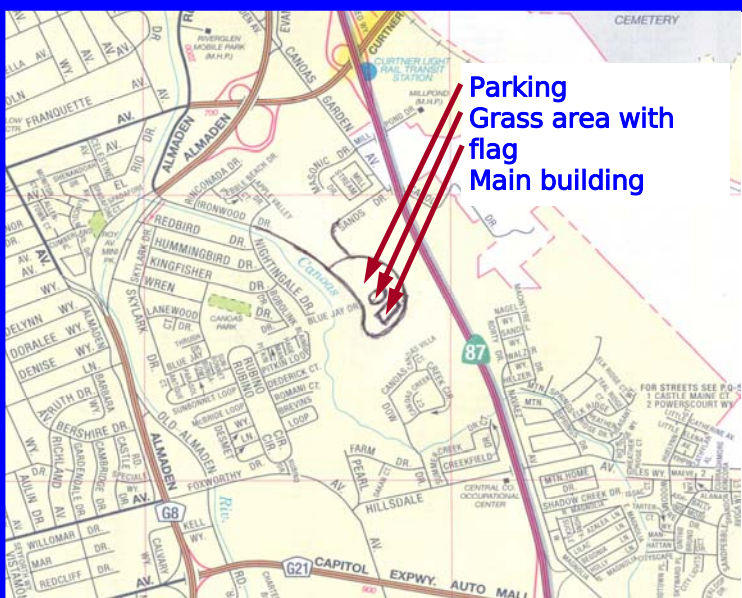
*Publisher's trademark*



*Front view with glued-on piece laid flat*

Note:  
Cheshire Antiques is located at 1433 Highway 395, Gardnerville, NV 89419,  
telephone 775-782 9117.

**San Jose Postcard Club**  
**Next Meetings: Wednesday January 11 at 7pm**  
**Wednesday February 8 at 7pm**



**Show Calendar**

California Capital Show  
 Antique Books Paper and Postcards  
 January 21 & 22, 2012  
 Saturday 10am-5pm  
 Sunday 10am-4pm  
 Scottish Rite Masonic Center  
 6151 H Street  
 Sacramento, CA 95819

Visit their website to get a 50 cent off coupon on admission fees

Hal Lutsky's  
 Vintage Paper Fair  
 April 21 & 22, 2012  
 August 4-5, 2012  
 San Francisco

Westpex; April 27-29; San Francisco  
 Airport Marriott  
 See westpex.org for details and directions.

The **San Jose Post Card Club** meets on the 2nd Wednesday of each month (excepting July & August) in the Hilltop Manor dining room (3rd floor).

Hilltop Manor, 790 Ironwood Drive, San Jose, California

For directions visit the **San Jose Stamp club website at: [filatelicifiesta.org](http://filatelicifiesta.org)**

*New Year postcards from Walt Kransky's collection.*



*Embossed postcard published by International Art. It has no series number and has an undivided back. It was mailed to Miss Mildred Sharp, St. Louis, MO and is postmarked 1906, New York, NY.*



*There is no indication of publisher or series number. The embossed card is printed in Germany, postmarked 1910 in Greensburg, PA and mailed to Miss Ann Beckebile, Johnstown, PA.*