

San Francisco Bay Area Post Card Club

August 2014

Saturday, August 23, 11 am to 3 pm

Vol. XXX, No. 6

Browsing and Trading, 11 to 1 – Meeting begins at 1 o'clock

Fort Mason Center, Bldg. C, Room 210 ☎

Laguna Street at Marina Boulevard, San Francisco

Monthly meeting schedule on back cover.

Visitors and dealers always welcome.

IN }
THIS } • ARLEN SPINGOLA
ISSUE } • PHOTOGRAPHER: T. C. WOHLBRUCK
• DIBBLES AT OCEAN BEACH

PROGRAM NOTES: Jack Daley will show and tell about The *Captain of Köpenick* robbery caper of 1906, which was executed with cleverness, audacity and humor and was wonderfully documented during the Golden Age of Postcards. The San Francisco *Call* wrote: “All of Europe is laughing at Captain Koepenick’s adventure. Now they’ve given the poor old cobbler four years in prison when they should have given him a pension.” Released from prison in 1908, the “Captain” embarked on show tours of Europe and North America, reenacting his daring escapade, sometimes to the objections of local law enforcement. At the end of his U.S. tour he was formally deported and put on a ship back to Europe. Don’t miss seeing and hearing this Golden Age fairytale.

Show & Tell: Collector’s choice; two minute, three card limit.

PARKING: *Can be tough.* Come early; there are many pleasant diversions at Fort Mason Center—especially the library booksale and its coffee area. Inside the gates, \$10 or more to park—or free, on-street and through the gates off Bay Street at Franklin above Fort Mason Center. As always, best to take the Muni, bike, walk or carpool.

COVER CARD



Winders, as some collectors call them, are a special category from the Gruss aus era that show a continuous band of variations on a theme—ranging widely, from beer steins to breeds of cows. Some are Swiss, others German made, like this one of Alsace-Lorraine costumes issued when the area was a *Reichsland*. Every village has its own dress and headdress style which also reveals religion and marital status. This card is from my genealogy

cache as my paternal grandfather was from Ingweiler, top row, seventh from the right.

—LB

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CLUB MEETING, JULY 26

As there was a conflict of dates with the San Francisco show and a problem of securing meeting space on another Saturday, it had been decided by vote of those present to meet in July at a table at the Vintage Paper Fair. Kathryn Ayres and Ed Herny arranged the table and staffed it over the two day show. Thanks to Hal Lutsky the club table was next to Ed's sales tables, and over a hundred members and showgoers stopped to look at the exhibit Kathryn had created. When folks stopped, Kathryn or Ed greeted them

totally real. It was a real attention getter," Ed went on. "We gave out lots of club newsletters and introductory postcards. And it was a great show. Being on a major pathway in Golden Gate Park and with the doors open, there was a steady stream of drifters, some of whom became intrigued and even bought a few cards — their first collectible postcards! And we signed up one new family membership."

Considering Ed's good news and the reports of many great finds other clubsters made at the show, it was a most successful meeting!
—Ed.

TREASURER/HALL MANAGER REPORT

Our current balance is \$3,367.71. Given our normal expenses, we should make it to the end of the year in the black.

Taking off my Treasurer's visor and putting on the Hall Manager's hat, I want to remind everyone that we will be meeting in Room C-210 this month; second floor, down the back hall, with a bay view. This is one of the rooms we met in for years before we moved to larger quarters. It is half the size of the room we have been using recently on the third floor. (C-362 is 1290 sq ft; C-210 is 640 sq ft.) Those who wish to set cards out for sale will be allotted half the space of before with tables against the walls—at least this first month until we adjust to our new surroundings. As for everyone else, the room is smaller; wear thinner clothes so we'll all fit. See you there!

—ED CLAUSEN, TREASURER/HALL MANAGER



PHOTO BY GEORGE JULIY

and, if they were new to postcards, told them a bit about collecting postcards and our club.

Ed reported that "The club table was organized entirely by Kathryn and was decorated with the exhibit used at the Cliff House 150th anniversary event with the same gorgeous artificial poppies that looked

Arlen J. Spingola

Lifelong postcard collector, dealer and aficionado Arlen J. Spingola died July 24th at his home in Sacramento from the cancer he had suffered with for the last five years. A genuinely nice person, he will most fondly be remembered for his friendly generosity both with postcards and in his personal life.

Arlen was born in Clearfield, Pennsylvania on June 19, 1944, and expertly collected postcards relevant to that extremely significant day in the history of World War II—the Battle of the Philippine Sea. He also avidly accumulated postcards from his home town and nearby places in west central Pennsylvania, an area for which he had great nostalgia. His postcard expertise and collecting interests also included Hold-To-Lights, materials pertinent to President Warren G. Harding, and views of the many places in Asia, Europe and North America where he lived, visited or worked during a long career as a civilian employee of the US Air Force. Among his favorite places was the town of Arlon, Belgium, near one of his work stations, originally attractive to him because of its similarity to his own name. While there he befriended local postcard collectors, helped organize them into an informal club and maintained exchanges with them almost until his death.

We first made contact through our mutual interest in Philippines, and finally met in 1979 at a major postcard show run by John McClintock in South Bend, Indiana. Our numerous exchanges and continuing correspondence covered more than 35 years, during which time we attended many of the same postcard shows. Arlen was divorced with no children. He donated his body to

the University of California for medical research. Those desiring to contact his next of kin may do so through the Editor. —*Michael G. Price*



ALWAYS CHEERFUL, ARLEN WAS EVEN MORE SO AFTER SEEING THE MERMAIDS IN 1998 AT WEEKI WACHEE.

Arlen Spingola was a brilliant man. But not only was he highly intelligent, he was one of the most generous people on the planet. Humble, his actions spoke louder than his words. Arlen took delight in saving particular postcards for each of his friends. It would be like Christmas morning when you'd get them. Then you'd call to say "thank you," and he would just say "yes." He never spoke in anger, nor against another person. He was a wonderfully positive, and lovely human being.

—*Nancy Redden*

Arlen was a member of the SFBAPCC for only a few years, and the only time I got to know him was at shows and the one meeting he did attend. It wasn't easy to talk with him at shows because his tables would be two or three deep with collectors; conversing one to one, he was kind and friendly and soft spoken. Arlen specialized in twenty-five cent postcards, all of which were sorted. At the Vintage Paper Fairs he would set up with six or more tables of quarter cards before which some buyers would be ensconced all weekend. Multi-dollar finds were made but always at the two-bit price. Once he knew what Janet and I were looking for, he would always hand us a few cards with the comment, "These are for you."

We will all miss Arlen, not just for the treasure hunt he offered us but for his smile and his spirit of a true postcard collector. —*Lew Baer*

T. C. Wohlbruck

Theodor Clemens Wohlbrück followed the paths of George Besaw and John Bowers—men who started their photographic careers east of the Rockies before moving to the Golden State. Wohlbruck, however, did not confine his passions to the camera. He was an over-the-top multitasker who besides succeeding as a commercial and postcard photographer, applied his talents to dance instruction, book publishing, history preservation, service station and resort operation, chicken ranching, and running a museum.

T.C. Wohlbruck first saw light of day on August 11, 1879 near Bayonne, NJ. His Russian-born father owned warehouses in lower Manhattan, and his uncle was “Texas Jack” Omohundro, one of Buffalo Bill Cody’s more charismatic show performers. By 1900 his widowed mother had remarried and settled in Union County, NJ; and young Wohlbruck, age 22, married Mabel Louise Brown in Worcester, Massachusetts, a manufacturing and transportation hub 40 miles west of Boston. His first employment in Worcester was office manager for a financial maga-

zine. He published a medical directory of Worcester for 1904, and later that year drifted into the business of photography.



THEODOR C. WOHLBRUCK ON LOCATION SOMEWHERE IN THE WEST, WEARING HIS USUAL OUTDOOR KHAKIS AND PUFFING ON A CALABASH.

His first postcards were black and white printed halftones marked “T.C. Wohlbruck, Photographer, Worcester.” Scenes from nearby towns like Jefferson and Rutland appear on these early cards, as well as two views that show the September 5, 1905 wreck of a Worcester and South Bridge trolley that derailed

one mile east of Charlton, killing several people. While these postcards and other typographed and lithographed views found a ready market, Wohlbruck soon expanded into school class photos—a category of business he maintained the rest of his career. With his first studio at 339 Main Street and later at 311 Main, in the Central Exchange Bldg., he advertised himself as a “Specialist in Photography—Groups and Flashlights.” After six years of intensive work, Wohlbruck’s surviving legacy is an archive of more than a hundred glass plate negatives depicting the cityscape of Worcester, and over one thousand albumen and silver oxide prints of other New Eng-



FATAL TROLLEY DERAILMENT NEAR CHARLTON, MASS., SEPTEMBER 5, 1905. TYPOGRAPHED POSTCARD, PHOTO BY T. C. WOHLBRUCK

THE WOHLBRUCK STUDIO, 311 MAIN ST., WORCESTER, MASS.



WORCESTER, MASS. ELEMENTARY SCHOOL CLASS PHOTO POSTCARD BY WOHLBRUCK STUDIO, CIRCA 1909.



FISKDALE, MASS. MAIN STREET. COLLOTYPE PRINTED POSTCARD BY T. C. WOHLBRUCK, CIRCA 1908.



FISKDALE, MASS. MAIN STREET. PHOTOGRAPHIC PRINT OF WOHLBRUCK'S ORIGINAL IMAGE USED FOR COLLOTYPE PRINTED POSTCARD. RUBBER STAMP ON BACK. ▼

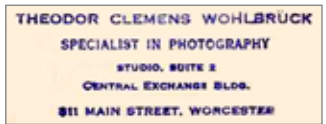
land towns—superlative images currently housed in The American Antiquarian Society library in Worcester.

In the summer of 1910 Wohlbruck grew restless, sailed to Bermuda for a change of scenery, and spent some time in New York City on his return. Then, in the fall of 1911, still dissatisfied with his life in Worcester, he left his wife and three young children and traveled west. Settling in Reno, Nevada he opened The Craftsman Studio at 119 Virginia Street, offering individual and group sittings, and selling photos of an arid yet beautiful landscape that must have struck the yankee photographer as America's last frontier. Lahontan Dam was under construction in the desert east of Reno, and Wohlbruck was quick to photograph early stages of that controversial irri-



WORCESTER, MASS. SCHOOL CLASS PHOTO BY T. C. WOHLBRUCK, CIRCA 1911. THE YOUNG BOY AND TWO GIRLS SITTING IN THE CENTER OF THE SECOND ROW WEARING STRIPED CLOTHING ARE WOHLBRUCK'S CHILDREN, TED, GRETCHEN AND VIRGINIA.

gation project. Assignments of a more routine nature were pictures of school



classes, government officials, and university sports teams. In May 1912 he registered copyrights for the Lahontan photos and for an iconic panoramic view of Reno. His competence in making panoramic photos is also evidenced by several 1910 views of Worcester now lodged in the Library of Congress, one of them 50 inches long!

In July 1912 he filed a legal action to end his marriage. Reno, the riverside village that boomed into a sprawling railroad and agricultural center over the span of a few decades, may have been a budding divorce capital in 1912, but for Wohlbruck the process



IRRIGATION PROJECT SETTLEMENT AT LAHONTAN, NEVADA. PHOTO POSTCARD BY T. C. WOHLBRUCK, MAY 17, 1912 AFTER HIS RELOCATION IN RENO.



MT. TAMALPAIS & MUIR WOODS RAILWAY, MARIN COUNTY, CALIF. PANORAMIC
PHOTO BY T. C. WOHLBRUCK OF MILL VALLEY, SEPTEMBER 7, 1915.

was hardly a “quickie.” Wildly conflicting testimony and other legal problems delayed the case in district court for years.

When Wohlbruck was in New York City after the Bermuda trip, or perhaps during January-February 1914 when he shuttered his Reno studio and toured the Atlantic seaboard, he met a young Manhattan widow, Harriet Simpson Appelius. By September the two were together in Reno announcing themselves as graduates of New York’s Castle School of Dancing and teaching the Castle method to the town’s “smart set” at the Century Club. Although it may have provided a little income, the social dance endeavor was short-lived.

Exploring prospects in the Bay Area in 1915-16, Theodor set up the T.C. Wohlbruck Co. at 251 Post St. in San Francisco; and from a temporary residence in Mill Valley, he put his panoramic camera to work again, this time making souvenir photos for tourists riding the Mt. Tamalpais & Muir Woods Railway. Before passengers were pushed up the steepest part

of the mountain by Shay-g geared locomotives on the “Crookedest Railroad in the World,” Wohlbruck would collect names, addresses and a dollar each from sightseers as they stood in front of open-air coaches below the “Double Bow Knot” tracks. He then walked out onto an improvised platform and triggered his motorized camera to capture the moment on film. Back in Mill Valley, 26-inch long photographic prints were processed and mailed to paying customers. The Mt. Tam business was seasonal, and Wohlbruck traveled extensively in off months to take school photos. In January 1916 he was in Colma, California and two months later in Gold Hill, NV. Following a long and contentious battle, a decree of divorce was finally granted Mabel and T.C. Wohlbruck in May 1917; and on April 23, 1918 Harriet Appelius became Theodor’s second wife.

Wohlbruck’s time in western Nevada, combined with traveling back and forth across the Sierra for school photography, fed his growing fascination



COLMA SCHOOL (SAN MATEO COUNTY) SECOND GRADE CLASS
WOHLBRUCK CO., SAN FRANCISCO, JANUARY 25, 1916.



GOLD HILL, NEVADA SCHOOL
T. C. WOHLBRUCK CO., SAN FRANCISCO, MARCH 16, 1916.



WOHLBRUCK'S CANTEN AND OVERNIGHT ACCOMMODATIONS AT LOOKOUT POINT. THE ORIGINAL BEAR VALLEY AND LAKE SPAULDING OVERLOOK WAS CONSTRUCTED BY PG&E.



ALLEN HOTEL AND SOUTHERN PACIFIC RAILROAD'S SNOW SHED AT EMIGRANT GAP, A SMALL COMMUNITY ON THE OTHER SIDE OF THE RIDGE FROM LOOKOUT POINT.

with the area, particularly the history of pioneer migration over the California Trail during the 1840s. A massive, 38-foot tall monument had been completed in June 1918 at Donner Lake to honor the western pioneers and the Donner Party, a wagon train tragically stranded near the lake during the winter of 1846-47. Chester W. Chapman, chairman of the Donner Monument Committee, helped Wohlbruck convince the Native Sons of the Golden West, owners of the historic spot, to permit T.C. Wohlbruck Co. to operate a museum and "canteen service station" adjacent to the monument. The canteen was a forerunner to modern gas station-convenience stores, providing automobile tourists with gasoline, oil, water, food, beverages, tobacco, and souvenirs.

Souvenirs would naturally include Theodor's

photo postcards of Tahoe-Donner and scenic views along other Sierra mountain roads. They are typically captioned in draftsman quality white lettering, and signed variously "T.C. Wohlbruck Co.," "T.C.W. Co." or simply "T.C.W." Postcard images that are unsigned, but captioned in his unique lettering style, can be safely attributed to Wohlbruck.

Although it took until November 1920 to secure the Donner Monument contract, Wohlbruck wasted no time in setting up a similar operation near Emigrant Gap in 1919 which he called Lookout Point. A third canteen, Echo Summit Lodge, was opened July 1921 on the Lincoln Highway at 7400 ft. elevation—



▲WOHLBRUCK BUILT HIS PIONEER LODGE WEST OF THE MONUMENT IN 1920 TO HOUSE A FOOD AND SOUVENIR CONCESSION. VIEW SHOWS THE BUILDING BEFORE IT WAS ENLARGED.

◀◀ PIONEER DONNER MONUMENT. NOTE THE TWO MEN ATOP THE 22-FT. HIGH PLATFORM, THE SNOW DEPTH AT THIS SPOT DURING THE DONNER PARTY'S FORCED ENCAMPMENT.

◀ THE BRONZE STATUE WAS CREATED BY SAN FRANCISCO MURALIST AND SCULPTOR, JOHN A. MAC QUARRIE (1871-1944), AND CAST IN OAKLAND.



OX YOKES AND WAGON AXLE CLAIMED TO BE
"GENUINE DONNER PARTY RELICS."



WOHLBRUCK'S PIONEER LODGE AFTER IT WAS ENLARGED TO
CONTAIN HIS RELIC MUSEUM, COFFEE SHOP, SODA FOUNTAIN,
SOUVENIR COUNTER AND LIVING QUARTERS. THE AUTOMO-
BILE SERVICE AREA WAS AT THE SOUTH END OF THE PARK.

a section bypassed by today's U.S. Route 50. This resort offered housekeeping cottages in addition to auto and food services.

In 1923 Theodor and Harriet fled the cold winters of the Sierra Nevada to live on a six-acre chicken ranch near Grossmont in San Diego County. Using a San Diego printer, Wohlbruck published several reprint editions of HISTORY OF THE DONNER PARTY, authored by Charles F. McGlashan of Truckee in 1879, the year Theodor was born. For each "New Illustrated Edition" (four were issued in the 1930s) Wohlbruck added several introductory pages of his own photos and advertising, and sold them from his canteens and museum.

Wohlbruck's business enterprises continued to be



▲ A LARGE GRANITE BOULDER FORMED THE WEST WALL OF
THE MURPHY CABIN. THE PLAQUE LISTS INDIVIDUALS THAT
PERISHED AND SURVIVED, INCLUDING EIGHT THAT DIED OR
LEFT THE GROUP BEFORE IT REACHED THE MOUNTAINS.

THREE LADIES AT BOWER CAVE, A LIMESTONE GROTTO ON ►
THE OLD COULTERVILLE-YOSEMITE ROAD.

ECHO SUMMIT LODGE OVERLOOKING LAKE TAHOE BASIN ►►
AND SURROUNDING MOUNTAINS.





WOHLBRUCK'S AUTO PARKED ON A HORSESHOE TURN OF MEYERS GRADE ROAD (SECTION OF LINCOLN HIGHWAY) NEAR ECHO SUMMIT LODGE.

the Henry Ford Museum in Dearborn, Michigan. After Theodor died suddenly at the age of 57 in November 1936, the collection, which included carriages formerly owned by the Stanford and Hearst families, Crown Prince Wilhelm's 1913 Mercedes, and the historic Del Monte bus, required 30 railroad flat cars for transport to Ford's Greenfield Village.



RUSTIC INTERIOR OF DINING ROOM AND STORE AT ECHO SUMMIT LODGE.

AD FOR WOHLBRUCK'S LOOKOUT POINT AS IT APPEARED IN THE PHOTOGRAPHER'S 1931 EDITION OF "HISTORY OF THE DONNER PARTY."



WOHLBRUCK'S HORSE-DRAWN AND MOTOR VEHICLE MUSEUM IN REDWOOD CITY, CALIF.

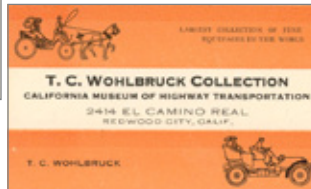


OBSERVATION DECK AT ECHO SUMMIT LODGE. SIGN READS, "PLEASE REGISTER AT LODGE - MAIL YOUR POST CARDS FROM THE TOP OF THE WORLD."

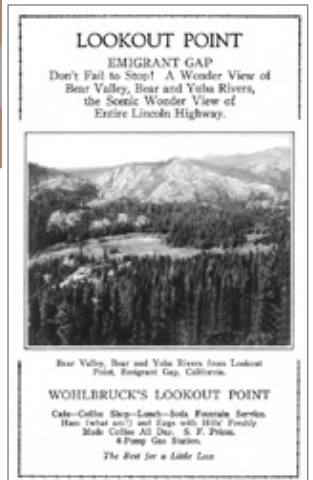
CONTRIBUTORS: Frank Sternad, Art Sommers, Norm Saylor, Dorothy De Mare, John Schmale, Andy Guzik, Dennis Gallagher.



GENERAL PERSHING SCHOOL, DALY CITY, 1920 SECOND GRADE CLASS.

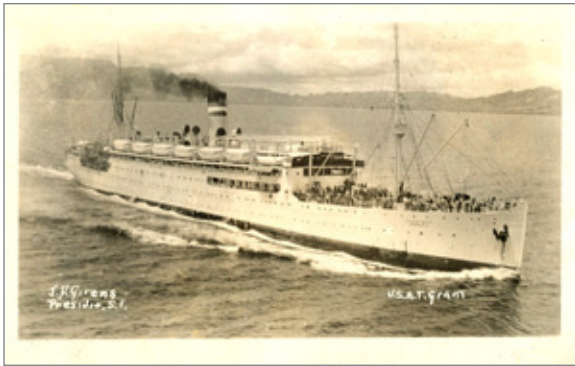


WOHLBRUCK BUSINESS CARD



CLEANING UP

IN THE ARTICLE ON J. D. GIVENS in the July newsletter we ran out of room without being able to include the final Real Photo. It is of the *U.S.A.T. U.S. Grant*. The image is reversed because the captioning was written on the wrong side of the negative. The postcard is postmarked 1939 and may have been produced by James Givens' successor, Nita Evans.



DEAR EDITOR, MME. SECRETARY: The July newsletter is wonderful as usual, but there was an error that needs correcting. The postcard of Amelia Earhart getting into her airplane at the Oakland Airport, was of her LAST FLIGHT in 1937. She has been missing for 77 years. —*Darlene Thorne*

MIKE PRICE WROTE IN with comment on Givens and his work in the Philippines:

Many thanks for publishing the very useful and well-researched account of the life and work of photographer J. D. Givens in the July 2014 issue. Please allow me to comment in regard to photos of the Philippines, my special interest.

Givens never produced Philippine real photos in any format or picture postcards. The only photos of the Philippines possibly attributable to him appeared as half-tone prints in the different editions of his illustrated hardcover books mentioned in the July article, books with several variations of titles beginning with “Scenes taken in the Philippines ...,” and then subtitled “Photos by J.D. Givens, S. F.,” undated, or 1912 or 1914 embossed on the red, green, brown or black front covers.

These books consisted entirely of printed photos

about 4 by 6 inches, on pages about 5½ by 7, with captions, but no text, nor other information. Not so much as a flyleaf. They were cheaply made and are now often found in deteriorated condition, and because of the cord-tied binding, loose pages are common. Many of the included Philippine photos were unambiguously the work of other photographers, although a good number were anonymous or inscribed “J. D. Givens,” and might be thought to represent his own camera work.

The July 2014 article mentions Givens “received permission to travel to the Philippine Islands by Army transport” in 1903 and “return with pictures.” Did he really make the month-long voyage each way? I’ve seen no evidence of his having been in Manila; if he never went, it would help to explain his occasionally erroneous or badly confused captions.

As for the Philippine photos with his own name on them, I positively recognize some as the work of other photographers. Most of those I don’t recognize can however be definitely dated to years before or after 1903. Analyzing these circumstances, I conclude Givens took no original Philippine photos, and in the unlikely case he went to Manila in 1903, he merely purchased photos commercially available around town, and then later continued to obtain additional Philippine photos from sources in San Francisco.

Some editions contain a few printed photos taken around San Francisco and the bay, bearing clearly different imprints of Givens, leaving little doubt they are genuinely his work. The great disparity between S.F. area photos we can confidently assign to Givens and all those he printed from Philippines, contributes to virtual proof the latter were borrowed or pirated.

The printed image (on the opposite page) Givens pretended was his own by inserting “144 J.D. Givens S.F.” into the print, although the original photograph was by a Manila-based photographer. The printed caption is “Cockfight—The Start. Laguna, Samar, Philippine Islands.” Laguna is a province in Luzon Island, Samar a completely separate island, and the

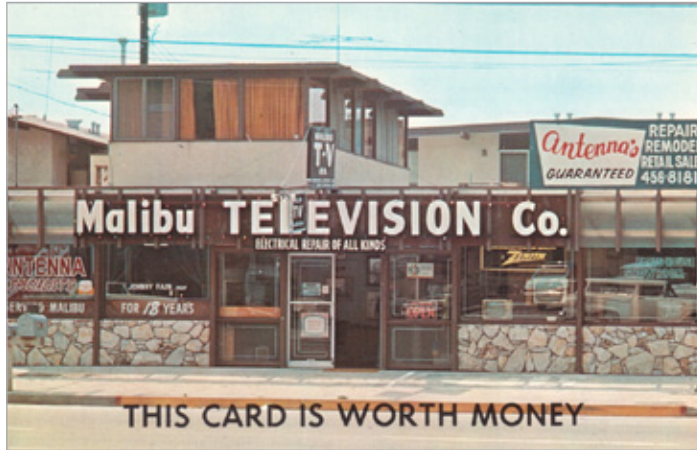
FINDING TRUTH AT THE POSTCARD SHOW

by *Daniel Saks*

I've been a postcard collector for a long time and I've looked at a lot of postcards. But I have never before seen a card so brazen, so forthright, so honest and truthful, as this postcard I found at the recent Vintage Paper Fair in Golden Gate Park. No need to ask the price with this one as I was being told right upfront, "This card is worth money."

Since I also have an association with Malibu, I had to buy it. But even without the Malibu connection I would have had to buy it. In fact, I don't understand how anyone could have passed on it. Such honorableness and righteousness in a postcard is hard to find, especially when the seller offers a discount.

This postcard precedes my familiarity with Malibu. The TV repair shop that I first saw in the 1970s



was located on the other side of Pacific Coast Highway. According to Google, this Malibu Television Co. building has become a parking lot for a beachfront Japanese restaurant. The TV sets in the store windows look to be 1960 models and does anyone even remember *antennas*? Cable TV had already come to Malibu by the time I started visiting.

The original value of the postcard is explained on the back: "This card worth one dollar on service or purchase." I saved even more than one

dollar, sort of.

How many cards were for sale at the Golden Gate Park show? How many postcards have we all looked at over our collecting lives? Yet for me this one and only postcard has the strength of character to boldly tell the viewer, "It's gonna cost ya," and it did.

CLEANING UP, *con't*:

photo is from what was then Tayabas, a different Luzon Province.

Best wishes to all, *Michael G. Price*



GGIE (at) 75: Kathryn Ayres' program for the opening of her exhibit at Treasure Island was on a sunny and windy day. It was a surprise to see so many seats and so many of them filled by TI enthusiasts. Kathryn's postcard tour of the 1939 and 1940 versions of the Golden Gate International Exposition was informative and detailed and moved quickly. We all then walked to the building where the TI Museum is located and found a tiny tent set up where a lavish pick-up lunch was being served. The salads, empanadas and drinks were all tasty and copious. The exhibit inside the museum was an eye level tour of the different facets of the GGIE, ending with a blow-up of the Carica Tour postcard map of the city. Some of the cards shown are down right rarities. *Brava!*

The exhibit is still up and well worth a visit. Info: www.treasureislandmuseum.org/

OUT AT OCEAN BEACH — DIBBLE'S FAMILY RESORT

Wayne Nelson emailed a copy of a postcard to the Editor along with the question, "What is this?" Eager to please our readers, I turned to Google. That online search revealed a bit; searching local newspaper online files revealed a good deal more, and then questioning locally focussed historians added the rest. Meanwhile, a day trip to San Francisco was looming, and an on-site search was included.

Dibble's Family Resort was one of those bar-cum-restaurants out by Ocean Beach that acquired questionable repute in the very early 1900s. With Dibble's, questionable is a key word. Like, what was its address? It is shown sometimes as 2400 49th Avenue and other times the same number on 48th Avenue or Great Highway.

The answer to that is one of the most straightforward bits of Dibble's data. The building was at the corner of Taraval and what is today 48th Avenue. In 1907 to 1912, the resort's most active period, there was little distinction between 48th Avenue and the Great Highway which was also called 49th Avenue. The boxy, stucco, two-story home that sits on the lot today is commonly known as The Pirate House because of the skull and crossbones that once flew from its roof. The street sign at the corner reads 48 Avenue.

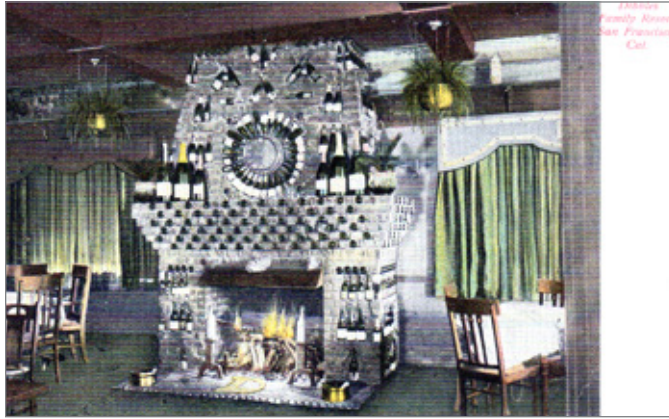
The first record of the business was in the *Chronicle* of June 26, 1906 which shows Frank G. Dibble being granted a liquor license at "Forty-eighth avenue and T street." The 1907 city directory lists "Dibble, FG & A.C. Stepping back a

couple of years, the 1905 directory hints at the future: Andrew C. is shown as proprietor of The Lacey at 624 Market. In 1903 he had been shown as bar manager of the S.P. commissary in Oakland.

A squib in the *Oakland Tribune* of April 15, 1907 reported from San Leandro that the Hunters' Inn property was sold for \$50,000 to Mr. Dibble, proprietor of a resort on the Cliff House Road, San Francisco."

The January 21, 1910 *Tribune* brought the first news of scandal when Frank G. Dibble sued his wife for divorce and alleged her "undue penchant for the festive roadhouse and general demeanor 'unbecoming a lady.'" Mrs Dibble, an Oakland society dame, responded, "My husband is vindictive, because...I have insisted upon living in an atmosphere far above him and his associates." Then she added, "I have prayed his resort would burn to the ground...I believed there was much good in him if I could win him away from his associates and his brother, Andy."

The roadhouse to which Frank Dibble referred was Hunters' Inn. The next day Mrs. Dibble revealed that her husband had "an affinity, the name of which she promises to produce in her cross complaint." The next month, in court, Frank claimed to be "only" an employee of Dibble's, the manager, not an owner, and that he paid \$75 a month for his daughter to attend Mills College. Mrs. Dibble claimed that he had refused to pay her bills at I. Magnin and at Roos Bros. As she left the stand after having been awarded \$100 a month



alimony, a prayerbook fell from her muff.

The next news about Dibble's was in the *Chronicle* in March of 1911 telling that Andrew Dibble and his piano player were arrested when policemen entered the resort and found "several couples were dancing and the music was going full blast." The charge was violating ordinance 826, prohibiting dancing or playing after 1 AM in cafes. "Captain Anderson declared that he will see that the law will be rigidly enforced."

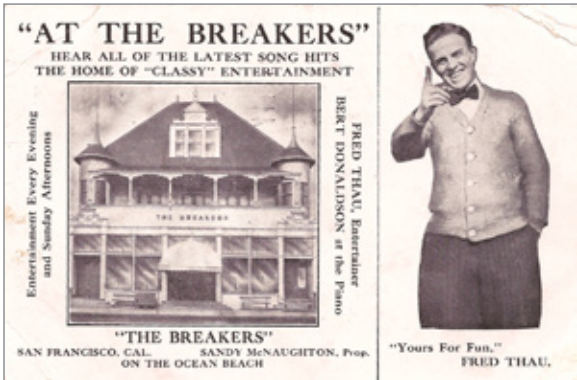
The Trib reported a year later that the former Tessa Fair, of the Fair fortune and Fairmont name, was at Dibble's where she saw the "Texas Tommy" and

other dances "to her unconcealed delight."

On April 15, 1918, the *Chronicle* told of Mrs. Dibble's prayers being heard and the end of our story: FLAMES SWEEP ROADHOUSE ON GREAT HIGHWAY - \$2000 DAMAGE TO DIBBLE'S WHICH WAS TO HAVE OPENED UNDER NEW MANAGEMENT. "Thousands of persons returning from a day at the beach watched the blaze...Dibble Brothers recently sold out, and the new managers had closed the resort for alterations." It was to have reopened on April 23 as the Del Mar Cafe.

—LEW BAER WITH PLENTY OF HELP FROM WOODY LABOUNTY, FRANK STERNAD AND DENNIS O'ROKE

BESIDES THE CLIFF HOUSE there were several "resorts" out at Ocean Beach that drew city dwellers to the hinterlands. A day spent frolicking on the sand and in the water merited a dinner and more in any of the welcoming restaurants and bars. Even if one hadn't been on the actual beach, the challenge of obeying the speed limit or evading the eager police on the Great Highway warranted suitable restoration. Forty-eighth (or 49th) Avenue was a long way from friends and family "in town." Many thought that what they did at the Beach stayed at the Beach. Frequent newspaper accounts of arrests and accidents belie that belief. —Ed.



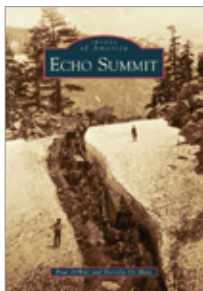
THE ORIGINAL ROBERTS AT THE BEACH, 1897

WELCOME TO OUR NEW MEMBERS!

Jay Shelton, a handy fellow who collects Santa Fe, hand painted, hand drawn and hand colored. The Girouard Family, Roland, Betty and Dina. The Girouards will be familiar to anyone who has attended a postcard show in Northern California in the past several years where they set up as dealers.

ECHO SUMMIT IN PRINT

Those wishing to see more postcard images by T. C. Wohlbruck will be pleased with the newly released book, *ECHO SUMMIT*, by Dorothy DeMare and Paul DeWitt under the Arcadia *Images of America* series. Considering the popularity of the Sierras and Tahoe area among our members, the book should be very successful. It's filled with photos, postcards and ephemera of the area.



POSTCARD CALENDAR

Aug 15-17, Fri-Sun, RANCHO CORDOVA, Gold Rush Paper Show, 11131 Folsom Blvd, Hwy 50 & Sunrise Exit 18, 10:15 to 6, 6, and 3pm; www.goldrushpaper.com.

► Sept 14, Sun, SCOTTS VALLEY, Santa Cruz Postcard Show, Hilton Hotel, La Madrona Dr., 10am-5pm. Free entry for club members!*

Oct 4-5, Sat-Sun, KENT WA, Greater Seattle Show, Kent Commons, 525 4th Ave, N; 10am-6 and 4pm+

Nov 1-2, Sat-Sun, SAN MARINO, San Gabriel Valley Show, 3130 Huntington Dr.; 10am-6 and 4pm+

Nov 7-9, Fri-Sun, SAN MATEO, Hillsborough Antique Show, Expo Fairgrounds, from 11 am*

Nov 15, Sat, SAN JOSE, Vintage Paper Fair, 444 West Alma Ave., 10am-5pm; Free Entry!*

Bolded calendar entries produced by club members.

* Ken Prag will be there; let him know what to bring;

415 586-9386, [kprag\(at\)planetaria.net](mailto:kprag@planetaria.net)

+ R&N will have cards and supplies.

Jeremy Leroque show info: 626 665-9435

POSTCARD RESEARCH?

Even the most casual postcard collector should relish the opportunity to read interesting and informative articles about postcards and our hobby. Dedicated scholar or not, now is your chance.

Frank Sternad, one of our more scholarly members, has donated a five year collection of *Postcard Collector* magazines to the club. In fine condition and filled with useful, fascinating and educational articles about postcards and the collecting thereof, they are from the best years of the magazine. All contain articles by me.

I am reluctant to drag the box to a meeting to have them left behind unappreciated. I want to move them in bulk and will deliver them to the first person in SF or the North Bay who offers \$10 or more for the lot. The club treasury will thank you.—LEW

SICK BAY

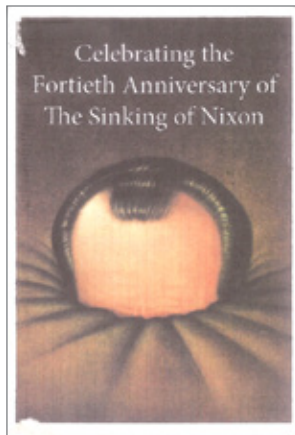
Two of our most upstanding members have been lying low of late, both in hospital and both doing better at last report. Your health restoring good wishes are needed for Darlene Thorne and Joseph Jaynes. The rest of us should feel a bit envious, too. Think of how much recuperative time they will have for filing and working with their postcards.

CLASSIFIED ADS

Free to members as space allows

A longtime collector who has parted with his collection found a few cards left behind and asked me to find buyers for them. They are all rare or rarely seen San Francisco area cards. They will be at the August meeting for your delectation and acquisition. —LEW

JUST PUBLISHED ► by Abby and Steve at Wal-
lowing in the Past Press. A friend saw Abby at work, “only five in 1974, he didn’t have the foggiest idea of what it was all about.”

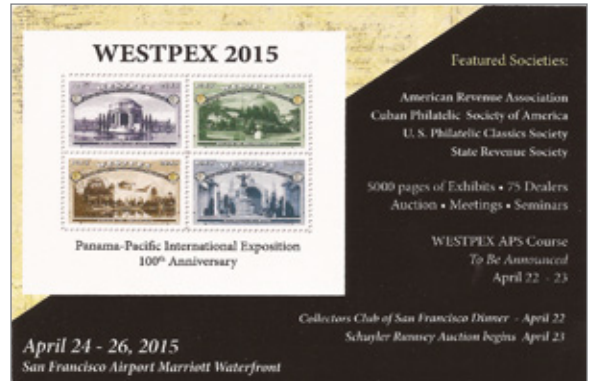


P.S. THIS JUNE, Dan Saks and I were in New York for the Metro club show. We camped (thanks to www.airbnb.com) not far apart in Brooklyn and met each morning for coffee, the show and postcard site seeing. You'll be seeing some of our show finds from time to time. While there I was given an NPCW card from the Taconic club. It's a beauty with Pete Seeger picking on his banjo up there in the sky and the good ship *Clearwater* slooping on the Hudson. Walking the streets I picked up a graffiti postcard that's another winner.



our mutual interest in L.A.'s beach communities, especially Pacific Ocean Park, who's going to provide fudge at the Nov. meeting? I'll volunteer for the fudge duty, but I make mine with nuts. Maybe I should challenge Gail to a cook-off? [It's not too "sad," as Gail has said that she'll be up for occasional meetings. But the gauntlet has been dropped. Will she stoop... and conquer? —ED.]

WESTPEX IS ON ITS WAY. Talk about gung-ho, our friends and members in the stamp world are already promoting their 1995 event. The card is a winner with its four stamp-like views from the PPIE.



IN THE MAIL came a letter and postcard from Patricia O'Connor-Allen of Binghamton, New York: "I am enclosing a vintage postcard 'Parapet, Sutro Heights, San Francisco' that my family found in a box of old post cards belonging to a great grandparent. The cards seem to be from 1908-1914. We have no idea of its value and have no desire to sell it. Our family would like to donate it to your club. We hope your members will appreciate it and protect it. [We do and we shall, Patricia. Thank you very much!—ED.]



WHO KNOWS if there will be postcards at the 20th Century Expo, but there will be plenty of interest to collectors of iconic items of the Deco era onward. It's on at Fort Mason Center on our meeting day—another reason to come early. Ask Google or Facebook for more info.

FROM DAN SAKS: I have some "sad" news. Gail Ellerbrake and her husband have moved to Carmel. Besides her friendliness and

P.O. Box 621
PENNGROVE CA 94951



Membership current through year on label.

2014 MEETINGS

August 23
September 27
October 25
November 22

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

SAN FRANCISCO BAY AREA POST CARD CLUB

APPLICATION FOR NEW MEMBERSHIP

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Become a Supporting Member by adding \$10 or more

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Family members: _____

Address: _____

e-mail: _____ Phone: _____

Collector Dealer Approvals welcome: Yes No

Collecting interests: _____

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