

# San Francisco Bay Area Post Card Club

April 2008

Next Meeting: Saturday, April 26, 12 to 3 pm

Volume XXIII, No. 4

Fort Mason Center, Room C-260

Laguna Street at Marina Boulevard, San Francisco

*Meetings are usually held the fourth Saturday of every month except December. Visitors and dealers are always welcome.*

## THE AVIATION ISSUE

- IN** • AVIATORS AT THE PPIE  
**THIS** • EARLY SAN FRANCISCO AERONAUTS  
**ISSUE** • BAY AREA AIRPORTS

**PROGRAM NOTES:** “California Embraces the Great White Fleet.” When the Fleet arrived in San Francisco Bay on May 6, 1908, an estimated million people crowded the shores to view the 16 battleships. Receptions, parades, grand balls and banquets followed in the first major public celebration of the city’s recovery from the disaster of only two years before. John Freeman, postcard historian and raconteur, will show and tell us about the arrival in California and the two months that the “grandest fleet” spent in the “finest harbor in the world” before sailing off to complete its triumphant circumnavigation of the globe.

**SHOW & TELL:** TR, AKA Teddy, AKA President Theodore Roosevelt, at whose command the Great White Fleet was created and sent forth.

**PARKING:** Can be difficult. Come early, car pool, take the Muni. Park in the pay lot inside the gates or in free spaces along the Yacht Harbor or in the lot above, off Bay Street.

## COVER CARD



Rarely seen these days, a number of exceptional poster style postcards were issued to celebrate the arrival of the Great White Fleet in San Francisco Bay—one hundred years ago. Whether the design was formal, designed by an accomplished artist, or, such as this one, whimsical and cartoon like, all were done with stately pride. Here we see California, in ursine persona, greeting the Admiral (but which one?) with tribute of grapes and wine while pennant carrying county cubs frolic at their feet. *From the collection of Mark Adams.* —Ed.

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**Newsletter Deadline: 5th of each month****MINUTES, March 22, 2008**

It was a beautiful early Spring day with blue skies, few white caps, a near empty parking lot and a full house. More than 50 postcard and PPIE enthusiasts were present; 46 signed in. Cards were brought for sale or trade by Dan Saks, Ed Herny, Steve and Janet Schmale, Doris Ann Elmore, Michael and Mena Reese, Carl Blomgen, Dave Parry and George Epperson.

Exhibits included Jay Stevens' electrifying lighted display of Novagems, the dazzling jewels that gave the Tower of Jewels its sparkle and its name; a small and personal board on Lincoln Beachey, prepared by Michael Reese II; and Paul Robertson's magnificent threesome: a plaster of Paris allegorical casting of the PPIE design of female figures on both sides of the world, a Mitchell advertising poster for the PPIE panorama postcard and a painting—possibly done for the architect—of Alt Nürnberg restaurant on the Zone.

Guests included Sherry Wickwire, special correspondent for the *Chronicle*, whose article "Postcards in Peril" foretold the disappearance of jackalopes and other familiar kitschy favorites as the postcard, itself, fades away. [Ms. Wickwire had been invited to the meeting by Vice President Kathryn Ayres, but it was your Editor who had taken it upon himself to challenge the author's premise of the story which had spread through the

worldwide postcard community over the Internet. Bolstered by a recent in person survey of postcard racks in Berkeley, the city and Sonoma County, I introduced myself to Sherry during the premeeting exhibit and trading hour. "This is wonderful!" she said, deflating my defense, and then went on with words to the effect that it is people like us who are the hope for the future of postcards. I smiled... and slunk away.]

The meeting was called to order by President Ed Herny. Guests were introduced, and the drawing, in which the Editor was a winner, was held.

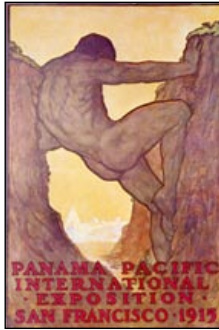
Announcements: Dan Saks told of a coin show in Santa Clara at which there will be exhibits of the PPIE coins, including the octagonal \$50 gold piece. Ed Herny reminded us of the Santa Cruz show on April 13 and 14, and he told of finding postcards last weekend at a token show. Jack Hudson spoke on the April 6 Alameda outdoor antique show and postcard auction. Jay Stevens suggested we look at [www.sanfranciscocomemories.com](http://www.sanfranciscocomemories.com) to see more PPIEana.

Business: None.

Show & Tell: Ted Miles brought the newest set of cards from the Western Railroad Museum in Rio Vista. ... Janet Baer showed album pages with 12 of her 27 PPIE tea cards. ... Darlene Thorne bragged about her card that Paul Robertson does not have: a real photo of Art Smith in Santa Clara,

December 12, 1915, canceled at the Oakland Aero-plane Station; she also showed Watsonville Apples at the Panama Canal and a Beachey souvenir. ...

Jack Hudson brought a framed piece of cut out fabric with the PPIE poster image of the Labor of Hercules pushing apart the continents and framed RPs of Beachey and his plane. (The fabric piece turns out to be cut from a T-shirt made for a Lowie Museum PPIE exhibit at UC Berkeley in 1982-83.)



Jay Stevens showed an album of Christmas postcards; he was born on Christmas day. ... George Epperson brought an album of PPIE photos and told of how he renamed his father's invention the Eppsicle, the Popsicle. ... Denise Hill has no PPIE cards, per se, but showed Thanksgiving cards with PPIE cancels—one as early as 1911. ... Paul Robertson talked about the items in his exhibit and told that after last year's PPIE meeting, he found a rare book on the Ford fair exhibit at the library book sale downstairs. ... Jack Hahmann showed two RPs of aeronaut Roy Francis at the 1915 fair.

—LEW BAER, RECORDING SEC'Y, PRO TEM

### WELCOME TO OUR NEW MEMBERS

Richard Hopp, a collector of all paper or publications on finance, accounting, criminal and civil law, bail bonds, trust deeds, mortgages, lending, leasing, banking, and myriad other subjects; see [www.buyingitall.com](http://www.buyingitall.com)

Ricardo Gago,. Ricardo lives in Panama and collects the PPIE and Panama and its history.

### TREASURER/HALL MANAGER REPORT

As of April 3 .....\$5640.36

—EDMUND CLAUSEN, TREASURER/HALL MANAGER

### CLUB ROSTER

If there are errors or omissions in the roster, please address your concerns to the Editor. Although we will not be printing another roster soon, email copies will be distributed as needed. Eighty-five percent of the membership has email.

### POSTCARD CALENDAR

Apr. 25-27, Friday-Sunday, **San Mateo**, Hillsborough Antique Show, San Mateo Expo Fairgrounds; Fri. 11am-9pm, Sat. 11am-7pm, Sun. 10am-4pm\*

May 9-10, Friday-Saturday, **Grass Valley**, Old West Show, Fairgrounds, Fri. 10am-5pm, Sat. 9am-4pm\*

**May 17-18, Saturday-Sunday, Concord, Vintage Paper Fair, 5298 Clayton Road, 10am-6 and 4pm, Sunday: Free admission\*+**

May 25, Sunday, **Healdsburg**, Antique Faire, Healdsburg Plaza Park, 8am-4pm\*

**May 31-Jun 1, Saturday-Sunday, Glendale, Vintage Paper Fair, 1401 N. Verdugo Road, 10am-6 and 4pm. Sunday free admission+**

**August 9-10, Saturday-Sunday, San Francisco, Vintage Paper Fair, Hall of Flowers, 9th Avenue & Lincoln Way, Golden Gate Park.**

Bolded entries are produced by SFBAPCC members.

\* Ken Prag will be there; let him know what to bring for you: [kprag\(at\)planetaria.net](mailto:kprag(at)planetaria.net)

+ R&N will have cards and supplies

### FOUND IN THE CLUB BOX

Postcard activist Ann Rusnak published block print postcards in the late '80s. These are from her "News-views" series.



## CHUCK BANNECK ON AVIATORS AT THE PPIE

Chuck, a long time collector and authority on PPIE postcards, opened by thanking the audience for the opportunity to share his interests with us. He then held up a sign that read [CRASH] and said, “There’ll be a prize for whomever can tell how many times I’ll say [this]. A century ago there were new records continually being set for flying speed, duration, altitude....”

The lights dimmed and the projector’s lamp—or was it the Scintillator?—beamed on the screen a series of amazing real photo views of aviation in San Francisco, one hundred years ago.

The directors of the PPIE were focused on technology, Chuck explained, and wanted to showcase aeronautics. They began planning years ahead. One idea was for an around-the-world air race.



*DETROIT TRIBUNE, MARCH 1, 1914*

The proposed route led east from San Francisco: Reno, Cheyenne, Washington, D.C., New York, Northern Canada, Greenland, Iceland, Great Britain, European major cities, Russia (a huge obstacle), Japan, Bering Straits, Alaska, British Columbia and home. Fourteen pilots confirmed their participation; many had declined. And then, August 1914, and World War I erupted ending the plans that were never spoken of again. The PPIE board sponsored other races, however, including one from San Francisco to Bakersfield. Of the 11 entries, three made it including winner Silas Christofferson in 41/2 hours.

Lincoln Beachey was the most famous US flyer and thrill seeker at the time. He had been a dirigible

pilot when he saw a plane go by his airship. He signed up with Glenn Curtis immediately and became his most daring pilot. Born in San Francisco, Beachey was a natural choice for the PPIE, and he was put on the payroll before the fair opened. He was the first to sign up for the round the world race, and while at the fair he was paid \$1500 per week. He liked to do anything “the first” such as fly indoors through the Palace of Machinery. Never mind that he crashed into the end of the building after landing. On March 3, 1915 he did a demonstration in honor of the one millionth visitor to the fair. After his flight, Beachey had thanked the fair architects for making the roofs of the buildings as beautiful as the walls. On March 14, Lincoln Beachey Day, he flew in a monoplane, and we saw a card of the crumpled plane falling into the bay after a wing collapsed. Beachey was strapped into his seat and could not free himself. Another card showed the wreckage being hauled out of the bay water at a Fort Mason pier with Building C, where we meet, in the background. In still another real photo we saw the Aeroscope with its carriage paused at its apogee. The message on the back reads, “Sister, This is where I was when I saw Lincoln Beachey fall.” Beachey knew that the big draw to his performances was that spectators were waiting for a crash. [There’s that word!]



Beachey’s understanding of crowd psychology may well have been accurate, as the audience grew as other, and even more daring aviators appeared above the PPIE. There would be more planes

Editor's note: This group of real photo postcards showing Beachey on his final flight were all copyrighted by Cardinell-Vincent Co., however the style and spelling of the name Cardinell varies. This suggests that the firm obtained the images from free lance photographers. The quality of the images and processing looks to be done by professionals. Who were they? The lettering could be a clue.



STARTING BEACHEY'S NEW TAUBE AEROPLANE ON THE FATAL FLIGHT FROM THE PAN-PAC-INT. EXPO., ©1915, P.P.I.E. Co. CARDINALL-VINCENT Co. OFFICIAL PHOTOGRAPHERS.



BEACHEY WAVING GOODBYE TO THE CROWDS ON HIS FATAL FLIGHT FROM THE PAN-PAC-INT-EXPO SAN FRANCISCO MARCH 14, 1915.



BEACHEY LEAVING P.P.I.E. GROUNDS IN TAUBE PLANE ON LAST FLIGHT MAR 14. ©P.P.I.E. 15 CARDINELL-VINCENT-CO OFFICIAL PHOTO



DIVER DESCENDING IN SEARCH FOR BEACHEY'S BODY IN SAN FRANCISCO BAY P.P.I.E. Co., ©1915 CARDINALL-VINCENT Co OFFICIAL PHOTOGRAPHERS



BEACHEY LEAVING GROUNDS ON LAST FLIGHT AT PAN-PAC-INT-EXPO ©1915, P.P.I.E. CARDINAL VINCENT CO OFFICAL PHOTO



REMOVING BEACHEY'S BODY FROM THE WRECKED AEROPLANE ©1915. P.P.I.E. Co. CARDINELL-VINCENT-Co OFFICAL PHOTOGRAPHERS



ART SMITH PPIE BIRD BOY

crashing into the bay, but no other fatalities.

The same week as the fatal crash [!], the PPIE board voted to continue stunt flights, dubbing them “important to science.” Art Smith was signed on. The “Bird Boy” from Fort Wayne was known for night flying and flying loops with flares on his wings. His parents had mortgaged their farm—and lost it—to finance his early flying. He was the first to elope by plane; the crash on that flight was recorded on real photo postcards, a publicity medium he made much use of throughout his career as a pilot. At the fair he did day flights—with smoke pots on his wings—and night flights with flares. An autographed real photo showed Art with his wife and President Roosevelt. Many real photos were made at the fair by professional and amateur photographers.



In late summer, Art left the fair and other aviators arrived. Silvio Pettirossi, from Paraguay, was well known in Europe and South America. Christofferson was the local host for the fliers. “Do Anything” Charles Niles was another high flying daredevil. He liked to bomb wooden forts and ships built by the Army and Navy. On August 4th, *Call Bulletin Day*, Niles did a spectacular exhibit. Unfortunately, no one saw it because of the dense fog. Niles crashed in the bay, as did Pettirossi.

The Loughead Brothers, seen on a card in the collection of Laura Ackley, ran a concession giving rides on hydroplanes that had been built on Post Street.

While stunt flying at the PPIE, Beachey crashed and died. Art Smith crashed—while flying US mail in 1926—and died. Pettirossi crashed and died in 1916 at Buenos Aires. Charles Niles crashed and died that same year. Christofferson’s career and life ended the same way, in Redwood City. Allan Loughead—the concession aviator who had been born in Niles, California—died in his bed in 1969, rich and old. The name had been changed twice to match the pronunciation, and a succession of firms evolved to become Lockheed Martin, the largest aerospace, defense and technology firm in the world. Loughead was not an exhibition flyer.

With Chuck’s closing words and to



ART SMITH LOOPING THE LOOP BY DAY AND BY NIGHT—WITH FLARES—ABOVE THE SCINTILLATOR

hearty applause, the last image filled the screen: a real photo made at the fair of smiling children "flying" in a photographer's studio aeroplane.

Oh, the crash contest... Guesstimates were as high as 50, but Chuck's tallyman counted 17. There were three winners!

—NOTES TAKEN BY LEW BAER



TR AND AS



ART SMITH, HIS WIFE AND "BABY" (THE COMET)



NILES PREPARING FOR A TRIP IN HIS AIR-SHIP, AT THE P.P.I.E. SAN FRANCISCO CAL. 1915



WINGED VICTORY



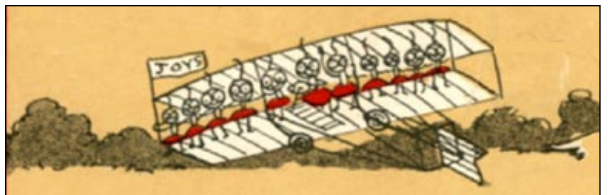
"ART SMITH" AND HIS WIFE, CARDINELL-VINCENT Co.



SILVIO PETTIROSSI AND WIFE



AVIATORS PETTIROSSI AND NILES



## MUSIC TO QUAKE TO

Carol Jensen is a regular participant in the ritual singing of “San Francisco” at 5:14 a.m. every April 18th in downtown San Francisco, where she passes out copies of the words to the song from the movie of the same name. The 1936 film stars Clark Gable, Spencer Tracy and Jeanette MacDonald, who sings the title song—lyrics by Gus Kahn, melody by Bronislaw Kaper and Water Jurman. This year Carol’s song sheets will be annotated: Compliments of the San Francisco Bay Area Post Card Club, [www.postcard.org](http://www.postcard.org).

### San Francisco

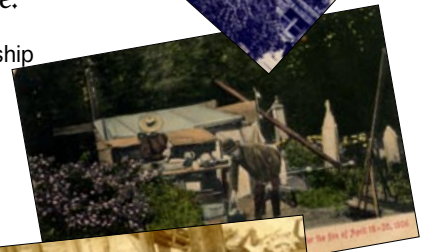
It only takes a tiny corner of  
This great big world to make a place you love  
My home upon the hill  
I find I love you still  
I’ve been away, but now I’m back to tell you:

#### Chorus:

San Francisco, open your golden gate  
You let no stranger wait outside your door  
San Francisco, here is your wandering one  
Saying “I’ll wander no more.”

Other places only make me love you best,  
Tell me you’re the heart of all the golden west.  
San Francisco, welcome me home again  
I’m coming home to go roaming no more.

©1936-1964 CBS Catalogue Partnership





## EARLY AVIATION IN SAN FRANCISCO

Michael Reese II, purveyor of fine collectibles and comestibles, collects—among other topics—early aviation. He sent in copies of some exceptional real photos made at the first aviation meet held at Selfridge Field, South San Francisco, site of Tanforan race track and shopping mall, in January of 1911.



36. THE HANGARS AND AEROPLANES READY FOR FLIGHT



30. PHILIP PARMALEE IN WRIGHT STANDARD



2. BLERIOT MONOPLANE, SELFRIDGE FIELD, SO. SF 1911



[HUBERT] LATHAM [FRANCE] FLYING OVER THE BAY IN HIS "ANTOINETTE" © BY WEIDNER



52.[EUGENE] ELY FLYING HOME AFTER VISIT ON BOARD USS. PENNSYLVANIA. SF BAY; FIRST FLIGHT OFF AIRCRAFT CARRIER



44. CAPTAIN POND CONGRATULATING ELY ON HIS SAFE ARRIVAL ON USS. PENNSYLVANIA, SF CAL, JAN 1911 © BY WEIDNER. NOTE BIKE INNER TUBES FOR FLOTATION VEST

## MORE FROM MICHAEL REESE



PHOTOGRAPHER'S PROP PHOTO, NOTE AIR MEET BACKGROUND AND CALIFORNIA PENNANTS ON PLANE



Silas Christofferson supervised aircraft for the PPIE and maintained an airfield on Ocean Beach at the end of Sloat Boulevard. It was there that Pettirossi kept his plane and Beachey secretly tested his monowing aeroplane. In 1912 he

thrilled Portland residents by taking off from a ramp built atop the Multonomah Hotel in his home town. In 1913 he was operating what was, perhaps, the first commercial US airline, ferrying passengers by hydroplane between San Francisco



EDDIE LEONARD — SILAS CHRISTOFFERSON, FEB. 20.14

and Oakland. In 1915 he flew over Mt. Whitney, rivaling an altitude record set in France. Early in 1916 Christofferson founded an airport in Redwood City, where he operated a flying school and built airships. The business was a success but ended when Christofferson was killed in a crash on his field that year. He was 26 years old.

*P.S.* **CATEGORY: ROMANCE—** Hal Lutsky, who brings us the Vintage Paper Shows, and Michelle Scotland, his lovely aide de camp, have merged their personal collections to the music of wedding bells. Congrats!



**BOOK TALK:** Carol Jensen's fourth book for Arcadia, **BRENTWOOD**, will be released May 12. Carol says "Whew!" We say, "Wow!" ... Ed Herny shares au-

thorship of just out **BERKELEY BOHEMIA**. Hard cover copies will be at the meeting. ... If you like the EQ cards on page 9, you can have a bookful of them. Copies of **FACING DISASTER**, the club's 1906 tribute, are still available. Info: [www.postcard.org](http://www.postcard.org).

**DIS N DAT:** The mystery house seen in the March PS turns out to be (really!) at Fell and Steiner. ... Suzanne Dumont alerts us to the postcard "sculptures" at the end of the Gilbert & George exhibit at the DeYoung. ... Kathryn Ayres' article on Leap Year has been reprinted by the Houston Area Postcard Club.

—ED.

## BAY AREA AIRPORTS

This is the aviation issue, so we'll finish it up with a few airport postcard views. Mills Field is shown in two 1940s era Zan RPs, by day and by night. It evolved into San Francisco International Airport as seen on '50s and '60s chromes. Look at Oakland's plans drawn by Frank Day on this 1940s non linen. Not forgetting the restaurant series, we see SFO's Skyway Wing Room on a Tichnor style linen.



ZAN 1063, BUSY AIRPORT. MILLS FIELD



ZAN 488, MILLS FIELD AT NIGHT, SAN FRANCISCO'S AIRPORT; REDWOOD EMPIRE ASSN. PHOTO



CLOSEST AIRPORT TO HAWAII; CENTER OF \$500,000,000 AVIATION INDUSTRY; ABOUT FOURTH IN NUMBER OF CIVILIAN PLANES HANDLED



\$15,000,000 TERMINAL BUILDING, ONE OF LARGEST IN THE WORLD; TO BE UTILIZED BY 3,500,000 PEOPLE A YEAR



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HERE IT IS, a full but  
small issue. Want  
more? Send in your  
articles, letters, ques-  
tions, interesting cards,  
today.

**2008 MEETINGS**

April 26  
May 24  
June 28  
July 26  
August 30  
September 20  
October 25  
November 22

# LINCOLN BEACHEY

MARCH 3, 1887 - MARCH 14, 1915

LINCOLN BEACHEY WAS BORN IN SAN FRANCISCO AND CALLED THE CITY "HOME" ALL HIS SHORT LIFE. HIS AERIAL ADVENTURES STARTED AT AGE 18, FLYING DIRIGIBLES. BEACHEY MADE THE WORLD'S FIRST AIR MAIL DELIVERY DURING AN AIR SHOW IN PORTLAND, OREGON, IN 1905. AT 23 HE APPRENTICED HIMSELF TO GLENN CURTISS, FIRST AS A MECHANIC, THEN A PILOT. BEACHEY FLEW WITH THE CURTISS TEAM FOR SEVERAL YEARS. EVERYDAY THAT HE PERFORMED HE EARNED MORE THAN THE YEARLY NATIONAL AVERAGE INCOME. BEACHEY RETIRED FROM FLYING IN 1913 AFTER BEING HELD RESPONSIBLE FOR THE DEATHS OF OTHER AVIATORS WHEN THEY ATTEMPTED HIS MANEUVERS. HIS RETIREMENT ENDED WHEN HE LEARNED THAT A FRENCHMAN HAD LOOPED AN AIRPLANE. HE RETURNED TO THE AIR IN A FULLY AEROBATIC CURTISS BIPLANE DUBBED "LITTLE LOOPER." AFTER A SUCCESSFUL 1914 NATIONAL TOUR, BEACHEY RETURNED HOME TO FLY IN THE PANAMA PACIFIC EXPOSITION. FOR THIS EVENT HE AND HIS BROTHER HILLERY BUILT A NEW MONOPLANE, "LE TAUBE." PERFORMING FOR EXPOSITION VISITORS, BEACHEY TOOK OFF FROM THE MARINA GREEN ON MARCH 14, 1915. BOTH WINGS OF "LE TAUBE" FAILED, FOLDING TO THE REAR, AND BEACHEY DIVED INTO THE BAY NEAR THIS SPOT. THE FATHER OF AEROBATICS WAS GONE AT AGE 28.



DEDICATED ON LINCOLN BEACHEY DAY 1998  
MARCH 14, CY 6003, BY YERBA BUENA NO. 1  
ANCIENT AND HONORABLE ORDER OF E CLAMPUS VITUS

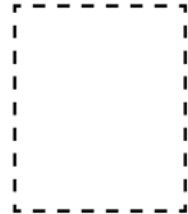


LINCOLN BEACHEY PLAQUE, MARINA GREEN, SAN FRANCISCO, CALIFORNIA

## Lincoln Beachey, March 3, 1887 - March 14, 1915

Lincoln Beachey was born in San Francisco and called the city "home" all his short life. His aerial adventures started at age 18, flying dirigibles. Beachey made the world's first air mail delivery during an air show in Portland, Oregon, in 1905. At 23 he apprenticed himself to Glenn Curtiss, first as a mechanic, then a pilot. Beachey flew with the Curtiss team for several years, every day he performed he earned more than the yearly national average income. Beachey retired from flying in 1913 after being held responsible for the deaths of other aviators when they attempted his maneuvers. His retirement ended when he learned that a Frenchman had looped an airplane. He returned to the air in a fully aerobatic Curtiss biplane dubbed "Little Looper." After a successful 1914 national tour, Beachey returned home to fly in the Panama Pacific [International] Exposition. For this event, he and his brother Hillery built a new monoplane, "Le Taube." Performing for Exposition visitors, Beachey took off on the Marina Green on March 14, 1915. Both Wings of "Le Taube" failed, folding to the rear, and Beachey dived into the Bay near this spot. The father of Aerobatics was gone at age 28. \*\*\* Dedicated on Lincoln Beachey Day 1998, March 14, CY 6003 by Yerba Buena No. 1, Ancient and Honorable Order of *E Clampus Vitus*

## Post Card



ECV plaque, Marina Green  
Photo: Jack Daley