

The McClintock Letter

The official quarterly newsletter of the South Jersey Postcard Club
Serving Postcard Collectors Since 1971 – John H. McClintock, Founder

January 2007

Vol. 7. No. 1



Bob Duerholz with his award winning exhibit at PoCax '06.

Bob Duerholz Elected SJPC President

If you have heard the good news, it's true! Bob Duerholz is in the pilot's seat. He was elected by unanimous ballot at the December meeting. Bob was an enthusiastic vice-president and has often campaigned to stay vice-president, using the adage, "If it isn't broke, don't fix it." Naturally that was Bob's way of saying that Judi Kearney was doing a great job.

And what a great job she did. In the five years while Judi was president, SJPC enjoyed a new spirit of participation, the newsletter expanded and went to full-color, the site of PoCax was newly negotiated with the Double Tree Suites hotel in Mount Laurel and the attendance has grown to record numbers. In his words of thanks to Judi, Bob suggested that her shoes would be hard to fill. We all know that is true, but we think Bob can do it!

Thank you, Judi. Good luck, Bob.

A Review – Highlights of SJPC in 2006

↪ At the December 2005 meeting, Kevin McKelvey won the "Card of the Year" contest and earned the right to have his card on the 2006 PoCax Program.

↪ In the January issue of the newsletter, Bud Plumer told of his boyhood days at Central High School in Philadelphia, and "Boo" Pergament, Bill Johnson and Emily DiVento made contributions.

↪ The February meeting was cancelled because of weather but in March Judi Kearney won the card contest with a portrait of Gen. Douglas MacArthur and Linda Locker became our newest member.

↪ In April the newsletter was devoted to a centennial celebration of 1906 – more than twenty articles and nearly forty postcard illustrations.

↪ Emily DiVento won the May Card of the Month contest with this delightful real photo.



↪ Tom DeLuca brought his collection of [Classic Disney Postcards, 1930-1955](#) to the June meeting.

↪ The July newsletter contained articles by six different club members and a guest contributor. Lynn McKelvey's *Sunflowers* article was on the front page. Other contributors were Judi, Emily, Bob, Bud, and Ray. The guest writer was Susan Lane, President of the Taconic Postcard Club.

↪ Steve Madara won the August Card of the Month contest with a real photo card of Leiling's Lenape Lake Park.

↪ PoCax 2006 – September 23rd. President Judi Kearney led us into the 35th annual renewal of our club show and exhibit. Emily DiVento won the Best of Show award and Honorable Mentions went to Judi Kearney, Bob Duerholz and Ray Hahn.

↪ In October the club newsletter adopted a new banner using the name of our founder and friend John H. McClintock. That first issue of *The McClintock Letter* contained contributions from members Don Pocher and "Boo" Pergament and guest contributions came from my old friend Don T. Matter and a new friend Dave Lam.

↪ In November it was our sad duty to report the passing of our dear friend Alex Antal. Alex's memory can be served with contributions to the Wiley Church Food Pantry, 99 E. Main St., Marlton, NJ 08053.

↪ The December holiday party brought many surprises – 26 members were present and the card for the PoCax 07 program was chosen. Sorry, you have to wait until next October to see it.

President's Corner . . .

Happy New Year to all members and their families!
 This is my first opportunity to communicate with all South Jersey Postcard Club members as your new President. I want to first thank everyone who attended our December meeting and a special thank you for entrusting me with the leadership of the club. Even though I have been a member for several years, I still regard myself as a new kid on the block compared to most of you who have been loyal members for many more years. I sincerely hope I can live up to your expectations, and keep the club's 30 plus years of existence going strong for many more.

I would be remiss in not giving a special thank you to Judi Kearney, our out-going President, for her outstanding leadership and dedication. Speaking for all the members, "THANK YOU, JUDI," for a "JOB WELL DONE."

I would like to encourage all members to be as "active members" as your life style will permit. Attending meetings is of course one way. But even if distance and health preclude that, I would ask that you submit articles for our newsletter, even just sharing an unusual card of your collection with a few words on how and why you collected it.

I hope to meet and get to know all of you better at future meetings. Don't forget, and pass the word on, our PoCax show this year will be October 20, 2007. Mark your calendars.

Bob

PoCax '07
October 20, 2007
Double Tree Suites Hotel
Mt. Laurel, New Jersey



South Jersey Postcard Club

President Bob Duerholz
 Immediate Past President Judi Kearney
 Vice President Mimi Fridie
 Treasurer Sal Fiorello
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 2007 Trustee Ray Hahn
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 Newsletter Editor Ray Hahn

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Next Meetings

Sunday, January 14, 2007

Contest Topic: Two cards that show what your job was or is.

Sunday, February 11, 2007

Contest Topic: Chinese New Year – enter any two cards with a Chinese theme

Sunday, March 11, 2007

Contest Topic: Our meeting this month is on Johnny Appleseed Day – enter any two cards with an apple theme.

Your Editor's Niche ...

The Day I Met John High



John High was larger than life. He was tall, handsome and had a booming voice. He carried a black brief case to card shows. He knew how to shop for postcards and he cared little about prices.

Much has been made about John's collection of silk-image postcards, but I knew him for another of his collections. John also collected 29000 series Stengel cards and so do I. He shared his checklist with me and made it possible for me to

continue my collecting with a better understanding of my goal. The day I met John High he owned hundreds of Stengels; I had dozens.

We met at a Metropolitan Club show some time in the late 1980s. I had no idea who I was sitting next to when I reached for a handful of Stengels at a table near the back wall of the room. The gentleman sitting next to me asked, "What are you collecting, lad?" I hadn't been called 'lad' in many years, but took no exception at having been so called by such a presence. I think I may have whimpered an answer like, "Almost anything in the Stengel art series."

"You can't collect just anything, you need goals," he said, and from that day until now, I have collected with a goal in mind.

When John died last August, the world lost a larger than life personality. I had the good fortune to know John High. Over the years I talked to him and corresponded with him perhaps ten or fifteen times. I talked to him about more than postcards. Granted, those moments were few, but that's what life is all about – those cherished minutes you have with the 'larger than life' people you meet along the way.

I'll miss you, John High.



Real-Photo Corner... From the Family Album

By Ray Hahn



In the process of cleaning a long forgotten corner, I came across this real-photo postcard. I recognized the subject immediately; it's me I thought, but on the reverse side I found an inscription: "Buck, age 4, 1918."

Yes, the picture is of my Dad, likely taken in the side yard of his family home in New Cumberland, Pennsylvania. Everyone but Mom and I called him Buck.

Ray, Sr., served as a member of the United States Army Air Corp in World War II. He didn't see me until I was nearly two years old. He was the Boy Scout Troop Master from 1956 until 1962 – the year I graduated from High School. He loved his family and was very proud to tell everyone that he and mom had visited all fifty states. Dad died in 1996; he was 82.

The Empress

By Megan Hahn Fraser



The figurehead is in the first floor galleries of the Independence Seaport Museum [Penn's Landing Philadelphia, Pa.], near the entrance to the underwater exploration installation. The label reads: *This figurehead was carved for the medium clipper ship Empress in 1856, at Annisquam, Massachusetts for New York owner H. Harbeck & Co. The Harbeck family had the figurehead removed from the ship early in the Civil War to avoid identification by Confederate gun boats.*

The Empress was built by Paul Curtis and was 1,294 tons, 193 feet in length, with a 38 foot beam and a 24 foot draft.

According to the **International Maritime Dictionary**, the name medium clipper has been given, in the United States, to a type of clipper ship which succeeded, about the year 1855, the so-called extreme clipper. Medium clippers were not so sharp and did not carry as heavy spars or so much canvas as the older ships, but their deadweight carrying capacity was greater, and they could be handled with a smaller crew.

The figurehead was a gift to the Museum of Mrs. Joseph W. Henderson, Mr. & Mrs. J. Welles Henderson and Mrs. David Van Pelt in 1966.

The carver is not positively identified, but based on similarities to the "Indian Princess" in the Peabody Essex Collection, we at ISM consider Charles A. L. Sampson (died 1881) of Bath, Maine, as a possibility.

The figure arrived at the museum in 1966. There are some amusing photos on file of men in suits (museum administrators, probably) maneuvering the carving out of the back of a car.

Inspired by a card provided by Sal Fiorello.



**Card With Strange Message Found
In George & Marcella's Inventory**



Miss Lillian Mobley of South Potomac Street, Hagerstown, Maryland, received this very unusual message in late September 1908. The card pictures the Main Entrance of the Greenwood Cemetery, Brooklyn, N.Y. Anyone with the skill to decipher code or interpret unusual alphabets should have a go at this one. We'll wait to hear from you!

There's a Story in Every Postcard

by Ray Hahn

[Editor's note: This story of Buzzard Roost's Power Plant and Dam appears in this issue more as a pay-off on a bet than a good story about a neat postcard. Luckily it turns out to be both. I have said that there is a story in every postcard. Recently a challenge of my statement suggested that perhaps it wouldn't be so easy if I were randomly handed just any card and then be asked to write a story. I stood firm, and as it happened, Lynn McKelvey gave me the card below with a challenge to write about it. So here's the story.]



Buzzard Roost's Power Plant and Dam in Greenwood County, South Carolina

My first test was to find the Buzzard Roost's Dam on a map of South Carolina. That was easy; Greenwood County is 76 miles due west of Columbia, the state capital, just south of Interstate 26.

Next, with a few stops on the Internet I learned that the Duke Energy Corporation, headquartered in Charlotte, NC, operates Buzzard Roost and they provide energy to customers in Indiana, Kentucky, Ohio, North Carolina and South Carolina.

The project started in 1935 when the foundation was fixed in a location that would cause a lake to form behind the dam. Volume determinations set the desired surface of the lake at 440 feet above sea-level. The waters of the Saluda and Reedy Rivers would maintain the fluidity.

After completion of the project, the Dam and Power Plant was maintained and operated by the Greenwood County Electrification Commission. In 1966, Greenwood County voters agreed to a forty year lease of the transmission lines and the steam generating plant to Duke Energy.

At the conclusion of the forty year lease (2006) all land and equipment were to revert to the County, but the energy company has lobbied for several years for a renegotiation agreement that would cover all costs and fees for another forty years.

I couldn't find any record of a new agreement therefore a telephone call to the Greenwood Public Library and a short conversation with Reference Librarian Susan Smith confirmed that the lease was renewed and the Buzzard Roost Power Station continues to provide the residents of South Carolina with electrical outputs of nearly 212.5 megawatts daily. [A megawatt equals one million watts.]

Miss Smith also told me that a neighbor of hers, Bill Netters, worked on the dam when it was built. He is now 91 years old, but he still tells stories of his days as a mason's helper. He claims that he mixed about million(?) cubic yards of cement in the five and a half years he worked there.

When Matchbooks Were Postcards

By Richard Stephenson

During WW II, the Universal Match Corporation manufactured matchbooks for the Armed Services picturing appropriate logos and Service identification in bright colors.



When the matches were used, the striking strip could be torn off and the cover used as a postcard. I have seen only one matchbook that instructs the user to "Use the Inside of this Cover for Writing Home," but that was the intent.

The inside of the cover was printed with a small stamp box for writing the word "free," as military mail was postage free. A dividing line was also printed to indicate address and message spaces but printing on the mailing side varied.

The illustration below represents one version with a stamp box and large letter instructions about tearing on perforation and not mailing matches.



The phrases *Universal Match Corporation* and *Pat. Pending* were used as the center dividing line. Later versions carried the manufacturer's I.D. on the front.

Some covers had a small, printed space for the sender's name, rank, organization, and address. This was required on "free" mail. Most covers were perforated for tearing off the striking strip, but some were printed with a dotted line.



How frequently these matchbook covers were mailed is unknown. Most were probably thrown away after use; others, if mailed, may have been discarded at the company or station Post Office.

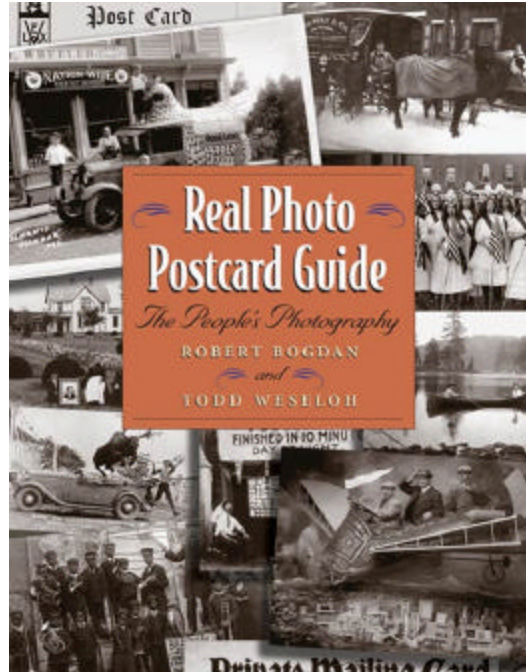
Unused covers are fairly plentiful and largely in the hands of matchbook collectors. Covers that bear postmarks are rather scarce. It has been estimated that some five or six hundred styles of the matchbooks were manufactured.

[Editor's Note: Previously published by the Garden State Postcard Club, permission granted.]

Real Photo Postcard Guide by Robert Bogdan:

a review

Those who keep up to date with the magazine *Postcard Collector* will recognize the name Bob Bogdan. Mr. Bogdan is a Distinguished Professor Emeritus at Syracuse University. He is the author of many books and his magazine articles are imaginative and informative.

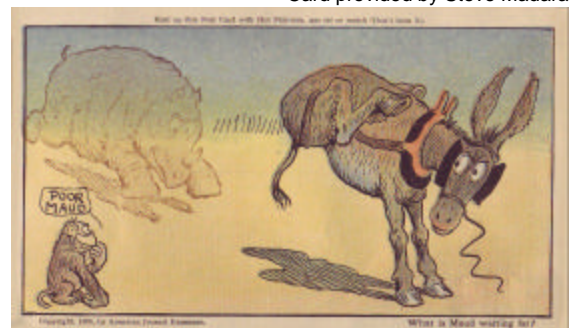


Recently Bogdan and Todd Weseloh, an archivist by profession, have published a new book which they describe as a guide to the people's photography. An editorial review says, "... this encyclopedic volume provides the most comprehensive look at the history and culture of real photo postcards to date.... In a broader sense, the authors show how "real photo postcards" document the social history of America. From family outings and workplace awards to lynchings and natural disasters, every image captures a moment of American cultural history from the society that generated them."

The book is available from Syracuse University Press, many fine book stores, or Amazon.com. At Amazon the book is deeply discounted and can be bought for less than \$35 including shipping.

Hold To Heat?

Card provided by Steve Madara



The caption on this card reads: "Heat up this Post Card with Hot Flat-iron, gas jet or match (Don't burn it). It is ©1906 by the *American Journal Examiner*.

The Sea Otter (*Enhydra Lutris*): An Interesting and Unusual Mammal

By Emily DiVento

The sea otter has a sleek, round body, a short tail, webbed rear feet, and usually grows to three or four feet in length. A full grown male can weigh between 50 and 100 pounds; a female, between 30 and 70 pounds. Otters love the water and are excellent swimmers, they seldom visit land and in fact, they eat, mate, and deliver their young (usually one at a time) at sea. At dusk otters can be seen wrapped in sea-weed, falling to sleep on the water.



Modern Alaska Postcard

The sea otter has the ability to dive down to 130 feet while searching for food. They can quickly catch fish, crabs, sea urchins and mussels and bring them to the surface using their feet. Otters can swim on their backs and then use their stomachs for tables while dining! With the help of a stone, otters can break shells that they pick up from the sea-floor – they are the only meat-eating animal known to use a tool.

Sea otters are always cleaning and smoothing their fur. The result is a shiny and thick coat that will hold a lot of air. The clean and fluffy fur then serves as an insulated blanket that keeps them warm in cold sea water.

In the early 1900s when people would pay large sums of money for otter fur, the over hunting resulted in a dwindling population, but today the sea otter is protected and the numbers have increased.

Mating can take place approximately every two years and otters have their young at any time during the year. The young are born in the water and begin diving for food at two months old, but usually stay near their mothers for six to eight months. Mother otters usually carry their babies on their stomachs while swimming on their backs.

Sea otter habitats are found in Alaska, California, and the Aleutian Islands.

My otter postcards include these modern cards from Alaska (top) and Monterey Bay in California (below).



Modern California postcard published by the National Audubon Society.

Oscar of the Waldorf

By Ray Hahn



History is not full of men and women known by only one name but Oscar is one such individual and we have almost forgotten him.

Oscar was one of the truly charismatic people of the early 20th century. His given name served to identify him to a world of people who were themselves the cr me of American society.

Oscar Tschirky was born in Switzerland in 1866. After his immigration to the United States in 1883 he worked at the Delmonico's Restaurant in New York City.

In mid-career (1893) he became ma tre d'h tel at the Waldorf-Astoria, then at the corner of 34th and Fifth Avenue. It was here that Oscar became acquainted with George C. Boldt, the Proprietor of that hotel as well as the Bellevue-Stratford in Philadelphia.

Their mutual interest in foods, spices and cooking was a common ground for a friendship that lasted the rest of their lives. They are both given credit in varying degrees for the first presentations of Eggs Benedict, Veal Oscar, Waldorf Salad and Thousand Island Dressing.

Boldt family legend suggests that 1000 Island Dressing was invented to please dinner guests aboard Boldt's river yacht. Oscar was forced to create a salad dressing with the ingredients available in the ship's galley because the ship left the docks along the St. Lawrence River early and was many miles down the river before it was discovered that the eggs needed to make mayonaisse were not onboard.

As a self-appointed watchdog of New York City cuisine, Oscar never missed an opportunity to eat at the tables of the competition – particularly in mid-town, downtown and near Wall Street. As a result he collected thousands of menus. His collection is now at Cornell University.

When the Waldorf-Astoria was demolished in 1929 in order for the land to be used for the construction of the Empire State Building, Oscar remained loyal to his employer and he played an important part in the re-opening of the hotel on East 50th Street in 1931.

Tschirky had a farm in New Paltz, New York, where he hosted picnics for friends and family. In later years the property was purchased by a philanthropic group and was operated as a retirement home for chefs. It later opened to the general public and is now known as The Culinarians' Home.

By the end of his career Oscar had received honors from three European countries and had been responsible for meals served to no less than five Presidents of the United States. Oscar died November 7, 1950, in New Paltz, New York.

There is a 1943 biography entitled *Oscar of the Waldorf* - it is easily found in good used-book stores.



[Editor's note: The postcard used to illustrate this article is not mine. I have never seen a card like it, nor do I know of anyone who owns one. I found this card on the Internet.]

Henry Wallace "Wally" Kinnan, the Weatherman

Card provided by Emily DiVento



Before moving to Philadelphia in 1958 Wally Kinnan worked at an Oklahoma City TV station where he was hired as Oklahoma's first TV Weatherman. When he came to Philadelphia, Mr. Kinnan worked at WRCV, Channel 3 from November 1958 to 1965. Because of contractual agreements between the NBC Network and the Group W (Westinghouse) Broadcasting Company in 1965, Kinnan was forced to move to Cleveland when the Federal Communication Commission ordered changes in station ownership. He later worked in Tampa, Florida.

People who watched Kinnan as a TV weatherman will also remember his broadcast partner Vince Leonard.

Born in Ohio in 1919, Kinnan paid his own tuition as an engineering student at Ohio State, by playing trumpet for big band leaders the likes of Jimmy Dorsey and Charlie Barnett.

By 1943, Lt. Kinnan was a Second World War B-17 bomber pilot who was shot down while flying his 10th bombing mission over Germany. He became a prisoner-of-war for two years.

While a prisoner, he and others found several old musical instruments and they spent what time they could practicing "Swing Era" music to entertain others in the prison. Family legend tells that this group of prisoners was part in an attempted escape that was immortalized in a book and the 1963 movie called, "The Great Escape."

At the end of World War II, Kinnan remained in the service and trained as a meteorologist at Massachusetts Institute of Technology, and by 1948 he had pioneered a group known as the Severe Storm Center of the Air Weather Service. Kinnan was directly responsible for the research on how to forecast severe weather conditions. He was the first in history to forecast a tornado.

Wally came to Philly in 1958 replacing the late Judy Lee. Wally's first weathercast was at 6:40 p.m. on Monday, November 3, 1958. While in Philadelphia, (in 1960) he was the first meteorologist to use a five-day forecast. This drew criticism from his fellow meteorologists who didn't believe that such forecasts were possible. In 1963, he set up the Weather Service at the Franklin Institute on the Parkway in Center City Philadelphia. While Dr. Francis Davis was the first in the area to be certified by the American Meteorological Society, Wally was second.

Vince Leonard said of Wally Kinnan, "... he was a gentle and caring man, a man who had accomplished much and was proud to share his knowledge with all who met him."

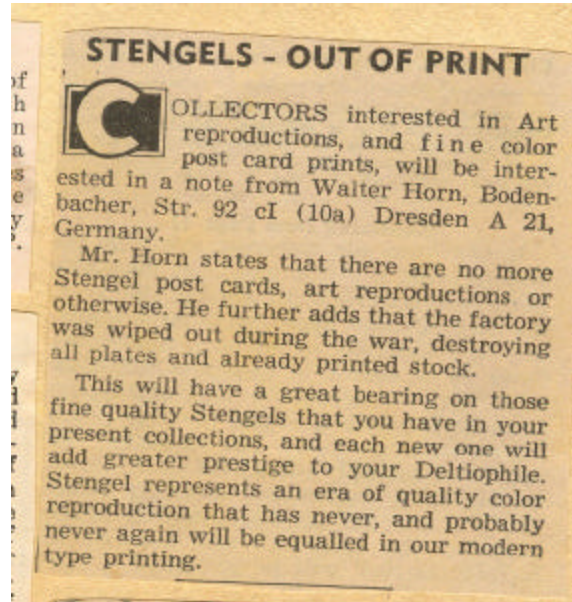
Glenn "Hurricane" Schwartz has said, "He was one of my childhood heroes."

Kinnan and his wife Marge, had two sons; Tim, an Air Force Lt. General, and David, an attorney in Houston. Wally Kinnan died at age 83, November 22, 2002.

Joan Adele Adams's Scrapbook Found

Sold by Local Dealer for \$75.00

Few people in the "Postcard World" remember Joan Adams, but her scrapbook – recently sold by a local dealer for \$75.00 – suggests that her interest in postcards expanded to many topics and several places. Here is one example.

**Dear Ford Enthusiast**

Card provided by Sal Fiorello



Only an educated guess can put a story to this postcard.

The card is about thirty years old, and in essence, is an apology from the author, Lorin Sorenson, for a delayed shipment of a book that was to be published by Silverado Publishing in January 1975. The book was entitled *The American Ford*, which, turned out to be the first in a series of large (11" x 16") books about Ford cars and trucks. The volume included biographical information about the family and the daily workings of the Ford Motor Company from 1903 to 1948 - 263 pages of Ford history. The illustrations were photographs from the Ford archives.

Sorenson went on to write nine books about Fords and the Ford Family. He can be contracted through the Silverado Publishing Company in Santa Rosa, California, but all of his books are out-of-print and available only in used book stores.

If you must know, the special material for the cover was leather.

Page Seven Mystery Card

**General Grant's Cabin**

After General Ulysses Grant completed his duties as commander of the Union Forces, he was asked by a committee of Philadelphia citizens to present his slab and log cabin, which he used as both a home and office during his many visits to Pennsylvania, to the citizens of Philadelphia. He agreed.

You can win this postcard if you are first to tell the editor where this cabin is today.

Send your answer to the "Letters to the Editor" address or email to: ray@rayhahn.com.



Recent Magazine Article Tells of Curt Teich's Printing Methods

Information submitted by Bud Plumer

In the October 2006 issue of *American Printer* Katherine O'Brien presents the story of how the Curt Teich Company became the world's most prolific printer of postcards. Throughout the eighty year history of the company they printed views from 10,000 towns and cities in North America and 87 foreign countries.

The article has biographic information of Teich himself, historical tid-bits about the company, and a fairly detailed explanation of the Photochrome printing process and the presses that were used - including the fact that the 38" x 52" offset press that was the company's pride and joy was built here in New Jersey.

The author includes a side-bar about large-letter *Greetings from . . .* postcards like the one below. She tells



the story of how these cards were made from the 1930s to the 1950s and how one Chicago collector has amassed over 1000 such cards.

Naturally copyright laws apply to the article but a copy is available for you to read. If interested contact your editor.

What Do You Do When You Stop Collecting?

By Donald T. Matter, Jr.

When I graduated from college in 1955 it was a totally different world. Houses were places you lived with pride in ownership, not as they say today, "McMansion" residences. Cars were transportation, not fashion statements. Jewelry was a luxury; men wore wedding rings, not earrings. Very few people had hobbies, they were too busy working.

I was lucky in life. I had a hobby before I had a job. I collected stamps. When I lived in New Jersey every one on Oak Street in Paterson saved stamps for Little Donny. I loved them for that. When I moved to New York, I collected money – so it seemed – lots of people in Glen Cove and neighboring communities wrote me checks or handed me cash, albeit the amounts were small, it all added up to a nice income.

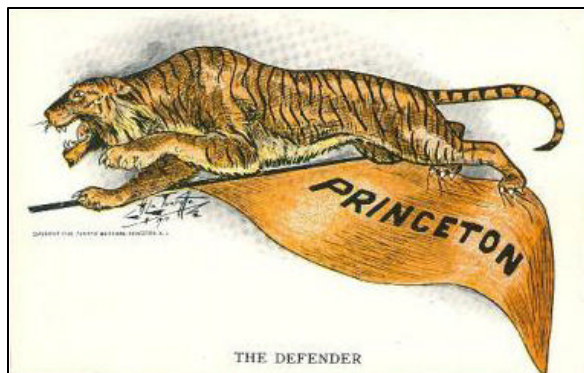
In the late 1970s when I started collecting postcards, I thought collecting would amuse a few hours of my retirement days. When I closed my office in 1995 I had more than fifteen years of accumulated cards that needed to be sorted and arranged. United Van Lines moved my collection to Phoenix and it took some time to decide how to sort and how to arrange the cards. I recently finished the chore that I set for myself some ten years ago.

Today, "downsizing" is my new favorite watchword. I don't like doing it, but at my age things have to go to make space for whatever comes next.

My New York cards were the first to go. After they were sorted and counted there were 8,741 cards from the three counties on Long Island plus Westchester, Putnam, Dutchess, Ulster, Orange, and Rockland – places I called my Hudson River cards.

About six weeks ago I sold my foreign cards. I didn't count them, but they represented 63 countries and could have told the story of six generations and three wars.

Just last week my New Jersey cards went out the door to a dealer from Salem, Oregon. The collection was just shy of 6000 cards from all 21 counties in the state. Ah, but here's where I drew the line. I kept one New Jersey card.



The Princeton Tiger - The Defender. A mascot of questionable origin but unchallenged character and uncontested temperament. A mirror image of America.

So, "What do you do when you stop collecting?" I'm not sure of an answer, but if you do what I did, you pick out the card that represents everything you knew, everything you know and everything you will learn and you save it for an uncertain future. It will remind you of all the wonderful times you went to postcard shows and talked to wonderful people who got in your way when you wanted to grumble instead of smile.

PS: I'm keeping all of my Western States cards.

Baroness Raymonde de LaRoche

Second in a series by Dave Lam

The first woman in the world to win her fixed wing pilot's license was the self-styled Baroness de la Roche (real name Elise Raymonde Deroche). She was described in contemporary reports as a "young and pretty" comedienne (which in the jargon of the time, probably meant that she was an actress, though she was also described as a "lyrical artist" or singer). She was also relatively well known for her talents as portrait painter and sculptor. Like many of the early women pilots, she was also a competitive sportswoman, having competed in bicycle and automobile racing before taking up aviation. She became fascinated by the concept of heavier than air flight following the 1906 flights of Alberto Santos-Dumont in Paris.

Previously a balloonist, she was trained at the Voisin School at Chalons, France, mostly by the well-known male pilot Chateau, though she became romantically involved with Charles Voisin, one of the brothers who owned the Voisin Company.

Her first solo was at Chalons on October 22, 1909, in a Voisin biplane, during which she flew the amazing distance of 300 meters (about 900 feet). The very next day she flew a course of six kilometers (3.6 miles). On January 4, 1910, she crashed at Chalons after striking a tree, breaking her collarbone and being knocked unconscious. Rapidly returning to training, she made an exceptional effort to ensure she was the first woman licensed. She knew Marvingt, Dutrieu, Niel, and Herveux were nearly ready, and she did not want to be beaten.

LaRoche participated in the aviation meeting at Heliopolis, Egypt, in February 1910 (still unlicensed), and placed 6th with a flight of 20 kilometers. On March 8, 1910, at age 24, she earned license #36 (the first in the world earned by a woman) from the International Aeronautics Federation.

As a member of the Voisin Corporation flying team, she became an influential speaker for women pilots. Subsequently, she performed at aerial exhibitions in France at Tours and Rouen, in Hungary at Budapest, and in Saint Petersburg, Russia, where the Tsar himself praised her for her bravery and audacity. On July 8, 1910, at Reims, France, she competed for the 5,000 franc Women's Prize (she was the only woman competing) in a Voisin biplane, and suffered a crash from an altitude of about 200 feet. She nearly died from a subsequent surgery, but she slowly regained her health and an interest in flying.

LaRoche returned to the air in early 1912 and soon set new women's records, including distance (323 km) and altitude (4500 m). In September 1912, she was involved in a serious auto accident in which Charles Voisin was killed and she was seriously injured. After the death of

Charles and her recovery she transferred her allegiance to the Sommer airplane. It was nearly a year before she became competitive again and because of the differences in the aircraft it seemed as if she were starting anew to learn flying. Apparently not comfortable in the Sommer, she began to attend the Farman School at Buc, France, and soon regained her piloting skills.

LaRoche was the winner of the *Coupe Femina** in 1913, with a flight on November 29th of 323 kilometers (about 200 miles) she flew for four hours over Mourmelon. She only landed because of mechanical trouble.

The World War put a temporary end to LaRoche's career, and like most of the other early aviatrixes, she

offered her piloting services to the military, but was turned down. During the war she spent her time driving an automobile for officers.

Soon after the war, LaRoche returned to the air, and on June 7, 1919, at Issy-les-Moulineux in a Caudron G-3, she established a new woman's altitude record of 3,900 meters (about 12,000 feet), and on June 12 broke her own record by climbing to 4800

meters (about 15,000 feet). On July 18, 1919, at Crotoy, France, in a new model aircraft, she crashed again, but this time it was fatal.

In addition to being the first licensed woman pilot in the world, she was competitive, attractive, and definitely self-aggrandizing. Accordingly, there are numerous postcards depicting many aspects of her aviation career, most from 1910. At least 20 different cards have been found, but many of these were re-issued with different captions at later dates to commemorate other events. One photo that appears on the cards does so with at least six different captions, and others exist in four or five versions. Interestingly, nearly every card found has shown her in one or another type of Voisin airplane—her use of the Sommer and the Caudron does not appear to have been documented. However, I have found one card of her flying a Farman. The cards clearly document the achievements of Raymonde de LaRoche—the pathfinder.



In the next issue, I will present Marthe Niel, the second woman to earn a pilot's license, and Marie Marvingt, my personal favorite among this group of courageous women. If any reader has more information on female pilots, or would like to trade U.S. women pilot cards for European ones, I would greatly appreciate being contacted.

**Coupe Femina* was an award of 2000 francs established in 1910 by the French Woman's magazine *Femina* to honor female pilots.



Mme La Baronne de la Roche sur son aéroplane