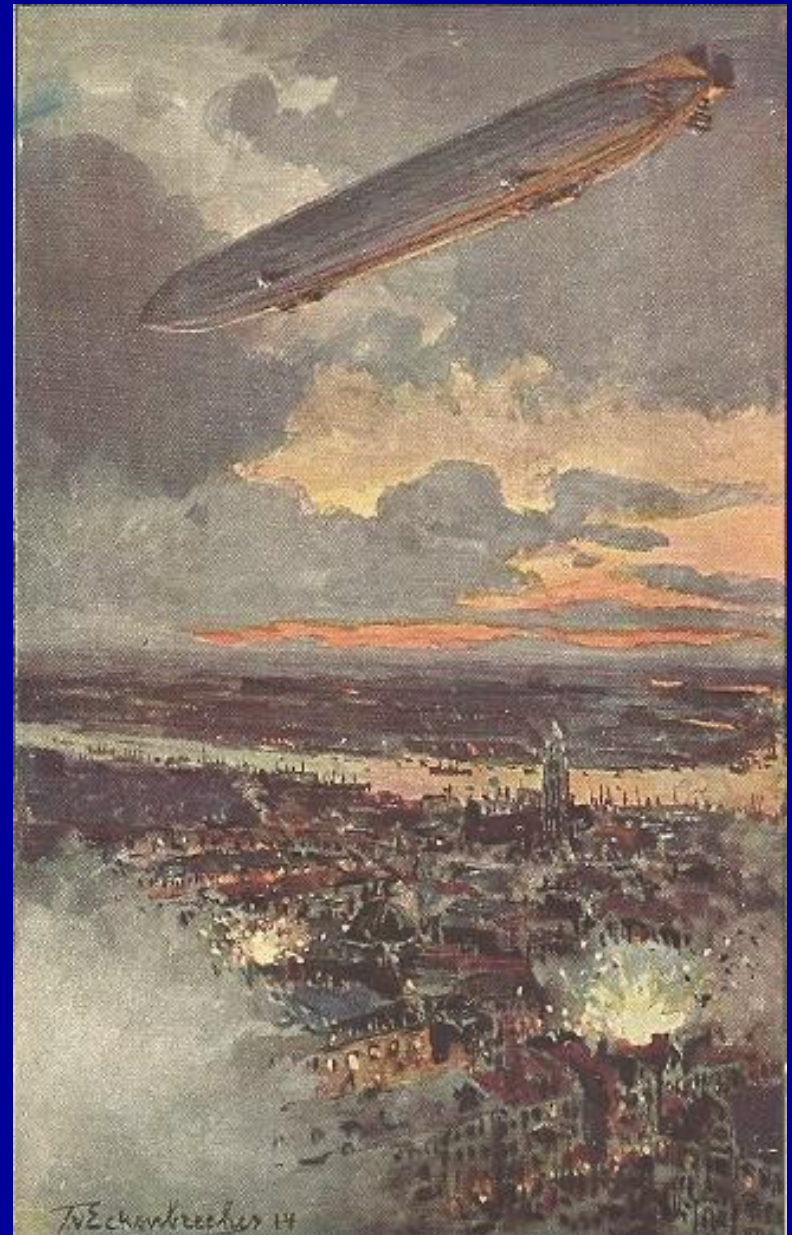


# Zeppelin Postcards in World War I

Presented by  
Steve Suddaby



Rochester Philatelic  
Association  
27 January 2022



# **Zeppelin Postcards in WWI**

## **Introduction: Zeppelin 101**

### **German Postcards**

- **Propaganda & National Pride**

### **French Postcards**

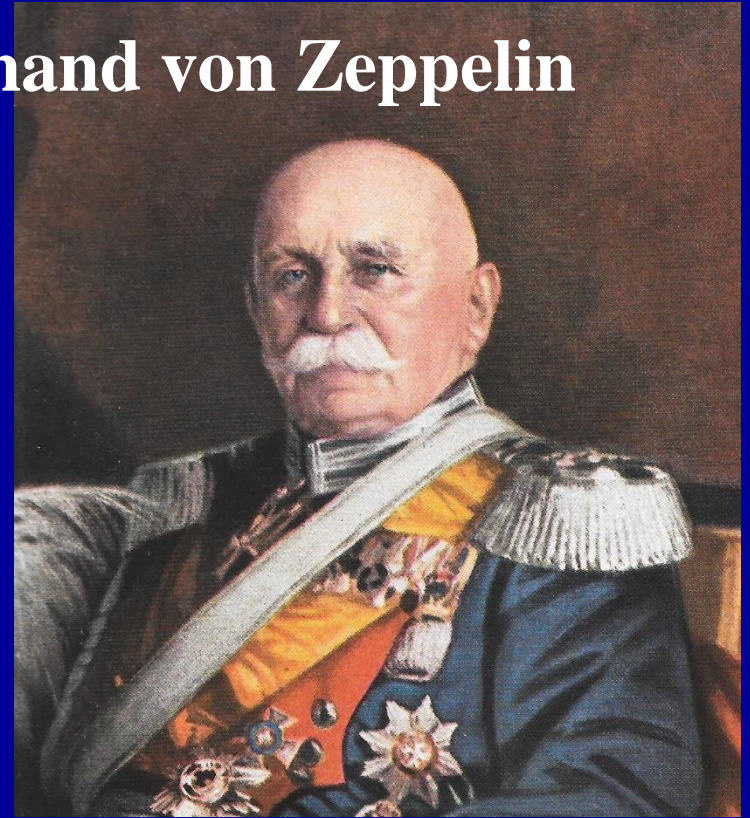
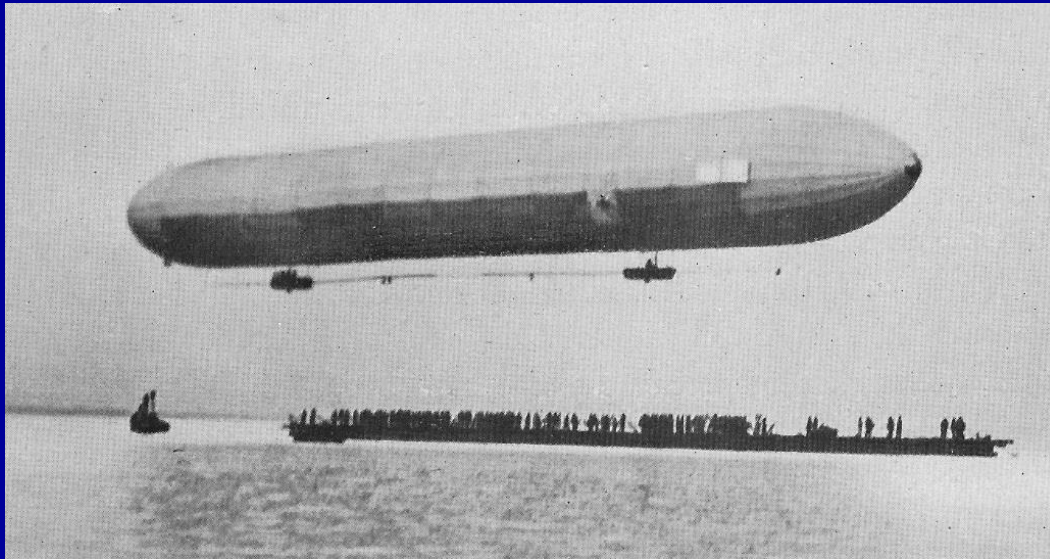
- **Outrage, Just Desserts, & Rare Humor**

### **British Postcards**

- **Outrage, Fascination, Fiery Revenge, and Mocking the Hun (and everyone else)**

# Zeppelin 101

Created by Graf (Count) Ferdinand von Zeppelin  
(1838-1917)

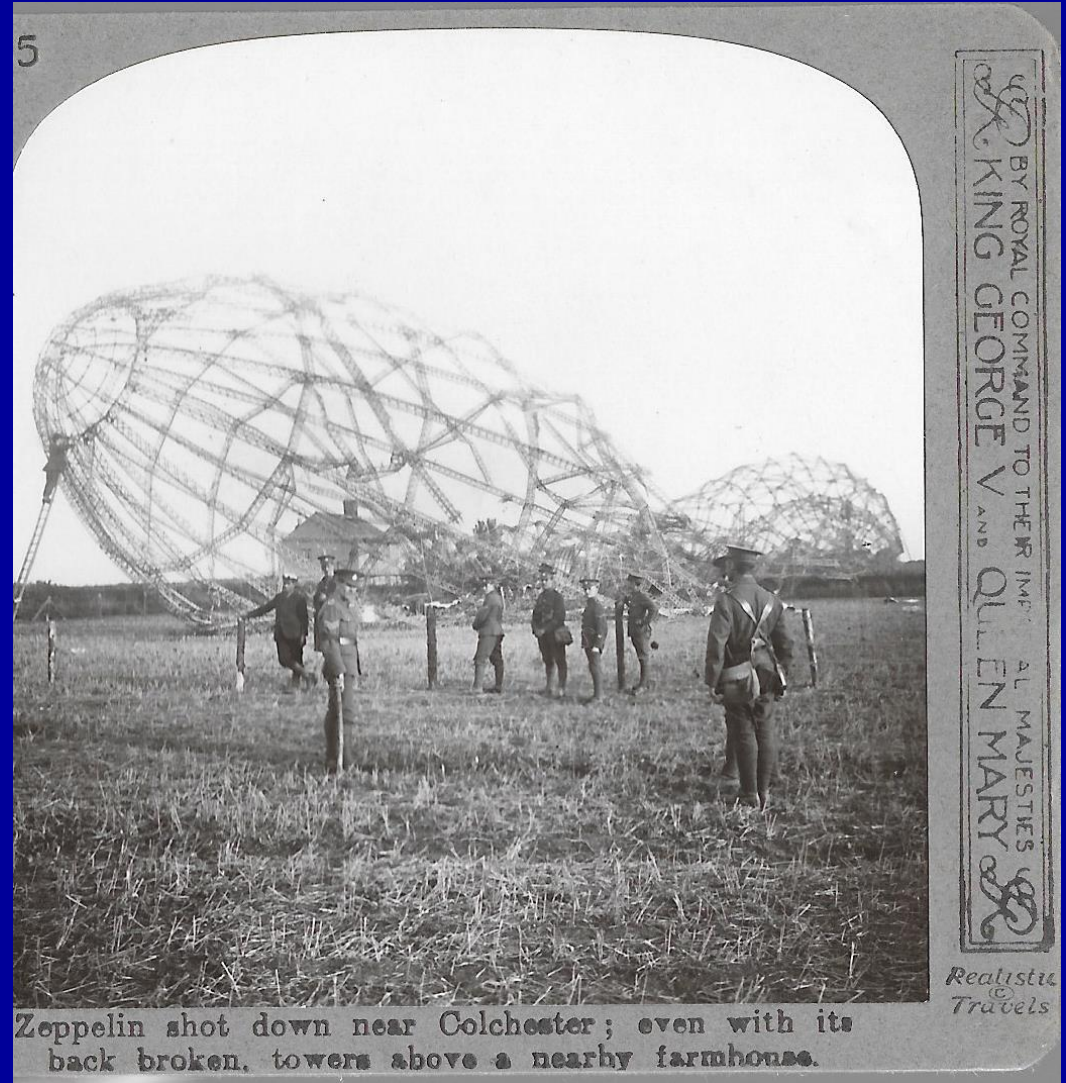


**First Zeppelin flew in 1900  
from Lake Constance**

From Dr. Hans Hildebrandt, *Zeppelin-Denkmal für das Deutsche Volk*,  
copyright 19??, pp.73, 318

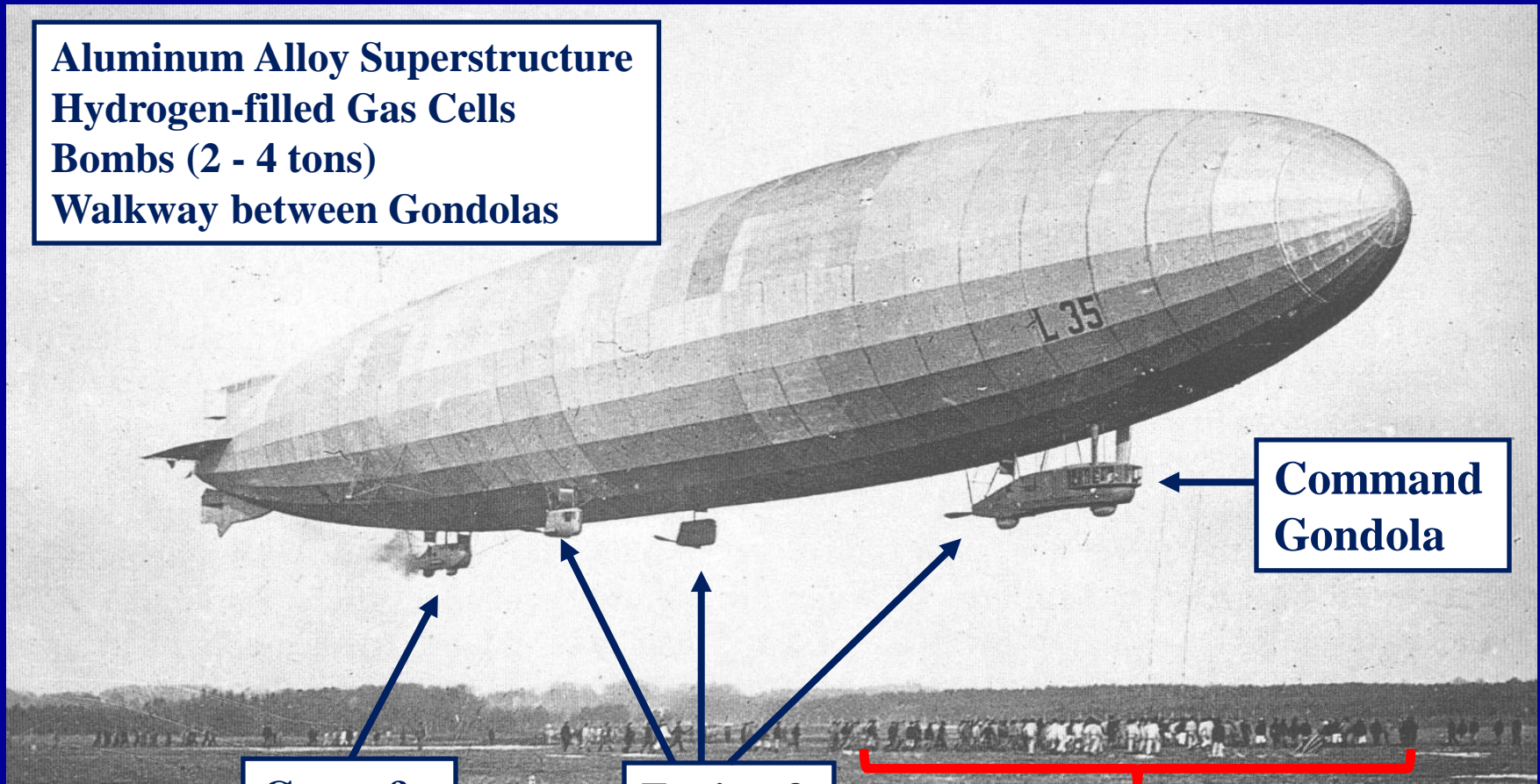
# Zeppelin 101 – 2<sup>nd</sup> Semester

- Commercial airline service in Germany (1910-1914) made German airship crews the most experienced in the world
- Zeppelins, unlike blimps, had an aluminium superstructure



# Zeppelins in WWI

Aluminum Alloy Superstructure  
Hydrogen-filled Gas Cells  
Bombs (2 - 4 tons)  
Walkway between Gondolas



Command  
Gondola

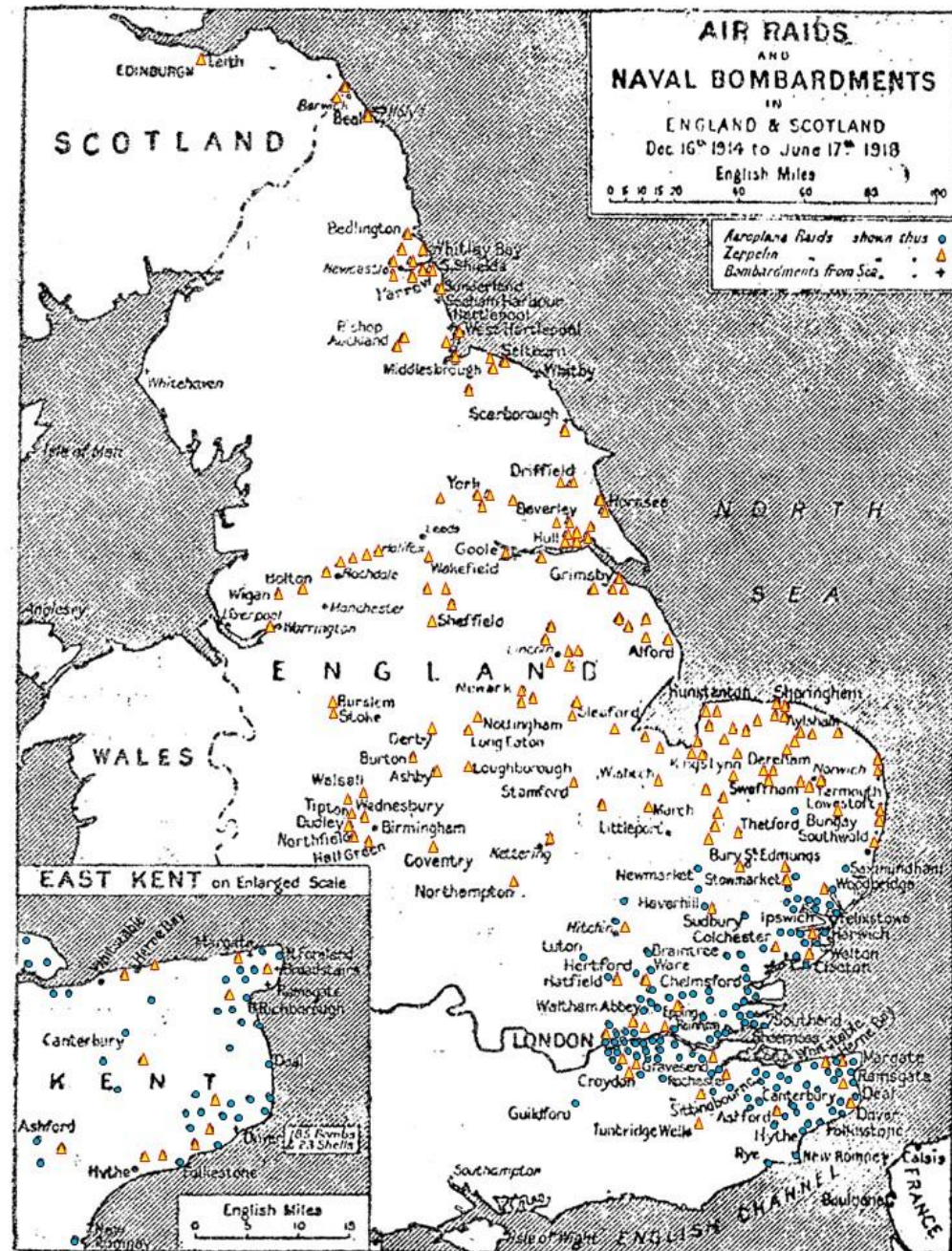
Crew &  
Engine  
Gondola

Engine &  
Propeller  
Gondolas

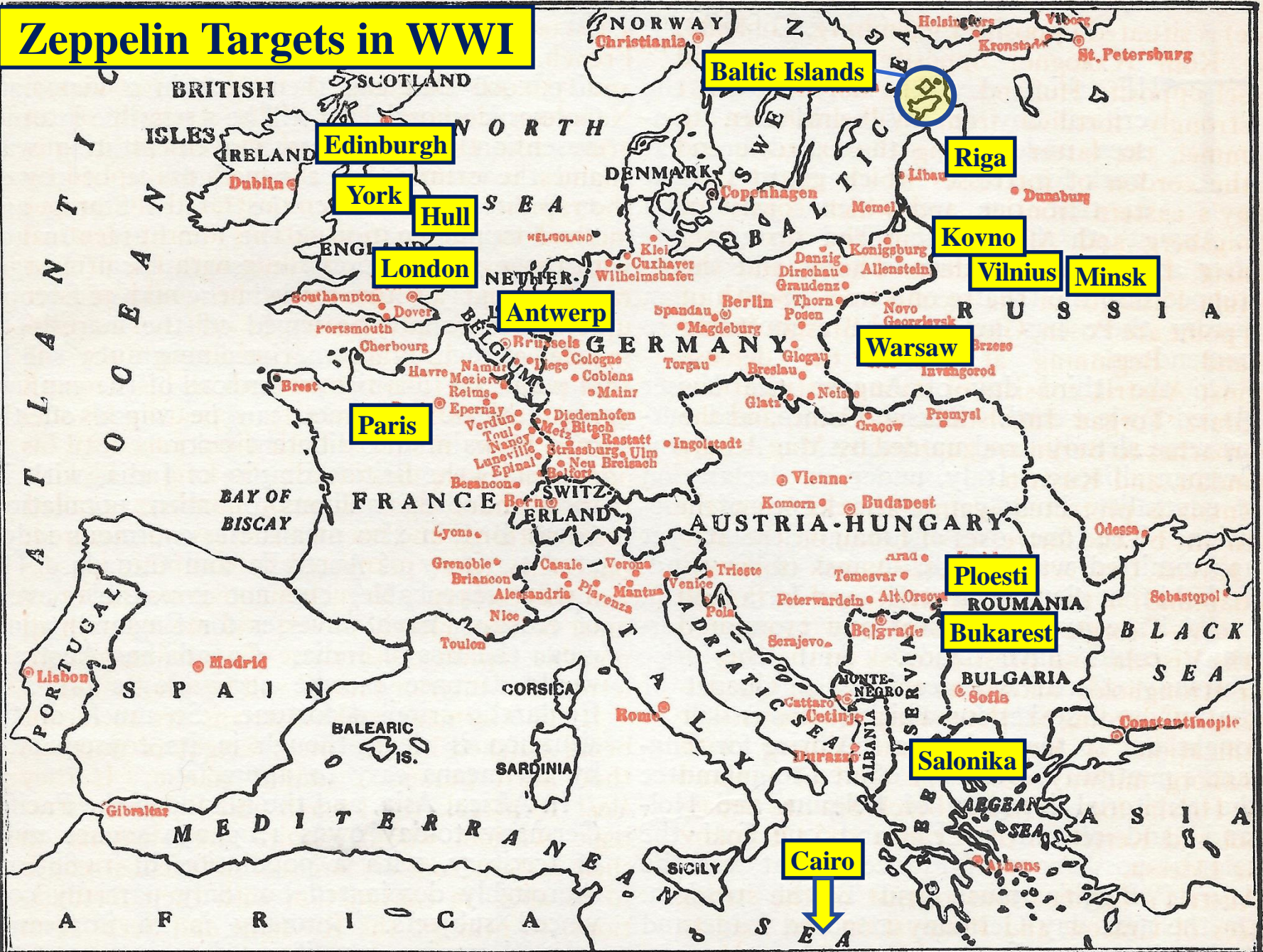
Ground  
Crew

# Zeppelins in WWI

- Zeppelins widely used as strategic night bombers
- Vulnerable to anti-aircraft guns and night fighters
- Easily thwarted by blackouts & weather



# Zeppelin Targets in WWI



# German Postcards - Propaganda



I hope that, with God's help, we will wield the sword in such a way that we can return it to the sheath with honor.

1 August 1914 Wilhelm II

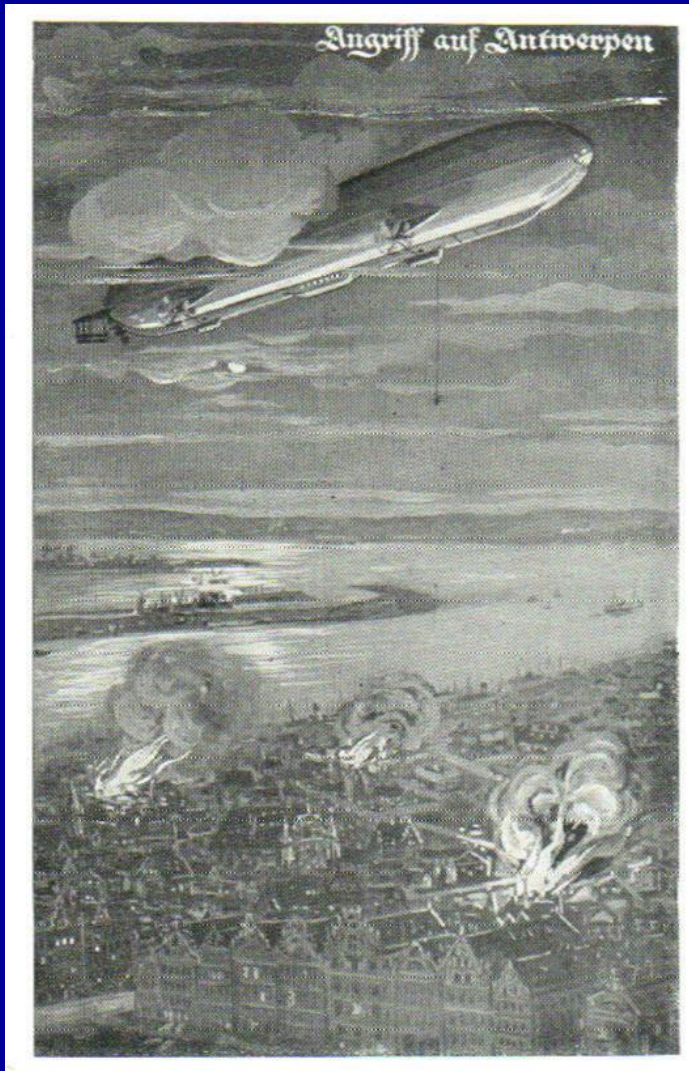
[Red rubber stamp on the bottom: War Collection of Peter Möller]



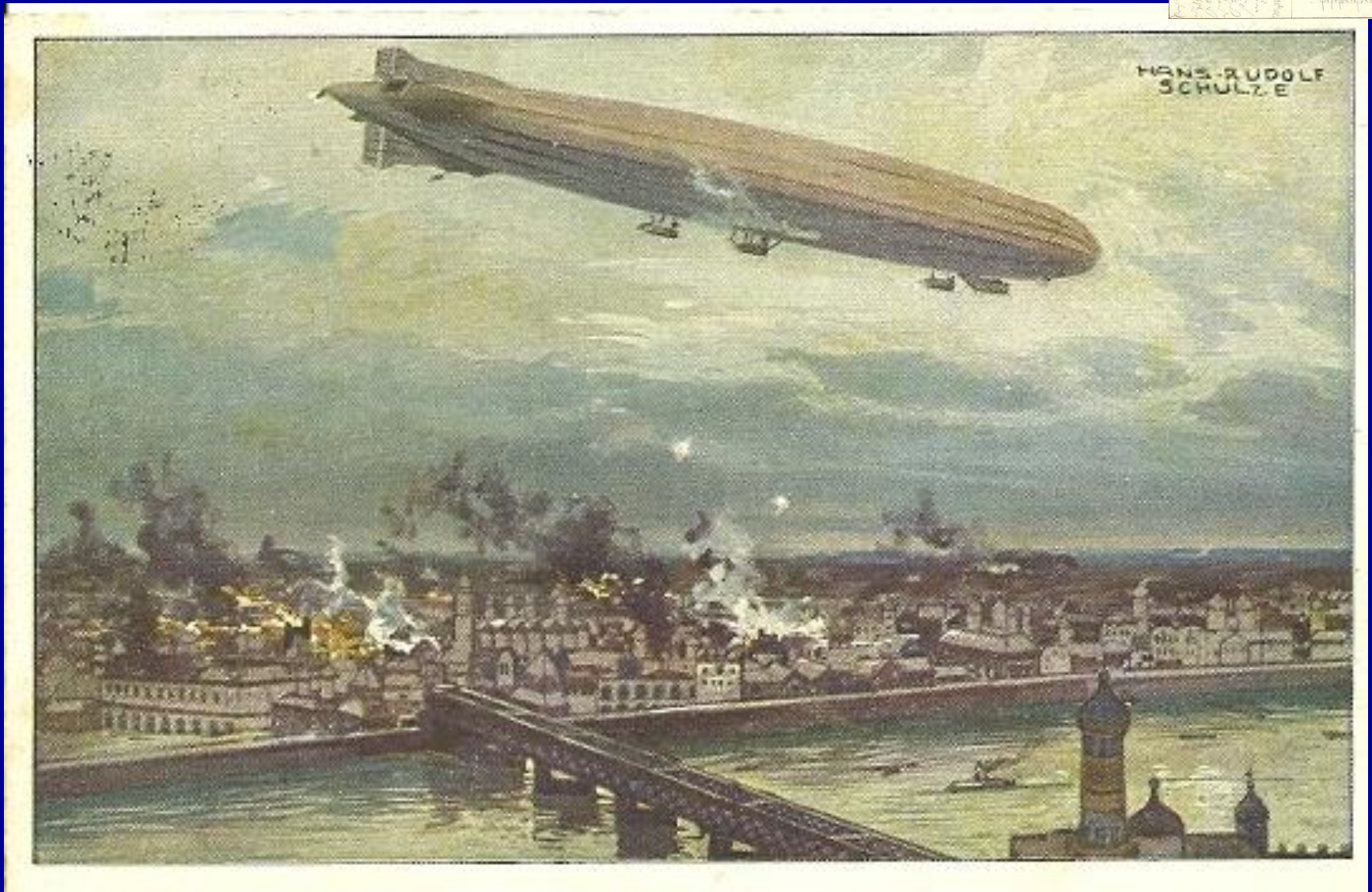
# German Postcards – National Pride

## Zeppelins Over Antwerp

5+ Raids  
from  
9 AUG to  
1 OCT  
1914



# German – National Pride



**Schutte-Lanz Airship Over Warsaw**

# German – National Pride (Reverse)

**Deutscher Luftflotten-Verein**  
 für Schaffung einer starken deutschen Luftflotte  
 und Förderung der Luftfahrerschule!  
 Jahresbeitrag: einschl. Vereinszeitschrift  
 „Die Luftflotte“ nach Selbsteinschätzung  
 mindestens 3,- M. Berlin W 57,  
 Frobenstraße 27.

*Kopie eines Briefes an Prof. Hans Rubeiz Schulze, Berlin.  
 Luftschiff „Schütte-Lanz“ Warschau vom 2. April 1910.  
 Nach einem Gemälde von Prof. Hans Rubeiz Schulze, Berlin.*

*Memorandum vom 2. April 1910.  
 2. April 1910.  
 1. Die Luftflotte ist ein  
 2. Die Luftflotte ist ein  
 3. Die Luftflotte ist ein  
 4. Die Luftflotte ist ein  
 5. Die Luftflotte ist ein  
 6. Die Luftflotte ist ein  
 7. Die Luftflotte ist ein  
 8. Die Luftflotte ist ein  
 9. Die Luftflotte ist ein  
 10. Die Luftflotte ist ein*

20-

Postkarte



*geb. Lischke*

*hier*

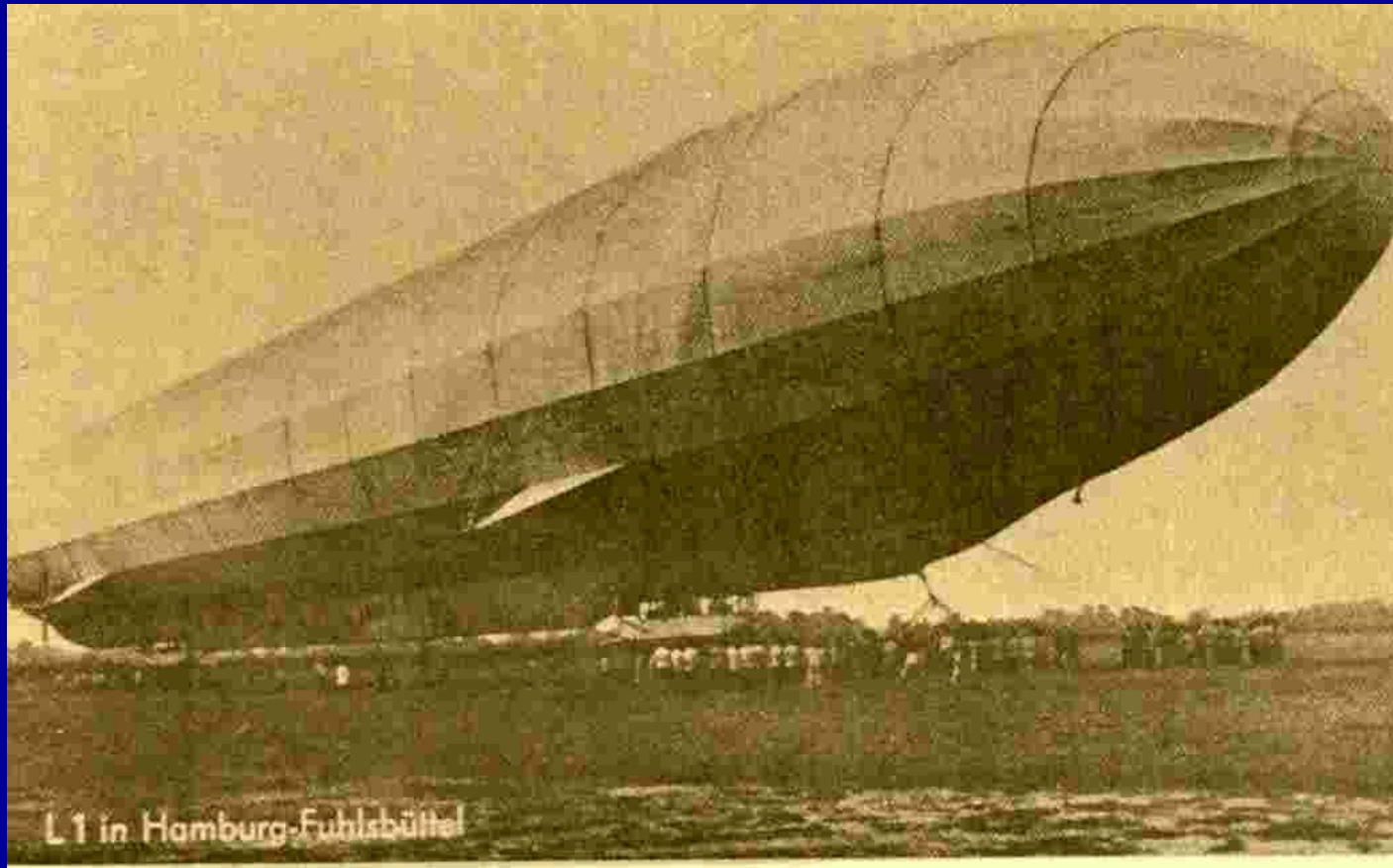
*Postnummer 65*

# German Postcards – National Pride



**Zeppelin & Naval Attack on Venice – DID NOT HAPPEN**

# German Postcards – National Pride



**Prewar  
Naval  
Zeppelin *L1***

**(Probably  
reprint)**

# German Postcards – National Pride

**Sanke Card #574:**

***Kptlt Franz Stabbert***

***(Zeppelins L20 & L44)***

*From Aviation, Vol.1, Balloons & Airships:  
A Portrait in Old Picture Postcards,  
by David B. Leeder, 1991, p.54*



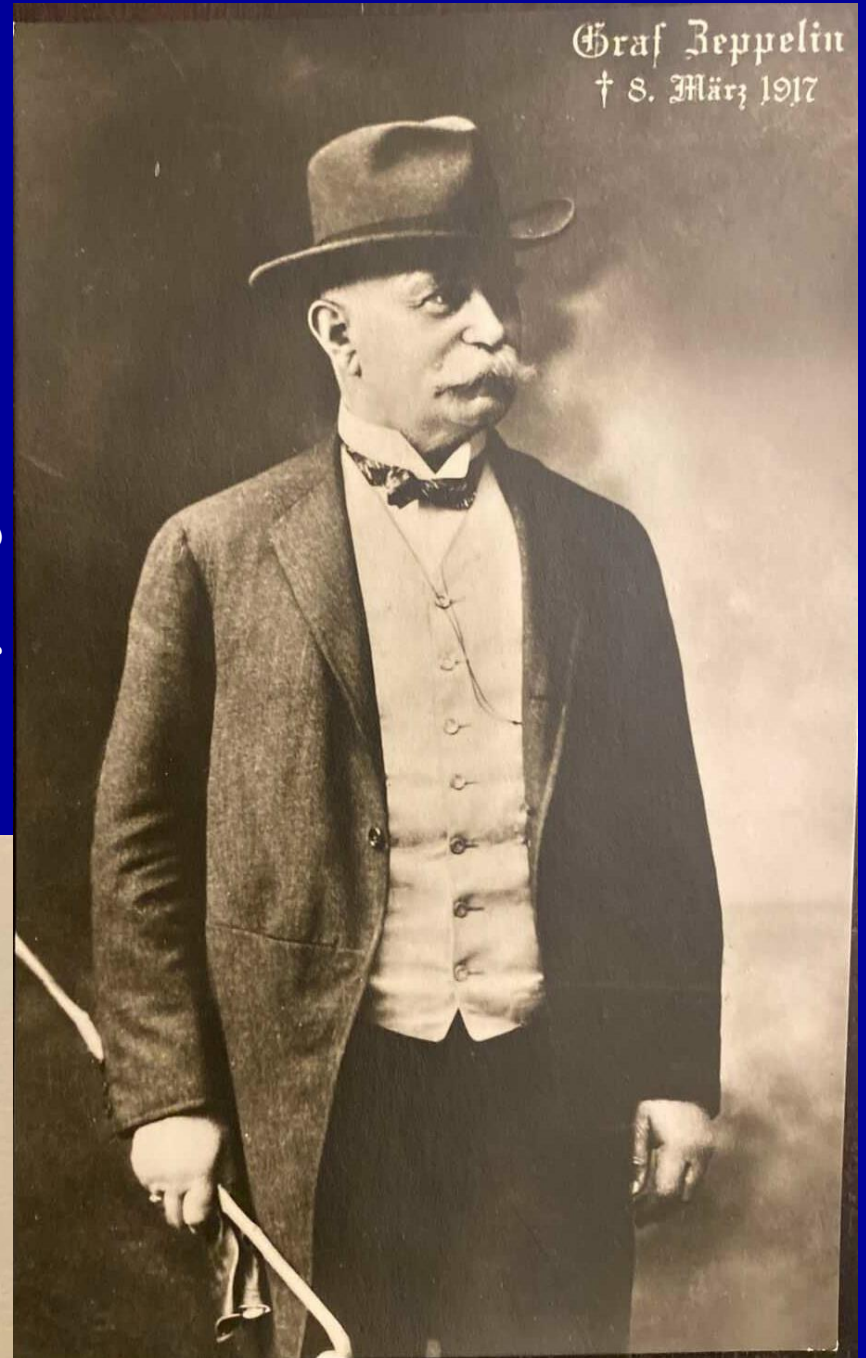
# German Postcards – National Pride

Mourning the Death of  
Count von Zeppelin –  
8 March 1917

(Back)

Postkarte – Carte Postale  
Weltpostverein – Union postale universelle  
Levelező-Lap – Correspondenzkarte – Dopisnice  
Karta korespondencyjna – Korespondenčni listek  
Briefkaart – Cartolina postale – Post card – Brefkort  
Открытое-письмо – Дописна Карта  
TARJETA POSTAL  
Korrespondenz

eBay Image



# German Postcards



'Our Fallen Zeppelin Heroes'. A 1916 German postcard pays tribute to Peterson, Schramm and Matby, killed over England on active service.  
*Churchill Library*

**“Our Fallen Zeppelin Heroes”**

From *Zeppelin!* by Ray Rimell, 1984, p.148



# The Only American Zepp Postcard I've Ever Seen





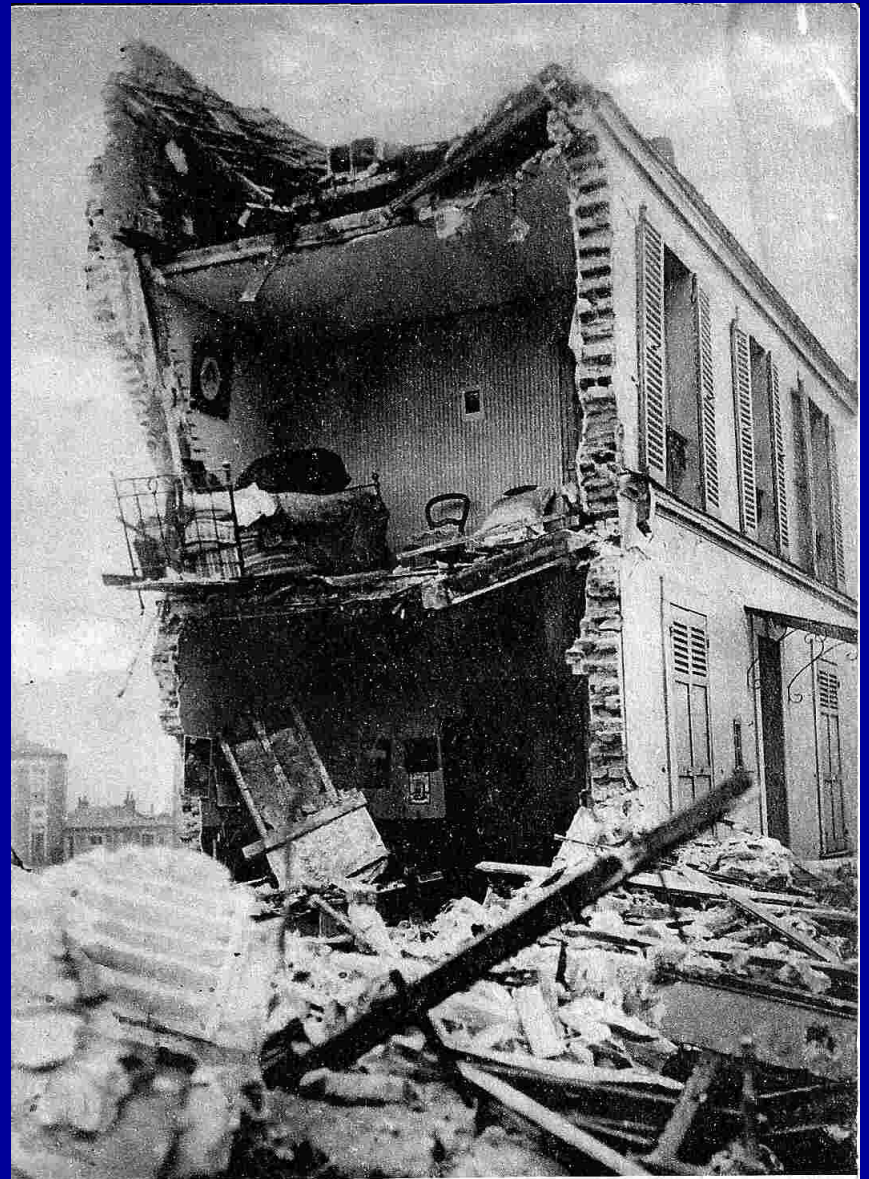
# French Postcards

From *French Postcards: An Album of Vintage Erotica*,  
by Martin Stevens

# French Postcards - Outrage

**Zeppelins *LZ77* & *LZ79*  
bombed Paris on  
29/30 January 1916:  
M. Bidault & his mother-in-  
law Mme. Priteux were killed;  
Mme. Bidault wounded.  
(23 killed total)**

**The only other Zepp raid on  
Paris was 20/21 March 1915.**



LES ZEPPELINS SUR PARIS — CRIMES ODIEUX DES PIRATES BOCHES  
(E.I.D.) Visé, Paris La maison du brigadier Bidault



# French Postcards - Outrage



(E|D)

Visé, Paris

LES ZEPPELINS SUR PARIS — CRIMES ODIEUX DES PIRATES BOCHES  
La voûte du Métropolitain



# French Postcards - Outrage



(E-D)

Visé, Paris

LES ZEPPELINS SUR PARIS — CRIMES ODIEUX DES PIRATES BOCHES

7 personnes furent tuées dans cette maison

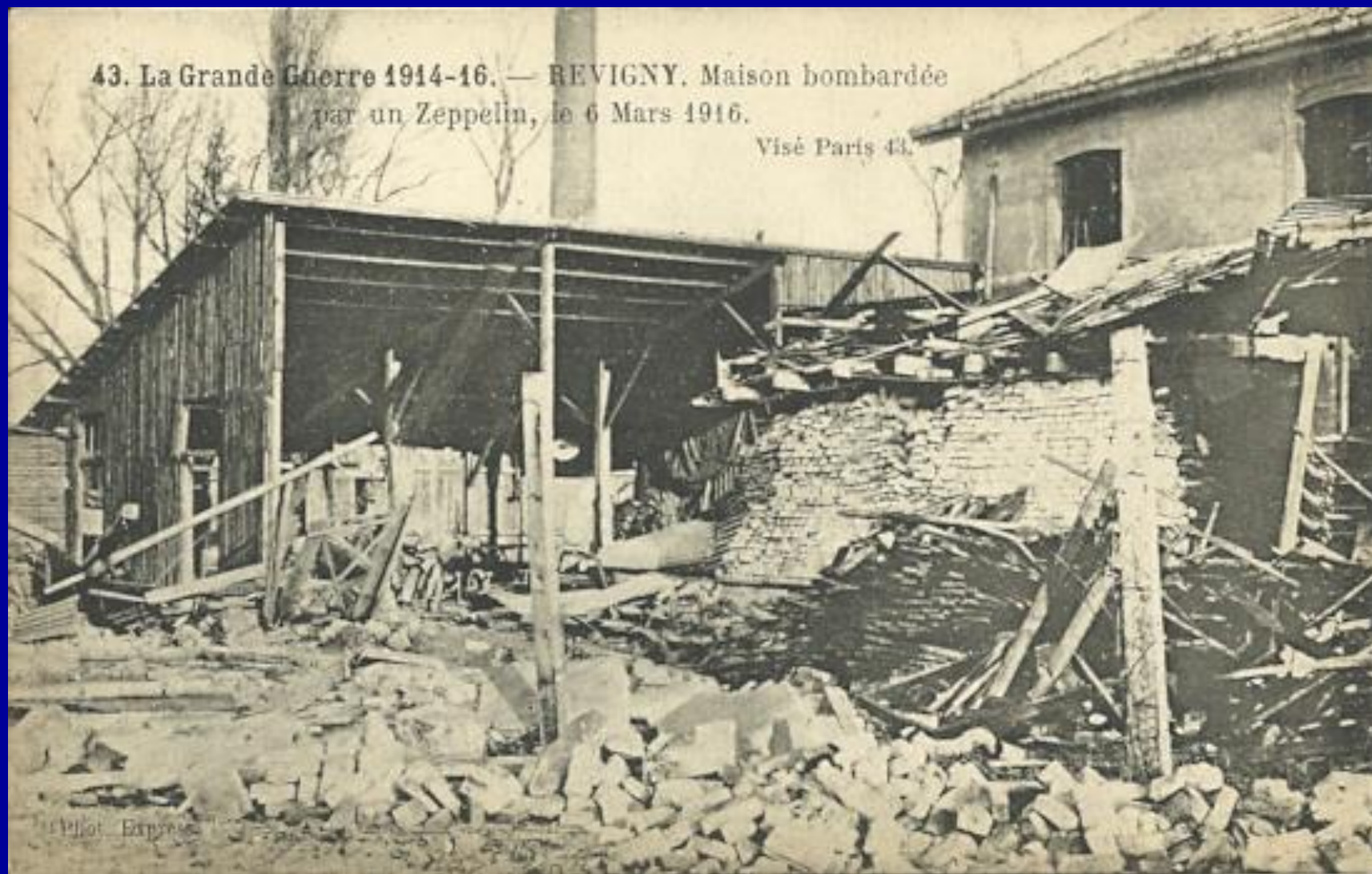
*Rédaction - 10*



Also 2<sup>nd</sup> Raid – 29/30 JAN 1916

(Reprint)

# French Postcards - Outrage



# French Postcards – Just Desserts



# French Postcards – Just Desserts (Reverse)

## CARTE POSTALE

CORRESPONDANCE

ADRESSE

cher petit homme j'enfon  
a ta bele petite l'air qui  
m'as fait bien plaisir d'avois  
de te petite mouse et que tu  
ecoute bien sur que je te dis  
que j'essui parti et sei toujour  
bien sage avec petit mer  
et travaille un peti peu pour  
le mariage pour edepetite  
mer t'assera me fait bien  
plaisir peti per t'as con  
pense tra assourtois

Je cont sur ma petit  
homme pour t'assera ton brassere  
bien petit mer pour ton petit  
per et moi cher petit homme  
ton peti per qui ton brassere  
bien fort sur le du petit  
you de ton coeur ton  
peti per pour ton  
1000 bon laud pour ton et petit  
mer ton peti papa Emile  
Drebold



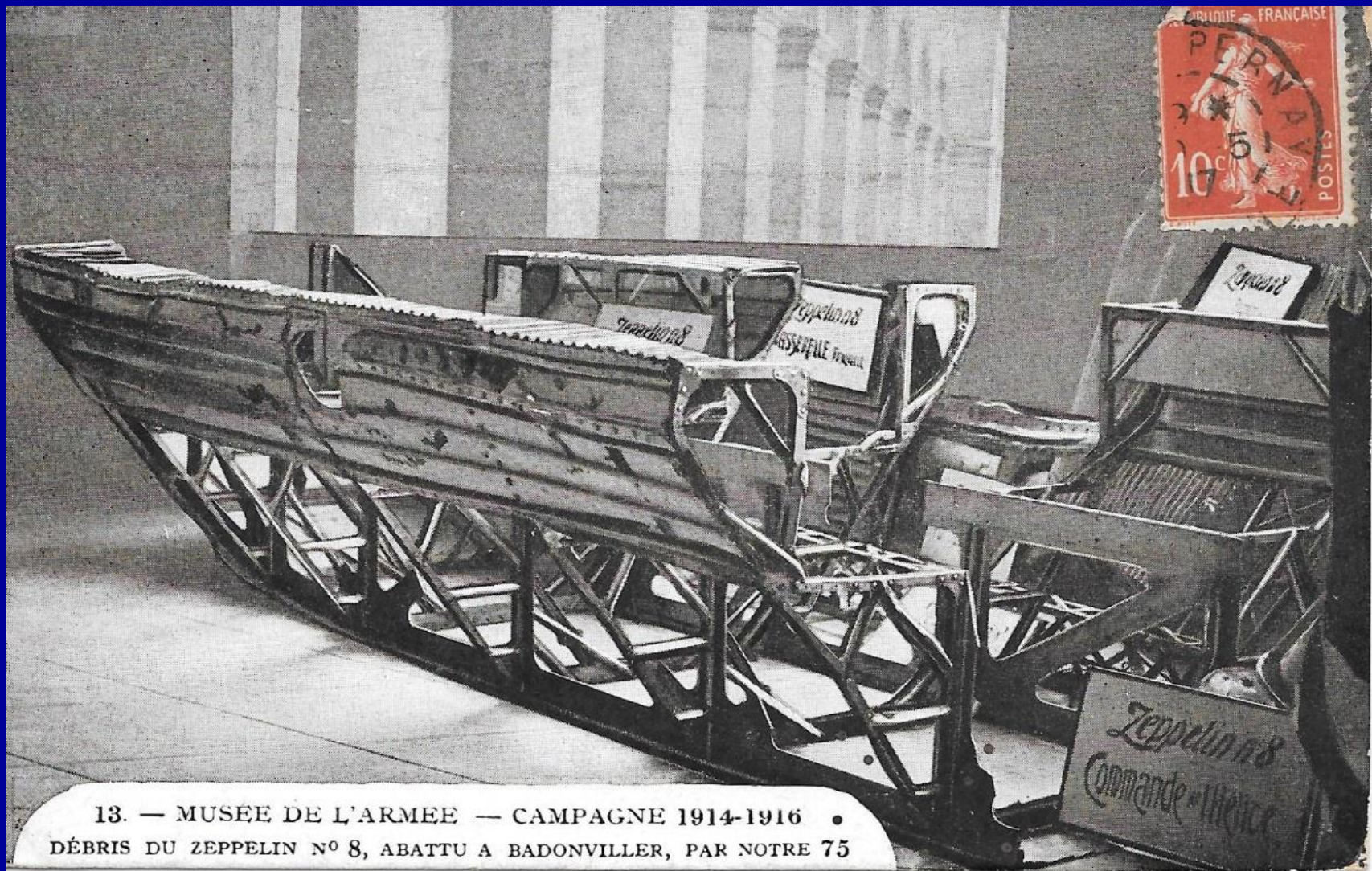
# French Postcards – Just Desserts

43. - BRABANT le-ROI. - Restes du Zeppelin L. Z. 77 abattu par les auto canons de Revigny, le 21 Février 1916  
et le Boche tombé de l'appareil

Visé Paris N° 43



# French Postcards – Just Desserts



Army Zepp Z.VIII shot down 21 or 23 August 1914



# French Postcards – Just Desserts (Reverse)

Epernay le 19 Mai 1917

CARTE POSTALE



CORRESPONDANCE

ADRESSE

Mon cher Petit

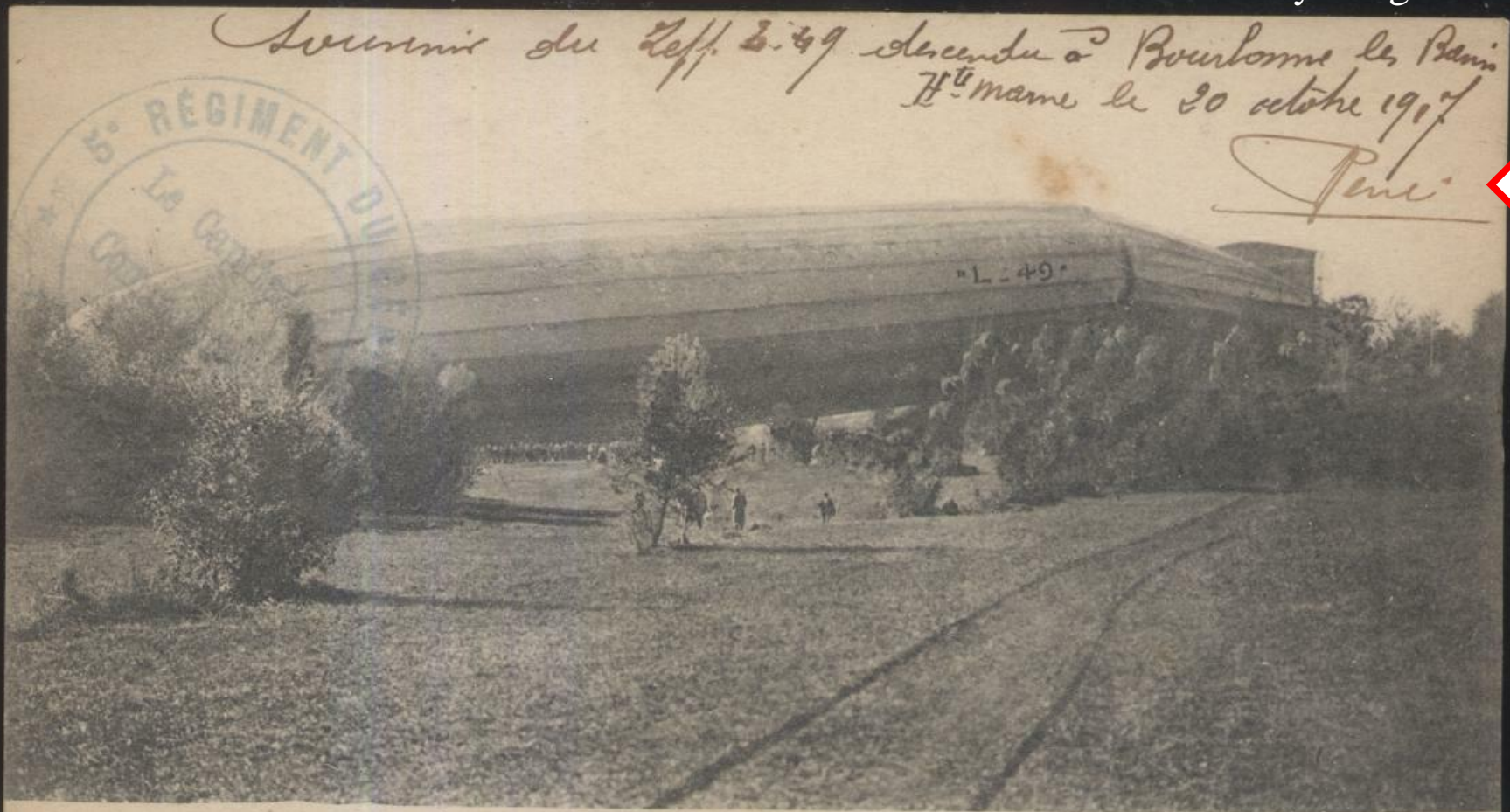
Grand mère veut s'espérer pour  
son petit cheri pour lui faire  
deux compliments Grand père rentre  
à l'instant et revient avec le  
colis l'on ne peut espérer  
argent mercredi la barbe mon petit  
cheri est toujours bien diable il fait  
courir Maman. Belle dans les pires  
c'est un petit diable embrasse pour grand père  
et grand mère Maman Belle papa Anton  
chétouaine et toi mon cher petit nous t'embrassons bien  
fort et de tout cœur

Monsieur  
Henri Chopet  
dans sa famille à  
Belfort


Grand mère  
Eugénie

# French Postcards – Just Desserts

eBay Image



## UNE BELLE DÉBACLE DE ZEPPELINS

 Du 19 au 21 Octobre 1917, sur environ 11 appareils partis pour bombarder l'Angleterre, 7 ont atterri soit abattus, soit déseparés, 1 reste intact en notre possession; les autres sont disparus.



Viaé, Paris

# French Postcards – Just Desserts (Reverse)

eBay Image

## CARTE POSTALE

Correspondance

18 Novembre 1917

Adresse

Mignonne Petite Mimi,

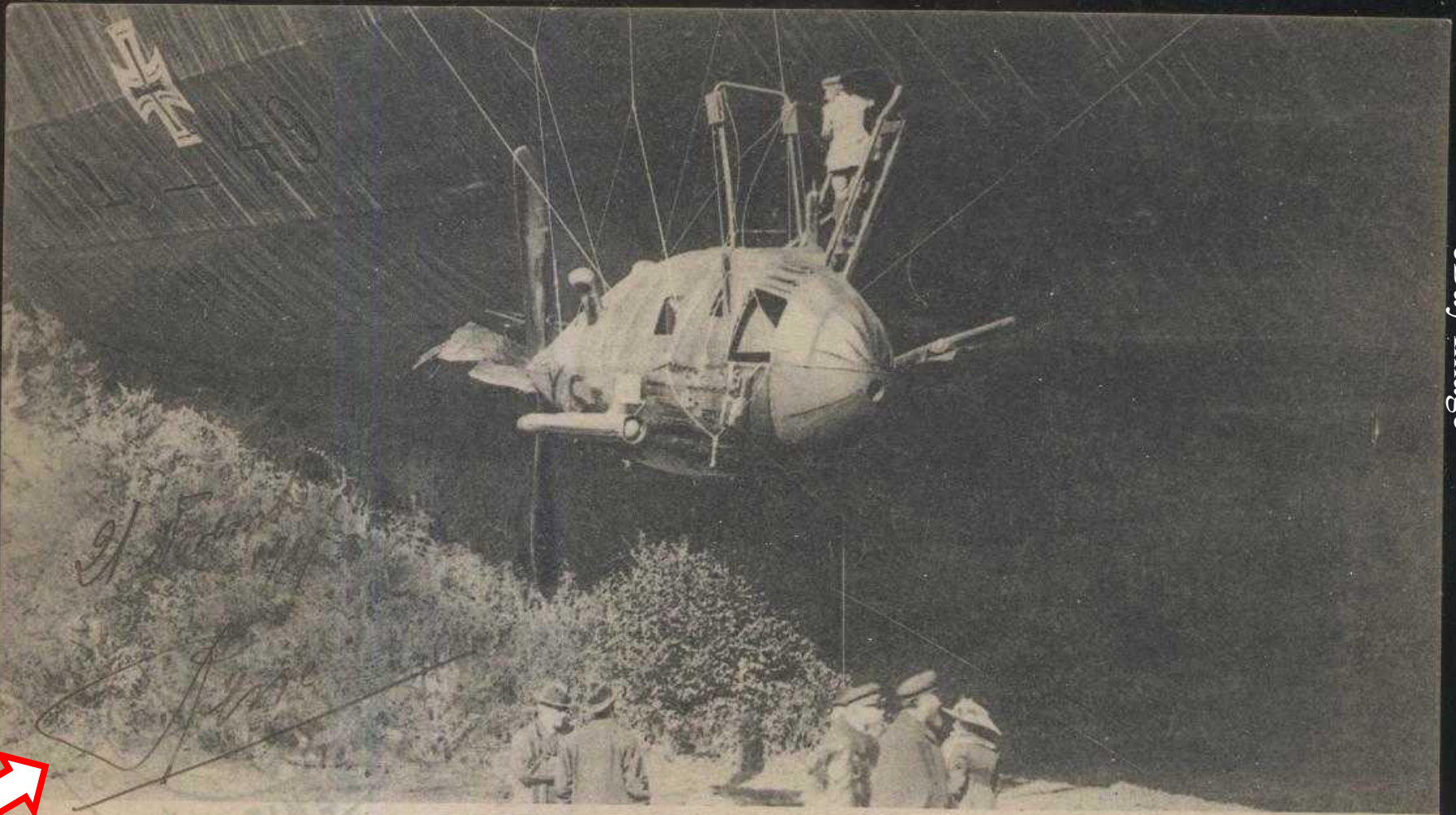
Malgré qu'on voit aujourd'hui dimanche  
et que de plus je suis de garde au bureau  
je n'ai pas le temps de écrire. C'est... téléphone  
je ne laisse pas une minute si seulement  
j'aurais la communication Paris-Mimi, je suis  
heureux, mais je crains que le ligne est coupé  
Ce soir je dine en ville. Je te raconterai  
tout cela demain. Ce promet d'être amusant.  
Ma plus douce tendresse et mes meilleurs

ceux de ton père.

E. Le Peley, imp. - édit. 127, Boulevard de Sébastopol, Paris.



# French Postcards – Just Desserts



## UNE BELLE DÉBACLE DE ZEPPELINS

Du 19 au 21 Octobre 1917, sur environ 11 appareils partis pour bombarder l'Angleterre, 7 ont atterri soit abattus, soit désamarrés, 1 reste intact en notre possession; les autres sont disparus.

Visé, Paris

# French Postcards – Just Desserts (Reverse)

## CARTE POSTALE

Correspondance

Adresse

*Madame de Semis  
I. 49  
et  
Mlle de Semis  
cousine*

*Madame  
Fouquet  
rue de Dillot  
Paris*



E. Le Deluy, imp.-édit., 127, Boulevard de Strasbourg, Paris.

eBay Image

# French Postcards – Rare Humor





# French Postcards – Rare Humor



**Damn those Zeppelins !**

From Icare #137, *Zeppelin Vol.2*, 1991, p.118



## British Postcards



*Cross & Cockade International Email Newsletter*  
(David Marks Collection)

# British Postcards - Outrage



"Post The Past" postcards  
No.27 Humber-side in the First World War  
( ISBN 1 870001 11 7 )  
Local History Archives Unit

BOMB DAMAGE, QUEEN STREET, HULL  
FOLLOWING ZEPPELIN RAID ON 6TH JUNE 1915

Postcard reproduced by permission  
of Museum of Army Transport,  
Beverley, accession no LECMT 2448.  
(Original photograph by Barnard, Hull  
Copy print by Ted Tuxworth).

(Reprint)

# British Postcards – Fiery Revenge



# British Postcards – Fiery Revenge



# British Postcards – Fiery Revenge

*Passed for publication by the Press Bureau on the 10th Feb. 1917.*

POST CARD

Lieutenant W. L. ROBINSON, V.C., Royal Flying Corps. On Sept. 3rd, 1916, he flew up to tackle a Zeppelin single handed and succeeded in bringing it down in a mass of flames, near Cuffley in Hertfordshire.

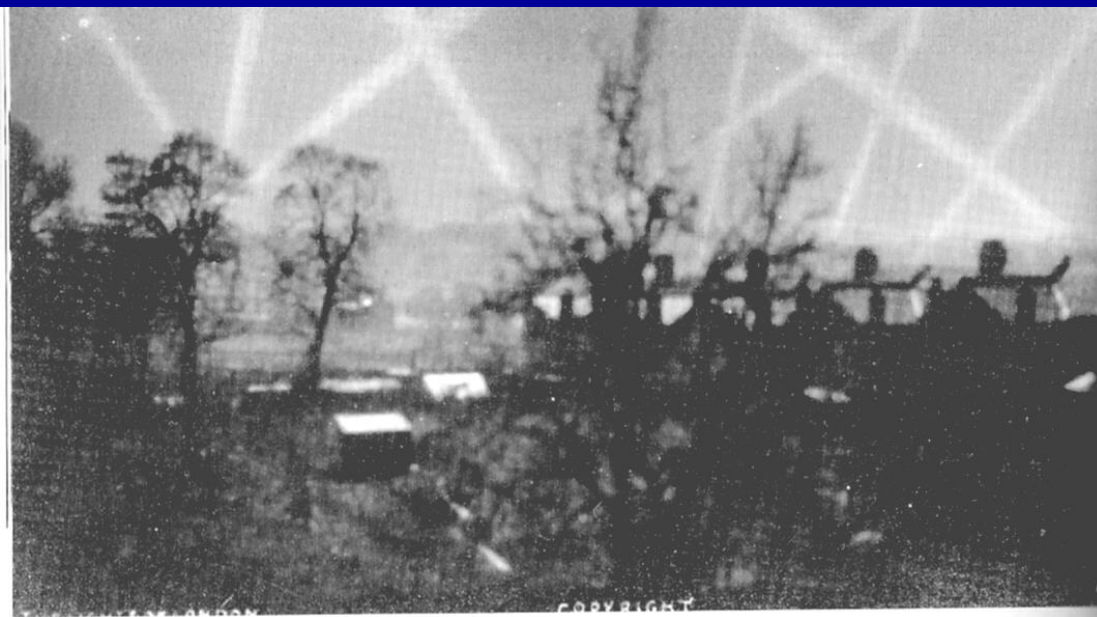
ADDRESS  
THIS SIDE

“Passed for publication by the Press Bureau on the 10th Feb. 1917”



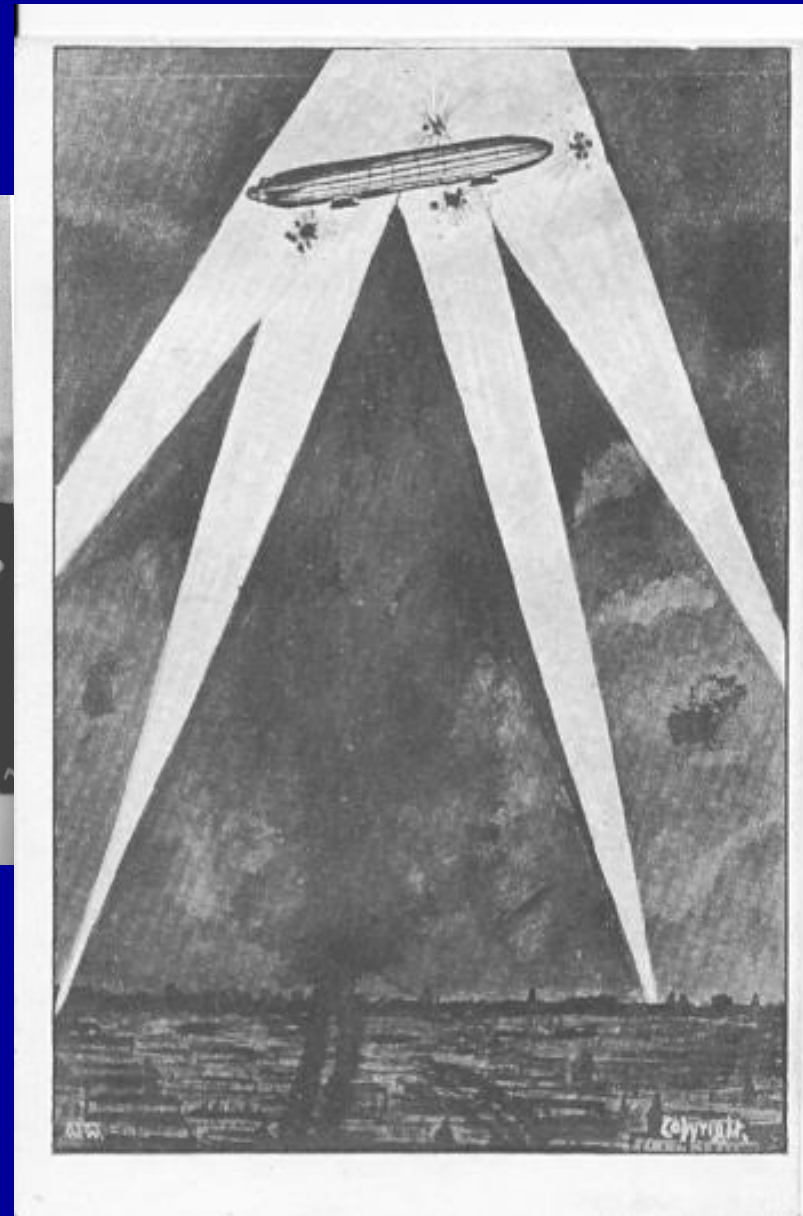
ISSUED BY WALKER HARRISON & GARTHWAITES, LTD., LONDON, BISCUIT MANUFACTURERS

# British Postcards – Fascination



*London by night – the view from Hendon.*

**David Bilton, *The Home Front in the Great War*, 2003, p.76**



# British Postcards – Fascination





# British Postcards – Hero Worship



**Lt. William Leefe Robinson, V.C.**

From *Zeppelin!* by Ray Rimell, 1984, pp.103,105



3787 F

ROTARY PHOTO. & C.

"STRAFED" BY LIEUT. WILLIAM LEEFE ROBINSON V.C.

# British Postcards – Hero Worship & Humour



# British Postcards – British Humour



WHO BROKE THAT PLATE, MARY?  
I DON'T KNOW MUM. IT MUST HAVE BEEN ONE OF THEY ZEPPERLINS!

*Cross & Cockade International*  
Email Newsletter (David  
Marks Collection)

Let not Invasion seares or Bombs  
from Zeppelins drive you balmy –  
There's naught can harm old Britain now  
for I have joined the Army!

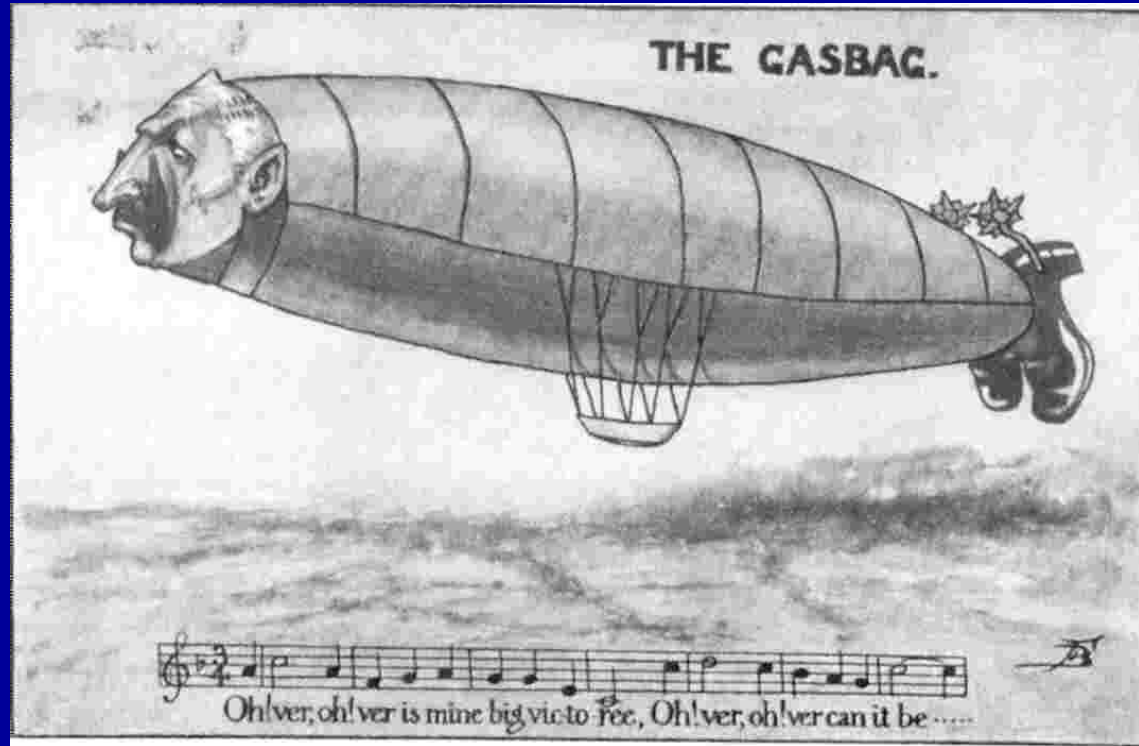


# British Postcards – Mocking the Hun



Leeder, p.54

**“Our gallant airmen successfully  
bombed a huge shell factory”  
- From official German report**



Leeder, p.26

# British Postcards – British Humour



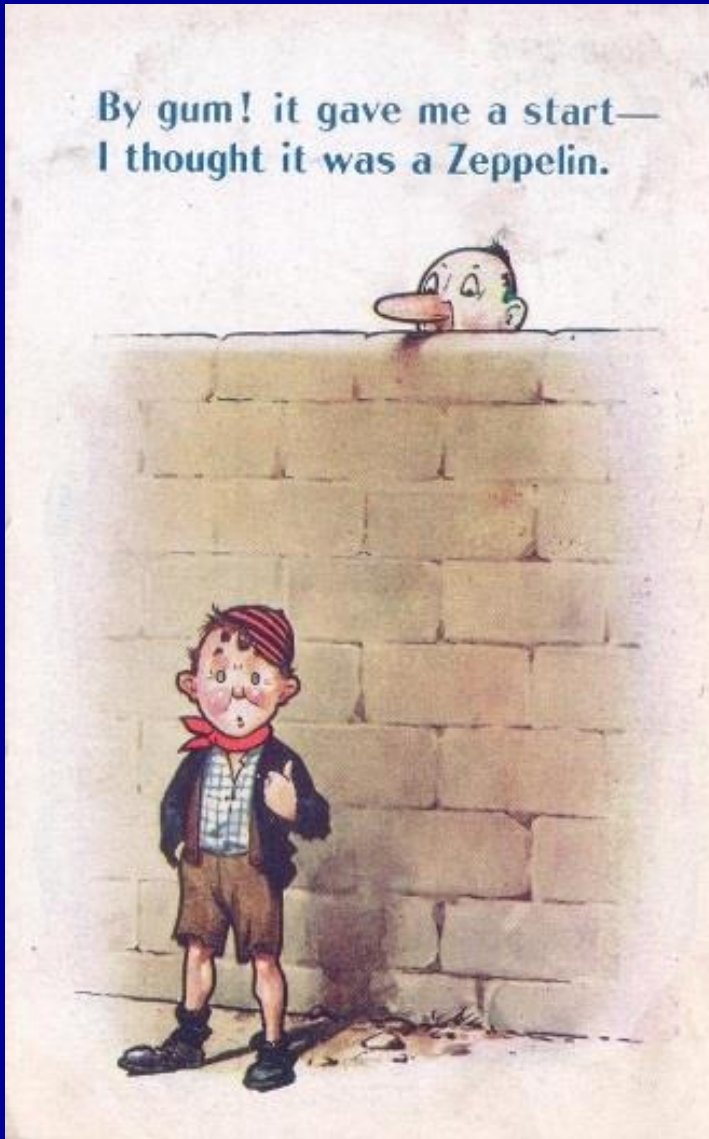
Leeder, p.52



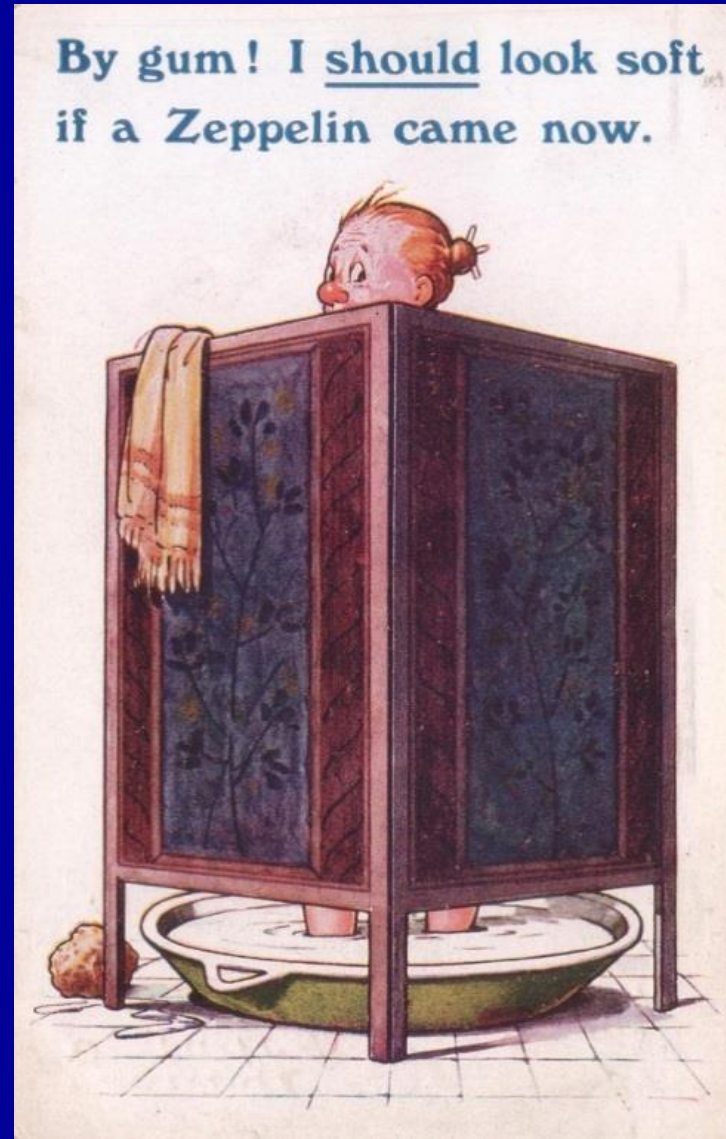
Rimell, p.56

# British Postcards – Humour

By gum! it gave me a start—  
I thought it was a Zeppelin.

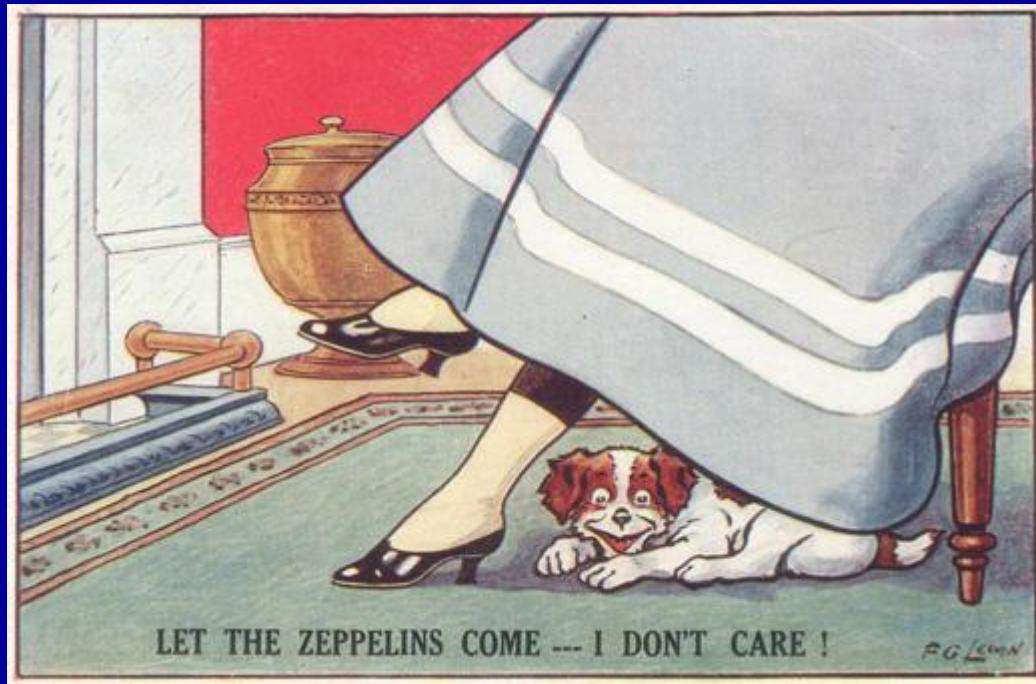


By gum! I should look soft  
if a Zeppelin came now.



# British Postcards – British Humour

*Cross & Cockade International  
Email Newsletters (David  
Marks Collection)*



# Sources

David Bilton, *The Home Front in the Great War*, 2003

Cross & Cockade International  
Email Newsletters (David  
Marks Collection)

Icare #137, *Zeppelin Vol.2*, 1991

Dr. Hans Hildebrandt, *Zeppelin-  
Denkmal für das Deutsche Volk*,  
copyright, undated

David B. Leeder, *Aviation, Vol.1,  
Balloons & Airships: A Portrait in  
Old Picture Postcards*, 1991

Ray Rimell, *Zeppelin!*, 1984

Martin Stevens, *French Postcards: An  
Album of Vintage Erotica*, Undated

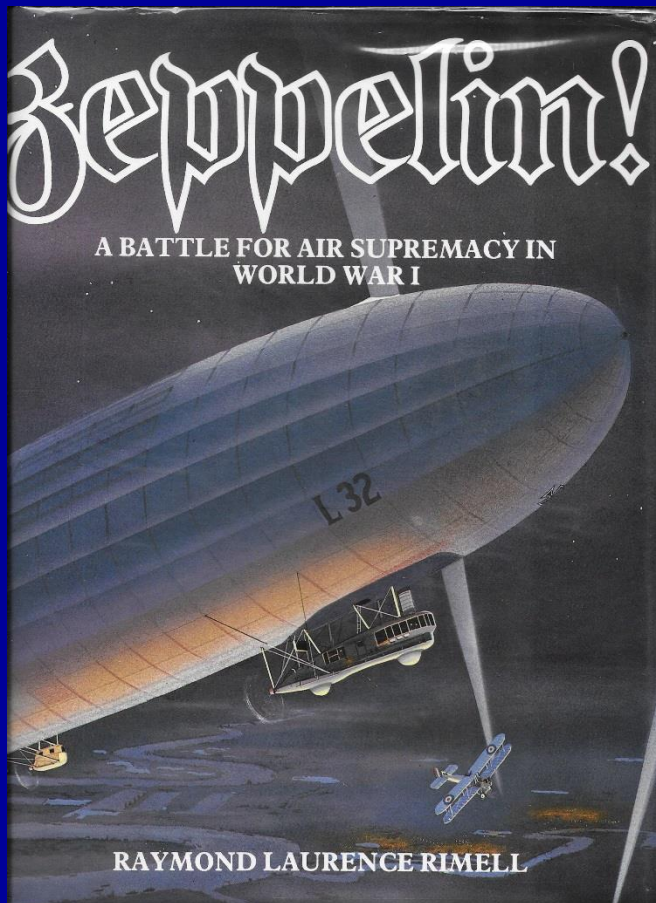
Suddaby Collection





# For Further Reading:

**Zeppelin!**  
**A Battle for Air Supremacy**  
**in WWI**  
**by Raymond Rimell, 1984**



**The Zeppelin Offensive:**  
**A German Perspective in Pictures**  
**& Postcards**  
**by David Marks, 2019**

