



POSTER STAMP SOCIETY OF AMERICA

PUBLISHED IN THE INTEREST OF POSTER STAMP COLLECTORS THE WORLD OVER

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Editorial:

The Poster Stamp Society of America has rested like a dormant seed since 1988. We recently made the decision to water it so that it could bloom once again. Our original leader and financial benefactor, Ewald Van Elkan, who, we understand, recently celebrated his 86th birthday, has given us his blessing and stands at the ready to help us sally forth for the second time if needed. We were delighted to receive his blessing and we will try to follow in his footsteps as best we can. We hope that many of our old friends will pick up their tweezers one more time in order to explore the little pieces of colored paper we enjoy so much.

Since the publication of Tom Steele's book, Lick 'em, Stick 'em, we have received numerous inquiries about the Poster Stamps Society. Unfortunately the Society had nothing to offer prospective members at that time. Now we do. A copy of this bulletin will be sent to everyone we can think of including past members as well as those who wish to become new members. If everyone likes what they see, then we ask that the sum of \$7.50 be sent to us to cover the cost of mailing future Poster Stamp Bulletins. Anyone who still has their membership card, of course, will receive an honorary membership for one year at no charge. To qualify, simply send us your old card or some proof of past membership. We hope this will square things for many of our loyal members who were left holding their membership cards and nothing more when the Society fell apart several years ago. We are sorry about this and we now wish to make amends.

To set the tone for the newly organized Poster Stamp Society of America, we ask that the membership become a wild and enthusiastic bunch of participants. We want and need your letters, your questions, your answers, your suggestions, your research, your discoveries, your articles on topics of interest. We, in turn, will publish a bulletin once a month and endeavor to keep the membership informed of newly published catalogs, articles, auction prices, and dealer doings. If desired we will publish a list of wants and offers. The emphasis, however, will always be on our beloved Poster Stamps themselves. At a later time, with the approval of the membership, we will accept dealer and collector advertisements.

Collecting Poster Stamps, as most of us have already found out, is like jumping into a bottomless pit of never-ending desire. The variety of material is massive and the quality within this mass ranges from the utterly common to the incredibly rare and beautiful. One sophisticated collector in Germany has over 80,000 different advertising Poster Stamps. His want list includes vignettes that we have never seen before and we doubt that anyone else in this country has ever seen them either.



Heinz Kenne, geb. 1881



Oskar Petersen, geb. 1875



Willy Wolff, geb. 1889



Willy Wolff, geb. 1889



Emil Pirchan, 1884-1957



Heinrich Vogeler, 1872-1942



Hans Rudi Erdt, 1883-1918

The rarity of these vignettes usually commands a hefty sum at auctions, much more than the usual \$2.00-\$5.00 range most of us are used to for good quality items.

Among new collectors, the question is often asked, "Where do I find this material?" Most have already found out that dealers who sell postage stamps can not help them. To these fellows any stamp that has no postal validity is of no interest to them and should be of no interest anyone else. In their defense, most dealers of postage stamps are so overwhelmed by the mass of material they have to master that they have no time to spend learning about non-postal material. For the postage stamp dealer there are catalogs which contain an average price of every postage stamp ever published. There is no such price guide for the Poster Stamp dealer. The Poster Stamp dealer usually flies by the seat of his pants. Who are some of these brave fellows? At the risk of offending some, we offer a partial list of some Poster Stamps dealers in the United States. Dealers whom we have neglected, especially any women dealers whom we have not met as yet, will have an opportunity to be included in a subsequent bulletin.

John Denune,
234 Broadway
East Granville
Ohio
43023

Frank Marr
301 Peck Street
Melbourne
Florida
32901

Roger Riga
P.O. Box 326
Eaton
Ohio
45320

Nathaniel Tarn
P.O. Box 566
Tesuque
New Mexico
87574

Robert Dubois
838 Temple Road
Pottstown
Pennsylvania
19464

Charles Rabinovitz
P.O. Box 265
Sykesville
Maryland
21784

Guy Rossi
P.O. Box 367
Mesilla
New Mexico
88046

George Theofiles
P.O. Box 1000
New Freedom
Pennsylvania
17349

Bert Hubbard
P.O. Box 9128
San Jose
California
95157-0128

Don Reuter
Drawer E
South Lyon
Michigan
48178

Walter Schmidt
3654 Applegate Road
Jacksonville
Oregon
97530 FAX (503) 899 3940

W. A. Wienberger
21 Luddington Road
West Orange
New Jersey
07052

Other sources where Poster Stamps can be found will lead the collector to other lands. In England one can join the Cinderella Stamp Club. In France, there is L'Arc-en-Ciel (The Rainbow Club). One must write to Germany to join Errinophilia International and finally in Australia there is The Cinderella Stamp Club of Australia. All conduct auctions from time to time.

We will have more to say next time and we hope you will too. Let us hear from you.

An Article of Interest Department:

The following article may or may not be of interest, but it is the only one we have on hand to include in this first Poster Stamps Society Bulletin. It has been submitted to various philatelic publications that were not impressed. Perhaps it will be received with more enthusiasm by our prospective membership.

Poster Stamps
(The Littlest Posters of Them All)
by
Walter Schmidt

As we all know posters come in various sizes. Among the largest are the billboards which are designed to be seen from a distance. Smaller posters, like the ones that advertise the coming attractions in motion picture theaters are designed to attract attention at closer range. Smaller still are the posters we sometimes find inside buses or street cars or on the backsides of taxis. Book and magazine covers and even some postcards can be considered to be even smaller posters. The smallest posters of all, however, are Poster Stamps. They, unlike their philatelic cousins, have no postal validity. To the irritation of most die-hard philatelist, Poster Stamps are often mistaken for postage stamps. This is because they resemble the sacred and treasured postage stamp in nearly every other respect. For example, most Poster Stamps are perforated and have adhesive gum on their backsides. They are about the same size as postage stamps and are often found affixed to envelopes as if they were postage stamps. While the philatelic press now generally ignores Poster Stamps, it once referred them as non-philatelic trash printed for the purpose of separating the true collector from his hard earned cash. To this day Poster Stamps continue to receive the official "black blot" condemnation in most philatelic circles. So be it.

Basically there are two kinds of Poster Stamps. First, there are those that were designed specifically to sell a product or a service. These are the commercial Poster Stamps.



Then there are the non-commercial Poster Stamps. These issues were printed to inform the public of up-and-coming events. Topics as carnivals, fairs, shows, exhibitions, or conventions were often the subject of the Poster Stamp.



Sometimes non-commercial Poster Stamps were designed to persuade people to act or re-act in some way. The following examples may help clarify this propaganda category:



Compared to other art forms, Poster Stamps are like blunt instruments. Their message is rarely, if ever, subtle. They usually ignore all of the "art for art's sake" rules and their public viewing is generally short-lived. How well a Poster Stamp performs the task for which it was created, determines its effectiveness. In essence Posters Stamps were designed to attract and influence people.

It was soon discovered that large posters designed to be seen at a distance became totally ineffective when they were reduced to the size of Poster Stamps. They either became too cluttered or they lacked clarity. The following examples of poor Poster Stamp design will prove the point:

**DISZITO
MŰVESZET**



ALFÖLDELKÉPZŐ MŰVÉSZETI ÉS IRODALMI TÁRSASÁG
MŰVÉSZETI KÖZMŰVELŐI SZAKKÖZÖSSÉG
MŰVÉSZETI KÖZMŰVELŐI SZAKKÖZÖSSÉG
MŰVÉSZETI KÖZMŰVELŐI SZAKKÖZÖSSÉG
MŰVÉSZETI KÖZMŰVELŐI SZAKKÖZÖSSÉG
MŰVÉSZETI KÖZMŰVELŐI SZAKKÖZÖSSÉG

EASTERN
Longest Exposition Ever Held Devoted
to Growing, Packing and Marketing Fruit.
For Further Particulars Address
APPLE AND FRUIT EXPOSITION
Grand Central Palace, New York

ALL OTHER SHOWS SHOWN THIS WEEK - ALL LEADING LINES
ALL THE NEW STYLES

**YOUR NEXT
BIG MARKET DATE**

**Chicago's NATIONAL
WASH APPAREL SHOW**

Back-to-School
Apparel
NEW FALL MERCHANDISE

**34th JUNE
SHOW 4-9**

CHICAGO

The printing can not
be read with ease and
the vignette is too small.
What is the woman doing?

There are too many
words scattered about.
The message is not
in clear focus.

The design is
too busy and
says too much.
Lacks clarity.

Consider, if you will, how several commercial artist of
yesteryear created Poster Stamps designed to sell neckwear.



Or consider how still others have designed Poster Stamps
to advertised themselves.



Perhaps some travel Poster Stamps painted by such famous artist as Frank Newbould, Fred Taylor, Tom Purvis and others might catch the eye of a passing collector.



I must confess that since discovering these miniature masterpieces of advertising art, my disposition has improved considerably. No longer do I have fears when I retire of becoming a duffer on the golf course, a jogger on a smoke-filled highway or a fisherman asleep by the riverside. If the reader has the eye of an artist and the soul of a poet, I would suggest that collecting the littlest posters of them all might bring moments of contentment punctuated often by the feeling that a thing of beauty is a joy forever. Such moments, I submit, might improve anyone's disposition.

A Parting Word Department:

Your response to the long awaited continuation of the Poster Stamp Bulletin will be most welcome. A second bulletin will be sent to anyone who responds to this effort. If it turns out that we must mail a copy of Bulletin #2 to ourselves alone, so be it. We will not be down hearted. We will carry on because we have been so delighted with our hobby that we wish to share our enjoyment with others.

Should you choose not to join our brave little band of brothers and sisters, would you please share this bulletin with members of your stamp club or perhaps a friend who may be interested. We would certainly appreciate this.

Until next time,
WS