



Monthly Bulletin of the

# POSTER STAMP SOCIETY OF AMERICA

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## EDITORIAL

One blessing to collecting Poster Stamps is that there seems to be an infinite variety of material to study and enjoy. We were fascinated recently to discover visually how rapidly our culture has changed in such a short period of time. Consider the period from 1900 to 1940, a mere forty years. The following vignettes present a graphic demonstration of what a cultural evolution or revolution (?) is all about:

### Tennis anyone?



To continue this theme, consider what the fashionable woman wore in the early 1900's. Then compare that to what was in vogue just prior to World War I. Finally, look at dress in the 1920's and YOUVE COME A LONG WAY, BABY!



At the turn of the century it was considered provocative to expose an ankle



Fifteen years later note how this lady torments a lecherous voyeur as she steps into a taxi.



In the 1920's common decency was challenged irrevocably.



Finally, modesty becomes unfashionable in the 40's



## Literature Department

Gold is where you find it and Lotte Maier's book, *Reklame-Schau* would be like striking gold if one could find a copy of this volume today. The book, published in 1984, deals with the biographies of 115 German artists who have designed Poster Stamps in the past. One also finds an illustration in color of each of the artists she presents. On the cover, for example, we find an illustration of a very famous poster by Fritz Rosen.



One of our favorite artists is Ludwig Hohlwein who is a world famous designer of poster art. The following is a page from Lotte Maier's book:



Hohlwein, Ludwig  
1874-1949

Architekturstudium am Münchener Polytechnikum, Studienzeiten im Ausland, Arbeiten als Dekorateur und Innenarchitekt. Seinen Ruhm verdankt Ludwig Hohlwein vor allem seinen ausgezeichneten Plakatentwürfen, die ihn weltweit bekannt machten; er galt über Jahrzehnte hinweg als der beste deutsche Gebrauchsgraphiker. Selbst passionierter Reiter und Naturliebhaber, gelangen ihm hinreißende Tierdarstellungen.

Hohlwein bediente sich als einer der ersten der Methoden der modernen Werbepsychologie und appellierte mit seinen Plakaten an das Prestigebedürfnis der Konsumenten.

There are many Poster Stamps that Ludwig Hohlwein designed, quite a few of which are extraordinary examples of great poster art in miniature. They often command premium prices when offered at auction. A few examples follow:

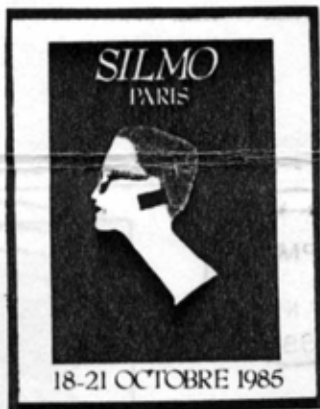




## Syllogisms & Definitions Worth Considering

A *vignette* is a non-postal stamp. Poster stamps are stamps that have no postal validity. Therefore: All poster stamps are *vignettes*. Right? Why is it then that while all Poster Stamps are Cinderellas, and all Cinderellas are vignettes with no postal validity, that all Cinderellas are not Poster Stamps?

**Strong Graphics** is a term used by beginning collectors to describe the kind of Poster Stamps that they want to collect. What does this mean? Does anyone know? The following are some examples of Poster Stamps that we assume have "strong graphics:"



We welcome examples of what others consider to be Poster Stamps that are graphically strong. If possible, let's nail this definition down. Perhaps then we can determine what would be graphically weak.

## Correspondence Department

Nathaniel Tarn writes that he is *not* a Poster Stamp dealer. Sorry, Nathaniel, we thought you were. Are there any Poster Stamp dealers who we have neglected who want to be listed in the *Bulletin*? If so, please write to us.

Editor's note: We wish to thank all of those who wrote to wish us well. We sent out over 300 *Bulletins*. We received enough replies to encourage us to continue on. May our tribe increase!

## It Is Christmas Time !

We wish happy days and a merry time to all over the holidays. We do have one question for those who trust Santa year in and year out. Why would any rational person trust an old man who decides to enter a house going down the chimney? A chimney is defined as a flue, vent, or passageway through which smoke or heated air escapes.



It is also Hanukkah time. Unfortunately, we have no vignettes to celebrate this holiday. Does anyone?

## Wants, Needs and Desperate Desires Department

Member Gary Schneider writes that he wants Radio Trade Shows issues of the 1920's and 30's, EKKO verification stamps, wireless, telegraph, light bulb, T.V., electricity and telephone issues. Does anyone have anything for Gary?

Member Robert Englander is looking for Poster Stamps that feature any of the following topics: chess & games, science fiction, space fantasy, humorist (especially authors & actors), roller coasters, abstract/impossible figures, and UCLA.

Member Rob Wilson is in search of American advertising classics. Aren't we all? Well, let's help each other if we can.

## A Parting Word

Should a member wish to submit inquiries regarding any vignettes of interest, we will do our very best to find some answers for you. Also, we ask that members send us their special collecting interests. (See *Collector's Wants, Needs & Desperate Desires Department*, above.) In this way we can attempt to match up collectors with similar interests to other collectors and/or dealers who can help them locate the vignettes that they seek. So, if you collect bats, balloons or battleships, please let us know. Drop us a card or send us a FAX. Who knows how much joy this kind of networking can produce!

