

The Poster Stamp Society Bulletin

PUBLISHED IN THE INTEREST OF POSTER STAMP COLLECTORS THE WORLD OVER

Walter Schmidt Editor

3654 Applegate Road Jacksonville Oregon 97530 Phone/Fax # (503) 899-3940

Volume 1 Number 8

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Editorial:

We have given some thought to a complaint we received from a member who wrote that he was very dissatisfied with our advertising rate of 25 cents a word. We advised him that this was the rate charged by our predecessor in 1988. Normally we would refer complaints such as this to our board of directors. Unfortunately we have no board of directors. Therefore, in order to deal with this complaint, we hereby appoint the entire membership to the board of directors of the Poster Stamps Society of America. Any member who may wish to decline the honor of accepting this responsibility may do so in writing. For the rest, we submit the following questions:

1. Do you think 25 cents per word is too much to charge for advertising in the Bulletin?
2. If so, what fee, if any, would you recommend?
3. Do you feel that the fee should remain unchanged?

Thus far, the advertising fees have purchased copier paper, toner, address labels, gummed tags, trips to the Post Office, maintenance of equipment, the cost of reprogramming our PC when we mess up, etc, etc. While it was never our intention to get rich on advertising fees, we admit that they have helped us with some of the Society- related bills. Be it known that we are content to abide by the will of the majority of our membership who now act as our board of directors. Please let us know the answers to the questions above.

On a different note, we have learned from a colleague that there are about 300 collectors of Poster Stamps in Germany. Probably a similar number can be found in England and the United States. All of this is well and good, but there were once thousands of collectors in the 1920s & 30s all over the world. Most are now gone and only a few hardy souls remain to carry on. We ask three questions? Why did our hobby fade after WWII? Where are all those Poster Stamp collections now? Finally, did the old timers leave anything behind to remember them by? We can answer only the last question. The following are some of the vignettes they left us from the good old days:

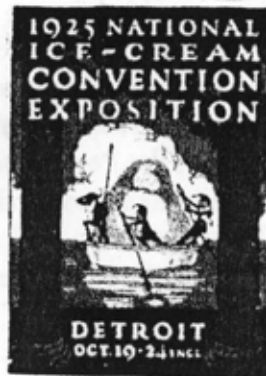


Correction:

Please note the correct address for Leonard Stark on our advertising page. He informs us that his address as listed in Bulletin #7 placed him in the middle of Lake Michigan. Sorry Leonard.

Urgent Needs and Desperate Desires Department:

Allan Mellis is in search of Poster Stamps that deal with the topic of ICE CREAM. He encloses some examples indicating the kind of material he is after.



At Last: The Answer!

Our friend, Manfred, in Germany has advised us that the missing Erdal stick figure (No 10) does not portray a stick figure, but a **frog!**

We also found some other Erdal vignettes worth looking over. Note the two lady golfers. It appears as if one lady has just "bonked" the other as both address the same ball. This series not only has charm, but pure elegance as well. Do you agree?




It is with great pleasure that we present an articulate presentation by Ronald Thomas on the artistry of Edward Penfield. Thanks

EDWARD PENFIELD: AN AMERICAN ORIGINAL

Ronald Thomas

Edward Penfield, an American original, was not a follower, but a leader of the international poster movement that flourished in the 1890s and into the early 20th century. Recognized in such important publications as Will Bradley's revolutionary magazine, "Bradley: His Book" and the British magazine "Poster," Penfield had established his style by the age of 30 in 1996 as the art editor of Harpers Magazine. In the 1984 retrospective of his work at the Hudson River Museum, the catalogue succinctly describes his style. "Influenced by the European Impressionist artists and poster makers of the 1880s and 1890s, (he) created these images with large, flat areas of color, showing figures and objects floating in the picture plane rather than with detailed illustrations located firmly in a specific setting."

While his style became the epitome of the American poster artists and was widely copied, the originality of a Penfield can always be recognized by his Colors, Characters, Context and Composition. Most of his work is signed either with a stacked EDWARD PENFIELD or stylized EP initials in a circle 

His work extended from posters to every form of graphic illustration, well documented in the references of and about the era. However, none of these standard references, including the Hudson River show catalogue, mention his Poster Stamps. While this show included posters and advertising work for Hart Schaffner & Marx, there is no mention of the elegant series of stamps he produced for the company. The enclosed set of twelve represents four subsets:

- Cultures at the San Francisco Exposition (dating this series in 1914 and celebrating the new immigrants.)
- The Modern Gentleman at Play (Notice how the horse's hoofs dramatically break out of the frame.)
- Gentleman of the early 19th Century. (Here in one stamp, the main character, kissing his lady good night is not up front as normally composed but is put in the background behind the quizzical friar.)
- Gentlemen through history c.1500s, 1600s, 1700s (Notice on the mounted knight how the castle, between the horse's hoofs dramatically separates foreground and background.)

Each design is graphically strong, yet invites lingering examination of the drama played out by Penfield's wonderfully composed characters. This series contains both signature types and some with no signatures. Please let us know if you know of other stamps in this series. He also produced one of the quartet of stamps for Literary Digest along with Parish, Mucha and Lydendecker. We are interested if any other Penfield Poster Stamps are known. Penfield's contribution to this graphic art form establishes poster stamps as a seriousness and quality aspect in the history of early 20th century American graphic arts.

Hart Schaffner & Marx/
Clothes for Men, n.d.
The Exhumation Gallery,
Princeton, New Jersey



Hart Schaffner & Marx CLOTHES FOR MEN



The B. R. Baker Company
Cleveland—Toledo
The home of
Hart Schaffner & Marx clothes



San Francisco
Exposition

The B. R. Baker Company
Cleveland—Toledo
The home of
Hart Schaffner & Marx clothes



The B. R. Baker Company
Cleveland—Toledo
The home of
Hart Schaffner & Marx clothes

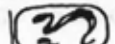


The B. R. Baker Company
Cleveland—Toledo
The home of
Hart Schaffner & Marx clothes



The B. R. Baker Company
Cleveland—Toledo
The home of
Hart Schaffner & Marx clothes

Regarding the meaning of TET on the Bahlsen issues {see Bulletin #7}

Our same friend in Germany tells us that "TET" was the name of the biscuit making company. TET is also an Egyptian hieroglyphic meaning eternal or everlasting. 

We wonder if the TET company is still making biscuits?

ADVERTISEMENTS:

Leonard Stark is back buying and selling Poster Stamps. Write if you have specific needs. No lists please. Welcome to visit me when in Chicago: Miracle Mile location. Large selection available. Write:

Leonard Stark 247 E. Chestnut, Apt.#1303
Chicago, Illinois 60611
PH (312) 664-2974

NOTE: THIS IS CORRECT ADDRESS!

Wanted: Poster Stamps of the world, graphically appealing, especially European:1895-1940. Write: Art Groten, P.O. Box 30 Fishkill, New York 12524

1988 copies of the Poster Stamp Bulletin for sale. Six issues for \$5.00. Write to your editor .

CINDERELLA CO.

P.O Box 265 Sykesville MD. 21784 Ph(410)795-7279 Fax (410)7958936

Dear Collector:

No matter how popular or unique your collecting interest are, our approval selections are guaranteed to contain items that will enhance your collection. To receive an approval selection, just check the types of collectibles that interest you, specify your topic(s) below and return this card. We look forward to serving you!

Poster Stamps

Matchbox Labels

Matchcovers

Baggage Labels

Cigar Bands

Cigarette Cards

Postage Stamps

Postcards

Topic(s) _____

ADVERTISEMENT: Eager to buy and/or trade all kinds of good old Poster Stamps worldwide. Especially if signed (or monogrammed) by the artist or if of remarkable "classic" design. Also wanted: All kinds of literature/magazines/catalogs/ concerning Poster Stamps and artistic postcards (especially advertising or propaganda cards) worldwide. Please contact: Peter-Hannes Lehmann, Husumer Str. 18, D-20251 Hamburg, Germany. Phone: 0049-40-487582 Fax: 001-49-40-48 -7165

Miscellaneous Man

Vinatge Posters, Poster Stamps, & Graphics

Write: George Theofiles Box 1776 New Freedom PA. 17349 or
Call (717) 235-4766 (10am to 6pm). We specialize in the very best of the best. We are eager to meet your needs. Give us a try.

For Sale Volume III of Images of the Great War (Delandre Red Cross vignettes) 161 pages, fully illustrated, \$38.50. Write: **Cinderella Publications, 3654 Applegate Road Jacksonville Or 97530**

Another Artist to look for— The Water colors of Dick Brown:

Note: We know of no other examples of his work.

Gateway To Pan-America



FLIGHT CONVENTION TOURS
MIAMI BILTMORE HOTEL
CORAL GABLES, FLORIDA

MIAMI INVITES YOU



RESTAURANT CONVENTION
MARCH 21-23, 1933
MIAMI BILTMORE HOTEL

Restaurant Headquarters



MIAMI BILTMORE HOTEL
CORAL GABLES, FLORIDA
MARCH 21-23, 1933

Dance In The Moonlight



RESTAURANT CONVENTION
MARCH 21-23, 1933
MIAMI BILTMORE HOTEL

WINTER GOLF CAPITAL



MIAMI BILTMORE HOTEL
CORAL GABLES, FLORIDA

Miles Of Fine Roads



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MIAMI BILTMORE MARCH 21-23

VISIT MIAMI'S TRACKS
RACING THROUGHOUT APRIL 9



MIAMI BILTMORE HOTEL
CORAL GABLES, FLORIDA

Florida's Finest Fishing



KEY LARGO ANGLERS CLUB
KEY LARGO, FLORIDA

POWER BOAT RACING



MIAMI BILTMORE HOTEL
CORAL GABLES, FLORIDA

SAILING CENTRE

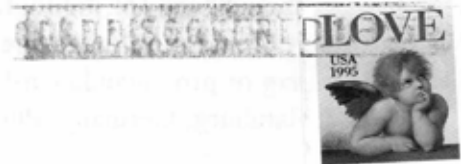
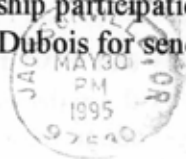


MIAMI BILTMORE HOTEL
CORAL GABLES, FLORIDA

A Parting Word:

It is really fun to do the Bulletin every month. Our reward, of course, is hearing from our members. We welcome criticism, suggestions, additional information, or corrections in the hope of improving the Bulletin each month. What we really want, of course, is membership participation. For this we give a very special thanks to Ronald Thomas for sending his article and to Robert Dubois for sending his. Until next time... WS

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