

# THE POSTER STAMP BULLETIN

PUBLISHED IN THE INTEREST OF POSTER STAMP COLLECTORS THE WORLD OVER

Editor: Walter Schmidt 3654 Upper Applegate Road, Jacksonville, Oregon 97530  
Email pssoc@charter.net

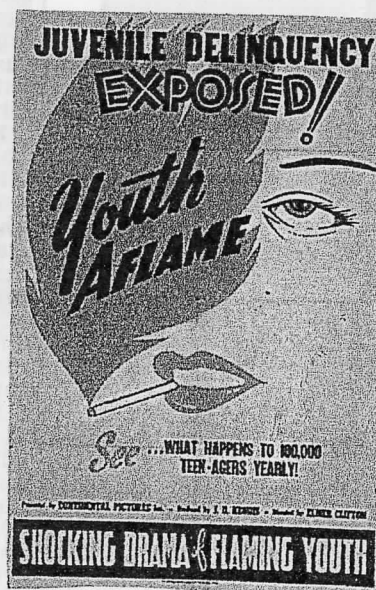
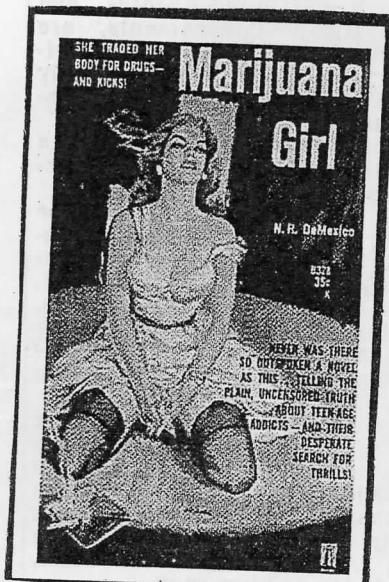
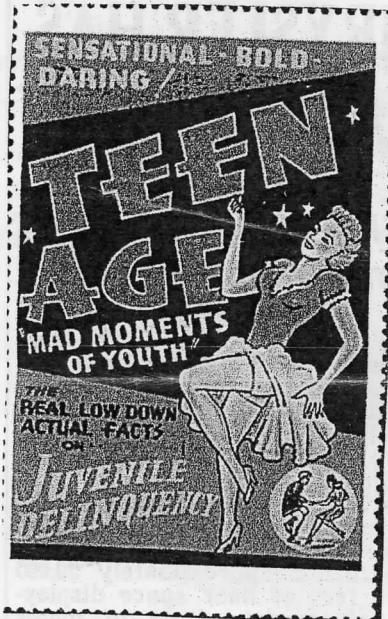
Number 279

April 2018

## EDITORIAL:

### QUESTION?

Can a movie ever be so bad that it is really good? Ponder this for a moment. We think that we have come upon some Poster Stamps that advertise movies that may qualify for this honor. Of course, today we call them "cult" classics.

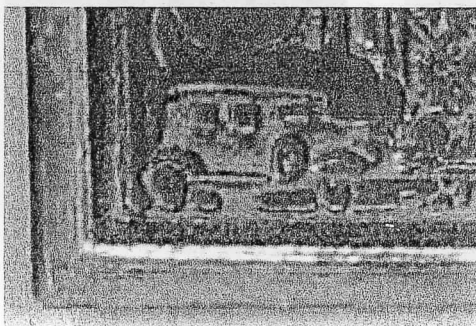
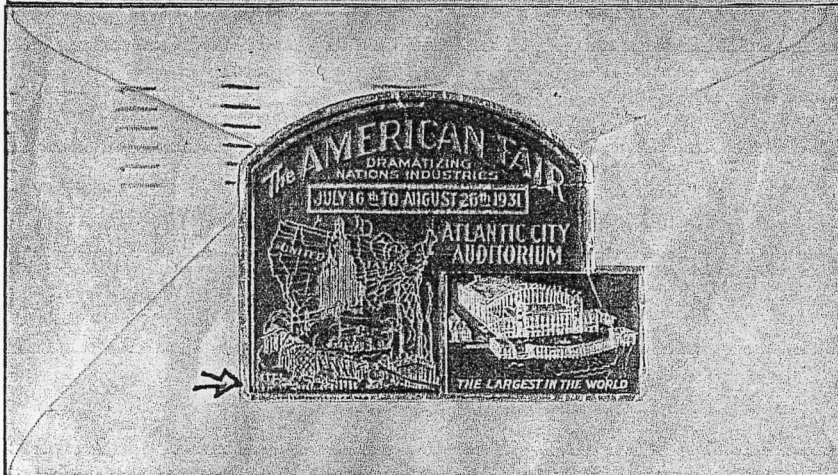


## THE AMERICAN FAIR

By B Stephen McMahon

In 1931 Atlantic City hosted the second annual American Fair from July 16 to August 26. It was primarily an Industrial fair. More than 100 exhibitors exhibited in the Atlantic City auditorium. These exhibitors included IBM, Singer Sewing Machines, Chrysler Corporation, 49 large manufacturers from the state of New Jersey, The Federal Government and 2 foreign countries. The American Fair was the first annually recurring national business and Industrial pageant. The pageant was a non-profit event funded by the state of New Jersey to promote tourism and admission to the public was free.

Below is a cover issued the first day of the fair. Note the poster stamp attached to the back of the cover. If one looks closely at the stamp, in the lower left corner will be seen an automobile. Is this event an automobile exhibition event? Yes it is! Below is also a clipping from the Detroit Free Press of July 19, 1931 describing Chrysler's participation at the fair.



## CHRYSLER HAS 'FAIR' DISPLAY

### Corporation Stages Only Auto Exhibit

Chrysler corporation is the only automotive manufacturer to be represented at the second annual "American fair," which opened in Atlantic City Thursday in the world's largest exhibit hall, the Auditorium.

The four major divisions of the Chrysler corporation — Chrysler, Dodge, De Soto and Plymouth — are utilizing approximately 20,000 square feet of floor space displaying their various lines of motor cars. More than 100 exhibitors, including the United States and Puerto Rican governments, are found in the Auditorium. The various Chrysler displays are the only automotive displays that the exhibit has ever had.

It is estimated that more than 2,000,000 people will attend the exhibit from July 16 to August 26.

In a space of 84x85 feet the Chrysler Sales corporation is displaying 22 motor cars of the Imperial Eight, the De Luxe Eight, the "70" and new Chrysler Six lines. A motion picture showing various phases of manufacture and performance of these cars is shown continuously in this exhibit.

Dodge Brothers' exhibit features the Dodge mileage marathon car, which traveled more than 100,000 miles in less than a year. Complete displays of the Dodge Six and Eight cylinder lines, as well as Dodge trucks, taxicabs and motor buses, are included in this race.

# "What is it?"

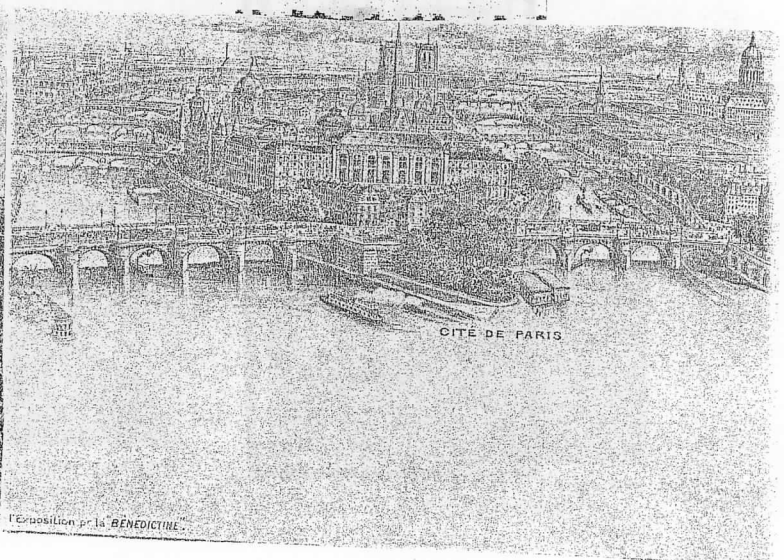
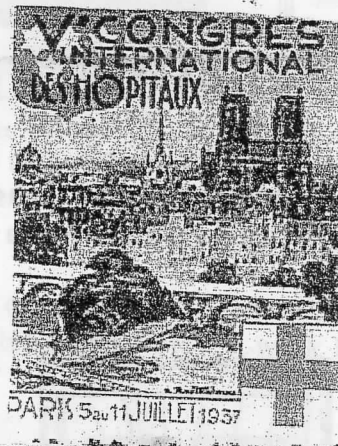
Hi Walter, the latest Bulletin arrived in the mail yeaterday, and I was amused...

I thought it better to send an image than to describe what that 'growth' is. Rather than dig through thousands of slides taken when I was in Prague years ago, it was easier to dig through thousands of old postcards which I used to collect. At least they aren't at the bottom of the closet.

So there are two old postcards showing the Vysehrad in the southern part of the city. The fortress overlooking the Vltava river was built on an rock outcrop along the river, easier to see in the two postcards. The tunnel through the outcrop was bored for a newer road along the river.

Joyce's comments on the Paris stamp stumped me until I looked at my copy and immediately saw the 'bird's' beak. Less blurry than the photocopy. Again another older postcard ca 1900 best shows the trees on that little point of land in the Seine.

Thanks to you both for an amusing diversion. Steve



**AN EDITORIAL BLUNDER PAINFULLY REMEMBERED**

There was a time when we assumed that the vendor knew what he was talking about when he presented a Poster Stamp in our auction and listed it as an Alfonse Mucha issue. It wasn't, and, boy, did we hear about it. Our credibility dropped to a tad below zero. Well, folks, fasten your seat belts because we are going to soar into Mucha land one more time.

The following Poster Stamps are definitely the work of Alfonse Mucha.



We are told by those who know that the following were not drawn by Mucha. Apparently they were designed by artists who admired Mucha's style.



**WHAT DOES SCARCE MEAN?**

To some it means somewhere between common and rare. To others it might mean very few issues were printed. The most accepted definition of "scarce" is that scarce material is not often found in most collections. What follows are examples of what most dealers consider scarce material.



**MORE INFORMATION ON BERLINER MORGENPOSTS**

**Eckhart Bloom writes:**

In my collection I found poster stamps from the 52. week 1913 to the 10. week 1918. Two values: 20 and 25 Pf. with the same motive and the same text on the reverse side, if any since the 15. week 1914, serie 3; from the year 1916 only the value 25 Pf., 1918: 30 Pf.; coloured motives only until the 22. week 1915, thereafter black or grey or brown and white; the military leaders like Moltke, Ludendorff and Hindenburg in black and white (51. week 1914 until the 6. week 1915).

20 Pf. BERLINER 3. Serie 6, MORGENPOST 1915



General von Beseler  
Der Eroberer von Antwerpen

20 Pf. BERLINER 1. Serie 6a, MORGENPOST 1915



General der Artillerie von Stein  
Kommandierender General eines Armeekorps, vordem Generalquartiermeister

20 Pf. BERLINER 52. Serie 6, MORGENPOST 1914



Generalleutnant von Falkenhayn  
Preußischer Kriegsminister

## Bulletin 278, Berliner Morgenpost

**Dasa writes:**

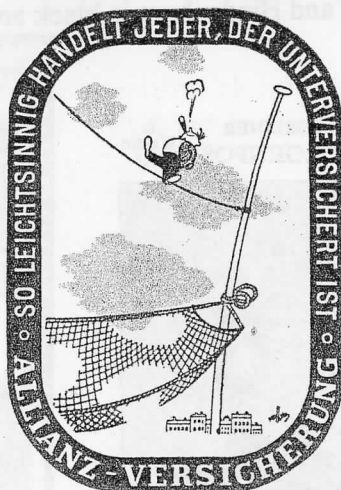
The Berliner Morgenpost Poster stamps were so interesting to me as the founder of the magazine is in my Jewish Personalities at the Philatelic Library. Thought you might like a shortened version:

Leopold Ullstein was born September 6, 1826 in Bavaria, Germany. He had seven siblings who all trained to take over the family business of their father, a paper merchant. Leopold wanted to start his own business. He went to Berlin where in 1898 he founded the magazine "The Berliner Morgenpost" and many other publishing entities. He died December 4, 1899. His 5 sons took over his publishing empire worth 60 million, the largest publishing house in Europe. In 1934, the Nazis forcibly "Aryanized it for 6 million.

**DID YOU KNOW?**

We were told by someone who knows a ton of odd ball information (we won't mention any names) that when Katherine Hepburn was a teenager, she was the model who posed for this Council Against Intolerance Poster Stamp.

What we want to know is how did this fellow know this information is true if indeed it is?

**GERMAN TRANSLATION OF THIS UNUSUAL ITEM**

**"Everyone who is underinsured acts recklessly."**

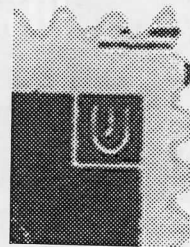
**Ed Note: Our interpretation of this image is quite different.**

**"Egomaniacs tend to soar high before they fall."**

## Josef Urbach

1889, Neuss am Rhein - 8 October 1973, Essen

Urbach studied at the Düsseldorf School of Applied Arts under Peter Behrens and Friz H. Ehmcke whose modernist influence shows in his one known poster stamp design for the Hubertus drugstore H. Krings in his hometown of Neuss - a fine example of *Flächenstil* (flat style). He also designed several posters recorded in *Das frühe Plakat*, but after spending 1911 in Paris, he turned more towards painting for which he is better known, and studied at the Art Academy at Karlsruhe. After World War One he became a professor at the Folkwang School in Essen. During the Third Reich his art was branded "degenerate" and when his studio was bombed during World War Two, much of his work was lost.



Detail showing the monogram "JU"

## Selling Modernity

Nick Follansbee

I recently acquired a book entitled *Selling Modernity, Advertising in Twentieth Century Germany*. I thought I might find something in it about poster stamps but did not. However, I did gain one insight that I think is worth sharing. At the beginning of the century, the German people generally did not, in fact, embrace product advertising. It was considered crass and un-German ("American" they called it) by many traditionalists. Posters that we consider important and beautiful today were not universally admired then. Instead many resented them as being part of the visual noise of urban life and the way of a future they contemplated with unease.

It occurred to me reading this that an important purpose for poster stamps and for the encouragement given to collecting them may have been to overcome this resistance to advertising in general and posters in particular. Exposure in small doses. Perhaps advertising a product was even the secondary function - what they were really selling was the concept of advertising, itself.

**THE APRIL AUCTION**

This is a \$3.00 minimum bid auction. Thus, you may find some bargains. Those in the know will do well. It is our hope that everyone will find something of interest.

As we do not carefully examine every item for faults and bidders can not examine auction material prior to bidding, we allow the return of any items within 10 days. No questions asked. Most of our members know this, but our new members may not.

In this auction you will find a variety of trash and treasure. We wish all bidders good luck in determining the difference, and for non bidders, we hope that you all will enjoy the display.



**Buchdruckerei  
Felix Reusche  
= Nürnberg =**

1



MA/ARYKUV / TATNI  
STADION NA / TRAHOVE  
8. ZARI 1935

**PLACHA**

2

**FELIX BRUNNER**  
jun.  
**KÖNIG-DER-CYCLISTEN**



**FÄHRT  
DÜRKOPP'S DIANA**

3

**STENISON**  
Cigarettes



4



**NED. BOND VOOR  
VROUWENKIESRECHT**

5

**M. J. MYERS CO.**  
135-7-9 W 26 ST.  
NEW YORK



**UNDERPRICED  
CLOAK SUITS  
AND DRESSES**

6



**Wollen Sie Kopfläuse  
radikal vernichten so wenden Sie**

**RUTHEL'S  
PARASITEN-BALSAM an**

7

**Cuffer**



**Versandhaus für das  
Fleischergewerbe  
Erhard Millitzer  
Hof a.S.**

8

**Kesselanlage**



**Versandhaus für das  
Fleischergewerbe  
Erhard Millitzer  
Hof a.S.**

9

**Wiegemaschine**



**Versandhaus für das  
Fleischergewerbe  
Erhard Millitzer  
Hof a.S.**

10

**Maschinenbau-Ges  
m. b. H.  
Frankfurt a. M.**



**Wäscherei- u. Bügel-  
Maschinen**

11



**BRAUEREI HAKKIBERG**

12

**HJÆLP FOR  
ALKOHOLPATIENTER  
THORSGADE  
40**



13



**Damen- & Mädchen-Confektion  
KAHN & SOHN  
Kettengr. 5.**

14



**Damen- & Mädchen-Confektion  
KAHN & SOHN  
Kettengr. 5.**

15

**Café u. Tee-Salon „CENTRAL“**

**NÜRNBERG**  
AUGUST MARR  
Karolinenstrasse 23  
Brunnengasse 16/18  
TELEFON No 432

**Palais de Danse**  
im Tivoli-Palast  
Inhaber Hermann Hoffmeister  
Dresden, Weffnersstr. 12  
Sonn- u. Montags  
**Bar intime** American Bar

**Künstler-Konzert bis 2Uhr**  
Reservierte Logen durch fernruf 20587

**SIRA** Hühneraugenhebel  
Rasier-Apparate  
Klingen

D.R.P. 22  
D.R.G.M.  
A.G.B. Pat.  
A.G.B. Pat.

**WERTHEIM**  
Nähmaschine

**ERSTE**  
FRANZÖSISCHES ZEITUNG

**FR. FRIEDR. SEIGER & Co.**  
Weingrubshandlung  
WÜRZBURG

16

17

18

19

20

**ORIGINAL-BECHER-BITTER**

Seit 1807 bekannt!

**ORIGINAL-BECHER-BITTER**  
MEIN RETTER

1840

**Original-Becher-Bitter**

1860

Verlangen Sie nur **Germania Weinessig**

garantirt haltbar

D. NEUSCHAFER Nachf.  
Weinessigfabrik  
LUDWIG-FEN d. Rh.

**VEREIN DER FREIEN DER KÖNIGLICHEN BIBLIOTHEK**

26. FEBRUAR 1914

**ORIGINAL-BECHER-BITTER**  
ein schöner Traum

1880

**Original-Becher-Bitter**

1900

**Original-Becher-Bitter**

Auch was für mich!

1913

**REFORM-HOSEN**  
DAMEN u. KINDE

In grösster Auswahl für Damen von Mk. 2.35 an, für Kinder von Mk. 1.40 an.

**HEINRICH MORITZ.**

**SALON INTERNATIONAL des ARTS et INDUSTRIES CINEMATOGRAPHIQUES, PHONOGRAPHIQUES et RADIOPHONIQUES.**

21 Set of 6 MBS\$18.00

**G. C. CORSETS**

1863 1913

Fabrikanten dieser best-bewährten Corset-Marken: GÜGENHEIM & Co. - ESSLINGEN, N.

**BARBAROSSA BEER**

The Christian Moerlein Brewing Company INCORPORATED  
Cincinnati U.S.A.

**Jos. Leleithner Bier-Zentrale**

Frankfurt/M. Telefon 3644 I

**Wulle's Spezial**

**MOSTRA CAMPIONARIA PERMANENTE INTERNAZIONALE MILANO IV**

PARTECIPATEVI! VISITATELA!

26

27

28

29

**LE PATRIOTE PARIS**

31



Drei Masken-Verlag und Harmonie-Verlag München.



33



34



35



36



37



Stein & Koslowsky, 4 n. Wäpferfabrik, Breslau, King

38



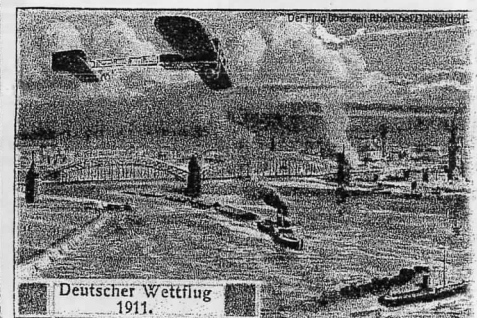
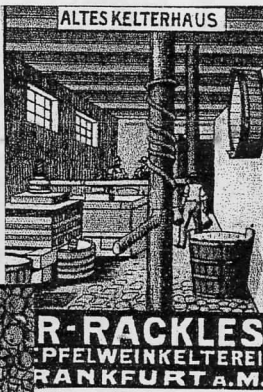
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40

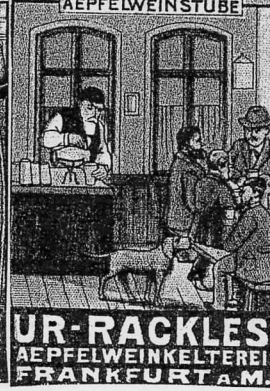


41



Stein & Koslowsky, Leinenhaus n. Wäpferfabrik, Breslau, King

43



R-RACKLES AEPFELWEINKELTEREI FRANKFURT A.M.

42 Set of 6 MBS\$18.00



44



45



46



47



48



49

## ADVERTISING

### CINDERELLA WHERE ARE YOU?

WE ARE ACTIVELY BUYING COLLECTIONS OF STAMPS AND POSTER STAMPS.

Call or visit our store

**UPTOWN STAMP SHOW**

**2373 NW Westover Road**

**Portland OR 97210**

Call 503-444-7119 or Email [www.uptownstampshow.com](http://www.uptownstampshow.com)

### ALWAYS WANTED

Woman's suffrage & Political Seals, WWI and WWII seals, baseball seals, pins, cards, sports memorabilia of any type. Political pins, ribbons, banners, old stocks and bonds, wanted. High prices paid, Please contact:

**PAUL LONGO PO. BOX 5502 MAGNOLIA, MA. 01930**

**OR PHONE (978) 5252290**

**MR. ICE CREAM DESIRES ICE CREAM AND SODA FOUNTAIN POSTER STAMPS FROM AROUND THE WORLD.**

Poster stamps that picture ice cream, soda fountains, ice cream machines, or people enjoying ice cream are preferred. A banana split reward is offered for any graphically pleasing poster stamps that I buy that I do not already have in my collection.

**ALLAN "MR. ICE CREAM" MELLIS**

**1115 West Montana**

**Chicago, IL, 60614-2220 USA**

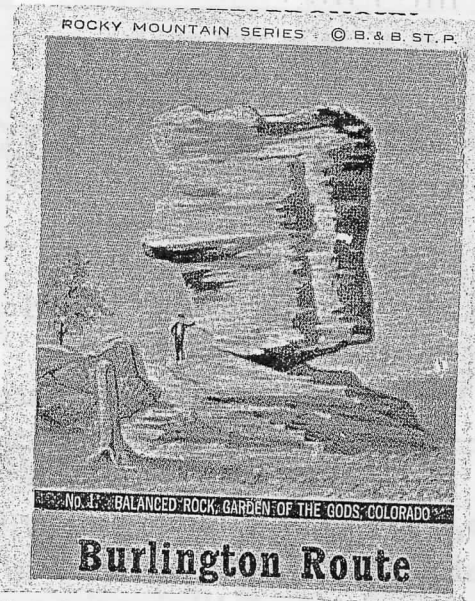
**Phone 773-327-9123 Email [mellisfamily@ren.com](mailto:mellisfamily@ren.com)**

### HOW TO BECOME OBSCURELY FAMOUS FOREVER?

Write a brief illustrated article of interest for the Poster Stamp Bulletin. Then, in the future, travel to London and visit the Philatelic Library. In the philatelic collections section, you will find your Poster Stamp article will be there.



You are invited to visit the ebay store of Ward's Seals. A variety of Poster Stamps are offered. Simply Google search: Ward's Seals and Cinderellas or, if on ebay, search seller: mr.sealward



We shout from afar, "DON'T PUSH!"

**JANUARY AUCTION RESULTS 2018**

2.\$3.75, 3.\$4.25, 7.\$4.75, 13,\$3.25, 18.\$30.25, 19.\$66.25. 21.\$12.25.  
27.\$10.00, 43.\$12.25.

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 3654 Upper Applegate Road  
 Jacksonville, Oregon, 97530 USA

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