

TENNIS

THE POSTER STAMPS

(REKLAMEMARKEN)



By CHARLES KIDDLE

FOREWORD

TENNIS

It is with great honour and pleasure I preface this magnificent work by Charles Kiddle about Tennis poster stamps.

THE POSTER STAMPS

I have been, myself, a Tennis stamp collector for nearly 25 years. I had, of course, seen, here and there, some of these vignettes but I had ignored them until I met Charles Kiddle. I did not know there were so many and of such a high quality.

by

After you have looked through this work, I can assure you that you will, like myself, start to collect Tennis poster stamps.

Charles Kiddle

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Bonne Chance!

JL. PICQUOT

Fédération Française de Tennis



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Other European designs **

EE	=	Eastern European countries
EF	=	France
EH	=	Holland (Netherlands)
EI	=	Italy
Esc	=	Scandinavian countries
ESw	=	Switzerland
EO	=	All other European countries



POSTER STAMPS

This catalogue is one of a series of thematic catalogues about poster stamps:
French - Vignettes, German - Reklamemarken.

Many will ask 'what are poster stamps' The first aspect to mention is that they are not postage stamps but, as their name suggests, most look like stamps. They are called poster stamps because many are miniatures of actual posters.

The main purpose of poster stamps is to advertise a product or an event. They have proved to be a very powerful medium. Poster stamps have been issued for political purposes, to get a message across and to raise money for good causes.

Most collectors, especially philatelists, have not seen nor know of poster stamps and a typical reaction on seeing them for the first time is 'wow'

In the UK, since 1959, collectors of poster stamps have been members of the Cinderella Stamp Club. 'Why Cinderella' is a often asked question. Until recently, collectors of poster stamps and, indeed, revenues, local issues, bogus issues, etc wishing to display their collections at national or international philatelic exhibitions could not do so - they were excluded 'from the ball' Happily, this has changed and poster stamps can be displayed in Open Classes.

Poster stamps have a long and interesting history Poster stamps began to appear during the 19th Century although there are a few earlier examples. In these early years, especially in Europe and the USA, poster stamps were issued to advertise exhibitions. The 'bible' for early exhibition poster stamps is the 1914 Cazin & Rochas *Timbres Commémoratifs* catalogue. In this catalogue, the earliest recorded poster stamp is 1845. The golden era was from 1900 to 1914. The 1900 Paris exposition resulted in an explosion of poster stamps. In 1913, the information is that 50,000 different were produced in Germany alone. The First World War ended the era and whilst poster stamps have continued to be produced to this day, it has been at a much lower level.

In this golden era, arguably, there were more poster stamp collectors than postage stamp collectors. There were 1,000s of different purpose designed albums, especially in Germany There were poster stamp clubs - over 1,000 in the USA alone - there were poster stamp exhibitions and there were many poster stamp dealers. Imagine the scale of the industry, the designers, the printers, the commercial organisations etc. involved in poster stamps. At this time there was no radio and no television.

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Poster stamps proved to be the ideal medium to get across the message. They were small, attractive, readily available, and very collectable. They were affixed to envelopes and invoices, they were given away with products and they were collected to obtain other rewards. A good example is Sainsbury's (the supermarket retailer) where poster stamps were issued in 1913 together with an album. When the album was complete, it was returned to Sainsbury's who exchanged it for cut out cardboard animals!

The biggest companies such as Chocolat Tobler and Nestlé were able to issue their own poster stamp albums. Other traders commissioned designers and printers to prepare their own poster stamps. Small traders had to select from 1,000s of standard poster stamp designs and have their own details printed or stamped in a blank box. Most major postage stamp dealers, including Stanley Gibbons, produced their own poster stamps advertising their businesses.

Although 100,000s were issued, it is difficult to find poster stamps today, especially those rated scarce to rare. Where to find them, what do they cost and are there any catalogues are three typical questions. In short, the answers are yes there are a few dealers but not stamp dealers and, of course, there are specialist societies; yes there are catalogues, some very good catalogues, but they touch upon only a small aspect of poster stamps. Recently, the number of catalogues about poster stamps increases year by year. The best known book about poster stamps is *'Lick 'Em Stick 'Em The Lost Art of Poster Stamps'* by H. Thomas Steele, published in the USA and sales in excess of 20,000 have been reported.

A question you will ask yourself is 'should I collect poster stamps'? Whilst it is, as always, down to individual choice, for many reasons the answer is 'yes' Reasons include:

- posters cost from £100s to £10,000s but poster stamps are, typically, £1+;
- poster stamps are attractive - to be looked at time and time again,
- many poster stamps are by the masters of design e.g. Hohlwein, Behrens, Bernhard, Amar, Erdt, Mucha, Parrish, Penfield, Cassandre, Hohlenstein;
- poster stamps are THE medium for thematics (topicals);
- poster stamps enhance almost all collections - popular aspects are aviation, specific towns or countries, political, social or product development, etc.

The specialist Society addresses include:

The Cinderella Stamp Club, 31 Springfield Road, Bury St Edmunds, Suffolk, IP33 3AR, U.K.

The Poster Stamp Society, 3654 Upper Applegate Road, Jacksonville, Oregon 97530, USA.

L'Arc en Ciel, 2 Allée Beaugency, 0100 Bourg en Bresse, France.

Erinnophile International, Alberda Str 13, Staffelstein, D 96231, Germany

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USING THIS CATALOGUE

Each of the poster stamps in this catalogue has a unique identification number. This will assist further research, trying to purchase the required poster stamps, etc. The identification number is the poster stamp within a group followed by a number, starting at '1' for that group. The groupings are indicated at the Contents Page. Where a poster stamp exists which has more colour an alphabetical suffix has been added e.g. G.12a.

Against each catalogue number there is indicated 'Rarity'. **This is a comparative scale which, it is hoped, will be of use to collectors both now and in the future. 'Rarity' is not a price nor a valuation.** However, if, for example, you were offered a poster stamp for £10, \$10, DM 10, etc. it would not be unreasonable to take the view that if the catalogue indicated that the poster stamp had a 'Rarity' of 20 then others given a 'Rarity' of 20 would likely be £10, \$10, DM 10, etc. There are a number of factors affecting price. The first is availability. Other considerations are whether the tennis image is only a small part of another aspect of the design e.g. cricket or if the designer / artist is identified and collected. Finally, typically, a poster stamp from a particular country is likely to be more expensive for the collector from that country i.e. supply and demand.

There are about 250 poster stamps in the catalogue having tennis as part of the design. It has been a significant undertaking to find the poster stamps and collectors in a number of countries have provided colour photocopies. Their help, as always, is gratefully acknowledged. Any catalogue would be less comprehensive and, thus the poorer, without the willing help of the few enthusiasts. Whilst 250 poster stamps depicting tennis is a significant number for the topic / theme, five years from the publication of the catalogue it is likely that the number will increase significantly. Generally, once a catalogue is produced collectors reading it will find other poster stamps in their collection. There is no robust mechanism for this to happen prior to publication. That so many have been found prior to publication is surprising, especially when the poster stamps include examples, e.g. from Finland, where their existence is unlikely to be known outside the country concerned or, in the case of Germany, perhaps outside a city or region. The author will be pleased to receive a colour photocopy (against a black background) of any poster stamp depicting tennis which could be incorporated into a future edition of the catalogue.

With only about 250 different designs, indices have not been provided for, for example, traders' names, graphic artists. The poster stamps are in groups. The majority were printed and published in Germany. The first section are those where there was space for a trader to have his details included. The second section is for poster stamps where they were produced for a named trader. Within this section the poster stamps are, as far as it is possible, in alphabetical order. The alphabetic order may be the product or a major word of the text if the trader's name is not indicated or clear. The third section are the poster stamps from other European

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countries. The poster stamps for, say, France are grouped together. The final section is for the poster stamps from outside Europe. Here the majority are from the USA.

Included in the catalogue are a few items where a view could be taken that they are or are not poster stamps. It is the purpose of the item which is the key to inclusion. Was the item for advertising purposes. Was the item intended to be either collected to get across the trader's message or to be stuck onto a commercial document such as an invoice or letterhead. Was the item likely to have been stuck onto an envelope. If the answer to all these points is 'yes' then the item is considered a poster stamp. If the item was produced to be stuck onto, say, a bottle to indicate what was in the bottle, jar, box, etc. then that is not a poster stamp but a label. 'Labels' also include other small printed items such as ex libris labels and baggage / hotel / airline / railway labels.

This catalogue is one of a series which have been or are being compiled to answer one of the two most asked questions 'is there a catalogue'. Sadly, the catalogue cannot answer the second of the most often asked questions 'where can I buy them'. If nothing else the catalogue may assist with the second question in the sense that at least the reader, collector, etc. knows what he /she does not have and what to ask for if a dealer can be found.

A list of current World Poster Stamp catalogues can be found at Pages 37 and 38.

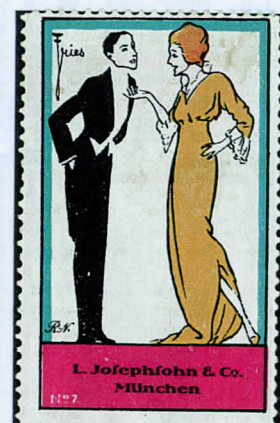
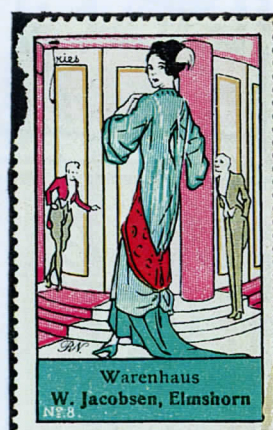
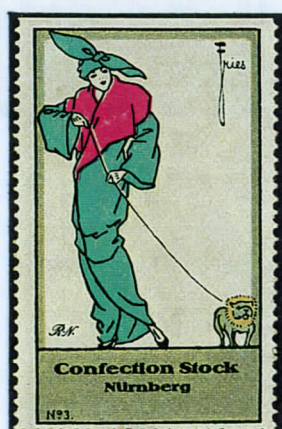
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GERMAN POSTER STAMPS COMMON DESIGNS

Poster stamps was a huge industry. There were 100s if not 1,000s of designers, printers, salesmen, etc. Like today with the Internet, if a trader was not 'on board' he considered he would be left behind and his business would suffer. Most traders did not have the resources to commission a graphic designer to design their own poster stamps. But, they desperately needed poster stamps to attract and keep their customers in an age when the consumer society was picking up speed and there was intense competition. The market, as usual, filled the void. There were armies of salesmen who visited traders with 100s of sample sheets of different designs. The trader selected those which he thought would appeal to his customers and the printers printed his details into a space left in the design.

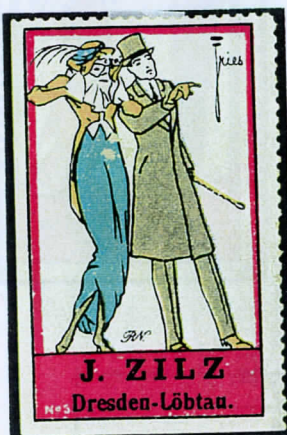
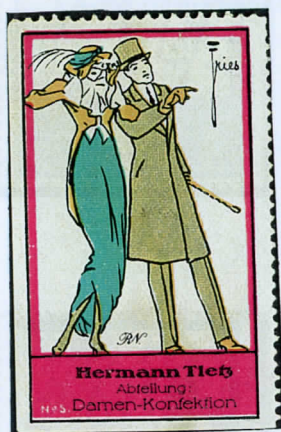
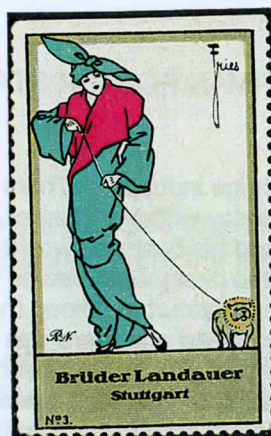
These salesmen whilst, no doubt, based in Germany, roamed most countries in mainland Europe. These 'commercial' poster stamps seldom crossed national boundaries and, indeed, most seldom left the city or immediate areas where they were given away. However, as more advertising poster stamps are discovered, the same designs can be found with text in different languages. Some (sets of) designs may be found in only German, some in, perhaps, two languages and others in many different languages. In this section of the catalogue there are several examples with Dutch texts.

The poster stamps on this and the following page are from a set of 8. One of the set has tennis as its theme. The 19 examples each have a different trader's name, the last one being in Holland. For this part of the catalogue, unusually, the artist is named and is very well known. The artist is Leonhard Friedrich FRIES a major poster stamp designer. **For 8 of the 19 examples, the tennis design has not been seen and one of the other poster stamps from the set is included to show the trader's name.** The rarity figure for each of the poster stamps is 30 but this is for the tennis image for that trader and not the illustrated image (if it is not tennis).



Cat. N°	Cat. N°	Cat. N°	Cat. N°
			GC.1a
GC.1b	GC.1c	GC.1d	GC.1e

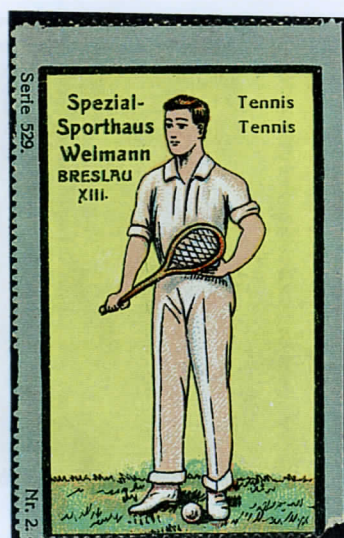
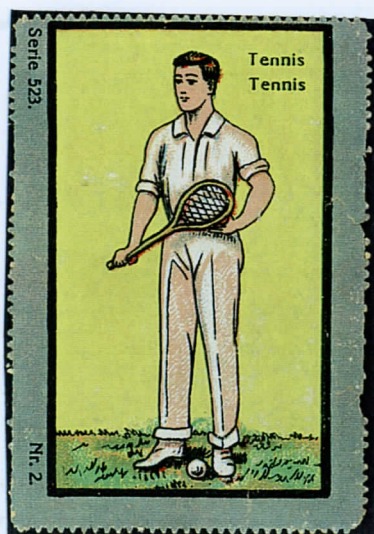
POSTER STAMPS : TENNIS



See previous page for details of these designs.

Cat. N°	Cat. N°	Cat. N°	Cat. N°
GC.1f	GC.1g	GC.1h	GC.1i
GC.1j	GC.1k	GC.1l	GC.1m
GC.1n	GC.1o	GC.1p	GC.1q
GC.1r	GC.1s		

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Cat. N°	Rarity	Cat. N°	Rarity
GC.2a	20	GC.2b	20

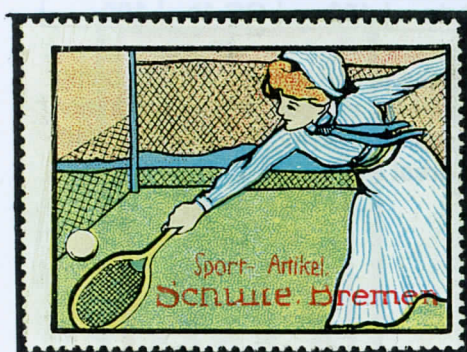
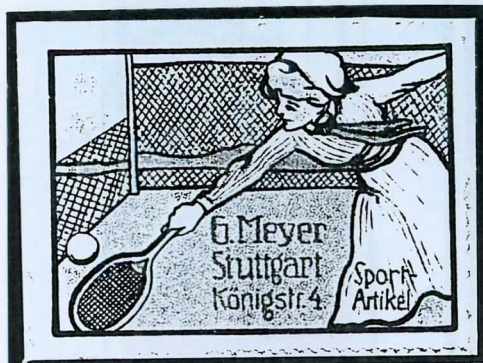
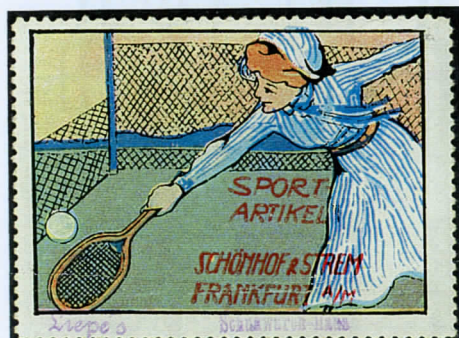
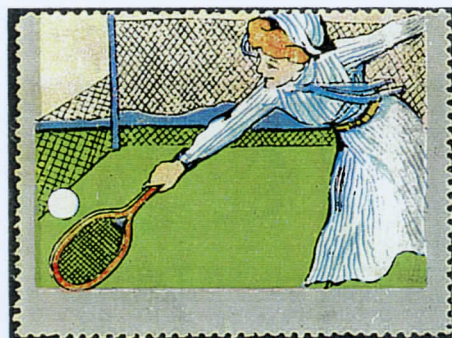
Cat. N°	Rarity	Cat. N°	Rarity
GC.3a	20	GC.3b	20



Cat. N°	Rarity	Cat. N°	Rarity
GC.4a	100	GC.4b	100

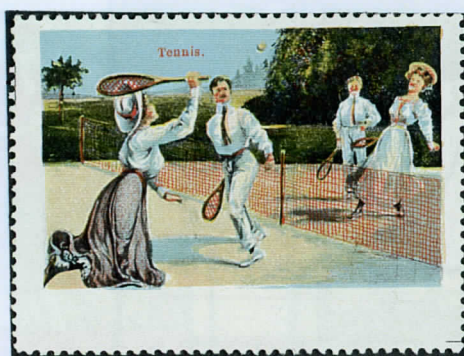
Both the poster stamps, GC.4a being considered a proof, are by the major Swiss artist Raymond BUCHS. Both are great rarities.

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Cat. N°	Rarity	Cat. N°	Rarity
GC.6a	20	GC.6b	20
		GC.6c	20

Note '6b' the trader was in Luxembourg.



Cat. N°	Rarity
GC.5a	20
GC.5b	20
GC.5c	20
GC.5d	20
GC.5e	20

Cat. N°	Rarity	Cat. N°	Rarity
GC.7a	15	GC.7b	15

Note GC.5b has another feature of many poster stamps where the trader added his details with a rubber stamp.

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Cat. N°	Rarity
GC.9a	20
GC.9b	20
GC.9c	20

Cat. N°	Rarity	Cat. N°	Rarity
GC.8a	20	GC.8b	20
GC.8c	20	GC.8d	20
GC.8e	20	GC.8f	20

Notes 1) GC.8e and GC.8f have Dutch texts. 2) GC.8d exists imperforate Rarity 30.

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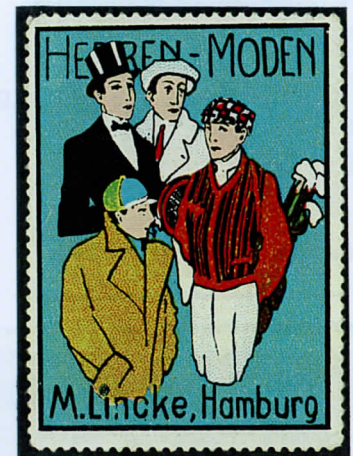


Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
GC.10a	20	GC.10b	20	GC.10c	20	GC.10d	20



Cat. N°	Rarity
GC.11a	20
GC.11b	20
GC.11c	20
GC.11d	20

Note: the GC.10, GC.11 & GC.12 poster stamps were produced by Otto THÄMER in Hamburg. It is not known if he was a printer and / or a designer. What is known is that quantity rather than quality was the approach and there are many designs each with, typically, several variants.



Cat. N°	Rarity	Cat. N°	Rarity
		GC.12a	50
GC.12b	50	GC.12c	50

Note 'Rarity' is affected by the design including golf

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Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
GC.13a	30	GC.13b	30	GC.13c	30
				GC.13d	30

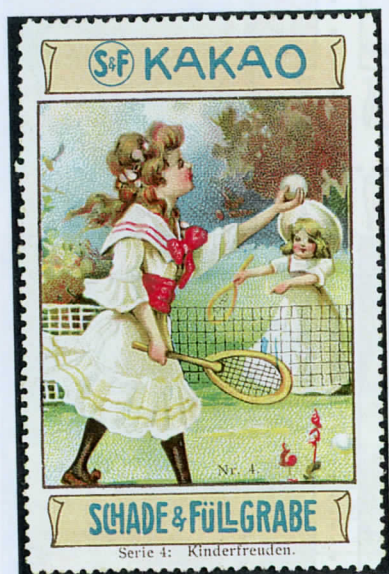
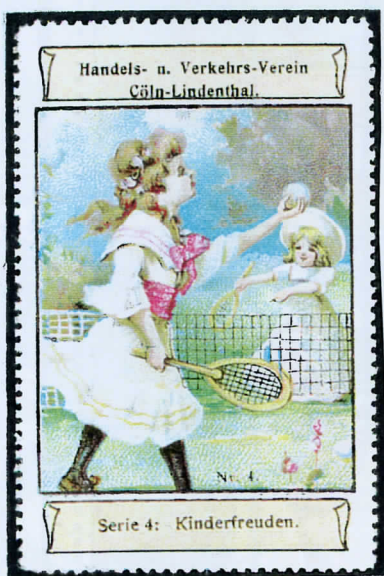
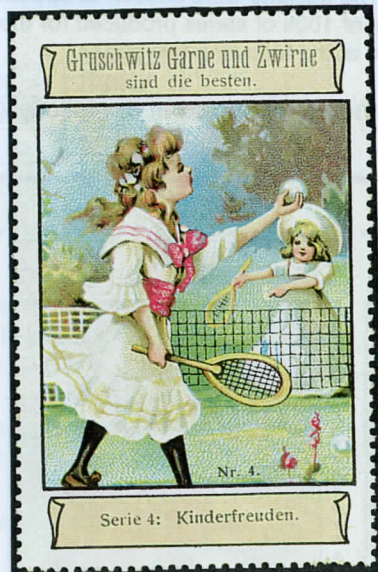
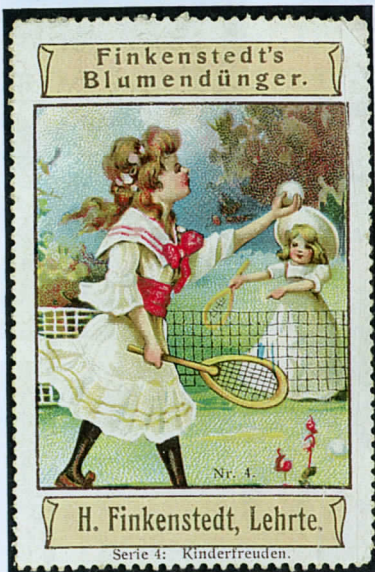
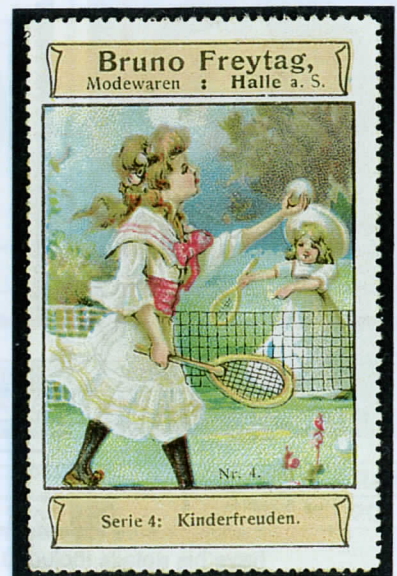
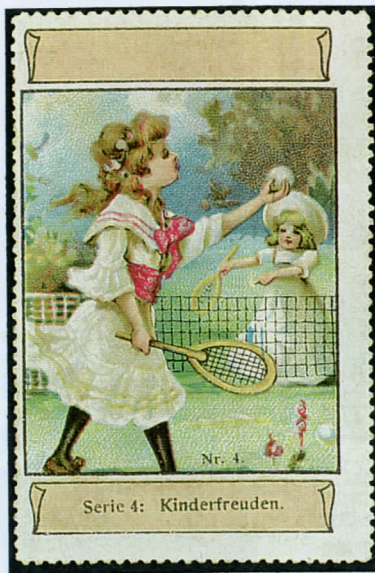


Earlier reference was made to sheets having blank spaces where a trader could have his details included. The block below is a good example. Most German series were in multiples of 6. The designs were chosen to appeal to customers and collectors. It is very typical of 100s of series produced for the purpose. The known variants of 'Nr 4' are at the following two pages.

The 'rarity' is 30 for each of the 16 examples at the following two pages.

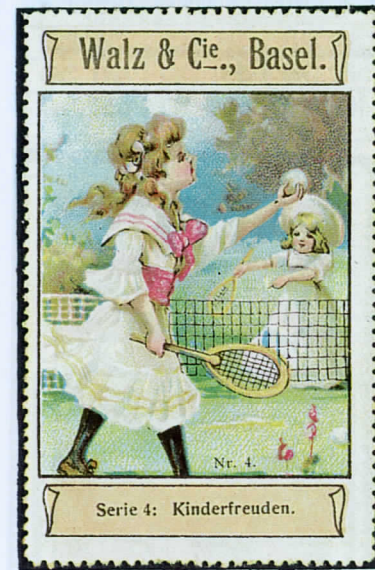
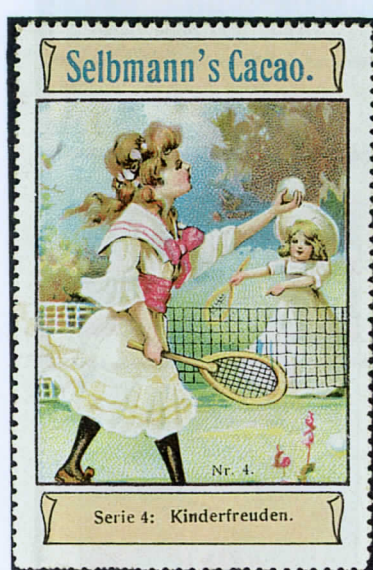
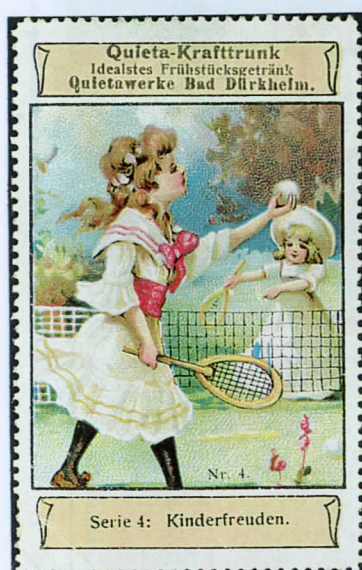
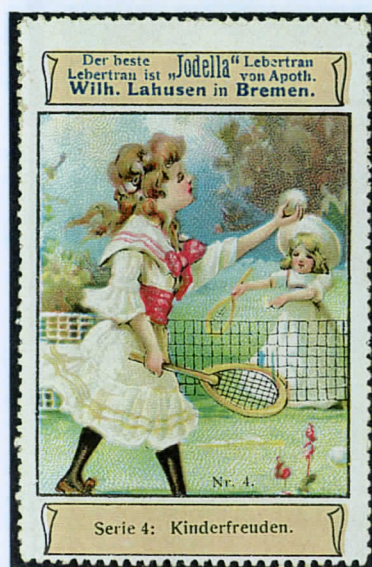
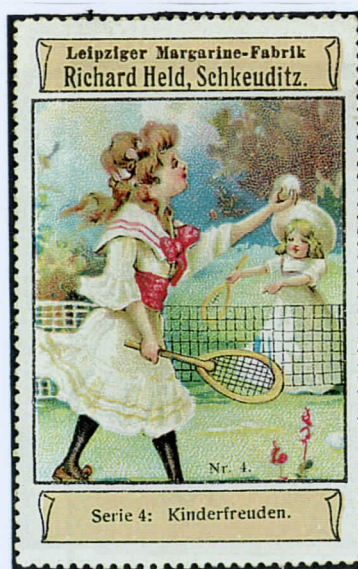


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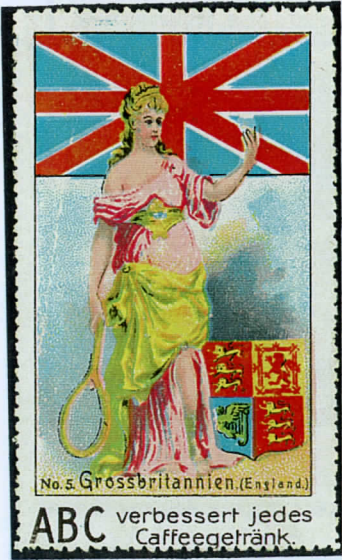
Cat. N°	Cat. N°	Cat. N°
GC.14a	GC.14b	GC.14c
GC.14d	GC.14e	GC.14f
GC.14g	GC.14h	

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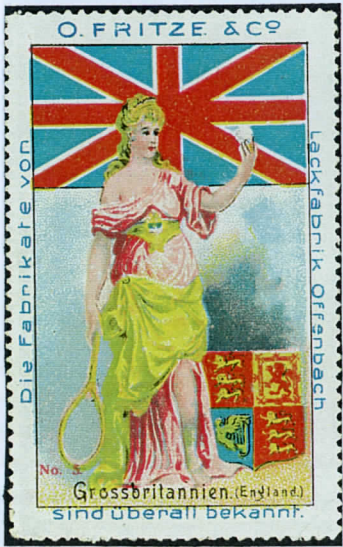
Cat. N°	Cat. N°	Cat. N°
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GC.14l	GC.14m	GC.14n
GC.14o	GC.14p	GC.14q

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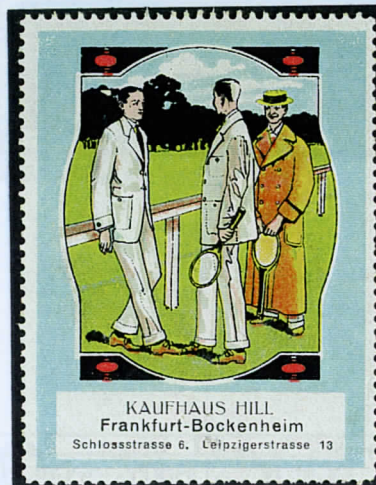
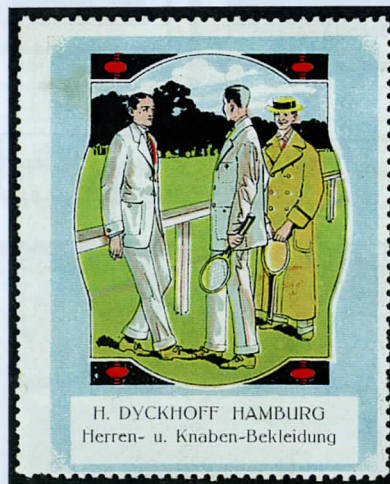
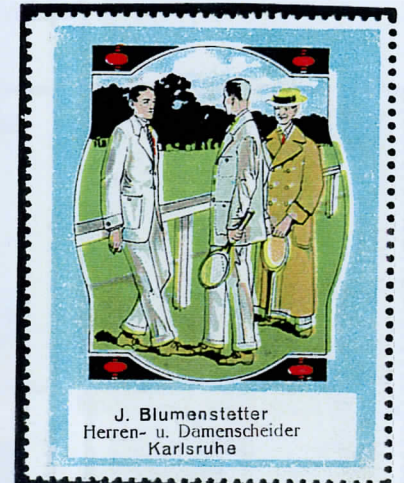
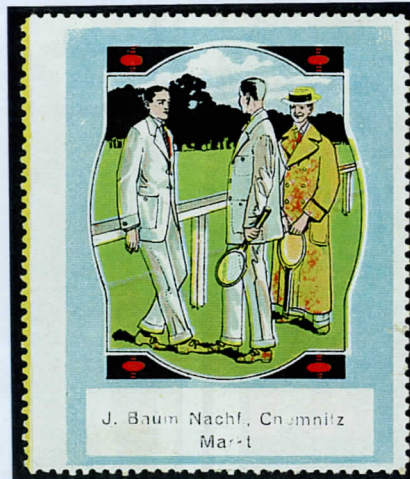


Cat. N°	Cat. N°	Cat. N°
GC.15a	GC.15b	
GC.15c	GC.15d	GC.15e
GC.15f	GC.15g	GC.15h

Shades of the blue exist.



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Cat. N°	Cat. N°	Cat. N°
GC.16a	GC.16b	GC.16c
GC.16d	GC.16e	GC.16f
GC.16g	GC.16h	

Cat. N°
GC.17



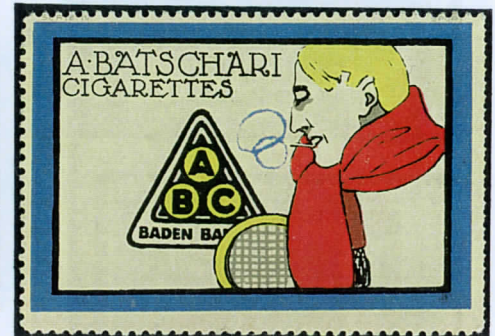
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GERMANY OTHER DESIGNS - ALPHABETICAL A - Z



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.1	30	G.2	20	G.3	30	G.4	40

Note the artist of G.4 is Emil ETZEMÜLLER exists also imperforate.



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.5	60	G.6	20	G.7	200
G.8	20				

Notes 1) the (major) artist of G.5 is Louis OPPENHEIM
2) the artist of G.7 is Hans Rudi ERDT - one of the 'top 10'

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Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.9	50	G.10	40	G.11	40	G.12	30

Notes 1) the (major) artist of G.10 is Lucian BERNHARD;
2) the (major) artist (studio) of G.11 is U LEVI.



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.13	50	G.14	30	G.15	10	G.16	30
G.17	100						

Notes 1) the (major) artist of G.13 is (OSC) Oskar PETERSEN;
2) the artist of G.17 is E. STAHL.



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.18	30	G.19	30	G.20	30	G.21	40

Note . G.18 and G.19 are different colours of the same design.



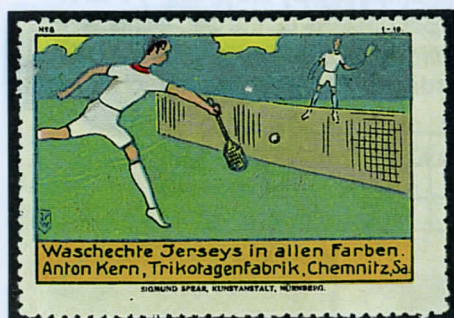
Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.22	20	G.23	20	G.24	30	G.25	60
G.26	60						

Note G.26 is by Ludwig HOHLWEIN and, also, is Cat. No. HO1 70 in the catalogue of his poster stamps (ISBN 1 901959 15 5).





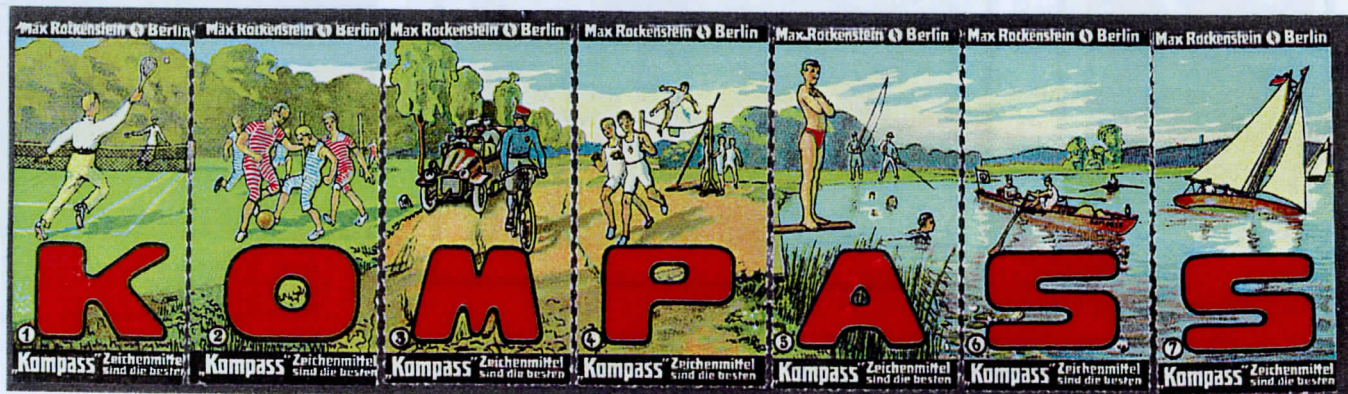
Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.27	20	G.28	30	G.29	30	G.30	40



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.31	20	G.32	30	G.33	20
G.34	60	G.34x	40		

(1882 1965)

Notes 1) G.34 is by the major artist, Julius Edmund Robert NITSCHKE - see also G.40; 2) Opposite is G.40x in full size and, below, the design at 70% in the context of the series. About 100 different sets exist of 'letters making a word' and they are an interesting aspect of poster stamps.



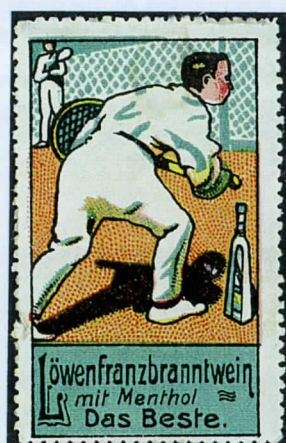
POSTER STAMPS : TENNIS



The above poster stamps are by the artist, FIALA.. There are 12 different designs in the set. This is one of the instances where a design has been used across national borders. Rarity is 20 for each.

Cat. N°	Cat. N°	Cat. N°	Cat. N°
G.35a	G.35b	G.35c	G.35d
G.35e	G.35f		

Note: 'a' is German text, English imprint (grey background); 'b' a' is German text, English imprint (mauve-grey background); 'c' is German text, no imprint; 'd' is English text and imprint; 'e' is Hungarian text (note: no tennis image is available and another poster stamp from the set is used to indicate the common text); 'f' Czech. text. It is possible that poster stamps with text in other languages exist. 'G.35b' exists imperforate ('G.35b.1')



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.36	20	G.37	30	G.38	30

POSTER STAMPS : TENNIS



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.39	200	G.40	60	G.41	20	G.42	20

Notes:

1) G.39 is by the artist G.H. THOMPSON; 2) G.40 is by the artist Julius NITSCHKE (see also G.34). For G.41 and G.42 see also G.83 (arguably, all 3 should be in the 'GC' Section).



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.43	30	G.44	20	G.45	20	G.46	20
G.47	20						

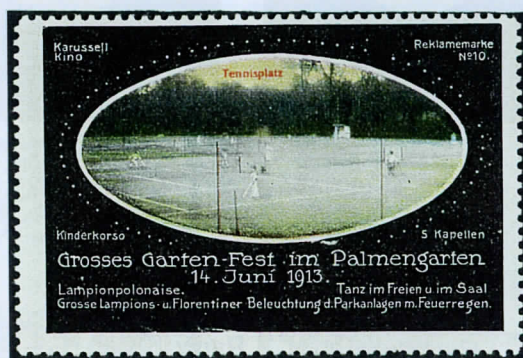
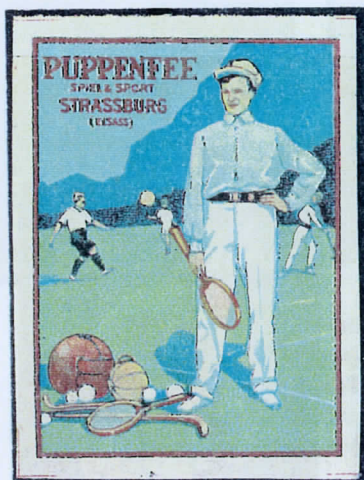
Notes: 1) G.45 the side panels are mauve, G.46 the side panels are blue; 2) G.47 is by Otto THAMER. It is not included in the 'GC' section as no other variant has been seen having this design.

POSTER STAMPS : TENNIS



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.48	20	G.49	30	G.50	40

Note G.49 exists also with pale blue sky.



Cat. N°	G.51	G.52a	G.53a	G.54
Rarity	30	40	40	20

G.52b and G.53b - the red and green are 'pale'

Cat. N°	G.55			G.56
Rarity	25			50

Note G.52 and G.53 are by the major artist - Peter BEHRENS.

Curt Behrend's



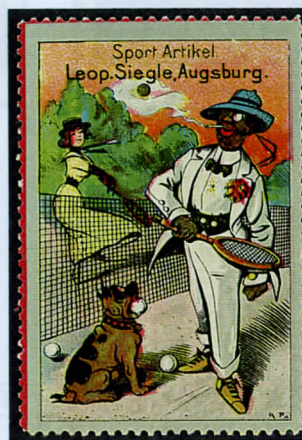
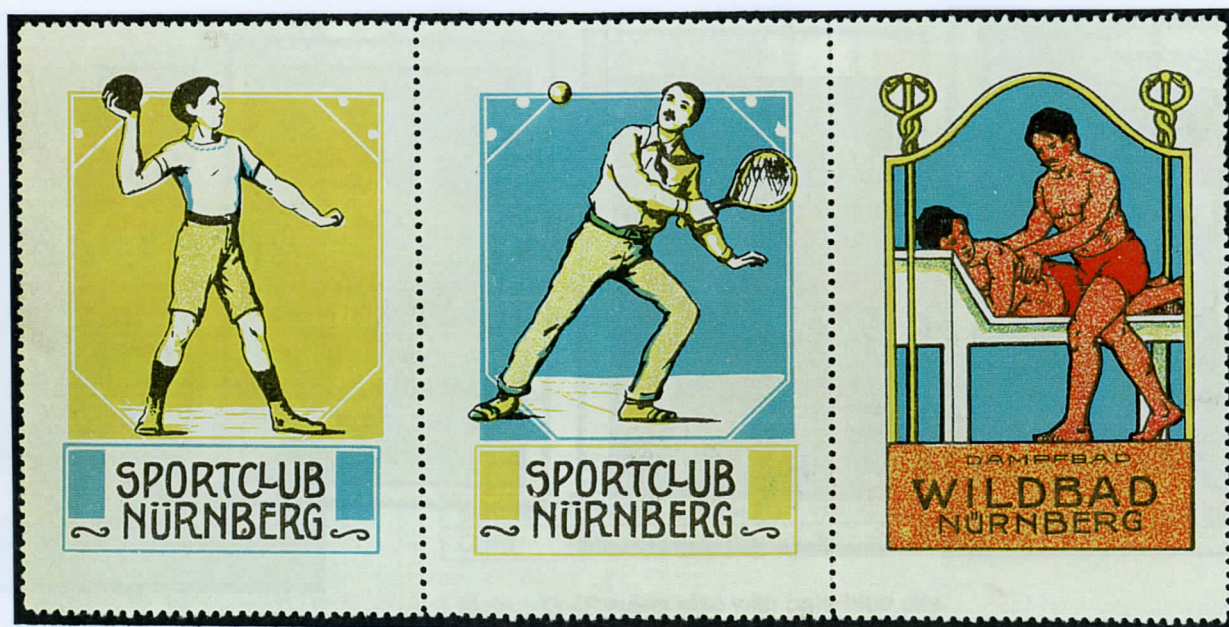


Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.57	20	G.58	40	G.59	20	G.60	10



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.61	40	G.62	30	G.63	40	G.64	40
G.65	10						

POSTER STAMPS : TENNIS



The strip of three at the top of the page is included as 1) an example of a poster stamp in its sheet context and; 2) the difference in width compared with the other example of G.66 below it.

G.70 the artist is Karl POMMERHANZ and these poster stamps are rare.

Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.66	30	G.67	30	G.68	80	G.69	10
G.70a	60	G.70b	60	G.70c	60		

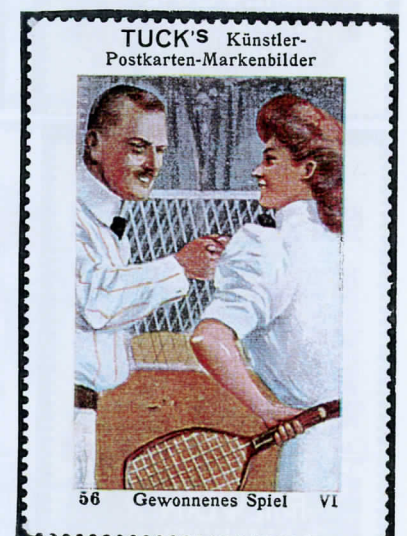
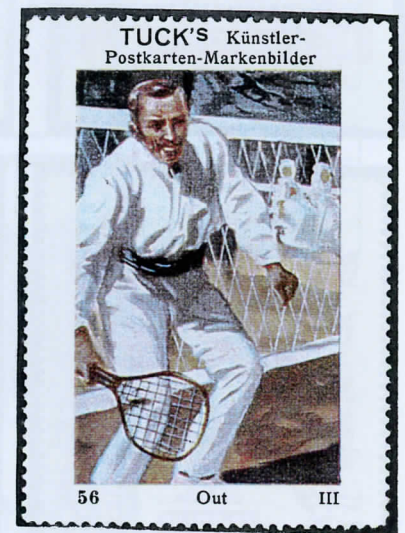
Notes: 1) the artist of the strip of 3 and G.66 is M. TRAPP;
2) the (major) artist of G.68 is Heinz KEUNE.

POSTER STAMPS : TENNIS



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.71a	20	G.71b	20	G.72	20	G.73	20

G.74	60	G.75	60	G.76	60
G.77	60	G.78	60	G.79	60



POSTER STAMPS : TENNIS



Cat. N°
G.80a
G.80b
G.80c

Cat. N°
G.80d
G.80e
G.80f

Cat. N°
G.80g
G.80h
G.80i



Cat. N°
G.80j



All these poster stamps have been included because:

- whilst they are primarily about football, it demonstrates that it is necessary to look carefully at any poster stamp as different themes / topics are often to be found in the text;
- the French Society for poster stamps (vignettes) is L'Arc en Ciel (the rainbow) and this series of poster stamps is a good indication for the reason for the Society's name. Many poster stamps were printed in a wide range of colours, especially for exhibitions from about 1898.

Notes 1) G.80a to G.80f are likely to be proofs;
2) Rarity G.80a to G.80f each at 60 G80g to G.80v each at 40.

POSTER STAMPS : TENNIS



Cat. N°
G.80k
G.80l
G.80m

Cat. N°
G.80n
G.80o
G.80p

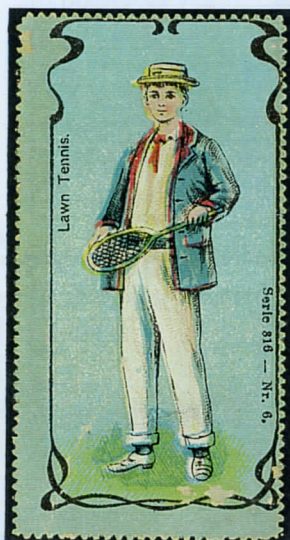
Cat. N°
G.80q
G.80r
G.80s

Cat. N°
G.80t
G.80u
G.80v



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
G.81	60	G.82	20	G.83	20	G.84	20

Notes 1) the artist of G.78 is Bonham but no colour copy of the poster stamp is available to the author 2) see the note at G.41 & G.42. in respect of G.83. (arguably, all 3 should be in the 'GC' Section); 3) the artist of G.84 is KNAB.



Cat. N°	Rarity	Cat. N°	Rarity
G.85	10	G.86	75

G.86 'Light and Air' - hardly Centre Court!

G.87

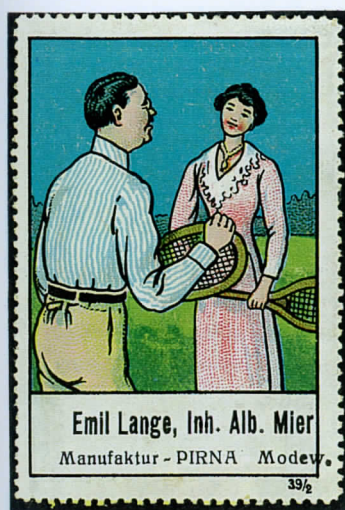
This poster stamp is by one of the 'top ten' German graphic artists, ERNST DEUTSCH. The poster stamp illustrated opposite is one of 24 different designs (only one having a tennis theme). There are three different trader addresses and each of the 24 exists in three different colours i.e. a total of 216 poster stamps. Even major collectors have few if any of this major series. Rarity of each (of the 9 different) is 100.

Cat. No.	Gurau & Co, Chemnitz	hermans & Froitzhelm, Stettin	hermans & Froitzhelm, Köln
G.87.a	.i * blue	i blue	.i blue
G.87.b	.ii green	.ii green	.ii green
G.87.c	.iii violet	.iii violet	.iii violet

G.87.a.i is illustrated



POSTER STAMPS : TENNIS



EASTERN EUROPEAN

Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
EE.1	30	EE.2	20	EE.3	20	EE.4	20
EE.5	20	EE.6	20	EE.7a	20	EE.7b	20

Notes

- EE.3 and EE.4 the artist is B.STOCK;
- EE.6 and EE.7 the artist is Leo HEILBRUNN;
- EE.7a has the artist's monogram & a small imprint EE.7b has no monogram and a larger imprint;
- It is likely there are other Czech poster stamps but no major collection is known;
- At '225.15.7' of Ch. J. Blase's monumental catalogue (2000) of 'Hungarian Poster Stamps and similar Cinderellas' is listed one of a series of 12 'Oroszlan' poster stamps depicting tennis. This has not been seen by the author and no picture is available. Its Catalogue number would be EE.8.



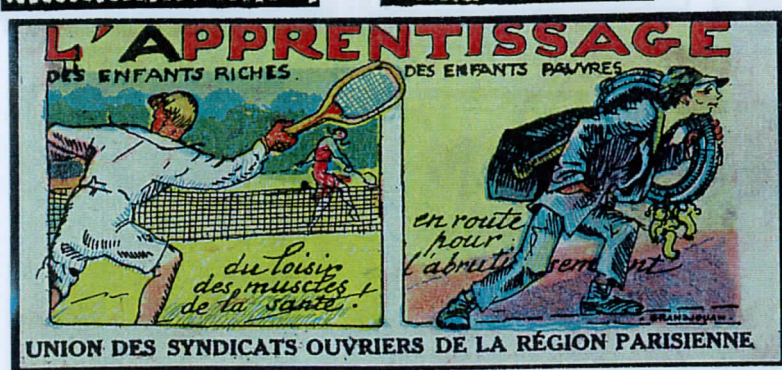
FRANCE

Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
EF 1	30	EF.2	30	EF.3	30	EF.4b	30

Notes:

- The 'Racing Club de France' had tennis courts.
- 'a' is blue; 'b' is green; 'c' is red; 'd' is violet; 'e' is brown.

POSTER STAMPS . TENNIS



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
EF.5	20	EF.6	30	EF.7	30	EF.8	20
EF.9	30					EF.10	40

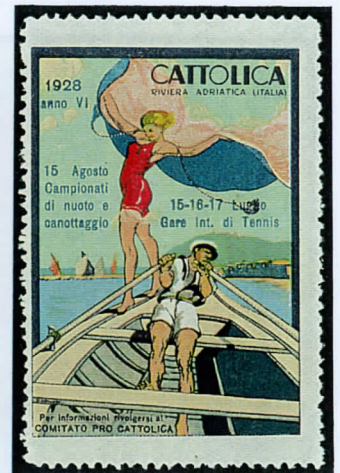


Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
EI.1a	20	EI.2a	20	EI.3a	20	EI.4a	20
EI.5b	20						

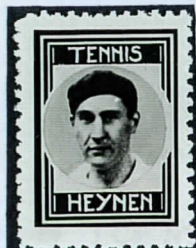
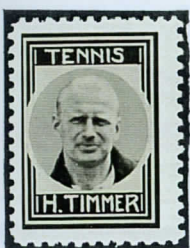
Notes:

- 1 EI.1 to EI.7 as can be seen, exist in 7 different languages.
2. for all 7 'a' is yellow background and 'b' is grey background.
3. EI.8 (see next page) is likely to be a proof

POSTER STAMPS TENNIS



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
EI.6b	20	EI.7b	20	EI.8	30	EI.9	30



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
EH.1	20	EH.2	30	EH.3	20	EH.4	20
		EH.5	30				

Many countries produced 'photographic' poster stamps. It is likely that the six illustrated above are part of a larger series. The 'rarity' of each is 20.

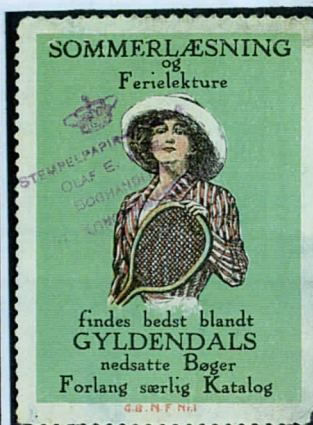
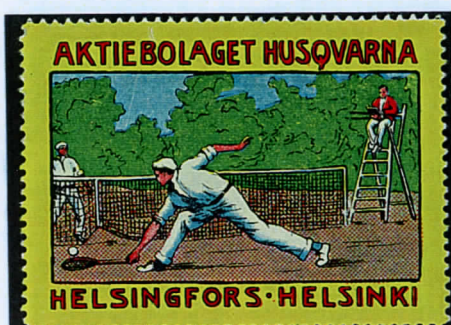
Cat. N°	Cat. N°	Cat. N°	Cat. N°	Cat. N°	Cat. N°
EH.6	EH.7	EH.8	EH.9	EH.10	EH.11

POSTER STAMPS . TENNIS



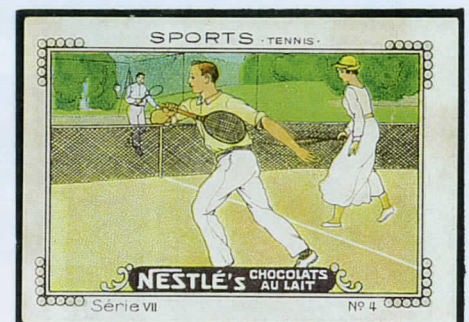
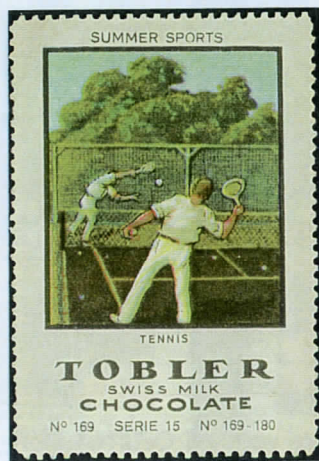
Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
ESc.1	80	ESc.2a	60	ESc.2b	60	ESc.3	20
						ESc.4*	60

Notes 1) the 'rarity' of ESc.1 and ESc.2 is high as the design includes cricket and this topic is much collected; 2) ESc.4 unknown artist's monogram..



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
ESc.5	40	ESc.6	30	ESc.7	30	ESc.8	60

POSTER STAMPS · TENNIS



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
ESw.1a	20	ESw.1b	20	ESw.1c	20
ESw.1d	20	ESw.2a	10	ESw.2b	10
ESw.3	20	ESw.4	20	ESw.5	10

Notes

- 1 ESw.1 is likely to have been produced after WWII but is included in the catalogue as Herbert LEUPIN is a major poster stamp artist;
2. ESw.2 may also be a post WWII production. It seems likely that a French text version exists and this would have a number ESw.2c.
3. Arguably, ESw.3, 4 & 5 are not poster stamps: Tobler, Nestlé and similar companies produced them in 1,000s of different designs, especially for their own pre-printed albums.

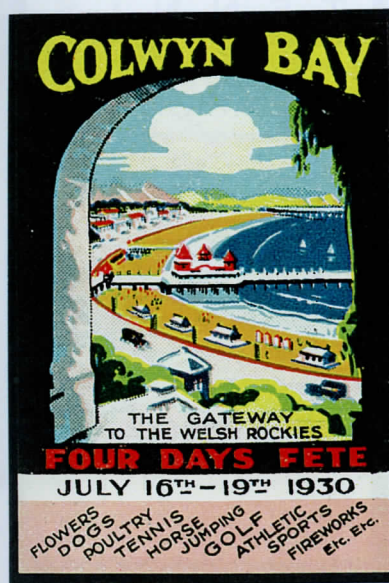
POSTER STAMPS : TENNIS



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
ESw.6	20	ESw.7	20	ESw.8	20	ESw.9	20
ESw.10	20	ESw.11	20	ESw.12	20	ESw.13	20
ESw.14	20	ESw.15	20	ESw.16	20	ESw.17	20

Notes 1) See preceding note about Tobler, Nestlé and similar companies.
2) as indicated, these chocolate companies produced many different albums for these 'poster stamps' and the above illustration shows a set on (part of) a preprinted album page.

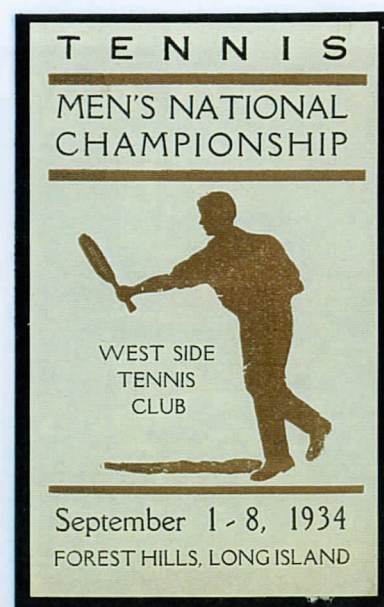
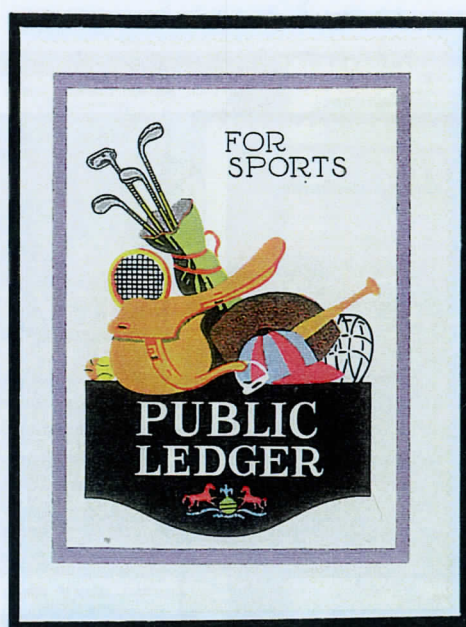
POSTER STAMPS : TENNIS



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
EO.1	40	EO.2	40	EO.3	30	EO.4	20
EO.5	80	EO.6	20			EO.7	30

Notes 1) EO.7a (grey blue & brown) is shown in its sheet context;
2) EO.7b is blue black & brown.

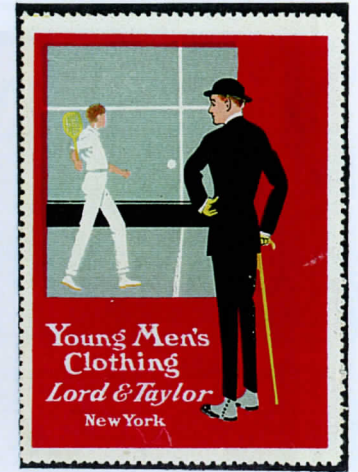
POSTER STAMPS : TENNIS



USA

Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
N.1	40	N.2	30	N.3	30
N.4	30	N.5	20	N.6	20
		N.7	20	N.8	20

POSTER STAMPS : TENNIS



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
N.9	30	N.10	30	N.11	30	N.12	30

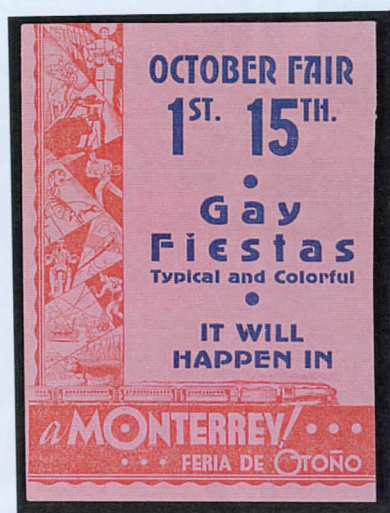


Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
N.13	20	N.14	20	N.15	30	N.16	30

POSTER STAMPS : TENNIS

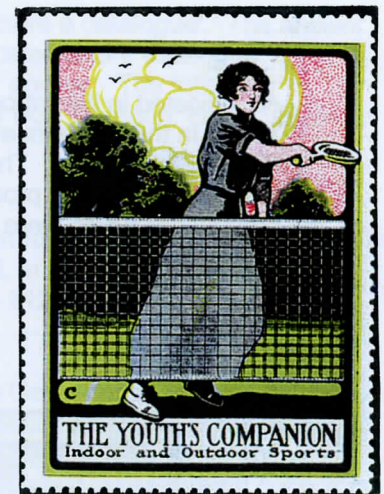
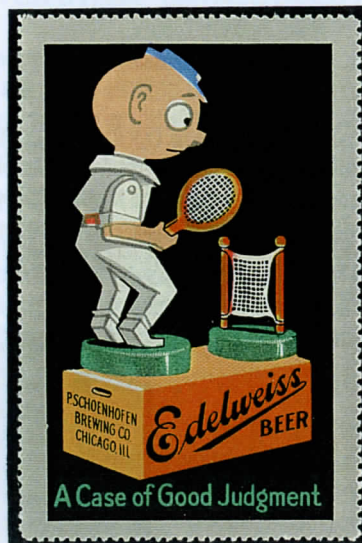


Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
N.17	20	N.18	20	N.19	20



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
N.20a	20	N.20b	20	N.21	20

POSTER STAMPS : TENNIS



Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
N.22	30	N.23	30	N.24	40

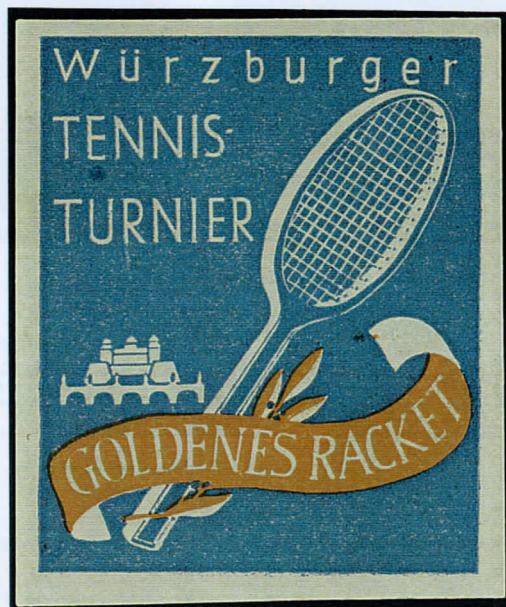


Cat. N°	Rarity	Cat. N°	Rarity	Cat. N°	Rarity
N.25	20	N.26	20	N.27	20

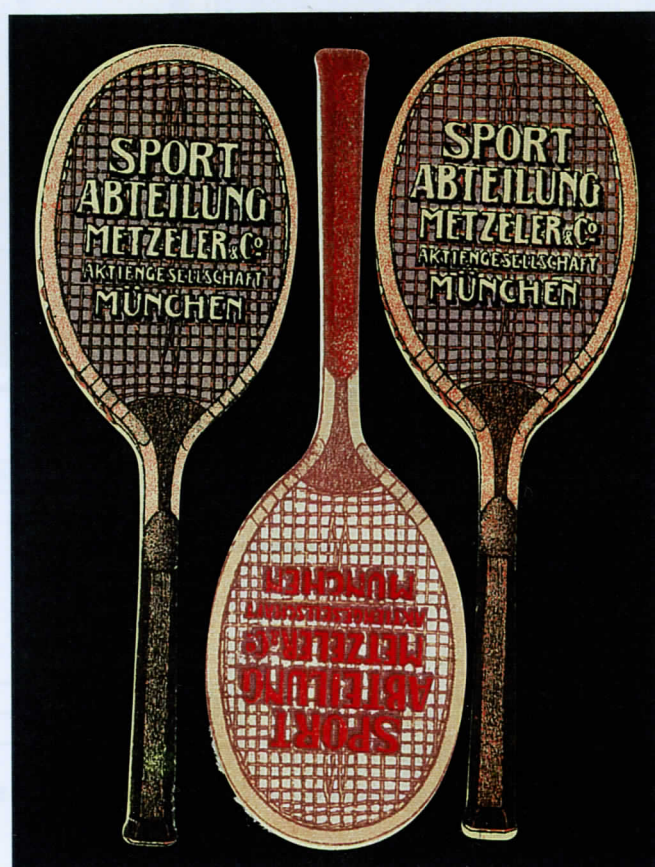
Note it is understood that N.25 is a poster stamp.

POSTER STAMPS : TENNIS

As indicated in the Introduction, this catalogue is concerned only with poster stamps up to 1939. In the 60 years after this date, as with most themes / topics, there are many poster stamps, labels, etc. These are outside the scope of this catalogue. In any 'tennis' collection these more modern productions will, most likely, form the majority. Below are two such productions which were produced in the years soon after 1939.



The three 'poster stamps' opposite have been included here but not given catalogue numbers. They are about tennis and their purpose was, almost certainly, to be stuck onto invoices and / or letters. Therefore, whilst unlike 99% of poster stamps they can be considered as such. They were produced in the 'classic period' i.e. prior to WWI.



POSTER STAMP CATALOGUES / HANDBOOKS

One of the most often asked questions by poster stamp collectors is 'Is there a catalogue' The answer more often than not is 'no' The list of available catalogues and the indicated future catalogue programme detailed below is intended to go some way to provide a 'yes' answer The following handbooks / catalogues can be obtained from World Poster Stamps, PO Box 13, Alton, Hants, GU34 4DW.

Weiter-Höher-Schneller published by the Deutsches Museum

The book is concerned with all forms of transport. Significant parts are in full colour Whilst the text is in German, it is considered as essential for collectors of poster stamps and, in particular, those whose interests include trains, aircraft, bicycles, cars, ships, etc. The book has 112 pages and is available at £14.00 US \$24 post free.

Bitte Bitte kleb' mich ('please, please stick me') by the Frankfurt State Government.

This is a full colour landscape format book of poster stamps of traders, etc. in Frankfurt in the classic period. It was published with the financial support of many large businesses many, surprisingly, who issued poster stamps at about 1913. 64 pages - a beautiful book - a must for all poster stamp collectors. £20 post free U.K. otherwise £22 or \$36 post free elsewhere.

Hungarian Exhibition Cinderellas by Karoly Balázs (1996). The definitive (unpriced) 86 page catalogue of Hungarian exhibition poster stamps. The poster stamps are illustrated in 20 landscape pages in full colour. Price £22.00 (U.K.) \$35.00 (U.S.) plus postage £1.50 (U.K.), £3.00 elsewhere - surface mail).

Trains (an introduction to poster stamps) by Charles Kiddle (1999). This 40 page catalogue was produced in conjunction with the UK's TRAINS 1999 International Stamp Exhibition at Wembley. In addition to an introduction to poster stamps, the catalogue includes 23 full colour pages of 100s of poster stamps, in full size, depicting trains or a trains related topic. A 'check list' is also enclosed to aid the collecting of these poster stamps. Price £20 including postage in the UK. Add £1 for postage (Europe) and £2 (outside Europe).

Owls (the story of poster stamps) by Charles Kiddle (1998). This 38+ page catalogue was produced for the U.K.'s 1998 BIRDPEX exhibition. All poster stamps depicting owls (known to the author) are illustrated in colour and a convenient 'check list' is included for ease of reference. The text explains the story of poster stamps. £30 (US \$50) post free

Ludwig Hohlwein the poster stamps by Charles Kiddle (1999). This is a 64 A4 page, perfect bound full colour catalogue, illustrating in full size, the known 192 poster stamps of the "king of posters" Each has a translation of the text in English and each has a 'Rarity' indicated. It is THE definitive work of this aspect of the most famous of all the German graphic artists. Price £25 including postage (other than UK by surface mail).

The poster stamps of the Paris Universal Exposition 1900 by Charles Kiddle (2000). Every known poster stamp is identified and illustrated in colour 155+ A4 pages, 60+ in full colour All poster stamps are illustrated in full size. Price £46.00 (U.K.) \$75.00 (U.S.) plus postage £1.50 (U.K.), £3.00 - elsewhere surface mail.

Hungarian Poster Stamps and Similar Cinderellas by Ch. J Blase. This is a major and unique work Apart from the exhibition poster stamps indicated above, this is the first catalogue detailing all the known poster stamps of a single major country The catalogue has taken over three years to compile and it is based upon a collection which was begun by ONE collector in 1918 i.e. over 80 years. Uniquely, the colour illustrations are on a separate CD Rom. Due to be published in 2000. Price, etc. on application.

The list of poster stamp catalogues continues at the following page.

CATALOGUES OF EDITIONS DELANDRE VIGNETTES OF WWI by Charles Kiddle

Images of the Great War Volume III Red Cross Vignettes 1914 - 1917 The 'Red Cross' vignettes of Editions Delandre, 195 pages and 765 listed vignettes + variants. £20 (\$32) plus postage £1.50 (U.K.), £3.00 (elsewhere surface mail).

Images of the Great War Volume IV Vignettes other than Military and Red Cross 1914 - 1917 All Editions Delandre vignettes not listed in other catalogues. 214 pages, 510 + listed vignettes. £24 (\$38) plus postage £1.50 (U.K.), £3.00 (elsewhere surface mail).

Images of the Great War Volume V New Military Vignettes, rarity and prices - French Military Vignettes, Italian Military Re-impressions A comprehensive update of information, prices, etc. of catalogues published in the 1980s together with 100s of newly discovered vignettes in full colour £30 (\$48) plus postage £1.50 (U.K.), £3.00 (elsewhere surface mail).

NOTE: a definitive listing of all known catalogues of poster stamps exists. Some of the titles are currently available, some available as reprints and some can be found only in auctions, dealers stocks, specialist club or philatelic libraries, etc. The list is £1 or \$2.

Cash with order to World Poster Stamps, PO Box 13, Alton, Hants, GU34 4DW, U.K.

IMPORTANT If you live in the U.S. and wish to pay by a US check please make you check payable to Image Nostalgia and send it with your order to P.O. Box 30, Fishkill, NY 12524.

FUTURE POSTER STAMP CATALOGUE PROGRAMME

NOTE: A catalogue programme for 2000 / 2002 is scheduled to include the following catalogues of poster stamps for the period up to 1939:

- 1) Cats - domestic and large
- 2) Circuses, clowns, and carnivals
- 3) Mens' fashion
- 4) Womens' fashion
- 5) Shoes
- 6) Hats
- 7) German aviation
- 8) Photography and cinema
- 9) Andreassen & Lachmann (numbered) poster stamps
- 10) Bicycles (2000)
- 11) Cars (2000)
- 12) Poster stamps by the 'top 20' graphic artists (excluding Ludwig Hohlwein)
- 13) Poster stamps by other graphic artists.

COLLECTIONS OF POSTER STAMPS IN MUSEUMS, LIBRARIES, UNIVERSITIES, ETC.

Collections of poster stamps are held by an increasing number of museums, libraries, universities etc. in many countries of the World. As awareness grows of poster stamps, so libraries, museums, etc. seek to add them to their collections. The interest of some are of the country and aspects of its social history. Especially in the U.S.A., museums seek and obtain these poster stamps as important images of some aspect of 19th and 20th Century life and history.

Significant collections are in Germany, Austria and the U.K. and readers of this catalogue will know of others. In the U.K., the Victoria & Albert Museum has a small collection as does Reading University. The major collection is the British Library's Campbell -Johnston Collection. The collection, in 38 volumes, is predominantly concerned with poster stamps about exhibitions. The collection, given to the British Library in 1932 by Mrs Florence Campbell - Johnson, was formed by Louis Campbell - Johnson and covers poster stamps from about 1850 to 1922. Apart from the sheer size of the collection, its importance is that it was formed in the early years of this Century and must be one of the few remaining contemporary collections. The collection can be viewed, by appointment, in the Philatelic Collections of the Library (Address: The British Library, Philatelic Collections, 96 Euston Road, London NW1 2DB, U.K.. Telephone (00 - 1 - 44) 20 7412 7635/6: Fax (00 - 1- 44) 20 7412 7780: e-mail philatelic@bl.uk).