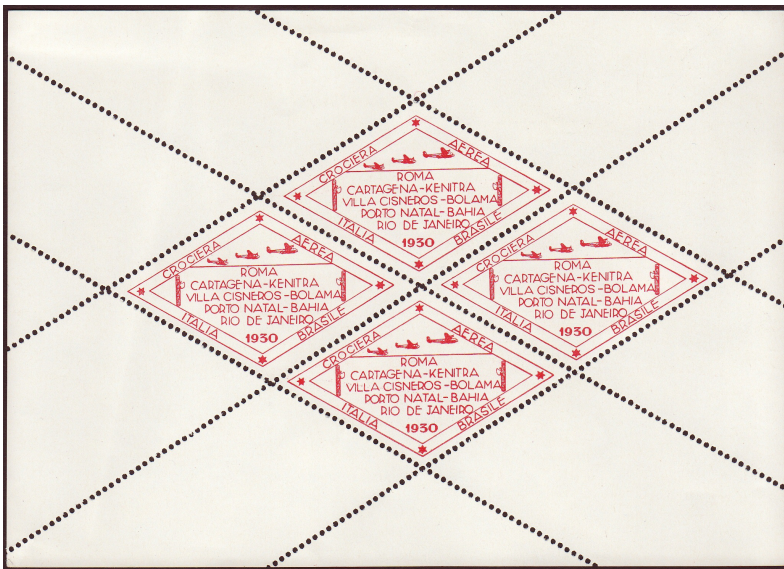


# The Journal of the Poster Stamp Collectors Club



Spring 2009  
Vol. III No. 4  
Whole # 12

## The Mass Flights of Italo Balbo, p. 6



## Table of Contents

President's Message	p. 1	Edelweiss Beer Poster Stamps	<i>Dick Warren</i> p. 5
From the Editor	p. 2	The Balbo Flights	<i>John H. Bloor</i> p. 6
A Word from Walter	<i>Walter Schmidt</i> p. 2	Plagiarisms VII	<i>Art Groten</i> p. 9
Potpourri	p. 3	Swiss Propaganda Stamp	<i>Steve Greiczek</i> p. 11
Poster Stamps & Match Box Labels	<i>Esbjorn Janson</i> p. 4	Rene Lalique, etc.	p. 12

Addenda to Charles Kiddle's Top 20 Catalogue:

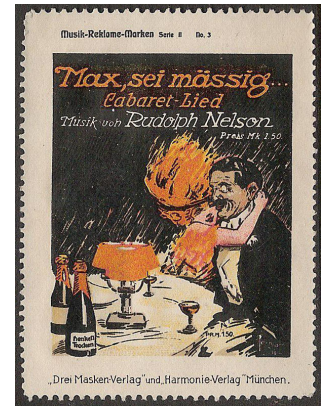
Leonetto Cappiello



Maga



Walter's beauty...



Don't kid yourself. When you get really old, buying a Harley Davidson will not take the place of the old man's fantasy. Thus spake Walter.

A rare Edelweiss (page 5)

POWERS' THEATRE 17

---

CORA FALKENER, her daughter.....FRANCES GOODRICH  
 AMANDA, Olivia's black mammy.....MRS. CHAS. G. CRAIG  
 BURTON CRANE, from the North.....BRUCE McRAE  
 THOMAS LEFFERTS, statistical poet.....RAYMOND WALBURN  
 SOLON TUCKER, Crane's attorney and guest.....WM. H. SAMS  
 PAUL DAINGERFIELD, alias Smithfield.....FLEMING WARD  
 CHARLES DAINGERFIELD, alias Brindlebury.....ROBERT AMES  
 RANDOLPH WEEKS, agent of the Daingerfields.....  
 .....WALTER CONNOLLY

Program Continued on Second Page Following

---

KIMBALL PIANOS are used in this and all other lending theatres in Chicago, manufactured and sold by the W. W. KIMBALL COMPANY, Jackson Blvd. and Wabash Ave.

**ICE SKATING** —Dancing—Chicago ARENA, Broadway at Thorndale  
 Morning—Afternoon—Evening. Admission 50c

---

Phone Canal 9  
 The "Edelweiss Line"

Phone before eleven delivered before seven

A Case of Good Judgment

THE PETER SCHOENHOFEN BREWING CO.

## PSCC Officers & Directors Listing

Art Groten – President & Journal Editor – PO Box 30, Fishkill, NY 12524 (artgroten@optonline.net)  
Nick Follansbee – Vice-President – P.O. Box 3210, Ashland, OR 97520 (nfollansbee@uci.net)  
Richard Warren – Secretary/Treasurer – PO Box 208, Ark, VA 23003 (dickw3@cox.net)  
Chip Blumberg – Board of Directors/Awards – PO Box 1144, Bala Cynwyd, PA 19004 (thefoldedletter@verizon.net)  
Charles Kiddle – Board of Directors – PO Box 13, Alton, Hants, UK GU34 4DW (charleskiddle@btconnect.com)  
John Nunes – Board of Directors – 80 Fredericks Road, Scotia, NY 12302-5727 (nunesnook@aol.com)  
Tom Minor – Board of Directors – 7374 Arlington Dr., St. Louis, MO 63117-2242 (mr.science@sbcglobal.net)  
Don Bodow – Publications & Webmaster – PO Box 270458, San Diego, CA 92198 (dbodow1@san.rr.com)

Honorary Vice-Presidents: Esbjorn Janson, Francis Kiddle, Walter Schmidt, Kuno Sollors

International Representatives: Karoly Balazs (Hungary), Eduardo Escalada-Goicoechea (Spain), Dr. Richard Grosse (France), Alan Jackson (New Zealand), Mrs. S. Petersson (Denmark), Jacob A. van Dijk (Netherlands), Manfred Zollickhofer (Germany)

## President's Corner...Art Groten

Please note the membership renewal form included with this issue and return it as soon as possible. Thanks.

Our next PSCC meeting will be during StampExpo400 in Albany, NY, September 25-27, 2009. We will be meeting on Saturday morning at 11. Albany, being the state capitol, is really accessible by car, train or plane. The show hotel is the Albany Clarion, about 10 minutes from the venue. They have a group rate of \$92 if you tell them your with StampExpo400 (phone: 518-438-8431). I would like to see members exhibiting and further information can be found on their website ([www.stampexpo400.org](http://www.stampexpo400.org)).

The long-awaited membership roster appears as an insert in this issue. These efforts will permit easier contact among members.

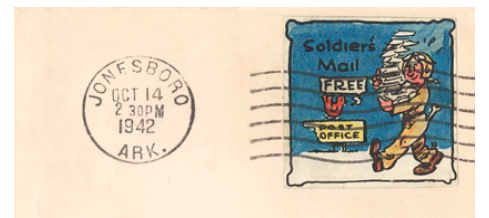
Let me remind you that our web site is up and running at [www.posterstampcc.org](http://www.posterstampcc.org). Check it out and send our web-master Don Bodow, your comments.

As Publications Chair, Don informs me that many of Charles Kiddle's publications are on their way from GB and will be listed on our site when they arrive. He has copies of Vol. 1 & 2 of Stewart Gardiner's catalogues on hand. Vol 3, covering 1906-1910. should be ready in the first quarter of next year.

### New members:

#125 Guenter Mairhoermann, Munchner Strasse 6A, Mammendorf, 82291 Germany email:makuma@t-online.de Munich ABC series, fine design  
#126 Milan Vujovic, dr. Nenada Parente 13 v, 11222 Jalinci – Belgrade, Serbia

Dick Sheaff sends these wonderful WWII labels. Soldiers used them on their free mail. There are many, quite imaginative multicolored designs and getting hrder to find on cover these days.



## From the Editor...Art Groten

I have enough material at hand for the next issue. As soon as I am at least two issues ahead I will consider expanding the Journal to 16 pages so keep those cards and letters coming!

Susan Berman found an article in the April 1940 issue of "Paper Progress," "the national monthly of fine papers." It talks about the various poster stamps and their accompanying folders produced to promote Seagram's products in the late 1930's.

I show a stamp for C. J. van der Laan bicycles as a follow-up to previous articles on Dutch embossed poster stamps. It is not signed. It seems that few embossers other than Posthumus signed their work.



## Report of the Cataloging Committee...Dick Warren

At present, public access to the database from the web site <http://www.cinderellalist.com> has been disabled in order to design a more professional interaction with the data. When the access is re-established a user will be able to visit as a 'guest' to see what the data and images of the stamps look like. But registration, at no cost, will be asked of those who actually want to use the data, much like access to such sites as eBay requires.

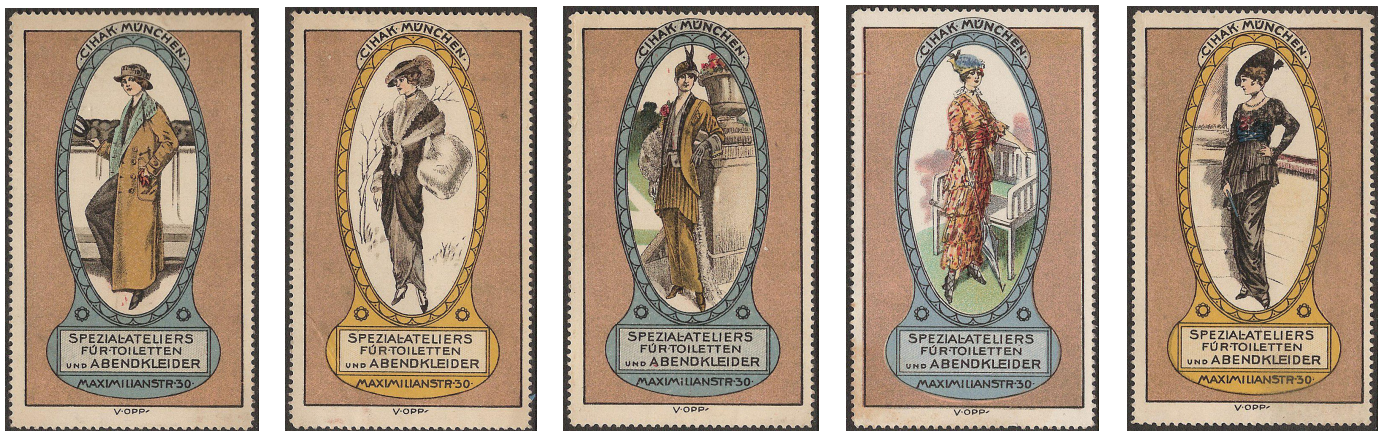
All that will be required to become a user is access to a reasonably up-to-date computer and web browser such as Internet Explorer 6.0, Safari 1.3 or FireFox 2.0, or later.

Being a member of PSCC is another such choice and all members will be given the opportunity to register their unique name and password. I intend to make a direct email announcement to your email address of record once the system design is up to par, by late spring, I expect.

You can see a sample page from the database and read a Glossary and other information at the web site: <http://www.CinderellaList.com> Those of you who used the trial access described in the last Journal are sending very positive feedback and reviews. Please continue to do so. All comments and questions are welcome at email: [dickw3@cox.net](mailto:dickw3@cox.net)

## A Word from Walter...Walter Schmidt

My dictionary defines elegance as studied refinement: polish, grace or beauty resulting from perfect propriety. I looked this word up when I came upon the following vignettes. WOW! I concluded that the visual impact that these stylish ladies evokes exceeds the meaning of elegance. For me, they enter the realm of the divine. What a great topic this would be to collect and display at a stamp show



## Query

In reply to Peter-Hannes Lehmann's query about a letter seal commemorating the 1848 formation of the Swiss Confederation, Ken Eadie reports that it is a 20th century item. He has one on a 1932 cover.

## Swiss chocolate stamps....

Manfred Zollickhofer sent a letter responding to Ken Eadie's article on the Lindt & Springli poster stamps (#11, p. 9). He notes that there were [at least] 5 other chocolate companies who made poster stamps and offered albums to put them in:

1) Tobler (1932) offered 100 sets of 12 along with 100 page albums for the sets. They are known in at least 4 languages including IDO (a reformed kind of Esperanto). [Ed. In 1994 the Alnis Press published a catalogue of these stamps.]

2-5) Peter, Callier, Kohler and Nestle (1935) each offered 30 sets of 12 and shared a 120-Page album.

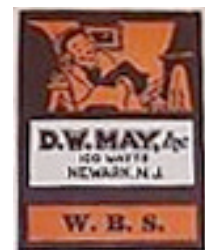
He also notes that, in St. Gallen, a company named Maestrani produced poster stamps but he does not know if they also made albums.

Ken has since reported that the Amor chocolate company also made both stamps and an album but they seem to be quite rare. He has only a single page from the album and a few of the stamps.



## Phenix Labels, redux....Dick Warren

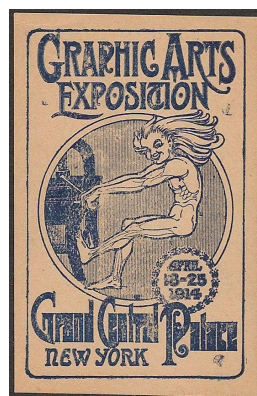
I have observed two possible Phenix Label Co. products in a group of EKKO and related radio reception stamps, advertised on eBay, for which I was the underbidder. One WSB Atlanta stamp was illustrated, which we know as #29 in the Phenix article part II (Journal, Spring 2007) with the inscription from Phenix that verifies it. I made screen shots of the other two, which were of the same size and color combinations as the WSB Atlanta. The images are quite poor. One is 'D.W. MAY, Inc./ 100 watts/ Newark, NJ/ W.B.S.' and has a caricature image of a man listening to the radio in a style we often see on Phenix stamps. The other is very hard to read except 'Clearwater, Florida' and the radio call letters cannot be distinguished. What this suggests is that collections of radio stamps could be a source of more Phenix stamps yet to be found.



[Ed.: the images were scanned from a copy and not ideal.]

## The Printer's Devil....

One of the strangest US poster stamp images, with its matching trade card, for Farmer-Zehr Engraving Co., at the New York National Printing Show, 1914



## Symbiosis between Poster Stamps and Match Box Labels....Esbjorn Janson

"This is the first reference I have ever seen equating what we call poster stamps with match box labels" reads a sentence in Journal #11, p. 13.

To emphasize the point that promoters saw both formats as equivalent in advertising terms, I present, in chronological order, six pairs of poster stamps and match box labels with common designs. These are not plagiarisms (copying of a design by an unrelated entity) but proof that both formats were used by the same organization.

Match box labels are always imperforate and without gum, usually on poorer quality paper than their sister poster stamps. The poster stamps are usually perforated but may be imperforate and, of course, have gum.

Olle Hjortzberg's famous design for the 1912 Olympics, which appears as poster stamps in 16 languages, is much harder to find in its match box format, issued by Kalmar Match Factory. The text at the bottom says that Carl Westerberg has exclusive rights to sell the labels, confirming their commercial nature.

In 1914, the Junebro Match Factory issued the marvelous Ljusglimt ("Gleam of Light") labels that come in several sizes. It was part of a fund-raising campaign on the part of the Ljusglimthem ("Gleam of Light Home"). The poster stamp text reads "Help with building convalescent homes by buying Ljusglimt matches." The poster stamp is much scarcer than the match box labels.

The Gothenburg 1923 Jubilee Exhibition, like the 1912 Olympics, had a similar design in both formats, the match box labels being produced by the Jonkopings Match Factory. The design is probably by Torsten Schanberg.

We skip past WWII to the 1944 Boden Swedish Ski Championships, the matchbox label being made by the STAB (Swedish March Factory) in Jonkopings. Note that both labels are imperforate.

Another case where both labels are imperforate is the 1948 Malmo 33rd International Esperanto Congress. Here the match box label is much duller than the poster stamp, unlike the case of the 1914 Ljusglimt. It, too, was made by the Swedish Match Factory.

Finally, for the 1956 Stockholm Equestrian Olympics, both labels are the same size and both imperforate. The only way to tell them apart is by the paper quality or the presence of gum.

No doubt there are other such concordances and it would be interesting to hear about them.

[Ed.: These are all Swedish but I have seen similar concordances in other countries, especially France]

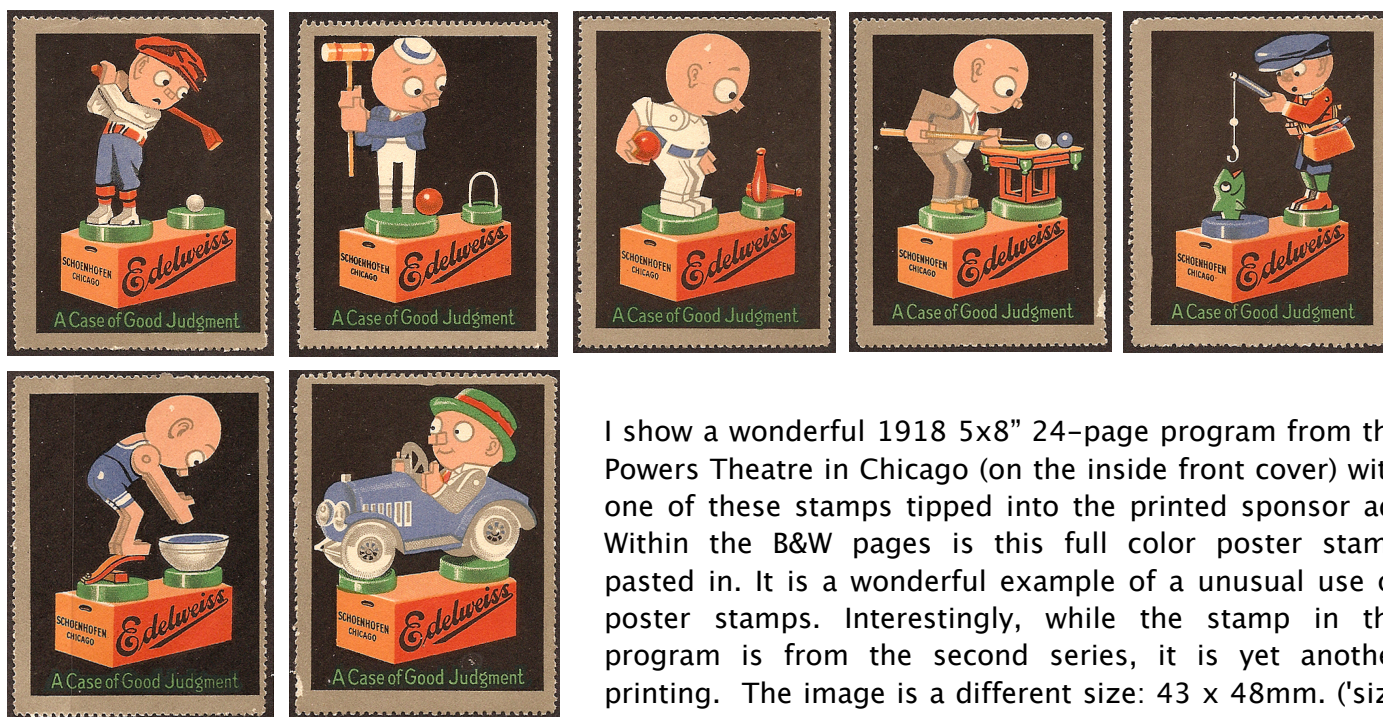


## The Edelweiss Beer Company stamps...Dick Warren

The Edelweiss poster stamps are a familiar and popular set of a distinctive nature; that is, an artist with a particular style that I do not recall seeing on other poster stamps. They measure 38 x 63 mm with a gray printed outside margin between the stamps (size a). A bit odd that this is a set of 5, but not unreasonable.



I found the next group a couple years ago and have never seen another, even a single one. They are not the same set. Here, the image dimensions are 44 x 57 mm. (size b), shorter and wider but with the same gray margins, obviously the same artist, and only (in my hands) a set of 7.



I show a wonderful 1918 5x8" 24-page program from the Powers Theatre in Chicago (on the inside front cover) with one of these stamps tipped into the printed sponsor ad. Within the B&W pages is this full color poster stamp pasted in. It is a wonderful example of a unusual use of poster stamps. Interestingly, while the stamp in the program is from the second series, it is yet another printing. The image is a different size: 43 x 48mm. ('size c').

Now this puts a thought in my mind. The total images are  $5 + 7 = 12$ . That is a reasonable number for a full 'set' that the Edelweiss people might have commissioned the artist to design for them. But the fact that they appear in three sizes suggests that ALL of them could be in three sizes. I looked through my duplicates to see if I could find other examples of "size b" and "size c" but all I could find are 'size a' – the common tallest ones. Does anyone have any more?

# Poster Stamps issued for the Balbo Flights...John H. Bloor

Between 1929 to 1933 General Italo Balbo organized and led three aerial cruises ("Crociera aerea") involving multiple aircraft flying in close formation. The flights and their routes are listed below.

A number of poster stamps were made privately for these flights. The most comprehensive, but still incomplete, listing is Landmans' 1949 catalogue. He provides no information about the quantities issued. They are much easier to find mint than used on cover with appropriate cancellations and dates.

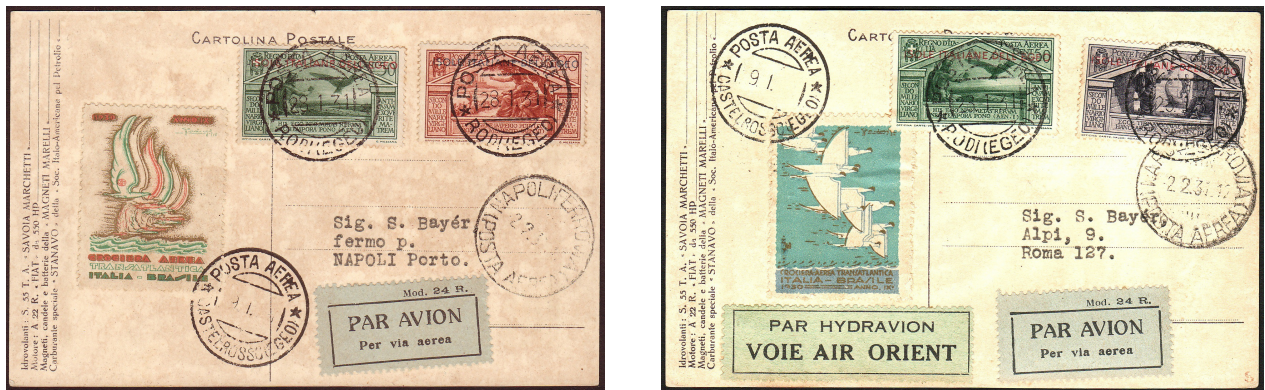
**Eastern Mediterranean Flight:** Route: Greece, Turkey, Bulgaria, Russia, and Romania; departed June 5, 1929; 35 planes. Balbo and Francesco De Pinedo jointly commanded this flight.



A set of three labels was printed for the Eastern Mediterranean flight. They depict the Acropolis (Athens), the Mosque of Saint Sophia (Istanbul), and the Kremlin (Moscow). The stamps were printed in sheets of 72 (6 rows with 12 stamps per row), with two rows of each design per sheet. They were given to the flight crews for use on unflown correspondence.

**South American Aerial Cruise:** (aka South American Flight). Route: Spain, Morocco, Gold Coast, Portuguese Guinea to Brazil; departed December 1930; 12 planes. Landmans lists 19 vignettes and 13 postcards issued on December 15, 1930 for this flight.

Two vignettes in the art deco style together with matching postcards were released, designed by G. Poduje (Poduie).



The postcard below is from the set of 10 cards showing the aircraft crews that participated in the flight. The green vignette in the lower left corner is one of a set of 4 issued for the four squadrons, each with a different color and design. This one was for the green squadron; the others were for the black, red, and white squadrons. A set of 12 vignettes, one showing a map of the flight route and the others pictures of the 12 pilots, was also released, two example below.



Another pair of labels, not listed by Landmans, in red and green sheets of four, issued for the South American flight (front cover).



**North American Aerial Cruise:** (aka North American Flight, Chicago Flight, Rome–New York Flight, Tenth Anniversary Air Cruise). Route: Netherlands, Northern Ireland, Iceland, Labrador, Nova Scotia, Montreal, and Chicago; return via New York, Nova Scotia, Newfoundland, Azores, Portugal, and Rome; departed July 1933; 24 planes. The Chicago flight was scheduled to leave in 1932, the tenth anniversary of Fascist rule in Italy but did not, in fact, leave until July 1, 1933.



Initially, a label was prepared and released in July 1933. (left) However, Mussolini was becoming jealous of all the acclaim and attention that Balbo was receiving. He ordered that the vignette not be distributed. It is likely that he was not pleased by the June 26, 1933 issue of *Time* magazine whose cover had a portrait of Balbo (right).



Subsequently, also in July 1933, a set of 6 labels was issued in miniature sheets of 6 packaged in booklets. There were five different designs but one design was printed in two different colors, the variant is on the front cover. Both color combinations are known as booklet panes of 6. Landmans lists only the more common green and blue version. The designers are as follows from left to right: Mario J. Roverrovi, Luigi Martinati, G. Poduje (Poduie) twice and F. Testi. Booklets are known with various numbers of sheets and with different covers (for variant booklet covers see front cover).



**Note:** Parts of this article originally appeared in *Scribblings*, the bimonthly newsletter of the Rocky Mountain Philatelic Library in Denver, Colorado. The best English language book about the flights and the associated philately is by Robert E. Lana, published by the APS, but he says little about the poster stamps. Orlandini published a catalogue in English in 1974 as well.

## Plagiarisms VII....Art Groten

I have accumulated enough stamps to reprise the series on plagiarized designs.

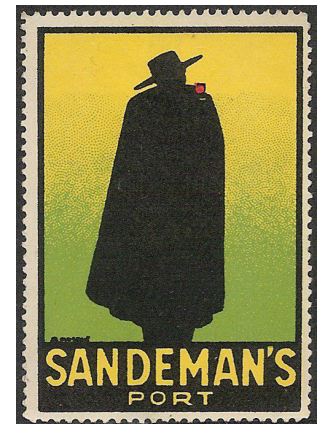
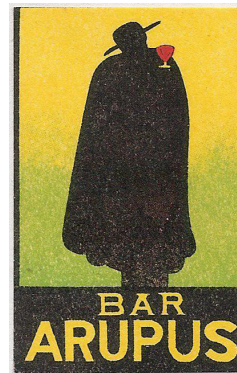
In Vol. II #2 on p. 5, I showed two stamps imitating the famous Franz von Stuck 1911 Dresden "Eye". Steve Greizcek sent this lovely image of multiple eyes, clearly derivative.



In the same issue on p. 6, the 1897 Leipzig Fair and the Testolini copy were shown. Charles Kiddie has found another plagiarism of this stamp. Its color scheme is pink, brown and gold.



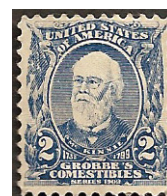
One of the great poster stamps was designed by an Englishman, George Massiot-Brown, for the Spanish port maker, Sandeman. A bar in Denmark saw fit to use the identical image in the original colors.



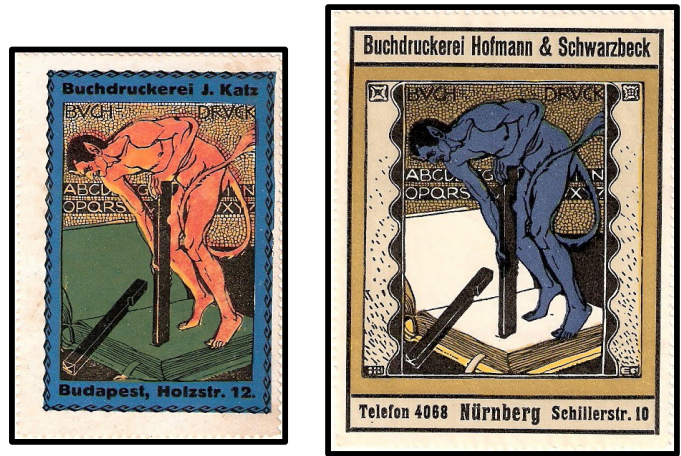
The artist or copyist is not known but the designs are certainly related. I suspect the original was the German stamp, copied in the U.S. using the same colors.



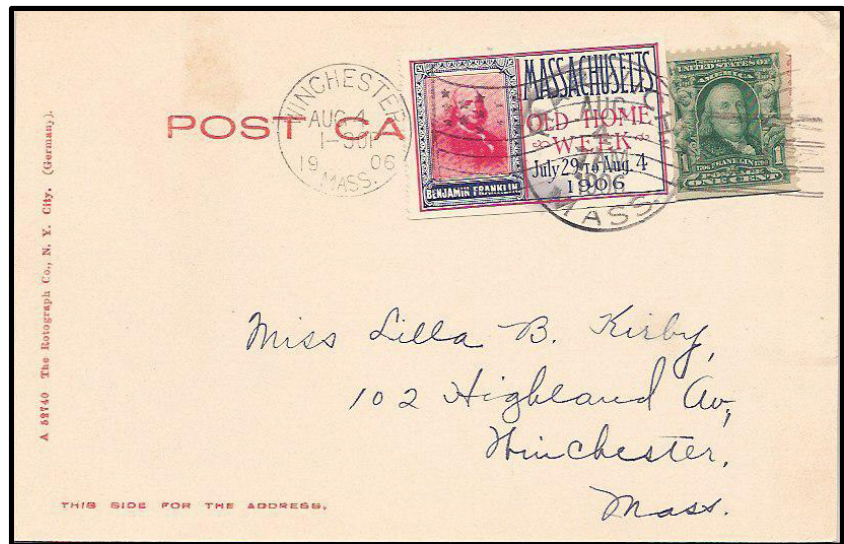
Grobbe's Comestibles made a direct copy of the U.S. 1902 2¢ red definitive issue for their blue advertising stamp, with founder McKinnie replacing Washington.



Jaap van Dijk sent these two stamps with the same central vignette of a printer's devil, virtually identical in both stamps, one from Germany, the other from Hungary. I suspect the German one was the original.



Here is an interesting congruence. The 1906 Massachusetts Old Home Week stamp uses the same portrait of Ben Franklin as the contemporary 1¢ definitive issue of 1902.



Stewart Gardiner sent these four lovely stamps, all plagiarized from the Great Britain 1881 1d. lilac. They were used by various merchants on Malta.



## Ad Stamps - Poster Stamps ArtiStamps - Cinderellas

*Still made to exacting standards  
in the 21st Century!*

### You provide the art and we'll do all the rest!

*Graphic Arts & other services  
are also available*

- Real Moisture Activated Stamps
- Printed in full-color & pinhole perforated
- Fast friendly service



**1-877-373-1212**

Dealer Inquiries Welcome

**The Olathe Poste**  
P. O. Box 707  
Olathe, CO 81425

# NUNES NOOK

**BUY THE UNUSUAL  
UNLISTED  
UNDERVALUED**

**US/FOREIGN COVERS & STAMPS**  
Ephemera, Phantoms, Seals,  
Cam/Fams, Cinderellas, Topicals,  
Rocket, Locals, AMG, Zep, Navals

**John J. Nunes**  
NunesNook@aol.com

**covers COVERS covers**

### New Poster Stamp Catalogues

#### German Aviation: Zeppelins

by Charles Kiddle

This catalogue builds on Kuno Sollors' excellent and pioneering work published in 1973. It has been compiled and released with Kuno's full support, agreement and help. It is dedicated to him.

It has 255 pages in A4 format with all poster stamps illustrated at actual size and in full color. A relative value scale is included.

Prices postpaid: U.K. GB£69; Euro zone, E85; U.S., \$125  
For further information, contact the author at  
P.O. Box 13, Alton, Hants., England GU34 4DW  
email: 106711.1065@compuserve.com  
www.worldposterstamps.com

The first volume of this series, German Aviation--Aircraft was awarded a Bronze Medal for Literature at the F.I.S.A. General Meeting in 2007.

#### Letters Making Words

A 2-volume catalogue of sets where letters make words, alphabets, calendars, zodiacs, stories, etc. A fascinating work that spans all topics and themes. All color, relative value scale

Prices postpaid: U.K. GB£116; Euro zone, E150; U.S., \$232  
Contact the author for further information.

# LOOKING FOR SOMETHING DIFFERENT?

*We specialize in the following.*

- Advertising covers & trade cards
- US postal history & covers
- Antique stamp boxes & postal scales
- Poster stamps
- Ephemera

**See Us  
At All Major Shows!**



## The Folded Letter

P.O. Box 176 • Lafayette Hill, PA 19444

Visit our website at: [www.thefoldedletter.com](http://www.thefoldedletter.com)

## A Swiss Propaganda Stamp...Steve Greiczek

I wonder how many of us have a copy of the 1910 Swiss poster stamp illustrating the 'fat cat' in top hat and tails under the foot of Helvetia, and not know the story behind it...and why is he holding a sausage.

I recently found a copy of a "Proporz"-Postkarte with the same illustration as the poster stamp that appeared to have the answer.



The two illustrations on the face of the postcard give further clues as the same businessman is in one frame eating the sausage under the eyes of the little people while in the background "Mother Helvetia" covers her eyes in despair. In the second frame, a much happier scene, where everyone is seated at the table sharing the sausage that "Mother Helvetia" is cutting.

Thanks to a Swiss friend of a co-worker we can get a better understanding from a translation of the back of the card together with some historical commentary. The card reads:

Dear Friend and Fellow-citizen!

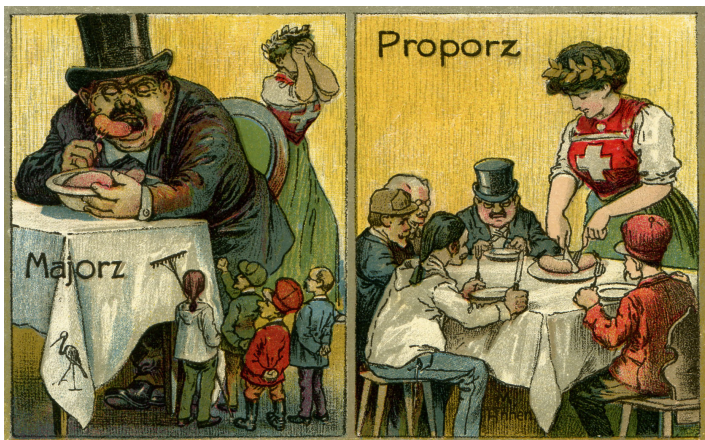
Who is for it? Approximately 142,000 Swiss citizens of all ranks and parties demanded it, among them 27,000 from Zurich, 20,000 from Bern.

Who is against it? The political masters of the "Storchenklub", the confederate bureaucrats and men with daily allowances, which would like to cut up the huge "Federal Sausage" for themselves.

Who is calling for it? Beside a fair voting and a healthier procedure of the federal politics, which turns more and more into a manorial favoritism and bureaucratism, for which the population cannot raise enough money (already now 160 million a year).

Every Friend of the Swiss-Nationhood is voting Yes on October 23 - Every Man to the polls! Long live Switzerland, Long live the Swiss people!

The postcard and stamp illustrate the political fight for a change of the voting system. At that time, in 1910 and for many years after, Switzerland had only one voting system: majority rule for elections and votes on issues. The rights of the people were cut by big "Patrons", owners or manufacturers. There were only a few political parties so the ordinary people could not voice its will effectively. They wanted a change of the system from majority to proportional voting for elections.



## Rene Lalique designed poster stamps!...Art Groten

Over the years I have found 5 different variants of a similar design. It is a striking one, even if printed only in shades of brown. They are shown in their relative sizes. #1, 2 and 4 all have "France" at the lower right. #3 has no inscriptions. #5 has "R. Lalique" at the lower right. He designed the perfume bottles for Coty in the 1930's. I have never seen reference to these labels anywhere.



Charles Kiddle recently found this lovely cabinet photo of two German women (they look like mother and daughter) with their poster stamp album.

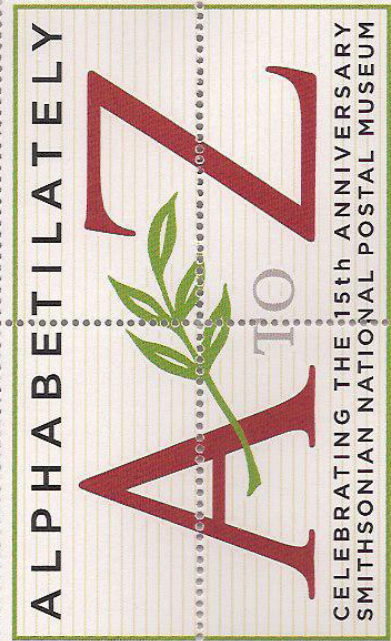
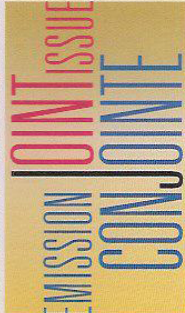
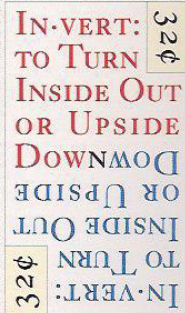
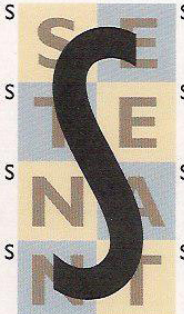
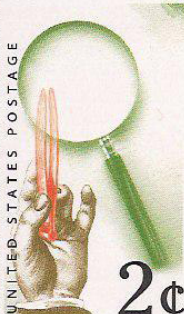
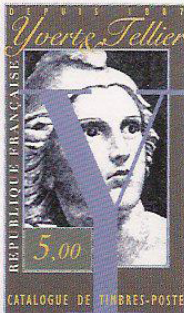
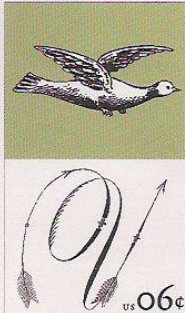
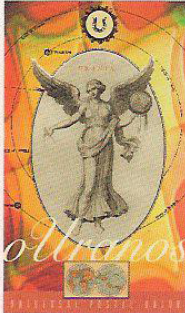
Below, a newly discovered poster stamp issued for the 1915 Pan Pacific International Exposition in San Francisco by an Italian maker of lace embellishments.



## Two modern poster stamp issues

I mentioned these in the last Journal and felt it worthwhile to illustrate them to show that poster stamps have not died, merely morphed. On this page, a sheet prepared for Florex 2008 honoring the 100th anniversary of the Model T Ford. On the back page, the special sheet issued by the National Postal Museum for their marvelous exhibit *Alphabetilately*, based on themes from philately arranged alphabetically with rather whimsical designs. A sheer joy to behold!





CELEBRATING THE 15th ANNIVERSARY  
SMITHSONIAN NATIONAL POSTAL MUSEUM

