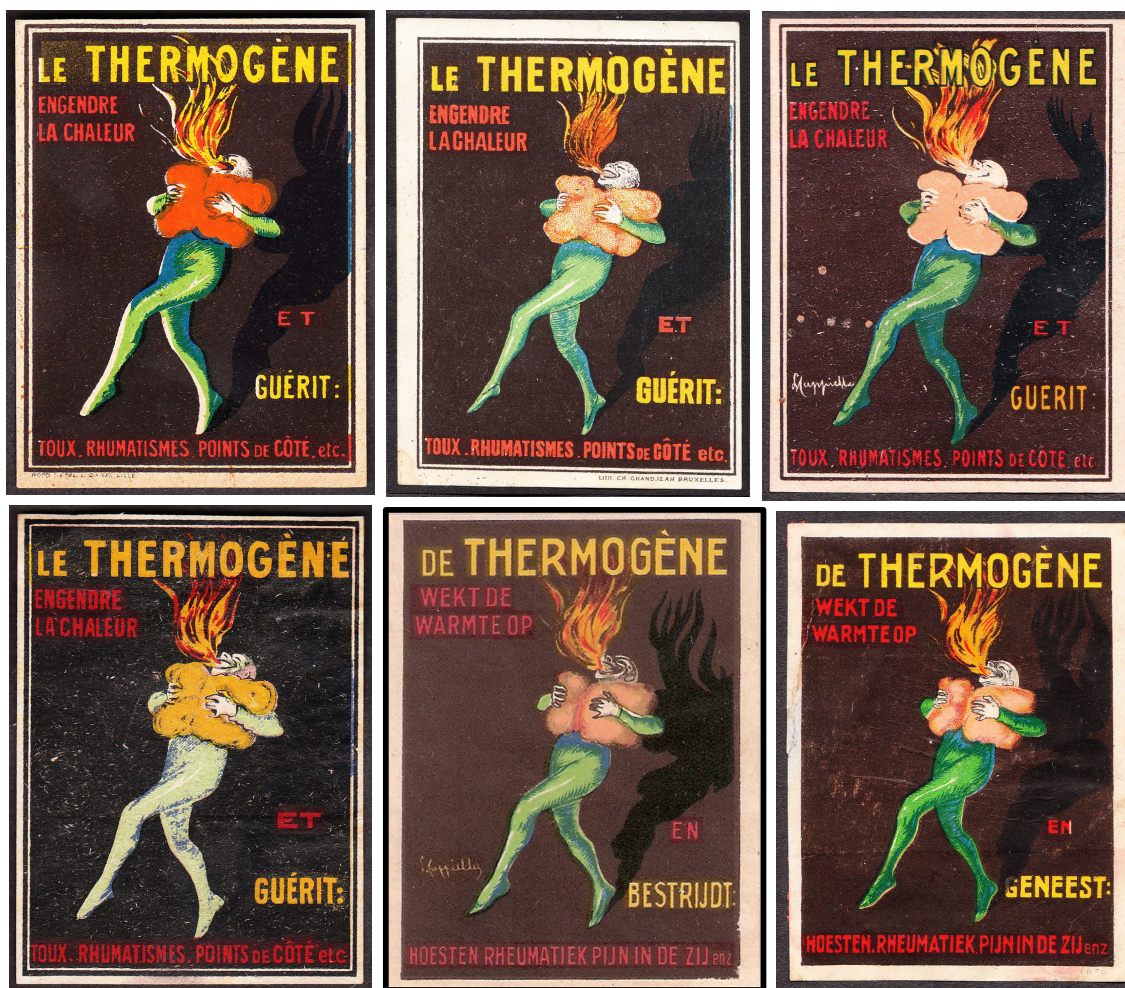


The Journal of the Poster Stamp Collectors Club



Fall 2009
Vol. IV No. 2
Whole # 14



APS #255.

Variants of a famous Capiello design, see p. 2

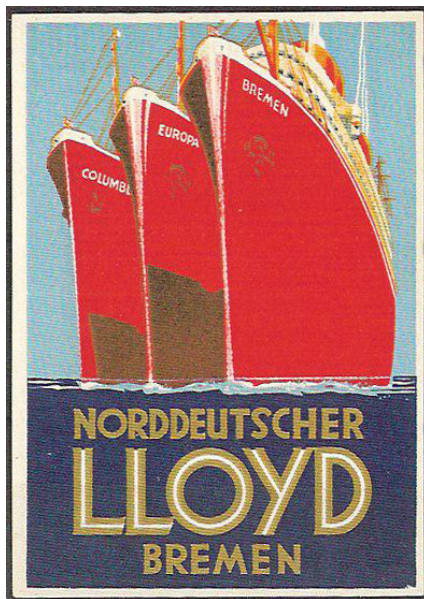
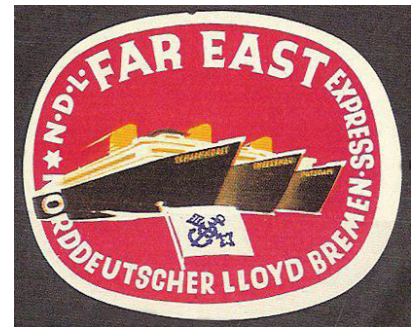
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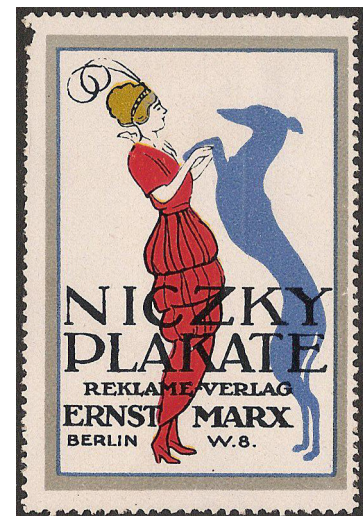
Some of the more spectacular of the NGL stamps are shown on this page.



These are all post-WWI. The stamp to the left is part of the set shown on p. 4 in issue #13. The first stamp in row two was designed by Bernd Steiner. The next stamp is stylistically similar to the Willi Sesser stamps on p. 3. The "Far East" is an English language version of one on p. 4. The first stamp in row three comes in a small and large size. The next stamp is by Helmut Eichrodt.



A Word from Walter



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President's Corner...Art Groten

Fourteen members met at the Albany 400 show last weekend, in no particular order: Ken Eadie, Bonnie Singer, Mike Mead, Chip Blumberg, Charles Kiddle, Art Groten, Ray Peterson, John Nunes, Dick Warren, John Armstone, Harris Leonard, Bob Bradbury, Herb Trenchard and Tom Minor. Our Friday evening dinner hosted 20. Tom Minor gave a wonderful talk on Italian military stamps, to be the subject of future series of Journal articles. The dealers brought their cinderellas and there were plenty of poster stamps to be found. Charles put up some more of his knock-out material, particularly his Delandre essay and proofs. His Zeppelin catalogue won a vermeil and his U.S., a silver.

Our next meeting will be in St. Louis in February 25-27, 2011. That's a ways off so put it in your calendar.



For those of you who might like to exhibit but non-competitively, there will be an opportunity at Rompex in Denver, May 14-16, 2010. Information is available through the APS web site (www.stamps.org).

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

Auction:

There was discussion about the PSCC holding an annual auction of 150-200 better items. I am looking for someone willing to take this on. A small group of lots like this is not an onerous task. Anyone interested?

Membership News: New members:

#130 John Seidl, 4324 Granby Way, Marietta, GA 30062 email: jseidl@mindspring.com Interests: clocks & watches

#131 George Booth, 2155 Westbrook Drive, Toledo, OH 43613-3948 Interests: US advertising

#132 John M. Mattler, 9703 East Vista Drive, Hillsboro, MO 63050-3237 Interests: Zepp & German Air events, Osram

#133 James Stillman, 333 Goodhill Road, Kentfield, CA 94904 email: jstillman@seepost.net Interests: WWI German homefront

#134 David Villadsen, 1334 E. Rialto Ave, Fresno, CA 93704 Interests: expositions, etc.

#135 Chuck Jarvis, Grand Haven, MI 49417 Interests: history, early advertising, esoteric

#136 Oscar Mestey-Villamil, 829 Anasco Street #15, San Juan, PR 00925-2471 email: omestey@yahoo.com Interests: graphic design

#137 Ronald R. DelVento, 6002 Bull Creek Road, Austin, TX 78757

#138 Wayne Clowery, Col 4305, P.O. Box 025720, Miami, FL 33102-5720 email: wayneclowery@yahoo.ca, Interests: hotels

#139 David Zach, 544 E. Ogden Ave., Milwaukee, WI 53202-2698

#140 George Theofiles, dba Miscellaneous Man, Box 1776, New Freedom, PA 17349 email: miscman1@comcast.net

Dropped for non-payment of dues:

101 Stephen Clark; 108 Edward T. Flory; 112 Bruce Shyer; 116 L. Russell Cartwright; 122 Mike McBride; 130 Blane Walker

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From the Editor...Art Groten

I am happy to report some articles have been forthcoming so that I am now half an issue ahead. I'd prefer to have a few more so keep 'em coming.

Auction announcements....An indication of the maturation of our hobby is the upcoming auction in Germany devoted entirely to aviation and zeppelin poster stamps (and a bit of other ephemera). Walter Christ of Christ-Stamps will be holding an on-line auction November 14-15, 2009. Lots may be viewed on his web site: www.Christ-Stamps.com. Charles Kiddle has written a foreword to the catalogue. The fact of this sale is very good news.

Another major offering will be made by Hartmut Raith, Eichenring 6, D-35424, Langgons, Germany on November 7, 2009. He has no electronic communication so write to him for a catalogue. It will include a major collection of Third Reich material, offered intact: 2600 items with a start of E12000.



Report of the Cataloging Committee...Dick Warren

The on-line interactive database for Dated Event Poster Stamps (DEPS) is up and running. All you need to know can be found at the web site: <http://www.posterstampist.com>. The first step should always be to check the 'What's New' section. The link to the actual Filemaker database is at the bottom of the right hand column of the main web site page - it says 'Click Here'.

If this will be your first time using the site, be sure to read about log-on procedures and other navigational features - including a 'Quick Look' tutorial - found in the 'Navigation...' section of the 'Database Info' pages.

Cappiello variants

Jaap van Dijk and Charles Kiddle, by happenstance, each sent different variants of the famous design for Thermogène by Leonetto Cappiello shown in color on the front cover. Note that the French text stamps have different (or no) imprints at the bottom and that there are distinct color variations. I have never seen the Dutch language ones before. The stamp used on an original box is shown at



right. Above is a Spanish variant of his design for Longines watches.

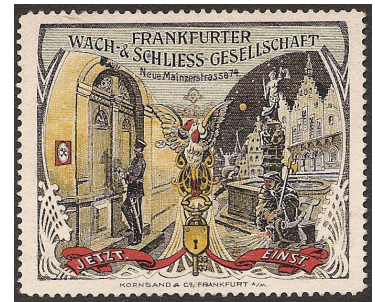


A Word from Walter...Walter Schmidt

A thing of beauty is a joy forever. Finding that which is beautiful in a small space is one of the joys of our hobby. Over the years I have been often surprised by joy when I came upon vignettes that took my breath away. Case in point: this marvelous image by Niczky, produced by Ernst Marx, printer of poster stamps for many of the great German artists (see lower right, inside front cover). The well known book on poster art by Paul Rubens, *Die Reklame*, published in 1915 in Berlin, had a chapter on poster stamps (pp. 179–91), which featured no less than 15 designs by 12 different artists produced by the Marx press.

Follow-up and Miscellany...Art Groten

In the Fall 2008 issue, on p. 3, I showed a "before and after" stamp and suggested there were others. I finally found one. Here it is: "Einst" (before) the watchman sat outside the door to protect the house and occupants; "Jetzt" (after) a lock made by the Frankfurt Lock Co. provides that security.



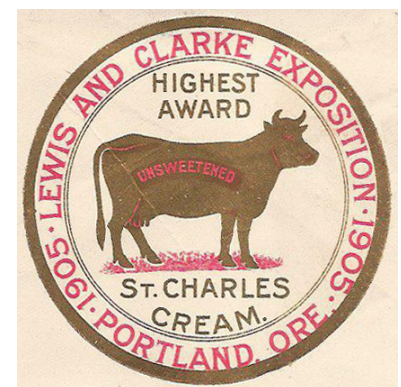
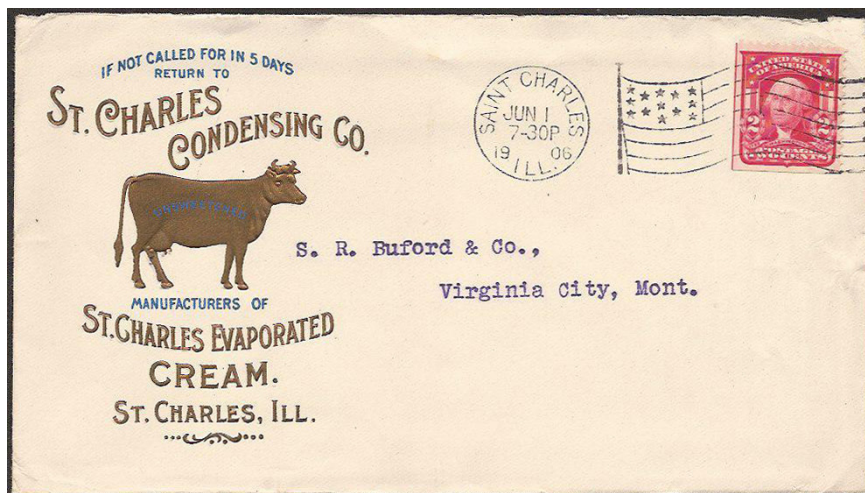
Here is another production, this honoring Pres. Woodrow Wilson, by the Amsterdam firm of Posthumus.



It is rare to find a poster stamp printed on both sides as is this 1928 Danish charity stamp for King Gustav V's Jubilee Fund. The face of the stamp is on the left. St. George slaying the dragon, on the reverse, is often the iconography used by anti-cancer charities.



large round label for the 1905 Lewis & Clark Exposition, previously unknown, was applied to the reverse of an envelope from the St. Charles Condensing Co.



THE DEVIL IN POSTER STAMPS...Harris Leonard

During the early part of the twentieth century poster stamps, small images in the form of a stamp were used to advertise everything from fairs to products. Germany, because of its superb printing technology, became the center of poster stamps design and production. These small poster stamps used many themes and symbols. One image found in poster stamps was the image of the Devil. These "Devilishly Good" poster stamps depicted the devil, not as a symbol of evil, a loathsome being to fear and to hate, but as a symbol of good to follow and to admire.

Why was there this change in the perception of evil? Most of these poster stamps were produced between 1914 and 1916 in Germany. Maybe the horrors of World War I made Satan seem less evil and more real or maybe the superb German technology allowed for more individual experimentation or possibly the popularization of the post Romantic nihilism finally took hold and evil became good and good became evil. Whatever the answer, the predominately German poster stamp (the examples in this study, except four; three American and a French one, are from Germany.), depicts the Devil as a guide for us to follow and use a specific product or as a protector to keep us safe by using or buying a certain product. In either case, the Devil represents these products as good for us while in reality he seeks to control our soul in order to sell us his products or his events. "The figure of the Evil one has been taken up by advertising, where he increasingly evokes the greatest joys of existence." (1)

Here, in Fig. 1, is the devil with his cape flung open. He is a menacing figure, vampirish in nature, which is appropriate for this 1916 poster stamp advertising a modern production of Faust. The world is on the brink of destruction with evil engulfing everyone and World War I taking them to hell. What a timely production of Goethe's masterpiece.

The next German stamp (Fig. 2) depicts the base animal nature of the devil. He has an animal's tail and is bent forward as if he is about to grab something or someone. The advertisement is for Farben Lack, which is a type of colored lacquer. Teufelszeug is hellish stuff and the message is that Farben Lack, a witch's brew, will protect one or what one wants protected, from the destruction by the devil. The material world, the lacquer, is stronger than the spiritual world.

The devil is also a tempter. "His job is to tempt us as best as he can; turn around and accuse us; but deep down his wish is that we would resist his blandishment." (1) The French stamp (Fig. 3) produced for a 1912 carnival shows the devil, again with a cape, urging his temptress on. She is dragging and pulling the poor clown to the "Chalon's Saone" where he will indulge in every form of debauchery. The devil has a lute in his left hand to seduce the clown, a corruption of its original intent. And yet, the viewer is seduced to going to this carnival because, without the fear of retribution, sin and corruption can be enjoyed.

Lucien Bernhard's poster stamp (Fig. 4) depicts the pleasure or joy one can achieve by speeding in a racer. Of course, in order to achieve this excessive delight, one must insure the trip with Bosch parts. The Devil appears with both hands on the wheel and a look of intense excitement.

The U.S. stamp sells cigars (Fig. 5). The devil has his cape spread out as if he were about to ensnare an individual in his web. The idea is to ensnare the unsuspecting sinner into smoking "Mephisto Segars." It was produced in the later part of the 19th Century. There were fewer allusions to Satan in American poster stamps than in German ones.

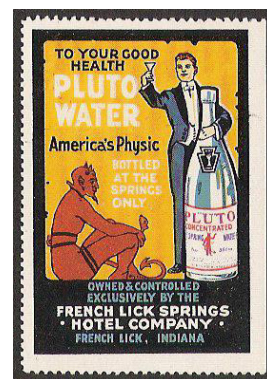


Figs. 1-5

A German stamp advertises a drink, Burtscheider-Sprudel (Fig. 6). The waiter with devil horns, head flung back, and eyes closed, pointed goatee and the hand stretched out as if serving the water of the gods, is a haughty devil. The inference is that this drink is served only to the "highest of all angels." Before his insurrection, Satan was among the highest of all angels and the "brightest in the sky." His pride is why "he would not bow to God as all other angels did, but sought to rule heaven himself." Of course, this poster stamp appeals to our sense of exclusiveness. It plays upon our pride and drives us into the hands of Mephisto.

The devil, however, does not always have to be a negative entity. In 20th century Germany, he is a force for good. In this poster stamp, the devil is like Prometheus, bringing light to mankind (Fig. 7). He has stolen the light and wants the consumer to enjoy his gift. It is a 75% economy over other forms of illumination. The smirk on his face and the raised hand touching the lips and cheek seem to imply that he has bested God or that he is about to give man a Trojan horse—a gift that will light man's way to hell.

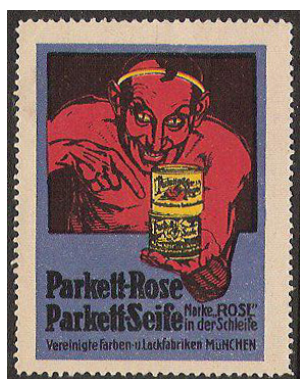
The German stamp by Harnasch extols the pleasure one obtains from drinking the liquor that the joyful devil holds in his outstretched hand (Fig. 8). Here the hedonism seduces man into joining the devil's party. The American poster stamp has the Devil sitting and approving "America's Physic." (Fig. 9) The Pluto Water benefits one's health. Both stamps extol the benefits of the devil's brew. Seen here the devil is a positive force, ennobling the human body with the elixir of health, a Promethean promise.



Figs. 6-8

The German four stamps below advocate the superiority of their individual products. The devil points to each product implying that the consumer should buy it. Is the devil implying or commanding? Those who see the devil as the Romantic hero will heed his advice and buy what they are told to buy. The devil's dominion is truly the advertising world. (Figs. 10. 11. 12).

In the fourth poster stamp below, the Jupiter machine is "The only practical apparatus. Indispensable for offices, schools, and the home." This admonition is written in 5 different languages. This is the machine of the devil. The message is: one dares not question the devil.....just buy the machine. (Fig. 13)



Figs. 10-13

The goal of the devil is to lure individuals to join him. In this stamp two devils, both with tails and horns; proclaim that they make exceptional paper (Fig. 14). The devil's minions roll the paper to make it devilishly perfect. Unlike other poster stamps where the devil takes a passive role, here the devil is actively creating something for human consumption.

In this German poster stamp, the opposite tack is taken. Instead of recommending a product, like the Farben Lack poster stamp, this one claims that the Torpedo bikes are able to go double velocity, withstanding the devil's wind. (Fig. 15) The bike is strong enough to withstand the forces of evil. The conclusion is if, one wants a safe life, buy this product.

This sheet is written in plattdeutsch, a low form of German language found in the local dialect of Bavaria. (see outside back cover) The devil creates havoc with fire. He burns buildings down. The authorities, the policeman of the second vignette, try to stop him. The police chase him up a steeple. The fire engines arrive. He escapes. Even the army and the air police are powerless to stop his flames from burning down buildings. Dogs growl at him. People in motor cars chase him. Everyone tries to stop him from using his flames to burn down buildings. No one, man or animal, (referring to the dog in the sixth vignette) is able to stop him. At last help arrives. The FMWI handyman comes along. He is smoking a pipe and walking with confidence. He encases the devil in a metal tube, thus, controlling his fire. The Devil looks sad and defeated. FMWI is an insurance company selling fire insurance. The message is clear: No one can stop a fire, so fix the problem with "Fire Insurance." One could make many inferences from this story, but behind the base humor are the sinister aspects of the devil. His evil is unstoppable. It is interesting that the analogy of Christ as a handyman or fire insurance salesman is implied.



Interestingly, "the traditional religion which taught that happiness is not of this world has lost ground." The devil presents another view of happiness. He, however, does not limit himself to one direct appeal to our base instincts; he uses many arguments to lure us to buy his products. First, the devil is horrifying creature, saving us from a worse fate on earth. Next, he is playful, the ultimate trickster, debunking manmade products. Finally, he is a proud, haughty hero; he appeals to our sense of exclusivity. No matter how one portrays him, the use of the symbol of evil in poster stamps represents the new and internalized view of evil.

NOTE

1. The quotes come from Robert Muchembled, A History of the Devil from the Middle Ages to the Present. The other two books were helpful in understanding the transition in our thinking about the nature of evil.

ACKNOWLEDGMENT

I want to thank Gerhard Wolff for his help in translating the text in German sheet.

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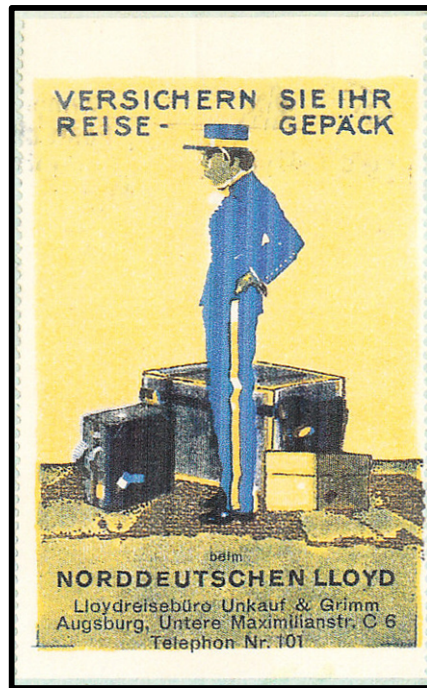
Muchembled, Robert. A History of the Devil from the Middles Ages to the Present. Translated by Jean Birrell. Polity Press, Maiden, MA, 2008

Russell, Jeffrey Burton. Mephistopheles the Devil in the Modern World. Cornell University, Ithaca, NY, 1986

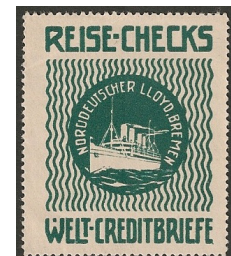
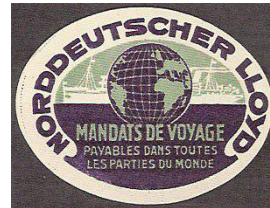
Ed. note: No doubt, members will have their own favorite images of the devil on poster stamps. If so please send them long for a follow-up article in the future.

The Poster Stamps of the North German Line II...Art Groten

Thanks to Manfred Zollickhofer, Peter Clough and Charles Kiddle for send many more stamps for the North German Lloyd Line. There are many and, for the most part, they speak for themselves. The most striking are on the inside front cover in color. The first three have variant printing at the bottom.



English and French versions of one on p. 3 of issue #13. Many more or less generic NGL labels appear in German, English and French.



Others have imprints of various travel agents. The first on the right is known from Coblenz and Munich; the second, from Munich, Magdeburg and Stuttgart.



The Berlin firm of F. Montanus had, apparently, a custom set of three stamps made.



For a special 1914 Norwegian trip, Otto Amstberg designed this stamp. There are two different typefaces for the lower inscription and yet a third for the one with the dates of the excursion added.



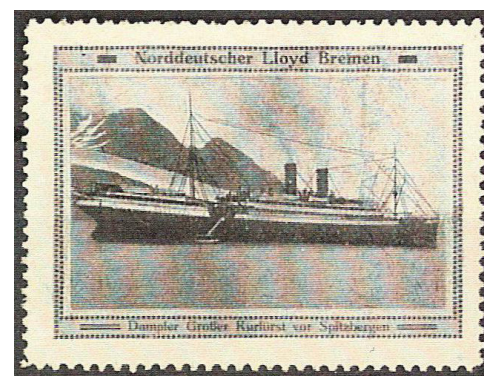
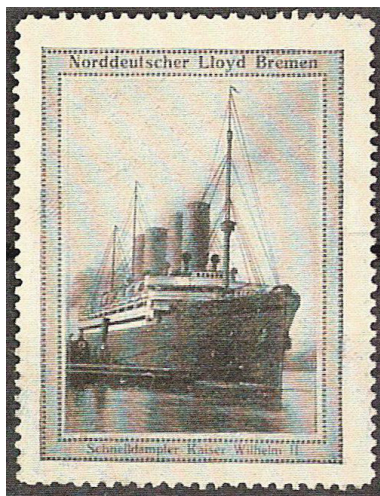
An interesting set of stamps was issued by the NGL in both Spanish and Portuguese with names of specific twin-screw ships that serviced South America.



Three miscellaneous stamps.



This group of eight was printed in a monochromatic black, much different than the company's usual colorful stamps. It is, however, quite scarce. They show named ships or ships at various ports of call. I suspect there are more than 8 in the set. In order, they show: *Kaiser Wilhelm II*, *George Washington*, *Kronprinz Wilhelm*, *Kronprinzessin Cecille* at New York, *Berlin* at Naples, *Schleswig* at Venice, *Prinz Waldemar* at New Guinea and *Grosser Kurfurst* at Spitzbergen.



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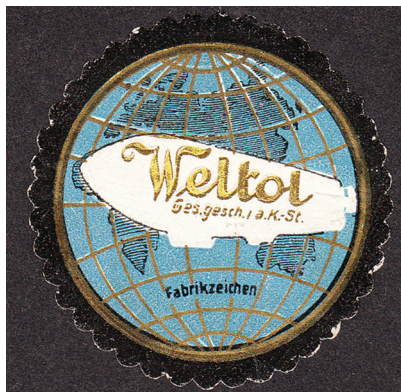
Addenda to three Kiddle Catalogues

Three variant stamps by Hohlwein have surfaced. One is similar to the NGL one shown on p. 7 with a different imprint. Two are variants of the Red Cross match box label: one the same size with a different number; the other is for a larger size box and is quite rare.



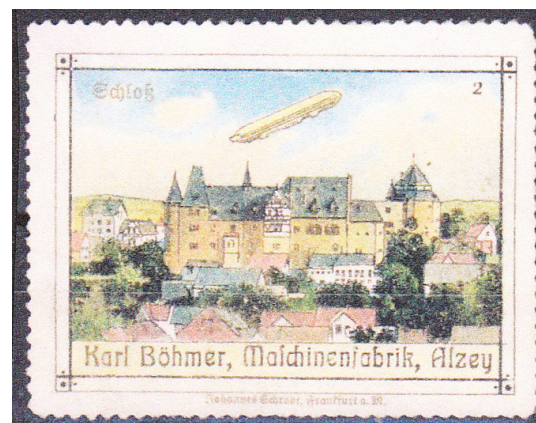
There are three new Zeppelin stamps to report:

DE.57a



WZ.41

DE.57b



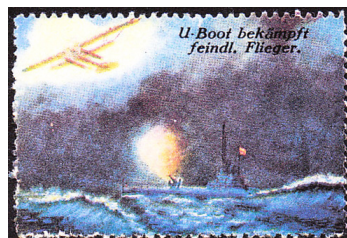
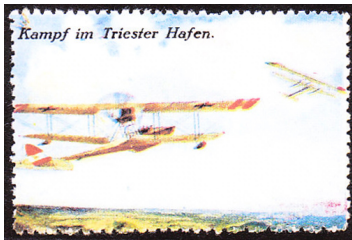
There are 17 new German aviation stamps. Three are shown here, numbered E.93, NL.27 and OP.91; the rest are on the inside back cover in color.



This lovely German poster stamp, made for a florist in Copenhagen before WWI, perhaps contributed to the longevity of the company which was still in business in 1939. It is one of the pleasures of our hobby to make such connections as these.



A set (?) of 14 newly discovered stamps numbered as follows:
 OP.43; OP.44; OP.45; OP.46; OP.46a; OP.46b; OP.46c; OP.46d;
 OP.46e; OP.46f; OP.46g; OP.46h; OP.46i; OP.46j



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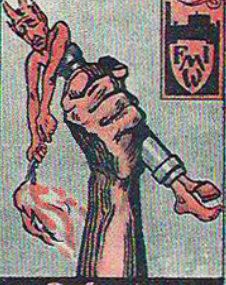
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Schützen Sie sich vor Kurzschluss durch Isolirohre und Zubehörteile der



Gefangen im erstklassigen Isolirohr

Fränkischen Isolirohrwerke Schweinfurt-Hönigsberg-Fr