

The Journal of the Poster Stamp Collectors Club



Winter, 2007
Vol. II No. 3

1914 Leipzig "BUGRA"

International Exposition for the Book Trade and Graphics Printing

We begin a new series of articles by Tom Minor in this issue on page 10.

The text at the head of this sheet reads: Competition for the acquisition of a paper seal of the International Exhibition..., listing the eight top designs and the winner, Paul Schneider, at the upper left. The sheet contains Bugra #6-13.



Affiliate #255



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Jaap van Dijk's desert island stamp.
What is yours?



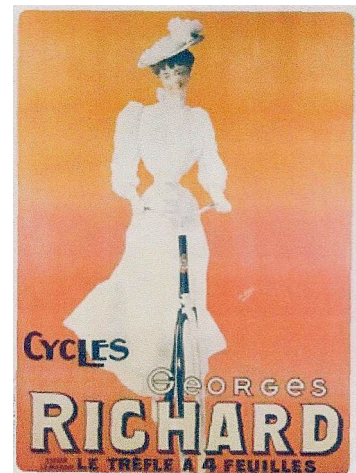
See America First but don't miss Holland

Found on the back of a 1920 cover from the Consulate-General of the Netherlands in New York City.



A Word from Walter, p. 3

Computer generated poster stamps by John Zenz. What is it with beautiful ladies and bicycles?



1907 New Zealand error:

The missing pale mauve results in no value in the rondelles on either side of the head. Such errors are distinctly uncommon on poster stamps. Why is that?

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President's Corner...Art Groten

Plans are proceeding apace for our next meeting at the APS StampShow to be held at the Connecticut Convention Center in Hartford CT, August 14-17, 2007. I have spoken with a number of members who have indicated they will be exhibiting at the show. I encourage more to do so and invite inquiries.

The PSCC meeting will be at 11 A.M. on Friday morning, August 15. I should have details for the next Journal. I am seeking a venue for a PSCC dinner that evening. If anyone is familiar with the Hartford area and cares to make a recommendation, please let me know. For those interested in making early hotel reservations, the show hotel is the Marriott Hartford Downtown (860-249-8000).

Charles Kiddle and I have been asked to give a two-day seminar on Cinderella stamp collecting which will include, of course, poster stamps. Watch the APS website (www.stamps.org) for further information should anyone of you wish to attend.

I offer my public thanks to three members, Esbjorn Janson, Peter Marshall and Robert Bradbury, who have sent along some of their duplicates for the free packets we are planning to hand out to prospective new members at the Hartford show. I need more, so those of you who have been temporizing, please send them along.

By now I hope that many of you have obtained a copy Volume 1 (through 1899) of Stewart Johnson's wonderful Catalogue of Exhibition and Event Poster Stamps and sent him your additions, corrections and comments. He plans to have the second volume (1900-1905) ready for release by late February.

Charles Kiddle reports that his new Zeppelin catalogue should be ready by the end of January, 2008. He plans two more for the near future: "ABC Letter making words" and "Neue aus aller welt".

The Society extends its congratulations to Charles who has been asked to sign the Roll of Distinguished Cinderella Philatelists, something only a few each decade do. Anyone familiar with all his work understands why he is being honored thusly.



Two of a set of four stamps for a poster stamp show in Utrecht, 1899 in Stewart Gardiner, Vol I, p. 94.

From the Editor...

Ed Flory's new compilation, Fire Fighting Cinderellas, has crossed my desk. Actually, it is a two CD set, one for US (about 530 images) and one for foreign (about 2000 images). It is a record of his personal collection and includes not only poster stamps but also matchbox labels, fantasies, revenues, exhibition seals, letter seals, etc.. He has broken the list into thematic sections such as firemen, the various aspects of firefighting and prevention, the equipment used, insurance, and so forth. On the US CD he lists the myriad seals issued by various fire prevention organizations including the ever-popular Smokey Bear labels. This makes it easy to locate a particular item. He does not pretend to be complete; such an expectation is madness. The CD's are easy to use, the color is true, the data useful although perforation gauges are not mentioned. I would have liked to see at least a relative value scale to help the new collector. That said, at \$17 for the two CD's (or \$10 each), they are an excellent and useful edition to one's library. Ed can be reached at etflory@optonline.net

Don Bodow, our publications manager, writes: Stewart Gardiner has announced that Part 2 of his Worldwide Catalogue of Exhibition and Event Poster Stamps, 1900 - 1905, will be available for distribution in the United States in March, 2008. Part Two, estimated to be over 120 pages, will be available by itself or with Part One for those who have not yet purchased the first part, 1827 - 1899.

With every stamp illustrated in full color, Gardiner's catalogue, complete to date with Parts One and Two in a three ring binder, is a wonderful reference available to PSCC members for \$70.00. Part Two, three-hole punched but without a binder, is \$33.50. Both prices are postpaid. Prices for non-members are \$82.00 and \$39.50 respectively. Catalogues will be mailed via Media Mail.

Catalogues will be available from the Club's Publications Chairman Don Bodow, POB 270458, San Diego, CA 92198. These will not be available for shipping until sometime in March and will be shipped in the order that payments are received. Please note that pre-orders will be appreciated to help us order the quantity needed from the publisher.

Ed: I have seen a disk of the first draft and, like Part One, it is a wonderful piece of work. I encourage all members to obtain a copy and to support this important undertaking.

Below a lovely set of 4 (are there more?) from M. Fickel of Nuremburg promoting his poster stamps.



A Word from Walter...Walter Schmidt

Recently I was visited by John Zenz, a member of our local stamp club, who captured my interest when he told me he printed his own poster stamps. "Really," I replied. I asked him how he did it using the internet. He gave me instructions. It's a bit tricky but you can ask him yourself (jp_zenz@msn.com). I show a few examples on the inside front cover. I suppose we could and perhaps should consider these to be examples of modern computer-generated poster stamps. I must confess, however, that I prefer to collect our old, sometimes tattered and often faded originals.

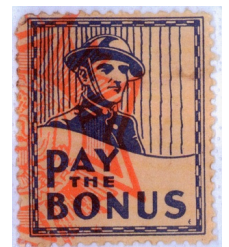
In reponse to my comments on the Jeanne Hachette stamps (Vol 2, # 1, p. 3), Esbjorn Janson from Sweden sent two more which I include here for the record, 1925 and 1926. The L'Arc-en-Ciel catalogue of French stamps lists issues from 1923, 1924 and 1933 (none for 1932). Can anyone supply images?



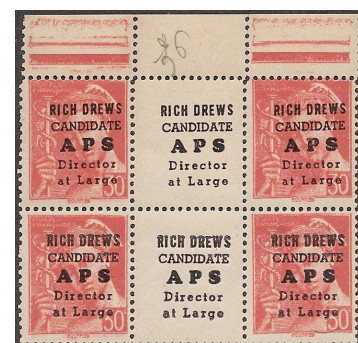
Queries...

Stewart Gardiner asks when the "1869" Red Cross seal was produced, in commemoration of what exposition?

"Pay the Bonus": is it U.S. or British, WWI or WWII?



Charles Kiddle sent the interesting cross-gutter block with private overprint. Herb Trenchard reports that these were made by Richard Drews in 1986 as part of his campaign for Director-at-Large of the APS, and writes that the overprint appeared on another French stamp as well as several U.S. low value definitives, some of the Mozambique butterfly issues and a Lundy stamp. No doubt there are others.



Mr. Janson reminds readers that this listing is a supplement to Charles Kiddle's list in PSCC Journal Vol. 1 # 1 and not a replacement.

5.

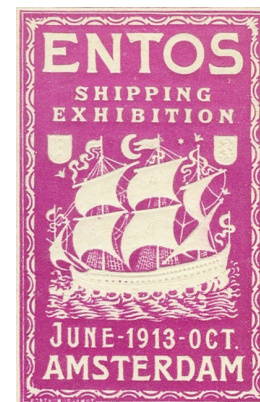
CHRISTMAS SEALS

- Dick Green: A catalog of the tuberculosis seals of the world. I-III. 1936-/1938/. 138 + 4 pp; loose leaves.
Green's catalog of the tuberculosis seals of the world. I-III. (Abt 1960). 34 + 42 + 188 pp.
Ditto. 1963 supplement. 1963. 40 pp.
Green's catalog of the tuberculosis seals of the world. I-III: (Abt 1975-1976). 48 + 54 + 290 pp.
Ditto, ditto, (Abt 1979). 56 + 60 + 290 pp.
A Hartvigsen: Julemaerke-katalog 1904-1940. 1941. 44 pp. /Scandinavia./
H Stampe: Katalog over Nordens julemaerker. 1948. 18 pp. /Scandinavia./
Jørgen Christoffersen: Nordisk julemaerke katalog. Bind 1 + Bind 2. 1987-1988. 804 pp. /Scandinavia./
Albema ApS (ed): Katalog over julemaerker. Nr 17. 1977. 58 pp. /Note: Nos 1-16 were issued in 1944-1976. In Nos 1-6 also some non-Scandinavian countries were included. No 7 onwards: Scandinavia only./
AFA (ed): Julemaerker Norden 2005. 2004. 264 pp.
Svenska nationalföreningen mot hjärt- och kärlsjukdomar (ed): Julmärkeskatalog. 1973. /36/ pp. /Sweden./
Nationalforeningen mot tuberkulosen ... (ed): Katalog over Norges julemerker. 1955. 36 pp.
Caritas, /exhibition catalogue 1953/. 1953. 88 pp. /Denmark./
Caritas 1958, /exhibition catalogue/. 1958. 44 pp. /Denmark./
Kai Flor: Eventyret om julemaerket. 1948. 42 pp. /Denmark./
The 60 year's work of the Christmas seal committee. The Christmas seal 1904-1963. (Abt 1963.) 44 pp. /Denmark./ /Exists also with Danish title and text./
Bøgh: Danske julemaerker m.v. 1942. 16 pp. /Denmark./
Julemaerkefonden (ed): Julemaerker 1904-2003. 2003. 96 pp. /Denmark./
Julemaerkekomiteen (ed): 1904 Julemaerket 1974. 1974. 36 pp. /Denmark./
Thorkild Andersen: 50 år. Odder velgørehedsmaerke. 1959. 16 pp.
Kenn Tarbensen: Julemaerket til gavn for børn. 2003. 348 pp. /Denmark./
Det grønlandske Julemaerke 1974-1993. 1993. 100 pp.
Eric Wowern: Grønland & Faerøerne. Ikke-postale velgørehedsmaerker. 1978. 1977. 58 pp.
E A Hellman: Catalogue of Finnish Christmas and charity stamps. 1947. 32 pp.
Martin Erler: Deutsche Antituberkulose- Weihnachts-Siegelmarken ... 1974. 56 pp.
Robert Pechenet: Additif au catalogue de Louis Granger Timbres antituberculeux de France ... 1987. 59 pp.
Helen K Zirkle: The Christmas tuberculosis seals of Korea. 1966. 30 pp.
Louis Granger: 40 ans de timbres antituberculeux. 1925-1965. 1977. 225 pp + 12 plates.

J.D. Posthumus of Amsterdam II...

Further stamps printed by J.D. Posthumus have been identified by Jaap van Dijk and Bill Weinberger and are shown here, for the record. As noted in Part I. not all stamps by Posthumus are signed but some can be attributed based on superior craftsmanship. No one else in the Netherlands could do the same quality work.

The first stamp is known with and without the Posthumus imprint. The second and third stamps differ in the alignment of the 'O' of "Volksvlijt". Most of these stamps occur in a number of colors.

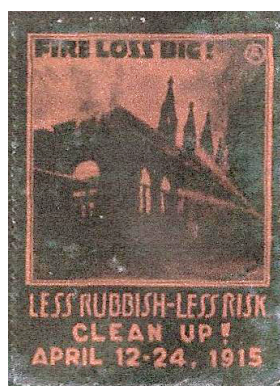


Hartford, Connecticut...Gary Potter

I've been collecting Connecticut cinderellas for a long time. I'd like to share those I've found from Hartford.

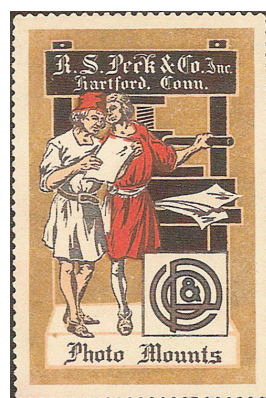
On April 11, 1915 *The Hartford Courant* reported the onset of the Clean-Up and Fire Prevention Campaign, April 12-24 and the issuance of three poster stamps to be used during those days. Stamp A depicts the Union Fire Station and was distributed by merchants (I apologize for the poor image: can someone supply a better one or, to be preferred, the stamp itself?). Stamp B shows a family busily engaged in clean-up work and was given to each child who signed a clean-up pledge and handed it in to his teacher. Stamp C has a picture of the Capitol and Bushnell Park along with the Seal of the City and, like Stamp A, was distributed by merchants. No mention was made of the quantity issued or all the colors available. The stamps were printed by The Tablet and Ticket Co. of Chicago, New York and San Francisco.

A fourth, very similar, stamp, without a letter designation, was produced by the same printer in the same style for Wadsworth Howland Co. of Hartford., purveyors of Bay State Paints, promoting "Clean Up! Paint Up!" I suspect it is contemporary with those described in the newspaper.

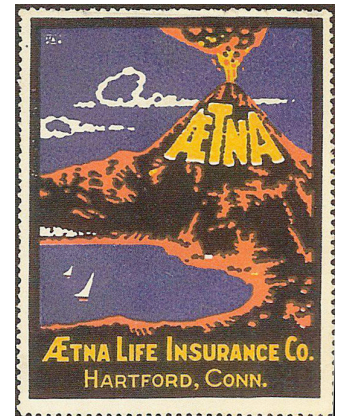
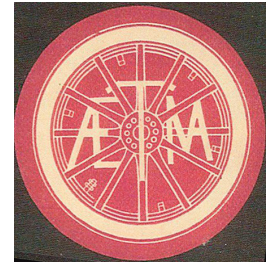
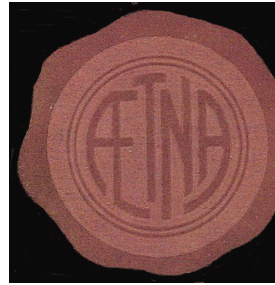
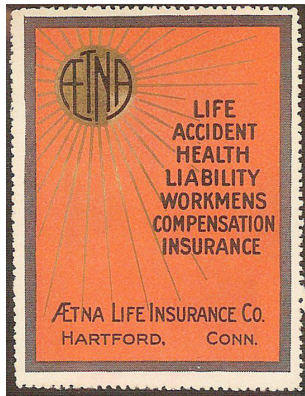


I have been able to find two ads for poster stamp in *The Courant*. One dated November 6, 1914 promotes 24 Christmas Poster Stamps, artistically boxed, for 10¢, sold by Harvey & Lewis. Another, placed by G. F. Warfield & Co. on May 2, 1915, advertised eight of the well-known Stampkraft poster stamp books for 10¢ each. An article on p. 6 of the December 10, 1913 issue reported the 75 shops in Hartford where Red Cross Christmas seals could be obtained. Such was the interest in poster stamps at that time.

I am able to show here four poster stamps produced for Hartford companies: The Hartford Machine Screw Co., The Little Craft Shop, R. S. Peck & Co., and Universal Auto Co.. I am anxious to learn of others.

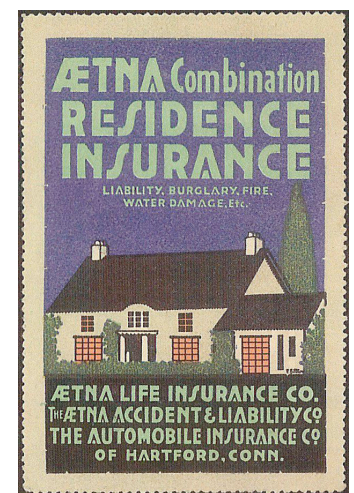
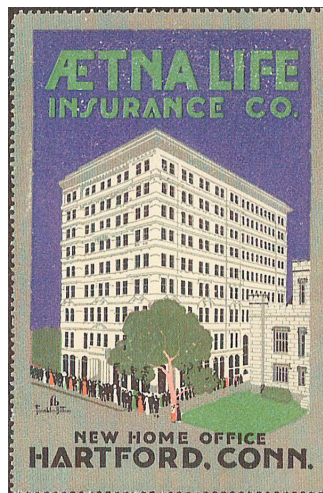
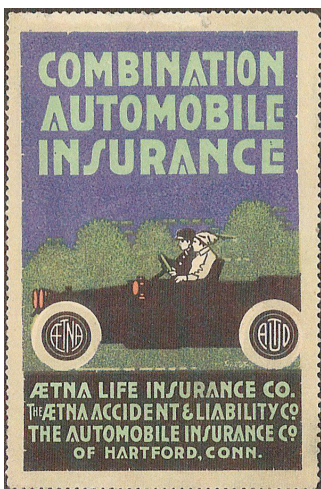


In addition, three insurance companies produced a number of poster stamps: Aetna, The Hartford and The Travelers. I show the Aetna here; the others will appear in a future article.



The two above were issued for distribution at the 1915 Pan-Pacific International Exposition

The four stamps below were designed by Frederick Bittner.



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Further catalogues are planned: German aviation; Circuses, clowns and carnivals; Men's Fashion; Women's Fashion; European Cinema; Alphonse Mucha; Other Artists; Shoes; "Letters making words".

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Plagiarisms III...Art Groten

What started as a single article seems to be morphing into a regular column. I find these plagiarisms fascinating. I am finding them everywhere I look. Please send me those you've discovered.

I have found two more stamps that were clearly plagiarized from the 1913 set commemorating the centenary of Dutch independence, depicting the monarchs of the period. W.L. Jansse has seen the Kahrel's Thee overprint but not the other which seems to be promoting Zilver's employment agency. Are there yet more such issues? The overprinted stamps appear to have been done on the original issues (same colors, perforations, paper, etc.). So what are they? How to classify them? Are they defaced originals and worthless? Are they a form of precancel? Are they a true poster stamp if they were created using postage stamps? However we classify them, as Mr. Jansse says, they are a "time document" and worthy of collecting.



Esbjorn Janson sent the 1914 Swedish charity stamp issued by the National Railway Society to raise money for widows and orphans of railway employees. It is clearly a reworking on the 1913 U.S. Parcel Post stamp. The locomotive was changed to one used in Sweden and the value altered from a '5' to the Swedish three crown symbol. The color remained red. The same U.S. stamp was the inspiration for the famous "movie" stamp of the 1930's which is known in various shades of red, blue or green, both perforated and imperforated.



In 1898, as part of its new definitive series, New Zealand issued a blue 2 1/2d. stamp depicting Lake Wakitipu. Prior to 1920, the French engraving and printing company of L. Bernard used the same design for their own advertising poster stamp, making appropriate changes. I have seen it in green, blue, brown and purple, both perforated and imperforated. The cover has a second poster stamp tied on the reverse by a Jersey City receiver dated August 31, 1920.



Leipzig 1914 "BUGRA" Internationale Ausstellung für Bookgewerbe und Graphik, Part I...Tom Minor

This article lists and illustrates stamps made for just one event: the International Exposition for the Book Trade and Graphics Printing, which was the major business fair held in Leipzig in 1914. Because of special tax and trade rules applicable to Leipzig since the middle ages, the book publishing and selling business had long been a major industry there, and printing was, naturally, a part of that. As befits an event celebrating graphics printing in a center for printing, there were many stamps produced, some in multiple languages and color combinations, and some of these must have been printed in fairly large quantities, as German postage stamp collectors always seem to have a few. The acronym "BUGRA" was apparently adopted at the time of the fair, as it shows up on stamps by exhibitors, although not on the official promotional sets.

The one printed reference I have is the Sa–Thu–Wa, or GelegenheitsMarken Katalog Deutschland (abbreviated as GMK). German event stamps are listed by year and city, numbered with a code using the year (first 2 digits) and a 3–digit allocation within the year.

I have grouped the listings into 5 sections, following a pattern similar to GMK or Cazin & Rochas:

- I. General Promotion; II. Special Events and Groups; III. Private Advertising; IV. Award stamps & medals; V. Questionable.

Stamps are sized to the edge or centerline of perfs, width x height no matter the shape, rounded up to nearest mm.

I. GENERAL PROMOTION

THE HEXAGONS

A summary by Heinz Patzer appeared in the Poster Stamp Bulletin #141 August 2006 issue, p.2. Unfortunately, it is difficult to tell the edge of the Xerox images. Other notes about Leipzig 1914 appeared in earlier issues. Patzer and other experts have given the story of the promotional stamps, confirmed by a souvenir page (see front cover).

In a design competition (see below) at the local Royal Academy For Graphic Art & The Book Industry, student Paul Schneider's design was chosen: a hexagon shape with event title in a central panel, leaf design at top. All are die cut; the shape is consistent. The artist's name is usually abbreviated PSCH. This must have occurred in 1912, as one type is dated such in the margin. [Types 1 and 2 are shown in color on the inside back cover.]

1. First issues: "Ausstellung" was misspelled "Austellung". There were at least 4 types printed:

- 1.1 Text is in gold ink/ background black, margin notes in white: "Paul Schneider Leipzig 1912". Size 37x42mm.
GMK #14148; unlisted Patzer. R
- 1.2 Text is lt. ochre, because the paper is colored and the black overprints it. Same size. No artist or printer name.
Unlisted GMK; Patzer Copy 2B U
- 1.3 Same as 1.2, but the monogram PSCH in the margin; slightly larger 38x43mm.
Note size is about .5 mm larger. GMK #14149 U
- 1.4 Design w/ a light color border & no artist name in the margin. Text color is pinker than previous stamps.
Possibly from the souvenir page, see #15 below. Slightly larger, 39x44mm.
Unlisted GMK; Patzer Copy 1 R

2. Second issues: "Ausstellung" was corrected. The stamp was somewhat larger. The letters do not run together as they did for type 1. All three design types are rare and possibly proofs or "essays" before the final design. Text is the white paper color.

- 2.1 Double line border, no artist name in margin. Size 43x50mm; color unknown.
Patzer Copy 2. No example available.
- 2.2 White outer margin. Largest size, 45x51mm; color unknown.
Patzer Copy 3. No example available.
- 2.3 White outer margin. Patzer Copy 4 mislabeled. Examples seen in black, orange and brown (with white text). The paper margin varies from 0 to 2 mm in the examples, so overall size varies, but these are 40.5mm across for the outside colored portion. Apparently trimming to different sizes was tried.
All unlisted GMK all RR

3. Regular issue 1: A single line border, leaf at top, artist name in margin. This is the most common hexagon, which every poster stamp collector has seen. I believe it was intended to be printed in 11 color combinations, although ink variations make some differences for the specialist to enjoy, and water soaking and aging further complicate matters. For most, an off-white paper was coated with the text color, and the darker background was overprinted, with the text formed by the "gaps" in the darker color; a technique that made for high contrast and only one color needing careful alignment. There seems to be one exception, the dark blue text printed on top of the unusual matt bronze-olive background.

Color types: .1 Black/flesh text; .2 Black/red text; .3 Black/green;
.4 Very dk. green/yellow; .5 Red/org-yellow; .6 Red/very pale green;
.7 Brown-red/grn; .8 Blue/pale blue; .9 Blue violet/pink;
.10 Bronze-olive/blue; .11 Bronze-olive/dk. blue (a variant of .10)

GMK #14150 lists 13 colors, adding: .12 Dk. green/citron (pale yellow); .13 dk.blue/lt.ochre (?)

There are other ink color variants which might be added to the list, for example .6 with near white text, and .7 with lighter brown. all C

4. Regular issue 2: The leaf in the top triangle is replaced with text: Als Aussteller Beteiligt Ander [As an exhibitor takes part in the:] This design is printed in the same 11 color combinations, but not quite as common as 3. Note the word "internationalen" is correct German grammar. Overall size same as 3.

GMK #14151 again says 13 colors.

all U

5. Embossed hexagon 46x41mm; text/background/center panel in a three-color pattern. Note: the exhibitor hexagons in the advertising section are similar to these.

GMK #14152 lists 6 colors: .1 white/red/blk; .2 white/red/grn; .3 white/blue/red; .4 yel/red/olive(?);

.5 blue/blue/red; .6 green/red/blk.

all S

THE COMPETITION

Courtesy of Peter Rogers, the souvenir page with 8 stamps mounted, is shown on front cover. The page text: [Competition for the Acquisition of a Letter paper seal for the International Exhibition...Written out under the Royal School for Graphic Arts and the Book industry at Leipzig]. All stamps are imperforate on thicker paper.

6. The Hexagon design, perhaps same stamp as 1.4

7. V.R. 43x61mm; yellow text, row of dots on black.

8. H.R. 52x39mm; black & gold on white;

9. Round 52mm; yellow text on black;

10. Square 38mm; Italic text in gold turned to the diagonal.

.2 Also seen orange text on black.

11. V.R. 42x60mm; blk and blue text on tan background.

12. H.R. 51x42mm; black text on orange and white.

13. H.R. 50x41mm; black and white text on blue and white.

First Prize, Paul Schneider:

Second Prize, Heinz Dörffel.

Third Prize, Elsbeth Bruns.

Fourth Prize, Brüno Eyer mann.

Honorable mention, Max Naumann;

Honorable mention, Lotte Winter.

Honorable mention, Erna Creutzberger.

Honorable mention, Adelheid Schimz.

All unlisted GMK. Although seen separately, I suspect their original source was this sheet; all I have seen are no gum on thick paper. Dörffel and Schimz did other stamp designs for advertisers. all R

THE "GRIFFIN" DESIGNS

A young male nude, riding a flying griffin holds a torch in one hand and scatters flower petals with the other; this was adopted as the official logo of the fair. Poster stamps, posters, postcards, a special machine cancel, etc. utilized this design. The design is by Prof. Walter Tiemann of the Royal Academy. His name does not appear on the stamps or postcards but is present on the full sized poster.

[For the Muggles among us, a griffin is a mythological creature, part lion, part eagle.]

15. Vert. Rect. 39x56mm; Black border margin. Black, scarlet, and yellow ink. Issued in 4 languages:

.1 German; .2 English; .3 French; and .4 Italian.

GMK #14144

C

16. Taller: 39x57mm; same design with the phrase "Aussteller Im" [Exhibiting at] top. Only in German text.

GMK #14145

U

According to Patzer, the organizers did not like this stamp and reissued it in a second form with a white margin:

17. V.R. 40x56mm; Black, scarlet and orange-yellow. This is one of the most common stamps of the event (depending on language).
 Issued in 13 languages: .1 German; .2 English; .3 French; .4 Italian; .5 Spanish; .6 Portuguese; .7 Russian; .8 Chinese; .9 Japanese; .10 Swedish; .11 Dutch; .12 Danish; .13 Esperanto.
 GMK #14141 C

18. Taller: 40x59mm; with the phrase "Aussteller Im" top. Only in German.
 GMK #14142 C

World War One eclipsed the BUGRA in August of 1914; apparently the fair continued on its planned schedule of May through October:

19. The German language version of #7 was rubber-stamped "Kriegs-ausstellung" in red.
 GMK #14143 U

Griffin and globe design:

20. V.R. 45x61mm; A standing griffin holding 2 printers' ink-ball tools, Globe above. Text: Every Printer should visit the International Exhibition for the Book Trade and Printing Craft in Leipzig 1914. Blk & yellow.
 Issued in 6 languages: .1 German; .2 English; .3 French; .4 Italian; .5 Russian; .6 Spanish.
 GMK #14147 U

21. Shield shape die-cut 40x48mm; Griffin logo. Text: Bugra-messe. Blk/red/yellow.
 Unlisted GMK R

22. Large format 63x84mm; Griffin, but blk/red ink only, no gray background. On thickish grey-white paper with silk inclusion and horizontal ribbing. 22mm red design on the reverse. Possibly ticket stub.
 Unlisted GMK R

OTHER

23. V.R. 52x63; Embossed & die cut in mock perforations. Photo portrait in oval, King Friedrich August of Saxony. Erinnerungs Marke an die Eröffnung..." [Commemorative stamp on the opening of the Int'l Expo. for Book Trade and Graphics Leipzig 1914].
 6 color types seen: .1 purple bkgrnd, lt.brown portrait; .2 magenta/lt. green; .3 cyan blue/ pink; .4 aqua-green/blue; .5 dull red/lt. blue; .6 dull red/lt. green.
 GMK #14186 lists only colors .1-.3 U

24-28. V.R. 42x51; Set of 5, artist Heinz Schnakenburg; black/blue/orange.

- 24. Buchdrucker! auf nach Leipzig... [Printer! on to Leipzig]. Awl, printing press.
- 25. Farben für alle graphischenzwecke... [Colors for all graphic purposes]. Spatula, ink, press.
- 26. Kunsthandel Original-graphik... [Art trade original graphic]...Man in chair
- 27. Die Bugra-Messe umfasst das gesamte....[The Bugra-fair holds the entire area of book-commercial and graphic work]. Text only.
- 28. Alles fährt ins Leipziger... [Everyone goes to the Leipzig Book Business House]...this one horizontal format.
 Train, building. all R

29. V.R. 33 x 54; expo title, handstamping an open book. Blk/grn. Artist unknown. R

Bugra stationery cut-out and ticket



The BUGRA poster stamps, pp. 10-12

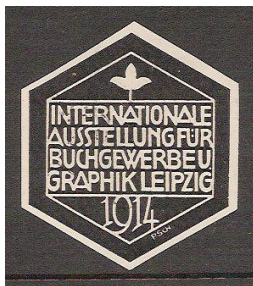


1.1

1.2

1.3

1.4



2.3

3

4

5 (3colors)



15

16

17

18



The BUGRA poster stamps, pp. 10-12



19



20



21

20.4

22 front

25 & 26

22 back

29

