

The Journal of the Poster Stamp Collectors Club



Summer 2008
Vol. III No. 1
Whole # 9

Poster Stamps as Postage

The UPU forbid the use of unofficial labels of any kind on the face of an envelope for the very reason (defrauding the authorities of revenue) seen in these two covers mailed 55 years apart. I have never seen another pre-WWI poster stamp so used and not taxed.

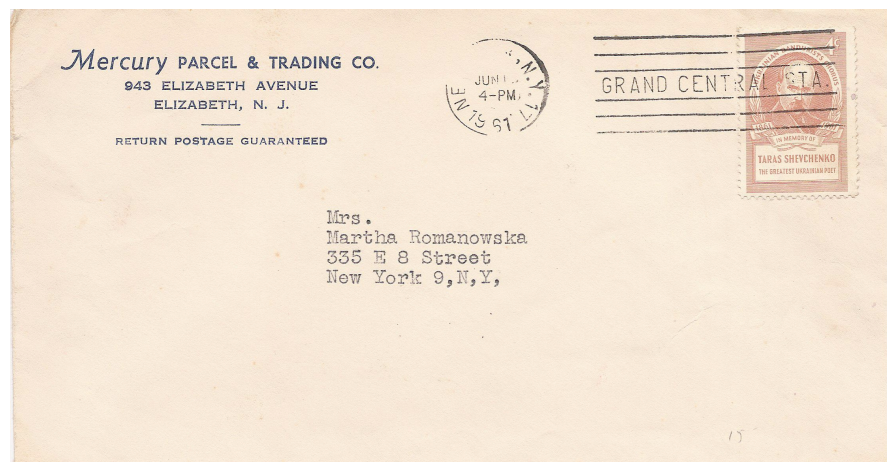
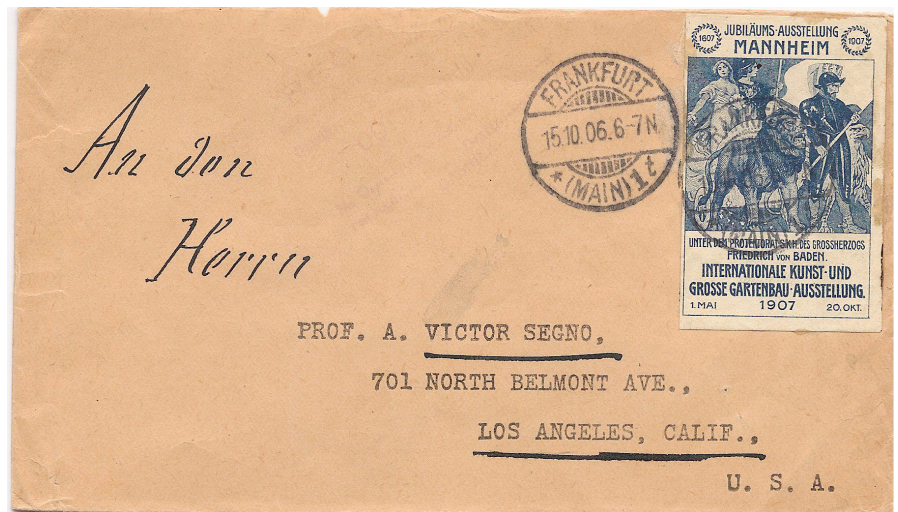


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Ray Petersen offers this imp imbining Akvavit from Aarhus, Denmark as his desert island stamp. May we see yours?



See p. 11, Tom Minor's article on BUGRA #71-82



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	(dickw@cox.net)
Chip Blumberg – Board of Directors – PO Box 176, Lafayette Hill, PA 19444	(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 Chairman – PO Box 270458, San Diego, CA 92198	(dbodow1@san.rr.com)

President's Corner...Art Groten

Our meeting at APS Stamp Show I Hartford is around the corner. As noted in the our last issue, the general meeting will be held at 11 AM on Friday, August 14; check the show program from location.

Our Thursday evening Dutch treat dinner will be at the First and Last Tavern, 939 Maple Avenue, Hartford, at 7 PM. The menu is available on their web site so you'll know what to expect: www.firstandlasttavern.com The restaurant is only 2.3 miles from the Convention Center. We should have enough cars to get everyone there; maps will be supplied. We'll meet in the lobby of the Marriott Hotel at 6:30 that evening. PLEASE email or write me to let me know if you plan to attend. We have a reservation for 15 or so (their maximum is 20, so there is a limit).

After the dinner we will repair to a venue to be announced to have an evening of trading, buying, selling and schmoozing. I encourage all members to visit the poster stamp dealers on Thursday before our dinner. These are the dealers I am aware of who will have poster stamps with them, in booth # order: Bob Bradbury (Poster Stamps), 227; John Nunes (Nunes Nook), 325-7-9; Mike Mead (Britannia), 332; Chip Blumberg (Folded Letter), 515; Dave Allego, 720; Ed Dimmick, 1002; Harris Leonard (Leonard Stamps), 1004; John Chaite, 1104. Spend your money with them first, please!

I again appeal to attending members to allot a couple of hours to manning our Club table that we are sharing with the Ephemera Society of America. Please email or write me if and when you would be free to help. We will have packets of poster stamps prepared to be given to interested newcomers

I am looking forward to an exciting show and good camaraderie. See you there.

The History Detectives will broadcast their show based on a "Pay the Bonus" label on July 28, 2008 at 9 PM EDT on PBS. Times may vary so if you want to see your President during his 15 seconds of fame, check your local listings.

Don Bodow will be reporting on the status of our web site at the general meeting in Hartford.

Looking far into the future, Cheryl Ganz informs me that Francis Kiddle will be a Judge at Napex in Washington DC in June 2009. For anyone wishing to exhibit cinderella material, this would be an ideal venue as Francis is one of the world's experts.

This previously unrecorded poster stamp for the 1928 Amsterdam Olympics is a masterpiece of Dutch graphic design. It was designed by Adrianus Marie (Adriaan) van der Plas (1899-1974) of Rotterdam.



From the Editor...Art Groten

I start with a mea culpa: in the last issue I credited Peter Marshall with an article on Varieties of German Poster Stamps (p. 3) when it was actually written by Peter Clough. I am blessed in having four correspondents named Peter; I will try to be more careful with attribution in the future!

Tom Minor reports that on p. 5, in my article on Posthumus poster stamps, I incorrectly attributed the lower right one, from Arnhem to Posthumus when he says it was made by Arno Scheunert of Leipzig being virtually identical to one made for the 1904 St. Louis Fair, about which he is the expert.

Don Bodow tells me we still have some of Stewart Gardiner's Vol. 1 and Vol. 2 of Exhibition Poster Stamps. With new postage rates, prices postpaid in the U.S. are \$35 for one or \$68 for the two. Work is continuing apace on Vol. 3 with expected publication this fall.

You will notice continuing serialization of several lengthy articles in this issue. I have been gratified at the work offered to date and am now appealing for members to send in more material as the cupboard is becoming barren of meaty articles. I have lots of interesting one-off things to write about but can't base a journal on those alone.

We all wish to thank Esbjorn Janson, once again, for his generosity in allowing us to publish his extensive list of poster stamp literature. The last installment appears in this issue.

I have in hand a copy of Bob Bradbury's new book, United States Advertising Poster Stamps, 1912-1915. He lists all poster stamps (3628) he can document as having been produced between those years, illustrating 650 of them in b&w. It is spiral-bound with card cover. The Introduction is concise. The listing itself is alphabetical by firm, followed by a brief image description. His extensive bibliography gives his sources and a lovely addendum reprints the 5 issues of the Poster Art Stamp Supplement of the Society of Modern Art, which I have never seen. This book scratches the surface of American poster stamps production, looking only at advertising stamps and only those produced for 3 years. I hope it will stimulate similar work in other fields and for other years. Bob lists the 117 companies whose imprints appear on the stamps, another fertile field for research. At \$75 + \$5 shipping in U.S. (\$10 overseas), it is worthy of a place on every collector's shelf. Order from Tracy Bradbury Books, P.O. Box 370552, Brooklyn, NY 11237 or bradburyminibooks@gmail.com

It has been said that "a picture is worth 1000 words." But what if the words and the picture are unrelated? Charles Kiddle offers a stunning example of this disconnect.

Anyone care to hazard a guess?

Answer on p. 9



A Word from Walter...Walter Schmidt

[Ed.: Walter sent this long enough ago that his query can be answered.]

These 12 stamps are all I have found of what are apparently four different sets of calendar issues. Are others known? Who was the artist of these lovely stamps? What does the imprint on the reverse mean?

The Editor asked Charles Kiddle for enlightenment and he supplied the following images which incorporate all those Walter had sent and makes it clear that they were issued at the same time, in se-tenant strips. For what purpose is unknown; perhaps there was an accompanying album for them. Charles has seen no other months either. The imprint reads: Fundraising stamp to help those afflicted with [presumably intractable] vomiting [?]. The artist is E. Kutler.



Esbjorn Janson's Literature list, page 7

This is the final installment of Mt. Janson's extensive list of poster stamp literature. Further additions will be published as we learn of them.

7.

- Charles Kiddle: Cars ... Germany. The poster stamps.
2002. V + 116 pp
Charles Kiddle: Cars. The poster stamps. Except Germany
and the USA. Volume I: Austria to Holland. 2003.
V + 64 pp.
Charles Kiddle: Ditto. Volume II: Italy to the UK.
2003. V + 74 pp.
Charles Kiddle: Poster stamps. Photography (not cinema).
2004. IV + 159 pp.
Charles Kiddle: Tennis. The poster stamps. (Reklame-
marken). 2000. IV + 40 pp.
Charles Kiddle: Bicycles (of the world excluding Germa-
ny) ... The poster stamps. 2001. IV + 72 pp.
Charles Kiddle: Bicycles. Germany. The poster stamps.
2001. IV + 60 pp.

JOURNALS - some of them cover the whole Cinderella field,
others only and exclusively poster stamps.

Note: The years given below show the period during which
my runs of the periodical are complete. In some cases
the starting date may be earlier and the ceasing date
later than what is indicated here.

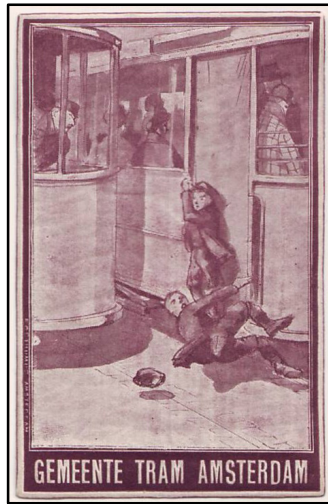
- Das blaue Blatt. 1906-1914. /Germany/
Werbuseig / Die Gelegenheitsmarke. 1924-1936. /Austria/
Diehls Neuheiten-Liste. 1915. /Germany/
Kriegssammler-Zeitung. 1916-1918. /Germany/
Seals. A sealeatic journal. 1935. /USA/
Poster stamp bulletin. 1935-1950. /USA/
Poster stamp bulletin. 1994- w). /USA/
Poster stamp society of America. 1987-1988. /USA/
Seal news. 1960-1984. /USA/
The poster seal bulletin. 1941. /USA/
L'Iride. 1916-1919. /Italy/
Libellus. 1919. /Hungary/
Les cahiers erinnophiles. 1961-1964. /France/
Archives erinnophiles. 1945-1964. /France/
Les nouvelles de l'Arc-en-Ciel. 1963- w). /France/
WW I study group newsletter. 1984- w). /USA/
Le philatéliste erinnophile. 1965-1979. /France/
Erinnophilie international. 1968- w). /Germany/
Svenska Cinderella. 1976- w). /Sweden/
Bältespännaren. 1966- w). /Sweden/
Cinderella philatelist. 1961- w). /England/
The 1871 shopper. 1981-1984. /USA/
Cinderellas Australasia. 1984-1989. /Australia/
Although they are not included in my library these old
journals should merit mention here:
Die Ausstellungsmarke. 1898.
Der Propagandamarken-Sammler / Die Weltarchiv. 1912-1914.

J.D. Posthumus of Amsterdam IV...

A fifth design, pictured below, in the Dutch railway safety issue shown in the last Journal, was sent by both Jacob van Dijk and W.J. Jansse. It is in shades of red–purple.

Tom Minor believes that the Arnhem stamp I attributed to Posthumus was probably done by Arno Scheunert of Leipzig based on design similarities and practical logistics. He doubts that a firm as well-respected as Posthumus would need or desire to plagiarize a design. Scheunert was quite active at this time producing embossed exhibition labels as well as others. The trade sheet below shows examples of his work, many for stamp dealers.

Comments are invited.



Hartford, Connecticut III...Gary Potter

The Hartford Fire Insurance Company, like the Aetna and Travelers, were caught up in the poster stamp craze of 1914. An article in the *Hartford Courant* of April 26, 1914 states: "Two of the local insurance companies have been the first to adopt small gummed advertising posters such as have already caused a furore in Germany where the idea originated and the collecting of which promises to become a fad equal to the postage-stamp collection craze." I won't note the errors or debate the conclusions but the fact that the paper devoted 9 column inches to the story is compelling.

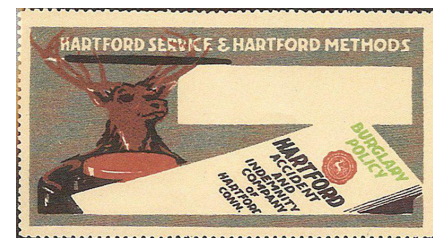
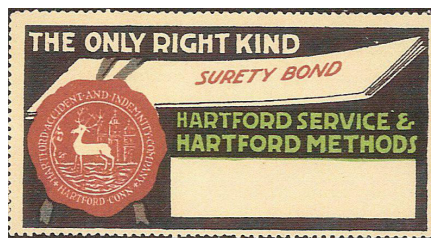
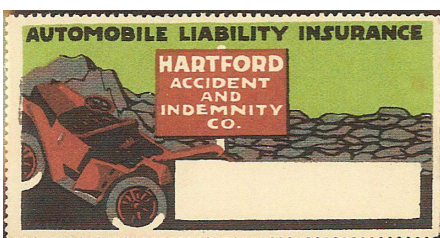
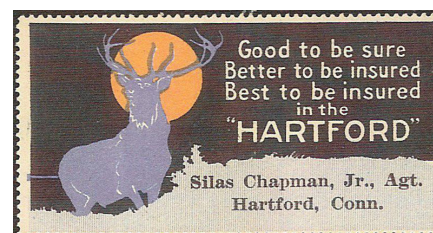
The Hartford's issues, in style, trace design changes from the pre-WWI flat poster-like appearance of the oblong stamps and its variants, through the classic 1920's Art Deco period, to the later, rather bland efforts typical of post-WWII. I have grouped them accordingly on the next two pages.

Many other Hartford businesses issued stamps and I will discuss them in the next issue.

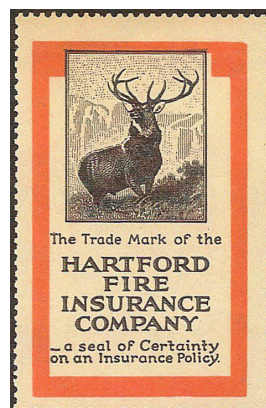
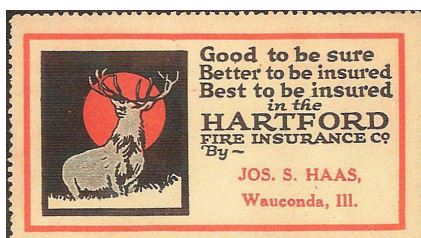


First issue: #1-4

Second issue: #5-8
The blank spaces were available for a local agent to place his name. The stag stamp is known in various colors.



Later issues using the Hartford's stag logo.



The stamp at the right is dated 1910 for The Hartford's Centennial year. Its design is classic letter seal, unlike the later pictorial poster stamps.



Below a lovely set of 6 in the high Art Deco style of the 1920's.



The set of 6 Christmas labels was produced sometime in the 1960's, aimed at the children in the family.

The lower right stamp, from 1960, commemorates the centennial of the Civil War. Whether Lincoln insured with the Hartford is a matter for some research!

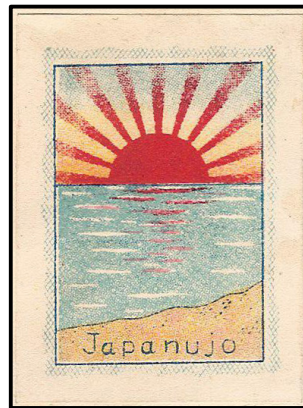


Plagiarisms V...Art Groten

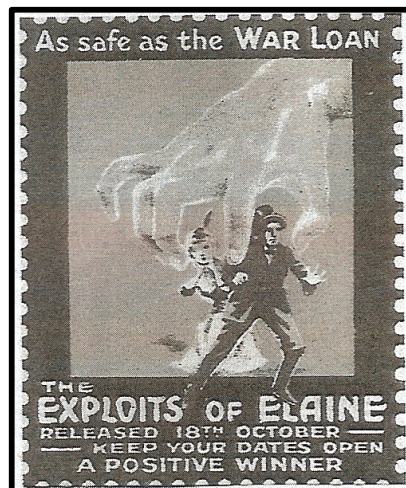
Amazing as it may seem, another four 1913 Netherlands look-alikes were sent by W.J. Jansse and Charles Kiddle. The Garage N.V. Dago is also known imperforate, raising the question of how many of the others may be so found.



To the right is one of the more striking plagiarisms to come my way. The far right is a rare PPIE Poster stamp known in three sizes, the largest having a Buddha in the center. The left label I found on the reverse of a 1930 Japanese cover. The word is in Esperanto; the source is evident.



These two stamps reprise from issue #2 in the context of plagiarized images. The French stamp promotes "Les Mysteres de New York"; the British one (the date is 18 October, not October 18 as in the U.S.) "The Exploits of Elaine." Very similar images for different films. We wrote about Elaine; can anyone tell us if "Les Mysteres" is, in fact, a different film or just "Elaine" renamed?



This plagiarism of a famous image by Henri Cassiers is as good an excuse as any to present, in capsule form, what is known about the original stamps which are more complex than would first seem. Don Avery has been collecting them for years and has graciously supplied the data initially listed in the Alnis Guide to Shipping Companies--I. The look-alike advertises "Durable, elegant Continental boots" without specifying who makes them.



Stamp at left known perf. 12.5 & 15.

Stamp at right has central bar of "E" of "England" either above center or in the middle.



At left, thick "K" of "Kontinent" with triangle under "E" of "Route" either touching frame or clear of it.

Second type has thin "K" of "Kontinent".



Stamp at left is unlisted in Alnis.

Below, English and Dutch versions of wording. Larger label is a baggage label known in several varieties. It was in use for many years.



Answer to Query on p. 2: The text reads "He maketh me to lie down in green pastures" from Psalm 23. Was this a Sunday school stamp? If not, what and/or why?

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by Charles Kiddle

Andreasen & Lachman (2 vols.), \$100 the pair
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Automobiles, worldwide (2 vols.), \$130 the pair
Aviation, German, \$118
Bicycles, German, \$45
Bicycles, worldwide, \$48
Kurt Boettcher (2 vols.), \$86 the pair
Ludwig Hohlwein, \$60
Images of the Great War (5 vols.), \$230 the set
Owls (color or b&w), \$55 or \$26
Paris Exposition of 1900, \$90
Photography, \$90
St. Louis Fair of 1904, \$70
Tennis, \$50
The Top Twenty Artists (2 vols.), \$145 the pair
Trains, \$45

Further catalogues are planned: German aviation; Circuses, clowns
and carnivals; Men's Fashion; Women's Fashion; European Cinema;
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Leipzig 1914 "BUGRA" Internationale Ausstellung für Bookgewerbe und Graphik, Part III...Tom Minor

Numbers 110. 114. 125. 133 and 134 are not assigned.

SCHOOL EXHIBIT, continued from Spring 2008 issue

71-74. V.R. 38 x 58; Sonderausstellung DER STUDENT; printer H.F. Jütte; 4 designs with male student in historic era costume:

71. Anno 200 AD (Seated on wood chair in Roman robes)

72. Anno 1400 (Standing in brown leather robe & sword)

73. Anno 1820 (Seated in suit coat, holding long pipe & book)

74. Anno 1914 (Sadly, 1914 fashionable outfit is military dress uniform).

75-78. English version.

79-82. French version. All 3 sets printed in se-tenant block of 12.

GMK lists #14158 in German, #14159 the set in English, #14160 in French.

Un

BAVARIA

83. V.R. 56 x 41; "Bayern Auf Der Bugra Halle Buchhandel Strasse Der Nationen" [Bavaria at the Bugra Booktrade Hall, Street of Nations] (blk, red, ochre, lt. blue); coat of arms, crown and mantle at center.

GMK #14169

Un

AUSTRIA

84. Octagon, 40mm; Yellow backed book on its side; "Internationale Buchgewerbe Ausstellung Leipzig 1914 Osterreich Haus" below; Die-cut. Imperf.

GMK #14170 lists 2 color types for .1 yellow or .2 citron.

Un

85. Square 36mm; Book with yellow cover and initials HK on spine; [International Book Business Exhibition Leipzig 1914 Austrian House]

GMK #14171

Un

86-87. 35 x 33; similar design to above, but text in Czech & Polish.

GMK #14172 gives Czech version only. Polish version slightly wider, Czech taller.

R

88. Square 45mm; white text on blu-blk ground; "AUSSTELLER im Österreichischen Hause Der Internationalen Ausstellung...Leipzig 1914" [Exhibiting in the Austrian House of ...]

GMK #14173

Un

89. H.R. 62 x 45; Similar to above, but in Czech: "VYSTAVOVATEL v Rakouském Oddeleni Mezinarodni Vystavy...v LIPSKU 1914" [meaning as previous].

GMK #14174

R

HUNGARY

90. H.R; Yellow text on black, line ornaments; "Minden Nyomdasz Nezze meg a nemzetkozi Grafikai..." [Every printer ought to see the Book Graphics Show in Leipzig!]

GMK #14176 Text stamp 46 x 31...

Balazs lists this as #112; notes 2 paper shades and 4 design varieties [!].

R

ITALY

Set of 16 probably printed se-tenant, 13 V.R., 2 H.R.

91-106. "Societa Bibliografica Italiana Lipsia 1914:" Book makers' names & logos from Renaissance era. blk/red-brown ink on off-white paper.

GMK #14177 lists only 1 design, 31 x 50 [framed area].

R

DER KAUFMANN

107. Irregular shape, Bugra Vertreten Gruppe V "Der Kaufmann" [Representing group 5 "The Merchant"] Embossed black on dark blue paper.

GMK #14167. There was an exhibit building called Der Kaufmann.

R

BOOKSHOP WORKERS

108. V.R. 37x55; Griffin design; Pfingsttagung 1914...Vereinigung Deutscher Buchhandlungs-gehilfen [Pentacost conference organized by the General Union German Bookshop Assistants].
.1 blk .2 blk-violet .3 lt. brown .4 gry-brown .5 blue.
GMK. #14187 colors 1-4 listed.
109. H.R. 50x39 Building "Allgem. Buchhandlungs-Gehilfentag [General Bookshop Assistant Day] 4-6/July/1914"; gry violet/blk/yellow.
GMK. #14220, listed as a separate event but obviously occurred during the fair and related to it.

III. EXHIBITING FIRMS and ADVERTISING

HEXAGONS; Embossed, 40 x 46; Colors are grouped as text/ground/panel. Two company names known:

- 111-112. Kiess & Gerlach Maschinen Fabrik Stuttgart ; there are two different texts in the center panel:
111. Bugra Leipzig MaschinenHalle 1... .1 white/org/purple & .2 white/green/dull red .3 white/red/purple
.4 white/lt.blue/dull red .5 yellow, red, olive-brn
112. Internationalen Ausstellung für Buchgewerbe... .1 white/blue/gry .2 white/pink/blue .3 white/gry/lt. gry
.4 white/blue/pink
GMK #14197 lists 10 colors: .1 white/blue/olive .2 white/red/olive .3 blue/dk.green [sic] .4 white/org/lt.blue
.5 white/lt.gry/blue .6 white/red/yellow .7 white/lt.violet/blk .8 white/blu-grey/pink .9 green/dk.red/blk
.10 yellow/red/olive Un
113. Albin Adelberg, Buchhandlung...Leipzig. Note the center panel text Internationalen Ausstellung.... .1 wh/green/yel
GMK #14198 lists 3 color types: .1 white/red/blue .2 white/blue/violet .3 yellow/red/green R

EMBOSSSED SERIES:

- 115-117. V.R. 35 x 55 Embossed, imperf, die-cut; man in pointed hat, stack of books; firm name at base:
115. Hugo Friebel Leipzig...[special Notestamps & tools Showing in group IX..] Lt. purple on white.
116. Wilh. Thomsgen Leipzig Dampfbuchbinderei [Powered book bindery]: .1 Aqua green or .2 Dk. blue on white.
117. Arno Scheunert, Leipzig Kunststrageanstalt...[Art embossing office, special Seal-stamps in finest execution].
.1 Dull red .2 gray .3 orange .4 lt. green on white. R
GMK. #14202(a) 2 color types gray on white, blue on pink
- 119-21. V.R. 35 x 55 Embossed, imperf, die-cut; 2 men reading book at top.
119. Arno Scheunert, Leipzig... (see above); .1 gray .2 green .3 red .4 orange .5 lt.green on white .6 blue on pink
GMK #14202(b) 2 color types, as with previous.
120. J.G.R. Lilliendahl Siegellackfabrik Neudietendorf...1 color seen, Blue on white R
GMK. This firm name unlisted.
121. Dr. Lowinsohn & Co. Embossed assumed same design white/dk.blue; unseen listed GMK #14199 [typo in GMK, design note is unclear]
122. C. Malke Verlag Leipzig; Embossed imperf 43 round; ...2 men; .1 dk.blue .2red violet GMK #14200 R
- OTHER:
123. H.R. 67 x 47; skull; "Anatomische Modelle... Marcus Sommer..." Multicolor: blk, org, grn, tan. Note in bottom margin "Consider my exhibit in the Bugra, Leipzig 1914, Schoolbarracks." C
GMK #14201
124. V.R. 47 x 60; F. Krokert & Co. bearded man holds placard: "Their best salesman is everywhere a permanent Poster-Felix Krokert & Co. Halle S..." multicolor
fits GMK #14199 except for odd description (mens' heads??), 39 x 55, multi
126. Square diamond 60mm; Otto Enke Cottbur "Der Kaufmann/Please don't miss in The Merchant Hall (writing material) visit my stand..."; blk/grn
127. Round 53; nude & griffin logo in blue; Sächsischer Innungs-bote [Saxon Guild messenger]
128. V.R. 40 x 76 nude & griffin logo in embossed version; advertiser name on removable strip: Gefertigt auf der "Germania"...[manufactured on the "Germania" the machineworks F. Keese, Stuttgart]
129. V.R. 42 x 64; nude & griffin logo; Deutsche Briefgesellschaft...[German Letter Company.... background in green, gray-green, gray, lavender]
130. V.R. 53 x 73; "Viaje Colectivo a Leipzig organizado por Jose Casamajo llorens y ejecutado por los Viajes Marsanrof" ...[Collective trip to Leipzig organized by Jose Casamajo llorens and executed by Marsanrof Trips]...Standing man and woman, pointing into the distance. GMK unlisted
131. V.R. 47 x 73; griffin with inkballs, book; Die Druckstadt Leipzig...[Leipzig the Printing City-Leader across Leipzig for the visitor to the International Exposition...] blue, yellow
132. V.R. 37 x 60; Street view of building; Bugramesse...Genthiner Carton-Papierfabrik...[Bugra Fair Genthiner Carton paper factory...] green, blk

The BUGRA poster stamps, Part III, pp. 11-12



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The BUGRA poster stamps, Part III, pp. 11-12.



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