

The Journal of the Poster Stamp Collectors Club



Summer 2011
Vol. VI No. 1
Whole # 21



A Great Beauty



APS #255.

This is, arguably, the most beautiful American poster stamp, designed by T. Jansen and printed by the Newark Lithographing Co.

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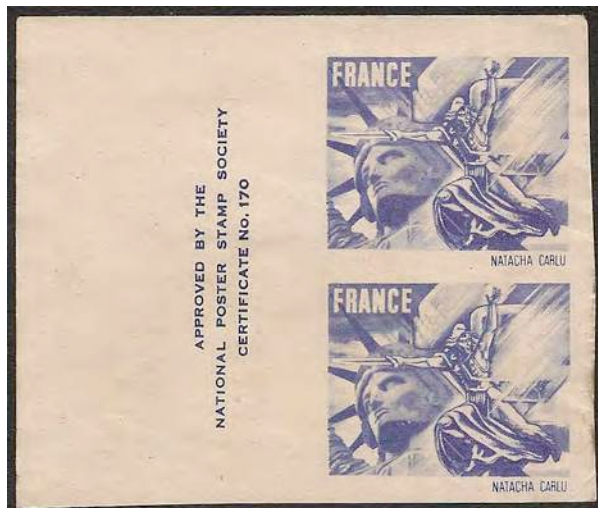
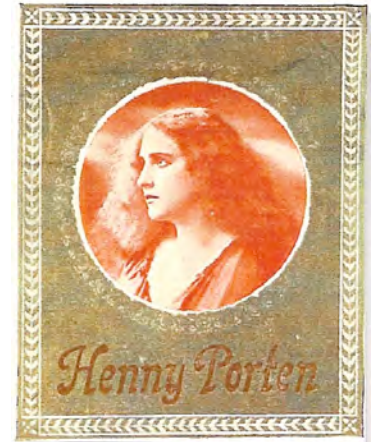
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American color proofs

Natacha Carlu, an artist prominent among modern French painters of the 1930s, was of Russian descent and married to Jacques Carlu who became professor of architecture at MIT. The two of them collaborated on a number of important Art Deco projects such as the second floor lounge of Boston's Ritz-Carlton and Eaton's Seventh Floor in Toronto, now restored and a venue for special events called "the Carlu."

She designed this poster stamp for the French Press and Information Service in New York in 1942. Below are progressive color proofs and a color trial wherein a brown color was applied to the Marianne that did not appear in the final stamp.

A Word from Walter page 2



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President's Corner...Art Groten

Our next PSCC Meeting

We will be meeting at Pipex in Portland, OR, May 11–13, 2012. I encourage members to plan on attending and to prepare an exhibit. We have been allotted only 15 frames at this time but if I can get commitments for more I think they'll give them to us. Information about Pipex may be found on the APS web site.

PSCC Auction:

Dick Warren has agreed to work on creating an auction format for use both in print and on line. The advantage to the latter is that it will be entirely in color.

Secretary/Treasurer's Report:

Renewal payments are still coming in a bit more slowly after a nice early response. Thank you! We are getting good results from the use of PayPal by overseas members. Our account name is: posterstampcc@gmail.com. Please get your payment in the mail if you have not already done so.

New members:

#152: Frederik Stucki, Kramgasse 77, P.O. Box 576, Bern 8, BE 3000 Switzerland. Collector/dealer. email: frederik.stucki@strategy.fm Interests: Swiss, Bern, Chocolate, and worldwide.

Other changes:

New web site, #091 Steve Zirinsky: www.zirinskystamp.com

New contact person: Laurie Chipps, Ryerson & Burnham Libraries, Art Institute of Chicago.

DEPS Database Report...Dick Warren

Progress! Most of the worldwide entries for the war years 1915–1919 have been made, based on the editors' collections and other information made available to us. IT'S TIME NOW TO HAVE CONTRIBUTIONS from the membership at large for previously uncataloged items that reside in your collections and are unknown to us.

Send emails to either dickw3@gmail.com or to steve.greiczek@gmail.com with any comments and for further advice about submitting images.

Although we have made a good start on entry of the postwar years from 1920, principally by the efforts of Steve Greiczek and myself, we have a long way to go before asking for wider assistance from all of you. Several of you are contributing all the time, of course, but a general appeal for assistance is not our present priority. For the most part, Steve has been handling the overseas countries and Dick the US & Canada. Take a look at the web site www.posterstamp.com and follow the link to the DEPS database.

From the Editor...Art Groten

I have been chastised for not including enough U.S. material in the Journal. In response, this entire issue is devoted to American poster stamps. I hope you enjoy it.

In the last issue I ran an article on Malayan War Relief issues. It was sent to me by Steve Zirinsky.

Part V of the Exhibition Catalogue is now available

Stewart Gardiner and Steve Greiczek have completed Part V of the "General Illustrated Catalogue of Exhibition and Event Poster Stamps." It covers 1914 only and is 150 pages in full color. This is the last planned part but updates may be issued from time to time as new items appear or errors are found. The price is £20 + postage as follows: U.K. £2.50; Europe £4; rest of the world £8.50 (air) or £5 (surface). Please specify if you want pages unpunched or 4-hole punched. Contact Stewart at stewart.gardiner@ntlworld.com or by post: 62 Balshagray Drive, Broomhill, Glasgow, G11 7BZ, U.K.

A Word from Walter...Walter Schmidt

We have a vague feeling that we have told the story of Henny Porten before in some other publication. Oh well, what is one more time? She was a German actress, unknown in America, who made 170 films during her lifetime. Her first film was made in 1906 and her last in 1955. The first man she married was her director who was killed in the Great War in 1916. She later married William Von Kaufmann, who happened to be Jewish. This proved not to be such a good idea after the Nazis came to power. Because she refused to divorce her Jewish husband Joseph Goebbels personally saw to it that her film career ended in Germany. However, she did manage to make four films in Austria during WWII. Her home was bombed in 1943 and she and her husband were forced to live on the street for a time because it was illegal for any German to give shelter to a Jew. No doubt there is more of the Henny Porten story to be told. All we know is she did not have the happy Hollywood ending she deserved. She died, unknown, unloved, and in poverty after returning to Germany in 1960, five years after making her last film.

Poster Stamps as Address Labels...

The Port Huron, MI agent for the Phoenix Insurance Co. of Hartford, CT used cut-out labels to provide the address for a letter to the home office. No doubt, writing by hand would have been quicker!

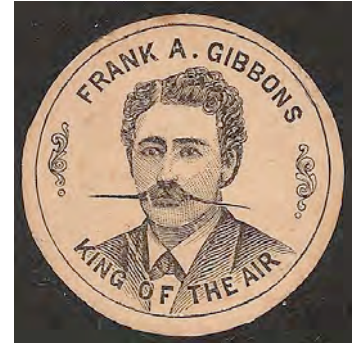


Early U.S. advertising stamps....

Benziger Brothers was a Roman Catholic publishing house founded in Switzerland in 1792. Its first offices in the U.S. opened in 1853 but publishing did not begin until 1860 at which time an office in Cincinnati was opened, followed by Chicago in 1887, thus dating this stamp to no earlier than 1887. Charles Kiddle sent this along.



Frank A. Gibbons was a well-known trapeze performer in the 1860's.



The cancellation on this stamp from the Mutual Life Insurance Co. of New York is dated May 28, 1901.



I can find no information about L.A.L. Smith & Co. of Palatine, IL.

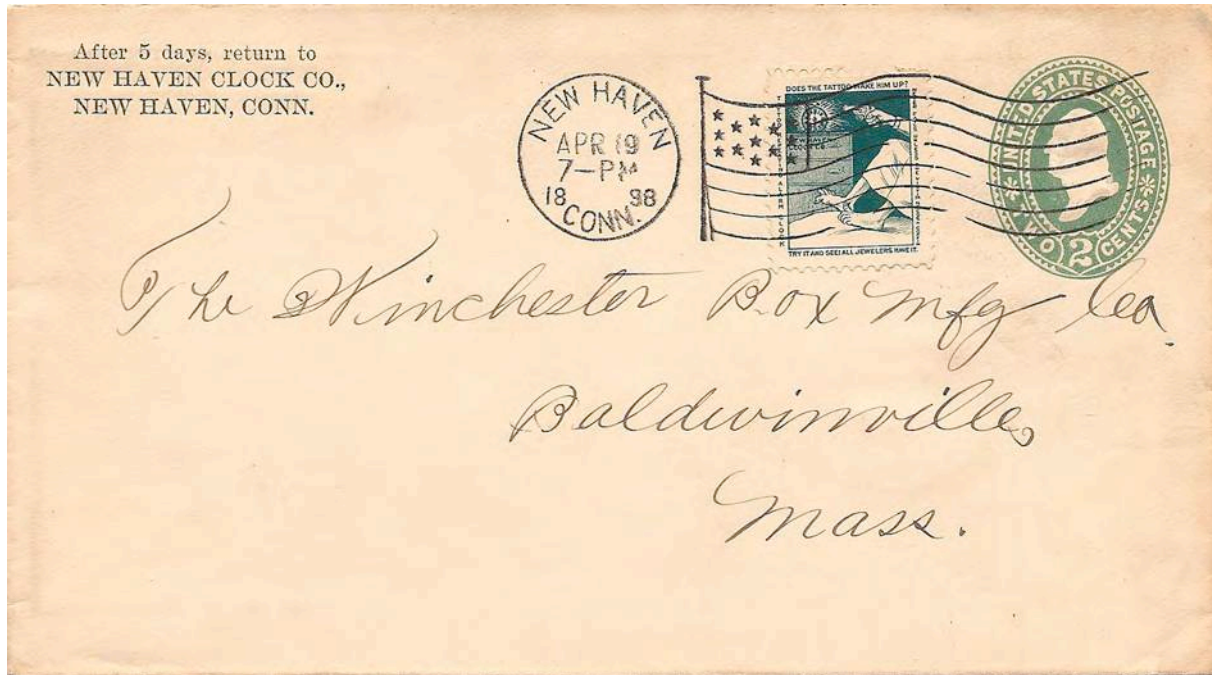
For reasons best known to the manufacturers, stamps promoting tobacco and tobacco products are among the largest made during the 19th century.



The New Haven Clock Company...

Founded in 1853 by Hiram Camp to supply movements to the Jerome Manufacturing Co., then the largest clockmaker in the world, it bought that company in 1856 and began making clocks themselves. The firm was reorganized in 1897 and finally closed in 1960.

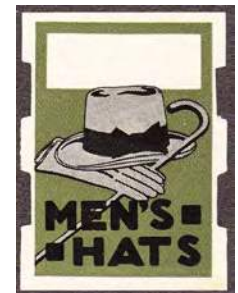
A number of poster stamps were issued around 1898 to promote their new Tattoo intermittent alarm clock. The American Clock & Watch Museum dates the first appearance of the clock to a 1900 catalogue but the 1898 postal evidence suggests it appeared a bit earlier.



Private perforations, redux...

These were first shown in issue #17, p. 5. Here are some more that have surfaced.

All appear to have been made by the same printer and all the perforations are the same.



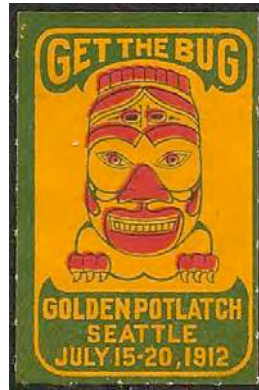
The Golden Potlatch of Seattle...

Named for the gift-giving festival of the Pacific Northwest Coast tribes, the Seattle Potlatch events were held from 1911-1914 and 1934-1941. The "golden" reference celebrates the 1897 arrival in Seattle of the first gold-bearing ship, the *Portland*, from the Klondike River mines. The festival was an attempt to keep up the promotional momentum that followed the Alaska-Yukon-Pacific Exposition of 1909. The events included naval displays, aviation meets and auto races as well as parades, concerts and exhibits, all designed to show how forward-thinking Seattle was.

The following images show some of the poster stamps and ephemera related to these events.



1911



1912

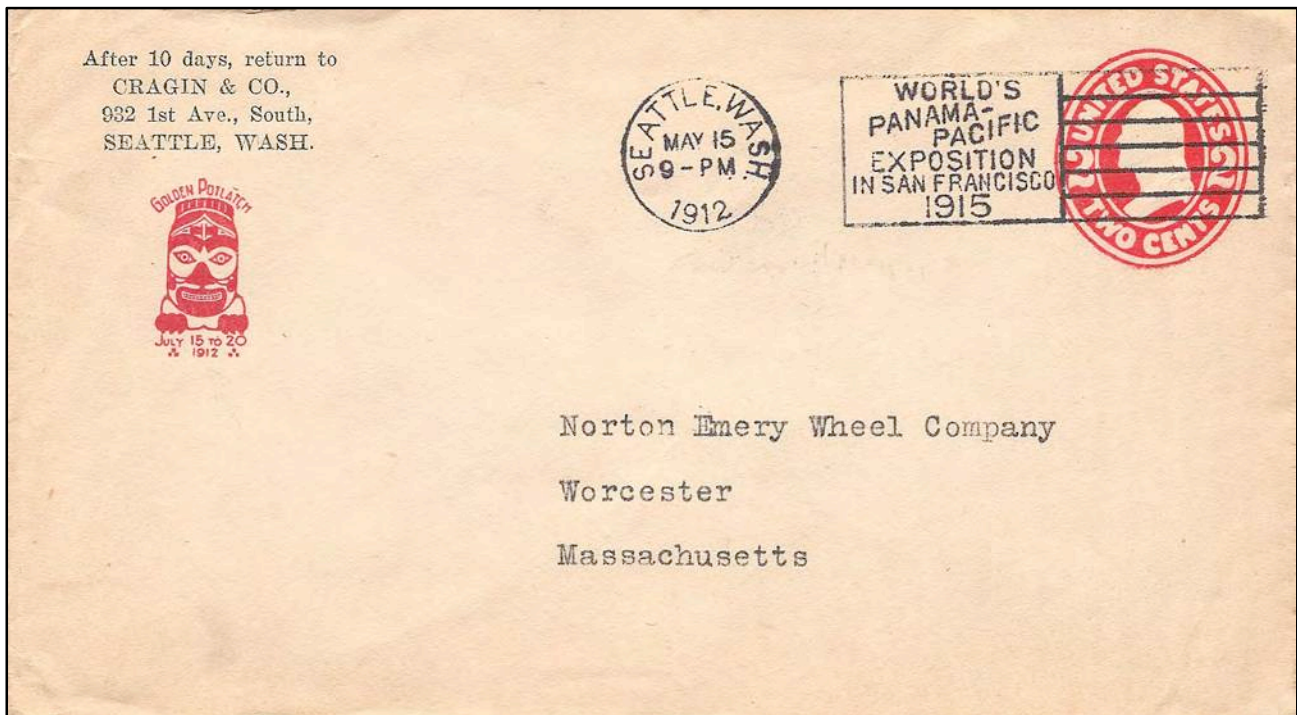


1934



1935

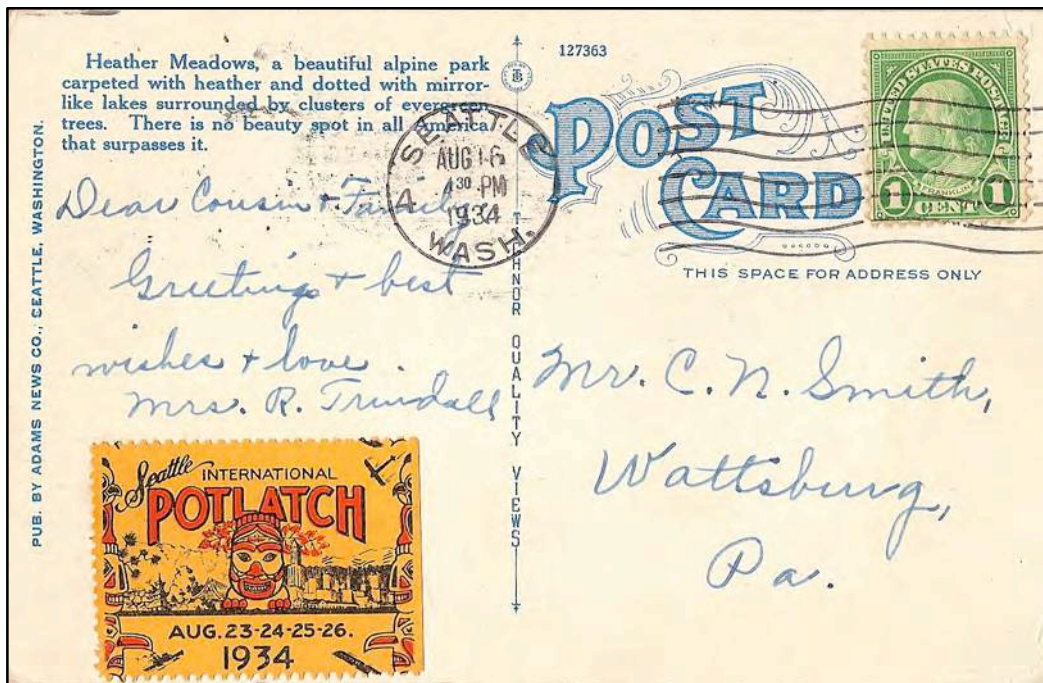
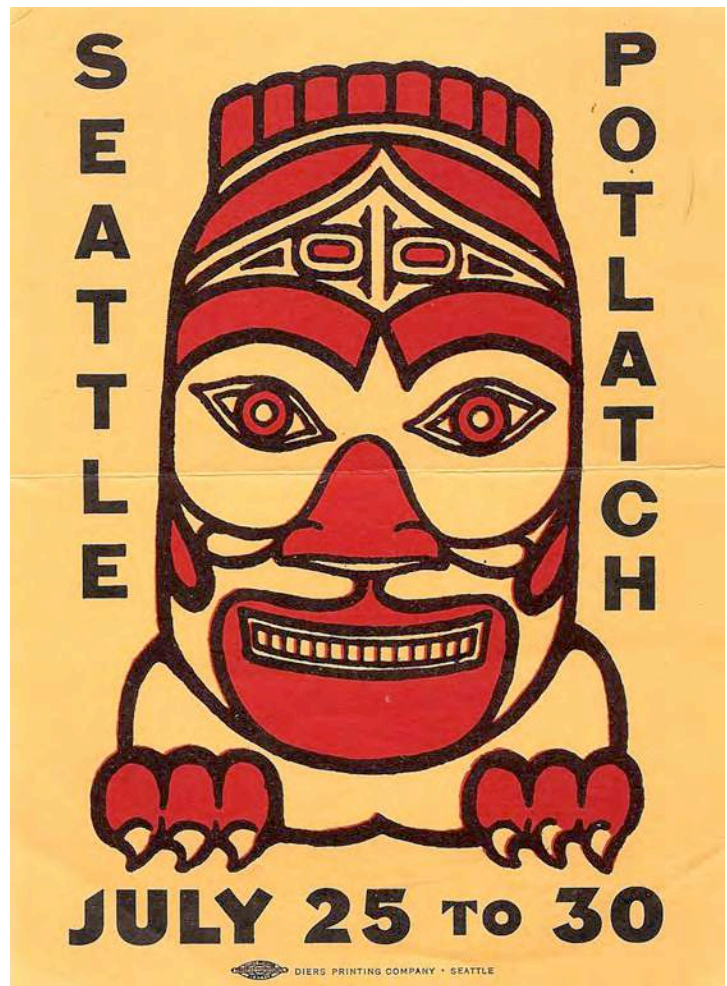
Businesses had the Potlatch symbol imprinted on their stationery. 1912 was the first appearance of the Haida iconography. Of interest is the very early use of the 1915 P.P.I.E. machine cancel, first used on May 7, 1912.



To the right is a large gummed label. It also may be found as a window decal. The date is unclear but it is from the 1930s.

Below, the purple handstamp seems to be from 1911 although the dates don't match precisely. But the image only appeared in 1911.

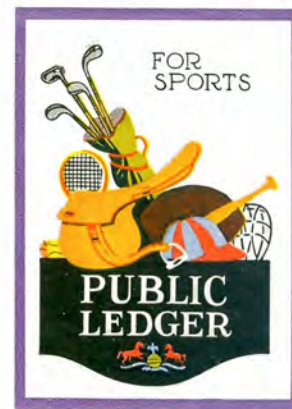
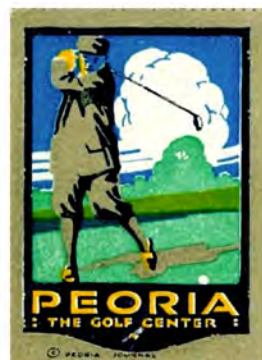
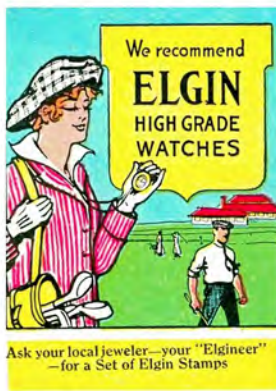
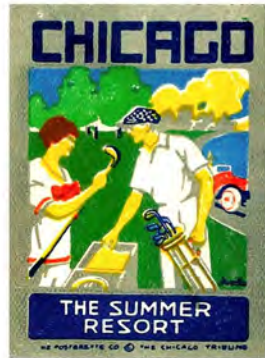
At the bottom is the use of the 1934 poster stamp on a contemporary postcard.



Golf on American Poster Stamps....Robert C. Bradbury

Golf was popular in the United States in the early 20th century and it was a theme in various advertising campaigns. Here we examine golf as portrayed on advertising poster stamps in 1914 and 1915. These stamps are attractive but there are relatively few varieties, many are difficult to find, and demand is high.

I have identified 23 golf poster stamps published during this period. Tourism is the most common advertising theme with nine stamps promoting golf in specific places. Clothing is next with six stamps. Other stamps advertise cars, banks, beer, lotion, magazines, newspapers and watches. The listing follows the images of 12 of the stamps.



2
7
15

3
10
16

4
13
17



18



21



23

1. Asbury Park, N.J. (stock stamp imprinted "name of hotel, address"). (golf, fishing, tennis). Publishers Printing. 46 x 65 mm. [1914]. 155 (see Bradbury, U.S. Advertising Poster Stamps).
2. Chicago. The Summer Resort. (golf). 60 x 40. [1914]. 588.
3. Chicago. The Summer Resort. (two golfers). Posterette. 54 x 40. [1915]. 603.
4. Cleveland Trust Company. Traveler's Checks. (golf clubs & bag). 56 x 42. [1914]. 665.
5. same. (larger size).
6. Cluett Peabody & Co., Inc. Troy, N.Y. Arrow Shirts. Distinctive, color fast and faultless fitting. \$1.50 up. (man, golf clubs). artist: J. C. Leyendecker. 40 x 75. [1915]. 679.
7. Elgin. High grade watches. We recommend. Ask your jeweler, your "elgineer" for a set of Elgin stamps. (man & woman playing golf). 66 x 50. [1915]. 888.
8. French Lick Springs Hotel. French Lick, Indiana. Pluto Water. (woman golfer). (vertical).
9. same. (horizontal).
10. Hinds Co. (Portland, Maine). (man & woman playing golf). 56 x 44. [1914]. 1566.
11. Hupmobile. Golfing. (golfers, automobile). Franklin Press. 46 x 62. [1915]. 1617.
12. Lytton, Henry C. Hub. Sporting goods department. (man playing golf). 50 x 45. [1915]. 1905.
13. Magnin, Jo., & Co. (Pasadena, Cal.). Sports apparel. (woman golfer). 42 x 60. [1915]. 1961.
14. Neustadler Bros. Heather Mill. Sweaters. (man playing golf). 66 x 46. [1915]. 2193.
15. Ped-Speed. Outing and play shoes for entire family. Golf. (man playing golf). [1915].
16. Peoria. (Illinois). Golf center. (man playing golf). Peoria Journal. 52 x 43. [1915]. 2558.
17. Public Ledger. (Philadelphia, Pa.). For Sports. (golf clubs, sports gear). 75 x 55. [1914]. 2714.
18. San Antonio. (Texas). Pleasant weather today. (woman holding golf bag). [1915]. 54 x 39. 2897.
19. Schoenhofen Brewing. Chicago. Edelweiss Beer. (golf). 57 x 44.
20. Talbot Co. Boston. Talbot's "Boston-made" clothing for young men. (man playing golf).
21. Toledo (Ohio). Inverness Golf Club. (putting green, clubhouse). 50 x 62. [1915]. 3271.
22. Waterloo. (Iowa). Summer hotels. (woman playing golf). 57 x 43. [1915]. 3486.
23. Youth's Companion. (Boston, Mass.). (man playing golf). 64 x 47. [1915]. 3618

Available Summer 2009

The newly designed
DATED EVENT POSTER STAMP
on-line interactive database

- illustrated in-depth listing of worldwide stamps
- 19th Century to 1919, eventually to 1940's or beyond; descriptions in English
- can be sorted and searched by year, place, country, category, keyword, designer & many other criteria & saved for future reference
- registered users can make notes, inventory, want lists - a personal specialized catalog!
- registration is free

for further information and background info go to the web: www.posterstampist.com

*Edited by Richard D. Warren (Dick)
Contributions by many*

Please note that data entry is a work in progress and that accuracy and completeness depends on comments & contributions by Viewers Like You . . .

Wanted

Articles for the Journal

If you are tired of articles written only by Art Groten, Charles Kiddle and a few other stalwarts, please send the Editor something, anything, to work with and he will do what editors do, make it ready for publication.

In the meanwhile, the Editor is looking for stamps in the following topics for eventual inclusion in the Journal: women's rights including suffrage; the union movement and non-U.S. Valentine stamps. He always wants to hear about plagiarisms, unusual philatelic varieties and new additions to our on-going exposition series.

Club Special: the following 15 books for \$990 postpaid (normally \$1,123).

Artists

The "Top Twenty" Artists Vols. 1 & 2 (189 pp. \$145)
Hohlwein, with update (64 pp, \$60)
Bottcher, 1912-14 & Ships, 2 vols. (108 pp., \$86)

Transportation

German Aviation/Aircraft (254 pp. \$125)
Cars: German (115 pp. \$75)
Cars: Worldwide without Germany, 2 vols. (136 pp, \$130)
Bicycles (77 pp., \$45)
Trains (38 pp., \$45)

Other

Photography (159 pp., \$90)
Letters Making Words & Calendars, etc., 2 vols. (375 pp, \$232)
Paris 1900 World Exposition (145 pp., \$90)

Also available: 5 Volume Delandre WWI Catalogue, 675 pp., \$245 p.p.

Books may be ordered individually in which case please add \$3 for mailing of the first volume and \$1.25 for each addition volume.

All books are currently in the U.S.. Supplies are limited. If books are out of stock in the U.S., your order will be filled asap from the U.K.

For further information or to place an order, contact Dick Warren

This space is available for an ad from our members, dealers or otherwise.

Member classified ads

Wanted: Silent film related poster stamps, especially Wentz issues for The Black Box, series A Art Stamp Album for silent movie stars and Essanay Charlie Chaplin set. Will buy or trade. Ron Kreuger, Box 741, Oak Park, IL 60303 (708-)788-8235 or krugeron@sbcglobal.net

Wanted: Poster stamps with a motoring or motoring accessory theme, particularly Italian. Have a few for exchange -- various countries. Peter Marshall email: ar.01177@yahoo.co.uk

Mr. Ice Cream desires ice cream and soda fountain poster stamps from around the world: ice cream, soda fountains, ice cream machines, people enjoying ice cream, etc. Contact Al Mellis: mellisfamily@rcn.com

Wanted: Wisconsin poster stamps, event seals, advertising stamps, charity stamps, labels, artist's proofs on or off cover. Ken Grant, E1 1960 Kessler Rd. Baraboo, WI 53913 email: kenneth.grant@uwc.edu

In the absence of a 1/4 page ad, free member classified ads of up to 30 words, excluding address, will be posted in this space. One ad per member per issue as space permits; first come, first served. Ads must relate to poster stamps. Buy, sell, trade or information sought are all OK. They must be received at least 30 days prior to the next issue, i.e. by March 10, 2011.

Plagiarisms IX...

U.S. poster stamps are not immune from either being plagiarized or plagiarizing local or overseas designs. The Lindbergh stamp (Sc. C10) was clearly the source for the air mail label design. Some say it was made by A.C. Roessler but that has not been confirmed.



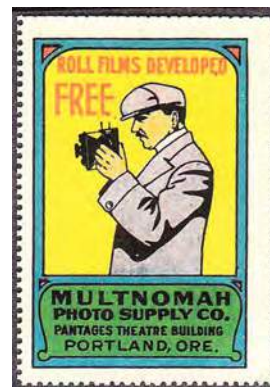
Rockwell Kent made this vignette for *Modern School Magazine* in the early 1930s. The Japanese copied it for their 1937-8 TB seal.



Of interest here is the use of the same design in two different cities. The wording on the package has been changed as well. This does not have the appearance of a stock design. The stamp on the left is green; on the right, blue.



On the other hand, the U.S. stamp is a stock design, the central vignette of which is virtually identical, less the shoulder strap, to the Dutch one which, I believe, is earlier.

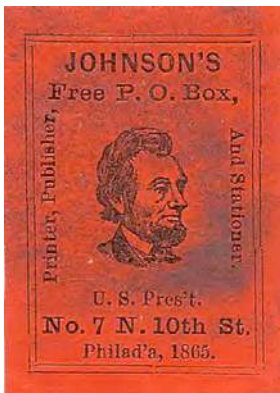


Civil War Era Promotional Labels....Art Groten

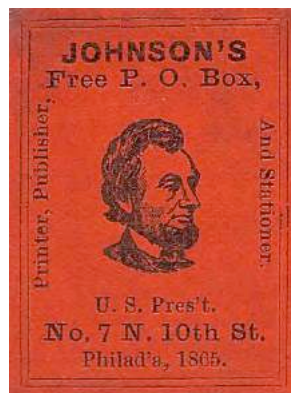
The 1856 John C. Fremont presidential campaign label is, according to Warda, the earliest U.S. political label. Below is a contemporary use of the label on a telegraph envelope. In all probability, another Fremont label was present in the upper left corner.



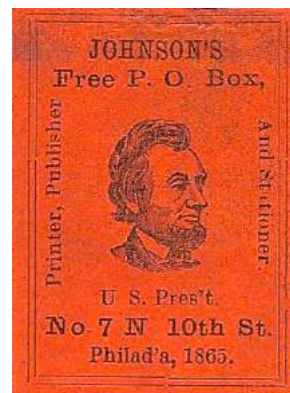
Although the Johnson's Box labels are listed as locals in Springer, they are, in fact, advertising labels for a private delivery service as noted by Lyons. There are three typographical types, each known in orange and green. a fourth is shield-shaped. They are shown below. On the inside back cover is a correct usage of Type 2 on a Philadelphia drop letter c. 1865. Johnson's office was at 7 N. 10th St.; the addressee was at 1513 N. 7th St., several blocks away.



Type 1



Type 2



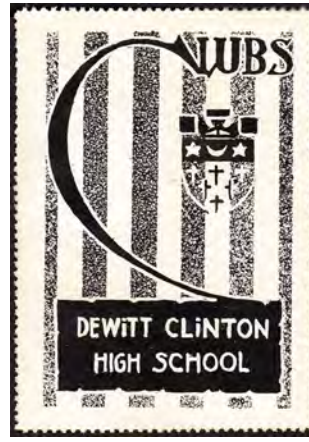
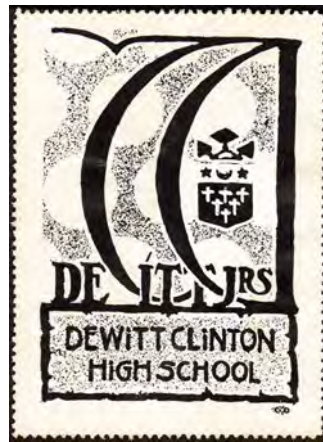
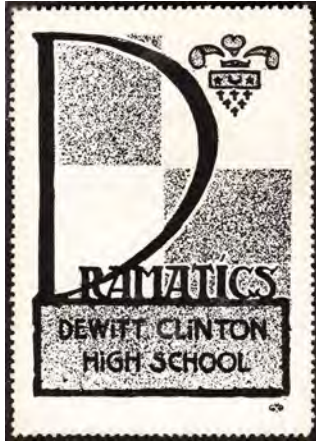
Type 3



DeWitt Clinton High School, Bronx, New York...

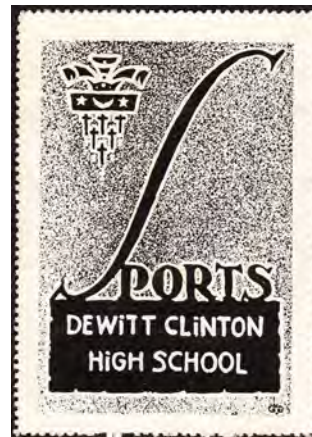
Opened in 1897 in Greenwich Village, DeWitt Clinton moved to the Bronx in 1929 where it became Haaren H.S. It is now Haaren Hall on the campus of the John Jay College of Criminal Justice.

The set of six stamps is an unusual production for a high school. They are black and white and appear to have been made around 1915.



University of Minnesota...

Only slightly less unusual are stamps from a college or university. The Gopher, the mascot of U. of Minn., appeared on the 1917 pair while a post-WWI student appeared in 1919.



Johnson's Box Type 2 on cover



A new 1915 PPIE find

The upper left stamp has not been seen before.

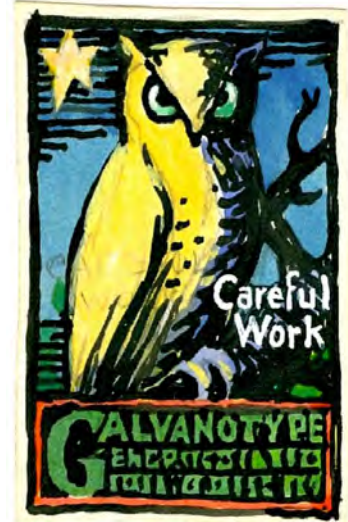


Original Painting for a Poster Stamp

Robert C. Bradbury

Most U. S. advertising poster stamps in the 1912 - 1915 era start with a painting. This editor has only encountered one such original painting, the one shown here for Galvanotype Engraving Co., New York City, a company specializing in photo-engraving from 1891 to 1935.

This painting measures 72 mm. x 47 mm. The colors are yellow, green, blue, black and white. "Careful Work" appears to the right of the owl, although a faint penciled version is visible on the left. It is surprising that a painting for a poster stamp would be done in this small format. I would expect the artist to paint a larger picture and rely on photo-engraving to reduce the image. I have not seen a poster stamp based on this painting.



Poster Stamp Proofs

Robert C. Bradbury

Shown below are four proofs of U. S. poster stamps, the only examples seen by this author. These were published by two Worcester, Massachusetts companies: Worcester Gas Company and Davis & Banister. (2 - 5) These proofs are 64 mm. x 56 mm. and printed on card stock. I have only seen no. 2 as a poster stamp but it is likely that all four were published. The printer is not identified but it is probably Davis Press of Worcester as the style resembles its poster stamps (see below).

[Ed. See inside front cover for more examples.]

