

The Journal of the Poster Stamp Collectors Club



October 2012
Whole # 26

Great Britain's 1851 Exhibition cover

This "stamp" listed in Gardiner is, in fact, a cut-out from envelopes of various sizes. This smaller size has not been reported before. It is my opinion that such cut-outs should be included in exhibition collections [so described] as oftentimes, especially for some of the smaller shows, they are the only evidence that an exhibition took place. There are no true poster stamps for this first great European exhibition. The embossed seal on the reverse is known in blue and red.



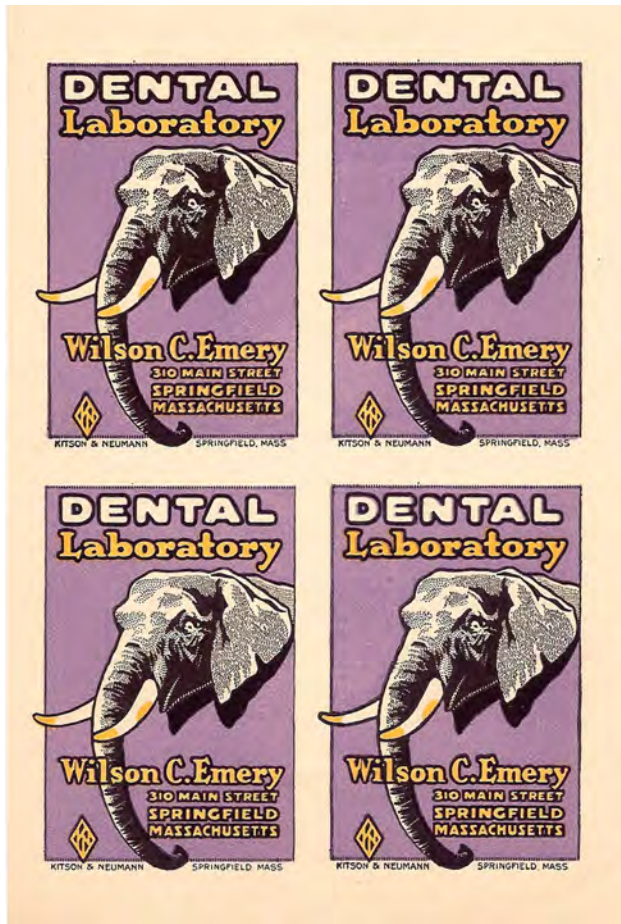
APS #255.

Table of Contents

President's Message/Club News	p. 1	Koffie Hag	Frans Jansen	p. 6
Club News & Henry George	p. 2	The Philately of Poster Stamps II		p. 9
A Word from Walter/Kiddle Addendum	p. 3	Before & After IV		p. 11
German/U.S./Indonesia	p. 4	Plagiarisms XIII		p. 14
U.S. Automotive Poster Stamps	p. 5	The 1897 Brussels International Exposition		p. 15

What a sublime advertisement for a dental laboratory! Designed and printed by Kitsen & Neumann of Springfield, Mass., their logo at the lower right.

Below, Peter Helck's glorious design for the 1915 Astor Cup Race on Long Island.



A poster stamp for the 1899 London Motor Car Exhibition. Does anyone know of an earlier automobile show stamp?



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President's Corner

Details of our next PSCC Meetings

We have arranged our meetings for the next three years so you can plan ahead. 2013 at Philatelic Show in Boxborough Mass., May 3-5; 2014 at St. Louis Stamp Show, March 22-24 and 2016 at the International show in New York, May 28-June 4. More specific dates and times will be announced as the time approaches. In the meantime, think about putting your collection in order and preparing an exhibit.

The Journal is available electronically!

Dick Warren has done a yeoman's job on our new website. We are offering a second type of membership for those who wish only an electronic version of the Journal. There are two main reasons: 1) it saves the Club a lot of money in printing costs and even more importantly 2) it permits members to have the Journal in full color. This issue is a prime example of the value of full color. There are many illustrations and all are far more compelling in color. If you have not made that choice for this year, seriously consider it for next. The electronic rate is \$15 per year anywhere in the world.

From the Editor

Editor Needed

Having had no responses to my last plea, I'll try again. I have been Editor since the inception of PSCC and it is time to pass the baton. It is not an difficult task; all the templates are ready and there is a nice archive of material to get started. This is a serious matter as our Club cannot continue to function without a Journal. Now that we are offering an on-line version and we expect to attract new members, it is more important than ever to keep publishing.

PSCC Auction

The auction produced good response with 15 bidders from 5 countries, 13 of whom were successful. Many lots had multiple bids. The "last minute competitive bid" option proved worthwhile to two new bidders who registered; we will probably continue that option in the future. Winning bids totaled \$1379. 70% of the lots sold.

Prices realized (exclusive of the 5% bidder's premium) are as follows. They can also be found on our website (www.posterstampcc.org) along with the photo images until the next issue of the Journal.

Lot #/Price\$: #1/\$21, 2/41, 3/55, 5/31, 6/31, 7/26, 9/21, 10/31, 11/\$0, 12/16, 13B/5, 14/5, 15/18, 17/5, 18/7.50, 19/21, 20/41, 21/7.50, 22/14, 23-26 @ 26, 27/27, 28A/6, 29/7.50, 31/6, 32/10. 33A&B/8, 34/16, 38B&C/21, 41ABC/12, 42/11, 43/11, 44/16, 45/5, 47/16, 48/12.50, 49/7.50, 50A&B/40, 52/27, 53/4, 56/\$25, 57/26, 58/16, 59/7.50, 61/16, 62/16, 63/8.50, 64/26, 65/34, 66/34, 67/26, 68/34, #69/26, 70/31, 71/31, 72/26, 73/10.50, 74/26, 75/41, 76/36, 77/3.50, 78/\$16, 79/5, 83/8.50, 86/12.50. 87/36, 89/9.50, 94/21, 100/21, 103/8.50.

We plan to continue having these auction twice a year. It is a time-consuming endeavor.

Secretary's Report

New members:

- #165 Bruce Rogers, PO Box 1696, Esperance, W.A. 6450, Australia; email: LEO1956@gmail.com; collects all
- #166 Eberhard Schoor, Roemerstrasse 1, Muenchen 80801, Germany; email: eberhardschoor@t-online.de, collects all
- #167 Steven Blair, 2645 W. sierra Dr., Edmond, OK 73012-0177; email: skblair@cox.net; collects U.S.
- #168 Bill Dwyer, PO Box 210579, San Francisco CA 94121; email: dwyer@aerophilatelist.com; collects air cinderellas, pioneer flights, semi-official airs

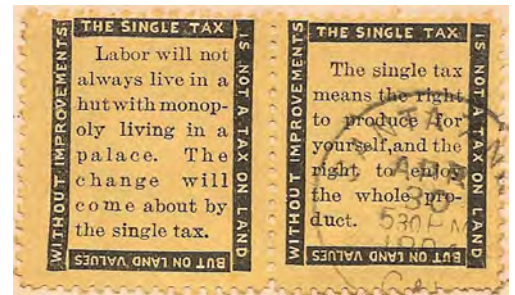
Email changes:

Wayne Dodge #073 email: dodge.w@ghc.org
Gail Unzelman #086 new email: nomispress@att.net
Greg Leeds #097 new email greg.leeds@gmail.com

Henry George, Social Philosopher

Henry George (1839-1897) wrote his *Progress and Poverty* in 1897. It sold three million copies and is by far the best selling book on economics ever published. He was the third most acclaimed man in America after Mark Twain and Thomas Edison. He was praised by John Dewey as one of a handful of history's most original social thinkers. George Bernard Shaw credited him the "turning my mind to economics and making a man of me." Yet he is unknown today.

He deplored the inequitable distribution of wealth [sound familiar] and went so far as to suggest a tax on the value of unimproved land. The three stamps on the envelopes, from 1894-6, promote this idea, the essence of which can still be heard among serious [non-mainstream] thinkers, i.e. a single tax rate.



A Word from Walter...Walter Schmidt

In 1938, my father brought home a brand new 78 rpm RCA Victor record featuring Enrico Caruso singing "Vesti la Guibba." He told me that the once herd him sing in person in Chicago sometime after WWI. He said that he as a little fat man who blew himself up like a balloon when he inhaled, and then a marvelous sound like on the record would come out when he exhaled. That memory bubbled up recently when I found this poster stamp at the recent PSCC meeting in Portland, Oregon.



Addendum to Charles Kiddle's *The Best of the Rest*

Since the book was published a number of new users of the famous Penfield set have come to light. For the record they are listed here in bold letters. The suffix letters in the left column represent the particular users while the numbers across the top of the right chart represent the sequence numbers of the stamps as shown in the book.

trader	suffix	trader	1	2	3	4	5	6	7	8	9	10	11	12
Airheart-Kirk	a	Airheart-Kirk										y		
Alden Store	b	Alden Store								y				
Bachelder & Corneil	c	Bachelder & Corneil						y						
B F Ellington	cc	B F Ellington				y								
Campbell & Comp	d	Campbell & Comp					y							
Chamberlin Brot..	da	Chamberlin Brot..	y											
Davis & Savard	db	Davis & Savard					y							
Gage Dodson	dc	Gage Dodson							y					
Hahn Brothers	e	Hahn Brothers												y
Kelley Brothers	ea	Kelley Brothers										y		
Miller & Webster	f	Miller & Webster	y	y	y	y	y		y	y	y	y		y
M. Prager	g	M. Prager					y	y	y			y	y	y
NICK AMSTER	ga	Nick Amster		y										
Sam'l Rosenblatt	h	Sam'l Rosenblatt						y					y	y
The B R Baker	j	The B R Baker				y	y	y	y	y		y		y
The Continental	k	The Continental	y	y	y			Y	y				y	y
The Dulin Store	ka	The Dulin Store		y6										
The Green Hunt	l	The Green Hunt									y			
The Hub	m	The Hub		y	y	y		y		y				
The Stackpole	n	The Stackpole,	y	y		y	y	y	y	y	y	y	y	y
The Toggery	o	The Toggery								y	y		y	y
Word Brothers	oa	Word Brothers											y	

An interesting three-country stamp

The product being promoted in this stamp was made in the Albany, N.Y.. To the left, the cover indicates its British distributor and, appealing to the German market, translate the ad text into that language.



German issues promoting trade with the U.S.

Charles Kiddle reports on 15 out of a set of 18 produced for the Versandhaus California Hamburg. Peter Hannes Lehmann adds that "Versandhaus" means "Mail Order Company." It operated from Hamburg and imported California products so, in order to encourage their purchase, they issued these stamps of "exotic" California and its beautiful scenery. This is an unusual conjunction. Does anyone know of other such issues?



A lovely Indonesian poster stamp

This rather large poster stamp on a 1954 cover has a wonderful image of what, in the West, would be a winged Nike, perhaps holding Hermes in her hand. But this woman clearly is Oriental although she is performing the same function of indicating speed and glorification.



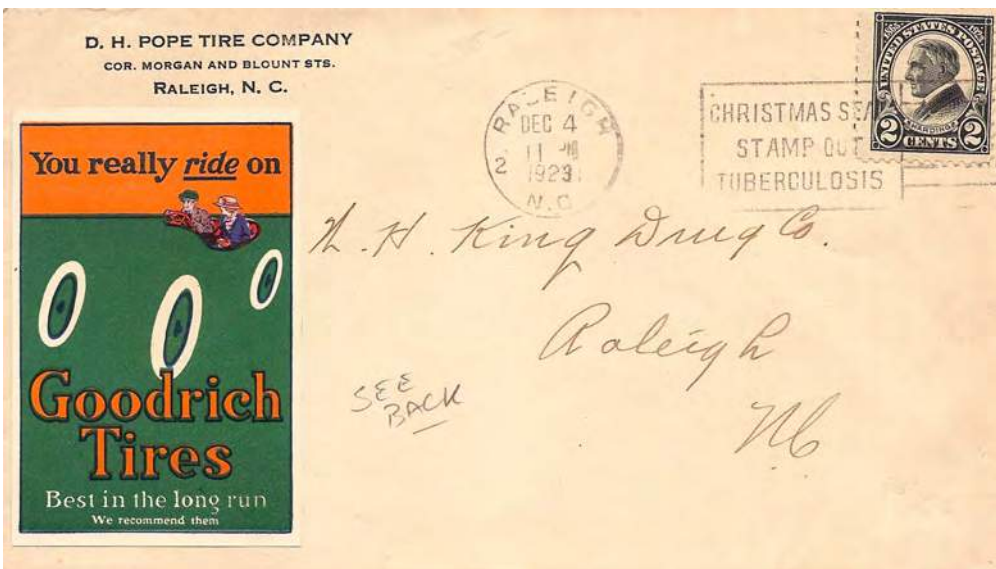
U.S. Automotive poster stamps

There are a great number of American poster stamps promoting various aspects of the automotive world. Most are not attributable to specific artists. I show a few below. In order: Frederick G. Cooper did a series of 4 for the 1912 show and a single for 1914; Harling did two of this design for the 1918, 1920 for the Boston Auto shows and a new design for 1921. I suspect there is a similar one for 1919. Jules Gotlieb created two designs for Philadelphia shows in the late 'teens.

Peter Helck is one of the most famous of all American automotive artists. He did at least two stamps early in his long career. One is below, the other in color on the inside front cover.

We don't know who designed the Goodrich Tire stamp but it is a wonderful example of the "invisible" style.

The famous Rolls Royce "Flying Lady" was sculpted by Charles R. Sykes and has been in use from 1911 to this day.



Koffie Hag poster stamps of the Netherlands...Frans Jansen

This is my first contribution to the Poster Stamp Society and, I hope, more will follow. I started collecting poster stamps or SLUITZEGELS, as they are called in my country, years ago. This name originates from the time when envelopes did not have glued flaps; one had to use glue or a seal to close the letter before it went into the mail.

Since I am a collector of phonographs, I collected stamps advertising phonographs. When typewriters were added to the collection, I looked for stamps advertising them as well. Then I started collecting other poster stamps, often in pre-printed promotional albums, especially after I bought some large albums with many stamps by a professional printer.

Recently I obtained a German magazine: *Die Böttcherstraase*, Vol. 1, Number 1, May 1928. This magazine promoted of the art of the Weimar Republic that followed the First World War after the Kaiser had fled to the Netherlands. The magazine is a good example of the design at that particular time, very modern and bearing in its title **"international magazine."**

The size of the 64-page magazine is 25.5 x 35.5 cm and 1 cm thick (approx. 10 x 14" and ¼" thick) lavishly illustrated in black and white and tipped-in color prints. The latter part of the periodical took 34 pages and consisted entirely of advertising stamp pages for a German decaffeinated Coffee company titled: Koffie-**H**andels-**A**ktien**G**esellschaft, Bremen, Germany, using the trade name Koffie HAG.

Koffie HAG was a well-known brand since 1906 and the company was very active throughout Europe. They advertised their decaf coffee in many ways and had their own specially designed tins and paper packaging. They also issued advertising stamps. Those from the Netherlands are often found glued in loose-leaf books.

The HAG stamps were issued in two series. The first were stamps in a album entitled *Nederlandsche Gemeentewapens*, depicting municipal coats-of-arms for the Netherlands, Dutch East Indies (now Indonesia) and Surinam (in South America) produced between 1925-1928. The loose pages showed pre-printed rectangles for the stamps and where the stamp was to be placed, that image in black.

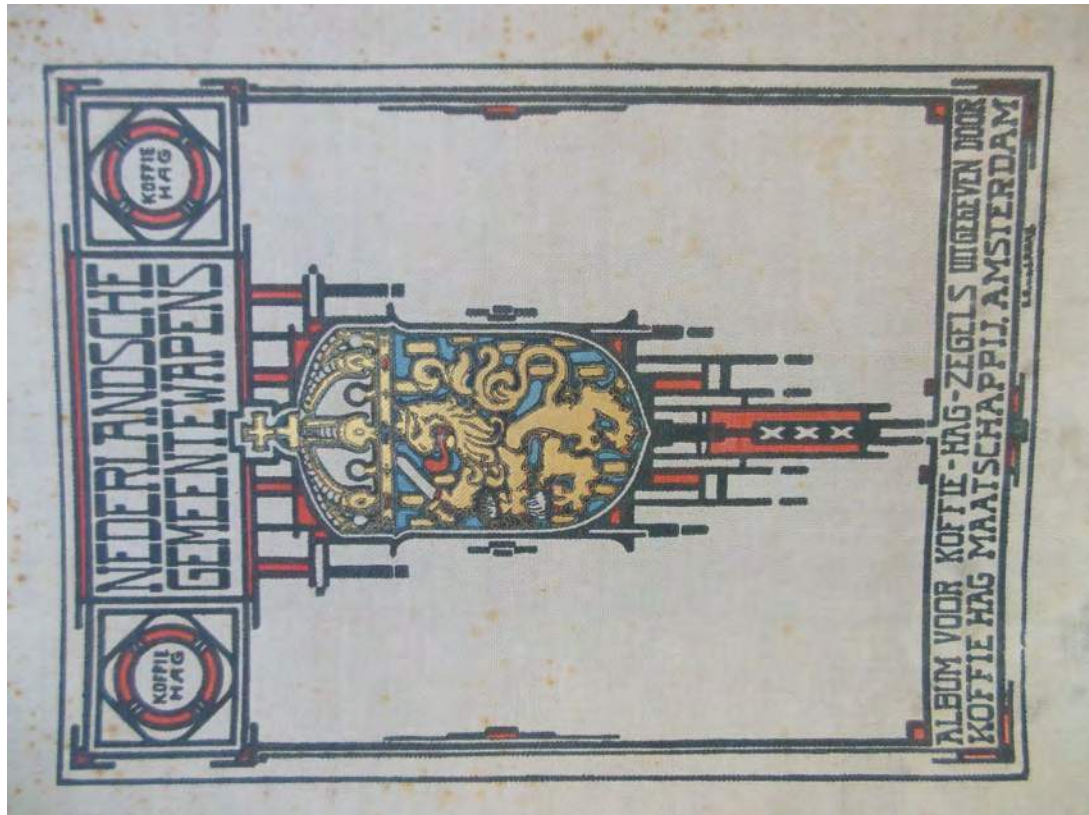
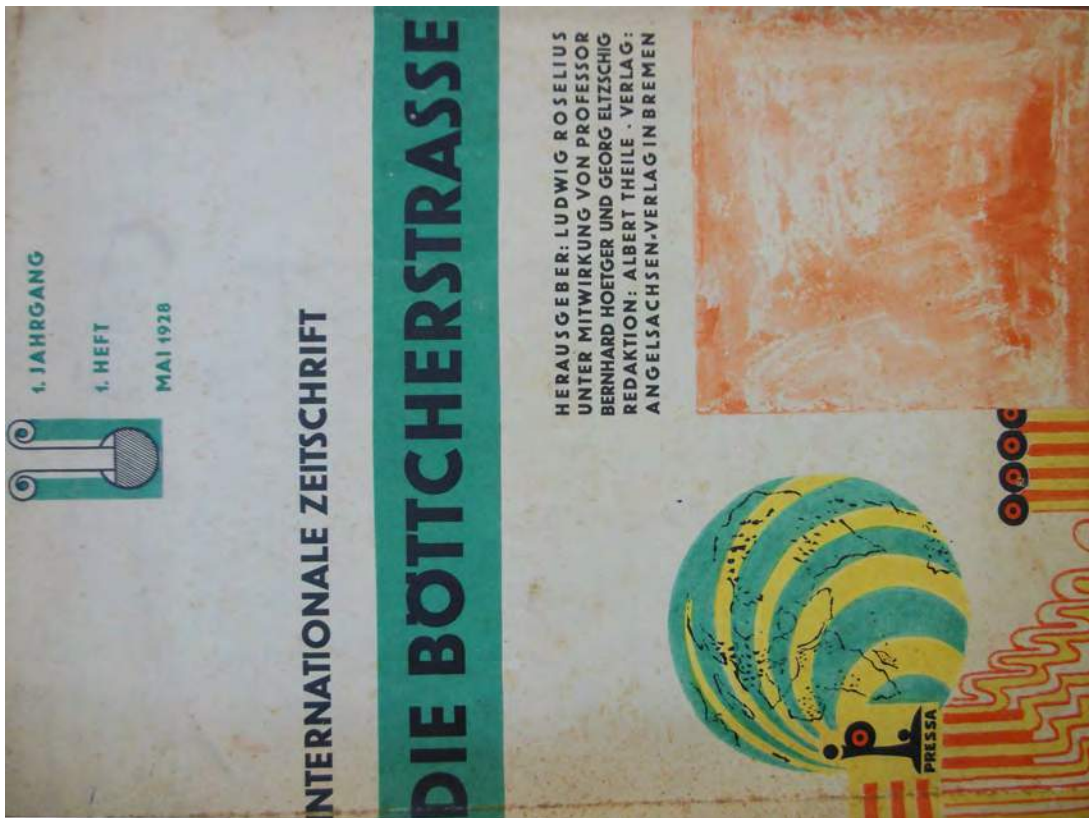
Every page had an advertising part, printed in black with a description of the stamp written by Tiede van der Laars. His son, Sytse Gerke van der Laars, a well-known heraldic artist, designed the stamps. More than 1000 stamps were produced that could be had by sending in coupons that were given with the products of Koffie Hag.

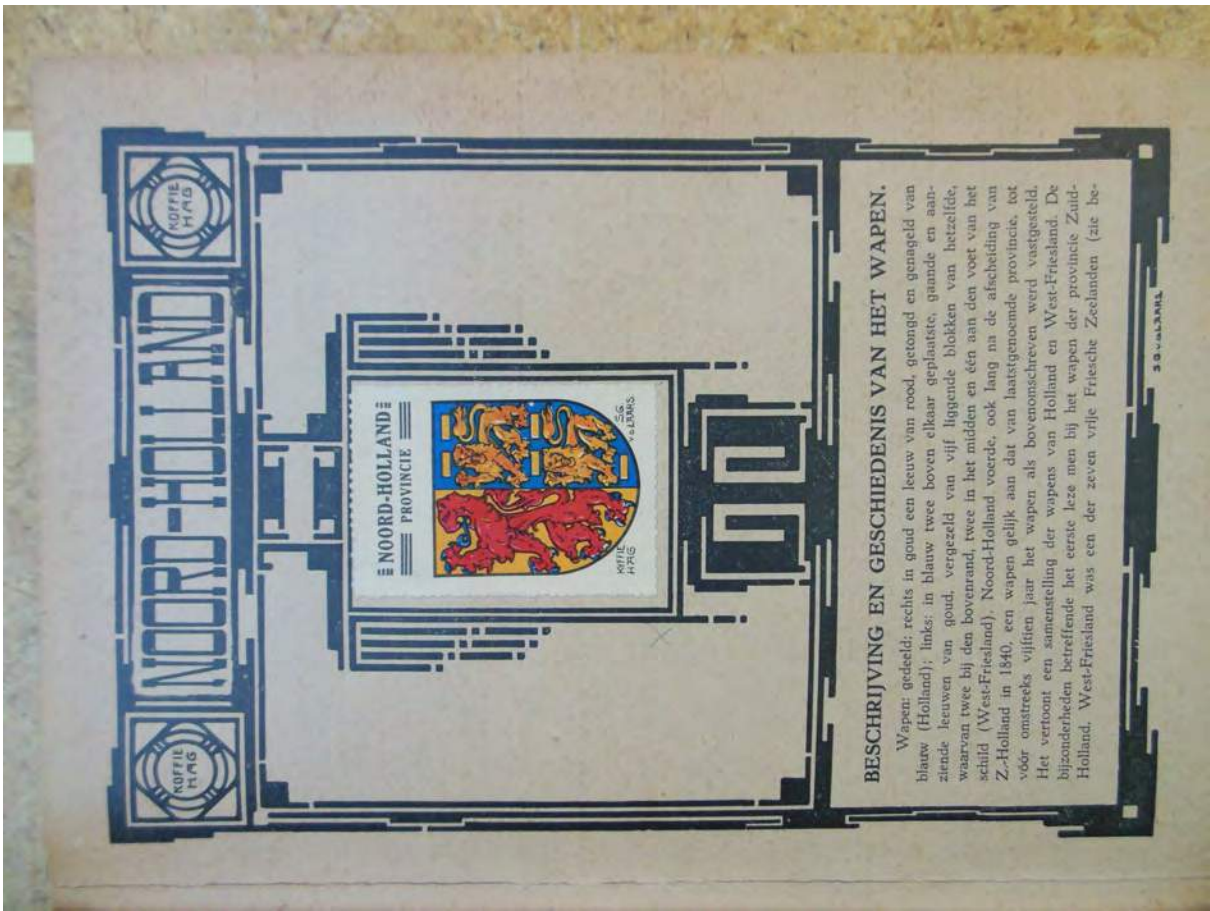
It is remarkable that the first number of a new magazine carries more than 30 pages of the total of approx. 50 with advertising for one company. The pages show many of HAG's advertisements in a great variety of countries and languages. Most are in full color. The heraldic stamps occupy a complete page of this large size magazine. This latter puzzles me a bit. It must have been an expensive production. Yet the coloring is rather flat, the images often are the same but with different colors and titles, the perforation is as poor as the printing of the colors. In particular, the blue and green are very often misprinted. The text is purely descriptive in plain language, which makes it easily understood by everyone.

In the Netherlands, collecting album pictures was the rage between the wars and perhaps this added to the appeal of the Koffie HAG series. One could collect these stamps for years before the albums were filled. It also was a period in which interest in local history was encouraged, not in the chauvinistic way it was done in Germany across the border, but rather the growing industrialization made people aware of disappearing trades and costumes, themes of other HAG stamps.

A second series is said to have made for the coats-of-arms of the Dutch nobility but I have not seen any of these. This website gives details on all Dutch HAG issues: www.ngw.nl/heraldrywiki/index.php?title=Coffee_Hag_albums

The illustrations on the next two pages show, in order from the top: the cover of the magazine; the cover of the loose-leaf album; the front page of the provincial set that was followed by pages for each city and, finally, a page as presented in the magazine, combining Dutch and Swiss coats-of-arms.





The Philately of Poster Stamps II...Art Groten

In the Summer 2010 issue, #17, I presented some aspects of poster stamps that reflect their methods of production. Such methods are the same as those for postage stamps and, thus, similar errors or varieties can be found.

While misperforations are often seen, such errors for die-cut stamps, a form rarely found among postage stamps, can be quite striking as seen in the pair below where the sheet for the second specimen was clearly fed into the cutting machine incorrectly



Even rarer is a poster stamp that is bisected and clearly meant to be separated before use. This was made by the Ideal Art Shop in Denver for Tom Moore cigars.



The creation of "tab" at the bottom of a stamp is found among postage stamps, particularly of Belgium and Israel, but is quite rare among poster stamps. The upper of these two shows a stock design with perforation separating the text at the bottom. The lower, from the Penfield set [see p. 3], shows a similar separation with the bottom portion removed.

The rationale for this variant is unclear since once the tab is removed, the stamp serves no promotional purpose. Does anyone have a suggestion as to why this was done?



It is surprising how few marked vignette shifts are found among poster stamps.



Inverted overprints are highly sought after among philatelists. Again, they are not commonly seen on poster stamps, presumably because so few were so overprinted. Below, an Italian stamp unoverprinted, normally overprinted "Pro/Mutilati/1918" and with the overprint inverted.



Here, a similar design in two different colors: at the top, tan background with black figures and text; below, green background with multicolored figures and white text.



Before & After IV

This series seems to be one of the most popular as members continue to send in new examples. These are from Charles Kiddle and Peter Hannes Lehmann.

Life before the "Cekare" lighter, one used a candle.



One could change one's hair color from red or white to black, using Hoffers hair dye.



Before one could buy Robinsohn's mangle, one had to wring one's clothes by hand.



A stock stamp showing the old-fashioned quill pen and a modern typewriter.



Max Wagner's diet cure permitted one to slim down.



Poster Stamp Literature available through the Club

The following catalogs by Charles Kiddle can be obtained through the Club at a member's discount of 10%.
US\$ prices are post free SURFACE MAIL.

- Trains (an introduction to poster stamps)*** (1999). This 40 page catalog was produced in conjunction with the UK's TRAINS 1999 International Stamp Exhibition at Wembley. The catalog includes 23 full color pages of 100s of poster stamps, in full size, depicting trains or a trains related topic. Price \$40.00
- Ludwig Hohlwein the poster stamps*** (1999). This is a 64 A4 page, perfect bound, full color catalog, illustrating in full size, the known 192 poster stamps of the "king of posters". Each has a translation of the text in English and each has a 'Rarity' indicated. It is THE definitive work of this aspect of the most famous of all the German graphic artists. Price \$50.00
- The poster stamps of the Paris Universal Exposition 1900*** (2000). Every known poster stamp is identified and illustrated in color. 155+ A4 pages, 60+ in full color. All poster stamps are illustrated in full size. Price \$90.00
- Tennis: the poster stamps*** (2000). Every known poster stamp is identified and illustrated at full size and in color (36 pages). Price \$50.00
- Bicycles (of the World excluding Germany) the poster stamps*** (2001). Every poster stamp is identified and illustrated at full size & in color. 72 A4 pages, 62 in color. Price \$85.00
- Bicycles (Germany) the poster stamps*** (2001). Every poster stamp is identified and illustrated at full size & in color. 60 A4 pages, 54 in color. Price \$80.00
- Kurt Böttcher the poster stamps 1912 - 1914*** (2001). Every **non ship** poster stamp is detailed & illustrated at full size & in color. 75 A4 pages, 51 in color. Price \$86.00 for the **TWO VOLUMES**
- Kurt Böttcher SHIPS poster stamps (1912 - 1914)*** (2001). Every poster stamp is identified and illustrated at full size & in color. 66 A4 pages, 29 in color.
- Cars (Germany)*** (2002). Every poster stamp illustrated at full size & in color. 123 pages, 108 in color. Price \$80.00
- Cars (World) except Germany & the USA*** (2003). Every poster stamp is at full size & in color. Price \$130.00 for the **TWO VOLUMES**
Volume I Austria to Holland 74 pages, 61 in color
Volume II Italy to UK, etc. including a Germany 'update' 80 pages, 67 in color
- Cars World 2011*** 104 pages in color (never before published poster stamps). Price \$74.00
- Andreasen & Lachmann - the numbered poster stamps - 1 - 299; 380 - 599; 1,000 - 1,059*** (2003). Every poster stamp is identified and at full size & in color. 140+ A4 pages, 65 in color.
- Andreasen & Lachmann - the numbered 'Coats of Arms' poster stamps - 300 - 379*** (2003). Every poster stamp is identified & is at full size & in color. 60 A4 pages, 20 in color. Price \$100.00 for the **TWO VOLUMES**
- The Top Twenty Graphic Artists*** (2003) - includes 2004 Addendum. Every poster stamp is identified and illustrated at full size & in color.
Volume I Bernard to Lübbert, includes a Hohlwein 'update' 155 pages, 71 in color
Volume II Maga to Wolff 146 pages, 64 in color. Price \$190.00 for the **TWO VOLUMES**
- The World's Fair : St Louis 1904*** (2003) 85 pages, 47 in color. Price \$70.00
- Photography (not cinema)*** (2004) 159 pages, 93 in color. Price \$90.00.
- German Aviation: German Aircraft*** (2007) 265 pages 126 in color. Price \$130.00.
- German Aviation: 'Zeppelins'*** (2007) 253 pages 147 in color. Price \$130.00
- Letters Making Words Volume I*** (2008) 227 pages, 158 in color. Price \$119.00
- Letters Making Words Volume II*** (2008) - Zodiac, alphabets, calendars, etc. 157 pages, 100 in color. Price \$96.00
- Poster Stamps: The American Story*** (2009) 172 pages, 155 in color. Price \$96. (This is a book, not a catalogue, no 'rarity' ratings).
- Bicycles World 2011*** 85 pages in color (never before published poster stamps). Price \$60.00
- Poster Stamps: Graphic Artists: The Best of the Rest: One, Two or Three Designs Only*** (2011) 86+ pages, almost all in full color. Price \$60
- Poster Stamps: Graphic Artists: The Best Of The Rest: A to G*** (2011) 140+ pages, almost all in full color. Price \$84.00
- Poster Stamps: Graphic Artists: The Best Of The Rest: HA to LU*** (2011) 140+ pages, almost all in full color. Price \$84.00
- Poster Stamps: Graphic Artists: The Best Of The Rest: MA to RU*** (2011) 165+ pages, almost all in full color. Price \$91.00
- Poster Stamps: Graphic Artists: The Best Of The Rest: S to Z*** (2011) 192 + pages, almost all in color. Price \$98.00

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.

NEW BOOKS by Charles Kiddle

Cars (World) 2011: 104 pp. in color, poster stamps never before published. \$70

Bicycles (World) 2011: 85 pp. in color, poster stamps never before published. \$56

Poster Stamps: Graphic Artists: The Best of the Rest
This is a series of 5 volumes as follows. Almost all in full color, published in 2011.

1: One, two or three designs only	86+ pp. \$56
2: Artists A-G	140+ pp. \$80
3. Artists H-L	140+ pp. \$80
4. Artists M-R	165+ pp. \$88
5. Artists S-Z	190+ pp. \$95

Books may be ordered individually in which case please add \$4 for mailing of the first volume and \$1.50 for each addition volume.

All books are currently in the U.S. or will be so soon. 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 Art Groten

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

Member classified ads

For sale: Breaking up pre-1898 exhibition collection by country. Send your wants to Art Groten. Contact info on masthead, p. 1

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: 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 XIII

Another popular feature concerns plagiarized images. When I started this column I had no idea how ubiquitous such activities were.

The top two pairs were sent by Jaap van Dijk. The left are stock stamps with alterations in the design. The right pair with very similar images were prepared by Peder Norredam [left] and C. Olsen.



Peter Hannes Lehmann sent a most interesting group. They appear to be stock stamps identical in all respects except the text. The top two were used in Germany by Degebrot and Tango-Mützen and were perforated. The third, imperforate, was used by Victoria-Kaffe in Malmo, Sweden. There are 4 stamps in the set.



The famous Cassandre design for the 1928 Rotterdam was altered and used in the post-WWII period. No doubt other stamps with such smokestacks against a solid background exist. It is a striking design concept.



In the Summer 2009 issue (#13) I showed a number of 19th century promotional stamps that used postage stamp designs as their inspiration. Several more have come to hand. Perhaps the most remarkable is an 1896 3" x 5" proof on heavy bristol for Bovril beef extract, mounted on a page from a contemporary book on postage stamps. The stamps copied are the 1887 1/2d. orange and the 1881 1d. lilac. Interestingly, these elaborate productions do not appear in the company's history of Bovril advertising.



"Greetings Sincere" copied the Penny Black. "Brickets Nine Hole Perforated" used the 1870 1 1/2d. lilac; the cancel looks real. Perhaps it is. "Charles Lyons, London Tailor," reached across the Pond to copy the U.S. 1884 2¢ Washington



These two Dutch stamps show a markedly similar embossed die for the horse vignette.



The 1897 Brussels International Exposition

1897 was the year that the use of the same image in multiple colors began in earnest. There were earlier examples such as the 1880 and 1891 Vienna philatelic shows and the 1896 Berlin where the same image was imprinted with different firm names, a practice continued and multiplied for the 1897 Leipzig fair. The stamps are fully listed in Gardiner's *Catalogue*. On this page and the back covers, let's look at how these stamps were used to carry their message.

At the top, the front and back of an 1897 printed matter piece to France using two of the common designs.



Belgium was one of very few countries that issued postage stamps to promote an International fair. Below, a postcard to Germany with the 5¢ and 10¢ values of the set canceled at the Exposition.



Scaldis Philatelique of Antwerp sent this philatelic magazine to the famous U.S. collector and dealer, Hiram Deats, in New Jersey, franked with the Exposition postage stamp and 6 poster stamps.



A promotional sheet available for 20¢ for the 20 different stamps of the same design, created by Privat-Livemont. What a souvenir!

