

The Journal of the Poster Stamp Collectors Club



April 2013
Whole # 28

One of America's Most Glorious Designs



Little is know about this organization other than it published a magazine between 1915–1918. Anyone know the artist for these beauties?



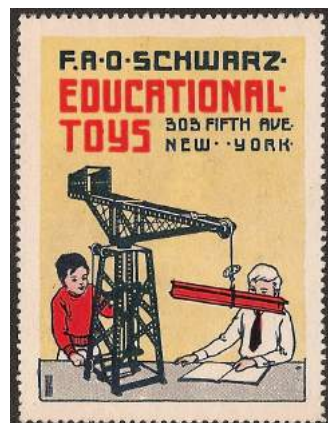
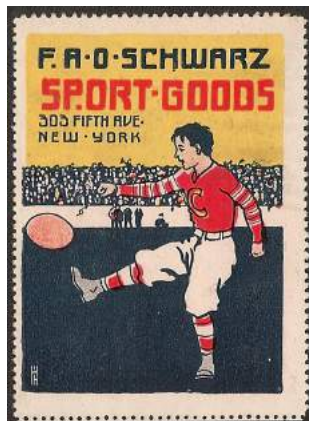
APS #255.

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F.A.O. Schwarz, New York

In 1870, Fredrick August Otto Schwarz opened his first toy emporium in New York. It is still in existence. I well remember going to FAO with my grandfather in the later 1940s. What a treat! Anyone who has ever been there knows it is paradise! They produced this set of 12 poster stamps around 1915, as wonderful as the store.



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 306, Belfast, ME 04915

(dickw3@gmail.com)

Charles Kiddle – Board of Directors – PO Box 13, Alton, Hants, UK GU34 4DW

(charleskiddle@btconnect.com)

Tom Minor – Board of Directors – 7374 Arlington Dr., St. Louis, MO 63117-2242

(mr.science@sbcglobal.net)

Honorary Vice-Presidents: Esbjorn Janson, Francis Kiddle, Walter Schmidt

International Representatives: Karoly Balazs (Hungary), Eduardo Escalada-Goicoechea (Spain), Dr. Richard Grosse (France), Mrs. S. Petersson (Denmark), Jacob A. van Dijk (Netherlands)

President's Corner

Details of our next PSCC Meeting

Our next PSCC meeting will be at the Philaelic Show in Boxborough, Mass., held at the Holiday Inn from May 3-5, 2013. Information is available on their website: www.nefed.org. There you can find directions, hotel information and exhibit prospectuses. If you are planning on attending, please let me know so I can arrange for some sort of social event.

I have heard nothing from anyone about exhibits other than our stalwart Charles Kiddle. 'Tis a pity.

The 2016 New York World Stamp Show

I have been having discussions with the organizers of the Show. They plan on making this the most inclusive International show ever held. As at the 2006 Washington show, we will have a booth and a free frame to explain what we are about. We will have the opportunity to have a public seminar in addition to our Club meeting. This will be a remarkable event and one you should put on your calendar. The dates are May 28-June 4 and will be held at the Javits Center. Further information is available on their website: www.ny2016.org

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

We Need a New Editor

Our Society is held together by three things, mutual interest in poster stamps, our website and the Journal. The pressure of other matters will require this to be my last year as Editor of the Journal. I can't say it more simply. If necessary, I will stay on until the end of this subscription year. I sincerely hope someone will step forward to continue. As I have said, the templates are ready along with many scans and potential articles. I do hope to hear from someone in the near future. An alternative for keeping the Society alive would be for someone to take on the website and make it more active.

Secretary's Report

New member:

#169 Robbe Wilson, 3 Great Jones St., New York, NY 10012. email: rbluehen@aol.com; U.S. product advertising, humor, kitsch

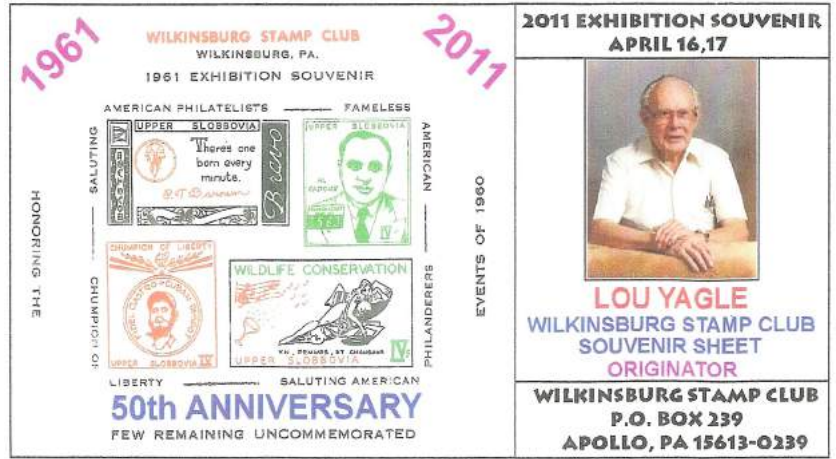
Address changes:

#121 Franz Jansen, new email: curiosator.jansen@online.nl

#004 Charles Kiddle: Mill house, Wheatley Lane, Binsted, Hants, GU34 4PG, UK.

A Word from Walter

Who is Lou Yagle? We had no idea until we saw his picture on one of his many creations from Upper Slobovia. As a member of the Wilksburg Stamp Club he has delighted and pleased so many stamp collectors all over the world with his parodies of US postage stamps. We thank him and hope he will continue to delight us and those who will follow us for a thousand years.



1930 Japanese Air and Marine Exposition

Charles Kiddle sent these three stamps to Hideaki Ichimaru for translation and comment. We all know how uncommon poster stamps from Japan are.

The text is basically the same on all three stamps. The Exposition was held during a period of war with China. It was 7 years after a big earthquake that required rebuilding the Imperial capitol and the Yokosuka naval base.

The text reads as follows:

Top line: Commemoration of the 25th Anniversary of the Battle of the Sea of Japan [=Tsushima, May 27, 1905, fought by Admiral Togo.]

Second line: Exposition of Air [Sky] and Marine [Sea]

Right vertical: First Exhibition Hall, Ueno Park

Left vertical: Second Exhibition Hall, Yokosuka City

Bottom first line: Meeting from Mar 12

Bottom second line: Showa 5th year [1930] to May 31

Bottom third line: Host[ed by] Japan Industrial Association

Bottom fourth line: Mikasa Preservation Association

It is not certain whether these three stamps constitute the entire set. The designer is not known.

The Exposition was basically a commercial one including products of Japan as well as Taiwan which was a Japanese territory at that time.



Pictorial Printing Company, Aurora, Illinois.... Robert C. Bradbury

Pictorial Printing Company (PPC) of Aurora, Illinois probably published more different advertising poster stamps circa 1915 than any other company in the U. S. This article is a case study in unraveling the mystery of linking specific poster stamps to a printer. The author has been able to tie 271 poster stamps to the Pictorial Printing Co. Likely there are many others.

Pictorial Printing Co. used poster stamps bearing its company name and advertising its poster stamp printing business (1-2). PPC printed its full name and "copyright 1915" in the margin of several stamps, e.g., the YMCA Physical Development stamp. There are eight YMCA stamps in this set but this is the only one found with the PPC name.



1



2



3



4

The PPC symbol shown above (3) appears on 42 poster stamps to this author’s knowledge. This symbol appears on stamps for specific companies, such as Moser Paper Co., Samuel Jones & Co., and Herrick Refrigerators or causes like Equal Suffrage. It also appears on stock stamps where no company is printed in the designated space. (4). Stamps with the PPC symbol also exist without this symbol.

If a set of stamps contains one stamp with the PPC name or symbol then we can assign all the stamps in the set to PPC even though the other stamps have not been seen with these markings. The YMCA set mentioned above is an example.

5

6

7

8



9

10

11

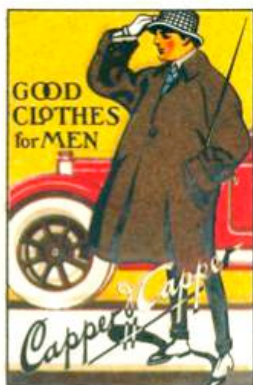
12

PPC issued sheets of poster stamps in which every stamp is different. This was probably done as salespersons' samples or to provide stamps to collectors. To illustrate, the sheet shown above (size reduced) has a stamp with the word Hosiery (6). This stamp also exists with the PPC symbol. Thus we know that all the stamps in this sheet are from the PPC: McCune Shoe Co. (5), Good Furniture (8); Graham Service (9); Collinswood Sunday School (11); and three Christmas stamps that are not advertising stamps. Several such sheets, often with more than eight stamps, have been seen by the author.

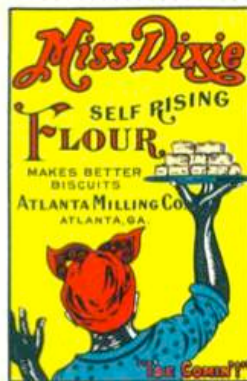
It is not necessary to see an intact sheet to link stamps to PPC. Some poster stamp albums, especially those from the Art Stamp League of America, have a page or several adjoining pages of individual stamps that include several linked to PPC by above criteria. The rest of the stamps on this page or pages are the same size and perforation and style of PPC stamps thus it is logical that all these stamps are PPC issues. Four examples of stamps linked to PPC this way are shown below (13–17). The collector making up the album likely received a sheet of PPC stamps and separated them or received a packet with these stamps already separated. This author has seen about 15 different albums with such PPC-linked pages.



13



14



15



16

One final comment: the author has a number of stamps that are same size and perforation and style of PPC stamps. They look like PPC issues. But they do not meet any of the above criteria. These stamps, however, are not included on the PPC list as it seems prudent to wait for further information.

A new Hohlwein

This design is well known but not in this format. Charles Kiddle found this 1950s decal for Bad Kreuznach still using Hohlwein's 1920s design.



1820 Address Change Poster Stamp...Diane DeBlois

Removal notice cards were commonly distributed by shopkeepers to their customers throughout the 18th century in both the United States and Great Britain. Today (along with city directories, census records, etc.) they are valuable to help trace the whereabouts of particular mercantile establishments. In the 19th century, the printed letter form of removal announcement became more popular (in the U.S. especially after 1863 when circulars were given preferential postage rates under Third Class Mail). The letter format allowed tradesmen to remind their clients of their expertise and encourage continuing commerce despite the upheaval.

In 1820, a lace manufacturer in London produced the most astonishing removal letter. George Frederick Urling and Company, sometime after 1818 (Urling received the Royal Letters Patent from George III on 23 July 1817; "her late majesty" refers to Queen Charlotte who dies in 1818), had printed on both sides of a 12 x 9.25 inch sheet of paper a circular to advertise the opening of a retail lace house to augment their wholesale business. Folded in half, what dominated one side was an engraving of their building front at 393 Strand, opposite Cecil Street – an arresting image 8.25 x 4.25 inches. (Figure 1) Presumably, this is an accurate depiction of their shop as it appeared to passersby: the proud signs "by the King's Royal Letters Patent" and "Urling's Lace" placed flat to the building between the courses of windows, and the three-dimensional signs above the entranceway trumpeting in ovals; "lace manufacturers to the Royal Family" and "and to her late Majesty by Special appointment" that flanked the Hanoverian Royal Family's coat of arms. Below the running lion and unicorn was another sign that announced that the firm had once been at 143 Cheapside. At the new establishment, ladies might view "the curious and interesting Process of preparing Lace Tread by our Patent Machinery, from half-past five till half-past nine o'clock in the evening."

Where the doors might have been, a rectangle was die-cut from the engraving, and four actual samples inserted, secured on the reverse side by glued labels printed on turquoise green paper – describing the samples in the same manner as in the engraving from left: "Urling's Patent Thread, free from Fibre, of which his Lace is manufactured," "Cotton, Full of Fibre, of which Common Lace is manufactured," "Urling's Lace, Free from Fibre," "Common Lace, Full of Fibre." Above the last two it is noted, "Both these Specimens have been washed." (Figures 2 & 3) To the undiscerning eye, the differences are minute. But Urling counted on the connoisseur choosing his product – in the circular's text he recommended holding the specimens up to the light. So his circular was, in effect, a trade catalog. For more credibility, the samples of Urling's thread and lace were individually affixed with his seal impressed into red wax circular wafers. When the circular was folded again, in thirds, to be addressed for mailing, these seals looked particularly impressive.

But Urling was moving to yet another location, across the Strand to Somerset House at number 147 on 1st September 1820. Apparently, his idea of a retail location had been successful. So he added a gummed label printed on turquoise green paper to his old circulars – placing it carefully between two windows of the engraving. This document now at once encompassed Urling's mercantile history and touted his product. (Figure 4)

This article first appeared in *Book Source Magazine*, September/October 2007, p. 18

These figures are on the next page:

Figure 1: Engraving of Urling's commercial building in London from the front page of his circular.

Figure 2: The area of the doorway is shown here reversed (i.e. opened to page 2) with the cut-out backed in black – to reveal how the two samples of thread and corresponding lace were attached with printed gummed paper, and Urling's own product endorsed with wax seals.

Figure 3: Full page two showing the elaborate engraving, from the die of what may well have been Urling's trade card, above the samples in figure 2.

Figure 4: To complete this elaborate circular, this detailed message is on the back page fully describing Urling's business and, it will be noted, addressed to "Madam" as the prime purchaser of his goods.



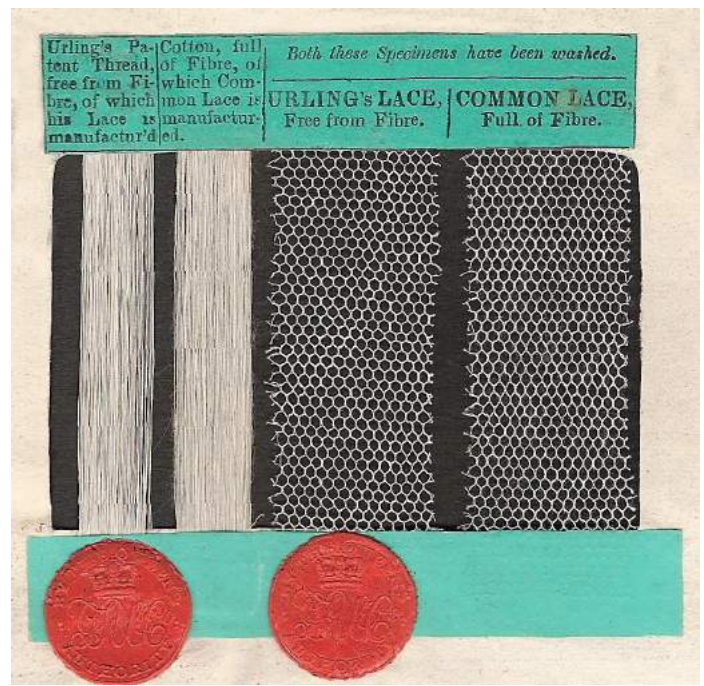
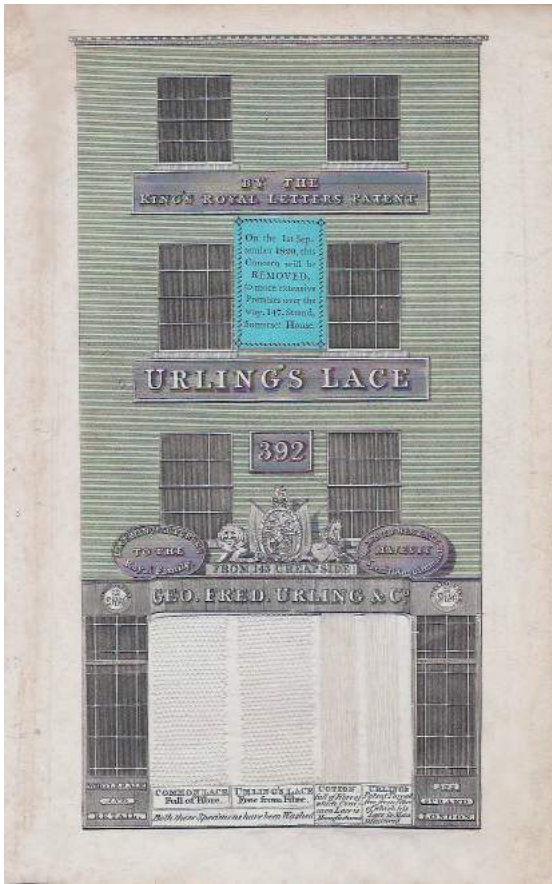


Figure 1

Figure 2

Figure 3

Figure 4



(Circular.)
WHOLESALE & RETAIL LACE HOUSE,
 392, STRAND, opposite Cecil Street,
 From 145, CHEAPSIDE, LONDON.

SIR,

A short time since we distributed Specimens of our celebrated LACE, for which we have obtained the MAJESTY'S Royal Letters Patent. From its intrinsic merits it was with the most distinguished personal encouragement from her Majesty, who on the 1st July, 1857, issued her Royal Signature in a Special Warrant, entitling us as Lace Manufacturers to her Majesty upon the list of the Household, other Branches of the Royal Family, and a great number of the most distinguished Nobility, have given it marks of unqualified approbation and preference. From this illustrious warrant we presume now to enclose you Specimens of OUR PATENT THREAD, of which our Lace is fabricated, for comparison with the rough and fibrous Cotton Thread used in manufacturing every other description of British Lace; and to state, that we have OPENED the above House for the RETAIL-DEPARTMENT of our Manufacture, of which we have a most Elegant and Extensive Assortment, comprising FLOURED and PLAIN NETS, QUELLINGS, DRESSES, SCARFS, VEILS, HANDKERCHIEFS, LACES, BUNTON FLOWERS, BLOSSOMS, SPRIGS, and every other description of Lace whatsoever.

It is scarcely necessary here to dwell upon the peculiar Beauties and Excitements of our Manufacture (in some points being superior to the most valuable Foreign Laces), which are its clearness and transparency, its beautiful colour and durability (all of which it retains after repeated washings) are well known and justly appreciated by all who have worn the Gentle Article; its difference in the enclosed washed Specimens will be very perceptible on holding them up to the light. But we need it they we owe to our numerous Friends and the Public, and to our own reputation, to depart from our original intention of washing our Laces by Wholesale only, for it is notorious that the Retailers have acted towards us in a most unworthy manner, by imposing upon purchasers the strongest, rough, and fibrous kinds of Laces (concealing their defects and making them appear entirely clear when they are washed, by washing, &c.) in URLING'S Royal Manufacture, and have even descended as far as to take the Seal of our Lace to affix to those specimens and inferior articles.

As numerous Ladies, of the first rank and fashion, who are connected with retail at our late Wholesale Warehouse, 145, Cheapside (from whence they were universally referred to the Retail Houses), have been thus unworthily treated, they will see the necessity of applying to the Patentees direct, that they may depend upon having the article genuine, and, of course, much cheaper than the Manufacture they are subjected to the Retailer's profit, as we have determined upon changing the Wholesale Prices, for immediate payment, to all who may prefer us with their commands, at once restoring our House the most distinguished in Town, in point of Cheapside, as well as for the superiority of its productions.

Respectful applications having been received for the Patent Lace made up into various Articles of MILLINERY, such orders are respectfully referred to MISS FIERPOINT, 5, Beaufort-street, Covent-garden, who constantly provides a general Assortment which may be relied upon as being genuine.

We have the honour to be, Sir,

Your respectful, and obedient Servants,
GEO. FRED. URLING & CO.
 Patentees.

N. B. Ladies may view, at 392, Strand, the curious and interesting Process of preparing Lace Thread by our Patent Manufacture, from half-past five till half-past nine o'clock in the evening. Parties desiring their Children to be educated in the necessary well made occupations.

As many Ladies of distinction have been much pleased with the effect of the Patent operation upon parcels of old and unwashed Laces, sent by them to Mr. Bland and Partners, we shall be happy to accommodate any of our Friends by receiving Laces of every description, whether Foreign or British, which they may wish to have made a beautiful colour, and restored perfectly clear and transparent.

The Price of Thread for Sewing, Mending, &c. may be had as above.

P. S. George Frederick Uring & Co. has to inform their friends, that they have entered into an arrangement with the House of SARGEL, UNWIN WHITE & Co., 24, Grafton Street, Dublin, and at Grafton Street in Dublin, to receive their orders, and to manufacture their celebrated Patent Thread Lace for the Metropolis of Ireland.

Mucha's Orphan Care charity stamp

Alphonse Mucha designed a charity stamp for an Orphan's Care organization with which we all familiar. What we may not be aware of is that it comes in at least 4 variants. They are shown below from left to right.

Type 1) small smooth circle at the upper corners; small letters "hal." and wide "20" at the bottom

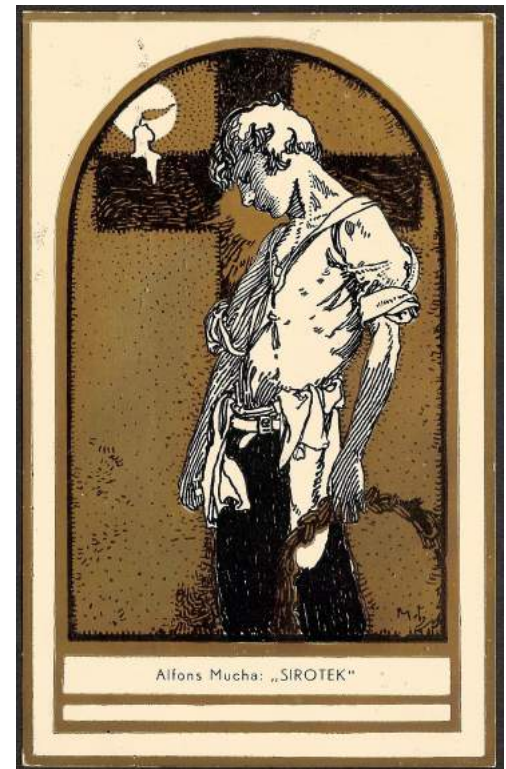
Type 2) large smooth circles in the upper corners; like Type 1 but with larger "hal." and somewhat wider spacing between "2" & "0"

Type 3) small serrated circles in the upper corners; large "hal." at the bottom like Type 2 but smaller "20"

Type 4) large serrated circles in the upper corners: large "hal." with numerals and "hal." like Type 3



The poster from which the design is derived was published in 1928, rather late in his career. Presumably the stamps were issued around the same time. Below is a Czech cover from 1932 with the stamp tied on the back as well as a postcard, used in 1943, from the organization acknowledging receipt of a donation.



If anyone knows of other types, please send a scan for future inclusion in the Journal.

The Spanish–American War

After years of rebellion in Cuba, with increasing reports of Spanish atrocities, followed by the mysterious sinking of the U.S.S. *Maine*, President McKinley was compelled by public opinion to seek redress. An ultimatum was given which Spain refused. War was declared.

The Spanish–American War lasted only 10 weeks, from April 25 to August 25, 1898. It was fought in the Caribbean and the Pacific and resulted in the temporary American administration of Cuba [until 1902], the indefinite control over Guam and Puerto Rico and the purchase of the Philippines for \$20 million [independence was granted in 1946].

Despite its brevity, there was no lack of patriotic labels and covers available to the public to demonstrate their support of the war effort. This article will show some of those ephemeral items, still highly sought after by specialists in this conflict. There were, of course, such items on both sides but we will concentrate on the American side.

Interestingly, the diversity of image types during the Spanish–American War is significantly less broad than it was during the Civil War, the last conflict that produced American patriotic labels.

By far the most common motif was the flag and of those the most commonly seen is a flag in a pale blue round scalloped frame. I have seen it in two sizes: ½” or 1” diameter. There were used not only on covers [Figure 1] but also on documents, invitations and other pieces of ephemera [Figure 2].

The next most often seen is the flag facing right. In fact, I have not seen a Spanish–American War patriotic flag image facing left. These are usually about 1” across [Figure 3] but a larger size is known, approximately 2” across [Figure 4].

A particularly rare label commemorates the American capture of Manila on August 13 and was applied to a Christmas card that year [Figures 5 & 6]. Here the flag is embellished with text and a decorative star border.

The flag motif was carried through onto patriotic covers. [Figures 7] A particularly interesting cover is from The Union Envelope Co., Pontiac, Ill. promoting their large inventory of patriotic envelopes. [Figure 8] It even appears on mercantile labels [Figure 9]. Of particular interest is the placement of a cap at the top of the flagpole along with two additional [macaroni] strings. These are the symbols of the Yankee Doodle Dandy, first mentioned during the Revolutionary War. They are not often seen in the iconography of American flags.

One would have thought that the U.S.S. *Maine* would have great prominence among the motifs used for patriotic labels but that is not the case. I have seen only one. [Figure 10] John W. Ledden of the California Volunteers used its image on his calling card. [Figure 11] Another rare label is die-cut in the shape of a "3.2-In. U.S. Army Shell--For Use in Cuba." [Figure 12]

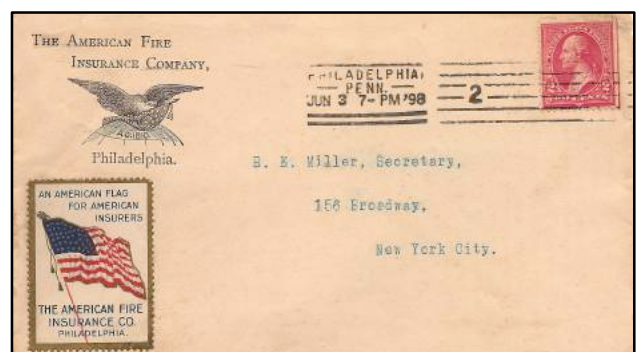
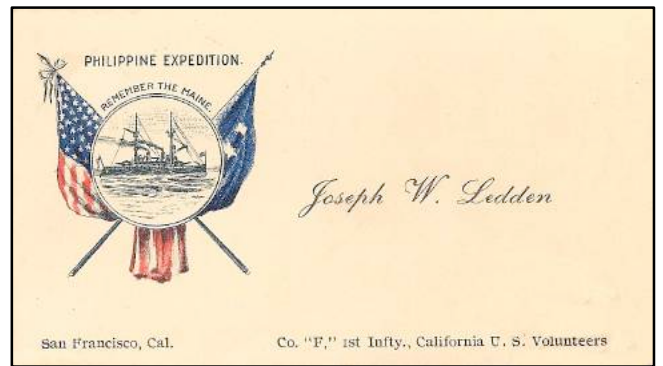
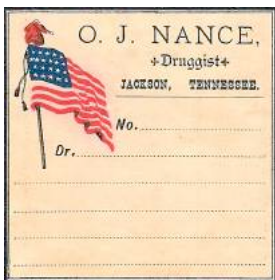
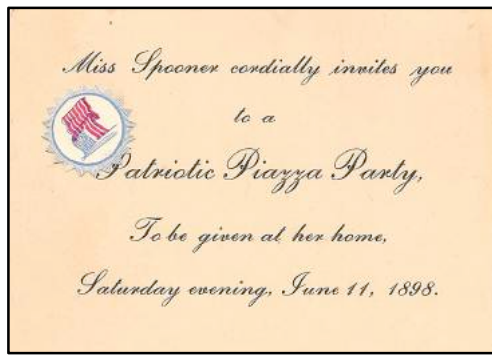
After the small flag labels, the one most often seen is heart-shaped with the wording "Our Camp Fires Shone--We Are The Boys--Remember the Maine." [Figure 13] Note its usage in October, 1898 months after the War was over as well as the use of the past tense on the first phrase. This suggests it was to be used by veterans and their families but that is pure speculation.

Unlike the Great War or WWII where patriotic labels produced by companies touted their service to the war effort, those few such labels I've seen from the Spanish–American War were true advertising labels. Hires, in July 1899, toasts "...our new colonies" [Figure 14] while, during the War itself, The American Fire Insurance Co. is clearly striking a patriotic note with "An American flag for American Insurers." [Figure 15]

I am certain that there are many more Spanish–American War labels out there. It is merely a matter of looking for them. I've been searching for 10 years and this is what I've found. I'm always interested in learning of new ones.

The figures are on the next page from left to right starting at the upper left.

This article first appeared in the *American Stamp Dealer & Collectors* magazine earlier this year.



Available Summer 2009

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

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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
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3. Artists H-L	140+ pp. \$80
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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@uw.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.

Pittsburgh Letter Seal

These lovely seals, produced by Letter Seal Co., Pittsburgh, PA are often seen singly but rarely in multiples. It is copyright, 1913 "Patent applied for". The wording on the top one is "Return in Five Days to;" the middle one says "From." The bottom one has no additional words. The designs are quite intricate, each with a lovely nautical theme.



A rare 1894 proof

Charles Kiddle sent this previously unrecorded large proof of a well known Italian design for the 1894 Milan Exposition



Orthopedics

Two poster stamps, one from Hungary, the other from Germany, depict, in rather graphic detail, various orthopedic devices available for those in need of them.



19th Century New York State, Part 2

In the last issue I showed some early NYS poster stamps. Let me show some more NY before moving on to other states. The Hudson River Bank is from 1829. I have two such covers and presume them to be real. 1892 C.U. is Cornell University, my alma mater.



For any Goods or Books I want, I always send to
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 GENERAL PURCHASING AGENTS.

LAUNDRY QUEEN
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 MADE BY
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'92 COMPLETE '92
 RECORD OF
 Underclass Contests.
 '92 vs. '91.
 '92 Carried off THE Cane.
 '92 Won Base Ball 7 to 1.
 '92 Won Boat Race by 1 1-2 miles.
 Foot Ball. Skill vs. Pork. Pork won.
 TUG OF WAR. '92 got the Drop.
 got the Tug, got the Rope, got the
 CONTESTS. '91 got left.
VICTORY!
 LONG LIVE C. U. '92!!

ROYAL BAKING POWDER
 Absolutely Pure.

A GENEROUS ACT IS A PERMANENT INVESTMENT THAT PAYS LARGE DIVIDENDS.
THE CHILDREN'S HOME
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 OFFERS YOU SUCH AN OPPORTUNITY
 WHY NOT TRY IT?



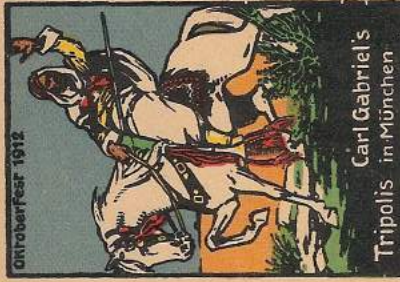
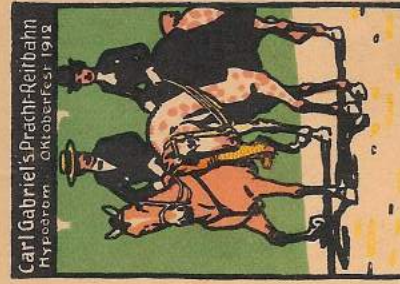
Deutscher Malerzeitung: Die Mappe

This is a group of stamps was issued by the German magazine for artists (specifically painters). *Die Mappe*. They are on a page from the 1930's International Poster Stamp Album. No doubt there are more images and I would appreciate hearing of them.



Carl Gabriels' Amusement Center
 designed by Carl Moos, 1912

CARL GABRIELS
SCHAU-UNTERNEHMUNGEN 1912



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