

# The Journal of the Poster Stamp Collectors Club



January 2014  
Whole # 31



Charles Kiddle at Stampex

Charles is giving a seminar on poster stamps at London's Stampex 2013. No one knows more about poster stamps than he does. Others are experts in exhibitions or artists or specific topics but as anyone who is aware of his prolific writings, he does it all!



APS #255.

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**Our website: [www.posterstampcc.org](http://www.posterstampcc.org)**

## **President's Corner**

### **Details of our next PSCC Meeting**

Our upcoming meeting will be held in conjunction with the St. Louis Stamp Expo this March 21-23. At previous meetings, we have all had a fine time, chatting, trading, eating and finding goodies at the bourse. Hotel and venue information is available on the Show website: [www.stlstampexpo.org](http://www.stlstampexpo.org)

In order to arrange a dinner of Friday evening, I need to know who will be attending. **PLEASE ADVISE!**

### **This is our first electronic Journal!!**

I have tried to make this user-friendly. I need feedback from members who have problems.

## **From the Editor**

Because of the new electronic format, I will be less constrained by space. That said, I welcome anyone who would like to have an article or comment published in the next issue to contact me.

I have been accumulating single items of interest from various members. I will be able to include more such tidbits and am always looking for more.

## **Secretary's Report...Dick Warren**

### **New members:**

#180 – Jamie Selko, Eugene, OR 97405: collects Philatelic & Nat'l expos & fairs, Cailler, Kohler, Castles.

#181 – Aleksander Domaradzki, ul Ksiedza Marka 38, 05-502 Piaseczno, Poland; dealer/collector.

We have several new applications in process, but many fewer renewals than expected. About half are two-year renewals (at \$28.00) which indicates that annual renewal is an activity we never quite get around to on time. That's really quite human. So here is our solution, with thanks to our friends in France who do this for the Journal of L'Arc-en-Ciel:

Access to the Club member-only section, which contains the latest Journal, will be announced to active members by email and a NEW username and password will be issued at that time, each quarter, when a new Journal has been posted at the website [www.posterstampcc.org](http://www.posterstampcc.org). Therefore, you will receive NEW log-in instructions each quarter when a new Journal is issued. So, to put it simply, if you haven't renewed for 2014 you won't get the notice and won't get the new log-in instructions and password.

Any questions - or to learn your membership status - please send an email to [posterstampcc@gmail.com](mailto:posterstampcc@gmail.com)

## A Word from Walter

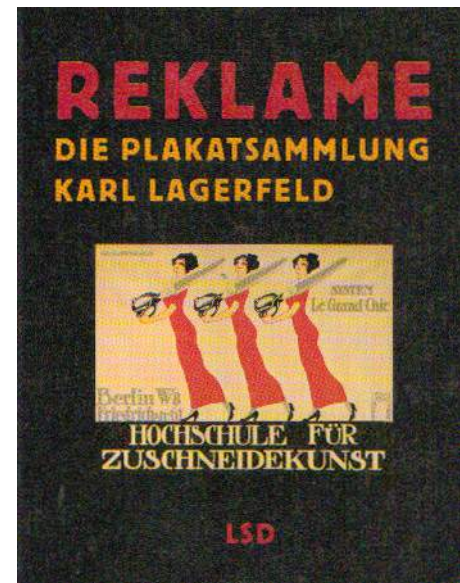
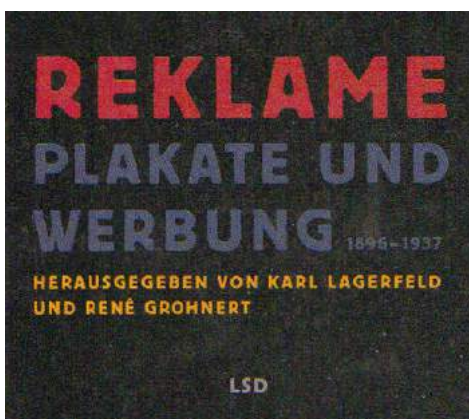
Errors, freaks and oddities on stamps are of interest to many of those who collect postal issues. However, on poster stamps they have attracted very little attention. I have recently found a poster stamp oddity that I think is a real jaw-dropper. I haven't a clue on how it happened. It is printed on both sides with one side in color and the other in black and white with complete reversal of the image. This is an offset usually the result of a still-wet sheet resting on another. Such an offset is in the same colors at the normal. Can anyone explain how this offset occurred? We all know these stamps so I needn't show the front.



## A fabulous new poster book

Peter Hannes Lehmann recently sent us information on a marvelous new 3-volume book, housed in a wooden box, of the incomparable poster collection of Karl Lagerfeld, well known couturier: *Reklame. Plakate und Werbung 1896-1937*. The first volume is of the collection itself. Volumes 2 and 3 are high-quality reproductions of long out-of-print books on Schnackenberg and Hohlwein.

1000 copies were printed at a price of 480 euros. The ISBN is 978-3-86930-194-5. I don't know if they are still available.



## A newly revised edition...

Speaking of books: member Bob Bradbury has just released a revised of his excellent book *United States Advertising Poster Stamps, 1912-1915*. See his ad on page 10 for further details. Anyone who has seen the first edition will want this greatly expanded one.



Bob Bradbury loves poster stamps in albums as originally collected. In this article he explores two such albums.

## A Tale of Two Albums... Robert C. Bradbury

This article is about two albums of United States poster stamps circa 1915 that are unusual because each has more than 2,000 different poster stamps. Almost all of these stamps advertise products, services or places with very few events stamps. The collectors are not identified but both were likely from the San Francisco, California area. It is clear that these albums were assembled by two different people. I purchased these albums sight unseen. Much to my surprise on receiving them, the contents are very different.

Album 1 has 2,142 different poster stamps. Most albums I have seen have 200 to 400 relatively common stamps and most of these are in this album; examples include sets from Autopiano, Blyn Shoes, Carnation Milk, Hinds Cream, Hyatt Quiet, Maryland Casualty, National Acme, Quaker Oaks and YWCA. Album 1 also has most of the railroad company sets; Burlington, Great Northern Pacific, Soo Line, Northern Pacific, Union Pacific. None of the sets mentioned are in album 2. While common stamps dominate album 1 they comprise a low proportion of the contents of album 2.



1



2



3



4

There are many uncommon stamps in album 1 as expected from its large number of stamps. The sets printed by Tablet & Ticket Co. (1) are well represented by six sets of five stamps each printed with different background colors. No such sets are in album 2. Other uncommon sets in album 1 but not album 2 include Corday & Gross, Henderson Litho., Judge, Knox Motors (2), Thrifty Alexander, Schmidt Litho., Steiff Toys and Streissguth-Petran Engraving. Uncommon sets in both album 1 and album 2 include Brunswick Pool, Cleveland Trust, Ives Toys, Miller Brothers (3), Scott-Hiner and Whitney Co. (a New York department store).



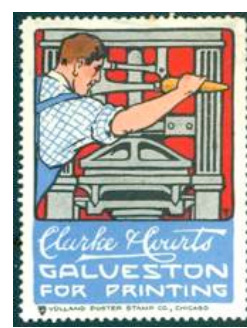
5



6



7



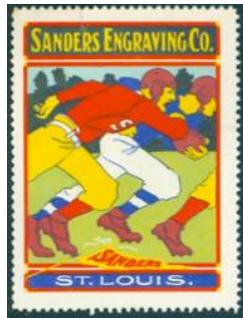
8

What makes album 1 stand out from album 2 are its local advertising labels, Panama-Pacific International Exposition (PPIE) stamps, city promotion stamps and non-advertising stamps. There are 40 local labels advertising Oakland and Berkeley businesses. Many are die-cut (4). The PPIE stamps include long sets referring to the Fair itself and the city of San Francisco and surrounding locales. Thirteen city sets are included and all are common. The non-advertising stamps are primarily sets by the Picture Paster Publicity Co. showing birds, animals, Native Americans, airplanes (5), etc. There are 24 sets of 12 stamps each in album 1. None are in album 2.

Album 2 has 2,121 different poster stamps. A quick look through it reveals the work of an advanced collector. The first half of album 2 has stamps grouped by topic starting with an amazing 375 stamps related to printing. Examples of uncommon printing company stamps include: Bachmeyer Press, Cincinnati (6); Brandon-Nashville (7); Clarke & Court, Galveston (8); Dando Poster Stamps (9); Walter Brunt, San Francisco; Mugler Engraving; Sanders, St. Louis (10); Sanders and Melsheimer, St. Louis; Sicocan Printing, St. Louis (11); Munder-Thomsen and Westminster Press, Philadelphia (12). Album 2 also has many classic sets: e.g., Bittner; Knowles; Gugler; Brown, Treacy & Sperry; Kelley-Davis; Philip Ruxton and Independent Press.



9



10



11



12

Next in album 2 are 177 stamps advertising clothing and 124 stamps advertising food and beverages. These sections are followed by many topics with fewer stamps. Noteworthy sets include: Buckwater Stove; Ped-Speed Shoes (13); D & C Lake Lines (14); Herzog Art Furniture; Hupmobile (15); Jordan, St. Louis (16); Cluett-Peabody (Arrow Shirts) (17); Geo. P. Ide Collar (18); Private Estate Coffee and Spear's Games.



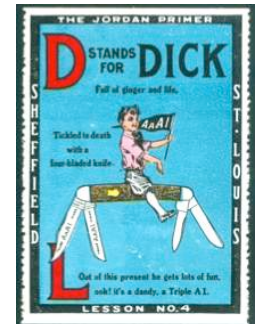
13



14



15



16



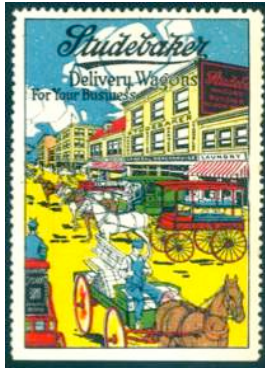
17



18

There is also a set of six Studebaker (19) stamps that I had not seen before. Three examples of the many unusual single stamps are shown below: Frat Chocolates (20), Hallahan Shoes (21), and Warner Drugs (22).

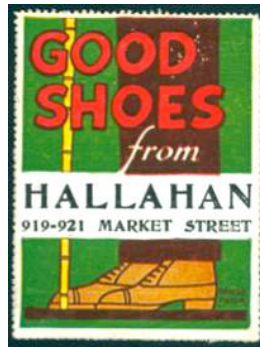




19



20



21

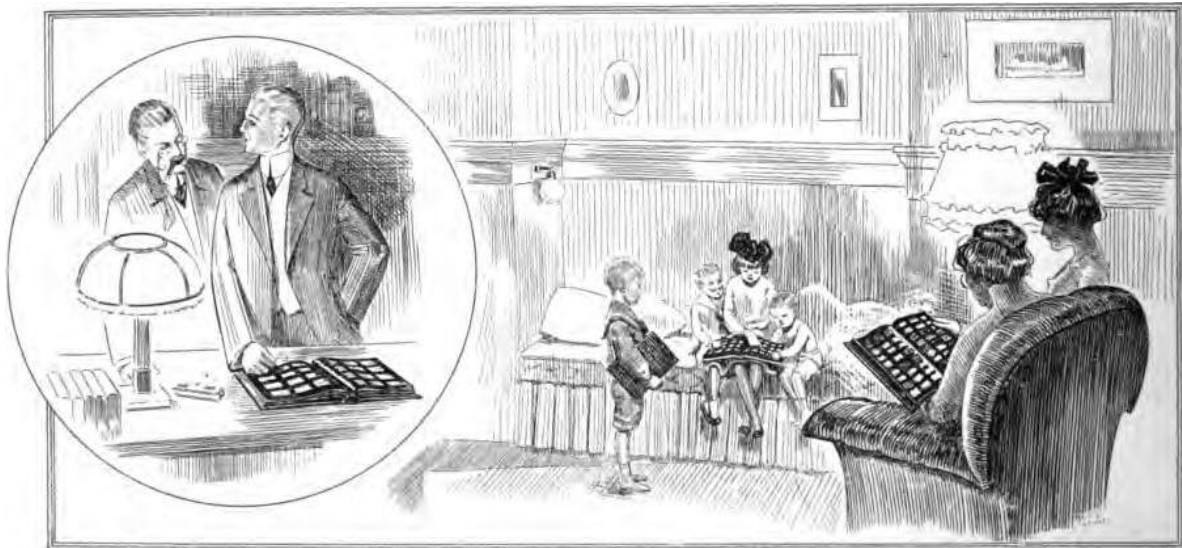


22

As already mentioned many common sets are lacking in album 2. Perhaps this collector had another album filled with the common stamps and album 2 represents his or her continued collecting. Album 2 does have several long sets of stock stamps, e.g. McClurg and Volland, and these have names of San Francisco area companies. There are no local advertising labels in album 2. A final note about album 2. It has probably the most desirable of all U. S. poster stamps, Crane's Chocolates illustrated by Maxfield Parrish.

I can only speculate where these two collectors got their stamps. The large numbers and wide variety are noteworthy since these albums were likely assembled over a short period of a year or two. The collector of album 1 gathered local issues and may have even collected at the PPIE. Many stamps probably came from national collecting clubs like St. Nicholas Magazine, Art Stamp League or Poster Stamp Collectors' Club. However, my guess is that one or more dealers, such as A. W. Dunning, played a big role in creating album 2 with its myriad of uncommon stamps. Little has been written about such dealers--a prime area for future study.

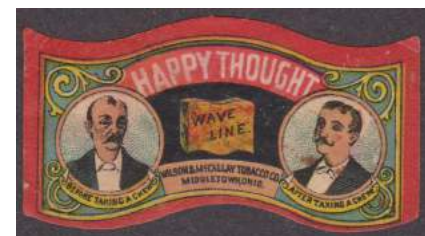
In summary, one fact highlights the differences between these two albums. There are 3,445 different U. S. advertising poster stamps in these two albums combined. (Note that this does not include event stamps or non-advertising stamps.) This number is more than 60 percent of those known to this author and contained in his revised edition of *United States Advertising Poster Stamps, 1912-1915* (forthcoming in 2014).



"Whole Families Indulge in the Poster Stamp Fad." From *The Grand Rapids Furniture Record*, Grand Rapids, Michigan. October, 1914.

## Before/After V

I have been sent a number of these charming before and after stamps by Charles Kiddle over the past year. They are below and self-explanatory. I am always looking for more and invite members to send them to me.





## Topsy Turvy

Some of the more amusing poster stamps depict two different images when rotated 180 degrees. There are not many. I show four and, again, would like to hear of more.



## Julius Klinger varieties

Charles Kiddle has sent this correction/addition to his *Top Twenty* catalogue, saying:

I have, as we say in England, make a complete 'pig's ear' of KL1.26.

At page 109 of 'The Top 20' catalogue I illustrate 'KL1.26'

At page 30 of the 2013 'Update' Catalogue I illustrate 'KL1.26I'

At page 482 of the 'Exhibition and Events' catalogue is illustrated 'Berlin Office Exhibition Type one'.

As Julius Klinger is a major artist, we should correct the record. The following shows how easy it is to miss something!

The Catalogue Numbers should be:

KL1.26 : date 5 MARZ

KL1.26A should be the newly discovered variant 5 MARZ but with all different colour (shades) and a different '5': a proof or, perhaps, a rejected first version, being of poor quality.

KL1.26.2 should be 6 MARZ

KL1.26.2I = the imperf. variant of KL1.25.2.



KL1.26



KL1.26A



KL1.26.2



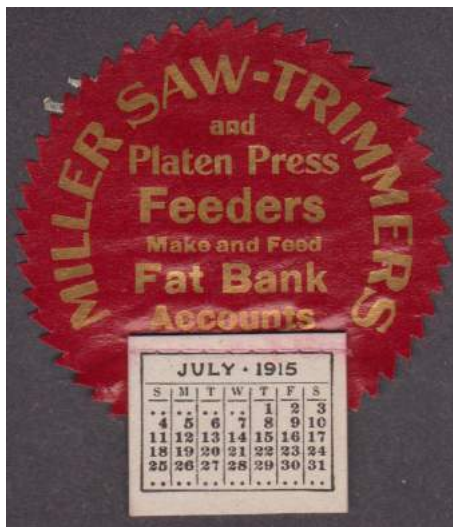
## Where is it? Hidden images

Even scarcer and more interesting than the topsy turvy stamps are those that have hidden images within the main design. These are the first Charles has seen. They clearly come from a set annotated No. 1, 2, 3, and 5 of Series F. How many are in the set and do the other series also have such hidden images?

The stamps are shown below, slightly magnified; the "answers" are on the next page.



A new "calendar" stamp



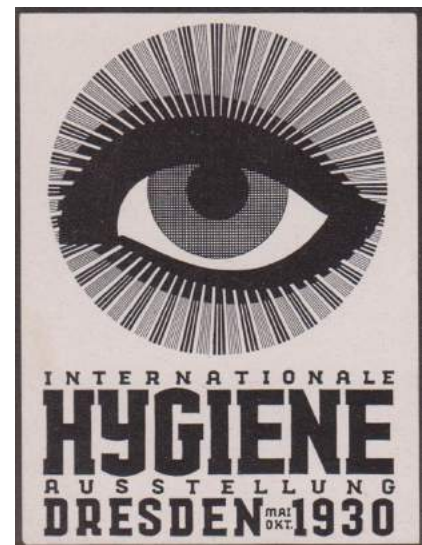
Steve Zirinsky sent this fascinating stamp from Australia. Baseball down under? He sent another from 1941, without the Spalding imprint.





## The 1930 Petzold Eye

This image was created by Willi Petzold and used for the 1930 and 1931 Hygiene Shows in Dresden. It is a plagiarism, in the new Deco style, of the Franz von Stuck stamp for the 1911 Dresden show. We all know this stamp which comes both signed and unsigned. But this is a new variant, sent by Charles Kiddle. It is in black and white, measuring 2 3/8" x 3 1/4".



## Vienna 1898 Type 4 se-tenant

Below is a previously unrecorded production format for the 50th anniversary stamp of the reign of Franz-Joseph II. It appears that there were at least two more blocks of 16.



## Answers:

Bild 1 : there is a pig's head pointing down in the bush at the right.

Bild 2 there is a man's head (inverted) in the bottom left corner.

Bild 3 : there is a rabbit to the lower left of the tree trunk.

Bild 5 there is a 'fish' between the feet of the standing man



Available Summer 2009

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

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- 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](http://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 . . .

*Expanded, revised edition now available*

**United States Advertising Poster Stamps, 1912 – 1915.**  
by Robert C. Bradbury



Describes 5,750 poster stamps, 2,135 more than previous edition. 850 stamps illustrated. Price: \$75. postage paid in United States only. (discount to purchasers of first edition)

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*United States poster stamps bought and sold.*

**NEW BOOKS**

by Charles Kiddle

**1001 Poster Stamps: Better by Design**, 140 pp. fully illustrated in color, 2012 Club price \$75

**Graphic Artists: 2012: New Discoveries**, 126 pages, fully illustrated in color. Club price \$69

**Circus, Fun Fairs, Clowns, Carnivals, etc.**, 170 pages, fully illustrated in color. 2013 Club price \$85

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**

**Wanted:** Seeking back issues of the old Poster Stamp Bulletin (1936–1951) to post online. Contact Bill Senkus: [wmsenkus@sbcglobal.net](mailto:wmsenkus@sbcglobal.net) if you can help. I am looking for the issues missing from the following web page: <http://www.alphabetilately.org/PSB-index-htm>. Also seeking information about poster stamps certified by the National Poster Stamp Society. My list so far is on the same web page but ending in /PSS.html

**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](mailto: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](mailto:mellisfamily@rcn.com)

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.

## The Iconography of Venus... Arthur H. Groten M.D.

Arguably, the most famous statue in the world is the Venus de Milo, or Aphrodite of Melos. She was discovered in 1820 on the island of Cyprus and made her way to the Louvre where she now resides. She was sculpted by Alexandros of Antioch around 130–100 B.C.E after an earlier sculpture by Praxiteles.

Her functional iconography is not readily apparent because her arms are missing. The noted scholar of Greek sculpture, Margarete Bieber, in her book The Sculpture of the Hellenistic Age, describes the contrast between the serenity of her countenance and the sense of dynamism of her body as being characteristic of the Hellenistic Age that sought to breathe new life into the old forms. A number of possibilities have been proposed for just what it is she is doing. The three most likely are that 1) she has her arm draped around the shoulders of Eros as he sits at her feet in her role as goddess of love; 2) she is spinning yarn as a symbol of her role in the domestic sphere or 3) she, the goddess of beauty, is gazing at an apple, the symbol of her homeland, Cyprus. The latter is the most enticing, as this would suggest that she is looking at the apple given to her by Paris for being the fairest of all the goddesses after she promised him the loveliest woman in the world as his wife. The Judgment of Paris resulted in the abduction of Menelaus's wife, Helen, the Trojan War and the destruction of that city.

She is depicted on all manner of ephemera: matchbox labels, luggage labels, stereocards, poster stamps, etc. It is, of course, the poster stamps we'll look at here.

In 1912, Johann Wurtsl created a "Days of the Week" series. Our word Friday derives from the German Freitag, adapted from the Norse goddess, Freia, the goddess of love. He depicts her as Venus with Eros beside her, a conjunction not found in Germanic or Norse mythology. (Figure 1)

The planet Venus is, after the Moon, the brightest object in the terrestrial sky and was so named because of her beauty to the naked eye. Like the Moon, she goes through phases visible by telescope and, on September 11, 1898, was in her half-Venus phase. (Figure 2) In 1874 and 1882, there were passages of Venus in front of the Sun that usually occur in pairs about 8 years apart. A very rare Berlin letter seal commemorates this occurrence; it is not clear in which year it was issued. (Figure 3)

With adaptation, her image pleaded with tourists to stay away from Greece while she was under dictatorship. The placement of the statue behind bars simulating an Ionian column is striking and effective. (Figure 4)

Another appearance of her image is on a label for the Artistic Association of the (Paris) Prefecture of Police. Only the French would have such an organization. (Figure 5)

A number of companies adopted her image by name or by associating one of her guises appropriate to their product or in a series. Many of us probably remember using Venus pencils back in the 1950's. They've been in use for a long time. Here, the American Lead Pencil Co. used the Venus de Milo as its icon of perfection around 1915. (Figure 6) The British company, Gospo, maker of cleansing products, conflates their product with Venus as the goddess of the home. (Figure 7) Dr. Hermann Paull promoted his book on the health of women using her image as that of ideal womanhood. (Figure 8)

Companies often produced series of stamps in groups of related subjects so that consumers would buy their products hoping to complete their set. These sets usually had nothing to do with their products but were merely a marketing tool. Abadie Cigarette Company produced many sets of poster stamps, in different themes, for collectors around 1914. This is #16 of series 17 of Denkmaler, or Sculpture, series. (Figure 9) J. F. Menzer, importer of Greek wines, issued a series depicting various Greek mythological figures. (Figure 10)

I hope this look at a few of the myriad images of Venus will inspire others to take some personal interest, past or present, and see where it leads. In my case, it is a manifestation of my college major in Classical Civilization.





Figure 1

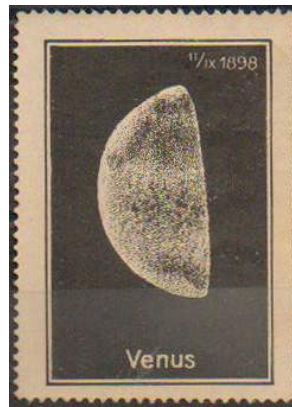


Figure 2



Figure 3



Figure 4



Figure 5



Figure 6



Figure 8



Figure 7



Figure 9



Figure 10

## Addenda to the Kiddle Zeppelin catalogue

The following 4 pages show newly discovered and catalogued Zeppelin stamps.

### POSTER STAMPS GERMAN AVIATION : 'ZEPPELINS'

Charles Kiddle's catalog 'POSTER STAMPS : GERMAN AVIATION : 'ZEPPELINS'' was published in 2007. The catalog was the result of some 40 years of focussed collecting and access to major collections. As the subject is poster stamps, a catalog can never be a finished product. One potential author of a poster stamp catalog said 'I will not publish until I am complete'. Each year, never before seen poster stamps are being discovered. This will continue indefinitely and it is one of the attractions of collecting poster stamps. This and the following pages update the 'ZEPPELINS' catalog, with new discoveries and 'addenda' and, also, the update in the 'Fall 2009' Journal. For each new poster stamp a catalog number is allocated. By the side of each catalog number there is a figure and this is the 'Rarity' rating.



ZP.55I 100



E.1e 40



Bz.14I 200



CZ.4I 200



GZ.4a 200



GZ.5a 200

Note :  
GZ.1 should be GZ.1a  
1b = green  
1c = pink



KZ.22I 60

E.1e = 5 Pfennig was the standard postage rate and this must be a private production and is included only for information.



POSTER STAMPS  
GERMAN AVIATION : 'ZEPPELINS'



DE.16aa DE.--bb

The above 2 text variants will exist of would have existed for all the 'Zeppelin' designs in this series. 'DE.--bb' has been included to show the text variant but, as yet, the Zeppelin designs for this trader have not been seen. 'Rarity' of each 200.



DE.12y DE.12z

The above 2 text variants will exist of would have existed for all the 'Zeppelin' designs in this series. 'Rarity' of each 200.



DE.50j DE.49k

Note : DE.50k and DE.49j must (have) exist(ed). 'Rarity' of each 100.



POSTER STAMPS  
GERMAN AVIATION : 'ZEPPELINS'



DE.55ff	DE.55gg	DE.55hh
DE.55ii	DE.54jj	DE.--kk
		DE.--ll*

Notes :

1. \* lower case 'Ls';
2. '--' = the Zeppelin designs from this series have yet to be seen;
3. 'Rarity' of each is 60.



The above 5 text variants will exist or would have existed for all six 'Zeppelin' designs DE.1 - DE.6

Tii	Tjj	Tbu
Tkk	Tll *	e@ 80

\* lower case 'Ls'.

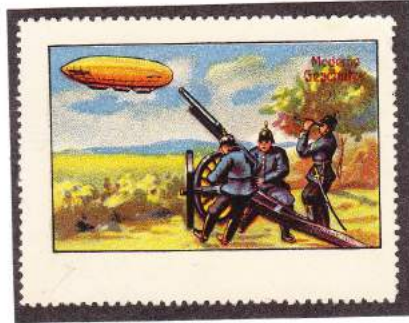


POSTER STAMPS  
GERMAN AVIATION : 'ZEPPELINS'



LZ.101 200

Dark red (which may not copy well)



D.58 100



NT.40 50

Note : the Catalogue number refers to one of the small oval poster stamps stuck to the above card.



NT.41 100 BA.6a 40



# Koh-i-noor dress fasteners

These stamps are often seen, usually in German. Below is the full set of 12 in a se-tenant block in English.

