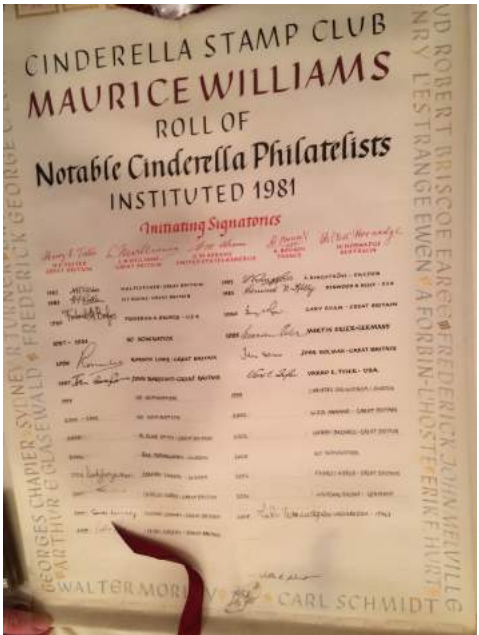


The Journal of the Poster Stamp Collectors Club



April 2014
Whole # 32

Congratulations!
Walter Schmidt signs the CSC Roll of Distinguished Cinderella Philatelists



Full report on page 3.



APS #255.

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President's Corner

Our meeting in St. Louis was attended by 10 members. There were good things to find at the bourse, a good trade session and lots of good talk. I was disappointed no one exhibited but there is promise for at least one next year at Westpex, April 25-27, 2015. Will you add yours?



We will be significantly increasing the number of meta-tags to our site for the various search engines to use so folks can find us. We will also be improving site navigation and adding back issues of the Journal. The majority of our 20 new members last year came from the site.

The Journal is available electronically!

Things are going well with our new electronic Journal. Dick Warren will send you instructions and the password if you have not already gotten it.

From the Editor

In keeping with our new format, you'll find several articles which could not have appeared simultaneously in print. And they are in full color!

Secretary's Report

The Annual Meeting of PSCC was held at St. Louis on March 22, 2014. This is the tenth anniversary of our inaugural meeting at St. Louis when the concept of having a real society of poster stamp enthusiasts was solidified.... one in which members could participate in decisions through a Board of Directors and for which affiliation with the American Philatelic Society (APS) and all its resources would be assured. These immediate goals have been accomplished and we are gaining momentum for some new steps forward.

One such step is the Board's acceptance of the Dated Event Poster Stamps (DEPS) project as a PSCC-endorsed activity. The database is in need of updated performance, integration of the image gallery of un-dated event stamps and the ability to quickly search the essential data and images on mobile devices such as iPad & iPhone or equivalent. These changes will continue to be funded by the DEPS editor and not by PSCC.

We will soon implement the advanced features of the DEPS database exclusively to all PSCC members, free of charge, including saved searches, personalized editing of records (footnotes, inventory or want lists, searches by topic, and more). Basic search capability will remain available to the public without charge as a 'guest' user, but the power of the advanced features will be a benefit only to PSCC members. Progress will be reported in future Journals. Nothing is changed at this moment.

Another step to be taken is the publishing of each year's Journals on DVD, allowing for less complicated archiving and hard copy printing of the Journal, especially beneficial to members with limited capability to print from the web ... which has been reported as an issue by several current members. As a project, we also plan to provide the entire Journal archive and other visual data such as Poster Stamp exhibits and, hopefully, special projects in DVD or downloadable format as they are made available by member-authors. All this at a modest charge to cover production or media cost and postage... and as an added benefit to PSCC membership.

New Members

#182 - Richard Stucky, Denver, CO 80230, email: stuckyr@aol.com, Collector/Dealer dba Paleostamp.

Interests: Stamp shows, patriotic, Red Cross, charity, advertising, local post & revenue

#183 - Robert T. Marousky, Ocean Springs, MS 39564-5424, email: gulfcoaststampclub@yahoo.com. Collects: stamp shows, crash/wreck, mourning, Lithuania, Tannu Tuva

#184 - Anne Harris - Medical Lake, WA 99022, email: gofroggen@gmail.com. Philately & ephemera

#185 - Jeff Lough, McPherson, KS 67460, email: jeff.lough@mcpherson.com. Foreign tradefairs, WWI, coin stamps, OHW, radio, baking, DK, Japan, Latin America

#186 - Catherine Kelley, Lake Linden, MI 49945, email: ckelley54@yahoo.com. Collects rock/gem stamps & poster stamps.

Welcome back: former members Arthur Mongan #010 and Randy Neil #052. We also thank members renewing from 2013. Next year we will send invoices, not just Newsletters.

Treasurer's Report Presented at the Annual Meeting March 22, 2014, St. Louis, MO

Opening balance BF from the previous report 5-4-13, Boxboro, MA: 3,692.74

INCOME

Member renewals for 2014	312.40
Advance payments	140.00
New members (20)	298.00
Publication sales	40.00
Donations	14.00
Advertising	150.00
Auction (Mail Sale) #3, gross	1,005.45
Total deposits	1,959.85
Total income	5,652.59

EXPENSES

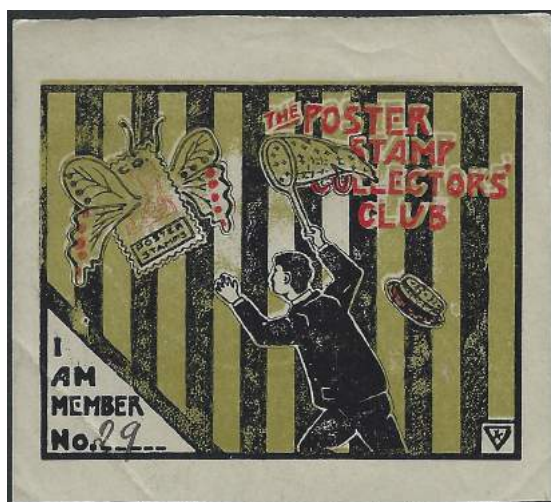
Journals #29-30 (last printed)	566.67
Web hosting & maintenance contract	837.50
Office & postal	170.00
Publications purchased	200.00
Mail Sale payments to consignors	788.00
Total expenditures	2,562.17

BALANCE on hand 3-20-2014

3,090.42

A Word from Walter

I was surprised to learn, when I uncovered the vignette to the right, that our Poster Stamp Collectors Club had a previous existence. This stamp was for Member #29. Whoever he was we thank him for keeping our beloved hobby alive. Personally, I think this guy's net is too small to capture the butterfly. What do you think?



Walter Schmidt receives a well-deserved honor

In 1981, several members of the Cinderella Stamp Club in Great Britain decided to create a Roll of Distinguished Cinderella Philatelists. To date, there are 24 signatories. Walter is the fourth from the U.S., the others being Denwood Kelly, Fred Brofos and Varro Tyler. The names of the rest of the honorees can be found in the photo on the "front page."

We all know and love Walter not only for his delightful and self-effacing self but for his wandering through the wilderness of poster stamps when no one else cared. He kept our hobby alive almost single-handedly. Without him it is unlikely our Club would exist. We owe him a great debt of gratitude and a rousing "Congratulations!" on this recognition.

Dunville's Irish Whiskey

Founded by John Dumville in the early 1820s, the name was changed to Dunville in 1825 and Dunville & Co. in 1837. It thrived until U.S. Prohibition and closed in 1936. In 2013 it was revived and the first fruit of that renewal is expected in 2016.

Note "Dunville & Co." in the green label and the subscript "Limited." The other two state "Dunville's" with "Equal to Brandy" below. This implies that the green is the earlier, most likely pre-1837. To find one on cover, here dated 1869, is most unusual.



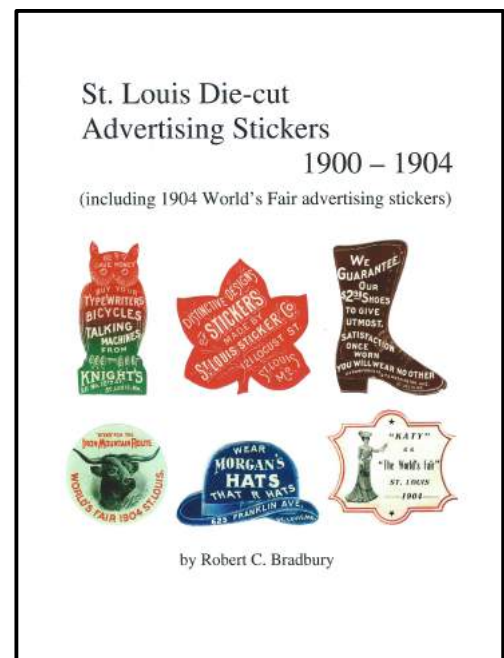
New Books:

There are two new books and a new edition to report.

C.H. Blase, who gave us the monumental book, Hungarian Poster Stamps and Similar Cinderellas has recently released a charming mini-book, Master Poster Stamps and Their Artists. Measuring 2 3/4" x 3 3/4", it has 75 pages in color showing a marvelous stamp from artists Anichini to Vikstedt, some well known, others not. The production values for this hard-bound book are excellent. This is the perfect gift to whet the appetite of potential new collectors. Price: \$18 p.p., available from your Editor.



In keeping with his focused interest in pre-WWI U.S. poster stamps, Bob Bradbury has published a new book, St. Louis Die-cut Advertising Stickers 1900-1904. As usual, he has brought his historian's approach giving the full background of these labels and their production. The listing is exhaustive. the book is spiral-bound, 53 pages in black and white, available from Bob (see ad).



Stewart Gardiner has collated all the parts issued previously into one tome which makes it much easier to use than the multiple volumes with corrections, additions and so forth. We all know the quality and significance of this monumental undertaking and thank Stewart for seeing it through. It will be distributed in the U.S. by me. As of this writing, I is awaiting a shipment so contact him before ordering.

George Washington Wilson, Scottish Photographer (1823-93)

Wilson founded one of the largest and best known photographic printing firms in the world in Aberdeen. In his earlier years, he roamed the Scottish countryside. 40,000 of his glass plates now reside in the Historic Collections at Aberdeen University. His promotional label is known in green as well as red.



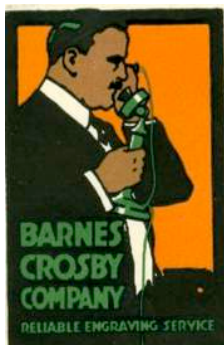
Printers of Postage Stamps (part 2) Robert C. Bradbury

This article continues my effort to identify printers of postage stamps. Poster stamps advertising printing companies are shown in this article. These are printing companies that do not advertise that they print poster stamps. For each of these printing companies, I identified poster stamps they printed for other advertisers based on printer's name or symbol on stamp or published information.

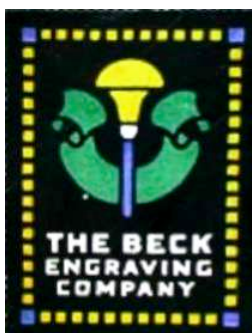
1. *Artcraft Lithographing Co.* Detroit. Ten different advertisers including Martin Band Instrument Co., Alloy Steel Spring Co., Fechheimer Theatre Programs, Stefanowski liquors, Topaz Beer, and Packard.
2. *Barnes Crosby Co.* Chicago. Maple (dish), San Diego set, and stock sets for bakers and Christmas.
3. *Beck Engraving Co.* Philadelphia. Only set found is for Motor Age magazine.
4. *Brown & Bigelow Co.* Minneapolis. The most prolific U. S. poster stamp printer with many sets for Great Northern Railway and Burlington Route, plus a department store stock set. Also Narragansett Bay Oyster Co., Munsing Wear, Jefferson Hotel, and Dutch Masters.



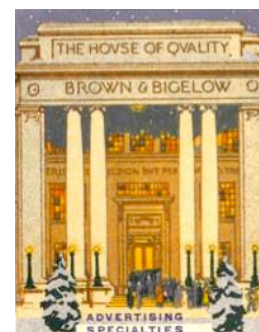
1



2



3



4

5. *Craddick Service.* Specialty was bank advertising, e.g., Northampton National Bank. Easton, PA.
6. *Eclipse Electro & Engraving Co.* Cleveland. Only stamps known: Smith-Phillips China Co.
7. *Forman-Bassett Co.* Cleveland. Only stamps known: set of 20 advertising city of Cleveland, Ohio.
8. *Robert Gair.* Brooklyn. Printing journal ad said it prints stamps but only known is Armour Star Ham calendar stamp.



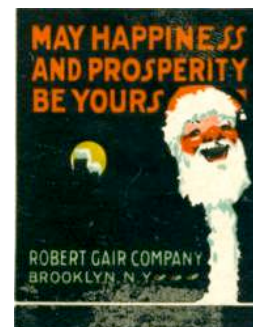
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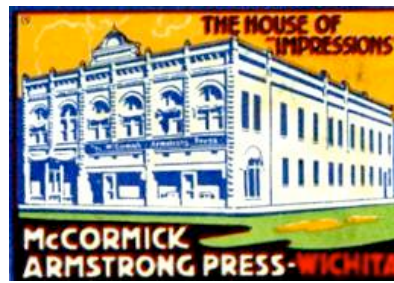
9. *Gugler Litho. Co.* Milwaukee. Ten different advertisers including Wisconsin Garment, Waterloo Gas Engine, Northwestern National Insurance, Frankfurth cutlery, Heilemann Brewery, and Palmolive.
10. *Latham Litho. & Printing Co.* Brooklyn. Leroy Latham headed this printing company. Stamp shown below for this printer has "I A S" logo which is the International Art Service, a leader in introducing German modern poster art to America. L. Latham was active in I.A.S. but not its head. Set of six stamps for *The Poster* magazine has Latham name in margin and I.A.S. logo meaning the latter designed these stamps. This I.A.S. logo also appears on Powell's Kewpie Kandies set and Valentine's varnish set but it is not known if Latham Litho. printed these.
11. *McCormick Armstrong Press.* Wichita. This company issued a stamp touting its poster stamp work but I do not have a copy to show. It printed sets for Capper Engraving and Philatelic West, as well as stamps for Hutchison Oil and the Poster Stamp Co.
12. *Otis Lithograph Co.* Cleveland. Printed two stamps for Guardian Savings & Trust Co. and one for Remington Typewriter (PPIE).



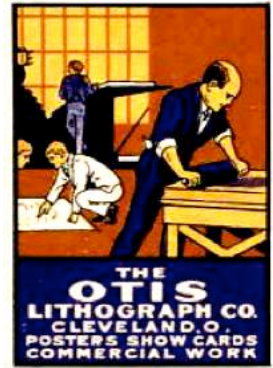
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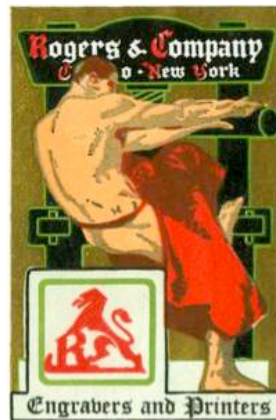
13. *Publishers Printing Co.* New York. This company was one of the first to print poster stamps in the U. S. with some issued in 1913. Information that stamps for the following companies were printed by Publishers Printing Co. comes from *Printing Art* magazine as none of these stamps specify a printer: Ballantine Beer, Ivory Pyralin, Asbury Park, Park Inn Bathing Pavilion, Maple (dish), Globe-Wernike, and the Y.W.C.A.

14. *Rogers & Co.* Chicago & New York. The American Book Co. set is the only one linked to this printer. (fide *Printing Art*).

15. *Schmidt Lithograph Co.* San Francisco. Only stamp known is Eat Canned Salmon Day, 1915.



13



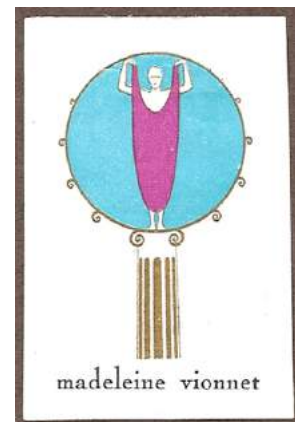
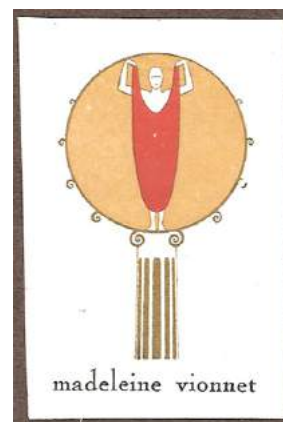
14



15

Madelaine Vionnet, couturier extraordinaire

Madelaine Vionnet (1876–1975), fashion designer to the stars, developed the bias cut permitting creation of her signature Grecian-style dresses. Her vignettes reflect her reputation as the "architect among dressmakers." She was a contemporary of Coco Chanel but with a completely different style.



Once Upon a Time: Little Red Riding Hood...Gail Unzelman



For many years now I have collected almost anything printed about wine—books, pamphlets, postcards, letterheads, stamps, poster stamps, and who knows what else. Some of the poster stamps that “qualify” for inclusion may have only a wine glass or bottle as part of their design, as we see, for example, in the tale of Little Red Riding Hood, a favorite of children and their parents the world over.

Several different series depicting the fairy tale can be found, and also a number of individual stamps that show Little Red carrying her basket filled with food and a bottle of wine to her ailing grandmother. (Sometimes the wine is hidden beneath the basket cloth, but we know it is there.)

And, if we can believe what we glean from online sources, we learn some astounding bits about this fairy tale we thought we all knew well! It was not written originally by the Brothers Grimm in the early 19th century, but by the Frenchman Charles Perrault in 1697 for aristocrats at the court of Versailles—as a seduction tale between the wolf and the girl, presenting an important lesson to be learned. Any reader of the day would have immediately understood the message: in the French slang, when a girl lost her virginity it was said “she’d seen the wolf.” Perrault added a rhyming moral admonishing young girls to remain chaste:

Little girls, this seems to say, Never stop upon your way,
Never trust a stranger–friend; No one knows how it will end.

Although Perrault’s moral was eventually eliminated from the fairy tale, his metaphor has survived—we still use the term “wolf” to mean a man who chases a woman.

In 1812, Jacob and Wilhelm Grimm published their version, a more discreet tale—the one that we know today—which stresses a most important lesson, “obedience.” After her frightful ordeal, Red Riding Hood promised never to stray from the path into the forest, even to pick a pretty little bouquet of flowers to cheer her grandmother. Zorn & Kuhn used six eye-catching stamps to advertise their products. In the one to the right, who is flirting with whom?



As an aside, in our more modern times, how many of us in America are aware that one of our cherished Little Golden Book titles, *Little Red Riding Hood* (written by Elizabeth O. Jones, 1948), has been censored? A careful look will reveal that the first, early printings of 1948 relate the story as Red Riding Hood carrying a basket packed with “a piece of cake, a pat of butter, and a bottle of wine” through the woods to her grandmother. After being saved from the wolf by the woodsman, “all three sat down and ate the cake and the butter and drank of the wine [red, or course] which Little Red Riding Hood had brought.” Red Riding Hood even has her own tiniest glass of wine at the joyous table. Later printings of that year sneakily changed the wording from “wine” to “grape juice.” Shame on them.

Three colorful poster stamps, from a set of six in the Märchenserie (Fairy Tale Series), produced in the early 1900s by Aecht Franck, a venerable Württemberg coffee company, show Red Riding Hood in the forest picking flowers, with her basket by her side and the wicked wolf darting off in the background; in the next



stamp we see her arriving at “grandmother’s” bed, with her gift in hand. In the end, the heroic woodsman and the rescued grandmother enjoy the wine at a rustic garden table, while Red sits on the slain wolf. Quite good!

A very talented and pleasing artist created “Red Cape-Rotkäppchen” (Series 307, below)—the stamps look early and are so artistically presented that they are favorites. I have found only these two so far. But the hunt will continue for even more images of Little Red Riding Hood and her basket of wine.

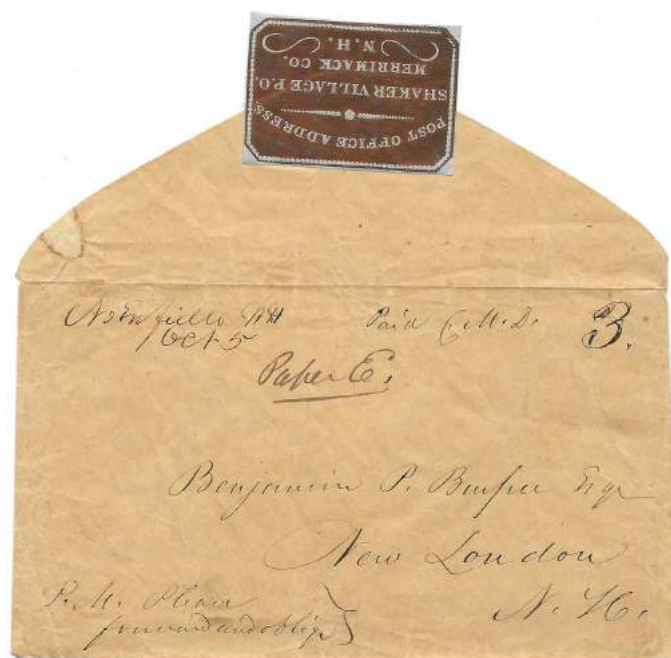
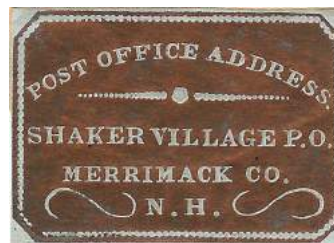


A rare early Shaker stamp

The shakers were a Protestant sect, an offshoot of the Quakers, founded in England in the mid-18th century, who first came to the U.S. in 1774. A total of 20 communities were slowly established including one at Canterbury New Hampshire in Merrimack County, founded in 1792.

They were pacifists, conscientious objectors and lived a communal life, well known for the artistry of their hand-made creations and their highly successful seed production and distribution business which sustained them economically.

Their vows of celibacy condemned their sect to die out in the more secular 20th century. Only three Shakers remain at Sabbathday Lake Shaker Village in Maine.



Some new Artist-designed Poster Stamps...Charles Kiddle

Ludwig Hohlwein

The first two are color trials for the well-known Pelikan pen stamps. The Palmona is a match-box label. The last is an entirely new find.



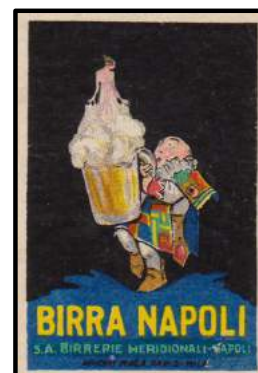
Codognato



Atelier Maga (Mauzan?)



Mauzan



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UK and elsewhere:

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Halstead, Essex, CO9 3JS

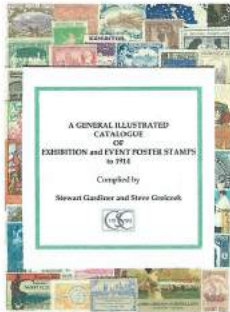
At £85 or \$US140 plus postage and packing

All world coverage

907 pages

Full colour listings

Space left for items
known to exist but
where images are not
available



Associated ephemera
Included

Single items to 85 for
the 1914 Leipzig
International Book and
Graphic Trades
Exhibition.

Scarcity ratings

The catalogue was compiled by Stewart Gardiner and Steve Grieczek leading a team of 16 specialists from UK, US, Canada, Holland, Denmark and Italy with contributions from many other collectors. The catalogue is organised by year and by city, town or country within each year in an easy to use two column arrangement.

The catalogue is based upon the Cazin and Rochas "Catalogue des Timbres Commémoratifs. Parus depuis leur creation jusqu'en 1914" published a century ago and draws upon later catalogues and the contributor's collections. This ensures that the content is as accurate and up to date as possible.

**NEW BOOKS
by Charles Kiddle**

Circus, Funfairs, Fireworks and Carnivals (2013), 172 pp., all stamps
in full color and at actual size, \$95

Poster Stamps: Graphic Artists: 2012: New Discoveries (2013),
113+ pp., \$78

Poster Stamps: Raphael Tuck & Sons (2013), 72 pp. \$68

German Aviation: Balloons (2013), 65 pp. (57 in color), \$53

**Editions Delandre: Volume VII: Military Essays, Proofs & Rarities of
the French, British and Serbian Armed Forces** (2013) 216 pp., all
new material, \$108

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
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For further information or to place an order, contact Art Groten

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(including 1904 World's Fair
advertising stickers)

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Color cover & 58 pages describe 505 die-cut advertising
stickers, 177 illustrated in black & white. Includes
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members, dealers or otherwise.

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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. Must
be received at least 30 days prior to the next issue.

For Special Occasions: Champagne and Cognac...Art Groten

The next 14 pages are of an exhibit I prepared for the Ephemera Society of America's annual meeting in Greenwich, Conn. this past March. While it contains more than poster stamps it demonstrates how different types of ephemera come together to tell a more compelling story.

For Special Occasions: Champagne and Cognac

Among all the alcoholic beverages, these two are those most often associated with special occasions. Both have been in production for 500 years or so, undergoing various changes in production methods. Each is named for the region in France that produces it, regions that jealously guard their secrets and their names.

Champagne

Sparkling wines are produced in many countries but only the French may truly be called Champagne. Spain has its Cava, Italy its Prosecco and Germany its Sekt. Other so-called champagnes are properly labeled "methode champagnoise."

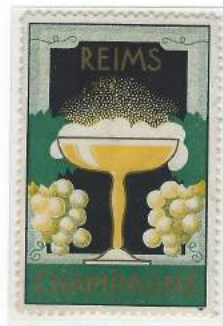
This exhibit will show a tiny fraction of the small format promotional materials produced, i.e. poster stamps and handbills, the latter mostly often seen in the Austro-Hungarian empire but used elsewhere as well.



The earliest known depiction of Champagne is this 1735 painting by Jean Francis de Troy's *The Oyster Luncheon*.



The Champagne Region



All roads lead to Reims perhaps the most important center of Champagne region.

These poster stamps promoted Champagne as a "healthy pleasure" and "the King" of wines.

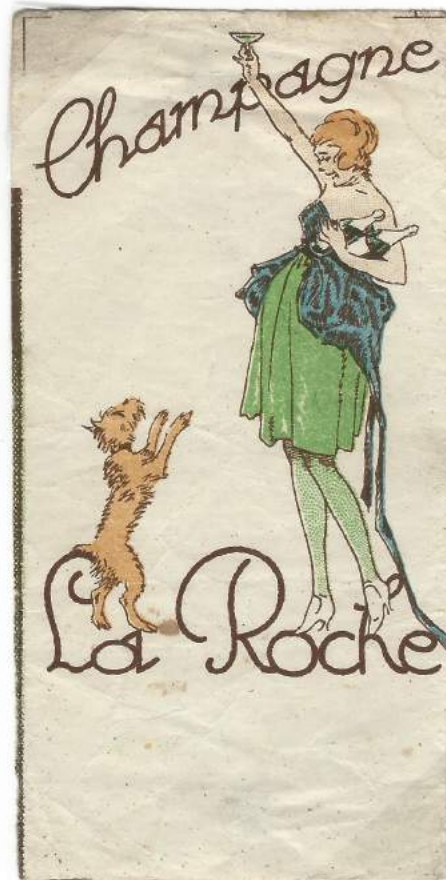


Champagne is often depicted in cinema at times of celebration. To the left, Alfred Hitchcock's 1928 "Champagne." Above center, one of the memorable scenes from "Casablanca," Rick (Humphrey Bogart) toasting Ilse (Ingrid Bergman). At the lower center, Gigi (Leslie Caron) sings "The Night They Invented Champagne" which Gaston (Louis Jourdan) and Grandmama (Hermione Gingold) dance. And, finally, after their first evening out, Gigi and Gaston drink to their future.

Specific Champagne producers did their own advertising. Before the advent of graphic poster stamps, wafer seals were used to seal envelopes and, incidentally, advertise one's business. This example is from 1876, Jules Fournier of Epernay.



Later, Champagne producers often used their own poster stamps and handbills. These are French.



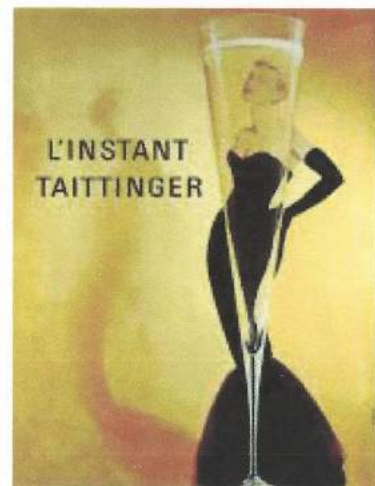
Some more French poster stamps.



A Danish poster stamp for a French Champagne, designed by Th. Iversen



Strub, a Swiss Champagne, designed by Rene Simay (1910)



A special Taittinger ad for the millenium.

The Germans were the most prolific producers of poster stamps.

A long generic set for different trades and purveyors used a Champagne bottle to indicate the weinhandler, design by Clara Moller Coburg. A.G. Champagner made the glass bottles while Deutz & Geldermann were sellers of Sekt (German "champagne") bottled under their own name.



Kupferberg Gold used an Art Nouveau-style die cut stamp before turning to Ernst Deutsch (this page) and Ernst Heilemann (next page) for sets depicting the joys of their Champagne. Both sets come in numerous colors.



The Ernst Heilemann stamps for Kupferberg Gold.



Muller Extra held several contests in the 1912-14 period for the best design for a new advertisement. I have never seen a full set and cannot determine who the artists are.



On these two pages are several Hungarian handbills for specific Champagnes (pezsgo).



DOMINO sec.
PEZSGÖ

PARISI VILAGKIALLITÁS
1900.
ARANY ÉREM

TRGDA
BUDAPEST
ÜLLŐI ÚT 60.

BELATINI BRAUN A.
GYÁR: VELENCE FEHÉR M.

MINDENKÉNT BESZÁMÍTTHATÓ AZ ÉRÁT BUDAPEST.

CHAMPAGNE
HÖLLE PEZSGÖ

BUDAÖRS

KELLNER ÉS MOKRÓUDER, BUDAPEST

LITKE CASINO

LITKE

LITKE

LITKE
PEZSGÖGYÁR PÉCS

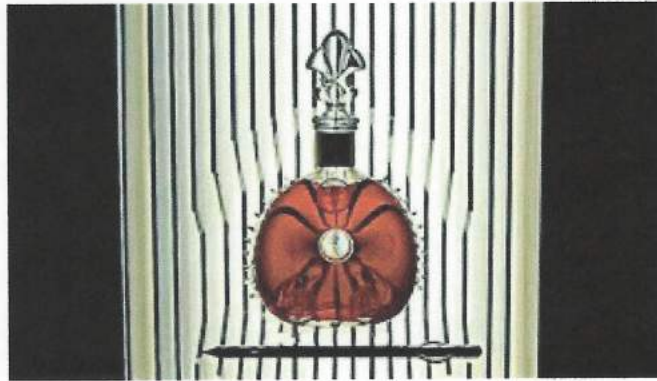
Budapesti raktár:
IV, SZÉP-UTCA 3

TELEFON: AUT. 855-42.

MINDENKÉNT BESZÁMÍTTHATÓ AZ ÉRÁT BUDAPEST.

Cognac is traditionally an after-dinner drink, a variety of brandy, made near the town of Cognac in the Charente Department. It is twice distilled in copper pot stills and aged a minimum of two years in oak barrels. The best are aged much longer.

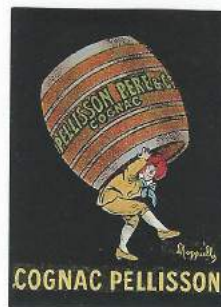
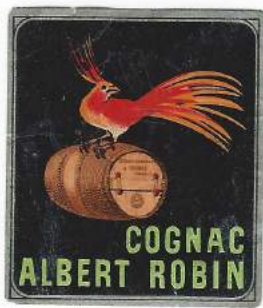
The day I was born in 1943 my grandfather bought a bottle of Remy Martin Louis XIII Cognac in a Baccarat crystal decanter to be opened on my Bar Mitzvah. Of course, at 13 I didn't like it. My father kept it for me and gave it to me when I was 30. Much improved! My wife, Marge, and I sip a little every fifth anniversary and have enough left for two more glasses each. It only gets better with age, smooth as silk.



I have not seen a Remy Martin poster stamp but many other makers used them. I had the Girard stamp for years. Then I found a larger version on a 1901 cover, the artist, surprisingly, unknown.



Cognac distillers used the same methods of advertising as did champagne makers. In some cases, the artist is known: upper left, Leon Emile Bouchet; the five at the bottom by Leonetto Cappiello, one of France's finest designers, made during the 1920s and 30s.



One of the more interesting aspects of poster stamps collecting is design plagiarism. The top three stamps are by Ludwig Hohlwein, perhaps Germany's greatest graphic artist. Below it is an obvious plagiarism by an unknown artist.



Perforated



Imperforate



Varnished paper



The well-known Italian atelier, Maga, produced these two stamps. The specific designer from their firm is not yet known.



