

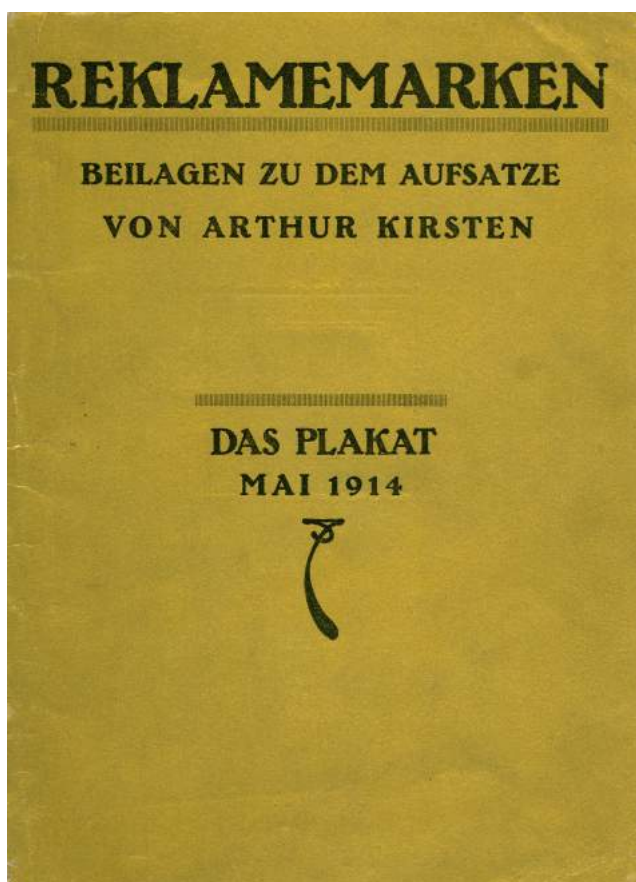
# The Journal of the Poster Stamp Collectors Club



October 2014  
Whole # 34

## The May 1914 *Das Plakat* Poster Stamp Supplement

Courtesy of Nick Follansbee, one of the rarities of poster stamp literature will be serialized in the next few issues. Below, the outside and inside of the front cover; pages 1-4 are within.



APS #255.

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## President's Corner

Please note my new email address in the masthead above.

Three member/dealers had booths at the APS annual StampShow in Hartford last August: Bob Bradbury, Harris Leonard and Mike Mead. They appeared to be doing a brisk business. New postcards have been prepared to attract potential enthusiasts. More than 100 were distributed. An application is on its reverse. Time will tell whether this will increase our membership. With this card we can start an "every member sign up a member" campaign. Whoever wishes to have some of these cards, please let me know and I'll send them along.

This remains a sore point for me as well as a mystery: why do more of our members not exhibit their marvelous material? There is a Cinderella class perfectly suited for such undertakings. I would be happy to mentor anyone interested.

### Two new books from Charles Kiddle

Adding to his already lengthy list of catalogues, Charles has published two new titles:

**Der Weltkrieg (Der Weltkrieg and Neues Aus Aller Welt – Elektra Schoneberg, Berlin)** by Charles Kiddle (2014). 190+ pages, all poster stamps in full colour and at actual size. Price £59 (\$100)

**Mainz : Poster Stamps** by Charles Kiddle (2014). 160 pages, 138 in colour. All poster stamps in full colour and the majority at actual size. Price £54. (\$90)

Both show his usual meticulous work and are available in the U.S. and Canada from me.

## Secretary's Report

The Journal went online-only at the beginning of this year, 2014, and the Journal is so vastly better in a couple ways. First, it's ALL COLOR, which in the case of Poster Stamps which are valued for their artistry, it makes a huge difference. Secondly, we are not page or content-limited or concerned with page printing constraints. Of course, not everyone agrees and we lost some members who were not willing to give up the comfortable feeling of a printed publication. That's a real concern, of course. I try to say to them that the Journal is pdf and can be printed at home, page by page, or in its entirety. But not everyone has the computer/ printer capability to do that well.

### New Members:

#187 – Bill Lellis, Hercules, CA 94547, email: [j.ellis@comcast.net](mailto:j.ellis@comcast.net); collects Fire Service, Fire Prevention, Smoky.

#188 – Douglas Perry, Madison, IN 47250, email: [douglas.g.perry@gmail.com](mailto:douglas.g.perry@gmail.com); collects seals, stamps, FDC, cover usages.

#189 – Regina Steperd, 355 South Quaker Lane, West Hartford, CT 06119; email: [secretscents@sbcglobal.net](mailto:secretscents@sbcglobal.net).  
Collects: all.

## From the Editor

You will notice that, once again, we have articles and brief communications from a number of members. This is a very good trend. Keep it up!

### Our Journal is available electronically!

Things are going well with out new electronic Journal. If you don't have instructions or are having difficulty logging on, contact Dick Warren.

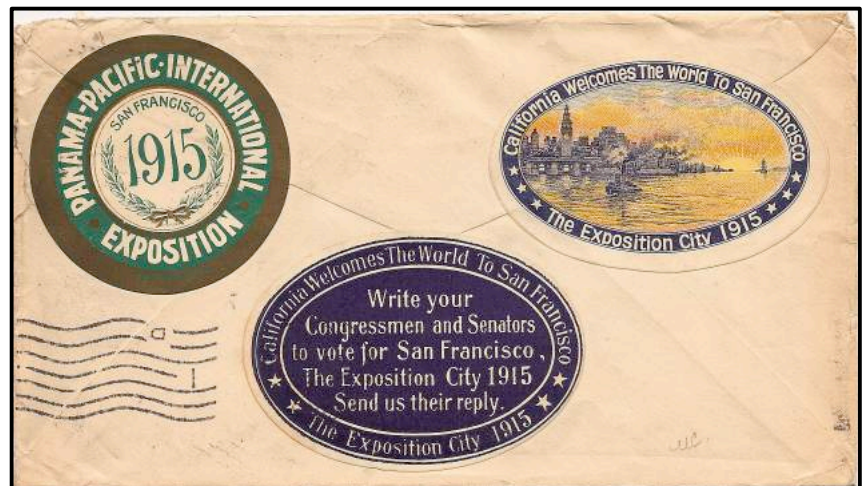
## Request for Information

In the last issue, Bill Senkus asked if any members could add to his list of poster stamps made by the American Bank Note Company. Steve Greiczek found one as has Charles Kiddle. There must be others.



## Two interesting items:

At the bottom of the cover is a newly discovered 1915 Pan Pacific International Exposition stamp.



A lovely usage of the Strobridge "Alfred E. Newman" stock stamp, not often seen thus. Peekskill, N.Y. is mentioned no fewer than 5 times!



## A Word from Walter

### Russian Port Timbres

I recently came across this lovely item. I've seen others. They must be rare; they are certainly not seen often here. In 1997, E. Sashenkov, of the International Association of Philatelic Journalists, released a catalogue listing no fewer than 63 different. Where are they? Clearly, they were used and must be great rarities on cover.



### Is this an essay?

To the right is a de la Rue production that is quite similar to that of the Prince of Wales Hospital Fund Stamps of 1897–8. There are many de la Rue printing samples designed to show off their expertise. Perhaps that is what this is.



### Rosie O'Neill's Kewpie

This famous cartoon creation first appeared in 1908 and became a world-wide phenomenon. The first Kewpie bisque dolls were manufactured in Germany in 1912. We are all familiar with the U.S. six-stamp series but this one from Germany is rare.

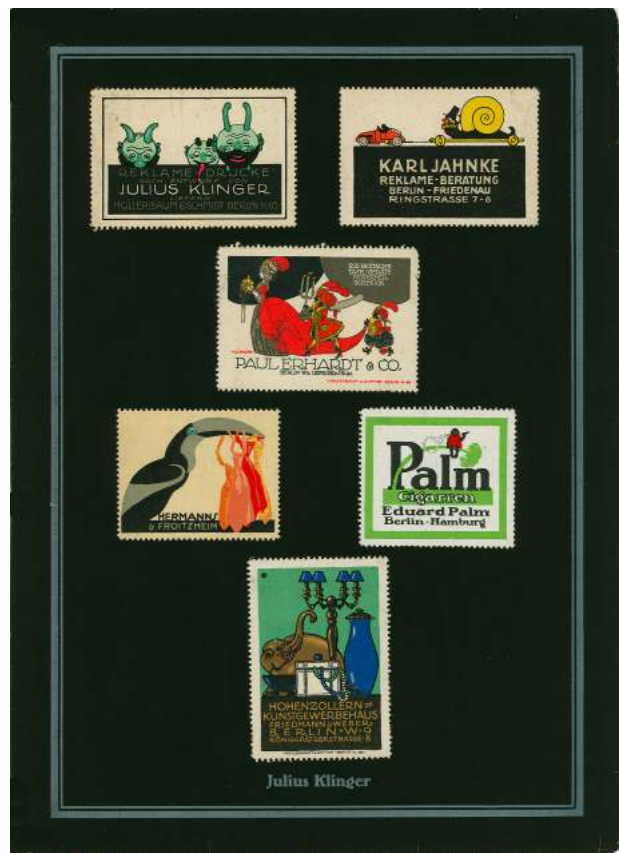
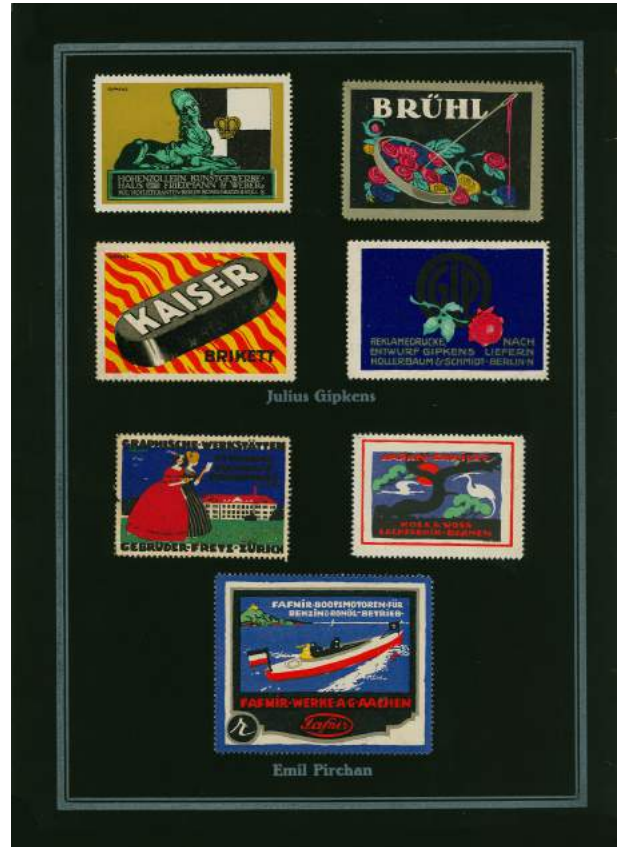
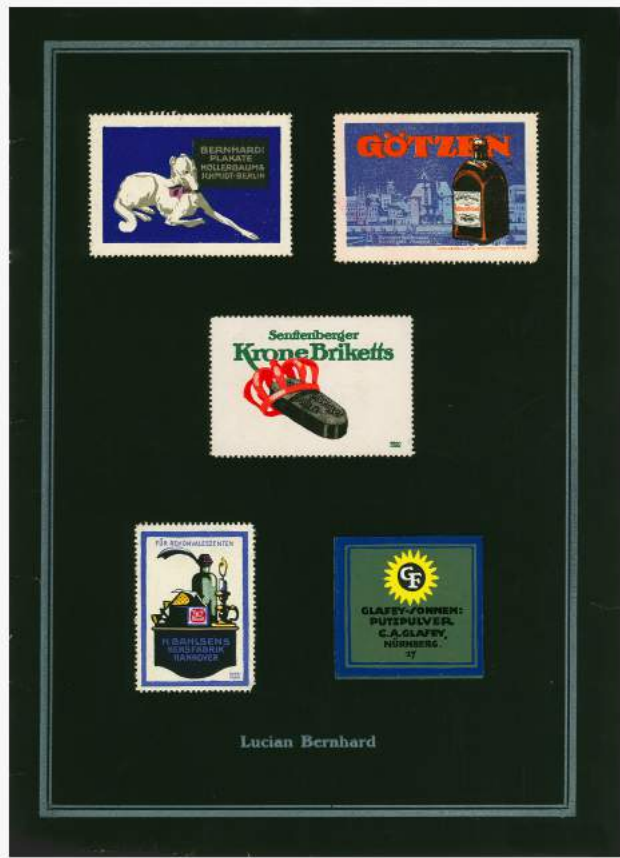


### The infamous Boss Tweed.

One of the most colorful and corrupt politicians of the 19th century was William Megear "Boss" Tweed of New York (1823–78). He was ultimately convicted and died in prison. This stamp is, I suspect, an anti-Tweed item, the inscription reading, more or less, "forever upright and true." He certainly doesn't look happy!



The May 1914 *Das Plakat* Poster Stamp Supplement, pages 1-4



## Swiss "Proofs" from c. 1905

Charles Kiddle has sent the newly discovered stamps below. Their status is unclear. Are they true proofs for stamps that were created? If so, why have none ever surfaced? If not, they could well be essays for suggested designs that were never printed. In any event, with Nick Follansbee's help, we can identify artists for four of the stamps: 3rd row, 2nd stamp by Friedrich Wilhelm Kleukens; 3rd row, 3rd stamp by Max Salzmann (his first name is not Martin as has been stated previously); 4th row, 1st and 2nd stamps by Prof. Fritz Ehmcke. These three artists all worked at the Steglitzer Werkstatte. Salzmann left in 1905, dating these to no later than that year. Charles points out that a plagiarism of the design at row 1, stamp 1 is known and illustrated in his book "Better by Design" page 17 #J4.

If anyone has comments about this please, contact your editor.



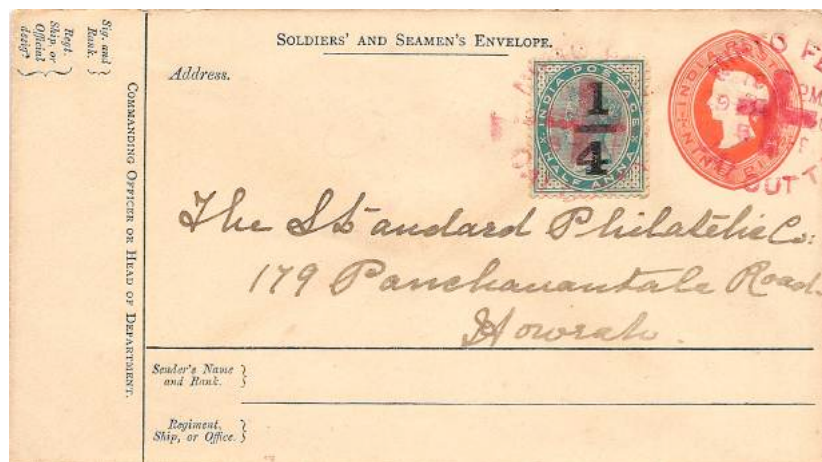
## Lady Minto's Fete, Calcutta, 1907

Lady Minto, nee Mary Caroline Grey, (b. 1858) was the wife of Gilbert Elliot-Murray-Kynynmound, 4th Earl of Minto (1845-1914). She traveled with him when he was Governor General of Canada from 1898-1904 and to India during his tenure as Viceroy from 1905-1910. She was a great philanthropist, having established a number of hospitals in Canada. Indeed, the Lady Minto Hospital Foundation still exists.

During their stays in Canada and India, she hosted a number of charity balls. According to Melville in his *Phantom Philately*, a collector, Wilmot Corfield, suggested to Lady Minto the preparation of several promotional labels for a large Fete to be held during December and January of 1907. She agreed but when the Viceroy saw that his image was present on the blue 4 anna stamp, he forbade its use. Such an honor was due only to royalty. The red 4 anna stamp with his wife's portrait, according to a report in *The Stamp Lover* (iv. P. 171), was sold during the Fete. A third multicolor 1 Rupee stamp showing the map of India was also produced. Only the stamp with Lady Minto's portrait is regularly, though infrequently, encountered; the others rarely.

It is interesting to note that the designs of the stamps very much reflect those of the contemporary Canadian issues.

Shortly after this Fete, a special Red Cross cancel, in red, was used, presumably for another of Lady Minto's charity events. It reads: "Minto Fete/Calcutta" and surrounding the cross, "10 P.M./19 [cross] 07/FE 5". It would seem to be an unofficial memento but the example shown does have a back stamp of Howrah dated the following day.



## Italian Book Fairs

Since their inception in 1922, there have been 23 International Book Fairs (Fiera Internazionale del Libro = FIL) in Italy. The first 4 were held in Florence in 1922, 1925, 1929 and 1932.

Promotional labels were issued for each and should be of interest to collectors of book-related material. Important graphic designers created the images. All but one incorporates an image of a book. The first and second poster stamps come in a number of languages. The third and fourth may have but I have not seen them. I have two designs each for the first and third fairs.

The large stamp for the first Fair (1922) is by Ezio Anichini (Fig. 1). Its elaborate design features an exotic woman holding open the pages of a book showing the initials of the fair and the famous Aldine colophon, the city at her feet. A smaller die cut letter seal has words only (Fig. 2).

The second (1925) and third (1928) Fair stamps are the work of Sorgiani and show a striking Art Deco style. A man carries a book up a ladder in 1925 (Fig. 3). In 1928, the ladder itself is made of books, leading to a star (Fig. 4). The message is that it is worth the effort to climb the ladder of books to achieve knowledge.

A second issue for the third Fair, by D. Tofani, has an unusual image of a man using a slingshot to propel a book (somewhere) (Fig. 5). Could this imply that knowledge overcomes adversity?

The fourth (1932) Fair stamp, by Piero Bernardini, depicts an open book with a bookmark (Fig. 6).

No doubt there were promotional labels for later Book Fairs. If anyone has seen them, please let me know.



Fig. 1



Fig. 2



Fig. 3

Fig. 4

Fig. 5

Fig. 6





**Tablet & Ticket Company, Chicago. Part 1 .... Robert C. Bradbury**

Tablet & Ticket Company of Chicago, later with offices in New York and San Francisco, was a major producer of advertising stickers, poster stamps and seals for more than 50 years from about 1889 to 1941. (1, 2) This is perhaps longer than any other U. S. company in this business. The first part of this article gives an overview of the Tablet & Ticket Co. products designed to be stuck on envelopes and correspondence. A future article will provide an in-depth look at Tablet & Ticket Co.'s poster stamps from the 1914-1915 period.



1



2

The earliest Tablet & Ticket Co. stickers known to this author (thanks to Nick Follansbee for providing this information) are for the 1892 World's Columbian Exposition (Chicago World's Fair). These appeared on covers postmarked as early as 1889. (3 - 5) Several other event stickers closely resemble these World's Fair stickers and were likely printed by Tablet & Ticket but I cannot document this.



3



4



5

Tablet & Ticket Co. published campaign stickers for President William McKinley. (6,7) These were likely for the 1896 campaign since they refer to “McKinley” and not “President McKinley” as one might expect for a re-election bid (1900). These were issued in small sheets a fragment of which is shown here with the Tablet & Ticket Co. advertising. Note that this sheet refers to “campaign stickers” and also “advertising stickers.” The latter implies that stickers advertising products were issued. The only such pre-1900 sticker that I have found advertises a Tablet & Ticket’s product — Willson’s Office Box. Pat. April 1st, 1890. (8)



6



7



8

Tablet & Ticket Co. published advertising stickers in die-cut shapes, ranging from saw-toothed circles to creative shapes usually related to the advertised product. They were most often printed in a single bright color, red, blue and green being the most common. Tablet & Ticket often used a combination of red and green such as shown in the letterhead presented above. Here we focus on stickers for products while those for events are discussed later.

Advertising stickers with an attached 12-page calendar were a specialty of Tablet & Ticket Co. These stickers are the easiest to attribute to Tablet & Ticket because they bear the company name, usually printed under the calendar. The Webb Tailoring sticker is on a 1902 cover and its calendar pages have been removed showing the printer information. (9) I have seen seven of these Tablet & Ticket calendar stickers, five of which are dated 1902 or 1903. (10) This time period was the apex of sticker collecting, at least in St. Louis, Missouri, as there were multiple contests for the best collections. Some of the winning collections were exhibited at the St. Louis World’s Fair in 1904. Two other calendar stickers with dates of 1913 and 1917 are shown. (11, 12)



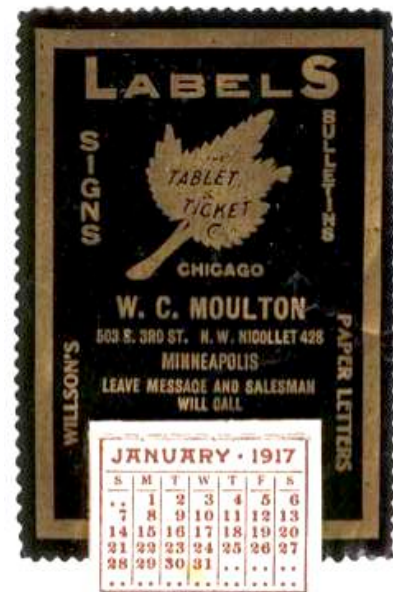
9



10



11



12

Thousands of different advertising stickers are known just for the St. Louis, Missouri area from 1902 through 1904. Very few of these include printer information. The following stickers from this time period are from a catalog issued by Tablet & Ticket.(13 - 15).



13



14



15

Event stickers also seldom contain printer information but at least most can be dated. The author has a Table & Ticket Co. catalog containing sample of its event stickers from 1910 through 1912. (16 - 18). The Northern Wisconsin State Fair, Chippewa Falls, Wisconsin, is my favorite event sticker.



16



17



18

Tablet & Ticket Co. probably started producing embossed stickers about the same time as the above event stickers, ca. 1910. Again, I must rely on a company catalog to identify embossed stickers from Tablet & Ticket. (19 - 21)



16



17



18

The poster stamps of Tablet & Ticket Co. are characteristically printed in black ink on a colored background. Most come in a set of five stamps using the same image printed against a green, pink, red, white or yellow background. A copyright date of 1914 or 1915 often appears in the lower margin along with the printer's name. (22 - 24) I know of 19 different sets, a few have the same image with different company imprints.



22



23



24

Tablet & Ticket produced die-cut foil seals from the 1920s to at least 1941. Company advertising states that they produced these seals to advertise products but events seals are the only examples I have seen that identify Tablet & Ticket Co. Those shown below are from 1936, 1937 and 1941. (23 - 25)



25



26



27

NOW AVAILABLE

**"A General Illustrated Catalogue of Event and Exhibition Poster Stamps to 1914"**

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Art Groten, P.O. Box 3366,  
Poughkeepsie, NY 12603

UK and elsewhere:

Ian Pittway, 91 Hawkwood Road, Sible Hedingham,  
Halstead, Essex, CO9 3JS

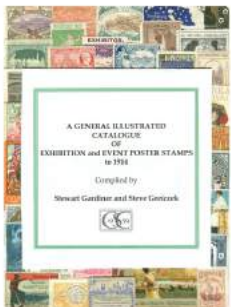
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available



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Graphic Trades  
Exhibition.

Scarcity ratings

The catalogue was compiled by Stewart Gardiner and Steve Greiczek 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.

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

**Member classified ads**

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

**Wanted:** 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.

**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

**Mainz** (2014) 157 pp. \$90

**Der Welt Krieg/Neues aus Aller Welt** (2014) 184 pp. \$100

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

*Expanded, revised edition now available*

**United States Advertising Poster Stamps, 1912 – 1915.**

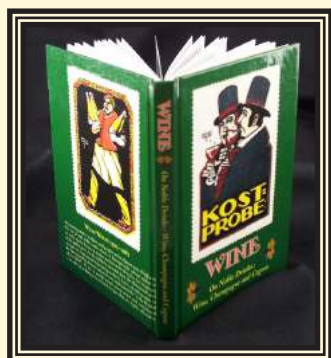
by Robert C. Bradbury



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)

*Order from: Robert C. Bradbury  
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Worcester, MA 01602  
rbposterstamps@gmail.com*

Member Gail Unzelman is an avid collector of all things wine-related. She created this ad to promote Karoly Balazs' (aka CH. J. Blase) latest publication *Wine--On Noble Drinks: Wine, Champagne and Cognac*, a delightful little book I recommend to everyone. She placed the ad in the *Wine Taster's Quarterly* thus introducing many folks to poster stamps. If any other members can do something similar, it would be a great boon.



## SPECIAL EDITION!

### **WINE. On Noble Drink: Wine, Champagne and Cognac**

A most delightful, interesting new book featuring Poster Stamps with a wine theme is now available. Recently published in Hungary, in an edition of 200 numbered copies, 3¼ x 2¾ in size, it is strikingly bound in glossy, illustrated paper boards. A two-page history of Poster Stamps introduces these collectable little gems that, during their Golden Era from 1900 to WWII, were printed by the many thousands and became instantly popular with collectors. They look like postage stamps, but are not. Created to advertise a product or event, many are miniatures of actual posters, designed by acclaimed poster artists of the day. Facing pages of the 64-page book have a color reproduction of a poster stamp and text (in English) about the stamp, the artist, the advertising wine or wine firm. Expertly edited by Charles Kiddle (the acknowledged authority and leader of the Poster Stamp collecting world), Ch. J. Blase, and Gail Unzelman, this little book, “produced in praise of good Wine, Champagne, and Cognac, offers a rich, vintage tasting of some 30 poster stamps published to promote wine.” At a cost of only \$20 each (including S/H) this entertaining book is the perfect special gift for our wine friends. Copies of the book are available from WT — e-mail Gail at waywardtendrils @att.net.

For a while now, your WTQ editor has been an enthusiastic collector of those Poster Stamps whose artistic images capture a little piece of wine history, and heartily recommends this very pleasing hobby. There are a number of Poster Stamp publications available: *Journal of the Poster Stamp Collectors Club* (info on their website); *The Poster Stamp Bulletin* (contact Walter Schmidt at pssoc@ charter.net); *The Cinderella Philatelist*, journal of The Cinderella Stamp Club, headquartered in the UK (cinderella stampclub.org.uk). Tendril Bruce Johnson edits a first-class journal, *Enophilatelica*, that is dedicated to wine philately (indybruce1@yahoo.com).



**SIP!  
TASTE!  
ENJOY!**



## 19th century stamps on cover

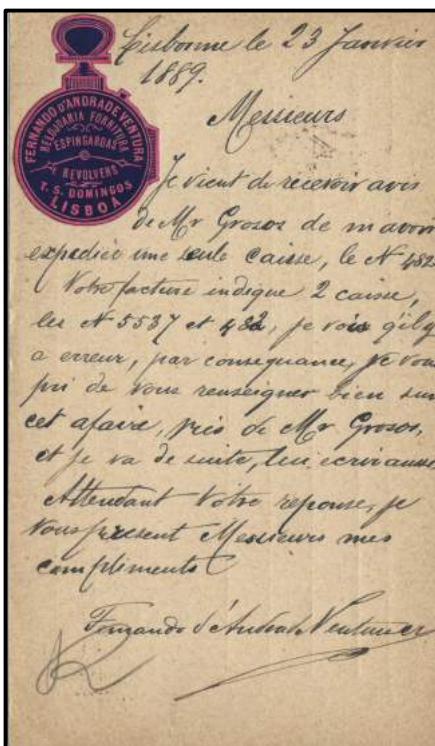
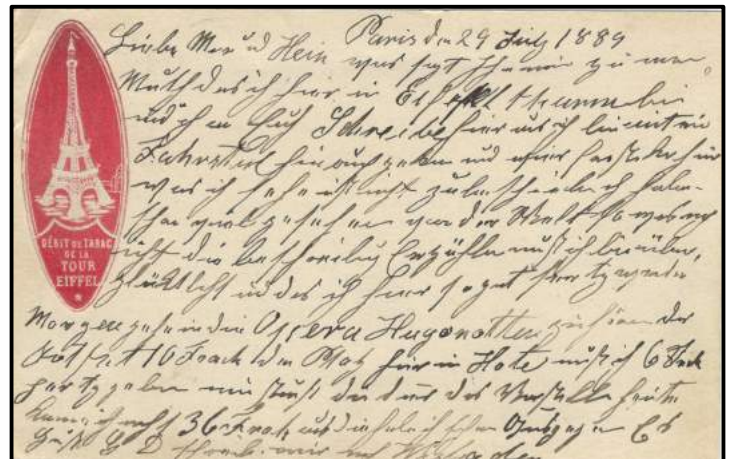
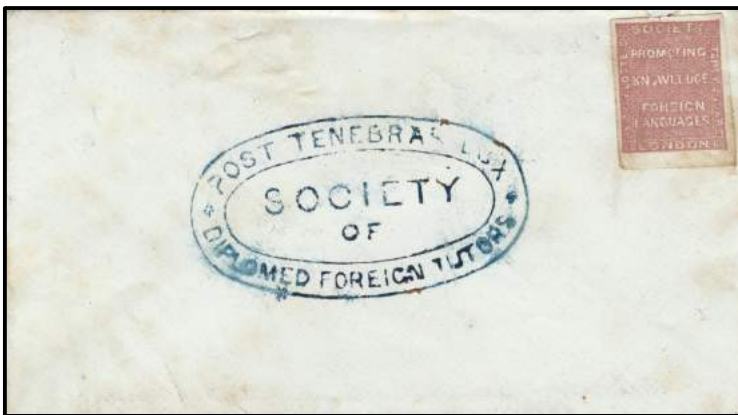
A few new early poster stamps on cover have come my way. I find these endlessly fascinating.

The earliest dates from the mid-1870's: a label issued by the Society of Diplomed Foreign Tutors promoting knowledge and the study of foreign languages. At the top of the oval handstamp is inscribed "Post tenebras lux" (After darkness, light). I can find no information about this group other than it had a notice in the London Times of June 27, 1876, presumably for a meeting.

Shortly after the opening of the Eiffel Tower on March 31, 1889, the tobacco concession at the Tower made the oval label available. It is used here on July 29, 1889.

In the same year, Fernando d'Andrade Ventura sent the card with his die-cut label noting that he sells watches, furniture, rifles and revolvers at his Lisbon shop.

Perhaps the most intriguing is one used from Cairo in 1898. Its wording is in Yiddish (semi-literate at best) and is the earliest advertising label in that language I have seen. The balloon motif has nothing to do with what is being sold which is gold, silver and jewelry. I suspect it is a stock label.



## The Loeffler Angel redux

It's been a while since I've seen a truly remarkable use of a poster stamp image. At first glance one might say, good grief, a full proof sheet of the Loeffler Angel? But, in fact, that iconic design was adapted, in 1980, for use by Kate Hendrickson, at the time an art dealer and now a full-time fine artist still working in Chicago. The story of its development follows.



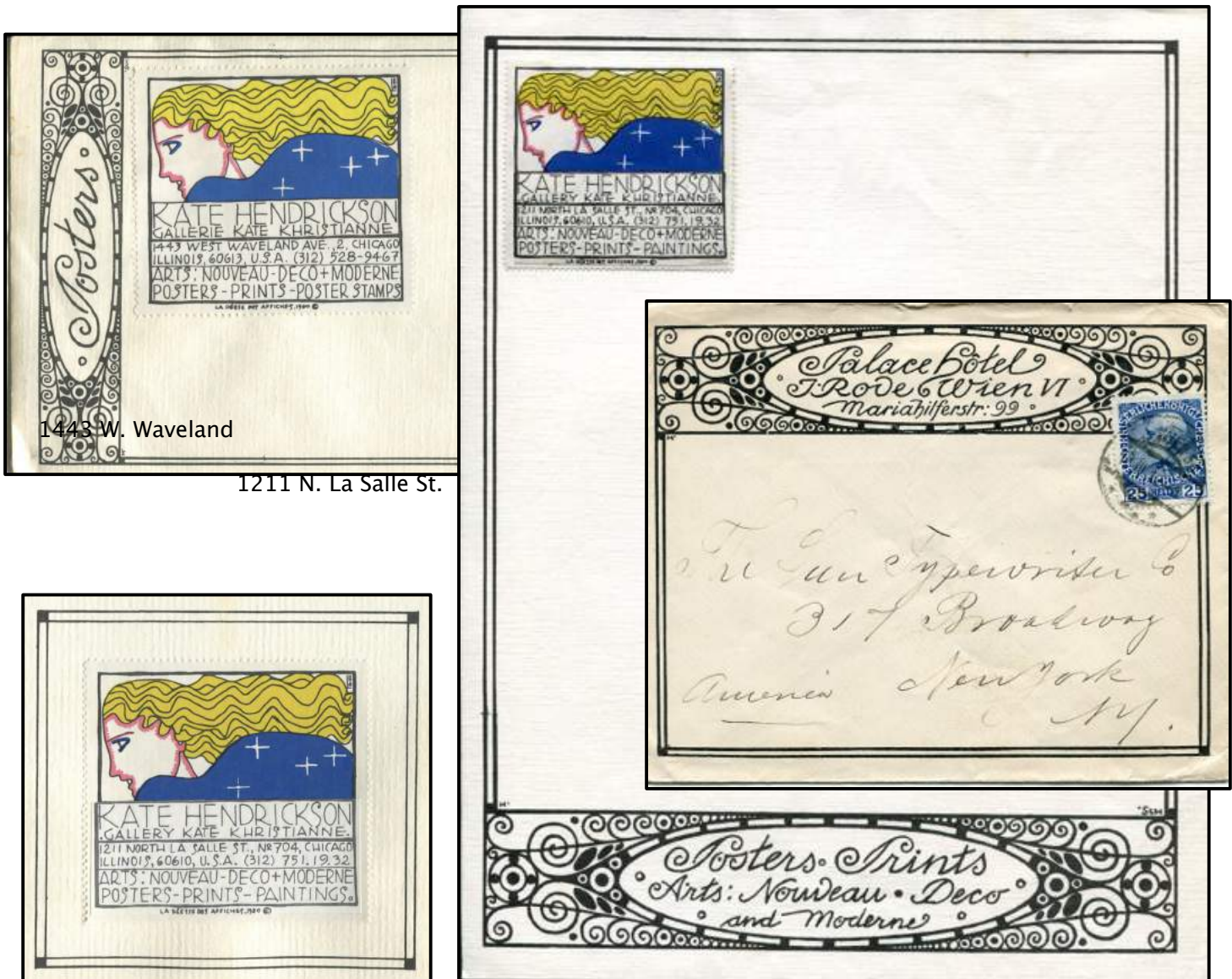


After completing her MFA in drawing and printmaking, Kate Hendrickson spent time in Europe, moving to Chicago and working for David Gartler at Posters Plus, Inc. in 1976. There she immersed herself in the graphic designs we all know and love. She fell in love (who wouldn't?) with the Loeffler Angel: "It seemed to express me." She became a well-known independent dealer of posters and graphics, selling to another dealer in 1995 to concentrate on watercolors, drawings and fine prints. During that time she made the acquaintance of Thomas Tomc, known to cinderella collectors as Fly By Night. In 2005 she began the transition from dealer to full-time artist.

Her reimagining of the Angel was first made in full color in 1980. On the next page are a few of her hand-drawn (!) color separations for the original lithograph. The original stamp used a 1443 W. Waveland address, later changed to 1211 N. La Salle and finally to 230 E. Delaware at which time the design became black and white instead of color. The 230 design has been through three iterations, 1) like 1211 with a Secessionist border, 2) no border with a Secessionist typeface, 3) no border with simple sanserif text and 4) without any text.

Further, her attraction to Secessionist design led her to utilize, for the text on her covers and letterheads, a design from a 1910 hotel cover corner card (perhaps by Austrian graphic design Hans Schimmel).

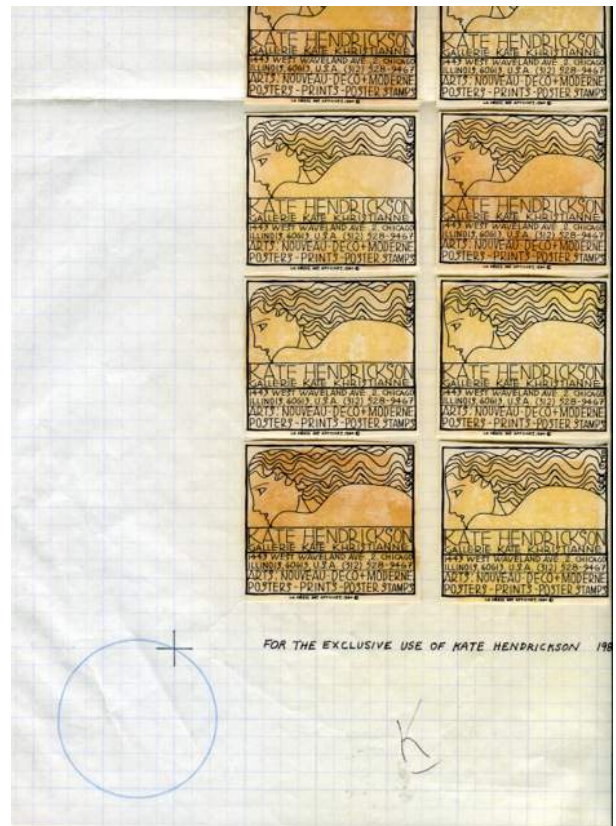
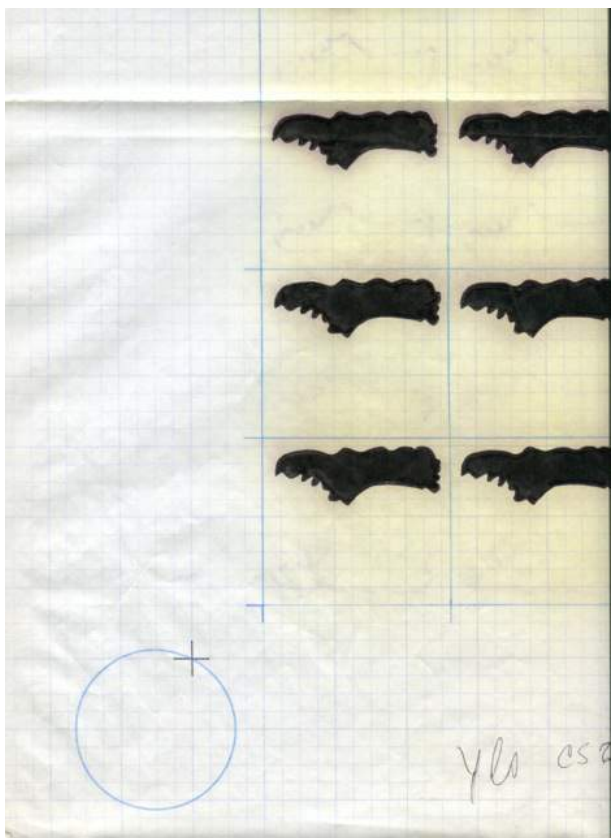
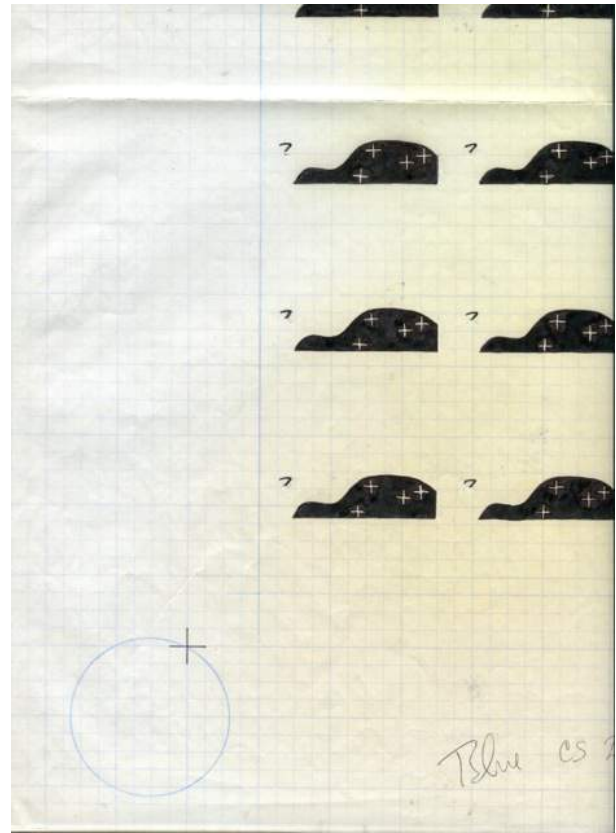
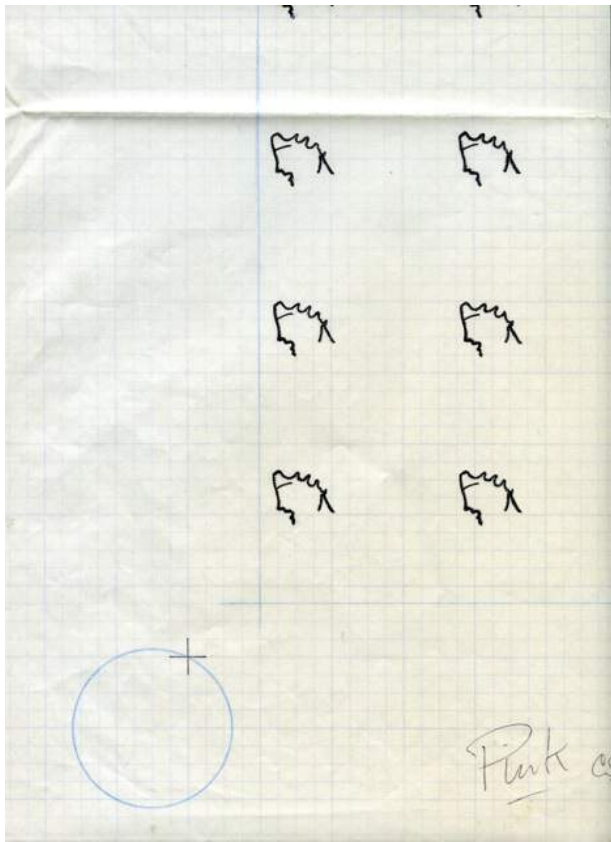
Loeffler lives!



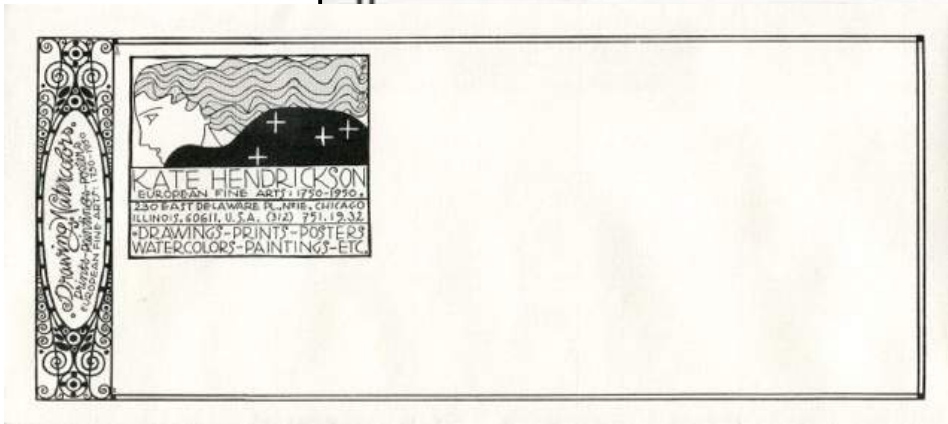
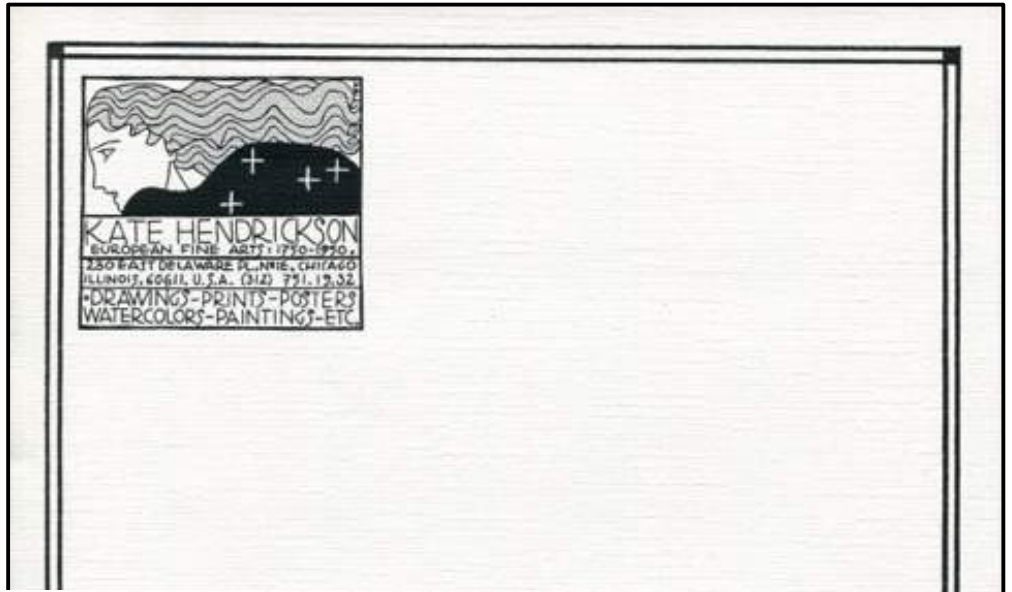
1443 W. Waveland

1211 N. La Salle St.

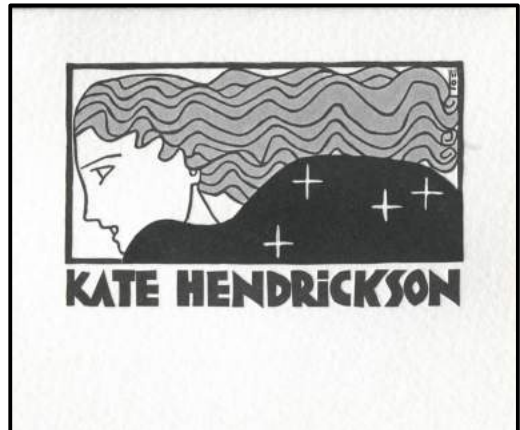
The hand-drawn color separations for Kate's version of Loeffler's Angel



The 230 E. Delaware variations



Printed in sheets of 6. She uses a simple letter head and envelope in this style.



Design for business card

## Collecting Poster Stamps – Why?.....Frans Jansen

[Ed.: Frans sent the announcement of a new and most interesting book (information below) that was described in the last Journal. I had not received his explanatory note and publish it now.]

Although the title looks rather a philosophical one, this is not the intention of this essay. When the first poster stamps were created they were used as an advertising medium to be used on envelopes. Later on they appeared useful as a means to seal envelopes that were not gummed in the manufacturing process, which was the majority. So they served two ways: as an advertising item and as something very useful.

In the beginning of the 20th century another target group developed: grocery shop patrons. The grocers got stamps free from coffee and tea companies as well as other producers of household goods and wholesalers in order to distribute them to their customers. Then the children of the families took care of the coloured pictures that looked so nice. They were the first collectors of the free stamps. As was the habit of their fathers with postage stamps, they glued the pictures neatly into exercise books.

This became an ever-increasing market. The printers developed more and more ideas for poster stamps. Eventually large series were designed carrying all the letters of the alphabet, or fairy tales. Some series were educational or showed pictures of the army or the large warships that were built in England, Germany or France. The Great War was not to far ahead! And when finally the war started in 1914, there were stamps made, not free but as fundraisers for the widows of killed soldiers.

I have many children's notebooks with stamps for household items, food, utensils, stoves, fairy tales, landscapes, pictures of large cities, etc. Two small examples are stuffed with seals of only local shops that existed in the small town of Gouda. It is intriguing to see all shops represented around the street where the little girl who collected them lived. She had not one stamp of a national food producing company or fairy tale produced in Germany and overprinted with a Dutch name.

Grown-up collectors became important after 1970. Until then those children composed picture books that did not cost anything. Now there were shops that sent the real designed poster stamps all over the world at prices that the originating companies could not have foreseen. These collectors also started selecting themes like typewriters, ships or political issues. Children, on the other hand, gathered everything.

Today, most new collectors are drawn first by their graphic appeal and secondarily by their topic.

[Ed.: Please note that in the above Frans is talking about poster stamps and not wafer seals which were the antecedent of poster stamps, serving much the same purposes. ]

The book:

Recently I [Frans] came across a new German book on the history of industry in the State of Bavaria in the south of Germany. It is full of pictures of beautiful lithographed letterheads, bills and postcards. For 36 of the companies discussed, one of the stamps that was issued is shown. This is an important subject: the giving of free stamps in order to illustrate an history of the industry as a part of the cultural heritage of society.

The publication information is noted below. It is written in German, fully illustrated in color.

*Industriekultur in Bayern*

Ed. Haus der Bayrischen Geschichte 2012

ISBN 978-3-7917-2439-3

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