

The Journal of the Poster Stamp Collectors Club



January 2016
Whole # 39

Greek Gods

One of my topical collections of poster stamps concerns classical Greek and Roman iconography. This set is one of my favorite.



APS #255.

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President's Corner

Please note my new email address in the masthead above.

Announcement of our next meeting at NY2016

At the risk of repeating myself, I'm reminding everyone that we will meet this year during the 2016 New York International at the Javits Center where we will be sharing a booth with the Ephemera Society of America and the Postal Label Study Group. Our membership meeting, open to the public, will be held on Saturday, May 29 at 10 AM in Room 1E18. I am sure that many of our members will be attending the show and, I hope, will come to the meeting. I ask those among you who plan to attend let me know as soon as possible, so we can arrange some sort of dinner.

Secretary's Report

New Member:

199 – Andrea Seregni, Milan, Italy. email: andrea.seregni@libero.it Collects early poster stamps to 1945.

This is the time for renewing annual membership in support of the PSCC. A personal reminder will be sent to current members later in January. Just US \$15.00, worldwide, by check to PSCC, PO Box 306, Belfast, ME 04915, or by PayPal at the club account posterstampcc@gmail.com. An additional 60¢ premium for PayPal fees is appreciated.

So why should members renew? First, direct access through the 'Members Only' section of the website www.posterstampcc.com to the Quarterly Journal for 2016; access to early Journals at no additional cost, bidding without a 10% premium on club Mail Sales; registered access to the customized use of the Dated Event Poster Stamp online database (still in the process of significant upgrading, including access from mobile devices). Your continuing support of the Club supports these endeavors and others created by an active membership.

A Word from Walter

I am perfectly aware that what I've selected this month is not a poster stamp. But it is too enticing to pass. It is a baggage label, originally issued by TWA in 1940, picturing the Stratocruiser Hostess. It was drawn by George Petty (1890-1975), famous for his pin-ups. This later version (c. 1942) adds the patriotic message. Another variety exists without Petty's signature.



From the Editor

I am able to include four substantial articles despite this issue being only 14 pages. I hope they will be of interest. Once again, I will need articles from you for the next issue so hop to it!

Call for a new Editor

As of our next issue #40, I will have been Editor for 10 years. I need to step down after the next issue. I am pressed by other committments. It has been a lot of fun doing these Journals. If any member is interested in taking on this important aspect of our Club, please let me know. You are all aware that it is the Journal that binds us together. The future of the Club depends on keeping it active.

We need articles for our website

As noted in our last issue, our website has a page for articles related to poster stamps. These articles will be accessible by search engines which might drive more folks to our site and increase membership. I encourage those who have written articles for this Journal or elsewhere to submit them for inclusion. Contact me or Dick Warren for further details.

Miscellany

As is my custom, here are a few interesting things that have crossed my desk recently.

Peter Marshall sent this Lovely German automobile stamp.



A new label on the reverse of an 1888 Palace Hotel cover.



This post-1936 cover has a label for a flight made by pilots Breton and Castillo from Mexico to Spain, Neither I nor Nick Follansbee, our resident Mexico specialist, can determine what this stamp is. We suspect it was for a private flight but whether it actually took place is unknown.



New books from Charles Kiddle

These are Charles's 48–50th books. His series has been a monumental undertaking. These 3 volumes deal with fashion: men's, women's and hats. As usual, all stamps are in color, at actual size, spiral bound.

Ladies Fashion (2015), 213 pages, \$93 (£62)

Men's Fashion (2015), 160 pages, \$81 (£54)

Hats (2015), 102 pages, \$60 (£40)

They are available from either Charles overseas or me on this side of the pond.



A Shanghai Relief Stamp

Many European Jews escaped east to China during WWII. Most ended up in either Shanghai or Harbin. Aid was sent to them by the American Joint Distribution Committee. This poignant poster stamp, for it is that artistically, was a private plea designed by Fredden Goldberg and used on a 1946 cover from the U.S. to Brazil where another large contingent of displaced Jews resided.



The Poster Stamps of Franklin Delano Roosevelt

Franklin Delano Roosevelt was the subject of numerous poster stamps relating to his political and personal activities. They are often seen while perusing dealers' stocks so it seems appropriate to show those most often encountered. There are, of course, many others.

The first four are related to his 1932 campaign. Appropriately, the first is the well-known APS support label used on a March 10, 1933 cover to Tonga (!), 6 days after his inauguration. The same image was used on a special Inaugural cacheted cover dated March 4, 1933. "Vote for Roosevelt and Repeal" foresaw 1933 Repeal. FDR's running mate was John Nance Garner shown together with the slogan "Repeal and Employment."



Related to this campaign was a set of six se-tenant stamps signed "Doc R" encouraging folks at the depths of the Depression, printed by Ever-Ready Label Corp, New York.

For 1936, I show two. The smaller "Forward with Roosevelt" is known in brick red or green. The larger is red, white and blue.



Henry Wallace was FDR's running mate in 1940. I suspect that the 3" round red, white and blue "Roosevelt for President" is from the same campaign.

The next are not campaign labels but relate to WWII: a large round “We Will Win” probably from 1944 and another commemorating the Yalta Conference depicting FDR, Churchill and Stalin. It is in Spanish. I do not know its county of origin. Perhaps someone can help.



The Council against Intolerance issued a different label each year. In 1945, they honored FDR with a striking design by German-Jewish refugee, Lucian Bernhard.

On his 60th birthday in 1942, the March of Dimes issued a charity seal to commemorate it and urged users to join in the fight against polio. The larger window label was made at the same time.



The very famous photograph of FDR with his stamp collection was made into a label and applied to this 1946 postcard [it is actually a Pitney-Bowes card for their Mail-o-mat service] and signed by the Postmaster of Cleveland. In the late 1930's, August Tiger, a New York dealer, issued a set of 6 poster stamps promoting philately, one of which adapts the same photograph of the President at work on his collection along with the famous quote “I owe my life to my hobbies, especially stamp collecting.”



The Franklin D. Roosevelt Philatelic Society was founded in 1963. It is located in St Augustine Shores, FL. They have their own label that is applied to outgoing mail.



Cupid is Everywhere!

Valentine's Day is celebrated before our next issue so let's look at some of the many poster stamps related, in one way or another, to that holiday.

In the early 20th century, when the poster stamp and charity seal craze hit this country, special labels were produced for various holidays, in particular Christmas and Valentine's Day. These small stamp-like seals often referenced "Cupid's Post" or "Valentine Postage." For reasons that are unclear, they are most often seen used on postcards rather than envelopes. I show an example at the right. Note that the date is Feb. 14, 1911. A similar one is seen below. Next to it is an example of a "Valentine Postage" label. As a group, Valentine labels are much less common than Christmas ones.



There are numerous advertising poster stamps with depictions of Cupid. I have selected a few. They fall into three broad categories: those in which there is no product at all but rather an appealing image; those in which there is some relationship between Cupid and the product and those in which there is no direct relationship between the two. The purpose of a poster stamp was to catch one's eye. Once caught, you would spend time trying to figure out why you were attracted to it, forcing you to perceive the message. So images of pretty women, colorful animals or whatever, and love in the form of an emphatic Cupid or other semiotic image were designed to do just that.

The three stamps below are of the first type; the heart, Cupid and the couple tell the story. Similarly, Liebe (Love in German) imparts the same message although a bit more explicitly. Freitag (Friday) is named for the Norse goddess Frigga, wife of Odin and goddess of marriage and the hearth. The Romans named what became Friday after Venus, "dies veneris." The Germanic tribes adopted an approximation of the Norse word for Friday. So the conflation of the Roman imagery of Venus and Cupid with the Germanic Freitag from a 'Days of the Week' set is logical.



In the second category, there is a relationship between the product being promoted and the image of Cupid. The clearest is the label for Secret matches with Cupid whispering in the stork's ear. This one is French but it fits so well I had to leave it. Madchen-herzen (The maiden's heart), with Cupid striding atop the song's name, advertises the sheet music for a waltz. Max Mayr, a Munich jeweler, uses the semiotic combination of two intertwined wedding bands and Cupid to sell his product with this lovely embossed stamp.



And now for the fun! The third type uses Cupid solely to catch your eye. None of the products are directly related to his image although cases could be made for subtle ones. Thus, Herz-kerzen (Heart candles) might be, and are, used for a romantic dinner. A Frankonia postbox could well be the repository for Valentine greetings. Victoria glue could be used to create your own Valentine. But if anyone can conjure a relationship between Centralin shoe polish and Cupid, I'd like to hear it! Frank Newbold designed a number of poster stamps for the Daily Mail Ideal Home Exhibition. The ideal home includes Cupid's love.



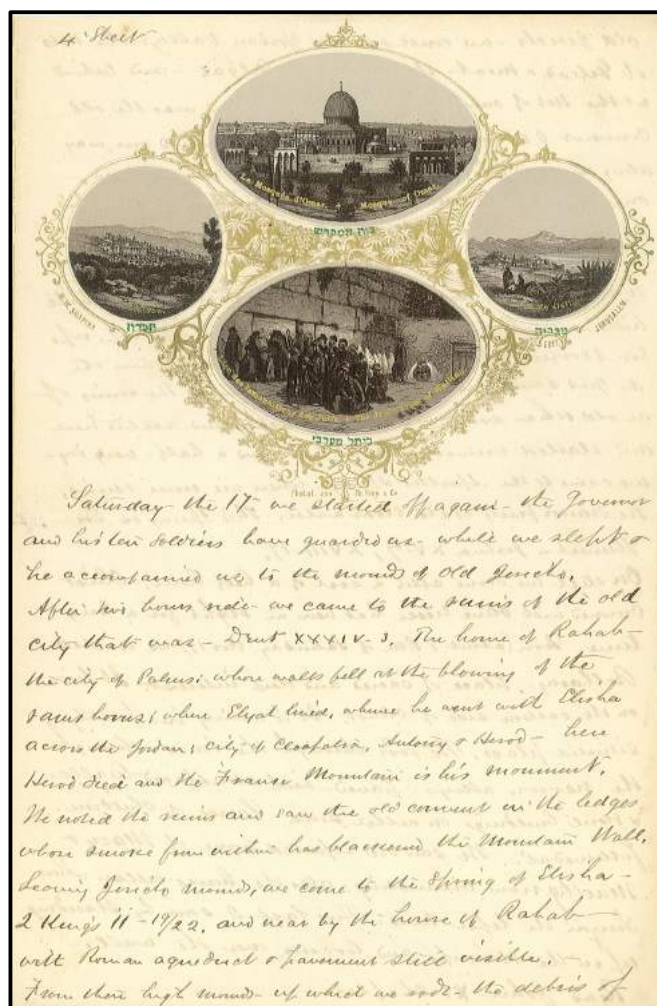
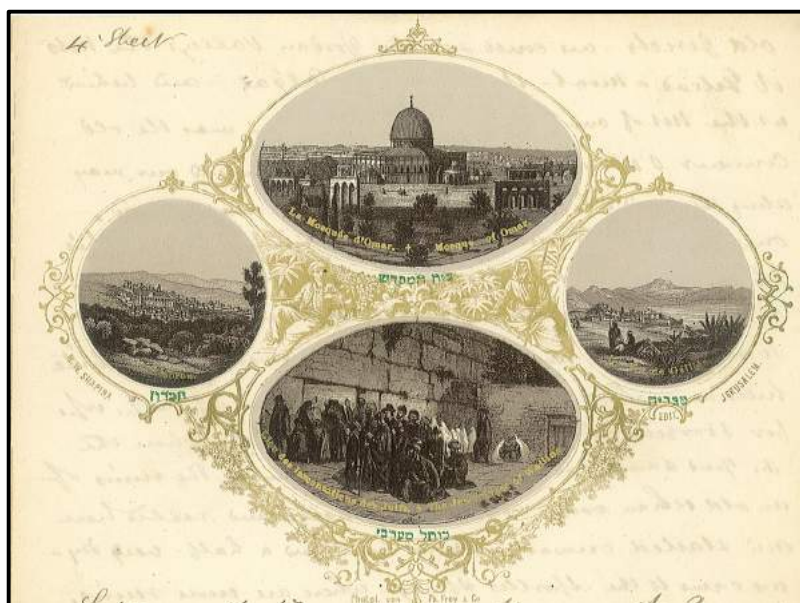
Nineteenth Century Judaic Labels....Art Groten

The Diaspora of the Jewish people has resulted in, perhaps, the most far-reaching philately in the world. There is no country where mail to and from Jews cannot be found. In addition to traditional philately and postal history there are the stories of aid agencies, the Holocaust, the British Mandate and the founding of the State of Israel, among others.

I have always been drawn to the arcane and have written about and exhibited the Levant Fairs held in Palestine and the taxi mail system during both the Mandate and Israeli periods. One area I have been collecting but have not written about is the plethora of Judaic labels. The vast majority is either political or fund-raising. The Jewish National fund (KKL) has been issuing stamps yearly since 1909 and Rochlin has written an entire catalogue devoted to them. Similarly Beal wrote a catalogue of U.S. charity seals; I know of none for such labels from overseas.

But little attention has been paid to some of the other labels, particularly from the 19th century. There are quite a few products advertising poster stamps with a Judaic theme beginning around 1910. I cannot characterize in any general way the 19th century issues. One thing that can be said is that most of them are rare, some unique. And they can often be found applied to covers. So let's look at what I have been able to accumulate over 20 years of looking.

Although not strictly Judaic, a correspondence was written by A. A. Roberts, a non-Jew, to her friend Emma during her trip to the Holy Land from November 11-25, 1887 as part of a general tour of the Middle East. She gives great detail of what she saw with many Old and New Testament Biblical references.



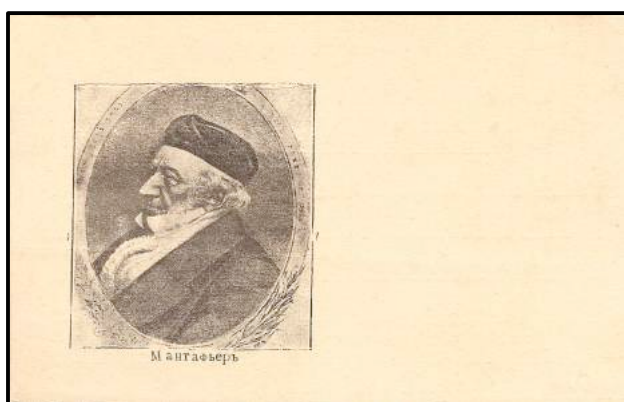
She arrived from Port Said to Jaffa on Sunday 11/11/1877 and used stationery from the Hotel des Pays-Bas which she crossed out and replaced with Jerusalem Hotel, Jaffa. She was in Jerusalem the next day, staying at the Mediterranean Hotel, until 11/19. She then left to tour the rest of Palestine, ending up in Haifa on 11/25 to take a steamer to Beirut to continue her tour ending in Venice.

The letter sheets she used were published by M.W. Shapira of Jerusalem with applied photolithographic vignettes produced by Ph. Frey & Co.. The sheets were probably sold in sets, within which there would be no duplication. But looking at the 8 examples in the correspondence, I saw that sheets 1 & 2 written on 11/14 and 11/17 are identical but the upper image on page 3 of 11/12 and sheet 4 of 11/17 are the same and the top image of sheet 4 of 11/13 and the bottom image of sheet 4 of 11/17 are the same whereas, in both cases, the others images are not. So it may be that placement was random.

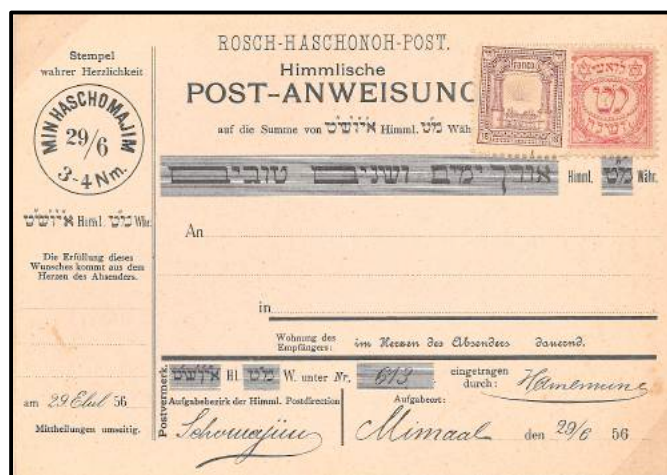
Of particular interest is that only sheet 4 of 11/17, shown on the last page, has Hebrew sub-captions.

These sheets used a process of miniaturization, engraving and lithography from photographs to create a glazed sepia effect invented by Louis Glaser sometime in the 1870's. The method he used is unknown. He is known to have had a business relationship with Ph. Frey of Leipzig, producer of the vignettes used on the sheets. One images that Shapira bought the vignettes from Frey and placed them on sheets of his own design and making. During the last half of the 19th century years, others used his method or created their own. The process is the basis for computer miniaturization and microchip production.

A very well known label honors Sir Moses Montefiore, leader of the English Jewish community at the end of the 19th century. No examples on cover are known that enable me to date them. I suspect they were issued around 1885 to commemorate his death. They come in at least 5 colors. The same image was used on a Russian postcard.



Sometime around 1888 two stamps were released at the time of Rosh Hashanah, the Jewish New Year. One has, centrally, the Hebrew letters, Mem Tet for the year 5649 (1888) and comes in three colors. The other has, in the upper corners the Hebrew word "Chai" along with the English equivalent "18" which means "Life." It is known in two colors. They appear to have been used on donation cards, in this case a "Heavenly Money Order."



Unique among German private posts is the 1897 issue of Breslau, again in honor of Rosh Hashanah. It states the year in Roman numerals. The New Year was on September 27 that year. The use on cover is October 2. Such covers are rare.



Chronologically, the next label was issued for the 1898 International Scientific, Industrial and Philanthropic Exposition to be held during the Kaiser's visit. The Exposition was never held but a promotional label was issued. There were, apparently, letter sheets with the same image on them. Long thought to be proofs, one has been found with correspondence on the reverse. As is often the case, a commemorative envelope was released. I show the one of two recorded examples. It has one of the promotional labels on the reverse and was used from Jerusalem to France in May 1899, franked with a 2 piaster Austria used in Palestine stamp. Further, the stamp is perfined with the very rare "O.M." (Observatory and Museum) initials.



A separate and highly collectable Judaic field concerns Theodor Herzl and Zionism. The earliest recorded item related to Herzl is an 1864 cover with his father's wafer seal on the reverse, sent from Pest to Bacsza, Hungary. Another very early Herzl item is what appears to be a fundraising seal denominated "£ 8'0." If anyone can offer further data on this label, please contact me.

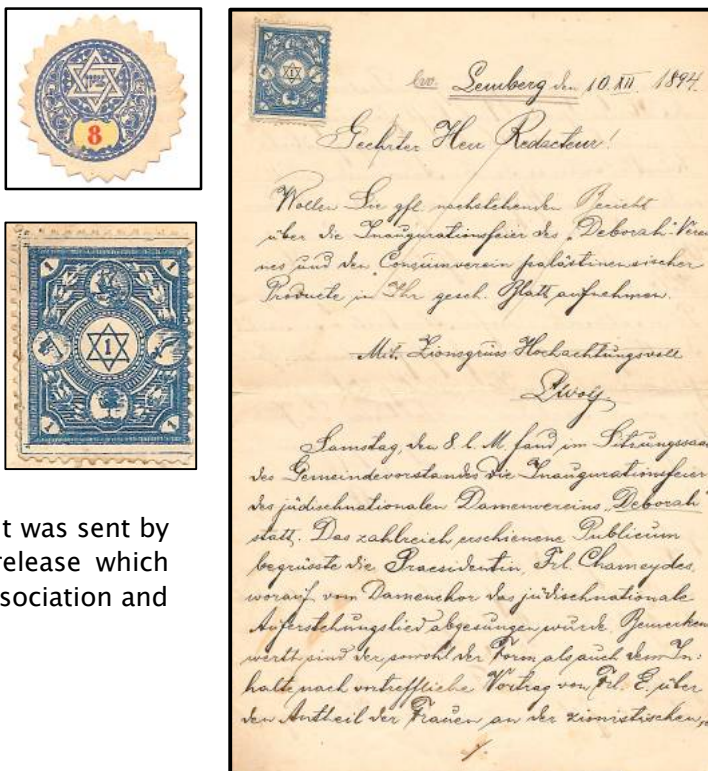


The First Zionist Congress was held in Basel in 1897 but no labels are known from that meeting. The earliest widely disseminated Zionist labels were produced in Vienna in 1902. Prior to that, there were other labels produced in an apparently ad hoc manner. We know little about them. Were they "official" and, if so, who authorized them and for what purpose? Were they fundraising stamps or merely stamps showing moral support?

The three types I show all have one common characteristic, other than the Mogen David, i.e. there is a number either within the star or below it. The purpose of this number is unknown.

The small blue round serrated label with the number '8' may well have been used to seal JNF collection boxes, much as those shown in Rochlin, section B1, which he dates as 1906.

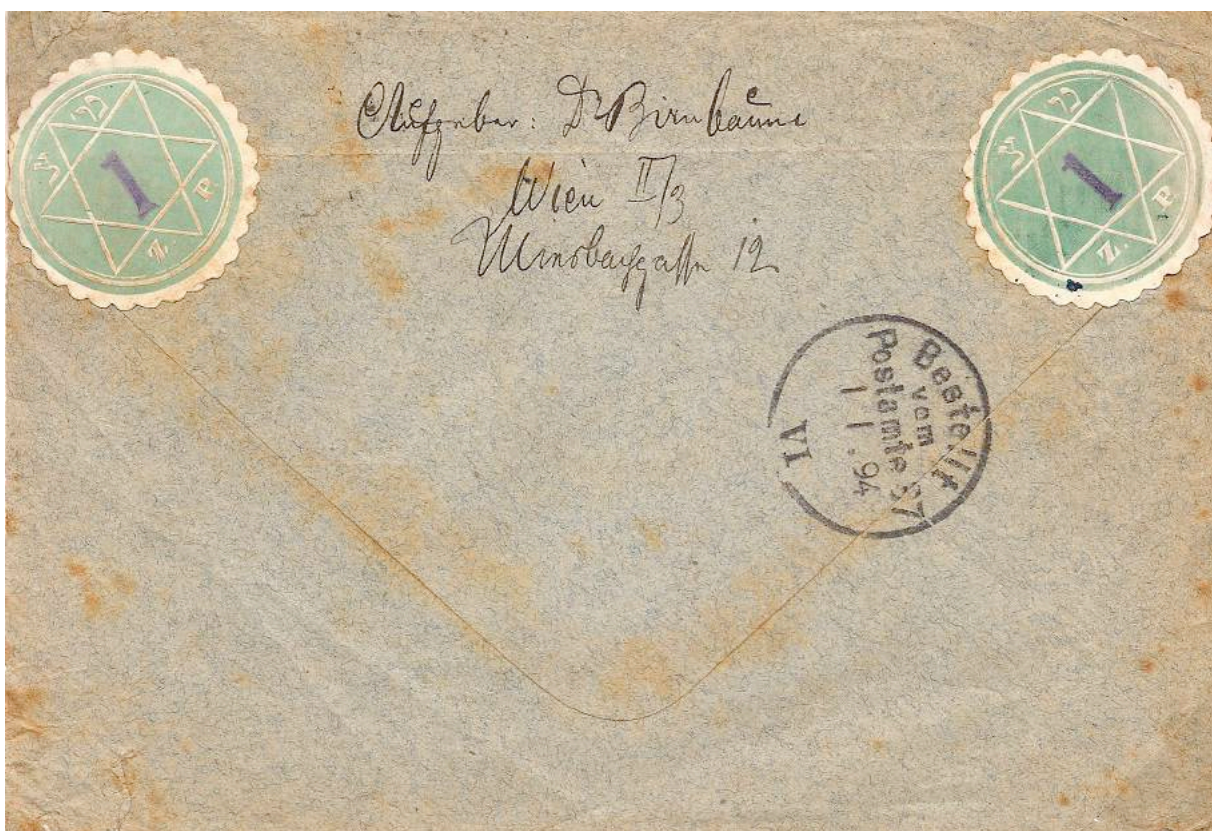
The label applied to a letter datelined Lemberg, December 10, 1894, has the number '1' in the center. It was sent by Z. Wolf to an Editor asking him to print his press release which concerns the inaugural celebration of the "Deborah" Association and the Cooperative Society of Palestinian Products.



But the use of the larger round serrated ones is less clear. Only numbers 1, 2 & 3 are known. I have recorded only 3 on covers from Germany, one on telegram from Poland and one on piece from Germany which is also the earliest known date, December 26, 1893. All the covers were sent to Dr. Heinrich Loewe, a prominent German Zionist who moved to Palestine in 1933. I have not seen number 3 on cover but have a single example.



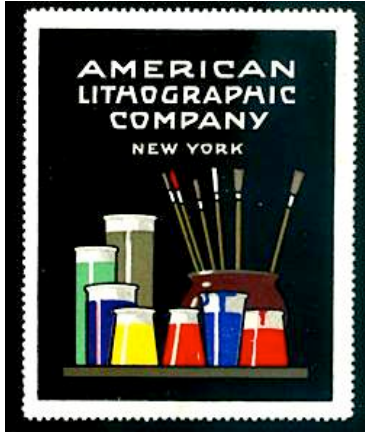
It has been suggested that the letters “Z.P.” at the bottom refer to “Zionistische Partei (Zionist Party) and that the Mem Tsadik at the top might refer to either “Miflaga Tsionit” (Zionist Party) or “Mercaz Tsionit” (Zionist Center). Is the numeral a currency (donation) designation, a self-tax, like the later Kofe HaYishuv stamps? Until more material is found, these questions are unanswerable.



If anyone knows of other such Judaic labels, I'd appreciate hearing about them.

Poster Stamps by America's Leading Lithographers Part I.....Robert Bradbury

Jay T. Last's book *The Color Explosion, Nineteenth-Century American Lithography* (Santa Ana, CA: Hillcrest Press, 2005) is the primary source book on this topic. Last focuses on sixty-five "key lithographer companies" selected because they produced quality lithographs and were in business for a long period in the 19th century. Eight of these leading lithographers produced advertising poster stamps in 1914 and 1915. Examples of their work are the focus of this chapter.



1



2



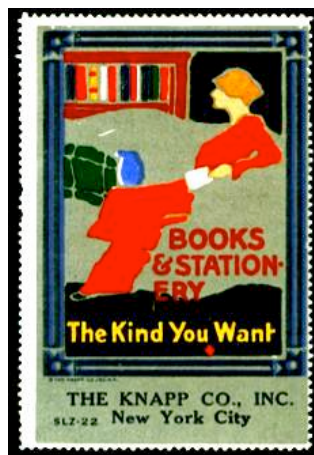
3

American Lithography Company. New York. 1892 - 1937.

The American Lithography Co. was founded by Joseph P. Knapp, President of Knapp Company (listed separately by Last as a key lithographer). The consolidation of Knapp Co. and several other lithography companies to form the American Lithography Co. in 1892 made this new company the premier lithographer in the U. S. Knapp became a division and probably produced most of the poster stamps.

American Litho. issued a poster stamp promoting itself. (1) The only other stamp I have encountered with this company's imprint is for Coffee Week (name in margin). (2) A magazine advertisement in 1914 states that American Litho. issued a set of 150 college pennant poster stamps for Fatima Cigarettes. (3)

A series of 23 stock stamps have the Knapp imprint. (4-5) (see *Chapter 12*).



4



5

Milton Bradley Co. Springfield, Mass. 1858-1965.

Milton Bradley Co. became a leading producer of board games in the 1870s. It also produced educational products for primary schools. Milton Bradley issued nine poster stamps to advertise its products, five of which are shown here. (6-10) I have not found any other stamps printed by Milton Bradley Co.

