

LAMP POST

FILM ACCESSORY NEWS

EWBANK'S UPCOMING AUCTIONS ENTERTAINMENT MEMORABILIA AND VINTAGE POSTER AUCTIONS MAY 21-22



A message for old times and new?

This original "Keep Calm and Carry On" World War II propaganda poster from 1939 is expected to be the top lot of Ewbank's Vintage Posters Auction which takes place on Friday May 22, live online and behind closed doors. Ewbank's will hold their Entertainment, Memorabilia & Movie Props Auction on Thursday May 21st.

See page 3 for details.

**The final deadline
to consign to
eMoviePoster.com
July Major Auction
is Friday the 29th!**

**Consignment packages
have to be sent on or
before that date.**



UPCOMING EVENTS/DEADLINES

May 21, 2020	Ewbank's Entertainment, Memorabilia & Movie Props Auction
May 22, 2020	Ewbank's Vintage Posters Auction
May 29, 2020	Deadline for consigning to eMoviePoster.com's July Major Auction
June 15-29, 2020	Bonham's TCM Presents ... Little Treasures
June 23-July 7, 2020	Part I of eMoviePoster.com's July Major Auction
June 25-July 9, 2020	Part II of eMoviePoster.com's July Major Auction
June 28-July 12, 2020	Part III of eMoviePoster.com's July Major Auction
July 25-26, 2020	Heritage Signature Auction
July 31, 2020	Deadline for consigning to eMoviePoster.com's September Major Auction
August 18-Sept. 1, 2020	Part I of eMoviePoster.com's September Major Auction
August 20-Sept. 3, 2020	Part II of eMoviePoster.com's September Major Auction
August 23-Sept. 6, 2020	Part III of eMoviePoster.com's September Major Auction

LAMP's *LAMP POST Film Accessory Newsletter* features industry news as well as product and services provided by Sponsors and Dealers of Learn About Movie Posters and the Movie Poster Data Base. To learn more about becoming a LAMP sponsor, click [HERE!](#) Add your name to our Newsletter Mailing List [HERE!](#)

Visit the LAMP POST Archive to see early editions from 2001-PRESENT. The link can be found on the home page nav bar under "General" or click [HERE](#).

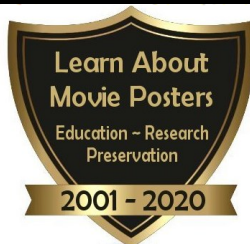
The LAMPPOST is a publication of

LearnAboutMoviePosters.com

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email:

edp@LearnAboutMoviePosters.com





EWBANK'S UPCOMING ENTERTAINMENT AND VINTAGE POSTER AUCTIONS—

Ewbank's will be holding two online auctions of special interest to entertainment memorabilia and movie poster collectors.

Entertainment, Memorabilia & Movie Props Auction, Thursday May 21st at 9:30am (UK)

The top lot in Ewbank's Entertainment, Memorabilia & Movie Props Auction on Thursday is a stunning late 1930s Gibson Kalamazoo Guitar from Eric Clapton's private collection. The estimate on this lot is £10,000 - £15,000

Other items include a number of hand-painted animation cels. Check out the complete catalog [HERE](#).



Vintage Poster Auction, Friday May 22 at 12:00 pm (UK)

The next day, vintage film posters will go under the hammer at the Vintage Poster Auction.



This 'Ferris Bueller's Day Off' (1986) British Quad film poster is just one of the great offerings. This classic 1980s teen comedy starred Matthew Broderick. This poster is one of 190 lots with estimates ranging from thousands to just £20. Is your favourite film in there?

Check out the whole catalogue online [HERE](#).



What a result! Ewbank's online charity auction has raised over £20,000 for the NHS!

We're still fundraising so, if you can, please do support us via our JustGiving page.

[https://
www.justgiving.com/
crowdfunding/ewbanks](https://www.justgiving.com/crowdfunding/ewbanks)



JustGiving

UPDATE

Our auctions are doing great, and tiny West Plains has partially re-opened. Our entire county has not had even ONE new virus case (and only five before, and none at all serious), so we know full well we are truly blessed (and that so many others have so much to contend with)!

The final deadline to consign to our July Major Auction is Friday the 29th

Consignment packages have to be sent on or before that date, and we already have a LOT of great items.

EMOVIIEPOSTER.COM

THE FINAL DEADLINE TO SEND CONSIGNMENTS FOR OUR JULY MAJOR AUCTION IS MAY 29TH! OUR RECENTLY CONCLUDED APRIL MAJOR AUCTION HAD SENSATIONAL RESULTS. WE CHARGE THE LOWEST COMMISSIONS AT EVERY LEVEL OF ANY AUCTION. YOU WON'T WANT TO MISS THIS AUCTION!

Movie posters featured include:

- ALL THROUGH THE NIGHT** (Humphrey Bogart, Conrad Veidt, Kaaren Verne)
- BORN TO KILL** (Claire Trevor, Philip Terry, Audrey Long)
- HOUSE OF DRACULA** (Lon Chaney, Martha O'Driscoll, John Carradine)
- THE COUNTRY COUSIN** (Walt Disney, Silly Symphony)
- GRANDMA'S BOY** (Hal Roach, Harold Lloyd)
- VENTRILOQUIST CAT** (Looney Tunes, Technicolor)
- YUKON JAKE** (Mack Sennett, Ben Turpin)
- HIGH SIERRA** (Lupino, Raoul Walsh)

eMoviePoster.com - P.O. Box 874 - West Plains, MO 65775 - phone +1 (417) 256-9616 mail@eMoviePoster.com

EMOVIEPOSTER.COM

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58-123 ATTACK OF THE 50 FT. WOMAN



ATTACK OF THE 50 FT. WOMAN

Starring ALLISON HAYES • WILLIAM HUDSON • YVETTE VICKERS • PRODUCED BY BERNARD WOOLNER
DIRECTED BY NATHAN HERTZ • WRITTEN BY MARK HANNA • AN ALLIED ARTISTS PICTURE

58-123 ATTACK OF THE 50 FT. WOMAN

"GAMBLING WITH SOULS"

IT RIPS THE LID OFF THE PROBLEM OF HOW INNOCENT WOMEN GO WRONG

The Most Talked About Attraction In The World Today

ADULTS ONLY



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PASTIME—THREE DAYS
Monday, Tuesday and Wednesday
 October 19, 20 and 21
 Matinee Daily at Two Adults Six Children Two



CHARLIE CHAPLIN
"THE GOLD RUSH"

M-G-M's MAMMOTH MUSICAL MELODRAMA!
Jean HARLOW
William POWELL
RECKLESS
 TONE OF ROBSON
 TED HEALY
 MAX PENDERGAST
 ROSE LIGHT

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ANOTHER GREAT **FRANK CAPRA** PRODUCTION



William POWELL
Kay FRANCIS
ONE WAY PASSAGE
 Directed by LEO CAULLEY

Gary COOPER
Dr. Deeds Goes to Town
 with **Jean ARTHUR**
 GEORGE BANICROFT • LIONEL STANDER
 DOUGLASS DUMBRILLE • H.B. WARNER
 Screen play by ROBERT PISKIN
 Story by CLARENCE BURNHARDT RELLAND

A SUMMER BOY
 A VINTAGE PICTURE

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HE KNOCKS CUPID FOR A ROW OF HEARTS /



JAMES CAGNEY
WINNER TAKE ALL
 MARIAN NIXON
 GUY HENRI
 KIRK DOOLE
 Directed by ROY DO LITTLE
 A ROBERT LEON PRODUCTION



HUMPHREY BOGART • MARY ASTOR
the Maltese Falcon

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WARNER BROS. PICTURES INC. PRESENTS



BETTE DAVIS
DARK VICTORY
 GEORGE BANCROFT • LIONEL STANDER



JAMES BOND IS BACK!
FROM RUSSIA WITH LOVE
 HAN TAYLOR
 Directed by ALLEN DREW

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POWELL
LOY
THE THIN MAN
 Directed by NORMAN CRASNA



ROBIN HOOD
 Errol Flynn
 Directed by MERVYN FRANK

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Bonhams

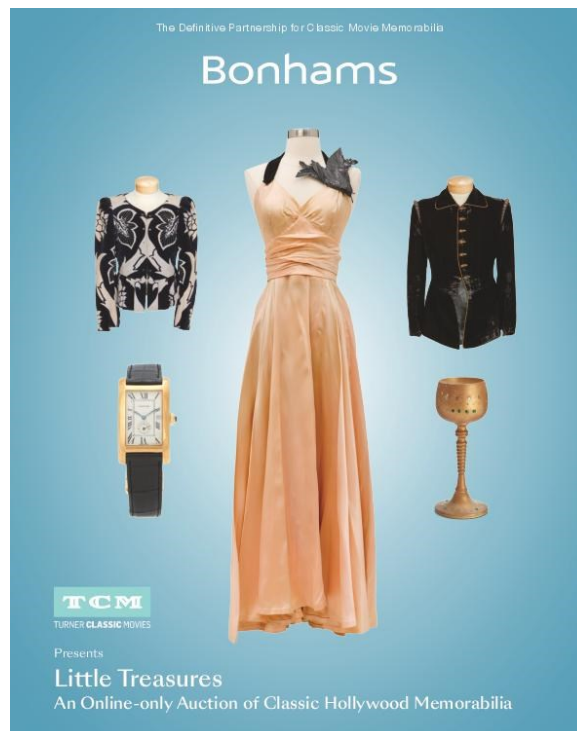
TCM Presents... Little Treasures

An Online-only Auction of Classic Hollywood Memorabilia

June 15-29, 2020

Los Angeles

[ONLINE ONLY](#)



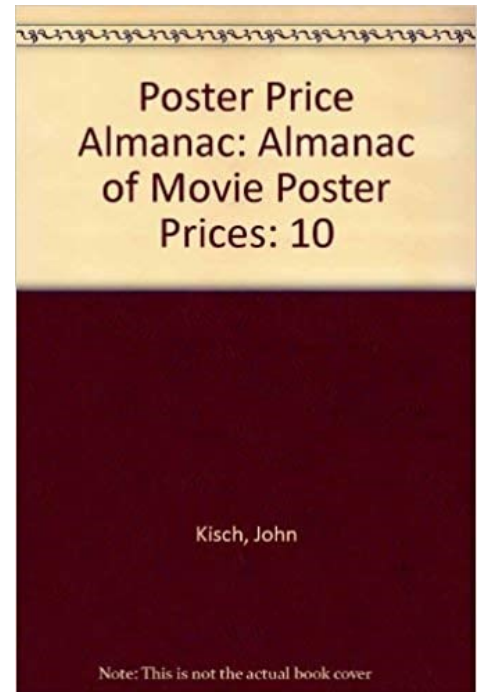
[CLICK TO VIEW
CATALOG AS IT GOES
ONLINE](#)



SALE OF SEPARATE CINEMA POSTER ARCHIVE RESULTS IN BREACH OF CONTRACT LAWSUIT

A lawsuit for non-payment of commission has been brought against movie poster collector and author John Kisch in connection with the sale of his Separate Cinema Archive to the Lucas Museum of Narrative Art in California. Kisch, who is known throughout the movie poster collecting world as the publisher of the *Poster Price Almanacs* as well as *Separate Cinema: The First 100 Years of Black Poster Art*, is being sued for breach of contract by movie poster collector Dwight Cleveland.

According to the lawsuit brought in the New York Southern District Court on March 17, 2020, Cleveland alleges that his friend of 35 years has failed to pay commission on the roughly \$7.5 million sale of his Separate Cinema archive. The collection included more than 37,000 movie posters and memorabilia from the black film industry dating from the 1920's through the present.



According to the complaint, Cleveland alleges the following:

- ♦ Kisch gave him (Cleveland) the exclusive right to market the Separate Cinema Archive during a visit at Kisch's home in May 2018. They agreed on a 10% commission and later on an additional 5% if it sold for close to the \$7.5 million asking price.
- ♦ For 15 months in 2018 and 2019, Cleveland worked on selling the collection. He produced a high-quality brochure to promote the archive and solicited wealthy individuals "who would respond to the African-American story" and institutions qualified to house the archive. One of his prospects was the Lucas Museum of Narrative Art in Los Angeles, founded by filmmaker George Lucas and his wife, Mellody Hobson.
- ♦ All the while, Kisch repeatedly assured Cleveland that he had the exclusive right to market the archive. "Yes, I am fully prepared to keep you on board for your cut," Kisch allegedly wrote in a May 2018 email in response to Cleveland's request for assurance that he would get a 10% commission.

- ♦ Kisch never terminated the deal or expressed dissatisfaction with Cleveland's efforts. But last July, Kisch allegedly notified Cleveland that the collection had been sold for close to the asking price but refused to identify the buyer. News reports in January named the Lucas Museum as the purchaser. Kisch allegedly sent Cleveland a \$500 check and refused to pay the promised commission.

Cleveland filed the lawsuit alleging he suffered damages because of the breach of contract including out-of-pocket expenses and a loss of reputation as being recognized as the broker who sold the collection. The complaint further accuses Kisch of unjust enrichment and is demanding 15% of the sale price, or \$1,125,000, based on his belief that the Separate Cinema Archive sold for "approximately \$7.5 million."

Kisch has denied the allegations and causes of action in the complaint.

A pre-motion conference is currently scheduled for June 16, 2020

It is always sad to hear of discourse within our movie poster community. John Kisch) is one of the two founding sponsors of LAMP (along with Bruce Hershenson). Here's an excerpt from our history dated January 2010.

BIRTH OF LAMP

(After closing our movie poster shop in December, 1999,) Sue and I were sitting around moping when **John Kisch** asked us to write an online reference guide that was to become a part of his new online website Posterprice.com. Being writers and researchers at heart, we jumped at the chance to write more. After working on the project for a couple of months, we had assembled 200 pages of information and went back to present it to John. Unfortunately, John said that it was too much and he couldn't add that much to the website.. BUT if we would put it online, he would sponsor and promote it.

We decided that we wanted to create a place where collectors could come learn for themselves all different types of information and be able to do any associated research for themselves. We sold a large amount of our inventory for financing and worked another couple of months trying to learn how to layout and create a website. January 15, 2001 LAMP officially opened with a little over 200 pages of information. (It became the archive door on Posterprice.com which linked to LAMP)

Very soon after opening and adding more information we got our first outside sponsor... **Bruce Hershenson**. So we started with the 2 titans of the hobby as sponsors. We went the rest of the first YEAR without any other sponsors. By the end of 2001, we had 400 pages of information online and were overjoyed to have almost 10,000 visitors a month.



MAUVAIS GENRES

Vintage Movie Posters & Rare Memorabilia

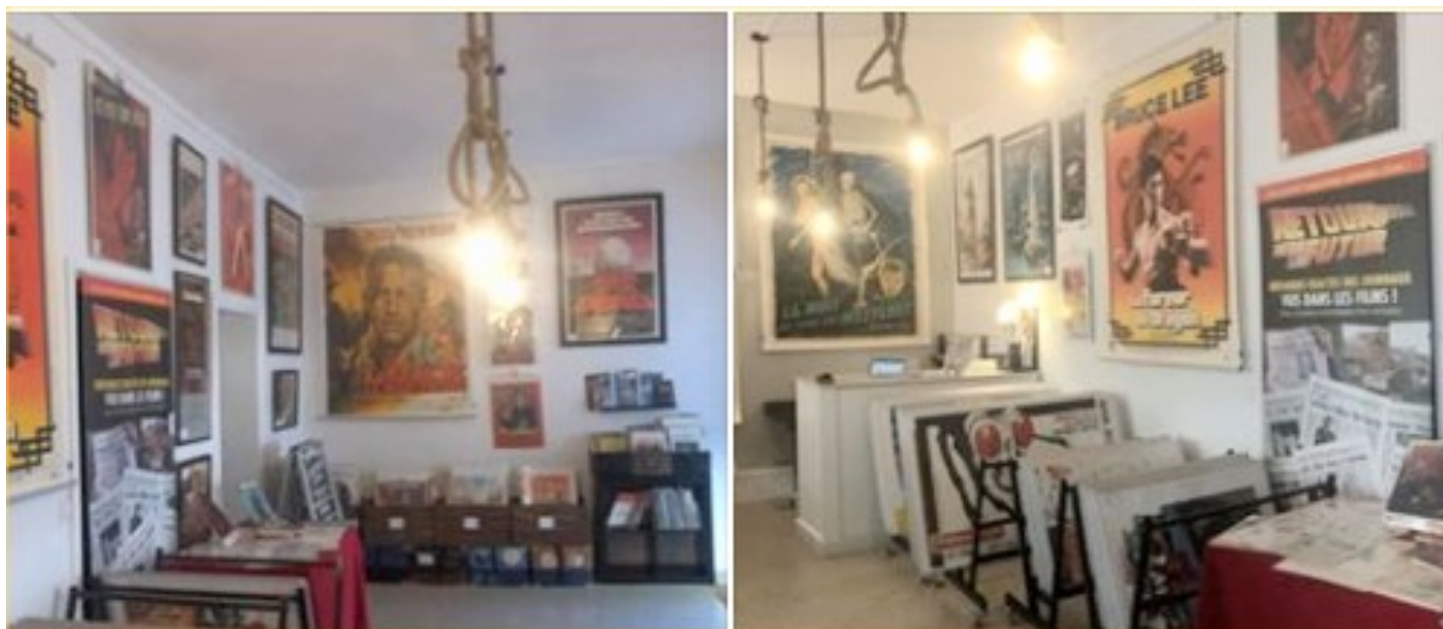
www.mauvais-genres.com

Mauvais Genres Store

We are happy to announce the opening of our new store, Mauvais Genres Store, in the historic center of Villeneuve-lès-Avignon.

- Address: Mauvais Genres Store, 6 place Jean Jaurès, 30400 Villeneuve-les-Avignon, France.
- Opening hours: TUESDAY to SATURDAY, 10 a.m. to 12:30 p.m. / 3 to 7 p.m. (non-stop on SATURDAY).
- Contact: contact@mauvais-genres.com / Tel: +33 9 72 28 77 63
- Free parking nearby: Place Charles David in Villeneuve-les-Avignon
- GPS coordinates: 43.961073 / 4.781547

On the menu: movie posters, screenplays, rare photos, as well as many original collection documents sold exclusively in stores! **THE NEW MUST-HAVE PLACE OF CINÉPHILES! Come many!**



CONSIGNMENT DEADLINE: JUNE 2nd JULY 25-26 VINTAGE POSTERS AUCTION

The deadline for consigning to [Heritage's Vintage Signature Poster Auction](#) is June 2nd.

Here are some early highlights. Follow the auction [HERE!](#)



The Invisible Man (Universal, 1933). Fine/Very Fine on Linen. One Sheet (27" X 41") Style A Teaser, Gene Schwalm Artwo...
Estimate: \$125,000 - \$250,000.
Open for bidding around 07/03/2020
Auction 7223



Casablanca (Warner Bros., 1947). Very Fine on Linen. First Post-War Release French Half Grande (31.5" X 46.5") Pierre...
Estimate: \$45,000 - \$90,000.
Open for bidding around 07/03/2020
Auction 7223



Sunrise (Fox, 1927). Fine/Very Fine on Linen. One Sheet (28" X 42.5").
...
Estimate: \$30,000 - \$60,000.
Open for bidding around 07/03/2020
Auction 7223



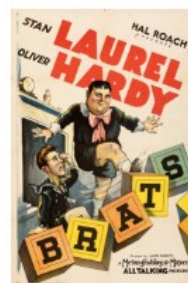
October 1917 (Ten Days that Shook the World) (Sovkino, 1927). Fine on Linen. Russian Poster (39.5" X 54") Vladimir an...
Estimate: \$30,000 - \$60,000.
Open for bidding around 07/03/2020
Auction 7223



Frankenstein (Universal, 1932). Fine/Very Fine on Linen. French Grande (46.75" X 62.5") Jacques Faria Artwork.
...
Estimate: \$25,000 - \$50,000.
Open for bidding around 07/03/2020
Auction 7223



The Walking Dead (Warner Bros., 1936). Fine/Very Fine on Linen. One Sheet (27" X 41").
...
Estimate: \$20,000 - \$40,000.
Open for bidding around 07/03/2020
Auction 7223



Brats (MGM, 1930). Folded, Very Fine. One Sheet (27" X 41").
...
Estimate: \$15,000 - \$30,000.
Open for bidding around 07/03/2020
Auction 7223

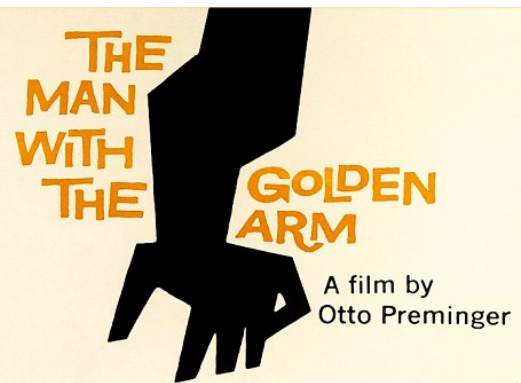


M (Nero-Film AG, 1931). Fine+ on Linen. German Poster (37.5" X 55.75").
...
Estimate: \$15,000 - \$30,000.
Open for bidding around 07/03/2020
Auction 7223

film/art

GALLERY

VINTAGE MOVIE POSTERS



Something to celebrate: Saul's 100th + our new lineup

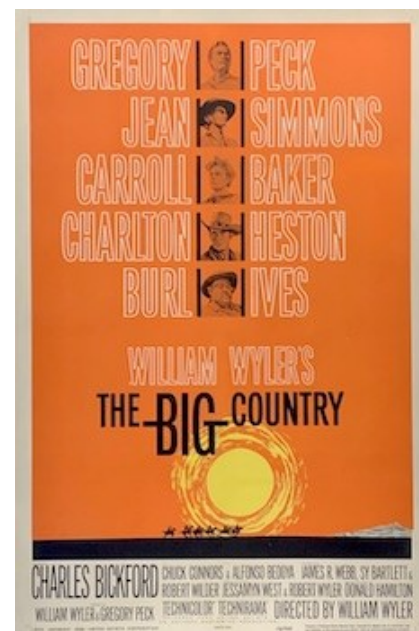


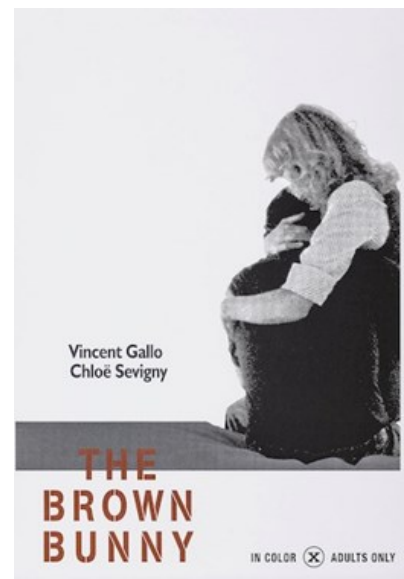
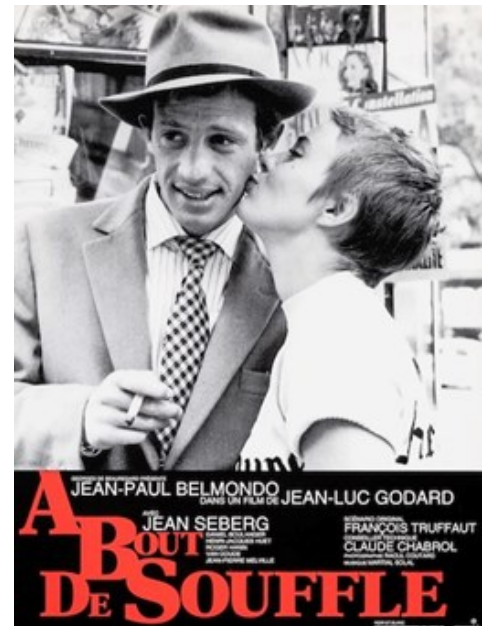
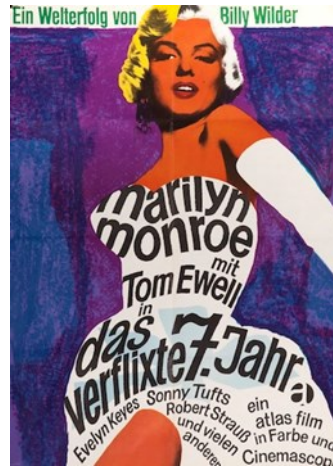
Dear Friends & Movie Lovers:

Hello from Hollywood. We've got so many great new posters this month - more than will fit in this newsletter. More later, but for now, we've got the usual mix of classics (**JAWS**, **STAR WARS**, **SOUND OF MUSIC**) + rare and unique items: Bob Peak's design for Agnes Varda's **LION'S LOVE**, Japanese **SANSHO THE BAILIFF**, **ALL ABOUT EVE** Window Card plus the iconic half sheet for **MAN WITH THE GOLDEN ARM** and a 1 Sheet for **THE BIG COUNTRY** that both feature Saul Bass artwork. All here: **May 2020**

Speaking of Saul, this week we're celebrating 100 years of his life and legacy, which began on May 8, 1920. Although our public birthday event had to be postponed, we'll be sending out an email later this week with news, images and a special one-time offer that no Saul fan will want to miss. Please keep an eye out for it.

All Best-
Matthew McCarthy
Film/Art Gallery
The Saul Bass Archive







Our mailing address is:

Film Art Gallery

6311 Romaine Street, suite 7106

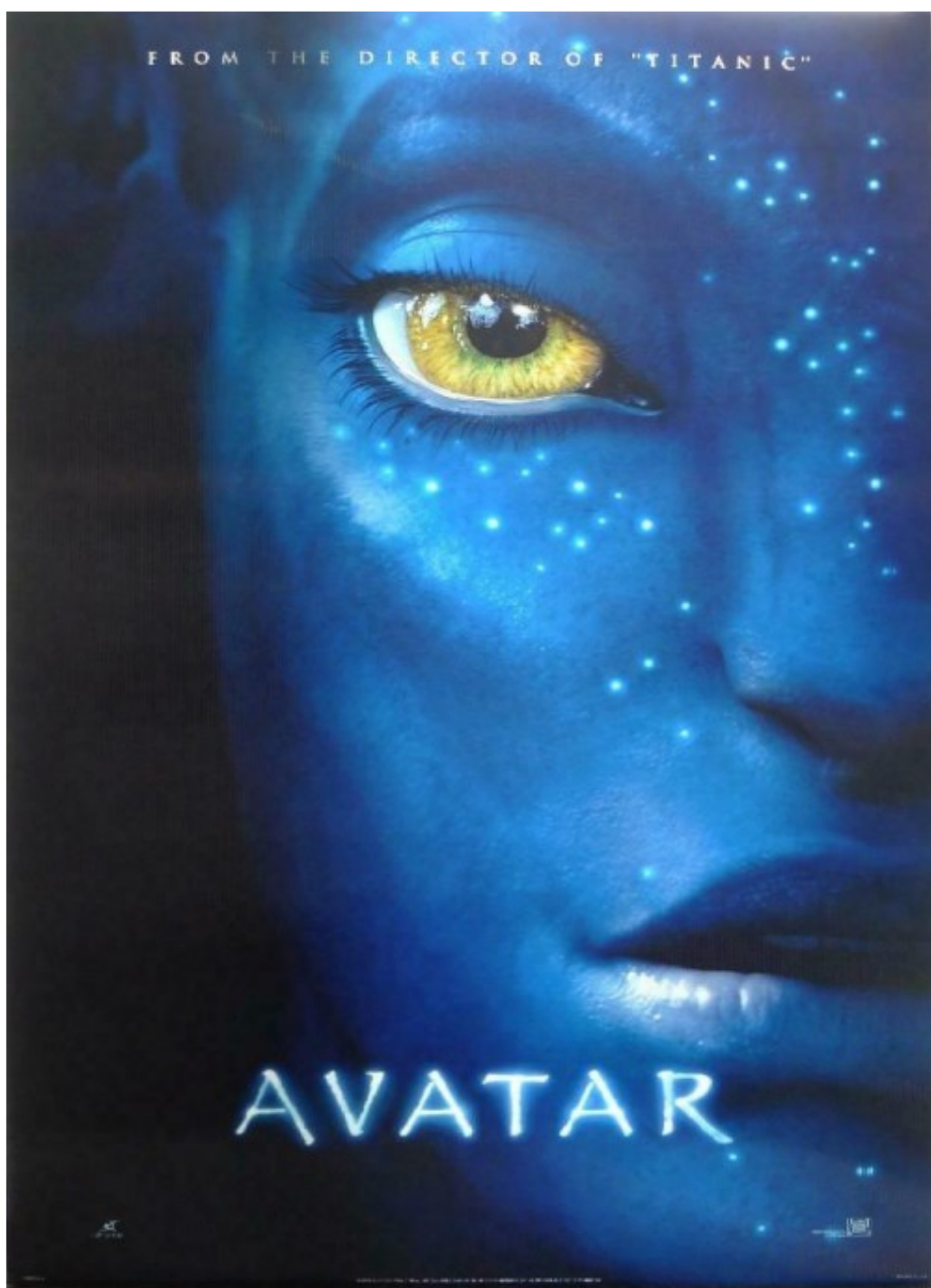
Los Angeles, CA 90038



FRENCH MOVIE POSTERS SHOP

French Movie Poster has been in the business for 20 years and has thousands of posters available from the 1960's to current titles. This very rare poster is currently available:

[Avatar—Very rare original lenticular poster-James Cameron](#)



**VERY RARE
ORIGINAL
LENTICULAR US
ONE SHEET OF
"AVATAR"**

SIZE : 27X40
INCHES (100X70
CENTIMETERS)

ONLY A VERY
LIMITED
QUANTITY HAS
BEEN PRINTED.

POSTER IS IN
MINT CONDITION

THESE POSTERS
ARE EXTREMELY
RARE NOW.



FRENCH MOVIE POSTERS SHOP

French Movie Poster has been in the business for 20 years and has thousands of posters available from the 1960's to current titles.

We are all missing Cannes Festival. Check out these great fest posters ...

CANNES FESTIVAL 1995- Un certain regard-Enki BILAL-Original poster



RARE ORIGINAL MEDIUM FRENCH MOVIE POSTER FOR "UN CERTAIN REGARD 1995"

SIZE : 24X33 INCHES (60X80 CENTIMETERS)

**POSTER IS ROLLED IN NEAR MINT CONDITION.
ART BY ENKI BILAL**

Cannes Film Festival 2000- Un certain regard-Audrey Hepburn-Original poster



VERY RARE ORIGINAL MEDIUM FRENCH MOVIE POSTER FOR "UN CERTAIN REGARD 2000"

SIZE : 24X33 INCHES (60X80 CENTIMETERS)

**PICTURE OF AUDREY HEPBURN IN SABRINA
POSTER IS ROLLED IN NEAR MINT CONDITION.**

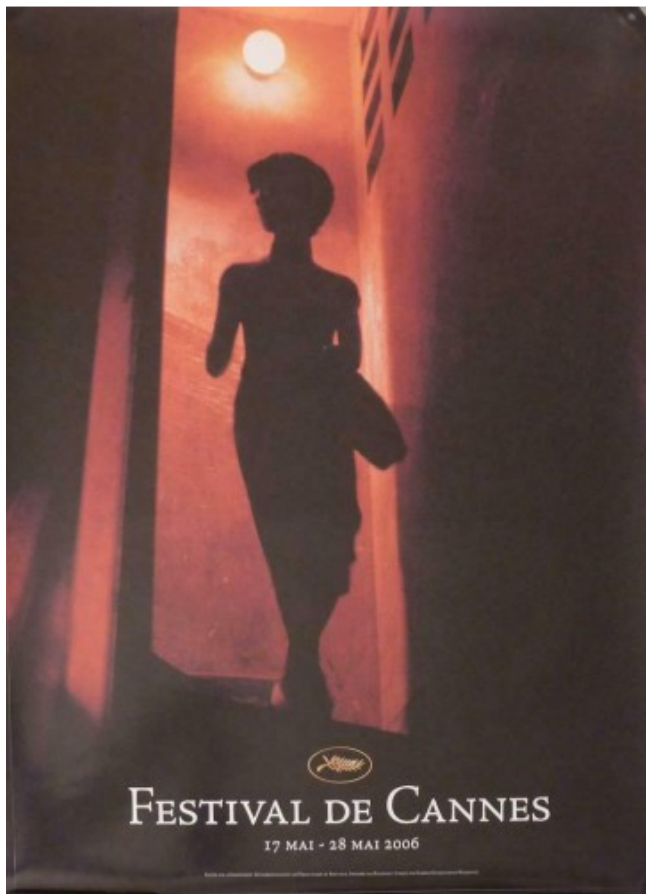


FRENCH MOVIE POSTERS SHOP

French Movie Poster has been in the business for 20 years and has thousands of posters available from the 1960's to current titles.

We are all missing Cannes Festival. Check out these great fest posters ...

[Cannes 2006 Film Festival](#) [-In the Mood for Love-](#) [Wong Kar Wai-Original](#) [poster](#)



ORIGINAL MEDIUM FRENCH ROLLED MOVIE POSTER FOR "**2006 CANNES FILM FESTIVAL** "

WONG KAR-WAI WAS THE PRESIDENT OF THE FESTIVAL IN 2006

SIZE : 24X33 INCHES (60X80 CENTIMETERS)

POSTER IS IN VERY GOOD / EXCELLENT ROLLED CONDITION.

[In the Mood for Love-Wong](#) [Kar Wai-Original rare french](#) [lobby card set](#)



ORIGINAL FRENCH LOBBY CARD SET OF "**IN THE MOOD FOR LOVE**"

8 CARDS IN THE SET.

EACH CARD IS : 12X9.5 INCHES

LOBBY CARD SET IN MINT CONDITION. NEVER USED

FRENCH

THOUSANDS OF ORIGINAL FRENCH MOVIE POSTERS
FROM 1960'S TO NOW DAYS

MOVIE POSTER

FRENCH MOVIE POSTERS SHOP

French Movie Poster has been in the business for 20 years and has thousands of posters available from the 1960's to current titles.

Rare Titanic poster ...

TITANIC 3D-DiCaprio / Cameron-Rare style Original C US 1 Sheet Movie Poster



THIS IS THE EXTREMELY RARE ORIGINAL STYLE C US POSTER OF "**TITANIC 3D**"

THEY PRINTED ONLY A VERY LIMITED QUANTITY OF THIS POSTER FOR INTERNATIONAL.

SIZE : 27X40
INCHES (102X69
CENTIMETERS)

POSTER IS DOUBLE SIDED,
ROLLED IN NEAR MINT
CONDITION



FRENCH MOVIE POSTERS SHOP

French Movie Poster has been in the business for 20 years and has thousands of posters available from the 1960's to current titles.

Waiting for the next Bond...

[Casino Royale-Bond 007-Craig / Green / MURINO-ultra rare character posters](#)



EXTREMELY RARE ORIGINAL ADVANCE LARGE FRENCH ROLLED MOVIE POSTERS FOR "**CASINO ROYALE**" ADVANCE CHARACTER POSTER SET - TWO POSTERS IN THE SET

SIZE OF EACH POSTER : 47X63 INCHES (120X160 CENTIMETERS)

POSTERS ARE IN MINT ROLLED CONDITION - DOUBLE SIDED
RARE POSTERS DISPLAYED FOR THE BUS STOP STATIONS ONLY. ONLY A FEW SURVIVED



FRENCH MOVIE POSTERS SHOP

French Movie Poster has been in the business for 20 years and has thousands of posters available from the 1960's to current titles.

Special Martian posters

Le martien-Lot de 3 SPECIAL USA posters-Damon / SCOTT / IMAX-Rare Artwork



THIS IS THE EXTREMELY RARE ORIGINAL SET OF 3 SPECIAL POSTERS OF **"THE MARTIAN"**

ARTWORK BY STEVE THOMAS

SET OF 3 POSTERS - ROLLED IN NEAR MINT CONDITION
PRINTED ON GLOSSY PAPER

SIZE OF EACH POSTER : 27X40 INCHES (100X67 CENTIMETERS)

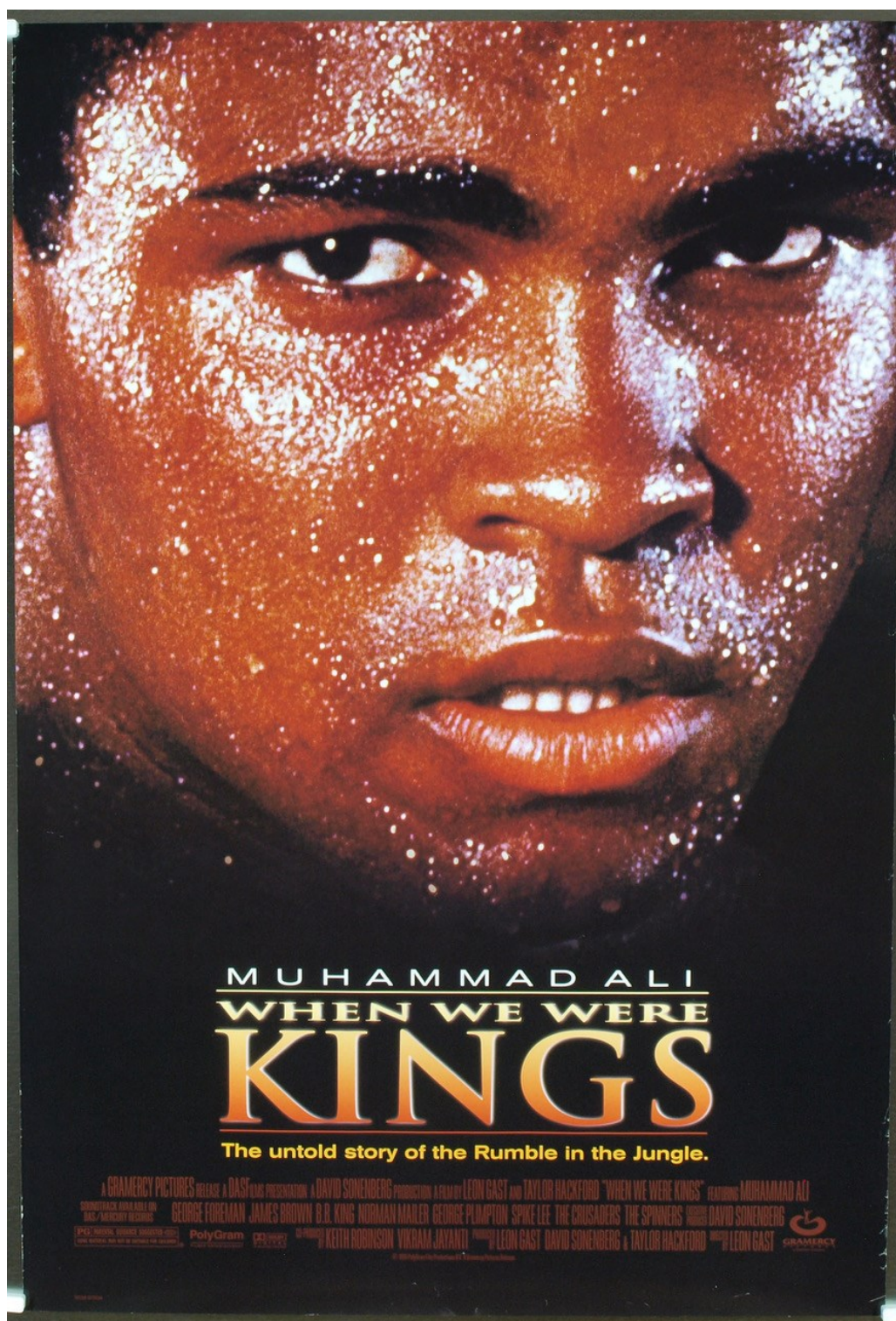
THESE ALTERNATE ART POSTERS WERE CREATED FOR THE SPECIAL IMAX RELEASE WHICH LASTED ONE WEEK STARTING OCTOBER 30, 2015!

VERY LIMITED QUANTITY OF THESE POSTERS HAS BEEN PRINTED.



**MOVIEART NOW
AVAILABLE**

WHEN WE WERE KINGS (1996) ONE SHEET



Original Gramercy Pictures One Sheet Poster (27x41) for the Leon Gast boxing documentary, WHEN WE WERE KINGS (1996) starring Muhammad Ali and George Foreman.

This excellent documentary is about the boxing match between Ali and Foreman for the World Heavyweight Championship in 1974. Ali was 33 years old at the time of the fight and considered by many to be washed up, but Ali pulled off an amazing upset and knocked out Foreman to begin another championship rein. Perhaps the best part of the documentary is at the end when they play the song "When We Were Kings" and show a montage of Ali's fights during his amazing career.

This original one sheet poster is rolled and in very fine plus condition. MovieArt Austin guarantees that this poster is the authentic U.S. one-sheet for this film.

MovieArt Austin will sell NO reproductions.

Kirby McDaniel

MovieArt.com

P.O. Box 4419 Austin TX USA

www.movieart.com

512 479 6680

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<https://www.facebook.com/movieart.austin.texas/>

**FOLLOW MOVIEART
ON TWITTER**

<https://twitter.com/movieartaustin>

Our movie posters make great home office backgrounds! And yes, we are open for business!

<https://www.movieart.ch/>



Ed - i - torial

We want to take a little time to look back at an entity that basically formed the backbone of our poster collecting hobby. Most collectors of vintage movie posters still to this day continuously utilize the work that was started 100 years ago without knowing that much about the history involved.

The following *4 - part series* was taken from articles we wrote over 10 years ago and extensive records in the LAMP files.

Unlike other hobbies like comics, stamps, or coins that have documented and detailed books about every single item ever issued in their hobby, movie posters have no accurate information at all.

For decades, most of our hobby relied on older dealers and collectors passing down bits and pieces of information. And while we recognize the efforts of these hobby forefathers, a great deal of information has been and continues to be lost. One hundred years ago, a single person had an idea that preserved massive amounts of information for our hobby forever.

Part I

It Starts – 1920-1940



We've all heard the story about Herman Robbins getting the idea of NSS while selling projector lamps (yeah we heard it too). While that's a great story and it could be true of one of the owners, (Pollak, Weinberg, or Gruen) records tell otherwise. It was 2 years before Herman Robbins came on board.

Robbins was general sales manager for Fox Film, and when he came onboard, he became the face and the name that represented National Screen Service.

Some argue that trailers had come out earlier – and they did. In 1912, at Rye Beach, New York, the series *Adventures of Kathlyn* was shown. At the end of the reel, Kathlyn was thrown in the lion's den. After this in text title cards was shown "Does she escape the lion's pit? See next week's thrilling chapter!". And in 1914, Nils Granlund produced an actual trailer for an upcoming Charlie Chaplin film to be shown at the Loew's Seventh Avenue Theater in Harlem.

But these were individual projects for specific films and not a service that could be used by all theaters.

In 1920, National Screen Service (“NSS”) was formed and began creating crude 35mm film ads from transferred film stills (quite often without the studios’ approval) and sold them to theaters to show after their feature film.

This became so popular that by the mid-1920s, National Screen Service had exclusive contracts with many major studios. The studios supplied clips of major scenes during the filming and NSS created the trailers and sold them to the theaters. The studios LOVED this because it was promoting their films with NO cost to the studio at all. NSS made their money strictly from the exhibitors.

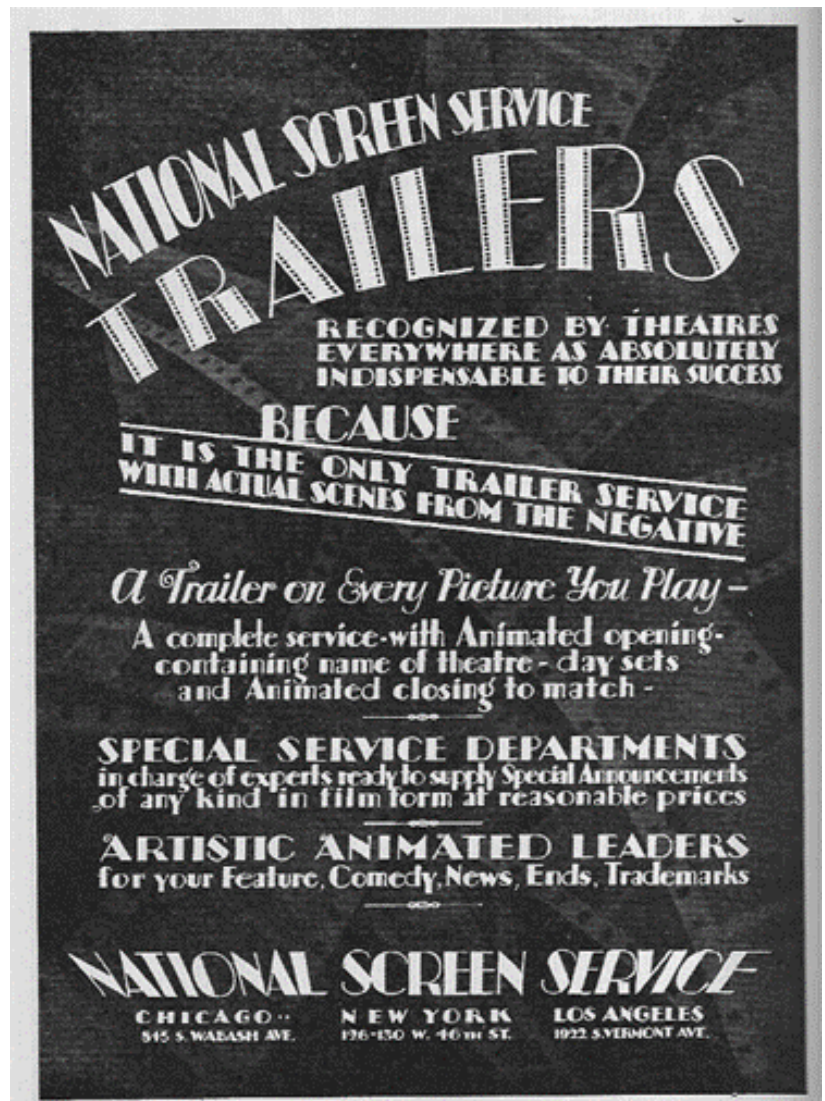
The trailers during this time were pretty drab and were basically scenes from the upcoming film spliced together in a newsreel fashion.

This changed in the late 1920s with the coming of SOUND. Even though the *Jazz Singer* is credited as the first sound film, sound had been available earlier, but there were too many complications in the presentation. Warner Brothers had also tested it a little earlier in their film *Don Juan*. For the next few years, sound was presented but mainly in small pieces. The silent films that had been in production just added a few spots of spoken dialogue so they could be called “Talking Pictures.”

Soon the promotions were altered to “All Talking Pictures” to let the audience know that the entire film had sound.

This coming of sound also generated a push for the trailers to be produced with sound. Warner Brothers released the first sound trailers (because NSS didn't have the sound equipment). Sam Morris, who was in charge of sales at Warner Brothers, announced that the sound trailers were so successful that they would be adopted as a standard product and would be supplied for all Warner pictures "AT A COST BASIS." Warner Brothers also presented the sound trailers to NSS.

The problem was that sound trailers were such a new phenomenon that they didn't know how to present it. The Warner trailers were presented like someone talking directly to the audience. In the book, *Talkies* by Donald Crafton, a LOT more details of this transition are presented. I wanted to present a sample of the dialogue from that book to show you the type of presentation that WB used.



Here is the dialogue for the *Tenderloin* trailer spoken by Conrad Nagel in February 1928:

Ladies and Gentlemen -

I am going to impose on your good nature long enough to tell you a few things about a new picture that is coming soon - "Tenderloin."

Perhaps you've heard about it and are looking forward to it already. It is one of the first great features put out by Warner Brothers to be presented with lines spoken on the Vitaphone.

I don't have to tell you what Vitaphone is - the whole world's been talking about it since "Don Juan," "Old San Francisco," "The Jazz Singer," and "The Lion and the Mouse." But you will notice that each succeeding picture brings an advancement in the adaptation of Vitaphone to film drama. "Tenderloin" is a further step in this development.

The star of "Tenderloin" is - well, you'll recognize her on sight (a wistful closeup of Miss Costello)

Dolores Costello - one of the most beautiful and gifted actresses on the screen as well as one of the most popular. And in "Tenderloin" for the first time you will not only see Miss Costello, but you will hear her speak in several dramatic situations in the picture.

"Tenderloin" is a gripping, tense crook melodrama, full of dramatic situations and colorful with the sinister light of the New York underworld background. It is the poignant love tale of a girl and boy tangled in the scheming meshes of a band of crooks and struggling frenziedly to escape.

Miss Costello has the role of a dancing girl in a Bowery dive and the boyfriend is played by the modest individual you see before you - (insert 2)

Now don't get the impression that "Tenderloin" is all romance - although there is a lot of it in the picture. There's action in it - plenty of action. Take a look at this (insert scenes - fight - flood - etc.)

That should prove that "Tenderloin" is a picture that you don't want to miss. It is one of Dolores Costello's best vehicles, and she is seen to rare advantage.

I hope all of you will see, hear and [illegible] "Tenderloin" - I thank you.

This is trailer 2420 from the Warner Brothers archive. You can see why NSS was able to regain the exclusive control of trailers.

Herbert Cruikshank wrote in the Motion Picture column about the 1928 film *The Terror*, stated, "These 'Coming Next Week' reels are called trailers. Warner Brothers has introduced the talking trailer." Even though they were moved to be presented BEFORE the feature film, the name stuck.

Besides the sound craze for the film industry, this also produced a sound TRAILER craze as well.



NSS quickly set up sound facilities and ushered in a complete dominance in the production of sound trailers that would last until the mid-1960s. However, the increased demand on NSS created a tremendous control issue. To address this problem, NSS created a simple control system that would have a MAJOR impact on the movie poster industry for the next 60 years.

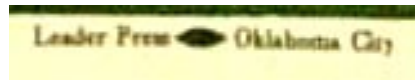
Sound gave a much-needed boost to the film industry. But as studios expanded their distribution, it also expanded their overhead.

Most films of that time stayed on the market for 1 ½ to 2 years or longer, starting with studio theaters in major cities, then to "A" theaters, regular theaters, neighborhood theaters, then film canisters and posters would be sent by bus or train around the countryside from one small town to the next.

Studio exchanges, whose major business was releasing NEW films, struggled to maintain older films and films out in current circulation. They would continually re-release or re-name and re-release films in order to bring in additional revenue to help cover the additional overhead.

With films staying that long on the market, there were continual problems with theater managers forgetting to include posters, writing on them, damage and wear. The warehousing and distribution of the accessories became an overwhelming additional burden that the studios couldn't handle.

Independent poster exchanges were buying posters and accessories from the studios and began supplying theaters directly. Soon independent companies such as Leader Press began creating and supplying alternative versions for the theaters with completely different artwork. They even boasted of providing posters for 25-50% below studio prices.



The independent poster exchanges became so strong that they formed associations and took control of movie paper.

The major studios, while frustrated, had very little alternatives. In 1937, NSS was approached by Loew's to print and distribute their "specialty" items, which consisted of larger sizes such as three sheets, 40x60s and banners. The test worked fairly well, and NSS created Advertising Accessories, Inc., and began supplying theaters with these specialty accessories for films by United Artists, Loew's and Columbia.

NSS quickly faced major problems to create, print, distribute and warehouse accessories since they only had six regional outlets and a very small art department.

By 1939, distribution problems for the studios had multiplied. Warehousing overhead for national distribution, rising labor costs, rising legal battles PLUS the realization that the U.S. was headed for war, became more than studios could bear. Studios were losing massive amounts of money on the accessories.

Paramount approached NSS with a proposal to take over their entire accessories' distribution buy ONLY under the condition that NSS would open branches in all major markets where Paramount had an exchange. As part of the agreement, Paramount would provide all of the artwork to NSS.

Most major studios quickly followed.

To comply and set up to control this massive amount of growth, NSS made a BRILLIANT maneuver.

In June, we will present Part 2: Rise of the (NSS) Empire!



THE 2020 SPRING POSTER COLLECTION IS [HERE](#)

[You can go straight to the BLOG here](#)

Dear Posterophiles,

Shipping updates

Shipping out of the New York and New Jersey Metro is still chaotic with many delays but packages seem to be now slowly moving ahead again (some reappearing after over 6 weeks staying idle in New Jersey transit warehouses!).

European scanning is also still very patchy and random but some progress too on those fronts.

As mentioned last week, no international packages will be shipped without insurance having been purchased separately. Please contact me before or after your purchases so we can add it.

I believe the last Blog I wrote about the greatest entertainer who ever lived, [SAMMY DAVIS Jr.](#), dates from 8 years ago so an update is much needed to remind us why the moniker 'greatest' applies to this giant of a man who sang, danced and acted like no one else on top of having a heart of gold.

If you do not believe me, just watch [this TV performance of Mr. Bojangles](#) which looks as effortless as it is complicated (the heel clicking and jumping synched to the drum beat!, the melodramatic and graceful moves....). 6 minutes seeming like a moment of blissful eternity. No wonder both Fred Astaire and Michael Jackson considered him their equals (for Astaire) and master (for MJ).

Born in Harlem in 1925, Sammy Davis Jr. is the most famous 'one-eyed Jewish Negro' who ever lived. This is how he made fun of himself when he introduced his many shows on stage or on TV.

He remains the ultimate performer and the most gifted member of the [Rat Pack](#) (saying he was a better singer than Sinatra resulted in a short-lived falling out with Sinatra in 1959 who banned him from appearing in the Rat Pack War movie [Never So Few](#) being replaced at the last minute by Steve McQueen).

But Sinatra is also the one who helped him break the racial barriers in then heavily segregated Las Vegas demanding that Sammy stayed in non-'colored' hotels like the rest of the Pack.

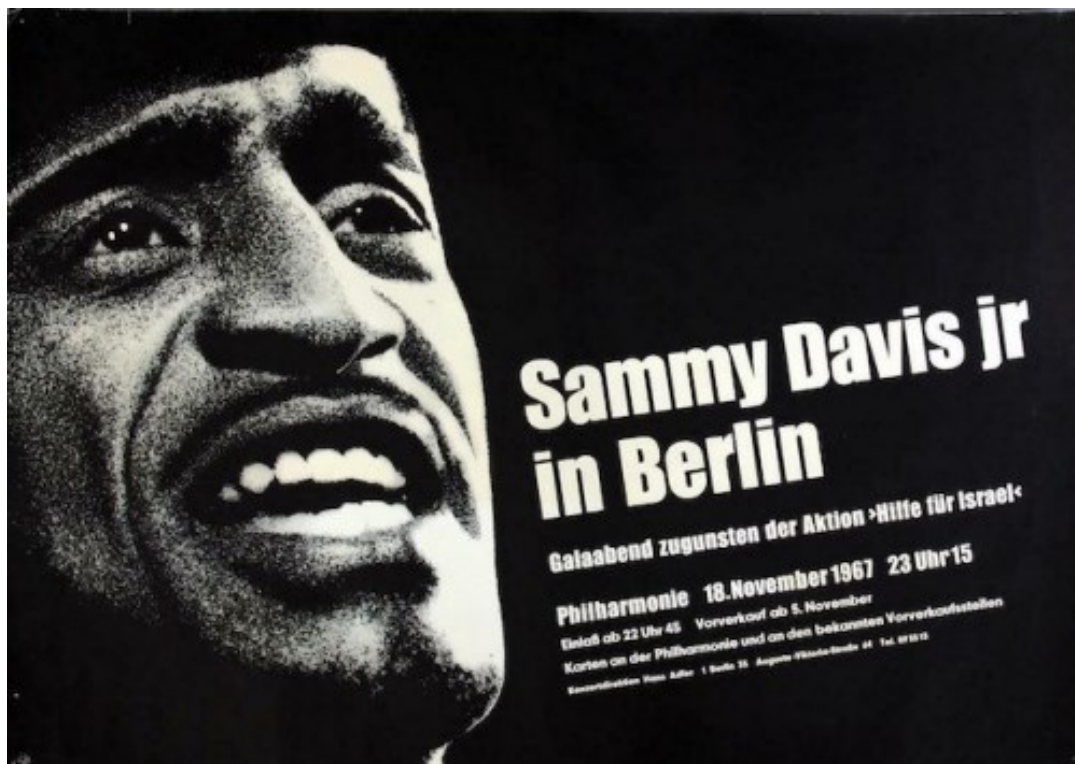
Racial injustice has been a staple of Sammy's life as his initial bi-racial affair with Kim Novak allegedly made the Mafia put a contract on his head (once again saved by Sinatra) forcing him to marry his first wife, black American Loray White in 1958. That marriage was short lived and he quickly married blonde Swedish born actress May Britt. This also resulted in Davis being ostracized by the Kennedys (especially nazi loving Joseph Sr. who told his sons to stay away from Davis) and switching his allegiance to the Republican Party supporting Nixon.

The loss of his left eye in car accident in 1955 didn't diminish his talents but after wearing an eye patch, Humphrey Bogart, the unofficial leader of the Rat Pack, told him to wear a glass eye so he wouldn't be "the kid with the eye patch". Having been raised in a bible loving family, Davis Jr. also converted to Judaism in the late 50's.

A heavy smoker (4 packs a day), Sammy Davis Jr. passed away from cancer in 1990, aged 65. Despite this young age, he left an immense mark in Hollywood, being one of the most loved entertainer, known for his boundless generous philanthropy, and endearing friendships with the greatest (Rat Pack, John Wayne, Elvis...).

THIS WEEK'S BLOG ([click here](#)) highlights 9 of his movies and some very rare concert posters from all around the world.

One of them is this magnificent vintage German concert poster printed for his [1967 Berlin show](#).

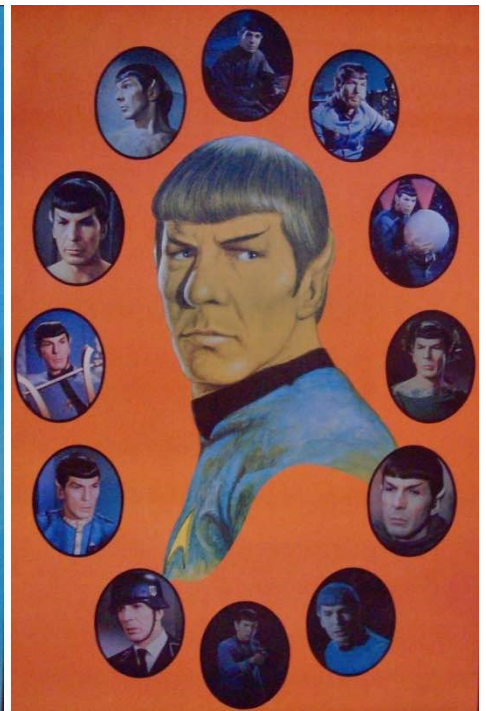
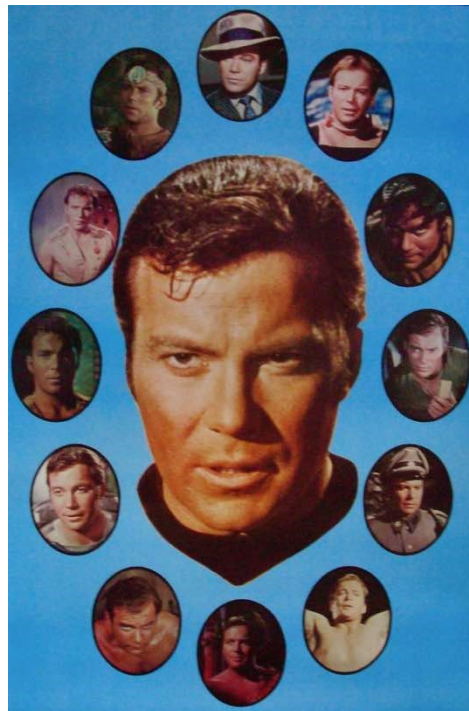


WHAT'S NEW THIS WEEK?

NEW ITEMS: The **2020 SPRING COLLECTION** strong of 700 posters is available in the [NEW PRODUCTS section](#). (with 15 new items just added today - which were in postal limbo for a month). Here is a selection of 20 posters from Finland, France, Germany, Italy, Japan and the US chosen randomly to create both smiles and buying desires.

The images of still cramped flights with sardine-like packed mask wearing passengers make me wish we could return to an era when flying was a joyful event as this truly gorgeous late 50's poster advertising flights to Paris on [Lufthansa Airlines](#) remind us. A beauty I had never seen before acquiring it.

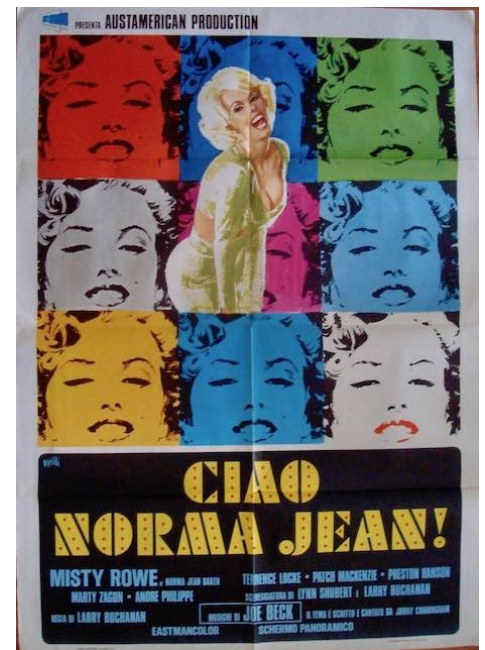
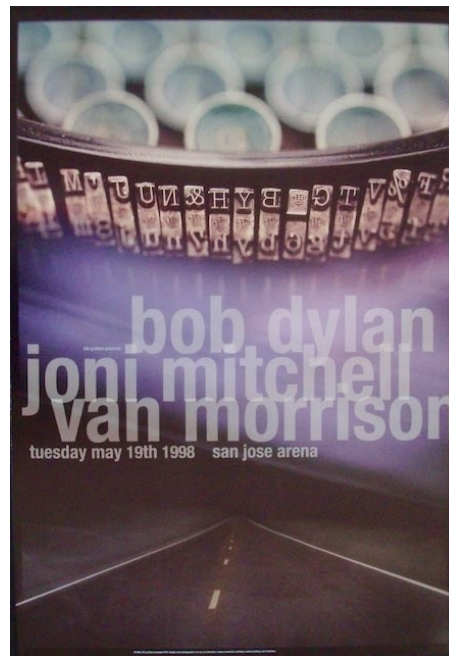
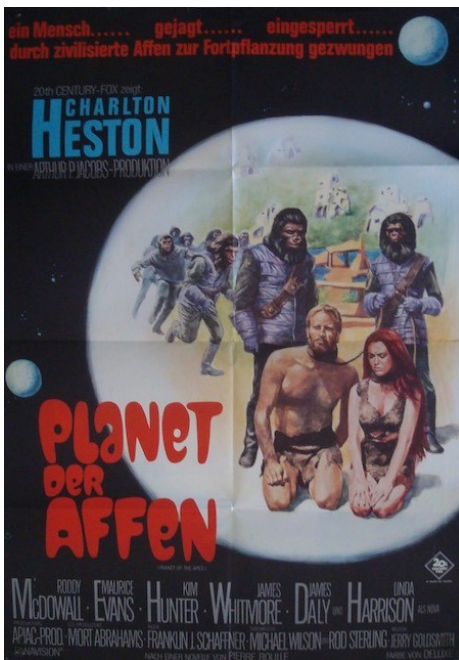
Flying to the stars "*where no man has gone before*" is a dream that doesn't seem too distant as we all soon feel like (and look as cool as) Captain Kirk and Spock on those two 1974 [Star Trek](#) commercial posters.



But star flight can go very bad as proven with the [Planet Of The Apes](#) series especially in the first episode represented here by the very rare German style A poster. Art by [Bruno Rehak](#).

[Bob Dylan](#) is about to release his 39th Studio Album, his first new material in 8 years. Let's go back to 1999 when he was in peak form on a joint US tour with fellow geniuses Van Morrison and Joni Mitchell. Hard to find San Jose concert poster designed by [Rex Ray](#).

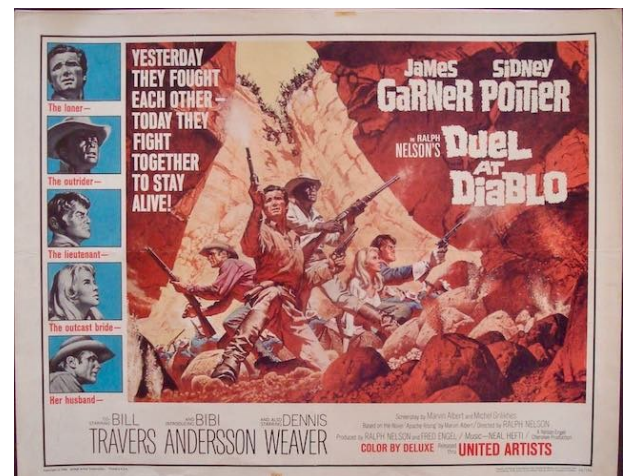
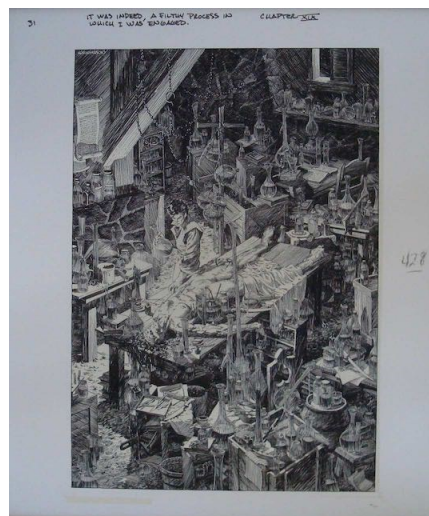
Colors and joy with a fabulous Pop Art style Italian poster for [Goodbye Norma Jean](#), the 1976 [Marilyn Monroe](#) biopic. Art by [Tino Avelli](#).



[Catherine Deneuve](#) is another blond goddess not afraid to expose her curves as shown on this impossible to find Japanese poster for [Le sauvage \(Lovers Like Us\)](#), tie-in with the JBL speakers brand ??

[Bernie Wrightson](#) was one of the greatest Comic Book artists and his original Frankenstein paintings now fetch hundreds of thousands of dollars. Here's a brand new limited edition print, [A Filthy Process](#), which reproduces the exact original Art (with tape marks and pencil writing).

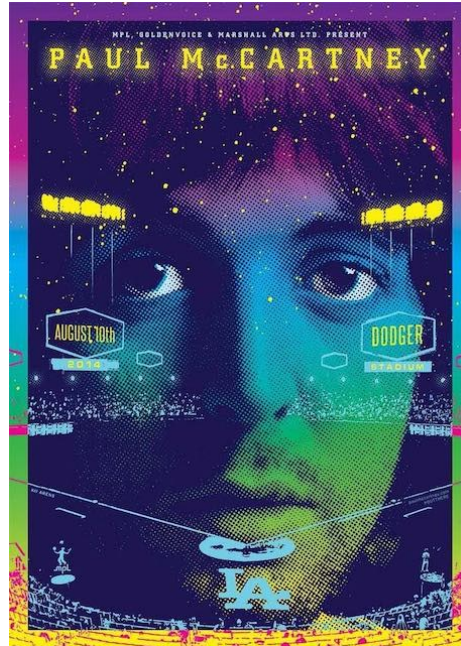
Another legendary illustrator is [Frank McCarthy](#) who painted tens of classic movie posters including the one for the 1966 Western, [Duel At Diablo](#). The half sheet poster is very hard to find.



As violent and bloody as [Duel At Diablo](#), [The Getaway](#) is one of [Steve McQueen](#)'s best movies. The not often seen Italian poster designed for the 1978 rerelease perfectly sums up the grit of the movie.

Let's add Music and melodies to counter all this violence with [Paul McCartney](#)'s iconic oeuvre performed during his 2014 Los Angeles concert. Rare limited edition poster by [Kii Arens](#).

Another limited edition print but this one by the genial [Laurent Durieux](#) cleverly revisiting [The Silence Of The Lambs](#). We also have the variant edition.



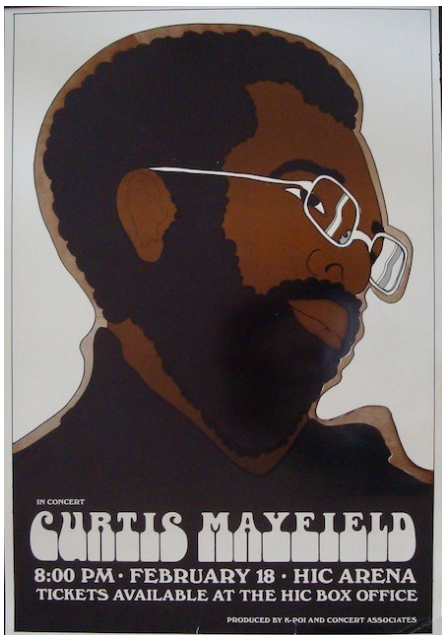
[Alain Delon](#) and [Monica Vitti](#) exuding effortless beauty and class on the vintage US one sheet poster for [L'eclisse \(The Eclipse\)](#). The poster is already linen backed.

The quiet melodic soul of [Curtis Mayfield](#) has not been equalled. Let's remember the genial singer composer with this ultra rare poster designed for his 1973 Hawaiian show.

The Gallery specializes in offering you posters you will NOT find anywhere else such as the complete set of 4 Italian posters for [The Man Who Fell To Earth](#), the 1976 Sci-Fi drama starring [David Bowie](#).

Posters oozing sensuality are always powerful vectors enticing us to wanting to see a movie. An example with the large French poster for [Bad Timing](#), the 1980 erotic drama thriller also directed by [Nicolas Roeg](#).

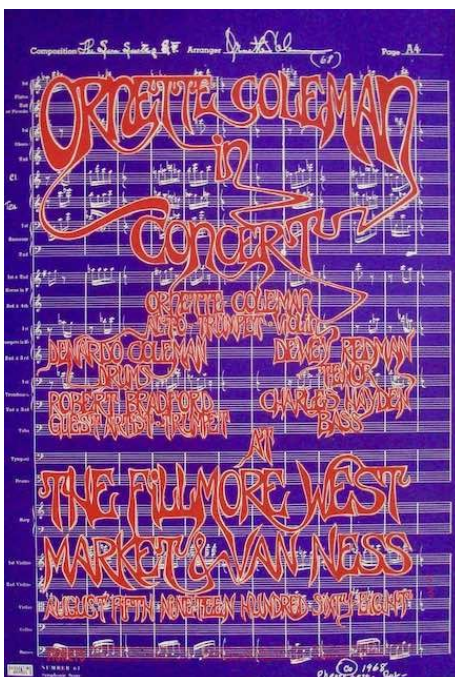




There's something special about the essence of Jazz that brings the best within designers. Proof with this sublime vintage poster by Dore for Free Jazz master [Ornette Coleman](#)'s show at the Fillmore West in 1968. Poster is in incredible Near Mint-Mint condition.

Colors and unique design for the never offered before Finnish poster for [Cleopatra](#), the 1963 epic that nearly bankrupted 20th Century Fox.

Curves and bikinis are staples of 1960's Fantasy movies such as Hammer Film's [When Dinosaurs Ruled The Earth](#). Vintage Japanese poster with Art by [Tom Chantrell](#).



We spoke earlier about Sammy Davis Jr. support for [Richard Nixon](#) so here is the 'Trickster' on this fantastic vintage 1972 Political poster. Wish the designers for the 'Maga' and 'Joe 3030' campaigns were as creative.

We leave you with a ray of sun, THE best therapeutic to kill this bloody virus, with a vintage 1958 [Northwest Airlines](#) poster advertising flights to Alaska, Land Of the Midnight Sun. The poster is already linen backed.



* **SALES:** All our ON SALE posters are [here](#).

* **PINTEREST:** You can all check all our thematic presentations [on our Pinterest boards here](#).

* Should you wish to be removed from this distribution list, please unsubscribe below or let me know by return

* The Blog archives are now accessible directly [here](#)

* Any questions, just ask as it doesn't cost you to!

* **Go out in the sun while practicing safe guidelines, be considerate to others and till next week for a new BLOG.**

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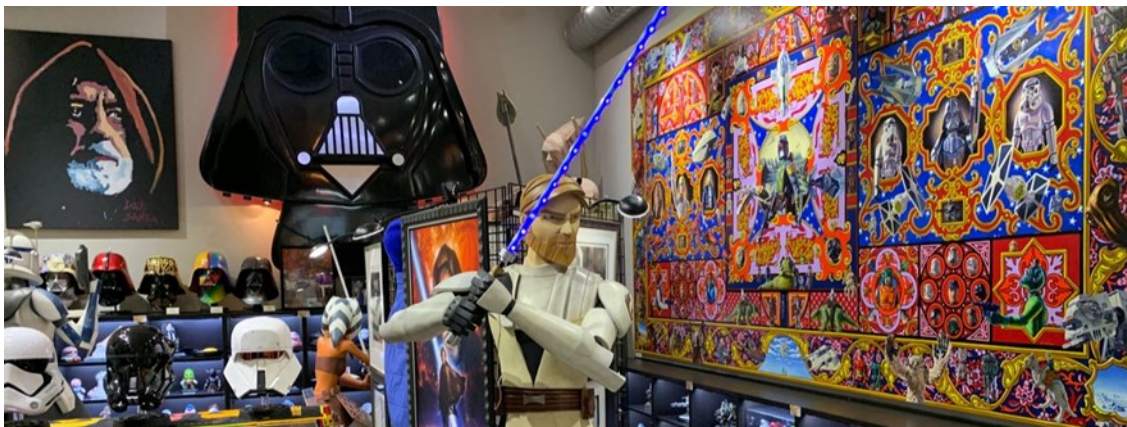
OBI-WAN

Virtual Museum

We hope this finds you and your family healthy and well. Thank you for supporting Rancho Obi-Wan during this challenging time for everyone.

Due to the current coronavirus pandemic, we have decided to postpone all live events, including tours and Deep Dives, at the museum until further notice.

Our annual fundraising Gala, originally scheduled for June 13th, is postponed until an undetermined date in 2021. We made these difficult decisions because it is our utmost responsibility to protect the health and safety of our guests and ourselves.



In order to continue to use the collection to inspire, to share the Rancho Obi-Wan fan experience with you, and to raise the necessary funds to meet our operating expenses, we are launching a new "Virtual Museum" section on our website.

The Rancho Obi-Wan Virtual Museum is a subscription-based service similar to Patreon. Every month we will release new exclusive content to the various subscriber levels, including stories, photos, and videos featuring:

- Inspired by the Force - items from the collection
- Scouting the Galaxy - the return of Steve's Questions & Answers
- The Rancho Obi-Wan Experience - tours, interviews, and more!
- Happenings - event coverage from yesterday, today and tomorrow
- Behind-the-Scenes - we'll bring you along to places we rarely go
- Conversations with Steve - owner Steve Sansweet's story in his words.
- Monthly Polls - Let us get to know you!
- Check out this sneak peak and overview of the museum hosted by Guinness World Records

We are very excited to provide this new way for you to enjoy Rancho Obi-Wan. All new sign ups through the end of May receive special "launch gifts" so subscribe today!

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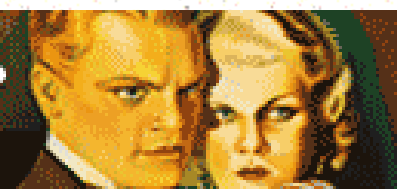
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