

LAMP POST

May 2011



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HERITAGE AUCTION DOES IT AGAIN! \$1,500,000 MOVIE POSTER AUCTION LEADS TO 52 ADDITIONS TO TOP SELLING LIST

Are better grade posters selling? Did you even LOOK at the Heritage Signature Auction?

Well, we have to look at the auction from a completely different view point. And normally a Signature Auction adds 40 PLUS additions to our Top Selling List. WHAT, you haven't been looking???

We try to track all poster sales over \$5000 and add it to our **Top Selling List**. If you go look, we don't just have the top 100 posters ... OR even the Top 500 ... OR Top 1000!! We have over 2000 recorded auction sales, with condition, dates and information. And most are linked to our database so you can see the poster.

ANYWAY, we thought that without a HUGE single piece draw this time it would be a LOT smaller. But NOOOOO, Grey got us AGAIN with FIFTY TWO additions over \$5000!!! The most additions EVER!!



There were 6 pieces over \$20,000 – **Mickey Mouse** stock 3 sheet (\$35,850); **War of the Worlds** half sheet B (\$31,070); **Frankenstein** R38 3 sheet (\$29,875); **Little Giant** one sheet (\$22,705); **Blonde Crazy** one sheet (\$21,510) and **Ghost of Frankenstein** half sheet (\$21, 510)



Ed-i-torial

Since we are heavily into research, I suppose we have gotten spoiled by how far the major auction houses have come in their accuracy in the past few years. Yes, there is still a LONG way to go and an unbelievable amount of research to be done. They still make mistakes, but if you were to compare with even 10 years ago, you would see a major improvement. Collectors depend on the auction houses' "EXPERTS." Their accuracy builds collector confidence which leads to more stabilization of the hobby, while IN-accuracy creates skepticism and makes the collector hesitant to believe ANY description given.

With that being said, I was pleased to see a new auction house in the UK making their first step into movie posters this past month...until I glanced through their listings. After a couple of pages, I began to think that Professor Powers was in charge of the descriptions and accuracy. After a few more pages, it became clear that Professor Powers would have drastically IMPROVED the auction. And that was just a quick glance!

Since we began LAMP a little over 10 years ago, we have tried our best to maintain the policy of NOT throwing rocks and try to guide the hobby through education and research instead of vigilante tactics. So let's try to glance at some of the listings from a positive teaching perspective, OK!



On the first page, the 4th item (lot 1004) is a nice Italian 4 Fogli for the 1967 film *You Only Live Twice*. The original release in Italy was distributed by Dear and has the Dear logo on it. (this one doesn't)

If you look at the logo on the bottom left, you'll see the Transamerica T logo. When Transamerica first bought UA, they used a circle logo for the first year and the "T" logo started in 1969. In fact, you could SEE the UA-Transamerica circle logo that was only used in 1968 on lot 1010 that is presented as an original *Goldfinger* 1964 Brazilian one sheet.. (it was also a reissue).

Well, that's not too bad, it's an early re-issue instead – and a fairly easy mistake to make for a novice. So let's not really get too upset over this one (unless you're the BUYER!)

OK, since we're limited on space, we'll just look at some other items that jump out. Let's skip down to lot 1161. The listing reads "Gone With the Wind, 1939, re-issue UK film poster." Oddly enough the title is written in FRENCH!

OK, I thought that MAYBE this is just the WRONG image for the lot!! (I was hoping) and that they would correct it before it came time for the auction. The images that I am presenting in this article were taken ON AUCTION DAY – SO EITHER that is the correct image OR they didn't care about updating their auction site!





OK, there are a few more minor mistakes along the way. Let's skip down to lot 1255 –

The listing reads “A Chump at Oxford. 1940. Laurel and Hardy. one sheet film poster.” A Chump at Oxford was distributed by United Artists

– but across the bottom of THIS poster PLAINLY says **FAVORITE FILMS**.

Favorite Films was a secondary distributor and known for rereleases. This is the 1946 reissue poster and NOT the original 1940 poster.

Here is a quickie! – let's look at lot 1297. The description reads “The Punisher – US one sheet”. Now, that IS the truth. Let's look at the distributor logo in the bottom right – here it is on the right. In 1990, IVE (International Video Entertainment) changed their name to Live Home Video. Yes, this is a VIDEO poster.



Oh, here's one of my favorites: let's look at lot 1310.

The description reads “King Kong, 1933, US 1 sheet film poster, 1956 Version, A”

The RKO logo is ok, but the “Une production...” is the first flag. You normally don't have French on a US poster. Let's look up at the nice logo of the distributor in the upper left – it's enlarged in the image below.

HMMM.. Now I know that they have discontinued geography in US schools, so I am assuming that they probably did in the UK as well...



BUT, CONTRARY TO SOME POPULAR BELIEF.. THAT IS NOT A MAP OF THE US!!! THAT IS A-F-R-I-C-A! There has been a sudden influx of the French North African posters distributed by Union Films lately.

In addition, this isn't EVEN CLOSE to the R56 US artwork.

Shown on the right is the R56 US poster and it's pretty well documented with NSS number, litho plate number, AND IN ENGLISH. In fact, the artwork on the piece up for auction matches the R62 Belgian artwork.

And in lot 1315 – our British Quad – “French” Gone With the Wind shows up again.



Looking down to lot 1326, the description reads “The Day of the Trifids, 1962, three sheet film poster”. A glance at the image and you realize that the creature IS HEADLESS!!.

That is quickly resolved when you look at lot 1327. The description reads “The Day of the Trifids, 1962, UK quad film poster” (See image below) – THAT’S the head of the Trifid! – the TOP part of the 3 sheet - and they’re calling it a British QUAD!! –



NOW, do they REALLY have a British Quad of the Trifid (which is GREEN by the way and not yellow) OR do they THINK that this really is a British Quad (which I REALLY hope not, but after all the misidentifications, I'm not sure).

I know that this is their first movie poster auction.... But COME ON GUYS! Take a little more time and DO SOME RESEARCH before you jump out and have an auction. Since most auction sales now take place over the internet where the buyer cannot physically view the poster, auction houses have a **responsibility** to present their posters **accurately**. Some of the mistakes, particularly those dealing with reissues and international posters, may be understandable, but still should be researched before listing for sale. As for listings such as the top of a three sheet being presented as a “British Quad” or an obvious French poster being listed as a U.S. reissue -- THESE ARE INEXCUSABLE for any responsible auction house. But the worst thing is that they have set themselves up as a TARGET for any unscrupulous collector or dealer. This type is always ready to take advantage of anyone who does NOT research and verify their material.

We've worked very hard over the past decade to try to bring more research and documentation to the industry to help EVERYONE recognize these fairly simple mistakes. Hopefully, collectors saw through these. As for the auction house - Help is available from numerous directions, please seek it out before you try another one.

Until next time,
ed

AROUND THE LAMP

Quadbod's May Show Schedule

For our UK friends, be sure to visit Terry & Sue of Quadbod at the following UK events:

Sat 7/Sun 8 May 2011 – Antiques & Collectors Fair, Shepton Mallet

... at the Royal Bath & West Showground ... you'll find them in Mendip Hall 2

For more information about their schedule, visit their website [HERE](#).

MovieArt of Switzerland's New Inventory

MovieArt of Switzerland is pleased to announce that in the last three months they have added more than 150 new posters to their inventory.

Also, if by chance you're visiting Europe at the end of May, do not miss the **11th Film- and Comic-Convention in Zurich**. MovieArt is sponsoring this event and will be present as usual with 8 tables.

For more info, click [HERE](#).

EMOVIEPOSTER.COM Announces Its New Auction History

THE EMOVIEPOSTER.COM AUCTION HISTORY IS HERE!

SEE! 500,000+ sales results with 450,000+ images!

SEARCH! Just like in our auction galleries!

SORT! By using virtually ANY criteria!

SIGH... ...of relief that the most powerful movie poster price database is now a reality & only a click away! (and did we mention that it's FREE?)

Click [HERE](#) to get started.



Susie's Corner is Back

We are very happy to announce the return of Susie's Corner. Susie's Corner has two purposes: (1) to liquidate the thousands of posters we have gathered over the years (particularly with hurricane season about to start next month); and (2) to share some personal family tidbits. Susie's Corner was particularly cathartic during and after our Hurricane Katrina experience. Unfortunately, Susie's Corner took a sabbatical for a while due to time and room constraints. Things have now changed.

POSTERS FOR SALE

Our son David, his wife Ashley and our granddaughter Rayne (almost nine months) bought a house last month and moved out of our home. We now have three rooms available to lay out posters and inventory. Since Katrina, posters were stored in any free space we could find. Now we can finally organize things and get them listed for sale. Our first list of posters for sale is now online. Click [HERE](#).

Although we listed posters for single purchase, **WE ARE READY TO MAKE A DEAL ON BULK ORDERS**. Please check it out and contact Ed if you're interested in any of these items. And be sure to keep checking back as we will continue to add new items.

PERSONAL UPDATES

Last year our family expanded by one. We now have three beautiful granddaughters -- all of them already showing signs of being real movie fans.

Ashley, who is now 6, is a Harry Potter and Star Wars fan. Three year old Brooke has become obsessed with Star Wars -- she loves Princess Leia. Even 9 month old Rayne is showing signs she too "has the force with her" Click on the link below to check out the Youtube video.



Click [HERE](#) to see Video

LAMP MEMBERS CORNER

Introducing a New Research Tool

As you know, one of our main objectives is to find or create ways to help identify reissues in every major country. Each country is completely different, so it takes quite a bit of analysis to understand each country's system and then compiling the research and documentation to help with reissue identification. And USUALLY, to achieve a high degree of accuracy, it takes the combination of several logs or tools. Each additional log or tool increases the accuracy percentage.

With the **US**, most reissues can be easily identified with the use of NSS numbers, litho plate numbers, and studio logos. With **France** - the printers tags, visa de censure numbers and studio logos increase the percentage. With **Italy** - it's the printers tags, S.A.C. tags, and studio logos. This affects the hobby by drastically increasing the dating accuracy of material presented by auctions and dealers.

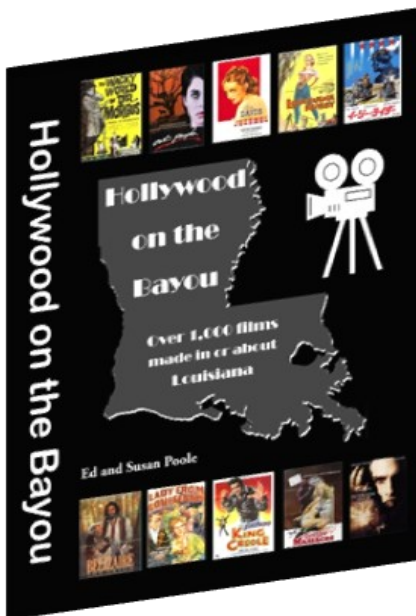
With that in mind, we have been searching for ways to help with reissues for Germany. Unfortunately, we do NOT have enough good hi-res images to do a studio logo log or printers log yet. To start compiling a studio or printers log, we need a minimum of 1000 "**usable**" hi-res images.

BUT, as we were looking through, I noticed that Germany does one thing that seemed different than other major countries. That is the use of their artists. More than any other country, Germany seems to use varying artists for reissues. For example: the 1960 title *Breathless* has artwork by Bertheau; the R 68 artwork was by Hillman; the R 74 artwork was by Sickert; and there was an R 2000 image release with no artist info.

We have spent several months gathering information from several institutions to document the material created by the various major German poster artists. We have DRASTICALLY expanded the **German artist list**.

For example, for the master artist Rolf Goetze, we have 45 sample posters from 37 titles pictured in our MoviePosterDataBase (which isn't too bad).. BUT now in the new German Artist list we have over 400 TITLES that were done by Goetze. We have close to 300 listed by Lutz Peltzer and over 250 by Bruno Rehak. Germany is now one of the largest country compilations that we have.

The identification of WHEN that artist worked on a particular title should also help with the identification of reissues. And while this is NOT as accurate as printer or studio logs, we thought that this might be a helpful tool in the meantime until we can create the additional logs. While lists and logs are for members only, as we continue to add and tag these in the database, it will create broader lists for the public as well.



HOLLYWOOD ON THE BAYOU

Over 1,000 Films Made in or About Louisiana

A comprehensive guide through the 112 years of Louisiana's influence on the film industry.

April 28, 2011 - GRETN, LA - Since the mid 2000's, Louisiana has been dubbed "Hollywood of the South." But filmmakers have long been fascinated with Louisiana. By 1898, the film industry recognized that Louisiana's diverse landscape, history, architecture and culture provided a great backdrop for films.

Over the years, film studios expanded the use of Louisiana into every genre, time period and location imaginable. From swamps to plantations, metropolitan cities to western plains, and yes, even other planets.

Hollywood on the Bayou has documented over 1,000 films that were made in or about Louisiana. These include feature length films, made-for-tv movies, documentaries and shorts. It covers six specific time periods of Louisiana film history (1898-2010). After a brief narration, the films are listed by title, year, director and other information. An alphabetical listing by title follows.

ABOUT THE AUTHORS: Authors Ed and Susan Poole wrote the first reference book on the movie poster collecting hobby in 1997, *Collecting Movie Posters* (MacFarland Publishers). In addition, they have released nine additional movie memorabilia reference books, and created and operate a number of reference websites dedicated to movie memorabilia.

For additional information, please contact Ed Poole at (504) 298-5267 or visit the website www.HollywoodOnTheBayou.com.

Title: **Hollywood on the Bayou**

Authors: **Ed and Susan Poole**

Specs: ISBN 978-0-9815695-2-9 ~ 270 pages, 5.25" x 8.25" ~ Trade Paperback - \$17.95

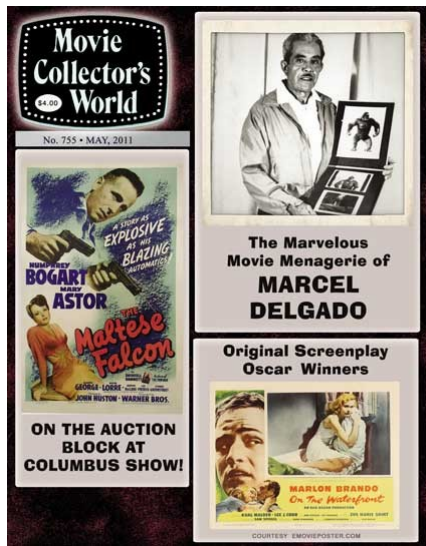
Publication date: **May 10, 2011**

NEW YORK MEMORABILIA SHOW May 14-15

Your 2nd Childhood Memorabilia Show and Jimmy's Night at the Bijou show will be held on May 14-15, 2011, at Holiday Inn, 440 West 57th Street, New York. This year's show will feature a salute to legendary actor Glenn Ford with his son Peter Ford who will be promoting his new biography, ***Glenn Ford: A Life***.

LAMP DEALER MOORE MOVIE MEMORIES AT NEW YORK MEMORABILIA SHOW

LAMP dealer **Moore Movie Memories** will have be a vendor at the New York Memorabilia Show scheduled for May 14-15 at the Holiday Inn, 440 West 57th Street, New York. If you are in the New York area, be sure to visit David in the vendor's room.



MCW #755 – MAY, 2011

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THE NEXT YEAR'S WORTH!?**

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That's all for this month. If anyone has any movie poster news or announcements, suggestion or comments, please let us know.

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