

# LAMP POST

February 2012

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## LEARN ABOUT MOVIE POSTERS

### The Next Century



Yazoo Mills has been approved to build a 45,000 square foot warehousing and manufacturing plant in Hanover, PA. The new facility will be a major expansion for the company

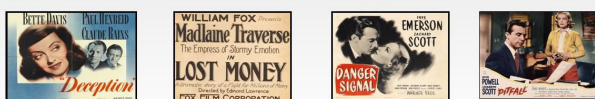
and will mark its 110 year anniversary. The new building is being constructed of precast concrete wall systems, utilizing the most modern building design available in the market place today.

Yazoo's customers will benefit from an expanded level of same day and next day services with this expansion. The upcoming growth is a true measure of the continued increase in demand for Yazoo's product lines and service. The company plans to break ground in April and the project is targeted to be completed by December 2012. When completed, Yazoo will operate 2 facilities totaling 195,000 square feet.

### LAMP Presents



## HOW TO AVOID THE PITFALLS OF MOVIE POSTER COLLECTING



Ed and Susan Poole

## AND THE WINNER IS ...

We want to thank everyone for their input on the cover for our upcoming book ...

## HOW TO AVOID THE PITFALLS OF MOVIE POSTER COLLECTING

The response to the cover as well as the book has been tremendous.

# ***How to Avoid the Pitfalls of Movie Poster Collecting***

Do you know how to distinguish unmarked reissues? What is meant by the term “minty white?” What’s the importance of printers’ tags and union logos? How is this information valuable to a movie poster collector or dealer?

These and other questions will be answered in LAMP’s upcoming book ...

## ***How to Avoid the Pitfalls of Movie Poster Collecting ...***

which takes a look at movie poster collecting from a different perspective, focusing on a wide variety of problem areas that we have encountered over the years, including:

- minty whites
- unmarked reissues
- printers tags
- reprints
- union logos
- international sizes
- and lots more.

This book is meant for all ages -- and is a must for any movie poster collector or dealer!

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## **AD SPACE IS AVAILABLE**

We are currently accepting ads from movie poster dealers, auction houses, poster suppliers or other related businesses for our new book, *How to Avoid the Pitfalls of Movie Poster Collecting*.

LAMP books can be found in such high-traffic facilities as the Margaret Herrick library, Smithsonian Institute, Library of Congress, and a host of universities, public libraries, film institutions, movie poster dealers and auction houses. For example, our *Learn About Movie Posters* book, which was released in 2002, is still in demand 10 years after its release. Ads in these books have long-term public exposure.

For specifics on how to advertise in this new book, click [HERE](#).



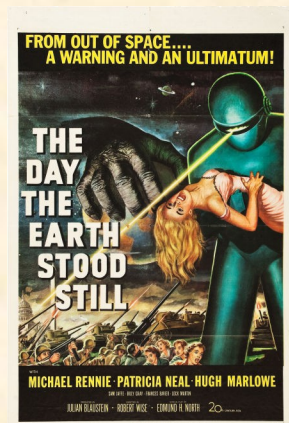
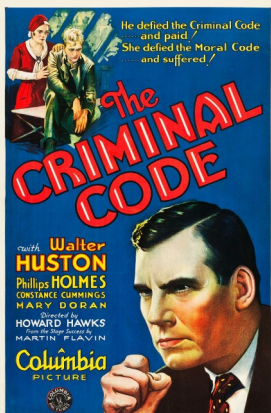
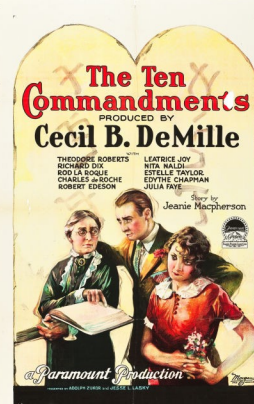


# 2012 March 23-24 Dallas Vintage Movie Poster Auction

Heritage Auctions will be presenting its 2012 Dallas Vintage Movie Poster Auction on March 23-24, 2012 in Dallas. Bidding will begin approximately March 1, 2012.

A preview of this great auction can be seen at the Heritage Auctions website [HERE](#). A copy of the beautiful full color catalog can be obtained there.

## HERE ARE SOME OF THE FEATURED ITEMS IN THIS AUCTION:





## FOR MARILYN FANS ...

We have recently added a number of great poster images in the Movie Poster Data Base for three of Marilyn Monroe's classic films. To view the gallery of movie poster images from around the world, simply click on the image for the title of your choice.

If you see a \$ next to the poster image, it is for sale by one of our LAMP dealers.



**MOPO CELEBRATES  
17 YEARS ONLINE**

**CONGRATULATIONS TO SCOTT --  
GREAT JOB!**

## OUT OF THE PAST ...

Here is a great advertisement found in the *Moving Picture World* magazine of September 1913. The ad was placed by Otis Lithograph Company and announced the “biggest print order ever placed...” at that point in time. Notice that this ad mentions poster sizes such as twenty sheets, sixteen sheets, nine sheets, eight sheets, etc..

THE MOVING PICTURE WORLD 1337

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**STATE RIGHT BUYERS, ATTENTION!**

**“THE BATTLE OF WATERLOO”**

**IS HERE!!**

The biggest lithographing house of the world has booked the biggest printing order ever placed, for the biggest picture ever made.

**1,000,000 Sheets for America**  
**1,000,000 Sheets for Continental Europe**  
**1,500,000 Sheets for the British possessions**

Enough paper to equip every circus and traveling theatrical show “on the road” around the wide, wide world!

WHOLESALE ORDERS MEAN WHOLESALE PRICES — in printing as well as other commodities!

If you are a real SHOWMAN and have secured this wonderful film, prove your SHOWMANSHIP by getting in “on the ground floor” on this wholesale proposition we have been authorized to make:

**5,000 sheets, assorted, \$225.00**  
**10,000 sheets, assorted, 400.00**  
**20,000 sheets, assorted, 700.00**

Smaller quantities at regular prices.

**The Most Sensational Moving Picture Proposition Ever Offered!**

**Bill like a circus and “do a circus business”!**

Beautifully designed and colored twenty sheets; sixteen sheets; nine sheets; eight sheets; six sheets; three sheets; one sheets; streamers, etc.

**OTIS LITHOGRAPH COMPANY**  
 CLEVELAND AND NEW YORK

Magazines such as *Moving Picture World* provide a look at what was happening at that time in the movie poster industry. Hundreds of these magazines are available for viewing in the LAMP Member section. These magazines are a great read for anyone interested in the history of movie posters and the movie industry.



## AROUND THE LAMP

### QUADBOD'S MARCH SHOW SCHEDULE

If you're in the UK area, be sure to visit Terry and Sue at [Quadbod](#) at one of the following great shows:

**Sat 17/Sun 18 March 2012 –  
Antiques & Collectors Fair,  
Shepton Mallet**

**... at the Royal Bath & West Showground ...  
Sedgemoor Hall (aka Mendip Hall 2)**

**Sat 31 March/Sun 1 April 2012 –  
Memorabilia at NEC  
Birmingham**



We were very happy that LAMP dealer Kirby McDaniel of MovieArt of Austin stopped by to have coffee with us while he was in New Orleans recently.

### NEW UPDATES TO MOVIE POSTER DATA BASE

The following images have been added to the Movie Poster Data Base:

[Adv. of Huck Finn](#) 1993  
[Adv. of Sherlock Holmes' Smarter Brother](#) 1975  
[Adventurers](#) 1970  
[Sally in Our Alley](#) 1913 - Hepworth  
[Sally in Our Alley](#) 1913 - Selig  
[Bad Penny](#) 1978  
[Beating Back](#) 1914  
[Cold Deck](#) 1917  
[Discord and Harmony](#) 1914  
[Don't Bother to Knock](#) 1952  
[Jolly Bad Fellow](#) 1964  
[Just Kids](#) 1914  
[Lamb, the Woman, and the Wolf](#) 1914  
[Prairie Schooners](#) 1940  
[Return to Oz](#) 1985  
[Sex World](#) 1978  
[Tonight and Every Night](#) 1945

[America's Answer](#) 1918  
[Back to God's Country](#) 1919  
[Friday the 13th](#) 1980  
[Illiterate Digest](#) 1920  
[Peck's Bad Girl](#) 1918  
[Quo Vadis?](#) 1951  
[Run For Your Wife](#) 1966  
[Scarlet Runner](#) 1916  
[Seven Keys to Baldpate](#) 1917  
[Three Little Beers](#) 1935  
[Top Hat](#) 1935  
[Unbeliever](#) 1918  
[A.I.: Artificial Intelligence](#) 2001  
[Avalanche](#) 1928  
[Ben and Me](#) 1953  
[Best of Walt Disney's True Life Adventures](#) 1975  
[Body Snatcher](#) 1945

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If you'd like to keep up with  
what's happening at LAMP



**MCW #765 – MARCH, 2012**

**NOW SHIPPING!**

**AVAILABLE NOW TO MCW DIGITAL SUBSCRIBERS!**

**WANT A PRINTED COPY OF THIS ISSUE? SEE THE "BACK ISSUES" DEPT. TO ORDER, OR BETTER YET, WHY NOT SUBSCRIBE AND GET THE NEXT YEAR'S WORTH!?**

**ANOTHER MARDI GRAS  
HAS COME AND GONE.**

**AS USUAL, THE FAMILY  
GOT TOGETHER TO ENJOY  
THE PARADES.**

**GRANDDAUGHTERS  
ASHLEY, BROOKE AND  
RAYNE HAD A GREAT  
TIME.**

**CLICK ON THE BOX ON  
THE RIGHT TO SEE SOME  
HIGHLIGHTS.**

MardiGras-2012

**Highlights of  
Mardi Gras  
2012**

00:02

