

# LAMP POST

April 2012

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## LEARN ABOUT MOVIE POSTERS

### KERRY HAGGARD SENTENCED

Two years ago, the movie poster community was rocked by the accusations that well-known poster collector Kerry Haggard had created and sold high-end fraudulent movie posters. These posters were reportedly so well done that they fooled even some of the most knowledgeable and experienced collectors and dealers.

Haggard was subsequently arrested, pled guilty to one count of mail fraud, and has now been sentenced. The following is the official press release of the United States Attorney General.

### GEORGIA MAN SENTENCED IN MANHATTAN FEDERAL COURT TO 78 MONTHS IN PRISON FOR SELLING FAKE VINTAGE HORROR MOVIE POSTERS AND LOBBY CARDS OVER THE INTERNET

**April 9, 2012 - New York** - Preet Bharara, the United States Attorney for the Southern District of New York, announced that KERRY HAGGARD, 47, of Commerce, Georgia, was sentenced today to 78 months in prison for selling horror movie posters and lobby cards which he represented over the Internet and elsewhere were authentic vintage collectibles, but were in fact fakes. HAGGARD pled guilty to one count of mail fraud on October 24, 2011, and was sentenced today in Manhattan federal court by U.S. District Judge Colleen McMahon.

According to the complaint and the Indictment to which HAGGARD pled: The film industry first introduced posters and lobby cards for horror movies in the 1920s. Both were displayed in the lobbies of movie theatres and became popular collectible items that are often sold through auction houses and over the Internet through online auction sites such as eBay.

From January 2006 to August 2009, HAGGARD engaged in a scheme to defraud collectors by selling purportedly vintage horror movie posters and lobby cards that he represented were original pieces, knowing that the items were reproductions he had created himself. HAGGARD used a New York-based printing company to make high-quality copies of horror movie cards or posters from either hard copies or digital scans of pieces he provided. HAGGARD also used a restoration company to attach the copies to lobby card stock and alter the resulting product to make it look as real as possible.

(Continued on Page 2)



HAGGARD then fraudulently marketed the reproductions as originals through eBay. He was able to sell numerous fake lobby cards and posters for movies such as "Frankenstein" and "Son of Frankenstein," at prices ranging from \$500 to \$5,000, to approximately 25 victims. In other instances, HAGGARD traded his fake reproductions to other sellers who gave him real lobby cards and/or posters in return. The victims learned of the fraud in various ways, including after providing the lobby card to a restoration expert, or after consigning the piece to a large auction house for sale.

Although the defendant was released on bail after his arrest in April 2010, he was rearrested and remanded in March 2011, upon order of the Court, after the FBI learned that HAGGARD was attempting to enlist the assistance of an individual to hide items that were part of the fraud from the FBI and from his victims. The FBI recovered several pieces believed to be part of HAGGARD's fraud. Then, even while in jail, HAGGARD continued secreting assets and items from the fraud, enlisting the assistance of his girlfriend and son in doing so. The FBI recovered several of these pieces as well.

As a result of HAGGARD's fraud, his victims lost more than \$1.3 million in money and property. HAGGARD's interest in the recovered pieces has been forfeited to the United States.

It is anticipated that proceeds from the sale of those pieces will be used to compensate HAGGARD's victims.

\* \* \*

In addition to the prison term, Judge McMahon sentenced HAGGARD to three years of supervised release, imposed a \$1.38 million forfeiture judgment, imposed a restitution order for \$1.38 million, and ordered him to pay a \$100 special assessment fee.

Mr. Bharara praised the Federal Bureau of Investigation for its outstanding work on the case.

The case is being prosecuted by the Office's Complex Frauds Unit. Assistant United States Attorney Ryan P. Poscablo is in charge of the prosecution.

End of Press Release

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**LAMP would like to publicly thank FBI Special Agent Mike Mullahy for his tireless determination to bring justice and restitution to our community. We all owe him a debt of gratitude for his efforts.**

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# eMoviePoster.com's Spring 2012 Mini/Major Auction

No Buyers Premiums · No Reserves · No Hassles · Just Great Movie Paper!

[eMoviePoster.com's](http://eMoviePoster.com) Spring 2012 Mini/Major Auction has an incredible selection of posters and lobby cards (1300+ items in all!), covering all years, genres, and sizes and is being run in four parts:

**Part I (Sunday April 22nd to April 29th):** 529 linenbacked posters (one-sheets, quads, and all smaller sizes)

**Part II (Tuesday April 24th to May 1st):** around 300 rolled (or formerly folded) unbacked posters of all types that fit in standard tubes

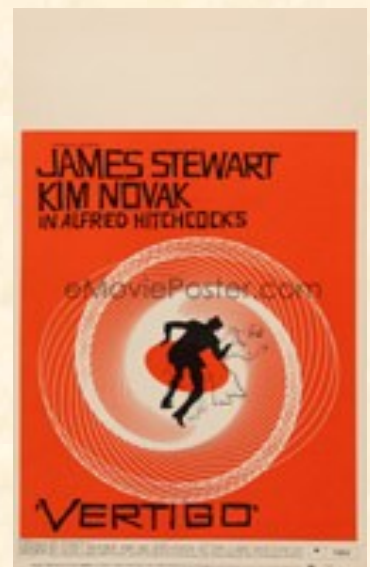
**Part III (Thursday April 26th to May 3rd):** around 350 folded one-sheets, lobby cards, and other items that fit in standard flat packages

**Part IV (Sunday April 29th to May 6th):** around 150 backed & unbacked oversized posters of all types

What distinguishes [eMoviePoster.com's](http://eMoviePoster.com) Mini/Major Auctions from other major auctions? Only the lack of any reserves or buyers premiums, honest condition grading, and unenhanced super-sized images! You will find an amazing "supermarket" selection of great posters from all years, genres, and countries!

[Here is a preview of the upcoming auction.](#)

Here are just a few of the great posters being offered:





# How to Avoid the Pitfalls of Movie Poster Collecting



## LAST CHANCE - DEADLINE FOR ADS IS APRIL 30th

The ad deadline for our new book, *How to Avoid the Pitfalls of Movie Poster Collecting*, will expire **APRIL 30th**.

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](#).

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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## The Berwick Discovery Of Lost Movie Posters Brings \$503,000+ To Lead \$1.93+ Million Heritage Auctions Event

*1931 Dracula Style F one sheet brings \$143,400; Cimarron one sheet realizes \$101,575; March 23-24 auction in Dallas sees strong, steady results*

DALLAS, TX: *The Berwick Discovery of Lost Movie Posters* – a trove of 33 classic and incredibly rare posters dating back as far as 1930 – many examples of which were thought to be lost for all time, realized \$503,035 total, more than double its pre-auction estimate of \$250,000+ to lead Heritage Auctions' \$1.93+ million March 23-24 [Vintage Movie Poster Auction](#). The auction realized a sell-through rate of 97% by value.

[A rare 1931 Dracula Style F One Sheet](#), which sold to an anonymous overseas collector, led the auction with a price realized of \$143,400. One of the biggest surprises of the collection was [the \\$101,575 price realized for the stunning and scarce movie poster for 1931's Cimarron](#), the first Western to win the Best Picture Academy Award. All prices include Buyer's Premium.

The Berwick posters came out of an attic and were found in a small country auction in Berwick, PA, in several lots stuck together with wallpaper paste, which had preserved them for more than eight decades.



"We knew this was something special when they came in the door," said Grey Smith, Heritage's Director of Movie Posters, who spent two weeks carefully steaming the posters apart for restoration. "Many of these posters had never been seen before – this really is film history and collectors realized that."

The [1931 Style F one sheet for the Universal horror classic Dracula](#), which realized \$143,400, is only the fourth Style F poster from the film ever uncovered. Two previously unseen versions of movie posters from the 1931 film *The Public Enemy* were also the object of intense collector attention. [The Style B Public Enemy poster brought \\$59,750](#), while [the other Public Enemy movie poster, featuring James Cagney](#), realized \$55,269, while the style B poster for 1931's [Little Caesar](#), featuring Douglas Fairbanks Jr., one of only two known, realized \$41,825.

Further highlights include, but are not limited to:

[Stagecoach \(United Artists, 1939\)](#): One Sheet, realized: \$56,763.

[Casablanca \(Warner Brothers, 1942\)](#): One Sheet, realized: \$28,680.

[My Man Godfrey \(Universal, 1936\)](#): One Sheet, Style C, realized: \$28,680.

[Tarzan and His Mate \(MGM, 1934\)](#): Lobby Streamer, realized: \$26,290.

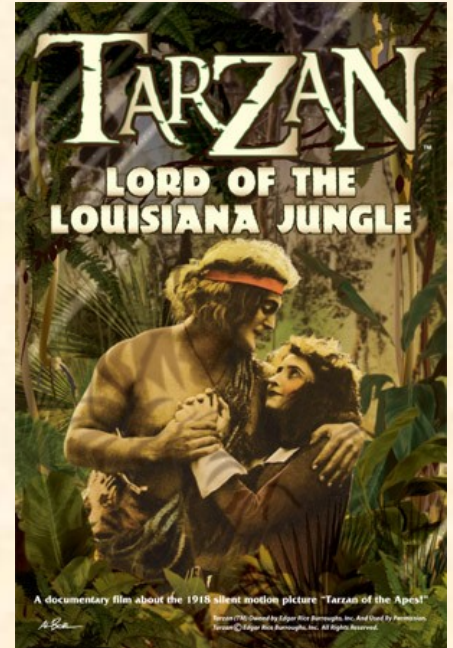
[The Little Giant \(First National, 1933\)](#): One Sheet, realized: \$21,510.



## TARZAN CELEBRATES HIS 100TH BIRTHDAY

*Tarzan of the Apes* was first released in the October 1912 issue of *All-Story* magazine, earning author Edgar Rice Burroughs \$700.00. It went on to become a book in 1914.

In August of 1917 an eclectic band of filmmakers, actors and circus acrobats fought malaria, unbearable heat and the swamp of the Louisiana Atchafalaya River Basin to bring to the silver screen this best-selling book. It was an instant hit with audiences, considered one of the top six motion pictures of the silent era, and one of the first 10 films to earn over one million dollars at the box office. The film was shot in Morgan City, Louisiana and is the subject of a documentary film produced by Al and Allison Bohl of Bossier City, Louisiana titled *Tarzan: Lord of the Louisiana Jungle Festival*.



We were very happy to provide some background details and images on the movie posters and other ad information that was used in the film. Al and Allison did an excellent job. (For anyone interested in Tarzan and/or silent era films, this documentary is a must. You can get a copy [HERE](#).)

The City of Morgan City, along with the Edgar Rice Burroughs Foundation, recently hosted the Tarzan: Lord of the Louisiana Jungle Festival, to both mark the 100th year celebration and to premiere this great documentary.

We were very happy to participate in the festival. We had a table exhibit with our books (including *Hollywood on the Bayou*, *Learn About Movie Posters*, *Learn About International Movie Posters*, and *Movie Still Identification Book*) and well as our Louisiana prints.

These events are excellent opportunities to cultivate new movie poster collectors. We also met the granddaughters of Edgar Rice Burroughs as well as the archivist for their great foundation.





# AROUND THE LAMP

## CHANNINGPOSTERS on EBAY

[ChanningPosters eBay store](#) is currently offering a number of original movie posters and lobby cards that relate to various locales around the world. Among these are the following:

|              |           |             |               |               |
|--------------|-----------|-------------|---------------|---------------|
| Africa       | Broadway  | Ireland     | Moulin Rouge  | Scotland Yard |
| Alcatraz     | Caribbean | Japan       | New Orleans   | Shanghai      |
| Annapolis    | Cherbourg | Khartoum    | New York      | Sweden        |
| Arabia       | Chicago   | Krakatoa    | Paris         | Tennessee     |
| Bengazi      | Congo     | L.A.        | Reno          | Tijuana       |
| The Big Easy | Gallipoli | Las Vegas   | Riviera       | Tucson        |
| Bikini       | Harem     | Miami       | San Francisco | West Point    |
| Big Sur, CA  | Hong Kong | Monte Carlo | San Quentin   | Zanzabuki     |

Click on the link above to go to the eBay store. Type the desired location in the Search box on the upper left of the page and click Search. You will be given a list of all associated items available for sale. Click on the individual item for more information.

## CHICAGO TRIBUNE HIGHLIGHTS LAMP ARTICLE

The photo archive section of the Chicago Tribune recently used one of LAMP's article to explain the process by which photographs were taken and used on movie sets during production. This article was a section of our Movie Still Identification Book and is essential to understanding how production codes were used by the studios. It also explains how lobby cards were created. To see the article, click on the image below. The article is titled: *The Facts Behind Hollywood Photographs and Promotional Stills*.



## QUADBOD'S UPCOMING 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 12/Sun 13 May 2012 – The Greatest Show In The Galaxy](#)

[... at the East Of England Showground, Peterborough PE2 6XE](#)



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what's happening at LAMP



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### Louisiana Film History Presentation

As part of our campaign to bring to light the significant contributions that Louisiana has made to the film industry, we produced a FREE one hour Power Point presentation entitled Louisiana Film History. [Here is a clip of some of the highlights of the presentation:](#)

WANT TO KNOW  
MORE ABOUT  
LOUISIANA's  
RICH FILM  
HISTORY?