

# LAMP POST

June 2012

Bonham's Auction	1-2
eMoviePoster Auction	3-4
History Improvements	
Bonhams July Auction	5
Artists Catalogues	6
A Look at Excalibur	7
New Besson Catalogue	9



## LEARN ABOUT MOVIE POSTERS

### BONHAM'S PRESENTS ... THE GOLDEN AGE OF LOBBY ARTWORK THE GASTON COLLECTION OF EARLY DOUBLE-SIDED MOVIE POSTER ART

#### JUNE 24th - ENTERTAINMENT MEMORABILIA AUCTION

Bonhams is pleased to announce the June 24 auction of Entertainment Memorabilia in Los Angeles. The summer auction features a wide range of collectible items related to popular culture and includes The Gaston Collection of original movie poster and lobby art. From Long Beach, CA, this collection, comprised of approximately 80 original works of movie display art, portrays such timeless stars as Fred Astaire, Lionel Barrymore, Charlie Chaplin, Claudette Colbert, Joan Crawford, Bette Davis, Marlene Dietrich, Errol Flynn, Katharine Hepburn, William Powell, Ginger Rogers, Spencer Tracy and Mae West, among others.

The prevalence of original lobby artwork has largely been forgotten by today's classic movie audience, but in the early part of the 20th century, it was common for individual theaters to hire artists to produce vibrant, original advertising in order to compete not just with other movie houses, but with vaudeville and legitimate theaters as well. Original artwork was significantly more expensive than the studio-issued posters available to theater owners, but was well worth the extra cost. Vivid, streamlined, and colorful, original lobby artwork drew in crowds as the lithographed poster could not. Unfortunately for modern scholars, most of the lobby artwork produced in the first half of the 20th century, like much advertising ephemera, was either recycled or destroyed.

During the height of the Great Depression, the Gaston brothers--Jerome, Norton and Edward--ran a commercial art business out of a studio located in the basement of the Fox Theater in Long Beach, CA. Using magazine images and black and white photographs of movie stars supplied by film studios such as Columbia and RKO, the brothers created large "show signs," primarily using gouache on board, that were larger or more vivid--or more closely tuned to what the individual theater was showing--than the film posters issued by the studio itself. Norton, a portraitist, painted the faces and bodies, while Jerome and Edward did the backgrounds, often including flashy, eye-catching lettering.





The Gastons produced artwork for \$6-\$40 per piece for theaters in and around the Long Beach, CA area, considered a good salary during the late 1920s and 1930s. Often, the brothers would retrieve the posters once the films finished their runs and recycle the materials to create new works on the backs of previously used panels, even detaching stars' faces from older works and adding them to newer images.



Years later, Jerome Gaston told his son Norton (named in memory of his uncle) that he had preserved a small selection of the family's works, only to lose them when a flash flood ravaged the garage where the panels were stored. After Jerome's passing in 1989, however, the younger Norton Gaston took inventory of the family home and discovered that his father had been wrong: a selection of over 50 examples of the Gaston brothers' artwork had in fact survived.

This collection has remained in the family to the present, and contains the following highlights: "My Man Godfrey," a large, original gouache on board featuring a profile of William Powell, c.1936 (est. \$1,000-1,500); "Rafael Sabatini's Captain Blood" (see image page 1), a large, original gouache on board, loosely based on the original poster artwork, c.1935 (est. \$1,000-1,500); "Marlene Dietrich /Robert Donat in Knight Without Armor" (left), a large, original gouache on board (est. \$600-900); and lobby artwork for "Top Hat," a large, original gouache on board, featuring Fred Astaire and Ginger Rogers (est. \$1,000-1,500). The collection also includes original artwork for personality posters of Joan Crawford

(below right), Cary Grant, Maurice Chevalier, Ronald Coleman and Warner Oland as Charlie Chan (estimates range from \$300-600 each), among others.

Dr. Catherine Williamson, Director of the Entertainment Memorabilia Department at Bonhams, comments on the sale: "The Gaston Collection is a remarkable historical find. Very few records of original lobby artwork exist today—much of those are black and white reproductions, and not the original work itself. To find this quantity of original material still in presentable condition is nothing short of a miracle. Bonhams is pleased to feature these rare and unique double-sided posters in our June auction."

The illustrated auction catalog is available at [www.bonhams.com/us](http://www.bonhams.com/us).

Preview: June 22-23, Los Angeles  
Auction: June 24, Los Angeles





## eMoviePoster.com Announces Improvements/ Little Known Features In Its Auction History

eMovieposter.com has announced some improvements and little known features in their Auction History (their free searchable database that shows actual results for their over 700,000 sales from 1990 to present and which includes images of 600,000 of those sales). Read about these features below and then visit eMoviePoster.com's Auction History [HERE](#):

Below is a screenshot of the Auction History page. In the screenshot, there are numbers next to red boxes. Below the image are the details of the features highlighted by those numbers and boxes.

The screenshot shows the 'Auction History' page with the following features highlighted by numbered red boxes:

- 1**: Search box
- 2**: Search button
- 3**: Title Only checkbox
- 4**: Sort dropdown menu (Price (High/Low))
- 5**: Items dropdown menu (80)
- 6**: Layout dropdown menu (Grid)
- 7**: Filter out results with missing images checkbox
- 8**: Missing Images Filter (Off)
- 9**: Adult Content Filter (Off)
- 10**: Search within: text box
- 11**: Search button
- 12**: Search results (8 Items (0.00 seconds))
- 13**: First, Prev, Next, Last navigation links
- 14**: Only 'KING KONG ('33)' shown
- 15**: KING KONG ('33) movie poster image
- 16**: KING KONG ('33) movie title link
- 17**: Film Year: 1933
- 18**: Size: 1sh
- 19**: Country: U.S.
- 20**: Condition: fine
- 21**: Sold: 12/5/1994
- 22**: Sold For: \$97,100.00
- 23**: Extra Info: paperbacked
- 24**: R42
- 25**: Sold: 2/7/2006
- 26**: Sold For: \$6,100.00
- 27**: Film Year: 1933
- 28**: Size: 1sh
- 29**: Country: U.S.
- 30**: Condition: very good
- 31**: Extra Info: R42
- 32**: Sold: 6/24/2000
- 33**: Sold For: \$4,140.00
- 34**: Film Year: 1933
- 35**: Size: 1sh
- 36**: Country: U.S.
- 37**: Condition: very good to fine
- 38**: Sold: 2/19/2002
- 39**: Sold For: \$1,080.00

1) This is the **search box**. You can:

- Type ANYTHING (film title, movie star, genre, year, director, country, poster size, etc) in the box to search for that.
- If you start typing a film title, a list will appear as it "guesses" what you want. If what you want appears, click on that title and it will immediately search for it. For example, if you type "gone w", "GONE WITH THE WIND" will appear, and you can click it to see items from that film.
- Click the "Title Only" box to search the titles in a more generic way. For instance, say you want all items featuring "KONG" in the title. Click the "Title Only" box, then type "Kong" and click the Search box.
- Of course, if you click on the image OR the film title link just below the image, it will take you to the full auction description for that item including any special notes or details that pertain to that item.
- Need further assistance with searching? Click the "Tips" link located right below the search box for added search help.
- Want to add an Auction History search box to your browser's search bar? Click the "Add Search to Browser" link located right below search box.

2) These are your **sort options**.

- a) Click the first box to see all the ways you can sort your search results including by date sold, price, lot number, poster type, etc. There is an ascending and descending option for each sort method.
- b) Click the second box to control *how many* results will be displayed at a time. If you have a slow Internet connection OR older computer, try a lower number of items. If you have a fast Internet connection, try the highest number of items.
- c) NOTE: Both settings will be remembered the next time you visit the eMoviePoster.com Auction History.

3) These are your **layout options**. Go to the following link to learn about these features, or simply click each one to see how it changes the galleries: <http://www.emovieposter.com/announcements.php?id=405>

4) These are some **filtering options**.

- a) When turned on, the **Missing Images Filter** will hide results that do not have an image. These are mostly sales results from our sales list days and from our early (pre-2005) eBay days.
- b) When turned on, the **Adult Content Filter** will hide results that contain adult content or partial nudity.

5) These are **icon options**.

- a) The first icon is of a **small camera**. Clicking that will show you a larger image of that item.
- b) The second icon is of a **funnel**. Clicking it will filter to results of that film title.

6) These are **size options**.

- a) The first link is the poster **size**. Clicking it will filter to that specific size.
- b) The second link is the poster **country**. Clicking it will filter to that specific country. This is useful, for example, if you want to view *all U.S. posters*, not *just one-sheets* as the poster size filter above does.

7) These are **extra info options**. Any added info about the poster that appears (such as style A, linenbacked, R42, etc) can be filtered by clicking on the word (such as "R42"). Using these features, you could view situations such as "only **R42** items" or "only **unfolded** examples". This is especially useful on a title like STAR WARS where we've sold hundreds of different posters.

8) By now, you know of most of the ways to utilize our Auction History, but **what if you want to change part of your filtering?** Glad you asked! The golden brown bar shown in #7 appears when you have searched or filtered anything. So let's say you've searched for **KING KONG ('33)** and then filtered to **1SH**. Now you want to go back to all KING KONG ('33) results. Simply click the little **X** in the bar that reads **1SH** and you'll remove the **1SH** filter!

9) After performing an initial search, the **Search Within** box will appear. This allows you to do a second search *within* your current search results. Let's say you were looking for John Wayne westerns. First, search for **John Wayne** in the main search box (#1 in this tutorial). Now the Search Within box appears. Type **western** in that box and click Search. Now you will see only results for John Wayne westerns. Change your mind? No problem. Just use the remove filter option described in #7 above.

10) When you view an **individual item page** (such as <http://www.emovieposter.com/agallery/archiveitem/15822371.html>), in addition to the original auction details for that item, there are also several other options to explore at right which allow you to e-mail us, see a larger image, add the item as a Want List search (another free service we provide), search for similar items in our Auction History, and even to ability to search our current auctions for similar items!

One final note from emovieposter.com: We've been auctioning vintage movie paper since 1990. This means our records were kept in several different ways over the years. We've standardized our records in more recent times (circa 2008 to present), but there will still be some inconsistencies. For example, we may have called a poster "blue style" years ago and "woman style" a few years later, when in fact, they are the same poster. We are working to standardize them, but with 700,000+ records from over 20 years to search through, this is a massive undertaking, but you can help! Whenever you are using our Auction History and you notice any inconsistency, contact us (either directly to [phillip@emovieposter.com](mailto:phillip@emovieposter.com), by using our Contact Form, or the Ask a Question links), and we will fix the inconsistency. We also encourage you to contact us if you find mistakes because we strive to be 100% accurate (we **DO** respond to all comments, questions, and corrections!).



## BONHAM'S ENTERTAINMENT MEMORABILIA AUCTION JULY 3rd - LONDON



Bonhams will be presenting its Entertainment Memorabilia Auction on July 3, 2012 in London, Knightsbridge starting at 13:00 BST.

This auction contains some great movie memorabilia including posters, lobby cards, front of house stills, press books, programs, etc.

Other entertainment related items include autographs and autograph books, original movie scripts, post cards, animation cels, costumes, props, music posters, albums, musical instruments and other musical ephemera.

For movie poster collectors, here are just a few of the great items being offered at this auction:



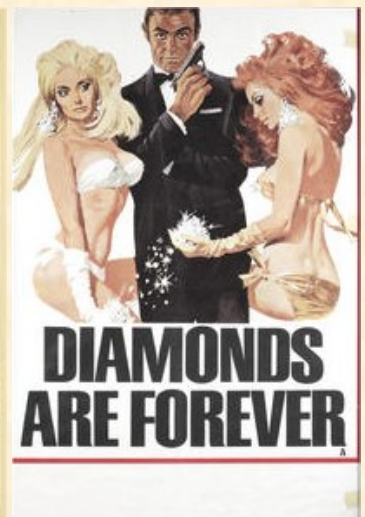
One Sheet



Polish A1



UK Double Crown



UK Double Crown - Adv

To get more information about this great auction, or to see the online auction of items, be sure to visit the Bonham's website at [HERE](http://www.bonhams.com).



## Robert McGinnis and Raymond Elseviers Visual Catalogues on Pinterest

Daniel Levy of [Illustraction Gallery](#) has created two comprehensive visual catalogues for popular movie poster artists Robert McGinnis and Raymond Elseviers.

### Robert McGinnis

Robert McGinnis is an American artist and illustrator known for his artwork on such popular film posters as James Bond and Breakfast at Tiffany's. Here are just a few samples of the posters created by McGinnis:



[TO SEE THE COMPLETE ONLINE CATALOGUE, CLICK HERE](#)

### Raymond Elseviers

RAY (aka Raymond Elseviers) is the premier Belgian movie poster illustrator. Between the early 1960's and early 1980's, he designed over 225 movie posters. Here are just a few samples of the posters created by RAY:



[TO SEE THE COMPLETE ONLINE CATALOGUE, CLICK](#)



## A CLOSER LOOK AT EXCALIBUR

While we normally try to focus more on establishing the documentation for older films, major titles in the 1970s and 1980s keep coming under fire. Over the past year, we have been asked to take a look at *Jaws*, *Mad Max*, *Friday the 13<sup>th</sup>* and several others.



We have presented each of these in past newsletters to help dealers and collectors with identifying the reissues. Today, we look at another one of these rascals that has reissues that continuously travel under the radar – the 1981 release of *Excalibur*.

The original film was produced by Orion Pictures and distributed by Warner Bros. with the original NSS poster shown on the left. In searching, we found three versions of this poster (this does NOT include the advance, or the reprint on this artwork): a studio version; an NSS version, and an unmarked reissue.

All three poster are the same size and have identical credits and artwork with one exception -- the NSS and studio versions seem to have more red and greens and the reissue seems to have more yellows.

So, the only real difference in these posters is in the borders. We have tried to clip each in the exact same spot so you could see the bottom of the last credit line and the bottom border center and right. Let's take a look:

### THE STUDIO VERSION

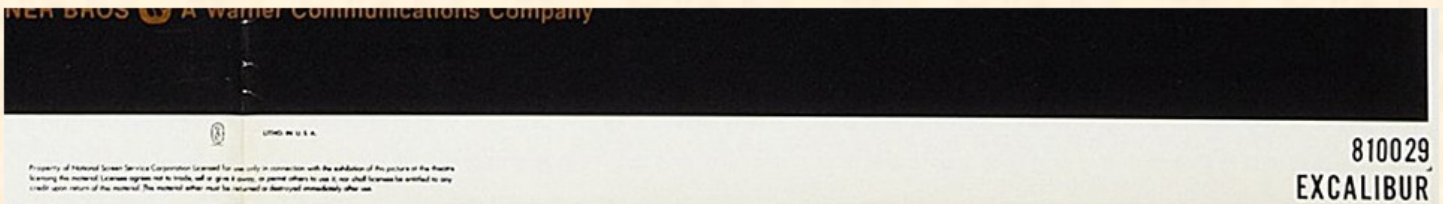
The studio version has NO framing marks and only "Litho in U.S.A." in the bottom left corner (the bottom left border is not shown) and "NSS 810029" in the bottom right corner.

WARNER BROS. A Warner Communications Company

NSS 810029

## NSS VERSION

The NSS version has small framing marks; in the bottom center, a GAU logo and Litho tag and below that centered is the NSS tag; the bottom right has the NSS number and title below



## REISSUE VERSION

The reissue version has the NSS tag off to the left of center (you can see a tip) with the Litho tag on the center left and a GCIU logo on the center right.... NOW REMEMBER – GCIU didn't come into existence until 1983. On the bottom right is just like the NSS version except slightly larger framing marks. This version is quite often rolled.



With NO sign of a rerelease during that time period, a pattern is forming that seems to continually point to the video release. I know, I know... all the nay-sayers jumping up and down.

I remember when the video industry started (which is sad to admit) and we even did a write up in our 1997 reference book about how when the studios started moving into the video industry, they didn't have a separate art department. I used **Poltergeist** as a sample showing how MGM used the theater poster and simply put a snipe on the video version. WB was known for using the same poster. I remember dealers telling me to run get the video posters because they were the same poster.

At first, the studios didn't want to spend any more money on new material, which would fit that EACH of these that we have presented have the original NSS numbers on them even though the union logo is years later.

We are now researching several other titles that appear to be in this same category and will update this soon. Until then.....For collecting 1970s and 1980s material (especially if it's rolled) – LOOK FOR THE UNION LOGO!



The LAMPPOST is a publication of

LearnAboutMoviePosters.com

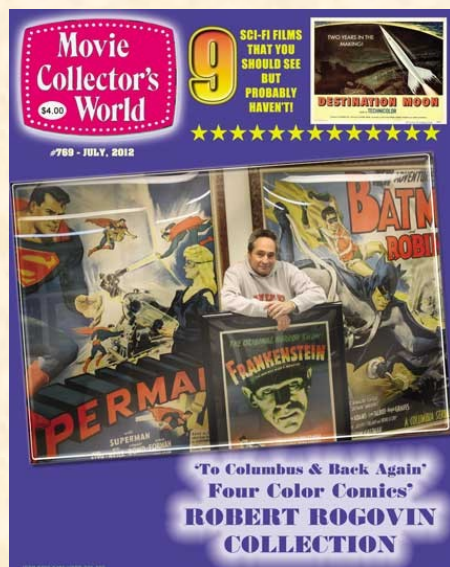
P.O. Box 3181  
Harvey, LA 70059

Telephone: (504) 298-LAMP

email: [edp@LearnAboutMoviePosters.com](mailto:edp@LearnAboutMoviePosters.com)

Copyright 2012 - Learn About Network L.L.C.

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



**MCW #769 – JULY, 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!?**

# DOMINIQUE BESSON AFFICHES

221 CHÉMIN DE LA BLANCHÈRE - 94290 VEDDIE - FRANCE

Tél. : 01 47 54 13 55

Web : [www.dominiquebesson.com](http://www.dominiquebesson.com)

E-Mail : [info@dominiquebesson.com](mailto:info@dominiquebesson.com)



## NEW DOMINIQUE BESSON CATALOGUE NOW AVAILABLE

Dominique Besson's new catalogue #17 is now available  
featuring 100 beautiful posters with full page color photos.

The catalogue can be downloaded free [HERE](#).

If you wish to order a printed copy of the catalogue, you can  
send \$50 USD (including shipping) via Paypal, to Account  
ID: [info@dominiquebesson.com](mailto:info@dominiquebesson.com)