

LAMP WELCOMES TWO MORE SPONSORS

ERDIE INDUSTRIES RETURNS TO LAMP

We are very happy to announce that Erdie Industries has returned as a LAMP sponsor.

ERDIE INDUSTRIES, INC. specializes in shipping and mailing tubes for industrial, commercial and consumer markets. Their tubes are ideal for safely shipping rolled movie posters and memorabilia.

Twist-n-Pull® Mailing Tubes

Erdie's Twist-n-Pull end caps for mailing and shipping tubes is the answer to the shortcomings of standard plastic end caps. Twist-n-Pull caps are designed to stay locked in place until removed by hand--with one easy "twist and pull"--eliminating the need for tape or staples to keep caps in place. Aside from the ease of use, Twist-n-Pull allows the mailing or shipping tube to be re-used many times over.



Check out Erdie's new Tri-Hex® Mailing Tubes on page 16.

MOVIE POSTER EXCHANGE JOINS THE LAMP FAMILY

Movie Poster Exchange was launched in 2012 and is quickly becoming one of the premier online poster auction sites.

"The site was developed primarily with sellers in mind. I felt like ebay had become completely untenable for sellers with their never-ending strictures. I wanted to create a hybrid site that offered sellers, and in particular dealers with fixed-price sites, an additional venue to sell their material" says Peter Contarino, owner of MPE.

The site has indeed done just that. There are regular [weekly auctions](#), as well as a [Fixed-Price](#) section for sellers who prefer to use this format.

"The idea," says Peter, *"is that the auctions drive a tremendous amount of traffic which in turn gives the Fixed-Price material enhanced exposure."* MPE has taken a unique approach to help address the issue that so many online dealers experience: generating traffic.

(Continued on page 2)

Contarino adds, "SEO is talked about endlessly, but the reality is that it is consistent fresh material that drives traffic. It's a small hobby. It doesn't take long for people to become aware of a particular site. The trick is to keep people interested in coming back. I experienced this when I had Majestic Posters. We would list new acquisitions and get a huge spike in traffic, and then it would flatline until we put out another newsletter alert that new material had been listed."

What MPE is offering in addition to weekly auctions is the ability for sellers to list their own material and hold it until they sell it, either through MPE or by other means. Dealers with online sites or brick and mortar shops can list on MPE while also keeping it for sale in their respective venues.

The posters below are currently available in the [Fixed Price Items](#) category on MPE)



The site is modern and extremely functional. It allows sellers to list material, create inventories, track sales, consider offers and counter offers and ship directly to the buyer.

There are no listing fees. The commission rate is 20%; however, MPE absorbs the typical 3% transaction fees that sellers incur through Paypal or credit card payments, making the effective commission rate 17%. MPE collects a flat \$15 shipping fee that is in turn paid to the seller. Sellers are alerted via email and in their user panel as soon as an item sells.

MPE is very buyer friendly as well. The site offers a User Panel that allows buyers to track Active bids, Outgoing Offers, Incoming Counters, and a Watch List that allows the buyer to bid or even batch bid directly from. There are many other features such as a Want List that searches not only titles, but descriptions as well, which allows buyers to add titles, actors, or even genres, and alerts the buyer via email the minute a desired item is listed. **MPE allows the buyer 3 days to complete the checkout/payment process, giving them the option to combine items that they may purchase separately to help save on shipping. They will also hold items up to 3 auctions and combine to minimize shipping costs.** "We are very conscious of shipping costs and do our best to help customers minimize these costs," said Peter.

MPE has just announced that they will be holding regular Still and Photo auctions. The current auction, **which ends May 25th**, features a great selection of stills. Here are some samples. Click [HERE](#) to see complete weekly auction listing.



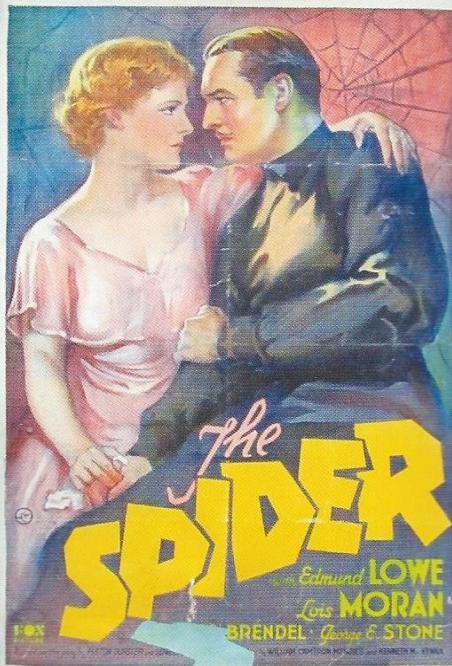
MPE has also recently added a section for Alternative posters. "There is a huge "underground," for lack of a better term, hobby for re-conceptualized movie posters.

Mondo has been doing this for over a decade and we are now starting to carry a variety of material, and are handling Zoetrope posters exclusively. They are putting out very high quality material. The recent ***Double Indemnity*** and ***Twelve O'Clock High*** are spectacular and have nearly sold out. We should be receiving ***Rear Window*** shortly," said Peter.

You can visit MPE online at www.movieposterexchange.com.



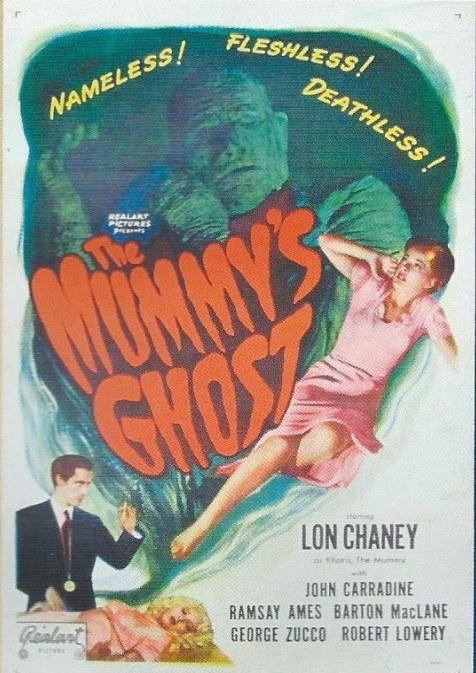
The Twenty-Second Annual Hollywood Poster Auction



The Spider
Est. \$800 - 1,000
Reserve \$600



Adventures of Sherlock Holmes
Est. \$6,000 - 8,000
Reserve \$5,000

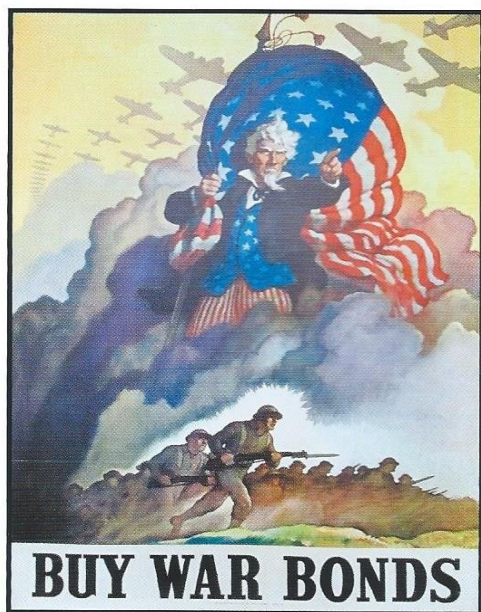


The Mummy's Ghost
Est. \$1,200 - 1,500
Reserve \$800

Saturday May 24, 2014
Columbus, Ohio
1:00 PM EST



WWI Poster Group
Est. \$400 - 600
Reserve \$200



Uncle Sam - Buy War Bonds
Est. \$1,200 - 1,500
Reserve \$800

✱ Don't miss Ed Poole, founder of Learn About Movie Posters (www.learnaboutmovieposters.com) speaking on LAMP and the poster collecting hobby a half hour before the start of this year's auction. Be in your seats early!

Auction Schedule

Friday, May 23, 2014

Auction Preview	1:00 PM - 6:00 PM
Auction Registration	9:00 AM - 6:00 PM

Saturday, May 24, 2014

Auction Preview	9:00 AM - 12:00 PM
Auction Registration	Starting at 10:00 AM
Ed Poole, LAMP	12:30 PM - 1:00 PM
Auction	1:00 PM - 8:00 PM
Auction Checkout	Until 9:00 PM

Sunday, May 25, 2014

Auction Checkout	9:00 AM - 12:00 PM
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Auctioneer - Stuart Holman

(All times EST)

Download the full catalog at www.hollywoodposterauction.com

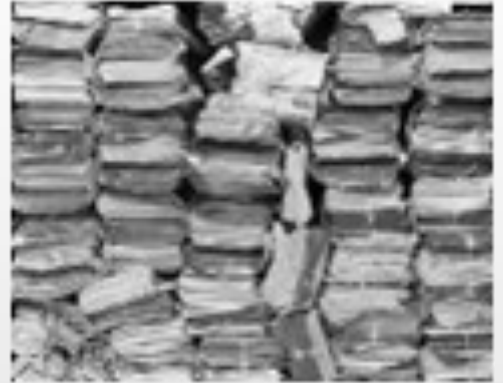
Over 800 lots - something for everyone!

HEADING TO CINEVENT

It's finally here! We are getting ready to head to Cinevent tomorrow -- and we're coming with a mission.

FRUSTRATED WITH THAT STACK OF UNKNOWN MOVIE STILLS?

Can't sell them; don't know what title;
can't get rid of them because they might
be something really good; **they continue
to pile up!**



SO WHAT CAN YOU DO??

BRING THOSE UNKNOWN MOVIE STILLS TO CINEVENT!

THAT'S RIGHT! Bring them to Cinevent. We will be back at Cinevent for the first time since 2006. Last time dealers told us that one of the biggest problem areas was identifying unknown movie stills. We listened!!! So, THIS TIME, we're bringing **50,000 production codes** to help you identify those unknown production, shorts, serial, series, TV, and portrait stills.

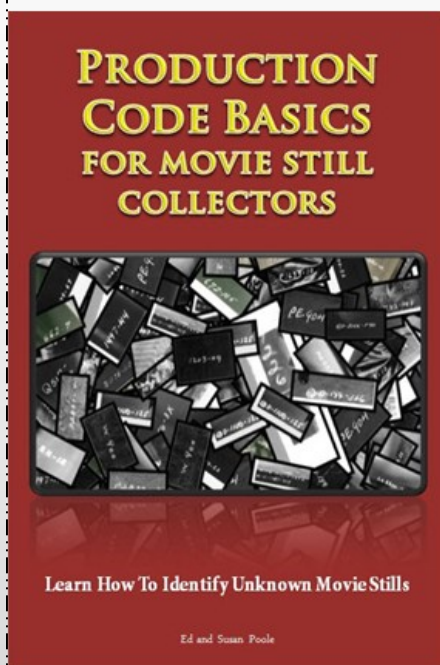
BEST OF ALL – IT'S FREE!

Courtesy of LAMP, LAMP's Wonderful Sponsors and Cinevent!!

We will be set up in the lobby near the registration tables, so bring that stack of stills and hopefully we can help you get them out of the closet and back into your inventory.

IF YOU'RE COMING TO CINEVENT, BE SURE TO STOP BY!

While We Are at Cinevent This Week



We will be releasing our 16th reference book titled, [**Production Code Basics – For Movie Stills Collectors**](#) – which is the first reference book on production codes and the companion book to our popular [**Movie Still Identification Book**](#).

We will also be making a presentation to the industry just before the [**Hollywood Poster Auction**](#) at 12:30 on Saturday. Here is our announcement:

LAMP Presentation

In Louisiana they're called **Hollywood On The Bayou**. To stills collectors, they're known as **Movie Still ID**. To archivists and researchers, they're known as **Global Cinema Research**. To magazines and authors, they're known as the **Movie Poster Data Base**. To poster collectors, they're known as **Learn About Movie Posters** – or **LAMP**.

Ed & Susan Poole, the only film accessory researchers in the world, present the Learn About Network, L.L.C. – the tools they have developed to make research easier, some shocking revelations on the industry, some surprising assessments and a look at what's coming. **Don't miss it.**

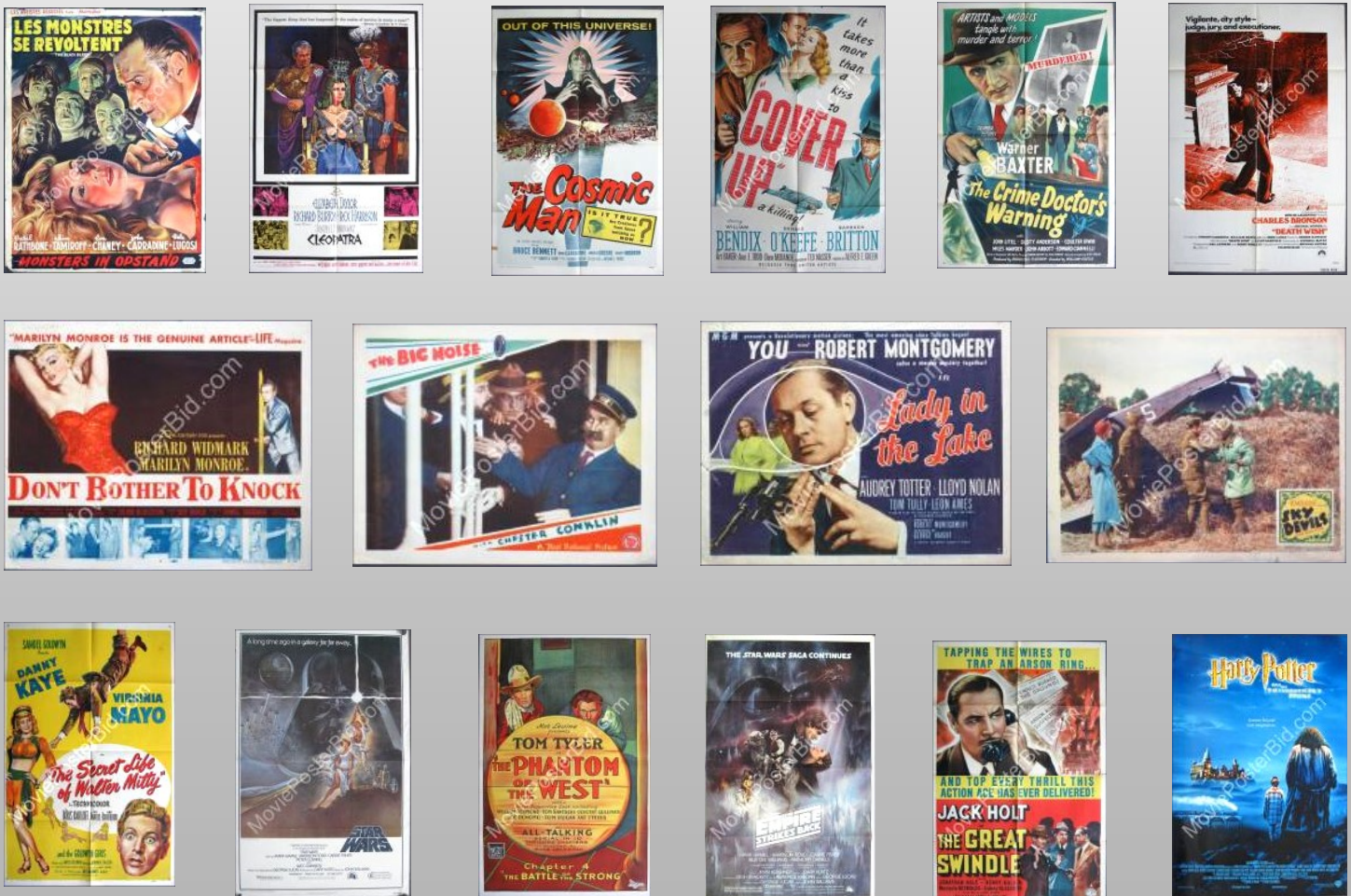
MoviePosterBid.com Vintage Poster Auction

Auctions Begin
May 14 to 28
through Friday

Harry Potter - Star Wars
Big Lebowski & More

MoviePosterBid.com
BUY STUFF NOW! SUPER-MARKET
NOW OPEN

Featured auctions include:



[CLICK HERE TO START BIDDING](#)

MovieArt Participating in Switzerland's 17 Film & Comic Exchange in Zurich

For our European friends, the Swiss "Cinevent" will take place next Sunday, May 25th at the People's House Zurich Switzerland from 10:00 to 5:00. LAMP dealer MovieArt will be present with 8 tables and bring along original French, Italian and Belgium Posters as well as US Lobby Cards, Swiss Lobby Cards and other Movie Memorabilia. If you will be in the Zurich area on that date, be sure to visit Marcel's display.



Replika's & Original Filmrequisiten DVD's Schwerter Toys

17.FILMBÖRSE IN ZÜRICH MIT COMIC BÖRSE

SONNTAG, 25.05.14 10.00 - 17.00

**Exklusive Ausstellung aus Europa's grösster
Filmrequisitensammlung (www.movieprops.ch)**
(www.facebook.com/pages/Filmbörse/156516174391928)

Wo: Im Volkshaus, Stauffacherstr.60, 8004 Zürich
(Tram Nr. 2,3,9,14 bis Haltestelle „Stauffacher“ - von
da aus 5 Minuten zu Fuss Richtung Helvetiaplatz)

Eintritt: 5.--/Person
Mit über 50 Aussteller auf mehr als 900 m2



Autogramme & Fotos Masken 1:1 Figuren Modelle Plakate

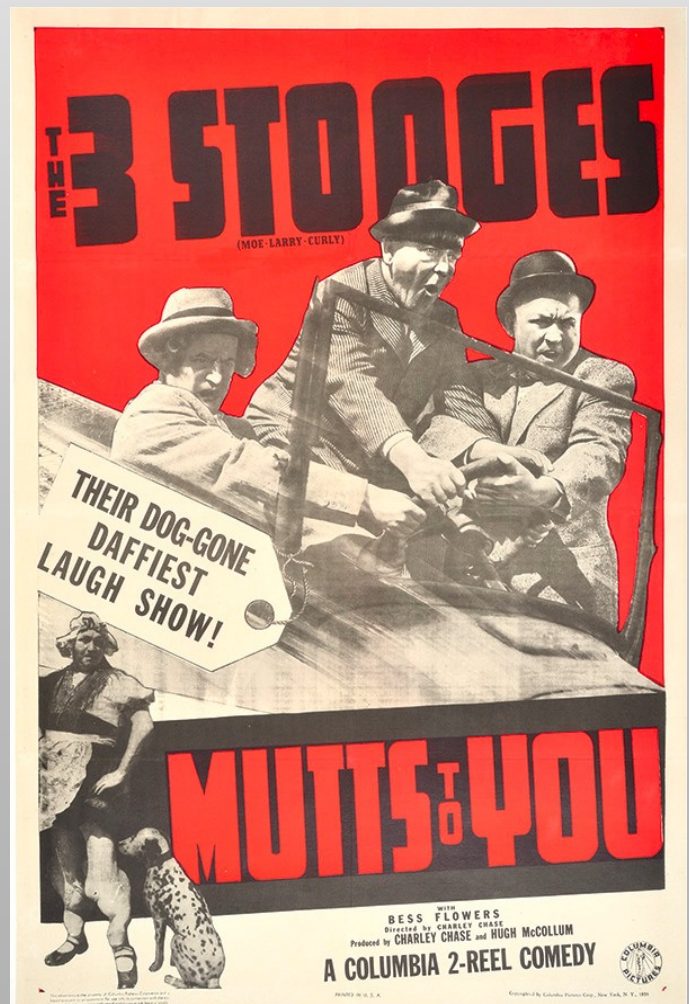
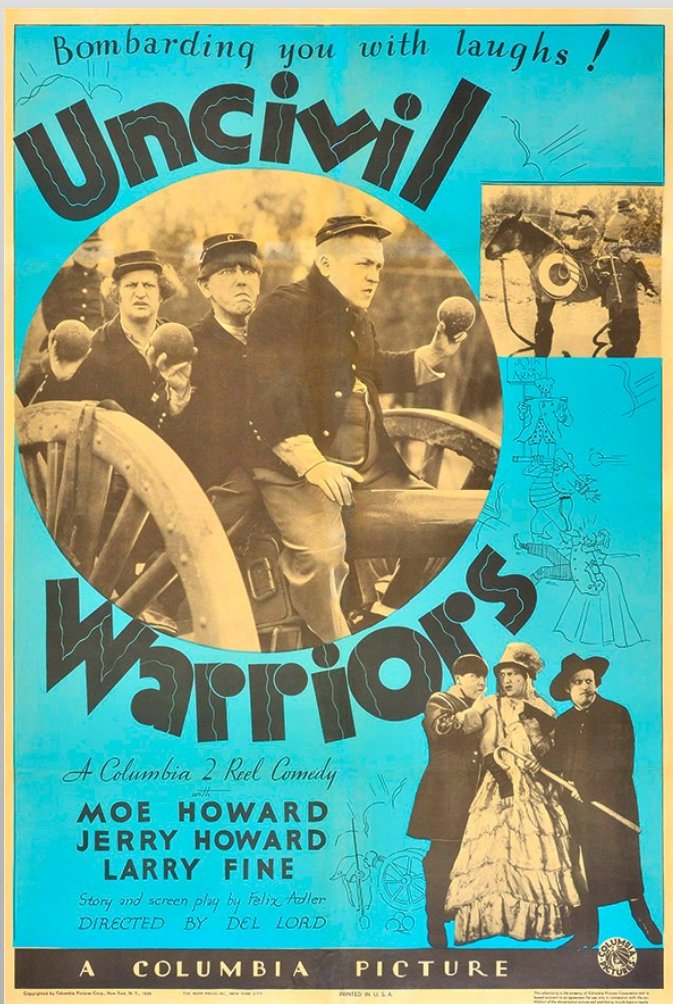
POWERED BY:  CINEMAN

www.laserzone.ch
www.movieart.ch

"Three Stooges" Posters and Lobby Cards Create Pie-Throwing Frenzy At REA Auction!!!

Watchung, New Jersey. Collectors of vintage "Three Stooges" posters and lobby cards were responsible for an insane frenzy of spirited bidding at Robert Edward Auctions during the record-setting April 26, 2014 auction. Eyes were poked. Pies were thrown. Fortunately, no one got hurt! (OK. There really were no Stooge-like physical antics. We've just thrown all that in for fun). But there really were many records set and collectors really were extremely enthused by the first installment of the finest and most advanced collection of original "Three Stooges" movie posters and lobby cards to ever come to auction.

1934-1956 "Three Stooges" Poster Collection: All "Three Stooges" movie posters and lobby cards are extremely rare and have long been recognized as "blue chips" by advanced collectors in both the movie poster and "Three Stooges" collecting worlds. The offering of just a few vintage lobby cards and posters is a rare collecting event. This auction, the first of four installments representing the entire collection, featured 37 lots which sold for a total of \$144,807. The six one-sheet posters alone sold for \$83,246, paced by an amazing record \$56,287 for the extremely desirable and early 1935 ***Uncivil Warriors*** poster.



Forty-one "Three Stooges" lobby cards sold for a total of \$61,560, highlighted by \$9,480 for a 1934 **Men In Black** lobby card.

Interesting note: this lobby card had the amazing provenance of having originated years ago directly from Moe Howard's daughter.



For more information about Robert Edward Auctions, please visit:

<http://www.robertedwardauctions.com/>

To register to bid in the auction, please visit:

<https://bid.robertedwardauctions.com/users/useradd.asp>

To inquire about consignments or request a catalog, please visit:

<http://robertedwardauctions.com/contact/index.html>

For further information, contact:

Robert Edward Auctions, LLC, PO Box 7256, Watchung, NJ 07069, or call (908) 226-9900.

Copies of the 694-page full-color premium Spring 2014 catalog are also still available free of charge. Go to www.robertedwardauctions.com, click "Free Catalog," and fill in your name and address. Robert Edward Auctions is currently assembling its next sale. For further information contact: Robert Edward Auctions, PO Box 7256, Watchung, NJ or call (908)-226-9900.

###

Robert Edward Auctions, LLC is one of the world's leading specialty auction houses, devoted exclusively to the sale of rare baseball cards, memorabilia, and Americana.

REA TO AUCTION NEXT INSTALLMENT OF THREE STOOGES COLLECTION IN OCTOBER

Collectors are anxiously awaiting the future installments of this unprecedented once-in-a-lifetime collection. There were only 174 short films in total made by The Three Stooges between 1934 and 1956. This collection has advertising one-sheets and lobby cards representing 115 of them, including the one-sheet for The Three Stooges' very first short, 1934's ***The Woman Hater's Club***, which will hit the auction block in the near future.

The "Three Stooges" Collection presented by [Robert Edward Auctions](#) is an unprecedented offering and literally a once-in-a-lifetime collecting opportunity. The next installment of the "Three Stooges" Collection will be presented in October.



Now Is The Time To Consign To emovieposter.com's July Major Auction

(Click on images to enlarge)

EMOVIEWPOSTER.COM'S JULY MAJOR AUCTION IS COMING!

Final consign deadline May 23rd



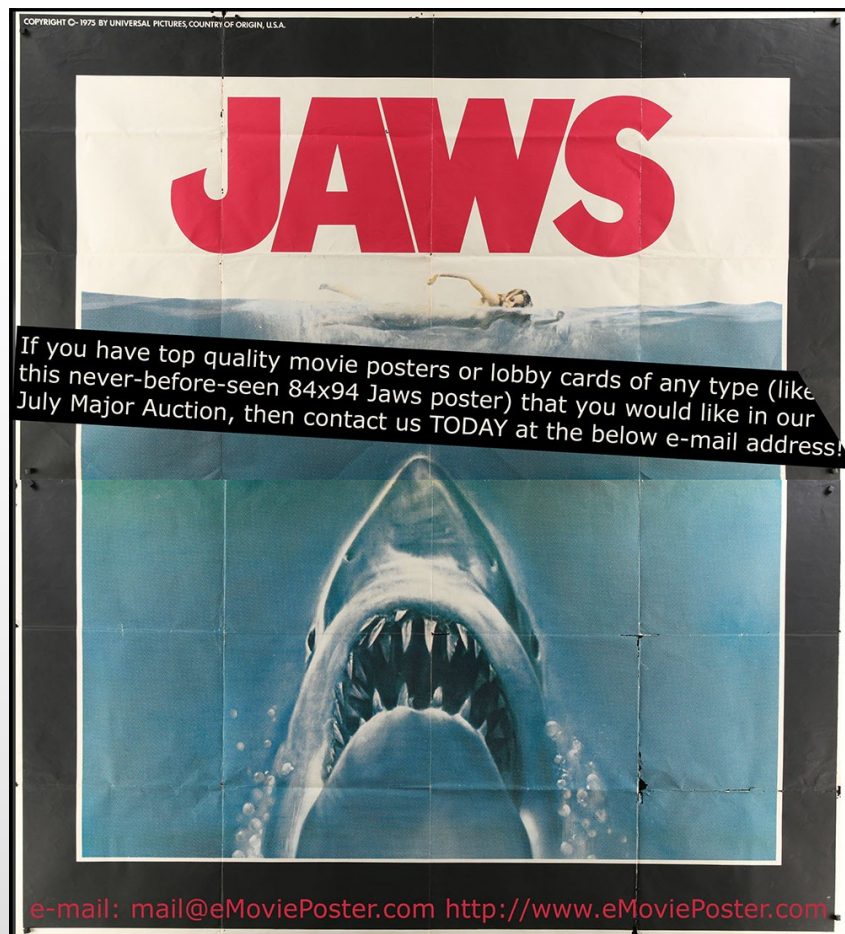
If you have quality items (like the three great one-sheets shown here) that you would like to see in this auction, contact us today with what you have. And if you are looking to buy great movie paper items, come to our website between July 6th and 20th, and prepare to be dazzled!

THE POSTERS THE NAME WHO COULD ASK
YOU WANT... YOU TRUST... FOR ANYTHING
eMoviePoster.com - phone +1 (417) 256-9616
e-mail: mail@eMoviePoster.com - <http://www.eMoviePoster.com> MORE?

With the great success of emovieposter's recently concluded April Major Auction, it is clear that they have lots and lots of top buyers, and they want to buy any sort of quality item (at least from them!). They already have quite a few excellent items consigned (they will be posting more promo ads very soon, and you can see the first two below; if you have items to send, you have a chance of having yours included in the promos if you send them quickly).

THE FINAL DEADLINE FOR CONSIGNING IS MAY 23RD

(but of course they would rather have many of the items arrive much sooner).



EMOVIEWPOSTER.COM'S JULY MAJOR AUCTION IS COMING!

the story of a man who was too proud to run!

STANLEY KRAMER PRODUCTIONS presents
GARY COOPER
"HIGH NOON"

JOHN GARFIELD
"THE DEAD END KIDS"

THEY MADE

If you have classic Hollywood posters (like the 40x60, one-sheet & window card shown here) that you would like to see in this auction, contact us today with what you have. And if you are looking to buy great movie paper items from all years and genres, come to our website between July 6th and 20th, and prepare to be dazzled!

eMoviePoster.com - phone +1 (417) 256-9616
e-mail: mail@eMoviePoster.com
<http://www.eMoviePoster.com>

IMPORTANT! Emovieposter is going to continue making a really major effort to keep lesser posters out of the July Major Auction. Why? Because there were a few hundred items in the April Major Auction that sold for under \$50, and they absolutely believe that those items would have almost surely done **BETTER** in the regular weekly auctions, because there, they would have been between the "middle of the pack," and the top items, so many more people would have seen them, because so many people only sort high to low and look at the top few pages of items.

But in the major auction, they fell at the very end, and they got far fewer views, and they believe that caused them to go for less (and of course, some people are going after expensive items, and skip the less expensive ones because they have to decide how to spend the money).

So emovieposter is asking all of you to bear this in mind when sending items for the July Major Auction. Of course, you can send items and leave it



**FROM OUT OF SPACE....
A WARNING AND AN ULTIMATUM!**

THE DAY THE EARTH STOPPED

EMOIEPOSTER.COM'S JULY MAJOR AUCTION IS COMING!

Michael Rennie · Patricia Neal · Hugh Marlowe

Sam Jaffe · Billy Gray · Francis Bavier · Jack Martin

Julian Blaustein · Robert Wise · Edmund H. North

20th Century Fox

HIS FIRST FULL LENGTH FEATURE PRODUCTION

Snow White and the Seven Dwarfs

in the Marvelous MULTIPLANE TECHNICOLOR

© W. D. F. Distributed by RKO Radio Pictures, Inc.

If you have quality items (like the two one-sheets shown here) that you would like to see in this auction, contact us today with what you have. And if you are looking to buy great movie paper items, come to our website between July 6th and 20th, and prepare to be dazzled!

**THE POSTERS THE NAME WHO COULD ASK
YOU WANT... YOU TRUST... FOR ANYTHING
MORE?**

**eMoviePoster.com - phone +1 (417) 256-9616
e-mail: mail@eMoviePoster.com - http://www.eMoviePoster.com**

EMOIEPOSTER.COM'S JULY MAJOR AUCTION IS COMING!

CHECK AND DOUBLE CHECK

YOUR COLLECTION FOR CONSIGNMENTS!



HERE THEY ARE! ON THE SCREEN!

AMOS AND ANDY

CHECK AND DOUBLE CHECK

THE FIRST ALL-STARING SOUTHERN BROTHERS

IRENE RICH · SHE CARRIE · ANDERSON · MEL · DORRAN

If you have quality items (like the great one-sheet shown here) that you would like to see in this auction, contact us today with what you have. And if you are looking to buy great movie paper items, come to our website between July 6th and 20th, and prepare to be dazzled!

**THE POSTERS THE NAME WHO COULD ASK
YOU WANT... YOU TRUST... FOR ANYTHING
MORE?**

**eMoviePoster.com - phone +1 (417) 256-9616
e-mail: mail@eMoviePoster.com - http://www.eMoviePoster.com**

to **THEM** as to whether they should be in the major auction or in the regular auctions (because their goal is the same as yours, which is to maximize how much the items sell for!).

It is not a question of strictly price, but also of rarity and desirability. When they put an item that they have all the time in the major auction, few people are "fooled", and most of them know that it is something they can skip and bid on the next time it shows.

So now is a great time to let them know what items you have for their July Major Auction! Be sure to e-mail [Phillip](mailto:phillip@emovieposter.com) at phillip@emovieposter.com right away to let him know what you plan to send, and he will quickly let you know if they are right for this special auction.

ERDIE INDUSTRIES INTRODUCES

Tri-Hex® Mailing Tubes

Erdie Industries, Inc. granted U.S. Patent for unique light weight, ultra-strong hexagon design

Tri-Hex® Green Structural Packaging offers superior structural support and protection for shipping and packaging. Granted a US Patent in July 2013, Tri-Hex® packaging products use less material, cost less and are stronger than other corrugate pallet runners & blocks and packaging materials, plus, they are easy-to-use. From pallet runners & blocks to corner posts, display poles, protective packaging, mailing tubes and more, Tri-Hex® Green Structural Packaging solves your shipping and packaging problems for less money.

The design was first created for mailing tubes. Tri-Hex® Mailing Tubes offer a strength not recognized by square, circular or other triangular mailing tubes, helping to keep products secure during both manual and automated handling.

- Stronger
- Lighter
- Shipped/Stored Flat
- Conveyor Friendly

In addition to giving your product a strong and stackable packaging solution, empty Tri-Hex triangle mailing tubes can be shipped flat and unassembled, which is great for storing them until needed. Freight companies like them because they are conveyor-friendly, and the flat-paneled sides can be scanned easily. They are both lighter and stronger than traditional triangle boxes or round mailing tubes, and are designed as a single piece, so no additional end caps are required.



For more information or to see a video presentation of this great product, click [HERE](#).

Heritage Auctions 2014 July 19 - 20

Movie Posters Signature Auction

Consignment Deadline

Heritage Auctions has announced that they will hold their Movie Posters Signature Auction #7098 on July 19-20, 2014 in Dallas, Texas. Here's are some of the posters that will be included in that auction:



Click [HERE](#) to see more posters to be offered in this auction.

Consign your material to be auctioned alongside these items on Saturday, July 19, 2014 in Dallas, TX. **Consignment Deadline for this auction is Tuesday, May 27, 2014.**

Want to learn about consigning with Heritage? [Check out this video.](#)

Remembering "Fearless Flo" Thanhouser Company Spearheads Florence La Badie Memorial

Florence La Badie (April 27, 1888 to October 13, 1917) was one of the most important and popular actresses of the early motion picture era. She appeared in over 180 silent films from 1911 through 1917 for the Thanhouser studio based in New Rochelle, NY.

A daredevil at heart, she was known as "Fearless Flo" for taking risks and performed many of her own stunts. She was a frequent subject for articles and letters in fan and trade magazines, and over a period of years, she was the most publicized of all Thanhouser players. Florence showed great compassion, care, concern, and sympathy for the men fighting in World War I, and was one of the most prominent fundraisers for the World's Statue of Liberty Illumination Fund,

Tragically, in October 1917, she succumbed to injuries suffered in an automobile accident, making her the first major "movie star" to die at the zenith of her popularity. Her biography and links to 12 of her surviving films may be viewed online at no charge [here](#).

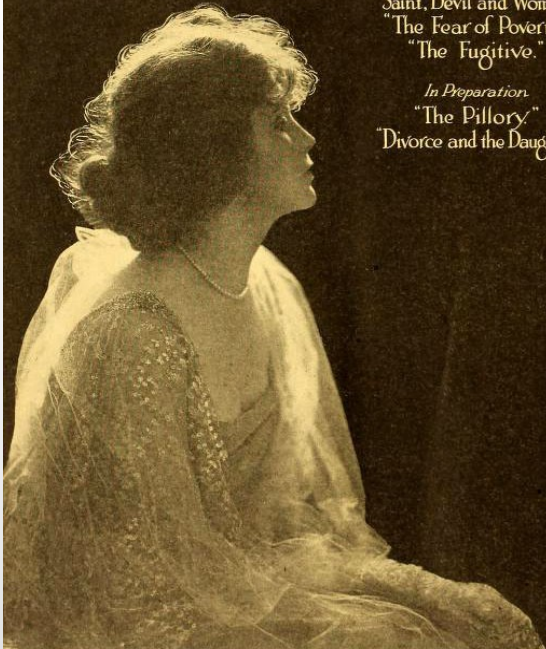


Florence was buried in an unmarked grave at the Green-Wood Cemetery in Brooklyn, New York on Wednesday October 17, 1917. Founded in 1838 as one of America's first rural cemeteries, the Green-Wood Cemetery has developed an international reputation for its magnificent beauty and became the fashionable place to be buried. The famous and infamous have continued to come to Green-Wood for over a century and a half, bringing their lively stories and dark secrets with them. Green-Wood has more than 560,000 permanent residents, including Leonard Bernstein, Boss Tweed, Charles Ebbets, Jean-Michel Basquiat, Louis Comfort Tiffany, Horace Greeley, baseball legends, politicians, artists, entertainers, inventors, and Civil War generals.

NOW APPEARING IN
THANHOUSER-MADE
PATHE GOLD ROOSTER PLAYS

"Saint, Devil and Woman."
"The Fear of Poverty."
"The Fugitive."

In Preparation
 "The Pillory."
 "Divorce and the Daughter."



219 SIXTH AVE. N. Y. CITY

PATHE'

Presents



**FLORENCE
LA BADIE**
IN
**HER LIFE
and HIS**

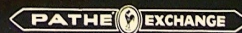
A GOLD ROOSTER PLAY

IN FIVE PARTS

Produced by **THANHOUSER**



EXCELSIOR ILLUSTRATING CO



Coming

PATHE'

Presents



THE WOMAN IN WHITE

A GOLD ROOSTER PLAY
IN SIX PARTS

FEATURING

FLORENCE LA BADIO



Produced by **THANHOUSER**
Directed by **ERNEST C. WARDE**

Coming

PATHE presents

FLORENCE LABADIE
in the five part GOLD ROOSTER play

"THE FUGITIVE"



A really excellent feature produced by
THANHOUSER
and one that will be a strong box-office attraction
Released August 13th

When Love Was Blind

Elmer Grayson	-	Florence LaBadie
Burton Lester	- - -	Boyd Marshall
Ruth Porter	- - - -	Elythe Cooke
Frank Hargraves	-	Harris Gordon
Vera Hargraves	- - -	Gladys Leslie
Edward Grayson	- -	Thos. A. Curran

[illegible]

PERLEY . HALL
WED . EVE . JAN . 9
15 & 6 CTS .

PATHE
FLORENCE
La Badie
When Love
Was Blind

A GOLD BOOSTS
PLAY IN 5 PART
PRODUCED BY
THANHOUSE



Memorial Dedicated April 27, 2014

Almost 100 years have passed since her untimely death, but her popularity remains high and is surging on social media and blog sites. Through the cooperation of Thanhouser Company Film Preservation, Inc. and the Green-Wood Historic Fund, a campaign was launched with the goal to raise funds to install a suitable monument to commemorate her brief but historic career. Film fans, historians, and the public at large were encouraged to contribute to the effort.



Finally, on April 27, 2014, Florence La Badie's memorial headstone was dedicated at the Green-Wood Cemetery. This day marked Ms. La Badie's 126th birthday.

HAND DRAWN MOVIE POSTERS

By Du Qiongfang Source: [Global Times](#) Published: 2014-3-31

On entering the foyer of a cinema, you're likely to be bombarded with large LED screens flashing clips and trailers of the many blockbusters on offer, supported by identical promotional posters carrying the same, studio-sanctioned image.

But 20 years ago, the main way films were promoted was by individually hand-drawn posters made by local artists, one-of-a-kind pieces of film memorabilia that would be fleetingly pasted outside cinema doors, before being torn down to make way for the following week's screenings.

These posters, which disappeared around the turn of the new millennium, are increasingly becoming the objects of nostalgia for many middle-aged movie fans, and the rare surviving posters have become collectors' items.



Li Shude displays the posters he hand-drew in the past. Photos: Du Qiongfang/GT

But thanks to former poster artist Li Shude, such fans may be able to enjoy some examples of these posters once again.

Li is retiring from Caoyang Cinema where he has been working for some 30 years, the first 20 of which he spent painting movie posters. He now plans to compile a book of some of his former works.

Talented at drawing since he was small, Li joined the Caoyang Cinema as a movie poster designer in the late 1980s. The company put him through the College of Fine Arts of Shanghai University. When he graduated, the movie business was prosperous and Li drew hundreds of posters for the cinema over the following years.

Hand-drawn movie posters had been a fixture at cinemas in Shanghai since as early as the 1920s, though the number of poster artists is thought to have peaked in the 1990s at around 200. "Because of the lack of other advertising channels, movie theaters could only advertise and promote the movies via posters. Audiences could only get information about the movies that would be screened from the posters displayed outside the cinemas. So poster designers were indispensable for every cinema in those days," said Li.

"Doing each poster was like sitting an exam or solving a problem. We hoped to draw something that was unique and outstanding. We had to use our brains and think hard to figure out how to present the themes," said Li. As each movie theater employed its own designers, each theater would have its own unique posters for the movies it was showing.

The designers often had to take some artistic license. Although they could get movie stills, these were often of a low quality. "What was annoying was that we sometimes could not get a good photo of the main character. They only gave us vague medium-distance shots in which the main characters could not be seen clearly," said Li.

This meant they often had to try to find alternative source material in movie magazines. When they came up short, they would have to get creative. One example Li recalls was the poster for the movie *Jiadao Gongli de Nanren (A Man Married to the Palace)*, the main character of which is a eunuch in a Qing Dynasty (1644-1911) court. Li could not find a suitable portrait of the main character, so he drew a stone lion with a red background to represent the palace and a black silhouette of a man with a typical Qing Dynasty mandarin's hat to represent the eunuch.

Today, poster designers can easily pick and choose fonts with the aid of computers. But in Li's poster-drawing days, every Chinese character was painted by hand, consuming much time and energy.

There was also huge time pressures. Every Tuesday, poster designers around Shanghai would gather at the Grand Theater to watch previews of the forthcoming movies.

The artists would then go home to work on their assigned posters, which had to be completed in just two to three days. A designer would usually complete some four to five posters per month. As the telephone was not in wide use, even by the 1990s, designers had little opportunity to collaborate on ideas, leading to a wide variety of designs for the same movie.

In the case of Hollywood blockbusters, Li and his peers worked even harder and spent days and nights immersing themselves in their work to create outstanding posters. "Every designer had their own unique take on the same movie," said Li. "Painters and photographers are those who are not willing to go with the flow. They want to create from an angle that would not occur to common people. The same is true of poster designers."

Although the job was tough, poster designers could enjoy regular free trips to other provinces, organized by film distributors and cinemas. Through such events they could share ideas and techniques, while also visiting places where films had been shot.

While the role of the poster designer was important, their work had a short lifespan. It could be as little as four or five days before a design was peeled from the walls or covered with posters for newer films.

Hand-drawn posters finally disappeared as the new millennium rolled around and the artists gave way to computer designers. Better communications technology also meant it was easier to distribute the official posters supplied by the studios. Although many hand-drawn posters were finely designed and appreciated, very few of them were preserved.

"As an art form and cultural phenomenon, hand-drawn movie posters should be remembered and preserved. When the Shanghai Television Station interviewed me with the aim of making a documentary, they failed to find enough stock footage," said Li.

AUDREY HEPBURN'S HAT SELLS AT BONHAMS FOR \$46,250

Los Angeles (May 6, 2014) - Bonhams, the third largest international fine art auction house, celebrated Audrey Hepburn's birthday in fashionable style when an American phone bidder took home one of her prized accessories, a Givenchy hat worn in the November 1964 issue of "Vogue" magazine. The item sold for an impressive \$46,250, more than four times its low estimate, at the two day auction of Entertainment Memorabilia including Animation Art on May 4-5 in Los Angeles. Bonhams witnessed heated bidding among salesroom, internet and phone bidders for the coveted jade green velvet hat, with bidders from 22 countries participating in the auction.



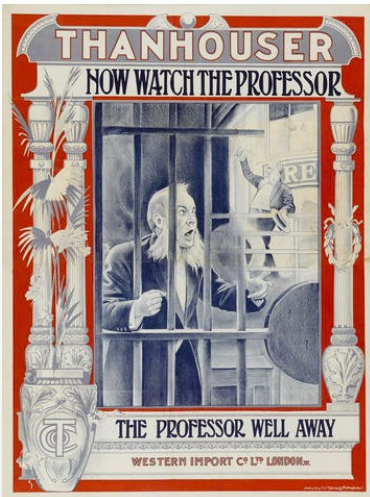
Catherine Williamson, Director of Entertainment Memorabilia at Bonhams, remarked, "following our November 2013 sale of Hepburn's Givenchy hat from "Funny Face" for \$87,500, this auction confirms the actress's continuing appeal to fans of all generations."

Rock & roll posters also had a strong showing, with a 1968 Cream concert poster reaching a final bid of \$11,875, more than five times its low estimate. The intricate psychedelic illustration was designed by cartoonist Ed Argo and advertised the penultimate performance of Cream's farewell tour of the United States. Equally significant, an original poster for a concert of Andy Warhol's Exploding Plastic Inevitable fetched \$9,375, almost twice its low estimate. Printed in gold ink on yellow acetate, the poster dates from the pop artist's 1966-67 tour with the Velvet Underground, shortly after the release of their seminal album "The Velvet Underground & Nico."

The auction offered over 500 eclectic items that appealed to hundreds of bidders, from film posters, photographs, scripts, costumes and animation art to rock & roll memorabilia. See some of the movie poster results on the next page.

Further details of the auction's results can be found at www.bonhams.com/21643. Bonhams is currently accepting consignments for its second auction in partnership with Turner Classic Movies, entitled "There's No Place Like Hollywood," which will take place November 24 in New York.

Movie poster results include:



Sold for US\$ 375 inc. premium



Sold for US\$ 500 inc. premium



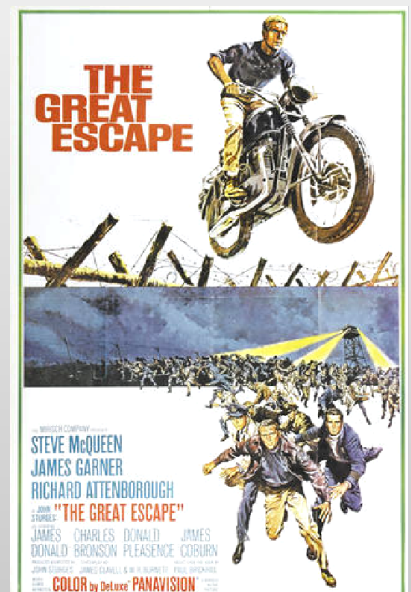
Sold for US\$ 600 inc. premium



Sold for US\$ 687 inc. premium



Sold for US\$ 750 inc. premium



Sold for US\$ 1,125 inc. premium



Sold for US\$ 350 inc.



Sold for US\$ 187 inc.



Sold for US\$ 5,000 inc. premium



Sold for US\$ 687 inc.

ALIEN DESIGNER H. R. GIGER PASSES

"Hans Ruedi" Giger, known to the world as H.R. Giger, passed away on May 12th at the age of 74.

Giger was born in the small city of Chur, Switzerland in February, 1940. He grew up in a rather normal, middle class family environment. His father was the local pharmacist. When he was quite young, his father received a human skull as a professional promotion from a pharmaceutical firm, and the young Hansruedi was taken spellbound.

He fast developed a fascination with all things dark and strange, and later found inspiration from postcards and magazine photos featuring the works of Salvador Dali and Jean Cocteau. Giger's mother Melli was a great encouragement to him, though she did not always understand the strange fascinations of her young son. As a pre-teen, Giger would invite neighborhood friends over to watch his presentation of 'Ghost Train' rides, and other portrayals of the dark fantastic.

After high school (gymnasium) Giger went on to study architecture and industrial design at Zurich's School of Applied Arts. He soon expanded his network of friends to include those in involved in various aspects of the arts, and began drawing creatively.

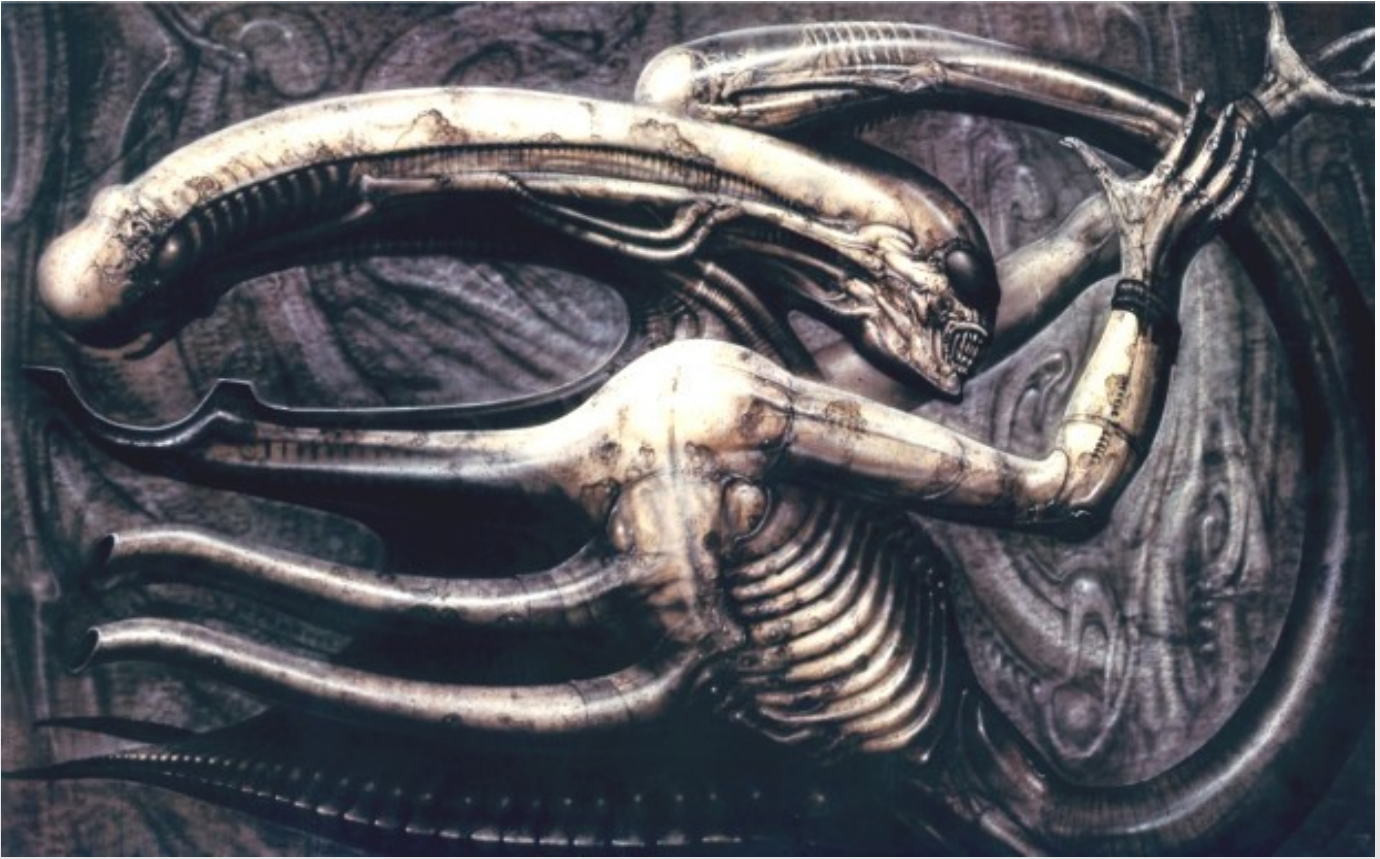
In 1966, Giger began work as an interior designer, and at the same time, completed some early paintings. In 1968, he began working exclusively as an artist as well as a filmmaker. Giger had his first posters published in 1969 and also had some of his first exhibitions outside of Zurich.

Giger began using the airbrush in the next decade, and his works took on a unique otherworldly quality. He grew to be considered the leading airbrush artist in the world and proved that fine art could be produced via the device. Working in large formats, Giger's paintings are meticulously rendered and possess a blend of erotic mystery and alien elegance.

In 1978, Giger began work on the film ***Alien***, and ended up sculpting most of the creatures and sets. Recently, he provided designs for Ridley Scott's ***Prometheus***.

Giger began work on The H.R. Giger Museum in the middle 1990s. The museum houses Giger's personal collection of art from around the world, as well as a substantial collection of his own paintings and sculptural work.





CREATING THE ALIEN

Giger began working on the project in 1978, strictly as creature designer. But it soon became apparent that his abilities were such that he was hired to do the sets and actually sculpting of the film's key elements. Giger and his then wife Mia Bonzanigo spent months on end at England's Shepperton Studios, intensely working on the film.

"I actually realized during pre-production that we had a very special film on our hands. We had a huge sound stage and had it locked off for total secrecy. It was a very intense time for all, but through all of this, I found Giger to be very amusing as a person which made him great fun to work with." - Ridley Scott

"ALIEN, largely due to Giger's involvement, is a genuine work of art." - Toby Young, The Guardian

In 1980, Giger received the Oscar for his design work on the film.

Giger was not asked to work on Cameron's dynamic ***Aliens***, but was instead brought in by Fox to work on ***Poltergeist II***. He did do some design work for ***Alien III***, though his well considered ideas were really never used by director David Fincher.

It is the overpowering design aesthetic of this Swiss maestro that continues to make the ***Alien*** series the success it is. More information about the creature can be found in the best selling art book, *Giger's Alien*.

For more information, visit the Giger website [HERE](#).

GODZILLA: THE BEGINNING

Japan's most famous monster has returned to movie theaters to frighten a new generation of film fans. Although the new Godzilla is wowing audiences around the world, for many in the "baby boomer" generation, there is no versions that equal the very first appearances of Godzilla in 1954 and 1956 in the U.S.

Godzilla was first released to the big screen in Japan as **Gojira**. It was directed by Ishiro Honda, who had been working under Akira Kurosawa as second-unit director. This film, along with 28 other Godzilla films, was produced by Toho Studios.

Gojira marked the beginning of a new era in Japanese filmmaking. It was the start of the kaiju genre. Kaiju is the Japanese word for strange creature. These films are still very popular in Japan today.

When it was released, Japan was still recovering from the aftermath of the bombs dropped on Hiroshima and Nagasaki which ended World War II. While most of the world viewed **Gojira** as a movie about a monster, it was, in fact, a metaphor for nuclear weapons, the damage they cause, and the resulting radiation.



The success of **Gojira** attracted the attention of film distributors, but they felt that it wouldn't be well accepted by American audiences in its current format.

Gojira was acquired by Embassy Pictures-Trans World, who re-edited the film, adding scenes featuring an American reporter, played by Raymond Burr. In 1956, the film was renamed **Godzilla, King of the Monsters**, and the legend was born.

Raymond Burr's name and/or face was prominently featured on the movie posters issued with this re-edited version.



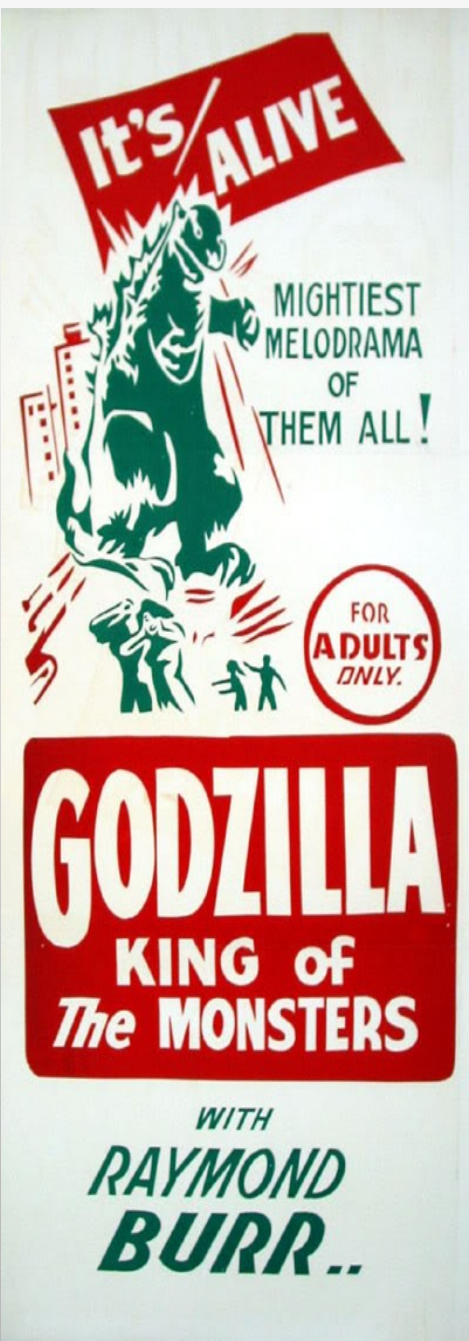
U.S. 30x40 Poster



IT 4 Fogli



Japanese Insert



Australian Daybill

UNTANGLING EARLY GODZILLA FILMS

There is a great deal of confusion regarding the first Gojira/Godzilla films. There were many aka's and re-releases in different countries at different times.

We created the following chart to help untangle the various versions of Godzilla films which were released in the 1950's.

To view the complete chart of all Godzilla titles, click [HERE](#).

YEAR	TITLE	DESCRIPTION
1954 aka	<u>Gojira</u> <u>Godzilla</u>	The original release in Japan. Shown in the US in 1955 only in few Japanese communities. Released in Europe as Godzilla in 1957 (AFTER Godzilla, King of the Monsters.... which is why the name change) Not shown in the US to the general public until 2004 with subtitles.
1955 aka aka aka aka aka aka aka	<u>Gojira no Gyakushu</u> Fire Monster Gigantis <u>Gigantis the Fire Monster</u> Godzilla Raids Again Godzilla's Counter Attack Gojira Strikes Again Gojira's Counterattack Return of Godzilla	Sequel to Gojira . Original release in Japan. Original release in the US in 1959 as Gigantis the Fire Monster Additional monsters - <u>Anquirus</u>
1956 aka aka	<u>Godzilla, King of the Monsters</u> <u>Kaiju O Gojira</u> <u>Godzilla</u>	Re-edited version of Gojira . Original release in US Released in Japan in 1957 The original film was edited and modified to add a US reporter with an English dub. Godzilla Releasing was created for distribution

On November 29, 2004, Godzilla was honored with a star on the Hollywood Walk of Fame. This event marked his 50th birthday.

To read more about the history of Godzilla films, the directors and monsters and lots more, visit LAMP's Legends Page on Godzilla [HERE](#).



HOW DEBBIE REYNOLDS SAVED HOLLYWOOD HISTORY

For over 50 years screen legend Debbie Reynolds has been collecting and preserving Hollywood costumes and props from Academy Award winning films including *Gone With the Wind*, *Ben Hur*, *My Fair Lady*, *The Sound of Music* and *Casablanca*. This colossal collection includes garments designed by Travilla, Travis Banton and Edith Head some of the industry's most renowned costume designers and were worn by film icons Marilyn Monroe, Judy Garland, Charlton Heston, Greta Garbo, Elizabeth Taylor, Bette Davis, Gene Kelly, Richard Burton and more.

The Debbie Reynolds Collection was deemed to be the most significant collection of Hollywood costumes and props since the liquidation of the MGM and FOX studios in the 1970's. The recently auctioned collection contained over 3,500 costumes, 20,000 original photographs, several thousand original movie posters, original costume sketches and hundreds of key props from film history.

In an interview Ms. Reynolds gave to the *Hollywood Reporter*, she spoke of her collection passion. "I heard the news that MGM was going to sell their inventory of costumes and props," says Reynolds on how she started collecting, "I went everyday for weeks and focused on purchasing the costumes and props of Academy Award winning films. It soon turned into an obsession. Until now! I've concluded that my dream of having a museum cannot be fulfilled, so I have decided to share my fabulous collection with other collectors."

"They should be in a museum," she tells *THR* of such items as five Rat Pack tuxes that were gifts from Frank Sinatra, Dean Martin, Sammy Davis Jr., Peter Lawford and Joey Bishop.

Ms. Reynolds first started seriously collecting when she emptied her bank account — some \$600,000 — to buy as much as she could at MGM's legendary 1970 prop and costume auction. (Her purchases included a pair of ruby slippers from *The Wizard of Oz* that sold at the first auction conducted by Profiles in History in 2011 for \$690,000.)

"They literally threw away our history and I just got caught up in it," Reynolds tells *THR*. "The stupidity and the lack of foresight to save our history. Oh yes, they gave them away if you came up and said that you have something you had to offer. It was no matter about the history." "They should be in a museum," she reiterated to *THR* of the items in her collection.

Ms. Reynolds opened a Las Vegas museum in the '1990s, but it went bankrupt in 1997. Her last best hope was that her collection would find a home in the Academy of Motion Picture Arts and Science's museum. She recalls approaching the Academy's leaders not once, but five times.

"I said, 'Please, let's do this together.' It was refused each time."

She's saddened by the fact that so many of the pieces now are scattered throughout the world but brushes off the idea of a last-ditch donation to the planned Academy Museum.

How sad that the film industry and/or archival institutions did not see the historical significance and value of this prized collection. We salute Ms. Reynolds for having the foresight to save these cinematic works of art for future generations.

ATTENTION DEALERS, STILL COLLECTORS ARCHIVISTS AND RESEARCHERS!!

80-90% of U. S. silent films are LOST FOREVER!

50% of U.S. films made before 1951 are LOST FOREVER!

While the academic community still clings to searching for lost films, as it should, it has become imperative to also acknowledge the accessories - posters, pressbooks, stills, etc., especially when none of the film is left.

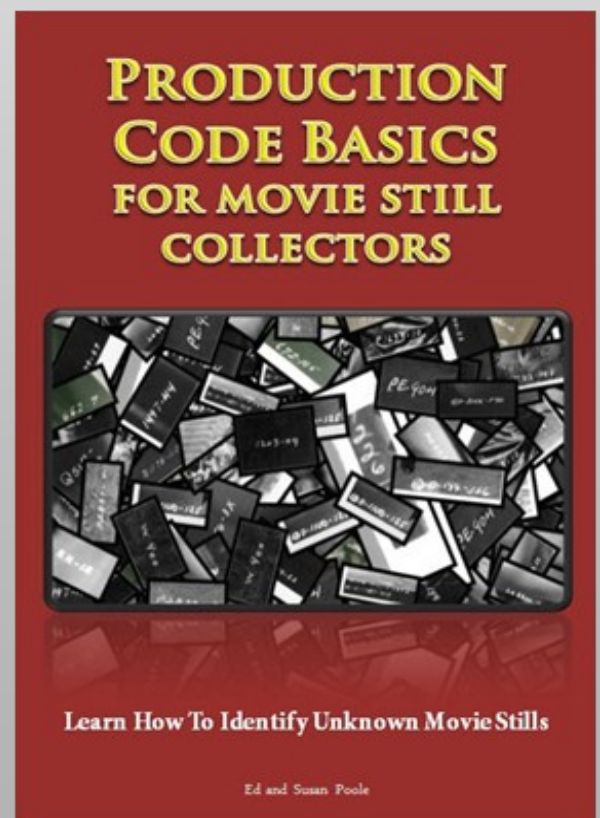
Production stills are becoming the favorite historical verification documents because they are more abundant, easier to handle and easier to maintain.... BUT ...

what good is it to preserve these historical production stills if you can't identify them?

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Production Code Basics For Movie Still Collectors



Production Code Basics – For Movie Still Collectors is the first reference book written on how to use movie still production codes to help identify unknown movie stills and costumes.

Production codes came into use around 1912 as the United States became the major international supplier of films and movie studios were driven to increase their production due to increased demand. By 1920 production codes were used by every major film studio and became an indispensable tool utilized in almost every department. Some studios even used production codes to mark their costumes and props.

Production Code Basics – For Movie Still Collectors covers every phase from the initial creation and why they were needed and then, moves through the filming process to show the use of stills through each department. Also included is a breakdown of major studios and different variations each studio used. Explanations are included on the process outside of the major studios and cover such area as states rights, exports, independent studios, distribution, multiple markings and much more.

Production Code Basics – For Movie Still Collectors is the reference companion book to the authors popular *Movie Still Identification Book* that features over 45,000 production codes and is the only book of its kind as well.

Advance Sale

Production Code Basics is scheduled for release AT CINEVENT (May 22-25). Anyone who buys the new ***PC Basics*** can either pick up their copy at Cinevent or we will start shipping immediately upon our return from Cinevent.

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A Few Highlights From Our March Auction:

Another Fine Mess (MGM, 1930).
One Sheet (27" X 41").
Sold For: \$43,318

King Kong (RKO, 1933).
French Double Grande (61.5" X
92") Style A.
Sold For: \$56,762

Cimarron (RKO, 1931).
One Sheet (27" X 41.5").
Sold For: \$50,787

Gilda (Columbia, 1946).
One Sheet (27.5" X 41") Style B.
Sold For: \$77,675



Son of Frankenstein (Universal, 1939).
Half Sheet (22" X 28") Style A.
Sold For: \$40,331

Dracula (Universal, R-1947).
Three Sheet (41.25" X 79.5").
Sold For: \$71,700

Casablanca (Warner Brothers, 1942).
Half Sheet (22" X 28") Style B.
Sold For: \$71,700

RoboCop (Orion, 1987).
Original Mike Bryan Poster
Artwork (33.25" X 51.25").
Sold For: \$47,800

How can you be sure the offer to purchase your poster or poster collection is the absolute maximum? At Heritage, our goal is to present each and every one of your items to the largest number of qualified buyers in the world. Why sell outright to a single buyer when our auction platform will bring multiple buyers to compete against each other? When the time comes to sell your treasures, call us; we'll be happy to give you a free appraisal.



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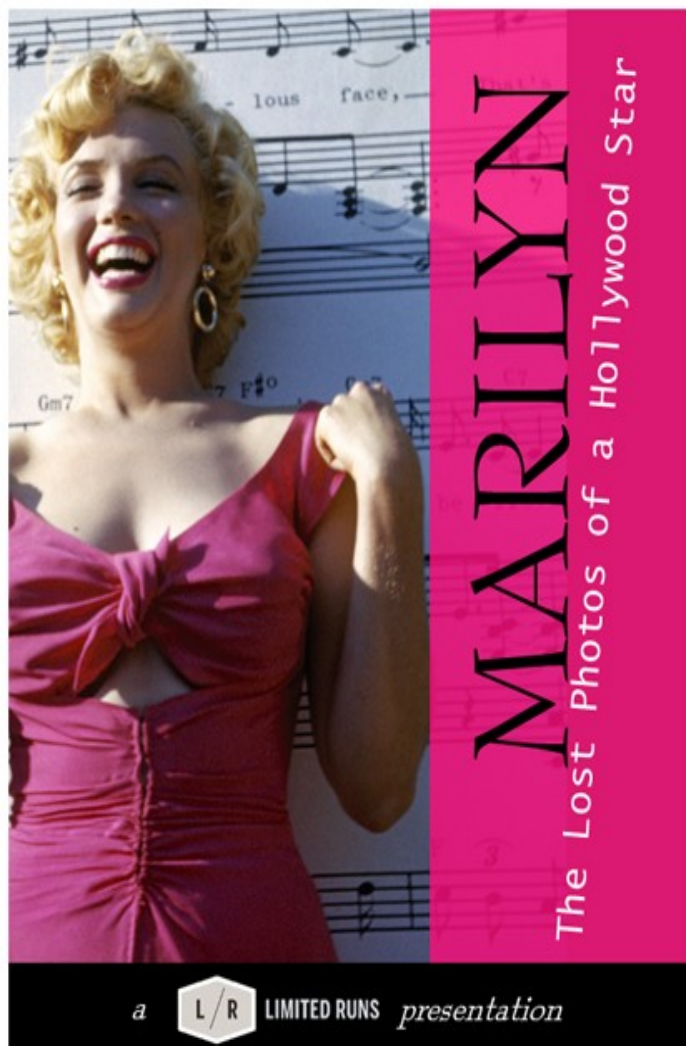
MARILYN: The Lost Photographs of a Hollywood Star

June is shaping up to be a big month for Limited Runs, starting with our upcoming exhibit *MARILYN: The Lost Photographs of a Hollywood Star*. The collection features previously unavailable or unseen photographs of the Hollywood legend, taken by five fascinating lensmen who stepped into the icon's life at the right place, and the right time. These uncovered images are offered for the first time as fine art prints and will be exclusively available on LimitedRuns.com starting on June 1st.

The collection will also be touring three major U.S. cities with private events starting on June 6th in Los Angeles at Boulevard3 (the former Hollywood Athletic), San Francisco at the Sarah Stocking Gallery and July 22nd in New York City. Email us at info@limitedruns.com if you are interested in attending any of these private events.

Limited Runs continues to add new inventory to the website including some rare finds, and have launched a new blog series called "Collectors Corner" which features some of the rare, collectible and sought after movie posters which are available on the Limited Runs for sale. The current two issues (<http://www.limitedruns.com/blog/>) include one sheets for "This Gun For Hire", "The Adventures of Robin Hood", "The Lady from Shanghai" and rare six sheets for "Revenge of the Creature" and "The Sky Spider".

Sign up for Limited Runs' newsletter (<https://limitedruns.com/accounts/register/>) and get updates about our upcoming events and latest additions.



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AROUND THE LAMP

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Overlays Now Available; Now Accepting Amazon Payments

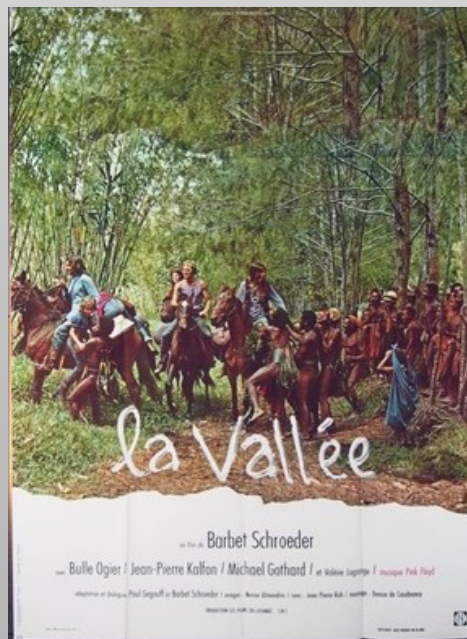
[Spotlight Displays](#) can now provide overlays that are non-glare and UV Protective up to size 49" x 96".

They also now accept Amazon Payments.

— . . . — . . . — . . . — . . . —

Movie Art of Austin Inventory Update

Movie Art of Austin now boasts 25,000 movie posters in stock, including these new additions:



Visit the Movie Art of Austin website [HERE](#).

AROUND THE LAMP

ILLUSTRATION GALLERY BELGIUM MOVIE POSTER SALE ENDS MAY 31st

Daniel Levy's blogs are a terrific source of information and entertainment. If you haven't visited the [Illustraction Gallery](#) website, it's time you did. Here's a recent announcement from Daniel.

After our long Italian journey, let's travel north east to a smaller yet nonetheless very interesting country when it comes to Art and Cinema: Belgium.

Indeed, the "flat land" has many more beautiful surprises than the ones universally known: Mussels and fries, white beer, Bruges' canals, the Bruegels (old and young), Magritte's surrealism, Tintin and the comic book creations, Jacques Brel and so many more...

Belgium is not only a country that loves cinema but also and even more so its artists.

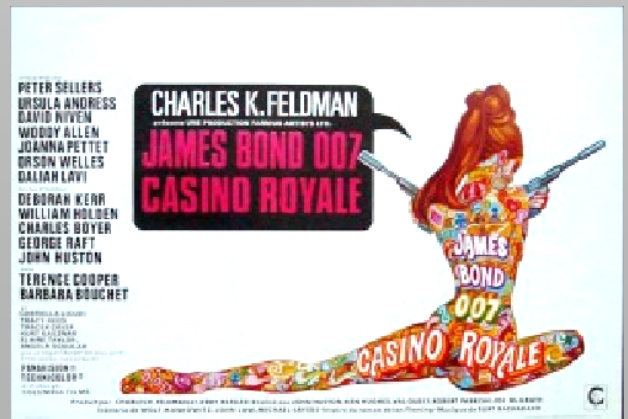
Belgian movie posters are among the most interesting to admire and collect for more than one reason ([All of our Belgian posters are here](#)).

Their small sizes (36x56 centimeters/14x22 inches) make them very easy to frame and to showcase, whether they are (mainly) horizontal or vertical.

The country's multicuturalism (trilingual: French, Flemish and German) forces its artists to be ingenious, having to insert titles in at least 2 languages French and Flemish), even three if one adds the original language title (English, Italian...) without ever interfering in the overall image's aesthetics. Quite the contrary, the fonts and typographies are there to enhance the latter.

Last but not least, the very rich colors are the trademarks of Belgian movie posters. From pastel-like colors in the 1940's and 1950's to the multicolor "stains in the sixties and seventies, the images are immediately identifiable and truly define the Belgian movie poster school of Art.

Among its artists, there is obviously the giant of the genre, RAY (Raymond Elseviers), peintre/ designer of over 220 posters (which they are very proud to offer the vast majority in the Gallery) and whose style and some of its most beautiful images will be featured in a subsequent Blog later this month.



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**Scheduled so far in the Cinevent Screening Room :**

- **THE SILENT MAN (1917)** William S. Hart as a gold prospector out to get his stolen riches back.
- **TWO RARE LON CHANEY FEATURES: TRIUMPH (1917)/THE ROAD TO MANDALAY ( 1926)**  
Both prints are missing footage, but these are the only surviving versions.
- **CAMPUS KNIGHTS (1928)** Raymond McKee as a shy professor with a wild-partying twin brother.
- **DOUBLE DOOR (1934)** Evelyn Venable, Mary Morris and Kent Taylor in a chilling melodrama!
- **EIGHT BELLS (1935)** Ralph Bellamy & Ann Sothorn experience love and a typhoon at sea.
- **ILLEGAL TRAFFIC (1938)** J. Carrol Naish & Robert Preston in a J. Edgar Hoover crime drama .
- **SIN TOWN (1942)** Constance Bennett, Brod Crawford, Anne Gwynne, Patric Knowles, Andy Devine, Leo Carrillo, & Ward Bond in a rollicking tale of con artists in a western boom town!
- **FOLLOW THE BOYS (1944)** George Raft, Vera Zorina, & Orson Welles head a WWII all-star show.
- **SECRETS OF SCOTLAND YARD (1945)** Republic crime tale with Lionel Atwill & C. Aubrey Smith.
- **THE CLOUDED YELLOW (1950)** Great British mystery with Jean Simmons and Trevor Howard.

**...and MUCH more to come!**

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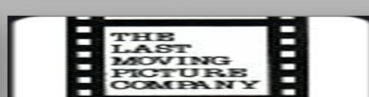
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# MAY THE FOURTH CELEBRATION

Each year our family, who are all **Star Wars** fans, honor **Star Wars** day with a special “May the Fourth” celebration, featuring unique “out of this world” food items. Here are just a few:



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