

LAMP POST

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Heritage's Vintage Movie Poster Auction Starts This Weekend

Almost 1200 lots will be offered in the March 23-24 Heritage's Dallas Vintage Movie Poster Auction, including some of the very best in horror, science fiction, film noir, western, musicals, comedy and all the other genres are included.

This auction also features nearly three dozen movie posters from the Golden Age of Hollywood which were found in a Berwick, Pennsylvania attic. This exciting find has been featuring on many news and entertainment sites over the last few weeks. (See page 2 for an sample).

CLICK ON THE IMAGE BELOW TO SEE HIGHLIGHTS OF THIS GREAT AUCTION



A preview of this great auction can be seen at the Heritage Auctions website [HERE](#).



Trove of valuable, rare movie posters found glued together going to auction

A rowdy band of bloodsuckers, gunslingers, wily wise guys, jaded private eyes, hardboiled reporters and good girls gone bad, stuck in an attic together for 80 years, is going its separate ways.

Nearly three dozen movie theater posters from the Golden Age of Hollywood found in a Pennsylvania attic are expected to fetch \$250,000 at auction in Texas this month. They were stuck together with wallpaper glue when they were purchased for around \$30,000 at a country auction last fall in Berwick, near Wilkes-Barre in northeastern Pennsylvania.

The buyer, who chose to remain anonymous, consigned them to Heritage Auctions in Dallas, where the stack of 33 Depression-era posters were painstakingly steamed and gingerly separated over the course of several weeks. "As we started to peel them apart, it was one of the greatest treasure troves from a beautiful period of poster printing," said Grey Smith of Heritage Auctions, where the posters go on the block March 23.

The separated posters underwent minor touch-ups and were backed with linen at a restoration house, he said. "A number of them were in very, very nice shape. ... The colors had not seen the light of day in 80 years," Smith said. They were glued, one atop the other, apparently as each new release came to town. The find most likely came from one of the three big movie houses in Berwick during that era, Smith said.

From what the auction buyer was able to ascertain, the valuable stack of Hollywood history was inside a home whose contents were being liquidated as part of an estate sale, he said.

The trove includes extraordinarily rare original posters from the 1931 films "The Public Enemy," "Cimarron," "The Front Page" and "Little Caesar." Some are versions never before seen, while others are among only one or two other known copies. All measure roughly 27 by 41 inches, known in movie parlance as a one-sheet.

James Cagney, Jean Harlow, Douglas Fairbanks Jr. and Barbara Stanwyck are among the matinee idols gracing several posters but Bela Lugosi, bug-eyed and menacing in the 1931 ad for horror classic "Dracula," counts as the star of the auction with a starting bid of \$200,000.

An identical poster owned by actor Nicholas Cage sold at auction in 2009 for \$310,000.

The films in the posters date from 1930 and 1931, a uniquely permissive time for filmmaking that came after the adoption of sound but before the enforcement of stringent moral guidelines popularly known as the Hays Code. Movies from the "pre-Code" era of roughly 1929 to 1934 include sex, violence and social commentary that vanished as the Hays Code censored everything from religious criticism to "suggestive postures."

The Humphrey Bogart-John Huston version of "The Maltese Falcon," for example, was a remake of the 1931 original, which was later deemed lewd under the Hays Code for nudity and sexual references and banned from re-release. A poster for the earlier "Falcon," featuring smooching leads Bebe Daniels and Ricardo Cortez, is also part of the sale and the auctioneers say it's the only one known to exist.

"They were purely a product to be disposed of. ... They're not something anyone would have thought to save," Smith said in explaining the scarcity of movie ephemera of the era. Berwick had three large movie houses in the early 1930s and the posters likely came from one of them, he said.

For collectors, a find like the Berwick posters is "like a dream come true," said Bob King, editor of Classic Images, an Ohio-based periodical devoted to pre-1960s film and television.

"When (a discovery like) this happens, it's a big deal because you never know when or if it'll happen again," he said. "Are they ever going to find another one like this? Maybe not."

Read more: <http://www.foxnews.com/entertainment/2012/03/12/trove-valuable-rare-movie-posters-found-glued-together->

eMoviePoster Announces Upcoming Spring 2012 Mini/Major Auction

eMoviePoster.com has announced its Spring 2012 Mini/Major Auction schedule, which will begin next month:

4/24 Spring 2012 Mini/Major Auction Part I

4/26 Spring 2012 Mini/Major Auction Part II

4/29 Spring 2012 Mini/Major Auction Part III

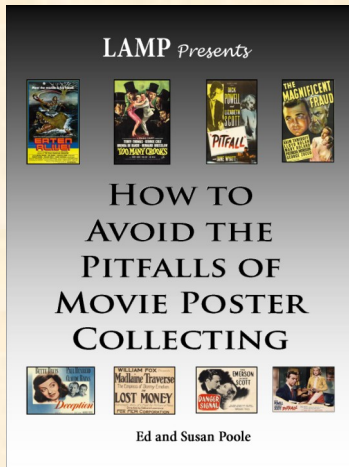
CONSIGNMENT DEADLINE - MARCH 22nd

The deadline for consigning to the Spring 2012 Mini/Major Auction is Thursday, March 22nd (you must send them by that date)! Contact them right away. If you have something you would like considered for inclusion in this special auction, **e-mail** Phillip immediately at phillip@emovieposter.com. If you miss the consignment deadline for this auction, the next mini/major auction will be late July!

Preview galleries of this great auction will be in a few weeks. In the meantime, here are some images of a few of the horror/sci-fi items in this special auction (one one-sheet & insert, plus four half-sheets)!



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!

AD SPACE IS AVAILABLE - **BUT RUNNING OUT!**

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.

World's Most Expensive Movie Poster Debuts at Movie Poster Exchange

A rare original German 3-sheet poster from *Metropolis*, the 1927 Fritz Lang Science-Fiction classic will be one of the featured items at the unveiling of www.MoviePosterExchange.com, the newest and most innovative movie poster sales site on the web.

The last time a copy of this poster changed hands it was for a World Record price of \$690,000 back in 2005. [MoviePosterExchange](http://www.MoviePosterExchange.com) hopes to set a new world record with this offering.

"We were looking for a way to open our site with a bang" stated co-founder Sean Linkenback, "And while we have stocked the site with fantastic pieces like the rare B-Style half sheet from *War of the Worlds*, *Creature From the Black Lagoon* 3-sheet, *Casablanca* title card, and other great posters, there's nothing more exciting than being able to feature the crown jewel of the poster world on our site."



"For longest time we have been listening to collector complaints about our hobby. Whether it was the high fees from other consignment sites, the fakes and misrepresentation that runs rampant on eBay, or just not being able to find the items collectors were looking for."

"So we formulated a plan." quipped Co-Founder Peter Contarino. "We designed a site that is easy to use, well laid out, and most importantly; it addresses the needs of the collector while still keeping costs down for sellers.

"Buyers and sellers are vetted to protect all aspects of the transaction," explained Linkenback. "While [MoviePosterExchange](http://www.MoviePosterExchange.com) will screen all items for authenticity, grade accuracy, and undisclosed restoration. We have no buyer's premium, ever. Not on auctions and not on fixed price items. Nor do we charge the exorbitant seller's fees that we see so many consignment sites and auction houses charging, making it easy for collectors to list and sell their merchandise. We are using the same 10-point grading scale adopted by CGC (the first independent 3rd party grading service for posters) in their grading of comics and now lobby cards to help standardize poster grading and in fact have several CGC-graded pieces on the site now."

Peter (who also serves as Consignment Director) stated that "We are always standing by to provide guidance to collectors and answer whatever questions they might have about buying and selling," before ending with this note: "Our first auction will be in April and we are still looking for quality consignments, so give me a call."

You can contact Peter via email at: info@MoviePosterExchange.com or by phone at (336) 402-4123.

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

KINOART.NET ANNOUNCES THE ADDITION OF NEW MOVIE POSTERS TO ITS WEBSITE

[KinoArt.net](#) has added 285 new posters in its first update of the new year. These new additions include many posters from the horror/sci-fi genre as well as many others.

Some of the new additions include: the Polish original for *Cabaret*; a stunning 1st German release for *Hallelujah* (1929); a large German for *Bird of Paradise* (1932); and German posters for titles like: *Girl in the Bikini* (Bardot 1952), *An American In Paris* (1951), *Thomas Crown Affair*, *Apocalypse Now* (rare style), *Querelle* German Premiere unfolded.

Several rare James Bond posters have also been added. These include: *A View to a Kill* withdrawn UK 1sheet; *Goldfinger* 1sh US 1sh; *Casino Royale* Japanese; *On her Majesty*.. rare German styles, *ou only Live Twice* German A0 advance, *Spy who Loved me* rare German Seiko photo style.

Titles in the horror/sci fi genre include: Posters for *2001 – Cinerama* 1sh (1968), *It Came from Outer Space* 1sh (3D, signed), *Night of the Living Dead* 1sheet, *This Island Earth* German, *Blood Feast* 1sh, *Ilsa – She Wolf of the SS*, *Deep Red* Italian 1p, *Kill Baby Kill* Italian 1p, *Dr. Terror's House of Horrors* UK 1sh, several US lobby cards for good 50s titles and more.

For more information to acquire any of these great pieces, visit [KinoArt.net](#).

FOR LAMP MEMBERS

HOW TO USE LAMP'S ADVANCE RESEARCH

Many LAMP sponsors and members do not know what advance research is available. Here is a sample of how to use LAMP's advance research to help determine the date of this *Under Fiesta Stars* reissue half sheet.



The half sheet has a style mark in the bottom right corner indicating it's a style B half sheet. The original release year was 1941. This is definitely a reissue but WHEN was it reissued. All major auction houses have this listed as an R40s or R50s reissue. Imdb doesn't have any reissue information listed, so they are no help. There is no copyright information and it doesn't have any NSS information on it.

The first thing was to check to see if they made a new trailer when they rereleased it. NSS was the dominant trailer maker in the 40s and 50s, so if they did, the odds were that NSS made it. So, on the LAMP home page click on GCR to go to Global Cinema Research, under Special Sections to National Screen Service Section. Once inside, click on the Trailer Logs and go down to the bottom of the page where we have the trailer logs sorted By Number - By Title - By Distributor. Click on By Title and go down to *Under Fiesta Stars*. We're in luck - Republic made another trailer in 1945, trailer number 450395. So, it's probably a 1945.

BUT ... when possible, it's always better to try to verify from more than one source.

So let's look for any other information on the poster. The Republic logo is a little odd. Here is the logo on the right. To check out the logos, let's go to the studio logo logs and see what we have. From Global, click on Countries - North America - United States. On the U.S navbar, click on Production/Distribution - Studio Logo Log. Click on the 'R's and down to Republic Pictures 3 (because there was 2 other Republic Pictures BEFORE this one) and go down the different logos to find this one..... This logo was ONLY used around 1945. Verification from 2 directions...

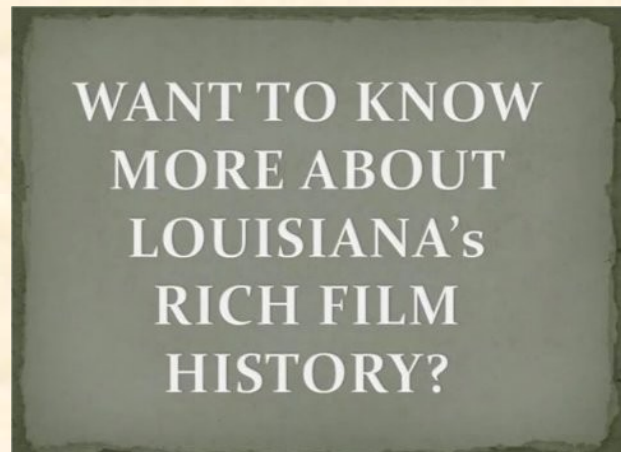


So, this is the R1945 Half Sheet, style B.

HOLLYWOOD ON THE BAYOU NEWS

Since we wrote our book, *Hollywood on the Bayou*, we have been busy promoting Louisiana's film history through an hour long Power Point presentation. This presentation has two basic purposes: (1) to bring attention to Louisiana's long history with the cinema; and (2) to promote preservation of movie accessories. We are also hosting a series of "Louisiana Movie Nights." Our first feature film is *Gator Bait*. For more information, click [HERE](#).

Click on the image below for a brief clip from one of our recent presentations:



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