

LAMP POST

January 2012

LEARN ABOUT
MOVIE POSTERS

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LAMP
CELEBRATES
11 YEARS
ONLINE

LearnAboutMoviePosters.com made its internet debut on January 15, 2001 with approximately 200 pages of information. Eleven years and about 200,000 pages later, LAMP remains the premiere online website for information about the wonderful world of movie posters. LAMP has spawned a series of sister sites, including the MoviePosterDataBase.com, the ONLY documented and cross-referenced movie poster database on the web, and GlobalCinemaResearch.org, a digital repository of research information on movie posters and accessories. This is in addition to releasing eleven research books, with a twelfth book planned for release in April. (See Page 2 for details).

LAMP would not have achieved this great success without the support of our great sponsors, dealers and members. We take this time to thank all of them for their belief in our vision throughout the years.

Special recognition must be given to those who supported LAMP when it was in its infancy.

FOUNDING SPONSOR

Bruce Hershenson - emovieposter.com. Bruce sponsored LAMP from the get-go, joining LAMP in 2001.

SPONSORS SINCE 2002

Our second year brought the following sponsors and dealers, who remain with LAMP today:

[Bags Unlimited](#), [Dominique Besson](#), [Heritage Auctions](#), [Hollywood Poster Frames](#), [Movie Collectors World](#), [Movie Art of Austin](#), [Movie Art GmbH](#), [Quadbod](#), and [Poster Conservation](#).

LAMP ANNOUNCES THE RELEASE OF NEW BOOK

As I look over the (almost) 40 years of movie poster collecting, the changes in the amount of information and the acquisition of that information available to collectors is mind boggling. I doubt new collectors could even fathom waiting anxiously for catalogs to come in the mail; or, making dozens of phone calls trying to find out the simplest piece of information.

Even though LAMP just celebrated its 11th year online this month, Sue and I released our first reference book on the hobby in 1997, documenting over 15 years dedicated to research, documentation and presentation of information about film accessory collecting. If nothing else, we feel that our passion for the hobby has made an impact on the industry.

To commemorate our 15 years of research, we are releasing our 12th and most unusual reference book, called ***How to Avoid the Pitfalls of Movie Poster Collecting***. Release date of this new book is mid-April, 2012.

This book is meant FOR ALL LEVELS, from beginner to advanced, and focuses on a wide variety of problem areas that we have encountered over the years, such as: minty whites; unmarked reissues; printers tags; reprints; union logos; international sizes; and lots more. We look at what has been documented and different ways to do the research to protect yourself.

Here is a preliminary outline:

- Silent Era
- Pre WWII Talkies
- Post WWII
- 1960s-70s
- 1980s - current
- Reading Your Poster
 - Sizes
 - Credit Lines
 - Printers
 - Logos
 - Other
- International

The only way to keep from being taken, whether it is by fraud, misrepresentation or just clueless dealers, is by EDUCATING YOURSELF. Our new book is designed to SHOW YOU where are the pitfalls and how you can avoid them.

ADVERTISING AVAILABLE UNTIL MARCH 15th

Advertising in LAMP's new book, *How to Avoid the Pitfalls of Movie Poster Collecting*, will be available until March 15th.

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](#).

HELP US PICK THE COVER FOR OUR NEW BOOK

We recently provided our LAMP sponsors, dealers and members with 6 different conceptual designs for our new book cover. The votes resulted in an overwhelming dead heat between the two covers below. Now we're asking our LAMP readers to help us decide. To vote, simply click on the VOTE below your favorite cover and send. We will announce the winner next week. THANKS.

LAMP *Presents*



HOW TO
AVOID THE
PITFALLS OF
MOVIE POSTER
COLLECTING



Ed and Susan Poole

VOTE - COVER 1

LAMP *Presents*

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Ed and Susan Poole

VOTE - COVER 2

SOMETHING NEW (THAT'S OLD!)

What's the old saying? The more I learn, the more I learn that I didn't know!! Well, that was definitely the case recently when I received an email inquiring about something called "Routing Cards." I had never heard of those before. I made a few inquiries to some very knowledgeable people in the industry, and NO ONE that I talked with had ever heard of them either! (including an archivist at Paramount and the Library of Congress).

Heritage had acquired a book of Paramount Routing Cards and was gracious enough to send them to us for analysis.

Upon looking them over, I quickly realized that these were production codes, but they also included 2nd and 3rd unit temporary codes, shorts and TV series. The cards were issued monthly and a number would appear next to a blank line. Then the next month a title would appear, which could be a working title. Over the next few months changes might occur on the reports, such as working titles, unit shootings, etc. Then the title would disappear a few months before the release dates.

A sample of the Route Card is on the right.

WHAT A FANTASTIC RECORD!!!!

The book covered all Paramount productions from 1943 until 1967. It was basically a control card for production units!!

HUNDREDS OF NEW PRODUCTION CODES HAVE BEEN ADDED

We have been feverishly checking through all of our Paramount production codes during that time period and have already added a couple of hundred production codes that would normally be impossible to re-construct.

[For all of our sponsors and members, the production code additions are already online in the Stills Section of GlobalCinemaResearch.org, in the Logs under New Additions.](http://GlobalCinemaResearch.org)

We want to give a SPECIAL THANKS to Grey at Heritage for his contribution to the documentation of the industry.



Berwick Discovery Of Lost Movie Posters To Be Offered By Heritage Auction

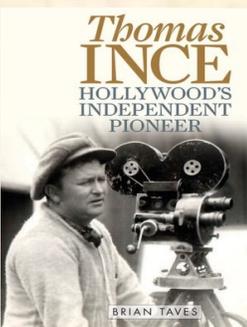
On March 23, 2012, Heritage Auctions will offer a selection of exceptional vintage movie posters, some previously thought to be lost for all time.

"This exciting discovery of previously lost posters comes out of Berwick, Pennsylvania," said Grey Smith, Director of Heritage Vintage Movie Poster Auctions. "These posters — which include some of the most important titles in Hollywood history — were pasted to boards and used to promote original releases in late 1930 and early 1931, most likely at one of Berwick's three movie houses, The Palace, The Strand, or the Temple. All were mid-sized halls, each seating about 800 people. When a new release came to town, the exhibitor simply plastered the new poster over the previous one. Eventually, an entire stack of these posters was built up, and at some point removed from the boards. "Separating the posters was like removing wallpaper," Smith said. "After carefully moistening the top layer, steam was used to melt the glue and gently remove one poster from another. Each new layer that came up revealed new and exciting treasures beyond anyone's wildest expectations."

Among the posters included in the Berwick Discovery is an exceptionally rare [B-style one sheet for Warner Brothers' 1931 seminal gangster film, *Little Caesar*](#), starring Edward G. Robinson and Douglas Fairbanks Jr., as well as both Style A and [Style B one-sheets for *The Public Enemy*](#), starring James Cagney and Jean Harlow, also from 1931. "These were the films that set the standard for virtually every gangster film to come after them," Smith said, "including *The Godfather*, *Goodfellas*, and *The Sopranos*. Robinson and Cagney, between them, created the modern gangster persona in these pictures, making them some of the most important and vital films of the era."

"These posters represent some of the rarest, most sought after 'holy grails' in our hobby," said Smith. "The Style A *Public Enemy*, picturing Cagney and Harlow, is particularly stunning, and neither style has ever been offered to the collecting public. Likewise, the *Little Caesar* one sheet is one of only two known copies, making this a potentially once-in-a-lifetime opportunity for those interested in acquiring paper from these landmark titles. Gangster fans, as well as fans of classic cinema, are sure to covet these rare beauties."

For more information about this rare collection, click [HERE](#).



Thomas Ince: Hollywood's Independent Pioneer

Film buffs and Thomas Ince fans will love this new book written by Brian Taves. Brian is a friend as well as an archivist with the Library of Congress.

Thomas H. Ince (1882–1924) turned movie-making into a business enterprise. Progressing from actor to director and screenwriter, he revolutionized the motion picture industry through developing the role of the producer. In addition to building the first major Hollywood studio facility, dubbed “Inceville,” he was responsible for more than 800 films. Until now, Thomas Ince has not been the subject of a biography. This book offers insight into the world of silent cinema through the story of one of its earliest and most influential moguls.

It is available at Barnes & Noble [HERE](#). (and look for our mention in the acknowledgements)

AROUND THE LAMP

APPRAISAL FAIR - BARNEGUT, N.J.

An appraisal fair will be held at Mariners Lodge 692 East Bay Ave., Barnegat on February 21, 2012 from 6:00 P.M. until 8:00 P.M. Sponsored by Mariners lodge, all items will be appraised by the owners and staff of Unshredded Nostalgia located in Barnegat. The appraisers have over 80 years of combined experience dealing with antiques and collectibles.

To pre register call or stop in to Unshredded Nostalgia 323 South Main Street, Route 9, Barnegat, 609-660-2626. There will be a \$5.00 charge per item and each person will be limited to two (2) items. Pre registration is recommended but not required event will be limited to 100 items.

For more information, contact Jim [HERE](#).

NEW POSTERS AVAILABLE AT MovieArt Switzerland

LAMP READERS GET SPECIAL 20% DISCOUNT

[MovieArt Switzerland](#) has more than 100 new posters added in the last 60 days, among them some classic 60/70's movies like:

A HARD DAYS NIGHT, LET IT BE, WOODSTOCK, BIG WEDNESDAY, ENTER THE DRAGON, LE MANS, WILD BUNCH, LAWRENCE OF ARABIA etc:

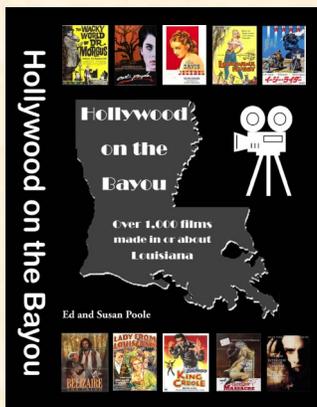
As we are still fighting the strong Swiss Franc, we're happy to announce that we will offer an exclusive 20% discount to all LAMP Newsletter recipients.

QUADBOD'S FEBRUARY SHOW SCHEDULE

If you're in the UK area, be sure to visit [Quadbod](#) at the following great show:

Saturday 4 February 2012 – Film & Movie Memorabilia Bazaar
... at the Cinema Museum, Dugard Way, Kennington, London SE11 4TH

And be sure to pick up your copy of the *Movie Still Identification Book* which is now available in the UK through [Quadbod](#).



HOLLYWOOD ON THE BAYOU NOW AVAILABLE ON THE NOOK

Other LAMP books will be available for upload on the Nook shortly.

The LAMPPOST is a publication of

LearnAboutMoviePosters.com

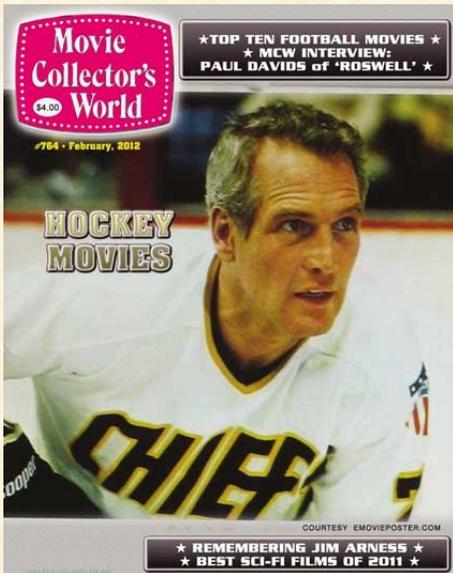
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If you'd like to keep up with what's happening at LAMP



MCW #764 – FEBRUARY, 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!?

SYLVIA LOCKEN OF PRECISION RESTORATION ANNOUNCES HER RETIREMENT

Sylvia Locken, owner of Precision Restoration for over fifteen years, and one of the finest movie poster restorers in the world, has retired. Precision Restoration became a LAMP sponsor and avid supporter in 2002, and we are certainly sorry to see them leave the LAMP family.

Of course, we wish Sylvia and David the best for the future, and hope that they thoroughly enjoy their retirement.