



STEPHENS INK MAQUETTE
BY ROBYS · C1935

The Ross Group Inc.

571 Riverside Avenue

Westport, CT 06880

Tel: 203-222-1525

Fax: 203-222-1580

sales@postergroup.com

WWW.POSTERGROUP.COM

Opening October 2007

532 Madison Ave

4th Floor

New York, NY 10022

212-223-1525

the ROSS GROUP inc.

ORIGINAL VINTAGE POSTERS FROM 1890 TO 1960

Posters originated over 100 years ago in Paris as eye-catching way to advertise a product, show, or a vacation spot. These lithographs showed striking, humorous, or simply beautiful images intended to attract the public's attention long enough to convey the advertiser's message. Posters quickly became a popular form of street art—they could be understood by everyone. Though many people at the time realized that they were looking at true pieces of art, the lithographers who printed them used fragile newsprint to keep printing costs down.

Posters were intended to be used for a short time - usually one to two weeks - and then thrown out. Most posters were either discarded, recycled, or have simply been destroyed by the march of

time - 100 years is a long time for a piece of newsprint to be around. Few survive in good condition today, and international desire for these original lithographs has blossomed over the past decade.

The combination of a



finite quantity and ever-increasing demand has led to a fairly steady rise in poster prices. Many posters that cost between \$200 and \$500 in the early 1990s now sell for between \$1000 and \$8000. Posters that survived in a large quantity (more than 50), might sell for a fairly constant price for years, but when the available quantity diminishes and dealers can no longer replace the image easily, then watch out. The price

of a good image can double very quickly when there are few left. On average, poster prices have been increasing at 10 percent to 20 percent per year.

Investment value is generally not the reason people buy a poster—and that is as it should be. Buy a poster because you love it. Remember: even if the price of a poster you buy doubles within six months of your purchase, you are unlikely to rush out to an auction house and sell it. You will most likely keep the poster and simply enjoy it more. And if you see something you love and don't buy it, then next year it might be much more expensive or it won't be available at all. This is true with any type of original art. Basically, buy posters that make you smile.

“ORIGINAL” VINTAGE POSTERS

“Original” posters were printed for commercial clients with the intention of being displayed for advertising purposes. Almost all our posters are lithographs; many of them stone lithographs. Stone lithographs were made by the artist creating a new image on slabs of limestone and then etching the stones. Each color was etched into a separate stone, and the

paper was pulled through each stone, one by one, to create each poster.



We focus on images in excellent condition, which limits us since very few survive in good

condition. We conservation back all of our posters on linen to help preserve them. We use the same

fully reversible, acid-free method that is used by major museums around the world to preserve their antique poster collections.

Please enjoy our collection and ask questions. We are proud to offer a substantial collection of some of the finest graphic art from the last 120 years. Please take your time and get to know these wonderful art treasures.