



## David Alan Gartler

July 8, 1935 - September 25, 2025

David Alan Gartler, age 90, of Chicago, IL, died peacefully on September 25th in the presence of his wife and sons, following decline related to Alzheimer's and living for more than nine decades.

Dave was enthralled by vintage posters, and in 1969 with his first wife Sandra started the gallery and custom frame shop Poster Plus in Chicago's Lakeview neighborhood. A 1975 Poster Plus exhibition of 1920s Chicago transit posters resurfaced now-iconic images from one of America's great print advertising campaigns, and both the original posters and Poster Plus' reproductions became popular with lovers of Chicago, the 'L', railroads, advertising design, and printmaking. Poster Plus grew to three Chicago locations including one on Michigan Ave., plus a paper restoration & conservation lab.

David was born July 8, 1935 in Milwaukee, WI to parents Henry Gartler (1891-1950) and Sophie (Shon) Gartler (1895-1993). David graduated from the University of Wisconsin-Madison in 1957 and served as a U.S. Army reservist in the 1950s. After college he worked at Bankers Life Insurance and CNA Insurance in Chicago before starting Poster Plus.

Dave enjoyed tennis, art, travel (always scouring the world for vintage posters as he went), classical music, and the Green Bay Packers. He was a charter member of the American Historical Print Collectors Society and a founding

member of the International Vintage Poster Dealers Association.

David is survived by his wife Beatriz Badikian Gartler, sister Miriam, sons Joshua (Shana Liberman) and Marc (Christine Newville Gartler), and grandchildren Oliver, Ash, and Ezri.

In lieu of flowers donations can be made to Chicago Coalition to End Homelessness <https://act.chicagohomeless.org/a/donate>

Arrangements by Inclusive Funeral Care 773-318-1305 or [www.InclusiveFuneralCare.com](http://www.InclusiveFuneralCare.com).

# Tribute Wall



“ I’m sorry to hear of Dave’s passing. I worked at his gallery from 2014-2018 and learned a lot from him and his vast knowledge of vintage posters and Chicago. Sending my deepest sympathies to Beatrice and all of Dave’s family.

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**Ana Golez** - October 29, 2025 at 09:49 AM



“ 2 files added to the album Memories Album



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**Team Inclusive Funeral Care** - September 30, 2025 at 01:55 PM



Very sad to learn of Dave's passing. I spent a lot of time with him in his office and gallery over the years since I lived just down street. That was a great gallery he had. Very knowledgeable guy who never stopped learning. Oh time catches up with us all. Dam!

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**Stef Leinwohl** - February 17 at 10:14 AM



“ We first met David in the early 1990s when we came upon a Toulouse Lautrec poster at Posters Plus on Michigan Avenue. We told David that we would think about it. Consequently, we got a phone call from David telling us that someone else was interested in it and we should buy it. We did. We continued to buy posters from him over the years. Still cherished in our collection and all original. Eventually his sons bought a two flat in our neighborhood and noticed our Lautrec poster and asked from where we purchased it, they knew where it was from. We proudly told them that we bought it from David Gartler. Many homes in the Chicago area and worldwide are adorned with great posters from Posters Plus.

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**Kevin Palmer** - September 27, 2025 at 08:41 PM



*From Kevin Palmer and Frank Schneider*

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**Kevin Palmer** - September 27, 2025 at 08:44 PM



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**Kevin Palmer** - September 27, 2025 at 08:38 PM