

Collecting Poster Stamps

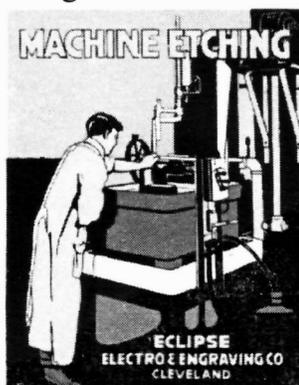
An occasional periodical dedicated to the study of United States poster stamps

Number 3

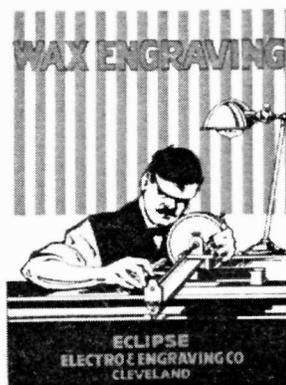
March 2009

Eclipse Electrotype & Engraving Co.

The Eclipse Electrotype & Engraving Company, Cleveland, Ohio, issued a set of twelve poster stamps in 1915. This date is documented by the following note in the June, 1915 number of *Printing Art* on page 325: "One after another, leading firms, especially in the printing and allied lines, are appreciating the possibilities of the poster stamp. The latest to get out such a series is Eclipse Electrotype & Engraving Co., of Cleveland, whose twelve designs showing various stages in plate-making and electrotyping processes are forcefully illustrated in bright, eye-catching colors."



849*



852



850

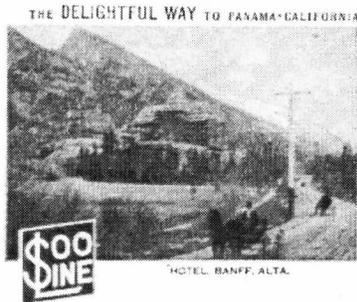
The titles of these poster stamps are: Art Work; Wax Engraving; Wood Engraving; Machine Etching; Photographing; Wet Leading; Casting; Lead Moulding; Depositing Tanks; Routing; Proofing; and, Metal Printing.

*from Bradbury, *United States Advertising Poster Stamps, 1912-1915*. Worcester, 2008.

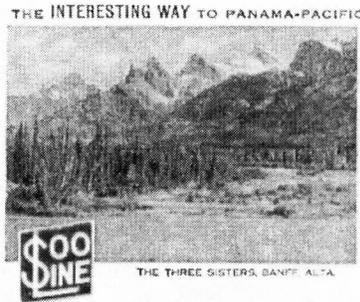
Soo Line

Soo Line refers to the Minneapolis, St. Paul and Sault St. Marie Railway. "Soo" is the phonetic pronunciation of Sault. Based in Minneapolis, Soo Line routes focused on Western Canada and the U. S. west coast, as well as local service to Chicago, Milwaukee and Duluth.

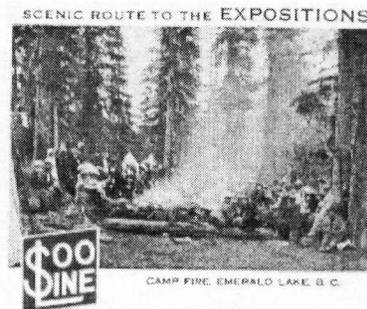
A set of 29 poster stamps, one of which is double size, was published in 1914 or early 1915 to promote tourism via the Soo Line, especially to Western Canada. Shown are scenes of southwestern Canada. Special emphasis was on traveling through Canada to the Panama Pacific International Exposition, San Francisco and the Panama California Exposition, San Diego. Three poster stamps in this set mention these expositions specifically: "Delightful Way to Panama-Pacific," "Interesting Way to Panama-Pacific," and "Scenic Route to the Expositions."



3095

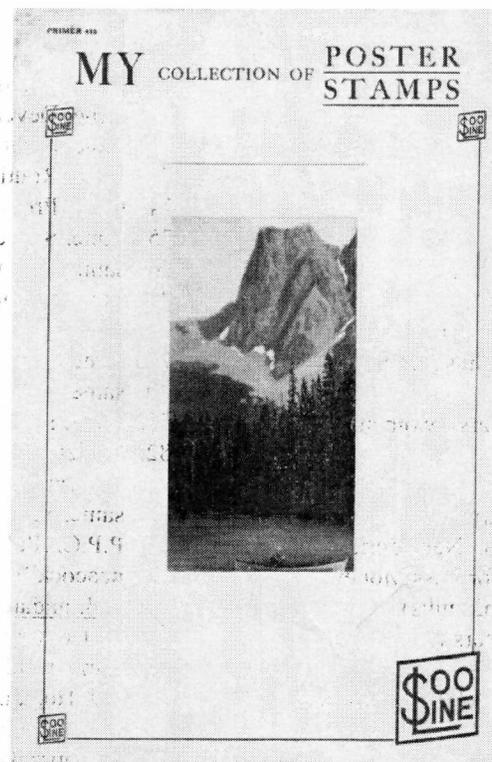


3100



3107

Soo Line published *My Collection of Poster Stamps*, a “16-page Stamp Album, cover in colored photogravure, and 30 assorted stamps printed in 16 tints. At ticket offices, 10 cents, by mail, 13 cents.” (from the back cover).



Actual size 9 x 6 inches

Poster Stamps tipped into *Poster Art Stamp Supplement*

The Society of Modern Art, New York City, published five issues of the *Poster Art Stamp Supplement*, beginning in September 1915. These issues were supplements to five of the eleven issues of *M.A.C.: A monthly collection of modern designs* also published by the Society of Modern Art. One of the highlights of these *PASS* issues is the actual poster stamps tipped-in at designated spaces on the printed pages. Several readers have requested a list of these poster stamps. Note that reproductions of all five *PASS* issues are included as an appendix to Bradbury, *United States Advertising Poster Stamps 1912 – 1915*.

PASS. no. 1. (September 1915).

1. Silver. Overland. 1915. \$1385.
2. same. Overland. 1915. \$2000.
3. same. Overland. 1915. \$2750.
4. same. Peerless. 1915. \$3300.
5. New York Edison. Always at your service.
6. Edward K. Williams. Poster Stamps.
7. A. Kroch & Co. Books on Art and Decoration.
8. American Lithographic Co. New York.
9. Rockford, Illinois. Patriotic City.
10. Porto Rico Line.
11. Kansas State Poultry Show. 1915.
12. Martin Jenter Display Service. New York.
Made by the MJDS.
13. Ivory Pyralin. (bottle with top)
14. same. (hair brush).
15. same. (comb).
16. same. (mirror).
17. same. (bowl with top).
18. same. (top).
19. Department Store Press, Inc. N.Y. (children).
20. same. (man and woman dancing).
21. same. (man kissing woman's hand).
22. same. (woman between curtains).
23. same. (woman, fountain).
24. same. (woman holding flowers).
25. same. (woman looking at items on table).
26. same. (woman with parasol, boy).
27. same. (woman with 2 people in shorts).
28. same. (2 women, large tree).
29. Rogers Bros. Silver plate wears. (woman).

PASS. no. 2. (November 1915)

30. Kibbe's.
31. Chicago Academy of Fine Arts.
32. Nord-Deutsche Insurance Co. New York.
33. Edison Mazda. More Light for Less Money.
Oct. 21st. Edison Day. (box of bulbs).
34. Edison Mazda Lamps. 36 Years Progress in
Home Lighting.
35. New Kaiserhof. Chicago. Hotel. Café. (café)
36. same. (lobby)
37. same. (building)
38. Springfield, Massachusetts.
39. Poster Stamp Co. Wichita.
40. US. The Black Shells. The 3 big trap shoots.
41. Edison Service. Commonwealth Edison
Company. (light bulb shining over city)
42. Barnes-Crosby. (owl)
43. same. (rocking horse)
44. same. (man with tray)
45. same. (man, telephone)
46. Modern Art Collector. (flowers, symbol)
47. same. (cherub)
48. same. (man, woman)
49. same. (stocking cap)
50. same. (tree)
51. same. (bowl)

52. same. (fire)

53. same. (statute).

PASS. (no. 3, undated).

54. Chicago. Summer Resort. Posterette Co. (ship)
55. same. (woman in bathing suit in water)
56. same. (woman in bathing suit on beach)
57. same. (head of woman swimming)
58. same. (legs of woman swimming)
59. same. (speedboat)
60. same. (lake scene)
61. same. (woman, ship)
62. same. (golfers)
63. same. (woman tennis)
64. same. (emblem)
65. same. (fat man in bathing suit)
66. Rawsthorne Engraving. Pittsburgh, Pa. Art Dept.
67. same. Photo retouching
68. same. Designing
69. same. Wood engraving
70. same. Photographing
71. same. Developing
72. same. Etching
73. same. Routing
74. same. Proofing
75. same. Speedy delivery
76. same. Use our deep etched plates
77. same. Service that satisfies.
78. Cleveland, Ohio. Museum of Fine Arts.
79. same. Lower Drive on Boylevard.
80. same. Rocky Rover Bridge.
81. same. Public Bathing Beach.
82. Society of Poster Art. Chicago. SPA. Munich
System Printing.
83. same. Munich System Posterettes. (dog)
84. P.P.C. (Publishers Printing Co.) ("pelican-
peacock").

PASS. (no. 4, undated).

85. La Crosse Rubber Mills Co. Boots. 1852.
86. same. Rubbers. 1853.
87. J. J. Hogan. La Crosse, Wis. 1578.
88. Pink Poodle Farm. Half Day, Ill.
(restaurant).
89. United States Gypsum Co. Pyrobar.
90. same. Fireproof.
91. same. Pro-Motor.
92. Bosch. Magnetos Won Every Big
Automobile ... Contest in 1915.
93. Stratford Press Co. Cleveland, O. Planning,
writing, designing & printing of advertising.

PASS. (no. 5, undated)

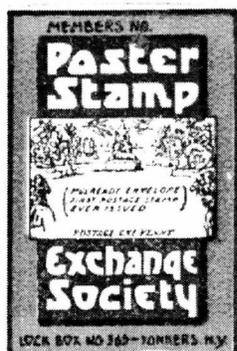
94. Lyon & Healy. Chicago. Everything known
in music.
95. Oatman. Arizona. World's greatest new cold
camp.
96. W.D. Allen Co. Chicago. After May 1st.
97. (Stravrum Thomson & Bennett). Chicago.
Stravrum Pictorial Advertising.

L. A. Beebe and the Poster Stamp Exchange Society

Mr. L. A. Beebe of Yonkers, New York founded the Poster Stamp Exchange Society in June 1915. Beebe served as President, and Mr. A. W. Dunning of Brookline, Massachusetts was Vice-President. Dunning was a very active stamp dealer with a large stock of poster stamps. The Society published a monthly periodical called the *Poster Stamp Bulletin* edited by Beebe. The first issue appeared in July 1915. This journal survived for just five issues totaling 120 pages with many illustrations. Society membership was 37 persons as listed in the first issue and increased to 125 by the final issue in November.

Mr. Walter Meyner, an artist from New York City, designed the Society's poster stamp shown below. This editor has seen copies printed in red & black on white paper and others printed in green & black on white paper. Meyner also designed the following poster stamp featuring Beebe's portrait that first appeared in the September issue of the *Bulletin*.

Although it had only a short lifespan, the *Bulletin* is an important source of contemporary information about advertising poster stamps issued at their popularity peak in the United States. More about this periodical's content will appear in future issues of the present periodical.



2698



Forthcoming

Look for the following articles in upcoming issues of *Poster Stamp Collecting*: Brown & Bigelow, St. Paul, Minnesota; Volland Poster Stamp Co., Chicago, Illinois; Publishers Printing Company, New York City; O. L. Schmidt (poster stamp artist); and Edward K. Williams (poster stamp artist). Various poster stamp sets and individual stamps will also be highlighted, as will excerpts from pre-WW I poster stamp literature. It is our hope that readers will find such articles both interesting and informative.

Several people have asked about subscriptions to *Poster Stamp Collecting*. The editor publishes this periodical as a hand-out at stamp shows, preferring to give customers something more interesting than a business card. Wider distribution is not planned at this time. Should *Poster Stamp Collecting* survive long enough, issues will be combined into a booklet and made available to a wider audience.