

Collecting Poster Stamps

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

Number 4

September 2009

Collecting Early Advertising Stickers in St. Louis

Advertising sticker collecting in St. Louis, Missouri from about 1897 to 1904 is illustrated by an album recently purchased by this editor. These stickers are predecessors of the colorful poster art stamps of the 1915 era. These earlier stamps used shapes and one or two bright colors to attract attention. The more than 200 stickers in this collection include a few for events; however, more than 90 percent advertise goods and services. All the stickers shown here were in this album and are illustrated at about 60% of actual size.



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Several stickers promote collecting. St. Louis Wholesale Clothing Mfg. Co. offered a prize of \$10. in gold “to any boy or girl not over 13 years of age, residing in South St. Louis, who will collect the largest assortment of stickers up to February 25th, 1903.” (figure 1) A similar 1903 sticker from Natural Food Co., Niagara Falls, NY offered \$30 in prizes with separate categories for boys and girls. A leaf-shaped sticker from this same company says “watch for serial stickers in colors.” (2) Markham Church Savings Bank’s sticker has this message: “Save your pennies as well as your stickers. We give the best stickers you ever saw.” (3)



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6

Two sticker publishers are represented in this album: St. Louis Sticker Company (4 & 5) and S. G. Adams Stamp & Seal Co. (6), both in St. Louis. The former sold sticker albums that were

important for collectors since the aforementioned contests required submissions to be in "book form." The earliest dated sticker in this album is 1897 and advertises Crawford Bicycles, St. Louis. (7). A political sticker promoting Constable candidate Edw. Hunt has a 1902 date (8) and a series for the Veiled Prophets Fair in St. Louis is also from 1902. Another sticker touts the 1903 Missouri State Fair in Sedalia. Stickers from Strauss Bros. and Star Tailoring Co., both of Chicago, have 1902 or 1903 calendars attached. (9 and 10).



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The latest dated stickers are from 1904 for the Louisiana Purchase Exposition, the St. Louis World's Fair. In addition to the more common issues, there are four stickers issued by St. Louis companies bearing the 1904 date linking them to the St. Louis World's Fair. (10-13)



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Shapes used to attract attention are further illustrated by these three stickers (14-16).



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Health and political issues are addressed by stickers from this period. The Anti-Narcotin Sanitarium in St. Louis advertises: "cures the morphine, cocaine and whiskey habits." (17). As the U. S. government was trying to pass anti-trust laws, Orphan Boy tobacco claims "it always kicks the trust." (18). D.O.K.K., "any K. of P. can join," may be a political or social sticker — perhaps a reader can send the editor information on this sticker. (19)



17



18



19

“Katy” Stickers

The Missouri, Kansas & Texas Railway based in St. Louis, Missouri published a series, probably two series, of advertising stickers circa 1904. This editor recently found eleven “Katy” stickers in the album cited above. One sticker (20) shows a standing woman promoting “Katy” stickers and has a die-cut shape measuring 60 mm. high and 70 mm. wide at the extremes. The printing is in red and black inks on white paper.



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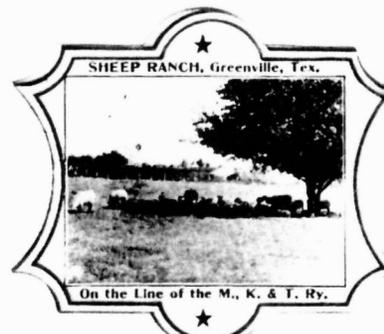


22

The other 10 “Katy” stickers in this album can be organized into two groups. The first group (21 - 29) says “On the Line of the M., K., & T. Ry.” below the illustration and has a solid black star at the top and bottom (this star is also on Figure 20).



23



24



25

- A1. Get “Katy” Stickers at “Katy Office. (20)
- A2. The Katy Flyer. (21)
- A3. In His Glory. in Texas. (22)
- A4. Texas Cotton Field. (23)
- A5. Sheep Ranch. Greenville, Tex. (24)

- A6. Saturday Evening. Taylor, Tex. (25)
- A7. “Katy” Station. Parsons, Kas. (26)
- A8. Threshing Wheat. Parsons, Kas. (27)
- A9. Picking Peaches in Texas. (28)

A10. The Alamo. San Antonio, Tex. (29)

A11. Old Negro Cabin. Texas. (Follansbee)



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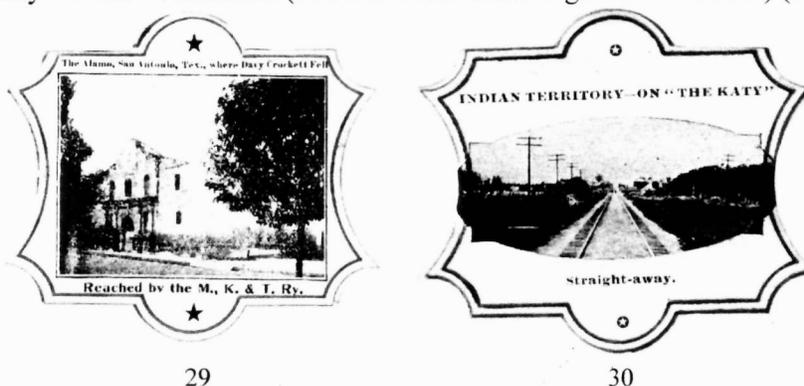
28

The second group is similar but has a white star in a black circle at the top and bottom of the sticker. Also, each sticker has a different caption below the illustration.

B1. Indian Territory—On “The Katy” (bottom: Straight-away). (30)

B2. Wheat Field on “The Katy” (bottom: Realization) (Follansbee)

B3. On “The Katy” Texas Tenderloins (bottom: These Little Pigs Go To Market) (Follansbee)



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There are two references to a sticker showing the same image of a standing woman as in Figure 20 but with the following text: “ ‘Katy’ at ‘The World’s Fair,’ St. Louis. 1904.” Cazin & Rochas, *Catalogue des Timbres Commemoratifs*, includes the following entry under 1904, St. Louis, page 154: “ ‘Katy’. One stamp, standing woman, black and red on white.” *The Poster Stamps of The World’s Fair: St. Louis 1904* by Charles Kiddle illustrates what is probably the same stamp mentioned in Cazin & Rochas.

Nicholas Follansbee, writing in *Poster Stamp Bulletin*, no. 140, Jacksonville Oregon (November 2004), presents eight “Katy” stickers. One has a solid black star with the caption “Old Negro Cabin, Texas.” This is added as number A11 to the first list above. Two others have white stars within a black circle and they are added as nos. B2 and B3 to the second list above. Follansbee also shows nos. A2, A3, A4, A5 and A6 from the first list above.

These “Katy” stickers are scarce. Leonard Stark (*Poster Stamp Bulletin*, Vol. 1. No. 6, April 1995) said: “In the 35 years I have been collecting & dealing in Poster Stamps, the enclosed color Xerox is the rarest and also the most offensive.” Stark is referring to the sticker shown as Figure 22 above.