

# Collecting Poster Stamps

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

Number 10

February 2016

## Editor's Note

This is the first issue of *Collecting Poster Stamps* in several years and contains our first poster stamp auction. I now have a booth at five stamp or ephemera shows each year (*Papermania*, Hartford CT, in January & August; *Philatelic Show*, Boxboro, MA in May; and, *Paper Town*, Boxboro, MA in January & September). This newsletter is sent free to customers. If you cannot attend any of my shows then purchases from my auction will keep you on my mailing list.

## Poster Stamps by America's Leading Lithographers

Jay T. Last's book *The Color Explosion, Nineteenth-Century American Lithography* (Santa Ana, CA: Hillcrest Press, 2005) is the primary source book on this topic. Last focuses on sixty-five "key lithographer companies" selected because they produced quality lithographs and were in business for a long period in the 19<sup>th</sup> century. Eight of these leading lithographers produced advertising poster stamps in 1914 and 1915. Examples of their work are the focus of this article.



*American Lithography Company. New York. 1892 – 1937.*

The American Lithography Co. was founded by Joseph P. Knapp, President of Knapp Company (listed separately by Last as a key lithographer). The consolidation of Knapp Co. and several other lithography companies to form the American Lithography Co. in 1892 made this new company the premier lithographer in the U. S. Knapp became a division and probably produced most of the poster stamps.

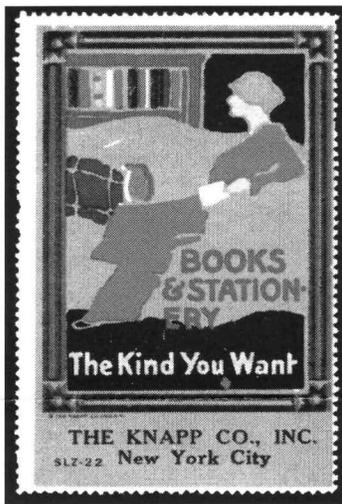
Robert C. Bradbury

American Litho. issued a poster stamp promoting itself. (1) The only other stamp I have encountered with this company's imprint is for Coffee Week (name in margin). (2) A magazine advertisement in 1914 states that American Litho. issued a set of 150 college pennant poster stamps for Fatima Cigarettes. (3)

A series of 23 stock stamps have the Knapp imprint. (4-5).

*Milton Bradley Co. Springfield, Mass. 1858 - 1965.*

Milton Bradley Co. became a leading producer of board games in the 1870s. It also produced educational products for primary schools. Milton Bradley issued nine poster stamps to advertise its products, three of which are shown here. (6-8) I have not found any other stamps printed by Milton Bradley Co.



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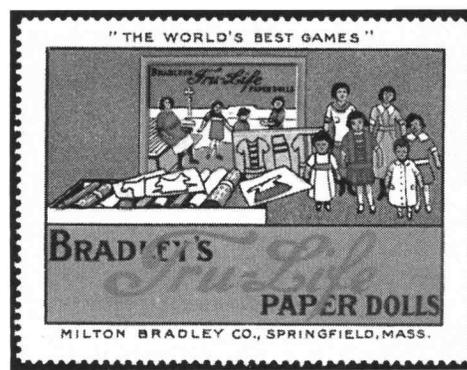
5



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*Forbes Lithograph Mfg. Co. Boston. 1862 - 1960*

Forbes was a leading producer of labels for canned fruits and vegetables as well as for trade cards and theater posters. One poster stamp advertises Forbes itself. (9) I have not encountered any other stamps by this printer.



*Gugler Litho. Milwaukee. 1878-1970.*

Gugler Litho. produced a wide range of lithography: posters, sheet music, trade cards, city views & maps. Four poster stamps advertise Gugler's services, two shown here. (10-11) Gugler issued stamps for many other companies and printed its name & copyright year (1914 or 1915) in the margin. I have found 28 such stamps including the three presented below. (14-16)



*Henderson Lithographing Co. Cincinnati. 1856 – 1925.*

William D. Henderson started in a low level job with Ehrgott & Krebs Litho. in 1856. Then he became a company executive when the name changed to Krebs Litho. And finally he was appointed President and the company name changed to Henderson Litho. in 1890. This company was a leading printer of trade cards and advertising posters.

Four poster stamps advertising the services of Henderson Litho. are the only ones that I can attribute to this company. (15-18)



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*Ketterlinus Litho. Co. Philadelphia. 1842 – 1970.*

Eugene Ketterlinus started this company in 1842 and his son John took over in 1875. Products included embossed perfume and cloth labels and sheet music covers. The line expanded to posters, booklets, labels and trade cards.

There are nine poster stamps advertising Ketterlinus services, three of which are shown here. (19-21) Ketterlinus also printed a few stock poster stamps.



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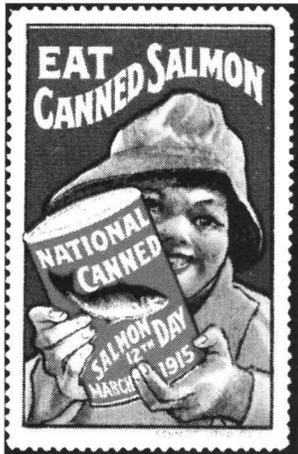


25

*Schmidt Litho. Co. San Francisco. 1874-1994.*

Max Schmidt started this company as California and the Pacific Northwest began producing large amounts of canned fruits, vegetables and fish. Schmidt Litho. became the top printer of labels for these cans. They also printed trade cards, stock certificates and booklets.

Seven poster stamps advertise Schmidt Litho., five of which also promote the Panama-Pacific International Exposition held in 1915. (24-25) The only other stamp I have seen bearing the Schmidt imprint is for Canned Salmon Day on March 12, 1915. (26)



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28

*Strobridge Lithographing Co. Cincinnati*

Hines Strobridge directed the company bearing his name for more than 50 years. Strobridge was the leader in the production of circus and theatrical posters during this time. In the early 20<sup>th</sup> century, it was a major producer of motion picture posters and commercial billboards.

Strobridge issued eight poster stamps touting its services. (27) It also produced a series of 23 numbered stock stamps with the Strobridge name in the margin. (28)

### Poster Stamp Reference Books For Sale

*United States Advertising Poster Stamps, 1912 – 1915.*  
Bradbury. Worcester, MA.

Advertising poster stamps were stuck on mail to promote products, services and places. This poster stamp movement was intense but brief. The first such stamp was used in the U. S. in late 1912. This illustrated catalog describes more than 5,750 advertising poster stamps published in the United States from 1912 through 1915.

*St. Louis Die-Cut Advertising Stickers, 1900 – 1904. Including 1904 World's Fair Advertising Stickers. Revised edition 2016.* by Robert C. Bradbury.

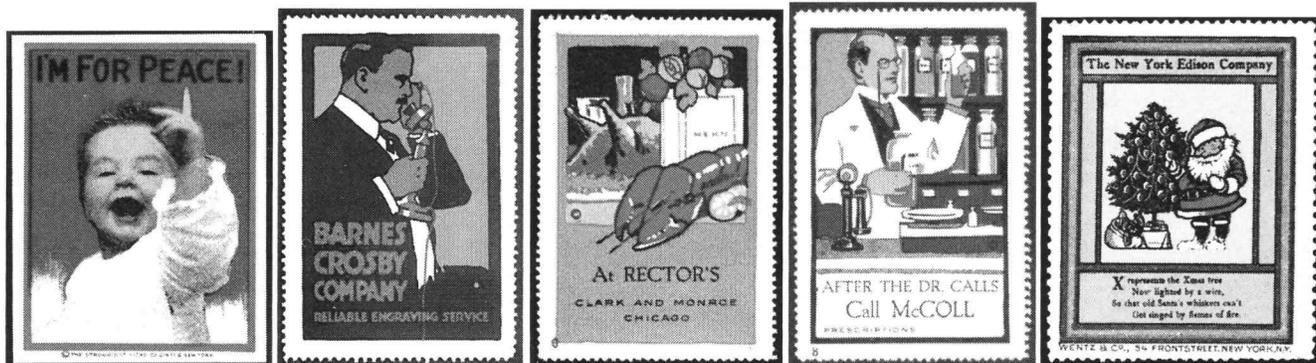
Advertising stickers were stuck on envelopes, letters, packages, or other items by companies to promote their products. This illustrated catalog describes 709 die-cut advertising stickers issued by St. Louis companies from 1900 to 1904.

Auction #1

The following poster stamps will be sold to the highest bidder providing minimum bid listed is met. All stamps are in very good condition with no tears, creases, scuffs or thins. Returnable within 14 days for full refund. Return postage not reimbursed. Auction ends on February 28, 2016. Bid increments must be \$0.50. Tie bids will go to the earliest bid received. Bids may be submitted by email ([rbposterstamps@gmail.com](mailto:rbposterstamps@gmail.com)) or regular mail. No telephone bids please. Postage is free within the United States. **No shipments will be made outside the United States.** Payment due when winning bidder receives stamps in mail with invoice. Payment by check or money order only. Numbers refer to Bradbury, *United States Advertising Poster Stamps, 1912-1915*. Revised edition 2014.



1. B5463 min. bid \$5      2. B85 \$5      3. B658 \$6      4. B632 \$6      5. B1819 \$20



6. B5025 \$5      7. B283 \$5      8. B451 \$5      9. B453 \$5      10. B3561 \$6



11. B465. \$5      12. B462 \$5      13. B5123 \$5      14. B2355 \$6      15. B2498 \$5



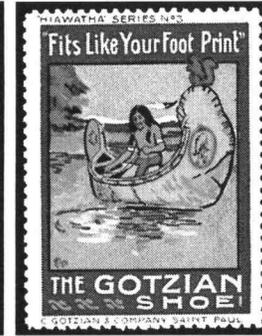
16. B244 \$5



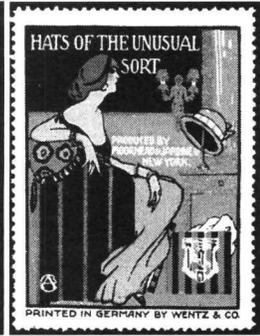
17. B3951 \$4



18. B1543 \$4



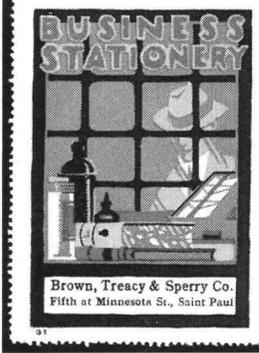
19. B2066 \$4



20. B3278 \$6



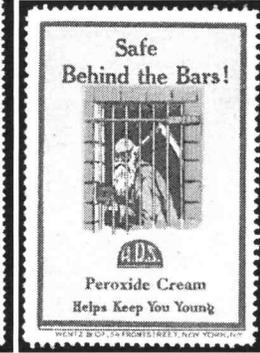
21. B354 \$4



22. B627 \$6



23. B636 \$6



24. B30 \$4



25. \$6



26. B1799. \$5



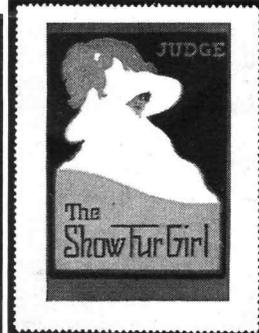
27. B1798 \$5



28. B2721 \$3



29. B4974 \$6



30. B265 \$7



31. B448 \$6



32. B3128 \$6



33. B102 \$4



34. \$20



35. B2072 \$6.



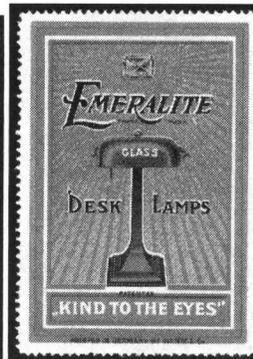
36. B5548 \$6



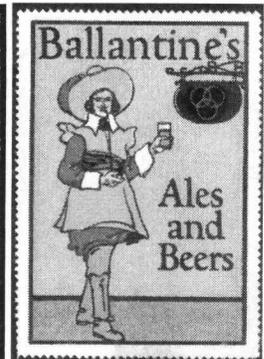
37. B2341 \$6



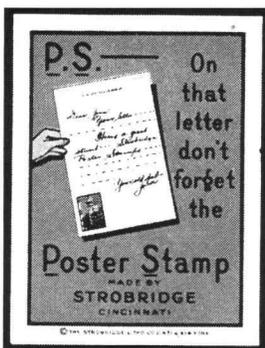
38. B472 \$6



39. B1540 \$6



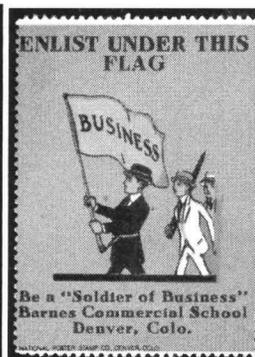
40. B264 \$6



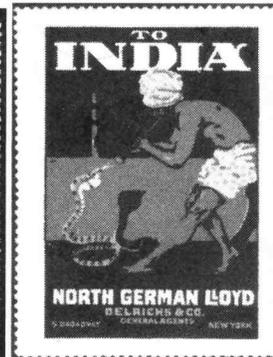
41. B5031 \$6



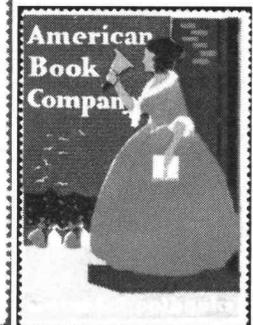
42. B3364 (red, blue) \$8



43. B275 \$5



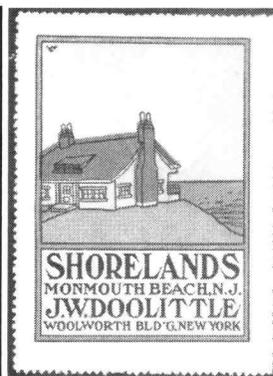
44. B3603 \$10



45. B99 \$5



46. B588 \$8



47. B1360 \$6



48. B3666 \$10



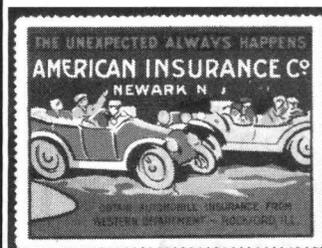
49. B1395 \$4



50. B1394 \$4



51. B4607 \$7



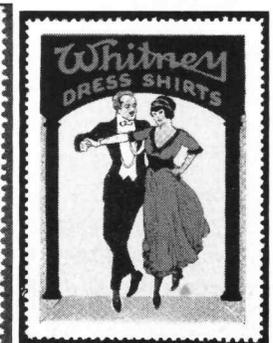
52. B130 \$6



53. B5637 \$10



54. B1119 \$6



55. B5640 \$6



56. B3654 \$6



57. B3652 \$6



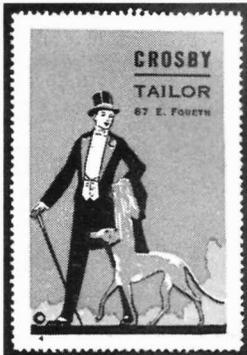
58. B261 \$6



59. B51176 \$7



60. B5591 \$7



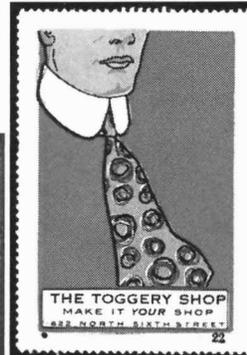
61. B449 \$6



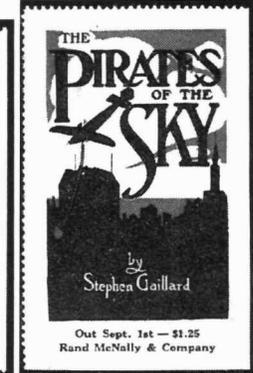
62. B461 \$6



63. B463 \$5



64. B467 \$8



65. B4345 \$6



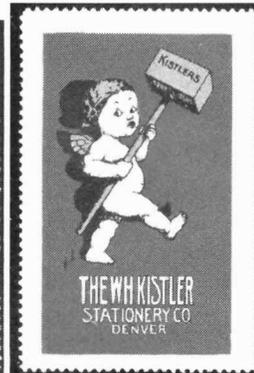
66. B5749 \$15



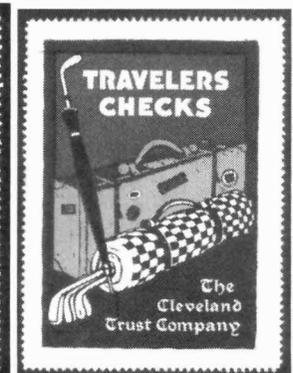
67. B5642 \$8



68. B4026 \$6



69. B2741 \$6



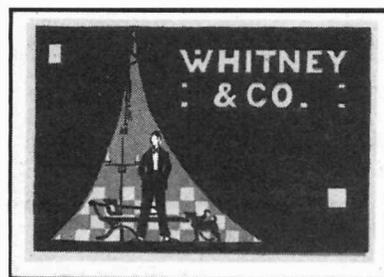
70. B1082 \$7



71. B972 \$20



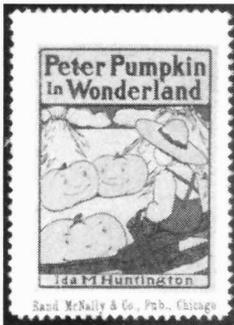
72. B3941 \$25



73. B5625 \$10



74. B1423 \$10



75. B4328 \$6



76. B4320 \$6



77. not in Bradbury \$8



78. B4311 \$6



79. B2878 \$5



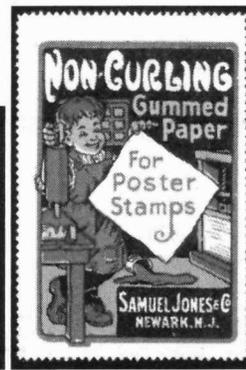
80. B949 \$5



81. B740 \$12



82. B2843 \$4



83. B2621 \$6

Robert C. Bradbury  
Poster Stamps

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