

# Collecting Poster Stamps

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

Number 11

March 2016

## “U. S. Style” Advertising Poster Stamps

“U. S. style” poster stamps catch the viewer’s eye with bold colors and bold designs that are somewhat imprecise or loose. This article presents some examples. The modern art posters popular in Germany during the first decade of the 20<sup>th</sup> century are the foundation for this style.

There are probably about 8,000 different U. S. poster stamps from the classic period of 1912 through 1915. Only a small percentage, perhaps less than ten per cent, exhibit this “U. S. style.” Many others resemble the advertising trade cards, postal covers, letterheads or postage stamps produced in the late 19<sup>th</sup> century. This variety reflects the short time frame during which these stamps were produced and the multitude of artists and printers that made them.



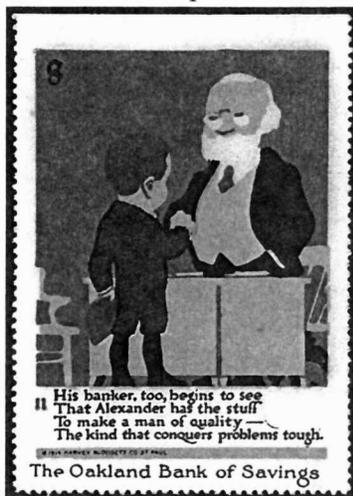
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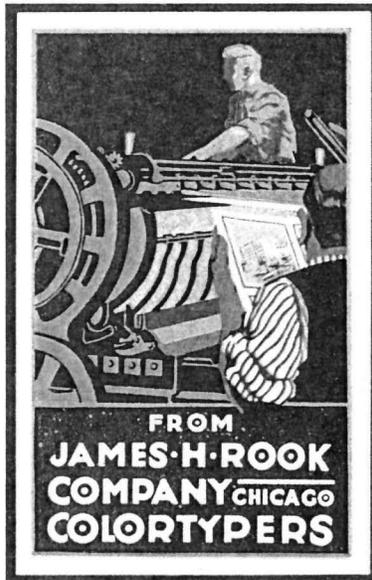
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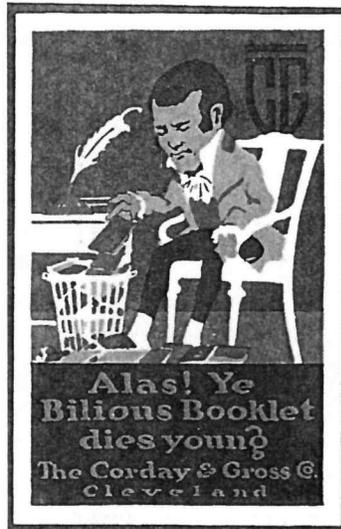
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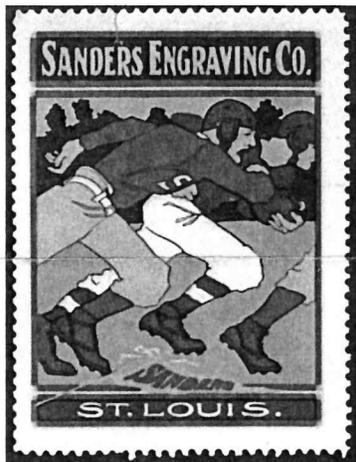
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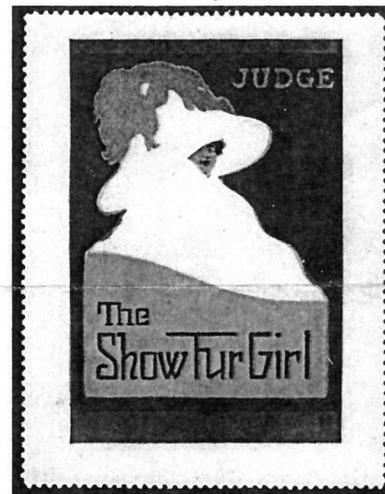
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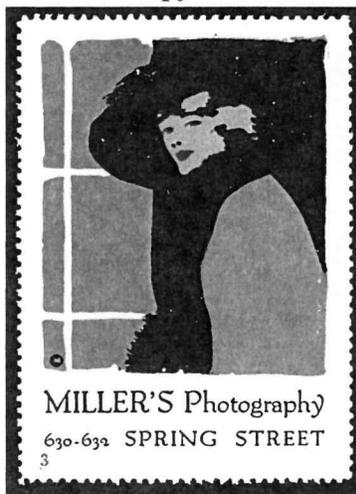
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### Pritchard Publishing Company

Clarence F. Pritchard was President of Pritchard Publishing Co., 47 West 34<sup>th</sup> St. New York City. Pritchard issued a stamp bearing an enlarged image of the company's logo and the words "producers and distributors of poster stamps." This logo appears on a variety of stamps.



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### Notes

The prices realized in the February auction will be published in the next issue of *Collecting Poster Stamps*. Thank you for your support.

Nick Follansbee has a new book titled *The Art of the Poster Stamp—Germany*. The "Introduction" is printed with color illustrations and spiral bound. The text is on the accompanying DVD containing hundreds of color illustrations of this author's selection of the best German poster stamps. Arrangement is by artist. \$30. Postage paid. Contact your editor for a copy.

## Printer's Devil on United States Poster Stamps

The printer's devil is the low person on the print shop totem pole—duties include sweeping the floor, cleaning ink off presses and type, putting type and spacing material away. Here are six circa 1915 U.S. poster stamps showing printer's devils, the only ones I have encountered.

The Webb-Biddle Co. poster stamp shows a smiling printer's devil and an executive examining the product that incidentally depicts the same scene as the stamp. (1) The "Give the Devil His Due" caption on the C. W. Knowles stamp is the only U. S. example I have seen that explicitly refers to a printer's devil. (2) The Independent Pressrooms stamp shows an older printer's devil, perhaps an apprentice. (3)

The Kelley-Davis Co. stamp shows a printer's devil with two pieces of giant type. (4) Such exaggeration is an effective attention getter. The Blair-Murdock stamp depicts a printer's devil with an ink bucket in a fanciful scene with him painting with ink on a wall. (5) The Samuel Jones & Co. manufactured paper so this stamp showing a printer's devil is surprising. There is a bookbinders' press in the background. These poster stamps bring back fond memories of my high school years as a printer's devil in my father's print shop in Orange, Massachusetts.



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Author's note: this paper appeared in the *Poster Stamp Collectors Club Journal*, no. 35 (January 2015).

Auction #2

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 March 31, 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 B471 minimum bid \$8



2 B221 \$7



3 B3831 \$12



4 B1212 \$6



5 B1518 \$6



6 B2755 \$10



7 B4590 \$6



8 B4779 \$4



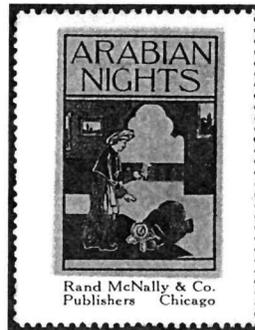
9 B5659 \$4



10 B57 \$6



11 B4323



12 B4299



13 B4324



14 B2337 \$6



15 B4789 \$10



16 B1270 \$8



17 B2343 \$7



18 B2344 \$7



19 B5028 \$6



20 B5029 \$6



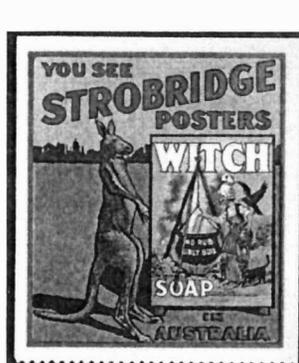
21 B5037 \$6



22 B5038 \$6



23 B5034 \$10



24 B5020 \$12



25 B1974 \$7



26 B2676 \$6



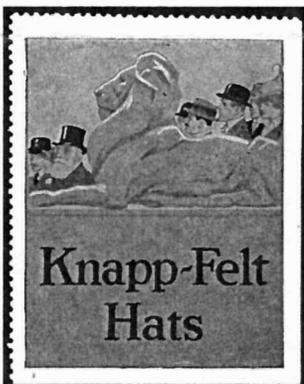
27 B5745 \$6



28 \$8



29 B1363 \$10



30 B2757 \$7



31 B4973 \$5



32 B1827 \$4



33 \$10



34 B5175 \$10



35 B978 \$15



36 B1004 \$6



37 B2723 \$5



38 B1092 \$7



39 B2854 \$7



40 B1249 \$8



41 B1887 \$15



42 B1890 \$15



43 B4013 \$10



44 B4343 \$8



45 B1091 \$5



46 B4609 \$8



47 B4277 \$4



48 B618 \$7



49 B1026 \$7



50 B5628 \$15



51 B2619 \$8



52 \$5



53 B4757 \$8



54 B4004 \$5



55 B4774 \$10



56 B393 \$5



57 B4789 \$7



58 B3032 \$6



59 B2735 \$6



60 B2743 \$6



61 B3786 \$15



62 B2220 \$7



63 B906 \$5



64 B987 \$15



65 B2413 \$15



66 B5512 \$8



67 B4127 \$6



68 B211 \$10



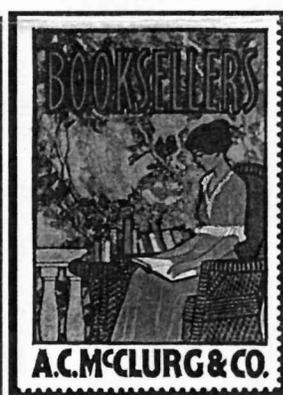
69 B1262 (yellow) \$10



70 B2673 (green) \$8



71 B4104 (red) \$8



72 B2970 \$8



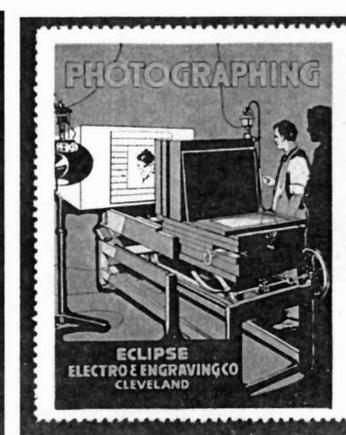
73 B1424 \$7



74 B1425 \$7



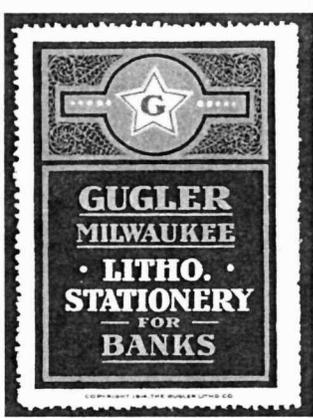
75 B1426 \$7



76 B1429 \$10



77 B2226 \$5.



78 B2227 \$4



79 B2275 \$7



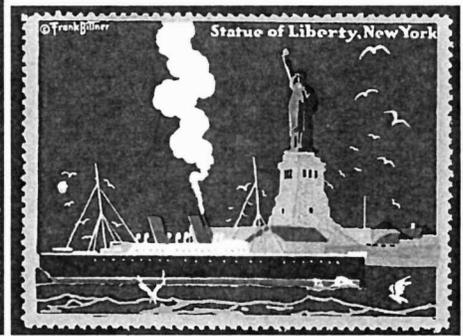
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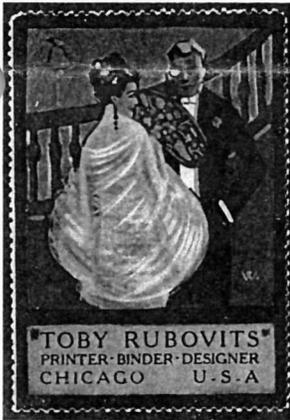
81 B1008 \$8



82 B557 \$12



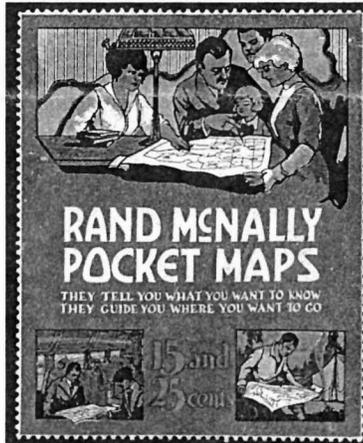
83 B3448 \$12



84 B4467 \$10



85 B4468 \$10



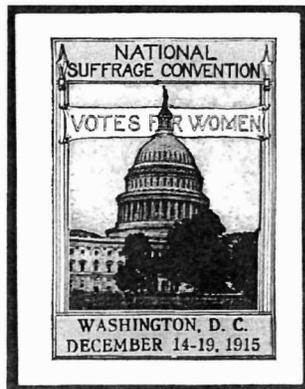
86 B4298 \$15



87 B2764 \$6



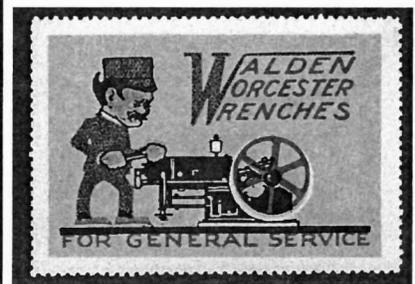
88 \$40



89 \$15



90 B5451 \$10



91 B5450 \$10



92 B5453 \$10



93 B1306 \$25



94 B5592 \$20



95 B5591 \$12



96 B5707 \$12



97 \$8



98 \$10



99 \$10

Robert C. Bradbury  
Poster Stamps