

Collecting Poster Stamps

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

Number 16

August 2016

Arcraft Lithographing Co. Detroit, Michigan

Arcraft Lithographing Co., Detroit, Michigan, printed a variety of advertising materials. Arcraft's advertisement in the *Detroit* in 1915 lists as company products: "cut-out window displays and trims, posters, hangers, counter displays, car cards, labels, calendars, catalogue covers, etc." This company printed a variety of advertising poster stamps.

Arcraft issued a poster stamp advertising its own business. (1) R. F. Heinrich was the artist for this stamp, his initials are in the upper left corner. Another stamp by Arcraft advertises the Studio of R. F. Heinrich and also includes the artist's initials. (2) This stamp, as well as all the rest of the stamps illustrated here, has the Arcraft name printed in the lower margin.

Heinrich was a well-known commercial artist whose work for the automobile industry, especially Packard, was highly praised. The following is from *Printing Art* in 1916: "Because R. F. Heinrich got his start as a woodcutter, he knows how to make drawings in woodcut style. And a mighty effective style it is, too, as this reproduction of the scene shown on the Autumn number of *The Packard* proves." From *Printing Art* in 1917: "there is not an artist in America who is equal of R. F. Heinrich, of Detroit, as creator of woodcut-style drawings. They look like woodcuts, yet they are not."



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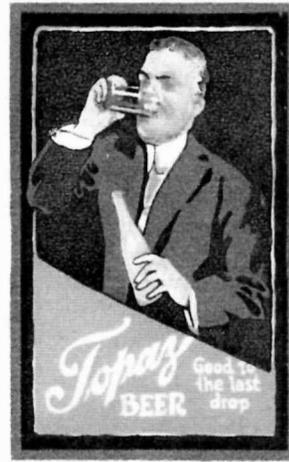
I have seen 35 poster stamps with the Arcraft imprint in the bottom margin, each advertising different companies. I have not found Heinrich's initials on any of these stamps; however, his artistic style seems apparent on at least four other Arcraft stamps. (3-6). The ten Arcraft stamps illustrated below (7-16) are the only ones I have seen advertising these companies.



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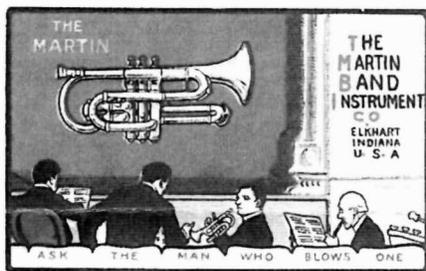


14



15

The D & C Lake Lines (Detroit and Cleveland Navigation Co. Detroit, Mich.) poster stamps are two of a set of six. (17-18).



16

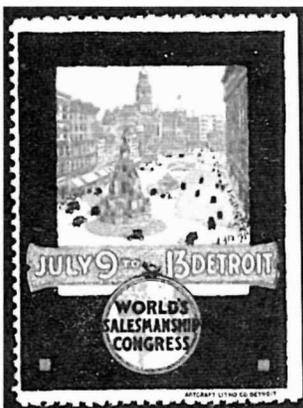


17



18

Arcraft printed poster stamps for the World's Salesmanship Congress held in Detroit from July 9-13, 1916. (19-21)



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21

The following 15 Artcraft poster stamps are not illustrated in this article: Cherry Cheer (man drinking from glass); Detroit Twist Drill (man, drill); Gibson. Buy your second instrument first and save money. (man and woman playing guitars); F. S. Karwacki Liquor Co. (portrait of a woman); Frank P. Miller. North Woodward Section. (house, house plans); Frank P. Miller. Michelson Land and Home Co. (house, house plans); Old Reliable Coffee. (man, product package); Packard. (man driving car); Parker Webb & Co. Honey Brand Hams. (pig); Peoples Outfitting. (man & woman, fireplace); Royal Valley Coffee Co. (product can, soldier) (set of three); Rumely Power Farming Machinery. (tractor); Anthony Stefanowski & Co. Wholesale Liquor Dealers. (grapes, bottles).

Smoking Cigarettes and Drinking Alcoholic Beverages

Advertising poster stamps document social customs around the world and make for interesting comparisons. Stamps from the United States during the classics period of 1912 through 1915 advertise alcohol and cigarettes. However, I know of only one stamp showing a woman with an alcoholic beverage. She is offering a toast with a champagne glass in the "Happy New Year 1915" stock stamp from the Picture Paster Publicity Company. I have not seen any U. S. stamps depicting a woman smoking a cigarette. With the "Roaring Twenties" less than a decade away, women's behavior in this regards changed dramatically. Collectors of European poster stamps, especially those from Germany, know that many show women drinking or smoking.



Auction #7

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 August 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) 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: Bradbury, *U. S. Advertising Poster Stamps, 1912-1915.* revised ed. 2014.



1 B4637 \$20.



2 B4638 \$12.



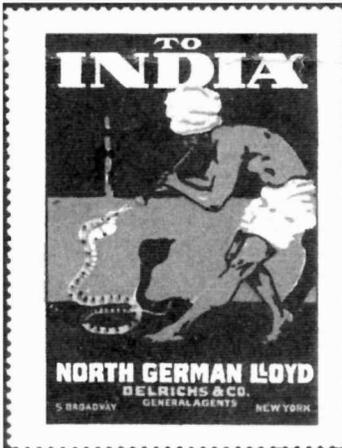
3 B4639 \$12.



4 B4640 \$12.



5 B4641 \$10.



6 B3603 \$10.



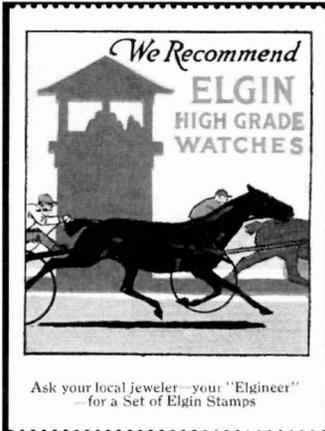
7 B2797 \$8.



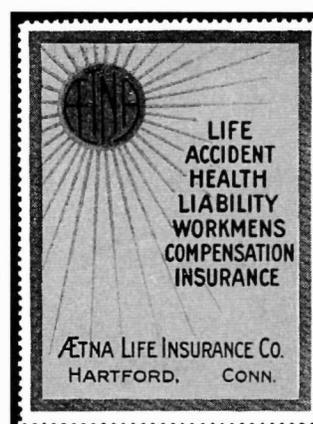
8 B2412 \$15.



9 B1480 \$7.



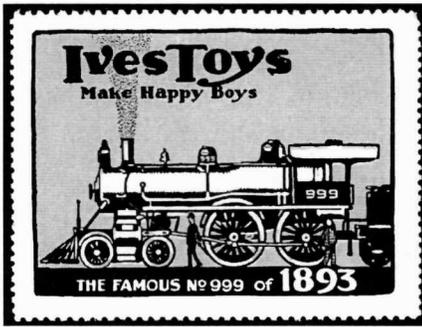
10 B1474 \$7.



11 B48 \$5.



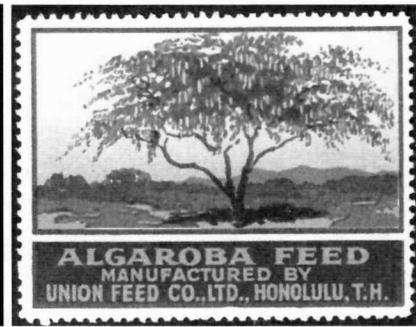
12 B3831 \$15.



13 B2549 \$10.



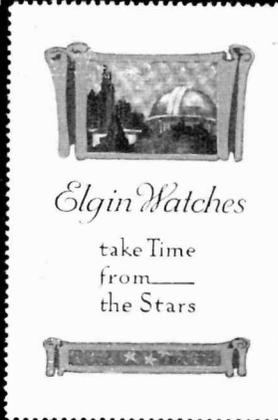
14 B2342 \$7.



15 B5224 \$7.



16 B1507 \$2.97



17 B1500 \$8.



18 B1509 \$7.



19 B1510 \$7.



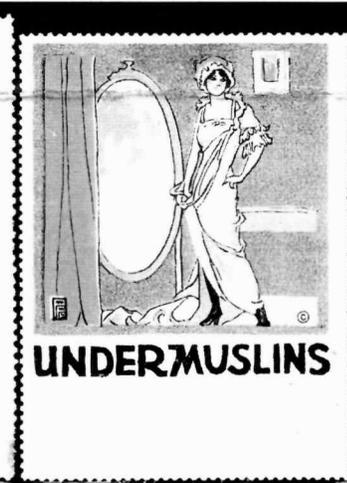
20 B1512 \$7.



21 B2517 \$7.



22 B2519 \$8.



23 B4092 \$7.



24 B5288 \$7.



25 B1468 \$15.



26 B5196 \$7.



27 B5317 \$7.



28 B3788 \$6.



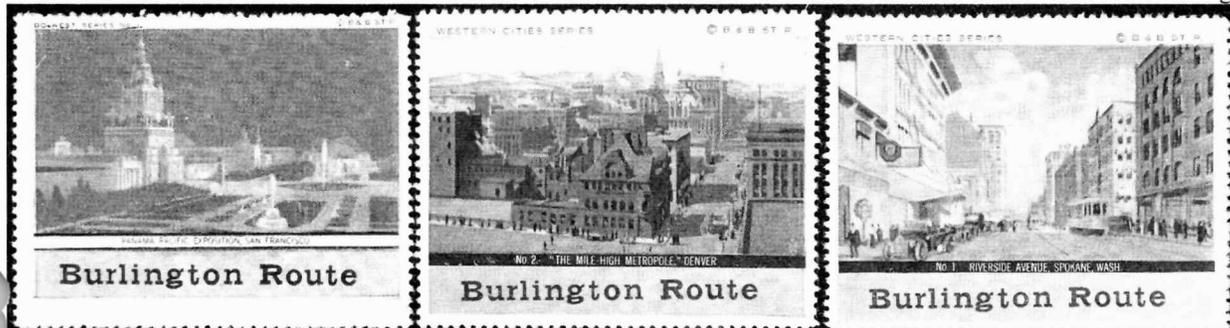
29 B2731 red \$6. 30 B2741 red \$6. 31 B2169 \$6. 32 B2174 \$6. 33 B467 \$8.



34 B4018 \$7. 35 B2621 \$10. 36 B4761 \$6. 37 B3276 \$6.



38 B618 \$6. 39 B1121 \$6. 40 B4125 \$7. 41 B3279 Strobridge \$15.



42 B792 (PPIE view) \$5. 43 B795 (Denver view) \$5. 44 B794 (Spokane view) \$5.

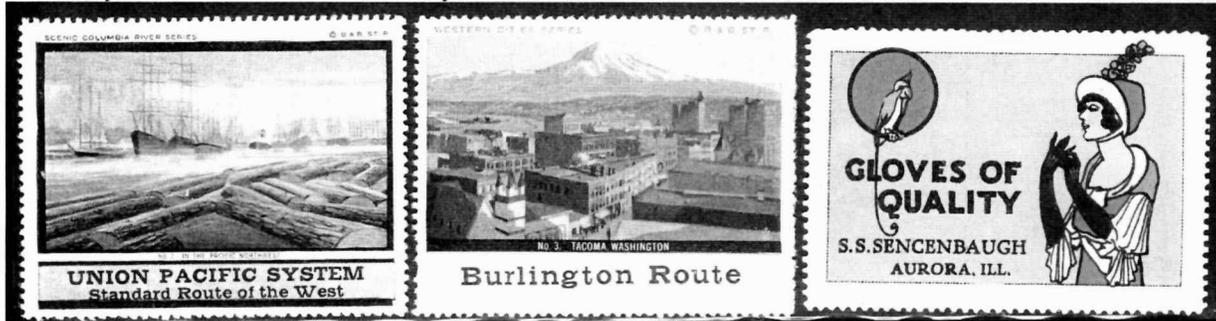


45 year 1927 \$6.

46 year 1929 \$6.

47 B2337 \$6.

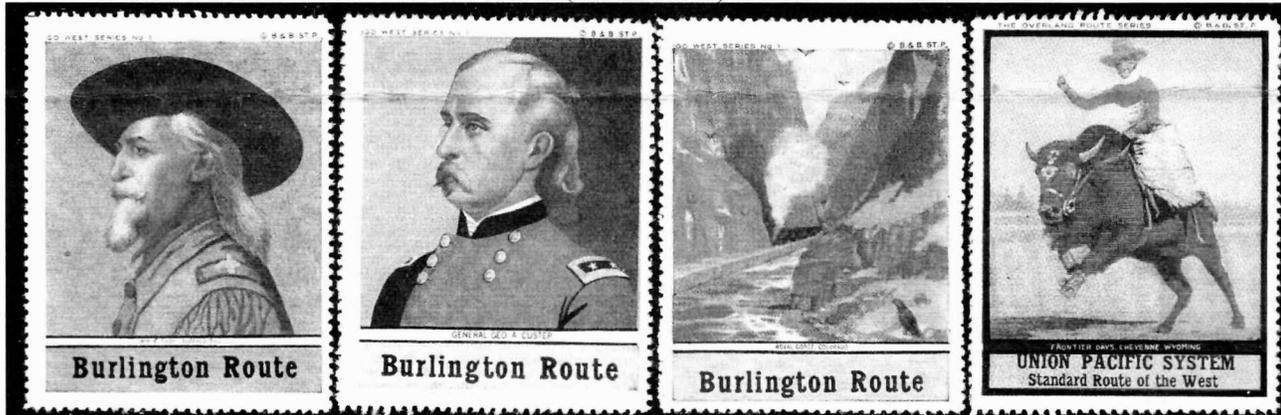
48 B4117 green \$7.



49 B5242 \$4.

50 B7976 (Tacoma view) \$4.

51 B4022 \$5.



52 B784 (Wild Bill Cody) \$6.

53 B787 (Custer) \$6.

54 B797 \$4.

55 B5250 \$5.



56 B5044 Strobridge \$5.

57 B5315 \$4.

58 B2066 \$6.

59 B604 \$5.



60 B3457 \$5.

61 B3464 \$5.

62 B3460 \$5.

63 B2617 \$6.



64 B1477 \$7.

65 B1462 \$6.

66 B2853 \$5.

67 B5618 \$6.



68 B627 \$7.

69 B638 \$7.

70 B1421 \$30

71 B2212 \$5.

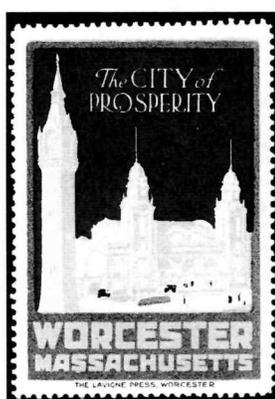


72 B5544 \$6.

73 B5543 \$8.

74 B4621 \$6.

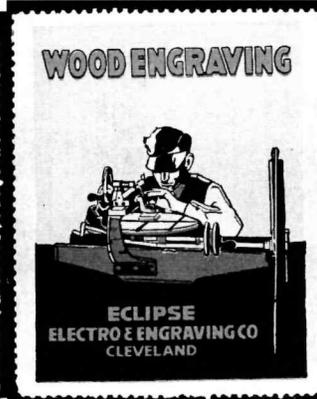
75 B5609 \$6.



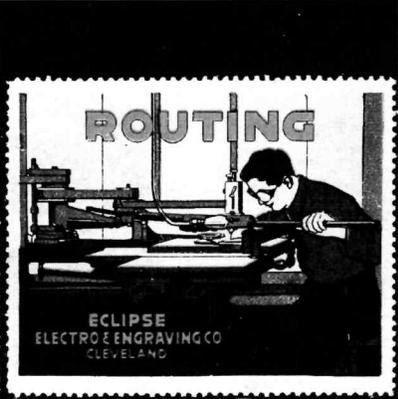
76 B5703 \$8.



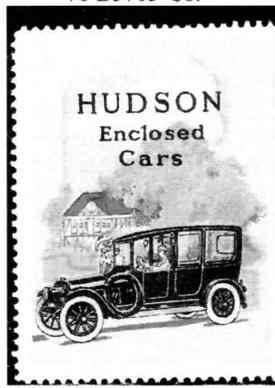
77 B5644 (Worcester, MA) \$6.



78 B1434 \$6.



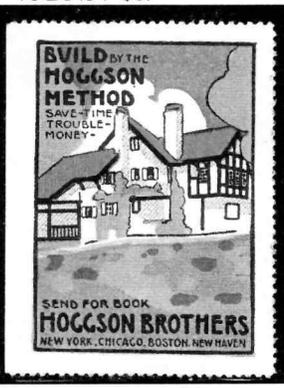
79 B1431 \$6.



80 B2473 \$5.



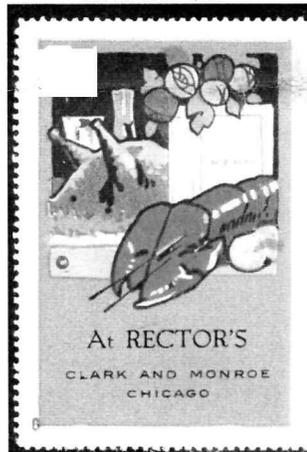
81 (year 1916) \$10.



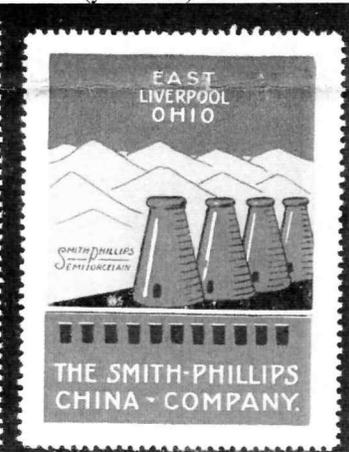
82 B2426 \$6.



83 B5194 \$6.



84 B451 \$6.



85 B4775 \$5.



86 B3798 \$10.



87 B3793 \$10.



88 S17. 78x30 mm. red. ca. 1902. \$20.



89 B3654 \$6.



90 B1398 \$5.



91 B687 \$8.



92 B684 \$8.



93 B5100 \$20.



94 orange \$6.



95 green \$6.



96 S112 black 58 x 65 mm. ca. 1902. \$15.



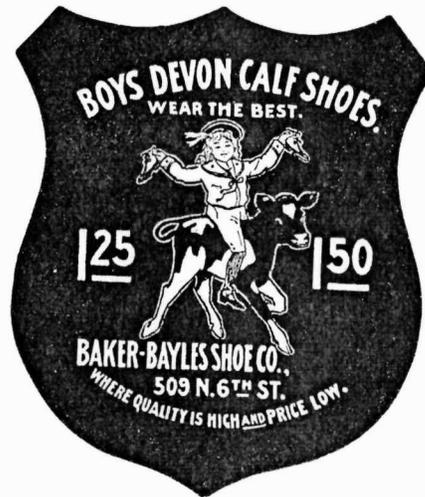
97 S355 blue 50 mm. ca. 1902. \$10.



98. S473 red & green. 60 x 55. ca. 1902. \$20.



99 S461 yellow & black 75 mm. ca. 1902 \$20. 100 S96 [St. Louis]. blue. 92 c 78mm. ca. 1902. \$20.



Auction #6 results. #1-\$10; #2-\$6; #3-\$7; #4-\$8; #6-\$10; #9-\$9.50; #10-\$6; #11-\$6; #12-\$6; #13-\$15; #14-\$5; #15-\$9.50; #16-\$9.50; #17-\$10.50; #18-\$9.50; #21-\$17.50; #22-\$8; #25-\$8; #26-\$6; #27-\$8; #28-\$10.50; #32-\$8; #34-\$8; #35-\$15; #36-\$7; #37-\$7; #38-\$10; #39-\$6.50; #42-\$10.50; #46-\$8.50; #50-\$6; #51-\$9; #56-\$5; #59-\$7; #60-\$9; #63-\$9.50; #64-\$7; #65-\$6; #66-\$10.15; #67-\$6; #69-\$5; #70-\$7; #71-\$7; #72-\$6.50; #73-\$5; #77-\$5; #78-\$6; #79-\$6; #81-\$10.50; #82-\$7; #83-\$12; #84-\$17; #85-\$6.50; #86-\$6.50; #89-\$7; #91-\$10; #93-\$10; #95-\$19; #96-\$24.50; #97-\$20; #98-\$16; #99-\$13; #100-\$15; #101-\$12.