

Collecting Poster Stamps

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

Number 18

October 2016

Davis Press, Worcester, Massachusetts

Davis Press of Worcester, Massachusetts published a poster stamp album circa 1915 that promoted this advertising form and displayed examples of its poster stamps. This album is at the American Antiquarian Society, Worcester, to which I am grateful for the following information. The introduction to this album provides an overview of the poster stamp movement.

“What an absorbing craze the Collection of Poster Stamps has grown to be! The fad, started in Europe several years ago, has grown with startling rapidity in the United States during the last year. Old and young alike have started Albums. Think of the publicity that wide-awake advertisers are getting when their poster stamps are collected by countless enthusiasts.

A good poster stamp is a miniature poster, done in bright and, many times, unusual colors, advertising almost any conceivable subject. It drives home its message at a glance. It has been said that poster stamps “speak a universal language”—so widespread is the interest they arouse.

Progressive advertisers all over the country are realizing that in taking advantage of this fad there is an unusual opportunity to get wide publicity at a comparatively small cost. Once it is known that an advertiser has issued a set of poster stamps, people come of their own accord to ask for some. How few advertisements have this chance to influence! It is a unique, out-of-the-rut, forceful way to advertise, that pulls RESULTS.

We have made a special study of Poster Stamps and are prepared to get up designs for you that will attract wide-spread interest. We are issuing this album in response to the growing demand in this section for Poster Stamp Collections. The collection has been started for you with representative stamps we have lately produced. You may be interested to continue it or give it to someone else.



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(508) 754-2954, e-mail rbposterstamps@gmail.com

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Ask our representative to call and go over "Poster Stamps as applied to your business."
There is a splendid chance to get in on the ground floor with this fad, because it is still in its infancy."

The following 24 stamps are in this album and were published by Davis Press.

1. Davis Press. Worcester, Mass. Good Printing. (man operating hand press). 60 x 52. [1915].
2. Howard-Wesson Co. Worcester. Illustrators, engravers. (man engraving). 58 x 34.
3. Let our Service Department solve your Spring problems. (3 men, table). 62 x 45. (stock stamp).
- 4-11. Loring Coes & Co. Worcester. Paper knives. 55 x 36. [1914]. (set of 8 stamps).
12. Wachusett Shirt Co. 75 x 45.



12



13



17

13-16. Walden Worcester Wrenches. 64 x 43. [1915]. (set of 4 stamps).

17-20. White & Bagley Co. Worcester, Mass. Oilzum. Motor Oils Lubricants. 62 x 49. [1915]. (set of 4 stamps).

21-22. Whitney Dress Shirts. 60 x 45. (set of 2 stamps).



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23-24. Whitney Outing Shirts. 75 x 45.

25. Worcester Polytechnic Institute. Worcester, Mass. 1865-1915. Semi-centennial. 60 x 38. 1915.

North Pacific Bank Note Company, Tacoma, Washington

North Pacific Bank Note Company of Tacoma, Washington, produced bank and commercial stationery. It printed a single poster stamp (1), as well as a set of three stamps (2-3), advertising its business. These stamps bear a copyright date of 1914. The artist was R. V. Howard. (*Business*, Vol. 34, 1915, p. 7)



1



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North Pacific Bank Note produced a set of six poster stamps for Everybody's Biscuits, Candies and Crackers. (4-5). These numbered stamps tell the story of Jack the Giant Killer.



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North Pacific Bank Note also printed a set of six stamps, three of which advertise specific companies: Pacific Mutual Door Co.; Shaw Supply Co. (6); and West Coast Grocery. The other three stamps promote Tacoma by showing scenes of this city's surroundings.



7

North Pacific Bank Note printed a stamp promoting the U. S. Army Tournament held in Tacoma on July 24-30, 1910. (7) This appears to be an engraving and its style suggests a postage stamp. It is similar to many events stamps and company advertising stamps issued in the late 1800s and very early 1900s. I do not consider this a poster stamp since it looks less like poster art and more like a postage stamp or the advertising printed on an envelope. It is included here to illustrate North Pacific Bank Note's products.

Poster Stamp Reference Books For Sale

United States Advertising Poster Stamps, 1912 – 1915. Revised edition 2014. by Robert C. Bradbury. Worcester, MA. spiral bound. \$75. postage paid. order from author.

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. Worcester, MA. Spiral bound. \$30. postage paid. order from author.

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 #9

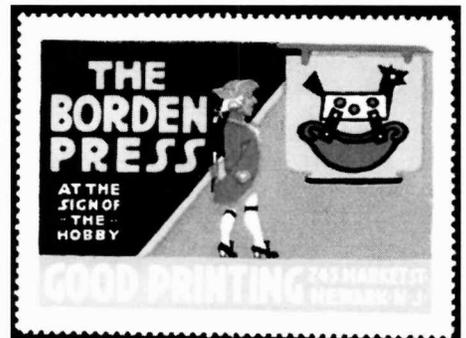
The following poster stamps will be sold to the highest bidder providing minimum bid listed is met. All stamps are in very good condition with no tears, creases, scuffs or thins. Returnable within 14 days for full refund. Return postage not reimbursed. Auction ends on October 31, 2016. Bid increments 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 B3107 \$6.



2 B260 \$7.



3 B523 \$10.



4 B3128 \$7.



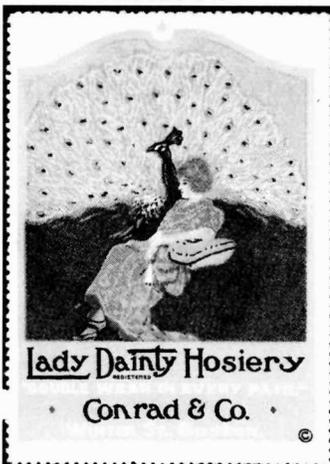
5 B3129 \$7.



6 B3130 \$7.



7 B1553 \$7.



8 B1156 \$8.



9 B1492 \$8.



10 B1486 \$8.



11 B1798 \$6.



12 B1568 \$6.



13 B4266 \$6.



14 B126 \$5.



15 B1782 \$5.



16 B1852 \$7.



17 B1855 \$7.



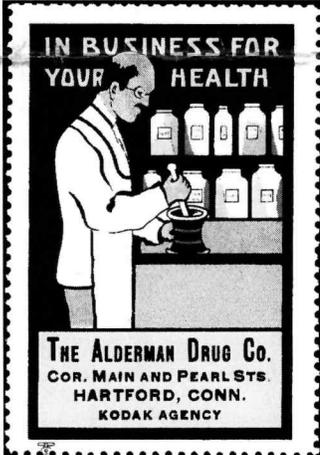
18 [1916?] \$6.



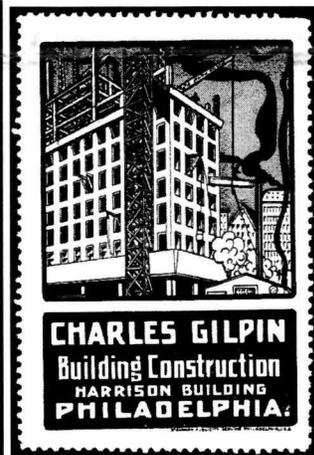
19 B3401 \$5.



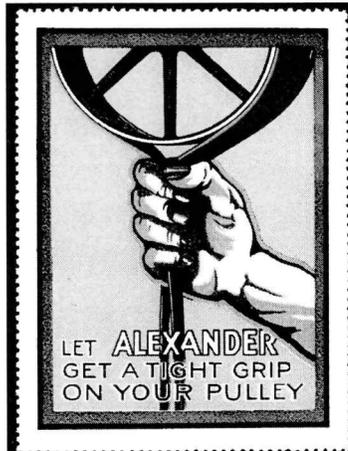
20 B4064 \$6.



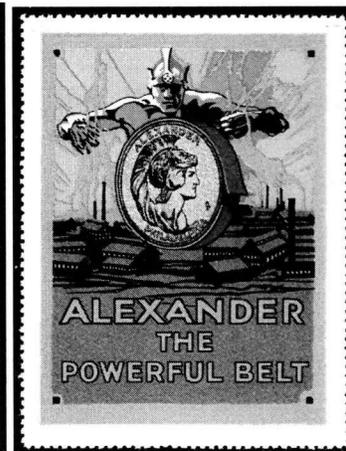
21 B4057 \$6.



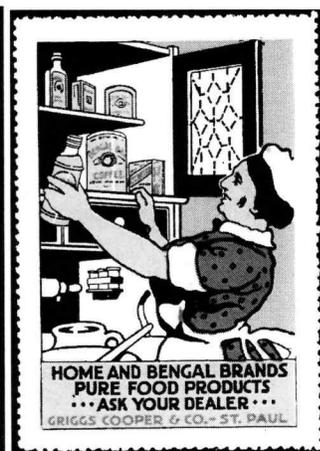
22 B2001 \$6.



23 B70 \$6.



24 B71 \$6.



25 B2220 \$6.



26 B2215 \$6.



27 B4489 \$6.



28 B4486 \$7.



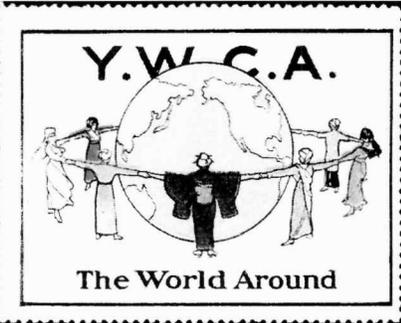
29 B4487 \$7.



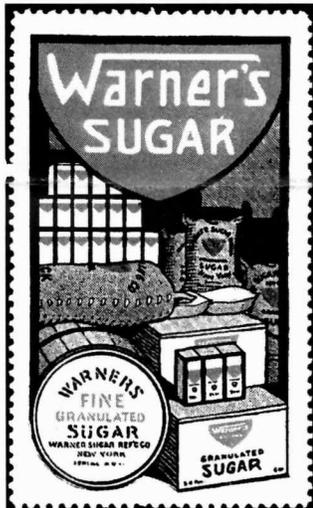
30 B4652 \$5.



31 B18 (tennis). \$7.



32 B5729 \$6.



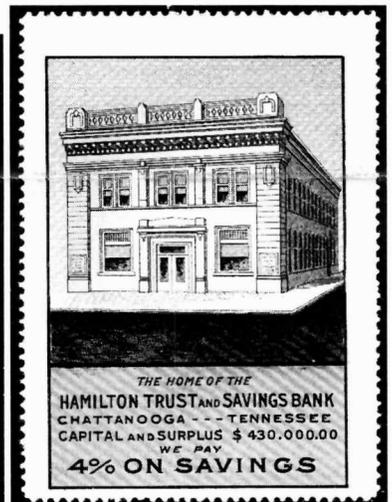
33 B5487 \$6.



34 B1858 \$6.



35 B4602 \$6.



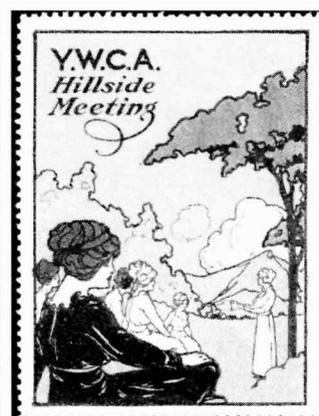
36 B2244 \$6.



37 B1408 \$6.



38 B1406 \$6.



39 B5724 \$6.



40 B575 \$5.



41 B4576 \$8.



42 B1490 \$7.



43 B3104 \$6.



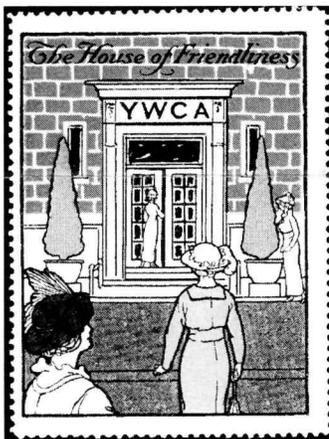
44 B341 \$6.



45 B1006 \$7.



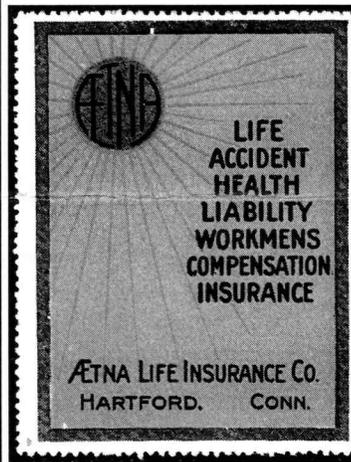
46 B1499 \$7.



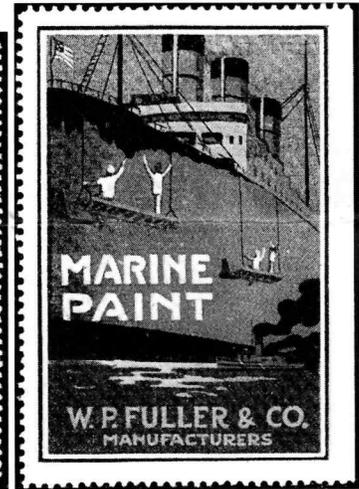
47 B5725 \$5.



48 B4656 \$7.



49 B48 \$5.



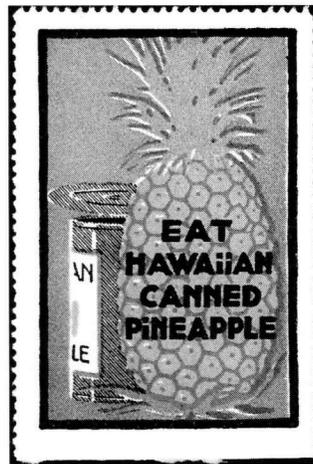
50 B1862 \$7.



51 B1514 \$8.



52 B1865 \$7.



53 B2318 \$5.



54 B5754 \$5.



55 B3051 \$6.



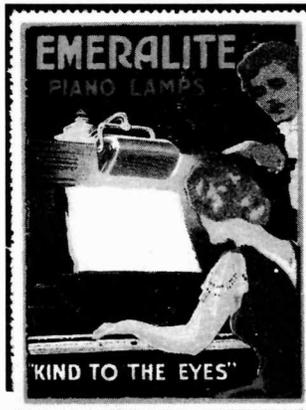
56 B1406 \$6.



57 B397 \$8.



58 B396 \$8.



59 B1539 \$7.



60 B3461 \$6.



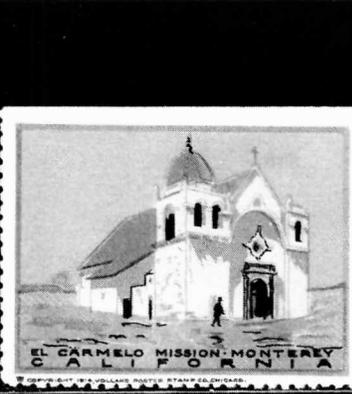
61 B4363 \$6.



62 B3465 \$6.



63 B866 \$4.



64 B845 \$4.



65 B851 \$4.



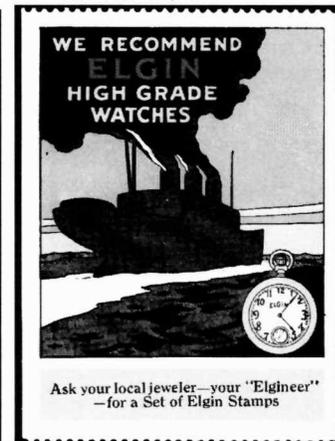
66 B856 \$4.



67 B1463 \$7.



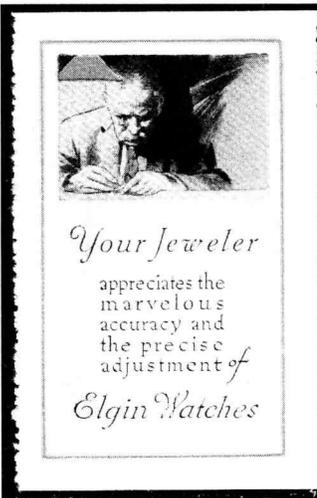
68 B1469 \$7.



69 B1479 \$6.



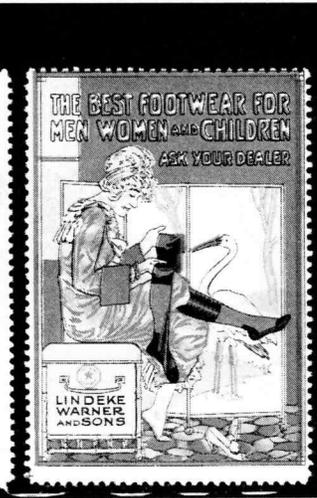
70 B1478 \$20.



71 B1499 \$7.



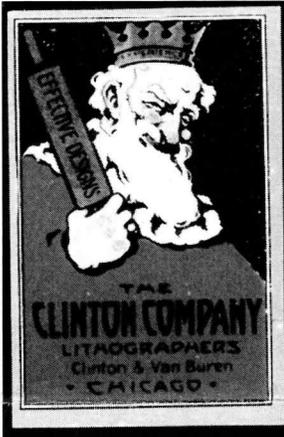
72 B3643 \$7.



73 B2922 \$8.



74 not in Bradbury \$10.



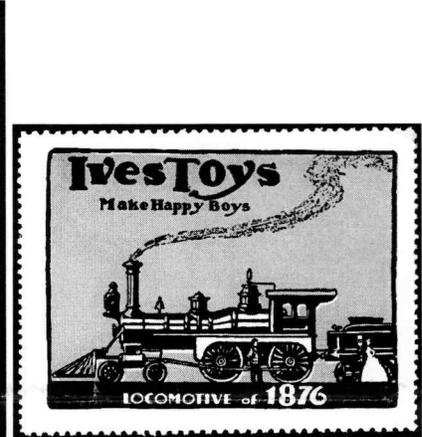
75 B1092 \$8.



76 B3364 (red, blue) \$8



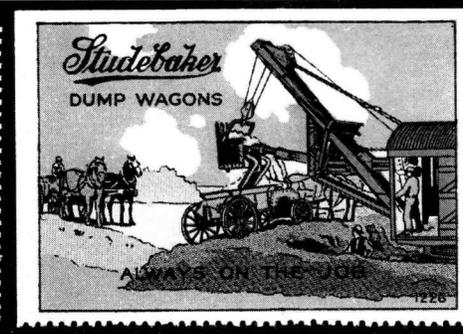
77 B469 \$7.



78 B2548 \$8.



79 B4851 \$8.



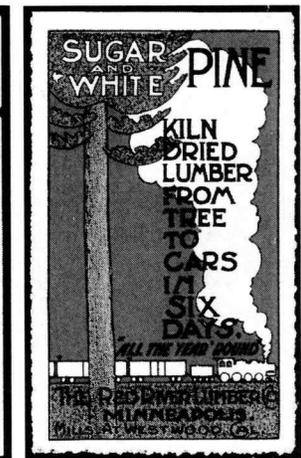
80 B5059 \$10.



81 B3944 \$7.



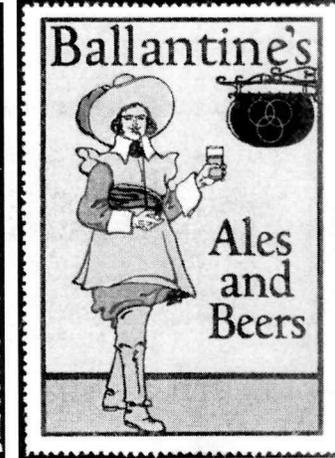
82 B4369 \$8.



83 B4370 \$6.



84 B4371 \$6.



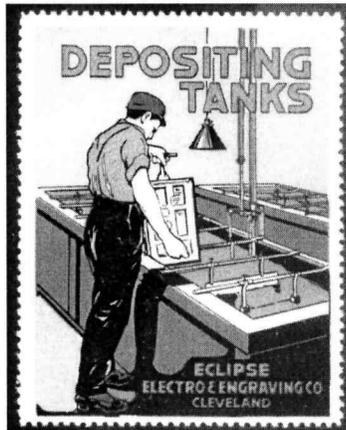
85 B264 \$7.



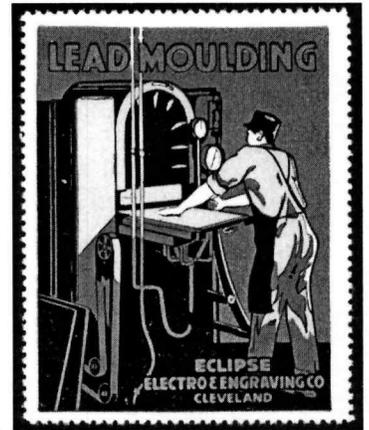
86 B3790 \$10.



87 B3791 \$10.



88 B1425 \$8.



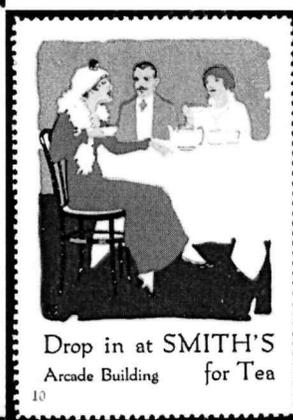
89 B1426 \$8.



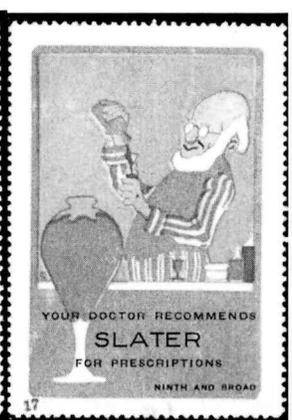
90 B1513 \$10.



91 B5176 \$10.



92 B455 \$7.



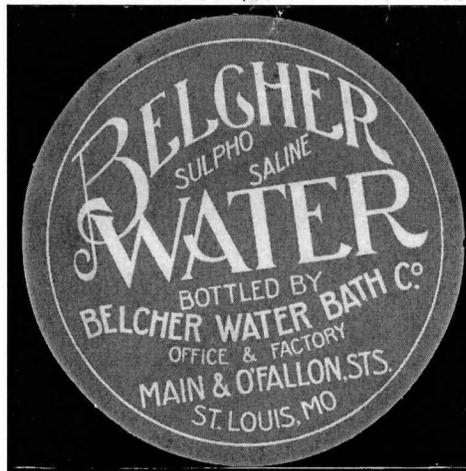
93 B462 \$7.



94 B472 \$7.



95 S230 blue 40 x 55 mm ca 1902 \$10.



96 S414 red 85 mm. ca 1902 \$20.



97 S144 green 50 x 46 ca 1902 \$12.



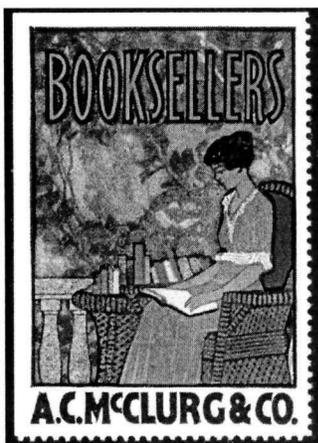
98 S6 red & black 40 x 90 ca 1902 \$20.



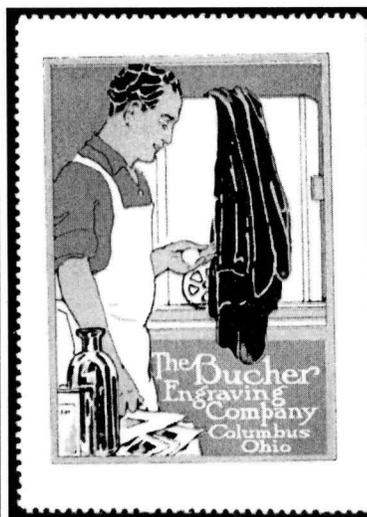
99 S187 red 38 x 56 ca 1902 \$10.



100 B2968 \$10.



101 B2970 \$10.



102 B738 \$15.



103 B456 \$10.



104 B468 \$8.



105 B2546 \$8.



106 B5585 \$7.



107 B5581 \$7.



107 S46 (St. Louis). 35 x 75 mm. ca. 1902. \$20.



108 35 x 75 mm. ca. 1902. \$15.

Auction #8 results. #1-\$13; #3-\$4; #4-\$6; #5-\$8.50; #6-\$8.50; #8-\$6; #9-\$8.50; #10-\$6; #11-\$7.50; #12-\$14; #13-\$14; #14-\$8; #15-\$12; #16-\$10.50; #17-\$10.50; #18-\$16.50; #21-\$10.50; #22-\$9; #26-\$6; #27-\$6; #30-\$5; #32-\$16; #33-\$9.50; #34-\$9; #35-\$9; #36-\$9.50; #37-\$7; #39-\$15; #40-\$14.50; #41-\$7.00; #42-\$6.50; #43-\$6; #46-\$5.50; #47-\$6; #48-\$10; #49-\$7; #50-\$7; #51-\$7.50; #52-\$6; #53-\$18.50; #54-\$7; #56-\$6; #57-\$6; #58-\$10.50; #59-\$6; #60-\$6.50; #61-\$9; #62-\$8.50; #63-\$6; #65-\$8; #67-\$10.50; #68-\$4; #69-\$6; #70-\$7; #71-\$9.50; #72-\$6; #74-\$8.50; #79-\$6; #81-\$22.50; #82-\$8; #83-\$12; #85-\$13.50; #86-\$25; #87-\$8; #88-\$8; #89-\$17; #92-\$7; #93-\$13; #94-\$6; #95-\$6; #96-\$6; #97-\$7.