

Collecting Poster Stamps

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

Number 19

November 2016

Notice: The next issue of *Collecting Poster Stamps* will be January 2017. There will not be a newsletter or auction in December.

Dating Advertising Poster Stamps

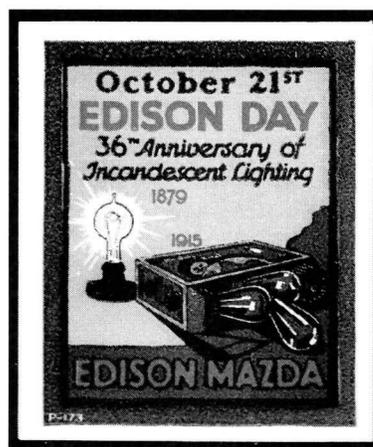
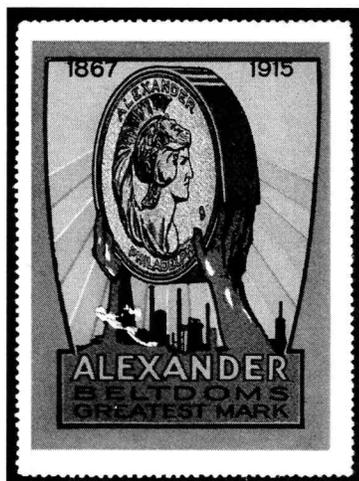
Determining the date of issue of an advertising poster stamp promoting a given product, service or place can be a difficult task. In my book (Bradbury, Robert C. *United States Advertising Poster Stamps, 1912 – 1915*. Worcester, MA: revised edition 2014), I utilized nine criteria to assign date to more than 5,750 poster stamps. The three most reliable criteria are as follows:

1. Year stated on poster stamp.
2. Year of copyright on stamp or filed in Office of Copyrights.
3. Event of known date (such as the Panama Pacific International Exposition, 1915) on stamp that advertises something other than this event.

This article provides some examples of the use of **criterion 1**. This discussion refers only to advertising poster stamps that I have encountered, most of which are included in my book. Therefore when I write “there are x stamps” what I mean is that this is the number I know about.

There are only about 100 advertising poster stamps that have a year specified on the stamp (excluding copyright dates, criterion 2, and dates of events not specific to the advertiser, criterion 3). These can be divided into seven categories: 1) company anniversary; 2) company-specific sale or event; 3) calendar included in image; 4) date of a publication; 5) season within a specific year; 6) model or catalog year; and, 7) reference to a local, state, or national non-company event.

1. Anniversary of a company’s founding



Robert C. Bradbury, *Books & Poster Stamps*, 879 Pleasant Street, Worcester, MA 01602.

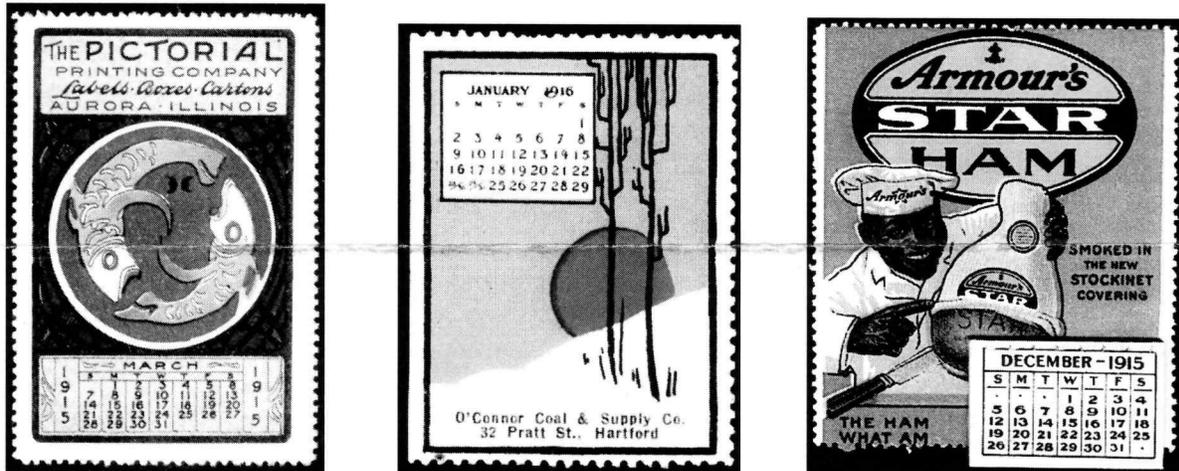
(508) 754-2954, e-mail rbposterstamps@gmail.com

copyright 2016 Robert Bradbury

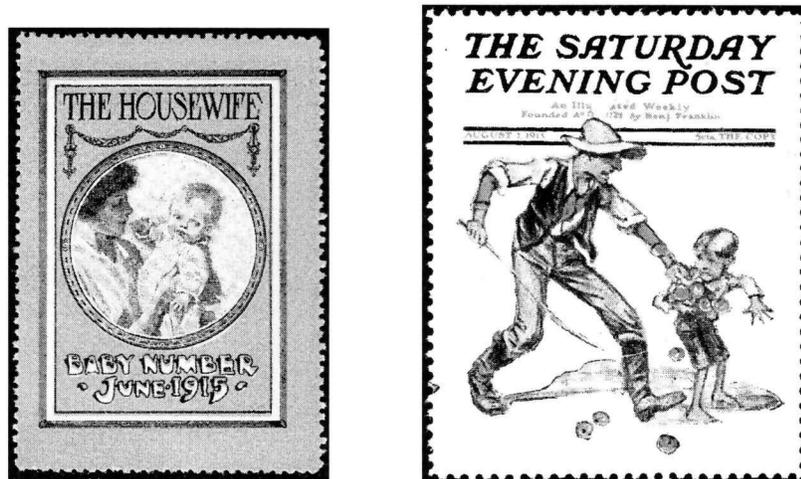
2. Company-specific sale or event



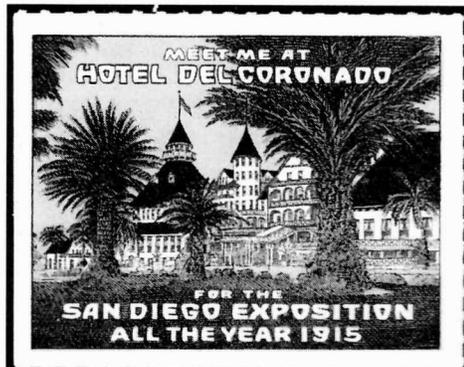
3. Dated calendar included in image or attached to poster stamp



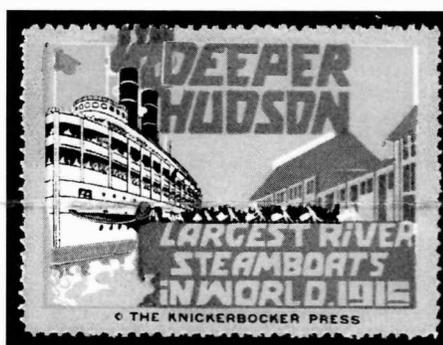
4. Date of publication of a book or periodical



8. Shows the date of a national or state-wide event



9. Other



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.

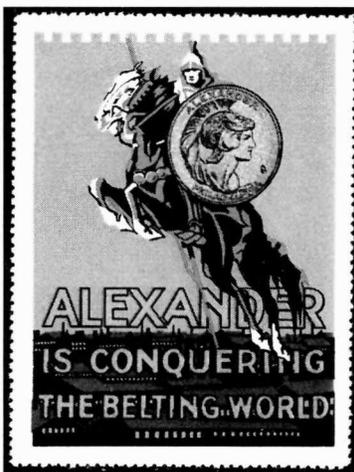
Advertising stickers were stuck on envelopes, letters, packages, or other items by companies to promote their products. This illustrated catalog describes 709 die-cut advertising stickers issued by St. Louis companies from 1900 to 1904.

Auction #10

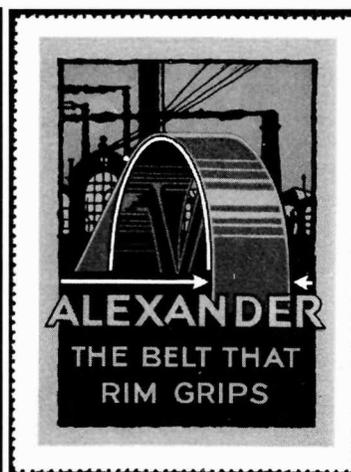
The following poster stamps will be sold to the highest bidder providing minimum bid listed is met. All stamps are in very good condition with no tears, creases, scuffs or thins. Returnable within 14 days for full refund. Return postage not reimbursed. Auction ends on November 30, 2016. Bid increments 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 B1483 \$10.



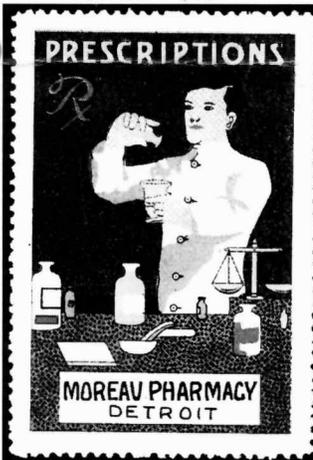
2 B67 \$7.



3 B69 \$7.



4 B4143 \$7.



5 B4063 \$6.



6 B5075 \$5.



7 B211 \$15.



8 B4115 \$10.



9 B1090 \$7.



10 B4790 \$10.



11 B5197 \$8.



12 B2804 \$20.



13 B4587 \$8.



14 B4586 \$8.



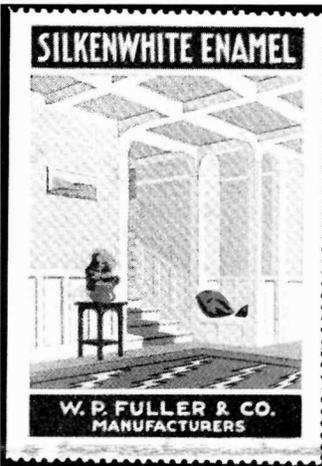
15 B4585 \$20.



16 B4589 \$20.



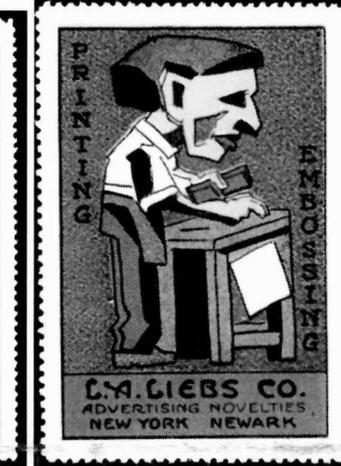
17 B1866 \$6.



18 B1870 \$6.



19 B636 \$7.



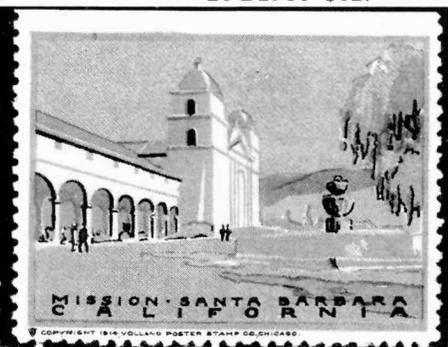
20 B2911 \$12.



21 B871 \$4.



22 B865 \$4.



23 B857 \$4.



24 not in Bradbury. \$5.



25 Hotel Men's Show \$6.



26 B1429 \$10.



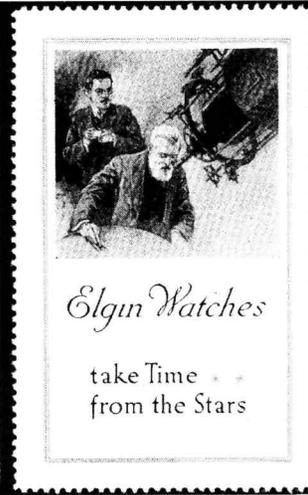
27 B1430 \$10.



28 B1471 \$6.



29 B1466 B6.



30 B1501 \$8.



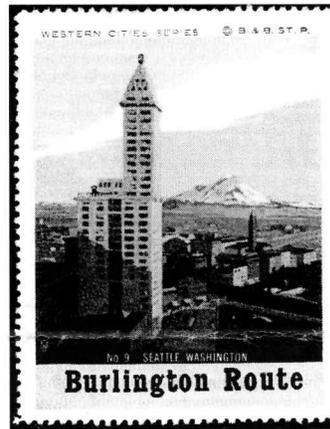
31 B1497 \$8.



32 B4630 \$10.



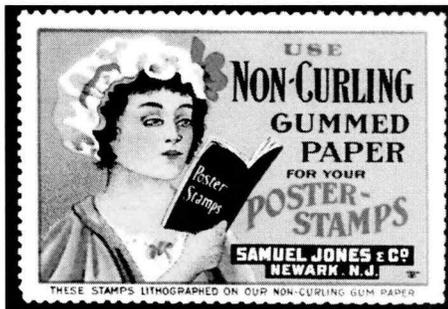
33 B4636 \$10.



34 B802 (Seattle) \$5.



35 B1846 \$7.



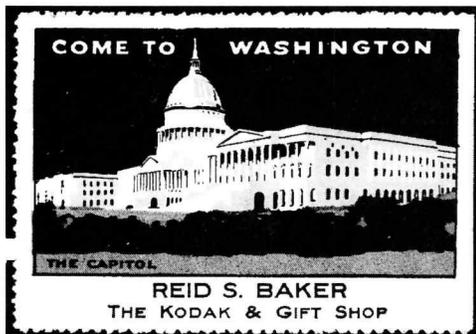
36 B2619 \$8.



37 B3033 \$7.



38 B1484 \$8.



39 B5695 \$6.



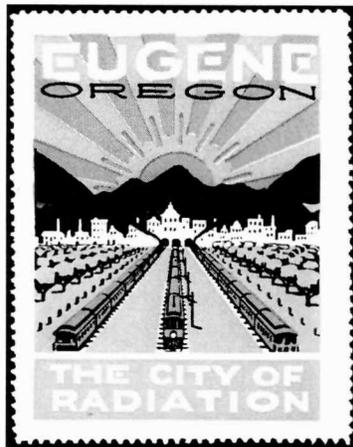
40 Southern Pacific \$10.



41 Electrical Expo. 1912. \$6.



42 B5293 \$7.



43 B1558 \$6.



44 B2357 \$6.



45 B238 \$6.



46 B393 \$6.



47 B2516 \$7.



48 B2624 \$8.



49 B2575 \$5.



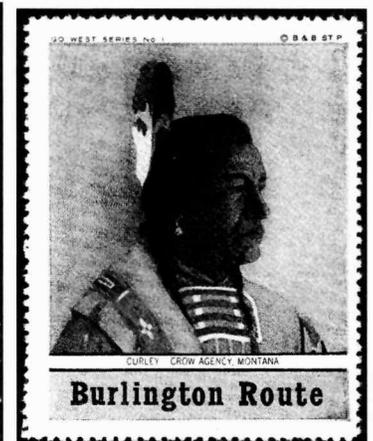
50 B5273 \$6.



51 B5123 \$6.



52 B827 \$8. (Hotel Butler, Seattle)



53 B786 \$7.



54 B2245 \$7.



55 B3404 \$7.



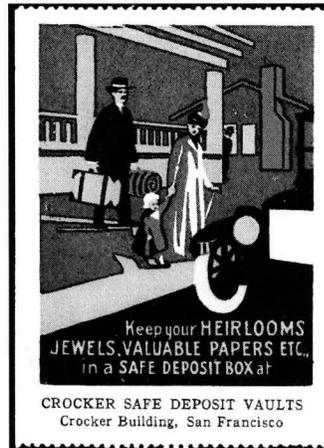
56 B3937 \$6.



57 B1128 \$6.



58 B4897 \$10.



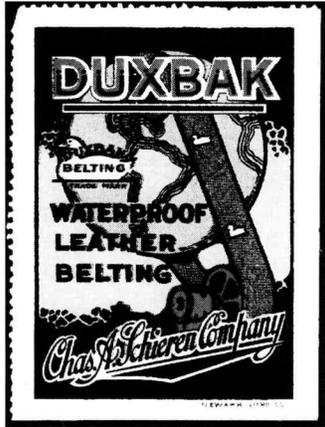
59 B4899 \$7.



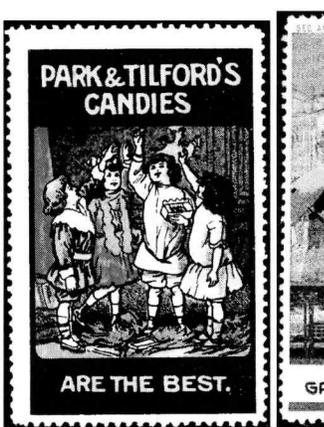
60 B4907 \$8.



61 B224 \$6.



62 B4601 \$6.



63 B3853 \$5.



64 B2124 \$7.



65 B4763 \$7.



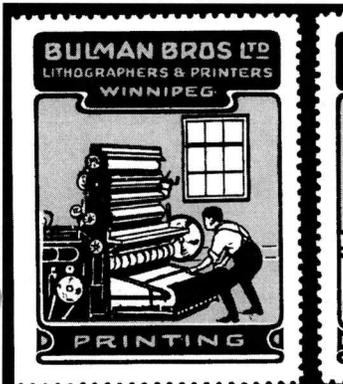
66 B4494 \$6.



67 B2526 \$12.



68 Cleveland Auto Show \$10.



69 Bulman, printing) \$7.



70 Bulman, engraving \$7.



71 Bulman, transferring \$7.



72 B3945 \$6.



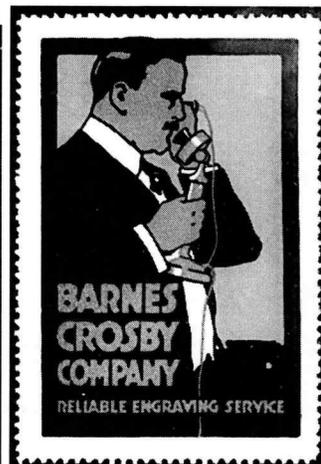
73 Omaha Auto Show (1921) \$8.



74 San Diego Expo. \$7.



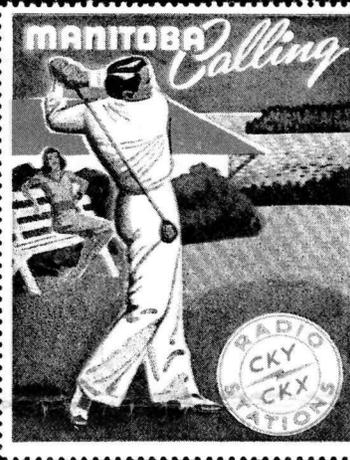
75 San Diego Expo. \$6.



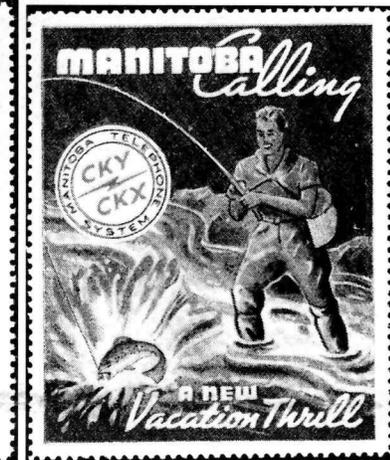
76 B283 \$7.



77 (Elgin watches) 1916. \$8.



78 (Manitoba radio, golf). \$15.



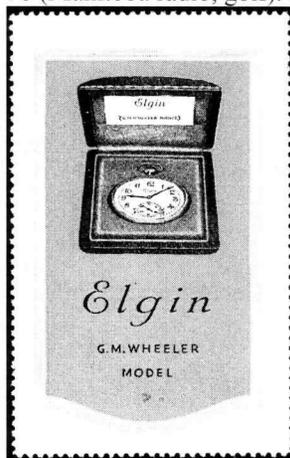
79 (Manitoba radio, fishing). \$8.



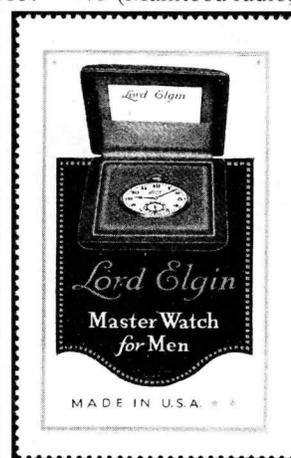
80 B244 \$6.



81 B110 \$8.



82 B1488 \$7.



83 B1507 \$7.



84 B1424 \$8.



85 B463 \$6.



86 B4019 \$6.



87 B1026 \$7.



88 B3797 \$10.



89 B3794 \$10.



90 B5574 \$7.



91 B3671 \$8.



92 B3863 \$7.



93 B3864 \$7.



94 B2844 \$10.



95 B12112 \$8.



96 B2971 \$10.



97 B737 \$15.



98 B457 \$10.



99 B466 \$12.



100 B1115 \$6



101 B1112 \$8.



102 B1114 \$8.



103 B1119 \$6.

two variants with NYC address. \$8.



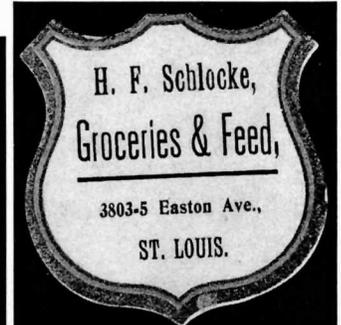
104 B2683 \$15. (Worcester, MA) 105 B917 \$10. 106 B1182 \$8. 107 B475 \$10.



108 S598 (St. Louis) 48 x 88 ca 1902 \$10.



109 S586 (St. Louis) 50 x 90 ca 1902 \$10.



110 S166 (St. Louis) 50x 50 ca 1902 \$10.



111 S705 (St. Louis) red 75 x 60 ca 1902 \$20.



112 S223 (St. Louis). black & white 110 mm. ca 1902 \$15.



113 S43 (St. Louis). 35 x 75 mm. ca. 1902. \$20.

Auction #9 results. #10-\$8; #11-\$6; #13-\$8.50; #16-\$7; #17-\$7; #19-\$5; #20-\$6; #22-\$8; #23-\$7; #24-\$8; #27-\$6.50; #28-\$8.50; #29-\$7.50; #30-\$5; #31-\$7; #33-\$8; #34-\$6; #36-\$6; #37-\$6; #40-\$5; #41-\$8; #42-\$7; #45-\$7; #46-\$7; #50-\$9.50; #52-\$7; #56-\$6; #58-\$8; #59-\$7.50; #65-\$4; #67-\$9.50; #68-\$7; #69-\$6; #70-\$20; #71-\$7; #72-\$7; #73-\$8; #74-\$11.50; #76-\$10.50; #77-\$7; #78-\$8; #79-\$10; #80-\$10; #82-\$9.50; #83-\$9; #84-\$9; #85-\$7; #86-\$11.50; #87-\$12.15; #88-\$8; #90-\$10; #91-\$14.15; #92-\$8.50; #93-\$7; #94-\$9.50; #95-\$11.50; #96-\$20; #97-\$12; #98-\$20; #99-\$11.50; #100-\$10; #101-\$10; #102-\$20.50; #103-\$10; #104-\$8; #105-\$8; #106-\$7.50; #107-\$7.50; #107a Fletcher pointing finger-shape. damaged, withdrawn.