

# Collecting Poster Stamps

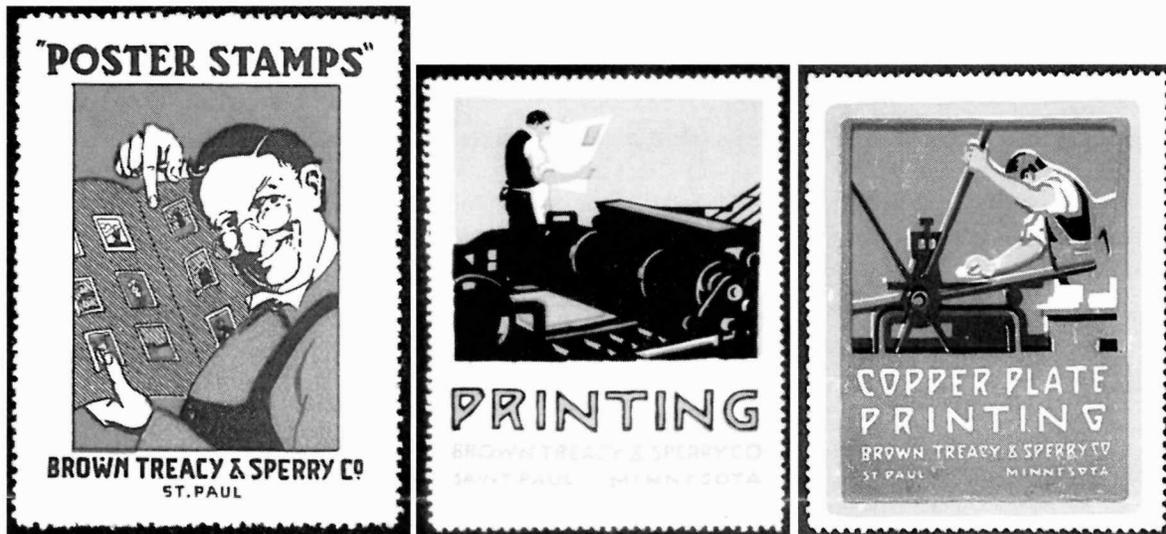
An occasional periodical dedicated to the study of United States poster stamps

Number 21

February 2017

## Brown, Treacy & Sperry Co., St. Paul, Minnesota

Brown, Treacy & Sperry Company, St. Paul, Minnesota, was a large printing company that produced a wide variety of products. This company changed its name to Brown, Blodgett & Sperry in 1916. Harvey Blodgett was one of the foremost promoters of advertising poster stamps.



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Brown, Treacy & Sperry issued a poster stamp advertising its poster stamp service. (1) The company also printed a set of six poster stamps promoting its printing services. (2-7) These stamps measure 61 x 50 mm. (height x width).



4

5

6

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

(508) 754-2954, e-mail [rbposterstamps@gmail.com](mailto:rbposterstamps@gmail.com)

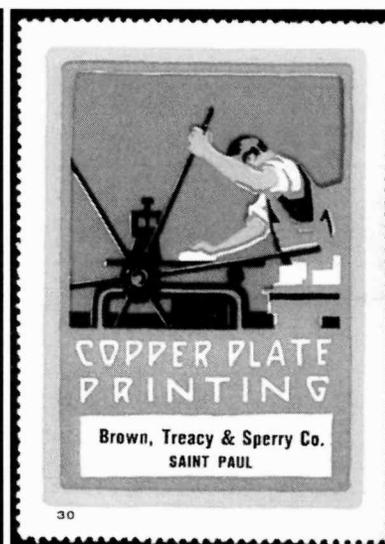
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7



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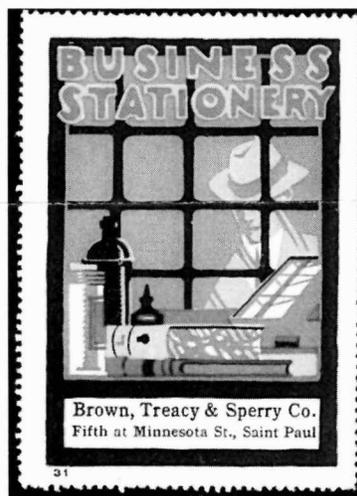


9

Four of these images were used on a larger set measuring 70 x 50 mm. promoting this company. (8-12) These stamps are numbered 29 through 32 in the lower left margin. They are also found without these numbers. (10)



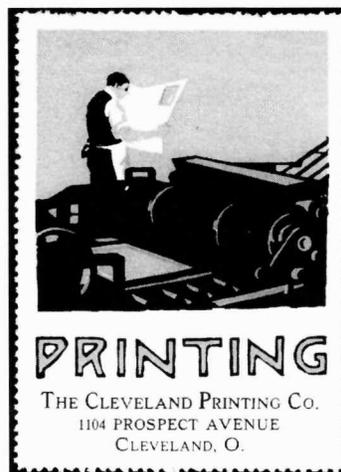
10



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12



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The "Printing" stamp (8) was also used to advertise the Cleveland Printing Co. with the imprint of that company replacing the Brown, Treacy & Sperry imprint. (12)

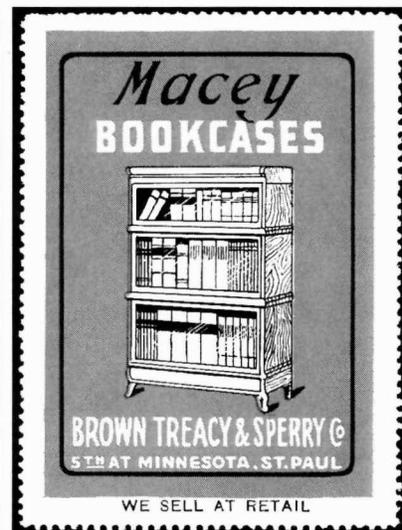
Brown, Treacy & Sperry advertised its office supply business with a series of 12 poster stamps. (13-18) The specific products each shown on a separate stamp are: All-steel Filing Devices; Argent Pen; Bond and Cash Boxes; Drawing Materials; Fountain Pens; Bookcases, Macey; Cooking Recipe Outfits; Dollar Boston Pencil Sharpener; Hotchkiss Staple Machine; Ladies' Hand Bags; Letter Files; and, Monogram Stationery. There are actually three sets of 12 stamps with each set having a different color background: blue, red or yellow.



13



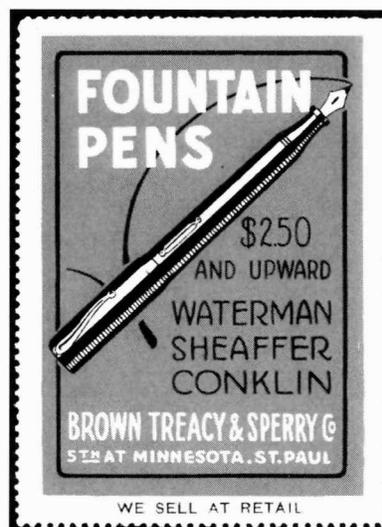
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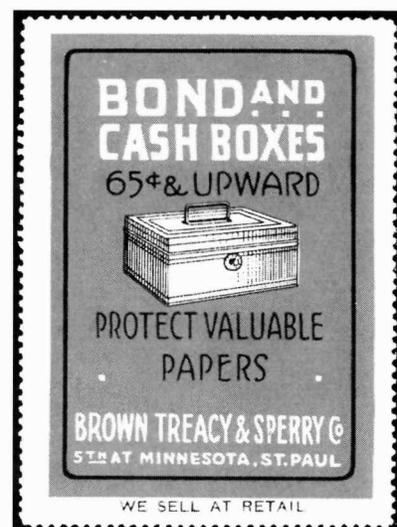
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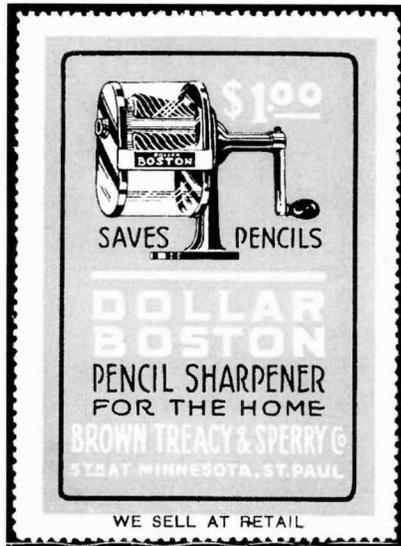
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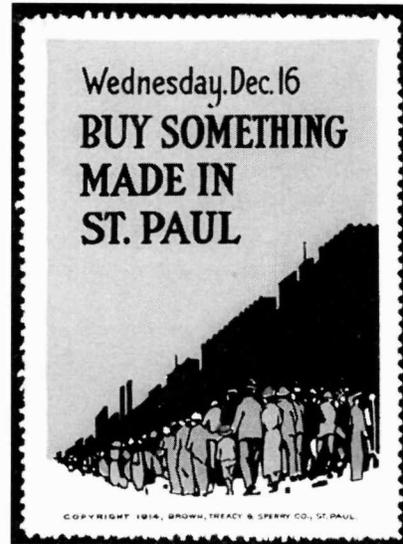
17



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19



20

Brown, Treacy & Sperry printed a poster stamp with the message "Buy Something in St. Paul. Dec. 16" and with the printer's imprint in the lower margin. This stamp has a 1914 copyright date. (20)

### 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.

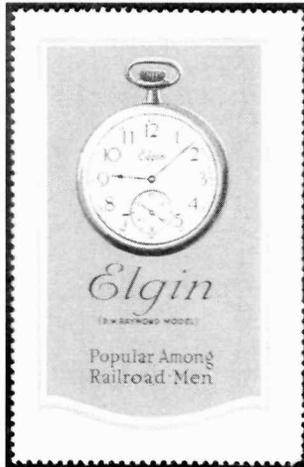
Advertising stickers were stuck on envelopes, letters, packages, or other items by companies to promote their products. This illustrated catalog describes 709 die-cut advertising stickers issued by St. Louis companies from 1900 to 1904.

Auction #12

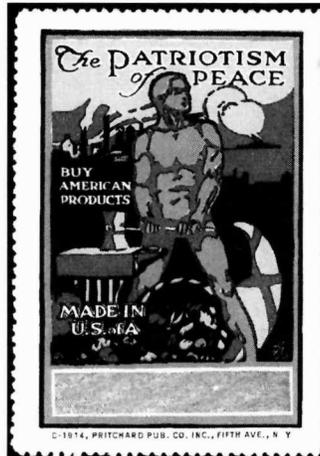
The following poster stamps will be sold to the highest bidder providing minimum bid listed is met. All stamps are in very good condition with no tears, creases, scuffs or thins. Returnable within 14 days for full refund. Return postage not reimbursed. Auction ends on February 28, 2017. Bid increments 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: Bradbury, *U. S. Advertising Poster Stamps, 1912-1915.* revised ed. 2014.



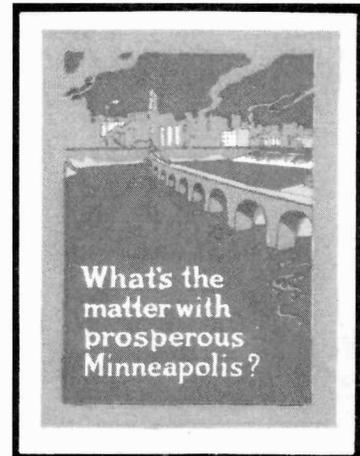
1 B1062 \$8.



2 B1491 \$8.



3 B B4168 \$8.



4 B3224 \$7.



5 B858 \$4.



6 B844 \$4.



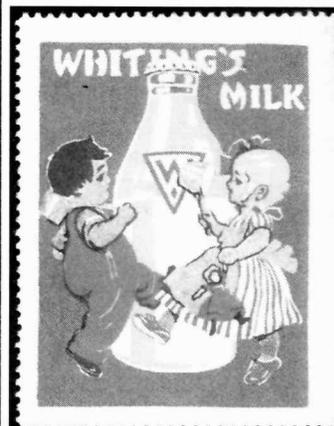
7 B2009 \$7.



8 B991 \$7.



9 B237 \$7.



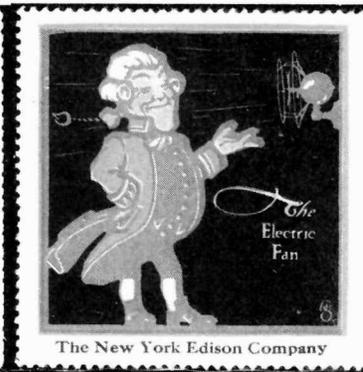
10 B5607 \$7.



11 B5610 \$7.



12 B3466 \$6.



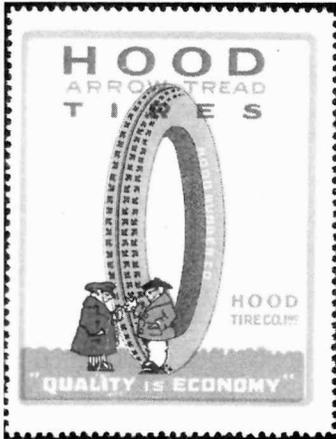
13 B3459 \$6.



14 B3462 \$6.



15 B2984 \$7.



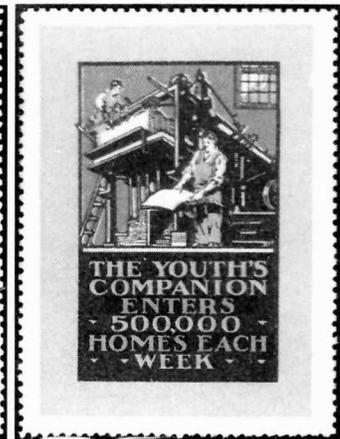
16 B2452 \$7.



17 B5755 \$8.



18 B5744 \$6.



19 B5746 \$6.



20 B5580 \$7.



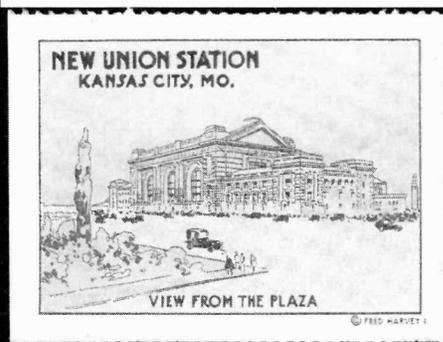
21 B1771 \$10.



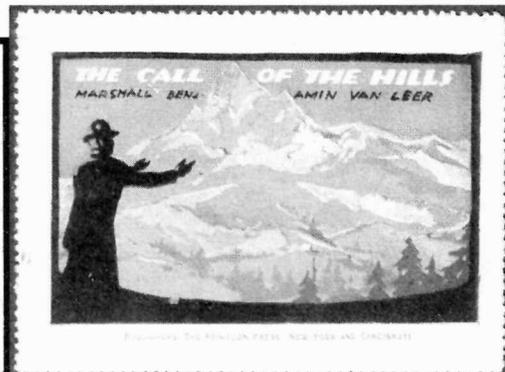
22 not in Bradbury. \$6.



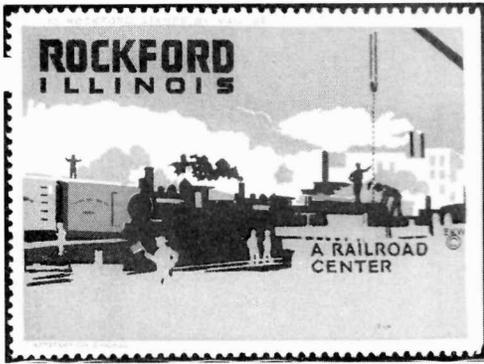
23 not in Bradbury. \$8.



24 not in Bradbury. \$8.



25 B5 \$6.



26 B4429 \$8.



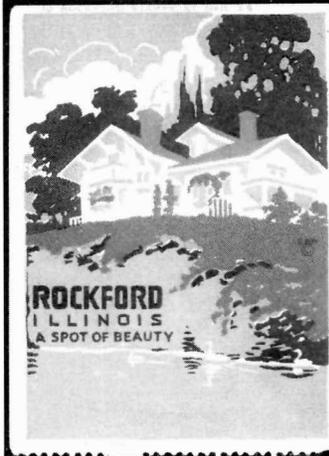
27 B983 \$6.



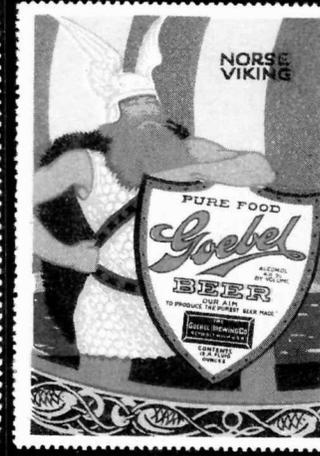
28 B1554 \$8.



29 B4425 \$6.



30 B4432 \$7.



31 B2032 \$12.



32 B2029 \$12.



33 B2410 \$5.



34 B2403 \$5.



35 B2416 \$5.



36 B2438 \$7.



37 B2786 \$6.



38 B1116 \$8.



39 B1120 \$8.



40 B1119 \$7.

variant with NYC address    variant with NYC address



41 B973 \$6.



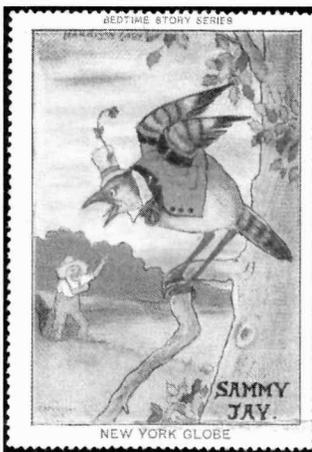
42 B974 \$8.



43 B2349 \$8.



44 B5563 \$10.



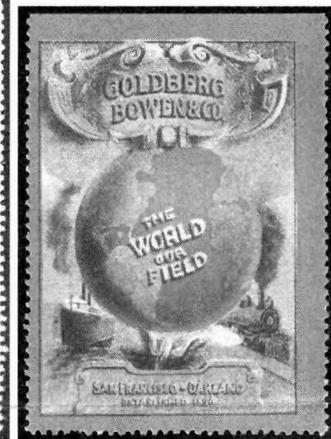
45 B3581 \$7.



46 B3572 \$7.



47 B4909 \$7.



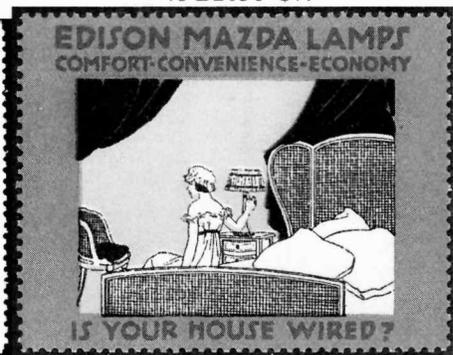
48 B2036 \$7.



49 B2552 \$8.



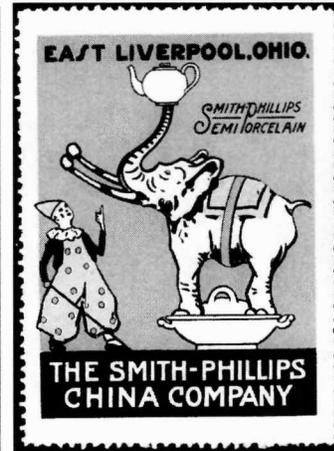
50 B2551 \$10.



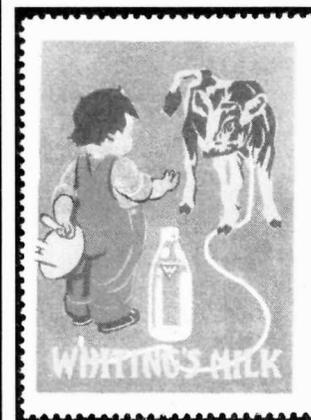
51 B1439 \$7.



52 B2679 \$8.



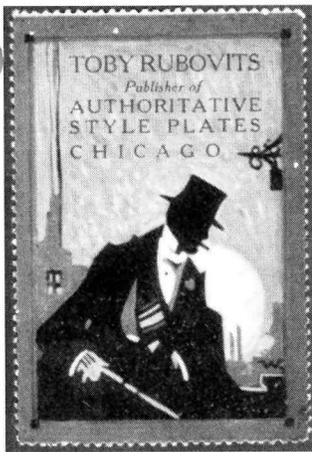
53 B4774 \$10.



54 B5605 \$7.



55 B82 \$7.



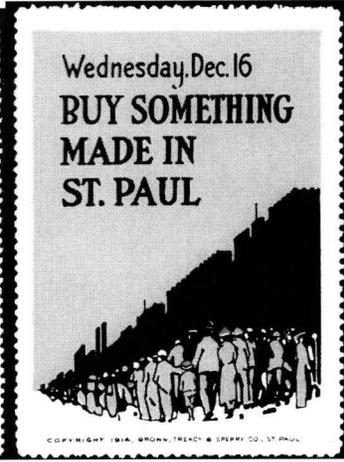
56 B4468 \$15.



57 B4470 \$15.



58 B4896 \$7.



59 B4531 \$7.



60 B3653 \$7.



61 B1437 \$7.



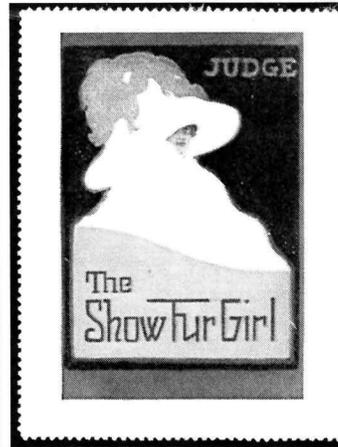
62 B1440 \$7.



63 B4024 \$7.



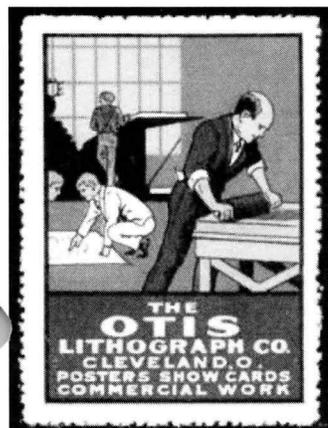
64 B3669 \$6.



65 B265 \$8



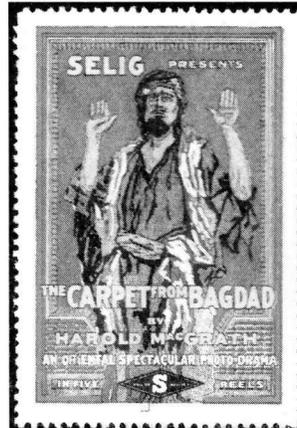
66 Suffrage 1915 \$20.



67 B3786 \$15.



68 B5463 \$6.



69 B4659 \$8.



70 B821 \$8.



71 B85 \$6.



72 Poultry Show \$6.



73 B565 \$20.



74 B4554 \$6.



75 B3245 \$6.



76 B3242 \$6.



77 B3244 \$6.



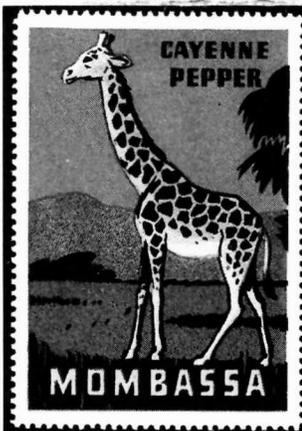
78 B3243 \$6.



79 Candy Day 1916 \$7.



80 B4555 \$6.



81 Cayenne Pepper \$7.



82 Vanilla \$7.



83 B1338 \$8.



84 B1336 \$8.



85 B4745 \$7.



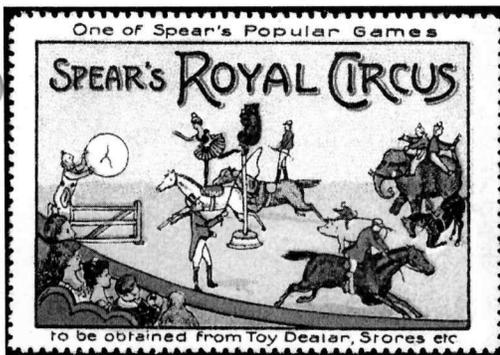
86 B4746 \$7.



87 B1465 \$8.



88 B1482 \$8.



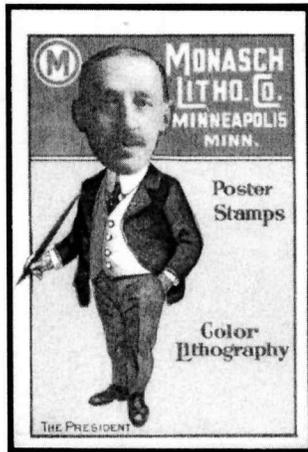
89 B4850 \$20.



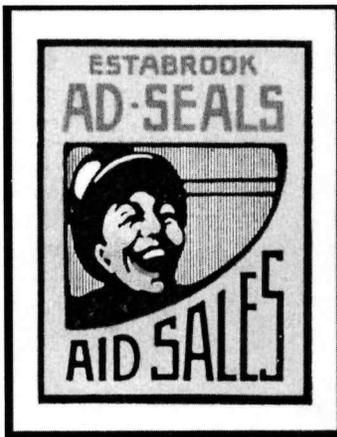
90 B4892 \$12.



91 B1918 \$6.



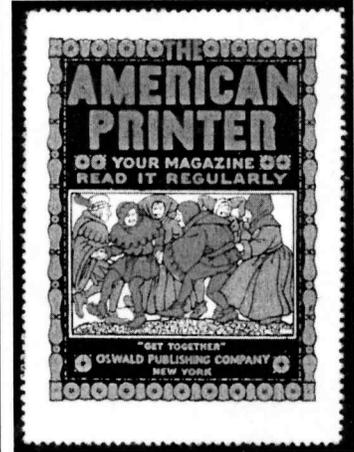
92 B3255 \$15.



93 B1555 \$15.



94 Everybody's, not in Bradbury. \$9.



95 B3781 \$10.



96 B5381 \$12.



97 B464 \$15.



98 Aurora Festival 1915 F rare \$20.



99 B2588 \$8.



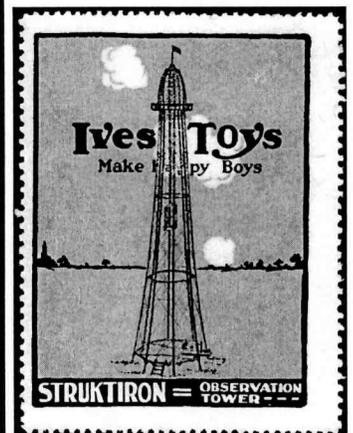
100 B2587 \$8.



101 B1218 \$10.



102 B4066 \$7



103 B2554 \$10.



104 B4309 \$8. 105 Fairy, not in Bradbury \$8. 106 B4332 \$8. 107 Flower, not in Bradbury \$8. 108 B4330 \$8.



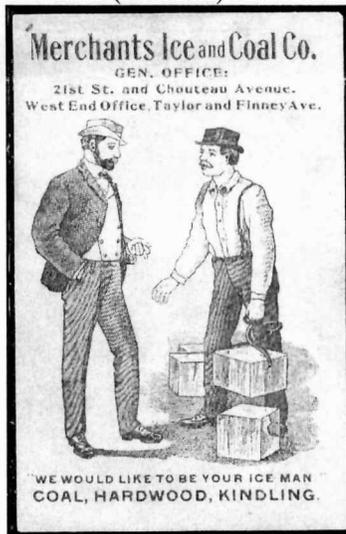
109 S562 (St. Louis) 52 x 82 mm. ca. 1902. \$30.



110 S492 40 mm. ca 1902 \$25.



111 Sommers (St. Louis). green. \$7.



112. 90 x 58, ca. 1902. (St. Louis). \$25.



113. S517. 65 mm. blue. (St. Louis). \$10.



114. S4 (St. Louis) 68 x 48 \$20.

**Note: all bids are confidential, therefore bids are not known except for this list of winning bids released only after the auction.**

Auction #11 results. #3-\$10; #4-\$13.50; #8-\$16.50; #9-\$8.15; #10-\$8.15; #11-\$8.15; #13-\$17.15; #15-\$7; #16-\$8; #18-\$15; #19-\$10; #21-\$6; #22-\$7; #23-\$7; #24-\$13.50; #25-\$7; #26-\$19.15; #27-\$8; #28-\$8.50; #32-\$7; #33-\$8; #34-\$7.50; #35-\$7; #36-\$7; #38-\$16.15; #39-\$7; #42-\$7; #43-\$7; #44-\$14.50; #45-\$14.50; #47-\$7.50; #48-\$8; #49-\$12.50; #50-\$12.65; #51-\$12.65; #52-\$10.50; #54-\$7; #55-\$7; #56-\$7; #57-\$7; #59-\$7; #60-\$7; #62-\$15.50; #65-\$13.15; #68-\$10.50; #69-\$7; #70-\$12.50; #74-\$7; #75-\$8.50; #76-\$9; #78-\$6; #79-\$6; #80-\$6; #81-\$8; #82-\$8; #84-\$7; #89-\$16.50; #90-\$8.65; #91-\$14.15; #92-\$8; #93-\$13.50; #94-\$6; #96-\$8.50; #97-\$20; #98-\$18; #99-\$7.50; #100-\$7; #101-\$7; #102-\$62; #104-\$8; #105-\$7; #106-\$7; #107-\$7; #108-\$10; #109-\$15; #111-\$27.50; #112-\$15; #113-\$10; #114-\$7; #115-\$5; #119-\$3; #122-\$5; #123-\$6.50; #124-\$3; #126-\$4; #127-\$5; #128-\$4; #129-\$5.