

Collecting Poster Stamps

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

Number 22

March 2017

Pritchard Publishing Co., New York

Clarence F. Pritchard was President of Pritchard Publishing Co., 47 West 34th St. New York City. I could not find any information about this company's products other than its advertising poster stamps. Pritchard issued a poster stamp bearing an enlarged image of the company's logo and the words "producers and distributors of poster stamps." (1)

The Pritchard Publishing imprint appears in the bottom margin of one stock poster stamp: "The Patriotism of Peace. Buy American Products." (2) This stamp is found with a blank space for a company name as shown here. It also occurs with Champion Paper Co., N.Y. imprinted in this space.

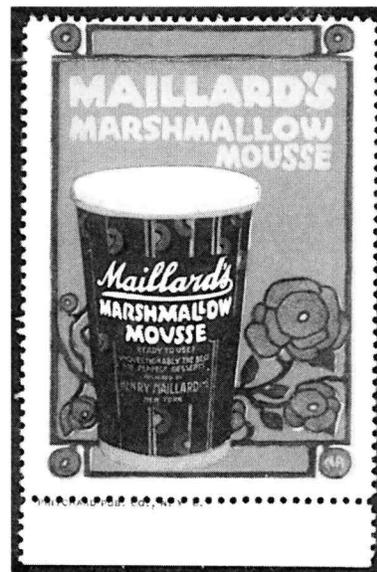
The Pritchard imprint is found in the selvage of the Maillard's Marshmallow Mousse stamp, one of 14 stamps in this company's set. (3) I do not know if this imprint is on other stamps in this set because all examples I have seen do not have the selvage. This stamp demonstrates the importance of studying all examples of stamps with selvage searching for additional information. The other Maillard stamps have the Pritchard logo in the image. (4)



1



2



3

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

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4



5



6

The Pritchard logo appears on stamps of the following companies: Cutex (set of three) (5); Packer's Tar Soap (6); Corylopsis Samuran Baby Talcum (7); Prophylactic Tooth Brush (8); L-S Shampoo Powder (set of two) (9); Vaseline (set of five) (10); Putnam Dry Cleaner (11); and Leonard Watches (12). There are probably others not yet seen by this editor.



7



8



9



10



11



12

Schmidt Lithograph Co. San Francisco

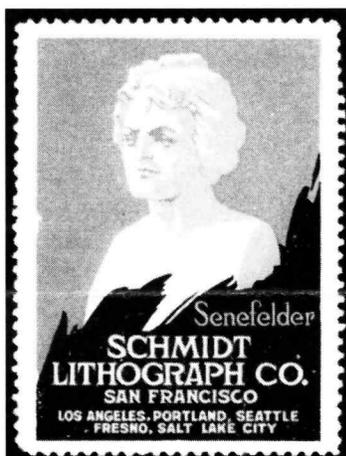
Max Schmidt started Schmidt Lithograph Co. in San Francisco in the late 19th century when the California and Pacific Northwest started producing large amounts of canned fruits, vegetables and fish. Schmidt Litho. became the leading printer of labels for these cans. They also printed trade cards, booklets and stock certificates.

Schmidt Litho. was one of eight “key lithographer companies” that produced advertising poster stamps in 1914 and 1915. Jay T. Last (*The Color Explosion, Nineteenth-Century American Lithography* (Santa Ana, CA: Hillcrest Press, 2005) highlighted companies because they produced quality lithographs and were in business for a long period in the 19th century. (see Chapter 5).

Schmidt Litho. issued six poster stamps advertising itself. (1-6) I have only found one other stamp with the Schmidt imprint: Canned Salmon Day, March 12, 1914. (7)



1



2



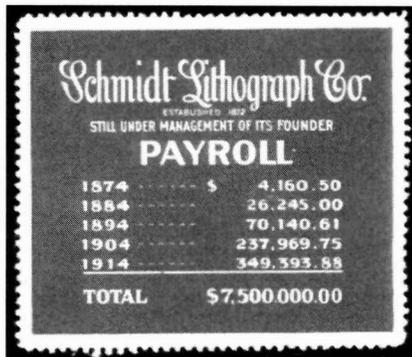
3



4



5

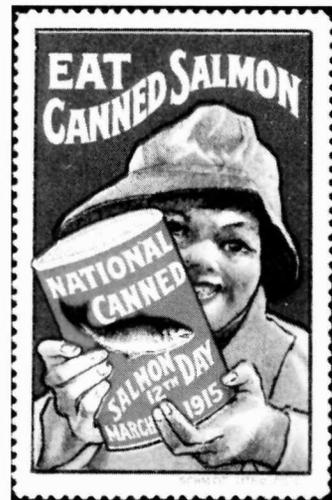


Schmidt Lithograph Co.
ESTABLISHED 1822
STILL UNDER MANAGEMENT OF ITS FOUNDER

PAYROLL

1874	\$	4,160.50
1884		26,245.00
1894		70,140.61
1904		237,969.75
1914		349,393.88
TOTAL		\$7,500,000.00

6



7

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 #13

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, 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) 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 B2571 \$20.



2 B1967 \$12.



3 B3576 \$7.



4 B3582 \$7.



5 B5441 \$12.



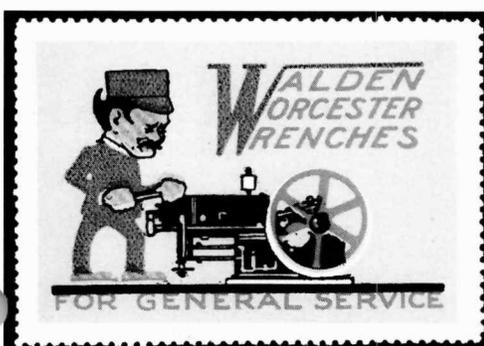
6 B337 \$7.



7 B5449 \$7.



8 not in Bradbury. \$10.



9 B5450 \$12.



10 B999 \$6.



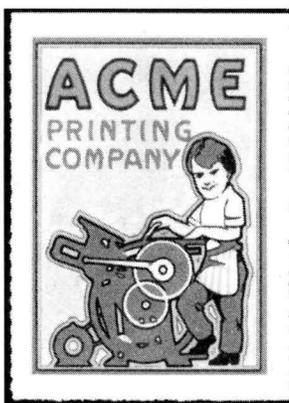
11 B5583 \$7.



12 B1109 \$3.76



13 B545 \$7.



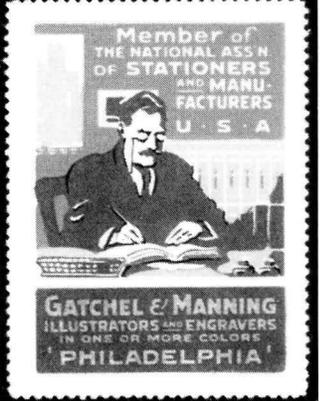
14 B14 \$10.



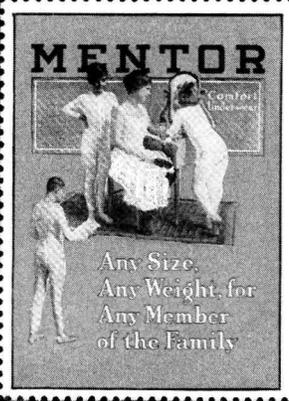
15 B2755 \$10.



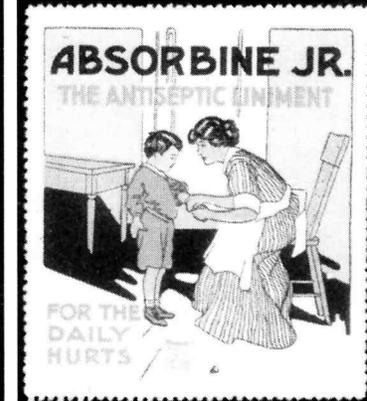
16 B3881 \$7.



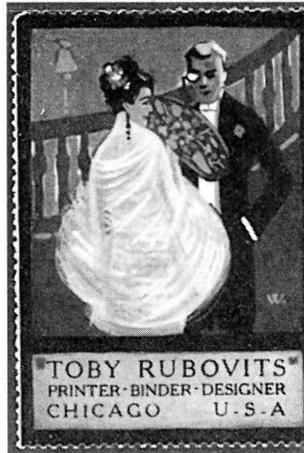
17 B1970 \$8.



18 B3154 \$8.



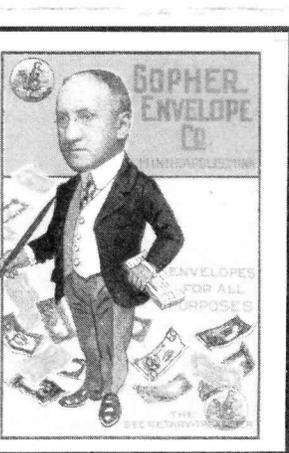
19 B12 7.



20 B4467 \$20.



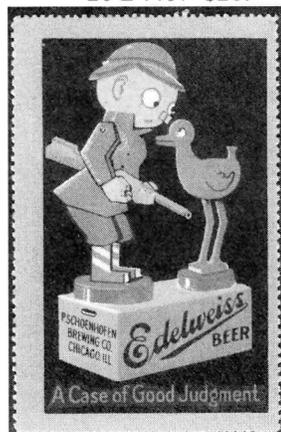
21 B4469 \$15.



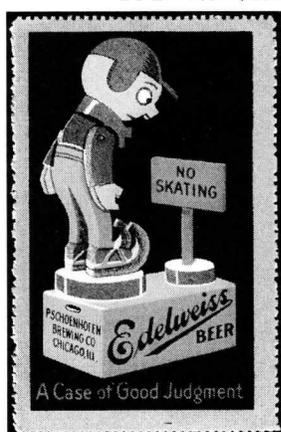
22 B2060 \$8.



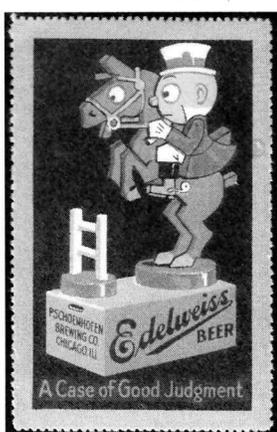
23 B2030 \$12.



24 B4618 \$8.



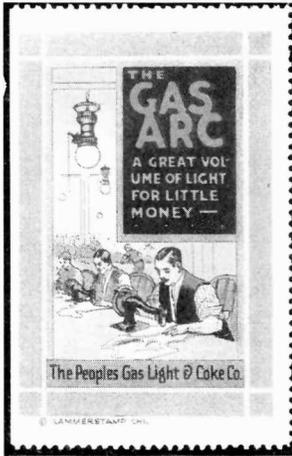
25 B4619 \$8.



26 B4620 \$8.



27 1874. \$8.



28 B3920 \$7.



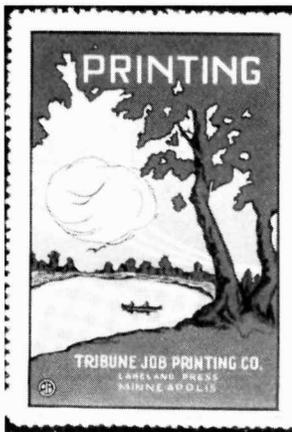
29 B3996 \$25.



30 Gas Range ca. 1915 \$8.



31 B2067 \$8.



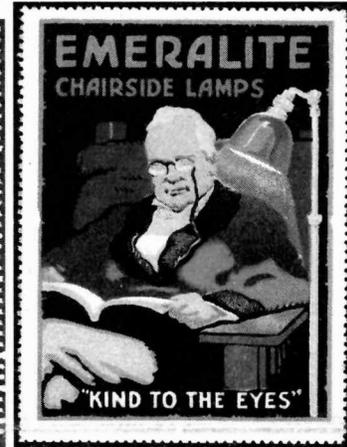
32 B5197 \$8.



33 Coffee \$7



34 Nutmeg \$7.



35 B1535 \$6.



36 B1534 \$6.



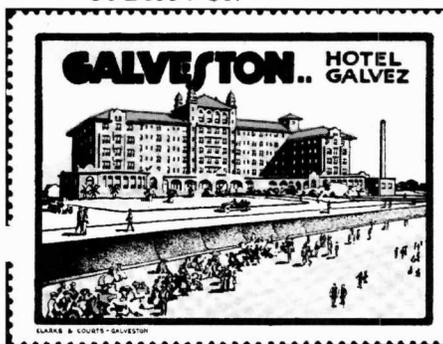
37 B2240 \$7.



38 B2242 \$7.



39 B2243 \$7.



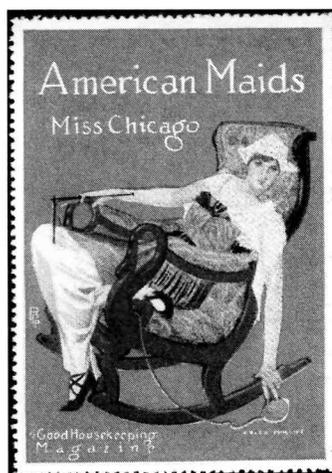
40 B1921 \$7.



41 B1923 \$7.



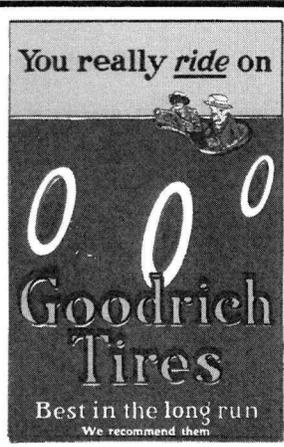
42 B1959 \$7.



43 B2050 \$20.



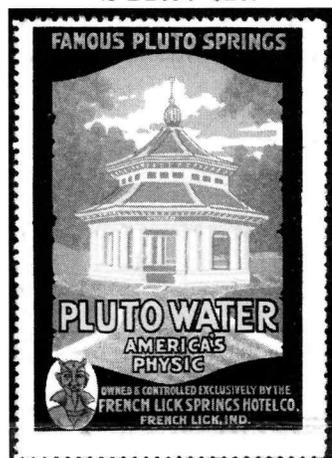
44 B2052 \$20.



45 B5055 \$8.



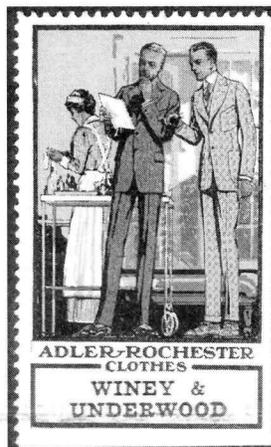
46 B1799 \$8.



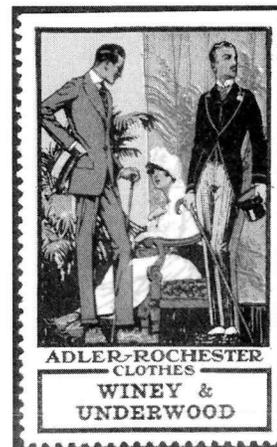
47 B1842 \$10.



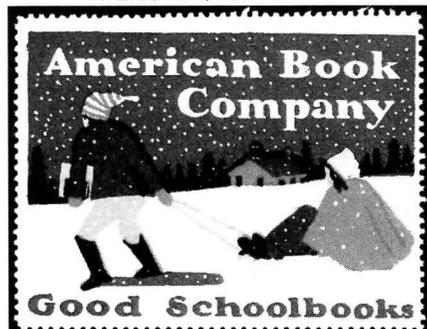
48 B1841 \$15.



49 B39 \$10.



50 B40 \$10.



51 B95 \$6.



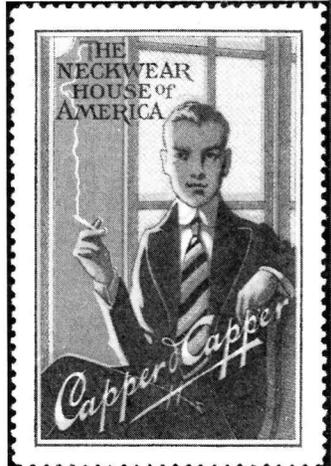
52 B96 \$6.



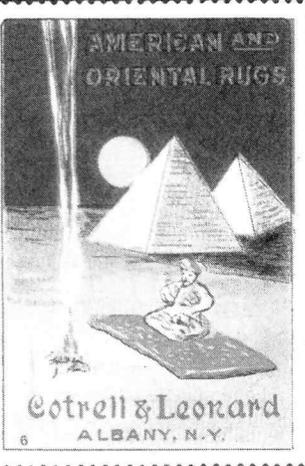
53 B791 \$6.



54 B339 \$7.



55 B890 \$8.



56 B1211 \$7.



57 B1216 \$7.



58 B919 \$6.



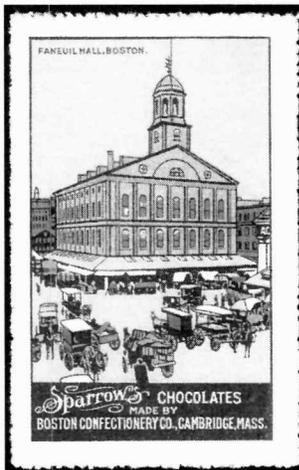
59 B1666 \$10.



60 B1647 \$10.



61 B352 \$15.



62 B540 \$8.



63 B562 \$12.



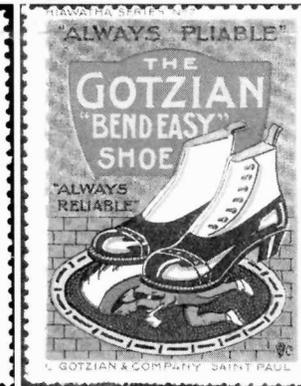
64 B683 \$10.



65 B1141 \$7.



66 B2069 \$7.



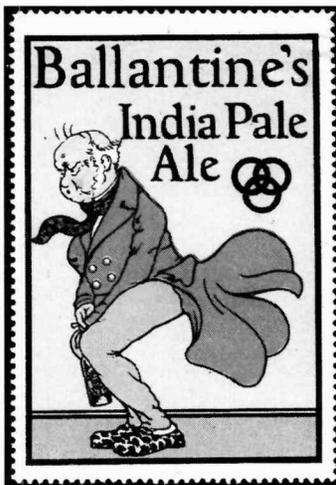
67 B2070 \$6.



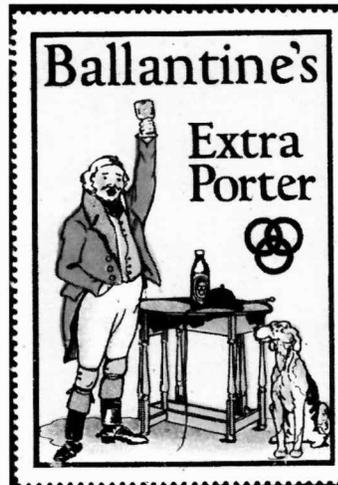
68 B1541 \$6.



69 B1154 \$8.



70 B266 \$8.



71 B265 \$8.



72 B269 \$8.



73 B994 \$10.



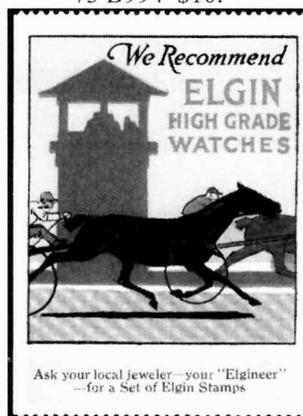
74 B995 \$8



75 B4134 \$7.



76 B1375 \$7.



77 B1474 \$7.



78 B1483 \$10.



79 B1770 \$7.



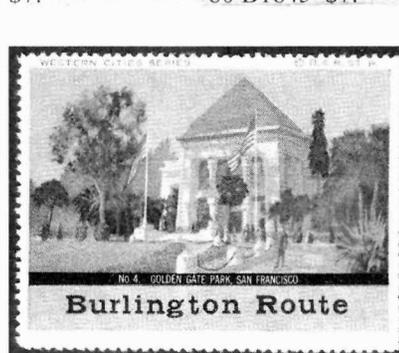
80 B1845 \$7.



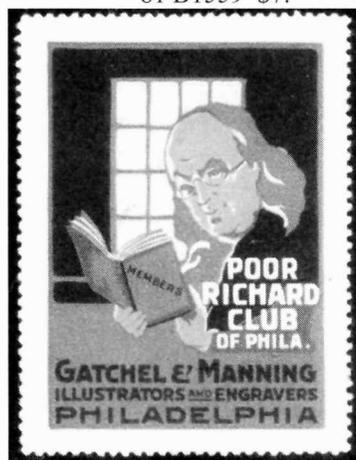
81 B1559 \$7.



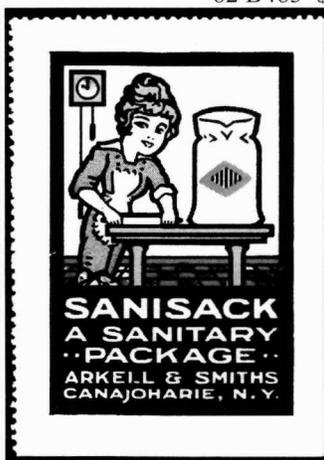
82 B483 \$7.



83 B797 \$5.



84 B1973 \$10.



85 B187 \$7.



86 B186 \$7.



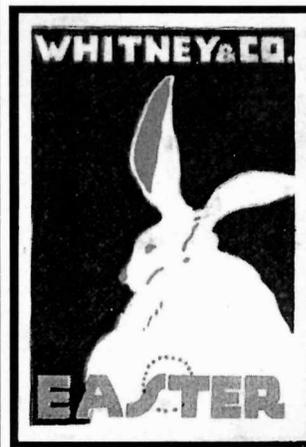
87 B533 \$17.



88 B564 \$20.



89 B908 \$12.



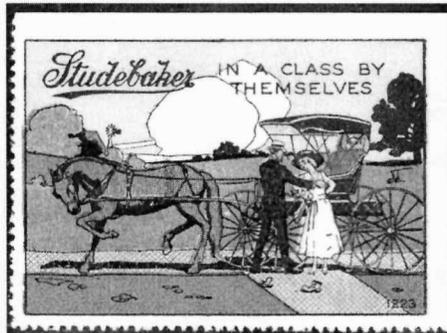
90 B5632 \$10.



91 B2943 \$12.



92 B561 \$20.



93 B5056 \$10.



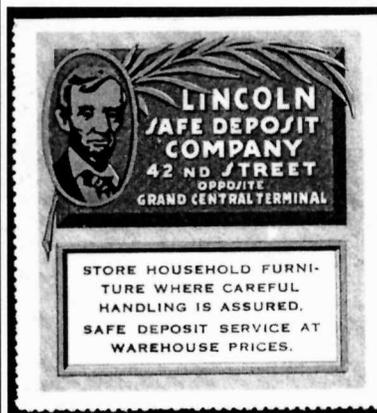
94 B5063 \$10.



95 B2362 \$10.



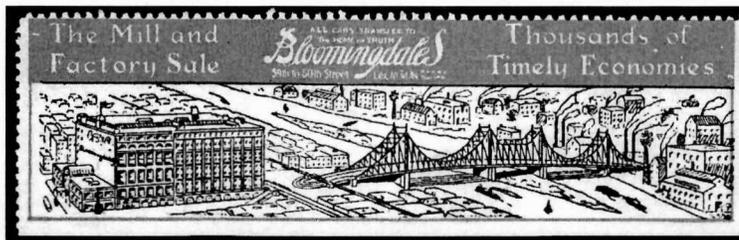
96 B4040 \$10.



97 B2917 \$7.



98 B3792 \$12.



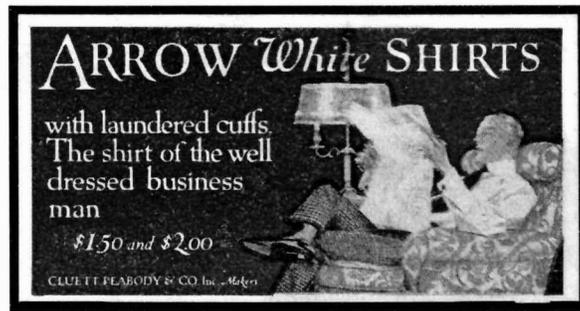
99 not in Bradbury. Bloomingdales. 31 x 102. \$15.



100 B1104 artist Lyendecker \$30.



101 B1102 Lyendecker \$25.



102 B1106 Lyendecker \$25.



103 S683 (St. Louis) 60 x 88 ca. 1902 \$10.



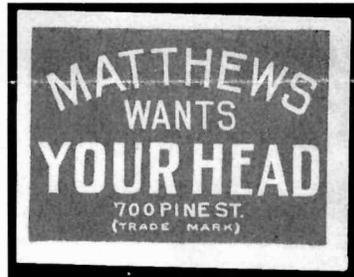
104 S286 (St. Louis) 50 mm. ca1902 \$15.



105 S488 (St. Louis) 48 mm. ca1902 \$15.



106 S571 (St. Louis) red/green 40 x 65. ca. 1902. \$20.



107 (St. Louis) 42 x 56 ca. 1902 \$6.



108 S38 30 x 75 ca. 1902 red & black St. Louis. \$25.

Auction #12 results. #1-\$8; #2-\$8; #3-\$25.50; #5-\$4; #6-\$4; #8-\$7; #9-\$7; #15-\$7; #16-\$10.15; #17-\$8; #20-\$7; #23-\$8; #24-\$8; #26-\$9; #27-\$6; #28-\$8.50; #30-\$7; #36-\$7; #37-\$6; #38-\$8; #39-\$10.50; #40-\$7; #41-\$12.50; #42-\$8.50; #43-\$9.15; #44-\$10; #47-\$7; #49-\$13.50; #50-\$15.50; #56-\$15; #65-\$8; #66-\$20; #67-\$18.15; #71-\$6; #73-\$30.50; #74-\$6.50; #75-\$6; #76-\$6; #77-\$6; #78-\$6; #79-\$7; #80-\$6.50; #83-\$8; #84-\$8; #85-\$7; #86-\$7; #87-\$11.50; #91-\$13; #92-\$15; #93-\$15; #95-\$10; #96-\$12; #98-\$35; #99-\$8; #100-\$8; #101-\$12.50; #102-\$10.50; #103-\$15.50; #104-\$8; #105-\$8; #106-\$8; #107-\$8; #109-\$30; #110-\$25.50; #111-\$7; #113-\$10; #114-\$20.



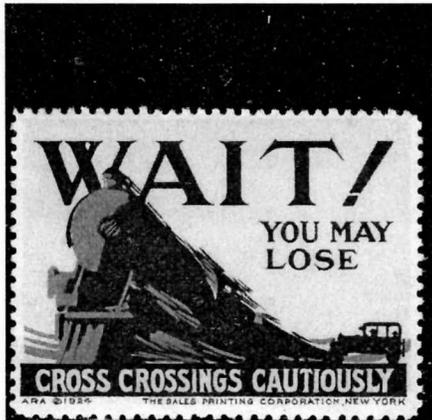
109 In five years ... 1923 \$5.



110 Think! 1925 \$5.



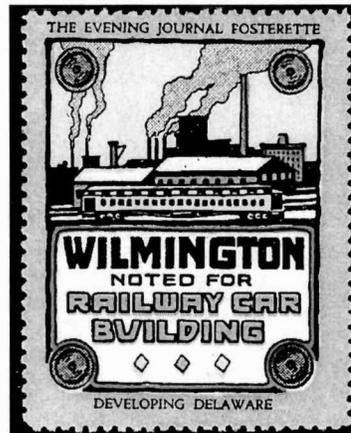
111 Careful Crossing 1922 \$5.



112 Wait! 1924 \$5.



113 Chance Taker 1927 \$5.



114 Wilmington, Del. \$6.



115 Worcester, belting \$8.



116 City of Homes \$8.



117 carpets, vacuum cleaners \$8



118 rolling mill \$8.



119 labelling machinery \$8.



120 education center. \$8.