

# Collecting Poster Stamps

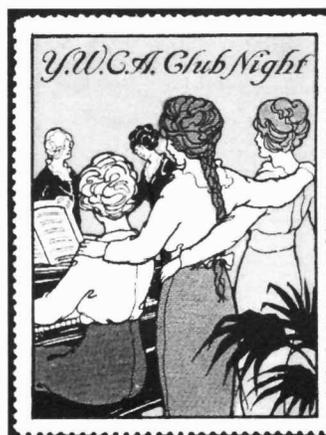
An occasional periodical dedicated to the study of United States poster stamps

Number 23

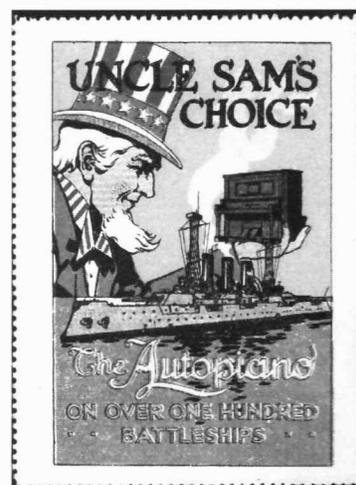
April 2017

## Bringing Music into the Home

Classic advertising poster stamps from 1914 and 1915 provide images showing how new technologies influenced contemporary life and culture. Player pianos and victrolas became popular at this time, bringing music into the home for listening and dancing pleasure. Many poster stamps featured these products.



The piano was a popular form of home entertainment well before the poster stamp era. This continued popularity is shown in the stamps used as advertising by piano makers and retailers.



The player piano made it easier to enjoy music at home. No longer was it necessary to have someone trained to play the piano since the piano played itself.

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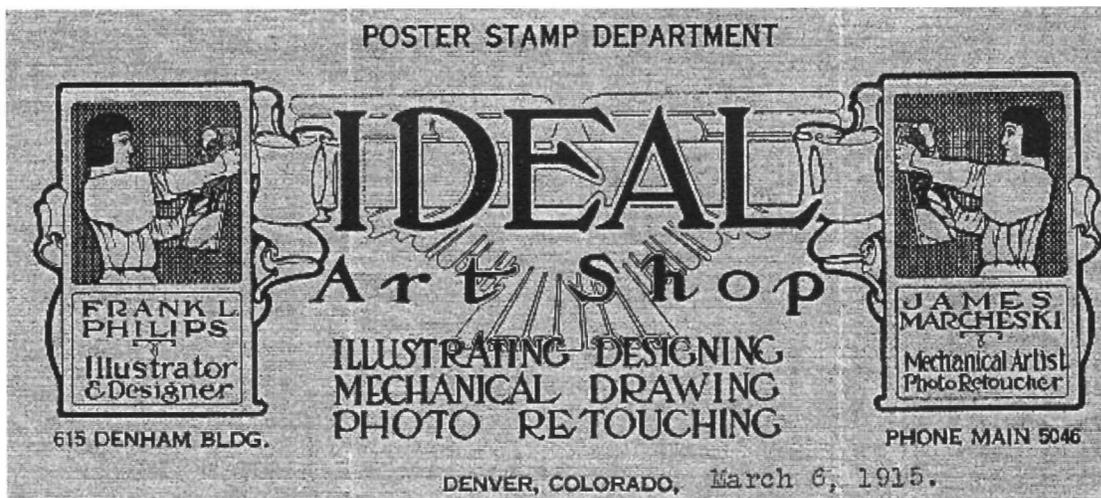
The Victrola enabled the enjoyment of all music types in the home. Poster stamps promoted family listening pleasure as well as dancing.





### Ideal Art Shop, Denver, Colorado

Ideal Art Shop, Denver, Colorado, advertised its services as illustrating, designing, mechanical drawing and photo retouching on its 1915 letterhead. (1) Note that this letterhead specifies the "Poster Stamp Department." Frank L. Philips is listed as illustrator and designer.



1

Ideal Art Shop printed a variety of poster stamps circa 1914 and 1915 before going out of business in 1916. One such stamp advertised its poster stamps. (2)

This company's most impressive set of poster stamps have the caption "See Colorado. The Scenic State." (3-4) There are 60 stamps with this caption and they may have been issued in four sets of 15 stamps each. The printer is identified in the lower margin of only some of these stamps. A note in *Printing Arts Suggestion Book* (Vol. 16, December 1915, p. 14) praises these stamps and identifies the printer: "The Ideal Art Shop has favored us with copies of the Western Series of poster stamps, which include a number of subjects, among them being cowboys, Indians and Colorado mountains ... done in strong poster style, with flat tints, highly colored."



2



3



4



5



6



7

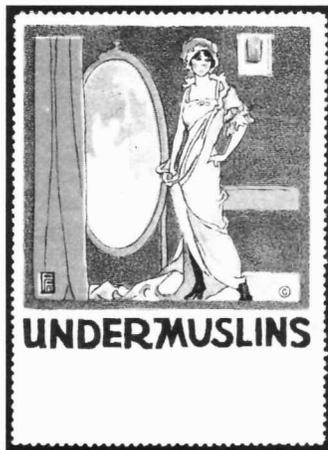
In sharp contrast with the aforementioned series, Ideal Art Shop printed a set of 12 poster stamps with the caption “Colorado. The Scenic State.” (5) These are photographic scenes printed in sepia tones and are very drab in appearance.

Ideal Art Shop produced one of the most clever and striking poster stamps of the classics era. It was done for the Metropolitan Cigar Co., Denver, and promotes Tom Moore cigars. (6) This looks like one stamp but it is perforated diagonally to create two stamps.

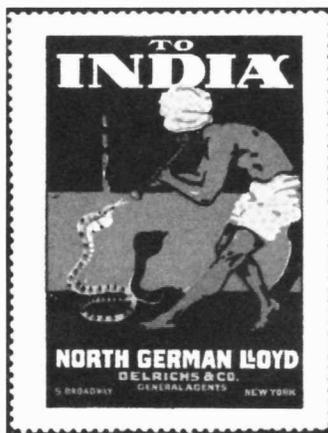
Ideal Art Shop printed a set of six poster stamps for the German-American Trust Co., Denver. It also published a set of ten Christmas stamps (7) that were used as holiday stamps with no company advertising, as well as stock stamps—Gano-Downs, Denver is the only company imprint seen.

Auction #14

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 April 30, 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. nib=not in Bradbury.



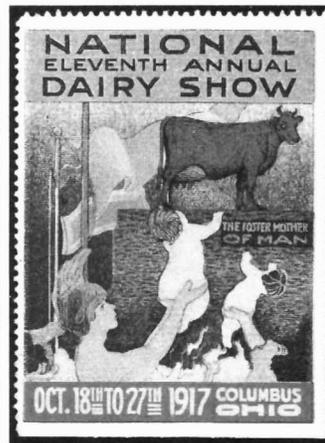
1 B4092 \$8.



2 B3603 \$15.



3 B818 \$8.



4 Dairy Show 1917 \$8.



5. B638 \$8.



6. B632 \$8.



7 B1540 \$9.



8 B1403 \$7.



9 B5602 \$8.



10 B4607 Schmidt Litho. Co. \$10.



11 B1978 \$7.



12 Winchester Guns, nib \$6.



13 B5042 \$8.



14 B1544 \$6.



15 B1543 \$6.



16 B2474 \$6.



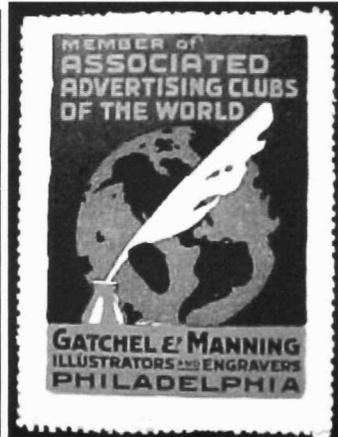
17 B5103 \$8.



18 B5100 \$8.



19 B4970 \$10.



20 B1969 \$8.



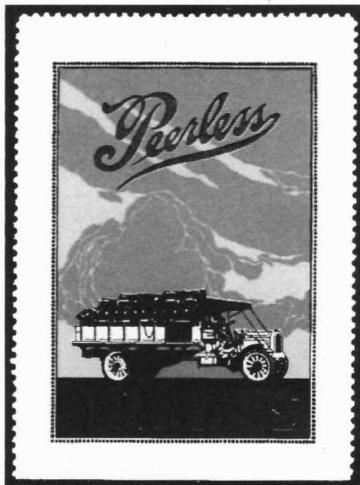
21 B2858 \$8.



22 B1399 \$6.



23 B971 \$6.



24 B3903 \$12.



25 B2360 \$12.



26 B3114 \$10.



27 B2043 \$10.



28 B1136 \$15.



29 B275 \$7.



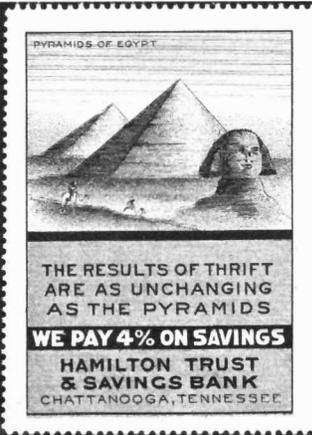
30 B277 \$7.



31 B1016 \$6.



32 Mapleine \$7.



33 B2249 \$7.



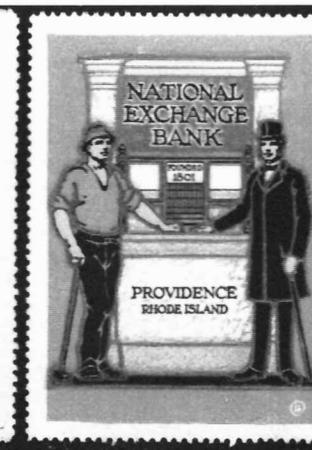
34 B2241 \$7.



35 B299 \$12.



36 B3929 \$7.



37 B3357 \$8.



38 B267 \$8.



39 B916 \$10.



40 B960 \$6.



41 B961 \$6.



42 B2730 \$10.



43 Electrically, nib \$7.



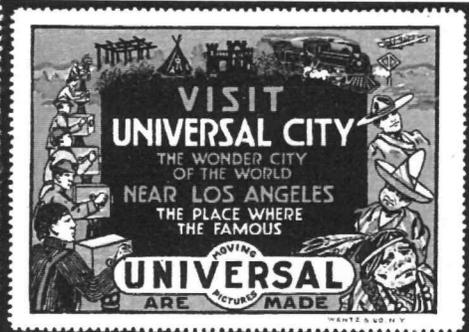
44 B4552 \$6.



45 B4556 \$6.



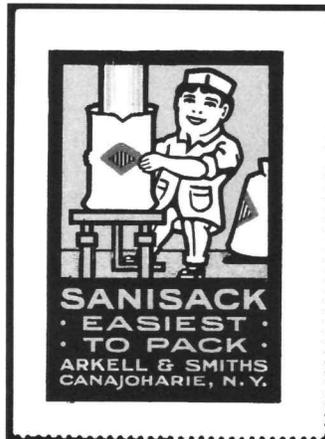
46 B4553 \$6.



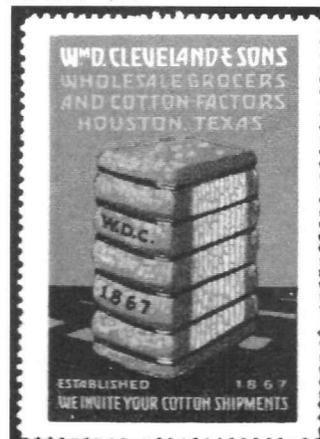
47 B5289 \$10.



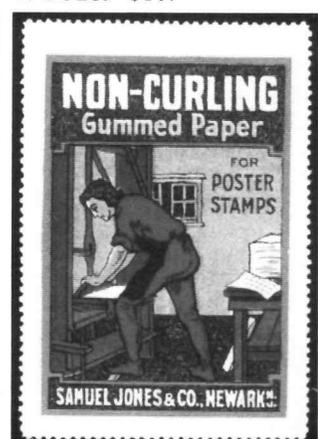
48 B184 \$7.



49 B185 \$7.



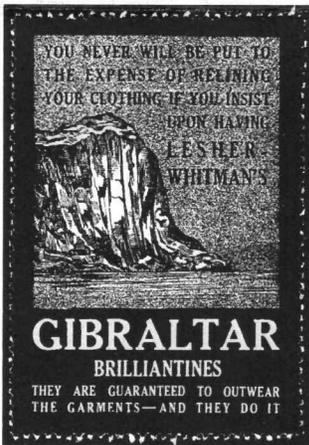
50 B1088 \$5.



51 B2620 \$8.



52 B1084 \$15.



53 B2892 \$6.



54 B2060 \$8.



55 B4592 \$7.



56 B3226 \$7.



57 B3048 \$7.



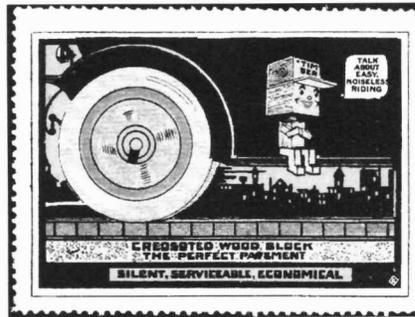
58 B4698 \$8.



59 B5218 \$12.



60 B5286 \$8.



61 B1223 \$7.



62 B2938 \$20.



63 B1249 \$12.



64 B1250 \$12.



65 B4750 \$7.



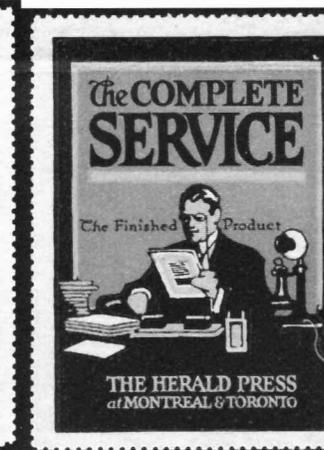
66. nib. gold background. \$15.



67 Federated Press Canada \$8.



68 Herald Press Canada \$10.



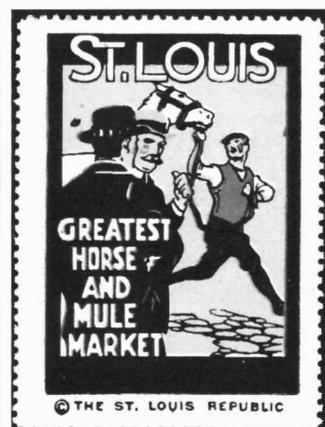
69 Herald Press Canada \$10.



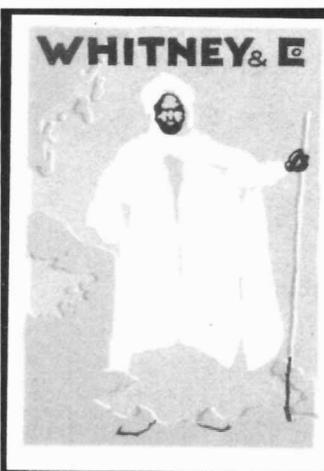
70 Herald Press Canada \$10.



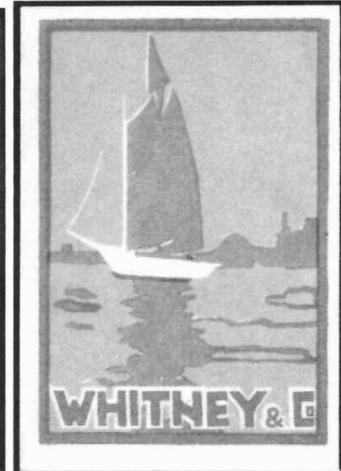
71 B4497 \$10.



72 B4503 \$8.



73 B5626 \$15.



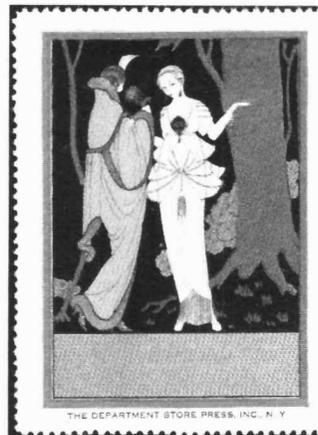
74 B5633 \$15.



75 B5751 \$12.



76 B5753 \$12.



77 B1343 \$10.



78 B1341 \$10.



79 B3402 \$6.



80 B3403 \$6.



81 B1194 \$8.



82 B1207 \$7.



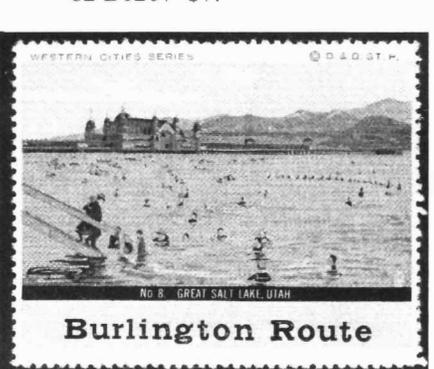
83 B1453 \$6.



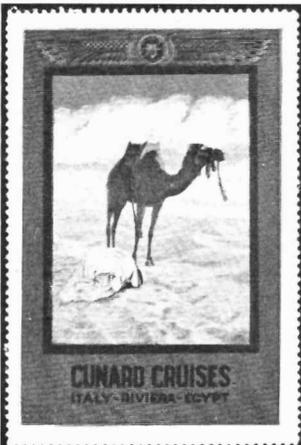
84 B1451 \$6.



85 B798 Portland OR \$6.



86 B801 Great Salt Lake \$6.



87 B1242 \$6.



88 B989 \$8.



89 B988 \$8.



90 B803 Chicago \$6.



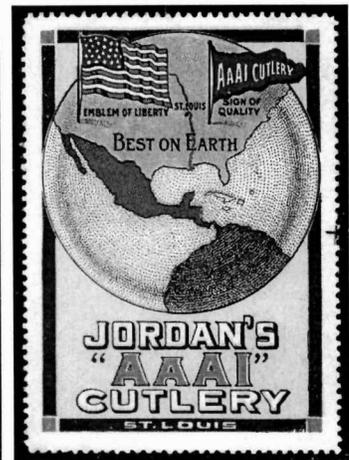
91 B270 \$15.



92 B3218 note imprint \$9.



93 B3213 note imprint \$9.



94 B2625 \$20.



95 B4333 \$7.



96 B4336 \$7.



97 B91 \$8.



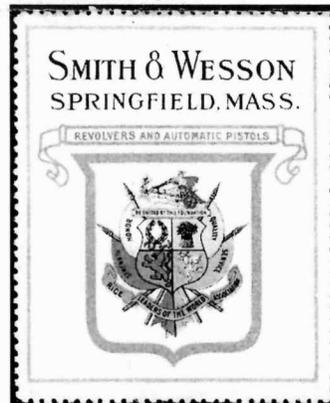
98 B2710 \$6.



99 B2114 \$10.



100 B2115 \$10.



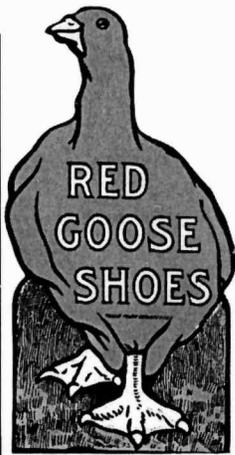
101 B4779 \$6.



102 B3302 \$7.



103 B2757 \$7.



104 Red Goose die-cut \$10.



105 Indianapolis 500 \$22.



106 nib. Chicago. printed by Pictorial Printing Co. \$7.



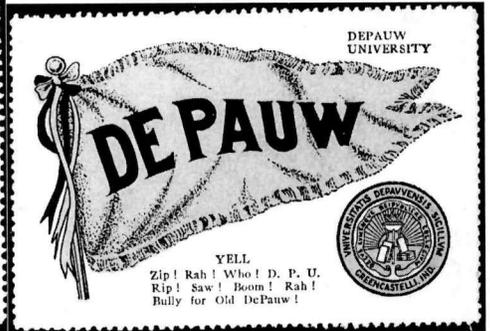
107 Fairweathers, Canada \$9.



108 Fairweathers \$9.



109 Fairweathers \$9.



110 B1637 \$10.



111. S195. gold on blue. St. Louis. ca 1902. 80 x 52. ca 1902 \$12.



112. S12. ca 1902 St. Louis blue 78 x 31. \$20.



113. S373 ca 1902 Lincoln Trust Co. St. Louis. 50 mm. embossed \$15.



114. S304 (St. Louis) 40 mm. ca. 1902. \$15.

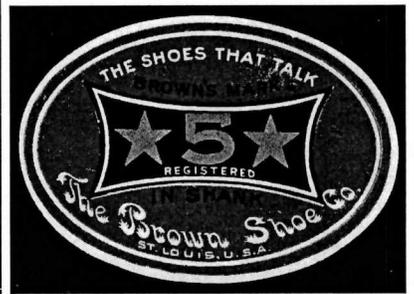
← NO BIDS →



115 S227 red 44 x 56 \$10. #14.50 b



116 Fidelity Home. St. Louis. 50 x 88 ca 1902 \$15. #116



117 S188 (St. Louis) 35 x 50 ca 1902 \$10. #14.50 b