

# Collecting Poster Stamps

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

Number 24

May 2017

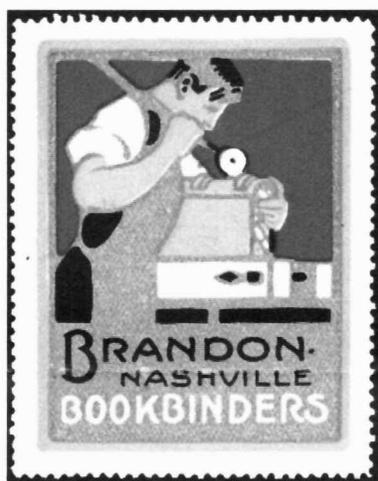
## Brandon Printing Co. Nashville, Tennessee

Brandon Printing Co. of Nashville, Tennessee, was founded in 1884 and remained in business until 1937. Starting as a small stationery store, it expanded to print its own goods. By the end of the century, Brandon Printing was a large general printing and office supply business.

Brandon Printing issued a set of eight poster stamps advertising its own services. (1-8) The bold colors and attractive designs draw the viewer's attention.



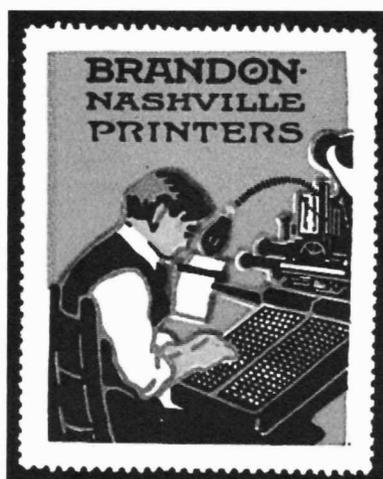
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Robert C. Bradbury, *Books & Poster Stamps*, 879 Pleasant Street, Worcester, MA 01602.  
(508) 754-2954, e-mail [rbposterstamps@gmail.com](mailto:rbposterstamps@gmail.com)

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The Brandon Printing imprint is on the bottom margin of poster stamps for six other advertisers. The Warner Drug stamp is one of two made for this company. (9) The Mitchell Candy, Wenning and Florence Wagons stamps were apparently single stamps. (10-12) There are three stamps in the set for Buckeye Nurseries and for the set for Tampa, Florida. (13-14) It is surprising that artistic styles of these six stamps are so varied. None of them approach the design quality of the stamps promoting Brandon Printing itself.



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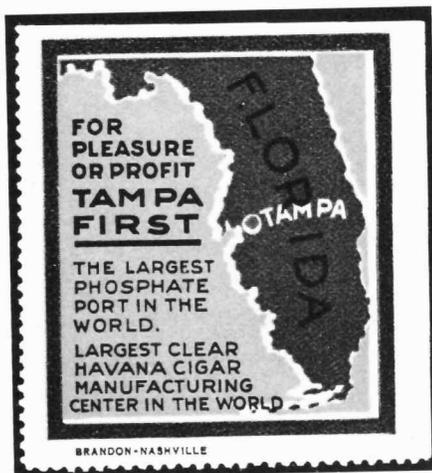
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## Early History of Advertising Poster Stamps in the U. S.

Printing trade journals provide historical information about advertising poster stamps. Our focus is on stamps advertising goods, services or places. There are 32 articles or notes about poster stamps appearing prior to 1916 in four top printing journals: *American Printer* (New York), *Inland Printer* (Chicago), *Pacific Printer* (San Francisco), and *Printing Art* (Boston).

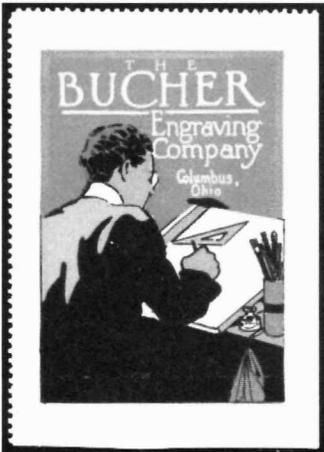
Several conclusions are supported by these contemporary sources. First, the United States advertising poster stamp movement was driven by the German experience. Early articles emphasize these German roots, some even describing trips to Germany in order to collect these stamps.

Second, the use of poster stamps for advertising developed very rapidly into a widespread movement. The large majority of trade journal coverage of this poster stamp movement occurred in the nine-month period between May 1914 and January 1915.

Third, interest in this poster stamp movement, at least by these trade journals, began to diminish at the start of 1915. There was little or no coverage after that year. Of the 20 references to poster stamps in these journals during 1915, 15 simply illustrated one or more recent poster stamps or briefly mentioned the publication of some recent poster stamps. There are only two references to poster stamps in these four trade journals in 1916 or 1917. Both appear in January 1916 (*Inland Printer* and *American Printer*) and refer to a specific poster stamp set.

Auction #15

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 May 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](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 B737 \$15.



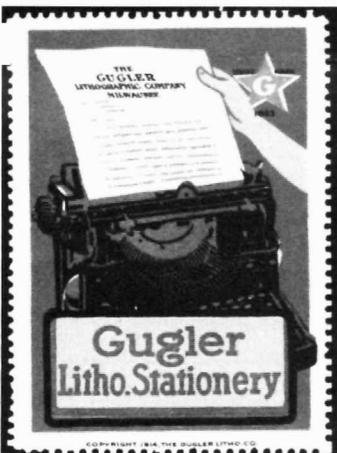
2 B2220 \$8.



3 B5453 \$15.



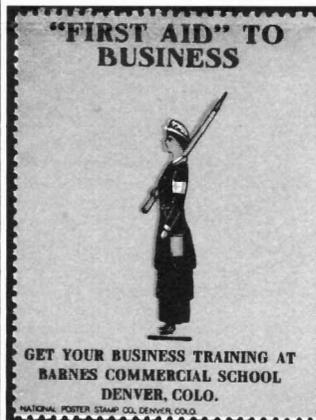
4 B4368 \$8.



5 B2226 \$6.



6 B5656 \$25.



7 B276 \$10.



8 B278 \$10.



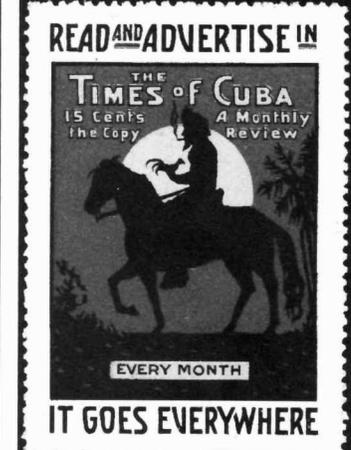
9 B2247 \$7.



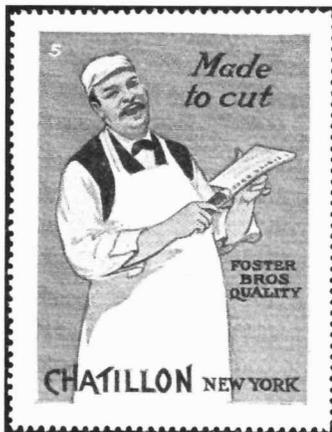
10 B251 \$8.



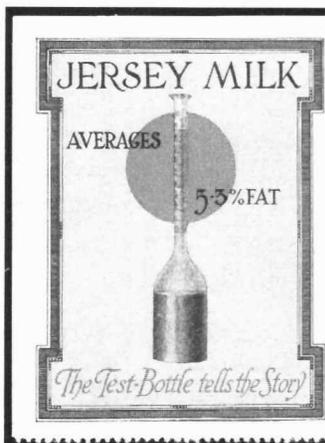
11 B1519 \$8.



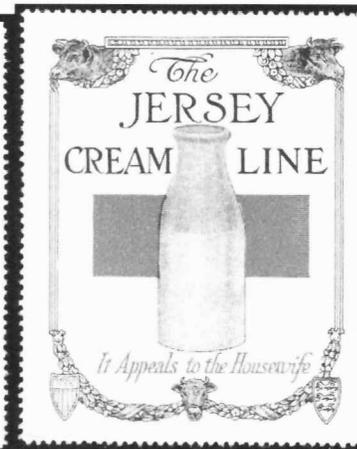
12 B5147 \$8.



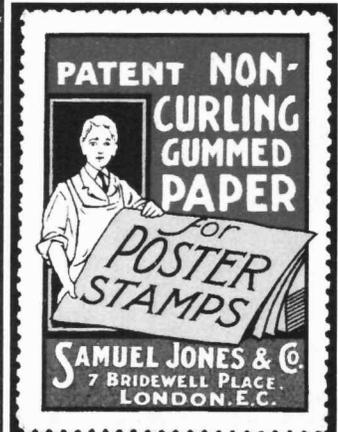
13 B963 \$6.



14 B140 \$7.



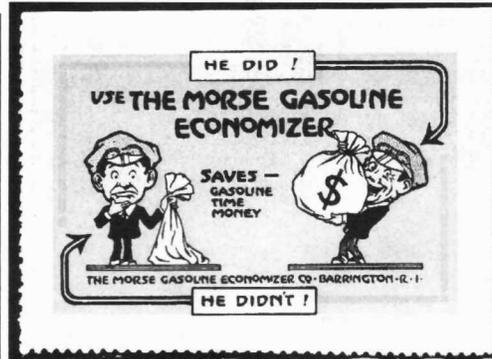
15 B139 \$7.



16 Jones, London imprint \$8.



17 B2885 \$7.



18 B3298 \$10.



19 B4690 not in Follansbee \$15.



20 B1567 \$6.



21 Chicago Music Festival 1915 \$7.



22 Chicago 500 mile race 1915 \$15.



23 B2737 \$7.



24 B2733 \$7.



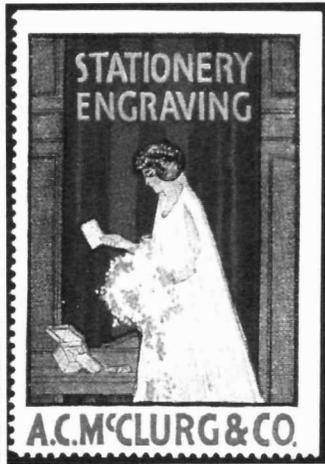
25 B2766 \$8.



26 B1493 \$12.



27 B1093 \$7.



28 B2973 \$9.



29 B3632 \$8.



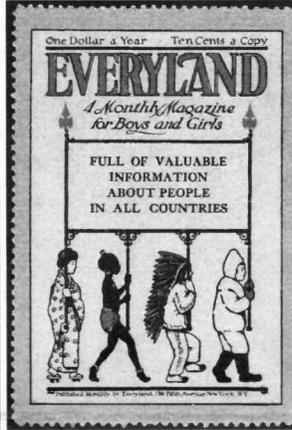
30 B3644 \$7.



31 B985 \$6.



32 B1586 \$6



33 B1564 \$7.



34 B1086 \$7.



35 B2337 \$8.



36 B4847 \$20.



37 B4846 \$15.



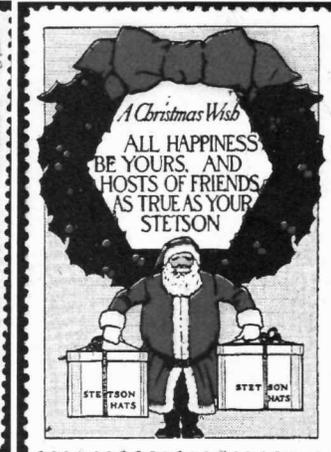
38 B4751 \$7.



39 B4752 \$7.



40 Broun, nib \$9.



41 B4891 \$8.



42 B2056 \$12.



43 B4394 \$10.



**PRUDENCE**  
POINTS THE WAY  
TO PROSPERITY

44 B4148 \$12.



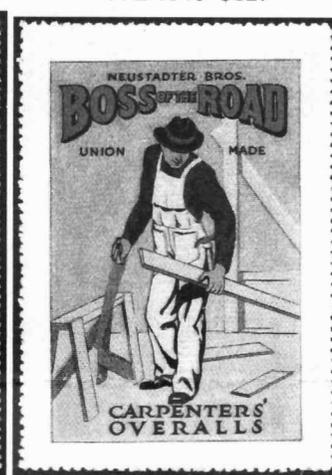
45 B4421 \$9.



46 Lehigh, not in Bradbury \$7.



47 B3399 \$6.



48 B3379 \$8.



49 B3241 \$8.



50 B3263 \$9.



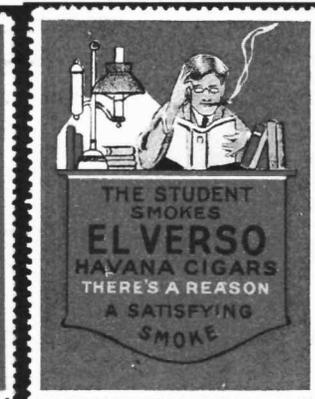
51 B3229 \$7.



52 B3230 \$7.



53 B1450 \$6.



54 B1452 \$6.



55 B2394 \$5.



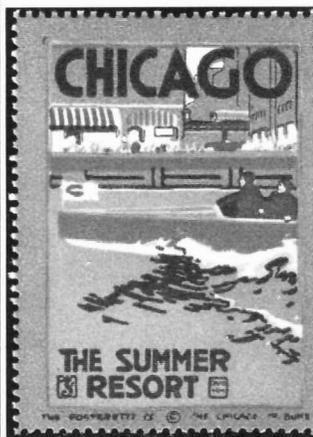
56 B2843 \$8.



57 B1385 \$8.



58 B4062 \$8.



59 B986 \$7.



60 B990 \$12.



61 B1335 \$8.



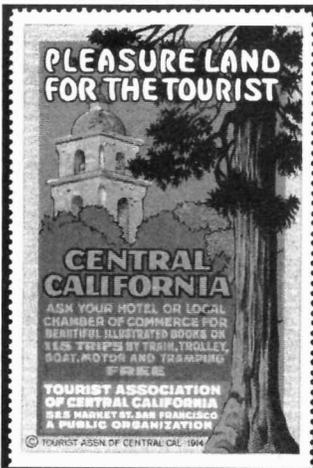
62 B1339 \$10.



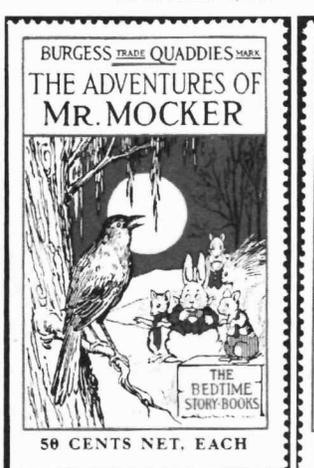
63 B1208 \$7.



64 B1206 \$7.



65 B942 \$5.



66 B778 \$9.



67 B777 \$9.



68 B1406 \$7.



69 B2380 \$5.



70 B2381 \$5.



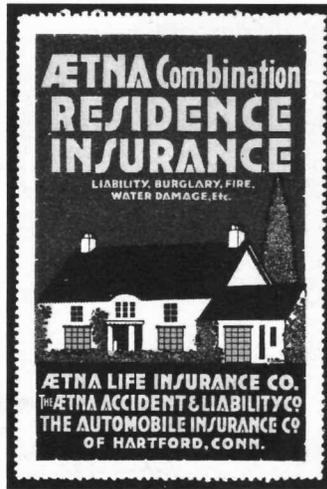
71 B2382 \$5.



72 B2383 \$5.



73 B52 \$9.



74 B55 \$9.



75 B2267 \$9.



76 B2268 \$9.



77 B976 \$15.



78 B978 \$15.



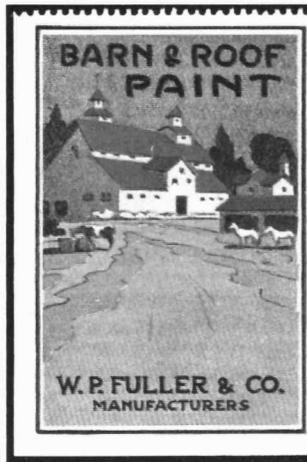
79 B979 \$12.



80 B980 \$12.



81 B1857 \$7.



82 B1858 \$7.



83 B1859 \$7.



84 B1860 \$15.



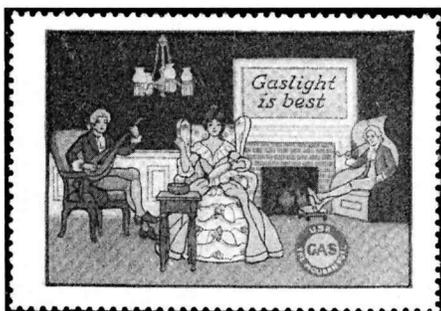
85 B2092 \$6.



86 B2104 \$6.



87 B2105 \$6.



88 B1958 \$6.



89 Lehigh, sheep. not in Bradbury. \$7.



90 Lehigh, garage. not in Bradbury. \$7.



91 B3657 \$9.



92 B3658 \$9.



93 B975 \$10



94 B209 tan background \$9.



95 B5565 \$10.



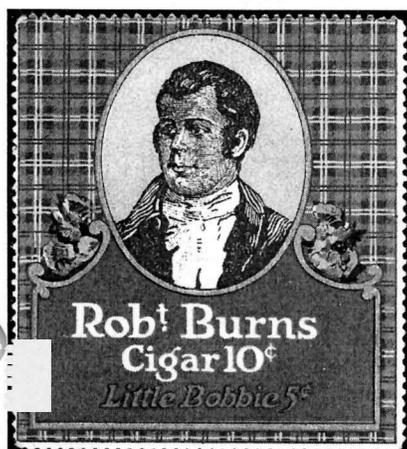
96 B2547 \$12.



97 B2556 \$12.



98 B4008 \$20.



99 B814 \$10.



100 B2772 \$20.



101 B1103 \$25.



102 July 1915. B2954 Rothschild. Chicago & Minneapolis. 65 x 53. \$20.



103 November 1915 B2958 \$20. Clare Briggs, artist.



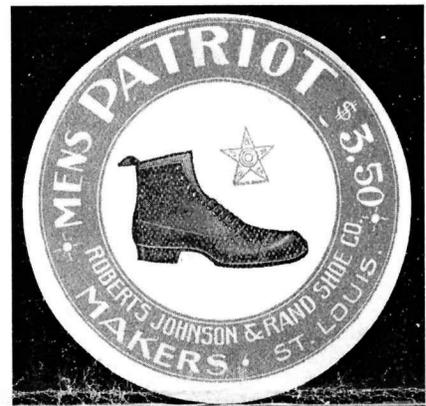
104 December 1915 B2959 \$20.



105 S1228 St. Louis 45 x 58 red ca 1902 \$15.



106 S337 red & black. (St. Louis) 50 mm. ca. 1902. \$20.



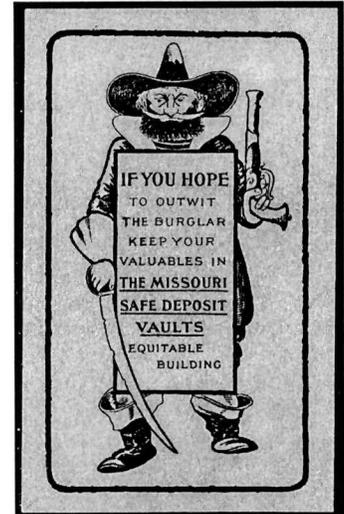
107 S510 (St. Louis) 65 mm. ca. 1902 \$12.



108 S552 (St. Louis) 80 mm. ca. 1902 \$20.



109 St. Louis. ca 1902 94 x 83 \$20.



110 St. Louis pink 102 x 64 ca 1902 \$15.



111 S126 22 x 120 green \$25.