

# Collecting Poster Stamps

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

Number 28

September 2017

## Wentz & Company, New York

Oscar Wentz established Wentz & Company in New York City in 1914 to publish what he called “art poster stamps.” This was part of Wentz’s effort to bring modern design to America. Another project was the founding of the Society of Modern Art and publication of its *Modern Art Collector (M.A.C.)* magazine. This article focuses on the Wentz poster stamps.

Wentz arrived in New York City on October 29, 1913 on the S. S. Imperator from Hamburg, Germany accompanied by Fritz Winold Reiss. C. Ford Peatross wrote:

“Reiss and one of his fellow passengers, Oscar Wentz, set out almost immediately to introduce the bold colors and daring forms of Modern Decorative Art. Wentz possessed something that was completely at home on these shores: a keen entrepreneurial spirit which spurred him to develop a wide range of projects. The direct result was to provide Reiss with an immediate stimulus and patronage for his work, including graphic and interior design, launching his career and advancing Wentz’s. Oscar Wentz served as an avid propagandist and promoter of modern commercial art. Within two years of his arrival he founded the Society of Modern Art and began to publish its official organ, the *Modern Art Collector* (1915-1918). ... Wentz simultaneously attempted to popularize the Art Poster Stamp in this country and enlisted the support of executives in the infant motion picture industry interested in improving American poster design.” (*Cincinnati Union Terminal and the Artistry of Winold Reiss*. Cincinnati Historical Society, 1993.)



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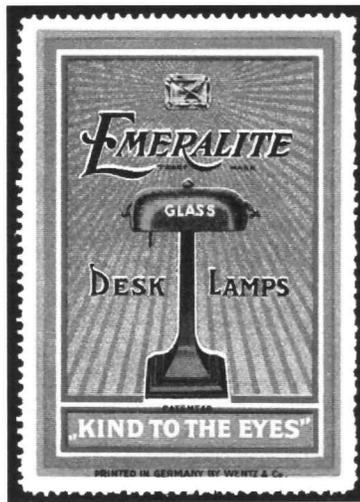


3

Wentz & Co. published a set of six poster stamps promoting its “advertising stamps.” (1) Each of these stamps has a different letter in the company’s name but the same image. Wentz

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

printed its earliest poster stamps in Germany but shifted this production to the U.S. as World War I brought an embargo of German goods. Stamps marked "printed in Germany" include four shown here. (2-5) These were likely issued in early 1914.



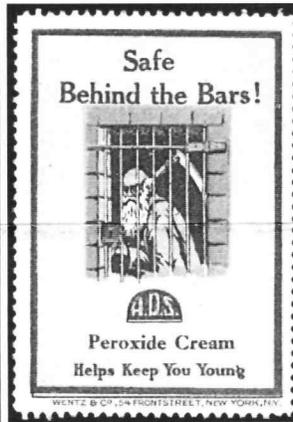
4



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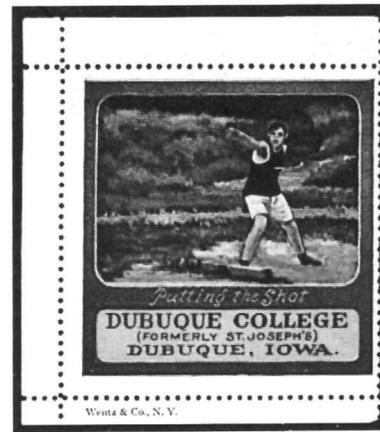
Eight poster stamps have the imprint Wentz & Co., New York. (6-12) The New York Edison stamp shown is one of 26, each for a different alphabet letter. (6) The A.D.S. stamp is one of four. (7) The Dubuque College & Y.M.C.A. stamps state Wentz in the selvage. (11-12)



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Silent film companies were the largest poster stamp customers of Wentz & Co. (13) Wentz printed hundreds of stamps showing different actors and actresses as well as several long sets for specific movies, such as *The Goddess* and *The Black Box*. These stamps, packaged in printed folders illustrated by Winold Reiss, were sold at movie theaters and by mail order.



14



15



16

Wentz issued a series of “Fairy Tales Stamps” with five stamps for each story and a total of 60 stamps. (14) These were issued under the Wentz imprint with nothing printed on the backs. This set was also issued for Piedmont Cigarettes and have advertising for that company printed on the back. The imprint on these Piedmont stamps is “Wentz. Berlin and N.Y.”

The peak of the Wentz & Co. poster stamp production occurred just as World War I fighting started in Europe. Whether motivated by a desire for peace, for aid to casualties or for pro-Germany propaganda, several Wentz projects raised war-related issues. One stamp advertises the *Freie Presse*, a German language newspaper in Nebraska. (15). A set of 12 War Relief Stamps stamps dated 1914, one of which has the same image as the *Freie Presse* stamp, was sold for one cent per stamp payable directly to Wentz & Co. (16)

Wentz printed two stamps for the German American Literary Defense Committee, New York that was clearly a pro-Germany propaganda machine. (17) A long series of “Peace” stamps was issued by the Peace Society of America, New York City, in 1914 and printed by Wentz. (18)



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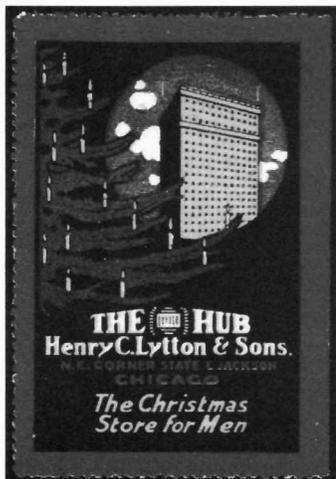
As mentioned above, Wentz and Reiss founded the Society of Modern Art that published the *Modern Art Collector* (M.A.C.) magazine. A set of eight poster stamps advertises this Society and magazine. (19) Reiss was probably the artist for these stamps. Wentz was likely the printer although I have no definitive evidence of this.



19

Auction #19

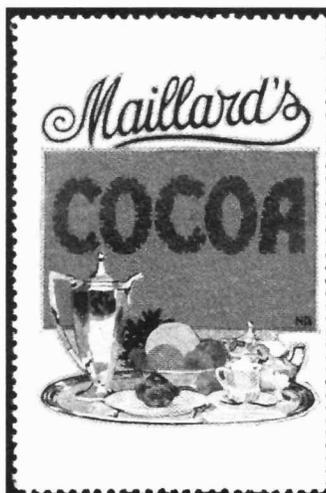
The following poster stamps will be sold to the highest bidder providing minimum bid listed is met. All stamps are in very good condition with no tears, creases, scuffs or thins. Returnable within 14 days for full refund. Return postage not reimbursed. Auction ends on September 30, 2017. Bid increments must be \$0.50. Tie bids will go to the earliest bid received. Bids may be submitted by email (rbposterstamps@gmail.com) 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. Numbers: Bradbury, U. S. Advertising Poster Stamps, 1912-1915. revised ed. 2014.18



1 B2953 \$8.



2 B3007 \$8.



3 B3045 \$8.



4 B3042 \$10.



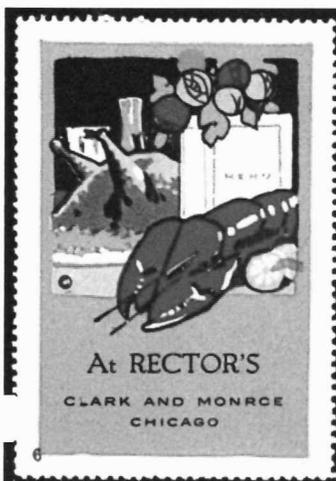
5 B2977 \$5.



6 B3116 \$7.



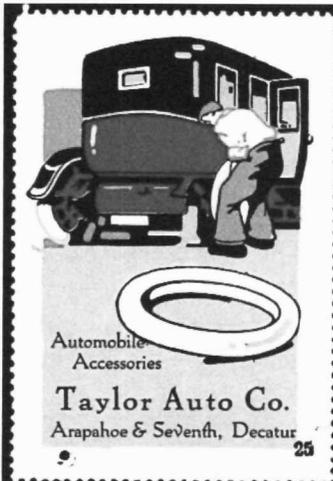
7 B1545 \$7.



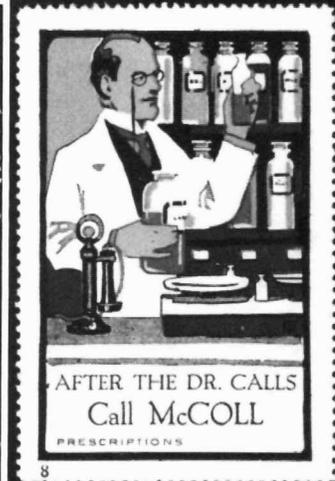
8 B451 \$9.



9 B454 \$9.



10 B470 \$9.



11 B453 \$7.



12 Mason Fruit, not in Bradbury \$12.



13 B3157 \$6.



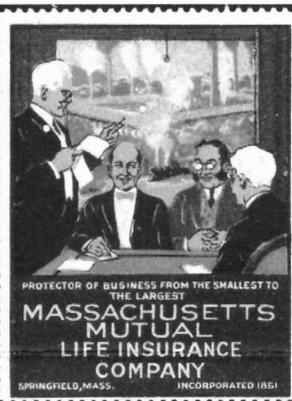
14 B3176 PPIE \$15.



15 B3112 \$4.



16 B3111 \$4.



17 B3113 \$4.



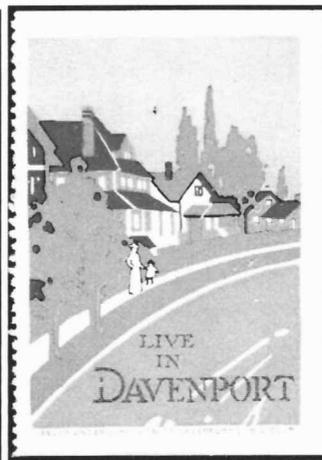
18 B3138 \$12.



19 B4597 \$12.



20 B1290 \$10.



21 B13303 \$7.



22 B1348 \$7.



23 B1560 \$5.



24 B2148 \$10.



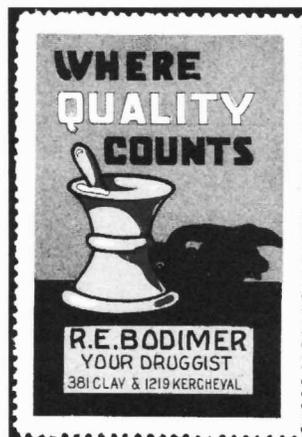
25 B2151 \$10.



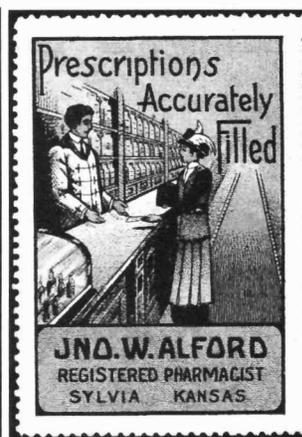
26 B1344 \$12.



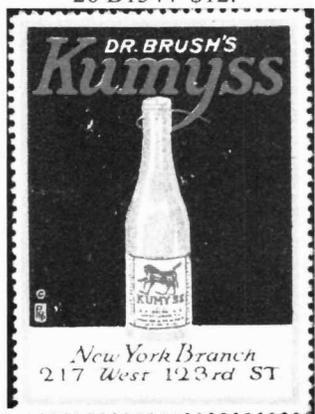
27 B1342 \$10.



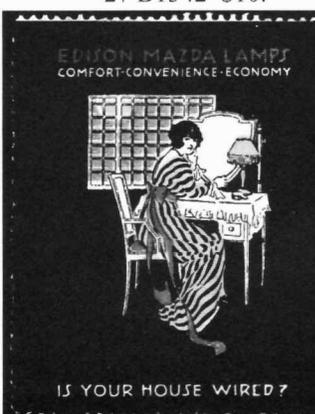
28 B4056 \$5.



29 B4059 \$7.



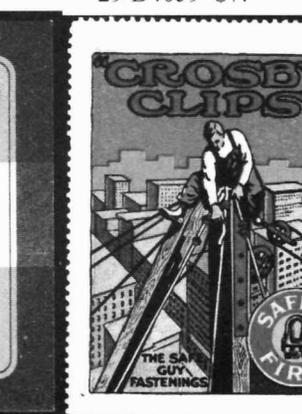
30 B1364 \$5.



31 B1438 \$7.



32 B2037 \$6.



33 B1237 \$5.



34 B1470 \$10.



35 B1789 \$6.



36 B1790 \$6.



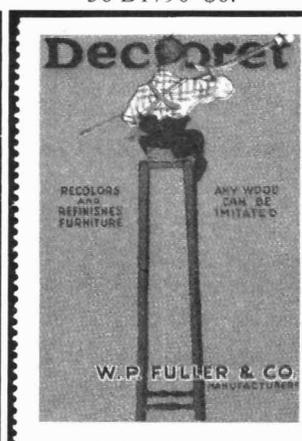
37 Capital Trust, not in Bradbury \$10.



38 B1870 \$7.



39 B1873 \$10.



40 B1872 \$10.



41 B1974 \$7.



42 B1956 \$6.



43 B1957 \$6.



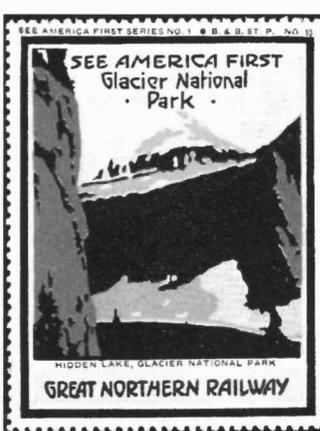
44 B2290 \$8.



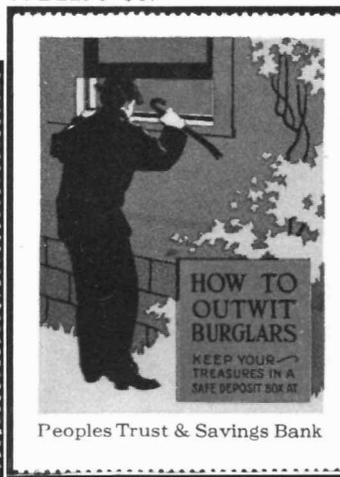
45 B2111 \$6.



46 B2112 \$6.



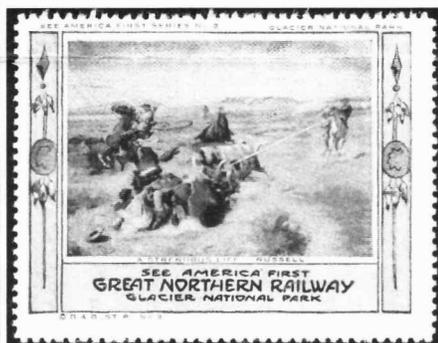
47 B2113 \$6.



48 B4898 \$7.



49 B2126 \$8.



50 B2127 \$8.



51 B2128 \$8.



52 B3409 girl scouts \$7.



53 B2411 \$6.



54 B2412 \$20.



55 B2413 \$6.



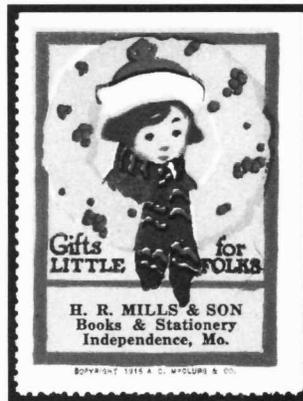
56 B2425 \$7.



57 B2427 \$7.



58 B2428 \$7.



59 B2979 \$5.



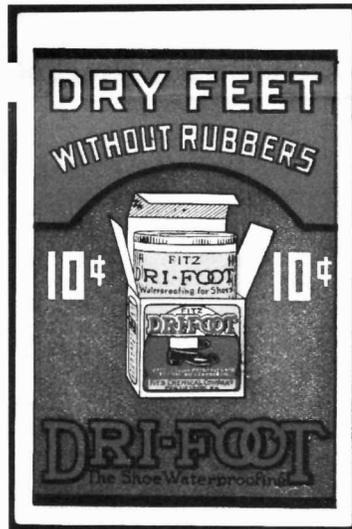
60 B557 \$20.



61 B2573 \$6.



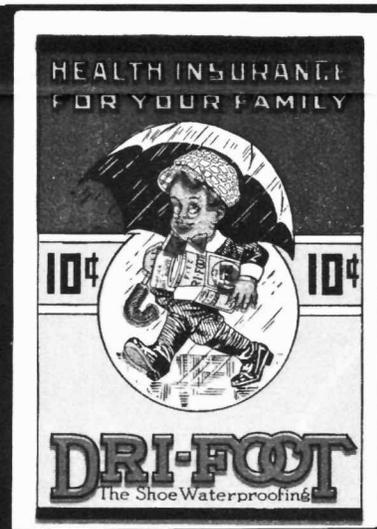
62 B2564 \$6.



63 B1785 84 x 56 mm \$12.



64 B1786 \$12.



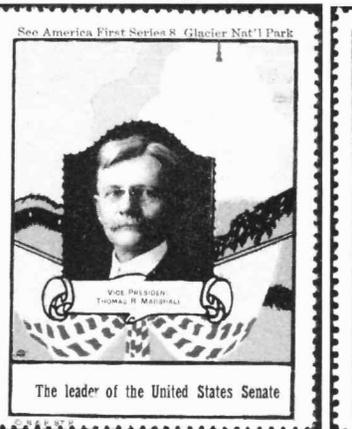
65 B1787 \$15.



66 B1782 \$5.



67 B2184 State Lansing \$8.



68 B2187 Vice Pres. \$8.



69 B4539 \$5.



70 B4557 \$7.



71 B2197 \$10.



72 B2191 \$10.



73 B2193 \$10.



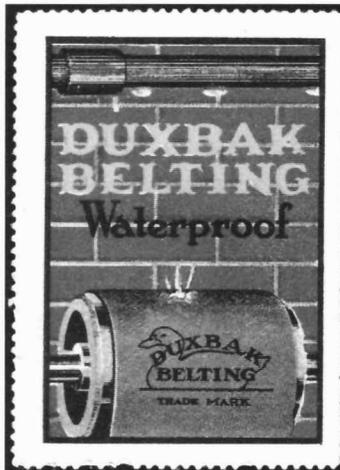
74 B2960 \$5.



75 B2962 \$5.



76 B2965 \$5.



77 B4606 \$7.



78 B4110 \$6.



79 B4111 \$6.



80 B4013 \$15.



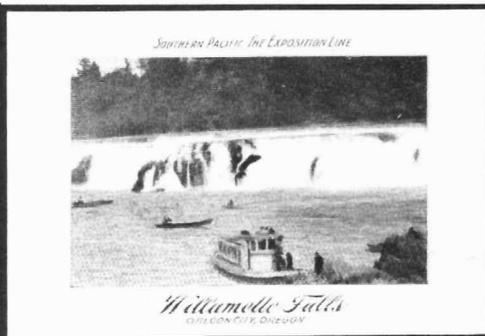
81 B4144 \$8.



82 B4830 PPIE \$20.



83 B4838 PPIE \$9.



84 B4839 PPIE \$9.



85 B2524 \$20.



86 B210 black background \$15.



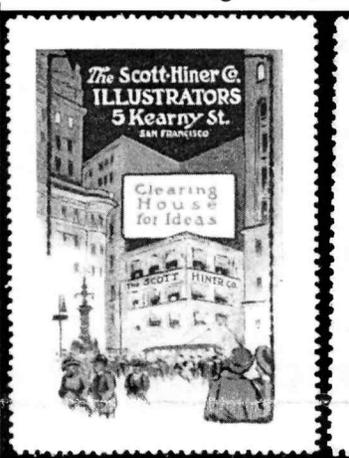
87 B5175 \$20.



88 B4293 Rainier Beer \$20.



89 B4644 \$15.



90 B4649 \$15.



91 B4993 \$12.



92 B5021 \$15.



93 B3382 \$9.



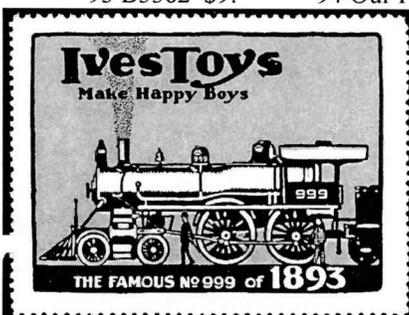
94 Our Flowers, not in Bradbury \$9.



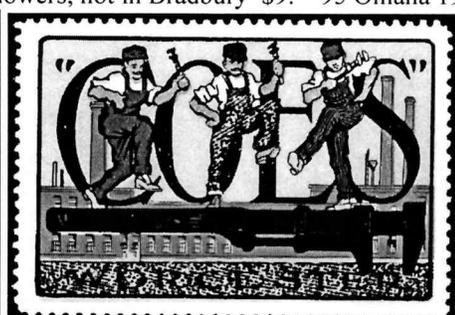
95 Omaha 1929 \$7.



96 B4632 \$13.



97 B2549 \$12.



98 B1121 Coes, Worcester \$9.



99 B5440 (Davis Press, Worcester). \$8.



100 Chicago not in Bradbury \$6.



101 B1096 Lyendecker \$30.



102 B1097 Lyendecker \$30.



103 Tom Thumb. 1915. not in Bradbury \$5.



104 Mother Goose. 1915. B4938 \$5.



105 Jack Horner. 1915. not in Bradbury \$5.

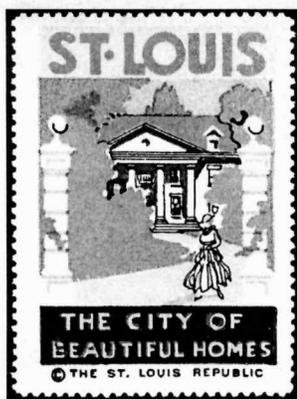


106 Red Riding Hood. not in Bradbury \$5.



107 Old Woman ... 1915. not in Bradbury \$5.

S. T. Pedroja operated a drugstore in Hill City, Kansas in 1915



108 B4498 \$10.



109 B4499 \$8.



110 B4500 \$10.

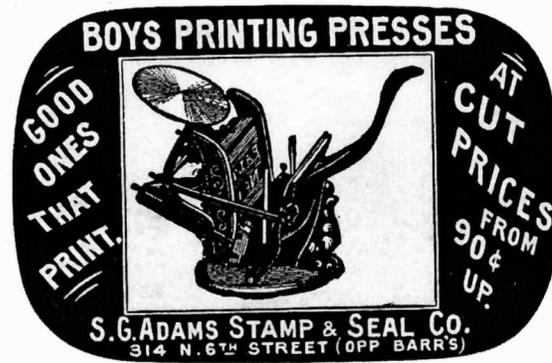


111 B5107 \$10.

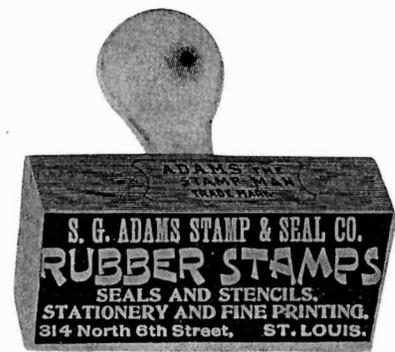


112 S740 88 x 62mm. ca 1902 (St. Louis). red. \$22.

S1144



113 S561 blue. ca. 1902. 52 x 82. \$30.



114 S114 58 x 65. gold on black. ca. 1902. \$20.