

# Collecting Poster Stamps

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

Number 29

October 2017

## Estabrook Press and E. B. Bird. Boston.

Estabrook Press, Boston, Massachusetts, was in the printing, engraving, binding and stationery business. It was taken over by the Perry Print Shop in 1917 and the business became the Perry-Estabrook Press. E. B. Bird was an independent Boston commercial artist who worked on a variety of projects with Estabrook Press. McMennamin-Estabrook Advertising Service, also located in Boston, was an advertising agency founded in 1914 that combined the design work of H. G. McMennamin with the printing of F. B. Estabrook at Estabrook Press. This paper focuses on the advertising poster stamps produced by these three firms circa 1914.

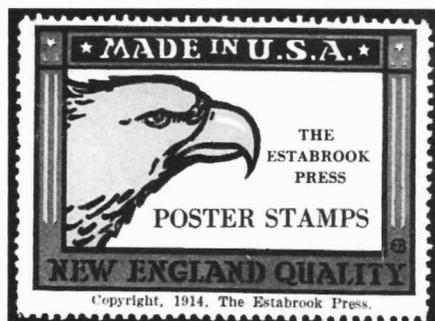
Estabrook Press issued six poster stamps advertising its own services. E. B. Bird was the artist for all of these as shown by his initials in the images. One stamp promotes Estabrook Press in general (1), while the others refer to specific products like wedding stationery. (2)



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

Poster stamps are advertised on another stamp featuring an eagle's head and the imprint "copyright 1914. The Estabrook Press" printed in the bottom margin. (3) This same design is used to promote three other products. (4-6)



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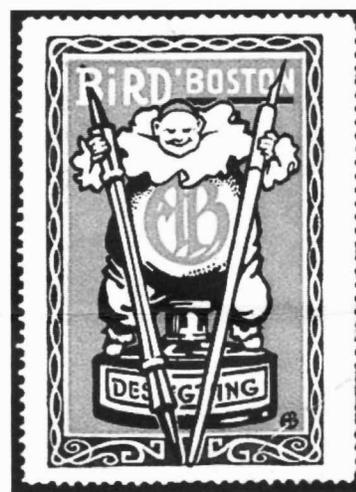
Another stamp with the generic message "Made in U.S.A. New England Quality" has the Estabrook imprint in the bottom margin. (7)



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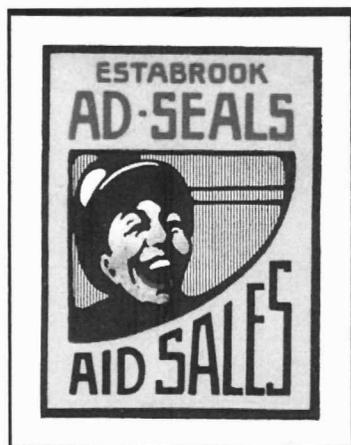


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Two poster stamps advertise the artist E. B. Bird. These were most likely printed by Estabrook Press but there is no indication of this on these stamps. (8-9).



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If not for the name “Estabrook” on the poster stamp for Estabrook Ad-Seals, I would not have associated this stamp with Estabrook Press. (10) This stamp differs from the others presented above: use of the term “Ad-Seals” instead of “Poster Stamps,” an imperforate state and different size, and a markedly different artistic style. However, an advertisement for McMennamin-Estabrook Advertising Service in the July 2, 1914 issue of *Printers’ Ink* includes an illustration of this stamp. This ad’s text reads: “Effective improved poster stamps. Bright enough to be attractive. Simple enough to be understood. Convincing enough to be believed.”

The Tango Flip and Hunt Specialty Mfg. Co. stamps are likely products of McMennamin-Estabrook. (11-12) They are the same size and similar style as the Estabrook Ad-Seals stamp and these three stamps were found pasted next to each other in an album.

### Schmidt Lithograph Co. San Francisco

Max Schmidt started Schmidt Lithograph Co. in San Francisco in the late 19<sup>th</sup> 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 19<sup>th</sup> century.

Schmidt Litho. issued six poster stamps advertising itself. (13-18) I have only found one other stamp with the Schmidt imprint: Canned Salmon Day, March 12, 1914. (19)



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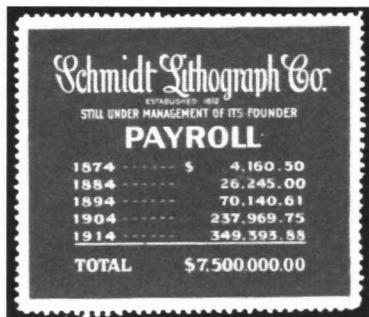
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### Photo-Stamp Company of America, New York City

Advertising "poster stamps" made from glossy photographs circa 1915 are uncommon. The Photo-Stamp Company, 1600 Broadway, New York City produced such stamps. The four stamps for Baldwin Company, Chicago Heights, Ill. are the only ones I have encountered from this printer. Measurements are 40 x 55 mm.



Baldwin's Hamilton Piano and Organ Factory. Concert Season 1914-1915. Casini. La Forge. Mme. Aldo. The Baldwin.



Howard Piano. Style 423. An easy winner.



Baldwin Piano used.

Auction #20

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 October 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.



1 not in Bradbury \$20.



2 B2730 \$10.



3 B2747 \$8.



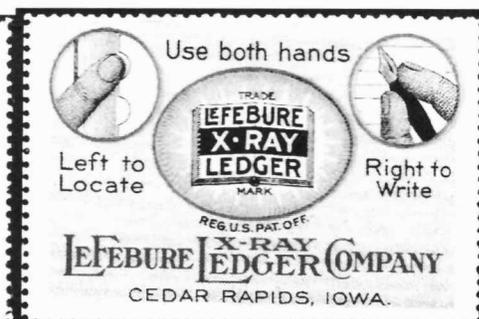
4 B22853 \$7.



5 B2748 \$10.



6 Lantz, not in Bradbury \$7.



7 B2883 \$6.



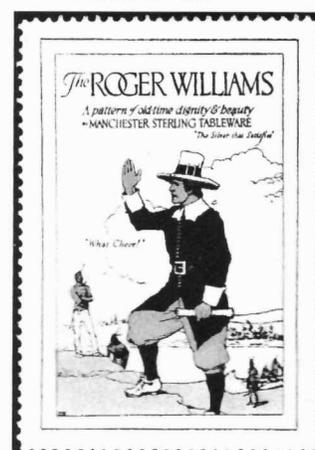
8 B2829 \$7.



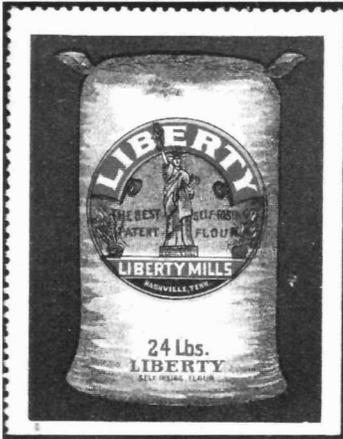
9 B2868 \$8.



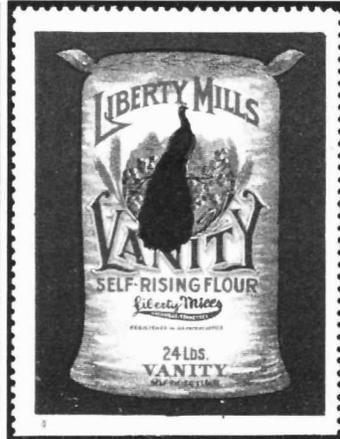
10 B2896 \$10.



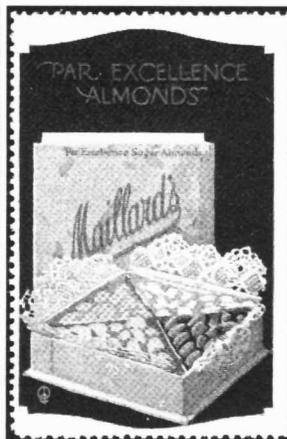
11 B3061 \$8.



12 B2904 \$7.



13 B2905 \$6.



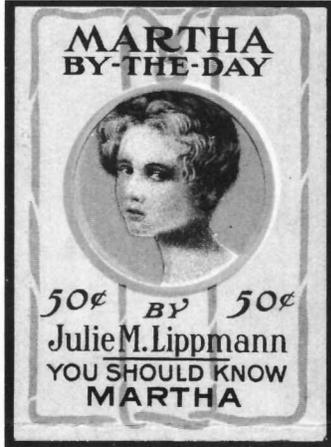
14 B2043 \$7.



15 B3055 \$9.



16 B3088 \$7.



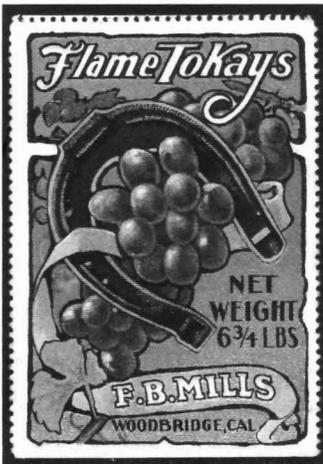
17 not in Bradbury \$10.



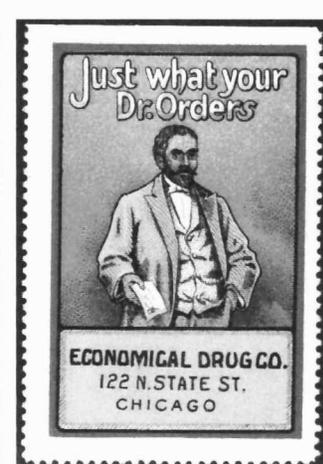
18 B3106 \$6.



19 B3108 \$6.



20 B3191 \$20.



21 B4061 \$6.



22 B1395 \$6.



23 B1417 PPIE \$8.



24 B3200 \$7.



25 B2486 \$20.



26 B2488 \$20.



27 B1408 \$7.



28 B2017 \$6.



29 B2415 \$6.



30 B2414 \$6.



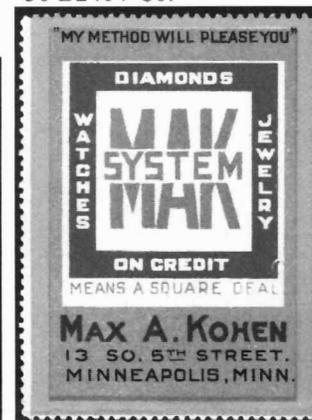
31 B2379 \$5.



32 B4609 \$10.



33 B316 \$8.



34 B2833 \$6.



35 B1446 \$7.



36 Gas. not in Bradbury. \$7.



37 B2089 \$8.



38 B1571 \$6.



39 B1572 \$6.



40 B1573 \$6.



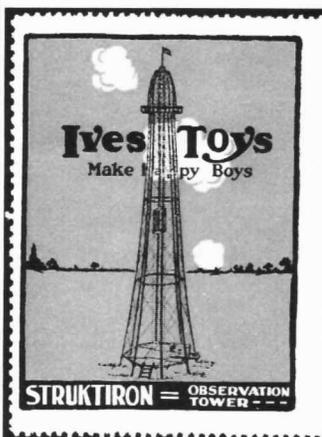
41 B1875 \$8.



42 B1876 \$8.



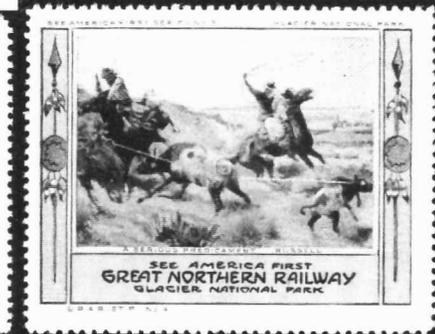
43 B2216 \$7



44 B2554 \$9.



45 B2130 \$8.



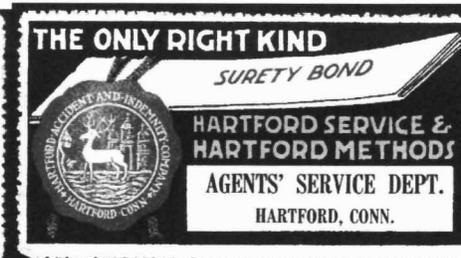
46 B2129 \$8.



47 B2468 \$8.



48 B2287 \$7.



49 B2288 \$6.



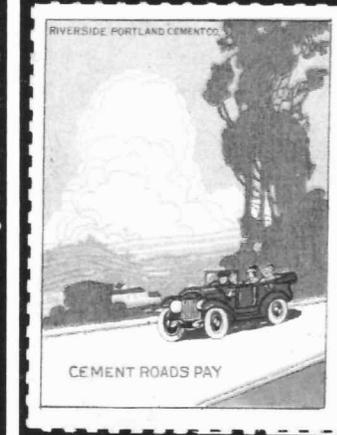
50 B2484 \$25.



51 Hunt, not in Bradbury \$7.



52 B5186 \$7.



53 B4417 \$7.



54 B145 \$8.



55 B2197 \$10.



56 B2198 \$10.



57 B343 \$12.



58 B2219 \$7.



59 B3227 \$6.



60 B3258 \$12.



61 B4853 \$7.



62 B3433 \$8.



63 B3437 \$8.



64 B3439 \$8.



65 B3440 \$8.



66 B3583 \$7.



67 B3580 \$7.



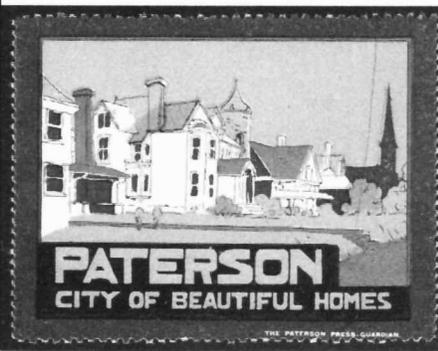
68 B3828 \$6.



69 B5510 \$9.



70 B3869 New Jersey \$7.



71 B3871 \$7.



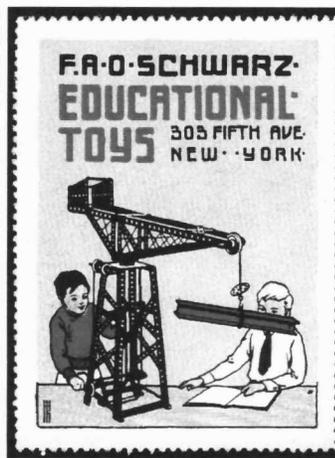
72 B309 \$7.



73 B4456 \$8.



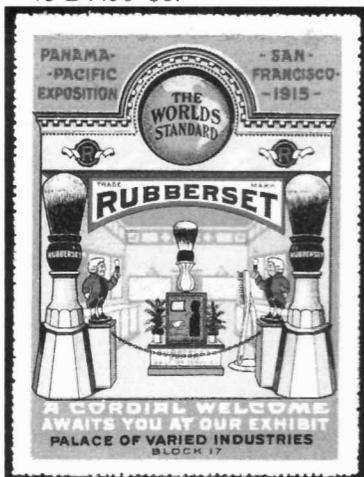
74 B4605 \$8.



75 B4633 \$15.



76 B4764 \$5.



77 B4465 80 x 60 mm. \$15.



78 B4651 \$15.



79 B5490 \$8.



80 B5491 \$8.



81 B268 \$8.



82 B2175 \$7.



83 B2166 \$7.



84 B2828 \$6.



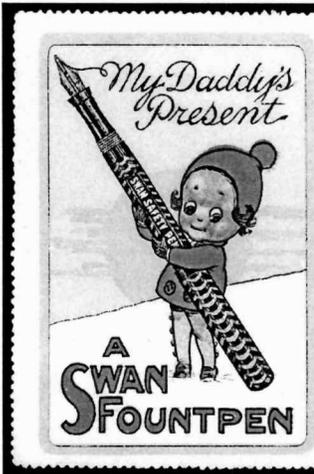
85 B5054 \$15.



86 B5057 \$15.



87 B920 \$12.



88 B5105 \$10.



89 B5512 \$12.



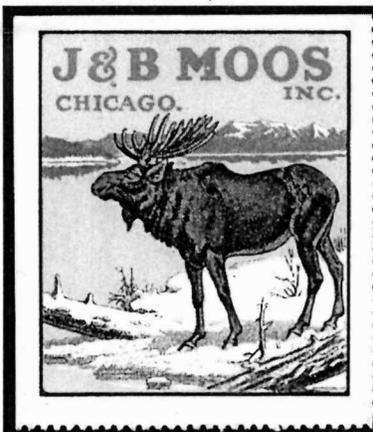
90 B5591 \$20.



91 B5749 \$20.



92 B3269 \$10.



93 B3279 \$15.



94 Crane Choc. not in Bradbury \$20.



95 B1118 \$9.



96 B4640 \$15.



97 B4639 \$15.



98 B914 \$15.



99 B976 \$15.



100 B995 \$15.



101 B996 \$20.



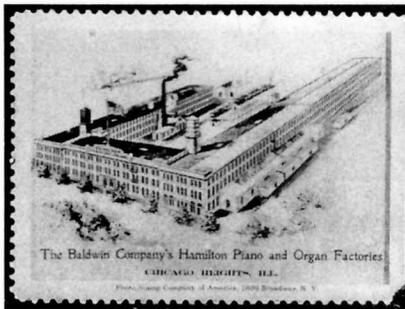
102 B998 \$30.



103 B3098 \$12.



104 B4118 \$10.



105 Baldwin Co. Factory. Chicago. 40 x 55. \$12.



106 Howard Piano. Baldwin. 107 Baldwin Piano used. corner crease. \$6.



\$6.



108 Concert Series 1914-1915. 5 mm. tear at bottom. \$6.



109 S688 McCullough. ca. 1902. \$8.



110 S84 65 x 62. ca. 1902. \$25.



111 S554 40 x 64, red. \$12.



112 S15 78 x 30. blue & gold. St. Louis. \$20.



113 S519 St. Louis. 65 mm. ca 1902. blue. \$12.



114 Economic Machinery Co. Worcester MA. ca 1910. 58 x 84 oval. red & black. \$20.