

Collecting Poster Stamps

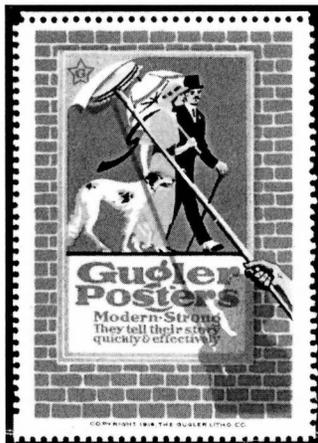
An occasional periodical dedicated to the study of United States poster stamps

Number 38

August 2018

Gugler Lithographic Company, Milwaukee, Wisconsin

Gugler Lithographic Company of Milwaukee, Wisconsin was founded in 1878 and remained in business until 1970. It produced a wide range of lithographed products: posters, sheet music, trade cards, city views & maps. Gugler issued four poster stamps advertising its services and products. (1-4).



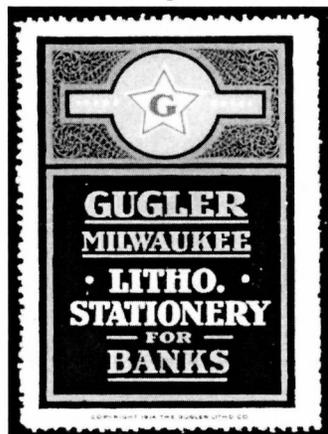
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Gugler printed poster stamps for other companies, either single stamps or sets. These have the Gugler name and copyright year (1914 or 1915) printed in the margin. Gugler printed poster stamps for other companies, either single stamps or sets, printing its name and copyright year (1914 or 1915) in the margin. I have found stamps for 18 different companies, 12 of which are shown here. (5-16)

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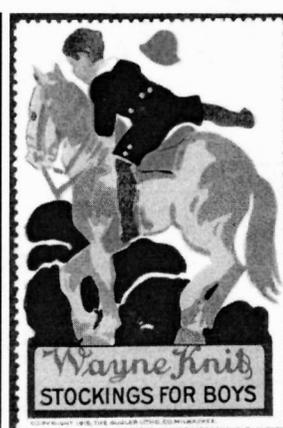
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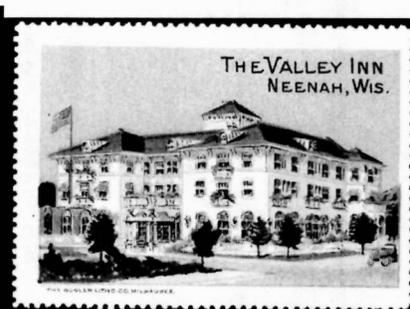
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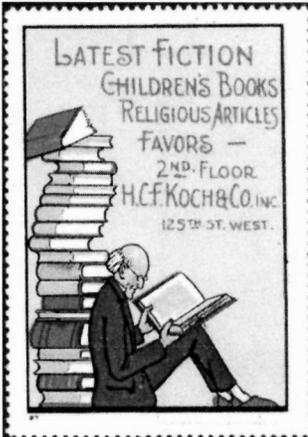


16

Gugler also produced poster stamps for the following five companies (not shown here): Wm. Frankfurth Hardware Co., Milwaukee, Wis. (man cutting stick); Peoria Life Insurance Co., Peoria, Illinois. (panorama of farm); Postum Cereal Co., Battle Creek, Michigan (set of 3 each showing product boxes); Second Ward Savings Bank, Milwaukee, Wis. (man, large safe); and, Waterloo Gasoline Engine Co., Waterloo, Iowa (toy tractor, boy).

Auction #29

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 August 31, 2018. 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. B numbers from Bradbury, *U. S. Advertising Poster Stamps, 1912-1915*. revised edition. 2014. C numbers from Bradbury, *U. S. Advertising Poster Stamps, 1912-1915*. full color edition. 2018.



1 C3021 Latest Fiction \$20.



2 B2685, C3038 \$12.



3 B2698, C3415 \$20.



4 B2691, C3416 \$20.



5 B3006, C3417 \$15.



6 nib C5243 \$20.



7 B2694, C3022 \$12.



8 B4965, C3015 \$15.



9 B1855, C2088 \$12.



10 B1856, C2089 \$12.



11 B4634, C5218 \$12.



12 B3320 C3767 \$30.



13 B2362, C2656 \$12.



14 B3099, C3528 \$12.



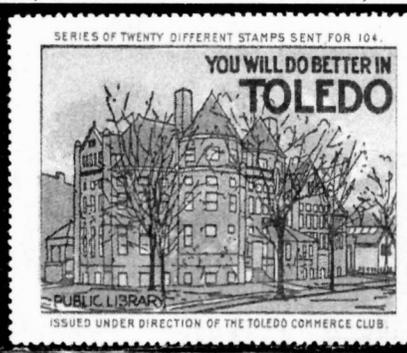
15 B4763, C5294 \$12.



16 B4776, C5408 \$10.



17 B5149 C5751 \$6.



18 B5160 C5762 \$6.



19 B5154 C5756 \$6.



21 B3029, C3451 \$10.



22 B3031, C3453 \$10.



23 B3032, C3454 \$10.



24 B5463, C6100 \$10.



25 B4429, C4997 \$10.



26 B4892, C5523 PPIE \$15.



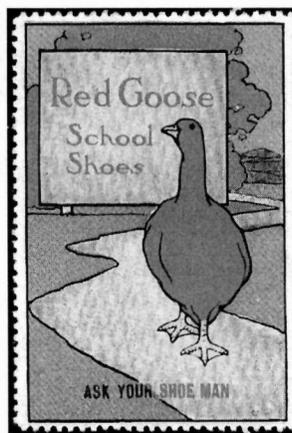
27 B5046, C5642 Strobidge. \$10.



28 B5449, C6076 \$9.



29 B5571, C6214 \$10.



30 B4363, C4923 \$7.



31 red B2731, C3075 \$8.



32 B2033, C2289 \$10.



33 B2034, C2290 \$15.



34 B2516, C2818 \$12.



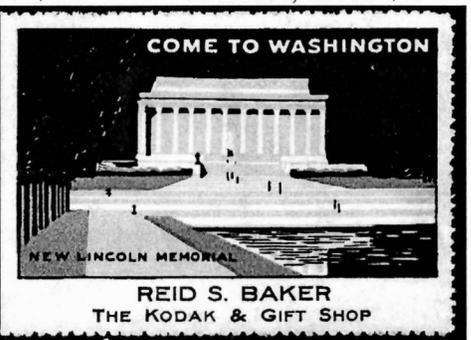
35 B1866, C2100 \$7.



36 B5701, C6346 \$8.



37 B5700 C6345 \$8.



38 B5699 C6343 \$8.



39 B5603 C6247 \$7.



40 B3310 C3757 \$20.



41 B5147 C5748 \$8.



42 B3195 C3622 \$7.

43 B4361 C4921 \$5.

44 B4330 C4877 \$9.

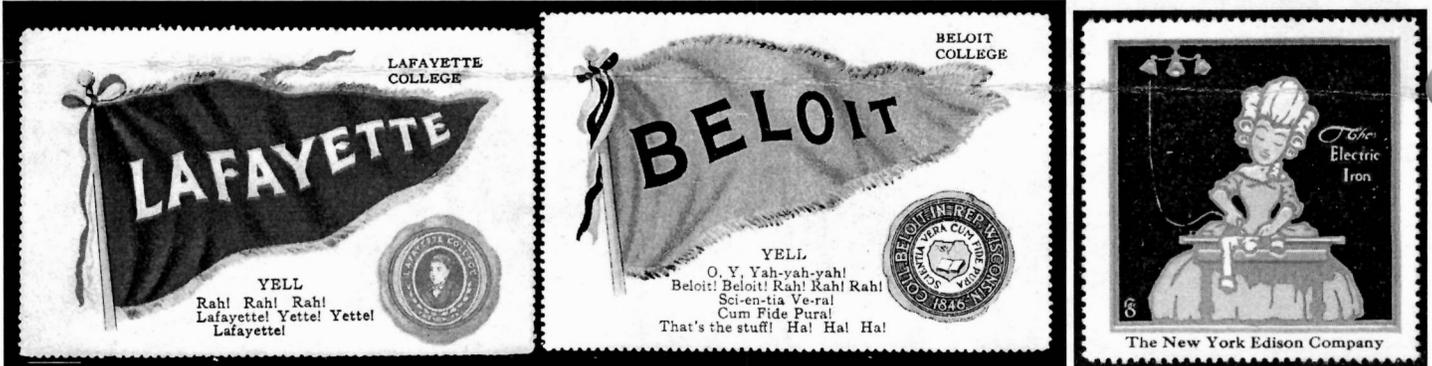
45 B4310 C4856 \$9.



46 B2163 B2444 \$8.

47 B2165 C2446 \$8.

48 B2157 C2438 \$7.



49 B1662 C1885 \$14.

50 B1614 C1837 \$14.

51 B3461 C3916 \$8.



52 B5549 C6189 \$15.

53 B5550 C6190 \$15.

54 B5552 C6192 \$15.

55 B3103 C3532 \$7.



56 B3090 C3518 \$20.



57 B2346 C2638 \$10.



58 Astor Cup 1915 \$45.



59 B4571 C C5153 \$20.



60 B4495 C5072 \$8.



61 B4501 C5078 \$5.



62 B4496 C5073 \$8.



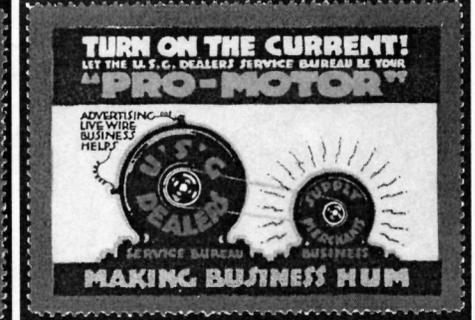
63 B4505 C5082 \$8.



64 B4266 C4804 \$7.



65 B5282 C5897 \$7.



66 B5280 C5895 \$7.



67 Clean-Up 1915 \$5.



68 B3138 C3572 \$9.



69 B1533 C1748 \$4.



70 B1782 C2009 \$4.



71 B3860 C4332 \$7.



72 B949 C2009 \$4.



73 nib Lake Sunapee NH. \$7.



74 B4343 C4890 \$15.



75 B2055 C2312 \$10.



76 B2968 C3376 \$10.



77 B4104 C4604 \$10.



78 B3462 C3917 \$8.



79 B3459 C3914 \$8.



80 B2997 C3405 \$7.



81 nib C5995 \$15.



82 B2247 C2530 \$8.



83 B2240 C2523 \$8.



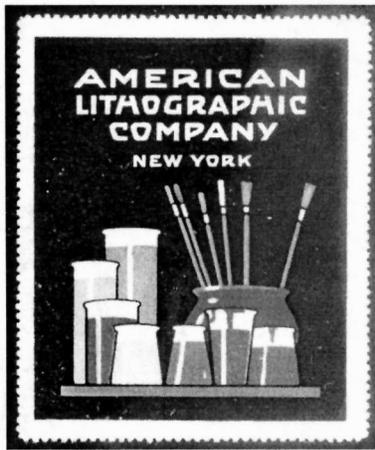
84 B2889 C3237 \$8.



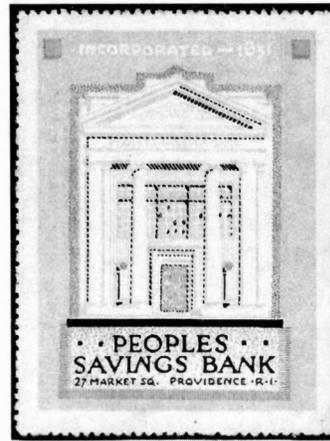
85 B3029 C3451 \$9.



86 B4738 C5363 \$12.



87 B144 C159 \$30.



88 B3929 C4402 \$7.



89 B5007 C5603 \$15.



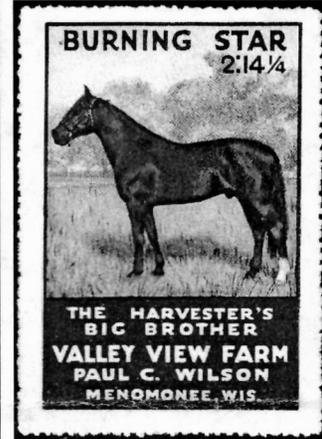
90 B3129 C3561 \$8.



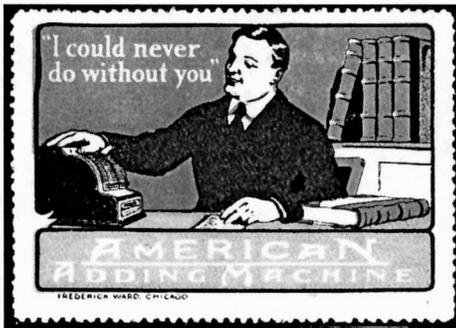
91 B4115 C4617 \$12.



92 not in Bradbury \$12.



93 B5317 C5936 \$8.



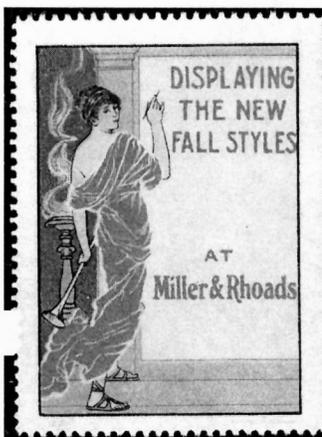
94 Amer. Adding Machine. not in Bradbury \$8.



95 Geisha Crab. die-cut. \$10.



96 Arizona State Fair 1917 \$10.



97 nib C3016 Kaufmann #22. \$15.



98 B4886 \$45.



99 B1118 C1249 \$9.



100 B1123 C1254 \$9.



101 B4582 C5154 \$10.



102 B4585 C5167 \$20.



103 B4604 C5188 \$10.



104 not in Bradbury \$15.



105 Trojan Gummed Paper \$7.



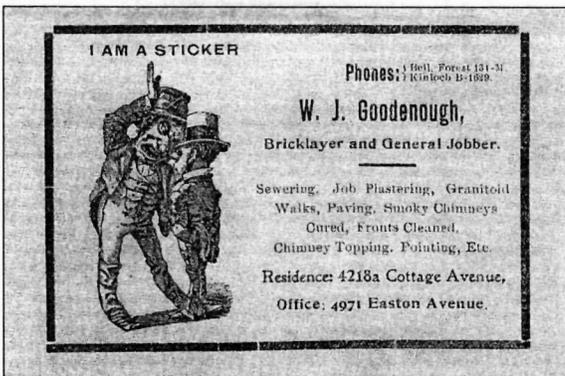
106 Hammermill Bond \$6.



107 Erie PA \$8.



108 B3804 \$7.



109 Goodenough (St. Louis). ca 1902 80 x 120. black on blue \$20.



110 S132 ca 1902. 90 x 78 mm. St. Louis. blue \$25.



111 1904 World's Fair blue \$9. 112 same. red \$9.



113 Huebel's. St. Louis blue. 45 mm \$20.



114 Hart Hat. St. Louis 87 x 87 ca 1902. \$15.



115 Belcher. St. Louis. 41 mm ca 1902. \$20.



116 Germany Roeder \$10.



117 Germany Roeder2 \$10.



118 (Czech) Prague. \$8.



119 (Russia) 1914. \$7.



120 Germany Brennabor bicycle \$9.



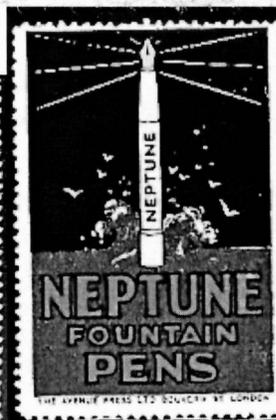
121 Germany Brennabor auto. \$9.



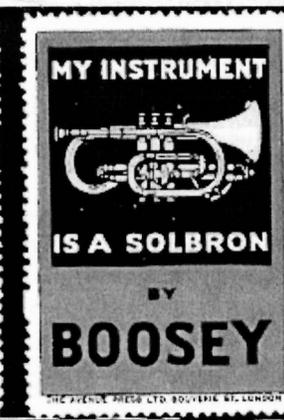
122 Germany. Titanic. \$35.



123 Germany S. M. Kaiserliche. \$12.



124 England. Neptune pens \$8.



125. England Boosey \$8.



126. Germany. 1914. \$7.



127 Germany Adler. Omnibus \$9.



128. Zurich rowing 1924. \$7.



129 Germany. Goerz camera. \$7.