

Collecting Poster Stamps

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

Number 42

December 2018

Nursery Rhyme Poster Stamp Set

A variety of United States advertising poster stamps from 1914 and 1915 feature nursery rhymes and children's stories. Most advertise books or newspaper series such as Mother Goose by Volland, Bedside Story Books by Burgess, Rand McNally's many children's books, and the New York Globe's stories. Many stamps are not advertising rather they tell the story, for example those published by Picture Paster Publicity Co., Postaco, Stampkraft and Wentz.

The focus here is on a set of 10 nursery rhyme advertising poster stamps copyrighted in 1915 and employed in an unusual manner—a “collect for prize” contest similar to the later trading stamps craze.



Cinderella.

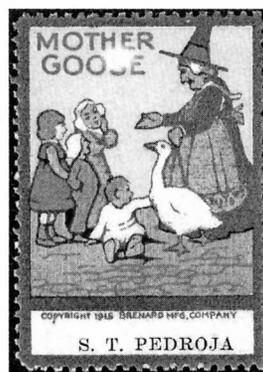
Jack & Jill.

Little Bo-Peep.

Little Jack Horner.



Little Red Riding Hood.



Mother Goose.



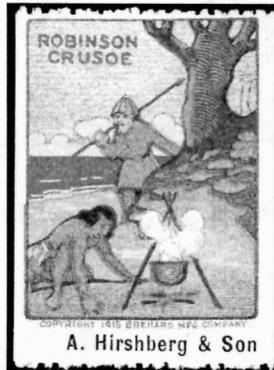
Old Mother Hubbard.

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(508) 754-2954, e-mail rbposterstamps@gmail.com

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Old Woman who lived in a shoe.



Robinson Crusoe.



Tom Thumb.

These nursery rhymes ephemera are advertising poster stamps because the images are poster art used to advertise a specific merchant. They were meant to be stuck into albums supplied by this merchant. I do not know if they were also stuck on a merchant's correspondence or distributed in other ways. However, I have seen these stamps without a store imprint implying distribution to a broader collecting audience.



These are stock poster stamps with space at the bottom for a merchant's name. These stamps are 45 mm. high by 31 mm. wide although some copies are bigger or smaller.

"Copyright 1915" and either Brenard Mfg. Co. or Coml. Ad. Bureau is printed below the image. Presumably these are the printers although I have found no information about these companies. I have seen all ten stamps with Bernard Mfg. Co. and the store imprint "S. T. Pedroja." The set with the store imprint "A. Hirshberg & Son" includes seven stamps with Coml. Ad. Bureau and three with Bernard Mfg. Co.

I have seen stamps with five different imprints, none of which specify a city or town. However, the imprint S. T. Pedroja is a drugstore in Hill City, Kansas (fide Google Books). I have also seen these stamps without any imprint.

Auction #33

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 December 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 B3901 C4374 \$25.



2 B3895 C4368 \$20.



3 B3189 C3625 \$20.



4 B5001 C5597 \$20.



5 B3291 C3735 \$20.



6 B5051 C5647 \$20.



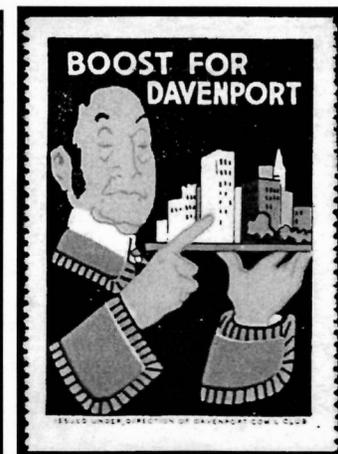
7 B5647 C6290 \$20.



8 B4644 C5228 \$17.



9 B1889 C2123 Mucha \$30.



10 B1301 C1496 \$15.



11 B1195 C1369 \$20.



12 B1136 C1308 \$15.



13 Federated Press Canada \$8.



14 Herald Press Canada \$9.



15 Herald Press Canada \$9.



16 Herald Press Canada \$19.



17 B4860 C5497 \$6.



18 B4862 C5498 \$5.



19 B4863 C5499 \$8.



20 B4865 C5501 \$8.



21 B4431 B4999 \$8.



22 B2551 C2856 \$20.



23 B1008 C1136 \$12.



24 Purity Flour. Canada. \$7.



25 B745 C865 \$5.



26 B2431 C2725 \$5.



27 B4020 C4494 \$8.



28 B1502 C1713 \$12.



29 B570 C663 \$9.



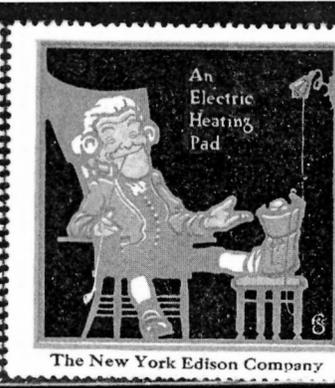
30 B5123 C5313 \$6.



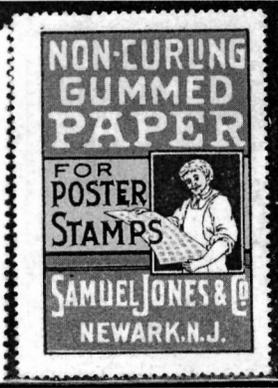
✓ 31 B3457 C3912 \$6.



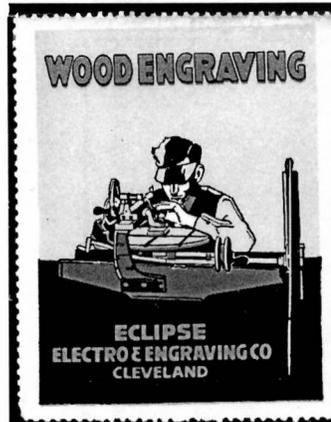
✓ 32 B3464 C3919 \$6.



✓ 33 B3460 C3915/\$6.



34 B2617 C2928 \$7.



35 B1434 C1637 \$12.



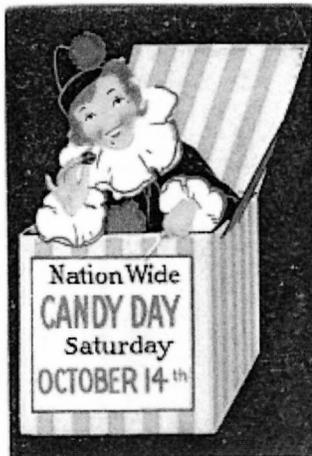
36 B1431 C1634 \$12.



37 B4380 C4942 \$5.



38 B4384 C4946 \$5.



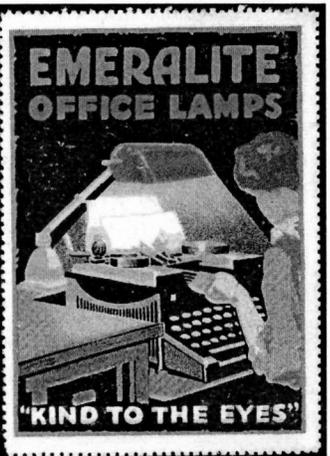
39 nib Candy Day (1916). \$6.



40 B389 C440 \$15.

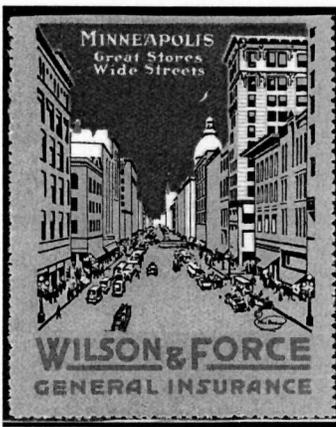


41 Purity Flour. Canada. \$7.



42 B1538 C1753 \$8.

X



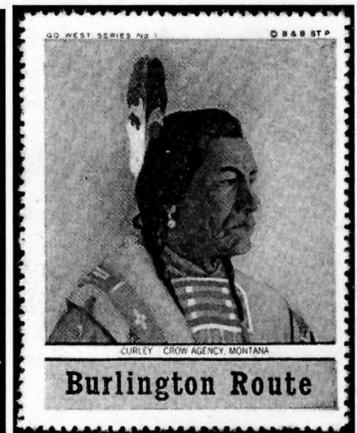
43 B3217 C3655 \$8.



44 B3218 C3656 \$8.



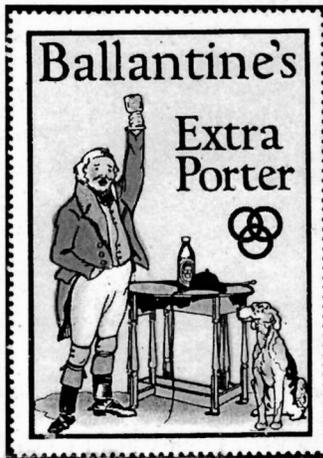
45 B3232 C3672 \$9.



46 B786 C907 \$9.



47 B266 C290 \$9.



48 B265 C289 \$9.



49 B1211 C1385 \$7.



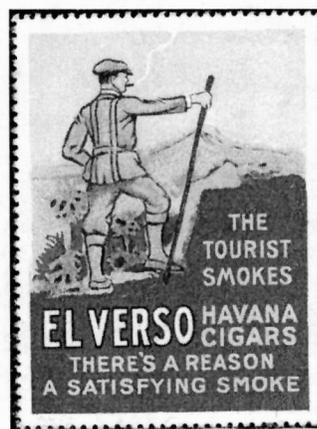
50 B1403 C1606 \$8.



51 B275 C5551 \$8.



52 B277 C5553 \$8.



53 B1454 C1659 \$7.



54 B4592 C5174 \$9.



55 B1453 C1658 \$7.



56 B1451 C1656 \$7.



57 B5725 C6406 \$5.



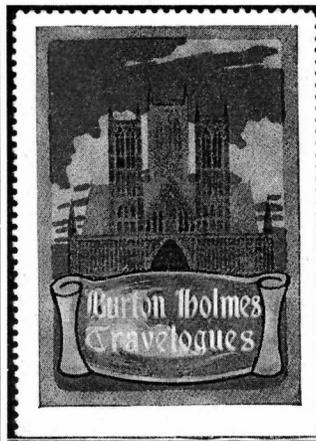
58 Dairy Expo. St. Paul \$7.



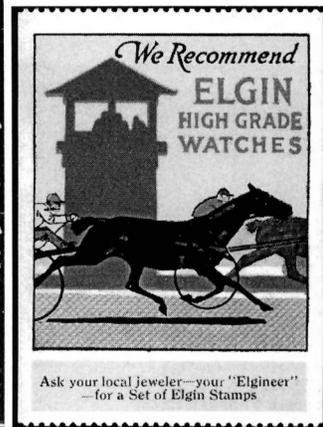
59 B4004 C4478 \$7.



60 B5586 C6230 \$4.



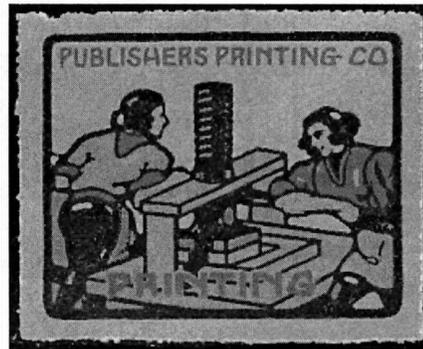
61 B821 C940 \$9.



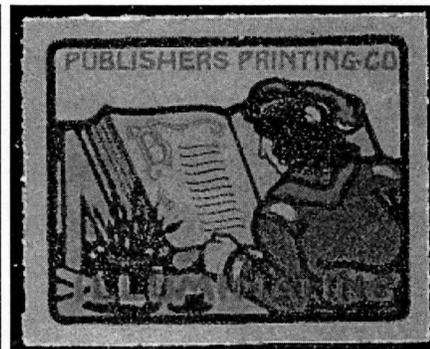
62 B1474 C1680 \$8.



63 Engraving B4159 C4682 \$20.



64 Printing B4162 C4691 \$20.



65 Illuminating B4160 C4688 \$20.

Gold backgrounds. First issue of this set that also comes with yellow or green backgrounds. Perforations on this set are tiny so when these rare stamps are seen the margins are usually damaged. Margins on these 3 stamps are the best I have seen.



67 B4889 C5516 Steiff toys. \$35.



68 Columbus Auto Show \$8.



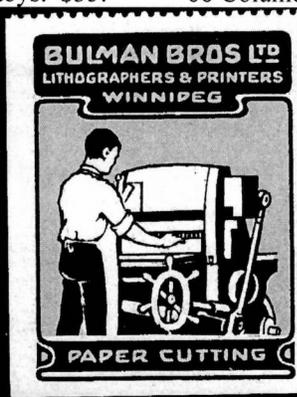
69 Cleveland Auto \$7.



70 Buffalo Aviation. 1929. \$12.



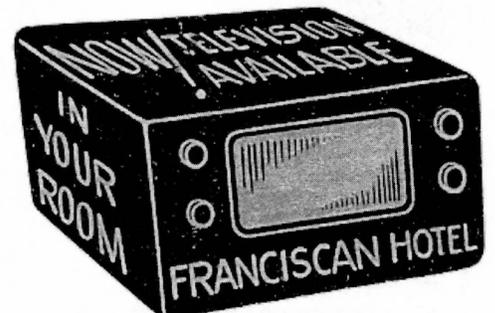
71 (Canada) Polishing. \$7.



72 Paper Cutting. \$7.



73 Designing. \$7.



74 die-cut television ca. 1940s \$7.



75 B4575 C5157 \$12.



76 B4573 C5155 \$12.



✓ 77 B2093 C2363 \$7.)



78 B4969 C3010 \$9.



79 B4975 C3012 \$7.



80 B4980 C3018 \$8.



81 B2689 C3028 \$15.



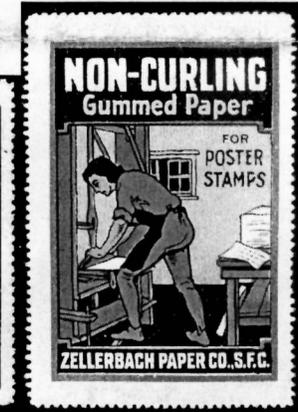
82 B5305 C5929 \$4.



83 B5307 C5926 \$4.



84 B5308 C5927 \$4.



85 B5760 C6430 note imprint \$15.



87 B3644 C4102 \$8.



88 B3669 C4127 \$6.



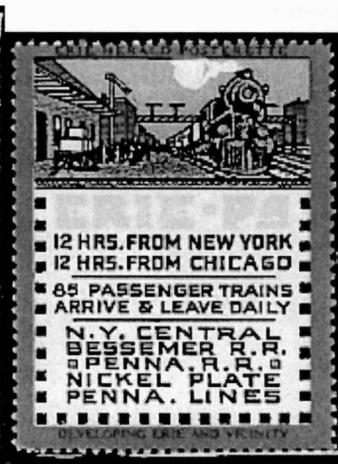
89 B3677 C4135 \$6.



90 die-cut elephant ca 1930 \$6.



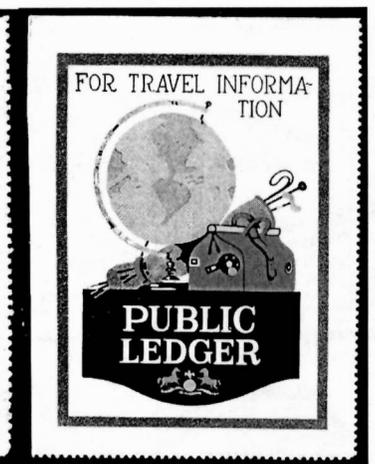
91 B152 C167 \$30.



92 Erie railroads \$6.



93 Dando. nib. C1492 \$15.



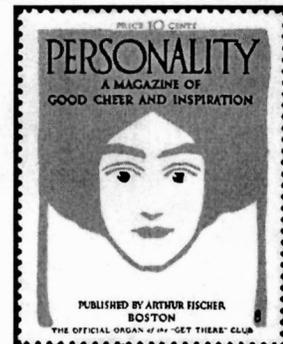
94 B4152 C4671 \$15.



95 Army Tournament. 1910. \$12.



96 B2341 C2633 \$15.



97 B1779 C2006 \$8.



98 B4467 C5044 \$20.



99 B4469 C5046 \$20.



100 B4395 C4958 \$7.



101 B4491 C5068 \$25.



102 B2054 C2310 \$20.



103 B2052 C2308 \$20.



104 B5723 C6423 \$15.



105 Memphis Cotton 1933 \$8.



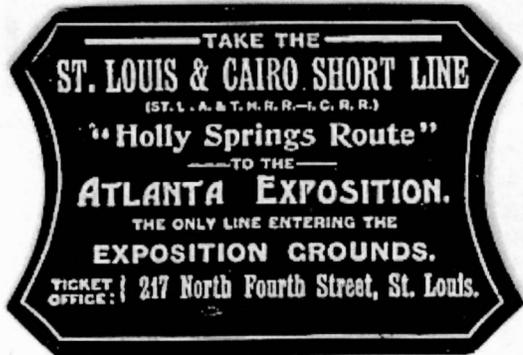
106 B2701 C3042 \$6.



107 B2468 C2763 \$7.



108 B1793 C2021 \$7.



109 St. Louis & Cairo Short Line. Atlanta Exposition (1895) 50 x 75 die-cut. \$45.



110 St. Louis. Mermod & Jaccard. ca. 1902 26 x 52 red & gold \$7.



111 Lynch Co. St. Louis ca 1902 37x 37 green \$6.



112 St. Louis Remmers ca 1902 50 x 50 \$6.



113 Rauth Printing ca 1902 black on red \$6.



114 St. Louis ca 1902 blue on white 50 mm \$12.



115 Missouri Trust St. Louis red on white 76 x 72. ca 1902 \$20.



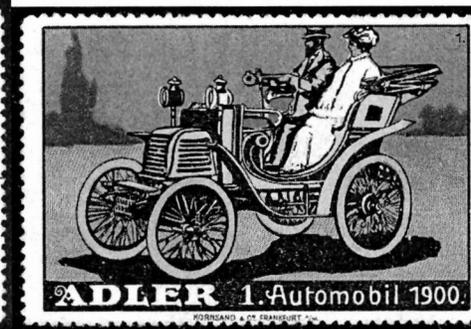
116 Merchants Express St. Louis ca 1902 70 mm. red on white \$15.



117 A. Selige. St. Louis ca 1902. 55 x 64. green on white. \$30.



120 England Sutcliffe Fans \$7. 121 Holland R.A.I. auto. \$7. 122 Germany Printer's Devil \$10. 123 Holland. Cacao. \$6.



124 Germany Limusine Adler \$8. 125 Germany Adler Automobile 1900. \$8. ✓ 126 Germany Essig beer wagon \$7.



127 France 1914. \$6. 128 Germany. 1912. \$6. 129 New Zealand. \$10. 130 Germany. Sporthaus. \$6.



131 Canada. McArthur. \$7. 132 Denmark. Willy. \$7. 133 Sweden. 1912 Olympics. \$9. 134 Czech. Unor. \$6.



135 Olympics Athens 1906 \$12.



136 Olympics Berlin 1916 \$9.



137 Olympics Swiss. 1920 \$9.



138 Olympics Antwerp 1920 \$8.



139 Olympics Amsterdam 1928 \$6.



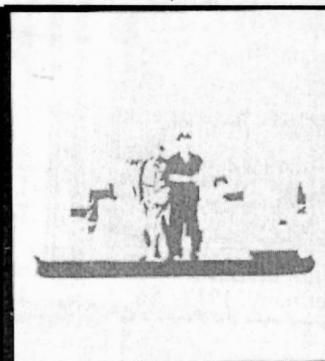
140 Olympics St. Moritz 1928 \$6.



141 Olympics Lake Placid 1932 \$6.



142 Olympic Trials Yachts Long Island NY 1936. \$6.



Progressive proofs (17 different poster stamps showing the addition of each color to the finished poster stamp. All printed on gummed paper. 9 of these stamps show a single color. 8 stamps show the result of adding each color. The stamp on the right above is the finished stamp.)

143 Mid States Gummed Paper Co. ca. 1940. 17 individual stamps. \$20.



144 B5350 Velvet #26 \$6.



145 B5358 Velvet #34 \$6.

A Selection of Santa Claus poster stamps 1914-1915



145 Christmas Joy 1914 \$5. 146 Merry Christmas 1915 \$4. 147 A Happy Christmas 1915 \$4.



148 Happy Christmas 1915 \$4. 149 Do not open 1915 \$4. 150 Merry Christmas 1915 \$4. 151 Volland. Jolly 1914 \$6.



152 Do not open 1915 \$4. 153 A Merry Christmas \$4. 154 A Merry Christmas 1915 \$4. 155 Canada Purity Flour 1915) \$8.