

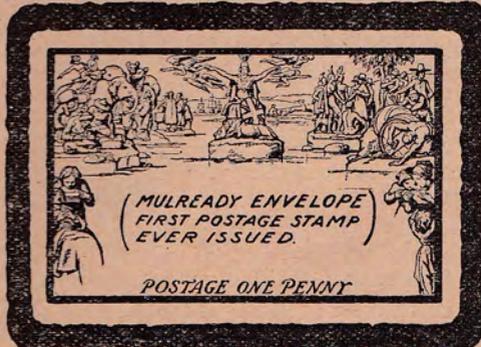
**Walter
Meyner**

**Designer and
Illustrator**

**120 Nassau St
New York City**

**Designs For Poster
Stamps Posters and
All Advertising Matter
OOOO Book-Plates O**

POSTER STAMP BULLETIN



**POST OFFICE ADDRESS
LOCK BOX 365
YONKERS-N.Y.**

Fair Warning!

Our President is so busy that he begs indulgence if replies to its ads are not handled as promptly as you desire. He promises, however, a good postage stamp free to all who do answer and that relations will be mutually satisfactory to those who have the patience to wait. He has the stamps and welcomes correspondence.

Here is our Announcement.

We buy collections and wholesale lots add what we need to our own collection of about 10,000 varieties, and exchange or sell the duplicates. Having no office rent to pay and having a salary from our business, we can afford to be more liberal than a dealer who has to make a living from stamps. Our President, Mr. L. A. Beebe, is a member of the A. P. S. and S. P. A. and promises you a run for your money.

Perhaps we should add, to avoid confusion, that this advertisement refers exclusively to Postage Stamps, although we are naturally interested in Poster Stamps.

THE  CO.
YONKERS, N. Y.

Oh! Yes! We forgot the Post Script.
Send for copy of the B-B Occasional.
It's different and free.

Vol. I

July 1915

No. 1

Poster Stamp Bulletin

Official Organ of the Poster Stamp Exchange Society
Office of Pub. 64 Bruce Av. Yonkers, N. Y.

Annual Subscription, 25¢ - Single Copies, Each, 5¢ - Back Numbers Each 10¢

Advertising Rates upon Application to the Publishers

THE BEEBE CO.
YONKERS, N. Y.

Managing Editor, L. A. Beebe Yonkers, N. Y.
Ed. New Issue, Dept. J. Waldo Sampson, 132 Nassau St. N.Y.

PUBLISHED MONTHLY

Application made for Second Class mail privileges at the Yonkers, N. Y. Postoffice.

Exchange is solicited with all publications interested in this paper and one copy should be sent to the Secretary and one to The Printorium, Denison, Kansas: with notice to the former where Bulletin should be addressed.

The Evolution of an Idea.

About June 15th, your President hit upon the idea of securing a supply of poster stamps and by advertising in "Mekeels," "West," and "Stamp Journal," endeavoring to get in touch with postage stamp collectors who might be interested in a mild way in this, to him a side-line, and offering to exchange poster stamps on a basis of one cent catalogue value each for desirable postage stamps catalogued not less than five cents each.

About this time, in furtherance of this idea, he got in touch through a business deal, with the Dittman Color Printing Co., Incorporated, through their sending him a sheet of non-advertising stickers to show some of their work, and on June 18 the treasurer of that company, Mr. Elwood W. Baker, 'phoned him and said that Mr. Schneider was in the business and could supply advertising postage stamps in considerable quantities, he would like to meet Mr. Beebe and learn more clearly what he wanted and why.

Mr. Beebe made it a point to see Mr. Schneider that same afternoon and learning that he was interested in the publication of both advertising and non-advertising poster stamps, the second idea developed, i. e. the organization of a society whose members should have the privilege of sending to an exchange manager, their



The above is a sample of the most artistic and effective series of **Animal Art Stamps** that have been issued.

These stamps are reproduced by four color plates from selected photographs of animals taken in the NEW YORK ZOOLOGICAL PARK, which contains THE WORLDS GREATEST COLLECTION OF LIVING WILD ANIMALS.

Carefully prepared captions of thoroughly reliable information accompanies each stamp, giving the series REAL EDUCATIONAL VALUE.

Handsome album providing space for the complete series of 130 stamps, with ten of the series pasted therein, 15¢; postage 3¢.

The remaining 120 subjects sold in sets of 20 stamps each, 10¢ per set.

Address

Art Stamp Bureau

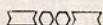
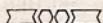
Dept. A.

New York Zoological Park
NEW YORK CITY

duplicate stamps and receive therefor, different kinds of poster stamps. It seemed to him manifestly fair if they who were in a position to secure poster stamps in quantities, should turn over such duplicates to an exchange manager and receive in exchange therefor, one-half as many all different. This would save them trouble and expense of postage of sending stamps to many places, by centralizing the source of supply and would give the exchange manager a way of building up his stock for exchange purposes for the benefit of the F. S. E. S.

Mr. Schneider agreed that this was a good plan and asked how it would affect the sale of non-advertising stamps. The immediate reply was, "That is idea number three, to appoint a sales manager of this society and give members the opportunity of purchasing non-advertising stamps at less than the regular retail prices.

Further consideration of the matter convinced your President that there was room for still another idea, four, and thereupon the activities of the society as planned by him, took well rounded proportions by the addition of a New Issue Service where those who were not in position to secure postage stamps to exchange with the Exchange Manager, might, by subscribing a small sum of cash, secure advertising stamps all different, and he thought 25c per 100 a fair price to charge for that service. This was agreed to, and upon being approached to act as manager of the New Issue Department, Mr. J. Waldo Sampson who had already agreed to act as Secretary of the Society provided he was not required to devote too much time thereto, said he had no objection and he was thereupon elected unanimously manager of that department. With these three departments, Exchange, Sales, and New Issue Service, provided for, it was only a step to the issue of a bulletin to keep the members advised of the activities of the Society and to carry with it a set of rules and a membership list. Just at this psychological moment, a copy of Philatelic Gossip fell into the hands of your president and he communicated with the publisher thereof, and without difficulty consummated an arrange-

A. W. DUNNINGBOULEVARD STATION
BROOKLINE, MASS.Member P. S. E. S. No. 2 and
A. P. S., A. E. S., B. P. S., C. P. S.,
L. P. A., M. P. A., S. P. A., H. C.,
N. E. P. A., U. S. R. S., J. P. S.**FINE STAMPS!****GOOD VARIETY!****LOW PRICES!**

20 var. Argentine (cat. 49c)	.22
29 var. Austria (cat. 42c)	.22
20 var. Chile (cat. 57c)	.22
19 var. China (cat. 42c)	.22
7 var. Dan. W. I. (cat. 44c)	.22
22 var. Dut. Indies (cat. 55c)	.22
14 var. Hayti (cat. 43)	.22
16 var. Mexico (cat. 52c)	.22
16 var. Nicaragua (cat. 70c)	.22
14 var. Paraguay (cat. 70c)	.22
20 var. Peru (cat. 46c)	.22
10 var. Siam (cat. 39c)	.22
Any 5 for \$1.00. All 12 for \$2.25	

**SPECIAL!***Hayti 3c orange, Scotts No. 156*

o. g. mint, a very scarce stamp.

Single copy 20 cts.

Block of four 75 cts.

ment for the publication by him of the Bulletin as the member's own paper.

Meanwhile, Mr. Schneider had interested some of his friends in the proposed organization of a Poster Stamp Exchange Society and on June 23 they met at lunch. Your President outlined the plans set forth above and to which they gave their hearty approval and said. "Go to it, Mr. Beebe, we will back the thing to the limit so long as you stick to conservative lines such as you have outlined."

By June 28th, your President had got in touch and received annual dues in advance from more than thirty proposed members and when the membership list went to press for the first edition of the bulletin, there were many charter members enrolled and their names and addresses appear in this number.

On June 23, your President consulted the artist, Walter Meyner, as to the design of an official stamp for use by the members of the Society and asked him to incorporate therein, the Mulready Envelope design as it was still his idea that membership in the P. S. E. S. should be recruited largely from the ranks of Philatelists. On June 25, the line cuts from which the first 5,000 official stamps were printed were delivered and order given to the printers who agreed to make delivery of this initial order not later than June 30. This edition was to be printed in black only on account of lack of time, but it is planned to immediately start on another edition to be printed in two or more colors and to be ready for issue not later than July 15.

Meanwhile, your officers had been approached and all, without exception, agreed to serve the new society to the best of their limited time and unlimited (?) ability.

The foregoing is a brief history of the organization of this society which your officers feel fits in at such a psychological moment that we are not over-optimistic in predicting a membership of 1,000 before the end of the year. If we can accomplish that we can safely adopt the slogan of the S. P. A., "Watch Us Grow." It is now up to you.

Better be the first to join from your locality and thus get a good start.

Among our Exchanges are

Editor & Publisher, New York.
Mekeels Weekly Stamp News, Boston
The Stamp Journal, Camden, N. J.
Philatelic West, Superior, Nebr.
Collectors Journal, Chicago.
Philatelic Gossip, Denison Kans.

Subscriptions to above or any other
periodical will be given

"*PERSUN--AL*" ATTENTION

F. G. PERSUN

563 Walnut St.

ELIZABETH, N. J.

✉ Submit your list for club rates.

WANTED

The Wilhelm Advertising Co. will
pay liberal cash compensation for in-
formation leading to the obtaining of
advertising orders on any of the fol-
lowing items:—

- (1) Newspaper and Magazine Ad-
vertising.
- (2) Direct-by-Mail Advertising.
(Booklets, folders, letters.)
- (3) Photographic work—taken any
where.
- (4) Advertising—Illustrating.

Wilhelm Advertising Company

60 LIBERTY STREET
NEW YORK

OFFICERS.

PRESIDENT	- - - -	L. A. Beebe
VICE PRESIDENT	-	A. W. Dunning
TREASURER	- - -	C. V. Webb
SECRETARY	-	J. Waldo Sampson
EXCHANGE MANAGER	-	C. Travis Brown
SALES MANAGER	-	Robert Thomas
New Issue Manager		J. Waldo Sampson

List of Members. No. 1.

1. L. A. Beebe....64 Bruce Ave., Yonkers, N. Y.
2. A. W. Dunning.....Boulevard Station, Brookline, Mass.
3. J. Waldo Sampson.....132 Nassau St., New York City
4. C. Travis Brown.....Lock Box No. 365, Yonkers, N. Y.
5. W. D. Rodier...43 Leonard St., New York City
6. C. R. Schneider...345 Fifth Ave., New York City
7. A. V. Dworak.....Denison, Kansas
8. Adelbert Porter.....201 West 79th St., New York City
9. Walter Meyner...150 Nassau St., New York City
10. Elwood Baker...251 West 19th St., New York City
11. Leta Frances Fulton.....112 Saratoga Ave., Yonkers, N. Y.
12. Wilbur G. Barber.....93 Elliott Ave., Yonkers, N. Y.
13. C. V. Webb.....Perry, Ohio
14. C. N. Beebe.....602
Bank of Ottawa Building, Vancouver, B. C.
15. L. T. Brodstone.....Superior, Nebraska
16. Raymond N. Tucker.....549 Birr St., Rochester, N. Y., (Shut-in)
17. Mary D. Beebe.....Ardsley on Hudson, N. Y.
18. L. F. Deutzman.....196 Jassamine Ave., Yonkers, N. Y.
19. F. E. Douglas...751 Sixth Ave., New York City
20. C. B. Woodrow...138 East 38th St., New York City
21. E. D. Roser...308 West 82nd St., New York City
22. F. A. Coolidge...308 West 82nd St., New York City
23. Edgar V. Beebe.....254 Tremont St., No. Tarrytown, N. Y.
24. James W. Hughes...345 Fifth Ave., New York City
25. Elizabeth K. Cleland.....40 Bruce Ave., Yonkers, N. Y.
26. George H. Thomas.....95 Landscape Ave., Yonkers, N. Y.
27. Mrs. L. N. Beebe.....Hammondsport, Steuben Co., N. Y.
28. Mrs. J. S. Longyor.....160 Brunswick St., Rochester, N. Y.
29. Alfred N. Wilhelm.....2035 65th St., Brooklyn N. Y.
30. James W. Brown, Jr.....234 Valentine Lane, Yonkers, N. Y.
31. Mrs. Lee Simpson.....No. 40 Bruce Ave., Yonkers, N. Y.
32. B. B. Neal...963 E. 17th St., Brooklyn, N. Y.
33. J. F. R. Boniface.....18 South St., Morristown, N. J.
34. H. F. Root, P. O. Box 188.....Hope, Idaho
35. Ray B. Wilder...64 Bruce Ave., Yonkers, N. Y.
36. William Kaufman...Ruby & Rolfe St. Morsemere, N. J.
37. F. Leslie Rowe...407 East 4th St., Flatbush, L. I.



YOUR OPPORTUNITY!

55% to 70% off Catalog.

	Cat. price	My price
BAHAMAS.		
½d Edward unused mint	.06	.02
JAMAICA.		
2½d blue King George		.02
3d George "white back"	.18	.07
6d George chalky paper	.20	.08
1 shilling George	.40	.18
UNITED STATES.		
1895, 50c orange	.25	.10
50c red orange	.25	.10
1902 \$1 black	.40	.18
1908-9, 50c Washington	.25	.10
\$1 Washington	.40	.18
13c unused mint		.17
TRINIDAD.		
1869, 5 shillings (Scott 56)		
one straight edge, light		
dated postmark	7.50	2.00
Postage extra on orders under 50c.		
Return anything not satisfactory.		

J. O. SAMPSON

132 Nassau St., NEW YORK

RULES OF THE P. S. E. S.

1. MEMBERS SHOULD REMEMBER THAT FIRST RULE OF SOCIETY IS THAT POSTAGE MUST ACCOMPANY ALL ORDERS OR LETTERS REQUIRING REPLY. ONE STAMP IS A SMALL ITEM TO YOU BUT WITH HUNDREDS OF LETTERS GOING OUT POSTAGE IS A SERIOUS MATTER TO YOUR OFFICERS, WHO ARE UNPAID.

2. Branch Societies consisting of not less than ten (10) members living in one locality may be organized and will be given special privilege as follows:

Name and number of the Branch, with the membership member of its Secretary will appear prominently in this Bulletin, as follows.—

Branch 1, Yonkers P. S. E. S., Membership 12, Secretary Member No. 26. Data in regard to each Branch may be changed from month to month upon notice to Secretary Sampson.

Samples of all Poster Stamps reaching the Manager of New Issue Department will be mailed weekly to the Secretary of each Branch and need not be returned or accounted for.

The Manager will also from time to time send to the Secretary of each Branch as many stamps as are desired by the members of that Branch (but no order to be for less than a total of 200 stamps) in any desired assortment, and provided said Branch keeps a credit balance and deposit with him sufficient to pay for such orders at 25c per 100. This to avoid book-keeping.

Full sets of all non-advertising stamps registered for sale with the Sales Manager will be sent to the Secretary of each Local Branch as fast as received by him at the nominal charge of 25c per dozen sets (including postage) and from these samples other sets may be ordered for the members of the Branch or for sale to others by the Secretary of the Branch and will be supplied in quantities of not less than one dozen sets at a time (assorted if desired) at the special price of 36c per dozen sets.

These sales through the Secretary of the Local Branch are made to encourage the formation of such Locals and to save time for the Sales Manager whose time is valuable.

Locals may bunch their duplicates and send to the Exchange Manager in lots of not less than 100 for exchange the same as by an individual member, thus saving postage and getting rid of duplicates more promptly than an individual member can.

While the names of Locals will be printed in the order in which their formation has been reported to Secretary Sampson, exception will be made in favor of the Local, or possibly 2 or 3 Locals with the largest memberships, which will head the list each month. Who will top the list for next month?

Proposals of members, when accompanied by initiation fee and annual dues will count in number of members for Local without waiting for ten days to elapse after publication of their names in the Bulletin as proposed, but in no other respect will they be considered members until 10 days after such publication and no objections being received by Secretary Sampson.

3. Proposals for membership may be made by anyone who has been proposed for membership in regular form and endorsed by a Member.

The names and addresses of all proposed members, with their Society number will appear in the Bulletin at the first of the month following receipt of their dues by the Secretary, and if no objection is received by him within 10 days after

mailing out of the Bulletin, they will be considered elected in good standing and their membership number made permanent. Meantime, and as a receipt for initiation fee and dues for the current year 25 Official Stamps will be mailed to the proposed member together with tentative membership number and a supply of application blanks so that he or she may proceed at once to invite others to join our fast-growing ranks.

An attractive button has been designated by the Official Designer of the Society and will be issued and sent to all members as soon as the membership and the funds in the treasury will warrant the expenditure of \$25, for this purpose. Contributions to a special fund for this purpose may be made if desired and will be acknowledged in the columns of the Bulletin and those so contributing will be entitled to receive a credit of the full amount of their subscriptions of not less than \$1.00 each in either the New Issue or Sales Departments. Shall we have those buttons soon or wait until the surplus in the treasury warrants? It is up to you. The treasury surplus will grow slowly because it requires half the annual dues to mail out the Bulletin, in addition to printing the Bulletin, issuing the Official Stamps, etc.

Should objection be made to Secretary Sampson and sustained against any member proposed that members number will be reassigned and notice will be published in the Bulletin so that all members may keep their lists of members revised. Initiation fee and dues will, of course, be refunded in such case, which we feel sure will be extremely rare.

4. All members elected will be entitled to receive the Monthly Bulletin so long as their dues are kept up and as far as possible back numbers of the Bulletin will be sent to all members upon election. None but members shall receive a copy of the Bulletin except upon payment of subscription price, applications to be made to Secretary Sampson.

Extra numbers sent to Members shall be charged for at the same rate.

SAVE YOUR BULLETINS FOR REFERENCE.

5. Annual dues shall be payable on January 1st of each year and members not remitting same promptly will be reminded thereof by the Secretary and if unpaid on March 1st their names shall be dropped from the membership rolls and notice thereof (by number only) published in the Bulletin so that the membership roll shall at all times contain only the names of live, interested members.

6. Members are entitled to the full use of the three Departments.—Exchange, New Issue, and Sales, as follows:

(a) The Exchange Department will receive from any member desirable stamps (and we are sure no member will send any others) in lots of not less than 100 (lots may consist of one or more varieties) and after deducting for any which he considers not available to send to other members, will send to the members one-half as many of all different stamps as he retains. Any which he so sends out may again be returned (with lots of not less than 100) and full credit (not half as before) will be given provided such stamps received from the Exchange Manager are separated and so indicated when returned.

(b) The Secretary, as Manager of New Issue Service, will send to all members so desiring such advertising stamps as are supplied to him by firms and individuals issuing them at the uniform charge of 25c per 100. Any stamps so sent out by the New Issue Service are exchangeable with the Exchange Manager stamp for stamp if sent with lots

of 100 or more to the Exchange Manager and designated at the time of ending as being stamps received from the New Issue Department. (Don't forget that return postage, please.)

(c) The Sales Manager will supply members with sets of non-advertising stamps at a reduction from list price of from 20% to 50% according to the number of sets ordered at one time. Lists and samples may be obtained from him upon request. He will also supply to members at reduced prices albums listing from 10c to \$1.50 each.

The Sales Manager will not receive any stamps for exchange, nor will the Manager of the New Issue Service, but the Exchange Manager will send to members one set of non-advertising stamps from the Sales Department list for any two sets of such stamps returned to him.

7. Until further notice, each proposal for membership received, accompanied by initiation fee and dues will entitle the proposer to 10 Official stamps in addition to the 25 sent to the new member proposed; and the names of those proposing the most members from month to month will be carried on an honor roll in the Bulletin.

8. The publication of the monthly Bulletin shall be under the supervision of the Secretary and advertisements therein which will not, in his opinion, interfere with the primary object of the monthly announcements to the members will be accepted on such terms and conditions as he may from time to time determine, depending of course as to price upon the circulation, but members shall be given first consideration both as to space and price charged. No contracts shall be made for more than three issues at a time. Until further notice, a limited amount of advertising will be accepted (but is not solicited) at the rate of 10c per agate line, with a reduction of 50% therefrom to members.

9. Purely as an experiment, and not necessarily to be continued, the Exchange Manager is open to offers of desirable Postage Stamps catalogued at least 5c each by latest Scott catalogue, and for all such stamps which he can use will send in exchange desirable Poster Stamps at the rate of 1c catalogue value for each Poster Stamp, and will exchange stamp for stamp any of his sending which are returned promptly as being duplicates.

Proposals for exchange of advertising space may be made to the Secretary. The rule "no free copies of Official Organ" will be strictly lived up to, but copies of No. 1 will be LOANED to anyone interested, and are expected to be returned promptly. Address the Secretary on business letter head.

Inquirer asks if I never send anything in the line of Poster Stamps on approval. To be sure I do; just send that reference from someone with a business on his letter-head and I'll gladly forward a large album and ten beautiful sets of stamps. If you want the whole outfit remit 50c and we are square. Mail that request, with reference and return postage, today to L. A. Beebe, 64 Bruce Ave., Yonkers, N. Y.

Work Horse Posters.

I have hitched up some little posters to work-wagons. They pull fine, so let me tell you about them and the jobs they do.

First off, I sell all the Lily Cups that find their way to the water coolers of New York. My customers are the banks, the brokerage houses, the finer business offices, the theaters, the swell private schools and the Christian Science Churches,—every place where a little “bull” is needed.

You see, Lily Cups are a little modern luxury. They are individual paper glasses, the nicest in the world, but inexpensive



enough for the well-to-do to use once and throw away.

One thousand cups are sold for \$3.50, and delivered by hand by colored boys in green uniforms. You see these fellows here and there in the Subway.

Naturally I have thousands of little accounts and since my profit is small I should be face to face with the sheriff unless I get them all in quickly and simply. Here's where my little posters help me. I clap them on invoices.

The 5% one is the biggest puller. I make him haul all my \$3.50 bills and it is surprising how many he pulls in. I don't know



whether folks like his looks or not but if a customer doesn't pony up when he is offered eighteen cents saving on a \$3.50 bill I figure that he's in a bad way and put him on the C. O. D. list.

“3% off for Spot Cash” takes care of the bigger bills. In quantities Lily Cups sell at so little there would be nothing left to buy stamps with if a larger discount were given. The big corporations can't all pay spot cash,—they have so much routine that it would cost more than the amount of the invoice to hurry a bill through, so

“3% Cash, 2% Ten, Net Thirty” keeps the



Spot Cash from being too flexible. It calls for fair play.



"Thank you Kindly" is the only circus horse in the bunch. It gets good will and another order. Lily Cups are sold on the customers good will and my people's service.

I find the little posters as good as one bookkeeper or two accountants. They sure haul home the bacon.—ERRETT.

Wants by Members.

Below is a list of members and the kind of stamps they are interested in. Members number, name and "want" listed here for 10 cents. Address will be found in list of members.

1	L. A. Beebe	Expositions.
26	Geo. H. Thomas	Moving Picture Stars
31	Raymond N. Tucker	Postage Stamps
20	C. Blair Woodrow	Refrigeration
2	A. W. Dunning	Societies
6	C. R. Schneider	Exhibition Poster
14	Chas. N. Beebe	Electrical
17	Mary D. Beebe	Birds
18	L. F. Deutzman	Printing
22	F. A. Coolidge	Foreign Posters
21	E. D. Roser	Transportation
24	Jas. W. Hughes	Educational
27	Mrs. L. N. Beebe	Aeroplanes
33	J. F. R. Boniface	Precanceled Postage

The Future of the Poster Stamp.

Readers who are skeptical as to the status of poster stamp collecting may well derive enlightenment from the fact that the services of the foremost English decorative artist, Mr. Frank Branjwyn, A. R. A., have been enlisted for the designing of two beautiful poster stamps, which have been reproduced in aid of a fund for supplying the Allies' soldiers with tobacco, etc. These stamps are sold at a penny each, one showing the exodus of the refugees from Antwerp, after the bombardment of the city by the Germans, and the other representing a British force on the march near Dixmude.

As one of the WEST advertisers remarks, speaking of this attractive hobby, one should start collecting now as numbers of stamps which are common today, may be scarce tomorrow. There can be no more delightful hobby for children, attractive and educational as it may easily be made, for the range of stamps is universal and quite wonderful are the effects that can be secured by the artistic presentation of scenes and symbols connected with every phase of life or industry.

Mr. John Hassall, one of the foremost British artists, says: "Artists certainly have a chance with the poster stamp; it is a form of decoration that photography can never creep into as it has into black and white. It is not easy work; in fact it needs the master hand of craftsmanship and a fine sense of color to get the right effect in such a small compass. It is like miniature portrait painting, which requires ever so much more study than a big portrait."

From the standpoint of the theory of evolution, it seems strange that the poster should develop from big to little, from the thirty-two sheet of boardings to the tiny poster stamp. But we live in an age of condensed forms. Glancing through the Philatelic WEST we frequently find examples of wisdom in a nutshell! It seems, therefore, only natural that the posters themselves should shrink into miniature, capable of being posted on letters or parcels or paper, and so creep into the public eye in a quiet, unassuming, yet pleasing manner.

That the poster stamp is good adver-

Little Ads

10 cents per avate line 1 time. 20c for 3 times.
Display allowed. Prepaid always.

Two foreign covers free to inquirers who have precancelled to sell or exchange.

J. F. R. Boniface, 18 South St.,
Morristown, New Jersey.

Rubber Stamps, cushioned, 10c line, post-paid. Daters, 10c. Numberers, 10c, post-Send for type sheets. Douglass, 751 Sixth Ave., New York.

YES, we confess without shame that we publish both advertising and non-advertising Poster Stamps—for a consideration. Picture Paster Publicity Co., Inc.
345 Fifth Ave., New York.

Inquirer asks if I never send anything in the line of Poster Stamps on approval. To be sure I do; just send that reference from someone with a business on his letter-head and I'll gladly forward a large album and ten beautiful sets of stamps. If you want the whole outfit remit 50c and we are square. Mail that request, with reference and return postage, today to L. A. Beebe, 64 Bruce Ave., Yonkers, N. Y.

Don't think the Manager of the New Issue Department is going to be behind the times. He also has an approval selection of crack-a-jack new issues and will send 100 on approval against good business references, together with a neat album, and for this one trial lot you may remit cover posters and album, but only one of these lots sent to any member. If you wish this trial lot enclose 6c for postage and write to J. Waldo Sampson, New Issue Dept., No. 132 Nassau St., New York.

Proposals for exchange of advertising space may be made to the Secretary. The rule "no free copies of Official Organ" will be strictly lived up to, but copies of No. 1 will be LOANED to anyone interested, and are expected to be returned promptly. Address the Secretary on business letter head.

tising is shown by the fact that the general public are collecting them as they do postage stamps. And though at first people will collect all and every one issued, after a time those of superior merit will be collected in preference to those of less artistic value. It should be the aim, therefore, to see that the designs are produced of the highest artistic merit.

The poster stamp, on account of its small size, is convenient for the designer, who is saved the technical trouble of having big flat washes of color to handle, while the design is so small that several alternative colorings may be tried. Such a thing would be impossible in a full-size poster design, or at least would entail a lot of extra labor.

Enterprise in this direction has naturally been seriously interfered with by the War, but the British Society of Poster Art deserves all praise for having shown to artists their unique collection of some Continental poster stamps, so that those who run may read, mark and learn as to the various sizes and shapes, though there are not and cannot be any hard and fast rules for either.

Poster stamps of U. S. battleships, and the special series reproduced from actual photographs of generals and important personages in the European war, actually enjoy a considerable vogue in America at the present time but in England the demand is mainly limited to purchases in the interest of war charities. On the Continent there are—or were before the War—countless shops where the stamps are sold singly, in strips or sheets, gummed and perforated like postage stamps. There were periodicals devoted entirely to this passion of a new philately. The variety of stamps is endless. The poorest child may indulge his hunger for beauty or color at the cost of a cent or two, or obtain hundreds of the stamps at a nominal price.

The artistic stamps have also been of a great education value; they have stimulated an interest in foreign language and geography. As was to be expected, the mechanical printer and the ordinary commercial designer began to flood the market with trashy labels, which find no favor with the sensible public. This matter naturally rests entirely with the collector, and if he

First in the Field
With a Worth-while Album
And Art Picture Book

A beautifully bound volume in red cloth, art cover, containing 60 pages size 10x12 with spaces for 336 Art Poster Stamps in colors.

A place for every stamp with description below, so that any child that can read will have no difficulty in placing the stamps.

The descriptions are both entertaining and instructive and range from Nursery Rhymes and Fairy Tales to Prehistoric Animals, famous Lighthouses of the World, all the different styles of Airships, Various Tribes of Indians, Dolls of all Nations, Dogs galore, Birds with plumage of many hues, Twelve different herds of Cows.

These are only a few of the pictures in sets of 12 that make up this wonderful Album, of interest to every member of the family. When all the stamps are affixed, each in its proper place, the joys of the book have only begun.

Ordinarily 28 sets of this grade of stamps would cost 5¢ each or \$1.40, but we have, by giving a large order, been able to fix price for both stamps and album (alone worth a dollar) at only \$1.50.

Particulars from
SALES MANAGER
 64 Bruce Avenue
 YONKERS, NEW YORK

supports the worthy efforts of designers and producers whose announcements appear in the WEST he cannot go far wrong.

—PHILATELIC WEST for July.



Get Into The Game!

It is reported that a dealer recently offered Dr. Carroll Chase \$15,000 cash for his collection of early U. S. postage stamps.

Dr. Chase got into the "game" early, and collected early U. S. stamps before the crowd made a rush for them. He picked up, for almost nothing, stamps that are now almost unobtainable and which command high prices when offered.

"The early bird" in any field always enjoys rich opportunities for securing items that will later prove valuable. Get into the poster stamp "game" NOW, and exchange some of your duplicate postage for beautiful poster stamps that may be obsolete and scarce in a year or two. NOW you can start a Poster Stamp collection practically without cost. NOW you can accumulate hundreds of interesting specimens at a trifling expense. A few cents and a little time invested NOW may yield you many dollars and a wealth of pleasure later.

"Get into the game" NOW.

Wanted! A Live Boy or Girl

*In Every Community, to act as
Secretary of Local Society.*

The work is pleasant, the hours you may suit yourself about, and the pay is just in proportion to the ability and effort displayed. An energetic youth can certainly secure 25 members at 25c each in any village with a population of say 1,000 or more, and we have many members in places of less than 500. Relatively, the smaller the place the more benefits the member has because it supplies the opportunity which the City member has right at hand of securing supplies of stamps. To be sure, many national advertisers are sending handsome stickers broadcast through the land, but they are only just making a beginning and naturally the large cities are receiving the most attention at first.

The Secretary of the Local Branch has the opportunity to build up his own collection without expense as to the Exchange Manager will be glad to send anyone taking up the matter actively 100 fine stamps to show to prospective members, and to exchange with the Secretary under the Rules for any duplicate he (or she, for the membership already contains the names of many girls and even some former girls and there is nothing to hinder a girl from becoming a Local Secretary) may secure. In accordance with the Rules, the Manager of the New Issue Department will put a Local Secretary on his list to receive new and interesting advertising stamps free as published,—and **most important of all**, the Sales Manager will furnish sets of non-advertising Poster Stamps at the nominal price of 3c per set for re-sale to members at the regular price of 5c (66 $\frac{2}{3}$ % profit to the Secretary) per set, or where the member takes 12 sets at a time at 50c the profit is still almost 40% to the Local Secretary.

An ambitious Local Secretary may go a step further and by an active canvas among friends sell the sets of stamps secured from the Sales Manager to non-members (also albums) or, by arrangement with the proprietor of some store, such as a stationery store, arrange to have the sets displayed and sold with profit to both the Secretary and the store-keeper. Special arrangements

will be made in this latter case, depending upon the population, number of sets ordered at a time, etc.

WHO WILL BE THE FIRST
in your locality to take this matter up? Will it be you? Write to Secretary Sampson, to Exchange Manager Brown, or to Sales Manager Beebe, or to all three, and state your willingness to cooperate, and you can, during vacation or longer, engage in a pleasant and profitable little business of your own.

Application blanks for new members supplied by the Secretary. Write him for some and give him any suggestions you may have to make. This is not a one-man Society, so fire along your thinks.

Members desiring to enter into exchange relations with other members will be listed under proper headings in the Bulletin for 10c per issue.

DISCOVERED

The Secret Mark distinguishing the National and Continental printings of the U.S. 30c stamp has at last been discovered, and illustrations with full explanation appeared in the May issue of

THE COLLECTORS JOURNAL

(of Chicago)

A copy of this together with the current issue for a dime, but you had better send 50c for a full year for the C. J. is constantly filled with important and entertaining information.

H. L. LINDQUIST

700 East 40th St., CHICAGO, ILL.

THE WHY!

Our color printing is different.

Formerly there was much loss of time and waste through the uneven shrinking and stretching of the large sheets of paper on which color work is printed, and in consequence it was impossible to tell, when a job was started, how it would turn out as changes in the weather during long runs would perhaps spoil an entire edition owing to lack of "register."

In order to remove this difficulty we put in a complete heat and dampness controlling apparatus so that our plant is now run with the windows entirely closed and atmospheric conditions outside do not affect us, but plenty of fresh air is supplied, cooled or heated to a standard temperature and also with uniform moisture so that we absolutely control the shrinkage of the paper while being printed. The result is that on large runs we are able to eliminate all the former waste and loss of time incident to waiting for favorable conditions of the atmosphere and we can run night and day if necessary.

The work we turn out speaks for itself but the prices we are able to make in consequence of the facilities we have are of interest to every large user of color work.

We invite requests for estimates and visits to our plant.

Dittman Color Printing Co.

(Incorporated)

251 West 19th St., **NEW YORK**

Official Publishers P. S. E. S.

Partial list New Issues received.

The following attractive advertising Poster Stamps (and many others) have been received by the Manager of the New Issue Service and are ready to be sent out to subscribers desiring them, at the uniform rate of 25c per 100—all different.

Most of them are furnished free by advertisers who appreciate the putting of single stamps into the hands of those who are interested enough to pay for the service, some are bought by the Manager, all can be obtained through the New Issue Department easier and cheaper than direct.

Evenrude Motor Co.	(12)
Globe-Wernicke Co.	(4)
Wells Fargo Express	(6)
Hyatt Roller Bearing Co.	(6)
Cleveland Trust Co.	(5)
Regal Shoe Co.	(6)
Nunnally's Candies	(2)
General Electric Co.	(6)
Valentine Varnish Co.	(12)
Newark, N. J. Anniversary	(2)
Vermont Old Home Week	(5)
Great Northern Railway	(35)
Cunard Line	(3)
Philatelic West	(4)

We have not the room in this little organ to list them but will from time to time mention those who favor our Exchange and New Issue Departments with really desirable stamps, thus making them easily available to our members and at the same time assuring the advertiser of careful distribution of single stamps to those who are interested enough in their collection to pay good money for membership in this Society, and additional money to receive the stamps put out by the New Issue Department.

Have you seen

Philatelic Gossip?

It is the new gossipy stamp monthly that is published along original lines.

It is the stamp paper that had to more than double its number of pages before it reached its third issue in order to accomodate the large number of ads it received.

It is the stamp paper that received 276 cash subscribers from the first 1000 copies sent out.

It is the stamp paper that is unlike any other published.

It is the stamp paper that gives you from 24 to 48 pages size of these, each month for

10 cents a year.

That sum won't seriously cripple your standing at the bank—send it right now. *We will make good.*



We Print

We do Printing for a living. If you are in need of Printing, tell us your needs and we will quote you a "bed-rock" price—prepaid to you—and no "gougeing."

THE PRINTORIUM

Philatelic Printers

DENISON, KANSAS

Official Printers P. S. E. S.
Member No. 7.

3

IN

1

POSTER STAMP BULLETIN costs
25¢ per year.

Membership in P. S. E. S. 25¢ a year.

Initiation fee costs 25¢.

TOTAL - 75¢

COMBINATION OFFER.

All Three for 50 cents.



Cut off this page; sign your name and address and mail to us with 50 cents in stamps (at our risk) or enclose a dollar bill for yourself and a friend.

Poster Stamp Bulletin

Lock Box 365

Yonkers, New York

Name

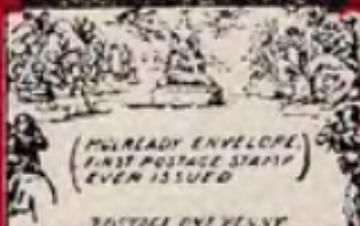
Address

Name

Address

MEMBERS NO.

Poster Stamp



Exchange Society

LOCK BOX NO 345 - YONKERS, N.Y.

MEMBERS NO.

Poster Stamp



Exchange Society

LOCK BOX NO 345 - YONKERS, N.Y.

MEMBERS NO.

Poster Stamp



Exchange Society

LOCK BOX NO 345 - YONKERS, N.Y.

MEMBERS NO.

Poster Stamp



Exchange Society

LOCK BOX NO 345 - YONKERS, N.Y.

MEMBERS NO.

Poster Stamp



Exchange Society

LOCK BOX NO 345 - YONKERS, N.Y.

MEMBERS NO.

Poster Stamp

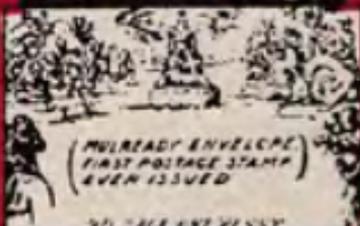


Exchange Society

LOCK BOX NO 345 - YONKERS, N.Y.

MEMBERS NO.

Poster Stamp



Exchange Society

LOCK BOX NO 345 - YONKERS, N.Y.

MEMBERS NO.

Poster Stamp



Exchange Society

LOCK BOX NO 345 - YONKERS, N.Y.

The · Poster · Stamp · Exchange · Society ·

EXCHANGE MANAGER.

C. Travis Brown,
Lock Box 365, Yonkers, N. Y.

MANAGER NEW ISSUE SERVICE. The Secy.

SALES MANAGER.

Robert Thomas,
95 Landscape Ave., Yonkers, N. Y.

OFFICIAL PUBLISHERS.

Dittman Color Printing Co.
251 West 19th St., New York.

From Member No. _____

Address _____

Date _____

OFFICIAL STAMP



PRES. L. A. Beebe, Yonkers, N. Y.

V. Pres. A. W. Dunning, Brookline, Mass.

TREAS. C. V. Webb, Perry, Ohio.

SECRETARY. J. Waldo Sampson,
132 Nassau St., N.Y.

OFFICIAL DESIGNER.

Walter Meyner, 150 Nassau St., N. Y.

OFFICIAL PRINTERS.

The Printorium, Denison, Kansas.

OFFICIAL ORGAN.

Poster Stamp Bulletin, Yonkers, N. Y.

MEMBERS SHOULD REMEMBER THAT FIRST RULE OF SOCIETY IS THAT POSTAGE MUST ACCOMPANY ALL ORDERS OR LETTERS REQUIRING REPLY. One stamp is a very small item to you, but with hundreds of letters going out, postage is a serious item to your officers.

THIS SOCIETY HAS BEEN ORGANIZED BY COLLECTORS FOR COLLECTORS.

Initiation Fee, 25 cents.
Annual Dues, 25 cents.
Subscription Official Organ o.

Membership is welcomed of those who will conform to the simple rules as printed in No. 1 of the Official Organ, ready for distribution about August 1st.

New members supplied with 25 official Poster stamps free. Further supplies, 25 cts. per 100.

Initiation fee will be 25¢ and annual dues 25¢. No initiation fee for the first 100 (Charter) Members who join.

Members, are entitled to 100 different Poster stamps free each year when dues are paid.

Members have the privilege of sending stamps to the Exchange Department and receiving half as many, all different as they send in, also of subscribing to the new issue service and of receiving new posters as fast as received by the Secretary for distribution at 25¢ per 100, and of purchasing sets of non-advertising stamps at less than publishers prices from the Sales Manager.

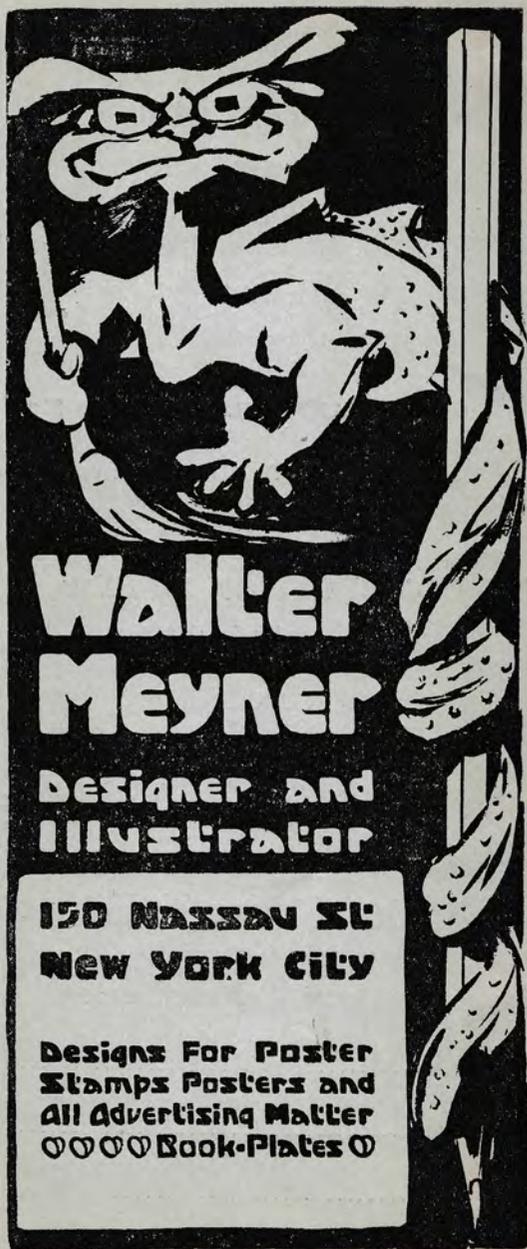
New Issue Service supplies advertising stickers all different as fast as received at 25 cts. per 100. Subscribers may limit number to be sent.

Member's duplicates in good condition received in exchange by Exchange Manager in lots of 100 or more and one stamp sent back for each two received. Any duplicates so received, exchanged without any further charge. Right reserved by Exchange Manager to reject any stamps not likely to prove useful for exchanging.

Send that 50¢ by return mail (stamps accepted) and if you are lucky enough to get in before the Charter membership list is filled 25¢ will be refunded you, - anyway you will get a half dollar's worth, so come across at once, addressing the Secretary.

Sincerely,

AUGUST, 1915.



**Walter
Meyner**
Designer and
Illustrator

**150 NASSAU ST
New York City**

Designs For Poster
Stamps Posters and
All Advertising Matter
♡♡♡♡ Book-Plates ♡

POSTER STAMP BULLETIN



POST OFFICE ADDRESS
**LOCK BOX 365
YONKERS - N.Y.**

Fair Warning!!

Our President is so busy that he begs indulgence if replies to its ads are not handled as promptly as you desire. He promises, however, a good postage stamp free to all who do answer and that relations will be mutually satisfactory to those who have the patience to wait. He has the stamps and welcomes correspondence.

Here is our Announcement.

We buy collections and wholesale lots add what we need to our own collection of about 10,000 varieties, and exchange or sell the duplicates. Having no office rent to pay and having a salary from our business, we can afford to be more liberal than a dealer who has to make a living from stamps. Our President, Mr. L. A. Beebe, is a member of the A. P. S. and S. P. A. and promises you a run for your money.

Perhaps we should add, to avoid confusion, that this advertisement refers exclusively to Postage Stamps, although we are naturally interested in Poster Stamps.

THE  **CO.**

YONKERS, N. Y.

Oh! Yes! We forgot the Post Script. Send for copy of the B-B Occasional. It's differest and free.

Poster Stamp Bulletin

Official Organ of the Poster Stamp Exchange Society
Office of Pub. 64 Bruce Av. Yonkers, N. Y.

Annual Subscription, 25¢ - Single Copies, Each, 5¢ - Back Numbers Each 10¢

Advertising Rates upon Application to the Publishers

THE BEEBE CO.
YONKERS, N. Y.

Managing Editor, L. A. Beebe, Yonkers, N. Y.
Ed. New Issue Dept. J. Waldo Sampson, 132 Nassau St. N. Y.

VOL. I. AUGUST, 1915. NO. 2.

PUBLISHED MONTHLY

Application made for Second class mail privileges at the Yonkers, N. Y. postoffice.

Exchange desired with all publications interested in this paper. Send one copy to the Secretary and one to The Printorium, Official Printers, Denison, Kansas.

Proposals for exchange of advertising space may be made to the Secretary. The rule "no free copies of Official Organ" will be strictly lived up to, but copies of No. 1 will be LOANED to anyone interested, and are expected to be returned promptly. Address the Secretary on business letter head.

Not an Apology.

Apologies are vain things at best and we do not propose to make any for Vol. 1, No. 1 of the Poster Stamp Bulletin. We are grateful to those who have sent or printed kind words; we are equally grateful for the few criticisms—without the latter the former might make us puffed up—but we would like to say that the Bulletin was put in the mails the day the New York Zoological Society received from the printers the first sheets of what we consider the most ambitious and worth-while Poster Stamps yet issued in this country. The co-operation offered to the Bulletin by the Manager of Privileges of the Zoo, under whose auspices these poster stamps were put out was too valuable to allow the matter of a few days in publication to interfere



S. B. 9 © NEW YORK ZOOLOGICAL PARK

The above is a sample of the most artistic and effective series of **Animal Art Stamps** that have been issued.

These stamps are reproduced by four color plates from selected photographs of animals taken in the **NEW YORK ZOOLOGICAL PARK**, which contains **THE WORLD'S GREATEST COLLECTION OF LIVING WILD ANIMALS**.

Carefully prepared captions of thoroughly reliable information accompanies each stamp, giving the series **REAL EDUCATIONAL VALUE**.

Handsome album providing space for the complete series of 130 stamps, with ten of the series pasted therein, 15c; postage 3c.

The remaining 120 subjects sold in sets of 20 stamps each, 10c per set.

Address

Art Stamp Bureau

Dept. A.

New York Zoological Park
NEW YORK CITY

—then as there was no preliminary announcement, no one was disappointed in getting the Bulletin.

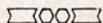
We shall hope to soon catch up and have the Bulletin out nearer the 15th of each month, which is our goal. We thank the advertisers and contributors who so largely aided in making No. 1 a success—or was it?

There is still room for original contributions. We want the reading matter to keep pace with the advertising and to make both so readable that no one will be willing to miss a single number; so send along your thoughts on any subject likely to interest our readers, or even the clipped thoughts of others which you would like to see given wider publicity. Thank you.

The Manager Editor spent the last two weeks of July fishing in Maine, when he was not too busy looking after his correspondence, for Uncle Sam favored him with more than the usual amount of mail; perhaps partly due to advertising in *Philatelic Gossip* rather liberally, a page in *Philatelic West*, and small ads in *Meekeel's Weekly and Stamp Journal*. It all goes to show that certain of the followers of philately do not entirely divorce stamps during hot weather. Going via the Shore Road from Lynn, Mass., along the coast of Massachusetts, New Hampshire and Maine, and returning via Portland Springs, the White Mountains and Green Mountains by automobile in a congenial party of five, it was a real sacrifice to leave the car at Manchester, Vt., on Monday morning, August 2nd, and return to business in New York, but here we are and ready to take up our regular bread and butter job for another year, particularly as we anticipate a lot of pleasure out of our correspondence with those whose acquaintance we have lately made as a result of the aforesaid advertising. ONLY, please be a little patient if we do

A. W. DUNNING

BOULEVARD STA.
BROOKLINE, MASS.

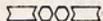


Member P. S. E. S. No. 2 and
A. P. S., A. E. S., B. P. S., C. P. S.,
L. P. A., M. P. A., S. P. A., H. C.,
N. E. P. A., U. S. R. S., J. P. S.

**FINE STAMPS!****GOOD VARIETY!****LOW PRICES!**

20 var. Argentine (cat 49c)	.22
29 var. Austria (cat 42c)	.22
20 var. Chili (cat 57c)	.22
19 var. China (cat 42c)	.22
7 var. Danish W. I. (cat 44c)	.22
22 var. Dut. Indies (cat 55c)	.22
14 var. Hayti (cat 43c)	.22
16 var. Mexico (cat 52c)	.22
16 var. Nicaragua (cat 70c)	.22
14 var. Paraguay (cat 70c)	.22
20 var. Peru (cat 46c)	.22
10 var. Siam (cat 39c)	.22

Any 5 for \$1.00. All 12 for \$2.25.

**SPECIAL!!**

Hayti 3c orange, Scotts No. 156

o. g. mint, a very scarce stamp.

Single copy 20 cts.

Block of four 75 cts.

It is essential that you mention The Bulletin

not answer as promptly as you expect. There are only 24 hours in our day and some of them have to be spent in sleep. On July 16th we worked through from 1:30 a. m. to 11:30 p. m., except for time devoted to eats and going to and from office; but that was the day before a wonderful vacation trip and we could do it once but not regularly. However, since then four o'clock in the morning has found us in bed only a couple of times, so you see we are trying hard. Just give us a chance and we will pull out.

Officers P. S. E. Society.

PRES. L. A. Beebe, Yonkers, N. Y.

V. PRES. A. W. Dunning,

Boul. Sta., Brookline, Mass.

TREAS. C. V. Webb, Perry, Ohio.

SECY. J. Waldo Sampson,

132 Nassau St., New York.

EXCHANGE MGR. C. Travis Brown,

Lock Box 365, Yonkers, N. Y.

SALES MGR. Robert Thomas,

95 Landscape Ave., Yonkers, N. Y.

NEW ISSUE MGR. J. Waldo Sampson.

List of Members. No. 2.

38. F. G. Persun, 563 Walnut St.,
Elizabeth, N. J.
39. Emil DeHaas, 750 E. 225th St., N. Y.
40. Levering Tyson, 520 W. 124 St., N. Y.
41. E. L. Weiss, 1497 Third Ave., N. Y.
42. Robert Thomas, 95 Landscape Ave.,
Yonkers, N. Y.
43. Lloyd Larson, 629 84th St., N. Y.

The address of following member was incorrect in No. 1. Should be

23. E. V. Beebe, 254 Tremont St.,
North Tonawanda, N. Y.
44. Alfred D. Guion, c-o St. Nicholas,
353 Fourth Ave., N. Y.
45. Lt. Col. Ernest F. Wurtele,
Box 344, Quebec, Canada.
46. B. W. Allen, 20 Gaston, Boston, Mass.

Among our Exchanges are
 Editor & Publisher, New York.
 Mekeels Weekly Stamp News, Boston.
 The Stamp Journal, Camden, N. J.
 Philatelic West, Superior, Nebr.
 Collectors Journal, Chicago.
 Philatelic Gossip, Denison, Kans.
 Philatelic Gazette, New York.
 St. Nicholas, New York.
 Nebraska Philatelist, Norfolk, Nebr.

Subscriptions to above or any other
 periodical will be given

"*PERSUN-AL*" ATTENTION

F. G. PERSUN

563 Walnut St.

ELIZABETH, N. J.

☛ Submit your list for club rates.

WANTED

The Wilhelm Advertising Co. will pay liberal cash compensation for information leading to the obtaining of advertising orders on any of the following items:—

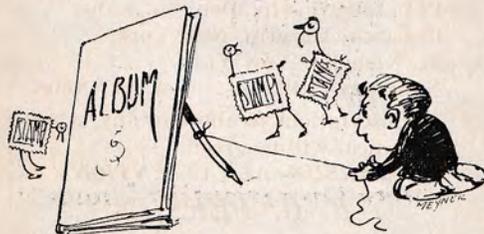
- (1) Newspaper and Magazine Advertising.
- (2) Direct-by-Mail Advertising.
(Booklets, folders, letters.)
- (3) Photographic work—taken anywhere.
- (4) Advertising—Illustrating.

Wilhelm Advertising Company

60 LIBERTY STREET
 NEW YORK

Poster vs Postage.

Philatelists who might deem poster stamp collecting as not worthy of their attention should consider the possibility of assembling a substantial number of scarce poster stamps in much less time than the beginner in postage stamp collecting finds possible.



Poster stamps are issued by private interests, whereas postage stamps are of course issued by the government. The former are therefore issued in limited numbers compared to the latter, and consequently poster stamp issues are bound to "peter out" very much sooner than postage stamps, creating in a comparatively short time an interesting field for "rare" poster stamps. This will naturally be increasingly evident as poster stamp collecting increases to correspond to the interest shown abroad.

A notable feature of poster stamp collecting is the relatively smaller cost entailed than is the case with philately. At the rate of 25 cents per 100 for advertising poster stamps where they are secured in quantities from the firms issuing and supplied to the collectors "all different", or $\frac{1}{4}$ cent each for the non-advertising stamps, which seem to be the prevailing prices, poster stamps can today be obtained that are highly interesting and of important issues as well (judged by the importance in the business world of the firms issuing them and of the symbolical value of the designs,



Make Opportunity Knock!

We pay liberally for information which results in our securing orders for advertising service.

One young man received over \$2,000 cash for "putting us next" to advertising orders last year.

If you are connected with a concern that advertises, or know of a manufacturer, merchant or bank that is likely to place an order for any kind of advertising, write us.

The E. W. Fowler Company

(Incorporated 1907)

132 Nassau Street

NEW YORK

from an industrial standpoint). As philatelists well know, 25 cents will not go far in securing worth while postage stamps, be they old issues or 20th Century.



Another interesting comparison between the philatelist and the poster stamp collector is found in the fact that while postage stamp collectors are few and far between (Is that so? Ed.) poster stamp collectors on the other hand exist by the hundreds and will soon number thousands, as they are being born every minute; anyone with a hobby knows that half their pleasure lies in exchanging opinions and view points with brother "hobbyists"; it is therefore evident that the greater number of collectors, the greater are your chances of meeting others similarly interested, and this is unquestionably true of poster stamp collecting.

Although it might be just as difficult to secure a poster stamp of an extinct issue as it is to get a rare postage stamp, nevertheless it is a simple and inexpensive matter to get started with a substantial collection of poster stamps in a reasonably short time. Another advantage on the side of the poster stamp collector is that up to date the exchanging has been "stamp for stamp" as was the good old way in postage stamp collecting. Possibly catalogues and check lists will follow but let the youth of the land rejoice that they have not yet arrived.



Someone has said that postage stamp collecting is like eating olives you first acquire the taste; in other words, the time, money and long experience neces-



Netherlands

Did it Ever Occur to You

that
*The Merchant Flags,
 Portraits of Rulers
 Coats of Arms
 Of the Nations of the World*
 as published for stamp collectors
 made the finest sort of embellishment
 for albums of poster stamp collectors?

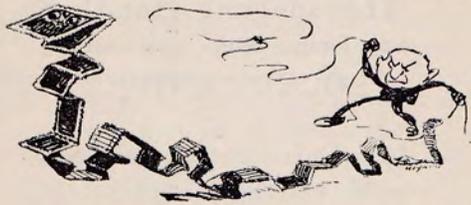
We have made arrangements where
 by we can offer these three handsome
 sets post free for 80¢, or separately
 for 20¢ for the flags and 40¢ each for
 the Rulers and Coats of Arms.

Better order quick while this supply
 lasts.

DOUGLAS & SON

751 Sixth Ave.
 NEW YORK CITY

sary to become an authority on postage stamps, result in materially limiting the number of philatelists: while the ease with which poster stamps can be secured, and the obvious fact that the subjects represented on the latter are self-explanatory (which is anything but true of the former) enables



thousands of young folks to take up this hobby whereas they would never be able, even if they desired, to take up postage stamp collecting.—A. N. W.

(Note. If it is true that one Boston collector of poster stamps has accumulated 40,000 varieties of these interesting stickers as we are informed, the thing has secured a hold here.—Ed.)

Have Patience.

“Supposing fish don’t bite at first,
 What are you going to do?
 Throw down your pole, chuck out your bait,
 And say your fishin’s through?
 You bet you ain’t, you’re going to fish
 And fish an’ fish an’ wait
 Until you’ve ketched a basketful
 Or used up all your bait.

Suppose success don’t come at first,
 What are you going to do?
 Throw up the sponge and kick yourself,
 And groan an’ fret an’ stew?
 You bet you ain’t—you’re going to fish,
 And bait an’ bait again,
 Until success will bite your hook,
 For grit is sure to win.”

—J. R. H.



Transparent Handles
Any Photo, Name and Emblem
POCKET KNIVES

These knives not only have handsome and novel handles but the blades are the best that can be put in any knife and the workmanship throughout is of the best and guaranteed.

Among others we furnish

	Blades	
No. 58 Youths	1	\$0.50
No. 68 Ladies	2	.75
No. 172 Small Novelty	2	1.00
No. 118 Senator	2	1.25
No. 11 Regular Novelty	3	1.50

Name and address on one side
 and photograph or emblems
 of your selection on the
 other without charge

AGENTS WANTED

Lloyd Larson
 629 84th St.
Brooklyn, New York

Poster Stamp Waste.

Since starting the Poster Stamp Exchange Society, I have been surprised at the quantities of one design sent in by some of the members. It is nothing unusual for a member to send in 500 poster stamps consisting of 100 each of 5 different stamps. Of course the exchange department is glad to get these if not already well supplied with the same stamps and sends 250 different ones in exchange. So far, well and good for both the Exchange and the members.

The point is, how does it happen that these advertising stickers are distributed so lavishly by those who are charged with their issue? Probably in some cases members may be closely associated with the firms who issue the stamps, but we are impressed with the idea that the stamps are, at present, distributed in very wasteful manner, and unless some change is made, their use will be discontinued by many firms.

Moral: Let the distributing authority be charged to dole out not more than 10 stamps to a person unless in case of sets, then limit to two sets. That will give the collector some to exchange and aid in circulation without tying up stamps in someone's desk that are not doing their legitimate duty.

OR

as far as possible distribute through the medium of the Postage Stamp Exchange Society or other similar clubs and Societies whose aim is to distribute the stamps one to a member and in many cases the members pay not only dues to the society, but for the stamps—in our case 25c for 100 different.

A word to the wise is sufficient and supplies of worth-while stickers sent to the Exchange Manager, C. Travis Brown, Lock Box 365, Yonkers, N. Y., will be duly acknowledged and carefully distributed.

MANAGING EDITOR.

First in the Field
With a Worth-while Album
And Art Picture Book

A beautifully bound volume in red cloth, art cover, containing 60 pages size 10x12 with spaces for 336 Art Poster Stamps in colors.

A place for every stamp with description below, so that any child that can read will have no difficulty in placing the stamps.

The descriptions are both entertaining and instructive and range from Nursery Rhymes and Fairy Tales to Prehistoric Animals, famous Lighthouses of the World, all the different styles of Airships, Various Tribes of Indians, Dolls of all Nations, Dogs galore, Birds with plumage of many hues, twelve different herds of Cows.

There are only a few of the pictures in sets of 12 that make up this wonderful Album, of interest to every member of the family. When all the stamps are affixed, each in its proper place, the joys of the book have only begun.

Ordinarily 28 sets of this grade of stamps would cost 5c each, or \$1.40; but we have, by giving a large order, been able to fix price for both stamps and album (alone worth a dollar) at only \$1.50.

Particulars from

SALES MANAGER
 64 Bruce Avenue
 YONKERS, NEW YORK

Little Ads.

10 cents per agate line one time. 20 cents for 3 times.
 Display allowed. Prepaid always.

Two foreign covers free to inquirers who have precancelled to sell or exchange.

J. F. R. Boniface, 18 South St.,
 Morristown, New Jersey.

Fine set picture poster stamps free. Send stamped envelope to

Poster Stamp Exchange Society,
 Box 365, Yonkers, New York.

Don't think the Manager of the New Issue Department is going to be behind the times. He also has an approval selection of crack-a-jack new issues of advertising stamps and will send 100 on approval against good business references, together with a neat album, and for this one trial lot you may remit 25 cents to cover posters and album, but only one of these lots sent to any member. If you wish this trial lot enclose 6c for postage and write to J. Waldo Sampson, New Issue Dept., No. 132 Nassau St., New York.

This is your paper and while your officers will gladly do all they can to make it interesting it is no job for one or two, therefore get busy with your suggestions, —we have a large and handy waste-basket for such as fail to meet with editorial approval and "get over" but we welcome correspondence provided it is brief, snappy, and to the point. This is an age of "get there" and we all want to boost. If you are interested even moderately in the collection of Poster Stamps make a noise like business and you will be met more than half way by a bunch of enthusiasts who have only been waiting for the debut of this new Society to assist them in getting in touch with each other and with supplies of the handsome stickers which are being issued by so many wide-awake business firms today.

Wanted! A Live Boy or Girl

*In Every Community, to act as
Secretary of Local Society.*

The work is pleasant, the hours you may suit yourself about, and the pay is just in proportion to the ability and effort displayed. An energetic youth can certainly secure 25 members at 25c each in any village with a population of say 1,000 or more, and we have many members in places of less than 500. Relatively, the smaller the place the more benefits the member has because it supplies the opportunity which the City member has right at hand of securing supplies of stamps. To be sure, many national advertisers are sending handsome stickers broadcast through the land, but they are only just making a beginning and naturally the large cities are receiving the most attention at first.

The Secretary of the Local Branch has the opportunity to build up his own collection without expense as to the Exchange Manager will be glad to send anyone taking up the matter actively 100 fine stamps to show to prospective members, and to exchange with the Secretary under the Rules for any duplicate he (or she, for the membership already contains the names of many girls and even some former girls and there is nothing to hinder a girl from becoming a Local Secretary) may secure. In accordance with the Rules, the Manager of the New Issue Department will put a Local Secretary on his list to receive new and interesting advertising stamps free as published,—and **most important of all**, the Sales Manager will furnish sets of non-advertising Poster Stamps at the nominal price of 3c per set for re-sale to members at the regular price of 5c (66 $\frac{2}{3}$ % profit to the Secretary) per set, or where the member takes 12 sets at a time at 50c the profit is still almost 40% to the Local Secretary.

An ambitious Local Secretary may go a step further and by an active canvas among friends sell the sets of stamps secured from the Sales Manager to non-members (also albums) or, by arrangement with the proprietor of some store, such as a stationery store, arrange to have the sets displayed and sold with profit to both the Secretary and the store-keeper. Special arrangements

will be made in this latter case, depending upon the population, number of sets ordered at a time, etc.

WHO WILL BE THE FIRST
in your locality to take this matter up? Will it be you? Write to Secretary Sampson, to Exchange Manager Brown, or to Sales Manager Thomas, or to all three, and state your willingness to cooperate, and you can, during vacation or longer, engage in a pleasant and profitable little business of your own.

Inquirer asks if I never send anything in the line of Poster Stamps on approval. To be sure I do; just send that reference from someone with a business on his letter-head and I'll gladly forward a large album and ten beautiful sets of non-advertising stamps consisting of 12 stamps each.

If you want the whole outfit, remit 50c and we are square. Mail that request, with reference and return postage, today to L. A. Beebe, 64 Bruce Ave., Yonkers, N. Y.

DISCOVERED

The Secret Mark distinguishing the National and Continental printings of the U.S. 30c stamp has at last been discovered, and illustrations with full explanation appeared in the May issue of

THE COLLECTORS JOURNAL
(of Chicago)

A copy of this together with the current issue for a dime, but you had better send 50c for a full year for the C. J. is constantly filled with important and entertaining information.

H. L. LINDQUIST

700 East 40th St., CHICAGO, ILL.

THE WHY!

Our color printing is different.

Formerly there was much loss of time and waste through the uneven shrinking and stretching of the large sheets of paper on which color work is printed, and in consequence it was impossible to tell, when a job was started, how it would turn out, as changes in the weather during long runs would perhaps spoil an entire edition owing to lack of "register."

In order to remove this difficulty we put in a complete heat and dampness controlling apparatus so that our plant is now run with the windows entirely closed and atmospheric conditions outside do not affect us, but plenty of fresh air is supplied, cooled or heated to a standard temperature and also with uniform moisture so that we absolutely control the shrinkage of the paper while being printed. The result is that on large runs we are able to eliminate all the former waste and loss of time incident to waiting for favorable conditions of the atmosphere and we can run night and day if necessary.

The work we turn out speaks for itself but the prices we are able to make in consequence of the facilities we have are of interest to every large user of color work.

We invite requests for estimates and visits to our plant.

Dittman Color Printing Co.

(Incorporated)

251 West 19th St., NEW YORK

Official Publishers P. S. E. S.

\$5.00 DELIVERED
For this High Grade
DISC RECORD PHONOGRAPH
Plays Any Make Record



This \$5.00 Phonograph plays any size or make of disc record as well as the majority of high priced machines. Is equipped with speed regulator, interchangeable sound box and spring motor. Plays one 12-inch record or two or three small records with one winding. It is not a toy but a real phonograph. Weighs six pounds. Can be carried in a suit case and is guaranteed to give satisfaction.

Sold subject to delivery on or after Sept. 15, 1915, when first shipments are due from factory.

Get your order in early as our supply is limited.

THE ODELL CO.

566 WEST 191st ST.

NEW YORK CITY

For Fac-Simile Letters

just like typewriting

Write, Telegraph or Telephone

DEUTZMAN'S

126 Liberty St.

New York City

Special Cash Discount of 10% to
Members P. S. E. Society.

WANTED IN EXCHANGE ONLY

Good Copies of U. S. Postage cataloguing 5c each and up.

We are short on U. S. and will give liberal exchange of desirable foreign.

Send samples mounted on sheet and indicate number of each you have to exchange and we will make you an interesting exchange offer.

We will not pay cash.

THE B-B CO.
YONKERS, N. Y.

3

in

1

POSTER STAMP BULLETIN costs 25¢ per year.

Membership in P. S. E. S. 25¢ per year.

Initiation fee costs 25¢.

TOTAL - 75¢

COMBINATION OFFER

All Three for 50 Cents.



Cut off this page: sign your name and address and mail to us with 50 cents in stamps (at our risk) or enclose a dollar bill for yourself and a friend.

Poster Stamp Bulletin

Lock Box 365

Yonkers, New York

Name

Address

Name

Address

NAME

ADDRESS

Hereby applies for membership in the Poster Stamp Exchange Society, encloses 50¢ to cover initiation fee, ~~25¢~~ and annual dues, ~~25¢~~ to December 31st, 1916. He agrees, in general, to observe the rules of the Society as published from time to time in the Official Organ (Rule #1 requires the enclosing of return postage with all letters addressed to an officer of the Society,) and in particular to give the other fellow a square deal.

Proposed and Endorsed by

Membership No. 94

Members are entitled, each time they pay dues, to 50 official poster Stamps of the Society and 20 for each new member proposed by them and accepted. Additional supplies, 25¢ per 100. First fiscal year ends December 31, 1916.

Application with fees should be mailed to the Secretary, J. Waldo Sampson, 132 Nassau St., New York.

Hereby applies for membership in the Poster Stamp Exchange Society and encloses 50¢ to cover initiation fee, ~~25¢~~ and annual dues, ~~25¢~~. He agrees in general to observe the rules of the Society as published from time to time in the Official Organ (Rule 1 requires the enclosing of return postage with all letters addressed to an officer of the Society) and in particular to give the other fellow a square deal.

Proposed and endorsed by JWB No.

Members are entitled each time they pay dues, to 50 official poster stamps of the Society and 20 for each new member proposed by them and accepted. Additional supplies, 25¢ per 100. First fiscal year ends December 21, 1915.



SEPTEMBER, 1915.



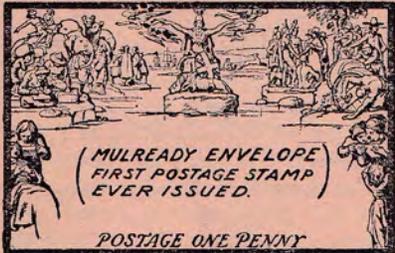
**Walter
Meyner**

**Designer and
Illustrator**

**150 Nassau St
New York City**

**Designs For Poster
Stamps Posters and
All Advertising Matter
Book-Plates**

POSTER STAMP BULLETIN



**POST OFFICE ADDRESS
LOCK BOX 365
YONKERS - N. Y.**



My postage stamp exchange business, which has grown to very respectable proportions, will have to give way to the call for time to be devoted to the Poster Stamp Bulletin.

Not that we love the postage stamp less but that it is a physical impossibility to carry on both as side lines, and being the pioneer in this country in publishing a magazine in the interests of Poster Stamps it seems to us best to trail with this bunch for a time at least.

Hence, we shall confine our stamp activities solely to wholesale buying, selling and exchanging. All retail exchanges will be settled up as rapidly as possible. I ask your indulgence a little longer if I have stamps of yours, and please send no more. Advertising in Philatelic West, Mekeels Weekly and Philatelic Gossip has been only too fruitful, and as I can't do both, in justice to my friends and myself I shall devote my spare (?) time to the Poster Stamp game from all angles. Better get aboard before the train gains more headway for the Poster Stampfad has certainly struck this country hard after several years' run abroad.

L. A. BEEBE
YONKERS, NEW YORK

Poster Stamp Bulletin

Official Organ of the Poster Stamp Exchange Society
Office of Pub. 64 Bruce Av. Yonkers, N. Y.

Annual Subscription, 25¢ - Single Copies, Each, 5¢ - Back Numbers Each 10¢

Advertising Rates upon Application to the Publishers

THE BEEBE CO.
YONKERS, N. Y.

Managing Editor, L. A. Beebe Yonkers, N. Y.
Ed. New Issue Dept. J. Waldo Sampson, 132 Nassau St. N. Y.

VOL. I. SEPTEMBER, 1915. NO. 3.

PUBLISHED MONTHLY

Application made for Second Class mail privileges at the Yonkers, N. Y. postoffice.

Proposals for exchange of advertising space may be made to the Secretary. The rule "no free copies of Official Organ" will be strictly lived up to, but copies of No. 1 will be LOANED to anyone interested, and are expected to be returned promptly. Address the Secretary on business letter head.

Copyrighted 1915, by The Beebe Company. All rights reserved except that exchanges may publish anything they please provided they note that it is copyrighted and give proper credit to the Bulletin.

We thank you.

Thank you. We appreciate all the nice things said about Bulletins No. 1 and No. 2, and if you like No. 3 equally well we shall feel well repaid for our efforts, which have been considerable, to get out three creditable numbers of the Bulletin in about four weeks, but hereafter we hope to be pretty well on time with each number and consequently have four full weeks in which to prepare it.

Poster Stamp Bulletin is distinctly a trade paper and as such will endeavor to deserve the support of collectors and publishers of these most interesting stickers. We bespeak your kindly interest that we may as quickly as possible get in touch with collectors so that we may build up our subscription list; not from selfish motives, for at our subscription price of 25c per year



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A. W. DUNNING

BOULEVARD STA.
BROOKLINE, MASS.

Member P. S. E. S. No. 2 and
A. P. S., A. E. S., B. P. S., C. P. S.,
L. P. A., M. P. A., S. P. A., H. C.,
N. E. P. A., U. S. R. S., J. P. S.

FINE STAMPS!**GOOD VARIETY!****LOW PRICES!**

20 var. Argentine (cat 49c)	.22
29 var. Austria (cat 42c)	.22
20 var. Chili (cat 57c)	.22
19 var. China (cat 42c)	.22
7 var. Danish West Ind. (cat 44c)	.22
22 var. Dut. Indies (cat 55c)	.22
14 var. Hayti (cat 43c)	.22
16 var. Mexico (cat 52c)	.22
16 var. Nicaragua (cat 70c)	.22
14 var. Paraguay (cat 70c)	.22
20 var. Peru (cat 46c)	.22
10 var. Siam (cat 39c)	.22

Any 5 for \$1.00. All 12 for \$2.25

SPECIAL!

Hapti 3c orange, Scotts No. 156

o g mint, a very scarce stamp

Single copy 20 cts.

Block of four 75 cents.

It is essential that you mention this magazine

we are not anticipating retiring on the profits for some time to come, but that we may serve our advertisers and improve the paper with each issue.

We may be egotistical, but we think that collectors of poster stamps who do not see every issue of the Bulletin are missing something worth while, and something that nine out of every ten of them will be glad to subscribe to, so please assist us to bring it to their attention by passing on your copy after you are through with it or by sending us the names and we will do the needful.

Elsewhere in this number you will find the suggestion that in answering advertisements you give the source of your information as to their offerings. This would seem to be an unnecessary admonition, but those who advertise much know how much pains many advertisers go to to "key" their ads, so that the careless individual in answering will inform the advertiser unwittingly what medium he saw the ad in. We are talking now to a constituency that is not careless and only desire to emphasize the point, no matter what medium you see the ad in. TELL THE MAN and the result will be more and better advertising, and that means more and better reading matter, which follows as certainly as day follows the night.

Some day we hope to have such an extensive subscription list that it will not be feasible to use picture stamps for illustrative purposes, but until that time comes we are glad to present our readers with a few stamps with each issue, as is done quite extensively abroad, or was until the war brought activities along this line to an almost complete stand-still.

BOOST THE BULLETIN if you like it. **KNOCK THE BULLETIN** if you don't like it. But talk about it to whoever you think is likely to be interested, and above all write us in either case and boost or knock will be **thankfully** received. Come on in, the water's fine and you're losing time standing on the shore and looking on.

Philatelic Curiosities.

Highly interesting original covers from the War Zone mailed to individual addresses

A fellow philatelist residing in Baarle (Baarle, a Belgium enclosure situated within the Dutch province of Brabant, is the only Belgian territory which has not been invaded by the Germans) has kindly offered his services in being instrumental in having the following choice items sent to you personally:

A. Postal Card franked with three stamps (King Albert) sold for the benefit of the Belgian Red Cross, 20c.

B. Postal card bearing four stamps (King Albert and Queen Elizabeth) sold for the benefit of the Belgian Red Cross, 25c.

C. Postal card with five ordinary Belgian stamps, sent registered from the Enclosure of Baarle, 15c.

D. Postal card franked with a Belgian stamp together with a French stamp, sent from Le Havre (Le Havre, France, is the present seat of the Belgian Government and is temporarily ceded by the French to the Belgians), 10c.

These covers with authentic cancellations and bearing all imprints, having regularly passed through the mail, are bound to become valuable in the near future. They are not only represent a safe investment, but are so typically out of the ordinary that they constitute a valuable asset in your collection.

Orders accompanied by remittances (stamps or money-orders) should be promptly sent to E. de Haas, 750 E. 225th St., New York City, who will see to it that orders are properly executed.

OFFICERS P. S. E. SOCIETY.

Pres. L. A. Beebe, Yonkers, N. Y.
 V.-Pres. A. W. Dunning, Boul. Sta. Brookline, Mass.
 Treas. C. V. Webb, Perry, Ohio.
 Secy. J. Waldo Sampson, 132 Nassau St., N. Y.
 Exchange Mgr. C. Travis Brown,
 Lock Box 365, Yonkers, N. Y.
 Sales Mgr. Robert Thomas,
 95 Landscape Ave., Yonkers, N. Y.
 New Issue Mgr. B. W. Allen,
 20 Gaston St., Boston, Mass.

List of Members. No. 3.

47. W. R. King, P. O. Box 584, Grand Island, Neb.
48. John G. Bassler, 417 South Dickenson St., Madison, Wis.
49. S. M. Schoemann, No. 4036 McPherson Ave., St. Louis, Mo.
50. Wm. H. Phillips, P. O. Box 75, East Liverpool, Ohio.
51. Grant L. Paul, Napanee, Ontario.
52. Donald M. Chambers, 226 North Maple Ave., East Orange, N. J.
53. Pierce & Co., Manchester, Mich.
54. C. A. Priest, Solon, Me.
55. Wm. R. Ricketts, 1577 Wyoming Ave., Forty Fort (Wilkes-Barre), Pa.
56. Rev. H. M. Hewlett, care L. A. Beebe, No. 64 Bruce Ave., Yonker, N. Y.
57. Rev. Geo. H. Crow, Lock box No. 11, Maiden Rock, Wis.
58. C. E. Drucker, No. 566 West 191st St., New York City.
59. Thos. Burnett, 625 Pearl St., Camden, N. J.
60. Mrs. E. W. Oughtred, 28 Lincoln Ave., Montreal, Quebec.
61. L. B. Bassett, No. 1427 West 3rd St., Cleveland, Ohio.
62. Charles Errett, 120 Broadway, New York City.
63. Geo. B. Compton, No. 420 West 119th St., New York City.
64. Mrs. Dwight J. Baum, Riverdale-on-Hudson, N. Y.
65. Robert Hackett, 265 McLean Ave., Yonkers, N. Y.
66. D. D. Berolzheimer, care Barrett Mfg. Co., 17 Battery Place, New York.
67. Donald Stuart, 51 South Cottage Row, Bradford, Pa.
68. Wm. Snyder, Manager "The Poster Stamp Club," 323 Fifth Ave., New York.

Among our Exchanges are
 Editor & Publisher, New York.
 Mekeels Weekly Stamp News, Boston.
 The Stamp Journal, Camden, N. J.
 Philatelic West, Superior, Nebr.
 Collectors Journal, Chicago.
 Philatelic Gossip, Denison, Kans.
 Philatelic Gazette, New York.
 St. Nicholas, New York.
 Nebraska Philatelist, Norfolk, Nebr.
 The Fatherland, New York.

Subscriptions to above or any other
 periodical will be given

"PERSUN--AL" ATTENTION

F. G. PERSUN

563 Walnut St.

ELIZABETH, N. J.

Submit your list for club rates.

WANTED

The Wilhelm Advertising Co. will
 pay liberal cash compensation for in-
 formation leading to the obtaining of
 advertising orders on any of the fol-
 lowing items:—

- (1) Newspaper and Magazine Ad-
 vertising.
- (2) Direct-by-Mail Advertising.
 (Booklets, folders, letters.)
- (3) Photographic work—taken any
 where.
- (4) Advertising—Illustrating.

Wilhelm Advertising Company

60 LIBERTY STREET
 NEW YORK

Posters from Exchange Dept.

The following attractive advertising Pos-
 ter Stamps (and many others) have been
 received by the Manager of the New Issue
 Service and are ready to be sent out to sub-
 scribers desiring them, at the uniform rate
 of 25c per 100—all different.

Or selections will be sent on approval,
 posters retained to be paid for at 1c each.

All of the sets mentioned on page 23 of
 Bulletin No. 1 may still be obtained from
 the Exchange Manager.

San Diego Exposition (3) ✓
 Cutler Shoe Co. (4)
 Barnes-Crosby Co. (5) ✓
 Quaker Oats Co. (10)
 Hobby Club (3) ✓
 Edison Mazda Lamps (5) ✓
 Webb Biddle Co. (3)
 Dry Goods Products (12)
 New Kaiserhoff Hotel (3) ✓
 Mo Jo (4)
 American Philatelic Convention 1912 (3)
 Smith-Phillips China Co. (6) ✓
 Blackwell Wielandy B & L Co. (6)
 Fairfield & Sons, Jewelers (5) ✓

One foreign set of 12 called Foreign Lan-
 guage set, is also on sale by the Sales Mgr.
 at 10c for the set. Doubtless this will be
 followed by others, especially when this
 cruel war is over.

Most of the above are furnished free by
 advertisers who appreciate the putting of
 single stamps into the hands of those who
 are interested enough to pay for them the
 moderate price of 1c each, which no more
 than covers cost of maintaining this de-
 partment. All may be obtained from the
 Exchange Manager, C. Travis Brown, Box
 365, Yonkers, N. Y. or from Sales Manager
 Robert Thomas, 95 Landscape Ave., Yon-
 kers, N. Y. easier and cheaper than direct
 from the advertiser.

—EDITOR.

Great Money Getters

These stickers might be likened to the patent medicine ad:--

Before

Using



and

After

Using



and believe us, after one application you will never allow the stock to run out.

*Carried in stock and the price of
50¢ per 1000
isn't a marker to what they are worth.*

Oh! Yes!

We make poster stamps and stickers of all kinds. If its gummed on the back just tell us what you want, and how many, and

You'll sure come again

The Tablet & Ticket Co.

**381-383 Broadway
NEW YORK**

Sure, mention the Bulletin.

Classifying your collection.

Dry subjects like dry food should be nibbled off—little chunks at a time, so with this in mind you may not expect a lengthy discourse on a weighty subject.

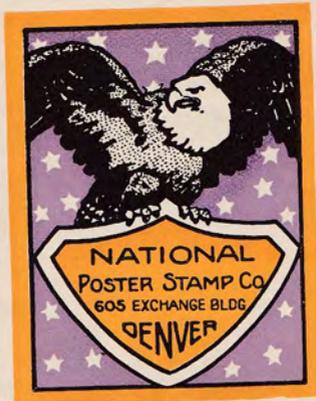
When your Poster Stamp collection was in its infancy you stuck the stamps in a blank book provided for the purpose "hit or miss," the desire to obtain a quantity all different controlling. Then came a time when you had several hundred varieties and your arrangement did not suit. What then? Classification stared you in the face and you must devise some way to separate the stamps into groups.

My first arrangement was to keep each department of advertising stamps together. Separate pages in my loose leaf album were devoted to Groceries, Hardware, Clothing, Shoes, etc. This arrangement was found very unsatisfactory as the collection grew larger, mainly because it separated sets of one firm and it was desirable to keep all of the stamps of one issue together; so this arrangement was discarded.

The next arrangement was alphabetical, which I find serves my purpose, being especially convenient for reference. The name of firm issuing is used as index; when this is not known the principal commodity or article advertised being used. This system can also be applied to Exhibition, Anniversary, and other stamps of that nature, the CITY being used as the index.

What I will do when I try to arrange my Magyar, Greek or Japanese poster stamps goodness only knows. In this direction I can only call "HELP."—"Whip."

(Perhaps with the foreign poster stamps the method of an artist friend of ours would work. He has three loose leaf albums and puts them in according to artistic quality and execution, i. e., the three albums being respectively labelled "Good," "Bad," and "Indifferent." Let's hear from some others on this most interesting subject.—Editor.)



Unusual
Poster : Stamps

We handle many rare sets not listed by others, such as stamps from western advertisers, European stamps that we import direct, our own publications, and Rocky Mountain Scenic Designs.

20 Imported Advertising Stamps, 15c. 20 "Movie" Stamps, Charlie Chaplin, "The Goddess," etc., 10c. Artist's Assortment, 40 artistic designs, 25c. Big Special European War set, 40c. 120 New Rocky Mountain Scenic stamps, 55c. 2 "National" stamps and new complete catalog of stamps and albums FREE with order.

National Poster Stamp Co.

653 Exchange Bldg.

DENVER, COLORADO

Exhausted.

I learn that the supply of poster-stamps issued by the Oswald Publishing Co., is exhausted. Collectors will remember these rather clever poster stamps to be had on request last fall.

Knox Motors Associates, Springfield, Mass., have also discontinued the use of poster stamps.

The Erickson Co., New York, issues no stamps for general distribution, using them only to attach to various sketches and plans. This set of two is very attractive and is quite an addition to a collection.

Requesting Poster Stamps: Attention will be given collectors if they enclose postage when requesting stamps from various firms. Postal card requests, especially when the address is illegible, do not command much attention and at the same time discourage the firms from issuing further series of stamps, realizing that their stamps are not appreciated when a scribbled request is sent on a postal.—"Whip."

This is your paper and while your officers will gladly do all they can to make it interesting it is no job for one or two, therefore get busy with your suggestions,—we have a large and handy waste-basket for such as fail to meet with editorial approval and "get over" but we welcome correspondence provided it is brief, snappy, and to the point. This is an age of "get there" and we all want to boost. If you are interested even moderately in the collection of Poster Stamps make a noise like business and you will be met more than half way by a bunch of enthusiasts who have only been waiting for the debut of this new Society to assist them in getting in touch with each other and with supplies of the handsome stickers which are being issued by so many wide-awake business firms today.

*For Fac-Simile Letters**just like typewriting**Write, Telegraph or Telephone***DEUTZMAN'S**

126 Liberty Street

*New York City*Special Cash Discount of 10% to
Members P. S. E. Society.**WANTED** IN EXCHANGE
ONLY**Good Copies** of U. S. Postage cataloging 5c each and up.

We are short on U. S. and will give liberal exchange of desirable foreign.

Send samples mounted on sheet and indicate number of each you have to exchange and we will make you an interesting exchange offer.

*We will not pay cash.***THE B-B CO.**
YONKERS, N. Y.*A wise guy!*

He who says "I don't want to become interested in Poster Stamps, as I don't know where it will lead." The present outlook is that it will lead him to lay in a stock of loose leaf albums (St. Nicholas Magazine has an excellent one for 10c) and get together a most interesting collection. Member No. 46, of P. S. E. S., is reported to have 40,000 varieties, and has just consented to handle the New Issue Service for the Society. Other men of Standing are getting in touch with us in a way that indicates that even the collection of Poster Stamps is not a "kid" proposition, as many might think. The junior collectors will be a host to reckon with, but there is room for seniors as well.—Editor.



To be sure! We nearly forgot to mention that you are expected to tell advertisers that you saw their ad in Poster Stamp Bulletin and answered right off because you were afraid you might not see it elsewhere.

If you expect us to last without advertising, you have another expectation coming to you, and the man who advertises expects to be shown results, and how should he know who to blame for orders if you don't tell him. Hence, tell them you saw it in P. S. Bulletin.—Editor.

Application blanks for new members supplied by the Secretary. Write him for some and give him any suggestions you may have to make. This is not a one-man Society, so fire along your thinks.

Members desiring to enter into exchange relations with other members will be listed under proper headings in the Bulletin for 10c per issue.

There's a new Coon*in town.*

If it were not for infringing on the prior rights of the Picture Paster Publicity Co. we might call them Picture Pastors—but let's have a look—

Here is the instigator of the crime; his name as you can all see is MEYNER.



He is certainly a versatile chap, many sided, so to speak, and to tell the truth we hardly recognized this side, but he says it is the one he is most familiar with from shaving it during a period of years.

This is purely a child of his brain and he is entitled to full credit, and we believe he has started something worth while, so

hats off to Walter Meyner!

The next subject, ladies and gentlemen, is variously known, but always where something is doing, so from his trademark he is frequently known as "Two Bees." He only stipulates that there should be added "with never a sting."



He says this portrait looks as he would like to, so we presume this might fairly be called a

PORTRAIT STAMP

and until someone suggests a better name we will let it stand at that. Let it be well understood that these portrait stamps are not intended to be caricatures but real portraits, poster style.

Let us remark in passing that stamps produced by photographic process are not true poster stamps, as for instance the beautiful series recently gotten out by the New York Zoo. They call them Animal Art Stamps and they fit into the general scheme of things beautifully and we are informed

sell like the proverbial hot cakes, but they are not poster stamps.

The true poster stamp suggests more than it tells, lacks detail, and attracts attention as to a real poster seen from a distance. You will at once see Artist Meyner's idea in these Poster Stamp Portraits. Whether the dear public will take to them remains to be seen. Just as book plates have come to be generally used, so these portrait stamps can be used by any individual as seals for letters, as book plates or to show the ownership of anything else, as well as for advertising purposes.

Lest this article be considered in the nature of a boost for the Poster Stamp Bulletin and staff we present the artist's conception of how the best known face in the United States would appear as a Poster Portrait.



And last but not least, another busy individual who will probably continue to start something as long as he has health and

strength; we present the best loved and most fervently hated and feared American of this or any other day—



Whether this will develop into a gallery of portraits and be sought after by collectors of Poster Stamps, or whether it will be used commercially remains to be seen. You will note a little

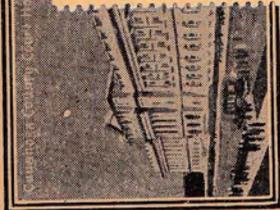
(c)

under each of these portraits, which means that they are copyrighted by the Beebe Company, Yonkers, N. Y., from whom the set of four may be obtained at the cost of return postage.

Application blanks for new members supplied by the Secretary. Write him for some and give him any suggestions you may have to make. This is not a one-man Society, so fire along your thinks.

Members desiring to enter into exchange relations with other members will be listed under proper headings in the Bulletin for 10c per issue.

Cleveland Athletic Club

CLEVELAND, OHIO
FORMAN-BASSETT COMPANY CLEVELAND, OHIO

THE FORMAN-BASSETT COMPANY
1427 West 3rd Street, Cleveland, Ohio
and you will receive the Stamps

20 Poster Stamp Views

of Cleveland

FIFTEEN CENTS

Use this Coin Card

PUT IN COINS
OR STAMPS
FOLD
CORNERS
TUCK POINT
IN SLOT

Write Your Name and
Address Plainly and
Mail in Sealed Envelope to

Name

Address

FOLD HERE
AND TUCK POINT THROUGH SLOT

PUT
COINS
OR
STAMPS
HERE

FOLD HERE

FOLD HERE

A waste and a saving.

Many of you have seen stamped envelopes which had originally been mailed out with printed return addresses across the face of envelope used by scratching out the printing or by pasting paper over the printed address, but did you realize that there was tremendous waste every year from the throwing into the waste basket of these unused return envelopes and similarly unused postals with printed addresses or printed messages?

The postal regulations requiring that stamped envelopes for redemption must be in the hands of the original purchaser, makes it difficult to redeem these envelopes and postals, with resulting profit to Uncle Sam.

One enterprising man in New York makes a good living by buying these stamped envelopes at 75c per 100 from junk dealers, office building cleaners,—and pasting an opaque paper over the printing and selling again at \$1.40 per 100. For printed postals he pays 15c per 100, if both sides are printed, and 30c if only one side is printed, and after doctoring them, resells them at 75c and 80c per 100.

Any bright boy in a place of considerable size, can pick up some easy money by making the rounds of the local junk dealers and office building superintendents, and securing these unused stamped envelopes and postals for sale.

This is not an advertisement for the man who has developed this unique way of earning a living, but the publisher will be glad to send a letter from anyone interested to a buyer.

Do not forget that its very essential that the Bulletin be mentioned when answering ads in this paper.

DON'T LICK
ANOTHER POSTER STAMP
 (or postage stamp for that matter)

WE GUARANTEE
 you will not as long as you live if you
 let us send you an

Only Moistener

The only sanitary moistener on the market today. Does not take any gum from flap of envelope or back of stamp where its needed, consequently does not itself get all "stuck up" although it is such a dandy article

we would not take \$5.00 for ours if we could not get another. The New York Zoo uses 4 large size ones.

The Price is only 75 cents postfree and our guarantee to refund the price and return postage within 30 days if you want your money goes with each Moistener. Order one today and see what you've been missing all these years.

THE  CO.
 YONKERS, N. Y.

We are indebted to the National Poster Stamp Co., whose advertisement, illustrated by their own poster stamp, appears on another page, for a beautiful set of 20 art stamps entitled "Through the Heart of the Rockies," which they offer for 10c, or as a part of the selection of 120 Rocky Mountain Scenic Stamps for 55c. These are beautiful reproductions in color from photographs, and while like the New York Zoological Society's Animal Art Stamps, likewise advertised in this issue, not true Poster Stamps, they will be collected by many. We have ourselves been criticised for our official stamp on the same ground and would explain that we are well aware this is not a true poster stamp, but was designed for a purpose which it seems to be fulfilling of attracting the attention of the postage stamp fiend to his brother "fan," the poster stamp fiend.

As an additional means of raising funds for the National Institute for the Blind, 206 Great Portland Street, London, W., Mr. C. Arthur Pearson, Hon. Treasurer, has devised an insurance scheme, to be run in connection with the issue of a special Poster Stamp, whereby £1 a week for ten years is guaranteed to a policy-holder who accidentally loses his sight.

There has long been a rage for the collection of Poster Stamps on the Continent and in the United States, and their issue has reached vast proportions. British firms, companies, and municipalities are now seeking publicity by similar means, and it is certain that collectors in this country will take up the craze.

The Poster Stamp of the National Institute for the Blind is artistic in design, and, printed in beautiful colors, it is likely to become very popular.

They will be sold in packets of 12 for 6d., and an insurance policy will be found in each packet. The Society of Poster Art is offering £100 in cash prizes in an easy and interesting competition, particulars of which are also contained in each packet.

Wanted! A Live Boy or Girl

*In Every Community, to act as
Secretary of Local Society*

The work is pleasant, the hours you may suit yourself about, and the pay is just in proportion to the ability and effort displayed. An energetic youth can certainly secure 25 members at 25c each in any village with a population of say 1,000 or more, and we have many members in places of less than 500. Relatively, the smaller the place the more benefits the member has because it supplies the opportunity which the City member has right at hand of securing supplies of stamps. To be sure, many national advertisers are sending handsome stickers broadcast through the land, but they are only just making a beginning and naturally the large cities are receiving the most attention at first.

The Secretary of the Local Branch has the opportunity to build up his own collection without expense as to the Exchange Manager will be glad to send anyone taking up the matter actively 100 fine stamps to show to prospective members, and to exchange with the Secretary under the Rules for any duplicate he (or she, for the membership already contains the names of many girls and even some former girls and there is nothing to hinder a girl from becoming a Local Secretary) may secure. In accordance with the Rules, the Manager of the New Issue Department will put a Local Secretary on his list to receive new and interesting advertising stamps free as published,—and **most important of all**, the Sales Manager will furnish sets of non-advertising Poster Stamps at the nominal price of 3c per set for re-sale to members at the regular price of 5c (66 $\frac{2}{3}$ % profit to the Secretary) per set, or where the member takes 12 sets at a time at 50c the profit is still almost 40% to the Local Secretary.

An ambitious Local Secretary may go a step further and by an active canvas among friends sell the sets of stamps secured from the Sales Manager to non-members (also albums) or, by arrangement with the proprietor of some store, such as a stationery store, arrange to have the sets displayed and sold with profit to both the Secretary and the store-keeper. Special arrangements

will be made in this latter case, depending upon the population, number of sets ordered at a time, etc.

WHO WILL BE THE FIRST in your locality to take this matter up? Will it be you? Write to Secretary Sampson, to Exchange Manager Brown, or to Sales Manager Thomas, or to all three, and state your willingness to cooperate, and you can, during vacation or longer, engage in a pleasant and profitable little business of your own.

Little Ads.

10c per agate line. 20c for 3 times.
Display allowed. Prepaid always.

Two foreign covers free to inquirers who have precancelled to sell or exchange.

J. F. R. Boniface, 18 South St.,
Morristown, New Jersey.

PRE-CANCELLED stamps wanted for cash or exchange, wholesale or retail. Must be reasonable if cash. D. R. BEROLZHEIMER, Post St., Yonkers, N. Y.

All American Poster Stamps; assortments post paid, 10c, each different—AA, AB, AC, AD, AE, AF, AG, AH, AI, AK. No duplicates in the series. Poster Stamp Distributing Service, P. O. Box 75, East Liverpool, Ohio.

INVEST A PENNY in a post card and send for the Nebraska Philatelist Premium List and sample copy of the paper. It's a live one. Percy Mann and others contributors. Only 25c a year (10 numbers).

NEBRASKA PHILATELIST,
Norfolk, Nebraska.

Inquirer asks if I never send anything in the line of Poster Stamps on approval. To be sure I do; just send that reference from someone with a business on his letter-head and I'll gladly forward a large album and ten beautiful sets of non-advertising stamps consisting of 12 stamps each.

If you want the whole outfit, remit 50c and we are square. Mail that request, with reference and return postage, today to L. A. Beebe, 64 Bruce Ave., Yonkers, N. Y.

WE CONFESS

without shame that we printed the poster stamps which are sold by the Beebe Co. with the Owlet Library Books advertised on next page. Here's one of the 24 stamps of one set.



BRIDGE BUILDING

If you do not know why the job of printing these poster stamps was given to us, read "The Why" on page 42 of No. 2 of the Bulletin or write us for particulars.

We do not prepare plates, but we print cheaper and better from plates in colors than any other firm, quality considered.

We will, if desired, estimate on having plates prepared for you, but printing is our game and we claim to be expert shots.

Dittman Color Printing Co.

(Incorporated)

251 West 19th St., NEW YORK

OWLET LIBRARY

Each volume contains interesting bits of information illustrated with

24 Educational Art Stamps like this:

No. 128



Vol. 1. Nursery Rhymes and Fairy tales. 2. Wild and Garden Flowers. 3. Birds. 4. Dogs and Cattle. 5. Wild and Prehistoric Animals. 6. Marine Mammals and Fish. 7. Birds of Prey and Game Birds. 8. Evolution of River and Ocean Craft. 9. Butterflies. 10. Poultry. 11. Various Industries. 12. American views. 13. Arabian, Egyptian and South Sea Island Life. 14. Long Limb and Gay Plumage Birds. 15. Rulers of the World, Seals and Flags. 16. Lighthouses and Naval Warfare. 17. Cathedrals and Ruins. 18. Famous Monuments and Statues. 19. Aircraft and Picturesque Vehicles. 20. Beasts of Burden and Horses. 21. Games and Sports. 22. Fruit and Shade Trees. 23. Babies of all Nations and Costumes of the World. 24. Army Officers.

These books are cloth bound, artistic and the only cheap thing about them is the price 12c each, 6 for 50c or all 24 for \$1.75 postfree. Attractive terms to agents.

THE BEEBE CO., Distributors
YONKERS, NEW YORK



Transparent Handles
Any Photo, Name and Emblem
POCKET KNIVES

These knives not only have handsome and novel handles but the blades are the best that can be put in any knife and the workmanship throughout is of the best and guaranteed.

Among others we furnish

		Blades	
No. 58	Youths	1	\$0.50
No. 68	Ladies	2	.75
No. 172	Small Novelty	2	1.00
No. 118	Senator	2	1.25
No. 11	Regular Novelty	3	1.50

Name and address on one side
 and photograph or emblems
 of your selection on the
 other without charge

AGENTS WANTED

Lloyd Larson

629 84th St.

Brooklyn, New York

You have undoubtedly heard

of **The Collectors Journal** (of Chicago)
 — that it is the best printed philatelic magazine published,
 — that it is well illustrated and has an up-to-the-minute new issues department,
 — that it contains a "Stevenson Article" in each issue dealing with U. S. stamps. In this series the most important discoveries in the past few years have been announced, the 1c and 10c 1851-57 issues have been fully described and illustrated, the grills on U. S. stamps have been fully covered and other equally important articles are constantly appearing.

Now see it for Yourself.

A sample copy will be sent you for a nickel but you'd better send 50c for a full year as you will surely want it.

H. L. LINDQUIST, Editor
700 East 40th St., Chicago, Ill.

THE STAMP JOURNAL

has more eminent writers on its staff
 than any other philatelic publication in America

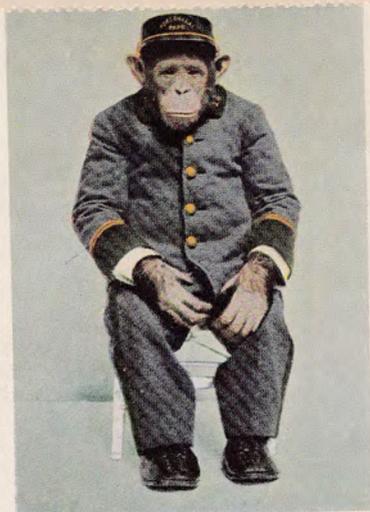
Splendidly illustrated, 16 to 20 solid pages
 of reading every issue.

RUSSELL L. STULTZ, Editor.

50c a year to any part of the world
 Sample Copy 5c.

The Stamp Journal

CAMDEN, N. J.



A-18 © NEW YORK ZOOLOGICAL PARK

The above is a sample of the most artistic and effective series of Animal Art Stamps that have been issued.

These stamps are reproduced by four color plates from selected photographs of animals taken in the NEW YORK ZOOLOGICAL PARK, which contains THE WORLD'S GREATEST COLLECTION OF LIVING WILD ANIMALS.

Carefully prepared captions of thoroughly reliable information accompanies each stamp, giving the series REAL EDUCATIONAL VALUE.

Handsome album providing space for the complete series of 130 stamps, with ten of the series pasted therein, 15c; postage 3c.

The remaining 120 subjects sold in sets of 20 stamps each, 10c per set.

Address

ART STAMP BUREAU

Dept. A.

**New York Zoological Park
NEW YORK CITY**

THE W. R. ANDERSON CO
PUBLISHERS

Copyright Life Pub. Co.

ERNEST HAMLIN BAKER

DESIGNER

5

for

\$1

POSTER STAMP BULLETIN costs 25¢ per year.

Membership in P. S. E. S. 25¢ per year.

Initiation fee costs 25¢.

100 different advertising stamps 25¢.

1 years subscription to **Stamp Journal**, America's leading stamp monthly 50¢.

TOTAL - \$1.50

COMBINATION OFFER.

All five for \$1.00.



Cut off this page; sign your name and address and mail to us with a dollar bill and we will do the rest.

Poster Stamp Bulletin

Lock Box 365

Yonkers, New York

Name

Address

We would appreciate the

Name

Address

of a friend likely to be interested in receiving a copy of P. S. Bulletin.



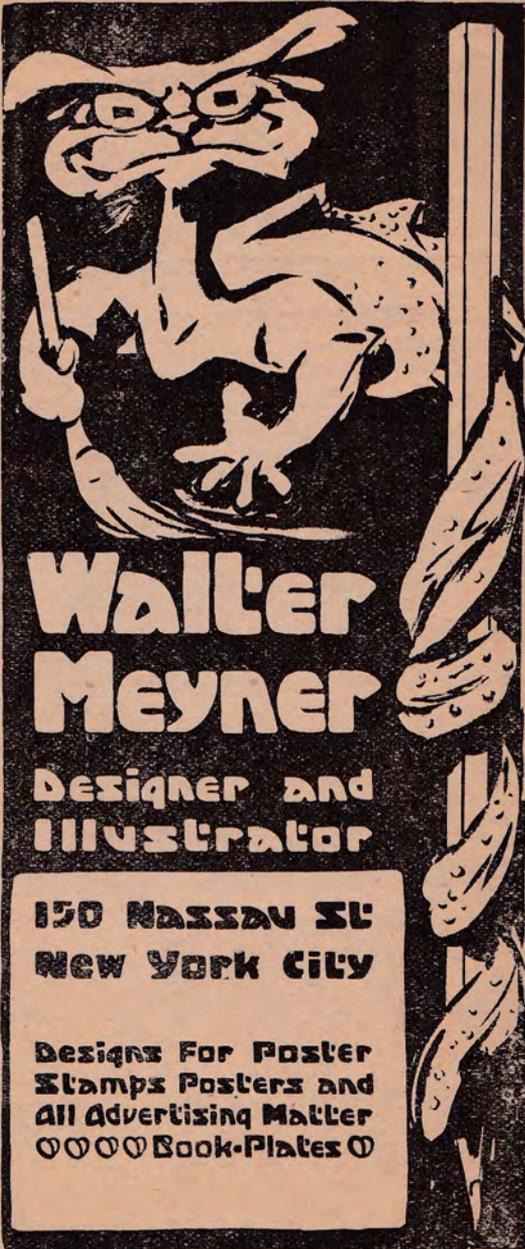
Name

Address

Hereby applies for membership in the **Poster Stamp Exchange Society** and encloses 50¢ to cover initiation fee, 25¢ and annual dues, 25¢ to *first year*. He agrees in general to observe the rules of the Society as published from time to time in the Official Organ (Rule 1 requires the enclosing of return postage with all letters addressed to an officer of the Society) and in particular to give the other fellow a square deal.

Proposed and endorsed by.....No. *974*

Members are entitled each time they pay dues, to 50 official poster stamps of the Society and 10 for each new member proposed by them and accepted. Additional supplies, 25¢ per 100. First fiscal year ends December 31, 1915.



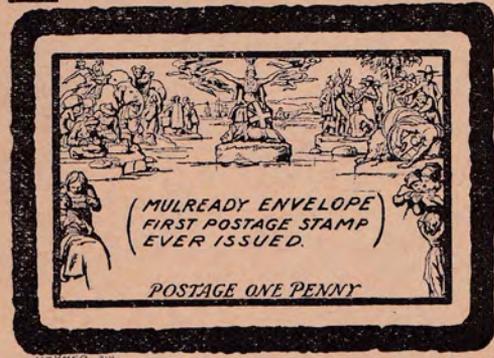
**Walter
Meyner**

**Designer and
Illustrator**

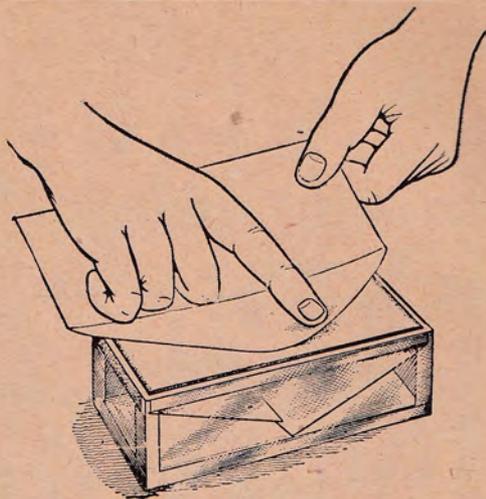
**120 Nassau St
New York City**

**Designs For Poster
Stamps Posters and
All Advertising Matter
OOOO Book-Plates O**

POSTER STAMP BULLETIN



**POST OFFICE ADDRESS
LOCK BOX 365
YONKERS-N.Y.**



DON'T LICK
ANOTHER POSTER STAMP
 (or postage stamp for that matter)

WE GUARANTEE you will not as long as you live if you let us send you an

ONLY MOISTENER

The only sanitary moistener on the market today. Does not take any gum from flap of envelope or back of stamp where it is needed, consequently does not itself get all "stuck up" although it is such a dandy article

We would not take \$5 for ours if we could not get another. The New York Zoo uses four large size ones.

The Price is only 75 cents

postfree and our guarantee to refund the price and return postage within 30 days if you want your money goes with each Moistener. Order one on our sayso.

THE B-B COMPANY
 YONKERS, N. Y.

Poster Stamp Bulletin

Official Organ of the Poster Stamp Exchange Society
 Office of Pub. 64 Bruce Av. Yonkers, N. Y.

Annual Subscription, 25¢ - Single Copies, Each, 5¢ - Back Numbers Each 10¢

Advertising Rates upon Application to the Publishers

THE B-B CO.
 YONKERS, N. Y.

Managing Editor, L. A. Beebe, Yonkers, N. Y.
 Ed. New Issue, Dept. J. Waldo Sampson, 132 Nassau St., N. Y.

VOL. I. OCTOBER, 1915. NO. 4.

PUBLISHED MONTHLY

Application made for Second Class mail privileges at the Yonkers, N. Y. postoffice.

Proposals for exchange of advertising space may be made to the Secretary. The rule "no free copies of Official Organ" will be strictly lived up to, but copies of No. 1 will be LOANED to anyone interested, and are expected to be returned promptly. Address the Secretary on business letter head.

Copyrighted 1915, by The Beebe Company. All rights reserved except that exchanges may publish anything they please provided they note that it is copyrighted and give proper credit to the Bulletin.

Perhaps you noticed

That there were 11 illustrations in the way of poster stamps in Bulletin No. 3. There may be more or less in this number as that is not determined at time of writing this article.

AT 25c PER YEAR

The poster stamps for your collection are worth more than the cost of the magazine, and we hate to give our estimate of the value of the reading matter, but whisper—we paid for two contributions last month and they will be printed, perhaps in this number, but pshaw! they don't read any better to the editor than some articles which appeared last month and more this month

Drawkcab Gnikool

"thgilf ruoy ni emiT O drawkcab
nrut drawkcaB"

You'll have to you know, to read this
ad right.

!ti ot og oS

neves srebmun ylimaf ruO
:swollof sa

Our "baby" is named "**Wonder**"—
and he's *some baby!* We will let you
look at him (and *keep* him, too) for

\$1.02

His "innards" consist of a stamp
from each of over *100 different* coun-
tries, *besides* Corea, Iceland, S. Nig-
eria and Dahomey!

His brothers are named "JAVA"
"SIAM", "NUBLOX", "USAN",
"MARVEL" and "OH GEE". Ours
is a "one price" family and we'd be
glad to make your acquaintance.

A. W. DUNNING

Boulevard Station
BROOKLINE, MASS.

Yes, don't forget to say Bulletin.

contributed freely by some of our enthus-
iastic members like "Whip."

During the month we made arrangements
with two firms to have all their applications
for poster stamps (and both publish fine
sets, one of 9 and the other of 6) filled by
our Exchange Department, and of course
the getting in touch with more than 200 col-
lectors in this way is helpful to our sub-
scription list, which leads us to remark that

Hereafter, lists of members will not be
published in the Bulletin for we find such
lists are being used by outsiders to send
unsolicited lots of poster stamps on approv-
al (and in one case without even the plain
business decency to enclose return postage)
so we will issue the list of new members
from time to time and send to all members
of the Society. We can use that space to
better advantage any way as the list is
growing fast, the 100 mark having been
passed.

And that leads us to remark that another
change in the rules has been found advis-
able. You will recollect that we started out
to charge a membership fee of 25c per year,
initiation after 100 charter members had
been secured of 25c and subscription price
of the paper 25c per year, but from now on
we shall have only two prices,—

25c per year will cover subscription to
the paper, and nothing more. 50c will cover
annual dues of members with all privileges
and include subscription to the Bulletin.
We do not believe any reader can afford not
to be a member, but we give you the chance
to save a quarter if you must.

"Mary, Mary, quite contrary,
How many Poster Stamps have you?"
"I haven't many, in fact hardly any,
Except from the NEW YORK ZOO!"

—A. W. Dunning.

Philatelic Curiosities.

Highly interesting original covers from the War Zone mailed to individual addresses

A fellow philatelist residing in Baarle (Baarle, a Belgium enclosure situated within the Dutch province of Brabant, is the only Belgian territory which has not been invaded by the Germans) has kindly offered his services in being instrumental in having the following choice items sent to you personally:

A. Postal Card franked with three stamps (King Albert) sold for the benefit of the Belgian Red Cross, 20c.

B. Postal card bearing four stamps (King Albert and Queen Elizabeth) sold for the benefit of the Belgian Red Cross, 25c.

C. Postal card with five ordinary Belgian stamps, sent registered from the Enclosure of Baarle, 15c.

D. Postal card franked with a Belgian stamp together with a French stamp, sent from Le Hayre (Le Havre, France, is the present seat of the Belgian Government and is temporarily ceded by the French to the Belgians), 10c.

These covers with authentic cancellations and bearing all imprints, having regularly passed through the mail, are bound to become valuable in the near future. They are not only represent a safe investment, but are so typically out of the ordinary that they constitute a valuable asset in your collection.

Orders accompanied by remittances (stamps or money-orders) should be promptly sent to E. de Haas, 750 E. 225th St., New York City, who will see to it that orders are properly executed.

OFFICERS P. S. E. SOCIETY.

Pres. L. A. Beebe, Yonkers, N. Y.
 V.-Pres. A. W. Dunning, Boul. Sta. Brookline, Mass.
 Treas. C. V. Webb, Perry, Ohio.
 Secy. B. W. Allen, 20 Gaston St., Boston, Mass.
 Exchange Mgr. C. Travis Brown,
 Lock Box 365, Yonkers, N. Y.
 Sales Mgr. Robert Thomas,
 95 Landscape Ave., Yonkers, N. Y.
 New Issue Mgr. The Secretary.

List of Members. No. 4.

69. C. H. Wadeldon, 9 Rockledge Place, Yonkers, N. Y.
 70. Victor M. Rothem, Mabel, Minn.
 71. Carl E. W. Welcome, Box 435, Westfield, Mass.
 72. Arthur G. Whelpley, 172 Washington Ave., Belleville, N. J.
 73. J. R. Newman, 703 Maryland Ave., Pittsburg, Pa.
 74. Alfred Lecher, 1202 Lexington Ave., N. Y. City.
 75. M. Casper, 1884 Seventh Ave., N. Y. City.
 76. F. O. Fenner, 2232 So. Rosewood St., Philadelphia, Pa.
 77. C. M. Rystad, Clifton, Texas.
 78. Geo. Glendenning, Denison, Kan.
 79. A. M. Wright, 47 Court St., Boston, Mass.
 80. Henry W. Eisfelder, 41 St. Nicholas Terrace, N. Y. City.
 81. Edward I. Hindle, 424 Mass. Ave., Boston, Mass.
 82. M. S. Astmann, 1115 East 15th St., Brooklyn, N. Y.
 83. I. Harris, care Barnes-Crosby Co., 226 W. Madison St., Chicago, Ill.

There was a man in our town —
 A woolly headed black —
 Who dressed himself like a Poster Stamp
 And put mucilage on his back!

But when upon the street he went,
 Folks thought he'd run amuck!
 A policeman hit him, back he fell,
 And on his back he STUCK!

—A. W. Dunning.

OCTOBER OPENINGS.

U. S. 50c 1902.....	06
U. S. 50c 1908.....	07
U. S. 50c P. P. perfect.....	14
U. S. no. 638, cat. 15c.....	05
Belgium 1914 War 5, 10, 20, 50c.....	17
Cuba no. 238, cat. 25c.....	06
Curacao nos. 13, 17, 22.....	05
Danish W. I. no. 21a, on cover.....	10
Dutch Indies no. 50 or 51.....	01
*Greece 1912 no. 720 fine.....	03
Jamaica no. 43 cat. 20c.....	07
Newfoundland nos. 42, 47, 51.....	12
same nos. 80, 81, 83, 104, 105...	03
Nicaragua, nos. 194, 196, 277a.....	05
Swiss 1914, 3, 5, 10 fr. perfect.....	60

*unused. Postage extra.

H. W. Eisfelder

41 St. Nicholas Terrace, NEW YORK

Among our Exchanges are

Editor & Publisher, New York.
 Mekeels Weekly Stamp News, Boston.
 The Stamp Journal, Camden, N. J.
 Philatelic West, Superior, Nebr.
 Collectors Journal, Chicago.
 Philatelic Gossip, Denison, Kans.
 Philatelic Gazette, New York.
 St. Nicholas, New York.
 Nebraska Philatelist, Norfolk, Nebr.
 The Fatherland, New York.

Subscriptions to above or any other
 periodical will be given

*"PERSUN--AL" ATTENTION***F. G. PERSUN**

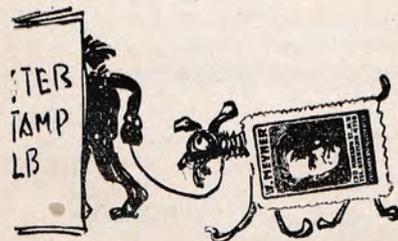
563 Walnut St.

ELIZABETH. N. J.
 Submit your list for club rates.
**Our Exchange Department**

Is not being made use of as much as it would be if the half of our membership who have not tried it would take the plunge.

Member No. 49 suggests that the members generally be invited to contribute a number of their duplicates to the department for the benefit of all, offering to contribute 200 from his own stock. If this should meet with the approval of the members your contributions will be thankfully received and due acknowledgment made in the Bulletin. Who will imitate No. 49?

Another member who sent in 400 posters for exchange wrote most appreciatively of the stamps he received, saying he had a lot of conceit taken out of him in looking them over, as he thought his collection pretty complete and did not expect much from the Exchange Department, but he found so many he did not have in his collection that he became a firm believer in our Exchange Department.



Hardly a day goes by that we do not add to the varieties in this department. One enthusiastic member sent in 1,000 sets of a

Great Money Getters

These stickers might be likened to the patent medicine ad:--

Before
Using



and

After
Using



and believe us, after one application you will never allow the stock to run out.

*Carried in stock and the price of
50¢ per 1000
isn't a marker to what they are worth.*

Oh! Yes!

We make poster stamps and stickers of all kinds. If its gummed on the back just tell us what you want, and how many, and

You'll sure come again

The Tablet & Ticket Co.

**381-383 Broadway
NEW YORK**

Sure, mention the Bulletin.

very handsome set of 9, and aside from the fact that we felt a little overwhelmed with the obligation to send 4,500 different in return we are still on the job. As a matter of fact we have more than 300 varieties in stock at the end of two months' operation of the department.

The department is even prepared, thanks to the generosity of several firms, to consider exchange in quantities of 10 to 25 of a kind with collectors doing an exchange business of their own aside from our department. This too, on an even exchange basis, but only with members. If you want to try this, send samples of the kinds you can furnish 25 or more of and we will try and do business with you.

—"Ex. Mgr."

Important to all readers.

With this number of the Bulletin for reasons stated elsewhere, we are pasting in the illustrations ONLY in copies going to subscribers and to issuers of Poster Stamps.

All sample copies will go out without the poster stamps for illustration, but a full set will be sent to anyone upon receipt of 2c stamp or upon receipt of subscription at 25c per year.

All MEMBERS of the Poster Stamp Exchange Society paying 50c per year will be entitled to an extra set of the illustrative poster stamps so that they need not mutilate their file of Bulletins if they desire to keep them and need any of the stamps for their collections. One request for an extra set will be sufficient to have your name listed for an extra set from month to month.

Subscribers to the magazine at 25c per year may obtain the stamps for any one number for a 2c stamp.

Poster Stampus

The New Poster Stamp Collector's Club.

POSTER STAMPUS has been organized by collectors of Poster Stamps, to promote the collection and exchange of newly issued Poster Stamps.

POSTER STAMPUS is constantly securing New Issues of Foreign and Domestic Poster Stamps.

Membership costs but 25c a year and for this you receive a handsome Member's Button, 50 of the very newest advertising Poster Stamps, all different, and in addition every member will receive a new selection of advertising Poster Stamps every 60 days free.

POSTER STAMPUS has an endless variety of rare Poster Stamps, both Foreign and American, which Members can buy at 10 per cent less than non-members.

Join today and get your friends to join, and for every four new members you secure we will send you 50 rare Foreign Poster Stamps.

If you already belong to a Poster Stamp Club, send us your name and 2c stamp and we will send you free 25 selected advertising Poster Stamps, and 10 additional stamps for every name and address of a collector not already listed with us, and for every name so sent us you will receive 15 additional stamps when they join POSTER STAMPUS.

We have the distribution of advertising Poster Stamps for many firms that issue them and will be glad to send you a list of same.

Write us today and become a member; 25c will let you in; stamps accepted.

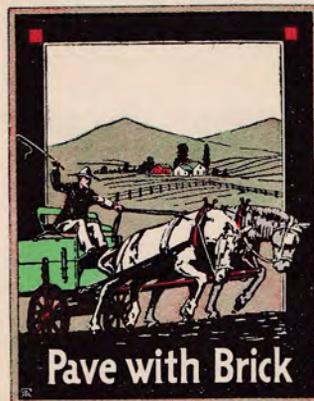
SPECIAL! We will give you 100 advertising Poster Stamps if you send in five new memberships at one time.

A beautiful stamp album will be given free to the boy or girl sending in the largest number of new members every month. Try for this album. It will hold 320 stamps.

Address today, Secretary, "POSTER STAMPUS," 1115 East 15th St., Brooklyn, N. Y.

Brick and Clay Record

The trade paper published in the interest of manufacturers of brick and clay products favors us with a pair of fine poster stamps such as they furnish to the trade at \$1.50 per 1,000 for general publicity. Their office is 445 Plymouth Court, Chicago, and one of the pair in sober black and white is illustrated herewith, the other we are saving until next month.



No. BRICK AND CLAY RECORD them for samples or buy 1,000 to get a set for your album, as Brick & Clay Record kindly sent our Exchange Department enough to pass around to our members upon request, accompanied by a red stamp. If you would like more than one set send along something for the Exchange Department and we will oblige so long as our supply lasts.

The announcement in their own publication regarding the stamps reads,—

"A few years ago the railroad authorities put an end to the practice of certain manufacturers, who nailed large cardboard or paper posters to the sides of freight cars, which were designed to tell the public (or that part of it which walked through railroad yards or which was held up at grade



A-15 © NEW YORK ZOOLOGICAL PARK

The above is a sample of the most artistic and effective series of Animal Art Stamps that have been issued.

These stamps are reproduced by four color plates from selected photographs of animals taken in the NEW YORK ZOOLOGICAL PARK, which contains THE WORLD'S GREATEST COLLECTION OF LIVING WILD ANIMALS.

Carefully prepared captions of thoroughly reliable information accompanies each stamp, giving the series REAL EDUCATIONAL VALUE.

Handsome album providing space for the complete series of 130 stamps, with ten of the series pasted therein, 15c; postage 3c.

The remaining 120 subjects sold in sets of 20 stamps each, 10c per set.

Address

ART STAMP BUREAU

Dept. A

**New York Zoological Park
NEW YORK CITY**

crossings by freight trains) that the car contained certain materials that were manufactured by the man who paid for printing the poster and for nailing it on the car.

"Up to this time Uncle Sam has been more lenient, and has not made any objection to the affixing of brightly colored stamps to mail matter—stamps that do not pay postage, but which do carry message.

"The manufacturers of building brick have used a large quantity of the posterettes or poster stamps that have been supplied them by 'Brick & Clay Record.' Manufacturers of paving-brick have just begun to use the stamp illustrated herewith."

THE Fatherland



Field Marshal Von Hindenburg

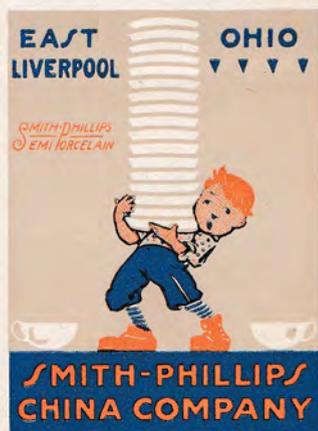
**A Weekly devoted to Fair Play
for
Germany and Austria-Hungary
1123 Broadway New York City**

We are neutral

but biased, and that we believe to be the attitude of the great majority of Americans today. Therefore, we do not hesitate to welcome as an exchange "The Fatherland", whose motto is "Devoted to fair play for Germany and Austria", particularly when they issue as attractive a stamp as the one herewith.

Smith-Phillips Poster Stamps.

Mr. Phillips, Member No. 50, writes that had the Poster Stamp Bulletin been in existence a year ago he would have availed himself of the opportunity to send sufficient sets (six) of their poster stamps to use as inserts to illustrate one number of the Bulletin, but at this late date the original edition of 5,000 sets having been reduced to less than 1,000 sets, he cheerfully contributes sets enough so that each reader of the Bulletin may have one stamp:



Briefly the six subjects illustrated are: "The Princess Chooses;" "Young Hercules;" "The Circus;" "The Parade" (the latter with apologies to Mr. Julius Klinger); and "The Pottery" and "The Office." Mr. Phillips explains that the two latter were "space fillers," as lack of time and anxiety to get the stamps before the public prevented them from obtaining from the artist exactly what was desired from the sketches supplied,—and he adds that the marvel is that from the sketches supplied the artist was able to do as well as he did.

Owing to shortage of supply Mr. Phillips explains that it will be possible to favor readers with only one each of the set, and if you mention which one of the set you

have he will doubtless endeavor to send a different one. He mentions something about stamped envelopes for reply as postals hardly express an earnest desire to obtain the stamps, but of course our readers are too well trained in the ethics of poster stamp collecting to make any mistake along these lines.

"Give me a stamp, a Poster Stamp!"

That is the cry we hear;
And whether to get it he has to tramp
In the dusty road, or the grass so damp—
He'll get it, never fear!

"Sell me a stamp, a Poster Stamp!"

And tho' he forgoes a beer;
Tho' on your trail he has to camp,
Or write you until he has writer's cramp—
He'll get it, however dear!

He wants a stamp, a Poster Stamp!

And you think that he is queer;
But, with his Collection under the lamp,
Watch his pleasure! He's not such a scamp
As at first it would appear!

—A. W. Dunning.

Stock Printing.

Until a better word is coined I will thus refer to the P. S.'s, of which thousands are printed (he doesn't mean Post Script, so popular with the ladies, but this abbreviates Poster Stamp.—Ed.) and space left for the advertiser's name or message. Some of these are beautifully designed and well printed or lithographed. These can usually be told by their form and I think they should be classified or catalogued (who will start that much needed catalogue?) under the publisher's name, which usually appears in very small type. In some cases the firm uses these Poster Stamps to demonstrate their own ability to print a desirable stamp,—"Whip."

It takes some time

To insert 11 illustrations by hand of the common or garden variety, as you would have discovered if you could have dropped into the office of publication last month and seen the 6600 stickers going into Bulletin No. 3.

This month members will receive Bulletin No. 4 fully illustrated while the sample copies sent out on suspicion will carry the announcement that the illustrations will be sent on receipt of subscription or a 2c stamp. Happy thought, that suggestion of a member friend, and adopted pronto.

One exception will be made, and that is of stamps which can be affixed by the WIZARD POSTER STAMP AFFIXER, which makes its initial bow in this number of the Bulletin. Two loadings of that machine with rolls of 500 poster stamps will suffice to put one illustration in the Bulletin, so that illustrations furnished us in that shape we will put in all numbers sent out.

The Wizard Co. tells their own story in three pages this month and anything added here would be superfluous, the mere fact that poster stamps supplied us their way can be and are stuck in so easily that we use them for all copies of Bulletin No. 4 is more eloquent than reams of talk.

China.

Through a sea of golden brown, the blue sailed junks make their way, leaving their wake of vivid yellow. Such is the trail of the "Direct China Cotton Importers."

This attractive Poster Stamp was designed by the Carlton Studios, London, August, 1912; printed by Schut, Munich, and received by the Wonalancet Co., Nashua, N. H., in November, 1912, and by them distributed.

As far as I know this was the first Poster Stamp used in the United States, and needless to say is scarce at the present time. Another stamp that is to my notion one of the most attractive in my collection is the scarce "To China" posticker of the North German Lloyd Co. It is really a gem.—"Whip."

Posters from Exchange Dept.

The following attractive advertising Poster Stamps (and many others) have been received by the Manager of the Exchange Dept., and are ready to send out to subscribers desiring them or for sale at the uniform rate of 50c per 100—all different.

Or selections will be sent on approval, posters retained to be paid for at 1c each.

Most of the sets mentioned in former numbers of the Bulletin under this head many still be obtained from the Exchange Manager.

Dutch Boy White Lead	4
Forman-Bassett Co.	9
The Arlington Co.	6
A. S. Hinds	24
New Mexico State Fair	4
Brick & Clay Record	2
Union Pacific R. R.	6
West. Canada Flour Mills	6
Weiland & Risch	2
San Diego Exposition	3
Matzene.	3
American Adding Machine	2
Beich's Chocolates	3
Cutler & Crossette	3
Sprague Warner & Co.	4
Klee, Rogers & Co.	3
Cutler Shoe Co.	4
Olsen & Ebann	2

Most of the above are furnished free by advertisers who appreciate the putting of single stamps into the hands of those who are interested enough in them to exchange for them free or pay for them at the moderate price of ½c each, which no more than covers cost of maintaining this department. All may be obtained from the Exchange Manager, C. Travis Brown, Box 365, Yonkers, N. Y., easier and cheaper than direct from the advertiser.

Application blanks for new members supplied by the Secretary. Write him for some and give him any suggestions you may have to make. This is not a one-man Society, so fire along your thinks.

—Members desiring to enter into exchange relations with other members will be listed under proper headings in the Bulletin for 10c per issue.

You have undoubtedly heard

of **The Collectors Journal** (of Chicago)

- that it is the best printed philatelic magazine published,
- that it is well illustrated and has an up-to-the-minute new issues department,
- that it contains a "Stevenson Article" in each issue dealing with U. S. stamps. In this series the most important discoveries in the past few years have been announced, the 1c and 10c 1851-57 issues have been fully described and illustrated, the grills on U. S. stamps have been fully covered and other equally important articles are constantly appearing.

Now see it for Yourself.

A sample copy will be sent you for a nickel but you'd better send 50c for a full year as you will surely want it.

H. L. LINDQUIST, Editor
700 East 40th St., Chicago, Ill.

THE STAMP JOURNAL

has more eminent writers on its staff
than any other philatelic publication in America :

Splendidly illustrated, 16 to 20 solid pages of reading every issue.

RUSSELL L. STULTZ, Editor.

50¢ a year to any part of the world.
Sample Copy 5¢

The Stamp Journal

CAMDEN, N. J.

Cincinnati.

Good old town, I know, for I spent two-thirds of my years there, sometimes "Over the Rhine" and sometimes other places. I have always felt kindly toward the Queen City and while several years have passed since I visited the Fountain Square and beautiful suburbs I expected that something fine would emanate from that city in the shape of real poster stamps. I have been disappointed, for those I have thus far seen do not do justice to the artistic influence exerted by the many Art Schools and excellent Public School training. Wake up, Cincinnati, and show us what you can do!—"Whip."

PIONEERS.

R. Steinman & Co., 152 East 5th St., St. Paul, Minn., writes: "We believe we are foremost in the Poster Stamp business, having been engaged therein for about a year, but having received stamps from Europe for two or three years."

Which goes to show how very recent the advent of the Poster Stamp is. Incidentally the Steinman Co. favors us with sets of their St. Paul, Minneapolis, and Presidents of United States, which are certainly worthy any collector's albums. They mention that they have an attractive proposition for agents and would be glad to hear from all, and to forward catalogue of 100 sets upon request.

WASTE.

Your good editor has mentioned the regrettable waste in the use of Poster Stamps. Several firms who early became convinced of the advertising advantages of the Poster Stamp medium have since discontinued their use as apparently the results were not equal to the expense. This should not condemn the Poster Stamp for advertising purposes. Large quantities thrown to stores which will not take the trouble to use them, and inquirers supplied with an overdose will not bring results. This is abuse, not use.

A little gray matter used in the direction of distribution might overcome the objection to their use. One good effective Poster Stamp is worth a hundred of the wastebasket variety.—"Whip."

Wanted! A Live Boy or Girl

*In Every Community to act as
Secretary of Local Society*

The work is pleasant, the hours you may suit yourself about, and the pay is just in proportion to the ability and effort displayed. An energetic youth can certainly secure 25 members at 25c each in any village with a population of say 1,000 or more, and we have many members in places of less than 500. Relatively, the smaller the place the more benefits the member has because it supplies the opportunity which the City member has right at hand of securing supplies of stamps. To be sure, many national advertisers are sending handsome stickers broadcast through the land, but they are only just making a beginning and naturally the large cities are receiving the most attention at first.

The Secretary of the Local Branch has the opportunity to build up his own collection without expense as to the Exchange Manager will be glad to send anyone taking up the matter actively 100 fine stamps to show to prospective members, and to exchange with the Secretary under the Rules for any duplicate he (or she, for the membership already contains the names of many girls and even some former girls and there is nothing to hinder a girl from becoming a Local Secretary) may secure. In accordance with the Rules, the Manager of the New Issue Department will put a Local Secretary on his list to receive new and interesting advertising stamps free as published,—and **most important of all**, the Sales Manager will furnish sets of non-advertising Poster Stamps at the nominal price of 3c per set for re-sale to members at the regular price of 5c (66½% profit to the Secretary) per set, or where the member takes 12 sets at a time at 50c the profit is still almost 40% to the Local Secretary.

An ambitious Local Secretary may go a step further and by an active canvas among friends sell the sets of stamps secured from the Sales Manager to non-members (also albums) or, by arrangement with the proprietor of some store, such as a stationery store, arrange to have the sets displayed and sold with profit to both the Secretary

and the store-keeper. Special arrangements will be made in this latter case, depending upon the population, number of sets ordered at a time, etc.

WHO WILL BE THE FIRST
in your locality to take this matter up? Will it be you? Write to Secretary Sampson, to Exchange Manager Brown, or to Sales Manager Thomas, or to all three, and state your willingness to cooperate, and you can, during vacation or longer, engage in a pleasant and profitable little business of your own.

Little Ads.

10c per agate line. 20c for 3 times.
Display allowed. Prepaid always.

PRE-CANCELLED stamps wanted for cash or exchange, wholesale or retail. Must be reasonable if cash. D. R. BEROLZHEIMER, Post St., Yonkers, N. Y.

All American Poster Stamps; assortments post paid, 10c, each different—AA, AB, AC, AD, AE, AF, AG, AH, AI, AK. No duplicates in the series. Poster Stamp Distributing Service, P. O. Box 75, East Liverpool, Ohio.

INVEST A PENNY in a post card and send for the Nebraska Philatelist Premium List and sample copy of the paper. It's a live one. Percy Mann and others contributors. Only 25c a year (10 numbers).

NEBRASKA PHILATELIST,
Norfolk, Nebraska.

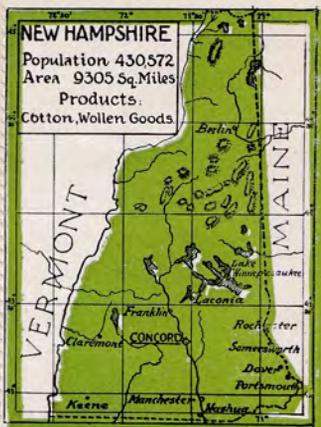
STAMP COLLECTORS

Look here! We have over 200,000 assorted United States stamps which we are giving away **FREE**. Send 5c in unused stamps or coin to cover cost of postage and packing for a box of 1,000. Send today.

Three U. S. cat. 45c for only.....15c
St. Clair Stamp & Postcard Co.,
Dept. A., R. R. 4, Belleville, Ill.

Are you a philatelist? If so you'll like Philatelic Gossip, the new live wire. 10 cts. a year. Sample copy free.

Philatelic Gossip, Denison, Kansas.



Doesn't require much explanation, does it?

The above is one of 72 Educational Poster Stamps in the shape of maps, 36 of which are ready at this time and the other 36 will be issued within a few weeks.

They are endorsed by public educators and parents as the happiest idea for real educational advancement, so far developed as a result of the widespread desire on the part of young and old for Poster Stamps.

Some of the other Educational Stamps we print are:

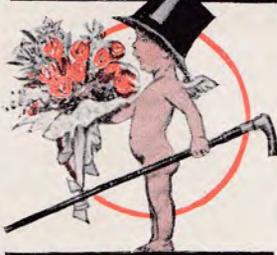
- Presidents of the U. S. from Washington to Wilson.
- Leaders and Rulers of the World—
- Ancient.36
- Modern.36
- Flags and Coats of Arms of all Nations. .72
- Seals of every State, Territory and Island Possession, Animals wild and domestic.36
- Armies and Navies of the World, comprising Soldiers, Marines, Battleships, Air Ships, Decorations for Valor, etc. .72
- Half-tone Views in and around New York 36
- Half-tone Views of travel in foreign lands.36
- Reptiles and Insects, including Butterflies.48

International Poster Stamp Co.

408 W. Broadway, NEW YORK

THE SATURDAY EVENING POST

An Illustrated Weekly
 Founded A.D. 1768 by Ben Franklin
 APRIL 3, 1915 No. 1517 COPY



See
 If you
 items c
 sample sh
 Cover
 for a
 desire to secure the set of 12 covers by the same artist, and when you have the 12 we have not the slightest doubt that you will want more, and we are planning to supply that demand.

Perhaps you are interested in Moving Picture Stars, most everyone is just now, whether it be Charlie Chaplin or Mary Pickford, and we have a gallery of 72 ready at the moment, more later.

Baseball and sports of every kind are taken care of by a set of 72 portraits of stars, illustrations of many sports, etc.

How to Get Them.

As fast as possible dealers in Poster Stamps, stationers and others are being supplied either direct or through the jobbing trade. If you are in a position to handle in quantities write us for prices and terms. Advertisers are being supplied with these or specially designed stamps to meet their requirements.

Remember, we are in the wholesale business, not retail. Single copies and sets may be obtained from the New Issue department of the Poster Stamp Exchange Society from the Secretary, B. W. Allen, 20 Gaston St., Boston, Mass., at the regular retail price of 5c per set of 12. Lots of 1,000 or less supplied by The Beebe Company, Yonkers, N. Y., at \$1.50 per 1,000. For larger quantities write

International Poster Stamp Co.

408 W. Broadway, NEW YORK

WE CONFESS

Without shame that we printed the poster stamps which are sold by the Beebe Co. with the Owlet Library Books advertised on next page. Here's one of the 24 stamps of one set.



Cruiser of the Spanish American War, 1898

If you do not know why the job of printing these poster stamps was given to us, read "The Why" on page 42 of No. 2 of the Bulletin or write us for particulars.

We do not prepare plates, but we print cheaper and better from plates in colors than any other firm, quality considered.

We will, if desired, estimate on having plates prepared for you, but printing is our game and we claim to be expert shots.

Dittman Color Printing Co.

(Incorporated)

251 West 19th St.,

NEW YORK.

OWLET LIBRARY

Each volume contains interesting bits of information illustrated with

24 Educational Art Stamps like this:

No. 128



- Vol. 1. Nursery Rhymes and Fairy Tales. 2. Wild and Garden Flowers. 3. Birds. 4. Dogs and Cattle. 5. Wild and Prehistoric Animals. 6. Marine Mammals and Fish. 7. Birds of Prey and Game Birds. 8. Evolution of River and Ocean Craft. 9. Butterflies. 10. Poultry. 11. Various Industries. 12. American views. 13. Arabian, Egyptian and South Sea Island Life. 14. Long Limb and Gay Plumage Birds. 15. Rulers of the World, Seals and Flags. 16. Lighthouses and Naval Warfare. 17. Cathedrals and Ruins. 18. Famous Monuments and Statues. 19. Aircraft and Picturesque Vehicles. 20. Beast of Burden and Horses. 21. Games and Sports. 22. Fruit and Shade Trees. 23. Babies of all Nations and Costumes of the World. 24. Army Officers.

These Books are cloth bound, artistic and the only cheap thing about them is the price, 12c each, 6 for 50c or all 24 for \$1.75 postfree. Attractive terms to agents.

THE BEEBE CO., Distributors
YONKERS, NEW YORK

SURE, I DID IT!

Did what? Why thought out the scheme of Portrait Stamps featured in Bulletin No. 3, a sample of which I desire to present to each reader of Bulletin No. 4, so here it is—



Colored, did you say, sure, it's colored, and by hand at that. Did I do it? No, dear reader, my office affords an assistant who has the time to do such things, which I haven't.

If you are like some of the enthusiastic collectors to whom Brother Beebe showed a set before publication of the original set in cold black and white you will want to know if you can have them for your collection. Sure you can, if you care enough about them to pay for having them colored, and each set will be colored to order. By that I mean if you wish all four made up in one set of colors like the sample on this page my assistant says he can do it for a paltry 10c; but if you wish all different, and probably different from any other set,

(see next page)

it will cost a quarter. We expect some business.

Having hidden our light under a bushel all these years by doing work "for the trade," we are a little embarrassed by the sudden plunge into the lime-light afforded by Brother Beebe's pet Bulletin, but we started out with the idea that we could try anything "wanst," and the inquiries we have received from readers of the Bulletin indicates that there is a field in direct work for the customer in illustrating and planning advertising poster stamps and other work which we are prepared to meet.

Write what you want to accomplish and what you have in mind and I will try to carry out your plans, submitting rough sketches. The larger the job the lower the cost of real art work in proportion, but no job is too small and no expenditure too insignificant for me to give it serious attention.

Walter Meyner

150 Nassau St.

New York City

This is your paper and while your officers will gladly do all they can to make it interesting it is no job for one or two, therefore get busy with your suggestions,—we have a large and handy waste-basket for such as fail to meet with editorial approval and "get over" but we welcome correspondence provided it is brief, snappy, and to the point. This is an age of "get there" and we all want to boost. If you are interested even moderately in the collection of Poster Stamps make a noise like business and you will be met more than half way by a bunch of enthusiasts who have only been waiting for the debut of this new Society to assist them in getting in touch with each other and with supplies of the handsome stickers which are being issued by so many wide-awake business firms today.

THE SOLUTION

of Poster Stamp troubles has arrived.

Users of millions of poster labels can now feed their stamps from rolls with a hand machine which moistens and affixes them automatically.

*TIME SAVED—ECONOMIC
LABOR SAVED—CONVENIENT*



We design and print
(or reproduce)
stamps to fit this
machine.

**THE
WIZARD
CO.**

179 Summer St.
BOSTON, MASS.

N. Y. Office
67 Vestry St.

The "Wizard"

Affixed
with



a
Wizard

5

FOR

\$1

POSTER STAMP BULLETIN costs 25¢ per year.

Membership in P. S. E. S. 25¢ per year.

Initiation fee costs 25¢.

100 different advertising stamps 25¢.

1 years subscription to **Boys Companion**, Chicago, official organ of the Anti-Cigarette League. Many interesting departments, one exclusively for Poster stamps edited by Beebe and illustrated by Meyner of Poster Stamp Bulletin (sample copy free) 50¢

TOTAL - \$1.50

COMBINATION OFFER

All five for \$1.00

Cut off this page: sign your name and address and mail to us with a dollar bill and we will do the rest.

Poster Stamp Bulletin

Lock Box 365

Yonkers, New York

Name

Address

We would appreciate the

Name

Address

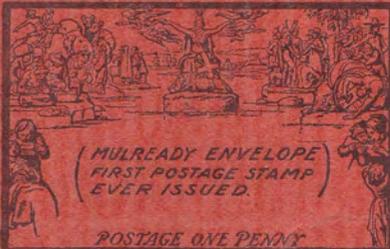
of a friend likely to be interested in receiving a copy of P. S. Bulletin.

Poster Stamp Bulletin

EVOLUTION
NUMBER



NOVEMBER
1915



(MULREADY ENVELOPE
FIRST POSTAGE STAMP
EVER ISSUED.)

POSTAGE ONE PENNY



POST OFFICE ADDRESS
LOCK BOX 365
YONKERS—N.Y.

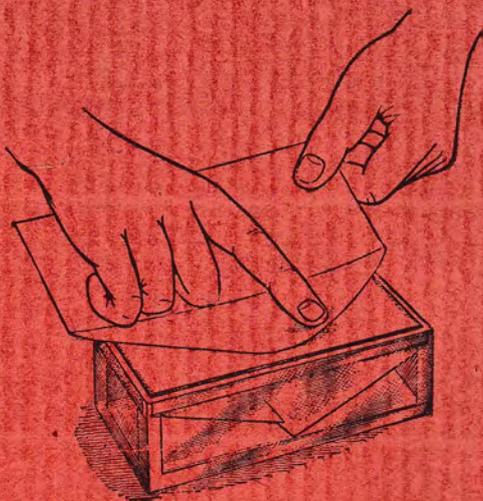
Copyrighted 1915, The Beebe Co.

THE SOLUTION

of Poster Stamp troubles has arrived.

Users of millions of poster labels can now feed their stamps from rolls with a hand machine which moistens and affixes them automatically.

*TIME SAVED—ECONOMIC
LABOR SAVED—CONVENIENT*



The "Wizard"

**We design and print
(or reproduce)**

THE

WIZARD

CO.

*179 Summer St.
BOSTON, MASS.*

*N. Y. Office
67 Vestry St.*

DON'T LICK

Another Envelope and Poster Stamp

(or postage stamp for that matter)
WE GUARANTEE you will not as long as you live if you let us send you an

"ONLY" MOISTENER

The only sanitary moistener on the market today. Does not take any gum from flap of envelope or back of stamp where it is needed, consequently does not itself get all "stuck up" although it is such a dandy article

We would not take \$5 for ours if we could not get another. The New York Zoo uses four large size ones.

The Price is only 75 cents

postfree and our guarantee to refund the price and return postage within 30 days if you want your money goes with each moistener. Order one on our sayso today.

THE WIZARD CO.

YONKERS, N. Y.



Affixed
with

a
Wizard

Poster Stamp Bulletin

Official Organ of the Poster Stamp Exchange Society
Office of Pub, 64 Bruce Av. Yonkers, N. Y.

Annual Subscription, 25¢ - Single Copies, Each, 5¢ - Back Numbers Each 10¢

Advertising Rates upon Application to the Publishers

THE BEEBE CO.
YONKERS, N. Y.

Managing Editor, L. A. Beebe, Yonkers, N. Y.

VOL. I.

NOVEMBER

NO. 5

PUBLISHED MONTHLY

Application made for Second Class mail privileges at the Yonkers, N. Y., Postoffice.

Proposals for exchange of advertising space may be made to the Managing Editor. The rule "no free copies of Official Organ" will be strictly lived up to, but copies of No. 1 will be **LOANED** to anyone interested, and are expected to be returned promptly. Address the Secretary on business letter head.

Copyrighted 1945, by The Beebe Company. All rights reserved except that exchanges may publish anything they please provided they note that it is copyrighted and give proper credit to the Bulletin.

Later Than Ever

October Bulletin was not mailed until after Nov. 1st. Apologies are vain things at best, but if the paper itself calls forth as many favorable comments as did Number 3, we shall feel that probably our tardy arrival will be overlooked.

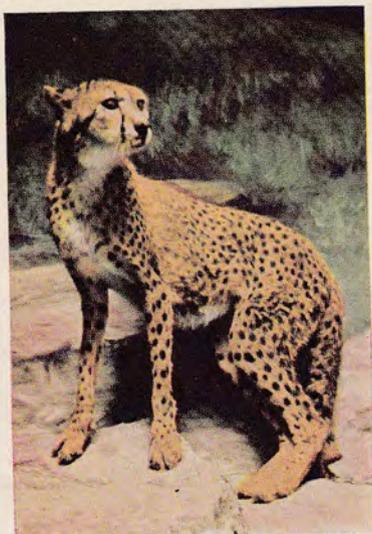
We will not promise that it will not happen again, but only that we will do our best to avoid it.

How Do You Like Our New Shape?



We wanted to start this way, but Mr. Printorium said no, he could get our paper out same size and shape as Philatelic Gossip, but no larger. Hence, as we were impressed with his ideas and personality at long range (we are still looking forward to meeting) we said, "Go to it, Brother Dworak" and have no regrets. He has saved us many an anxious hour and we leave it to our readers whether his comment after getting each Bulletin assembled has been justified, "Better than ever."

Philatelic Gossip has been growing so fast and is bringing so much new grist to the printing mill of The Printorium, that the Bulletin has to look elsewhere, as we did not care to play second fiddle each month to even as worthy a sheet as Gossip, so this November issue comes from the press of The Rush Commercial Job Printery, Plainfield, New Jersey, and we hope the saving in time by shorter distance between the editorial and press chairs may work an improvement.



A-13 © NEW YORK ZOOLOGICAL PARK

A
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These stamps are reproduced by four color plates from selected photographs of animals taken in the NEW YORK ZOOLOGICAL PARK, which contains THE WORLD'S GREATEST COLLECTION OF LIVING WILD ANIMALS.

Carefully prepared captions of thoroughly reliable information accompanies each stamp, giving the series REAL EDUCATIONAL VALUE.

Handsome album providing space for the complete series of 130 stamps, with ten of the series pasted therein, 15c; postage 3c.

The remaining 120 subjects sold in sets of 20 stamps each, 10c per set.

Address

ART STAMP BUREAU
The New York Zoological Park
NEW YORK CITY

We can endorse this as the finest gift book we have ever seen. Any child five years old can paste in the illustrations, and who can estimate the joy of making one's own picture book. For a Christmas gift this cannot be excelled. We know because we have bought friends and yet to see an older friend who is not pleased.

Ed.

Say you saw ad. in Poster Stamp Bulletin in answering advertisers.

You have undoubtedly heard

of **The Collectors Journal** (of Chicago)

—that it is the best printed Philatelic magazine published

—that it is well illustrated and has an up-to-the-minute new issues department

—that it contains a "Stevenson Article" in each issue dealing with U. S. stamps. In this series the most important discoveries in the past few years have been announced, the 1c and 10c 1851-57 issues have been fully described and illustrated, the grills on U. S. stamps have been fully covered and other equally important articles are constantly appearing.

Now see it for Yourself.

A sample copy will be sent you for a nickel but you'd better send 50c for a full year as you will surely want it.

H. L. LINDQUIST, Editor
700 East 40th St., Chicago, Ill.

The Stamp Journal

has more eminent writers on its staff than any other philatelic publication in America.

Splendidly illustrated 16 to 20 solid pages of reading every issue.

RUSSELL L. STUTZ, Editor.

50c a year to any part of the world.
Sample Copy 5c

The Stamp Journal

CAMDEN, N. J.

OUR COVER

Looks like a make-shift, doesn't it? Well, frankly, it is. When brother Meyner designed it we had in mind that this publication would find its strongest supporters in the ranks of the philatelists, and this has proved true in a measure, but there has been so much criticism of the Official Stamp of the Poster Stamp Exchange Society, that we desire to change the cover to a strictly **POSTER** effect, hence,

We offer a



for the best suggestion for a Bulletin, open to all. What cover for the Poster Stamp the reward will be depends upon circumstances,—the state of the treasury for one thing, what the design finally accepted is like, for another whether it is a finished sketch or in the rough for brother Meyner to develop for another, etc.

We would like to have the December number come out with a worth-while front in every sense of the word so invite suggestions from our friends; of whom we are claiming a wider circle with each number of the Bulletin. The crudest drawing may contain the suggestion which we can best use, so grab your pen or pencil and put it on paper and send along, addressed to **BEEBE**,

Yonkers, N. Y., and whether you mark on the envelope "Contest" or not, it will reach the proper department.

BUT, rush your suggestions as we want to have the accepted design in hand not later than December 1 and the paper in your hands in its new dress by December Tenth, and say, we are planning to have the Christmas number some issue, both from the point of view of the advertiser, the casual reader, and particularly the collector.

Officers of Poster Stamp Exchange Society

President, L. A. Beebe, Yonkers, N. Y.
 Vice Pres., A. W. Dunning, Brookline, Mass.
 Secretary, B. W. Allen, 20 Gaston St., Boston.

Treasurer, C. V. Webb, Perry, Ohio.
 Exchange Manager, The President.
 New Issue Manager, The Secretary.



Our Exchange Department

Are You Using it?

If Not, Why Not?

Great Money Getters

These stickers might be likened
to the patent medicine ad:--

Before
Using



and

After
Using



and believe us, after one application
you will never allow the stock to run
out.

Carried in stock and the price of
50c per 1000

isn't a marker to what they are worth

Oh! Yes!

We make poster stamps and
stickers of all kinds. If its gummed
on the back just tell us what you
want, and how many, and

You'll sure come again

The Table & Ticket Co.

381-383 Broadway

NEW YORK

Sure, mention the Bulletin.

Drawkcab

Gnikool

"thgilf ruoy ni emiT O drawkcab
nrut drawkeab"
You'll have to you know, to read this
ad right.

!ti ot og oS

*neves srebmun ylimaf ru0
:swollof sa*

Our "baby" is named "**Wonder**"-
and he's **some baby!** We will let
you look at him (and **keep** him, too)
for

\$1.02

His "innards" consist of a stamp
from each of over **100 different**
countries, **besides** Corea, Iceland, S.
Nigeria and Dahomey!

His brothers are named "JAVA",
"SIAM", "NUBLOX", "USAN", "MAR-
VEL" and "OH GEE". Ours is a
"one price" family and we'd be glad
to make your acquaintance.

A. W. DUNNING

Boulevard Station

BROOKLINE, MASS.

Yes, don't forget to say Bulletin.

Say you saw ad. in Poster Stamp Bulletin in answering advertisers.

WANTED

Evenrude Motor Co.
 Globe-Wernicke Co.
 Hyatt Roller Bearing Co.
 Cleveland Trust Co.
 Regal Shoe Co.
 Nunnally's Candies.
 Newark, N.J. Anniversary.
 Great Northern Ry.
 Philatelic West.
 Quaker Oats Co.
 Webb Biddle Co.
 Dry Goods Products.
 Blackwell Wielandy B. & L. Co.

CAN SUPPLY.

Boston Woven Hose & Rubber Co.
 American Pencil Co. (2)
 Edison Mazda (new) (4)
 Foster Rubber Co. (6)
 Funk & Wagnalls Co. (4)
 Gas Publicity (3)
 Interstate Electric Nov. Co. (2)
 Samuel Jones & Co. (4)
 Mugler Engraving Co. (fine) (4)
 Suffrage (2)
 None Such Mince Meat (4)
 North German Lloyd (2)
 Chas. A. Schieren Co. (5)
 Chesebrough Co. (2)
 Wizard Co. (2)

This is the first call we have issued for stamps for the Exchange department by name and we wonder what the response will be, either from the advertiser or collector who may have a surplus.

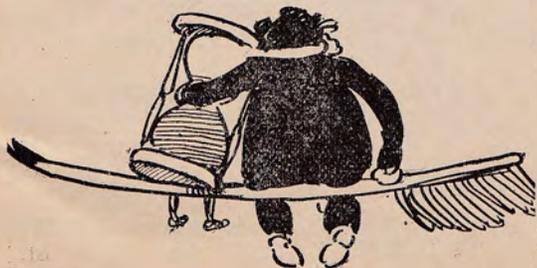
There are many single stamps which are most interesting received from month to month but we have thus far made it a rule to list only sets received by the Exchange Department in sufficient quantity to supply members using the department.

The Exchange Department is where we are different from every other Society with which we are acquainted. Isn't this feature enough to commend the Society in such a way that you, yes YOU, will be interested and generous enough to try to get one new member?



Membership List

Publication of names and addresses has been discontinued for reasons stated in Bulletin No. 4 but you will be interested to know that the Charter Membership list of 100 is full and the last member listed at time of writing this, and some time before publication, was No. 125, a gain of 52 in the last month and the largest in any one month.



**A Minute With
 The Editor**

Here is where we want to publish brief, snappy, remarks by our subscribers. Don't hesitate to "talk back" here.

Little Ads.

10c per agate line. 20c for 3 times.
Display allowed. Prepaid always.

PRE-CANCELLED postage stamps wanted for cash or exchange, wholesale or retail. D. R. BEROLZHEIMER, Post St., Yonkers, N. Y.

INVEST A PENNY in a post card and send for the Nebraska Philatelist Premium List and sample copy of the paper. It's a live one. Percy Mann and others contributors. Only 25c a year (10 numbers).

NEBRASKA PHILATELIST,
Norfolk, Nebraska.

STAMP COLLECTORS

Look here! We have over 200,000 assorted United States stamps which we are giving away FREE. Send 5c in unused stamps or coin to cover cost of postage and packing for a box of 1,000. Send today.

Three U. S. cat. 45c for only... 15c

St. Clair Stamp & Postcard Co.,
Dept. A., R. R. 4, Belleville, Ill.

Are you a philatelist? If so you'll like Philatelic Gossip, the new live wire. 10cts. a year. Sample copy free.

Philatelic Gossip, Denison, Kansas.

Free 60-PAGE POSTER STAMP ALBUM

SEND 10c for SET of 30 DIFFERENT STAMPS and Particulars THE FRANK SHUMAN CO., Room 904, 468 N. Michigan Ave., Chicago.

POST CARD CURIOSITIES

These cards are stamped by their own countries and cancelled. Price 25c each.

China, San Marino, Eritrea, Cotes Des Somalis, Borneo, Tripoli, Greece, Abyssinia and Japan. Only have one of each.

Mexican war currency: 5c for 8c, 10c for 12c, 25c for 22c, 50c for 40c and \$1.00 for 75c. Collection of all \$1.40.

IMPERIAL ART COMPANY,
Box 45, Stockport, O.

Say you saw ad. in *Poster Stamp Bulletin* in answering advertisers.

Poster Stampus

The New Poster Stamp Collector's Club.

POSTER STAMPUS has been organized by collectors of Poster Stamps, to promote the collection and exchange of newly issued Poster Stamps.

POSTER STAMPUS is constantly securing **New Issues of Foreign and Domestic** Poster Stamps.

Membership costs but 25c a year and for this you receive a handsome Member's Button, 50 of the very newest advertising Poster Stamps, all different, and **in addition every member will receive a new selection of advertising Poster Stamps every 60 days free.**

Join today and get your friends to join, and for every four new members you secure we will send you 50 rare **Foreign** Poster Stamps.

If you already belong to a Poster Stamp Club, send us your name and 2c stamp and we will send you **free** 25 selected advertising Poster Stamps, and 10 additional stamps for every name and address of a collector not already listed with us, and for every name so sent us you will receive 15 additional stamps when they join POSTER STAMPUS.

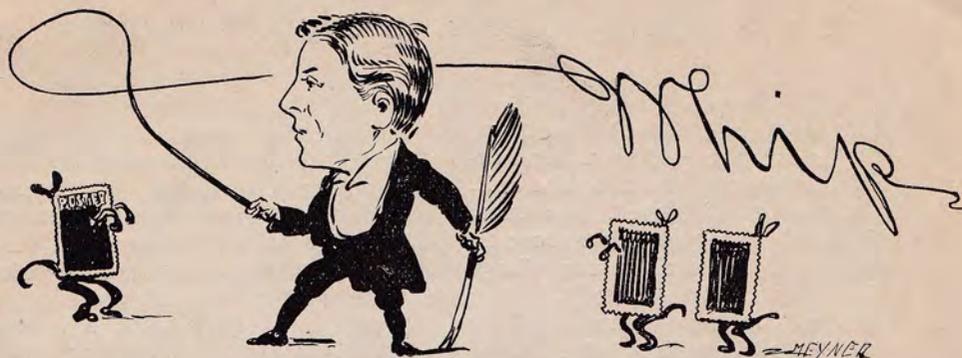
We have the distribution of advertising Poster Stamps for many firms that issue them and will be glad to send you a list of same.

Write us today and become a member; 25c will let you in; stamps accepted.

SPECIAL! We will give you 100 advertising Poster Stamps if you send in five new memberships at one time.

A beautiful stamp album will be given free to the boy or girl sending in the largest number of new members every month. Try for this album. It will hold 320 stamps.

Address today, Secretary, "POSTER STAMPUS," 1415 East 15th St., Brooklyn, N. Y.



CRACKS OF THE WHIP

Being brief remarks by an enthusiastic member-collector who writes (as you may have noticed) for the Bulletin over the pen name "Whip",—

Exhibition Poster Stamps.

In looking over my collection (I have never counted them) of Exhibition and stamps of like character, I find many beautiful German Ausstellings, almost every city in Germany having at one time issued a stamp celebrating some Centenary Exposition or some popular event.

Munich and Berlin are particularly prolific. Some 30 to 60 of each of these cities grace my collection. I find only three of Great Britain and they are quite ordinary. Of the United States am glad to say that more attention is now given to the design and workmanship and we are getting out of the sticker age.

Unsticking Poster Stamps.

When removing a poster stamp that is partly stuck to its support, lay the stamp on a level surface face down and patiently tear the support from the stamp. Do not tear the stamp from the support. Part of the paper will usually stick to the stamp, but this is much better than losing part of the stamp itself. Oh! Yes, there's another way—soak 'em.

Among Those Present.

When Life published, in May last, those portraits of rulers and prominent war personages, it was suggested that they get out regular poster stamps. These can now be had by collectors. A study of these phiz stickers is interesting. The dogged tenacity of Emperor William, the sterling qualities of Joffre, the wrinkles of age and worry of Francis Joseph are all apparent. We can also see the budding man in the Crown Prince and the Masurian Lakes on the map of Von Hindenberg. Then there is the handsome but rather weak face of Albert, the striking resemblance of the cousins George and Nicholas, in which the artist flatters neither one. Can heartily recommend these little groups of color and caricature for a page in your album.

Boston.

The view stamps of this city are about as poor an excuse for Posters as I have ever seen. Reproduced from photographs garnished with decorative (?) borders in green or brown they are indeed the limit. Come! Boston! Show us what you can do for the Poster fans.

(Continued on Page 113)

Wanted! A Live Boy or Girl

In Every Community to act as Secretary of Local Society



The work is pleasant, the hours you may suit yourself about, and the pay is just in proportion to the ability and effort displayed. An energetic youth can certainly secure 25 members at 50c each in any village with a population of say 1,000 or more, and we have many members in places of less than 500. Relatively, the smaller the place the more benefits the member has because it supplies the opportunity which the City member has right at hand of securing supplies of stamps. To be sure, many national advertisers are sending handsome stickers broadcast through the land, but they are only just making a beginning and naturally the large cities are receiving the most attention at first.

The Secretary of the Local Branch has the opportunity to build up his own collection without expense as the Exchange Manager will be glad to send anyone taking up the matter actively 100 fine stamps to show to prospective members, and to exchange with the Secretary under the Rules for any duplicates he (or she, for the membership already contains the names of many girls and even some former girls and there is nothing to hinder a girl from becoming a Local Secretary) may secure. In accordance with the Rules, the Manager of the New Issue

Department will put a Local Secretary on his list to receive new and interesting advertising stamps free as published,—and **most important of all, the Sales Manager will furnish sets of non-advertising Poster Stamps at the nominal price of 3c per set for re-sale to members at the regular price of 5c (66⅔% profit to the Secretary) per set, or where the member takes 12 sets at a time at 50c the profit is still almost 40% to the Local Secretary.**

An ambitious Local Secretary may go a step further and by an active canvas among friends sell the sets of stamps secured from the Sales Manager to non-members (also albums) or, by arrangement with the proprietor of some store such as a stationery store, arrange to have the sets displayed and sold with profit to both the Secretary and the storekeeper. Special arrangements will be made in this latter case, depending upon the population, number of sets ordered at a time, etc.

WHO WILL BE THE FIRST

in your locality to take this matter up? Will it be you? Write to Secretary Allen, to Exchange Manager Beebe, or to Sales Manager Thomas, or to all three, and state your willingness to cooperate, and you can engage in a pleasant and profitable little business of your own.

The Poster Stamps to illustrate this sample copy of the Bulletin will be sent upon request accompanied by 2c stamp. Fully illustrated copies are sent to all subscribers.



OUR DOLLAR GALLERY

Mr. Advertising Man:—

And by advertising we refer to **POSTER STAMP ADVERTISING**, (there may be other good kinds of advertising but we do not recognize them here.)

Here is where you get a run for your money.

First, there is our constantly growing subscription list of enthusiastic collectors of Poster Stamps, who pay good money to get this publication. Their number is constantly growing. In July it was 37, in August 46, in September 68 and in October 118, in addition to the usual free list.

Second, Every month a copy is sent to every issuer of poster stamps whose name we can learn, the only exception being the concerns which write us they are not interested. This list is never less than 250 and constantly growing. It is a field that the designer, engraver, printer, manufacturer of paper and ink particularly fitted for poster stamp work cannot afford to neglect, and cannot reach in any other way so cheaply.

Third, sample copies are sent each month to a constantly growing list of collectors of poster stamps who are not yet subscribers. Their names are secured for the most part from firms like the Arlington Co., of New York, the Forman-Bassett Co., of Cleveland, and the Strobridge Lithographing Co., of Cincinnati, all of whom issue worth while sets of poster stamps that are much sought after, and who refer all inquiries to us



and keep us supplied with sets of their stamps, so that we may send sample copies of the Bulletin to each with the stamps asked for. This amounts to at least 300 copies a month, and each month is reaching a different set of collectors from the previous months. This is a general field which every user of poster stamps cannot afford to neglect.

Fourth, we nearly forgot to mention that the services of our editor and illustrator are being sought after by other publications like the Boy's Companion of Chicago, in which we edit and illustrate a Poster Stamp Department which brings many inquiries and shows the hold this new "fad" has upon the public.

T. H. O. B. S.

VELVET PENCILS
 SUPREME AMONG
 5 CTS PENCILS
American Pencil Co. N.Y.

PRINTING
 THE CLEVELAND PRINTING Co.
 1104 PROSPECT AVENUE
 CLEVELAND, O.

FUNK & WAGNALLS
 NEW YORK COMPANY LONDON

THE NEW STANDARD DICTIONARY
 THE LITERARY DIGEST

Advertising Stamps
WENTZ & Co.
 New York Berlin

FUNK & WAGNALLS
 NEW YORK COMPANY LONDON

THE NEW STANDARD DICTIONARY
 THE LITERARY DIGEST

FUNK & WAGNALLS
 NEW YORK COMPANY LONDON

THE NEW STANDARD DICTIONARY
 THE LITERARY DIGEST

If you write direct to any of these advertisers don't



fail to mention POSTER STAMP BULLETIN...it's dollars to us.

And What About the Dollar?

That is the monthly fee we charge for each stamp illustrated in the Bulletin without comment. If your stamp tells your story as it should and gives your address, and is worth while, you can't afford to miss this opportunity. Of course, in addition you are to supply us with enough stamps so that we may insert one in each copy of the Bulletin.

Perhaps the average size of poster stamps is 2 x 2½,-there is no standard size. Can you get that space in any medium that will reach the audience you can talk to here for a dollar? We think not.

Based on circulation only, our charge of \$1.00 per stamp may be high



for the space, BUT we go to a select clientele of collectors and issuers of poster stamps and venture the assertion that for the people to whom this appeal is addressed our circulation is better than a circulation of 50,000 in some general advertising medium, like the Saturday Evening Post for instance. There is no waste circulation here.

Then too, where is there another medium in which you can insert your advertising stamp in all its original colors, at any price? The fact that it is in company with other stamps does not detract from its value to you. If the right appeal is in the design itself, we have the audience that will give heed thereto.

And in addition, don't lose sight of the fact that these poster stamps are going straight into the collections of a bunch of enthusiasts, both young and old, not like the advertisement in a general medium to be thrown aside as soon as glanced over, but to be **preserved** and **shown** to others from day to day. We

venture the assertion that not 1% of the circulation of the **Poster Stamp Bulletin** fails to yield up its treasures in the way of illustrations to some **poster stamp collection**.

If you see your own stamp in the selection presented this month, pat yourself on the back, but if you haven't paid that **dollar** don't congratulate yourself too hastily on getting something for nothing. Your stamp may be so classy that we put it in for nothing for the sake of our readers, and then again it may not have reached but a few of them. The stamp that is paid for goes to all, the dead-head gets the circulation we deem for the best interests of the publisher and subscriber, so in conclusion we will only say-

COME ACROSS and insure representation in our gallery.

In writing for more of any of these poster stamps from advertisers direct don't forget to mention

Poster Stamp Bulletin

(Continued from page 107) **New York.**

What a relief it is to glance from those colored view stamps showing tall buildings, etc., to those bright bits of color from the hand of Mr. Franklin Bittner. In these last New York should feel proud in the position it has attained among the poster stamps of cities.

St. Paul.

The civic stamps of St. Paul are splendid. If I were making a close selection of city stamps I would keep about five of this set for their poster quality alone.

Values.

There is no limit to value on anything that cannot be reproduced. Poster Stamps on the contrary can be reproduced so there is a limit of value, for which we should be thankful. However some poster stamps are more valuable than others owing to peculiar conditions, and should command more. At present there seems to be no standard whatever, the price being arbitrarily made by the possessor, and until some system is devised we must stand for it.

Catalogue

Eventually there will be some attempt to catalogue the better poster stamps. As long as a two by twice printer can turn out an oblong sticker it would be foolish to include everything that has stickum on the back of it. Official recognition of every stamp allowed to be listed would be a guide and guard to the collector. More anon.

Real Stickers

To collectors who have trading propensities would caution them in keeping duplicates to carefully guard from moisture or pressure the stamps of Globe-Wernicke, Dayton Civic, Bittner, New York, and some others. Oiled paper is a good thing to keep these affectionate stamps in line.

Military Company Stickers

I have before me several of the stamps issued by the different Italian Military Companies, none I believe issued this Century. At least, the Italian Government took a hand and prohibited further stamps of this nature. Nothing I had ever seen equals in beauty the few in my possession.

Munich Poster Stamp Clubs.

I wonder if any of the stamp collectors have those tasty Ausstellings issued by the Munich Stamp Clubs in January, 1914, reproductions of the square Bavarian stamps, shown in color.

Animal Art Stamps.

The few of the stamps issued by the New York Zoological Park that have come my way are most interesting and especially fine as being reproduced from photographs. To the collector of these, the attention is called to the "Bunny" stamps of Bockenheim and the remarkable Tiergarten, Nurnberg stamps. The later from the brush of L. Hohlwein, Munich.

South America.

A green map of South America was issued by the Fidelity Trust Co., Baltimore, as a posticker. A liberal education in the geography of our sister continent would be to take your atlas and name the stops as shown on the cruise as advertised.

Photographic Stunt.

Some stamps are quite susceptible to successful treatment in the printing frame. When you next do a little gas-light printing, take a stamp or two and print on the scraps of developing paper. The silhouette resulting from some of the stamps is quite pleasing.

Good Night.

WHIP.



THE SATURDAY EVENING POST



Did You Notice It?

Doesn't require much explanation, does it?

The above is one of the 72 Educational Poster Stamps in the shape of maps, 36 of which are ready at this time and the other 36 will be issued within a few weeks.

They are endorsed by public educators and parents as the happiest idea for real educational advancement so far developed as a result of the widespread desire on the part of young and old for Poster Stamps.

Some of the other Educational Stamps we print are:

- Presidents of the U. S. from Washington to Wilson.
- Leaders and Rulers of the World
- Ancient36
- Modern36
- Flags and Coats of Arms of all Nations72
- Seals of every State, Territory and Island Possession, Animals, wild and domestic.....36
- Armies and Navies of the World, comprising Soldiers, Marines, Battleships, Air Ships, Decorations for Valor, etc.....72
- Half-tone Views in and around New York36
- Half-tone Views of travel in foreign lands.....36
- Reptiles and Insects, including Butterflies48

Something for Everybody

If you were not interested in any of the items in the preceding column, perhaps the sample shown above of a Saturday Evening Post Cover page will hold your attention for a moment, even possibly create a desire to secure the set of 12 covers by the same artist, and when you have the 12 we have not the slightest doubt that you will want more, and we are planning to supply that demand.

As fast as possible dealers in Poster Stamps, stationers and others are being supplied either direct or through the jobbing trade. If you are in a position to handle in quantities write us for prices and terms. Advertisers are being supplied with these or specially designed stamps to meet their requirements.

Remember, we are in the wholesale business, not retail. Single copies and sets may be obtained from the New Issue department of the Poster Stamp Exchange Society from the Secretary, B. W. Allen, 20 Gaston St., Boston, Mass., at the regular retail price of 5c per set of 12. Lots of 1,000 or less supplied by The Beebe Company, Yonkers, N. Y., at \$1.50 per 1,000. For larger quantities write

International Posterstamp Co

408 W. Broadway, NEW YORK

Say you saw ad. in Poster Stamp Bulletin in answering advertisers.

With the Juniors



Commencing with the October issue, the editor and illustrator of *Poster Stamp Bulletin* are conducting a page devoted to *Poster Stamps in Boys' Companion*, of Chicago, the organ of the Anti-Cigarette League of America.

A sample copy of the October issue was mailed to each subscriber to the *Bulletin*, and if any of our subscribers would like sample copy mailed to a friend we will be glad to attend to it. Just drop a line to Lock Box 365, Yonkers, N. Y. There are, as you will have noticed, a number of interesting departments as well as general reading matter. We are prepared to similarly co-operate with a worth while girls' paper, and believe the connection will be valuable for our readers.

We would like to hear more from the juniors and to make the *Bulletin* so interesting that they will look forward to receiving it each month as thousands do to the coming of *Youths Companion*, *St. Nicholas*, and other juvenile publications. To that end the editor will be glad to have things of interest to juniors sent him.

During the past month an arrangement has been perfected whereby all applicants for the poster stamps of the Arlington Company, the Forman-Bassett Co., and the Stobridge Lithographing Co., are filled through our Exchange Department, at the same time sample copies of the *Bulletin* are mailed to them. These applicants are almost all juniors and we appreciate what a tower of strength they are as collectors of poster stamps,—we want to cater to them.

Will not some of the juniors respond and tell us how we can make this paper more helpful and interesting to the juniors?

In *Boys' Companion* we offered several prizes, and are quite prepared to do the same here, if sufficient interest is shown. We will give as a prize for the best suggestion for interesting the juniors, not in poster stamp collecting, as they already lead the van there, but for interesting them in the *Bulletin*, a year's subscription to the *Boys' Companion*, or to a similar girl's paper if the suggestion comes from a girl, and we hope it may.

Some way, it seems to us that this hobby should appeal to the girls at least as strongly as to boys and there are so many hobbies which appear to fit the boy better that we are glad if this appeals to the girls. We believe it will have better staying power if the girls, even the grown up ones, take it seriously.

Don't hesitate to write your views, whether you want to see your name in print or not. We will keep it dark if you insist, but talk back so we may know what does and what does not interest you, please.

One senior sends subscriptions for three juniors with his own. That is a happy thought. Christmas is coming. Do you not know some one or more juniors who would like to get the *Bulletin* every month with from 10 to 15 poster stamps used as illustrations which can be removed to add to their collections? Don't all speak at once or we will be swamped with subscriptions, but we could stand a lot of that.

POSTER STAMP COLLECTORS

YOUR COLLECTION WILL NOT BE CONSIDERED COMPLETE BY A CONNOISSEUR UNLESS YOU HAVE THE COMPLETE SET OF OUR

Cleveland Stamps

TWENTY IN ALL, ONE OF WHICH WE SHOW HEREMITH



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**POSTER STAMPS
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Mention Poster Stamp Bulletin.

THE DEALER. The paper that devotes its columns to Postage and Poster Stamps. It comes out 8 to ten times a year and costs but 15c. Sample copy for red stamp. C. M. White, Mabel, Minn.

Everything is **Norwegian**; the man; the Hinges; the Stamps. 1,000 imported selected Norway hinges, 10c. 50 all different Scandinavian stamps, 12c. Send your want lists to **THE NORWEGIAN**, Member S. P. A., P. S. E. S., D. P. A. and M. P. A. Bin @, Mabel, Minn.

NOVEMBER SPECIALS

- U. S. 50c 1902.....06
- U. S. 50c 1908.....07
- U. S. 50c P. P. perfect.....14
- U. S. No. 638, cat. 15c.....05
- Belgium 1914 War 5, 10, 20, 50c..17
- Cuba No. 238, cat. 25c.....06
- Curacao Nos. 13, 17, 22.....05
- Danish W. I. No. 21a, on cover..10
- Dutch Indies No. 50 or 51.....01
- *Greece 1912 No. 720 fine.....03
- Jamaica No. 43 cat. 20c.....07
- Newfoundland Nos. 42, 47, 51...12
- same Nos. 80, 81, 83,....
- 104, 105.....03
- Nicaragua, Nos. 194, 196, 277a..05
- Swiss 1914, 3, 5, 10 fr. perfect..60
- *unused. Postage extra.

H. W. EISFELDER

41 St. Nicholas Terrace

New York

Say you saw ad. in Poster Stamp Bulletin in answering advertisers.



This month the palm must be awarded to A. S. Hinds, proprietor of Hinds Honey & Almond Cream, one of whose stamps is illustrated herewith, for the largest and finest set of poster stamps to reach our Exchange Department. Four sets of 6 each, 24 in all, the stamps picture many outdoor and indoor sports, all pointing out the benefits to be derived from the use of this well known skin lotion.

In connection with the stamps this enterprising concern has issued an indexed album of 64 pages, holding 6 stamps to the page, which is sent post-paid for 10c. The Hinds Cream Laboratory is at Portland, Me., and we are always glad to call the attention of readers to as desirable a set of stamps as these and can recommend the album as being worth while.

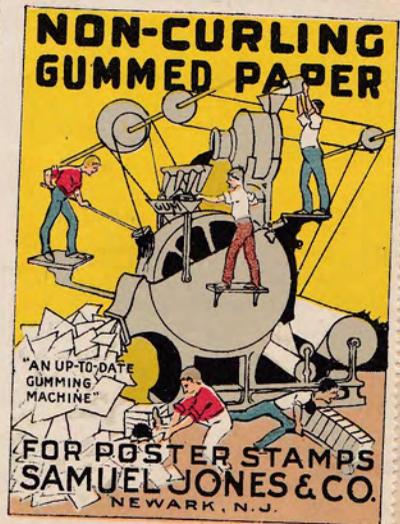
We are informed that this firm issued 5,000,000 of the stamps about a year ago, and the edition is nearly exhausted. 200,000 collectors could be supplied with a full set of 24 and leave a few for waste. As many have not the set, it is interesting to guess how many collectors of poster stamps there are.



Won't stick until you want it to, and won't curl any time, is what Samuel Jones & Co., of Newark, N. J., say for their "non-curling" gummed paper, especially prepared for poster stamps.

Personally we haven't tried it but we intend to as soon as we can use up present supply of stuck-up paper, which certainly does curl at every opportunity. In fast, we aim to keep a weight on it except when picking up a stamp and that has a tendency to make individual stamps into a solid block, so here's wishing the Jones Company long life and much success.

To be sure, there are three other stamps in their set, all obtainable through the Exchange Department.



REAL POSTER ART**OWLET LIBRARY**

We have one only extra set of each of the following series of **European Poster Stamps**. Broad sketchy effects in flat tones, the kind they do in Munich. 6 stamps to series.

ALT-ZWEISEL; BREMEN;
BLANKENBURG; BRAUNSCH-
WEIG;

(2 different sets) BAD HARZ-
BURG;

DER HARTZ; GOSLAR; MUNICH,
(Traffic and Industry)

Price while they last 25c each set. When next lot is received from Germany the price will probably be **less**.

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ing bits of information illustrated
with

24 Educational Art Stamps like this

The Poster Stamps required
to illustrate this sample copy
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by 2c stamp. Fully illustra-
ted copies are sent to all sub-
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Among our Exchanges are

Editor and Publisher, New York.
Mekeels Weekly Stamp News, Bos-
ton.

The Stamp Journal, Camden, N. J.
Philatelic West, Superior, Nebr.
Collectors Journal, Chicago.

Philatelic Gossip, Denison, Kans.
Philatelic Gazette, New York.
St. Nicholas, New York.
Nebraska Philatelist, Norfolk, Nebr.

The Fatherland, New York.
Subscriptions to above or any
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Submit your list for club rates.

Say you saw ad. in *Poster Stamp Bulletin* in answering advertisers.

Vol. 1 Nursery Rhymes and
Fairy Tales. 2. Wild and Garden
Flowers. 3. Birds. 4. Dogs and
Cattle. 5. Wild and Prehistoric
Animals. 6. Marine Mammals and
Fish. 7. Birds of Prey and Game
Birds. 8. Evolution of River and
Ocean Craft. 9. Butterflies. 10.
Poultry. 11. Various Industries.
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These books are cloth bound, ar-
tistic and the only cheap thing
about them is the price, 12c each,
or all 12 with 240 Art Stamps for
\$1.10 postfree. Attractive terms
to agents.

A. W. D. in Philatelic Gossip.

What is it, safe within my book,
That causes many an envious look,
From my best girl and e'en the cook?

The Poster Stamp.

What is it, hardly costs a cent,
That was given me-not even lent,
Yet having it makes me content?

The Poster Stamp

What is it with the grass so blue,
And purple dumplings in a stew,
And pea-green cows and pink cats
too?

The Poster Stamp

What is it shows a luscious pie,
Of "None Such Mince Meat"--
that's no lie!
Three quarters of it left- and why?

The Poster Stamp

What is it in my breast, or chest,
That gives no rest, but only zest,
To my mad quest-for I'm possessed
Of every guest, from East or West,
That does infest my nest, a test,
Lest I be not blessed? Perhaps
you've guessed!

The Poster Stamp



**The Ten Commandments
by "The Boss".**

- I. Don't lie. It wastes my time and yours. I'm sure to catch you in the end, and that's the wrong end.
 - II. Watch your work, not the clock. A long day's work makes a long day short, and a day's short work makes my face long.
 - III. Give me more than I expect and I'll pay you more than you expect.
 - IV. You owe so much to yourself that you can't afford to owe anybody else. Keep out of debt or keep out of my shop.
 - V. Dishonesty is never an accident. Good men, like good women, can't see temptation when they meet it.
 - VI. Mind your own business and in time you'll have a business of your own to mind.
 - VII. Don't do anything here which hurts your self-respect. The employe who is willing to steal for me is capable of stealing from me.
 - VIII. It's none of my business what you do at night, **BUT** if dissipation affects what you do next day and you do half as much as I demand, you'll last half as long as you hoped.
 - IX. Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but I need one for my dollars.
 - X. Don't kick if I kick,-if you're worth correcting, you're worth keeping. I don't waste time cutting specks out of bad apples.
- The Man You Work For.



Here is the other stamp issued by Brick & Clay Record, mentioned in October Bulletin. The black and white reproduction doesn't do the stamp justice but to tell the truth we get rather tired of sticking in stamps for our readers to rip out, so use this electrotype kindly furnished by Brick and Clay Record. Sure this stamp and the mate to it, PAVE WITH BRICK, in colors, can be had from the Exchange Department.

Religious Posters

There has recently been started in the Public Schools of New York City a movement, known as the Gary plan, to provide not only for secular education as formerly, but to devote more time to organized play, and, further, to provide time in which the children might go to churches and other religious institutions for religious instruction.

Poster stamps have thus far been restricted as to use to advertising and so called educational purposes. One set illustrated in the Bulletin for instance consisted of a set of maps of the States and of foreign countries, which already has the backing of the Public School Departments of several cities. Stamps illustrating Natural History and other studies have also been devised and are meeting with popular favor. "Go to Church Next Sunday" has made its appearance in a handsome stamp issued by the American Tract Society.

Is there a field for a distinctly religious stamp or set of stamps, say illustrating the Life of Christ, or characters of the New and Old Testaments, the Ten Commandments etc.? Several Sunday School Superintendents to our knowledge are planning to use Owllet Library, the Zoo Album, and similar albums of worth while poster stamps as Christmas presents for classes. Is there not room for a ditinctively religious set of stamps, and if so, who will be the first to produce them?



This is the First and Great Commandment, and the Second is like unto it.



SURE, I DID IT!

Did what? Why thought out the scheme of Portrait Stamps featured in Bulletin No. 3, a sample of which I desire to present to each reader of Bulletin No. 5, so here it is—



Colored, did you say?

No, only printed on colored paper, which comes in 10 or more distinctive shades. Not as classy as the hand colored "Phizposter" featured in No. 4. BUT the cost is only a fraction as much. If you would like to see more of the set just enclose 2c for first set and 1c for each additional set wanted.

If you are like some of the enthusiastic collectors to whom Brother Beebe showed a set before publication of the original set in cold black and white you will want to know if you can have them for your collection colored. Sure you

can, if you care enough about them to pay for having them colored and each set will be colored to order. By made up in one set of colors my assistant says he can do it for a paltry 10c; but if you wish all different, and probably different from any other set, it will cost a quarter. We expect some business.

Having hidden our light under a bushel all these years by doing work "for the trade," we are a little embarrassed by the sudden plunge into the lime-light afforded by Brother Beebe's pet Bulletin, but we started out with the idea that we could try anything "wanst," and the inquiries we have received from readers of the Bulletin indicate that there is a field in direct work for the customer in illustrating and planning advertising poster stamps and other work which we are prepared to meet.

Write what you want to accomplish and what you have in mind and I will try to carry out your plans, submitting rough sketches. The larger the job the lower the cost of real art work in proportion, but no job it too small and no expenditure too insignificant for me to give it serious attention.

WALTER MEYNER

150 NASSAU ST.

NEW YORK CITY

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Membership in P. S. E. S. costs, per year,	50c
100 different advertising stamps	50c
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1 years subscription to Stamp Journal , America's leading Stamp Monthly (sample copy free)	50c
TOTAL	\$1.50

ALL THREE FOR \$1.00

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If neither publication is desired 100 additional advertising stamps may be substituted.

Cut off this page; sign your name and address and mail to us with a dollar bill and we will do the rest.

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YONKERS, NEW YORK

Name

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We would appreciate the

Name

Address

of a friend likely to be interested in receiving a copy of **Poster Stamp Bulletin**