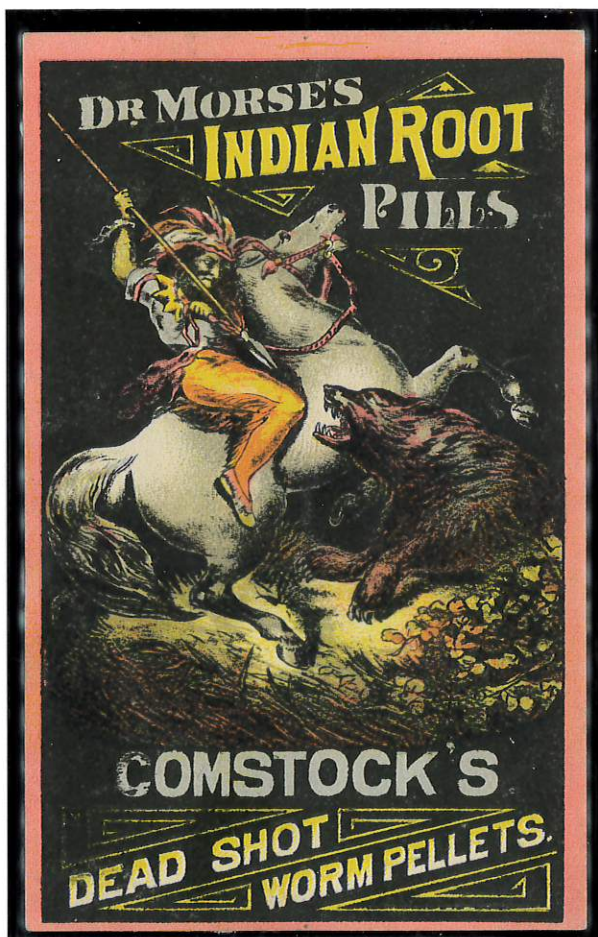
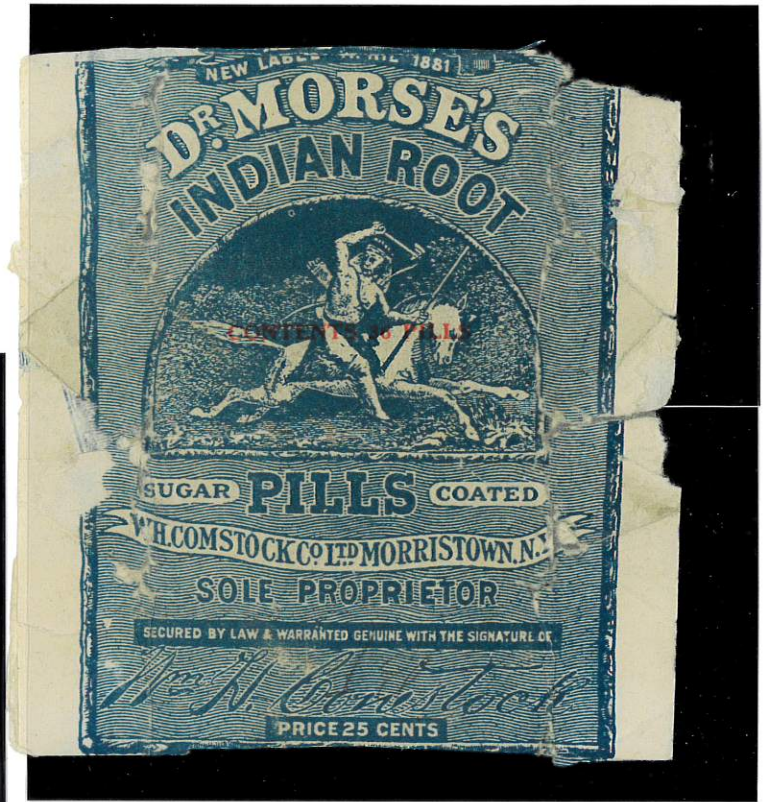


UNITED STATES PROPRIETARY

Medicine Advertising

W. H. COMSTOCK CO. LTD

The largest selling product of the Comstock Co. was "DR. MORSE'S INDIAN ROOT PILLS". The wrapper was printed in blue showing an Indian on horseback waving a tomahawk. The packages were overprinted in red listing the contents of 36 pills. The price is 25c and used in 1881.



A very colorful advertising card is shown with an Indian on horseback with a spear, attacking a bear, promoting "DR. MORSE'S INDIAN ROOT PILLS" and "COMSTOCK'S DEAD SHOT WORM PELLETS".



Another ornate advertising card shows a young lady with binoculars promoting their biggest selling products.

UNITED STATES PROPRIETARY

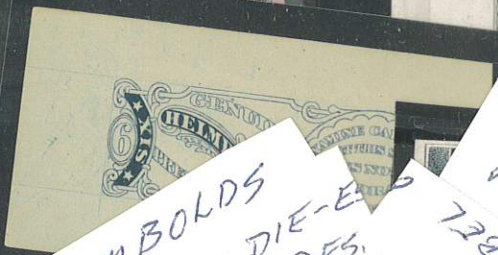
Private Die Medicine Stamps

S. B. HARTMAN & COMPANY

Advertising cover shown with Mishlers bitters and trademark.



BHRELAY
FRAMING



HEMBOLDS
64 STRIP DIE-PROOF
IN COMPLETE DES.

RS
PROOF
72247
PIERCE'S

PERRY DA
LABEL
SPEC



ed by J. CAYNER & Co.
- DIE PROOF

ROSS
PROOF ON
CARD





5436

DIE PROOF ON INDIA PAPER OF LAWRENCE & MARTIN
MEDICINE STAMP

These Matches have been sold for forty years, and have withstood the damp and humid atmosphere of every climate when all others have failed. Shippers and Sea Captains invariably give our Matches the preference.

B. C. & CO.



BYAM, CARLTON & CO.,
MANUFACTURERS OF
CARD, BLOCK, PARLOR & BOX
MATCHES.

UNITED STATES PROPRIETARY

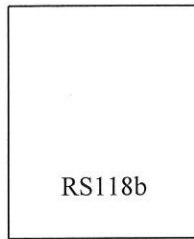
Private Die Medicine Stamps

DR. L. R. HERRICK & CO.

The 1c red "Plasters" stamps were first issued November 18, 1862 and last issued May 1883. This private die stamp was the first private die stamp to be issued and thus gave Herrick the advantage over its competitors both in advertising and uniqueness. The stamps were issued in various shades from brick red to rose pink. The 1c "Plasters" are most often found with printed date cancellations and the 1c variety on pink paper is only known with cancel. The stamps on old paper are known with rubber stamp cancellation, only part of which appears on each stamp but evidently it reads "Herrick's".



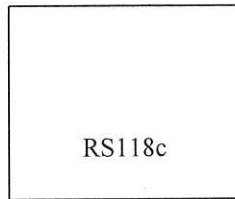
1c Red
Old Paper



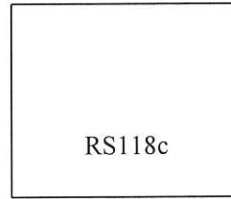
1c Red
Silk Paper



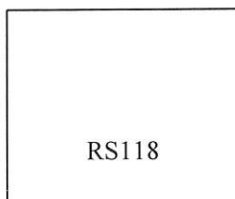
1c Red
Wmkd Paper



1c Red
Pink Paper Dated



1c Red
Pink Paper Dated



1c Red
Old Paper
June 1-70
Lower Case j



1c Red
Silk Paper
Mar. 1 72. Angled



1c Red
Silk Paper
July 2, 72



1c Red
Silk Paper
Aug 1, 72.
Small "2"

UNITED STATES PROPRIETARY

Private Die Medicine Stamps

JOHN F. HENRY & CO.

When the stamp tax was abolished on July 1, 1883 John F. Henry was reluctant to part with his private die stamps which had done so much to prevent substitution and counterfeiting. Then too, the stamps had proven of inestimable advertising value. So in their stead he had a die engraved bearing his three-quarter portrait to the left in an oval, below in colorless letters "NEW YORK" and in the lower right hand corner was a ribbon inscribed "JOHN F. HENRY-& CO." This die measured 22 by 26 mm., the labels were printed on white paper and perforated. Some years afterward, following the death of Henry E Bowen, the die was altered to delete the "& CO." This label was continued in use as John F. Henry carried on alone.



Cl. II Type 7
Type 1



Cl. II Type 8
Without Company

Facsimile Plate Proof
Printed by American Bank Note Co. With OK

UNITED STATES PROPRIETARY

Private Die Medicine Stamps

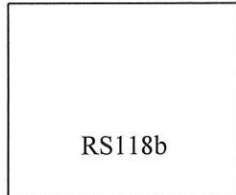
DR. L. H. HERRICK & CO.



The "Plasters" stamps are usually found with the overprint "H. F. M." (Herrick's Family Medicines) in 3 general types-the small (2mm. High), the medium (4 1/2mm. High) and the large (6 1/2mm. High) which refers to the H. F. M. initials. The overprints also vary in reading up or down on the stamp.



*SMALL &
READING UP*



RS118b

1c Red
Silk Paper
Dated 1873



1c Red *SMALL
"3"*
Silk Paper
Dated 1873



*Low "7"
READING UP*



1c Red
Silk Paper
1874-low "4"
Reading down



1c Red
Silk Paper
1874-low "4"
Reading up



1c Red
Silk Paper
1874-large "8"
Reading up



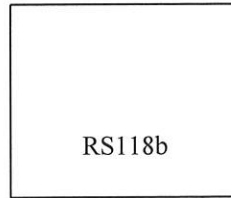
1c Red
Silk Paper
1874.-large with period
Reading down



1c Red
Silk Paper
1875.-small with period
Reading up



1c Red
Silk Paper
1875-bold
Reading down

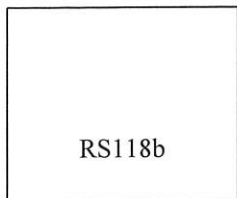


RS118b

1c Red
Silk Paper



1c Red
Silk Paper
1875.-thin with period
Reading up



RS118b

1c Red
Silk Paper
Dated 1876



1c Red
Silk Paper
Dated 1876



1c Red
Silk Paper
1877.-with period
Reading down



UNITED STATES PROPRIETARY

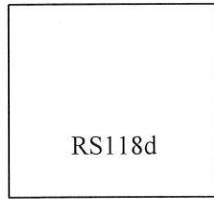
Private Die Medicine Stamps

DR. L. H. HERRICK & CO.

1878

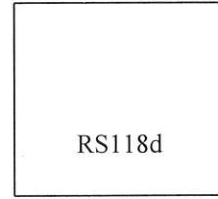


1c Red
Wmkd Paper



RS118d

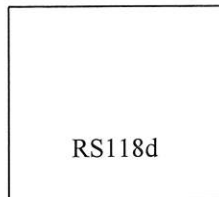
1c Red
Wmkd Paper



RS118d

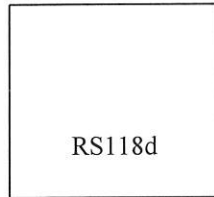
1c Red
Wmkd Paper

1879



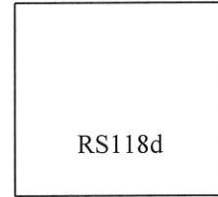
RS118d

1c Red
Wmkd Paper



RS118d

1c Red
Wmkd Paper



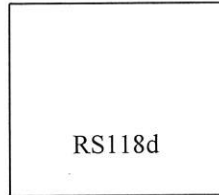
RS118d

1c Red
Wmkd Paper

1880



1c Red
Wmkd Paper



RS118d

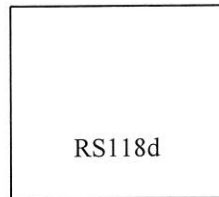


1c Red
Wmkd Paper



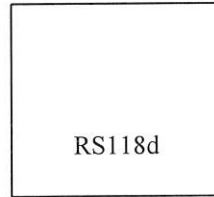
1c Red
Wmkd Paper

1881



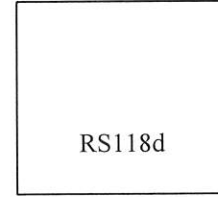
RS118d

1c Red
Wmkd Paper



RS118d

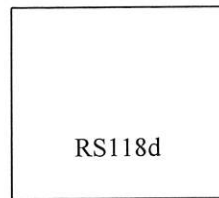
1c Red
Wmkd Paper



RS118d

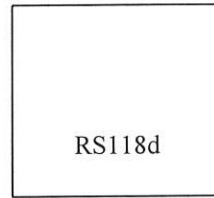
1c Red
Wmkd Paper

1882



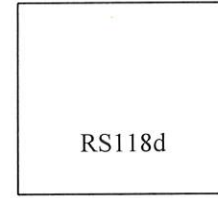
RS118d

1c Red
Wmkd Paper



RS118d

1c Red
Wmkd Paper



RS118d

1c Red
Wmkd Paper

UNITED STATES PROPRIETARY

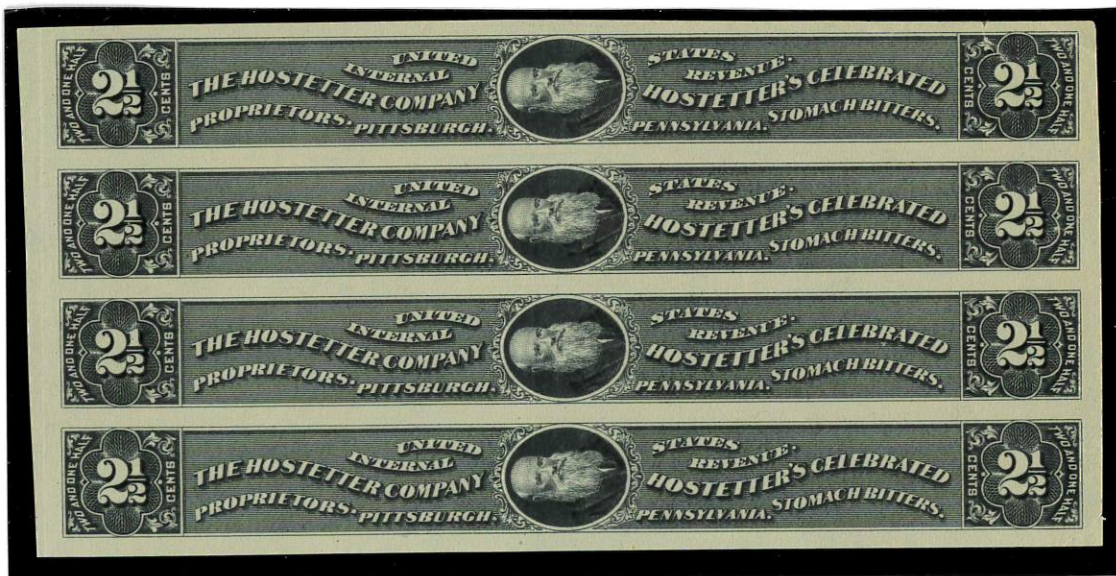
Private Die Medicine Stamps

HOSTETTER & CO.

This company always used large labels with extensive advertizing to promote their bitters products. After the proprietary tax was repealed in 1883 they decided to use a facsimile of the tax stamp previously used as their cork seal. A block of 7 is shown.



In 1898 the proprietary tax was again reinstated and a 2 1/2c strip stamp was designed as previously.



PAGE 1:

RO186b - \$	25.00	RO17b -	
RO130b -	7.25	(pair)	2.50
RO130c -	15.00	RO17d -	
RO4d -	16.00	(block of 6) -	10.50
RO9b -	10.00	RO62b -	2.50
RO9c -	11.00	RO66b -	7.75
RO9d -	10.00	RO69b -	52.50
RO141a -	40.00	RO73a -	55.00
RO141b -	40.00	RO73b -	1.50
RO6b -	7.75	RO73c -	20.00
RO6d -	11.00	RO73d -	1.50
RO138a -	60.00	RO166b -	5.50
RO138b -	11.00	RO166d -	5.50
		RO166d -	
RS9a -	10.50	(pair) -	11.00
RS9b -	10.50	RO160a -	6.00
RS9d -	10.50	RO160b -	3.00
RS28b -	22.50	RO161b -	2.75
RS29b -	6.75	RO161c -	9.00
RS29d -	6.00	RO161d -	4.00
RS30a -	20.00		
RS39a -	11.00	RS46b -	16.00
RS39d -	10.00	RS46	
RS40b -	20.00	(Facsim. Est.)	20.00
RS138b -	6.25	RS65b -	27.50
RS140a -	17.00	RS225b -	55.00
RS140b -	11.00	RS225d -	85.00
RS140d -	10.00	RS43b -	13.50
RS150b -	1.50	RS43d -	12.00
RS150c -	16.00	RS68a -	11.00
RS150d -	1.00	RS68b -	11.00
RS150c-DT -	60.00	RS58b -	20.00
RS150d-DT -	27.50	RS59a -	29.00
		RS60d -	5.50
RO112a -	12.00	RS74a -	16.00
RO148a -	10.00	RS74d-h -	20.00
RO148b -	12.00	RS74b -	12.00
RO152d -	10.00	RS73a -	250.00
RO153d -	22.50	RS91a -	22.50
RO146a -	27.50	RS91b -	3.25
RO146a -		RS91d -	3.25
(overprint)	27.50	RS92d -	7.75
RO20a -		RS124a -	11.00
(overprint)	67.50	RS101d -	21.00

RS102b -	42.50
RS103b -	27.50
RS101 -	
(Facsim. Est.)	20.00

TOTAL PAGE 1.....\$1,693.00

PAGE 2:

RO17d -	\$	1.75
RO24b -		2.75
RO26b-c-d -		9.50
RO77b -		8.25
RO78b -		5.00
RO78b -		
(pair) -		10.00
RO78c -		20.00
RO78d -		4.50
RO82b -		
(pair) -		20.00
RO82d -		10.00
RO110b -		17.00
RO110c -		50.00
RO177a -		17.00
RO177b -		4.50
RO119b -		27.50
RO119c -		60.00
RO170d -		35.00
RO171a -		17.00
RO171b -		11.00
RO171c -		22.50
RO171d -		10.00
RO172a -		5.50
RO172b -		1.10
RO172c -		2.00

PAGE 2 CONTINUED:

RO172d - \$ 1.25	RS90b - 9.00	RO108d - 35.00
RO172e - 85.00	RS90d - 11.00	RO109d - 17.00
RO132a - 7.75	RS95a - 2.00	RO122a - 22.50
RO132b - 8.50	RS95d - 2.00	RO115a - 7.75
RO114d - 22.50	RS96a - 3.50	RO133b - 4.50
	RS96d - 3.25	RO133c - 20.00
RS35b - 2.00	RS95b -(overprints	RO133d - 4.00
RS35c - 11.00	different dates	RO116b - 7.75
RS35d - 2.25	4 stamps - 8.00+	RO116c - 45.00
RS35 - Facsim.	RS97b - 18.00	RO116d - 5.00
Holc. Ty8-6-9-	RS98b - 4.50	RO116d -
est. - 50.00	RS98c - 17.50	(pair) - 10.00
RS33a - 2.75	RS98d - 5.50	RO123a -
RS33b - 1.75	RS106a - 2.00	(overprint) - 20.00+
RS62b - 11.00	RS108a - 5.00	RO123a -
RS63c - 14.00	RS109b - 4.00	(red overprint) 20.00
RS63d - 7.25	RS111d - 11.00	RO123e -
RS64d - (Strip	RS114b - 1.10	(black overprint)
of 4) 22.00	RS114c - 15.00	140.00
RS64b - 95.00	RS114d - 1.75	RO123b -
RS64c - 55.00	RS115a - 40.00	(black overprint) 60.00
RS64d - 5.50	RS115b - 7.25	RO140b - 5.50
C.N.Crittenton	RS115d - 6.75	RO140d - 6.75
Ad cover after	RS116b - (2) 3.50	RO134b - 77.50
tax repeal 25.00	shades	RO144d - 50.00
RS69a - 6.25	RS116c - 40.00	RO127b - 27.50
RS69b - 4.50	RS116d - (2)	RO128b - 3.50
RS71d - 10.00	shades - 3.50	RO128c - 22.50
RS75a - 10.00	RS137b - 10.00	RO128d - 5.50
RS75b - 4.00	RS141b - 35.00	RO142a - 55.00
RS75d - 3.00		RO142b - 52.50
RS78a-b - 14.00	RO103b -	RO143a - 60.00
RS78a-d - 7.25	(overprint) 60.00	RO136b - 3.50
RS81a - 14.50	RO104b - 35.00	RO31b - 20.00
RS81b - 4.50	RO104b -	RO32d - 18.00
RS81d - 3.25	(overprint) 35.00	RO35a - 18.00
RS85d - 17.50	RO105a - 12.00	RO35b - 15.00
RS86b - 16.00	RO105b - 42.50	RO64b - 10.00
RS86d - 14.50	RO132a -	RO64b -
RS87d -	(MD overprint)	(overprint) 10.00+
(strip of 4) - 13.00	est. - 50.00	RO135b - 3.50
RS87b - 2.25	M. Daily Match	RO135c - 17.50
RS87c - 45.00	Wrapper est. 50.00+	RO135d - 4.50
RS87d - 3.25	RO168b - 14.00	
RS88a - 16.00	RO168c - 55.00	
RS90a - 7.75	RO168d - 20.00	

PAGE 2 SECOND CONTINUE:

RS127d -	\$	11.00
RS147a -		6.75
RS147d -		5.50
RS147a - Plate flaw -		50.00 ?
RS147a - laid paper		62.50
RS148a -		11.00
RS148b -		9.00
RS148c -		110.00
RS148d -		5.50
RS149a -		7.75
RS149b -		5.50
RS149d -		9.25

TOTAL PAGE 2: \$2,859.95

PAGE 3:

RO49b - \$ 7.75
 RO54 - Wrapper
 Diff. Dates
 Right block up 360.00
 RO56a - Wrapper
 Diff. Dates (13) - 130.00+
 RO87a - Die I - 9.00
 RO87b - Die I - 6.00
 RO88b - 5.50
 RO88b -
 Doub. Trans. - 35.00
 RO92c - 11.00
 RO92d - 2.25
 RO92 (imperf.)
 or proof?
 RO121b - 77.50
 RO98a -
 5 diff. Date
 overprints - 175.00
 RO99b - 52.50
 RO155a - 4.00
 RO155b - 3.25
 RO155e - 75.00
 RO157a - 7.75
 RO158b - 2.25
 RO158c - 6.75
 RO158d - 9.00
 RO173a - 3.50
 RO173b - 3.50
 RO174b - 3.50
 RO174c - 5.50
 RO174d - 2.25
 RO163a - 10.00
 RO163b - 20.00
 RO163e - 70.00
 RO176d - 12.00
 RO179d - 55.00
 RO180a - 4.50
 RO180b - 30.00
 RO126b - 25.00
 RO126c - 77.50
 RO126d - 47.50
 RO125d - 11.00
 RO181b - 50.00
 RO184b - 2.25
 RO184c - 9.00

RO184d - 2.75
 J.F.Henry -
 plate proof of 8
 +2 addit. strips
 used on packs
 est. value - 100.00
 W.H.Comstock -
 2 addit. cards and
 1 pkg. Label on sheet
 est. value - 100.00

 RS118d - 2.75
 RS118d - 2.75
 RS118a-b -
 25 stamps with
 dated overprints
 est. value - 100.00
 RS132 -
 printed (labels of 8)
 used on boxes for adver.
 est. value ????

RS155a - 60.00
 RS155c - 40.00
 RS155d - 6.75
 RS155b - pair- 18.00+
 RS156b - 9.00
 RS156c - 82.50
 RS156d - 9.00
 RS157b - 7.75
 RS158 - 8.25
 RS162a - 16.00
 RS162b - 22.50
 RS162d - 17.00
 RS164a - 2.25
 RS164b - 1.25
 RS166b - 3.50
 RS166c - 20.00
 RS166d - 3.50
 RS166b - pair 7.00+
 RS166d - pair 7.00+
 RS167b - 22.50
 RS167d - 16.00
 RS168b - 10.00
 RS168d - 10.00
 RS151b - 4.00

RS151d - 3.00
 RS152b - 4.00
 RS152d - 3.25
 RS154d - 35.00
 RS170a - 2.75
 RS170b - 1.75
 RS170c - 17.00
 RS170d - 1.75
 RS170b -
 2 pairs - 3.50

TOTAL PAGE 3:

\$2,205.50

PAGE 4:

RS171d -	42.50	RS51d -	4.00	RS252d - pair -	3.00+
RS172b -	30.00	RS52d -	67.50	RS253a -	45.00
RS172c -	42.50	RS206d -	5.00	RS253b -	25.00
RS172d -	16.00	RS207d -	27.50	RS256d -	35.00
RS173b -	18.00	RS208a -	11.00	RS257d -	35.00
RS174b -	30.00	RS208b -	22.50	RS257d - pair -	70.00+
RS174d -	17.00	RS209b -	20.00	RS255d -	90.00
RS178b -	45.00	RS209d -	17.00	RS274a -	2.25
RS178d -	35.00	RS217d -	5.50	RS274b -	1.75
RS179b -	35.00	RS217h - penned -	5.50	RS274c -	40.00
RS183d - pr. Can. -	6.75	RS220a -	2.00	RS274d -	3.50
RS184d -	30.00	RS220a - pair -	4.00	RS276b -	45.00
RS185a -	30.00	RS220b -	2.75	RS277a -	300.00
RS187c -	40.00	RS221a -	2.25	RS277d -	5.00
RS187d -	11.00	RS212a -	5.50	RS277d - pair -	11.00+
RS189b -	25.00	RS212b -	11.00	RS278 -	4.00
RS189d -	27.50	RS212d -	5.50	RS279 -	9.50
RS272d -	27.50	RS213a -	8.25	RS280 -	3.00
RS190a -	30.00	RS213b -	5.50	RS282 -	7.00
RS190b -	8.25	RS213c -	62.50	RS283 -	5.00
RS190c -	35.00	RS214d -	11.00	RS284 - roulet -	0.60
RS190d -	7.75	RS222a -	27.50	RS284 - hyphen hole	0.60
RS273d -	9.00	RS229d -	6.75	RS286 - ruolet -	0.50
RS193a -	5.00	RS230d -	6.75	RS286 - hyphen hole	0.50
RS193a - red, blue, black overprints -	15.00+	RS241b -	3.25	RS285 - strip of 7 proofs or labels	
RS194b -	3.00	RS241d -	2.25	after 1883 tax repeal	??
		RS242a -	6.75	RS285 - strip of 4 -	2.40
		RS242b -	8.25		
RS195a -	27.50	RS242d -	6.75		
RS195b -	35.00	RS239d -	17.00		
RS196b -	4.50	RS240d -	22.50		
RS196c -	17.00	RS236a -	18.00		
RS196d -	6.75	RS259b -	7.75		
RS197b -	4.50	RS259d -	6.00		
RS197d -	6.75	RS262c -	40.00		
RS198b -	9.00	RS262d -	7.75		
RS198d -	9.00	RS261b -	30.00		
RS201b -	25.00	RS261c -	30.00		
RS202a -	17.00	RS261d -	7.75		
RS202b -	17.00	RS263d -	30.00		
RS202d -	25.00	RS266d -	25.00		
RS204b -	??	RS269d -	14.00		
RS204c -	??	RS251b -	1.75		
RS50c -	72.00	RS251d -	2.25		
RS50d -	11.00	RS252c -	4.50		

TOTAL PAGE 4:

\$2,360.10

(RS51c - 16.00
RS252d - 1.50

Out of sequence)

PAGE 6:

1. 2 Barclay Facsimilie - ?
Labels – Holc. CLII Ty. 3
2. RS33p4 Proof
Block
3. Perry Davis
Specimen Bottle Labels
4. Hembold's 6c Strip Die-Essay
of incomplete design (250 made)
5. 1c Holloway's Pills
Die proof on card
6. RS239 proof
7. John Henry Block
Facsimile proof
8. J. C. Ayer Die
Proof on card
9. Dr. Pierce's Label
on Part. Partial package
10. Pierce's Ad. Label
11. Cardinal Match
Ross Die proof on card
12. Die Proof on India
Lawrence & Martin
13. Mandrake Pill wrapper-
2 wrappers

List at your estimate

TOTAL OF SHIPMENT:

\$11,948.55

(overprint) 67.50

RS1010 - 21.00

NO1720 -

4.00