New Discovery:
Unlisted All-Over Double Transfer on the U.S. Private Die Proprietary Medicine Stamp RS151 of Johnston, Holloway & Co.

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Johnston, Holloway & Co., Philadelphia, PA

- Hiram C. Johnston, William Holloway, M.D., druggists, were first associated in 1852, and a year later James Cowden joined them for various ventures involving patent medicines.
- Cowden left the company ~1873; that year Johnston & Holloway gained manufacturing & distribution rights to "Doctor Hoofland's Celebrated German Remedies."
- Both private die stamps issued 1874–1883 in the Johnston, Holloway & Company name.
- Hiram Johnston died in 1883; the firm continued under the same name. A facsimile stamp was prepared for use after June 30, 1883.

RS151b

RS151d

RS152b

RS152d

RS151M

- RS151: 1¢ black, issued 496,070 on silk paper and 649,668 on watermarked paper.
- RS152: 2¢ green, issued 480,654 on silk paper and 547,227 on watermarked paper.
- RS151M: facsimile in black, on watermarked paper, two types – thick and thin lettering.

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The 1¢ Black All-Over Double Transfer

ISSUED STAMP:

- 1¢ black, design 17x27.5 mm, printed in sheets of 135, arranged 27 by 5.
- Central image of an alchemist surrounded by "JOHNSTON HOLLOWAY & Co.", "PHILADELPHIA." & four numeral "1"'s.
- Top label "UNITED STATES" & "INTERNAL REVENUE"
- Bottom label "ONE CENT." & "PROPRIETARY MEDICINES."
- Engraved and printed by Butler & Carpenter, Philadelphia, 1874.

DOUBLE TRANSFER DETAILS:

- All-over ~0.8 mm downward shift and ~0.1 mm to the right;
- Color in "UN" of UNITED;
- Color within and below "INTERNAL REVENUE";
- Color within and below "JOHNSTON HOLLOWAY & Co.";
- Color within "PHILADELPHIA";
- Color below "P", "N", "S" and period in "PROPRIETARY MEDICINES";
- Color to the left and below lower left numeral "1" in circle;
- Color in white ring above the "A" of Philadelphia from central image downshift.

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Double Transfer Highlights-1

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Double Transfer Highlights-2

NL

DT

"I" shifted down

"T", "R" & "N" shifted down

Dots between "VENUE"

Frame line
Shifted right

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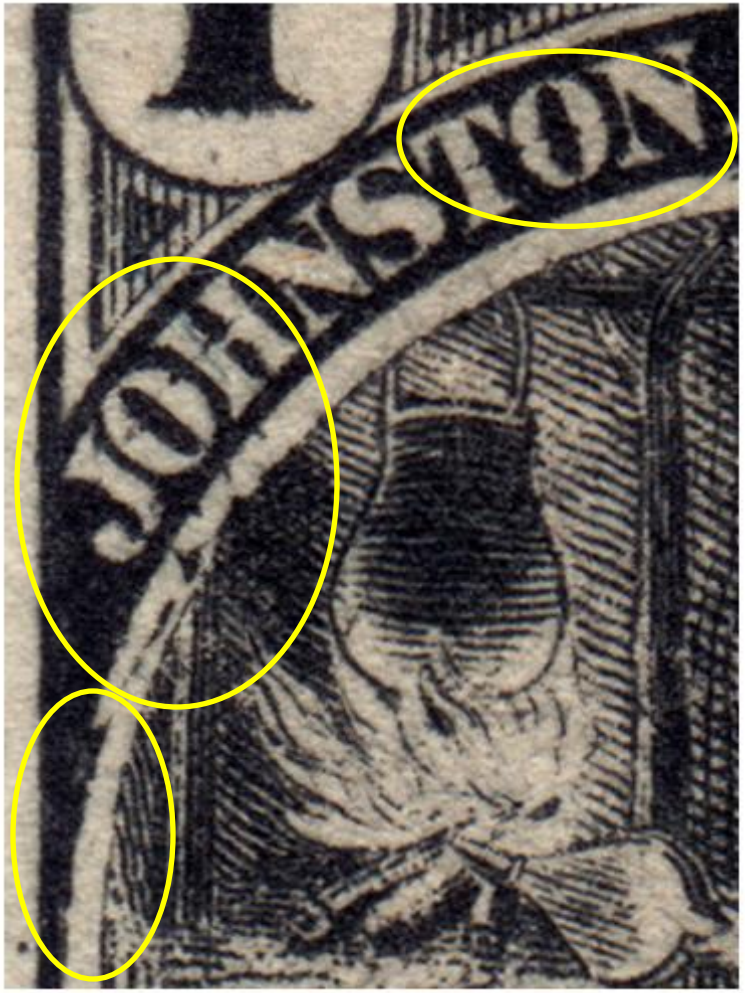
Double Transfer Highlights-3

NL



DT

"JOH" and banner shifted into white space below and lines through "TON"

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Double Transfer Highlights-4

NL DT

"& Co." shifted down into white space and frame lines are shifted to right

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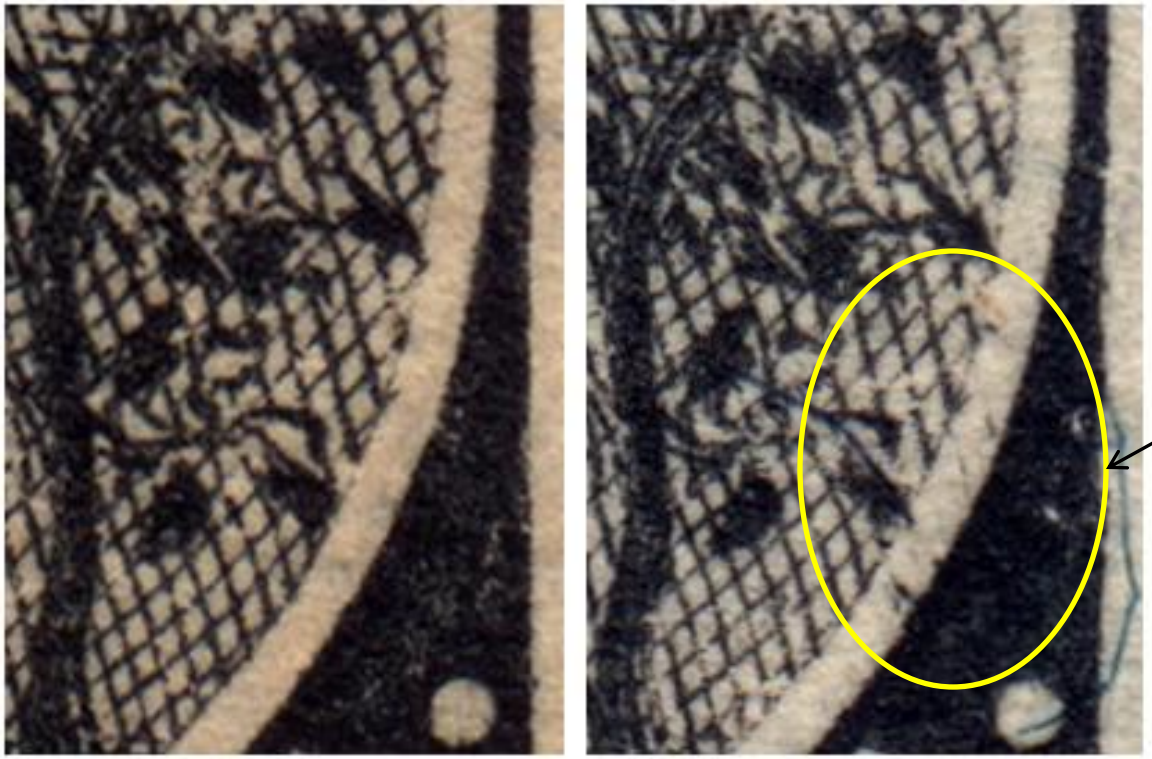
Double Transfer Highlights-5



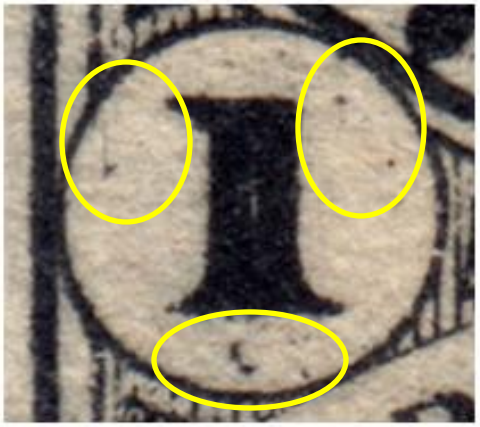
Crosshatching of central alchemist design shifted down and right into white space

NL

DT

Double Transfer Highlights-6

NL



DT

Circle, frame & "1" shifted down & right

Dots & Dashes in every letter of Philadelphia

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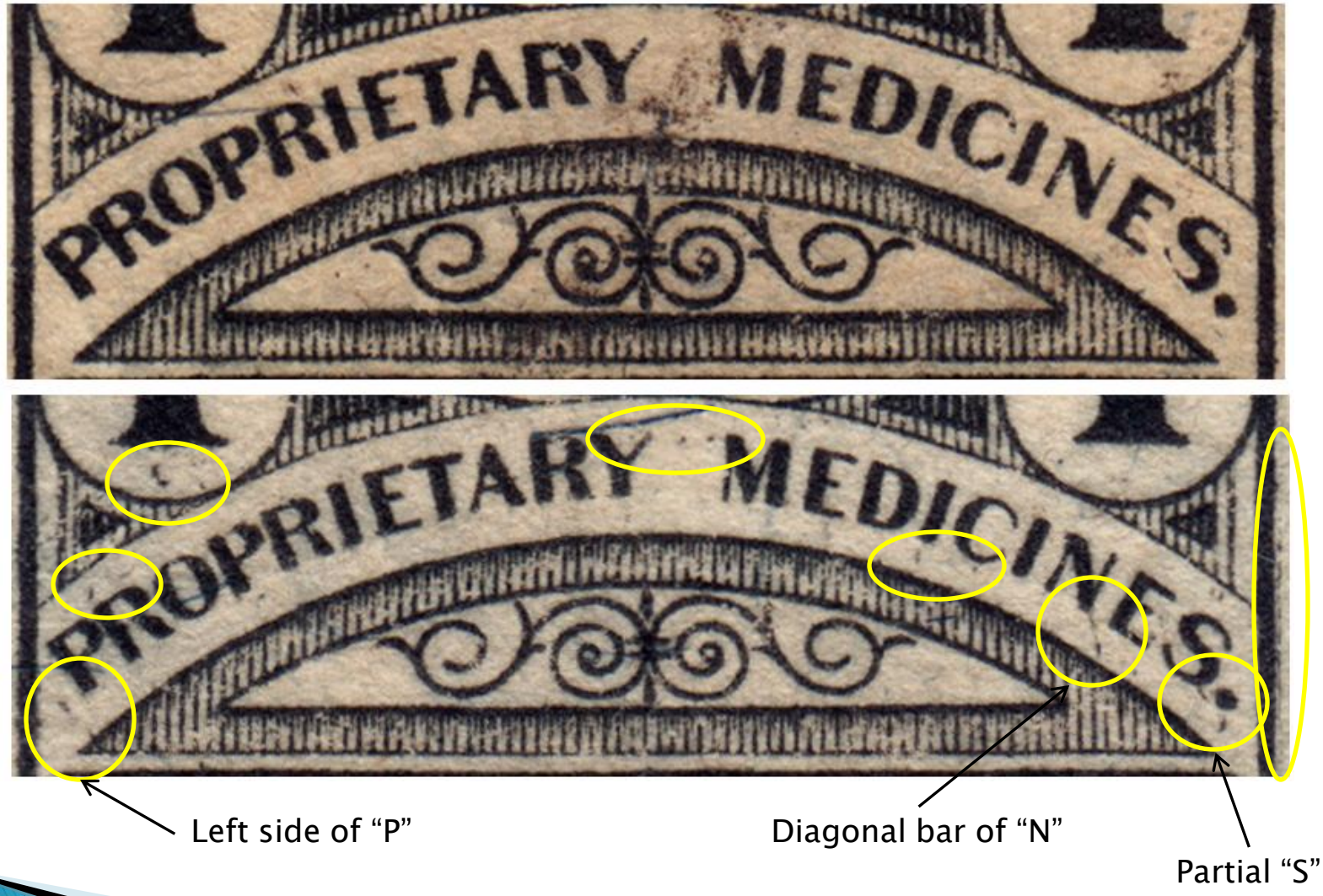
Double Transfer Highlights-7

NL

DT



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Summary

- A U.S. Private Die Proprietary Medicine Revenue stamp issued by Johnston, Holloway & Co., has been discovered with a prominent Double Transfer (DT).
- Analysis has demonstrated that this double transfer affects most of the design, thus an all-over variety:
  - Shifted ~0.8mm down & ~0.1 mm right.
- This is unlisted in *Scott Specialized Catalog of United States Stamps & Covers*.
- The DT has been found on both silk and watermarked paper; adhering to convention, the new listings would be "RS151bt" and "RS151dt"

Above: the watermarked paper variety. Thanks KT!

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