

Collecting Poster Stamps

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

Number 12

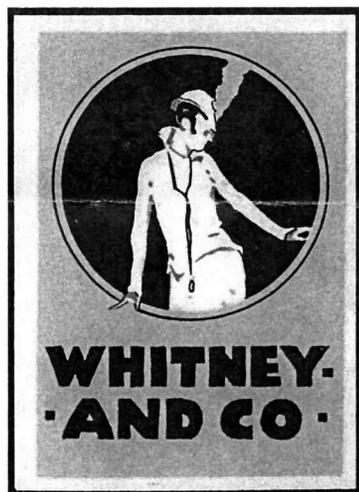
April 2016

Whitney & Co., (Albany, New York)

Whitney & Co. issued an unusual set of 18 poster stamps probably in 1915. These stamps measure 62 x 40 mm. and I have only seen imperforate copies suggesting that they are proofs. My guess is they are not proofs because they are not as rare as I would expect if they were. Some of these stamps are included in eight (seven percent) of the poster stamp albums in this editor's archive.

These poster stamps were likely issued by W. H. Whitney and Co., Albany, New York. This was a large department store founded in 1866 and in business at least through the 1960s.

The images on these poster stamps are artistically striking and unconventional. Remarkably only a few can be linked to department store products. These are fine examples of an advertising strategy that focuses on catching attention and promoting a company name.



1



2



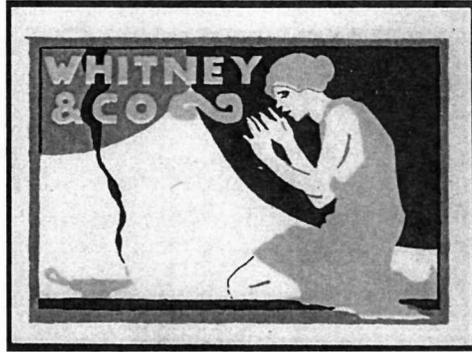
3

Three stamps showing women have images that can easily be linked to a store selling the latest fashions. (1-3) The next two stamps show women and certainly attract attention but in an unusual way, one is wearing a mask and the other kneels next to giant feet. (4-5) The stamp showing the child holding a candle is well done and again is an image that one could associate with sales of clothing or toys. (6)

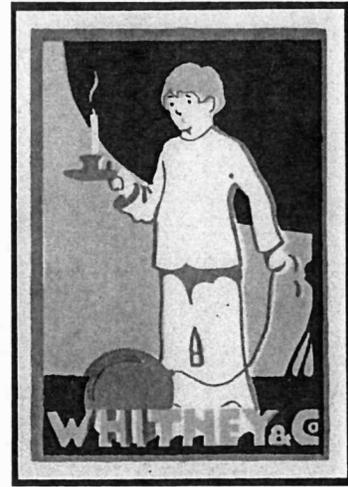
Five stamps feature men. (7-11) The first two are striking images but relatively conventional and bring attention to clothing. The next three are very unconventional using historical or international images.



4



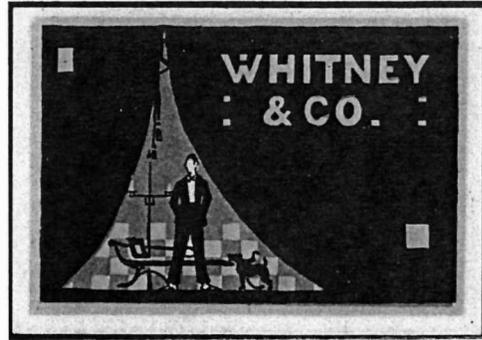
5



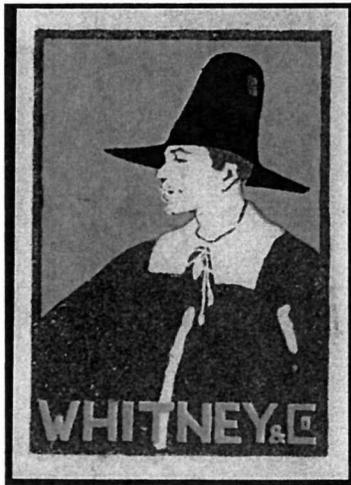
6



7



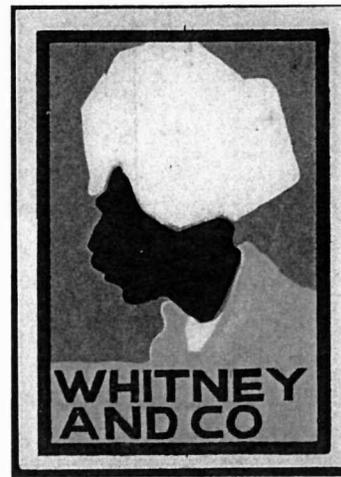
8



9



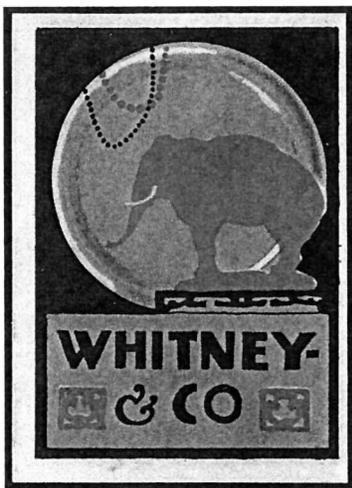
10



11



12

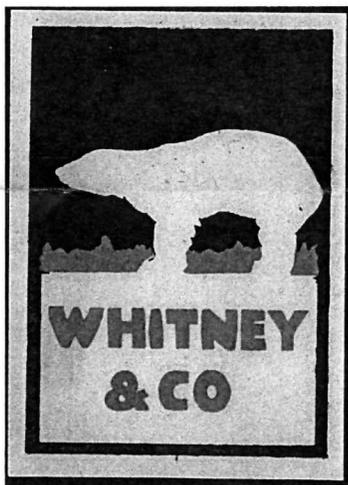


13

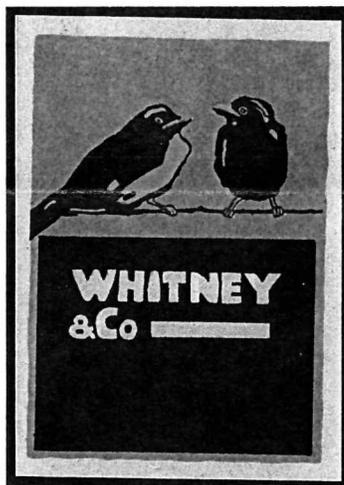


14

Animals or birds are the focus of the next five stamps. The Easter theme has an attractive stylistic rabbit (12), while the elephant is part of a glassware or pottery focus. (13) The goose (14), bear (15) and birds (16) are simple attention grabbers. The same could be said for the water (17) and hill scenes (18).



15



16



17



18

Ideal Art Shop, Denver, Colorado

Ideal Art Shop, Denver, Colorado, advertised its services as illustrating, designing, mechanical drawing and photo retouching on its 1915 letterhead. Ideal Art Shop printed a variety of poster stamps circa 1914 and 1915 before going out of business in 1916. One such stamp advertised its poster stamps. (19)

Ideal Art Shop's most impressive set of poster stamps has the caption "See Colorado. The Scenic State." (20) There are 60 stamps with this caption and they may have been issued in four sets of 15 stamps each. The printer is identified in the lower margin of only some of these stamps. A note in *Printing Arts Suggestion Book* (Vol. 16, December 1915, p. 14) praises these stamps and identifies the printer: "The Ideal Art Shop, Denver, Col., has favored us with copies of the Western Series of poster stamps, which include a number of subjects, among them being cowboys, Indians and Colorado mountain scenes ... done in strong poster style, with flat tints, highly colored."



19



20



21

Ideal Art Shop produced one of the most clever and striking poster stamps of the classics era. It was done for the Metropolitan Cigar Co., Denver, and promotes Tom Moore cigars. (21) This looks like one stamp but it is perforated diagonally to create two stamps.

Ideal Art Shop printed a set of six poster stamps for the German-American Trust Co., Denver. It also published a set of ten Christmas stamps that were used as holiday stamps with no company advertising, as well as stock stamps—Gano-Downs, Denver is the only company imprint seen.

Auction #3

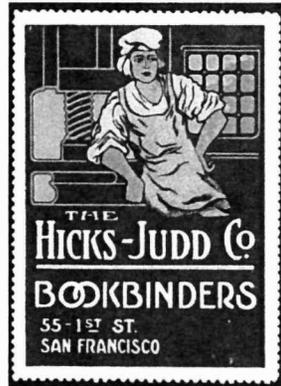
The following poster stamps will be sold to the highest bidder providing minimum bid listed is met. All stamps are in very good condition with no tears, creases, scuffs or thins. Returnable within 14 days for full refund. Return postage not reimbursed. Auction ends on April 30, 2016. Bid increments must be \$0.50. Tie bids will go to the earliest bid received. Bids may be submitted by email (rbposterstamps@gmail.com) or regular mail. No telephone bids please. Postage is free within the United States. **No shipments will be made outside the United States.** Payment due when winning bidder receives stamps in mail with invoice. Payment by check or money order only. Numbers: Bradbury, *U. S. Advertising Poster Stamps, 1912-1915.* revised ed. 2014.



1 B5384 min. bid \$12



2 B4572 \$12



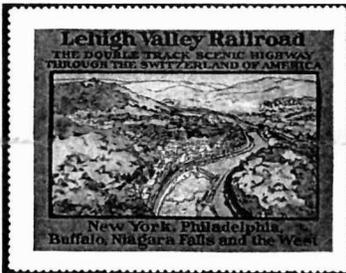
3 B2367 \$15



4 B3866 \$7



5 B5383 \$12



6 B2885 \$5



7 not in Bradbury \$7



8 B2557 \$3



9 B2545 \$9



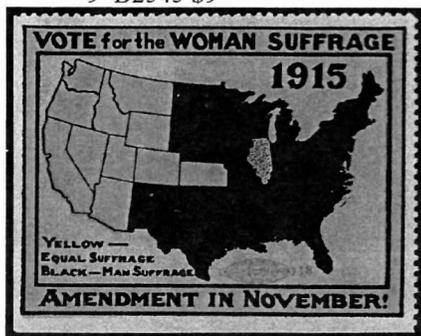
10 B2546 \$7



11 B4144 \$7



12 B5512 \$3



13 \$25



14 B4158 \$7



15 B3107 \$5



16 B5042 \$7



17 B4412 \$15



18 B5027 \$8



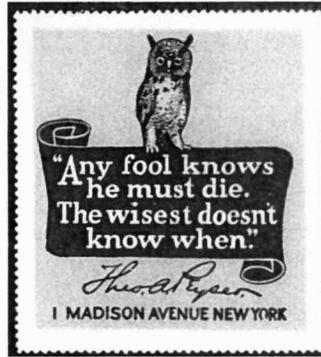
19 B1434 \$7



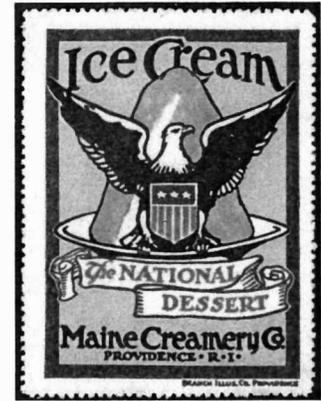
20 B5040 \$6



21 B5041 \$6



22 B3958 \$4



23 B3056 \$8



24 B4494 \$5



25 B4373 \$8



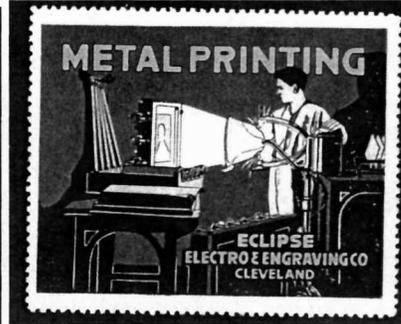
26 B2737 \$6



27 B2733 \$6



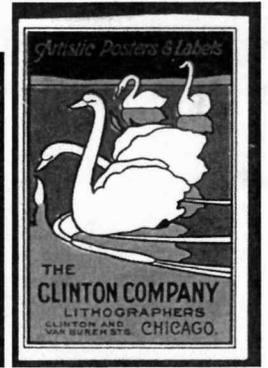
28 B260 \$7



29 B1428 \$8



30 B1431 \$8



31 B1090 \$6



32 B4644 \$8



33 B2939 #6



34 B4005 \$10



35 B4022 \$5



36 B1854 \$8



37 B1867 \$12



38 B5322 \$4



39 B1209 \$5



40 B1093 \$7



41 B4392 \$10



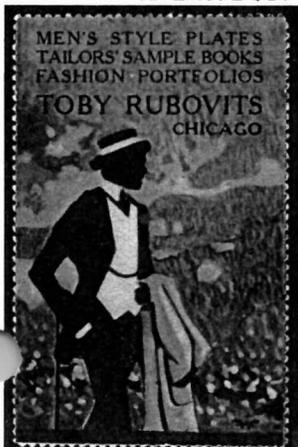
42 B4391 \$12



43 B3892 \$6



44 B2774 \$6



45 B4469 \$10



46 B4470 \$10



47 B1555 \$15



48 B1348 \$6



49 B2368 \$5



50 B2224 \$7



51 B985 \$5



52 B4297 \$30



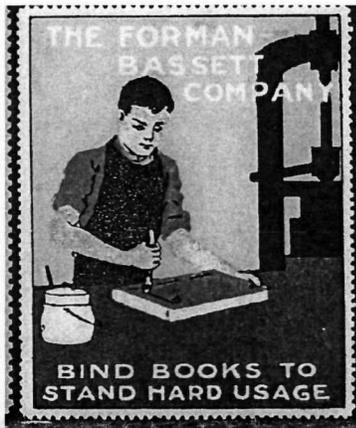
53 B1586 \$6



54 B3098 \$7



55 B1800 \$7



56 B1796 \$7



57 B2727 \$7



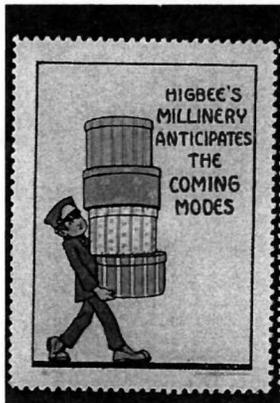
58 B3097 \$6



59 B3391 \$6



60 B4019 \$5



61 B4968 \$5



62 B362 \$12



63 B1849 \$15



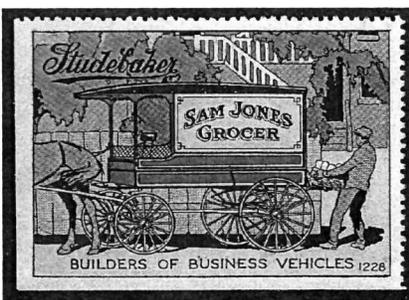
64 B3277 \$6



65 B4600 \$7 (blue background)



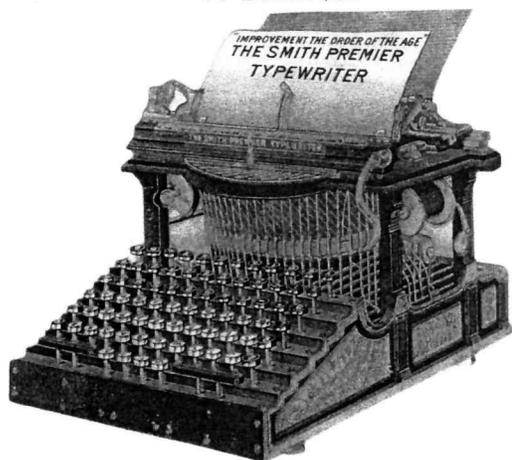
66 B3682 \$15



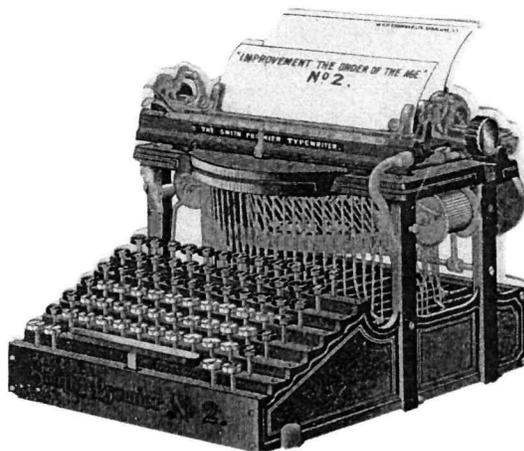
67 B5061 \$7



68 B4830 \$9



69 \$40



70 \$40



71 \$50



72 B3293 \$5



73 B3785 \$10



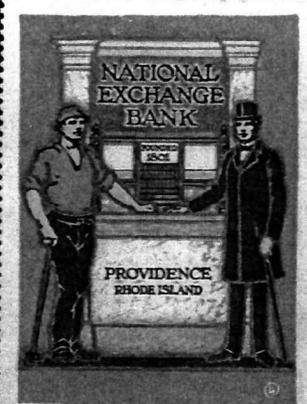
74 B3939 \$7



75



76 B3929 \$6



77 B3357 \$6



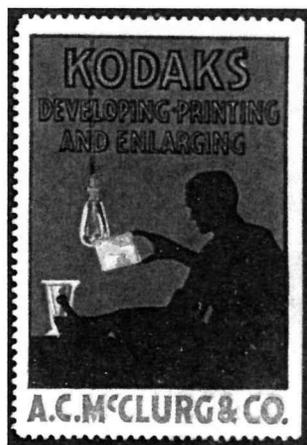
78 B4903 \$6



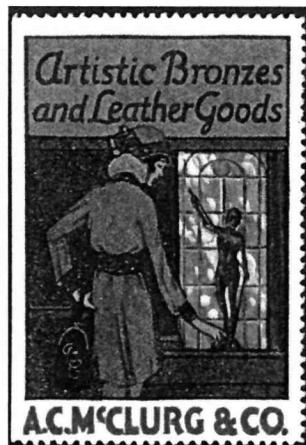
79 \$6



80 B5749 \$25



81 B2872 \$12



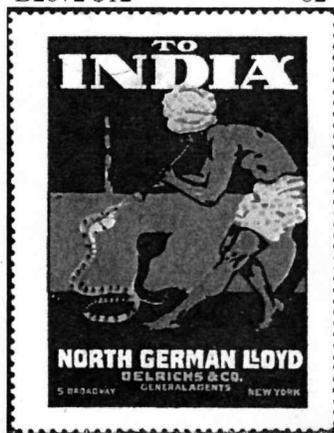
82 B2968 \$8



83 B2971 \$10



84 B565 \$15



85 B3603 \$15



86 B977 \$8



87 B975 \$6

Robert C. Bradbury
Poster Stamps