

Collecting Poster Stamps

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

Number 13

May 2016

Art Stamp League of America, New York City (part 1)

The Art Stamp League of America of New York City promoted poster stamp collecting during the classics era. Collectors joined the Art Stamp League and received albums and poster stamps as a benefit along with the opportunity to purchase additional stamps. Based on its widespread advertising and the survival of more albums than similar organizations, Art Stamp League was one of the most successful ventures of this type. Perhaps the St. Nicholas (magazine) club operated by Century Company was the largest rival.

Art Stamp League issued a poster stamp advertising itself. (1) There are seven different stamps, each with the same image and text but with a different background color. Only the stamp with a green background bears the word "Member."



1

**Start Your Collection
POSTER STAMPS**

THIS sample packet—six of the newest Poster Stamps—each a work of art—in colors, sent for 4c. in stamps. This fascinating pastime has spread all over Europe and has just come to America. Hundreds of bright boys and girls are collecting these beautiful, artistic Poster Stamps. They're about twice the size of postage stamps and are works of art.

It is easy to get the stamps, too. We have started a Poster Stamp Collectors League—and have ready for our members the following assortments of Poster Stamps:

- American Ad. Stamps, 25 varieties each
- Foreign Ad. Stamps, 12 varieties each
- Special series War Stamps

To become a member send twenty-five cents (in stamps or coin) for an attractive stamp album, a member's special stamp, and any one of the above stamp assortments. From time to time each member of the Art Stamp League will receive *absolutely free* special assortments of new stamps. You will not be able to buy them.

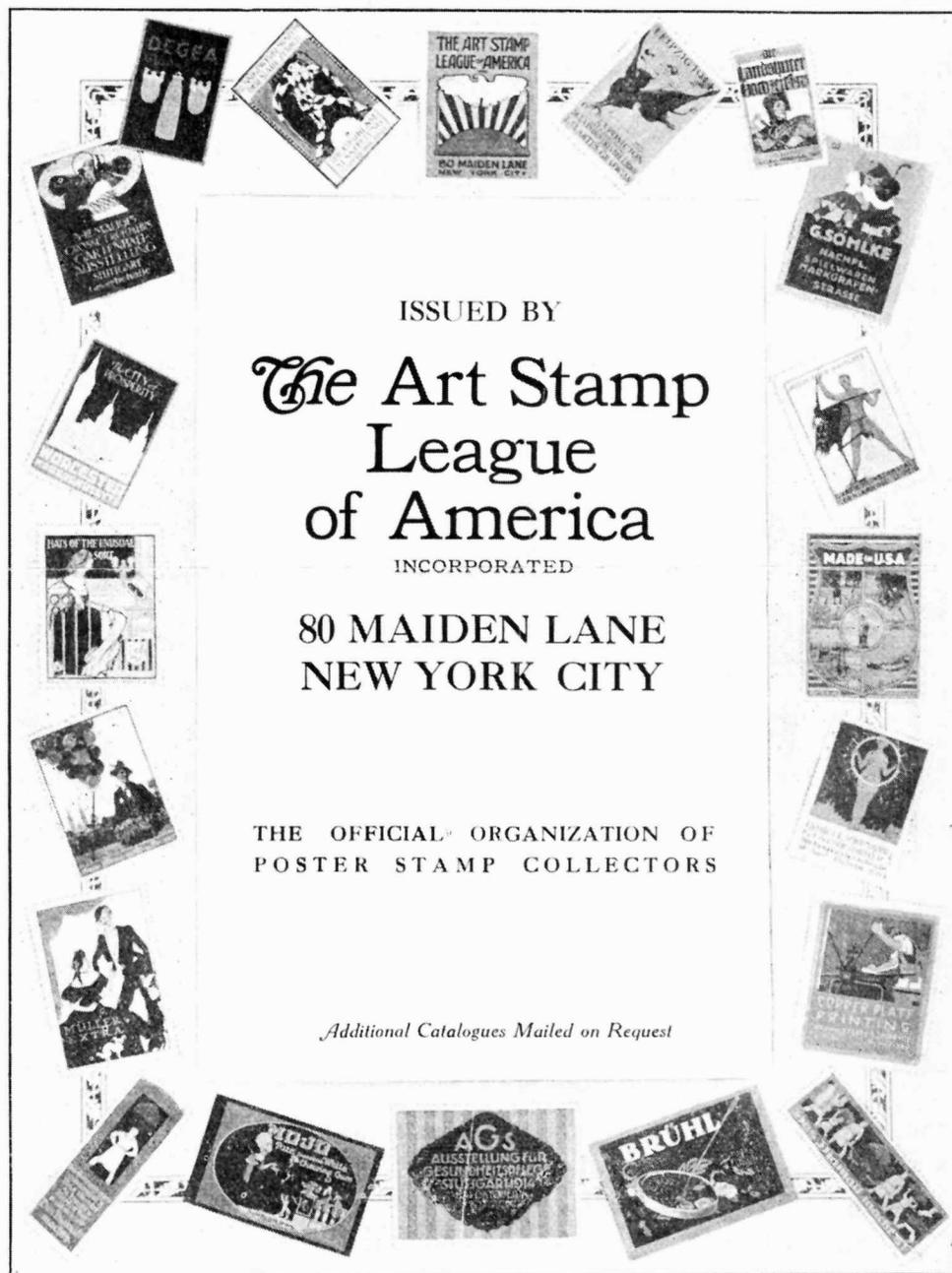
Join the League now. Send us your name and address, with either four cents in stamps for the sample packet or 25 cents for membership stamp and the album and assortment of stamps. (Indicate which series you want.)

THE ART STAMP LEAGUE OF AMERICA, INC.
SUCCESSOR TO POSTER STAMP BUREAU
80 Maiden Lane New York

2

Art Stamp League advertised heavily in periodicals during 1914 and 1915. (2) Apparently any success was short-term as I can find no advertisements after 1916. For a 25-cent membership fee, one received an Art Stamp League of America album, along with a packet of poster stamps. An Art Stamp League catalog reproduced below shows the range of poster stamps available.

POSTER STAMP CATALOGUE



ISSUED BY

The Art Stamp
League
of America

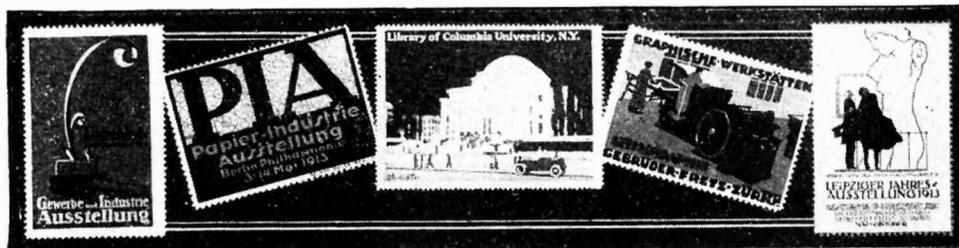
INCORPORATED

80 MAIDEN LANE
NEW YORK CITY

THE OFFICIAL ORGANIZATION OF
POSTER STAMP COLLECTORS

Additional Catalogues Mailed on Request

THE ART STAMP LEAGUE OF AMERICA



THE HOBBY OF A NATION'S PEOPLE



THE instinct for forming collections of interesting and beautiful objects seems to be inherent with humanity in general. In the past boys and girls have had their "fads," their "crazes," for collecting various kinds of things—but these were the pastimes of children exclusively. These fads were uninteresting to people of mature mind—and they were a short-lived fancy with the children.

How different it is with the Poster Stamp!

¶ For the first time in the memory of the oldest inhabitant men and women, boys and girls—of all ages—all classes—all professions, from the multi-millionaire to the child in the most humble home, are enchanted with the newest and best collecting hobby it has been their good fortune to discover.

¶ To-day there are thousands of enthusiastic admirers of the new (to America) commercial Art known as Modern Poster Art—of which the Poster Stamp is the most attractive form. They are enjoying the fascination—the instructive avocation—of forming beautiful poster stamp collections. The League has as members little tots whose education is only beginning—whose minds are being trained, without effort, to appreciate the beauty of design and color values found in the artistic poster stamp. *Thousands of wise parents are giving their children the benefit of this splendid educational opportunity.*

¶ Boys and Girls in their teens—in grammar schools, High Schools and Art Schools find that Poster Stamps offer ideal examples for the study of commercial Art in its most modern sense—Poster stamp clubs are being organized in schools throught the United States to encourage students in the discriminate collecting and study of the best designs in this new art.

¶ On the membership roll of The Art Stamp League are men and women—Bankers, Lawyers, Manufacturers, Merchants, Teachers, Doctors, Artists, Printers, Advertising Writers—etc.—etc.—who find in these remarkable little messengers of commerce a fascination—a satisfaction—undreamed of in any other form of collecting.

¶ One of the important objects of the League is that of encouraging the highest development of poster Art in America—Europe is far ahead of this country in the designing of high-grade posters, and it is the ambition of the officers and members of The Art Stamp League of America to so work together—to co-operate—with advertisers, artists, printers and lithographers that our poster art will equal, if not actually surpass, that of Europe. This best can be accomplished by encouraging advertisers in the use of better examples of poster art and by discouraging the application of "any old thing" on an advertising stamp and calling the finished product a "poster" stamp.

¶ In the development of the poster stamp in America the work of the world's best Poster Artists will appear. Commercial Art in all its branches will be raised to a higher standard of merit. The careful and discriminating collector will find keen enjoyment in his collection—which will steadily increase in value as many stamps go out of circulation and, like old postage stamps, become more valuable. Rare German poster stamps have sold for as much as \$30.00 each. There are American poster stamps that now have a value of 5 cents to 25 cents each.

¶ True Poster Stamps are never printed from half-tone, Ben-Day or process plates. Get this point clearly in your mind; *poster* stamps are produced *only* in flat colors. They are simple in design. The colors used may be brilliant, even startling. The good poster stamp is a thing of beauty—it is unforgettable—it is the most powerful publicity force per square inch the world has ever seen; it is an outdoor poster concentrated to stamp size in all its intensity of color and design. It demands attention—it inspires enthusiasm—and suggests its own preservation.

THE ART STAMP LEAGUE OF AMERICA

Why Every Poster Stamp Collector Should be a Member of The League

The Art Stamp League makes it possible for its members to supply themselves easily with the very latest Poster Stamps.

You know, of course, that there have been many hundreds of these beautiful little works of art published—but the difficulty up to this time has been to know just how to get them. So this League was started to help you.

The Art Stamp League occupies a unique position inasmuch as it was the original, and is now the largest organization of its kind. Thru its advantages thousands of League members in every state and many foreign countries are pursuing the delightful pastime of Poster Stamp Collecting with system and economy.

As the membership fee for an entire year costs only 25 cents, it is possible for every one to join this ever-widening circle of collectors.

Membership in the League also entitles the holder to

- 1—The Beautiful Gold Membership Emblem (pin or button), enameled in blue, white and black.
- 2—A Handsome Certificate of membership, suitable for framing, in blue and orange, bearing the seal of the Art Stamp League, and the signatures of its Officers.
- 3—Member's stamp (one only to each member); this stamp eventually will become rare and will increase in value.
- 4—Packet of League Stamps.
- 5—Packet of 25 handsome Poster Stamps, no two alike, to start your collection.
- 6—And every 60 days an assortment of poster stamps absolutely free.



If you would know and understand more fully the wonderful world of the poster stamp, do not delay sending your name and address with 25 cents (cash or stamps) and your emblem, certificate and packet of stamps will be mailed at once.

The League has for sale the most complete collection of American and Foreign Poster Stamps in this country, as listed in the following pages.

IMPORTANT NOTICE: Poster Stamp Collectors will confer a favor on advertisers by depending on the League for all their stamps. The expense of handling great numbers of requests has caused many advertisers to discontinue sending their stamps to collectors, referring all requests direct to the League. The price of League packets is so small that the wise collector will not waste postage writing to advertisers.

THE ART STAMP LEAGUE OF AMERICA



Price List of Poster Stamps

The stamps shown are reduced one-half in size

AMERICAN ADVERTISING STAMPS

THE following assortments contain practically all the best stamps that have been issued by American advertisers. The stamps are assorted according to quality and value. Many stamps are no longer in circulation and are daily becoming more valuable. There are no two stamps alike in this entire series. All the assortments may be ordered with this assurance. Sets of stamps will be found complete in each packet.



Series 101

Assortment A—40 varieties	10c.
Assortment B—40 varieties	10c.
Assortment C—40 varieties	15c.
Assortment D—40 varieties	20c.
Assortment E—40 varieties	25c.
Assortment F—30 varieties	25c.
Assortment G—25 varieties	25c.
Assortment H—20 varieties	25c.



RARE FOREIGN EXPOSITION POSTER STAMPS

Many of the most beautiful examples of foreign poster art are represented in these assortments. These stamps were issued by foreign expositions and practically all bear the date. Some specimens are 15 to 20 years old and are very difficult to secure. Collectors who obtain these stamps will do well to place a higher value on them as a large number are listed for less than their actual collection value.



Series 102

Assortment A— 6 varieties	20c.
Assortment B—12 varieties	35c.
Assortment C— 8 varieties	45c.
Assortment D—10 varieties	50c.
Assortment E—10 varieties	60c.
Assortment F—10 varieties	60c.
Assortment G—10 varieties	75c.
Assortment H— 5 varieties	50c.
Assortment I— 5 varieties	50c.
Assortment J— 5 varieties	50c.
Assortment K— 8 varieties	\$1.00



Other more rare and valuable stamps will be sent on approval to members.

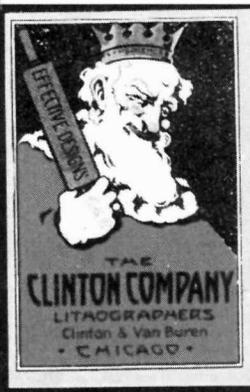
"Do a good turn daily"—send to the League the names of all your friends who are interested in poster stamps. Better still, enroll them yourself.

Auction #4

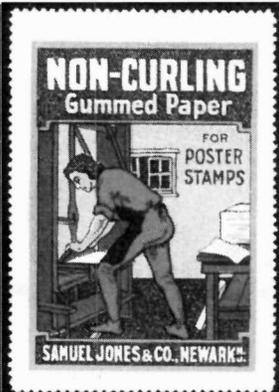
The following poster stamps will be sold to the highest bidder providing minimum bid listed is met. All stamps are in very good condition with no tears, creases, scuffs or thins. Returnable within 14 days for full refund. Return postage not reimbursed. Auction ends on May 31, 2016. Bid increments must 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 upon receipt of stamps and invoice. Payment by check or money order only. Numbers are from Bradbury, *U. S. Advertising Poster Stamps, 1912-1915.* revised ed. 2014.



1 B1420 \$30.



2 B1092 \$8.



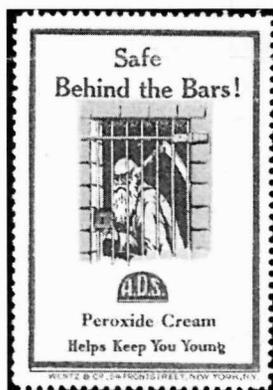
3 B2620 \$8.



4 B1809 \$5.



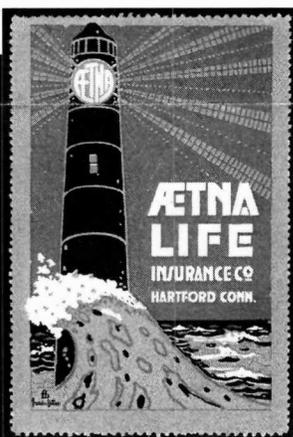
5 B469 \$6.



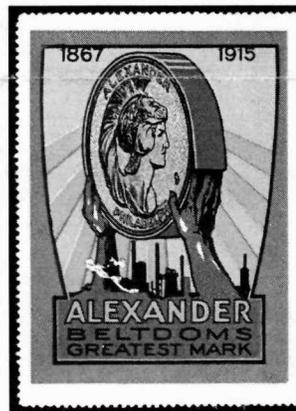
6 B29 pink \$4.



7 B36 \$5.



8 B53 \$10.



9 B66 \$6.



10 B1493 \$10.



11 B251 \$6.



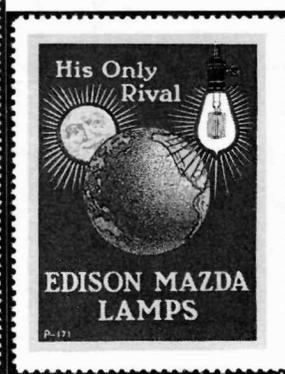
12 B258 \$10.



13 B259 \$10.



14 B268 \$6. ✓



15 B1442 \$6. ✓



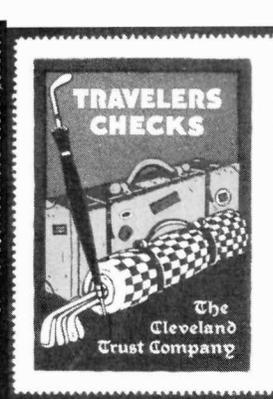
16 B393 \$7.



17 B1464 \$7.



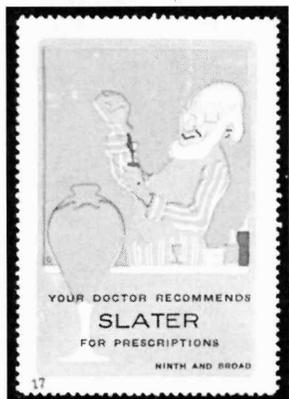
18 B1887 \$12.



19 B1082 \$10.



20 B974



21 B462 \$5.



22 B472 \$7.



23 B818 \$6.



24 B381 \$8.



25 B1257 \$8.



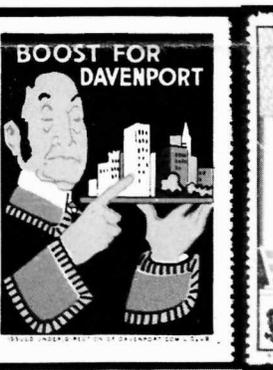
26 B3668 \$12.



27 B493 \$6.



28 B1004 \$7.



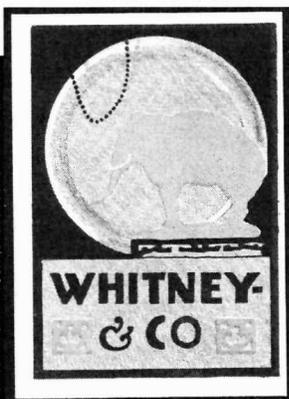
29 B1301 \$10.



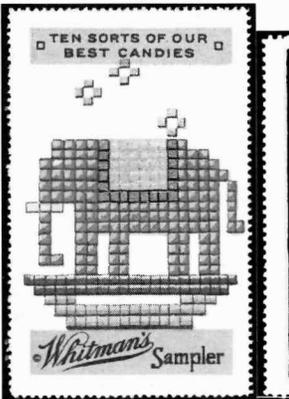
30 B1305 \$6.



31 B1321 \$7.



32 B5629 \$10.



33 B5617 \$7.



34 B914 \$8.



35 B906 \$5.



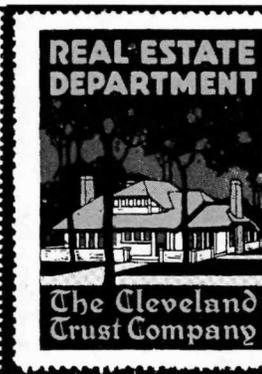
36 B946 \$7.



37 B962 \$6.



38 B1872 \$7.



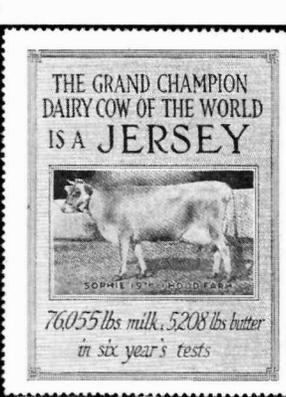
39 B1072 \$7.



40 B1117 \$6.



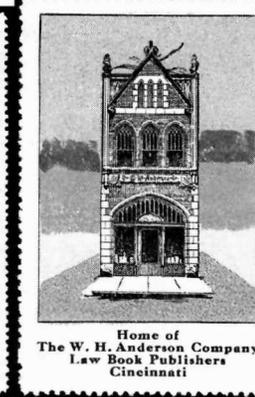
41 B145 \$6.



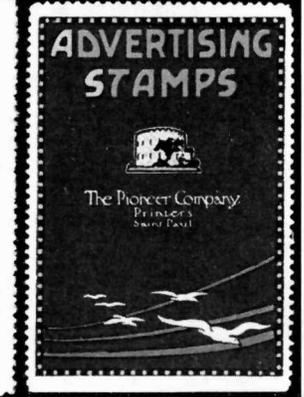
42 B134 \$8.



43 B150 \$7.



44 B177 \$7.



45 B4097 \$15.



46 NIB \$10.



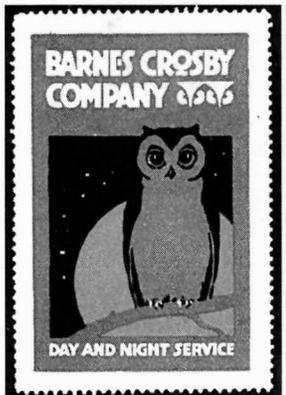
47 B4896 \$10.



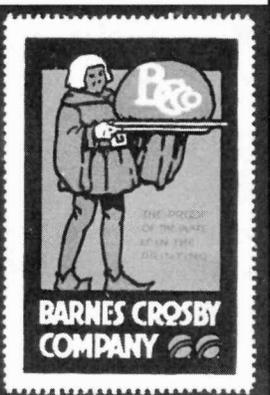
48 B4903 \$10.



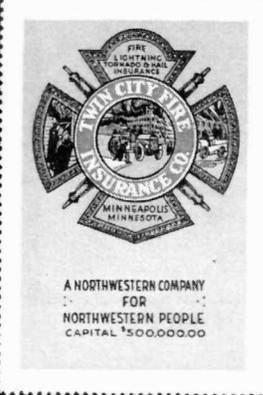
49 B2289 \$7.



50 B279 \$8.



51 B282 \$6.



52 B5210 \$10.



53 B151 \$5.



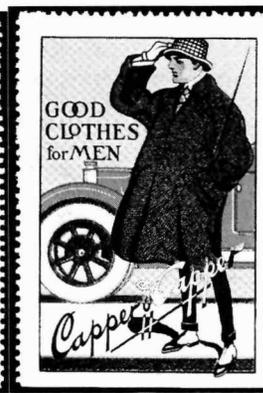
54 B1763 \$5.



55 B297 \$7.



56 B340 \$5.



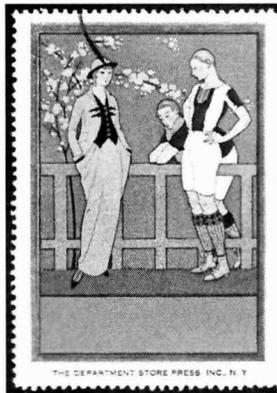
57 B889 \$7.



58 B3129 \$7.



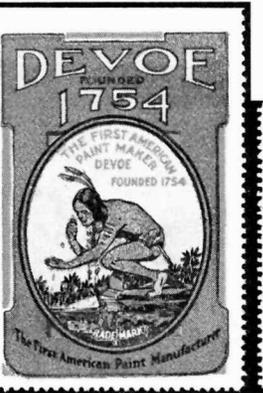
59 B3130 \$7.



60 B1344 \$8.



59 NIB \$6.



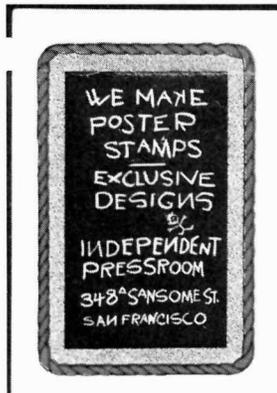
60 B1353 \$7.



61 B316 \$7.



62 B2008 B6.



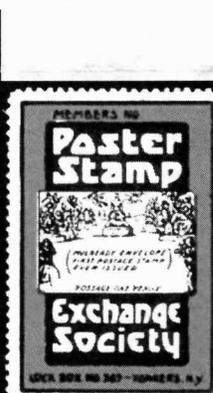
63 B2524 \$15



64 B2618 \$10.



65 B4013 \$12.



66 red B4118 \$7.



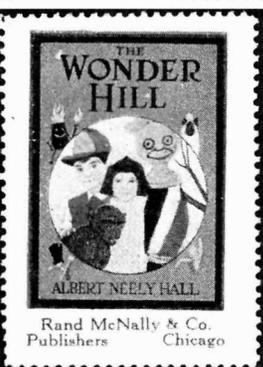
67 B327 \$7.



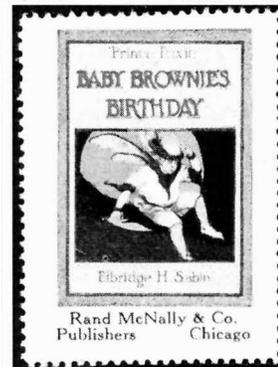
68 4310 \$6.



69 NIB \$6.



70. B4340 \$6.



71. B4300 \$6.



72. B4321. \$6.



73 B1514 \$10.



74 B1538 \$7. ✓



75 B216 \$7. ✓



76 B1888 \$30.



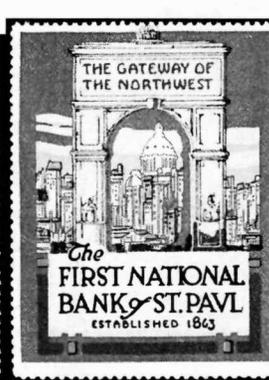
77 B4754 \$12.



78 B1578 \$7.



79 B1585 \$7.



80 B1773 \$6.



81 B1813 \$6.



82 B164 \$6.



83 B1800 \$10.



84 B1802 \$10.



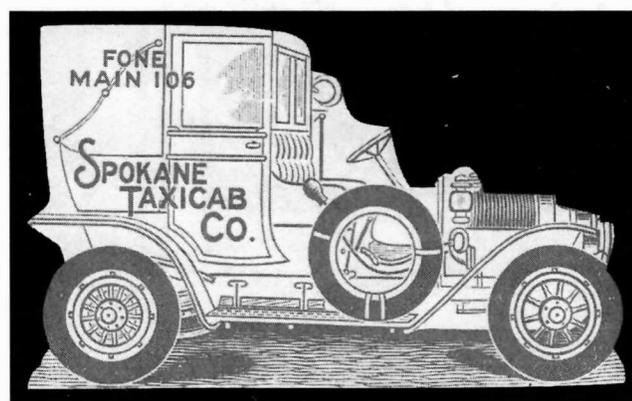
82 B1801 \$10.



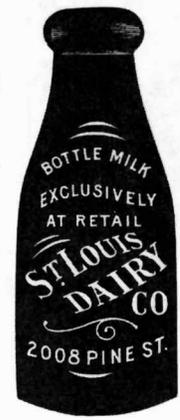
83 B1797 \$10.



84 50 mm. toothed circle.
red & black. circa 1895. \$20.



85 46 x 77 mm. die-cut. red on white.
circa 1910. \$30.



86 78 x 31 mm. navy blue
on white. circa 1902. #20. ✓