

# Collecting Poster Stamps

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

Number 17

September 2016

## Advertising Seals Co., New York

Advertising Seals Co., 1269 Broadway, New York, is one of the lesser known publishers of advertising poster stamps in the classic era (1912-1915). One reason is that the three stamps issued by this company to promote its products are seldom encountered. My search for information about Advertising Seals Co. has yielded little. Thus, as is the case for many poster stamp printers, I must rely on the stamps themselves to learn about artistic styles and the advertisers that commissioned stamps.



The poster stamps presented here all came from adjoining pages in a single album assembled ca. 1915. Three stamps advertise the Advertising Seals Co. (1-3) These stamps are 54 x 50 mm. (height x width) and perforated 14. The use of the term "advertising seals" is unusual during this time period; "poster stamps" being the dominant name for this advertising type.



Robert C. Bradbury, *Books & Poster Stamps*, 879 Pleasant Street, Worcester, MA 01602.  
(508) 754-2954, e-mail [rbposterstamps@gmail.com](mailto:rbposterstamps@gmail.com)

The next poster stamps are identified as products of the Advertising Seals Co. because they have "Adv. Seals Co., Inc. N.Y." in the bottom margin. (4-7) The first three stamps (4-6) are apparently single issues and not part of a set.



The Santa Fe railroad stamp (7), however, is one of a set of three similar stamps. (8-9) Only the Santa Fe stamp has the printer information in the margin but the other two stamps are certainly products of Advertising Seals Co. This set is quite an attractive set and also very difficult to find.

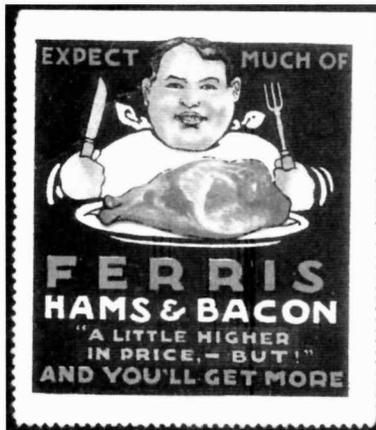


The nine poster stamps by Advertising Seals Co. shown above all measure about 54 x 50 mm. (height x width), perforated 14 and seem to be printed on the same paper. The aforementioned album contained on the same or adjacent pages, thirteen other poster stamps with these characteristics as well as similar artistic style. (10-22) It seems reasonable to attribute these additional stamps to the Advertising Seals Co.

Poster stamps 10 through 12 advertise the Horne Company which is apparently a clothing or department store. I have not been able to determine its location, nor whether these three stamps make a complete set.



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The next nine poster stamps advertise different New York City companies: Young's Hats (13), Ferris Hams and Bacon (14), Blyn Stores (15), Benjamin-Washington Clothes (16) and United Electric & Power (17). The Blyn stamp is one of twelve; the Benjamin-Washington stamp is one of three. The five United Electric stamps use a photographic image, the only known Advertising Seals Co. stamps employing this technique. The typography, however, is similar to the other stamps shown. The Order of Red Eagles was a fraternal organization active in insurance and based in New York with councils in other locations. (18)



16



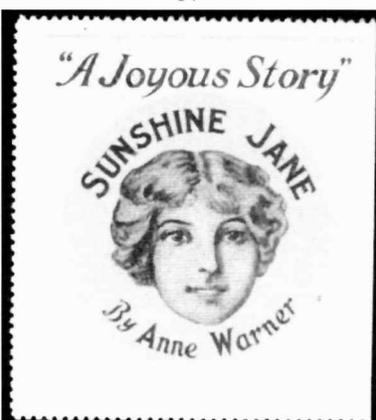
17



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Bush Line was a shipping company based in Wilmington, Delaware. (19) Sunshine Jane is a book published in 1914 by Little, Brown & Co., Boston. (20). The final two poster stamps linked to Advertising Seals Co. advertise companies with locations more difficult to associate with a New York City printing firm. Havana Post is a Cuban company but since this newspaper is in English perhaps this stamp was used to generate interest from the U. S. market. (21) Hans Renold Company was located in Manchester, England so this stamp was likely commissioned by its U. S. agent. (22)

*Mysteries*

There are surely additional poster stamps printed by Advertising Seals Co. The remainder of the stamps shown exhibit the same physical characteristics as those presented earlier in this pamphlet. (23-27) They also strike me as having similar artistic style. Nevertheless, I do not have any evidence linking them to this printer. I present them here to stimulate discussion.



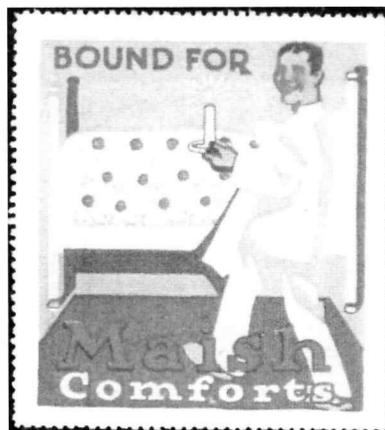
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25



26



27

Auction #8

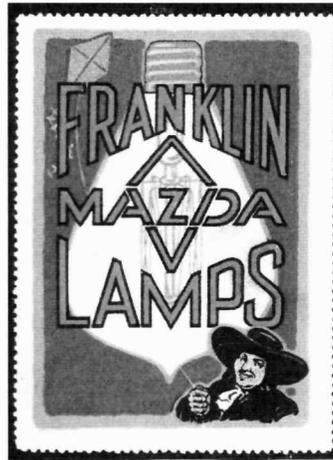
The following poster stamps will be sold to the highest bidder providing minimum bid listed is met. All stamps are in very good condition with no tears, creases, scuffs or thins. Returnable within 14 days for full refund. Return postage not reimbursed. Auction ends on September 30, 2016. Bid increments must be \$0.50. Tie bids will go to the earliest bid received. Bids may be submitted by email ([rbposterstamps@gmail.com](mailto: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.



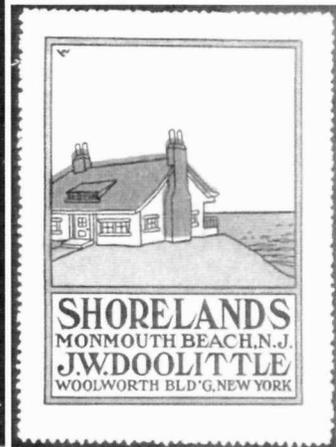
1 B5175 \$10.



2 B685 \$8.



✓ 3 B1827 \$4.



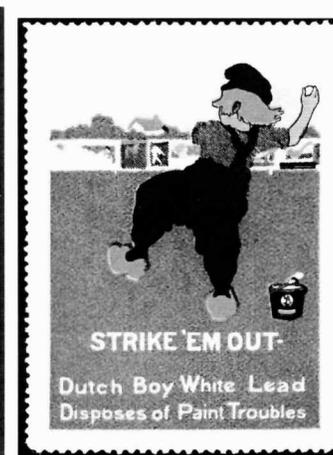
4 B1360 \$6.



5 B979 \$8.



6 B977 \$8.



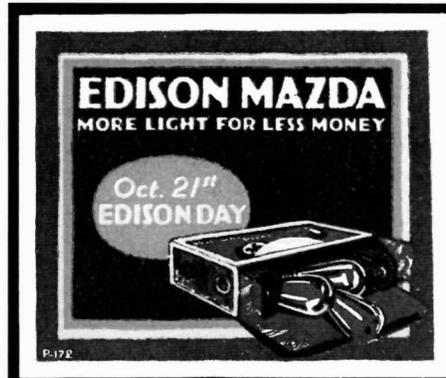
7 B1397 \$6.



✓ 8 B2432 \$6.



✓ 9 B886 \$6.



10 B1444 \$6.



11 B5582 \$7.



12 B2481 \$12.



13 B2480 \$12.



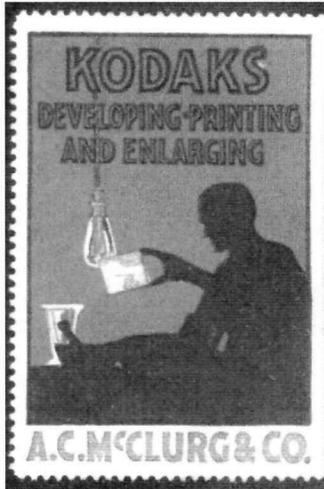
14 B2893 \$8.



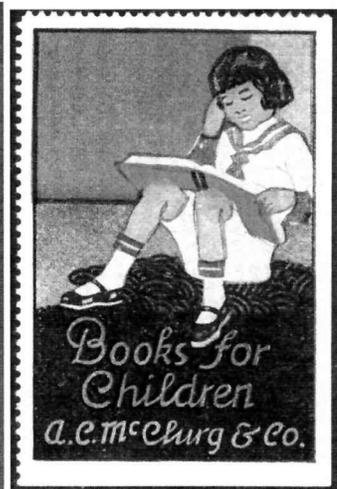
15 B2851 \$10.



16 B2889 \$7.



✓ 17 B2972 \$10.



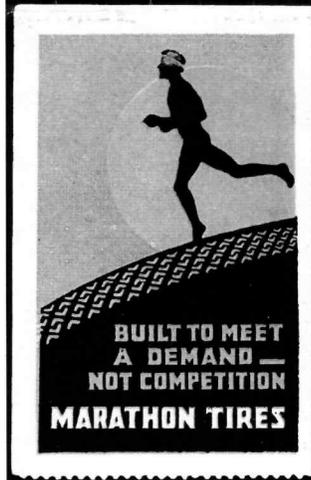
18 B2969 \$8.



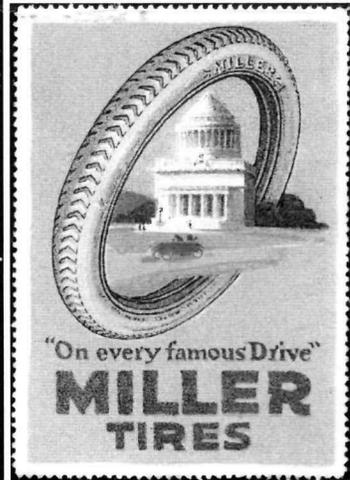
19 B3029 \$6.



20 B3031 \$6.



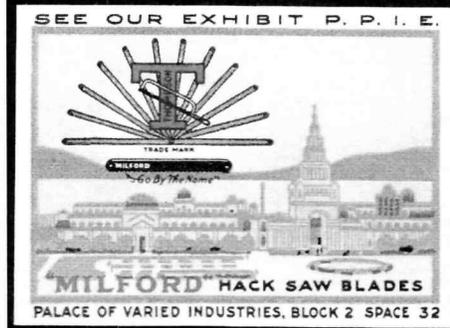
21 B3084 \$6.



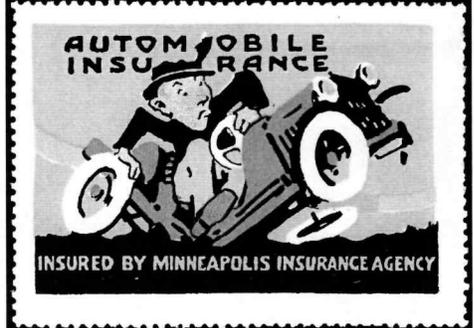
22 B3189 \$6.



23 B3101 \$8.



✓ 24 B3178 (PPIE) \$6.



25 B3228 \$5.



26 B3103 \$6.



27 B3109 \$6.



28 B3240 \$6.



29 B5511 \$8.



30 B2856 \$5.



31 B5747 \$4.



32 B740 \$12.



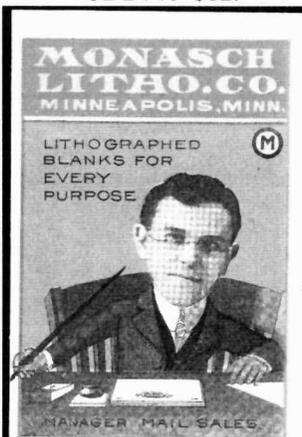
33 B3363 orange, purple, black \$8.



34 B3024 \$6.



35 B5213 \$7.



36 B3256 \$7.



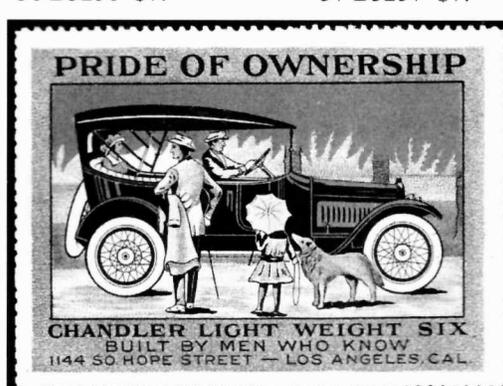
37 B3257 \$7.



38 B868 \$5.



39 B4571 \$15.



40 B957 \$12.



41 B403 \$7.



42 B5032 Strobridge \$5.



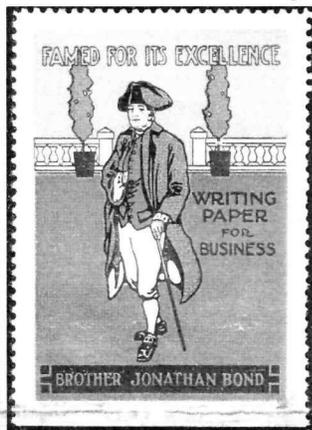
43 B3398 \$6.



44 B3598 \$6.



45 B588 (Parrish) \$8.



46 B596 \$5.



47 B1118 \$6.



48 B968 \$10.



49 B3579 \$7.



50 B3577 \$7.



51 B980 \$7.



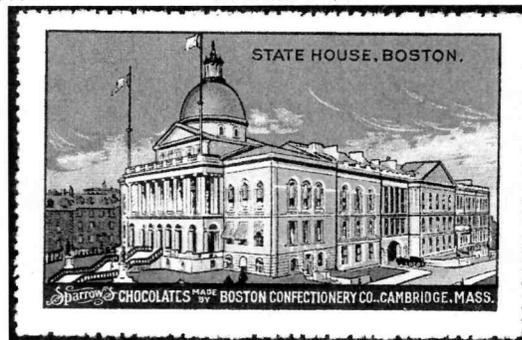
52 B1858 \$6.



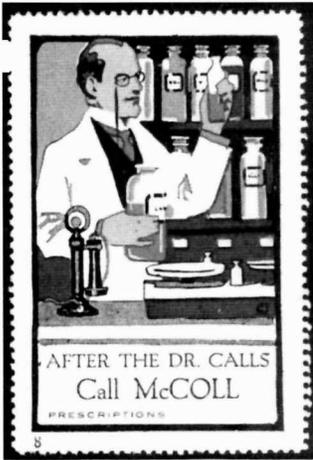
53 B2228 \$12.



54 B5148 \$7.



55 B542 \$6.



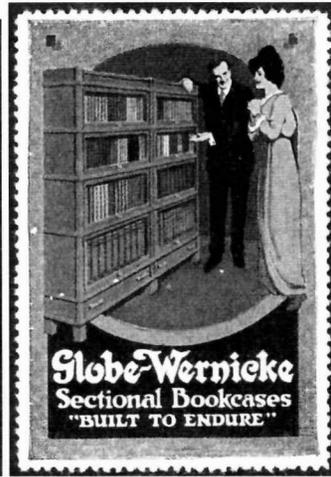
56 B453 \$6.



57 B454 \$6.



58 B459 \$6.



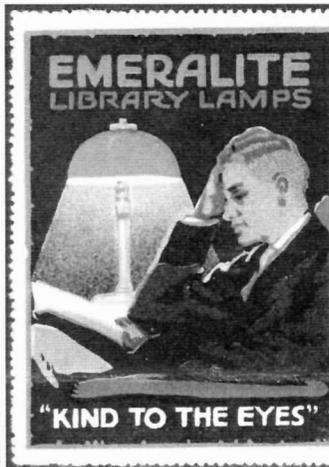
59 B2006 \$6.



60 B460 \$6.



61 B465 \$6.



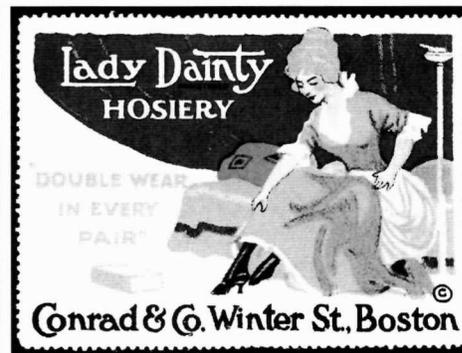
✓ 62 B1537 \$6.



63 B1804 \$6.



64 B563 \$7.



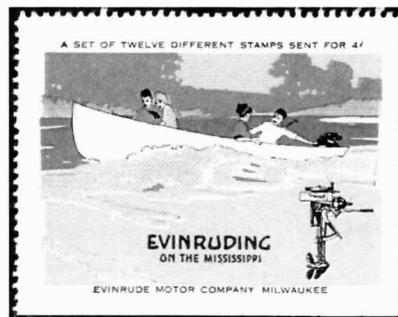
65 B1157 \$8.



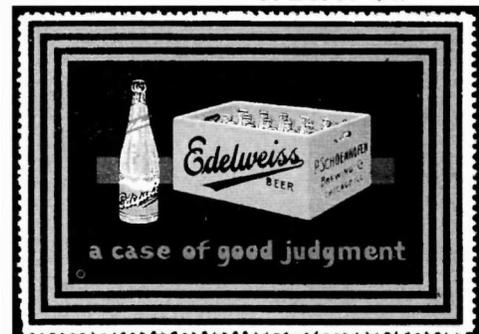
66 B1567 \$4.



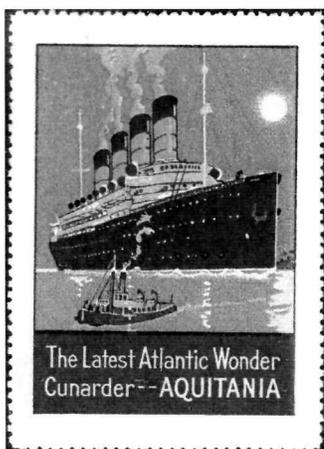
67 B1008 \$8.



68 B1572 \$4.



✓ 69 B4614 \$6.



✓ 70 B1241 \$7.



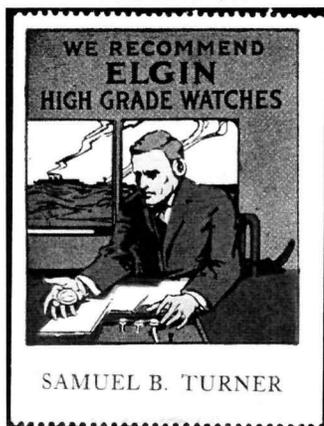
71 B1495 \$8.



72 B1476 \$6.



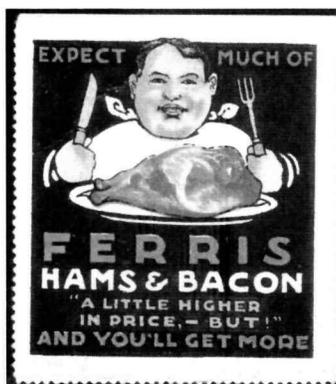
73 B1803 \$6.



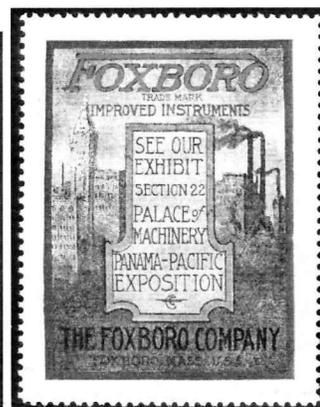
74 B1475 \$7.



75 B1853 \$7.



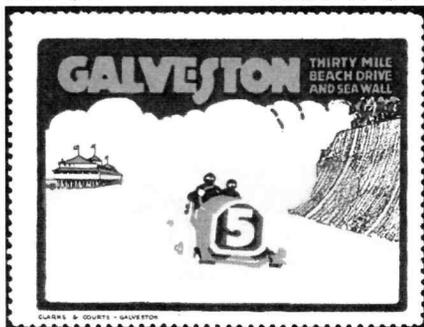
76 B1761 \$4.



✓ 77 B1816 (PIIE) \$5.



78 B1793 \$6.



79 B1924 \$6.



80 B1957 \$5.



✓ 81 S9 red & green 30 x 75 ca. 1902 \$20.



✓ 82 S569 red & green 42 x 64 mm. ca 1902. \$8.



✓ 83 B254 blue 48 x 58 mm. ca 1902 \$12.

b240



84 S116. ca. 1902 \$15.



85 S427. 53 mm. ca. 1902. \$12.



86 S108. pink. 50 x 55 mm. ca. 1902. \$25.



87 B2344 \$8.



88 B2343 \$8.



89 B2399 \$17



90 B4581 \$7.



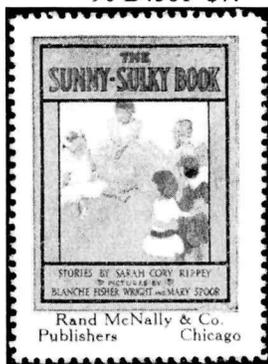
91 B4583 \$7.



92 B4591 \$7.



93 B479 \$8.



94 B4335 \$6.



95 B4327 \$6.



96 B4331 \$6.



97 B3865 \$7.

Auction #7 results. #7-\$8; #8-\$15; #9-\$7; #12-\$19; #13-\$12.50; #14-\$13; #18-\$9.50; #19-\$9.50; #20-\$9.50; #24-\$11.50; #25-\$15; #26-\$7.50; #27-\$7; #28-\$8; #33-\$11.50; #35-\$10; #36-\$6; #39-\$6; #40-\$7; #44-\$5; #45-\$6; #46-\$6; #47-\$9; #48-\$8.50; #49-\$4; #50-\$4; #52-\$6; #53-\$6; #57-\$4; #58-\$6; #59-\$5; #64-\$9.50; #65-\$6; #69-\$9.50; #70-\$38.50; #74-\$7; #75-\$6; #76-\$8; #77-\$6; #78-\$6; #79-\$6; #80-\$6.50; #81-\$14.50; #82-\$7; #85-\$5; #86-\$10.50; #87-\$12; #88-\$20; #89-\$6.50; #91-\$8; #94-\$6; #95-\$6; #96-\$15; #97-\$10; #98-\$20; #99-\$20; #100-\$20.50.