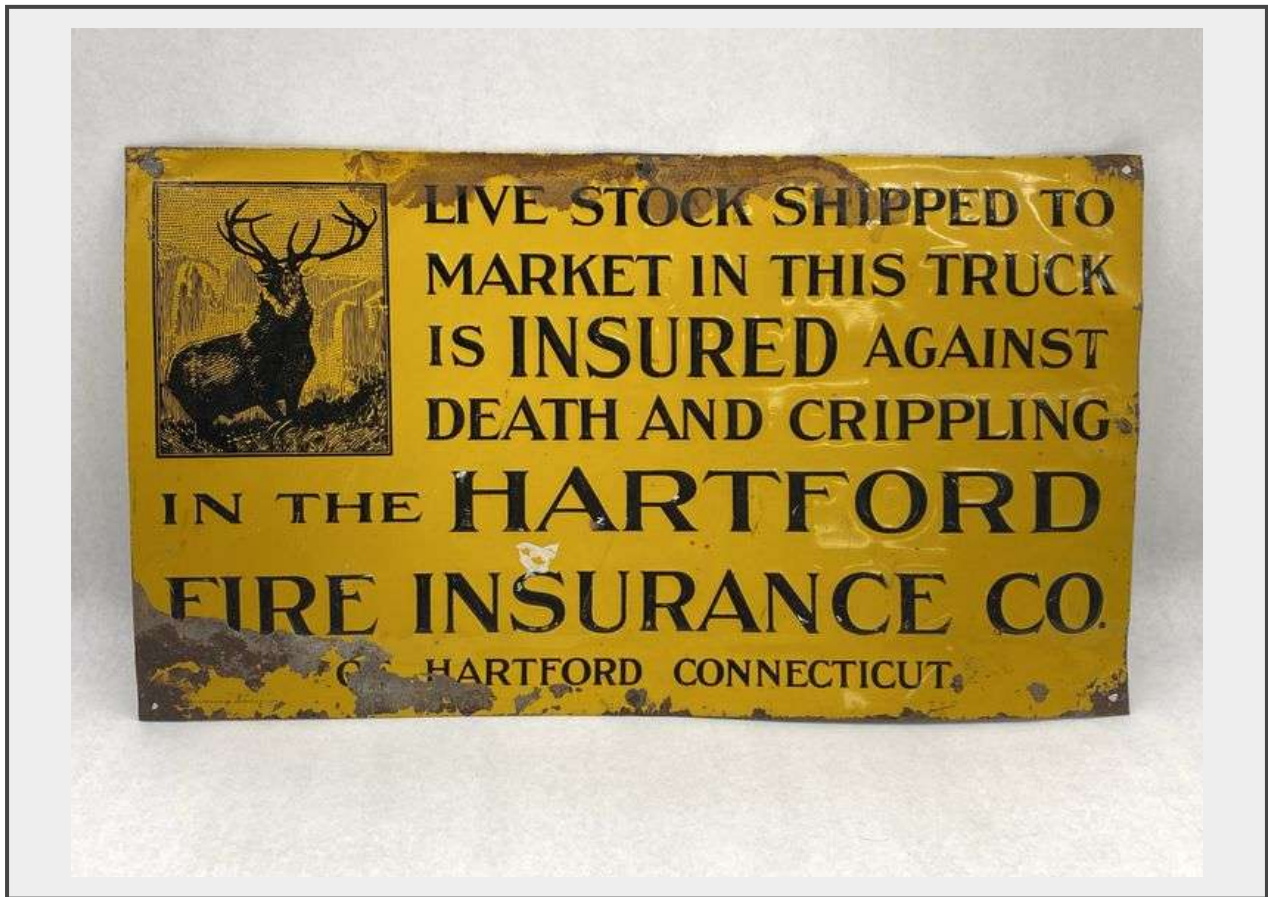


Sale Name: 14th Annual Montana Spring Auction

LOT 83A - 1930s Hartford Fire Insurance Livestock Advertising Sign



Description

Embossed metal advertising sign featuring a detailed deer illustration and text promoting livestock insurance through Hartford Fire Insurance Company. This Depression-era sign was manufactured by J.V. Reed & Co. of Louisville, Kentucky, displaying distinctive black typography on a bright yellow background. The sign prominently features an early 20th century commercial graphic of a stag with antlers in a forest setting alongside insurance messaging for livestock transportation.

The composition shows skilled commercial printing techniques of the period with embossed lettering and detailed lithographic illustration. The sign reads "LIVE STOCK SHIPPED TO MARKET IN THIS TRUCK IS INSURED AGAINST DEATH AND CRIPPLING IN THE HARTFORD FIRE INSURANCE CO. HARTFORD CONNECTICUT."

Condition Notes

Sign shows extensive wear consistent with age and outdoor use. Surface exhibits significant paint loss and exposed metal, particularly at corners and edges. Multiple areas of rust and oxidation throughout. Several chips and small punctures visible. Original mounting holes present at corners. Surface scratches and scuffs throughout. Refer to the pictures and in person inspection for condition.

Approximate Dimensions

19.5 × 11 inches

Quantity: 1



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