

# Collecting Poster Stamps

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

Number 15

July 2016

## Volland Poster Stamp Company. Chicago.

Volland Poster Stamp Company, Chicago, Illinois, was established in 1914 by Paul Frederick Volland, a publisher of children's books of high artistic quality, as well as post cards and greeting cards. The books were especially successful and were market leaders from 1908 to 1934 under the imprint of P. F. Volland Company. The Raggedy Ann titles by Johnny Gruelle were perhaps the most popular books.

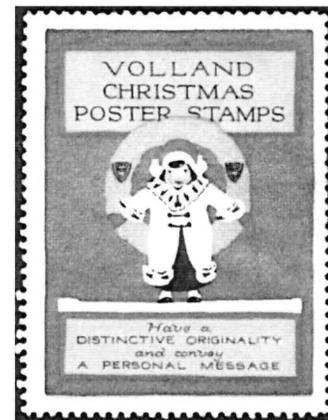
The Volland poster stamps are all the same size, about 54 x 42 mm. and have the company name printed in the lower margin along with a copyright date of 1914, 1915 or 1916. In addition to the stamps for companies advertising their goods and services, Volland printed large sets for the Panama Pacific International Exposition in San Francisco and for California tourism and for the Associated Advertising Clubs convention, as well as holiday sets for Christmas, Easter and Valentine's Day. It also published numerous stock poster stamps.



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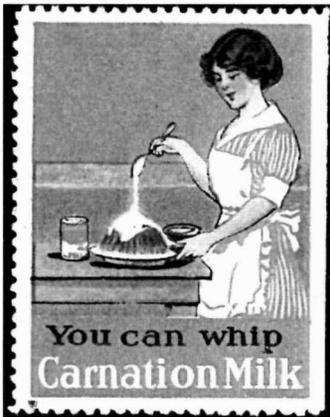
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Robert C. Bradbury, *Books & Poster Stamps*, 879 Pleasant Street, Worcester, MA 01602.  
(508) 754-2954, e-mail [rbposterstamps@gmail.com](mailto:rbposterstamps@gmail.com)

Volland issued four poster stamps advertising its poster stamp business. (1-4) These stamps featured gold ink, a characteristic of many Volland stamps. When the Volland edition of the *Mother Goose* book was published in 1915, a poster stamp promoted it. (5) Two versions of this stamp (same image, different text) only refer to Volland. There is also a stock stamp with the same image and there are at least nine different bookstore imprints.



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Volland printed poster stamps for eight companies. The Carnation Milk stamp is one of a set of nine (6), Emerson Fans is one of four (7), Gotzian Shoe is one of eight (8), Hoskins Printing is one of five (9) and Quaker Oats one of twelve (10). The Hotel Lawrence and Kroch & Co. stamps are singles. (11-12) Volland also produced a set of four stamps for Sturges & Burns cooking utensils (no photo available).



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The Associated Advertising Clubs of the World held its 11<sup>th</sup> Annual Convention in Chicago in 1915. Volland printed a set of 16 poster stamps for this event. (13).



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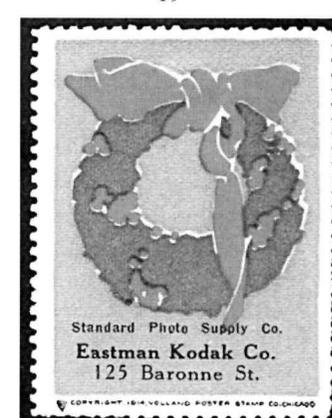
19



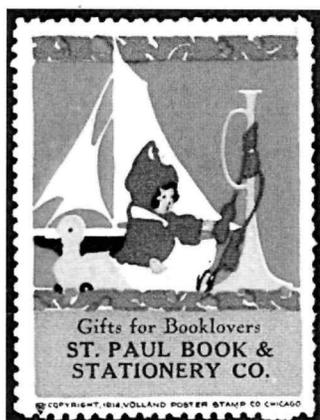
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Stock poster stamps have a blank space as part of the image so that a company name can be printed in later. This way a printer can sell the same image to multiple company advertisers. Volland printed a variety of stock stamps. One set of twelve has a Christmas theme and a 1914 copyright date. (14-25) I have encountered 14 different company imprints on these stamps and I have not seen any of these stamps without a company name.

### Poster Stamp Reference Books For Sale

*United States Advertising Poster Stamps, 1912 – 1915. Revised edition 2014.* by Robert C. Bradbury. Worcester, MA. spiral bound. \$75. postage paid. order from author.

Advertising poster stamps were stuck on mail to promote products, services and places. This poster stamp movement was intense but brief. The first such stamp was used in the U. S. in late 1912. This illustrated catalog describes more than 5,750 advertising poster stamps published in the United States from 1912 through 1915.

*St. Louis Die-Cut Advertising Stickers, 1900 – 1904. Including 1904 World's Fair Advertising Stickers. Revised edition 2016.* by Robert C. Bradbury. Worcester, MA. Spiral bound. \$30. postage paid. order from author.

Advertising stickers were stuck on envelopes, letters, packages, or other items by companies to promote their products. This illustrated catalog describes 709 die-cut advertising stickers issued by St. Louis companies from 1900 to 1904.

Auction #6

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 July 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](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 B4588 \$8.



2 B4762 \$6. ✓



3 B3032 \$7.



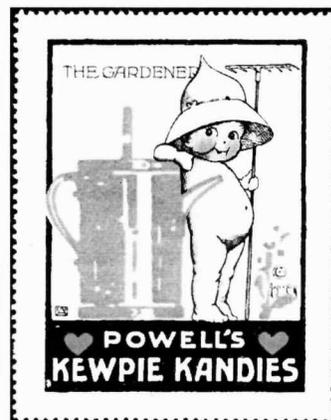
4 B1432 \$8.



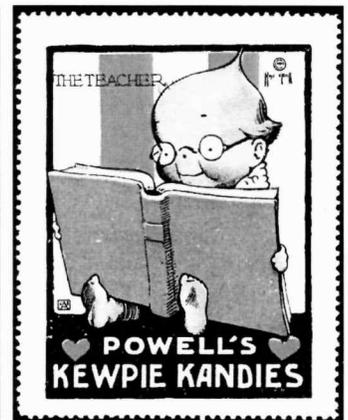
5 B4632 \$10.



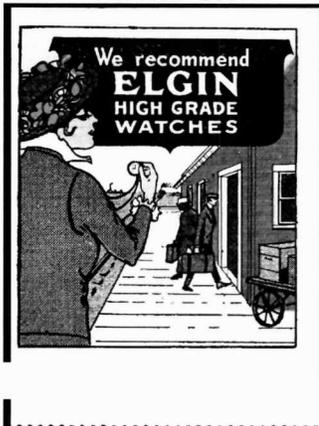
6 B4633 \$10.



7 B4127 \$7.



8 B4129 \$7.



9 B1481 \$7.



10 B1467 \$6.



11 B1479 \$6.



12 B1472 \$6. ✓



13 B1848 \$15.



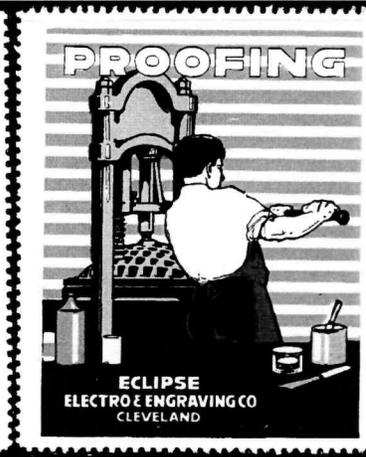
14 B3631 \$5.



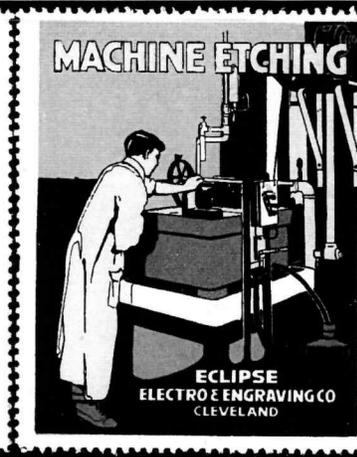
15 B1511 \$7.



16 B1433 \$7.



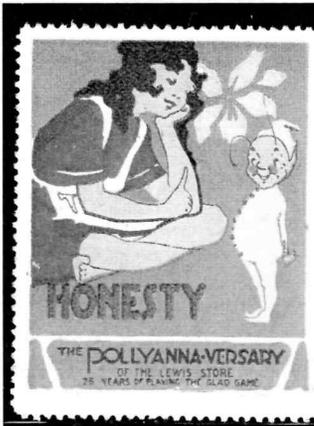
17 B1430 \$10.



18 B1427 \$7.



19 B234 \$7.



20 B2903 \$6.



21 B976 \$8.



22 B981 \$8.



23 B2445 \$5.



24 B602 \$6.



25 B3458 \$8.



26 B3467 \$6.



27 B4009 \$8.



28 B2547 \$7.

29 B1533 \$6.

30 B4021 \$7.

31 B491 \$6.



32 B5509 \$8.

33 B1155 \$7. ✓

34 B909 \$6.

35 (1920) \$10. ✓



36 B1851 \$7.

37 B1856 \$7.

38 B4587 \$8.

39 B4764 \$6. ✓

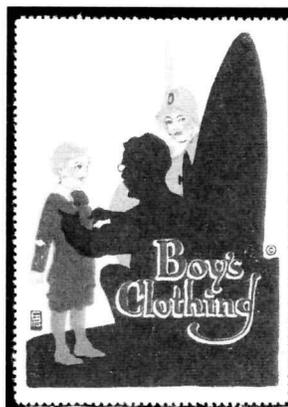


40 B4982 \$6.

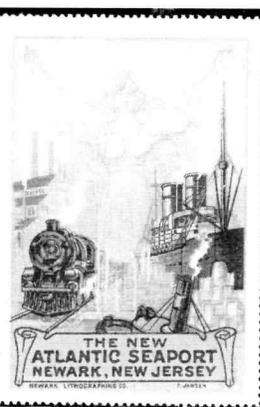
41 B4971 \$6.

42 B5101 \$6.

43 B2064 \$6.



44 B4070 \$6.



45 B5389 \$6.



46 B1354 \$6.✓



47 B4455 \$6.



48 B3647 \$5.



49 B3158 \$5.✓



50 B3686 \$6.



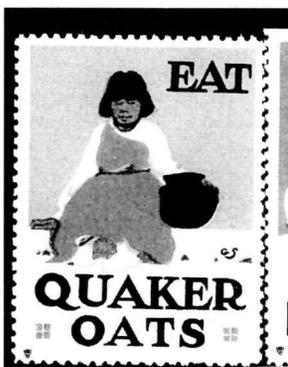
51 B4020 \$6.



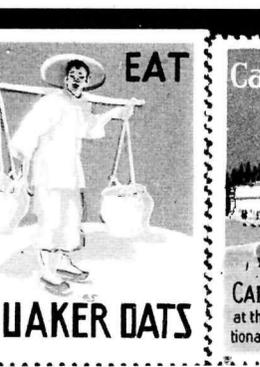
52 B340 \$5.



53 B1864 \$8.



54 B4282 \$5.



55 B4275 \$5.



56 B902 \$5.✓



57 B386 \$5.



58 B4128 \$7.



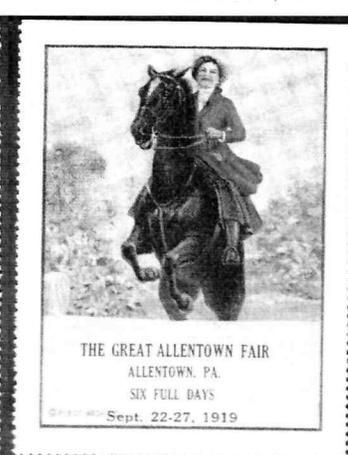
59 B5548 \$7.



60 B5552 \$7.



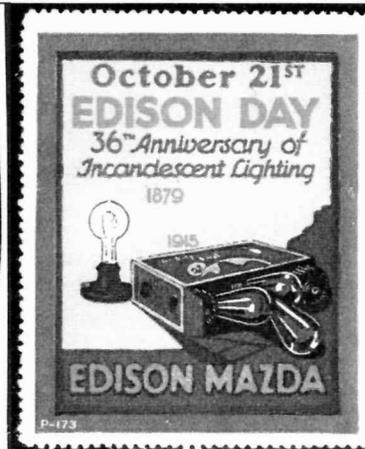
61 (1919) \$8.



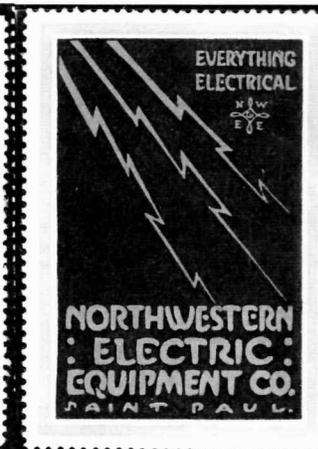
62 (1919) \$8.



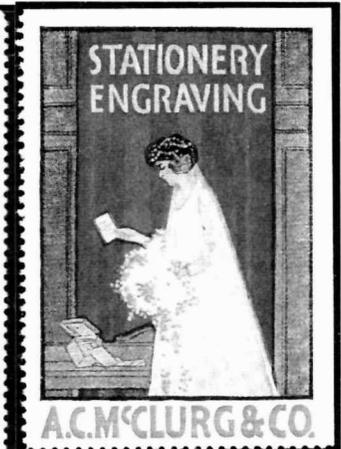
63 (1926) \$8. ✓



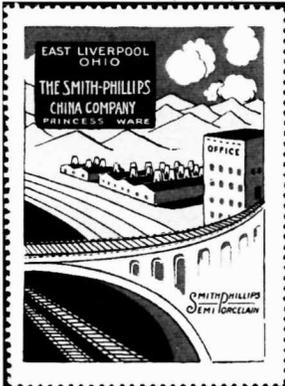
64 B1445 \$6. ✓



65 B3642 \$6.



66 B2973 \$7.



67 B4777 \$6.



68 B1868 \$6.



69 B1870 \$5.



70 B2435 \$7.



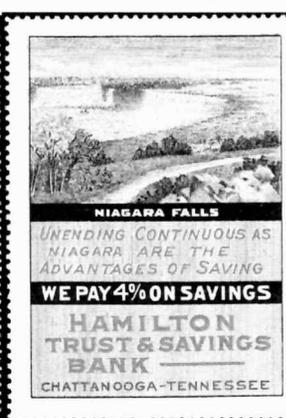
71 B4366 \$7.



72 B2745 red \$6.



73 B105 \$5.



74 B2248 \$6.



75 B2239 \$6. ✓



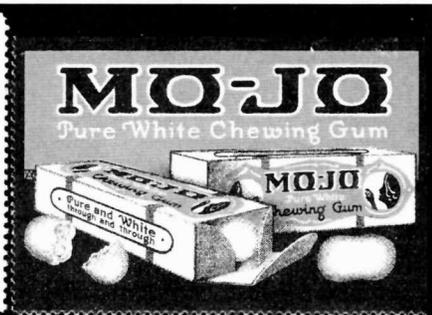
76 B2355 \$6.



77 B81 \$5.



78 B3018 \$6.



79 B1005 \$6.



80 B2363 \$5.



81 B2341 \$6. ✓



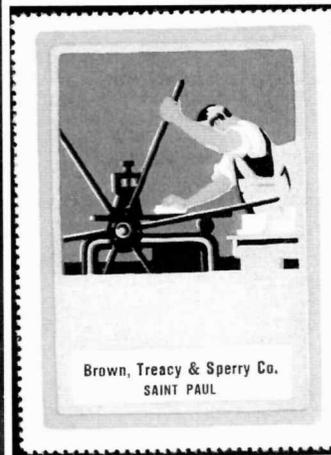
82 B2541 \$7.



83 B739 \$12.



84 B741 \$12.



85 B632 \$6.



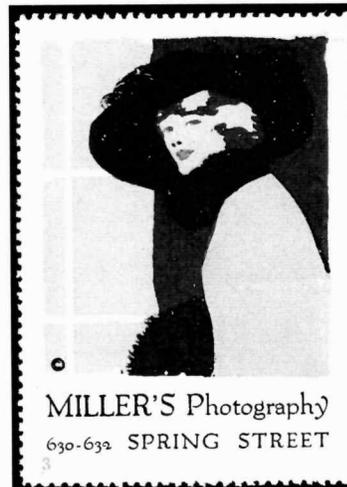
86 B574 \$6. ✓



87 B1528 \$7.



88 B4113 \$5.



89 B448 \$7.



90 B2735 \$6.



91 B4159 engraving, yellow \$10.



92 B4160 illuminating, yellow \$10.



93 B4161 paper-making, yellow \$10.



94 B4296 \$10.



95 B4651 \$15. v19



96 B4759 \$12. 24.50

Auction 6



97\* S44 red 35 x 75 mm. ca. 1902. (St. Louis). \$20.



98 S119 blue 63 mm. ca. 1902. \$16.



99 S369 red 45 mm. ca. 1902 \$12.



100 S259 red 65 mm. ca. 1902. \$15.



101 S378 blue 70 x 80 mm. ca. 1902. \$12.

\*numbers from Bradbury, Robert C. *St. Louis Advertising Stickers, 1900-1904*. 2016: Worcester, Mass. revised edition.

Auction #5 results. #2-\$5; #3-\$6; #4-\$6; #5-\$6; #6-\$7; #10-\$6; #11-\$5; #12-\$8.50; #13-\$8.50; #14-\$7; #15-\$7; #17-\$8; #18-\$11.50; #21-\$8.50; #23-\$6; #25-\$7; #26-\$6; #27-\$7; #29-\$5; #30-\$7; #36-\$7; #37-\$8; #38-\$7; #41-\$7; #42-\$7; #43-\$7; #44-\$25; #45-\$10; #46-\$10; #50-\$12; #51-\$12; #52-\$9.50; #55-\$8; #57-\$7; #58-\$7; #62-\$9.50; #64-\$6; #68-\$12.50; #69-\$9.50; #71-\$6; #72-\$6; #73-\$6; #74-\$7; #76-\$8; #78-\$7; #81-\$6; #83-\$6; #85-\$14.50; #86-\$14.50; #87-\$12; #92-\$8; #93-\$8.00; #97-\$10; #98-\$12; #99-\$15.50; #102-\$20; #103-\$25; #104-\$30; #105-\$15.