Angel of Charity
The 1939 USA Christmas Seal

Christmas Seals are classified as "Cinderella's". A Cinderella means virtually anything that looks like a stamp, but does not have postal validity-it cannot be used to carry the mail. Since 1907 Christmas Seals have been a colorful part of the United States mail, especially at Christmastime. These miniature works of art, although not official postage stamps, have adorned countless letters adding their special messages and raising money to fight disease.

The 1939 Christmas Seal that Rockwell Kent designed was unique for two distinct reasons:

1. This was the first seal to have a religious theme, an Angel
2. The seal was the first not to have a "slogan" on the individual seal, but rather have four "slogan seals" in the center of a sheet.

The NTA (National Tuberculosis Association) used four printing companies in 1939. Christmas Seals were produced in such large quantities and each printer covered a region (East-Midwest-West), allowing the National Tuberculosis Association to save on shipping costs to the local affiliates. Due to production differences at these non-security printing companies, slightly different inks and papers resulted in distinct color variations.

This exhibit will show the creation, sales, and usage of the 1939 Christmas Seal, the end result of the renowned American illustrator, Rockwell Kent.

Part I- Printers

Part II-Marketing

Part III-Covers

Part I-Printers

Essay (E1)

Designed by Deluxe Seal Company and never placed on sale. This essay is similar to the issued seal, but printed in red and ultramarine on a silver background. Seal is 27MM X 36MM on coated paper block, with wide margins; sheet is 103MM X 156MM, gummed and imperforate.



Essay (E2)

Designed by the National Tuberculosis Association and produced by M. M. Gottilieb. This also has a similar design, but printed in red and blue on a silver foil background. Printed in strips of 10, there was a knife cut between seals, allowing just enough paper at top & bottom to hold strip together. This was never placed on sale due in in no small measure to the result was a poor reproduction of accepted design. Seal measures 20MM X 24MM.



1939 Printers Progressive Color Proofs

These are trial impressions of one or more of the separate plates used in color printing. They are usually issued in sets of 7, and show colors separately and combination, leading up to the complete design.

Perforated Singles



Imperforate Singles



1939 Slogan Seals

The 1939 Christmas Seal had four "slogan seals" in the middle of the stamp sheet. All have the double barred cross and "Buy and use Christmas seals", but different slogans. The slogan seals were designed by Earl Hoffman.

Seal 45-"Health To All"
Seal 46-"Protect Your Home From Tuberculosis"
Seal 55-"Tuberculosis Preventable Curable"
Seal 56-"Holiday Greetings"

Perforated Block of 4



Imperforate Block Of Four
Autographed by Designer
Earl Hoffman



Printing I
Edwards & Deutsch Lithographing Company
Chicago, IL
Printers Mark "D"-Seal 57, Lower Right
Constant Flaw-"Double Eyebrow", Seal 76
Perforation is 12-1/2

Printing I
Edwards & Deutsch Lithographing Company
Chicago, IL
Printers Mark "D" –Seal 57, Lower Right
Constant Flaw-"Double Eyebrow", Seal 76
Imperforate

Printing I
Eureka Specialty Printing Company
Scranton, PA
Printers Mark “E”- Seal 57, Lower Right
Perforation is 12-1/2 X 12

Printing I
Eureka Specialty Printing Company
Scranton, PA
Printers Mark "E"- Seal 57, Lower Right
Imperforate

Printing I
Strobridge Lithographing Company
Cincinnati, OH
No Printers Mark
Break in frame line-Seal 29, Upper Left
Perforation is 12-1/2

ting I
United States Printing & Lithographing Company
New York, NY
Plate's mark "U"-Seal 57, Lower Right
Perforation is 12-1/2

Printing I
United States Printing & Lithographing Company
New York, NY
Printers mark "U"-Seal 57, Lower Right
Imperforate

Printing II
Strobridge Lithographing Company
Cincinnati, OH
Printers mark “S”-Seal 57, Lower Right
Break in frame line-Seal 29, Upper Left
Perforation is 12-1/2

Printing II
Strobridge Lithographing Company
Cincinnati, OH
Printers mark “S”-Seal 57, Lower Right
Break in frame line-Seal 29, Upper Left
Imperforate

Printing III
Strobridge Lithographing Company
Cincinnati, OH
Printers mark “S”-Seal 57, Lower Right
Break in frame line retouched & effaced-Seal 29, Upper Left
Perforation is 12-1/2

Cross Gutter Sheet
Strobridge Lithographing Company
Cincinnati, OH
Printers mark “S”-Seal 2, lower right
Slogan Seals on Corners
Imperforate

Cross Gutter Sheet
United States Printing & Lithographing Company
New York, NY
Printers mark “U”-Seal 2, Lower Right
Slogan Seals on Corners
Imperforate

1939 HEALTH TO ALL
BUY AND USE CHRISTMAS SEALS

1939 PROTECT YOUR HOME FROM TUBERCULOSIS
BUY AND USE CHRISTMAS SEALS

1939 TUBERCULOSIS PREVENTABLE CURABLE
BUY AND USE CHRISTMAS SEALS

1939 HOLIDAY GREETINGS
BUY AND USE CHRISTMAS SEALS

Printing I
United States Printing & Lithographing Company
Printers mark “U”-Seal 57, Lower Right
Imperforate

*****One hundred imperforate sheets were numbered, and Autographed by Rockwell Kent and sent to National Tuberculosis Associations (NTA) affiliates for benefit auctions. To date, there have been 47 documented as still existing.**
This example sheet is numbered #86

1939 Christmas Seal Booklets were sold with inserts & envelopes. Each local affiliate would purchase the blank insert from the NTA, and add a personal message.



1939 Booklet Stamps-Perforated

Booklets were sold for $2.00 each and contained 10 panes of 20 seals. These seals can be identified by their 11-3/4 X 12 perforations

1939 Booklet Stamps-Imperforate

Booklets were sold for $10.00 each and contained 10 panes of 20 seals.



1939 HEALTH TO ALL BUY AND USE CHRISTMAS SEALS

1939 PROTECT YOUR HOME FROM TUBERCULOSIS BUY AND USE CHRISTMAS SEALS

1939 TUBERCULOSIS PREVENTABLE CURABLE BUY AND USE CHRISTMAS SEALS

1939 HOLIDAY GREETINGS BUY AND USE CHRISTMAS SEALS

Negative Makers Proof Sheet
P10-Greenes Catalog

21 proof Jan 20

P10)

Friday, December 22, 1939

. . . Evening Meal . . .

Tomato Juice . . . 05 — Fresh Grapefruit Juice . . . 10

SOUPS with Crackers

Clam Chowder . . . . 10 — Cream of Tomato 10

43—OYSTER STEW, Pepper Hash, Trenton Crackers . . 30

49—FILET OF COD, Tartare Sauce
with Mashed Potatoes and Creamed Fresh Spinach 30

67—(3) FRIED OYSTERS, Pickle, Pepper Hash
with Mashed or French Fried Potatoes 25

68—FISH CAKE
with Spaghetti and Fresh String Beans 20

3—ROAST FRESH HAM
with Mashed Sweet Potatoes and Green Peas 35

65—TENDERLOIN STEAK
with Home Fried Potatoes and Creamed Fresh Mushrooms 40

106—INDIVIDUAL BEEF PIE . . 15 — 15—DEEP DISH OYSTER PIE . . 20

31—CHOPPED SIRLOIN STEAK, Butter Sauce
with Baked Beans and Creamed Fresh Spinach 30

92—SIRLOIN STEAK with Mashed Potatoes
and Tomato and Cole Slaw Salad 45

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

. . . Vegetables . . .

Baked Beans . . . . . 05 — Fresh Spinach 05
Creamed Fresh Spinach . . . . . 05 — Spaghetti 05
Stewed Tomatoes . . . . . 05 — Creamed Fresh Mushrooms . . . 05
Mixed Fresh Vegetables . . . . 05 — Fresh String Beans 05
Buttered Rice . . . . . 05 — Green Peas 05
Potatoes: Mashed, French Fried, Mashed Sweet or Home Fried 05

. . . Salads . . .

Tomato Salad . . . . . 15 — Slice of Lettuce . . . . . .
Mixed Fruit, Whipped Cream . . 20 — Cole Slaw . . . . . .
Tomato Filled with Chicken Salad 30
Creamed Cottage Cheese . 05, with Cream . 10

. . . Beverages . . .

Skimmed Milk (glass) . 05 — Buttermilk (glass) . . 05 — AA Milk (bottle) . . 10

Horn & Hardart Gilt Edge Coffee with Cream 05
H & H Blend Tea or Orange Pekoe Tea with Cream or Lemon 05
Hot Chocolate . . . . . 05 — Crackers with Milk 10

Horn & Hardart Gilt Edge Coffee---The Same for 51 Years

. . . Fifty Cent Dinners . . .

Choice of
Cup of Clam Chowder or Cream of Tomato Soup
or Fresh Grapefruit Hearts or Tomato Juice

FILET OF COD, Tartare Sauce
ROAST FRESH HAM
CHOPPED SIRLOIN STEAK, Butter Sauce

Choice of Two
Mixed Fresh Vegetables — Green Peas — Spaghetti — Creamed Fresh Spinach
Potatoes — Stewed Tomatoes — Tomato and Cole Slaw Salad

Pan Roll and Butter

Choice of any 10c Dessert

Coffee — Tea — Hot Chocolate

An additional charge will be made for substitution of Meat or Fish

SIRLOIN STEAK ON ABOVE DINNER 65c; TENDERLOIN STEAK 60c

. . . Sandwiches . . .

White, Whole Wheat Honey, Rye Bread or Pumpernickel

Lettuce and Tomato . . . . . 10 — Tongue 10
Grilled Frankfurter . . . . . 10 — Salmon 10
Cheese . . . . . 10 — Sliced Egg 10
Ham 10
Snappy Pimiento Cheese on Pumpernickel 10
Chopped Green Pepper and Tomato Special 10

The above Sandwiches Served on Toast, 15c

Salmon and Tomato Special . . . 15 — Salmon and Pickle Special 15
Tomato and Sliced Egg Special . . 15 — Toasted Ham and Cheese 15
Chicken Salad 15
Double Decker: Salmon, Tomato and Sliced Egg 20
H & H Combination (Chicken Salad and Bacon) on Toast 20

Original 1939 Horn & Hardart-Philadelphia Menu.
Horn & Hardart Automat's were a coin-operated glass-and-chrome wonder, and revolutionized the way Americans ate when they opened up in the early twentieth century. The Automat served freshly made food for the price of a few coins, and no one made a better cup of coffee

Apple

French Cheese Cake . . . . . 10 — Fruit Cake 05
Apple Sauce . . . . . 05 — Chocolate Eclair 10
Baked Apple . . . . . 10 — Cup Custard 10
Mixed Fruit . . . . . 10 — Rice Pudding, Cream 10
Orange Layer Cake . . . . . 10 — Grapefruit 10
Chocolate Whipped Cream Cake 10
Plum Pudding, Sherry and Hard Sauce 10
Hot Apple Dumpling, Vanilla Sauce 10
Raisin Bread Pudding, Nutmeg Sauce 10
ICE CREAM (*our own make*): Chocolate, Vanilla or Rum Raisin 10
Vanilla Ice Cream with Chocolate Chip Cup Cake 15
Sundaes: Maple Pecan, Chocolate Fudge or Chocolate Nut 15

1939 Milk Bottle Caps

Type I



Type II



Type III



1939 Milk Bottle Collar



ROCHESTER TRANSIT CORPORATION
ROCHESTER CITY TROLLEY AND BUS LINES

$1.25 WEEKLY PASS

Pass Bearer for Week beginning December 10, and ending

DECEMBER 16
1939 16

Within the city limits of Rochester and Suburban points named, from 12:01 A.M. Sunday to 3:01 A.M. the following Sunday. Pass is subject to inspection at any time until passenger leaves car or bus.

B. E. Silton
President

16
Halls Station
Long Pd. Rd.

1939
PROTECT YOUR HOME FROM TUBERCULOSIS
BUY AND USE CHRISTMAS SEALS



Buy CHRISTMAS SEALS
Stamp out TUBERCULOSIS

LOS ANGELES RAILWAY

NOV. 19 TO 25
1939 INCLUSIVE

ZONE 1

47

Pass must remain in possession of passenger during entire trip.

106012

Pass bearer in fare zone shown from 12:01 AM Sunday until 3:20 AM the following Sunday.

$1.25 Form WP1

NOT GOOD ON LOS ANGELES MOTOR COACH CO. LINES OF BEVERLY, EAST 9th ST. or FIGUEROA COACH LINES
ENTIRE FACE OF PASS MUST BE SHOWN TO CONDUCTOR

W. B. Kamp
PRESIDENT

WEEKLY PASS
MAY RIDE WITH BEARER UNDER 12
AND HOLIDAYS ONLY
$1.25
TWO CHILDREN UNDER 12 SUNDAYS AND

T - M - E - R - & - T - Co.



$1 WEEKLY PASS

96744

Good from 5:00 A. M. Sunday until 5:00 A. M. the Following Sunday

DEC. 3 TO 9
1939 - INCL.

49

Within the Single Fare Area

$1.00 Pass Not Good on Green City Buses

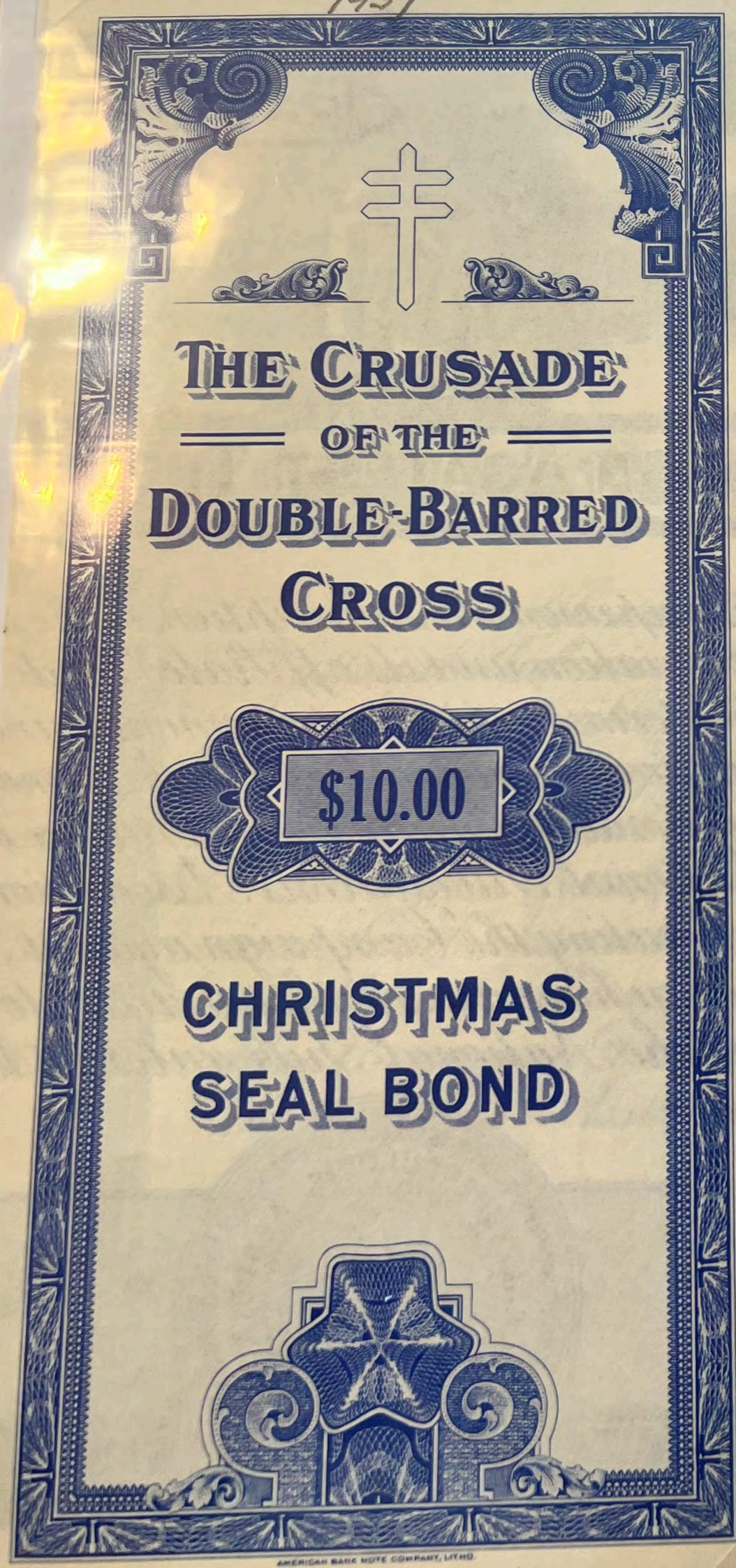
Not Good on Rapid Transit Cars

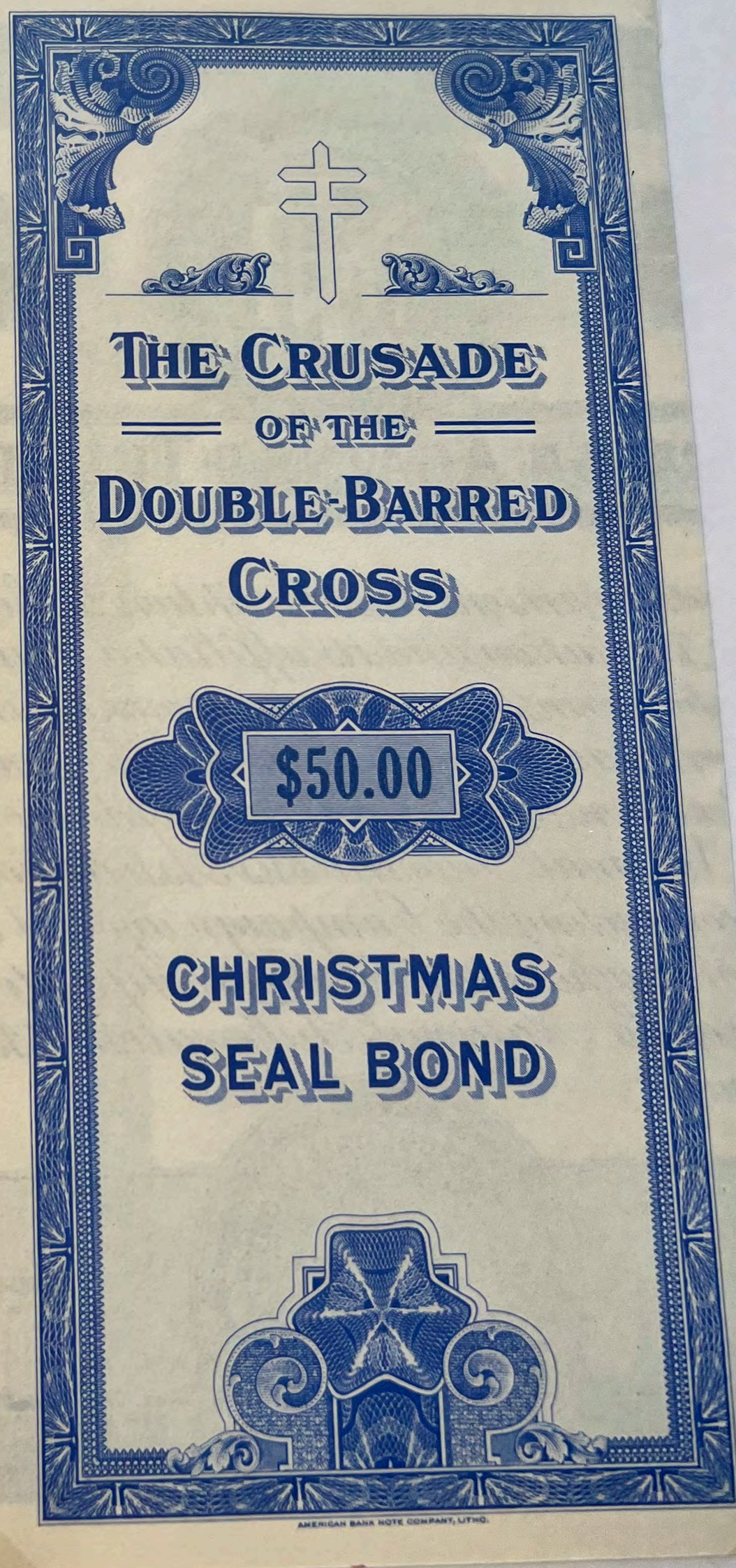
Pass Must Be Shown Upon Demand

R. V. Pinkley
PRESIDENT

1939 Christmas Seal Bonds were issued in the following denominations: $5, $10, $15, $25, $50, $100, $500, and $1,000. They were a way the local affiliate could give a "tangible" receipt or thank you for larger donations. The bonds were printed by the American Bank Note Company and are collected for their engraving art work.

1939





Ashtabula County Public Health Association

ASHTABULA, OHIO



33rd ANNUAL *Christmas Seal Sale*

CHARLES BARTLETT, PRESIDENT, GENEVA
RALPH CROMBIE, VICE-PRESIDENT, CONNEAUT
LOUIS KUBICHEK, VICE-PRESIDENT, SHEFFIELD
CHARLES MEISTER, DIST. REPRESENTATIVE, ASHTABULA
F. A. WOODARD, TREASURER, ANDOVER
F. C. WILLIAMS, SECRETARY, ASHTABULA

December 1, 1939

Friends, All of You:

Christmas Seals add to the Health and Happiness of our community.

During the past year your Association has been very active in the fight against Tuberculosis in Ashtabula County. Two Chest Clinics were held during the month of July and previous to this several hundred tuberculosis suspects were given skin tests and those who proved positive, were given an X-ray and then they were examined at the Chest Clinic.

All children at the Fresh Air Camp were given a thorough medical examination and those who had diseased tonsils or dental needs were taken care of before they entered the Camp; hence, a very successful camp season.

Tuberculosis goes right ahead claiming lives, most of them boys and girls who look to the future with so much hope. Your Association is finding these young people by means of all the most modern methods and saving them from tuberculosis when they reach that hazardous age between 15 and 25 years.

Through your cooperation, we have done much for the unfortunate ones in our county who have this dreadful disease, but we feel that much more can be done in the next few years if you will give us your continued moral and financial support.

The Christmas Seal Sale is to save as many children and young people as possible from the tragedy of tuberculosis. Please take and use the seals enclosed. They are $1.00 a sheet.

Sincerely yours,

F. C. Williams

Christmas Seal Chairman

COUNTY CHAIRMEN

MRS. A. L. CRUM
HARRY BRECHT
HENRY BRINK
EDWARD HOADLEY
MRS. LENA WEBB
MRS. MARVEL NEFF
MRS. H. E. WAID
KEITH COWDEN
MRS. DORA YOUNG
J. DOW
EL
RTRUDE ZELLER
MISS MARY PAULSON
JOEL BATES
CHARLES BARTLETT
NORMAN HARPER
MRS. EDITH MATDURF
CHARLES TREEN
REV. H. L. BETHEL
ELOISE ANSPACH
MRS. G. T. WOODWORTH
MRS. L. H. BEHNER
MRS. W. A. HOLCOMB
MRS. BLANCHE WATERS
LOUIS KUBICHEK
FORD LOOMIS
H. J. CRAWFORD
MRS. A. F. NELSON
MRS. GLENN P. KEENEY
C. F. CRAMM
MISS IONA SPELLMAN
MRS. JOHN O. TANCRE
MRS. L. W. RUSH
IRVAL SPAFFORD
A. D. SPELLMAN

NTA-Letterhead

Actual letter used by a local NTA affiliate to solicit funds for the 1939 Christmas Seal campaign. Note, they included a sheet of stamps and asked for a $1.00 donation.

1939 Bookmark Proof



1939

1939 Bookmarks

Type 1 Blue



Type 2 Green

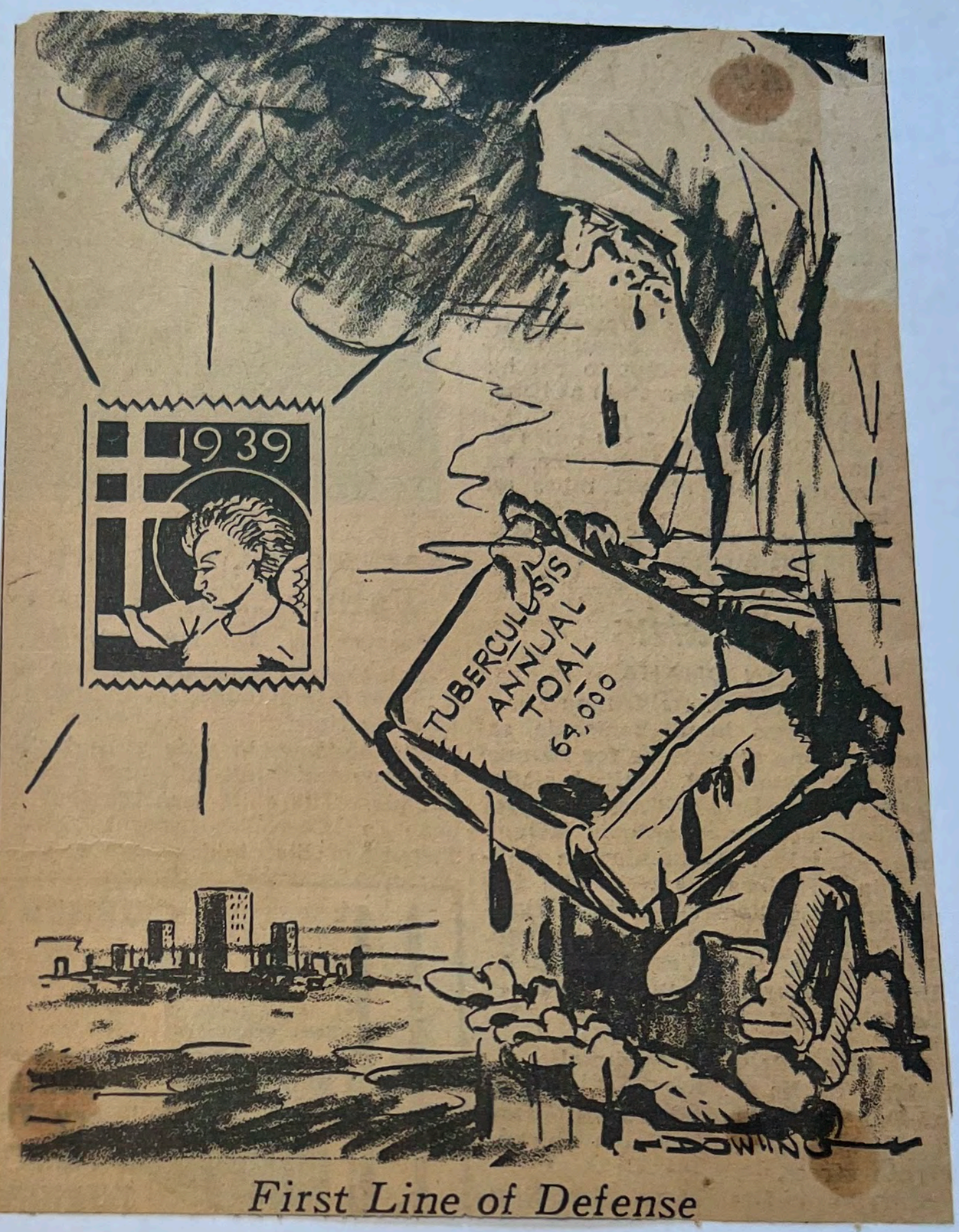


1939 Newspapers also used the seal art work to remind their readers of annual campaign.

Christmas Seal Artist



Rockwell Kent, world traveler, author and painter, artist of the 1939 Christmas Seal of the National Tuberculosis Association and its affiliated groups. Seals will be on sale throughout the country between Thanksgiving and Christmas.



First Line of Defense







1939 Christmas Seal
Type I Inserts

THE 1939



BUY CHRISTMAS SEALS

CHRISTMAS SEAL

The only kind of war there is any sense to
is the bloodless war against tuberculosis.
—Alexander Woollcott.

During 1937 and 1938, 1,727 Minnesotans lost their lives to tuberculosis.

You can help in the fight against tuberculosis by buying and using Christmas Seals.

From now to Christmas **ONE ON EVERY LETTER!**

1939 Christmas Seal
Type II Inserts



BUY CHRISTMAS SEALS

..CHRISTMAS marks the coming into the world of a new force whose beneficence has never ceased, a force so human and compassionate that little children sing of it with joy, and yet a force so godlike that angels sounded its marching music to this world. The fires that burn on happy hearthstones are its altar-fires, the cherishing of children's joys its alms, the loyalties of friendship its shining ritual, and its sacraments are Christmas cheer, Christmas charity, Christmas hope. . . .

Have you bought your Christmas Seals?

Nebraska Tuberculosis Association
400 Paxton Block
Omaha Nebraska

From now to Christmas **ONE ON EVERY LETTER!**



1939 Store Sign

This sign is one of two designs used in the 1939 Christmas Seal campaign. The sign would have been on a sales counter, or hung in front window of a participating retail location.





1939 Poster

This poster exemplified the modernistic view that Rockwell Kent used in his sculpture and paintings. It caused complaints from some that it did not look like an Angel. When questioned by the Associate Press, Kent responded.

"My reply to the people who complain is to ask them if they have ever seen an Angel?" He went on to say, "My Angel has been described as using rouge, lipstick and has plucked her eyebrows. That should be an endorsement of women, for what reason but to look like an Angel do women do these things."

1939

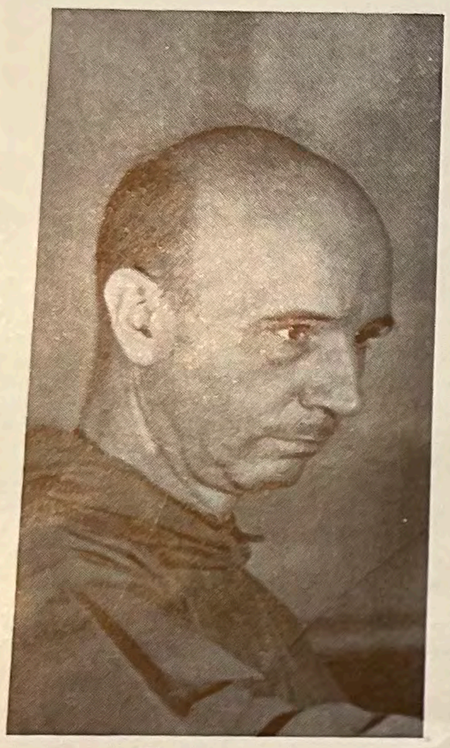
Part II-Marketing

National Tuberculosis Association Brochure

This brochure was mailed to all the local NTA affiliates to order any and all official supplies needed for a successful 1939 Christmas Seal campaign. Note the cover was designed to copy the perforation of the seal.

YOU *HAVE* SOMETHING HERE

TO HELP YOU DO A BETTER CHRISTMAS SEAL SALE



Rockwell Kent

No more colorful personality lives and works in these United States today than Rockwell Kent, designer of this year's seal. "To know Rockwell Kent is to love him," writes one of his friends, ". . . unless he is driving. . . . Dear God, you pray, if he would only slow down at the curves! . . . But Rockwell has never slowed down at the curves and probably never will."

It is this gusto for every phase of living, expressed with all the ardor of passionate convictions, that keeps Mr. Kent so constantly in the news. Born in Tarrytown Heights, New York, in the 1880's, his education seems to have followed conventional lines through school and college. Then his roving, adventurous spirit took full charge. He worked on the coast of Maine as lobsterman and carpenter, his pictures from this period attracting attention as early as 1907. He has lived in Newfoundland, in Greenland and in Alaska, and made a trip to Tierra del Fuego at the tip of South America in a lifeboat. His home at Ausable Forks, New York, he has made into a paying farm where he raises purebred Jersey cattle and Great Dane dogs. He has been married twice and has six children.

Mr. Kent's output of work, his energy and resourcefulness are all prodigious. To finance his Alaskan trip in 1917, he incorporated himself and sold shares to his friends, paying off all outstanding obligations with proceeds from "Wilderness," the book he wrote and illustrated there. His paintings hang in all the principal galleries of the country. His drawings are numbered literally in the thousands, ranging from advertising to illustrations for Walt Whitman and Shakespeare. His writings merit a bibliography to themselves, for he is as distinguished an author in his own right as he is an artist.

This year's seal and posters, in their vigorous simplicity of color, line and thoroughly modern conception, are characteristic examples of Mr. Kent's work, striking at once to the emotional core of a problem. "Publicize your double-barred cross," is his idea. "It has beauty and symbolic meaning." You will find the publicity kit full of splendid material to aid you in carrying out this advice.

The 1939 seal was as usual selected by the Seal Sale Advisory Committee of the National Conference of Tuberculosis Secretaries. At the time of this selection the personnel of the committee was Mrs. Catherine R. Athey, Chairman, Executive Secretary of the Idaho Anti-Tuberculosis Association; Mrs. Ashley Halsey, Executive Secretary of the Charleston County Tuberculosis Association, Charleston, South Carolina; Miss Mary Meyers, Executive Secretary of the Marion County Tuberculosis Association, Indianapolis, Indiana; James G. Stone, Executive Secretary of the Los Angeles Tuberculosis and Health Association, Los Angeles, California; and Frank Kiernan, Director of the New York Tuberculosis and Health Association, New York City.

As is the custom, the committee gave very careful consideration to a large number of designs submitted by artists from all over the country. It was thought that the selection made, quite aside from the distinction of the artist, will receive warm popular approval from a public made especially receptive to modern art trends by the two great World Fairs to open this year in San Francisco and New York.

Corner Seals. It is the unanimous opinion that the corner seals introduced a few years ago are essential to the educational value of the Christmas Seal Sale. Since this year there is no copy on the seal itself, it seems fitting to incorporate, as a center block of four seals, suitable greetings and educational statements.

The fact that we have used no greetings on the seal this year does not establish any precedent. We shall in the future use appropriate greeting messages, such as "Christmas Greetings," "Season's Greetings," "Holiday Greetings," "Health Greetings,"



Item No. 10—Book Mark

etc. It is planned to use, some time in the future, corner seals that will illustrate program activities such as research, health education, rehabilitation and so on. Possibly some time in the future certain portions of "Landmarks of Progress" will be incorporated in the corner seals, which in every case give us good pegs on which to hang publicity.

All supplies shown here are manufactured for the National Tuberculosis Association and sold to affiliated tuberculosis associations under a cooperative plan. Other campaign aids are described and listed in a complete price list issued to go with this folder.

Book Marks are not a new item in campaigning, but they are new to the Seal Sale and were experimental in 1938. The demand far exceeded our expectations. Some million copies were printed and sold by us, and possibly another million printed and used by associations that wanted to use their own copy on the inside.

We have given you the same design in more brilliant colors this year. Copy much the same as last year, but reworked. The proper sources of distribution are through libraries, book departments of stores and bookstores themselves—NEVER as an insert in a mail sale letter.

The brilliant reds and blues used in this year's Seal Sale material, running from the seal to posters and all other campaign aids, are quite as Christmasy as the older use of reds and greens. The national colors always find a warm reception with the public. Last year makers of trimmings for Christmas trees, including electric lights, reported that red and blue were in greater demand than ever before,—in fact, they predominated in the color scheme of last Christmas.



Item No. 4—Posters. Styles A, B, B1, C.

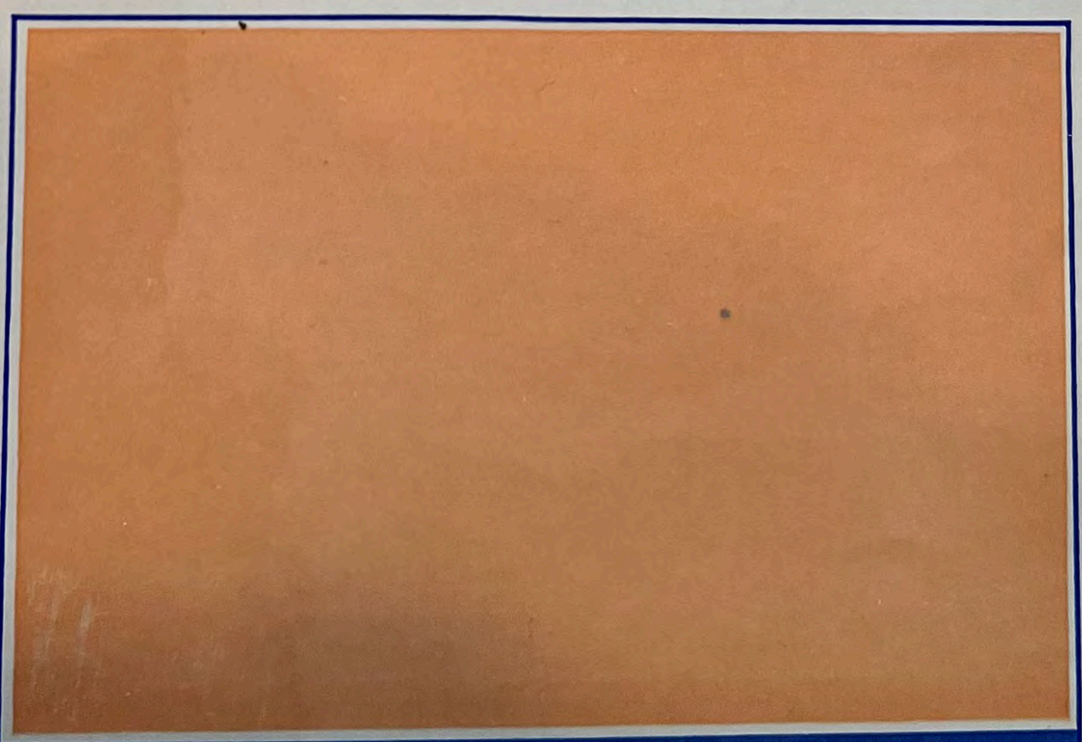
The Christmas Seal posters for 1939 make arresting use of this color scheme, coupled with genuine distinction in design. Our Christmas Seal material for this year is directly in line with the rapidly increasing popular acceptance of modern art trends. It is not only in fashion, but it has all the vitality and force so necessary for excellent publicity.

Package Inserts offer a brand new treatment for an item that receives wider distribution than any other of our campaign supplies excepting the Christmas seal itself. This year it shows the Christmas seal, which ties into the holiday message alongside, and still leaves the local association plenty of space in which to print its own local interpretation of tuberculosis control measures or a straight Christmas message.

Package inserts are designed for a great variety of uses but never for use in a mail sale letter. It is generally conceded that package inserts should not carry financial statements or any specific reference to the way the Seal Sale dollar is distributed.



. . . CHRISTMAS marks the coming into the world of a new force whose beneficence has never ceased, a force so human and compassionate that little children sing of it with joy, and yet a force so godlike that angels sounded its marching music to this world. The fires that burn on happy hearthstones are its altar-fires, the cherishing of children's joys its alms, the loyalties of friendship its shining ritual, and its sacraments are Christmas cheer, Christmas charity, Christmas hope. . . .



Item No. 9—Package Insert.

LOS ANGELES TUBERCULOSIS and HEALTH ASSOCIATION

No Home is Safe from Tuberculosis until all Homes are Safe

127 EAST SEVENTH STREET · · · TELEPHONE: TRINITY 6584

LOS ANGELES ◦ CALIFORNIA

33rd ANNUAL *Christmas Seal Sale*

Item No. 6—Letterhead, Style B.

This letterhead was designed for one of the local associations, using the regular skeleton letterhead as offered in the National Tuberculosis Association supplies, Item No. 6, Style B. It is illustrated here to stimulate the imagination of printers or others in laying out Christmas Seal appeal letterheads. It may be copied or varied to suit specific conditions.

The 1939 skeleton letterhead Style B carries the seal in full color and "33rd Annual Christmas Seal Sale" in red, as shown above, with the double-barred cross in a light red tint in the center of the sheet. The cross measures 4 inches high and 2⅛ inches across the arms. The contents of the letter may be typed or printed over the tint.

Eye Appeal—A Good Spot—Continuous Showing

The seventh in our series of eye-arresting window displays is one of the most colorful and attractive designed around a Christmas Seal. In offering a combination, the idea is to reduce sales resistance for you so that you may have little difficulty in placing displays with merchants whose window space is so valuable at holiday time.

Offer the merchant the wreath section as an inducement to give the main display a good spot and a continuous showing. They need not be used together but must be purchased in combination.

Eye appeal is just as important in fund raising as in merchandising. The window display is a most important sales aid in the Christmas Seal Sale—more important than 24-sheet outdoor posters. Put this effective combination to work for you!





Item No. 5—Combination Window Display




1939

THIS LITTLE GIRL WILL HAVE A HAPPY CHRISTMAS but—



Tuberculosis is still the greatest killer of youth . . . and takes *fifty per cent more girls* than boys between the ages of 15 and 25!

Two modern aids that help the physician detect tuberculosis in its earliest, *curable* stage are the tuberculin test and the chest X-ray.

Your purchases of Christmas Seals make it possible, not only to teach people that tuberculosis is preventable and curable, but to look for early stages of this dread disease among children who *seem to be* in good health.

So from now 'til Christmas, mail no letter—send no package—unless it is decorated with the Christmas symbol that saves lives!



The National, State and Local Tuberculosis Associations in the United States

BUY CHRISTMAS SEALS

FRIENDS AGREE—

E'S EXTRA PLEASURE . . AND A SMOKING IN CAMELS!"

t, South, West, e same story: One igarette pleasure enneth E. (Nick) t) confirms the ons of smokers ne of the first ut Camels was I figure that's much cooler, much better. oo." Howard McCrorey agrees on Camel's slow burning, and adds: "To me that means extra pleasure and extra smoking per pack."

Yes, the *costlier tobaccos* in Camels are *slower-burning!* And of course the extra smoking in Camels *(see right)* is just that much more smoking pleasure at its best—*Camel's costlier tobaccos!* Enjoy extra pleasure and extra value in America's No. 1 cigarette...Camels!



ONG-BURNING
STLIER TOBACCOS

Whatever price you pay per pack, it's important to remember this fact: By burning 25% *slower* than the average of the 15 other of the largest-selling brands tested—slower than *any* of them—CAMELS give a smoking *plus* equal to

5 EXTRA SMOKES PER PACK!



Cigarettes were compared recently . . . sixteen of the largest-selling brands...under the searching tests of impartial laboratory scientists. Findings were announced as follows:

1 CAMELS were found to contain MORE TOBACCO BY WEIGHT than the average for the 15 other of the largest-selling brands.

2 CAMELS BURNED *SLOWER* THAN ANY OTHER BRAND TESTED—25% SLOWER THAN THE AVERAGE TIME OF THE 15 OTHER OF THE LARGEST-SELLING BRANDS! By burning 25% slower, on the average, Camels give smokers the equivalent of 5 EXTRA SMOKES PER PACK!

3 In the same tests, CAMELS HELD THEIR ASH FAR *LONGER* than the average time for all the other brands.

MORE PLEASURE PER PUFF...
MORE PUFFS PER PACK!

PENNY FOR PENNY
YOUR BEST CIGARETTE BUY

Copyright, 1939, R. J. Reynolds Tobacco Company
Winston-Salem, North Carolina

576
E. A. JOHNSON
FISHERS IND

THE Elks MAGAZINE



DECEMBER, 1939

The American Philatelist

for December

SECTION I

CHRISTMAS SEALS



Help to Protect Your
Home from Tuberculosis

Official Organ of the American Philatelic Society

Vol. 53, No. 3. December, 1939

Copyright 1939, American Philatelic Society, Inc.

DECEMBER 1939

Single Copy 10c

Everybody's HEALTH

Actual magazine published by a local NTA affiliate to raise awareness of the 1939 Christmas Seal campaign. Cover represents the poster design.



Use

CHRISTMAS SEALS

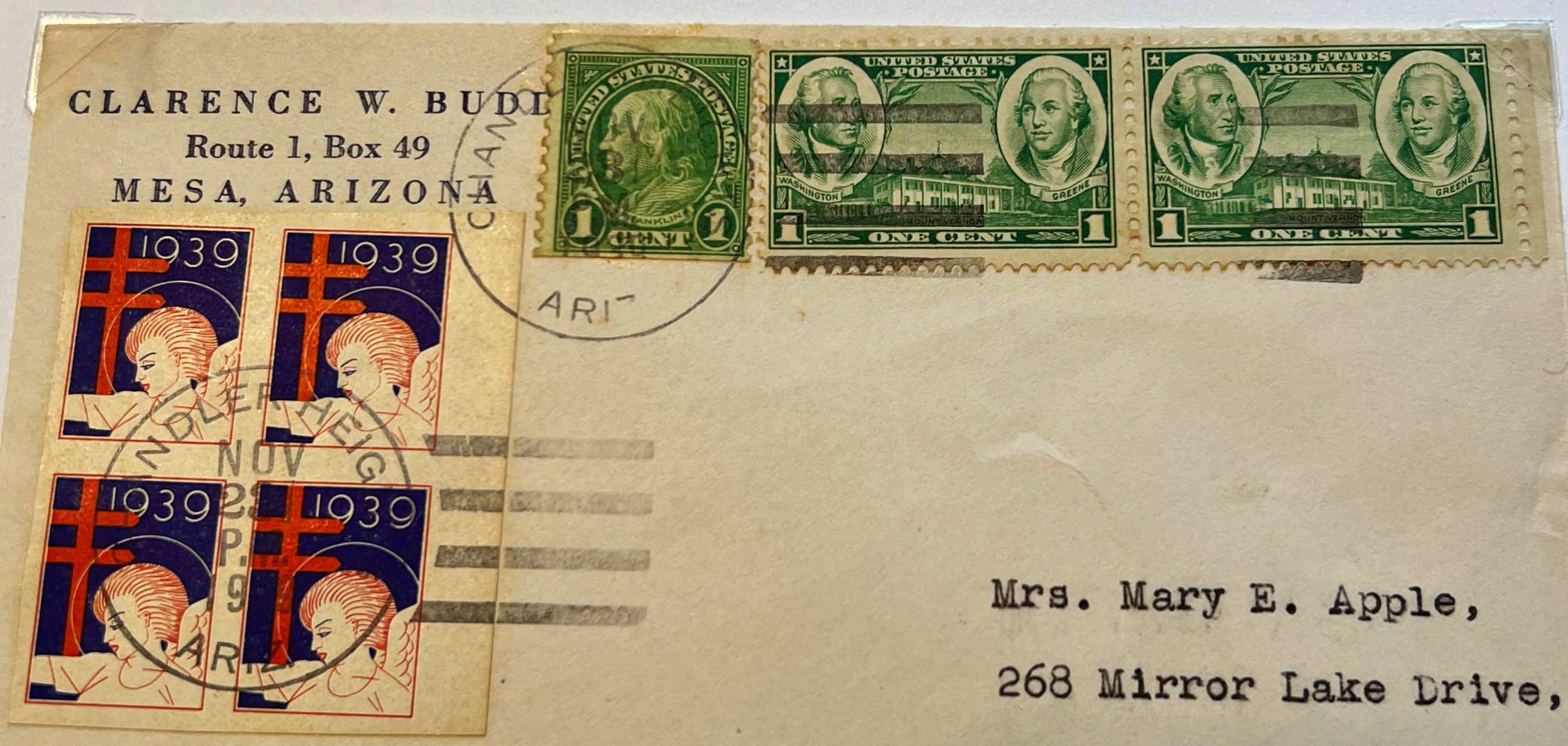
PROTECT YOUR HOME FROM TUBERCULOSIS

Magazine issued by Minnesota Public Health Assn

Rockwell Kent

Part III-Covers

This cover is postmarked Chandler Heights, Arizona on 11/23/39 and is an EKU. (Earliest Known Usage) The seals are imperforate, and are the no pink proof variety. All currently documented EKU covers mailed in Arizona was mailed by Clarence W. Budd. Mr. Budd was a noted philatelist and avid Christmas seal collector.



These two covers are postmarked Mesa, Arizona on 11/23/39 and are EKU. (Earliest Known Usage) The seals are imperforate, and the no pink proof varieties. Note the wide margins on the second cover.





These covers represent Christmas seals doing their intended purpose. Adorning envelopes and spreading their message of "Buy and Use Christmas Seals"









C.E Zeigler
Pensacola Fla

These covers represent Christmas seals doing their intended purpose. Adorning envelopes and spreading their message of "Buy and Use Christmas Seals"





These covers are postmarked on 12/01/39. The "Official First Day Cover" date (12/01/39) and "Official City" (Santa Claus, Indiana. The 1-1/2 cent postage is the correct rate for 3rd class, unsealed Christmas cards.





This cover is a Christmas Post Card. One cent postage paid the postal card rate until 1952.



These covers represent Christmas seals doing their intended purpose. Adorning envelopes and spreading their message of "Buy and Use Christmas Seals"

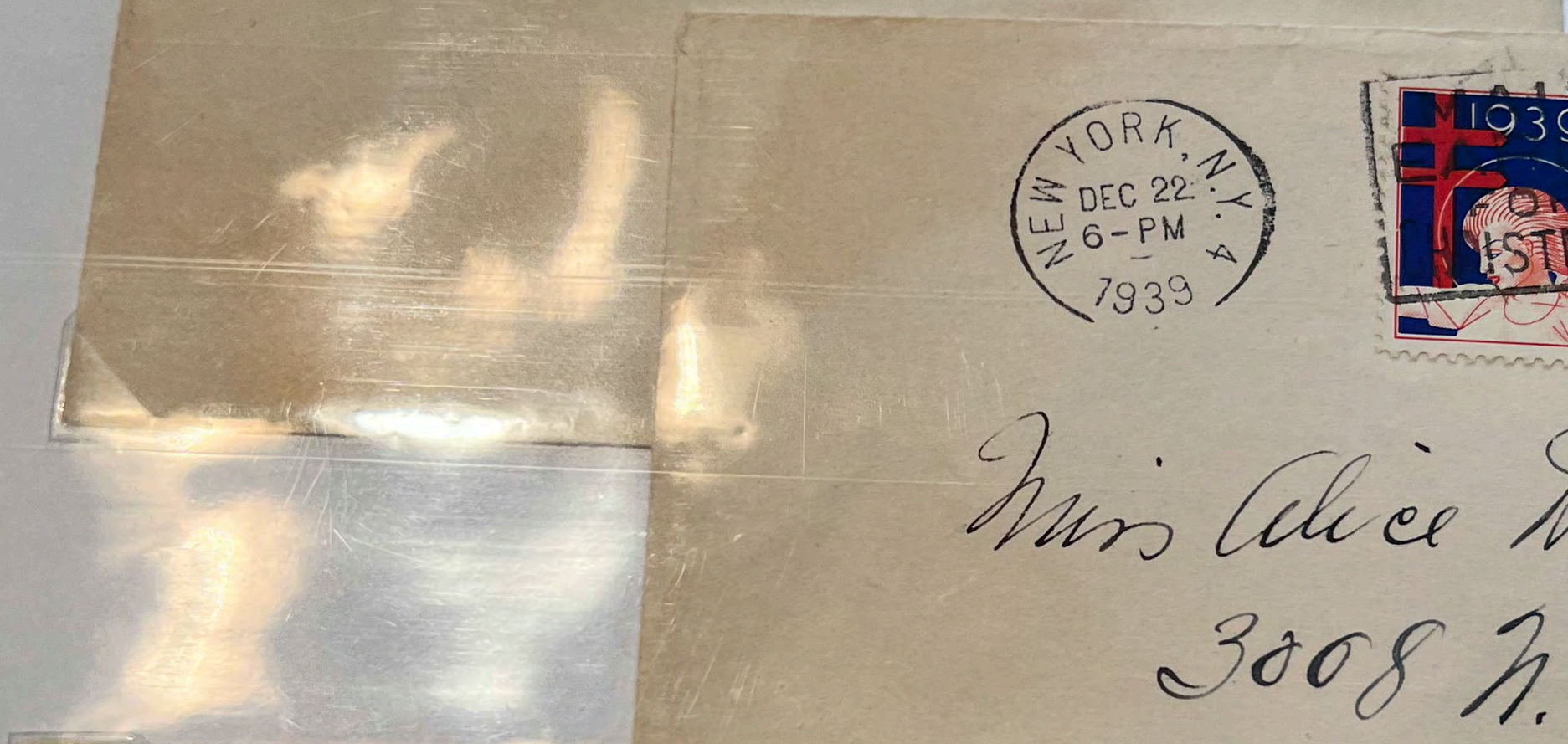


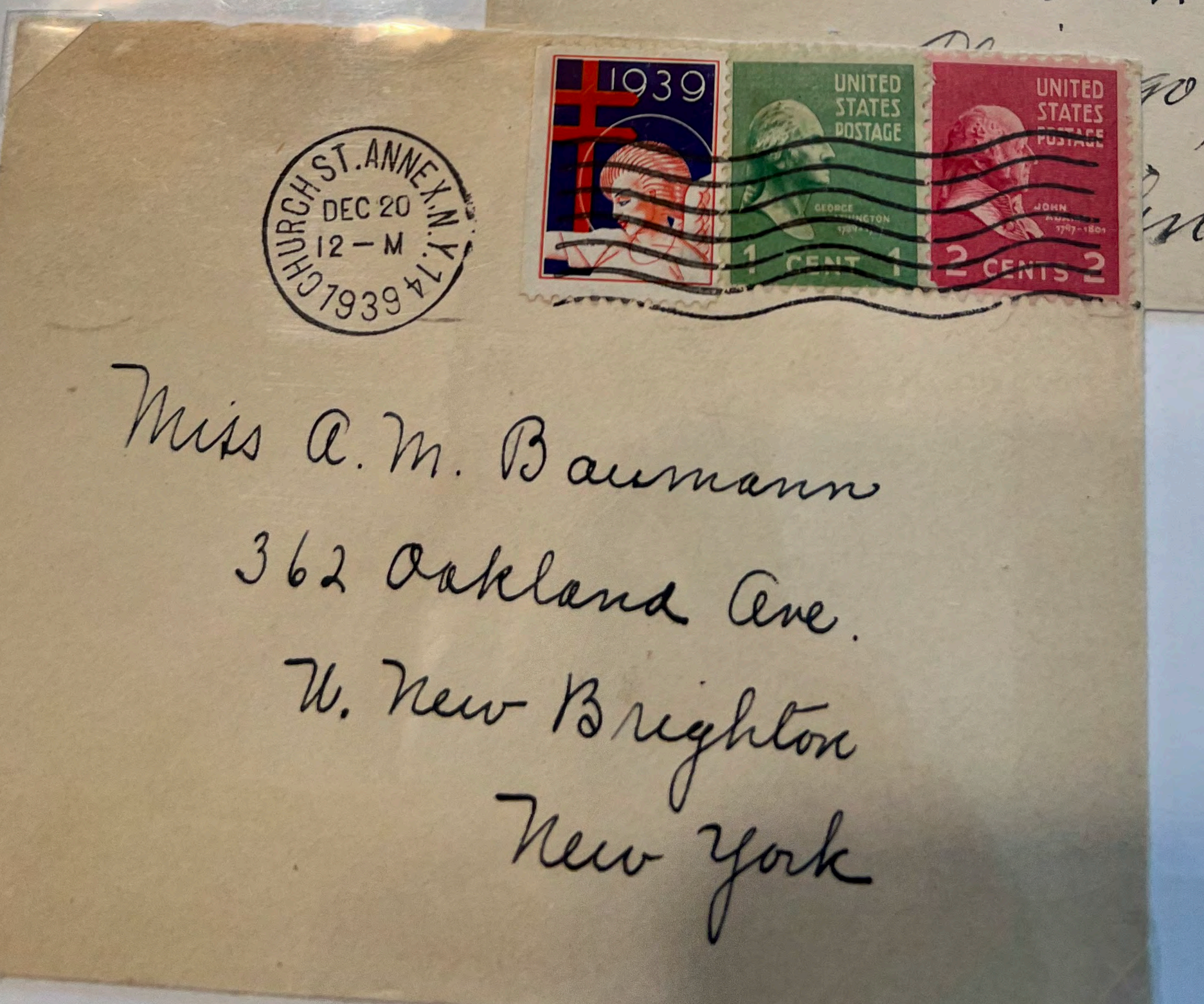




Mr. Theodore J. Gundlach,
77 Fordham Drive,
Buffalo,
N. Y.

These covers represent Christmas seals doing their intended purpose. Adorning envelopes and spreading their message of "Buy and Use Christmas Seals"





These two covers are postmarked Chandler, Arizona on 11/23/39 and are EKU. (Earliest Known Usage) The seals are imperforate, and the no pink proof varieties.





UNIVERSAL STAMP AND COIN COMPANY
P. O. BOX 1489, ANCON, CANAL ZONE

141629



THE PRESIDENT
THE WHITE HOUSE
WASHINGTON. D.C.

First Day of Issue

First Day of Issue

First Day of Issue

REGISTERED
NO. 11096

H. J. Brey
Postmaster, Ancon C.Z.

F. W. Sheer,
45 Grant St.,
Fairview, N. J.

UNION CITY
DEC 18
8:30 PM
1939
N. J.



Ezra Williams,
P. O. Box 239,
Ithaca, N. Y.


1939
1939
1939
1939
WASHINGTON
APR
18
1940
(REG. SEC.)
ANCON, C.Z.
APR
15
1940
REGISTERED
ANCON, C.Z.
APR
16
1940
REGISTERED
CRISTOBAL, C.Z. (AIR MAIL)
APR
16
1940
REGISTERED

No ½ Cent Stamps Available —
at this Post Office

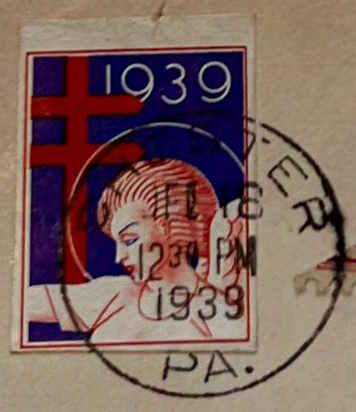


NOTIFY
YOUR
CORRESPONDENTS
OF CHANGE
OF ADDRESS



Mr. W. J. McMurray
2416 Pine St.
City.

175





703
.25 ±
Unusual
1¢

698
1¢

Mr. Everett G. Emerson
635 Bower St.
Elkhart, Ind.



Mrs Mrs. E. J. Foster,
130 Paulus Ave.,
Leona,
N. J.



WILLIS W. BENSON

COLLECTOR OF REVENUE
ST. LOUIS COUNTY

CLAYTON, MO.

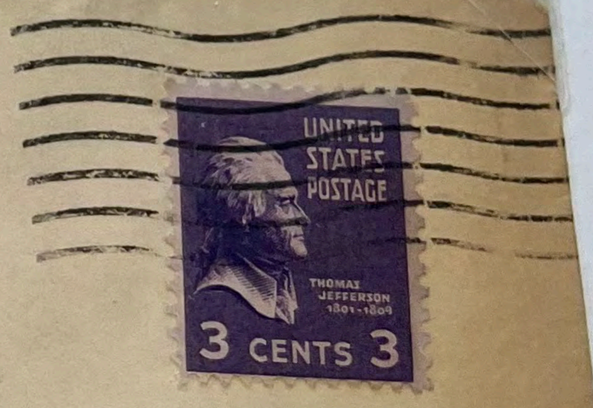
This cover is an NTA booklet envelope, postal used. It either overpaid the 3rd class rate of 1-1/2 cents for unsealed Christmas cards, or underpaid the 1st class rate of 3 cents for sealed mail.



This cover is postmarked on 12/01/39, the "Official First Day Cover" date. However it is from Omaha, Nebraska not Santa Claus, Indiana. Notice the hand painted cachet from an unknown artist. The 3 cent postage is the correct rate for 1st class mail.







WM. BIGGER
3927 "U" Street
OMAHA, NEBR.

These covers are examples of commercial 1st class rate usage.





STAMPS

A Weekly Magazine of Philately

VOL. 29 NO. 8 WHOLE NO. 376

NOVEMBER 25, 1939

GEO P BOON
2834 WENONAH AVE
BERWYN ILL

R383
499
5
A

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Design of the 1939 Christmas Seal, which the National Tuberculosis Association will put on nation-wide sale commencing December 1, 1939.

A Specialized Christmas Seal Collection

By William J. Doemick

. . . and other features

10¢

Advertising-Cover of "STAMPS"- A Weekly Magazine of Philately

November 25, 1939



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