

THEY MADE LANDMARKS IN THE FIGHT AGAINST TUBERCULOSIS



France

HE MADE SOUNDS
IN CHEST
AUDIBLE
WITH
STETHOSCOPE

HE PROVED
TUBERCULOSIS
IS SPREAD
BY GERMS



Germany



United States

HE BUILT FIRST
SANATORIUM
IN THE
UNITED STATES

HE STARTED
FIRST CHRISTMAS
SEAL SALE



Denmark

Lloyd Coe

BUY AND USE 1938 CHRISTMAS SEALS

ERADICATE TUBERCULOSIS

THEY MADE LANDMARKS IN THE FIGHT AGAINST TUBERCULOSIS



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ERADICATE TUBERCULOSIS

THEY MADE LANDMARKS IN THE FIGHT AGAINST TUBERCULOSIS

ROBERT H. ZAHM, Treas.
134 W. EAGLE STREET,
BUFFALO, N. Y.



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SEAL SALE

BUY AND USE 1938 CHRISTMAS SEALS

ERADICATE TUBERCULOSIS



27-5pt

Cat. Price

Selling Price

45 block



E.S. Mansfield, NYC

MADE IN CANADA

HECO STYLE 104B

E.S. Mansfield, NYC

*Set shown in check that shows the
"M33FD" on the margin nearly removed
and it is on white paper that covers the
white paper in ps and the NG in '99*

normal

*Dark color
Dark paper*



PHOTO BY AP-60000



Mr. & Mrs. Wm. P. Glass,
45 Janet St.,
Kingston,
N. Y.





Newton Robertson & Co.
1146 Albany Ave.
Hartford, Conn.

Mr. John Winielski

MONMOUTH IS CHARLES GILBERT'S NTD OFFICE
I SUSPECT HE VOLUNTEERED THERE

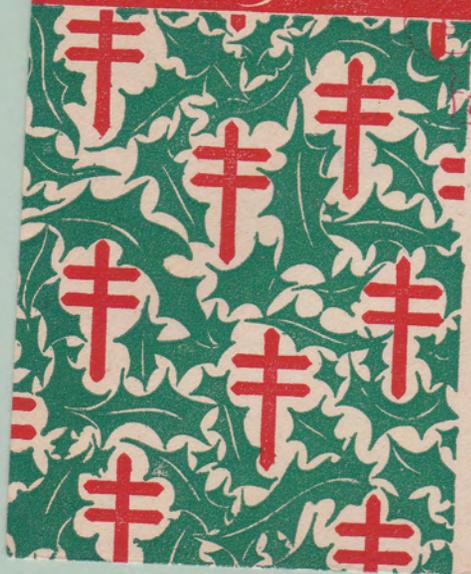


Monmouth County Christmas Seal Com.

131 Pearl Street

Red Bank, New Jersey

Merry Christmas - Thanks for Health



9-AM
8 1938



Mrs. Fred Trott
437-11 St.
West New York
N. Jersey



Holiday Greetings
1938

CHRISTMAS
DEC
6
P.M.
1938
FLA.



SANTA CLAUS.
DEC
1
A.M.
1938
IND.



Robert R. Maxham,
Windsor,
Vermont.

75

WORLD BOOK COMPANY



Mrs + Mr Klescich
 2237 S. 62 ave
 Cicero
 Chicago,
 Ill

After 5 days return to
 THE TOWN OF NEW LONDON
 NEW LONDON, NEW HAMPSHIRE

I.S.L.



Mrs Katherine Elder,
 RETURNED TO SENDER
 By Brooklyn, N. Y. P.O.
 UNDELIVERABLE AS ADDRESSED
 JAN 24 1939
 DO NOT PUT AGAIN IN THIS
 ENVELOPE OR WRAPPER

*St. George Hotel,
 Brooklyn,
 N. Y.*

*No. 1
 NOT AT HOTEL ST. GEORGE
 No. 1
 NOT AT HOTEL ST. GEORGE*

Wagport, Conn.



For
 Mr. Charles Lorenz
 178-27 - 137th Ave.
 Springfield Gardens
 Long Island
 N.Y.



Miss Alice Somers
 249-24th St. N. W.
 City

W. W. COLLETTA



WATERLOO-WINDHAM

CHELLENHAM
DEC 22
9 30 AM
1938
PA.



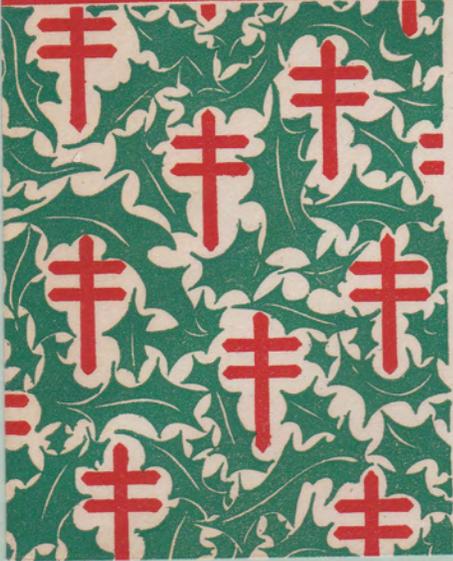
L. Lora Grace Becker
629 Central Ave
Cheltenham
Pa.



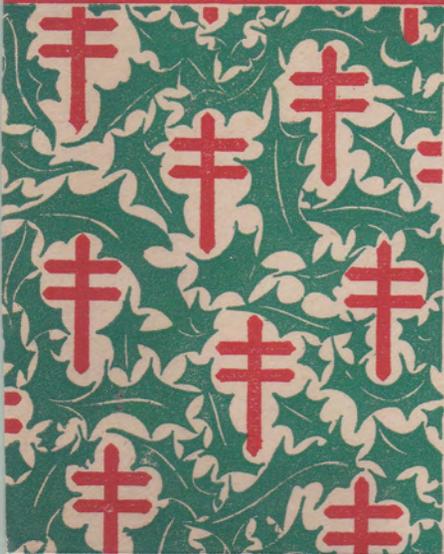
1938
M C

Mr + Mrs Chas Haag
Pacific
R.R.#. Mo.

Merry Christmas — Thanks for Health



Merry Christmas — Thanks for Health



Mrs. Fred Lott
437-11 Street
West New York, N.J.

WORLD-WIDE COMMUNICATIONS

From Mrs. Martha B. Welch
731 No. Kennmore Avenue
Los Angeles, California



The Most Complete Funeral Home in the Northwest



THIS PACKAGE CONTAINS

10,000

CHRISTMAS SEALS

LITHOGRAPHED BY THE EUREKA SPECIALTY PRINTING CO.
SCRANTON, PENNSYLVANIA

FROM

NATIONAL TUBERCULOSIS ASSOCIATION
50 WEST 50TH STREET NEW YORK CITY

FOR

1938

"B" SEALS—CONTAINING TISSUE



THIS PACKAGE CONTAINS

10,000

CHRISTMAS SEALS

LITHOGRAPHED BY THE
EDWARDS & DEUTSCH LITHOGRAPHING CO.
CHICAGO

FROM

NATIONAL TUBERCULOSIS ASSOCIATION
50 WEST 50TH STREET NEW YORK CITY

FOR

1938



† HEALTH †
GREETINGS †

1938
Special Souvenir Pane
Work Sheet

This is the actual work sheet used in getting the 1938 Souvenir Pane into shape. The seals were printed on coated paper, without gum, and the wording was printed on a piece of glassine paper. By comparing this with one of the issued sheets it will be seen that originally it was intended to have the sheet larger, to fit a baronial envelope.

Germany

Denmark

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HE PROVED TUBERCULOSIS IS SPREAD BY GERMS

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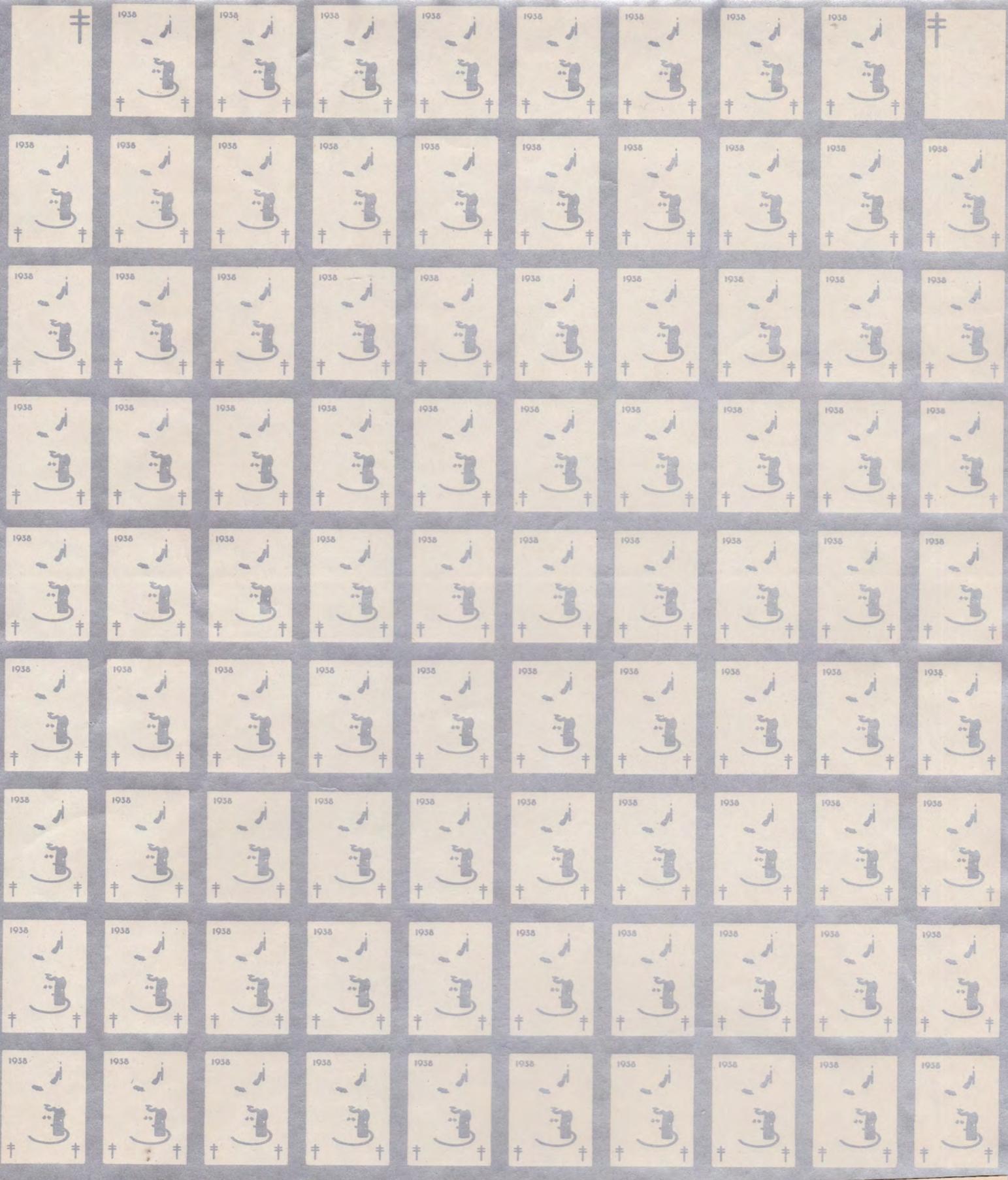
BUY AND USE 1938 CHRISTMAS SEALS

ERADICATE TUBERCULOSIS

France

United States





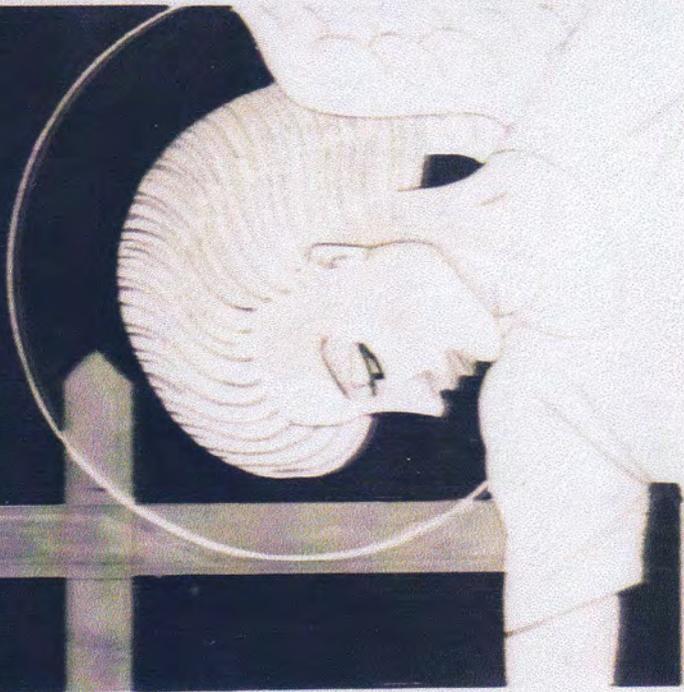
1938 Trial Printings by
U. S. P. & L. *Stroboscope*
Experimental Run of Silver Color Printing made from Red Plate.
Smooth Gun



1938 *Trizl* Printings by
U. S. P. & L. *Strobridge*
Experimental Run of Gold Color Printing made from Red Plate.
Smooth Gum



1938



BOARDER - OUTSIDE - WHITE
MIDDLE - THIN RED LINE
INSIDE - WHITE

BACKGROUND - BLACK

PATE - WHITE

INSIGNIA - RED

FIGURE - WHITE - SHROUD AND
RED. HALO - WHITE
OUTLINED IN

ROCKWELL KENT - ARTIST



Christmas 1938 Cont. Seals

MINIATURE SHEET SCOTT WX93a

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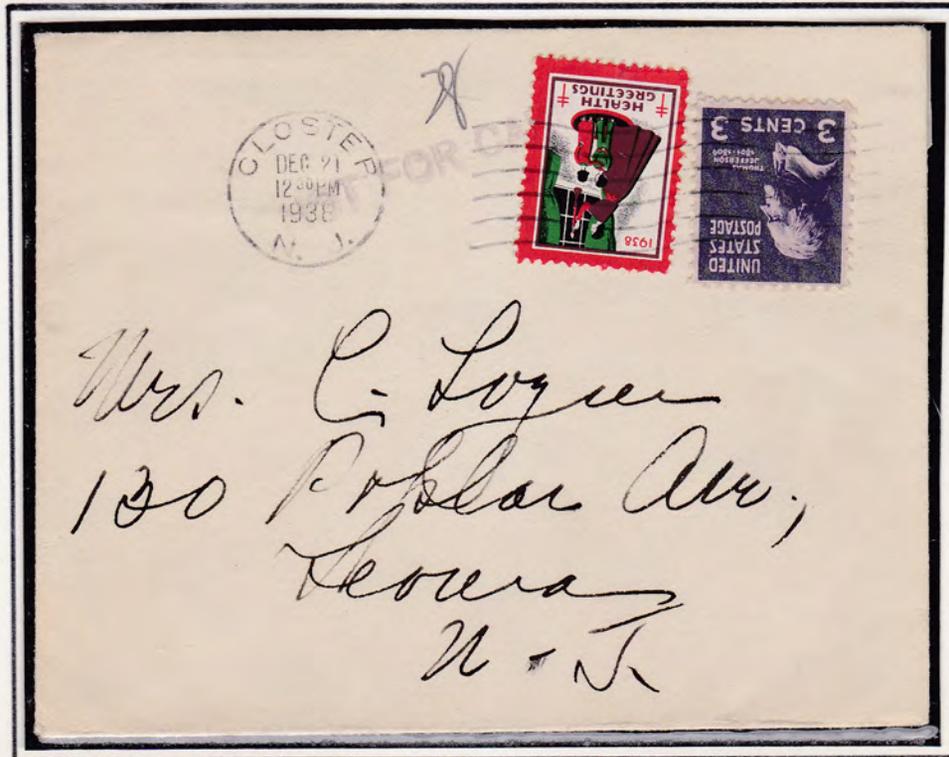
HE STARTED
FIRST CHRISTMAS
SEAL SALE



BUY AND USE 1938 CHRISTMAS SEALS

ERADICATE TUBERCULOSIS

COVER



WX93 tied to cover



Christmas Seals



Can we count on your
 Help in
 Ridding every home
 In Hamilton County.
 Surely you can see
 Tuberculosis
 Must be
 Annihilated to insure
 Safe living.



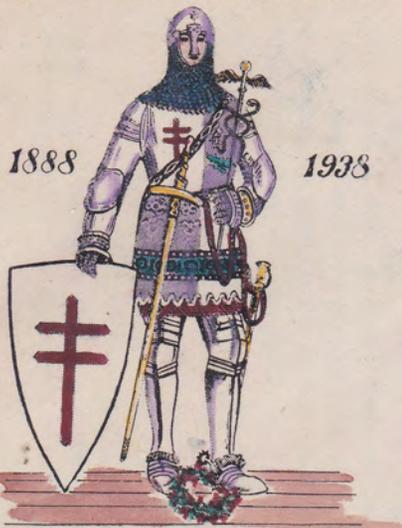
Send your contribution—
 Even as you help others you
 Are protecting yourself.
 Large or small help may
 Save someone's life.

Christmas Seal Committee of Hamilton County

510 Chamber of Commerce Bldg., or Box 666

who

IN COMMEMORATION



The Hobby Shop
 30 Mulberry Street
 Hartford, Connecticut.

Fifty Years of Health Education
 Against Tuberculosis
 IN THE UNITED STATES

First Day of Seal Sale

IN COMMEMORATION



1888

1938



Edward G. Wadsworth
70 High Street
Eastport, Maine.

Fifty Years of Health Education
Against Tuberculosis
IN THE UNITED STATES

First Day of Seal Sale

See Inside

IN COMMEMORATION



1888

1938



EDUCATIONAL SERVICE
PHILADELPHIA HEALTH COUNCIL
& TUBERCULOSIS COMMITTEE
811 SOUTH JUNIPER STREET
PHILADELPHIA, PA

Fifty Years of Health Education
Against Tuberculosis
IN THE UNITED STATES

First Day of Seal Sale

PHILADELPHIA, PA

IF I TRIED TO READ, MUCH
LESS ANSWER ALL THE CRIT-
ICISMS MADE OF ME AND
ALL THE ATTACKS LEVVELED
AGAINST ME, THIS OFFICE
WOULD HAVE TO BE CLOSED
FOR ALL OTHER BUSINESS
DO THE BEST I KNOW HOW
THE VERY BEST I CAN



H1374

THIS PICTURE IS SOLD TO YOU FOR A
PUBLICATION ONLY AND MUST NOT BE
REPRODUCED OR USED FOR ANY OTHER PURPOSE
WITHOUT WRITTEN PERMISSION FROM

PLEASE CREDIT "ACME

220 EAST 42ND ST., NEW YORK CITY

ACME NEWSPICTURES,

PHOTO BY N. E. A.

11-29-38

REFILED

476696
 MAYOR LAUNCHES XMAS SEAL DRIVE
 NEW YORK: Mayor F. H. LaGuardia purchases the
 first sheet of Christmas seals to launch the
 New York tuberculosis and health association's
 annual drive for funds from Miss Hazel Murray,
 both worker from the association, at his office
 in City Hall, Nov. 22. Mrs. Howard H. Froment
 and Richard and Viola Serpone (at left) were
 living representatives of the mid-Victorian fam-
 ily group pictured on the 1938 seal.
 CREDIT LINE (ACME) 11/22/38

mak 167

Lloyd Coe - Christmas Seal Designs

Purpose: This exhibit is to familiarize the reader with Lloyd Coe, designer and artist of two U.S. Christmas seals. Mr. Coe was designer artist for the 1938 seal as well as being the artist chosen to co-create the 1946 seal.

Scope: The exhibit contains numerous examples of Mr. Coe's design idea submissions to the National Tuberculosis Association, New York City, for possible selection.

Most are photographs of the essays recorded by the N.T.A. and recovered from the Charles Lorenz estate. Mr. Lorenz was the Director of Collector Services of the N.T.A. and very interested in all aspects of Christmas seal design and production.

Several color photographs of Mr. Coe's original artwork for the 1938 Christmas seal are also included.



Lloyd Coe painting what would become the 1938 Christmas seal

Biography: Lloyd Coe was born in Edgartown, Martha's Vineyard, MA in 1899. He received his education and art training at several prestigious schools. Lloyd studied with the famous painter George P. Ennis and he excelled at watercolor landscapes.

Mr. Coe, Painter • Illustrator • Designer • Teacher • Author, maintained an apartment in New York City and a house on Deer Island, New Brunswick, Canada.

He contributed to periodicals of his day as artist and cartoonist. Lloyd was a prolific illustrator and author/co-author of juvenile books as well as designing many book jackets.

Mr. Coe was a respected art teacher who categorized himself as a 'modernist' influenced by El Greco and Cezanne. Lloyd Coe died at New Brunswick in 1977.



Publicity image of the 1938 Christmas seal, designed and artwork by Lloyd Coe



Publicity image of the 1946 Christmas seal, idea was from Mary Louise Estes, design refinement and artwork by Lloyd Coe

THE CHRISTMAS SEAL SALE

1938

THE DESIGNER of the 1938 Christmas Seal, Lloyd Coe, now a resident of New York City, was born at Edgartown, Martha's Vineyard in Massachusetts. His education in art and his background are worthy of note, covering a wide variety

of experience.

Following courses at the National Academy of Design and at the Metropolitan Art School he had the advantage of studying with the world famous painter, George Pearse Ennis. Landscapes made in Eastport, Maine, in New Brunswick, Canada, and in Bavaria, Germany, have received recognition at exhibits held by such fine arts associations as the American Water Color Society and the New York Water Color Club. Many of his pictures have been sold to private collectors.

Mr. Coe's commercial experience includes decorative maps, bookplates, book jackets and many illustrations for children's magazines, periodicals and books. Under the signature of "Lloyd" he has contributed literary cartoons to the Saturday Review of Literature and was co-author with John Gray and illustrator of a pictorial question book called "Name It."

Specializing in composition, Mr. Coe teaches color theory and applied art at the Metropolitan

Art School in New York. His courses are given in the George Pearse Ennis painting class.

Mr. Coe's art has a modern tendency and shows the influence of several of his favorite artists —

Vermeer, Cezanne, El Greco, and John Marin. He prefers subjective painting to objective work. As an example of carefully executed and exquisitely colorful art work, Mr. Coe's design is one of the best ever chosen by a Christmas Seal Advisory Committee.

Lloyd Coe Tells of 1938 Design

Because we have had so many inquiries about how the artist chooses and works out a Christmas Seal design, we have asked Mr. Coe to tell us the story behind the 1938 seal. Of course, he had to meet first the problem that confronts every designer of a Christmas Seal, namely that of conforming to

the tiny size of the finished seal.

"To choose a subject that would fit into this small space was a most fascinating project," said Mr. Coe. "I wanted to have a 'Christmasy' theme and at the same time suggest in some way a thought that would be associated with the tuberculosis movement. After talking over several suggestions with Mr. Newcomb, we decided that the idea of lighting a Christmas candle was a most pleasant



and dignified ritual to use as a theme. Then to give this an appeal that would link it up with the favorite slogan 'Protect Your Home from Tuberculosis,' we introduced the mother and her two children. The old custom of making a ritual of lighting the Christmas candle was reminiscent of earlier days so we next decided to costume our characters in the style of the nineteenth century. Godey's Lady's Books were studied and we gave our mother the wasplike waistline and the billowy skirt of one of those elaborately clothed ladies of the Victorian era. Our little boy and girl, likewise, wear the formal costumes of that period. These costumes not only add decorative value but they suggest the sentimentality associated with the period in which 'Home' was idealized, as well it still *should* be today."

Mr. Coe then had to decide upon his colors, which would be attractive not only on the single seal but when combined on the sheet of 100 seals. This necessitated making a series of sketches, trial proofs and revisions. "The white line between the red border and the picture," explained Mr. Coe, "grew from the need of keeping the red from crowding into the picture, yet permitting it to act as a frame. The red and green, rather intense colors, were modified by the brown, and the black was used for accent and to suggest modeling. The white areas were left to set off the colors and give a certain sparkle to the single seal as well as to the sheet as a whole.

"Those who study the seal may be amused at two seemingly unimportant details that had to be changed during the process of getting the design wholly pleasing and consistent. The children originally stood on a rectangular rug. You'd be surprised how wrong this was in the general flow of the design. Out it came and the present oval old-fashioned rag rug such as our great-grandmothers used to make was substituted. Then our green draperies—they had to be chopped off and made narrower. Some one pointed out that they were too near the candle flame and might burn the house down. For safety's sake we gave more candle space and window space."

Christmas Seal Advisory Committee

Those who sell, and those who buy and use Christmas Seals seldom realize how many complicated details must be considered before the final design is acceptable to the Christmas Seal Sale Advisory Committee of the National Conference of Tuberculosis Secretaries. The Committee that chose the 1938 design was composed of Mr. Theodore J. Werle, Chairman, Executive Secretary of the Michigan Tuberculosis Association; Mr. J. Kenneth Winter, Executive Secretary of the Erie County Health and Tuberculosis Association, Erie, Pennsylvania; Mr. Frank Kiernan, Director of the New York Tuberculosis and Health Association, Inc., New York City; Miss Mary A. Meyers, Executive Secretary of the Marion County Tuberculosis Association, Indianapolis, Indiana; and Mrs. Catherine R. Athey, Executive Secretary of the Idaho Anti-Tuberculosis Association.

They met in New York in January, 1937, and immediately following the meeting further details were worked out. In order to associate with the Christmas Seal sale certain historical features of the tuberculosis campaign, it had been decided to use portraits instead of health

education slogans on the corner seals of the sheet. This year's corner seals show portraits of Laennec, Koch, Trudeau, and Holbol, famous names in tuberculosis history.

The Christmas Seals are printed in large sheets by off-set lithography. These large sheets are then cut up into one hundreds and perforated, or vice versa as the printer's equipment may dictate. In 1937, nearly two billion Christmas Seals were printed accounting for two carloads of gummed paper.

Lithographers' marks especially interesting to collectors are put on the sheets of seals for purposes of identification so that we may know where certain supplies of seals come from. These identification marks for the 1938 sheet of seals appear on the fifty-sixth seal of each sheet.



SELLING AIDS in the Christmas Seal Sale

Foreword

The material offered below has been prepared by the National Tuberculosis Association and will be sold to state tuberculosis associations. The aids, listed in the usual price list, are similar to items offered in previous years and have been developed at the suggestion of the Advisory Committee. The National Tuberculosis Association operates its entire supply service on a cooperative basis so that adequate supplies for campaign and educational purposes may be available to affiliated associations at minimum prices. These supplies have become standardized over a number of years. From time to time however experiments with new types of material have been made but there seems to be a consensus in the field that the following items are necessary in conducting a successful Christmas Seal campaign.

Publicity Kit

This has become an indispensable part of the campaign and this year it will contain the usual variety of suggestions plus new ideas gleaned from

the experiences of state and local associations. It is designed especially to serve the local associations and the material may be adapted to suit individual situations in the community.

Transcribed Radio Programs

At the time this folder goes to press, it has not been decided just what will be offered but prospective users may be assured that the material will be of the same high standard as previous transcriptions.

School Program

Is now in the course of development. The experiences of the past several years have been taken into account in the preliminary preparations for 1938 and the most practicable program, consistent with the suggestions of the teaching profession and suitable to the requirements of our own campaign, will be offered.

New or Redesigned Items

Letterheads

For some years past, the standard letterhead with the seal in the center has been offered. The national association, however, for several years, has been experimenting with a special letterhead in which the seal appears in an off center position. So many inquiries have been made asking if this off center position is available that we have decided to make it our standard this year. It offers many opportunities for original layouts.

Booth Envelopes

In accordance with past procedure, the booth envelope for 1938 has been redesigned and this new design will be continued for the next three years. Former booth envelopes are just as good for every purpose but it is considered more advantageous in campaigning to offer new designs from time to time.

Window Display

A new and less expensive form of window display is offered for the first time to determine whether affiliated associations will respond with the volume of orders that the item should call for. The price has been made sufficiently low to guarantee a wide distribution. We must anticipate the time when of necessity we shall have to drop the 24-sheet posters.

Button

The usual lapel button, which rather consistently has been offered, will carry a Santa Claus head but this has been redesigned to introduce variety.

A Book Mark

A number of the associations have experimented from time to time with a simple book mark for publicity purposes, distributed generally by librarians, book sellers, and sometimes through the

Design Submissions for 1936

The designs dated 1936, (or in that group), were submitted to the National Tuberculosis Association Christmas Seal Advisory Board in 1935 to be considered for the next years national seal. Lloyd Coe submitted at least 12 different designs that year. As the exhibit will demonstrate some of these designs went through several stages of refinement at the boards request.



Left and below: Two crudely executed, undated, design essays featuring a 'piper'.

The N.T.A. must have expressed some interest as a refinement of the design is seen on the following page.

Mr. Coe employed three themes for his submissions this year; Medieval English figures, Victorian English figures and Santa Claus.



'Photo essays', the term collectors use for these photographic records, are typically 4 inches by 5 inches, black and white photos on glossy paper.

The colors used in the designs were written on the back and sometimes the artist's name and address.

A number of these essays, spanning the years 1917 to 1954 were recovered from the Charles Lorenz estate but many others may have been lost or destroyed. It is assumed there were more.



A MERRY
CHRISTMAS

Above: The refined piper design, the third and more fully developed essay using this character.



Above and right: Two versions of a minstrel and child.

The dated essay above shows some improvements while the layout remains much the same.



Another medieval figure, this essay and preliminary artwork are both dated 1936 in the design.

Many essays with the date included were purchased by collectors specializing in that years seals. However, these are important to the exhibit so photocopies and photographs of those items are included when possible.

A MERRY
CHRISTMAS





*Victorian English Gentlemen
First and second submissions*





The 'Victorian' group of designs for 1936 was ambitious. Together the preliminary and more developed designs number 12 though there might have been more of these essays at one time.

It becomes apparent that Lloyd was determined to submit a design that would be accepted for a Christmas seal. And he was successful.





A photograph of the original artwork work of the two gentlemen greeting one another is very similar to the dated essay on the previous page. It may have been the artist's study or a design for a different use and not for a proposed seal.

Including the design for the Christmas seal the artist could be awarded contracts for publicity posters, pamphlets and related campaign materials based on their seal design.



At left: Photograph of original artwork. This design would become the most unique seal employed by the National Tuberculosis Association in their 30 year history of seal campaigns.

Victorian Mother and Children - the design ultimately to become the 1938 Christmas seal was first selected to be used in 1936 as the design for a special seal campaign item - a Deluxe seal.

1933, 1934, 1936 and 1938 all had deluxe seal items intended to be sold at a premium. As an experiment these were tried in only several cities using exceedingly limited numbers, except for Mr. Coe's 1938 design which was offered as a souvenir pane that was available everywhere.

This design is outstanding for being used in several years in quite different formats - unheard of until the 'test' programs of the 1980's.



Deluxe seal



Early proof

The three forms of the Lloyd Coe design of Mother and Children:

- At left - the 1936 Deluxe seal, meant to be sold at 5¢ each •
- At bottom left - a printers proof of the soon to be released 1938 Christmas seal •
- Below - the only Christmas seal souvenir pane ever issued, used as premium item in 1938 •

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BUY AND USE 1938 CHRISTMAS SEALS

ERADICATE TUBERCULOSIS



*Mother and Children dated 1936
Photograph of original artwork*

This essay, without alteration, was used to create the 1936 Deluxe seal design.



Above: The poster and publicity version of the Mother and Child



Above left: A negative of the essay, note the crack through upper left corner.
Above right: The same essay with colors inverted via computer.

The crack in the negative is a tell-tale sign of a glass plate that seal printers used to make up the printing plates. This photo is a record of the glass plate that made up the Deluxe seal printing plate.



Above: The more polished design of photo essay at the right, and the last of the 1936 series of submissions



After 1936 there is a space of several years until Mr. Coe's next submissions.

His success with the 1936 essays lead to personal invitations to submit ideas.



1940 Design Submissions

The two essays on this page were noted as having used bright colors. This is a departure from the muted greens, reds and browns of the 1936 essays.

Mr. Coe again designed several essays to follow the suggestions or specifications given by the N.T.A. On occasion the national office or advisory board knew what they wanted and had artwork especially done for the topic or theme.



HEALTH-GREETINGS

1940



HEALTH GREETINGS



Mr. Coe's two essays featuring a servant with flaming bread pudding is a subject the N.T.A. suggested to artists in 1940. As many as five different artists submitted essays on this theme.

Some ideas were suggested to artists for many years. Christmas seals, due to their secular nature, depicted many seasonal traditions and activities and, of course, Santa Claus. Through the years some themes come up often, attempted by various artists.

The N.T.A. tried for many years to get suitable artwork or designs to illustrate some specific ideas. Few of these were ever successfully transformed into Christmas seals.





ESSAYS - LLOYD COE

No actual essays of the 1942 seal remain. Only photos of the proposed seals. The essays below are attributed to Lloyd Coe of 7 West 44th St, New York City.



1942 Design Submissions



The Santa Jack-in-the-Box idea is something that the N.T.A. tried with several artists over several years.



1946 Design Submissions

Lloyd Coe didn't create the design idea for the 1946 Christmas seal but was brought into the project by Mr. C. L. Newcomb, Director of Seal Sale. The design idea was submitted to Mr. Newcomb by a Jacksonville, Florida resident and aspiring artist.

Mary Louise Estes had a design that was accepted on her first proposal. A very exciting thing to happen to the self-described 'amateur' artist. The concept of the lamplighter appealed to Mr. Newcomb and in the summer of 1944 he approached Mr. Coe to do the artwork.

It's fortunate that several letters concerning this design and the plans for it were recovered as well as the essays themselves.



Mary L. Estes had this design accepted on her first try. There are no notes as to colors or medium used but it appears that this was drawn with colored pencil on smooth paper.



Mary Louise Estes

Mary Louise Estes photo taken from old photocopy and altered for clarity via computer. The photograph is one of four sent to the N.T.A. to use in information packets and promotional materials sent to 3,000 some local affiliates.

The picture probably dates from 1945, after her design was accepted and before the seal campaign of 1946.

Below is a transcript of Mary's letter to C. L. Newcomb, dated July 24, 1944 and typed on Duval County (Jacksonville, FL) TB Assn. letterhead stationary.

Dear Mr. Newcomb

Enclosed are some ideas for a Christmas Seal. Unofficially and off the record, I would appreciate it if you could tell me what you think about them. I am, as you see, an amateur artist, but I understand from your letter to me that you are more interested in ideas than perfect art work.

It would be wonderful if the judges chose my design, and I am really interested in trying for this. Thank you for your letter enclosing the specifications, it has helped me a great deal.

Very sincerely yours,

Mary Louise Estes
Mary Louise Estes

Once Mr. Newcomb decided to pursue Ms. Estes' designs he wrote Lloyd Coe, who was at Amherst, MA., for the summer. Mr. Coe's regular job was back in New York City as a teacher of color theory and applied art at the Metropolitan Art School.

The following are excerpts from Mr. Coe's letters:

Aug. 25, 1944

Dear Mr. Newcomb,

...(Amherst) is not too far away for me to travel to the city to talk with you about work in connection with the Jacksonville seal design. I should like very much to consider it and will be glad to ...see you.Just when you would like to see me I do not know but suggest the possibility of the Labor Day week. In any case I should like very much to hear from you further concerning the work, whether it is limited to a re-drawing or whether it will include the designing of the posters.

Thanking you for getting in touch with me concerning this, and with my best wishes.

signed Lloyd Coe

Oct. 31, 1944

Dear Mr. Newcomb,

The lamp-lighter idea appeals to me and I think it should make a good motif for a seal design. It gets away from the usual subjects, yet is definitely appropriate and, as you say, offers itself to good publicity features.

As to credit for the design, should it be used, I most definitely think that Miss Estes should share in it. Knowing from somewhat head-achey experiences how difficult it is at times to create an idea, I feel the person who creates one, should receive acknowledgement. Therefore, theatrically speaking, Miss Estes and I could be billed together, without argument I am sure as to who shall appear in the larger type.

...As you suggest, though, such discussion (about fees to both Ms. Estes and Mr. Coe) can be between the three of us and at a time when we have found out our luck with the committee.

I shall start on the sketches this week.

Sincerely,

Lloyd Coe

Mary's design with Lloyd's artwork was indeed chosen to be the 1946 Christmas seal. In his first letter Lloyd asked Mr. Newcomb if the opportunity existed for the artist to also produce the posters and publicity materials. This happened as well and it was a lucrative contract, much more so than what a chosen seal design paid.



1946 poster and publicity design

Mr. Coe did the poster work for the 1938 seal but left it unsigned. In 1946 he signed the poster and publicity artwork, which is usually a variation on the seal.



At left: A Lloyd Coe design for the 1946 seal



Above: A horizontal format essay

This is a beautiful design and would have made a outstanding seal but the design below won out.



Above: A single die printers proof of the finished design

At left: An essay with many elements of the final, issued seal, design





G. Taggart EVANS
BISSELL WAS PRES.
EVANS EXECUTIVE - see Delaware letterheads



SPECIAL FEATURES

These items were especially prepared for your type of publication and are available now, without charge. Our Seal Sale Campaign begins Thanksgiving Day and continues through the Holidays in Buffalo and Erie County. Please check and return enclosed card with your order indicated. Your interest and cooperation is appreciated.

BUFFALO TUBERCULOSIS ASSOCIATION
708 Ellcott Street, Buffalo, New York

Seals Have Many Uses

Christmas Seals are attractive Yuletide decorations for packages, envelopes and cards; they are increasingly popular items for stamp collectors and they are powerful weapons for the protection of homes from tuberculosis. They were first sold in this country at Wilmington, Dela., in 1907.



Seals in 40 Countries

About forty countries carry on the fight against tuberculosis by means of Christmas Seals. The first Seal was sold in Denmark in 1904. This method of raising money for a humanitarian cause was adopted in the United States in 1907. The double-barred cross is the international emblem of the crusade against tuberculosis.



No. 1

A National Defense

Since the first time they were sold in this country in 1907, Christmas Seals have helped to develop a national defense against tuberculosis. They help support medical re-



Hardest Hit by TB

Groups hardest hit by tuberculosis are (1) young women between the ages of 15 and 30, (2) men in industry, and (3) negroes. Christmas Seals finance intensive work to pro-



1 MORE WEEK TO SHOP

BUY CHRISTMAS SEALS

1---A



2 MORE WEEKS TO SHOP

BUY CHRISTMAS SEALS

2---A



3 MORE WEEKS TO SHOP



4 MORE WEEKS TO SHOP



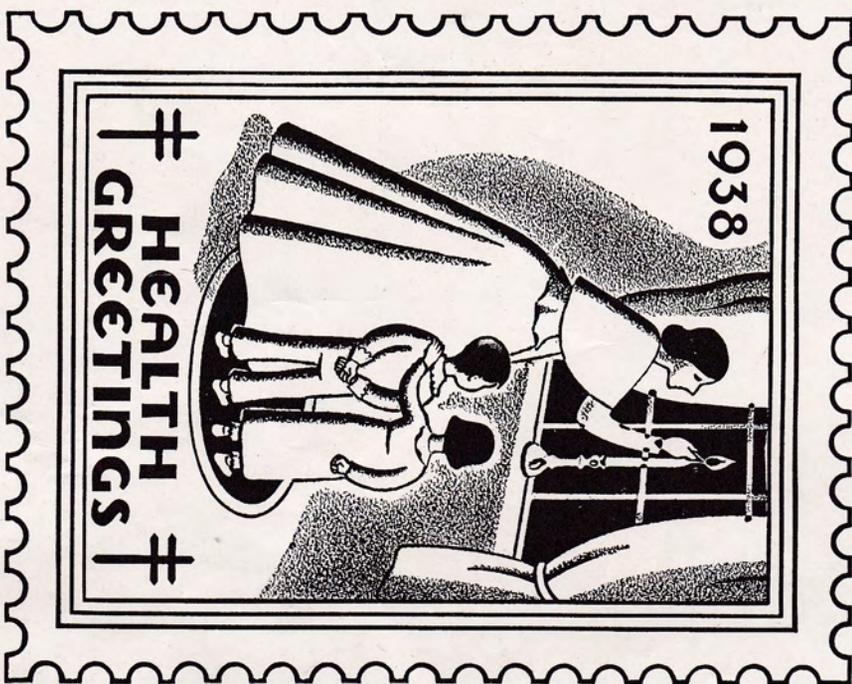
search, health education, tuberculin testing and X-ray programs, nursing and clinics.

No. 3

groups. It kills more people between the age of 15 and 45 than any other disease.

No. 4

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

A

BUY CHRISTMAS SEALS



3--A

BUY CHRISTMAS SEALS



4--A

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

B

- Buy and Use Christmas Seals —

(Linotype Slugs)

C

Publicity

Advertisement Electros

Seals Have Many Uses

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No. 2

A National Defense

Since the first time they were sold in this country in 1907, Christmas Seals have helped to develop a national defense against tuberculosis. They help support medical research, health education, tuberculin testing and X-ray programs, nursing and clinics.



No. 3

Hardest Hit by TB

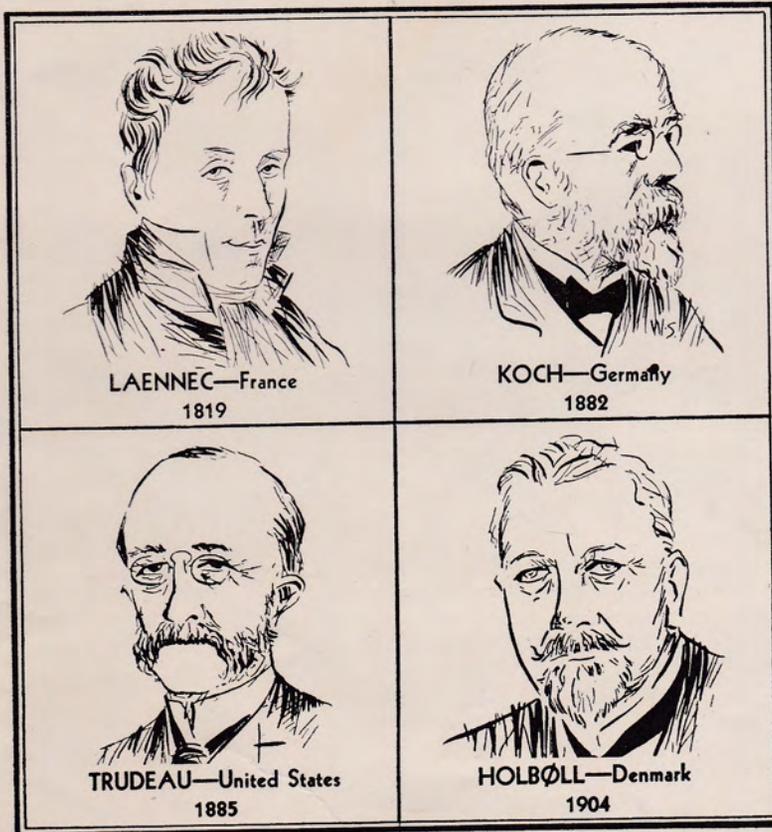
Groups hardest hit by tuberculosis are (1) young women between the ages of 15 and 30, (2) men in industry, and (3) negroes. Christmas Seals finance intensive work to protect these groups. It kills more people between the age of 15 and 45 than any other disease.



No. 4

NEWSPAPER FE

Men From Four Countries Have Been Leaders in Fight Against Tuberculosis



The age-old battle against tuberculosis is half won, medical authorities agree. Four men from four different countries have made valuable contributions toward eradicating this disease. Dr. Rene Laennec (top, left), young French physician, invented the stethoscope in 1819. In 1882, great impetus was given to efforts to combat tuberculosis when Dr. Robert Koch (top right), a German, discovered that the disease was caused by the tubercle bacillus. In 1885, Dr. Edward L. Trudeau

(lower left) opened the first permanent sanatorium at Saranac Lake, N. Y. Christmas Seals as a means of raising money to conduct programs in the diagnosis, prevention and cure of tuberculosis were first sold in Denmark in 1904 by Einar Holbøll (lower right), Copenhagen postal clerk. The first Christmas Seal sold in the United States was in 1907, when 179 out of every 100,000 people were dying from tuberculosis. Today, 55.7 out of every 100,000 living die from this disease.

No. 1

Tuberculosis Is Health Foe

Christmas Seal Artist



Lloyd Coe, teacher of color theory and applied art, is putting the finishing touches to the 1938 Christmas Seal, on sale throughout the country from Thanksgiving to Christmas.

No. 2

1 MORE WEEK TO SHOP



Swango

CHRISTMAS IN THE HOME

A TEACHING UNIT ON
HEALTHFUL HOME LIVING

BY
RUTH M. STRANG, *Associate Professor of Education,
Teachers College, Columbia University*
and GRACE REEVES,
*The Horace Mann School of Teachers College**



*With appreciation of the interest and suggestions of Professor CORA WINCHELL
and Professor HELEN JUDY-BOND of *Teachers College, Columbia University*, and
Miss LUCILE OWEN, of the *New York City Schools*.

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 DR. CHARLES J. HATFIELD, SECRETARY
 DR. CLARA PLATT, TREASURER
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NATIONAL

Tuberculosis Association
 32ND ANNUAL CHRISTMAS SEAL SALE
 TELEPHONE CIRCLE 5-8000 CABLE "NATUBAS"

50 WEST FIFTEETH ST.
 NEW YORK, N.Y.

Good Morning!
 Give your morning milk —
 fresh and pure. Provide your
 family with plenty of it. It is
 so important in the prevention
 and cure of Tuberculosis.

U. S. Patents - Nos. 1839115-182865-1899111
 Weber-Windhead & Co., St. Louis, Mo.

Be Helpful Neighbors
 Help protect every home from
 the ravages of Tuberculosis. Join
 in this courageous fight through
 your purchase of CHRISTMAS
 SEALS.



NATIONAL ORGANIZATION FOR PUBLIC HEALTH NURSING

Certificate of Honor

[ONE HUNDRED PER CENT MEMBERSHIP]

THIS IS TO CERTIFY THAT THE

W. Anita Subencodis Association, Toronto

HAS BEEN RECORDED ON THE *Honor Roll* OF THE NATIONAL ORGANIZATION
FOR PUBLIC HEALTH NURSING; EVERY PUBLIC HEALTH NURSE ON ITS STAFF
HAVING BEEN ACCEPTED AS A MEMBER IN THIS ORGANIZATION, AS OF

DATE *August 29, 1938*



Dorothy Domingo
SECRETARY

Grandson
PRESIDENT

Scott's Monthly Journal

Published Monthly by
SCOTT STAMP & COIN CO., Inc., 1 West 47th St., New York, N. Y.
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NORMAN SERPHOS, *President*

DEOCH FULTON, *Editor*

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The issue number with which your subscription will expire is shown at left of address on envelope.

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Vol. 19 No. 8

NEW YORK, OCTOBER, 1938

Whole No. 224

NOTES OF THE MONTH

UNITED STATES: Dates of first day sales of the postage stamps of the new regular series, which are to be issued during the month of October have been announced by the Post Office Department as follows:

STAMP	DATE OF SALE
14-cent Pierce	October 6
15-cent Buchanan	October 13
16-cent Lincoln	October 20
17-cent Johnson	October 27

The respective colors of the new stamps will be announced later by the Post Office Department.

The first day sale of each of these new issues will be held at the Washington, D. C. post office, with general sale throughout the country following as soon thereafter as distribution will permit.

Separate orders for first day covers of each denomination should be sent to the Postmaster, Washington, D. C.

Christmas Seals

A special pane or souvenir sheet of Christmas Seals, in a limited edition of 25,000 copies, has been issued by the

National Tuberculosis Association and will be distributed this Fall by its 1,528 affiliated organizations throughout the country. The pane is $5\frac{1}{2} \times 3\frac{3}{8}$ inches and is printed in the same colors as are found on the regular sheets of 100 seals.

Five subjects are illustrated on the pane, four being early leaders in the battle against tuberculosis and the fifth being the 1938 Christmas Seal. The special souvenir pane will not supplant the regular sale of Christmas Seals.

On the regular sheet of 100 seals, which will be sold starting Thanksgiving Day, the four corner seals are drawings of these pioneers. These subjects are Dr. Rene Laennec, who in 1819 evolved the principle of the stethoscope; Dr. Robert Koch, who discovered the tubercle bacillus in 1882; Dr. Edward L. Trudeau, who built the first permanent sanatorium in this country in 1885; and Einar Holboell, Danish postal clerk, who, back in 1904, thought of the idea of Christmas Seals as a method of raising funds to help people ill with tuberculosis.

CONNECTICUT STATE TUBERCULOSIS COMMISSION

AFFILIATED WITH THE NATIONAL TUBERCULOSIS ASSOCIATION

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32nd Annual Christmas Seal Sale

STATE OFFICE BUILDING
HARTFORD, CONN.

Thanksgiving Day
1938

You Have Bought
Christmas Seals Before -

-- and by so doing have had a part in the successful fight
against Tuberculosis.

We always like to feel that our contributors are friends -
and in that cordial spirit we extend our sincere thanks
for your help in the past, and express the hope that we may
continue to count upon you.

The tuberculosis fight must be continued now that the battle
is more than half won, and your contribution will help to
provide modern diagnostic tests, x-rays, clinics and nursing
service for those in need. Also rehabilitation service for
recovered tuberculosis patients, with placement in gainful
occupations, is included in our program.

We hope that you will buy and use all of these Christmas
Seals. They cost so little - \$1.00 a sheet - yet they do so
much. We shall be glad to send more if you wish, or if we
have sent too many, please return the rest with any contribu-
tion you care to make.

Your help will aid in making a happier Holiday Season by
protecting many homes from tuberculosis.

Gratefully yours,

Stephen J. Maher, M.D.

Chairman

Make checks payable to
State Tuberculosis Commission

1938 Christmas Seal Committee

Christmas Seal Committee
and Board of Trustees



The Anti-Tuberculosis League of Cleveland
and Cuyahoga County

1900 Euclid Avenue • Cleveland • Prospect 5710

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J. C. McHannan, Treasurer

J. Dean Halliday, Publicity Chairman
W. E. Telzrow, Campaign Manager

3 2 N D - A N N U A L C H R I S T M A S S E A L S A L E

Thanksgiving Day
1 9 3 8

R. H. Bishop, Jr., M. D.
Richard A. Bolt, M. D.
Thomas F. Byrne
James A. Doull, M. D.
Sam W. Emerson
Lee H. Ferguson, M. D.
Mrs. Henry L. Foote
S. O. Freedlander, M. D.
George B. Gascoigne
Howard Whipple Green
Robert Hayes Gries
J. Dean Halliday
Laurence Hamill
Mrs. Laurence Hamill
M. C. Harvey
Mrs. G. M. Hecker
Ben F. Hopkins
Miss Marion G. Howell, R. N.
Mrs. Dorothy Marks, R. N.
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Daniel E. Morgan
Douglas G. Oviatt
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Mrs. Fred Snider
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Affiliated with the Ohio
Public Health Association
and the National Tuberculosis
Association.

Dear Friends:

Your support of our annual Christmas Seal sale has won the heartfelt thanks of the many children and adults whom you have helped save from tuberculosis.

It has helped to decrease our tuberculosis rate over the years and to lessen the number of families that are afflicted. But there are still too many people - and far too many of our young folks - victims of this preventable disease.

We know that tuberculosis can be completely wiped out by continuing the warfare against it and by increasing our efforts, and we feel certain that you want these life-saving efforts to continue in 1939.

Please buy and use the enclosed Christmas Seals which are our only means of financing the League's activity. They are priced at one dollar a sheet and we will be grateful for whatever contribution you can make. If you wish more, please call Prospect 5710.

Your help will aid in making this a happier holiday season by protecting homes from the tragedy of tuberculosis.

Yours very truly,

Please make checks
payable to
J. C. McHannan, Treas.


Chairman.



1938 Christmas Seal Committee

Christmas Seal Committee
and Board of Trustees



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and Cuyahoga County

1900 Euclid Avenue • Cleveland • PProspect 5710

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Affiliated with the Ohio
Public Health Association
and the National Tuberculosis
Association.

Gilliam Paper Co.,
Cleveland, Ohio

Attention: Mr. Chas. H. Gilliam, Mgr.

Gentlemen:

Good health continues to be one of the greatest assets of Greater Cleveland and tuberculosis one of our costliest liabilities.

The annual toll from this preventable and curable disease is decreasing but there are still too many victims, many of whom constitute a burden on their families and on the community.

Tuberculosis can be eradicated by finding cases early, by providing adequate hospitalization, by protecting other members of the household, and by training the ex-patient to become self-supporting again.

Feeling that you want the League's life-saving efforts to continue in 1939, we are enclosing \$2.00 worth of Christmas Seals with the hope that you will support our work by buying and using them.

The Anti-Tuberculosis League is financed solely by the sale of Christmas Seals and we need your help. If you wish more seals please call PProspect 5710.

Tuberculosis can be eradicated and with your help it will be.

Yours very truly,

Please make checks
payable to
J.C. McHannan, Treas.

Chairman.



1938 Christmas Seal Committee

Christmas Seal Committee and Board of Trustees

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The Anti-Tuberculosis League of Cleveland and Cuyahoga County

1900 Euclid Avenue • Cleveland • Prospect 5710

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32ND ANNUAL CHRISTMAS SEAL SALE

February 15, 1939.

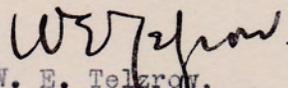
Mr. Edgar W. Kroehle,
3303 Denison Avenue,
Cleveland, O.

Dear Mr. Kroehle:-

We find in making a final clean-up of Christmas Seal supplies that there is one of the souvenir panes remaining.

In view of the fact that this was one of our original samples and was fastened to a letter by means of a clip, it is quite likely that you will not want to use it in its present condition. However, if you wish to use it, kindly accept it with our compliments and our apology for delaying a reply to your request.

Sincerely yours,


W. E. Telzrow,
Campaign Manager.



TUBERCULOSIS COMMITTEE OF DURHAM COUNTY

AFFILIATED WITH THE

NATIONAL TUBERCULOSIS ASSOCIATION
AND NORTH CAROLINA TUBERCULOSIS ASSOCIATION
DURHAM, NORTH CAROLINA



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DR. NORMAN ROSS
W. H. RUFFIN
MISS VERA STANTON
HUGO WALKER
W. F. WARREN
MRS. R. N. WILSON

Thanksgiving, 1938

Dear Friend:

Because the fight against tuberculosis is a project close to the heart of every noble Durham citizen, you probably already have planned to help by purchasing Christmas Seals.

For your convenience we are enclosing a number of Seals and an envelope in which you can mail your contribution. Any of the seals you cannot keep may be returned, of course, but they cost only \$1 00 for each sheet. The support of people like you will enable Durham County to continue its war against the scourge of tuberculosis.

Your contribution, for example, will help maintain the Durham Fresh Air Camp where each summer for ten weeks a large number of children are given preventive treatment under competent medical supervision. Money raised from Christmas Seals, also, helps to finance regular tuberculosis clinics as well as tuberculin testing among the school children throughout the city and county. In giving the tuberculin tests, if a child shows signs of tuberculosis, X-rays are provided to determine the extent to which it has developed.

How are you repaid? Just the glorious satisfaction of knowing that you have replaced sickness and despair with health and happiness in the lives of men and women, boys and girls who look to the future with so much hope.

Listen to your heart! Buy Christmas Seals, and buy them generously.

Yours truly,

Christmas Seal Chairman.

PLEASE MAIL YOUR CONTRIBUTION
IN THE ENCLOSED ENVELOPE TO
E. S. BOOTH, TREASURER
THANK YOU!

ANTI-TUBERCULOSIS LEAGUE OF KING COUNTY



NEWMAN H. CLARK, PRESIDENT
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WILLIAM A. PRAGER, TREASURER
HONORIA HUGHES, EXECUTIVE SECRETARY

6101 ARCADE BUILDING
SEATTLE, WASHINGTON
MAIN 1564

November 24, 1938

Dear Friend:

When you purchase Christmas Seals you give a Christmas gift of HEALTH to one of our citizens -- possibly to yourself or to some member of your family.

Because people like you have bought Christmas Seals, tuberculosis now kills fewer people. But -- 1,445 of our citizens died of tuberculosis during the past five years in Seattle and King County alone.

Without warning this disease strikes -- every day in the year in this community. We think it won't hit US -- that it will be some one else. The young mother -- the wage earner -- the boy or girl next door -- may be next.

Your purchase of Christmas Seals can prevent this trouble in some homes this year. Christmas Seals finance the search for early tuberculosis -- purchase tuberculin tests and X-rays -- develop high standards of health work -- spread knowledge about prevention and cure.

Christmas Seals will prevent serious illness -- even death. We know you will purchase every one of the enclosed seals if you can. Buy them at a penny apiece or one dollar a sheet. If you need more than we have enclosed write us -- or, better still, call MAIn 1564 and your order will be filled at once.

Sincerely yours

NEWMAN H. CLARK
Seal Sale Chairman

Please make checks payable to WILLIAM A. PRAGER, TREASURER

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TUBERCULOSIS LEAGUE OF PIERCE COUNTY

425 MEDICAL ARTS BUILDING

TELEPHONE BROADWAY 3166

32nd

ANNUAL CAMPAIGN



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REV. R. H. MCGINNIS
W. B. PENNEY, M. D.

ADDRESS ALL CORRESPONDENCE TO
MISS STELLA C. KELLOGG
EXECUTIVE SECRETARY
TACOMA, WASHINGTON

November 24, 1938

Dear Friend:

It's an old Christmas adage that says,

"A bayberry candle,
When burned to the socket
Brings health to the home
And wealth to the pocket."

How much truth there is to this old legend we hesitate to say, but—we do know—and can say, with complete assurance that the "Candle Lighter" on this year's Christmas Seal will bring health to hundreds of homes and thousands of people in its everlasting fight against Tuberculosis.

Each year, Prevention—made possible thru the sale of Christmas Seals, is saving the lives of young people in our community by providing the Mantoux skin test, regardless of race, color or creed.

The scope of this work depends largely on your financial support thru your purchase of Christmas Seals. Won't you please spread health and happiness thruout our district by your generous use of the enclosed Seals on holiday mail and packages.

They are \$2.00 for the two sheets, or a penny a seal. Please buy all you can, for each seal is a tiny insurance policy on the health of some young person.

Sincerely yours,

Treasurer.

[Using the Enclosed Envelope]
Assures Prompt Credit]



11

WEST VIRGINIA

TELEPHONE
34-713



Tuberculosis & Health Association

Sponsors of the

32nd ANNUAL CHRISTMAS SEAL SALE

PROFESSIONAL BUILDING
CHARLESTON, WEST VIRGINIA

November 1938

Dear Teacher:-

Enclosed is a teaching unit on "Healthful Home Living" which provides valuable information about health protection and tuberculosis prevention. The program explains the 1938 Christmas Seal which pictures "Christmas In the Home." It should not be difficult for you to guide your pupils in the study of this unit and by so doing your pupils will receive a vast store of knowledge on home living of earlier years. By comparing their home conditions now with those of years ago, the children will appreciate more fully their advantages.

We hope we may have your cooperation in presenting this program to your class and also we would be pleased to receive a report of any unusual way this program is presented.

Sincerely yours,

A handwritten signature in cursive script that reads 'George C. Rowell'.

GEORGE C. ROWELL
Executive Secretary

GCR/ah

Publicity

Thirty-Second Annual Christmas Seal Sale

Cambridge Tuberculosis and Health Association

689 MASSACHUSETTS AVENUE, ROOM 305
CAMBRIDGE, MASSACHUSETTS
TELEPHONE TROWBRIDGE 0316

HILBERT F. DAY, M.D., PRESIDENT
STAFFORD JOHNSON, VICE-PRESIDENT
MRS. DONALD BORN, VICE-PRESIDENT



MISS LOUISE W. JACKSON, SECRETARY
WILLIAM D. SWAN, TREASURER
MRS. MABEL GREELEY SMITH,
EXECUTIVE SECRETARY

BUY CHRISTMAS SEALS

Tuberculosis on the Run . . . Cancer and Syphilis the Next to Go

Style A letterhead

ELKHART COUNTY TUBERCULOSIS ASSOCIATION

(Affiliated with Indiana Tuberculosis Association)

GOSHEN, INDIANA

Telephone J-320

Court House

32nd Annual Christmas Seal Sale

President
REX N. DOUGLAS, D.M.D., Elkhart

1st Vice-President
ORA C. STRYCKER, Nappanee

2nd Vice-President
MRS. MARY LOUISE SNAPP, Bristol

County Seal Sale Chairman
J. HOWARD BROWN, Goshen

Elkhart City Seal Sale Chairman
REV. ALAN JENKINS, Elkhart

Goshen City Seal Sale Chairman



Secretary
MRS. ROBERT HOOVER, Dunlap

Treasurer
MARTIN KINNEY, Goshen

Executive Secretary and
County Public Health Nurse
FLORENCE APPLE TWADDLE, R.N.,
Goshen

Style A letterhead

Publicity

THE Saranac Lake SOCIETY for the Control of Tuberculosis, *Inc.*

OFFICERS

J. WOODS PRICE, M.D.
President

E. N. PACKARD, M.D.
Vice-President

MRS. LAWRASON BROWN
Treasurer

ERNEST H. WOOD
Secretary



THIRTY-SECOND ANNUAL
Christmas Seal Sale

64 Main Street

SARANAC LAKE, NEW YORK

Telephone 650

Style B letterhead

ANTI-TUBERCULOSIS LEAGUE OF KING COUNTY

NEWMAN H. CLARK, PRESIDENT
GEORGE D. ANDERSON, VICE-PRESIDENT
S. BERNE CARLTON, VICE-PRESIDENT
MRS. ROBERT M. JONES, SECRETARY
WILLIAM A. PRAGER, TREASURER
HONORIA HUGHES, EXECUTIVE SECRETARY



6101 ARCADE BUILDING
SEATTLE, WASHINGTON
MAIN 1564

Style B letterhead

Publicity

WEST HARTFORD VILLAGE IMPROVEMENT SOCIETY

AFFILIATED WITH THE CONNECTICUT STATE TUBERCULOSIS COMMISSION



OFFICERS

REV. FRANKLIN D. ELMER, PRES.
WILLIAM L. JULIAN, VICE-PRES.
DR. MAURICE T. ROOT, VICE-PRES.
CLARENCE R. ROOT, SECY.-TREAS.
CLARENCE A. BOYCE, AUDITOR

32nd Annual Christmas Seal Sale

WEST HARTFORD, CONN.

EXECUTIVE COMMITTEE

CHARLES A. GRISWOLD
HAROLD E. HITCHCOCK
MYRON J. BURNHAM
CLARENCE R. ROOT,
CHRISTMAS SEAL MANAGER

Style B letterhead from West Hartford, CT.



1938
✚

BUY CHRISTMAS SEALS
PROTECT YOUR HOME
FROM TUBERCULOSIS

The Christmas Seal Candle flashes the
message that
TUBERCULOSIS IS
Preventable and Curable
Keep the Candle lighted to protect
YOUR home by BUYING and USING
CHRISTMAS SEALS

West Hartford Village Improvement Society
37 Pleasant St.

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

West Hartford package insert

Publicity

Washington

Telephone ELiot 4374



DR. W. B. PENNEY, PRESIDENT
CARL J. SMITH, VICE-PRESIDENT
CHAS. R. CASE, TREASURER
MRS. ELIZABETH S. SOULE, SECRETARY

MRS. E. E. COWIN,
VICE-PRESIDENT
STATE SEAL CHAIRMAN

MRS. B. B. BUCHANAN,
EXECUTIVE SECRETARY
STATE CAMPAIGN DIRECTOR

Tuberculosis Association

32ND ANNUAL CHRISTMAS SEAL SALE

919 TERMINAL SALES BUILDING
SEATTLE, WASHINGTON

Style B letterhead from Seattle, WA.



1938
HEALTH GREETINGS

**BUY CHRISTMAS SEALS
PROTECT YOUR HOME
FROM TUBERCULOSIS**

Light the Way!

Buy Christmas Seals!

For over thirty years they have directed the pathway of progress toward the **eradication** of tuberculosis.

Seals have saved lives; they have made homes happy; they are the symbol of man's humanity to man.

PURCHASE THEM GENEROUSLY!

For information ask your local League or the
Washington Tuberculosis Association
919 Terminal Sales Building Seattle, Washington

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

Washington package insert

Publicity

Letterhead, insert and return envelope from Brooklyn TB and Health Assn.

32nd



BROOKLYN
293 S

TUBERCULOSIS AND HEALTH ASSOCIATION
P. O. Box 800

Brooklyn, N. Y.

ION
5-0717



The Christmas Seal

• • • asks so little and yet accomplishes so much. Its mission each holiday season is saving lives and helping the sick. Please use them liberally on your letters and packages.

BROOKLYN TUBERCULOSIS & HEALTH ASSOCIATION
293 Schermerhorn Street TRIangle 5-0717

From now
to Christmas

ONE ON EVERY LETTER!

Publicity



"NO HOME IS SAFE UNTIL ALL HOMES ARE SAFE"

I enclose \$_____ for greater protection.

Name _____

Address _____

If you desire additional seals please initial and return to us.

I should like _____ additional seals.

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



FOR YOUR EXTRA HOLIDAY GIFT—

If you so desire—

Enclosed please find payment:

FOR CHRISTMAS SEALS \$ _____

FOR CONTRIBUTION TO THE
work of your organization during
coming year \$ _____

TOTAL \$ _____

Name _____

Address _____

70% of our funds must be raised through Christmas Seal Sale

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

Publicity



Protect Your Home and Family

Early tuberculosis is difficult to diagnose;
easy to cure.

Advanced tuberculosis is easy to diagnose;
difficult to cure.

These are facts that the public is learning
through Christmas Seals.

Camden County Tuberculosis Assn.
City Hall Camden, N. J.

From now
to Christmas

ONE ON EVERY LETTER!



"Lest we forget"

Christmas Seals on **your** letters and packages
will help fight tuberculosis . . . the greatest single
cause of human misery.

The Christmas Seal protects you and your
family by financing the Tuberculosis Institute's
yearly health programs in Chicago and Cook
County suburban towns.

On Sale at Department Stores and Drug Stores

From now
to Christmas

ONE ON EVERY LETTER!

Publicity



JUST A *Reminder!*

CHRISTMAS SEALS HELP TO PROVIDE
TUBERCULOSIS EXAMINATIONS
FOR OUR YOUNG PEOPLE

Protect them against tuberculosis . . . the disease that still
leads as a cause of death between the ages of 15 and 45

BUY AND USE CHRISTMAS SEALS

Los Angeles *County*

Tuberculosis and Health Association

132 West First Street • • Los Angeles, California

From now
to Christmas

ONE ON EVERY LETTER!



GREETINGS!

Buy Christmas Seals

Now!

MONROE COUNTY TUBERCULOSIS ASS'N.

From now
to Christmas

ONE ON EVERY LETTER!

Publicity



1938
✚

BUY CHRISTMAS SEALS
PROTECT YOUR HOME
FROM TUBERCULOSIS

HELP MAKE NEW YORK A HEALTHIER CITY

The Seals are One Dollar a Sheet
Buy All You Can From

New York Tuberculosis & Health Association
HARRY P. DAVISON, Treasurer
386 Fourth Avenue New York, N. Y.

Bronx Tuberculosis & Health Committee
FRED BERRY, Treasurer
226 East Fordham Road Bronx, N. Y.

Staten Island Tuberculosis & Health Committee
HARRY H. ROBINSON, Treasurer
291 Broadway, West Brighton, Staten Island, N. Y.

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

New York City affiliates type 1 insert



1938
✚

BUY CHRISTMAS SEALS
PROTECT YOUR HOME
FROM TUBERCULOSIS

HELP MAKE NEW YORK A HEALTHIER CITY

The Seals are One Dollar a Sheet
Buy All You Can From

New York Tuberculosis & Health Association
HARRY P. DAVISON, Treasurer
386 Fourth Avenue New York, N. Y.

Bronx Tuberculosis & Health Committee
FRED BERRY, Treasurer
226 East Fordham Road Bronx, N. Y.

Staten Island Tuberculosis & Health Committee
HARRY H. ROBINSON, Treasurer
291 Broadway, West Brighton, Staten Island, N. Y.

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

Type 2 • Text in different type font

Publicity



1938
✚

BUY CHRISTMAS SEALS
PROTECT YOUR HOME
FROM TUBERCULOSIS

Christmas Seals Helped
Cut the Death-Rate from Tuberculosis in West Virginia 62 percent during the past 18 years.
But nearly three Persons still Die Daily because services to save them are so limited.

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

The illustration shows a woman in a dark dress and red belt standing by a window with green curtains, holding a red candle. Two children, a boy in a green suit and a girl in a red dress, stand in front of her. The year '1938' and a red cross symbol are in the top left corner. Below the illustration is the text 'BUY CHRISTMAS SEALS PROTECT YOUR HOME FROM TUBERCULOSIS'. To the right of the illustration is a text box with a heading 'Christmas Seals Helped', two paragraphs of text, and a call to action 'From now to Christmas ONE ON EVERY LETTER!'.

West Virginia type 1 insert



1938
✚

BUY CHRISTMAS SEALS
PROTECT YOUR HOME
FROM TUBERCULOSIS

Christmas Seals Helped
Cut the Death-Rate from Tuberculosis in West Virginia 62 percent during the past 18 years.
But nearly three Persons still Die Daily because services to save them are so limited.

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

This version of the advertisement is identical to the one above, but the heading 'Christmas Seals Helped' is set in a different, more decorative typeface.

West Virginia type 2 • Heading in different type font

Publicity



“How far that little candle throws its beam!”

You can help this colorful symbol light the way to health.

To those who are ill with Tuberculosis—it offers hope for cure, help and encouragement along the hard road to Recovery.

To others it stands as the beacon of happy, healthful homes—homes free of Tuberculosis.

NEW HAMPSHIRE TUBERCULOSIS ASSOCIATION

(Clinic Centers throughout the State)

State Executive Offices

456 Beech Street

Manchester, New Hampshire

From now
to Christmas

ONE ON EVERY LETTER!



You too

Are lighting the candle

Of hope

And helping to wipe out

Tuberculosis

And to make Oregon homes

Safe

For our little children

When You Buy Christmas Seals

OREGON TUBERCULOSIS ASSOCIATION

605 Woodlark Building, Portland, Oregon

 14

From now
to Christmas

ONE ON EVERY LETTER!

USP&L Usage



16¢ domestic air post special delivery rate.
The exposed back shows the creativity didn't stop at the front.

BOX 231
DUNKIRK, NEW YORK

CHRISTMAS
SEALS



Help to Protect
Your Home from
Tuberculosis

A CHRISTMAS SEAL ON EACH LETTER
HELPS MANY GET BETTER!

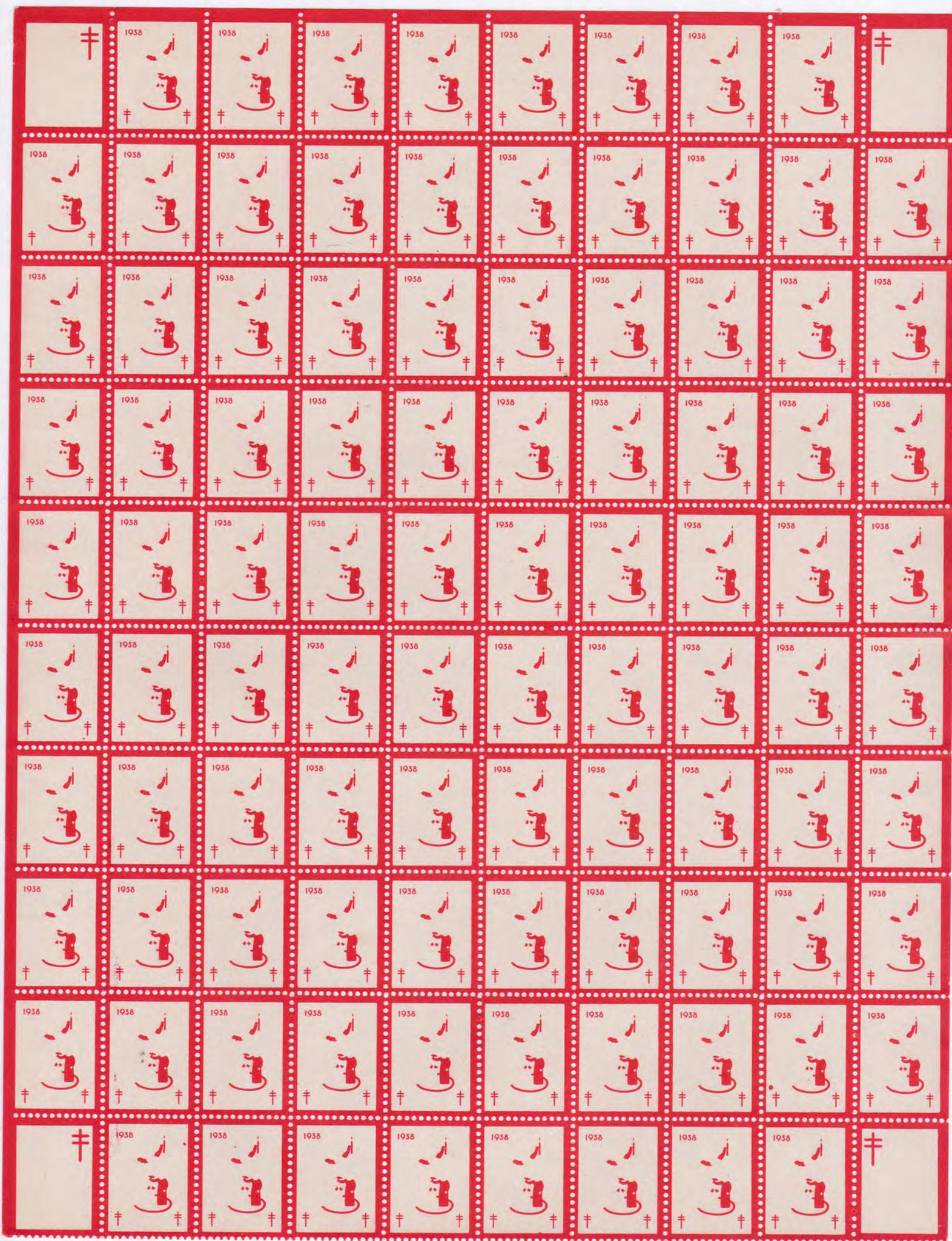


JAMESTOWN
NOV 25
11:30 AM
1938
N. Y.

Mrs. E. C. Anderson
25 Ohio Street
Jamestown, New York

Commercial use of Christmas
seal electrotype with a company
designed envelope.

2¢ first class drop letter rate.







LAENNEC

: KOCH :



TRUDEAU

HOLBØLL





1819
LAENNEC



1882
KOCH



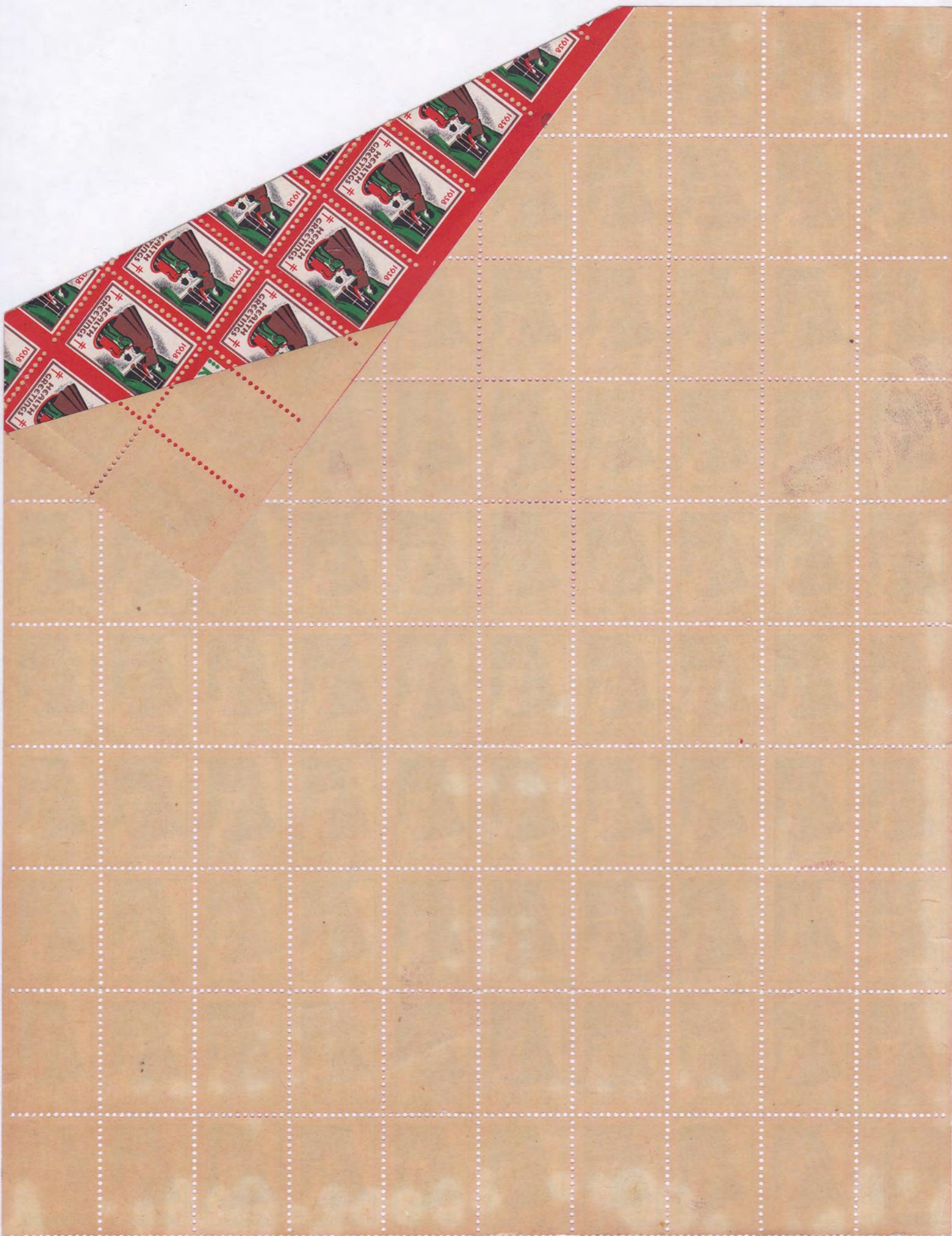
1885
TRUDEAU

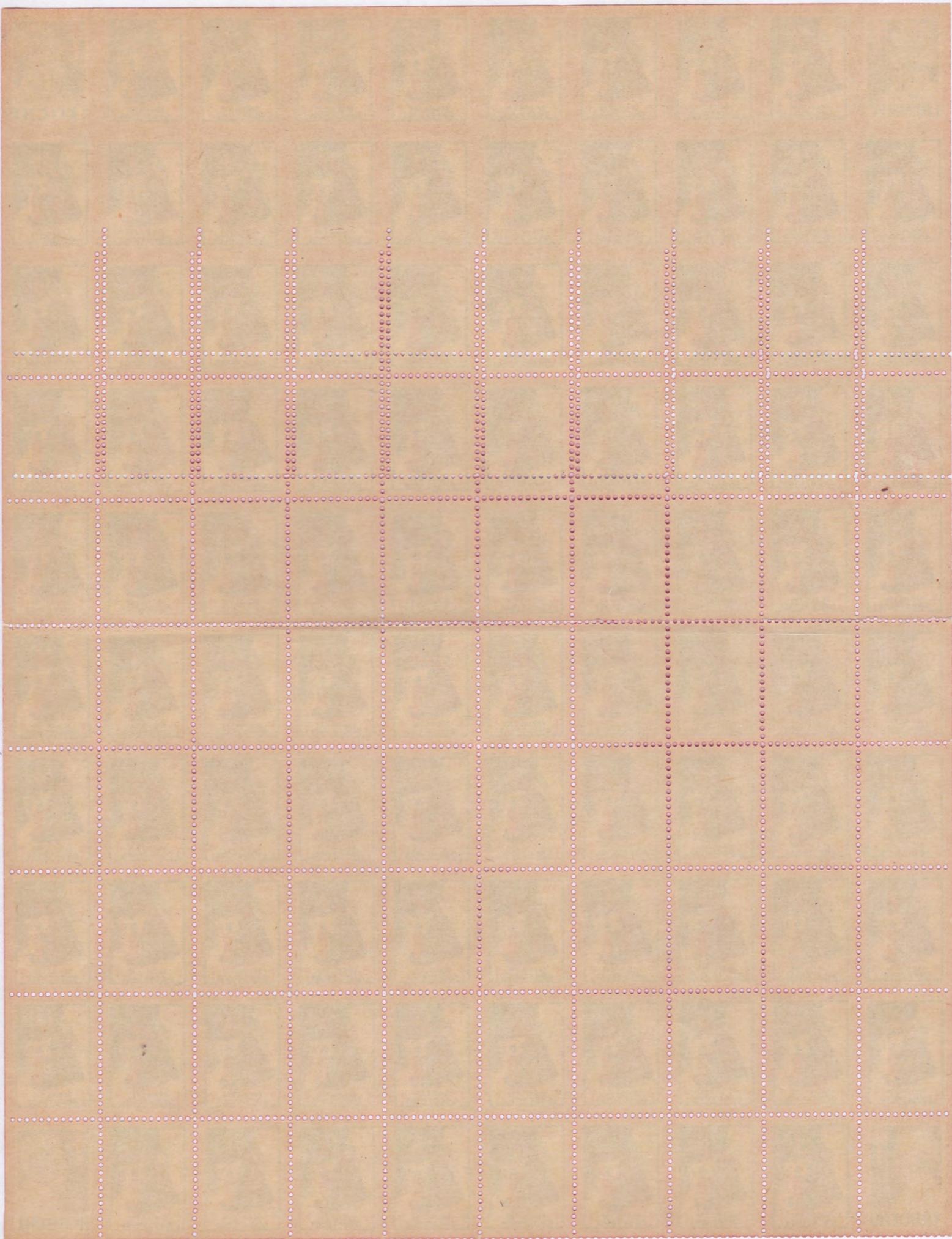


1904
HOLBØLL











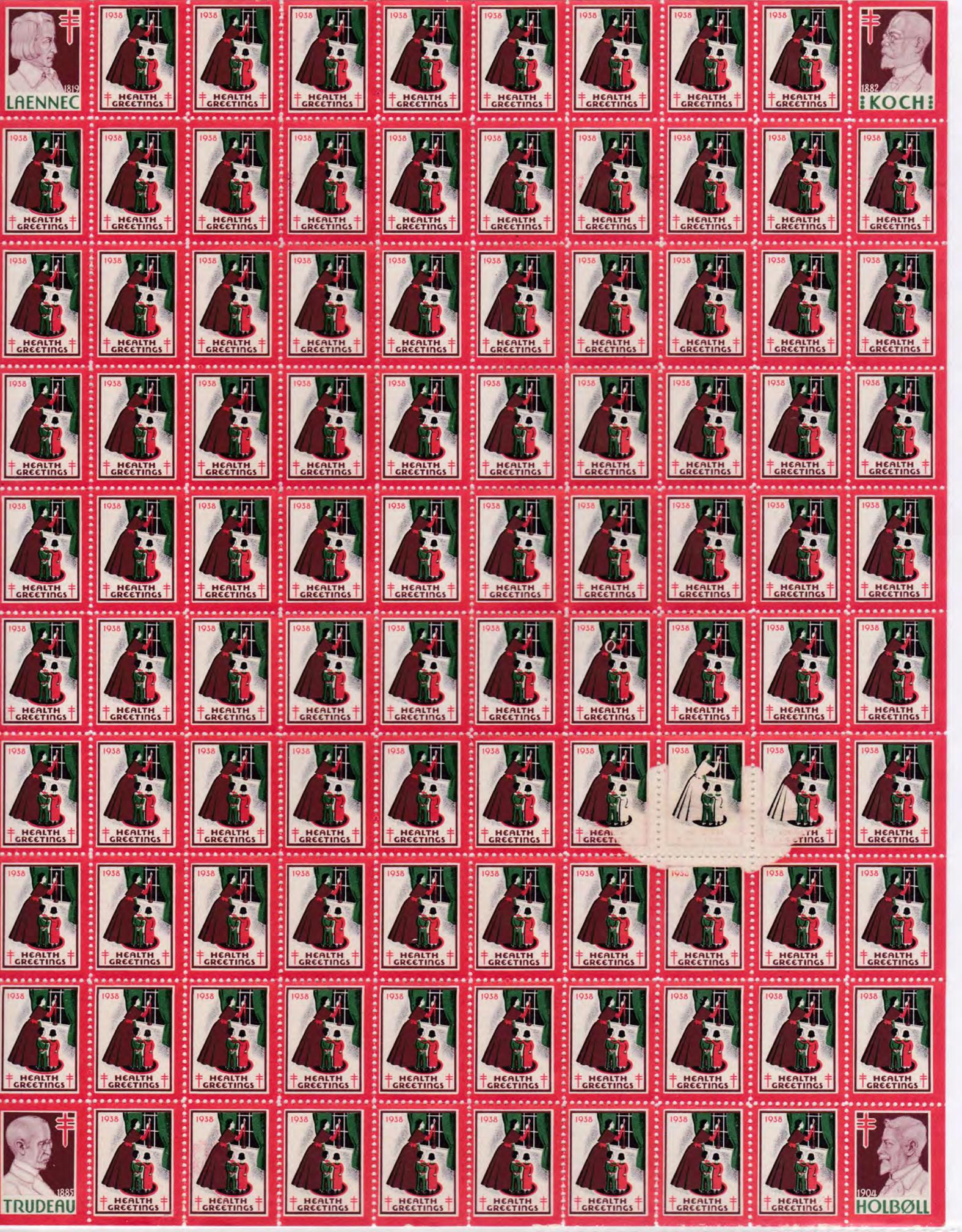
1130311

1130311



1130311

1130311



1819
LAENNEC



1827
KOCH



1855
TRUDEAU



1904
HOLBØLL

FOURTH ANNUAL CONVENTION
NATIONAL FEDERATION
OF STAMP CLUBS

HOTEL McCURDY APRIL 22, 1939
EVANSVILLE, IND. 6:30 P. M.

MENU

FRUIT COCKTAIL GRENADINE

HEARTS OF CELERY & ASSORTED OLIVES

CREAM OF ASPARAGUS GROUTONS

BROILED FILET MIGNON--MUSHROOM SAUCE

LONG BRANCH POTATOES

CAULIFLOWER POLONAISE

HOT ROLLS

COMBINATION SALAD--FRENCH DRESSING

NEAPOLITAN ICE CREAM AND CAKE

COFFEE

Music by the Jones, Hamilton and Neucks Trio

PROGRAM

Walter N. Emerson, Toastmaster

Greetings from City of Evansville - Arthur P. Eberlin, Secy. C. of C.

Response for N. F. S. C. - James W. Shaver, Regional Rep.

Introduction of Guests - Walter N. Emerson

Address - Harry L. Lindquist, Founder, N. F. S. C.

Report of Regional Business Meeting - James W. Shaver

Presentation of Ribbons - Hobart C. Brant, Ch. Exh. Comm.

Presentation of Cups - Manuel Hahn, Chmn. Board of Judges

Presentation of Chamber of Commerce Cup (Grand Award) - Arthur P. Eberlin

Announcements

Adjournment

Seals courtesy of Vanderburgh County Tuberculosis Association
Mrs. Helen Marshall, Secretary

1938 "5"
Menu & Program
printed on back

THEY MADE LANDMARKS IN THE FIGHT AGAINST TUBERCULOSIS



HE MADE SOUNDS
IN CHEST
AUDIBLE
WITH
STETHOSCOPE

France

United States



HE BUILT FIRST
SANATORIUM
IN THE
UNITED STATES



HE PROVED
TUBERCULOSIS
IS SPREAD
BY GERMS



Germany

Denmark



HE STARTED
FIRST CHRISTMAS
SEAL SALE



C.A. ALLIASON
16-Kiwassa Rd.
Saratoga Lake
N. Y.

BUY AND USE 1938 CHRISTMAS SEALS

For Trudeau

ERADICATE TUBERCULOSIS

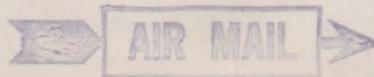


"REGISTERED"
() ## ()



FIRST DAY COVER

11/27/1938



C. L. ELLIOTT
BOX 148
MONTCLAIR, N. J.

1938 - Lithograph Cover
Grand Rapids, Mich Nov 24, 1938





Early Usage - 1938 Cover from May Rigney to Fred Bergman

From and To Hollis "LI" (Long Island NY) Nov 25, 1938 (EKU 11/18/38)

Note: May Rigney's (CS&CSS Officer) work address was NY, NY as shown on the return address back cover, Her home address was Hollis, Long Island (same as Fred Bergman). Based on the return address this was probably a business mailing to Fred Bergman which she had mailed from her home.

Christmas Postcard with Pair of 1938 Seals and Golden Gate Exposition Logo

San Francisco Calif Dec 17, 1938



1938 – “Airmail Business Reply Envelope”

(very unusual cover and application)

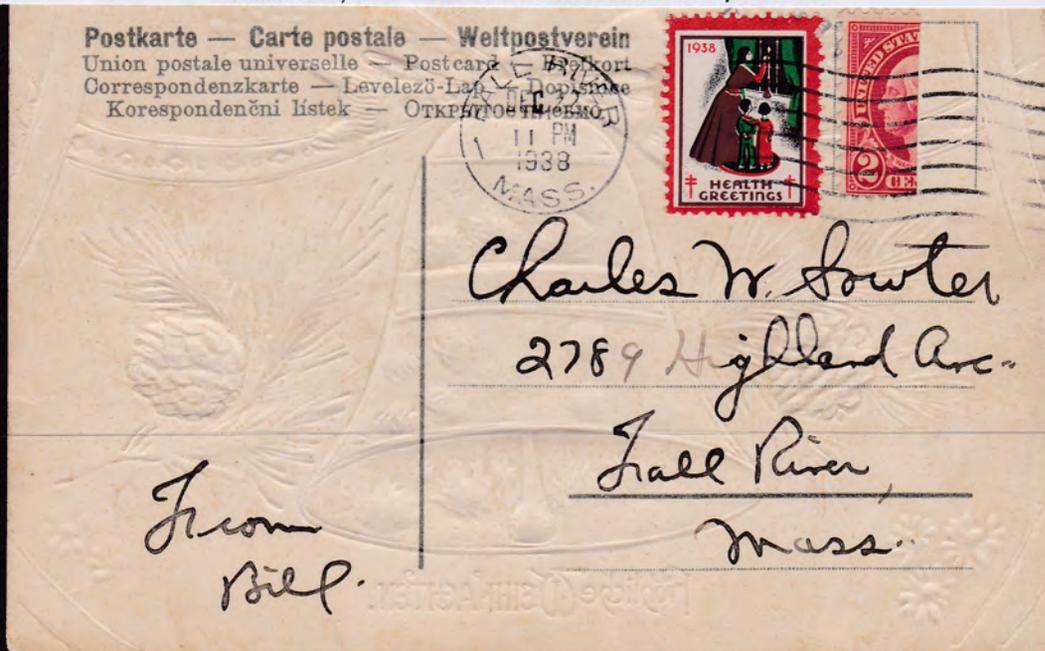
With 6 Christmas Seals including seal #91 “Portrait Seal” (Trudeau)
Boston Mass Dec 1, 1938



1938 – Unusual Postal Usage with Tied 1938 Christmas Seal

From and To Fall River, Mass Dec 22, 1938

Correct postage rate for a postcard in 1938 was one cent. The sender must have only had a two cent Postage stamp and decided **cutting it in half** would give him two one cent stamps. It worked, the Post office delivered the postcard!

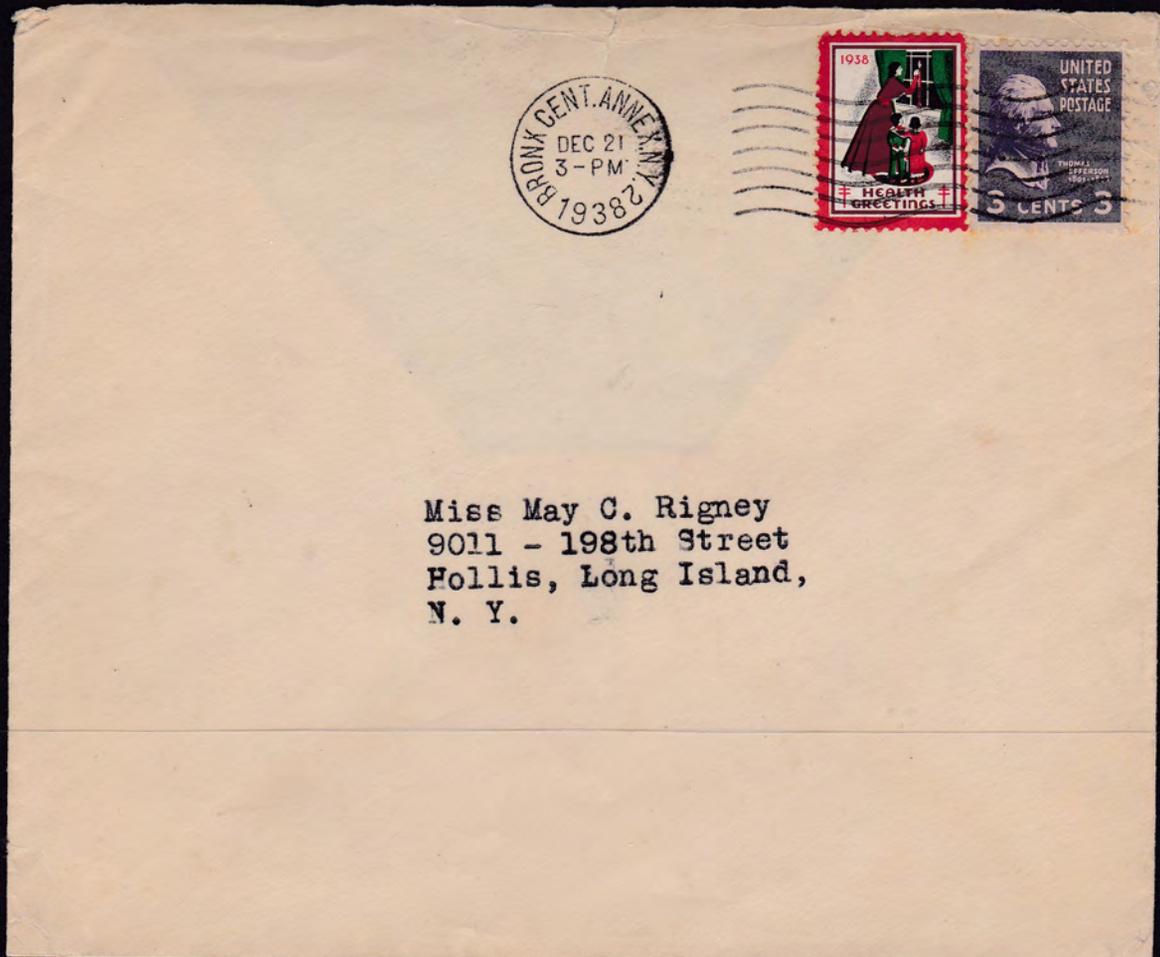


**1938 Christmas Seal Envelope Mailed to May Rigney's Home Address
9011-198th Street, Hollis, Long Island, N.Y.**

Cancel: Bronx Cent. Annex, N.Y. Dec 21, 1938

Ms. Rigney was a CS&CSS Officer and most correspondence
would have been mailed to: National TB, 50 West 50th St, NY, NY.

Oversize Envelope, missing back flap



1938 "Special Delivery" West New York, NJ Nov 24, 1938

Note: Unusual size brown envelope with 16 Seals using "Portrait Seals" (in appropriate corners) with 7 "Scott 702" Stamps and hand writing: "Thanksgiving Day".

Postal stamp on back: "Fee claimed by office of first address", West New York, NJ Nov 24.



Souvenir Sheet (or Pane) Issue

The Souvenir Sheet (or pane) was offered as an "interest developer" for the 1938 Seal Sale. NTA formed an advisory committee to participate in the development of the idea and provide an enthusiastic welcome of this printing for collectors, therefore avoiding mistakes. The committee consisted of "well-known" collectors of Christmas Seals: Mr Dorsey, F. Wheless, C. Lorenz, Miss Rigney and H. Voorhis..

Charles Gilbert only made 200 "Souvenir Sheets" according to the handwritten note he sent to F. Bergman (see: elaborate cover, handwritten NTA insert and Souvenir Sheet). It is believed Charles "serviced" collectors with his FDC creations and so made up probably more than he used. Since most "Souvenir Sheets" were sent inside envelopes, a tied example is very rare.

III. SOUVENIR SHEET (PANE)

Here is the complete story of the souvenir sheet or pane offered this year as an interest developer for the 1938 Seal Sale. When the idea was first mentioned it seemed advisable to protect ourselves against mistakes that might hamper collector interest. To avoid mistakes Mr. Newcomb had as an advisory committee the following well-known collectors of Christmas Seals and stamps: Mr. Dorsey F. Wheless, Mr. Charles Lorenz, Miss May Rigney, and Mr. Harold Voorhis, editor of a column in the Western Stamp Collector for the Christmas Seal and Charity Stamp Society. These experts participated in the development of the idea and predicted an enthusiastic welcome for such an item.



Souvenir Sheet (or Pane) Issue

Two Variations



THEY MADE LANDMARKS IN THE FIGHT AGAINST TUBERCULOSIS



HE MADE SOUNDS
IN CHEST
AUDIBLE
WITH
STETHOSCOPE

HE PROVED
TUBERCULOSIS
IS SPREAD
BY GERMS



France

Germany

United States



Denmark



HE BUILT FIRST
SANATORIUM
IN THE
UNITED STATES

HE STARTED
FIRST CHRISTMAS
SEAL SALE



Light Green
"1938" Thick
Paper:
Thin, Rough

BUY AND USE 1938 CHRISTMAS SEALS

ERADICATE TUBERCULOSIS

THEY MADE LANDMARKS IN THE FIGHT AGAINST TUBERCULOSIS



HE MADE SOUNDS
IN CHEST
AUDIBLE
WITH
STETHOSCOPE

HE PROVED
TUBERCULOSIS
IS SPREAD
BY GERMS



France

Germany

United States



Denmark



HE BUILT FIRST
SANATORIUM
IN THE
UNITED STATES

HE STARTED
FIRST CHRISTMAS
SEAL SALE



Darker Green
Print
"1938" Thin
Letters.
Paper:
Thin, Rough.

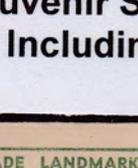
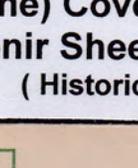
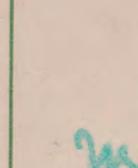
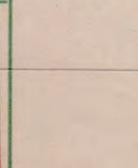
BUY AND USE 1938 CHRISTMAS SEALS

ERADICATE TUBERCULOSIS



**Souvenir Sheet (Pane) Cover Print with Seals Nov, 24, 1938
Including Souvenir Sheet and Message on 1938 insert
(Historically Important)**

THEY MADE LANDMARKS IN THE FIGHT AGAINST TUBERCULOSIS

 1882 KOCH	DR. LAENNEC IN FRANCE WITH THE STETHOSCOPE MADE SOUNDS IN CHEST AUDIBLE	 1882 KOCH
 1885 TRUDEAU	DR. TRUDEAU BUILT FIRST SANATORIUM IN THE UNITED STATES	 1938 HEALTH GREETINGS
 1904 HOLBØLL	MR. HOLBOLL IN DENMARK STARTED FIRST CHRISTMAS SEAL SALE	 1904 HOLBØLL

BUY AND USE 1938 CHRISTMAS SEALS
HELP ERADICATE TUBERCULOSIS

BURLINGHAM, N.J. NOV 24 1938

U.S. POSTAGE 1 CENT

*Mr. D. D. Bergmann
8904-196th St
Hollic. L. I.
ny*

Charles B. Gilbert

234 WOOD STREET
BURLINGTON, N. J.
FIRST DAY COVER

to

st

HEALTH GREETINGS

HEALTH GREETINGS

HEALTH GREETINGS

HEALTH GREETINGS

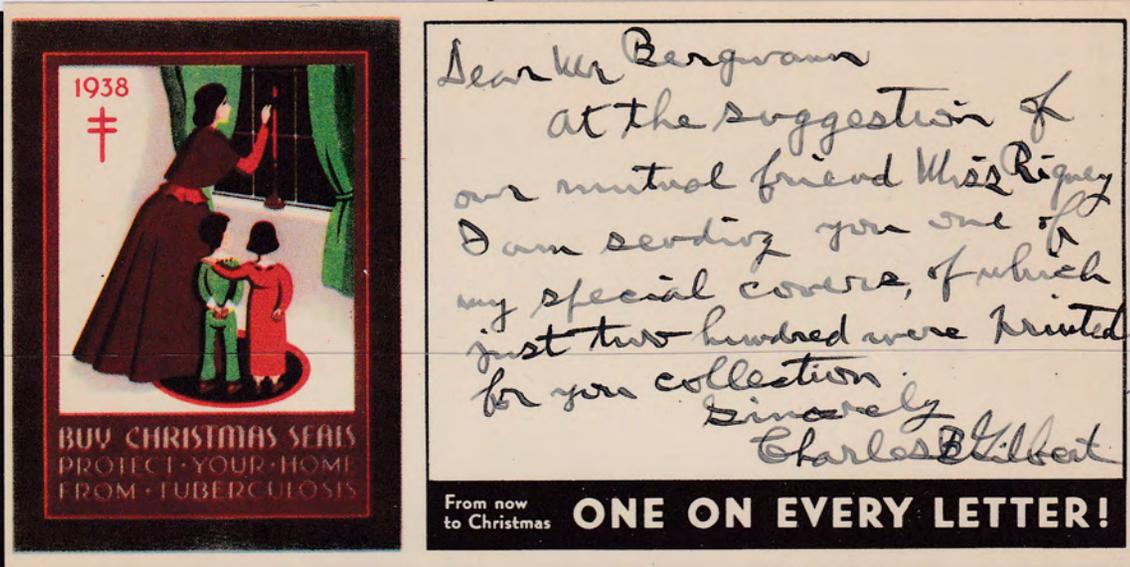


Cancelled Nov 24, 1938 (considered a Gilbert FDC for the Souvenir Sheet), Not that unusual; mailed and cancelled Nov 24 marked "first day Cover", Charles Gilbert signature stamp on the back, block of 4 on the back and additionally stamped Charles Gilbert over the block. Nice in many ways but not that unusual but,contained inside the cover, was a "package insert" from Gilbert to Bergman with the greeting:

"Dear Mr. Bergman:

At the suggestion of our mutual friend Miss Rigney I am sending you one of my special covers, of which just two hundred were printed, for your collection.

Sincerely Charles B. Gilbert"



THEY MADE LANDMARKS IN THE FIGHT AGAINST TUBERCULOSIS



France

HE MADE SOUNDS
IN CHEST
AUDIBLE
WITH
STETHOSCOPE

HE PROVED
TUBERCULOSIS
IS SPREAD
BY GERMS



Germany



United States

Denmark



HE BUILT FIRST
SANATORIUM
IN THE
UNITED STATES

HE STARTED
FIRST CHRISTMAS
SEAL SALE



BUY AND USE 1938 CHRISTMAS SEALS

ERADICATE TUBERCULOSIS

Historically important was the identification of how many Souvenir Sheets were issued.

Gilbert notes "there were only 200 made".

1938 Partial Souvenir Sheet
 Creative / Unusual Use
 Typed Cover
 From and To Hagerstown MD Dec 26, 1938

THEY MADE LANDMARKS IN THE



France



Mr. M. Berry Doub,
 R 4 Hagerstown,
 Md.

IN COMMEMORATION



Mrs. Anna M. Schneider
 3617 No. 11th St.
 Philadelphia, Pa.

Fifty Years of Health Education
 Against Tuberculosis
 IN THE UNITED STATES

First Day of Seal Sale

**Trial Color Printing
38 – 5pcp.1 (Silver)**



Color trial in Silver
and Gold.

This was an experiment (using the 1938 Red plate) to see whether we could print with silver and gold inks to get a metallized paper effect. This was not successful and the metallized seals were never offered for sale.

**Trial Color Printing
38 – 5pcp.2 (Gold)**



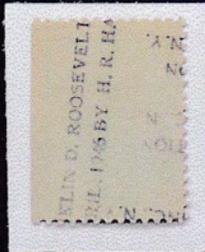
**1938 Gutter Cut from original Sheet
with Corner of Portrait Seal Group**

1938 Print and Cut Error
Very unusual Error
(possibly Printer's Waste)

Both from the Estate Collection of
Fred Bergman



ANOTHER ONE
FOR YOUR
COLLECTION/
EXHIBIT



1938 From President Roosevelt's Personal Collection

"The president collected everything that looked like a stamp. Enclosed specimen comes from the various collections or seals and posters stamps given to him by national societies."

Back of seal reads: ___ ___ "Franklin D. Roosevelt" Franklin D. Roosevelt
 ___ ___ "April, 1946 by H.R.HA" April, 1946 by H.R.Harmer

"This stamp was authenticated by HR Harmer Philatelic Auction House in circa 1946 and was auctioned with the late President Roosevelt's large stamp collection during 2 separate auctions on or about 1946. President Roosevelt's original collection items can be identified as coming from the Roosevelt collection because Harmer's placed one of a number of different rubber stamped messages on the front and/or back as they were authenticated by the auction house."

The President collected every-
thing that looked like a stamp.
Enclosed specimen comes from the
various collections of seal and
poster stamps given to him by
national societies.

Original Photograph of Baker's 1938 submitted seal entry/s

"Photographs seemed to be the process of recording entries. It was easier to file and store, no doubt. These submissions would have been one or more years in advance. For the artist, the monetary reward wasn't much, but some prestige."

"What I sent you I believe were both 1938. Unfortunately artists and year weren't recorded faithfully on each. Still, Baker's is very recognizable but having the year noted would have been nice."

Photograph and comments received from Joe Ward (Specialty Collector of 1938) in August 2015

OUTSIDE BORDER - BLACK
INSIDE BORDER - RED
BACKGROUND - TWO SHADES OF BLUE
HORSE - WHITE OUTLINED WITH BLACK
RED HARNESS AND SADDLE
FIGURE - CLAD IN GOLD ARMOR
OUTLINED WITH BLACK
WHITE SHIELD - RED INSIGNIA

BAKER - ARTIST



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Chartreuse & rated edge
Braid around picture - green
holly on blue.

Picture - lavender sky
white buildings
green trees

Figures - man - black coat &
hat
woman - black hat, ~~coat~~
& muff-
terra cotta
Blue skirt

"Merry Christmas" - tan on bro
1938 Baker - same figures as
ON PREVIOUS PAGE IN DENUNES BOOK
Houses similar to '35, unusual for
effort he gave the frame, cro
2. as Baker's other '38s



Merry Christmas

1938 Photo Essay

Per Joe Ward: "Very possibly by John W. Evans (1855-1943)
Artist for 1927, 1928, 1930 and 1931 issued seals"

Crayon sketch.

Border - white

Lettering - white

Sky - upper sky green

lower sky - red

Building on left - blue w. white roof

Ground - white

hoxac - brown

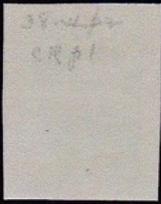
Carriage - blue + black

man -

dressed in brown with orange scarf.



38 - 4p2



38 - 4p2 (?)
Handwritten note on back:
"38 - 4p2" crossed off and then written: "CRp1"
No Gum, Simulated P13 ½ (38-4p2 listed with smooth gum)
From estate seal collection of F. Bergman,
close friend of Ms. Rigney, Gilbert and Lorenz
during the 30's and 40's, they shared unusual seal items.
What does "CRp1" mean? Was this one of those "unusual" items?1

Very Early Usage of 1938 "Souvenir Sheet" Nov.23,1938

(EKU If accepted)

This cover, postmarked Nov 23, 1938 sent to Charles Hull, Brooklyn NY, was one day ahead of the mass mailing of the NTA "Souvenir Sheet" FDC. **Sent by Ms.Rigney** (return address of Ms.Rigney, NY NTA Office), enclosed in the envelope was the 1938 Souvenir Sheet. Cover and Souvenir Sheet were found together in the estate collection of F. Bergman (Bergman a good friend of Ms. Rigney, Gilbert and Lorenz all of which were instrumental in developing and distributing the Souvenir Sheet.).

THEY MADE LANDMARKS IN THE FIGHT AGAINST TUBERCULOSIS



France

HE MADE SOUNDS
IN CHEST
AUDIBLE
WITH
STETHOSCOPE

HE PROVED
TUBERCULOSIS
IS SPREAD
BY GERMS



Germany



BUY /

Mr Charles E. Hull
2042 Bedford Ave
Brooklyn N.Y.

been photoreimarily pre
"patched" into your regul

INSTRUCTIONS



FIRST. Type Mimeograph half-inch into the space re

SECOND. through cell cardboard, around the around inset

THIRD. Cut Mimeograph date the ac

FOURTH. Inset, shiny illustration f

FIFTH. Cementing edges all around cemented overlapping Allow at least Mimeograph for Mimeograph

MIMEOGRAPH PRODUCT
A. B. DICK COMPANY
 CHICAGO
 9299
 TRADE MARKS OF A. B. DICK COMPANY



1938
 1/2 Mimeograph Sheet
 5 National Seals & 3 Local Seals(?)

Note: Backing is 1/2 page of the "Mimeograph" instructions and use..