

The 1938 U. S. Christmas Seal

• Synopsis

The 1938 U.S. Christmas seal exhibit is the definitive collection and study of this issue. It includes one of a kind and rare items from Dick Green (originator of Green's Catalog of TB Seals), the records and collection of the National Tuberculosis Association via Charles Lorenz, material from the defunct NTA Collectors Service and dealers active decades ago.

The material is laid out in sequence from conception (photographic essays) to the unusual number of designers (three) right on through the essay, proof and production process by the Negative Maker and regular printers. Each printers material is defined and their usages shown. Due to color, perforation variations and plating techniques every seal on card or cover can be assigned the proper printer and even to its position in a sheet of 100 seals.

The connection to philately, proper usage tied to card or cover, is examined by means of the various rates and methods of mail employed. This includes examples of very difficult to acquire combination rates and unusual destinations. In addition First Day covers and the two known postage meter slogans are represented with the usages. Highlights of the postal history include a unique essay usage and uncommon imperforate (proof) usages.

The difficulty finding proper usage of Christmas seals cannot be overstated. While seals were available for 1¢ apiece and were sold in the millions, most weren't used. The window for proper usage was only from Thanksgiving to New Years day and the majority were used on the back of Christmas greetings which meant even fewer were cancelled on or saved beyond the season. This also means that 1¢ post card, 1½¢ 3rd class and 3¢ 1st class rates are the typical but still rare find.

The promotional items selected help show the development and exposure of the design and the process of the seal sales campaign. There is no question this was big and important business six weeks every year.

The best reference aid is the Green's Catalog of the Tuberculosis Seals of the World, Part 1, U.S. National Seals; 1997 edition and other publications of the Christmas Seal and Charity Stamp Society including *Seal News*, their official organ.

Joseph D. Ward Jr.

· The 1938 U.S. Christmas Seal ·

The 1938 issue was the thirty-second U.S. Christmas seal and was printed by four companies with a special printing by a fifth:

- Eureka Specialty Printing Co., Scranton, PA.
- Strobridge Lithography Co., Cincinnati, OH.
- Edwards and Deutsch Lithographing Co., Chicago, IL.
- United States Printing and Lithographing Co., Brooklyn, NY.

Special printing by · Commandy-Roth Co., New York, NY.

Each sheet of 100 seals, 10 by 10, has four corner 'portrait' seals. These portrait seals are of men famous for their contributions to the eradication of tuberculosis;

Dr. Rene Laennec of France invented the stethoscope in 1819

Dr. Robert Koch of Germany discovered tubercle bacillus and proved it a disease

Dr. Edward Trudeau of the U.S. established the first TB sanatorium in this country

Einar Holboll of Denmark conceived the idea of the TB Christmas seal in 1904

Three artists combined their talents to develop the 1938 seals;

Lloyd Coe designed the regular seals

I. Edward Mansfield designed the four portrait seals

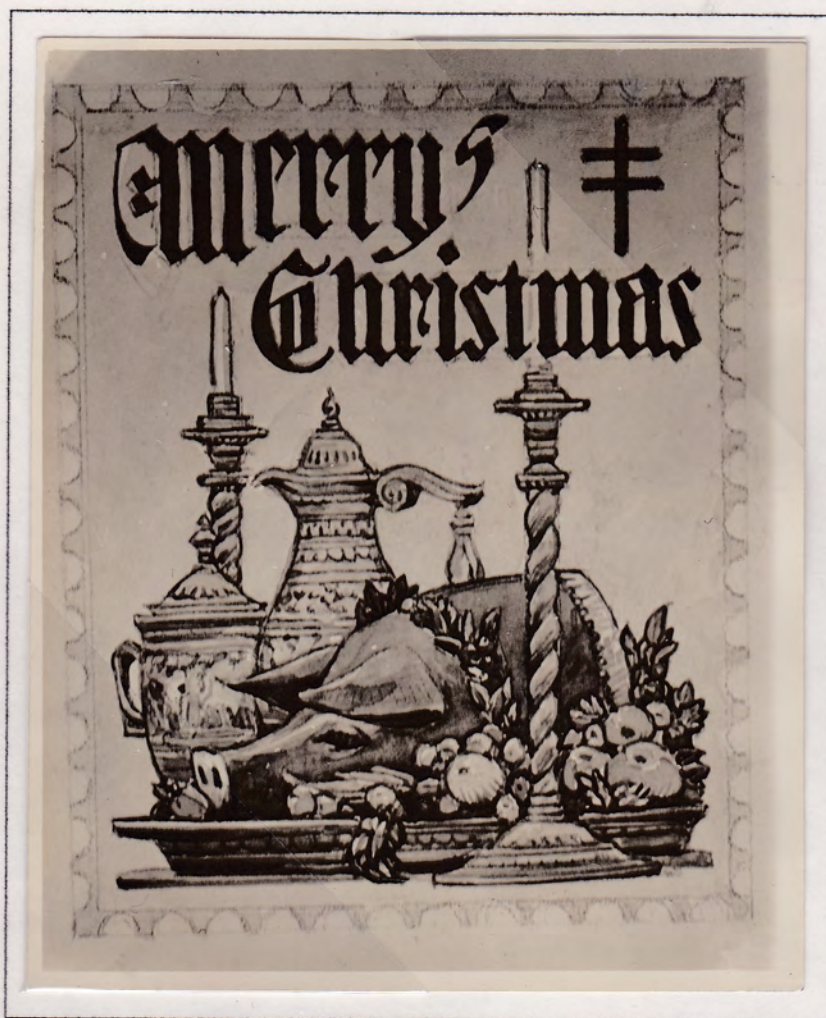
Earl Hoffman designed the lettering used

Traditional first day of sale was Thanksgiving Day but seals were commonly in the hands of the public before that date. The National TB Association realized \$5,239,525 from sales this year.

Two methods of perforating and two combinations of perforation size were employed. The Negative Maker, or producer of the printing plates used, was United States Printing and Lithographing Co. and all regularly issued seals were offset printings.



Photographic Essays



Proposed 1938 seal design by Ernest Hamlin Baker
Note no date was included, this was unusual for a Baker design

Photographic essays are black and white photographs of artists sketches. The following were proposed designs for the 1938 Christmas seal and were submitted to the NTA Christmas seal advisory board for selection and continuing approval.

These pictures were made for National Office use and seldom are more than one of each found. Information about the colors used was recorded on the reverse of each photograph. The essays employed several art mediums; pencil, inks, tempa paints, pastel chalk and even crayon.

Photographic Essays



Left: Ernest Hamlin Baker
Medium: tempra paint

Below: Ernest Hamlin Baker
Medium: tempra paint



Photographic Essays

Right: Ernest Hamlin Baker
Medium: temptra paint

Below: Ernest Hamlin Baker
Medium: temptra paint



Photographic Essays

Right: Artist unknown
Medium: tempura paint

Below: Artist unknown
Medium: tempura and ink



Designers



Card signed by Lloyd Coe,
designer of the regular seal.

A collector created card with the four corner blocks of four signed as a favor by Lloyd Coe. He states he hasn't been connected with the Art School for three years in a hand written note on the back.



Designed by Mr. Lloyd Coe.
Teacher of Color Theory and
Applied Art at the Metropol-
itan Art School of New York.

Singed Lynd Coe

Designers



'Merry Christmas, Lloyd Coe', signed on imperforate block of 25.
Mr. Coe also did the art for the 1946 U.S. Christmas Seal.

Designers

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

BUY AND USE 1938 CHRISTMAS SEALS

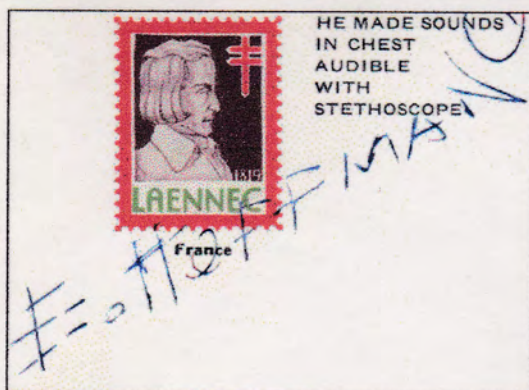
ERADICATE TUBERCULOSIS



The signatures of the three designers responsible for the 1938 Christmas seals.

Top: **Lloyd Coe** on special printing souvenir pane, Mr. Coe designed and did the artwork for the regular seal.

I. **Edward Mansfield** on card, (one of only 15 made), Mr. Mansfield designed and did the artwork on the four corner portrait seals.



Bottom: **E. Hoffman** - a detail from signed pane, Mr. Earl Hoffman designed the lettering and frame used on the portrait seals. He signed precious few items and his signature on 1938 seal material is extremely difficult to acquire.

Essays

For unissued deluxe seal

Line perforated 14



Tete beche pane



Tete beche imperforate pane
One of only several examples known.

Essays



Tete beche pane with colors transposed



Pane of one on silver paper

These large essays, dated 1936, were designs for a 'deluxe' seal that wasn't released. A deluxe seal was a special item printed in limited numbers and sold at a premium.

The square rug and diamond shaped window panes are some noticeable differences from the issued seals.

The tete beche pane with red border and red double-barred cross on white paper (previous page) was printed in the greatest number.

Essays



Stage 1



Stage 2



Stage 3



Stage 4

Essays



Progressive color single die proofs produced by the Negative Maker, the maker of the printing plates. Negative Maker proofs are produced in very limited numbers. They were used by the NTA for design approval and models for requested changes during the development phase of seal production.



A negative image of the 'deluxe' seal essay. This is from the files of the NTA, via Lorenz, but purpose is unknown.

Essay Usage



Top: Unofficial First Day cachet, produced from Style B electrotypes (see #25 on Sales Supplies List)

Bottom: Official First Day cachet made from altered (caption removed) Style D electrotypes

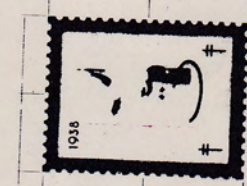
• Official First Day postmark November 24, 1938 at Santa Claus, Indiana •

Extremely unusual Christmas seal postal history made by Charles Lorenz, NTA National Office employee. The two covers have elements found in four separate categories of this exhibit:

1. Essay, the enlarged design for unissued deluxe seal.
2. USP&L Usage, National Office sent small, select group a card containing a proof and essay.
3. First Day Covers, officially from Santa Claus, IN., postmarked November 24, 1938.
4. Publicity, cachets both made from electrotypes sold by the NTA for seal sale promotion.

Experimental trial color proof, with simulated perforation 14 on the last four seals. Only the central seal has the accepted color arrangement. The handwritten date, Oct. 28, 1937, and the 1936 dated 'deluxe' essays demonstrate that the NTA had been working with this design for two or three years prior to its release as the 1938 Christmas seal.

Experimental Proofs. Oct 28-1937



Negative Maker Proofs

Lithographed

The known die proofs of 1938



Simulated perforation 13½
Heavy, smooth surfaced, gummed paper

The Negative Maker was a printer hired to make the printing plates that were distributed to the seal printers. The Negative Maker was not always a printer that made seals but this years it was USP&L, a regular printer also. Test printings from these original single dies and plates are Negative Maker Proofs. In sheet form they are easily identified by over-wide margins. If found as a single seal they usually have a unique perforation size.

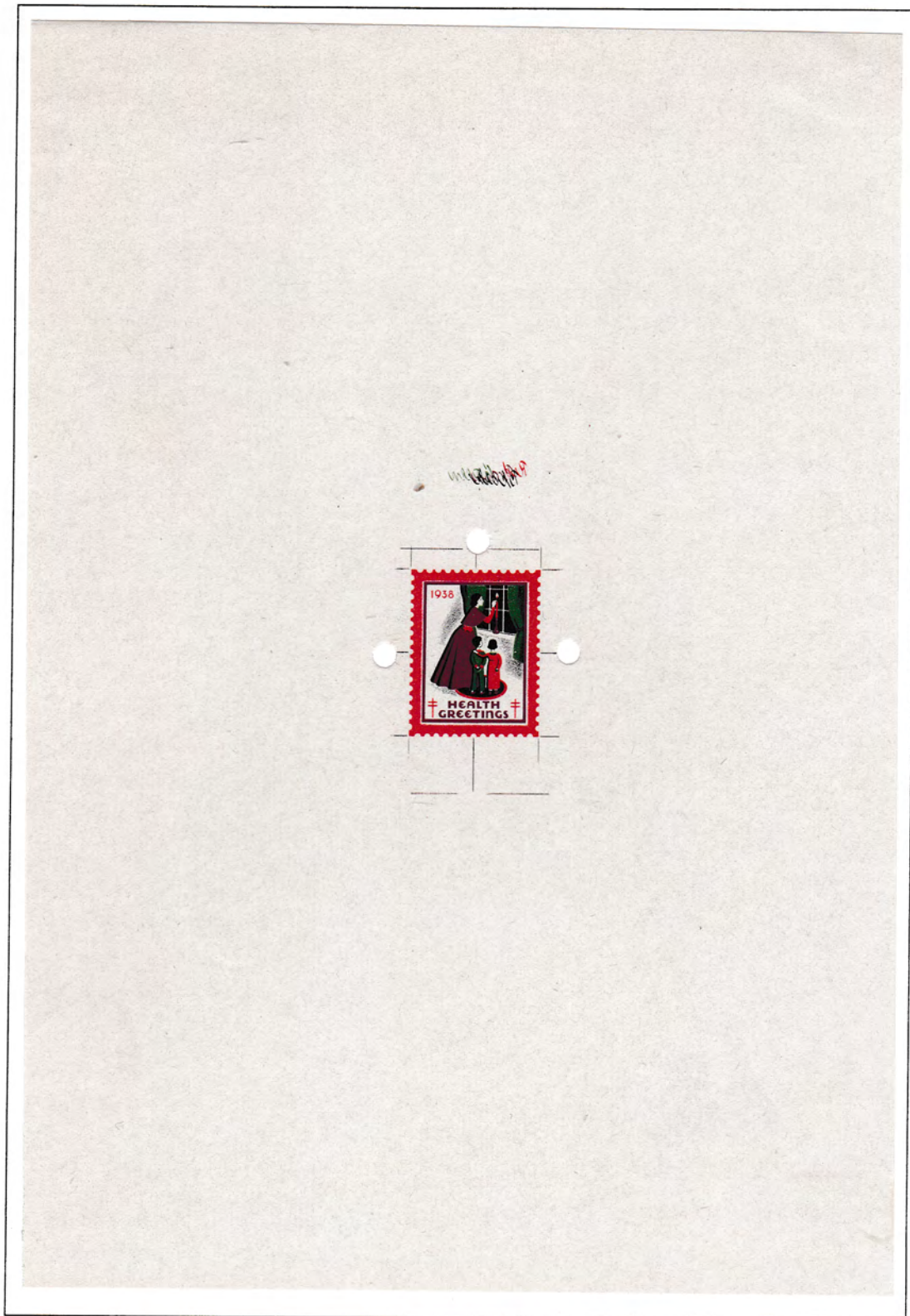
Negative Maker Proofs



Single die proof, simulated perforation 13½
Regular ungummed and unwatermarked paper

This same die proof was used as the Stationary Letterhead proof but was printed on watermarked paper, see Publicity section about letterheads.

Negative Maker Proofs



Single die proof on coated, gummed paper with guide lines present and punched holes

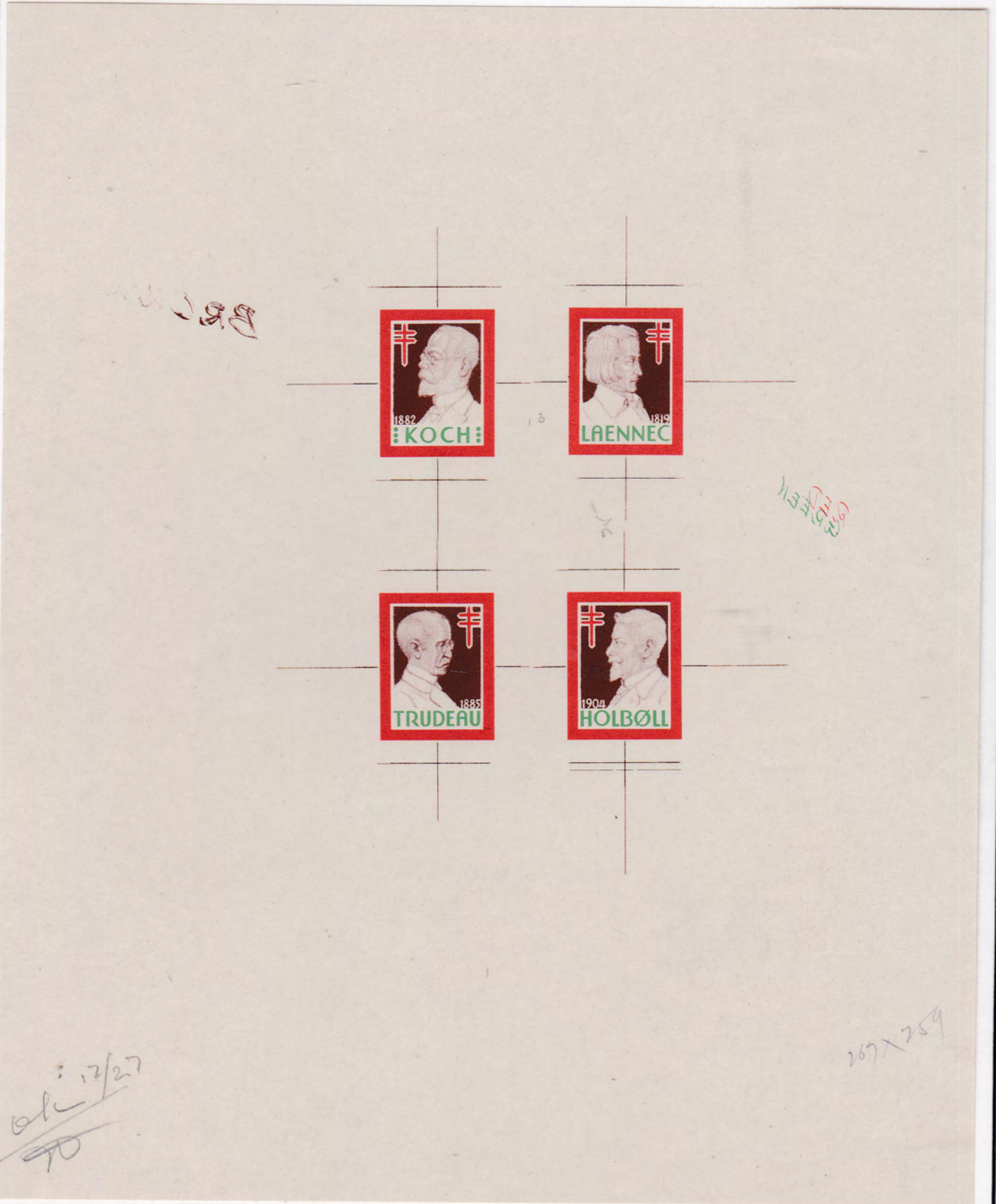
Negative Maker Proofs



Second proofing of single die
Slightly different register of colors and different holes

Negative Maker Proofs

Proof of four portrait seals, accepted design and colors, on coated, gummed paper



Negative Maker Proofs



Negative Maker proof from an imperforate, wide margin sheet.
Very white paper and no printers mark present.



From a sheet with printers mark and additional guide lines added.



Negative Maker proof, perforation 12, on very white paper.
No printers mark present and over-wide side margins.

Negative Maker Proofs



Negative Maker proof, perforation 12, on regular gummed paper. No printers mark on this sheet and over-wide margins top and bottom.



This NM proof position shows a constant plate flaw • White star in window • on seal #60. A small flaw found on all printers sheets due to its inclusion on the Negative Makers plate.

perf 11½ by 12



Trial perforation on yellow paper

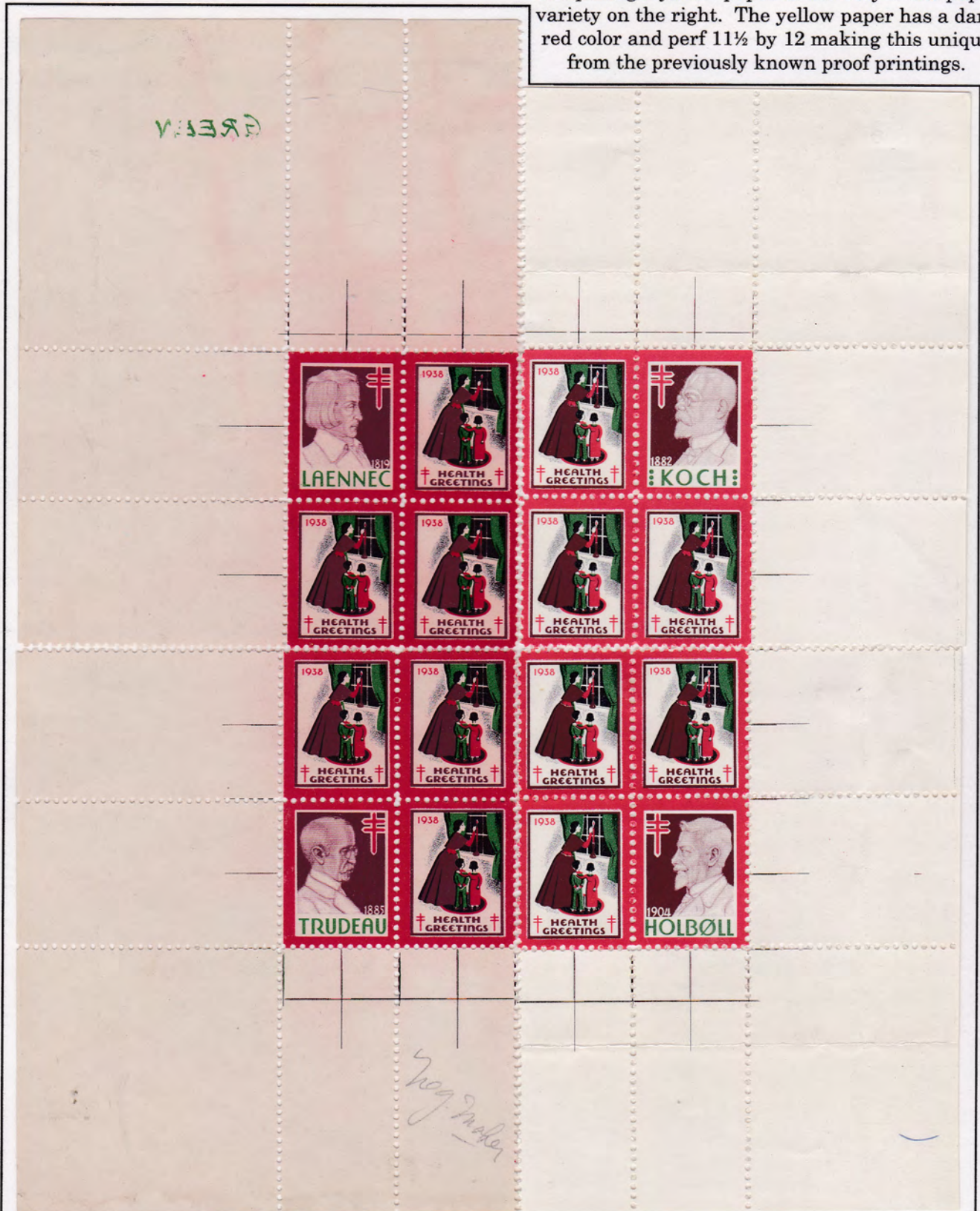
perf 11½ by 11½



Trial perforation on white paper

Negative Maker Proofs

Comparing a yellow paper to the very white paper variety on the right. The yellow paper has a dark red color and perf 11½ by 12 making this unique from the previously known proof printings.

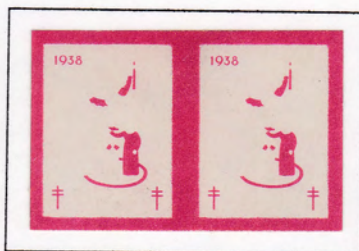


Negative Maker Proofs

Progressive color proofs • set of 7



Brown plate



Red plate
• dark red •



Brown + Red



Green plate



Brown and Red + Green



Black plate



Complete design

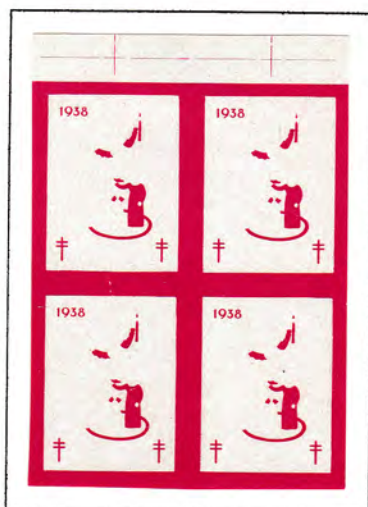
Imperforate proof set before the refinement of
the red color to an accepted lighter shade.

Negative Maker Proofs

Progressive color proofs • set of 5



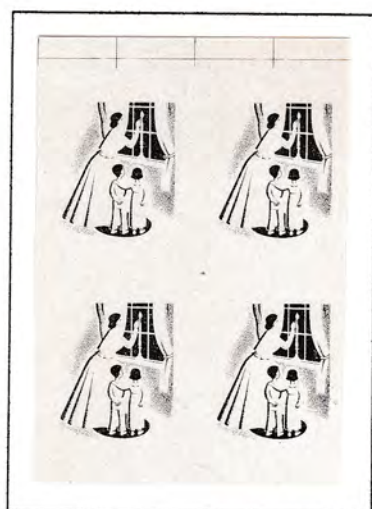
Brown plate



Red plate
• light red •



Green plate



Black plate



Complete design

Imperforate proof set of 5 after the red color had been changed.
This is the same shade of red that is used in seal production by
the United States Printing and Lithographing Company.

Eureka Specialty Printing Co.

All comb perforation 12½ by 12



Printers mark on seal #56 is a brown 'E' under right cross.

Eureka Proofs

Progressive color proofs • set of 7



Brown plate



Red plate



Brown + Red



Green plate



Brown and
Red + Green



Black plate



Complete design

Progressive color proofs are printings of the color plates, individually and in combination. Placed in sequence they illustrate how all colors registered together make the complete design.

Eureka Proof



Imperforates from each printer are considered proofs because of the incomplete nature. These deliberately lack perforations and originate from uncut press sheets of 1600 seals.



Seal #91 • Normal size head

Constant Plate Flaws



Constant flaw • small head

A constant flaw is a mark or imperfection that re-occurs during a printing. Most will develop at the printer because of an injury to the plate or rubber offset blanket. Some may be on every printers plates due to a Negative Maker plate flaw. There is such a large number of these flaws known, (and more to be discovered), that only a few obvious examples from each printer will be exhibited.

Random Flaws



Light inking of
black



Green and black
offset



Misregistered
colors



Misregistered
colors

Eureka Comb Perforation

Eureka was the only printer to employ a comb perforation. The Eureka Comb Perforator would perforate two rows of seals in one operation. If misaligned, errors would result clearly showing its mechanical operation.



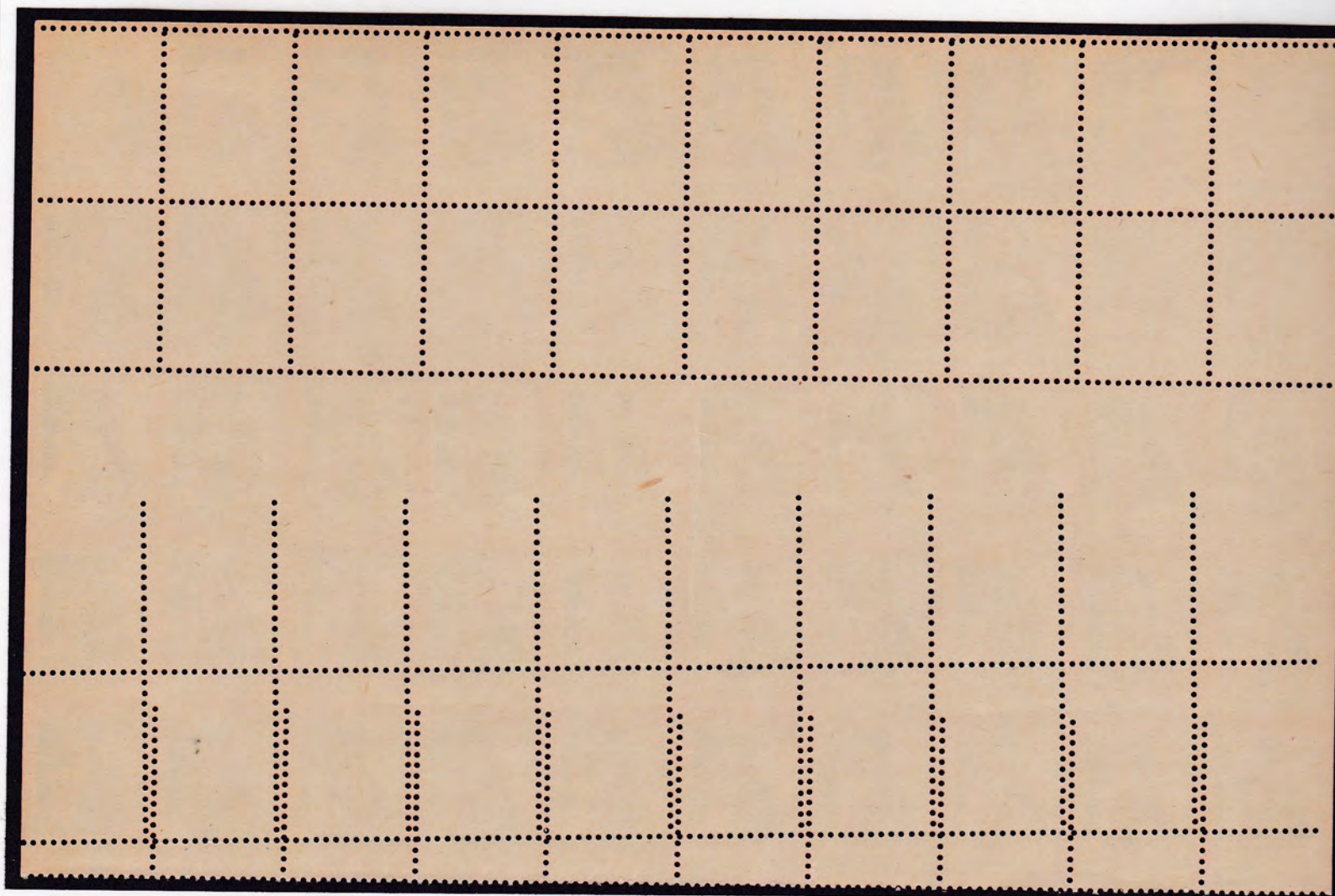
Slight comb perf shift



Drastic comb perf shift



Misaligned and doubled



Eureka Usage



1¢ postcard rate



3¢ first class rate • overpayment of 1¢

Eureka Usage



1½¢ third class rate • Puerto Rican usage



3¢ first class rate from Puerto Rico

Elmer R. Long
203 Market Street
Harrisburg, Penna.

REGISTERED

No 10053

Mace A. Harris,
36 W. Duval St.,
Jacksonville, Fla.

REGISTERED

U.S. POSTAGE
THREE CENTS
CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION
1935-SAN DIEGO-1935

U.S. POSTAGE
THREE CENTS
CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION
1935-SAN DIEGO-1935

U.S. POSTAGE
ONE CENT
UNITED STATES POSTAGE

JACKSONVILLE FLA.
DEC 18 1938
REGISTERED

JACKSONVILLE FLA.
DEC 18 1938
REGISTERED

U.S. POSTAGE
THREE CENTS
HEALTHY GREETINGS

U.S. POSTAGE
THREE CENTS
HEALTHY GREETINGS

U.S. POSTAGE
THREE CENTS
HEALTHY GREETINGS

21410

Registered mail usage • 3¢ first class and 15¢ registry

Strobridge Lithograph Co.

All line perforated 12½



Printers mark on seal #56 is a brown 'S' under right cross

Errors



Green and black missing



Strip of 4 • Horizontal pair imperforate between

Constant Plate Flaw



Seal #58
Period after date

Strobridge Random Flaws



Portrait block • normal



Portrait block • Green doubled
this shows up best on 'Trudeau'

The example at above right did not go through the inking process twice. However, it did get a second impression of green ink as the paper 'stuttered' while being pulled through the printer.



Green and black
have shifted up
• girls head off body •

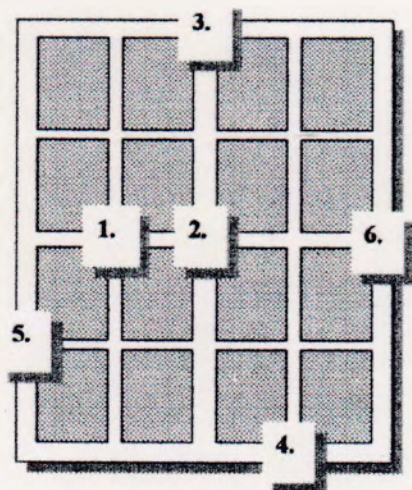


Unprinted spot in
girls hair



Green and black
offset

Strobridge Proofs



The Strobridge press sheet of 1600 seals has one wide vertical gutter dividing the sheet. A slightly larger than normal gutter divides the sheet horizontally.

The other gutters are of a narrow variety. The outside margins have register marks all around and other markings at the gutters which indicate how the sheet was to be separated into 16 panes of 100 seals.

The legend at left corresponds with the numbers given each piece exhibited, which display every possible gutter combination.



1. Imperforate cross gutter block showing the wide $4\frac{1}{4}$ mm horizontal and narrow 4mm vertical gutters.

Strobridge Proofs



2. Cross gutter block that shows the wide $4\frac{1}{4}$ mm horizontal and wide $5\frac{1}{2}$ mm vertical gutters.
 Printers mark seal is at the upper left hand of this piece.

Strobridge Proofs



3. Wide vertical gutter with top margin markings.
The red in margin defines where the sheet is to be cut.



4. Narrow 4mm vertical gutter with bottom
margin markings.

Strobridge Proofs



5. Narrow 3½mm horizontal gutter with example of left margin.



6. Wide 4¼mm horizontal gutter with right margin.

Constant Plate Flaw from Proof



Position piece from press sheet that shows the constant plate flaw on seal #58
• period after date •

Strobridge Trial Printings

The experimental printing using the red color plate with silver and gold ink was an attempt to create the effect of metalized or foil paper. The idea was to make a low cost 'deluxe' item to be sold at an inflated price. Two sheets of 1600 seals were printed, one in silver and the other in gold. Neither color variation was taken to a completed design.



Red plate in silver ink



Red plate in gold ink



Composites showing how the completed designs may have looked.

Trial printings of the four color plates using the normal colors

Strobridge Co. also tested the plates using the regular production colors with the proper plates. This is unusual only because print trials were seldom saved.



Red plate in red ink



Black plate in black ink



Green plate in green ink



Brown plate in brown ink



Black and Green combined

Strobridge Usage



1¢ postcard rate



1¢ first class drop letter rate that applied at non-carrier post offices.
This unusual rate usage paid the first ounce at post offices so small
as not to have home mail delivery.

Strobridge Usage



1½¢ third class rate



3¢ first class rate

Strobridge Usage



6c domestic air mail rate • printers mark seal upper right hand position

Imperforates properly used on cover are uncommon but this begins to happen more often in the 1930s, when imperforates were offered for sale by the NTA collectors service.

Most found for 1938 have been 'U' but flaws unique to only seal #67 of 'S' is found on this item - making this quite a remarkable find.



Imperforated pair used on 3c first class cover

Strobridge Usage



Registered mail usage with very uncommon franking to a foreign destination.

1. 15¢ registry
2. 6¢ domestic air mail from Oklahoma City to New York
3. 2¢ additional fee to go international by surface mail

The route is traced clearly by the markings applied at each postal facility that handled this mail; Oklahoma City, OK to New York, NY receiving to New York, NY foreign mail to Birmingham, England to its destination at Sutton Coldfield, England.



Edwards and Deutsch Lithographing Co.

All line perforated 12½



Printers mark on seal #56 is a brown 'D' above right cross

Errors



Imperforate and perforate combination



Imperforate pair with perforations across the bottom



Green and black colors inverted

These errors escaped detection and were released to the public.

Constant Plate Flaws



Seal #9 • Brown spot on girls robe



Seal #42 • Black spot below curtain



Seal #65 • Short 1 in date

Edwards and Deutsch Random Flaw



Broken pins resulting in
large perforation skip

Proof



Imperforate cross gutter block that shows the normal 3½mm horizontal
and the wide 7mm vertical gutters.

Identifying flaw • Brown dot in bottom white frame line • seal #99
This flaw is unique to Edwards and Deutsch printings, look to left of Holboll seal.

Edwards and Deutsch Usage



1¢ postcard rate on U.S. Postal Card, mailed under cover from the Superintendent of Mails, Lawrence, KS.



1¢ postcard rate

Edwards and Deutsch Usage



2¢ drop letter rate of Greeting card envelope which probably qualified for 1½¢ third class rate.



3¢ first class • Altered corner advertisement cover with two portrait seals attached when *any* used on cover are hard to acquire. This probably could have utilized the 2¢ drop rate but to qualify for the 2¢ rate required the mail be deposited at a post office - something few were aware of or were willing to do.

Edwards and Deutsch Usage



3¢ first class • Addressed to Dick Green, creator of the Green's TB Seals catalogs of the United States and World.



3¢ first class • 1938 booth envelope used to hold seals sold by volunteers. These envelopes primary purpose was not for mail so few are found used.

Edwards and Deutsch Imperforate Usage



Three examples of imperforate seals used commercially, rather, between collectors but not generated for the collecting public. It was just fortune that what was found happened to be a single imperforate use, a pair of imperforates and a block of four imperforate. The block has the added distinction of the desirable Dec. 25th, Santa Claus, IN cancel on a nicely done private cachet.

United States Printing and Lithographing Co.

Proof

All line perforated 12½



Printers mark on seal #56 is a brown 'U' above right cross



Imperforate block

Errors



Vertical strip
imperforate
horizontally



Horizontal pair
imperforate vertically



Green and black
missing

These errors were
not detected at the
printer then found
by the public.



Front



Reverse

A printing on white, ungummed, interlining paper. This paper was used between gummed sheets in the printing process. It may have been used to proof the presses or was accidentally printed upon.

USP&L Constant Plate Flaws



Seal #32 • Figure 8
is solid with color



Seal #36 • Broken
bottom frame line



Seal #60 • White
spot on back of dress

Random Flaws



Red and brown shift



Brown doubled



Colors weak and shifted



USP&L Usage



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 Holbøl, 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



1819

mail as an added gift with Christmas Seals. A simple inexpensive marker is offered this year for the first time.

Corner Seals for 1938

Corner Seals are a part of the educational work of the Christmas Seal Sale. This year they are portraits of four men who have played important roles in bringing tuberculosis under control throughout the world. The publicity for the campaign will be largely developed around the historic contributions of these men, at the same time bringing strong emphasis on the family group of the nineteenth century — its health habits as con-

trasted with present day teachings.

Consultation Service

Was inaugurated in 1937 and is available to every affiliated association that will answer the questions in a simple questionnaire, furnished upon request. The questionnaire and all correspondence are cleared through the state office and local chairmen should correspond with their state office with regard to the application forms necessary. Here is a simple way to find out whether you are conducting your seal sale as well as possible and if you are tapping the maximum resources in the territory.



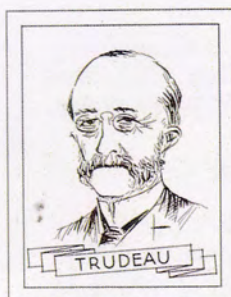
1882

PROTECT

**YOUR HOME FROM
TUBERCULOSIS**



BUY CHRISTMAS SEALS



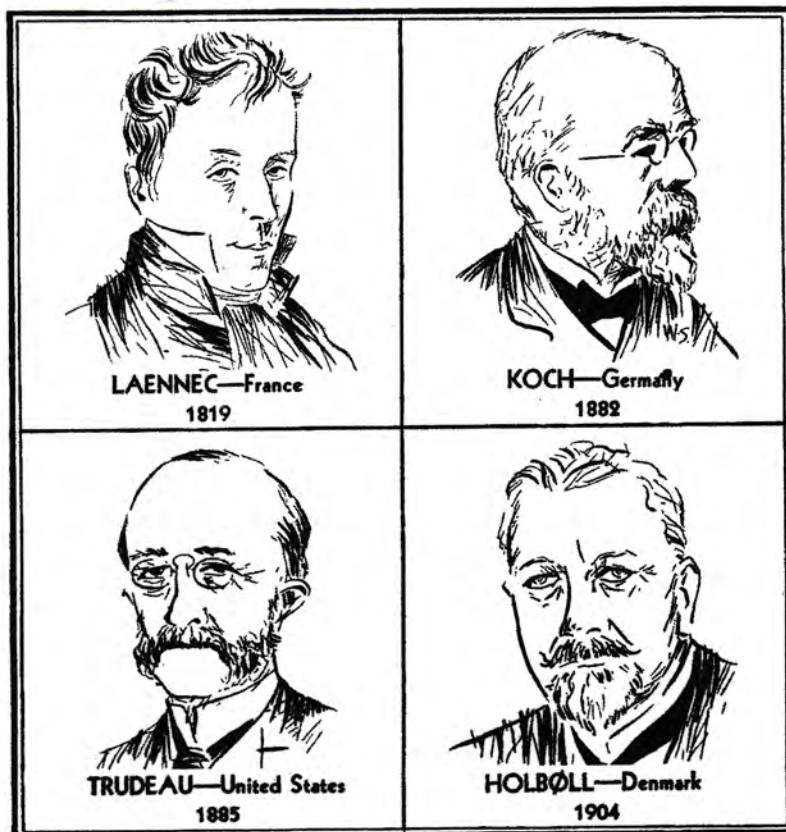
1885



1904

Publicity

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 Holboll (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.

The portraits were also used as electros for advertisements. The NTA distributed their own sheet of black and white electros but the example above was produced by the Western Newspaper Union in a sheet measuring 24 by 19 inches containing 18 different inserts of various newspaper column proportions.

Publicity



Sepia print

Next page; Eleanor Roosevelt and models for a 1938 publicity photograph, the woman; Miss Juliet Lord, the boy; Steven Lord (age 5) and the girl; Gay Hilliard (age 5) all from Louisville, KY.

Promotional photographs of the artist's models posing for the 1938 seal. These were part of the publicity kit provided to local TB associations and affiliates by the National Office.



Dark gray-brown print

857



↓

Publicity



Newspaper poster electrotpe of two column width.
Electros were sold to the local TB affiliates who then supplied
them to local newspapers for donated advertising space.

Publicity

CHRISTMAS SEALS



**Help to Protect
Your Home from
Tuberculosis**

Above: Unused return envelope

Right: Postal card reminder

These are two examples of electros used by associations on items they locally produced. There are scores of these custom printed products to be found.

Before
you
forget —

Today is a good day
to mail that check for
CHRISTMAS SEALS



to the
Nassau County Tuberculosis and
Public Health Association, Inc.
1565 Franklin Avenue
Mineola, New York

O. A. Campbell
Treasurer



Courtesy Manhattan Life Ins. Co.

Publicity



Initially thought to be an NTA product this small envelope was made by Montgomery Ward Company of Chicago, IL., and used as a price tag for their seasonal window displays.



The 1938 booth envelope was used to hold seals sold by volunteers.
The period of use extends from 1907 to 1959

Publicity



The first national issue bookmark.
Folded type with text inside



Local organization issue made
from blank sold by NTA.

Publicity



Christmas Seals
Help Protect
Your Home
from
Tuberculosis

Shop and mail early



Put health first
on your calendar

DECEMBER, 1938						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Buy and Use
Christmas Seals

Ink Blotter
 These exist for 1913 - 1956

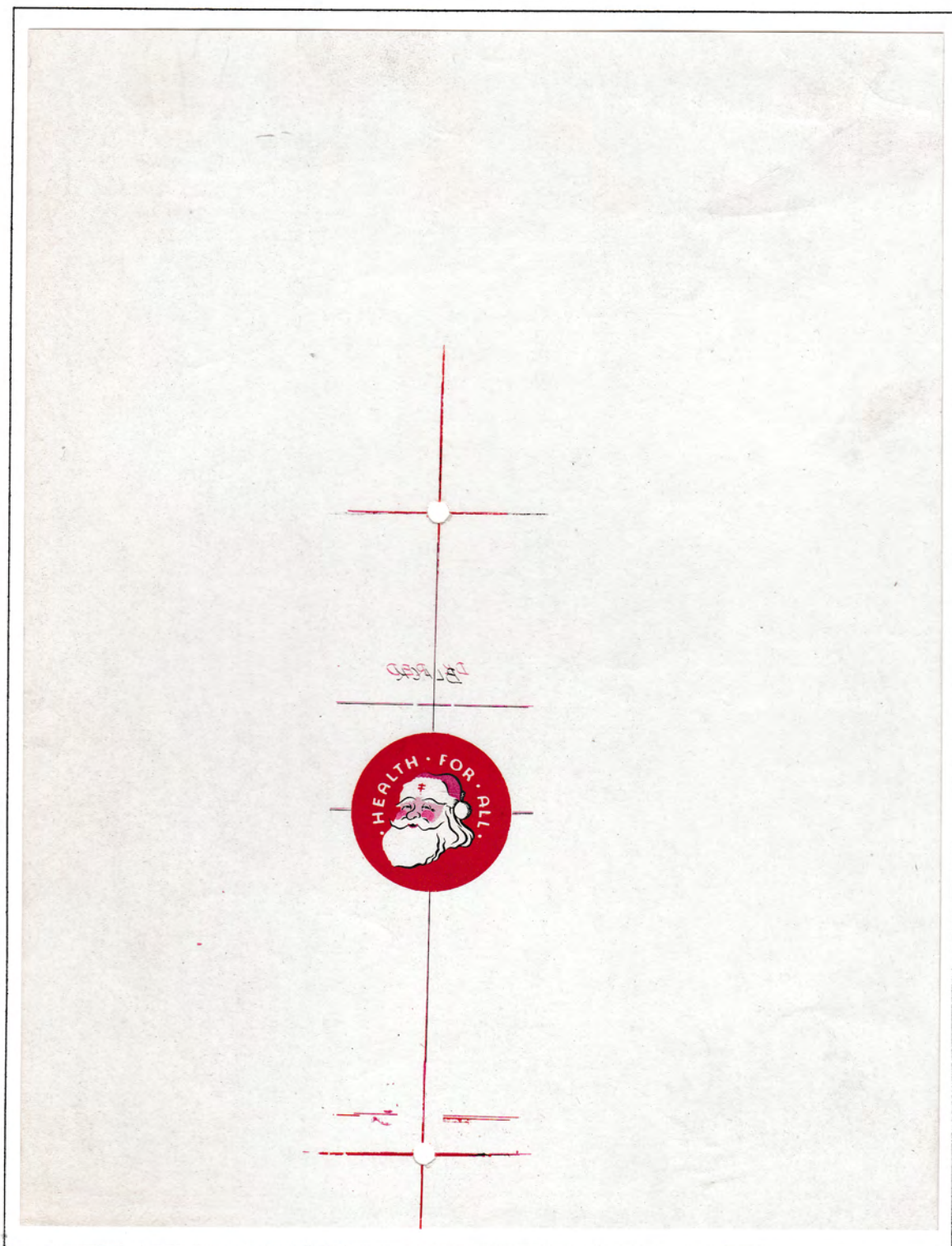


Felt Die Cut Double Barred Cross
 For arm bands, head dress
 #24 on Seal Sales List



Celluloid Bangle Pin
 Available most years
 #22 on Seal Sales List

Publicity



Printers proof of the 1938 metal pin back button.

This was a new design and an altered version was the next years also.
The 1938 buttons were produced by the Offset Gravure Co., New York, NY.

Publicity

perforation 11½



Publicity seal from pane of 6
Blue on orange, gummed paper



NTA Annual Meeting label
This was the 32nd not 33rd
meeting as label states.



Bread label made from same size
and style electro as publicity label.

Publicity



Local type
Raw Milk



TB Milk bottle cap
National type



Local type
Pasteurized Milk

Good Morning!

Here's your morning milk—
fresh and pure. Provide your
family with plenty of it. It is
so important in the prevention
and cure of Tuberculosis.



TB Milk bottle collar

Be a Helpful Neighbor

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

The milk bottle caps and collars are not included on a Seal Sale Price List for any year. However, it is apparent that these did have a National issue and were made available to dairies and milk distributors. A number of companies across the country created thier own bottle caps promoting seal sales each year. 'Local' items have proved to be very difficult to acquire with few surviving.

Publicity

Trolley and Bus passes



From 1933 to 1950 transit companies from several cities promoted seals by donating advertising space on their passes.

Publicity



Letterhead proof of Style B, lithographed facsimile of 1938 seal.
Printed on watermarked paper, with four 8x11½ panes to a sheet.
These were sold to affiliates for local printers to complete with tailored text.

NATIONAL

DR. CHESLEY BUSH, PRESIDENT
DR. CHARLES J. HATFIELD, SECRETARY
COLLIER PLATT, TREASURER
DR. KENDALL EMERSON, MANAGING DIRECTOR



Tuberculosis Association

32ND ANNUAL CHRISTMAS SEAL SALE

TELEPHONE CIRCLE 5-8000 CABLE "NATUBAS"

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

National Office letterhead stationary • Style B

Publicity

Mrs. Fred M. Raymond, Honorary Chairman

Mrs. Kenneth S. Wood, Chairman

Grand Rapids Anti-Tuberculosis Society

301 Association of Commerce Building

Grand Rapids, Michigan

THIRTY-SECOND ANNUAL



CHRISTMAS SEAL SALE

Style A, Affiliate letterhead, lithographed double-barred cross.
Printed four sheets to a pane on watermarked paper.
Sold blank, to allow for custom text to be printed locally.

PROTECT YOUR HOME FROM TUBERCULOSIS! BUY CHRISTMAS SEALS!

32ND Annual
Christmas
Seal Sale



CALIFORNIA
TUBERCULOSIS
ASSOCIATION

45 SECOND STREET • SAN FRANCISCO, CALIFORNIA • SUTTER 0933

Style B, Affiliate letterhead
This proved to be the most popular style of the two offered.

NEW HAMPSHIRE TUBERCULOSIS ASSOCIATION, Inc.

Clinic Centers Throughout the State

State Headquarters: 456 BEECH STREET

Telephone 4231

MANCHESTER, NEW HAMPSHIRE

ANNUAL CHRISTMAS SEAL SALE

OFFICERS

HON. HUNTLEY N. SPAULDING - - - - - President
HON. FRED H. BROWN - - - - - Hon. Vice-President
MRS. CARL S. FULLER - - - - - Hon. Vice-President
MOST REV. JOHN B. PETERSON - - - - - Hon. Vice-President
RT. REV. J. S. BUCKLEY - - - - - Vice-President
MRS. CHARLES B. MANNING - - - - - Vice-President
MRS. JAMES W. REMICK - - - - - Vice-President
VAUGHN D. GRIFFIN - - - - - Treasurer
ROBERT B. KERR, M. D. - - - - - Executive Secretary

FIELD NURSES—HEADQUARTERS

MILDRED G. AIKEN - - - - - Keene
EMMA B. BIGELOW - - - - - Berlin
IRENE F. BIRCHALL - - - - - Nashua
ELLEN P. CLOUGH - - - - - Lebanon
HARRIET M. CURREN - - - - - Conway
MARION L. GARLAND - - - - - Laconia
CLUFFIE M. GORIE - - - - - Caramont
LORETTA A. LANDRY - - - - - Portsmouth-Dover
MARGARET O'CONNOR - - - - - Concord-Manchester



1938

N. H. Leads New England 1937 Tuberculosis Death Rate

New Hampshire	28.
Maine	35.5
Connecticut	36.8
Massachusetts	42.8
Rhode Island	46.9
Vermont	52.9

PER 100,000 POPULATION

Thanksgiving to Christmas.

DEAR FRIEND:

If you were able to take generous portions of good health and happiness, wrap them in attractive packages and mail them to your friends and acquaintances, it would make your Christmas a very happy one.

But it isn't quite possible to do just that in a physical sense so you seek other means of spreading good cheer. And in doing this kindly act you use packages. Now, then, we come to the matter of sending the parcel of good health, and happiness in another way.

The enclosed Christmas Seals are only one cent each. The purchaser places one little stamp on each package and that is most emphatically a contribution toward a large package of good health and happiness to a very large number of suffering men, women and children.

The single stamp used on one package or letter does not in itself count for very much but the combined tens of thousands of stamps used by the people of the State of New Hampshire provide the means of accomplishing a tremendous amount of good among those in our State who are afflicted with Tuberculosis. It may help one of your own relatives or a close friend. It will enable the Association to continue the intensive effort which must be made to search out the yet unknown cases of tuberculosis that spread the disease to others, and to safeguard predisposed children. Please read the enclosed leaflet. It tells the story of how Christmas Seals save lives.

If you would really want to do something this Christmas for those not so fortunate as yourself, if you want to feel that you have assisted in spreading good health and happiness among the many so sadly in need of aid won't you please purchase the enclosed seals at \$1.00 a sheet. Any additional contribution you feel able to give will help all the more. An envelope is enclosed for return of money, check or seals.

Thanking you for your assistance.

Sincerely yours,

NEW HAMPSHIRE TUBERCULOSIS ASSOCIATION.

Huntley N. Spaulding
President.

Robert B. Kerr, M.D.
Executive Secretary.

Emm J. Sinclair ... Local Chairman



CHRISTMAS SEALS



Help to Protect
Your Home from
Tuberculosis

PLEASE MAKE ALL CHECKS PAYABLE TO N. H. TUBERCULOSIS ASSOCIATION OR YOUR LOCAL CHAIRMAN. ENVELOPE IS ENCLOSED FOR YOUR CONVENIENCE IN RETURNING MONEY, CHECK OR SEALS.

MICHIGAN

32nd Annual Christmas Seal Sale

JOHN ALEXANDER, M. D., PRESIDENT
CURTIS M. WYLIE, FIRST VICE-PRES.
F. H. BARTLETT, M. D., SECOND VICE-PRES.
HARRY D. BENNETT, TREASURER
THEO J. WERLE, EXECUTIVE SECRETARY



TUBERCULOSIS ASSOCIATION
LANSING

Publicity

 BUY CHRISTMAS SEALS PROTECT YOUR HOME FROM TUBERCULOSIS	From now to Christmas ONE ON EVERY LETTER!
--	--

Insert proof • Blank as sold to affiliates

 BUY CHRISTMAS SEALS PROTECT YOUR HOME FROM TUBERCULOSIS	Your Dollars HELP <i>To Make Possible:</i> - Health Education - Pre-Natal Clinic - Baby Clinic - Follow-Up Work After T. B. Clinics - Correction Minor Defects - And Many Other Aids To Prevention of Tuberculosis. From now to Christmas ONE ON EVERY LETTER!
--	--

Unaddressed insert

This is unusual as most affiliates used inserts for self-promotion.

Publicity

Package Inserts (Stuffers)



Gutter proof of package inserts
Package inserts, also known as stuffers, were printed as blanks
to allow for local printers to insert text tailored to the affiliate.

1938

CHRISTMAS SEAL SALE

Price List for Ordering Supplies

NATIONAL TUBERCULOSIS ASSOCIATION

50 West 50th Street, New York, N. Y.

Gentlemen:

The following supplies for the Christmas Seal Sale are ordered subject to the terms of our contract for 1938. Please ship these supplies to the address given on reverse side.

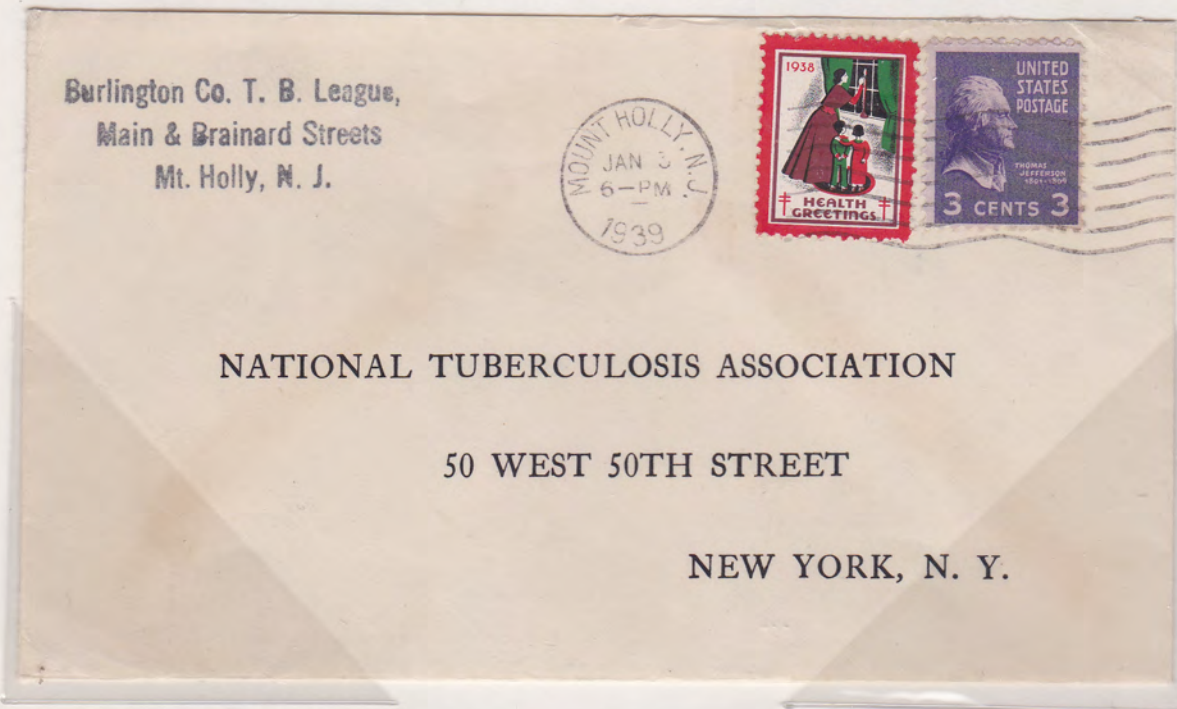
	Quantity	Cost		Quantity	Cost
1. CHRISTMAS SEALS					
<i>Style A:</i> Packed as in 1937 in lots of 10,000.					
<i>Price, per million</i>		\$55.00			
<i>Style B:</i> Same as Style A but with a sheet of wax paper inserted between each sheet of seals.					
<i>Price, per million</i>		\$57.00			
2. WAX PAPER					
For use in separating sheets of seals at time of enclosure in mail sale envelope. Size: Same as sheet of one hundred seals. Note: Desirable for use in damp climates. In computing quantity needed, note that 1,000 sheets of wax paper will separate 100,000 Christmas Seals.					
<i>Price, per thousand</i>		75¢			
3. CHRISTMAS SEAL BONDS					
Size 10¼" x 8½". Lithographed in colors in the denominations indicated below. (Unfolded).					
	Quantity				
\$5 Bonds					
10 Bonds					
15 Bonds					
25 Bonds					
50 Bonds					
100 Bonds					
500 Bonds					
<i>Price, per thousand</i>		\$6.75			
4. POSTERS					
<i>Style A:</i> Size 11" x 15". Suitable for bulletin boards, etc. For design see illustrated folder.					
<i>Price, per thousand</i>		\$5.75			
<i>Style B:</i> Especially suitable for windows as a display card. Size 11" x 15". Design same as Style A but printed on 5-ply cardboard.					
<i>Price, per thousand</i>		\$12.50			
<i>Style B1:</i> Same as Style B but with easel back attached.					
<i>Price, per thousand</i>		\$19.00			
<i>Style C:</i> Ideal for store windows where they may be seen at a distance. Size 19" x 26". Design same as Style A.					
<i>Price, per thousand</i>		\$19.00			
<i>Style D:</i> 24-sheet (panel poster) poster. (For Design—see illustrated folder.)					
<i>Price, each</i>		80¢			
5. WINDOW DISPLAY					
See illustrated folder for description.					
<i>Price, each</i>		90¢			
6. CARD CUTOUT					
Size 8½" x 13" with self easel. See illustrated folder for design and description.					
<i>Price, per hundred</i>		\$7.50			
7. LETTERHEADS					
<i>Style A:</i> Red double barred cross in upper center of 8½" x 11" sheet.					
<i>Price, per thousand</i>		\$1.10			
<i>Style B:</i> Fac-simile of seal lithographed in four colors in upper left corner, down approximately 1½", in approximately 2", of 8½" x 11" sheet.					
Note: Letterheads furnished four on a sheet to reduce cost of local imprinting. Local printer will cut sheets to single letterheads. If cut in single sheets 10c extra per thousand.					
<i>Price, per thousand</i>		\$1.40			
8. AUDITORS ENVELOPES					
A Kraft envelope, 7½" x 10½", in which to gather Seal Sale returns and providing on its face a form to enter and check contents.					
<i>Price, per thousand</i>		\$3.00			
9. BOOTH ENVELOPES					
Size 6½" x 3½". New Design.					
<i>Price, per thousand</i>		\$1.10			
10. PACKAGE INSERT (stuffer)					
Size 6" x 3". Style same as last year with 1938 poster design. See illustrated folder for poster.					
<i>Price, per thousand</i>		45¢			
11. BOOK MARK					
For publicity purposes. Size 1¼" x 7½", in two colors. For description see illustrated folder.					
<i>Price, per thousand</i>		\$2.50			
(This item will be produced only if orders total 200,000)					
12. CHRISTMAS SEALS AROUND THE WORLD					
Completely rewritten, in 1937, new illustrations, 32 pages, 6" x 9", two-color cover, includes description of Christmas Seals in 42 countries. A useful item for collectors.					
<i>Price, per hundred</i>		\$5.00			
13. NOW THAT YOU ARE SEAL SALE CHAIRMAN					
A brief booklet outlining the essentials for conducting a Christmas Seal Sale. Valuable for Seal Sale Chairman and Committee members.					
<i>Price, per hundred</i>		\$1.50			
14. PROSPECT CARDS (die cut)					
<i>Style A:</i> White, DIE CUT to exact 5" x 3" size. For listing prospects.					
<i>Price, per thousand</i>		90¢			
<i>Style B:</i> Same as Style A but printed on salmon colored card.					
<i>Price, per thousand</i>		90¢			

(OVER)

USP&L Usage



2¢ drop letter rate with a clear Dec. 25th strike tying the regular seal, the four portrait seals and the topically connected Red Cross stamp. For the specialist it doesn't get any better than this, adhesive taped corners or not.



New Years use on 3¢ first class mail from a local association to the national association. Christmas seals made a point of including New Years or the more general 'Holidays' and a early January use is a desirable item.

USP&L Usage



Metered 3¢ first class rate on an illustrated, (seen in window), business envelope. Businesses were great supporters and users of Christmas seals but these corporate uses are the most difficult to find as few were ever saved.



Multiple seals used on a special piece of Christmas seal postal history. Mr. Lorenz was NTA Collectors service director and Mr. Gilbert became famous for his seal cachets.

USP&L Usage



3¢ first class rate on cachet cover with printers mark block tied by Christmas Day machine cancel from Christmas, FL.



3¢ first class rate on Christmas Day cancel from Christmas, FL. Multiple seals tied by Christmas, FL. annual 'tree' rubber stamp.

USP&L Usage



ESSAY



PROOF

Greetings

As a member of the Christmas Seal and Charity Stamp Society it is a pleasure to send you this essay of the design used in the tuberculosis Christmas Seal of this year.

The National Tuberculosis Association with which I am connected has made this gift possible, indicating their interest in our hobby.

MAY A. RIGNEY.

New York 1938

A Christmas card sent from NTA employee to members of the Christmas Seal and Charity Stamp Society.

NATIONAL TUBERCULOSIS ASSOCIATION
50 WEST 50TH STREET
NEW YORK, N. Y.



May A. Rigney

Mr. Robert W. Osborn
105 E. 22 Street
New York City

3¢ first class rate used to post the above Christmas card.

USP&L Usage • Foreign Destination



Surface mail postcard rate to Switzerland

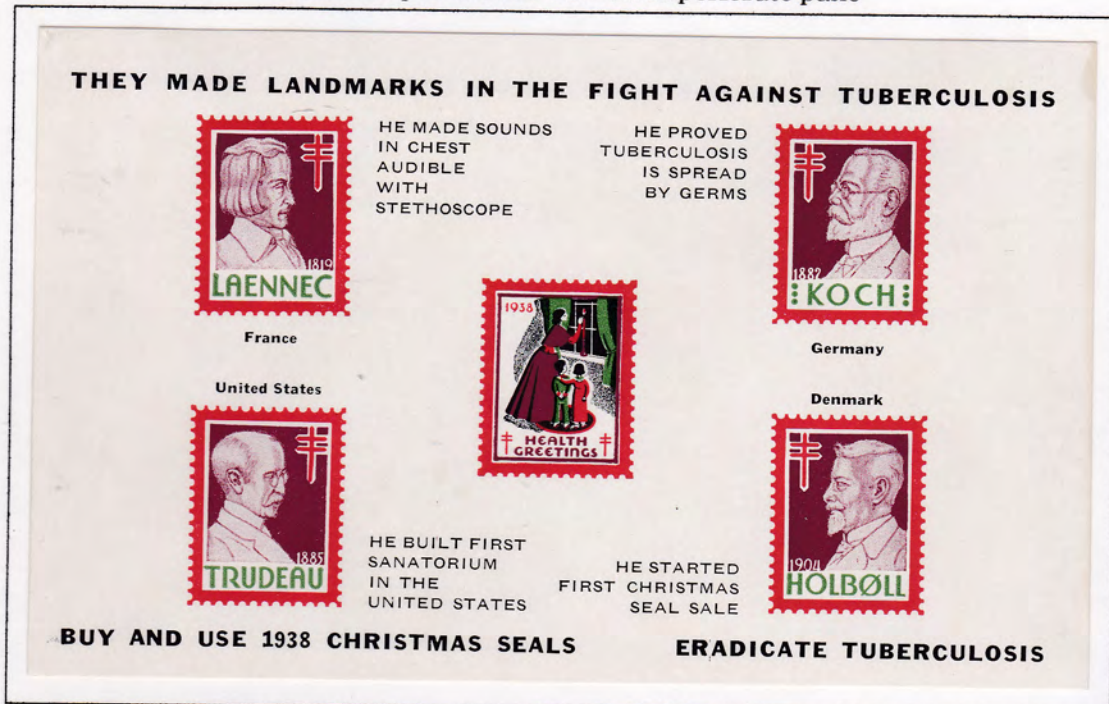


5c surface mail rate to Norway • seal tied by Oslo roller as receiving cancel

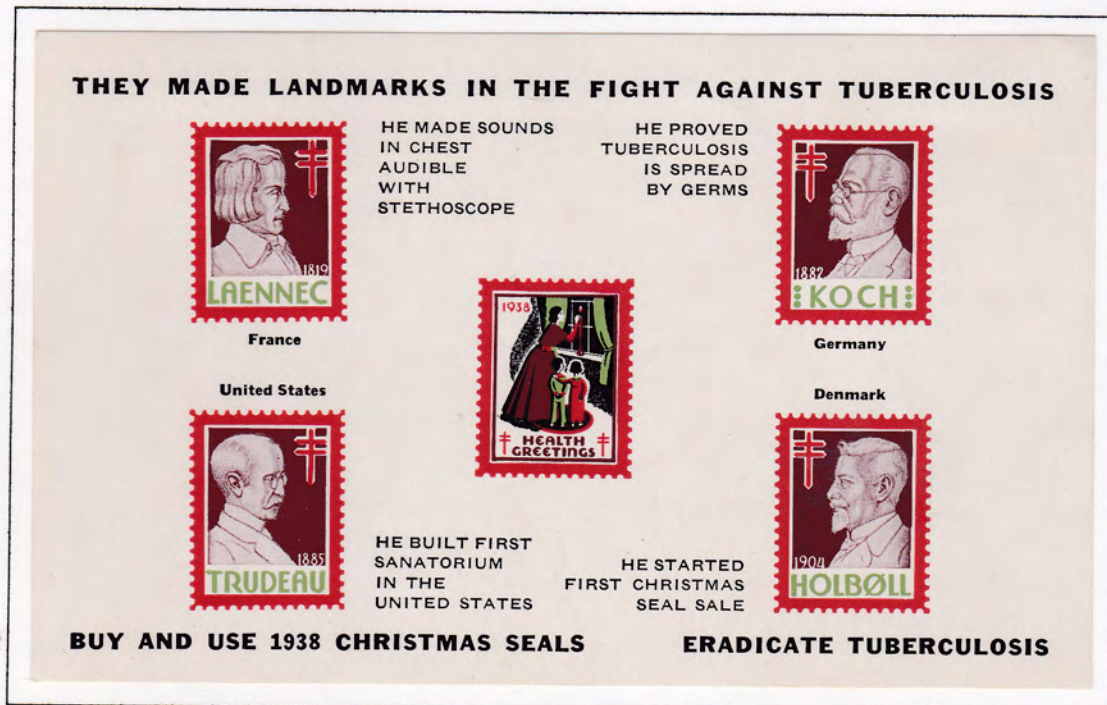
Commandy - Roth Co.

Typographed

Simulated perforation 13½ on imperforate pane



Limited special printing of 25,000 that sold for 25¢ each. The cards were printed on stiff, surfaced card stock two at a time by letter press. This is the only souvenir pane issued to date.



Color variety • Light green

Metered Postage Slogans

The two known Christmas seal slogan meters from Pitney-Bowes Postage Meter Co. used in 1938.

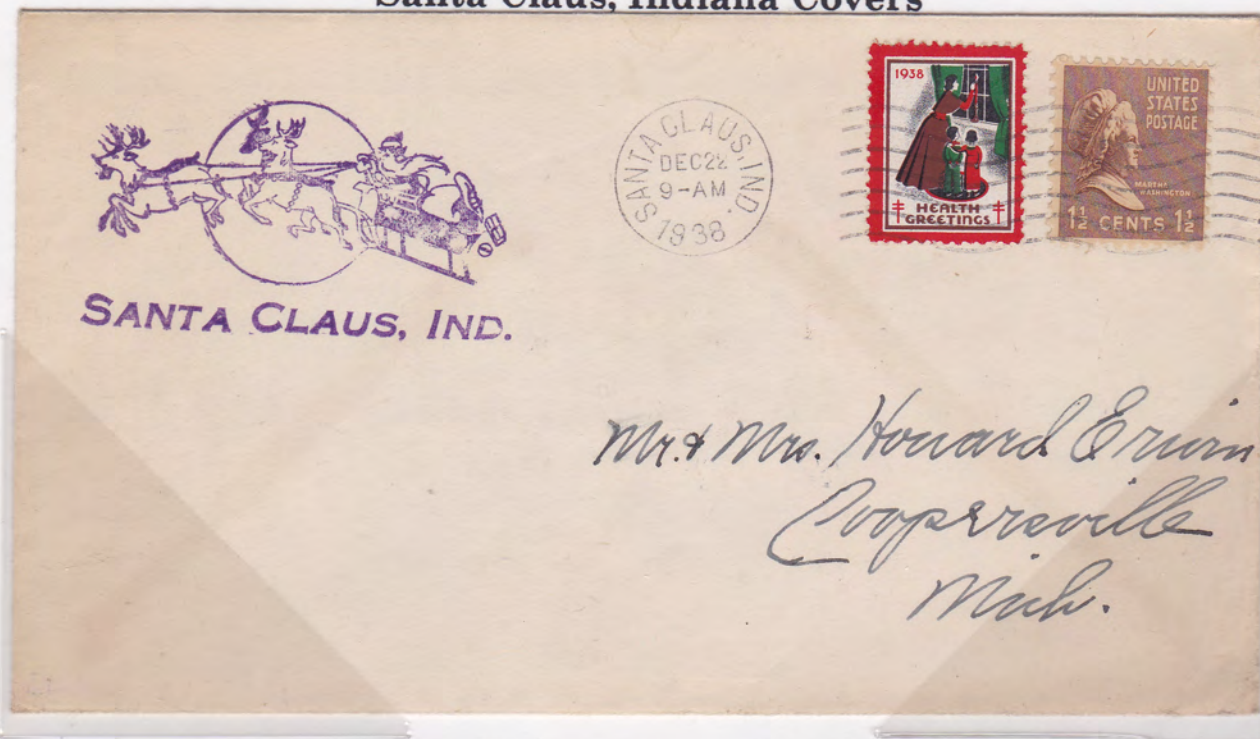
Thought to have begun in 1936, a 1931 TB slogan meter from this company was discovered in 1995.



The two designs in 1938 are a result of the change over date. Pitney-Bowes Co. issue a new seal slogan in October of each year to correspond with a new seals campaign.

Primarily used by the NTA or affiliates, TB slogan meters are also available to any company using the Pitney-Bowes Postage Meter Machine.

Santa Claus, Indiana Covers

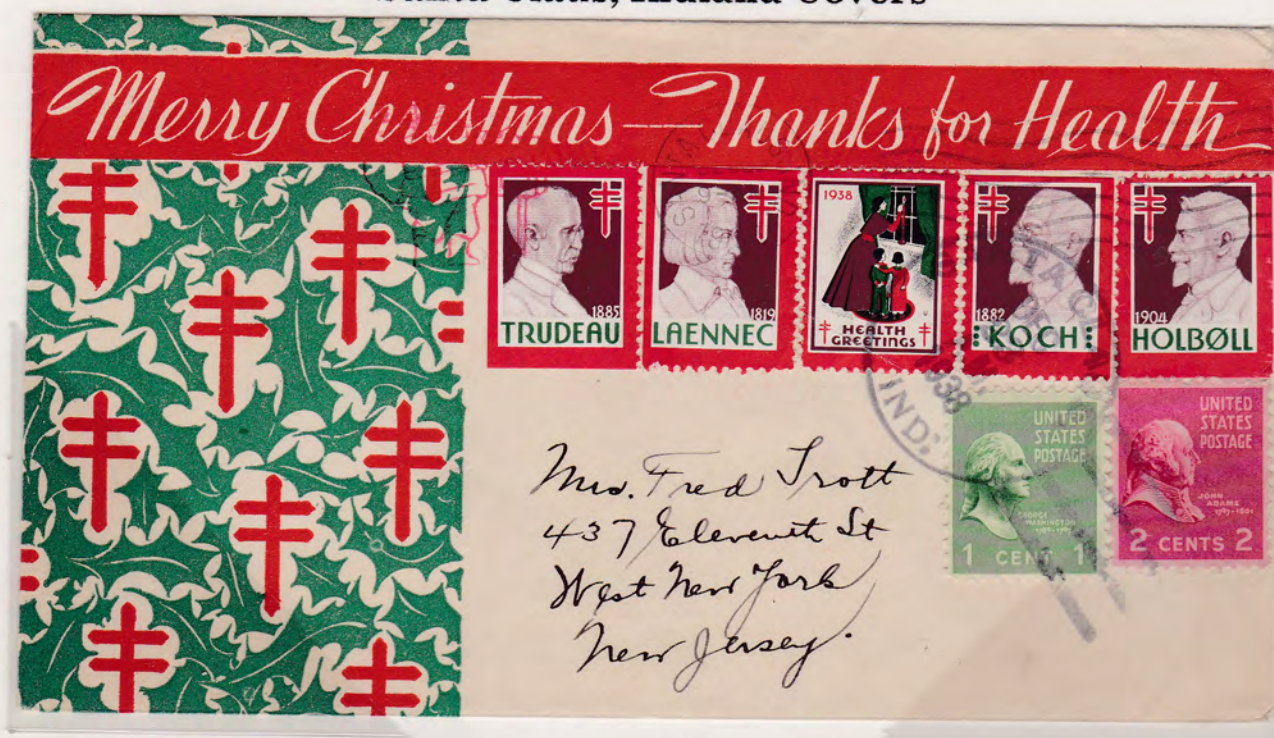


Santa Claus, IN. rubber stamp cachet.
1½¢ third class rate. Strobridge seal attached



Portrait seal tied by Santa Claus, IN. postmark.
The lack of either one of the Santa Claus rubber stamps hints
that this is a non-philatelic item, unusual for this post office.

Santa Claus, Indiana Covers



Portrait seals and 'U' printers mark seal tied by pictorial machine and hand strike cancels of Santa Claus, IN. on used 1938 booth envelope.

First Day Covers



Hand painted by G. E. Pritchard on seal corner cover, cancelled on official first day - Nov. 24

First Day Covers

Thanksgiving Day, November 24, 1938



An early example of a Charles Gilbert Christmas seal cachet cover.
Mr. Gilbert created private First Day cachets for seals from 1936 to 1956.

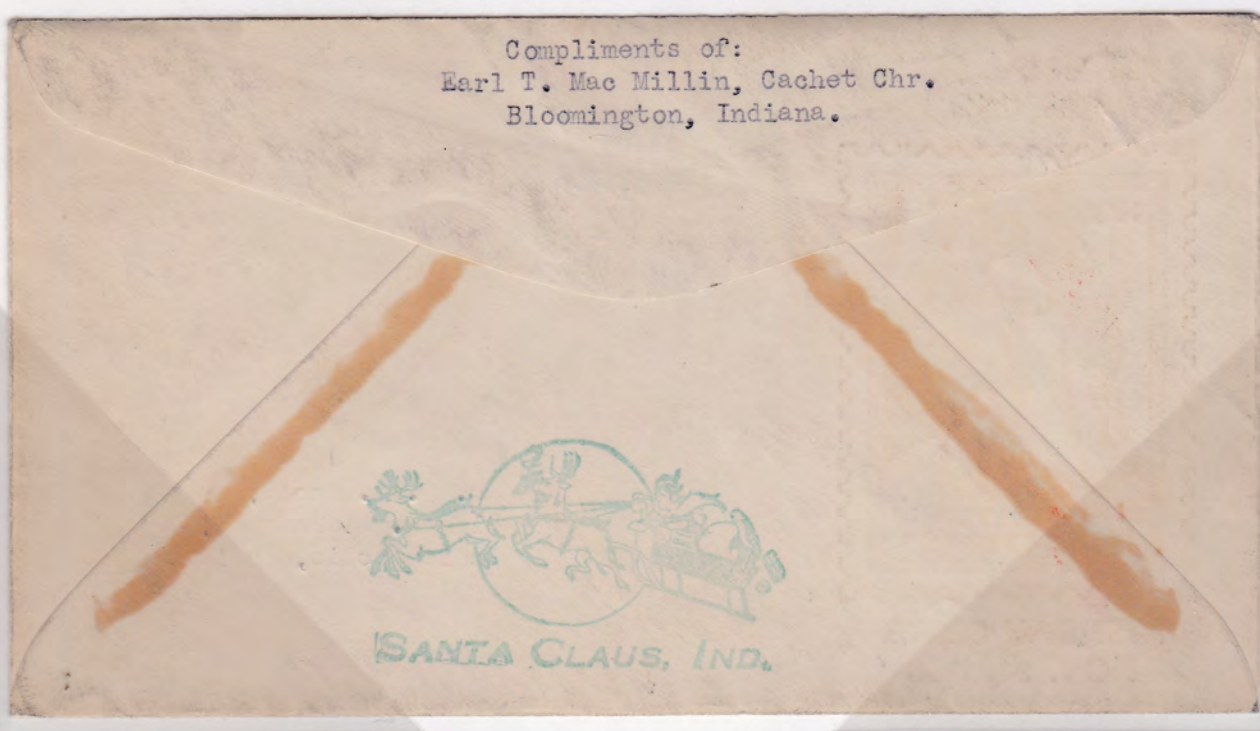


The reverse of an identical cover.
Seals used on both examples are USP&L printing.

First Day Covers

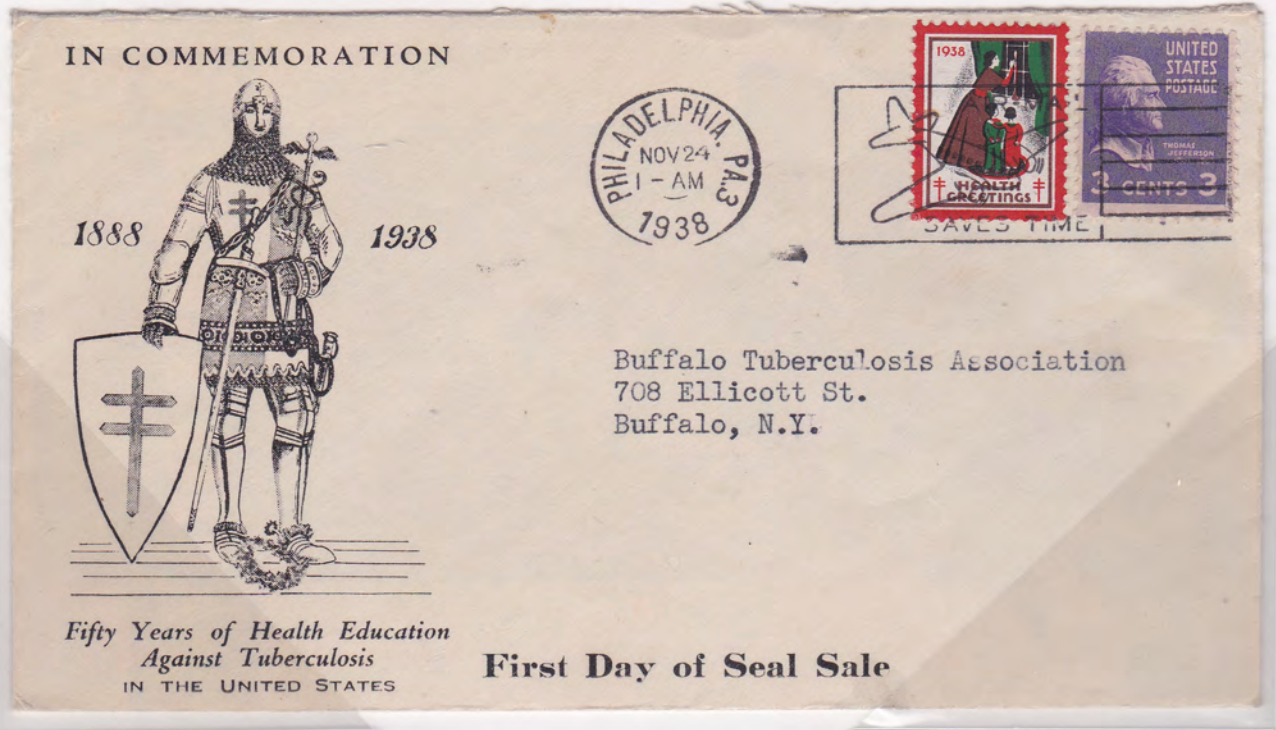


The official first day cover from Santa Claus, IN.
This was the third year these were available with 500 issued.



1 1/2¢ third class rate was used by Cachet Chairman Earl T. MacMillin
to mail empty covers. Seals on both examples are Strobridge printing.

First Day Covers



A first day cachet issued by the Philadelphia Health Council and TB Committee.
3¢ first class rate and Eureka printing seals on both examples.



An identical cover signed by cachet designer, Gustave A. von Gross.
2¢ first class, (drop letter at carrier post office), local mail delivery rate.

Christmas Seal Bonds

1938



THIS bond is evidence of your generous contribution toward the fight against Tuberculosis untiringly waged in this community by your local Tuberculosis association.

DRIVEN in a steady battle of 30 years from the first place to the seventh in the order of causes of needless deaths, Tuberculosis still maintains its lead among the young.

YOUR gift will help to rout the age-old enemy from the last stronghold bringing nearer the day when Tuberculosis will be eradicated in this nation.

THE CRUSADE
OF THE
DOUBLE-BARRED
CROSS

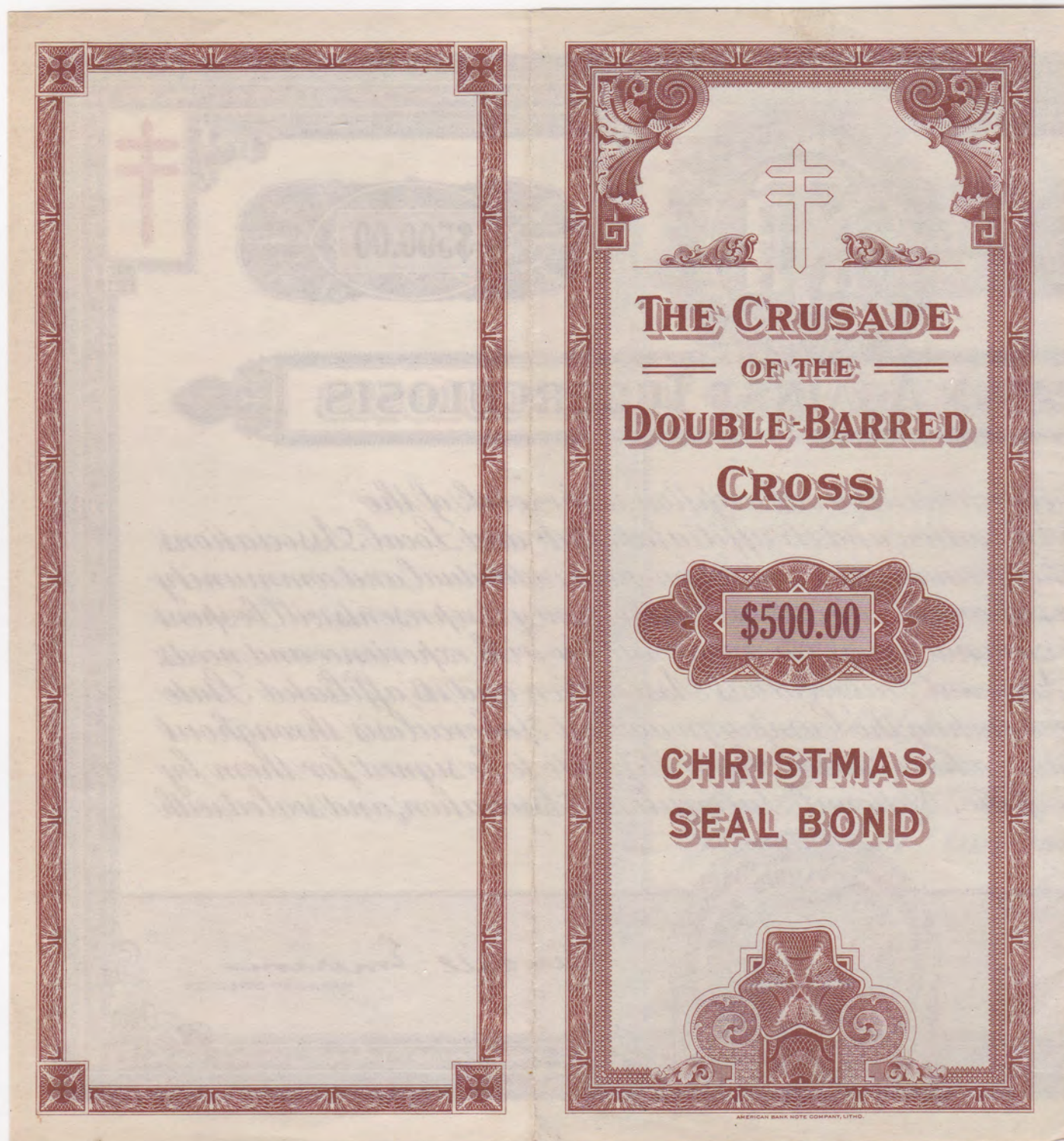
\$5.00

CHRISTMAS
SEAL BOND

AMERICAN BANK NOTE COMPANY, LITHO

Bonds of \$5, 10, 15, 25, 100 and 500 were given in lieu of seals to large contributors.
Style 1 with message in left outside panel.

Christmas Seal Bonds



Style 2 with left outside panel blank.
Only the \$10 and 500 denominations are found as Style 2.

Appeal Letter

As unexpected as this might seem, complete appeal letters with the contents intact and in good condition are seldom found.

These are the typical contents of the Christmas seal campaign appeal for 1938: windowed business envelope, return envelope, letterhead stationary with custom message printed for the locale, educational pamphlet and advertisement insert. And, of course, 2 sheets of new seals!

TUBERCULOSIS ASSOCIATION,
AUGUSTA, KANS.

L. V. Davis
334 Columbia
Augusta, Kansas

TUBERCULOSIS ASSOCIATION,
AUGUSTA, KANS.



Appeal Letter



LET OUR HOMES BE SAFE!

The CHRISTMAS SEAL makes for safe, healthful homes. There is sincerity in its joyous message.

HEALTH GREETINGS

In 1938 the CHRISTMAS SEAL built up in health 104 Kansas children at Legionville Preventorium; it supplied the Tuberculin Test, averaging 1241 per county tested; it provided X-ray films for hundreds of "positive reactors". Kansas is among the seven lowest states in deaths from Tuberculosis. . . . The CHRISTMAS SEAL says the disease can be cured, can be prevented, can be wiped out!

Kansas Tuberculosis and Health Assn.

824 Kansas Avenue

Topeka, Kansas

From now
to Christmas

ONE ON EVERY LETTER!

your local tuberculosis association.

You can help by backing the program to secure routine examinations of school children, men and women in industry, examination of groups where tuberculosis is likely to be found.

The fight against tuberculosis is nation-wide, yet tuberculosis is a community problem and it is up to the people in each community to support measures that will stamp it out in this nation, for,

**TUBERCULOSIS UNDISCOVERED
ENDANGERS THE ENTIRE COMMUNITY**

**KANSAS TUBERCULOSIS AND
HEALTH ASSN.**

824 Kansas Avenue, Topeka, Kansas



Who next?



Publicity Autographs



Holbøll autographed card
Holbøll portrait seal block, Eureka printing

Einar Holbøll, originator of the Christmas Seal in Denmark 1904, died on February 22, 1927. His son attended the New York Worlds Fair in 1939 and visited the NTA Headquarters. He autographed items of the 1938 U.S. Christmas seal at the NTA's request. He signed only his famous last name and year date on most items.

Western Stamp Collector June 14, 1939

Mr. Holbøll and Fiancee

A surprise for all was when Mr. Lorenz (NTA Collector Services director) introduced Mr. Holbøll, son of Einar Holbøll, originator of the Christmas seal, who is over here on an extended visit. Upon addressing those present in fine English he then expressed the pleasure of being present and the interest shown in collecting seals, the first of which was made by his father.

He is an extremely modest and fine looking young man, athletic in type and build and the possessor of a fine sense of humor. Needless to say we were all very happy to have him with us. He arrived in this country about two weeks before the meeting and the following week became engaged to Miss Johansen, who accompanied him and also spoke at the meeting. She is Miss Denmark at the World's Fair and it is unnecessary to say that she is a very charming and beautiful girl. We were happy to learn that they plan to marry during the next week at City Hall, New York.

Western Stamp Collector June 28 1939

Holbøll - Johansen

Mr. Holbøll, son of the famous originator of the first Christmas seal (Denmark 1904), and Miss Johansen, 'Miss Denmark' at the New York World's Fair, were wed at City Hall, Philadelphia, Pa., on Monday, June 5th, early in the morning. They then returned to New York for a wedding breakfast at the Danish restaurant, Wivel.

Publicity Autographs



Undated Holbøll autograph on Strobridge printing.
This piece identified by constant flaw on seal #38
• small red dash before date •



Dated Holbøll autograph
Eureka printing

Commandy - Roth Souvenir pane

THEY MADE LANDMARKS IN THE FIGHT AGAINST TUBERCULOSIS

 LAENNEC 1819 France	HE MADE SOUNDS IN CHEST AUDIBLE WITH STETHOSCOPE	 KOCH 1837 Germany	 RIIS 1844 Denmark
 TRUDEAU 1885 United States	HE BUILT FIRST SANATORIUM IN THE UNITED STATES	 HEALTH GREETINGS 1938	 HOLBØLL 1904

BUY AND USE 1938 CHRISTMAS SEALS **ERADICATE TUBERCULOSIS**

John Riis

Autographed by John Riis, son of Jacob Riis. Jacob's article in a 1907 Outlook magazine inspired Miss Emily P. Bissell to create the first U.S. Christmas seal. Jacob, an author, journalist and social worker stayed connected to the U.S. seal program until his death. He was honored with a portrait seal (see inset) on the 1946 U.S. Christmas seal issue.

1938



† HEALTH †
GREETINGS †

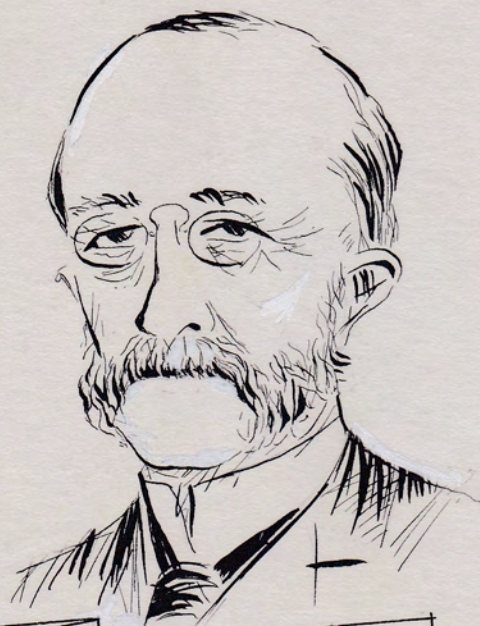
Publicity - Original Artwork

This original artwork, from the files of the NTA, was used in several ways. These illustrated the 1938 Christmas Seal Sale brochure. The brochure was sent to all the association's affiliates far in advance of the actual sale. These depict the same four men as the corner seals but were drawn by another artist.



62

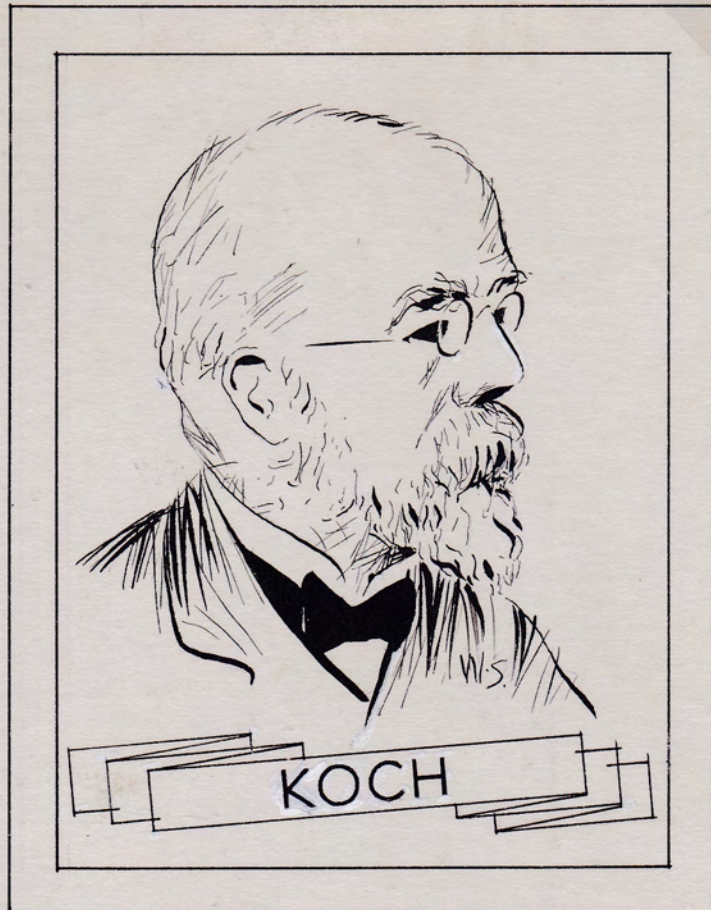
Publicity - Original Artwork



TRUDEAU

62

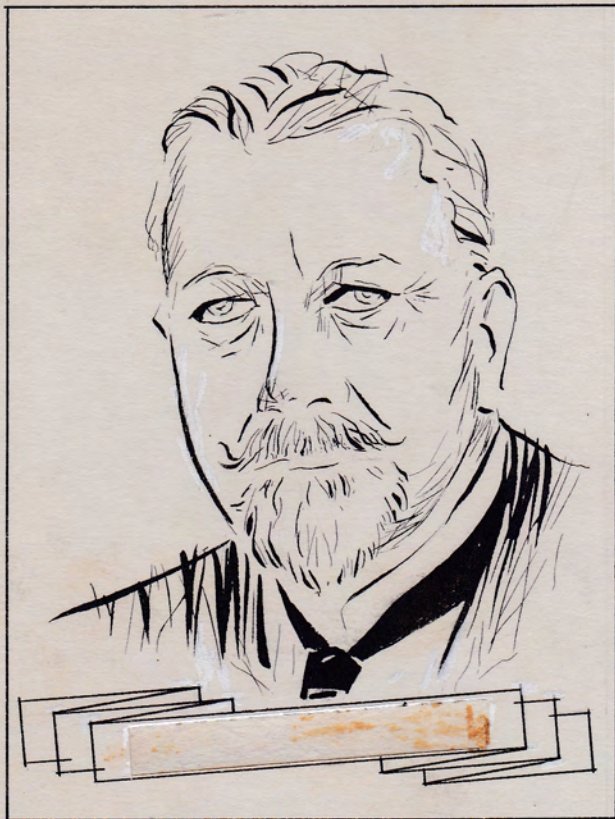
Publicity - Original Artwork



Line plate etch on copper

62

Publicity - Original Artwork



HOLBØL

62

Cinderella Division Score Sheet

Includes exhibits of Charity Stamps & Seals, Poster Stamps, Promotional Stamps, etc.)

Exhibit Title: **The 1938 U.S. Christmas Seal**Frame No. **293-298**

Judging Criteria	Points Available (Medal level range given only as a rough guide)						Points Awarded
	Certificate (Less than 55)	Bronze (55-59)	Silver- Bronze (60-64)	Silver (65-74)	Vermeil (75-84)	Gold (85-100)	
Treatment (35 points) – Degree of development, organization, balance and completeness, both in material presented and the story it tells	0-19	20-29			30-35		35
Knowledge of Subject (30 points) – Correct identification and analysis of the material being presented. Exhibit should be rewarded if new discoveries, conclusions, or facts are presented.	0-16	17-23			24-30		29
Difficulty of Acquisition (20 points) – The material goes beyond that which is easiest to acquire.	0-11	12-17			18-20		20
Condition (10 points) – Material is in the best possible condition known to exist for the period or type being exhibited.	0-5	6-8			9-10		10
Presentation (5 points) – Exhibit is neat, clean, pleasing to the eye, and concisely written.	0-2			3-5			4
Total	Medal Level Gold						98

Comments:

This is a truly outstanding display that includes all significant elements.