

The first newspaper mention of the new "stamp" outside Delaware. Big-city coverage occurs thanks to the enthusiasm of Leigh Mitchell Hodges of the *North American*.

CHRISTMAS STAMPS MAKE CLEAN SWEEP; EVERYBODY BUYING

Rich and Poor Unite in Penny War Upon White Plague With a Glad Rush.

Demand So Great That Business Men Rally to Aid of Red Cross in the Selling.

By Leigh Mitchell Hodges

THE president of a Philadelphia life insurance company walked into the publication office of The North American yesterday afternoon, and laid a fresh \$5 note on the marble counter and said:

"Five hundred Red Cross Christmas stamps, please."

The clerk counted them out and handed them over to the man, who, as he turned to go, re-

marked: "That's the best and cheapest life insurance policy I ever bought, and the beauty of it is that, for all I know, it may save many lives through the one it directly affects."



That man knows what tuberculosis means. He's aware of the fact that the white plague cost this country nearly \$1,000,000 a day last year, to say nothing of the lives and loves sacrificed to it.

And big financier that he is, he knows that this penny war is the surest method of attack.

All Sorts of People Buy Them.

He was one of hundreds who availed themselves of the opportunity to buy the Christmas stamps at The North American yesterday. Most of them took small quantities, but all seemed glad to part with their coin for the little gummed and perforated squares. One man was waiting to buy ten when the doors opened at 7 o'clock and the last purchaser was just walking out with twenty-five when the hands of the City Hall clock met at midnight.

From a ragged, shivering street gamin, who exchanged a grimy penny for one, to the insurance official mentioned, there was a steady rush which at times resembled a bargain sale attack.

And in a sense this is the biggest and best bargain sale there ever was, for think what it would mean if some day the news might be flashed from clime to clime "Tuberculosis is dead!" Of course, it will never be really dead, but if enough of these stamps are sold the day is not far distant when it will be as fully conquered as smallpox.

Judge Gray Commends Them.

They are the talk of the town. "Have you seen the Christmas stamps?" is almost the first of greetings on the street and in the home. Outgoing mails are laden with letters and packages bearing them, and some women are sticking one on every visiting card they use.

"It is a fine idea," said Judge George Gray, of the United States Circuit Court yesterday. "And I wish to heartily congratulate The North American on its splendid work in behalf of this crusade, which will doubtless prove a mighty factor in the fight against tuberculosis. When the plan was first brought to my attention, I rather feared it might not work out effectively, and I feel you deserve the highest commendation for what you have done and are doing to make it a success. So noble a work should meet with popular support and approval in every direction."

Judge Gray was the incorporator of the

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TO GET STAMPS

PLACES where Red Cross Christmas stamps are on sale today:

- The North American Publication Office; Broad and Sansom streets.
- John Wanamaker's—Center aisle, first floor; waiting room, balcony; toy department.
- George H. Evans Drug Stores—1104 Chestnut street; 1012 Market street; 101 North Eighth street; 1838 Chestnut street.
- Lit Brothers—Information Bureau, first floor.
- Bellevue Stratford Hotel—Ryan's news stand and ticket office.
- Finley Acker Co., Twelfth and Chestnut streets.