

# Tatham Co. pamphlet promoted Christmas seals

The Tatham Stamp and Coin Co. of Springfield, Mass., was one of the best-known philatelic mail-order houses of the 1930s into the mid-1960s, when it ceased operations.

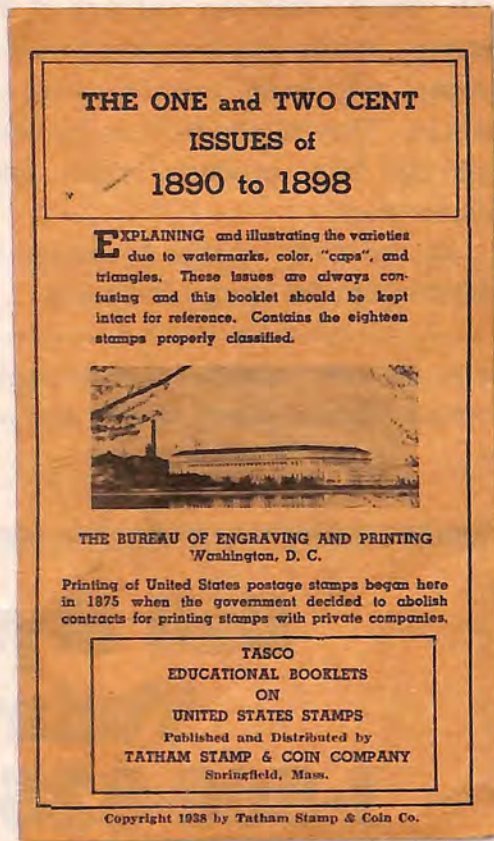
The company rose to fame based on its service and the series of 15 numbered TASCO "educational booklets" that it produced from the late 1930s to the mid-1950s.

An example of a TASCO booklet is shown in Figure 1. This relatively scarce, unnumbered booklet from 1938 tells collectors how to differentiate the 1¢ and 2¢ stamps of similar United States definitive series of 1890-98. Inside are actual

Figure 1. A scarce TASCO booklet published by the Tatham Stamp and Coin Co. in 1938 before the numbered series of booklets began. This one helps collectors differentiate the 1¢ and 2¢ stamps of the similar definitives issued between 1890 and 1898. Examples of the stamps are hinged inside.

stamps that show differences by color and by design elements.

These booklets are actively sought by collectors today, both for the information they contain and as part of the history of stamp collecting in this country. It isn't enough to get one example of each, as over time the booklets sold



out and were reissued, often with improvements.

In 30 years of watching for these booklets and buying them once I found them, it was only this year that I stumbled upon the Christmas seal pamphlet shown in Figure 2.

This pamphlet is larger than the normal booklet and in color (unlike other TASCO booklets). The front features the double-barred cross of

the National Tuberculosis Association on a faux Scott album page. It is priced at \$2.

Apparently this pamphlet was first published in 1948 as that is the year crossed out and replaced by a handwritten "1950" on the Figure 2 example. Contained inside are blocks of four of the U.S. Christmas seals issued between 1927 and 1950.

I wonder how many of these pamphlets were sold and how many survive. Given that I paid \$25 for my example, I'd say these are much more difficult to find than the routine Tatham booklets.

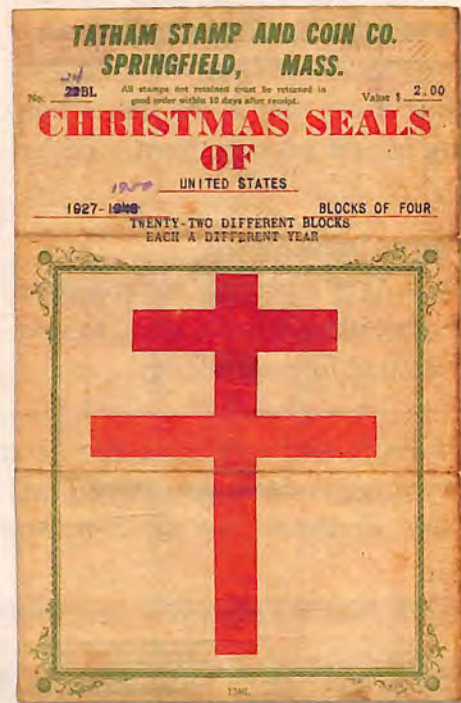


Figure 2. Blocks of four of various United States Christmas seals issued between 1927 and 1950 are mounted inside this \$2 sales booklet printed in color. The Tatham Stamp and Coin Co., of Springfield, Mass., produced the booklet.

NO. 214



LAKE



CARMINE



DEEP CARMINE



CARMINE LAKE



BROWNISH CARMINE



CARMINE RED



PINK



ROSE



CARMINE ROSE



SCARLET



RED



SALMON RED



PALE RED



ORANGE  
VERMILION



D'K. CLARET B'WN.

**Educator**  
PACKET

STANLEY GIBBONS, INC.



COPPER RED



ORANGE RED

NO. 216

EARLY LETTER RATES (3.)



1851



1857



1861



1869



1871



1873



1879



1882

10  
26  
65  
114  
147  
158  
184  
207

NO. 214



LAKE



CARMINE



DEEP CARMINE



CARMINE LAKE



BROWNISH CARMINE



CARMINE RED



PINK



ROSE



CARMINE ROSE



SCARLET



RED



SALMON RED



PALE RED



VERMILION



DK CLARET B'WN

**Educator**  
**PACKET**

STANLEY GIBBONS, INC.



COPPER RED



ORANGE RED

NO. 219

2202  
2200



CAP ON LEFT "2"



CAP



CAP ON BOTH "2's"



BROKEN HAT

**Educator**  
**PACKET**

STANLEY GIBBONS, INC.



INCOMPLETE  
FRAME LINE

No 217

1c 1917 PERF. 11x11

1c 1919-21 PERF. 10x10

1c 1918-20 PERF. 11x11



FLAT PLATE

ROTARY

OFFSET

**Educator**  
PACKET

HOLD FRAME TO FRAME AND  
NOTE THAT ROTARY IS EITHER  
WIDER OR LONGER THAN FLAT.

NOTE SOFT, FLAT APPEAR-  
ANCE-LIKE COUNTERFEIT  
MONEY.

STANLEY GIBBONS, INC.

NO. 222

3c TYPES 1908-21

I



II



3c Engraved Type I—Thin line between the lips.  
3c Engraved Type II—Strong line between the lips.

3c offset Type III—Thin colored line separating "p" and "o" of "POSTAGE".  
3c offset Type IV—"P" and "O" of "POSTAGE" joined.



III

IV

NO. 222

3c TYPES 1908-21

I



II



3c Engraved Type I—Thin line between the lips.  
3c Engraved Type II—Strong line between the lips.

3c offset Type III—Thin colored line separating "p" and "o" of "POSTAGE".  
3c offset Type IV—"P" and "O" of "POSTAGE" joined.



III

IV

NO. 223

THE 2c 1871 & 1873



1871  
RED BROWN

1873  
BROWN

**Educator's**  
**PACKET**

STANLEY GIBBONS, INC.

The so-called "secret-mark" on the 2c 1873 rarely shows - the shade is distinguishing feature.

135  
157

NO. 226 1c 1922-33 VARIATIONS



FLAT (11x11)



ROTARY (10x10)



ROTARY (11x10 1/2)

**Educator's**  
**PACKET**

STANLEY GIBBONS.



HORIZONTAL COIL



VERTICAL COIL



OVERPRINT

552  
581  
632  
597  
604  
658

NO. 226 1c 1922-33 VARIATIONS



FLAT (11x11)



ROTARY (10x10)



ROTARY (11x10 1/2)

**Educator's**  
**PACKET**

STANLEY GIBBONS.



HORIZONTAL COIL



VERTICAL COIL



OVERPRINT

552  
581  
632  
597  
604  
658

NO. 223 THE 2c 1871 & 1873



1871  
RED BROWN

1873  
BROWN

**Educator's**  
**PACKET**

STANLEY GIBBONS, INC.

The so-called "secret-mark" on the 2c 1873  
rarely shows - the shade is distinguishing feature.



135  
157

NO. 232 10c TYPES .. 1870-1882



1870  
1871  
1879



1873



1882



NO SECRET MARK

SECRET MARK  
CRESCENT IN BALL  
BELOW "E" OF "POSTAGE."

RE-ENGRAVED  
NO CRESCENT IN BALL.

**Educator's**  
**PACKETS**

STANLEY GIBBONS, INC.

No. 225



15



12



11



10



8 1/2



11 x 10 1/2



10 1/2 x 11



HYPHEN-HOLE



ROULETTE

### PERFORATIONS

**Educator's**  
**PACKET**

STANLEY GIBBONS, INC.

26  
333  
562  
Rev  
391  
632  
698  
Rev  
Rev

No. 213

NATIONAL B'NK. NOTE CO.

CONTINENTAL B'NK. NOTE CO.

HARD,  
THIN  
PAPER

**Educator's**  
**PACKET**

STANLEY GIBBONS, INC.



GRILLED



NO DATE



ONE CENT



DELIVERY THIN

SOFT,  
THICK,  
POROUS,  
PAPER



AMERICAN  
B'NK. NOTE Co.



RE-ENGRAVED  
↳



U S I R

U S P S

S I R U

S U S P

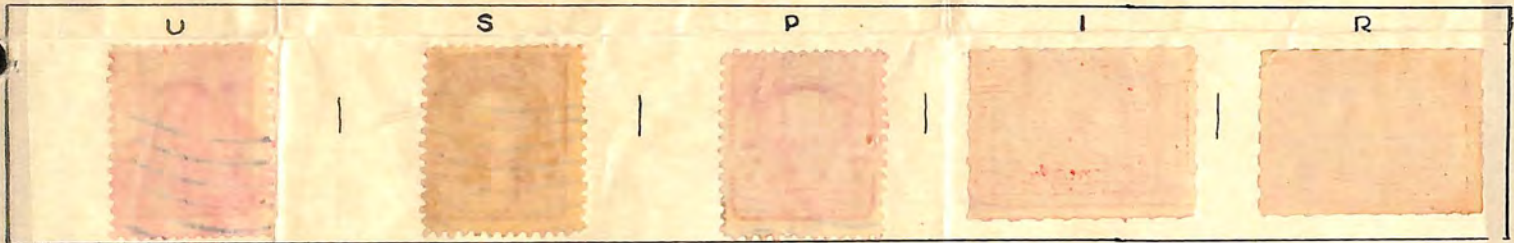
I R U S

P S U S

R U S I

S P S U

DOUBLE LINE WMKS.



SINGLE LINE WMKS.

*To find watermarks :  
Place stamp face down  
in a flat black vessel +  
immerse in benzene or  
carbon tetrachloride.*

*The watermark may  
be inverted or reversed.*

*Letters are not uniform  
in shape.*

*Watermarks on yellow  
and orange stamps are  
very hard to see.*

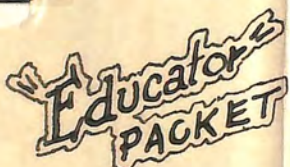


U S P S

U S P S U

U S P S

U S P S U





NO. 213

HARD, THIN PAPER  
NATIONAL BANK NOTE CO. CONTINENTAL BANK NOTE CO.



GRILLED

NO GRILL

SECRET MARKS

SOFT, THICK, POROUS PAPER  
AMERICAN BANK NOTE CO. (RE-ENGRAVED)



STANLEY GIBBONS, INC.

94  
147  
156  
158  
182  
184  
206  
207

DOUBLE LINE WMKS.

U



S



P



I



R



SINGLE LINE WMKS.

To find water marks :  
Place stamp face down  
in a flat black vessel +  
immerse in benzene or  
carbon tetrachloride.

The watermark may  
be inverted or reversed.

Letters are not uniform  
in shape.

Watermarks on yellow  
and orange stamps are  
very hard to see.

U



S



P



U

S

P

S

U

S

P

S

U

U

S

P

S

U

S

P

S

U

No. 219

Educator's  
PACKET

STANLEY GIBBONS, INC.

NO. 230 · 1862 · 19<sup>TH</sup> CENTURY CIVIL AND SPANISH WAR REVENUES · 1898 ·

*Indicates for a*  
**PACKET**



1862-71  
1st. ISSUE PERFORATE



1862-71  
1st. ISSUE IMPERFORATE



1862-71  
1st. ISSUE PART PERFORATE



1871  
2<sup>ND</sup> ISSUE  
CENTERS BLACK-FRAMES BLUE-  
PORTRAITS OF WASHINGTON.



1871-72  
3<sup>RD</sup> ISSUE. CENTER BLACK-FRAME VARIOUS COLORS. ON VIOLET PAPER



1874  
4<sup>TH</sup> ISSUE. SAME AS THIRD BUT ON GREEN PAPER



1875  
5<sup>TH</sup> ISSUE. COMES ON BLUE SILK OR WATER-MARKED PAPER.

SILK PAPER CONTAINS SMALL THREADS-VISIBLE ON BACK.



1876-81 PROPRIETARY  
EXISTS ON BOTH SILK + WATER-MARKED PAPER.



1898

STAMP OF 1895 SURCHARGED "I.R." (INTERNAL REVENUE). SPANISH WAR REVENUE

1898 PROPRIETARY (SPANISH WAR)



BATTLESHIP "MAINE"

1898 DOCUMENTARY



BATTLESHIP "MAINE"

THESE SAME DESIGNS USED IN DIFFERENT COLORS FOR VARIOUS VALUES FROM 1/8c TO 80c

ATLAS STAMP Co.  
FORMERLY STANLEY GIBBONS, INC.

NO. 227 THE RARE "AUGUST" ISSUE

THE "SEPTEMBER" ISSUE



S.G.M.

#63



#65



#68



NO. 230 • 1862 • 19<sup>TH</sup> CENTURY CIVIL AND SPANISH WAR REVENUES • 1898 •

*Inductor*  
PACKET



1862-71  
1st. ISSUE PERFORATE



1862-71  
1st. ISSUE IMPERFORATE



1862-71  
1st. ISSUE PART PERFORATE



1871  
2<sup>ND</sup> ISSUE  
CENTERS BLACK-  
FRAMES BLUE-  
PORTRAITS OF  
WASHINGTON.

1871-72



3<sup>RD</sup> ISSUE. CENTER  
BLACK-FRAME VARIOUS  
COLORS. ON VIOLET  
PAPER

1874



4<sup>TH</sup> ISSUE. SAME  
AS THIRD BUT ON  
GREEN PAPER

1875



5<sup>TH</sup> ISSUE. COMES ON  
BLUE SILK OR WATER-  
MARKED PAPER.

SILK PAPER  
CONTAINS  
SMALL  
THREADS-  
VISIBLE  
ON BACK.



1875-81 PROPRIETARY

EXISTS ON BOTH  
SILK + WATERMARKED  
PAPER.

1898



STAMP OF 1895  
SURCHARGED "I.R."  
(INTERNAL REVENUE).  
SPANISH WAR  
REVENUE

1898 PROPRIETARY (SPANISH WAR)



BATTLESHIP "MAINE"

THESE SAME  
DESIGNS USED IN  
DIFFERENT COLORS  
FOR VARIOUS VALUES  
FROM 1/8c TO 80c

1898 DOCUMENTARY



BATTLESHIP "MAINE"

STANLEY GIBBONS, INC.

No. 233

SHADES OF BLUE AND ULTRAMARINE



INDIGO



DEEP BRIGHT  
BLUE



BLUE



GREY BLUE



LIGHT BLUE



DULL BLUE



TURQUOISE BLUE



MILKY BLUE



TURQUOISE GREEN  
DARK Blue



ULTRAMARINE



DULL ULTRAMARINE



DARK ULTRAMARINE



BRIGHT ULTRAMARINE

Educator's  
PACKET

No. 233

SHADES OF BLUE AND ULTRAMARINE



INDIGO



DEEP BRIGHT  
BLUE



BLUE



GREY BLUE



LIGHT BLUE



DULL BLUE



TURQUOISE BLUE



MILKY BLUE



TURQUOISE GREEN



ULTRAMARINE



DULL ULTRAMARINE



DARK ULTRAMARINE



BRIGHT ULTRAMARINE

Educator's  
PACKET  
STANLEY GIBBONS, INC.

SCOTT ALBUM PAGE

NO. 234

SHADES OF VIOLET



DEEP REDDISH VIOLET



BRIGHT REDDISH VIOLET



PALE VIOLET



REDDISH LILAC



RED VIOLET



VIOLET BLACK



VIOLET BROWN (MAROON)



PLUM



PURPLE

Educator's PACKET

STANLEY GIBBONS, INC.

AN OFFICIAL SCOUT ALBUM PAGE

NO. 234

SHADES OF VIOLET



DEEP REDDISH VIOLET



BRIGHT REDDISH VIOLET



PALE VIOLET



REDDISH LILAC



RED VIOLET



VIOLET BLACK



VIOLET BROWN (MAROON)



PLUM



PURPLE

Educator's PACKET

STANLEY GIBBONS, INC.

NO. 295

# GREEN SHADES



OLIVE BISTRE



OLIVE YELLOW



DARK OLIVE



OLIVE GREEN



BRIGHT YELLOW  
GREEN



PALE YELLOWISH  
GREEN



LIGHT GREEN



GREY GREEN



GREEN



BLuish GREEN



BLUE GREEN



DARK BLUE  
GREEN



DARK GREEN

**"Educator  
PACKETS"**

STANLEY GIBBONS, INC., NEW YORK.

NO. 236

SHADES OF  
**BROWN**



RED BROWN



ORANGE BROWN



YELLOW BROWN



BROWN



CHOCOLATE



DARK BROWN



OLIVE BROWN



ROSE BROWN



LILAC BROWN



CLARET BROWN



BRIGHT VIOLET BRN.



PURPLE BROWN

STANLEY GIBBONS, INC.,  
38 PARK ROW, N. Y. CITY

**Educator  
PACKET**

NO. 237

SHADES OF  
**YELLOW** and **ORANGE**



*YELLOW*



*ORANGE YELLOW*



*ORANGE*



*DULL ORANGE*



*REDDISH ORANGE*

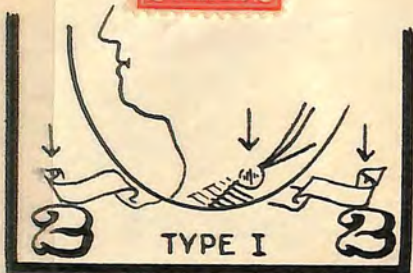


*ORANGE RED*

**Educator  
PACKET**

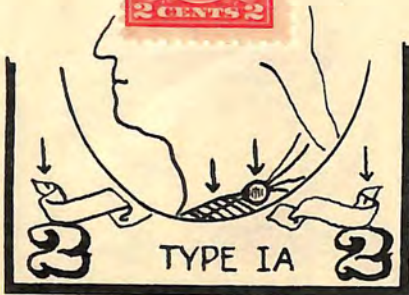
STANLEY GIBBONS, INC., 38 PARK ROW, N. Y. CITY





TYPE I

- 1—There is only one line of shading in the first curve of the ribbon above the left "2"; and only one line of shading in the second curve of the ribbon above the right "2".
- 2—The button of the toga is weakly outlined.
- 3—The top line of the toga running from the button to the front of the throat is faint.



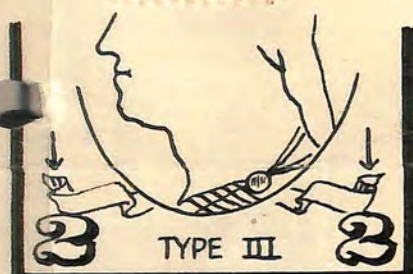
TYPE IA

Type IA of the 2c shows a very heavy outline round the button of the toga.



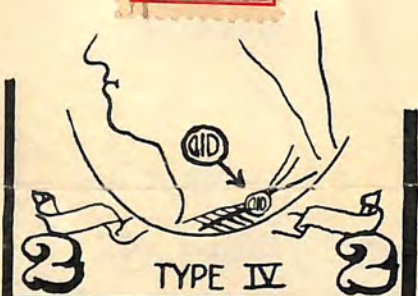
TYPE II

- 1—Line of shading of ribbon same as Type I.
- 2—The button on the toga has a very strong and distinct outline.
- 3—The top line of the toga running towards the throat is much heavier.



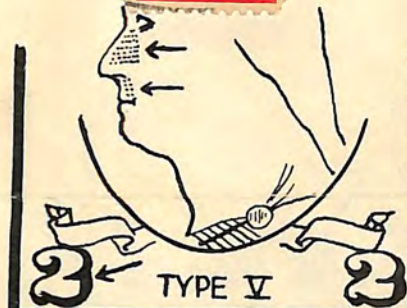
TYPE III

- 1—Instead of one line of shading as on the first two types, there are two lines of shading in the curves of the ribbon.
- 2—Same as type II. 488
- 3—Same as type II.



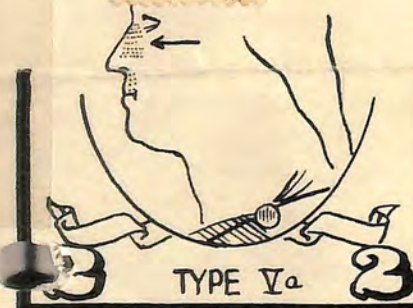
TYPE IV

The five small lines in the button of the Toga take the shape of two capital "D's" back to back with a line in between. (On all other types, these lines are straight and not connected.) 526



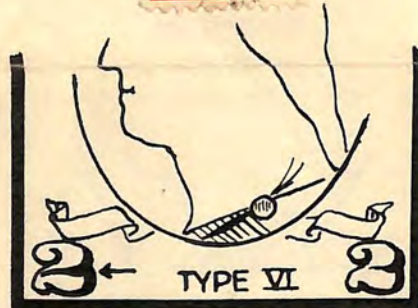
TYPE V

The horizontal line through the left figure 2 is thin and decidedly short or broken. The lines of dots which comprise the shading on the nose end in an even line on the right 527



TYPE Va

In type V the nose is entirely shaded with horizontal lines of small dots. In type Va several of these dots are missing, leaving a small white spot on the nose midway between the eye and the nostril. 528



TYPE VI

In the left "2" there is quite a heavy line of color between the body and the tail.

Educator PACKET 528a



TYPE VII

Type VII differs from type VI in that the line which almost severs the body and the tail of the left "2" is in this case much finer. 528b

STANLEY GIBBONS · N.Y.

ENVELOPES - ON DIAGONALLY LAID AND WOVE PAPERS

|    |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|----|---|---|---|---|---|---|---|---|---|

|                |                      |                |             |                        |                 |                        |                          |                 |
|----------------|----------------------|----------------|-------------|------------------------|-----------------|------------------------|--------------------------|-----------------|
| 18             | 17                   | 16             | 15          | 14                     | 13              | 12                     | 11                       |                 |
| SALMON<br>BUFF | LIGHT ORANGE<br>BUFF | YELLOW<br>BUFF | BUFF (LAID) | WHITE<br>EXTRA QUALITY | WHITE<br>(WOVE) | CREAMY<br>WHITE (LAID) | WHITE<br>(GREENISH) LAID | WHITE<br>(LAID) |

|                 |                |                         |                         |                |                 |                 |                |                |                 |
|-----------------|----------------|-------------------------|-------------------------|----------------|-----------------|-----------------|----------------|----------------|-----------------|
| 29              | 28             | 27                      | 26                      | 25             | 23              | 22              | 21             | 20             | 19              |
| REDDISH<br>FAWN | FAWN<br>(LAID) | ORIENTAL<br>BUFF (WOVE) | ORIENTAL<br>BUFF (LAID) | CREAMY<br>BUFF | CREAM<br>(LAID) | ORANGE<br>LIGHT | ORANGE<br>DARK | ORANGE<br>DARK | AMBER<br>(LAID) |

|                       |                |               |                        |                  |                      |                      |                 |
|-----------------------|----------------|---------------|------------------------|------------------|----------------------|----------------------|-----------------|
| 35                    | 34             | 33            | 32                     | 31               | 30                   | 24                   |                 |
| BLUE<br>EXTRA QUALITY | BLUE<br>(WOVE) | LIGHT<br>BLUE | BLUE<br>(LIGHT VIOLET) | BLUE<br>(VIOLET) | AMBER<br>PALE (WOVE) | AMBER<br>(VERY PALE) | AMBER<br>(LAID) |

|                           |                                 |                       |                                     |                  |                           |                 |                |
|---------------------------|---------------------------------|-----------------------|-------------------------------------|------------------|---------------------------|-----------------|----------------|
| 44                        | 43                              | 42                    | 41                                  | 40               | 38                        | 37              |                |
| BROWN<br>GLAZED<br>(WOVE) | LIGHT BROWN<br>GLAZED<br>(WOVE) | PALE MANILA<br>(WOVE) | PALE MANILA<br>(GREENISH)<br>(WOVE) | MANILA<br>(LAID) | AMBER<br>MANILA<br>(LAID) | LEMON<br>(LAID) | BUFF<br>(LAID) |

WRAPPERS - ON HORIZONTALLY LAID AND WOVE PAPERS

|                           |                  |                                     |                           |                  |                          |                |
|---------------------------|------------------|-------------------------------------|---------------------------|------------------|--------------------------|----------------|
| 44                        | 43               | 42                                  | 41                        | 40               | 38                       | 37             |
| BROWN<br>GLAZED<br>(WOVE) | MANILA<br>(WOVE) | PALE MANILA<br>(GREENISH)<br>(LAID) | LIGHT<br>MANILA<br>(LAID) | MANILA<br>(LAID) | DARK<br>MANILA<br>(LAID) | BUFF<br>(LAID) |