



Christmas Seals

THE SEALS OF 1907 WERE ISSUED AND SOLD BY THE DELAWARE CHAPTER OF THE AMERICAN RED CROSS.

1907



Red Cross & Holly Leaves

Two days after the first supply of 1907 seals went on sale more than 30,000 were sold. The Wilmington printer was swamped, so a Philadelphia firm was enlisted. Soon it was seen that "Merry Christmas" would be deadline before the demand dwindled, so "Happy New Year" was added to the design. This, then, is the story of the two varieties on the 1907 issue.



*Merry Christmas WITH
Happy New Year*

THE FOLLOWING ISSUES WERE SOLD BY THE AMERICAN NATIONAL RED CROSS.

1909



Red Cross & Holly Leaves

When the 1909 sale reaped \$250,000, the doubters began to thin out, though some shook their heads . . . felt it was not possible to raise funds by this method. Carl Wingate designed the 1909 Stamp.

1908



Red Cross & Holly Leaves

For the 1908 Christmas Stamp campaign, the American Red Cross moved to sponsor it in a coast-to-coast range. Howard Pyle, the noted Wilmington, Delaware artist, designed this second issue. Two days after the sale started, the Washington headquarters of the Red Cross had to hire twenty extra clerks to handle rush orders.

1910



Large Red Cross

Some confusion resulted in the sale of "Christmas Stamps" . . . some people thinking they were buying "Postage Stamps" used them for prepayment of postage on letters. It was then apparent that the name must be changed and the use of "seals" came into being. In 1910, the design by Mrs. Guion Thompson sold \$300,000.00 worth.

THE FOLLOWING SEALS WERE ISSUED BY THE AMERICAN RED CROSS BUT SOLD BY THE NATIONAL ASSOCIATION FOR THE STUDY AND PREVENTION OF TUBERCULOSIS.

1911

*"The Old Home
Among the Cedars"*



Type I

In 1911 sales ran up to a record \$320,000 . . . from a modest beginning just a few years back of \$3,000.00. By these mounting sales, no greater contribution has been made in the fight against tuberculosis than that of the late Miss Emily Bissell, who conceived the Christmas Seal idea. This 1911 design was the work of Anton Rudert.





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1912



Santa Claus

As the years rolled by efforts were made to produce more attractive designs. This 1912 issue featured a picture of Santa Claus within a circle . . . a design by artist John H. Zeh. Sales for 1912 skyrocketed to \$402,256.00.

1913



Santa and the Reindeer

The 1913 Christmas Seal was the first to be designed in a size comparing to the horizontal commemorative stamps issued by the Post Office Department. It was also the last time. Designed by C. J. Budd, sales realized \$449,505.00, again a record breaker.

1914



Santa Claus

The 1914 issue was lithographed by Strobbridge Lithograph Co. A design by artist Benjamin S. Nash, it realized \$555,854.00.

1916



Santa with Sack on Back

The 1916 seal was the first to bring in over a million dollars . . . sales amounted to \$1,040,810.00. Lithography was by Strobbridge Lithograph Company; the design by Thomas M. Cleland.

1915



Santa and Wreath

Benjamin S. Nash also designed the 1915 seal which brought in \$760,000.00. It was lithographed by Andrew B. Graham Company of Washington, D. C.

1917



Christmas Tree Per 12

The 1917 seal was also designed by Thomas M. Cleland. Sales leaped to \$1,815,109.00. This issue was typographed by Eureka Specialty Printing Co.

THE FOLLOWING WERE ISSUED BY THE AMERICAN NATIONAL RED CROSS, BUT SOLD BY THE NATIONAL TUBERCULOSIS ASSOCIATION.

1918



Miss Liberty

Sale of seals was suspended for 1918 in order to avoid competition with other drives for funds in progress at the time. To everyone joining the Red Cross Roll Call one or more panes of 10 seals were given. The design was by Charles A. Winter and \$2,500,000.00 was realized.

1919



Santa Claus and Sack 1/4 - P 12

Designed by Ernest Hamlin Baker, the 1919 design was the only one ever to show both the Red Cross and the TB Emblem. It realized \$3,872,533.00 in sales.

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FROM 1920 ON, SEALS WERE ISSUED AND SOLD BY THE NATIONAL TUBERCULOSIS ASSOCIATION.

1920



Santa and Child

Another Ernest Hamlin Baker design, the 1920 issue only realized \$3,667,834.00 . . . a drop in sales from the previous year.

1921



Santa, Girl and Boy

For the second year in a row, sales dropped . . . this time to \$3,250,303.00. Three firms were engaged in printing this issue and the design was the work of George V. Curtis.

1922



Mother and Child

Sales went up to \$3,857,085.00 in 1922. The design was by Thomas M. Cleland who also did the work on the 1916 and 1917 issues. Eureka Specialty Printing Company produced the entire job.

1923



Child and Vision of Santa

1923 was another banner year for seal sales. With a design by Rudolph Ruzicka, sales went to \$4,529,660.00. Printing was again by Eureka Specialty Printing Co.

1924



Goddess of Health

There were three printers involved in running the 1924 issue. Designed by George V. Curtis, sales amounted to \$4,479,655.00.

1925



Two Candles

Robert G. Eberhard designed the 1925 seal. Two firms were called in to prepare supplies and sales came to \$4,937,786.00.

1927



Santa, Sleigh and Reindeer

Sales in 1927 were \$5,419,959.00 and the design was by John W. Evans. It was the first small size seal to appear in horizontal format. Three firms were required to supply the seals.

1926



Singing Christmas Carols

"Over the five million mark" was the cry of seal workers when the 1926 issue went on sale and it worked. Sales were \$5,121,871.00. The design was by George V. Curtis.



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1928



The Gallant Ship Argosy

Sales were still climbing in 1928. Receipts were \$5,465,738.00 with the design by John W. Evans.

1929



Ringin' Bell 12 1/2 56

George V. Curtis designed the 1929 issue . . . year of the stock market crash. With conditions against them, sales still moved ahead to \$5,546,146.00.

1930



Santa and Christmas Tree

With the depression setting in, sales began to weaken and for 1930 they amounted to \$5,309,352.00. The artist was John W. Evans.

1931



Coach and Four Horses

The 1931 John W. Evans design was a horizontal one. Sales continued to move down due to economic conditions. Realized was \$4,526,188.00.

1933



Silhouette

The 1933 design was by Hans Axel Walleen. Sales were down again at \$3,429,310.00.

1932



Boy and Girl Singing

The 1932 design was by Edward F. Volkman. Four firms did the printing on this issue. Sales were \$3,470,636.00.

1934



House and Tree

Here again four firms supplied the seals for 1934. The designer was Herman D. Giesen and sales moved up a bit to \$3,701,344.00.

1935



Girl and Mail Box

Ernest Hamlin Baker was the designer of the 1935 issue. Sales rose to \$3,946,497.00.



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1936



Stylized Santa & Candles

Designed by Walter I. Sasse, the 1936 seals included special corners as was the case with the 1935 issue. Text was: Seal number one, "Tuberculosis is Preventable," number 10, "Protect Your Home From Tuberculosis," number 91, "Help Fight Tuberculosis," number 100, "Tuberculosis is Curable." Sales were \$4,522,268.00.

1938



Mother and Two Children

For 1938, the sheets consisted of 96 regular seals and four special seals honoring Doctors Rene Laennec, Inventor of the Stethoscope; Robert Koch, discoverer of the tubercle bacillus; and Edward L. Trudeau, who established the first TB Sanatorium in the USA at Saranac Lake, N. Y. The fourth seal pictures Einar Holboll, the Danish Postal Clerk credited with starting the Christmas Seal sale in Denmark, 1904. Designed by Lloyd Coe, sales were \$5,239,525.00.

1937



Town Crier

Designed by A. Robert Nelson, there are 96 regular seals, as illustrated above, in each sheet and 4 slogan seals, as follows: Seal number 23, "Health for All," number 28, "Protect your Home," number 73, "Preventable," and number 78, "Curable." The 1937 sales amounted to \$4,985,696.00

1939



TB Symbol

This stamp was designed by Rockwell Kent and sales realized \$5,593,399.00. The four center seals on the sheets are slogan seals which differ from the one illustrated above. The four slogan seals are inscribed, "Health for All," "Protect your Home," "Tuberculosis Preventable, Curable," "Holiday Greetings."

1940



Singing Christmas Carols

Designed by Felix Martini, there are 97 regular seals (as illustrated) and three special seals or slogan seals. The regular design features three children, while only one of the children is featured on each of the three seals along with, "Protect us From Tuberculosis." Sales were an all-time high of \$6.305, 978.00.

1942



Horse Drawn Sleigh

Seal sales in 1942 reached another high of \$9,390,117.00. The designer was Dale Nichols.

1941



Lighthouse

The 1941 seal was the work of artist Stevan Donhanos. Artist Donhanos chose a lighthouse for the theme of his design. Sales his a new high of \$7,530,495.00.



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1943



Child Looking Out Window

While there is only one design for the 1943 issue, Artist Andre Dugo created a shaded frame around the design which, when collected in pairs or blocks gives the effect of a double frame. Sales were \$12,521,494.00.

1944



Stylized Letter Carrier

In 1944 the National Tuberculosis Association engaged artist Spence Wildey to do the design. Sales were \$14,966,226.00.

1945



Boy Carrying Wreath

"Over the fifteen million mark in '45" was the cry of TB seal workers! They came through with some to spare . . . \$15,572,410.00 was taken in. The design was by Park Phipps.

1946



Lamp Lighter

Designed by Mary Louise Estes, the artwork was done by Lloyd Coe. The four center seals on the 1946 sheet were different from the other 96 . . . one of which is illustrated above. The center seals show portraits of the four persons who, more than any others, were responsible for the issuance and successful sale of the first seal in 1907. Sales for 1946 . . . \$17,075,608.00.

1947



Hauling Cut Trees

The 1947 TB Seal design was the work of artist Raymond H. Lufkin. Sales were still mounting and \$18,659,355.00 was realized.

1948



Child at Fire Place

Borrie Bart designed the 1948 seal. Sales hit the twenty million mark — \$20,153,834.00.

1949



Stylized Bird Carrying Ribbon

\$20,226,784.00 was the total take-in on 1949 sales. The design was by Herbert M. Meyers.





Christmas Seals



1952

1950



Three Singing Angels 12 1/2

The 1950 design was made by artist Andre Dugo. Sales were \$20,981,540.00.



Glowing Candle 12 1/2

Designed by Thomas Darling, each sheet of the 1952 seals has a marginal strip at bottom with text in green, "CHEST X-RAYS FIND TUBERCULOSIS EARLY WHEN IT IS EASIEST TO CURE." Sales were \$22,750,000.00.

1951



Head of Santa Claus 12 1/2

Designed by artist Robert Stephens, the sales for 1951 hit the tidy sum of \$21,717,953.00.

1953



Singing Child 12 1/2

Across the top of each sheet of 1953 seals is a marginal strip on which is the text in black, "YOUR TUBERCULOSIS ASSOCIATION HELPS TO KEEP ALL HOMES SAFE FROM TUBERCULOSIS." The design was by Jorgen G. Hansen and sales amounted to \$23,889,044.50.

1955



Girl and Boy with Gift Package

The 1955 issue consisted of two different designs, both alternating in horizontal rows only. The design was by Miss Jean Simpson. Sales were \$25,780,365.96.

1954



Three Children in Silhouette

Designed by Jorgen Hansen, the 1954 sales reached a record \$24,670,202.85. Four different designs alternate in the sheet as follows: Boy and girl on either side of Christmas tree, 2—three children holding hands, 3—Design as #2, but Cross between girl and boy at left, and 4—design as #1, cross between tree and boy at right.



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1956



Girl and Boy Marching with TB Emblem

Seven printers were needed to prepare the 1956 seals. The design was by Heidi Brandt, and sales were \$26,310,491.00. Four different designs alternate on each sheet.

1960



Singing Boys and Girls

The 1960 TB seal was the work of Philip Richard Costigan. It was so designed that four different arrangements occur in each block of four. Sales for this issue came to \$26,259,030.37.

1957



Santa and Little Girl on Tree Ornament

Designed by Clinton Bradley, the 1957 sales amounted to \$25,959,998.51. Eight printers were engaged to prepare sufficient stock for sales that year. There were four different designs that alternated in each sheet.

1958



Boy and Girl Writing on Blackboard

Offset by the same eight printers that printed the 1957 issue, the 1958 design was the work of Alfred Guerra. Two designs alternate in each row. Sales were \$25,955,890.47.

1959



Girl and Boy Feeding Chicks, Birds and Squirrels

Designed by Mrs. Katherine La Bruce Rowe the 1959 seals enjoyed sales amounting to \$26,740,906.16. As with the 1958 issue, two different designs alternate in horizontal rows.



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1962



Hanging TB Emblems on Trees

The 1962 sales were an all-time high of \$27,429,202.18 for this emerald, red, prussian blue and yellow design. The artist was Paul Dohanos.

1961



Preparing for Christmas

This Heidi Brandt design is a gay one featuring the theme, "the night before Christmas." Sales in the United States amounted to \$26,529,517.20.

1964



Little Girl Kissing Santa and Little Boy with Christmas Stocking

The two clever designs for 1964 Christmas Seals are the work of Gaetano di Palma. The campaign from sale of seals reached \$28,784,043.31.

1963



Snowman in the Night - Stylized House

Stylized art is evident throughout this design for the 1963 season, the work of artist Judith Campbell Piusi. Contributions reached a total of \$27,411,806.12 . . . just under the record set one year before.



1965



Girl Feeding Birds, Christmas Tree and Birds

Two designs alternate on the sheet of 1965 Christmas Seals. One features a little girl with basket on arm and birds feeding, while the other is a Christmas Tree scene . . . the work of designer Frede Salomonsen. Sales realized \$29,721,878.12.

1966



Birds and Tree Branches



Birds and Tree Branches

Placed on sale November 15, 1966, the four-color seals are presented as blocks of four, depicting evergreens and red birds. Alternating blocks of four appear on the sheets of 100, one block with a green background and the other on white. The seals were offset printed by five concerns, whose identification letter appears near the center of the 56th seal-the sixth seal from the left on the sixth row of seals-on each sheet. The design was by Heidi Brandt of Colorado Springs, Colorado. Contributions, through distribution of the stamps, came to \$30,776,586.63.





Christmas Seals

1967



Decorated Railway Cars



Decorated Railway Cars



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Decorated Railway Cars



Decorated Railway Cars

Five different blocks are possible with the arrangement of designs used for the 1967 Christmas Seals. Artist L. Gerald Snyder has chosen a railroad train motif complete from engine to caboose all in early American style of art.



Christmas Seals

U.P.D. Sheet Protector No. 2

1968



Partridge and Pear Tree



Partridge and Pear Tree

A Partridge in a Pear Tree motif was used by artist William Eisele of Columbus, Ohio, in the design of the 1968 Christmas Seal that went on sale nationally November 12th. The brown and white partridge, a golden pear and a sprig of green leaves from a pear tree form the central vignette of the seal. The layout of the 100-seal sheet is in blocks of four, one block with a blue background and the adjacent block with a yellow background.

1969



Children Around Christmas Tree

The 1969 seal was designed by Bernice Kochan of Cleveland, Ohio. The overall seal design is of children dancing around a Christmas tree, with boys and girls dressed in green, red or black snow suits.

U.P.D. Sheet Protector No. 2





Christmas Seals

1971



*Christmas Trees, Horn-tooting youths,
Angels and a Candle*



*Christmas Trees, Horn-tooting youths,
Angels and a Candle*

James Clarke of San Leandro, California designed the 1971 Christmas Seal consisting of multi-colored blocks of four of Christmas trees, horn-tooting youths, angels and a candle. This was the 65th campaign for the Tuberculosis and Respiratory Disease Association. Five printers were involved in the printing of the seals.

1972



House, Train, Sleigh, Mail Box, House



Carolers, City Buildings, Christmas Tree, Snowman, House

Linda Layman is possibly the youngest artist ever to win the prestige of designing a Christmas Seal. She was just 24 when she entered the contest. The theme of her design for the 1972 seals is "a combination of an old-fashioned Christmas and a modern-day one." "People still sled, ice skate, build snowmen, send greetings, sing carols, decorate trees, just as they did in grandmother's day. All these enduring things—old-fashioned and modern—are the theme of my design."



1970

FIGHT EMPHYSEMA, TUBERCULOSIS, and AIR POLLUTION -- IT'S A MATTER OF LIFE AND BREATH.

REG. TRADEMARK - NATIONAL TUBERCULOSIS AND RESPIRATORY DISEASE ASSOCIATION



Christmas Seals



M.C.A.

K.P.D. Sheet Protector M.B.B.

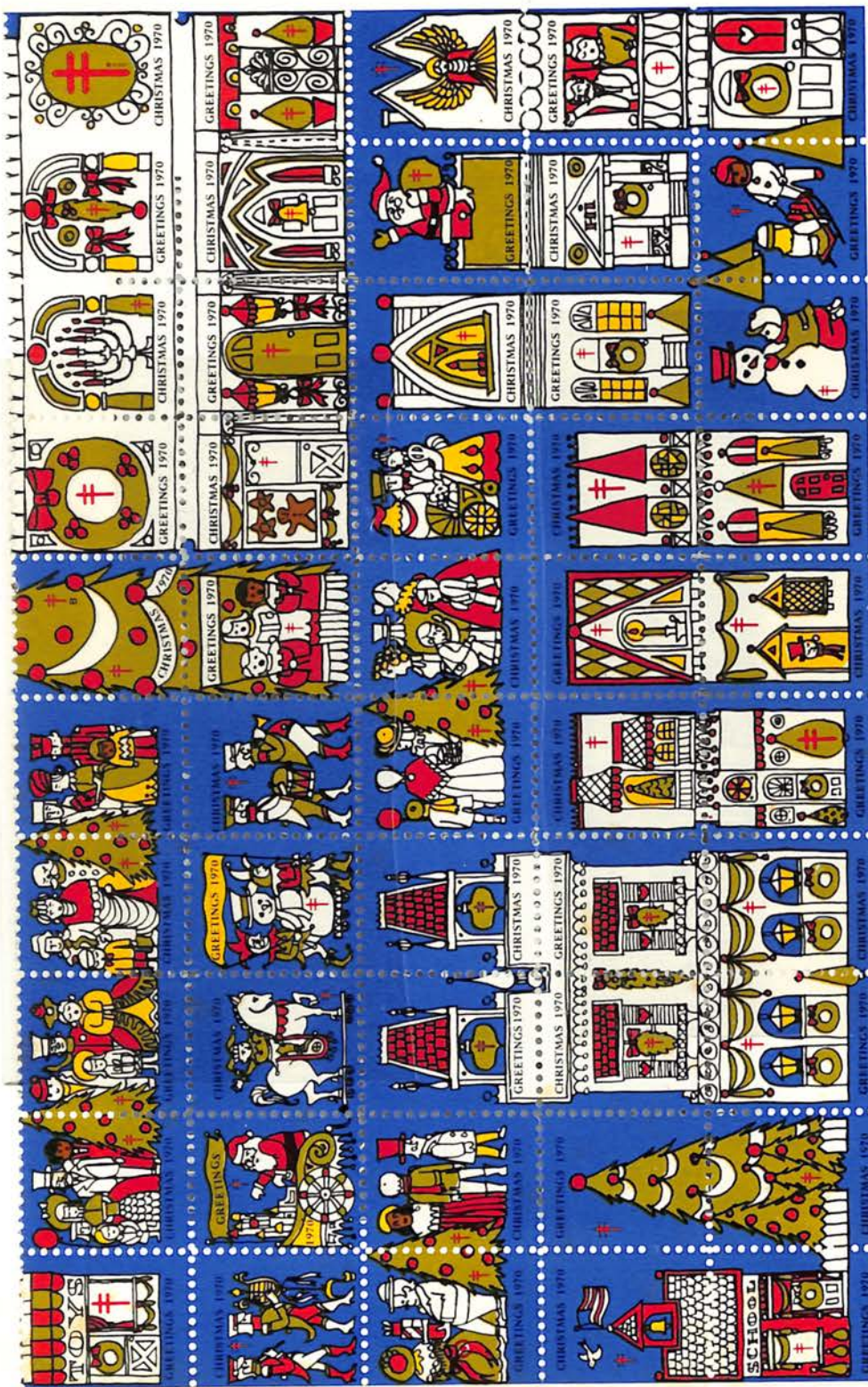
V.P.N. Sheet Protector M.B.



Christmas Seals



1970



Artist L. Gerald Snyder has twice submitted the winning design for Christmas Seals. His first design was the 1967 Christmas Seal issue. For 1970, Mr. Snyder's design is a sheet of 100 different Seals—a complete sheet forms a picture of an old-fashioned town. In it, you discover every imaginable holiday activity—Santa, reindeer, a parade, carolers, trees and gaily decorated houses, buildings and towers.



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