

The 1939 U.S Christmas Seal

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The 1939 United States Christmas Seal

This **purpose** of this exhibit is to present the complete story of the 1939 National Tuberculosis Association (N.T.A.) Christmas seal including all known essays, proofs and printers (there are four) as well as usage and promotion of the seal.

The **importance** of this seal is esthetic. It was designed by Rockwell Kent, arguably the most important American artist of the 20th century, and is generally considered to be the finest seal ever produced by the N.T.A.. No other artist of such world-wide acclaim has designed an N.T.A. seal, before or since.

Access to the Archives of American Art in Washington, DC has given the exhibitor the opportunity to **research** more detailed data, particularly as concerns dating, than has appeared previously. Based on the exhibitor's work, a much more detailed analysis of plate flaws is shown for the first time.

The **presentation** is that of a classic philatelic study.

Outline of the exhibit:

- I. Pre-production material: essays, die proofs, plate proofs
 - A. By other artists
 - B. Rockwell Kent's design
- II. Seals as released by the four printers, including plate flaws and errors
 - A. Philatelic characteristics common to all or some of the printers
 - B. Pre-First Day and First Day covers
 - C. United States Printing & Lithography Co., Brooklyn, NY (U)
 - D. Edwards and Deutsch Lithography Co., Chicago, IL (D)
 - E. Strobridge Lithography Co., Cincinnati, OH (S)
 - F. Eureka Specialty Printing Co., Scranton, PA (E)
 - 1. Sheet seals
 - 2. Booklet seals
 - G. The 1950 Italian plagiarism
- III. Usages of the Seals
- IV. Promotion of the Seals

Introduction

The year 1939 saw the issuance of the 33rd annual Christmas seal by the National Tuberculosis Association (N.T.A.).

The story begins in mid-July 1937 when Charles L. Newcomb, director of the N.T.A. Christmas Seal program, wrote to Rockwell Kent asking if he would be interested in designing the 1939 seal. On July 23, Kent replied that "I would be delighted to design a Christmas seal for the National Tuberculosis Association and I'll start thinking about it right off." On September 1, details of the \$1,000 remuneration were sent to Kent and agreed to.

There was some controversy within the N.T.A. committee concerning the representation of an angel in a modern guise rather than a traditional one, lest there be some religious objection. In response to the complaint, Kent replied that he had never seen an angel and, if he did, this is the one he'd like to meet, elegant and serene.

Rockwell Kent's design submission, January 1938



Lorenz's photograph from the N.T.A. archives. He noted the original colors on the reverse.

Border: outside - white; middle - thin red line; inside - white.
Background: black.
Date: white.
Insignia: red.
Figure: white shaded and outlined in red.
Halo: white.

The final design as released, December 1, 1939



There were several major changes to the original design.

Background: blue.
Numerals: size and position.
Facial detail: subtle changes to the nose, size of the eye and shape of the angel's mouth.

The various essays that follow will trace the changes that resulted in the final plate.

1A. Pre-production: essays by other artists

Normally, the N.T.A. held a design competition but this year they did not. Nevertheless, several artists, accustomed to offering designs, sent them unsolicited. As a matter of course, all original artwork was returned to the artists. Kent's was ultimately returned to him and its current whereabouts is unknown.

One of the pioneers of Christmas seal collecting was Charles Lorenz. He was given access to the N.T.A. archives and took black and white photographs of all artists' submissions between 1919 and 1946. He noted their various colors on the back. Thus, we have a record of those colors for 1939.

There were originally ten other designs but only six are currently known to exist and are on this page. The first two were submitted by Hans Axel Walleen; the other artists are unknown. Although Lorenz noted their colors, they are not relevant to this exhibit. Below are Lorenz's original photographs.



IA. Pre-production: other essays

The N.T.A. made two essays using Kent's design. One was embossed by M. M. Gottlieb of Allentown, PA, date unknown. The second, with a silver background rather than white, was sent to Kent on December 17, 1938 for review and about which he made no comment. Two other unsolicited embossed offerings of the cross were made.

None of these essays saw production.



IB. Pre-production: from Kent's design, Negative Maker's design photographs* United States Printing & Lithography Co.

Kent sent his original artwork in early January 1938. Newcomb, in his January 7 reply acknowledging its receipt, suggested a blue rather than black background. On January 9, Kent replied that black was merely to show the use of a dark color. He planned to use blue. In addition, "...in my final design I should like to enlarge the numerals of the date, bringing the '1' down to be overlapped by the arm of the cross. The numerals are somewhat drifting and lost at present." In response to another comment, Kent revised the proportions of the cross (February 16).

On February 21, Newcomb sent the drawing to the maker of the negatives, the United States Printing and Lithograph Co., Brooklyn, NY. They used it to make the single die proofs. Initially, the original drawing was photographically reduced. The white on black photograph of the drawing is slightly smaller (47/64") than the final size (52/64"). The pencil note of "54/64" includes the extra marginal space needed between the seals. The somewhat larger photograph reverses the colors.



From this die, the Negative Maker's Proofs (NMP) were made which would be used by three other printers as discussed later.

* All remaining pre-production material is based on Kent's design.

IB. Pre-production: First Die Proof, February 1938

In early February, Newcomb received the first die proofs on card and coated paper (technically, these are essays). He made handwritten comments on March 1 as follows: 1) registration of the cross needs improvement, 2) add a frame line in red or blue and 3) change background color to different shade of blue (comments are transcribed below). The February coated paper proof (right) with Newcomb's notes was sent to Kent on March 7.

Even though Kent's 1938 sketch and the earlier photo reductions had the first right sleeve line fully crossing the arm, for some reason on this proof it extended only halfway.

The overall size is a bit larger than the final seal's.

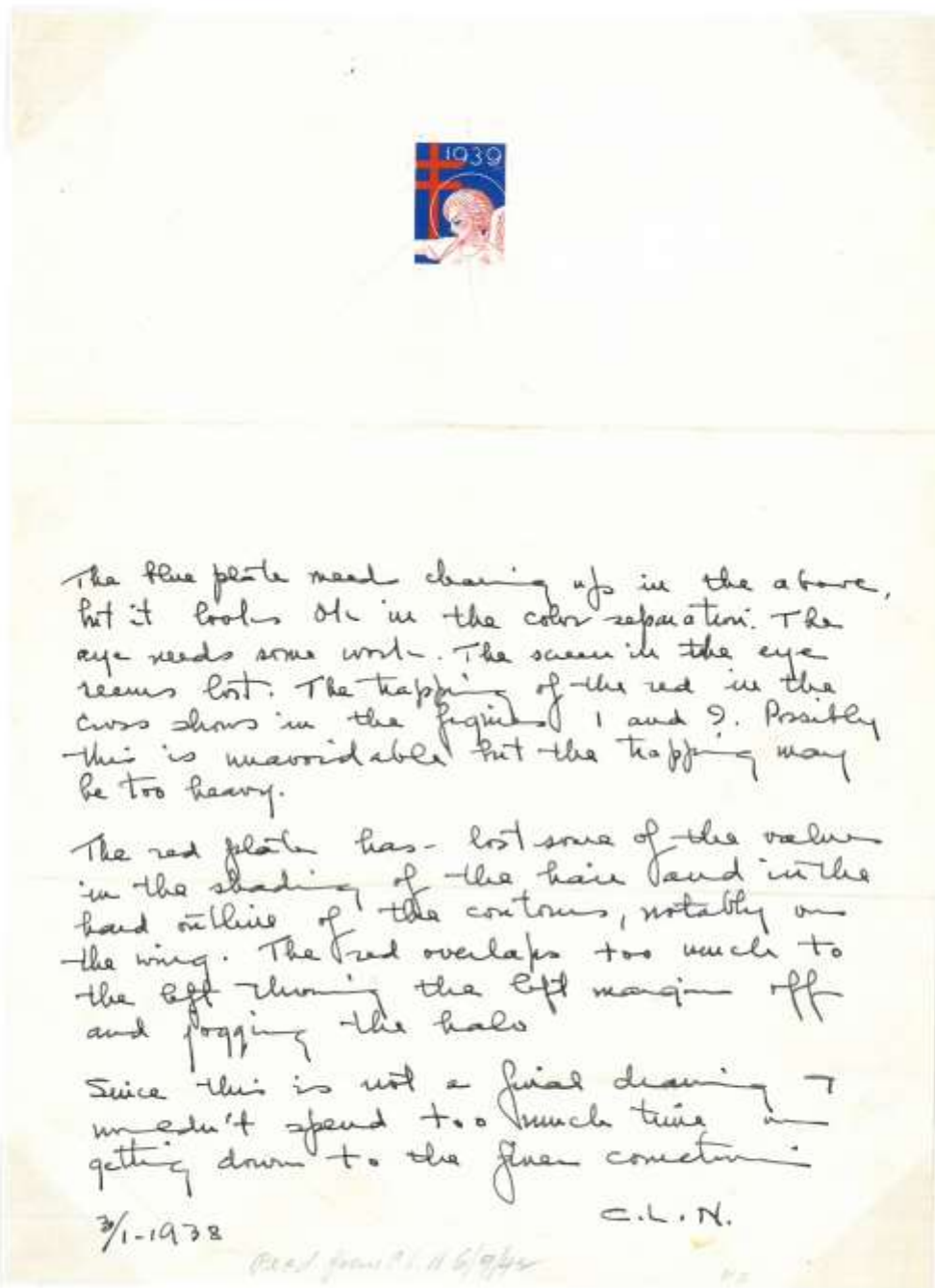


Transcription of Newcomb's comments on the first die proof:

The blue plate needs cleaning in the above, but it looks ok in the color separation. The eye needs some work - the screen in the eye seems lost. The trapping of the red in the cross shows in the figures 1 and 9. Possible this is unavoidable but the trapping may be too heavy.

The red plate has lost some of the value in the shading of the hair and in the hard outline of the contours, notably on the wing. The red overlaps too much to the left throwing the left margin off and joggling the halo.

Since this is not a final drawing, I wouldn't spend too much time on getting down to the finer corrections.



IB. Pre-production: Second Die Proof, March 1938

The extension of the sleeve was corrected in the second die proof made in March. It is not known when, or whether, Kent received this die proof.

Again, The overall size is a bit larger than the final seal's. There is not yet a red frame line. The numerals and halo are slightly thicker than the first die proof.



On May 18, Kent received his original drawings for some minor changes. The final design was accepted on June 19 at an N.T.A. meeting in Los Angeles.

IB. Pre-production: First Die Proof in the actual size, October 17, 1938

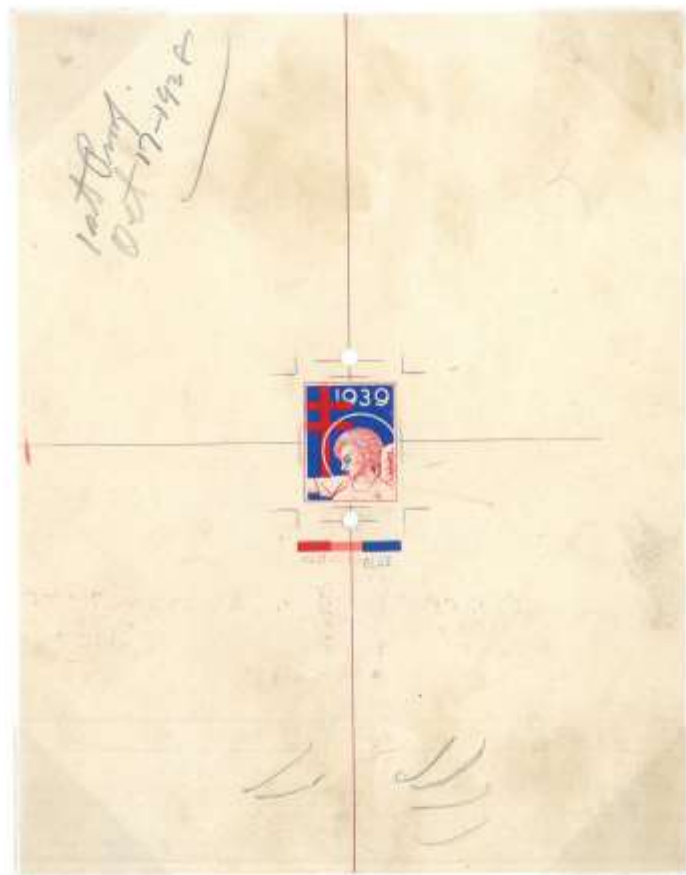
On September 26, Newcomb wrote to Kent:

Our engravers...tell us that in order to get the finer shadings in your design we should use three colors, blue, red and light red, which we may call pink.

This the first mention of adding pink and is reflected in these proofs of October 17.

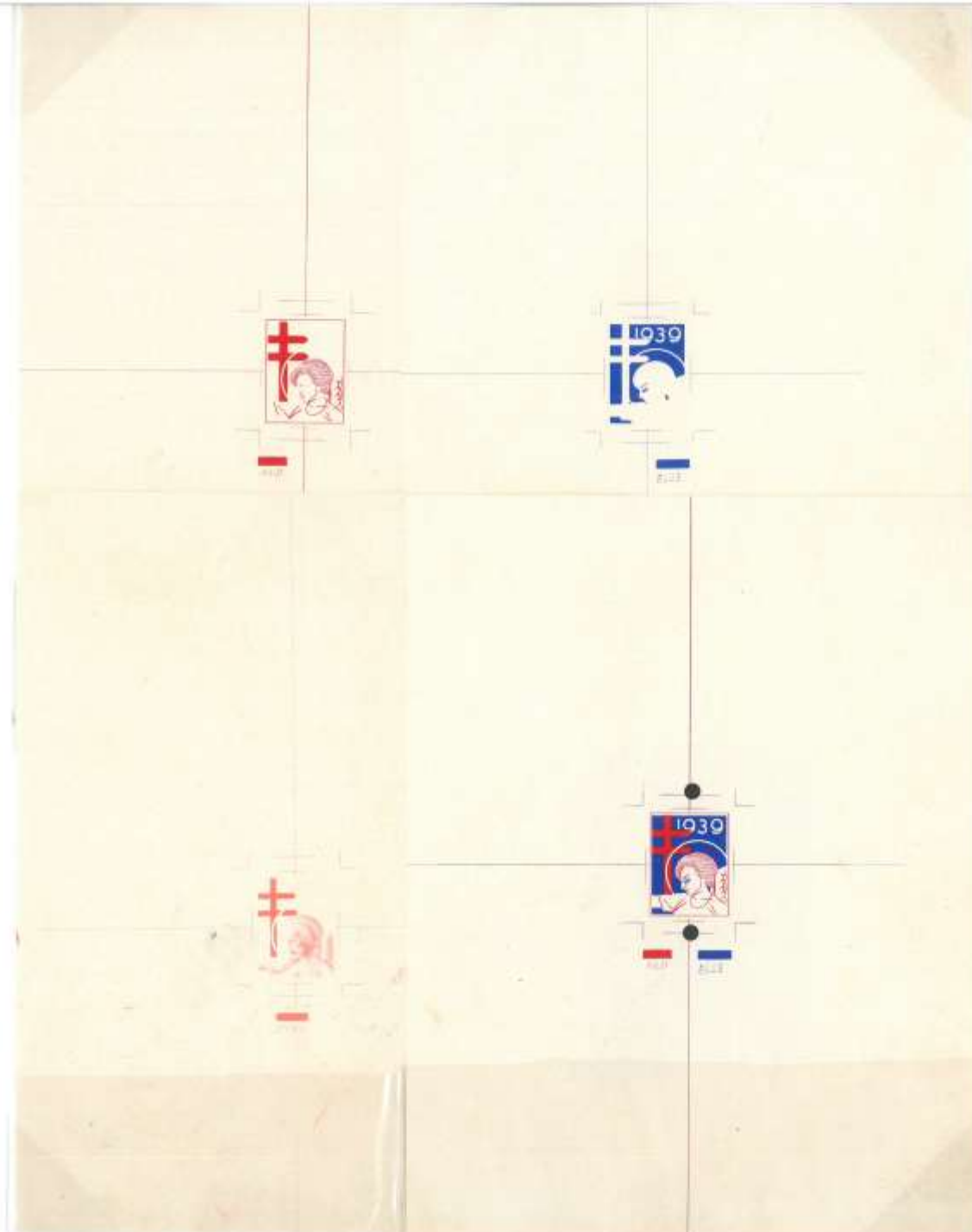
For unknown reasons, they used the older design with thick numerals and halo. New color separation plates were made of this die. We will see two random examples of the thick numerals and halo in sheets produced by Eureka. Why this would have happened is unclear since such a cliché error is not present on the NPMs sent by United to the other printers.

On October 19, two days later, Newcomb noted that the first experimental printing "...has not turned out so successfully." The facial details are unclear and the eye is solid blue.



October 17 color separations.

- Stage 1: red.
- Stage 2: blue.
- Stage 3: pink.
- Stage 4: red and blue.



IB. Pre-production: Second Die Proof in the actual size, October 27, 1938

A second proof was made October 27 returning to the thinner numerals and halo and clearer rendition of facial features, although the eye still remained mostly solid. Again, color separation plates were made.



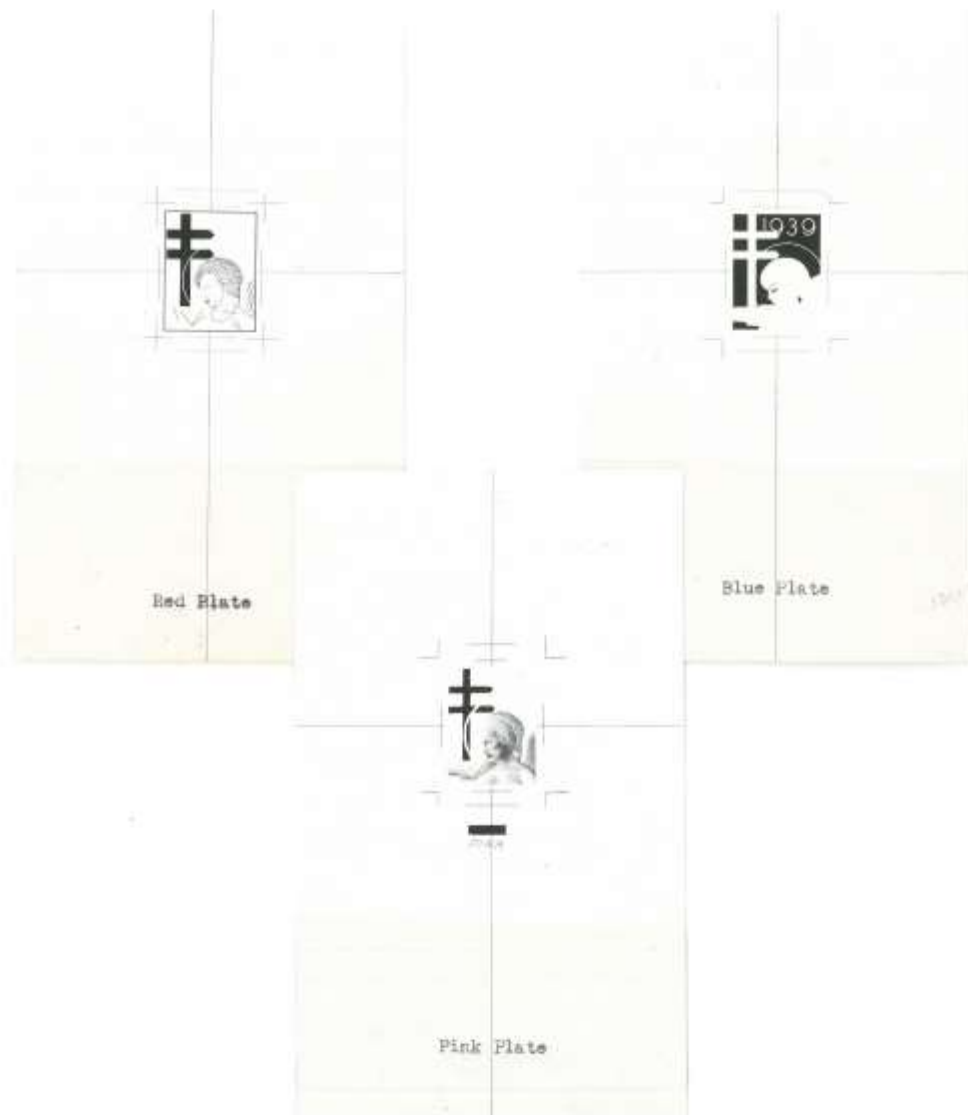
October 27 color separations.

Stage 1; red.
Stage 2; blue.
Stage 3; red and blue.
Stage 4; pink.
Stage 5; complete design.



IB. Pre-production: Second Die Proof in the actual size, after October 1938

Between the October 1938 and the January 1939 proofs, black impressions on coated paper were made to determine if the outlines were sharp enough. There was also a second black proof, on gummed paper, with the "blue" scaled back to evaluate contrast and show the final size of the design.



From left to right

IB. Pre-production: First Negative Maker's Proofsheets, early January 1939

The eyes were, if anything, more solid.

IB. Pre-production: Second Negative Maker's Proofsheets, January 20, 1939

The printing error of the eye was corrected on January 20 and sent to Kent. Pencil note at the bottom says "Second proof - OK'd by Kent - Jan. 20, 1939 - U.S. Litho. - Experimental Proof." It is characterized by guidelines in the margins and in all four corners of each seal.

IB. Pre-production: Second Negative Maker's Proofsheets perforated, mid-February 1939



Newcomb sent at least two normal perforated sheets to Kent on February 27 with a request to sign them for himself and his wife (right-hand sheet). This one is signed "To/Mrs. Newcomb/O.K. -- and How/Rockwell Kent."

Note the remnant of a guideline centrally in the right margin. The printer's mark was not added until May, below.

The first perforated sheets, with a line machine, were made in mid-February. The gauge was 12 1/2 x 12 1/2. An initial run was made with large left and right margins.



IB. Pre-production: Final Negative Maker's Proofsheets, mid-May 1939

By May 24, the printer's mark at pos. 57 had been added, U for United States Printing and Lithograph Co.. An imperforate plate proof sheet was made, initially showing the marginal guidelines. The final sheets were trimmed to proper size. 100 were signed by Kent, numbered on the back, for radio auction as a fund-raiser, expected to sell for \$3-\$10+. Below is from sheet #70.



IB. Pre-production: original artwork for central slogan block of four

The second important feature of the sheet was a central block of four slogan seals. On July 26, Newcomb wrote that because holiday lettering would be too small on the seal itself, he suggests either corner labels or a central block, which was the final decision. On October 10, Kent subcontracted Mrs. Frank (Juliet) Smith of New York to do the lettering. She did so as a single solid block. Newcomb advised that such a layout cannot be used because

to avoid perforating through the center block would entail a tremendous expense, since our perforating is done on a rotary perforator developed for our use.

In late November, Newcomb hired Earl Hoffman to design a four-seal slogan block. He used Smith's lettering. His artwork, on pelure paper, lightly mounted on card, is to the right. At a later date, January 8, 1940, he signed the drawing, presumably to present to someone.

Slogan block of four of the issued seal on commercial cover dated December 18, 1939.



E. Hoffman.
1/8/40

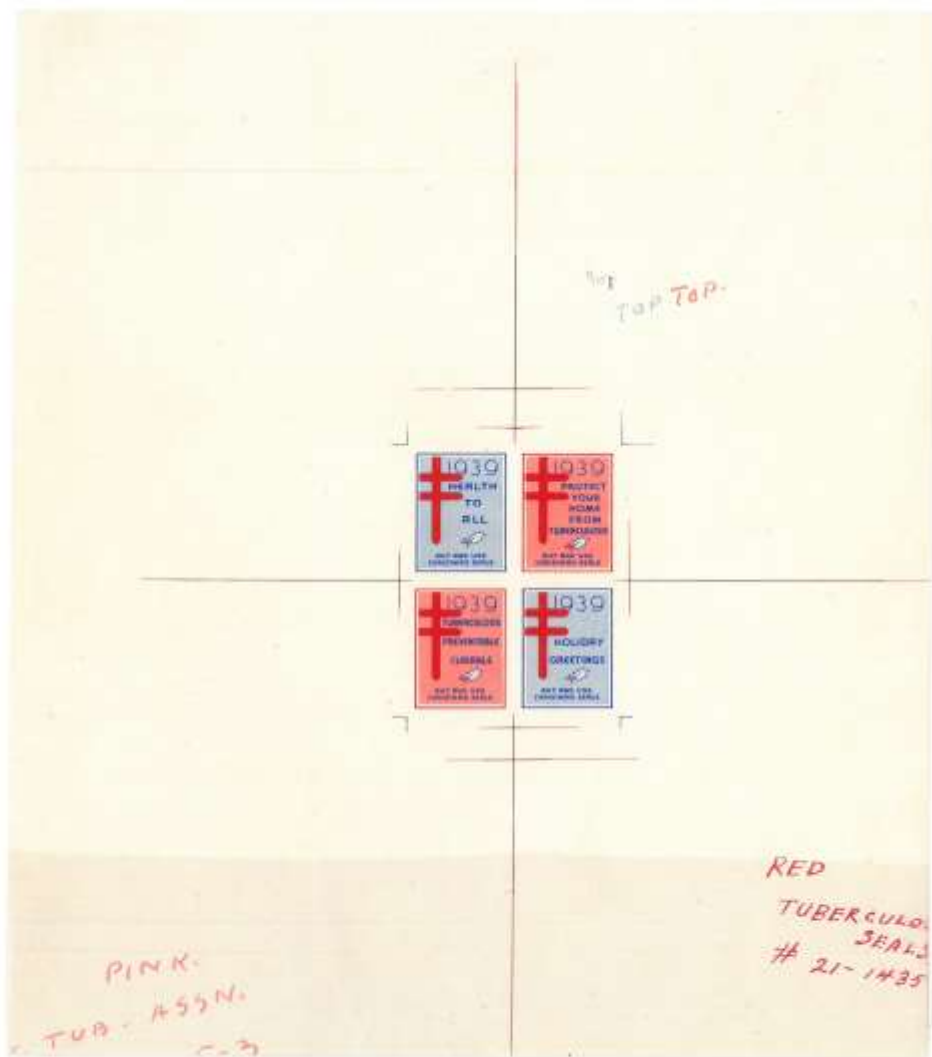
x- 1 proof, that of pink and
1 proof of pink

all the printing, including
seals on 10 stamp with
letter by the blue

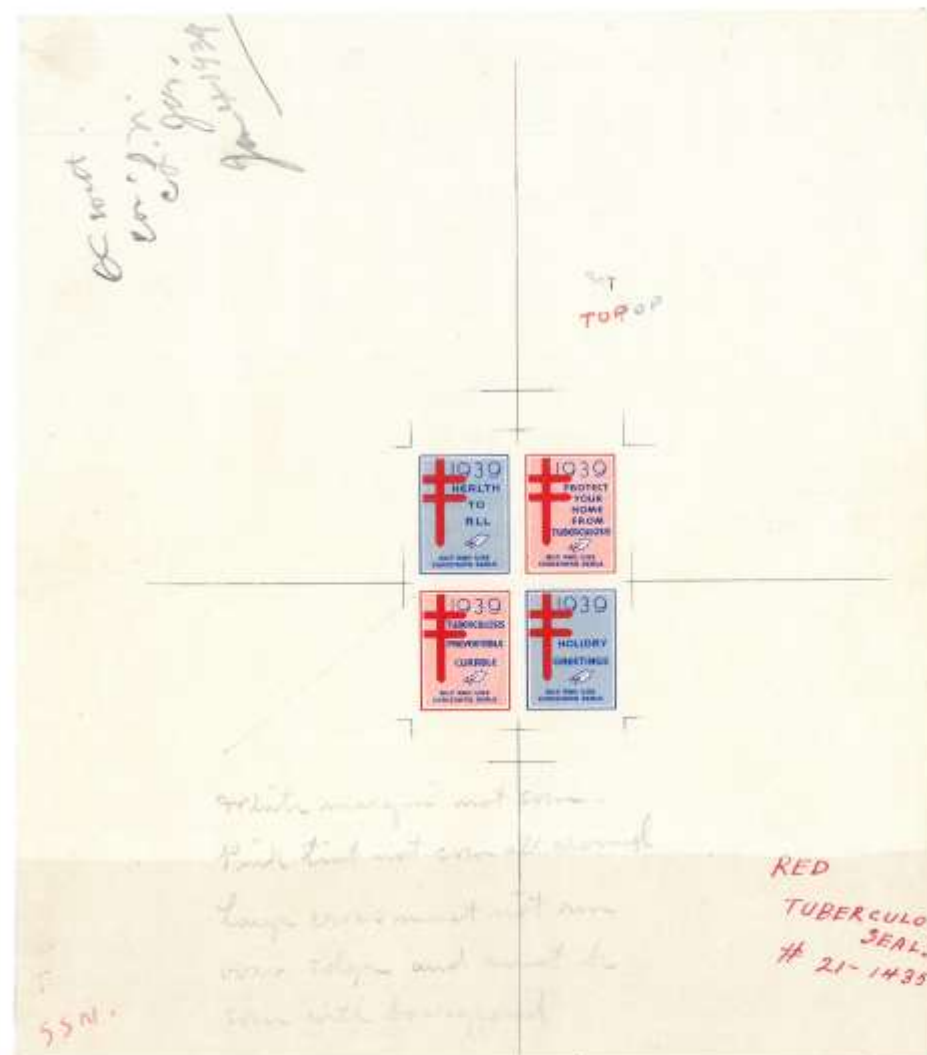
IB. Pre-production: die proofs for the central slogan block of four

There were two versions of the slogan block, both on gummed paper.

The first proof, in December, had a solid colored background for all four seals.



The second proof, on January 4, changed the background for the pink seals, using a 200 mesh Ben-Day screen.



Newcomb commented that

- 1: the white margin is not even.
- 2: the pink tint is not even all around.
- 3: the larger cross must not run over the edge and must be even with the background.

None of these changes were made.

The final version, then, had solid pale blue and screened pink backgrounds.

IIA. The Seals as issued on December 1, 1939

Philatelic characteristics common to all printers

The final NMPs were now ready for distribution to the other three printers: Edwards and Deutsch Lithography Co., (D) of Chicago IL, Strobbridge Lithography Company (S) of Cincinnati, OH and Eureka Specialty Printing Company (E) of Scranton, PA. Each printer will be presented individually, beginning with United (U).

Because certain **philatelic characteristics and plate flaws are common** to all the printers, those commonalities will be addressed first.

Paper: Uniformly 3.0-3.5 microns

Gum: whitish.



Gum: darker, E only.



Short Entry: Sometimes the plate is not properly inked and portions of the design are not printed. Below, a short entry at pos. 39 involving most of the area below the head has been seen in more than one example. A constant flaw at pos. 49 (curved white line in second 9), is in the block below

The cover shows a similar short entry in the hair.



Perforations: 12½ x 12½
U, S and D, line only.



Perforations: 12½ x 12

E, comb only.

Horizontal perfs range from 12 to 12½, often closer to 12½.



Color: E (right) has medium blue iridescent ink. The others range from medium blue (S) to a darker blue (D). U is the darkest (left to right below).



Offset: Offsets occur when one sheet is stacked on another during printing before the bottom one has dried. They can occur with each color plate.



IIA. The Seals as issued on December 1, 1939

Philatelic characteristics common to all printers, errors

While **errors** are unique to a printer, they all occur as a result of production mistakes, not plate abnormalities (flaws). It is reasonable to show such errors at this point. Thus, the two part sheets of perforation errors to the right are from E while the one below is from D. See error of color on next page.

There is an improper cliché which, while an error, is more appropriately shown with its particular printer, i.e. E, as if it were a plate flaw.

Double Impressions.

There is complete doubling of the red impression to the left and complete doubling of the pink to the right, the so-called "red head". The exhibitor has seen no others examples.



Mis-registration error, E.

This remarkable mis-registration, from pos. #89-100, comes from printer E; it has comb perfs.



Random ink splashes.

Here are two prominent splashes of blue.



Comb perforation error, E.

A comb perforator was used for each two rows, only on E sheets. These two sheets show very similar perforation errors but on different rows.

Note also a true missing perf. in both left horizontal rows on both sheets. The same machine made both errors.

Line perforation error, D.

These were clearly made by a line perforator as can be seen in the corners. The color is dark so it is from printer D.



Fingerprints.

Most printers are more careful than this!



IIA. The Seals as issued on December 1, 1939

Plate flaws common to all printers

There are **seven constant plate flaws** on sheets made by all four printers.

- 13 (dot above jaw line).
- 18 (dot over left clavicle).
- 49 (curved white line in second 9).
- 79 (pearl upper right necklace).
- 84 (dot in base of 3).
- 88 (cracked lip).
- 98 (break in line below chin).

pos. 1.



pos. 13.

Block of 20: pos. 1-10, 11-20.

pos. 18.



pos. 20.

Constant flaws:
13 (dot above jaw line).
18 (dot over left clavicle).



Strip of five; pos. 46-50 (left). Set of five progressive color proofs for pos. 49.

Constant flaw:

49 (curved white line in second 9). Comb perf., so printer E.



pos. 49.

pos. 49 in mis-perforated block.



pos. 49.

Pos. 49 on printed matter cover, 1/2 convenience overpayment of 2¢ printed matter rate. Seal is line perf. so it could be any printer except E.

pos. 18.
Lower left seal.

pos. 6.



This is the **color error (no pink)** that occurs in U and E. This is comb perf. so printer E.

Constant flaws
18 (dot over left clavicle).
49 (curved white line in second 9).

pos. 50.



IIA. The Seals as issued on December 1, 1939

Plate flaws common to all printers

pos. 71.



pos. 79.



pos. 84.

Block of 30: pos. 71-100.

pos. 88.



pos. 98.

Constant flaws:

79 (pearl upper right necklace).

88 (cracked lip).

84 (blue dot in base of 3).

98 (break in line below chin).

This is the **color error (no pink)** that occurs in U and D. There is no "eyebrow" flaw at pos. 76, which is unique to printer D, so printer U.

pos. 58.



Constant flaws:

79 (pearl upper right necklace).

88 (cracked lip).

98 (break in line below chin).

pos. 76.



pos. 100.



Pos. 79 on cover properly rated $1\frac{1}{2}\epsilon$ for printed matter. Line perf, so not E.



Pos. 84 (seal at UL) on airmail special delivery cover, properly franked 6¢ air and 10¢ special delivery.

pos. 100.

IIA. The Seals as issued on December 1, 1939

Plate flaws common to some printers, i.e. shared flaws

On the last two pages, flaws common to all printers are shown.

This and the next page present examples of flaws that are **common to more than one printer but not all of them**. How this might have occurred is unclear. All printers received the same plates. Those flaws that are constant were, presumably, on those plates. Those found only in one printer's work, presumably, were those produced by flaws on their particular plates. But, given that the same plates were sent to each printer, how can the same flaw be found at the same plate position in more than one printer? Constant flaws are also noted.

Later, in the sections on the various printers, flaws unique to each printer are illustrated.



Block of 21: pos. 4-30.

Shared flaw:

16 (blue dot second 9) (U, S, D).



Constant flaw:

18 (dot above left clavicle).



Pos. 35 on the card is comb perf. so it is from E.



Pos. 16 properly rated 2¢ for sealed drop letter in Pasadena



pos. 35.



Central block of 16 with pos. 35 above UL slogan. Note printer's mark (S) at pos. 57 next to LR slogan.

Shared flaw:

35 (dot above jaw) (S, E).

Line perf. so it is from S.

IIA. The Seals as issued on December 1, 1939

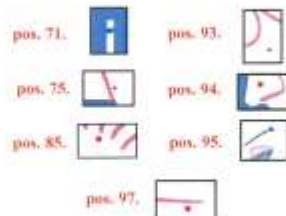
Plate flaws common to some printers, i.e. shared flaws



Block of 30: pos. 71-100.

Shared flaws:

- 71 (blue dot at top of 1) (U, S, E).
- 75 (dot on right sleeve) (U, S, E), see UR.
- 85 (dot at hairline) (U, E, D), see below.
- 93 (dot left shoulder) (E, S, D).
- 94 (dot on nose) (U, E, D).
- 95 (blue dot end of eyebrow) (unique to E).
- 97 (dot below left clavicle) (U, E, D), see LR.



Constant flaws:

- 79 (necklace upper right).
- 84 (blue dot in 3).
- 88 (cracked lip).
- 98 (break below chin).



Comb perf. so printer E.

Pos. 85 (dot at hairline) on properly franked 2¢ drop letter.
Found on U, D, and E. Not comb perf., so either U or D.



Strip of five: pos. 96-100.

Shared flaw:

- 97 (dot below tip of left clavicle) (E, D).

Constant flaw:

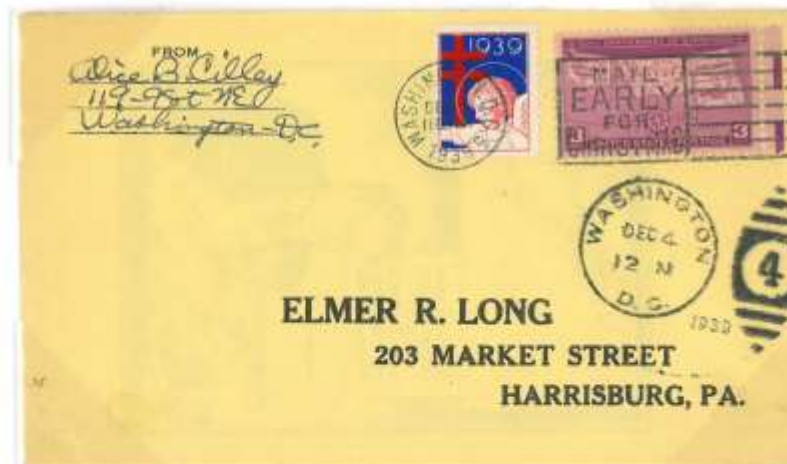
- 98. (break below chin).

Line perf., not comb perf., so printer D.

Pos. 75 (dot on right sleeve) on cover paid for double weight but probably 3¢ overpaid. Found on E and S but not comb perf., so S.



Pos. 97 on stamp dealer's first class return envelope. Printer D.

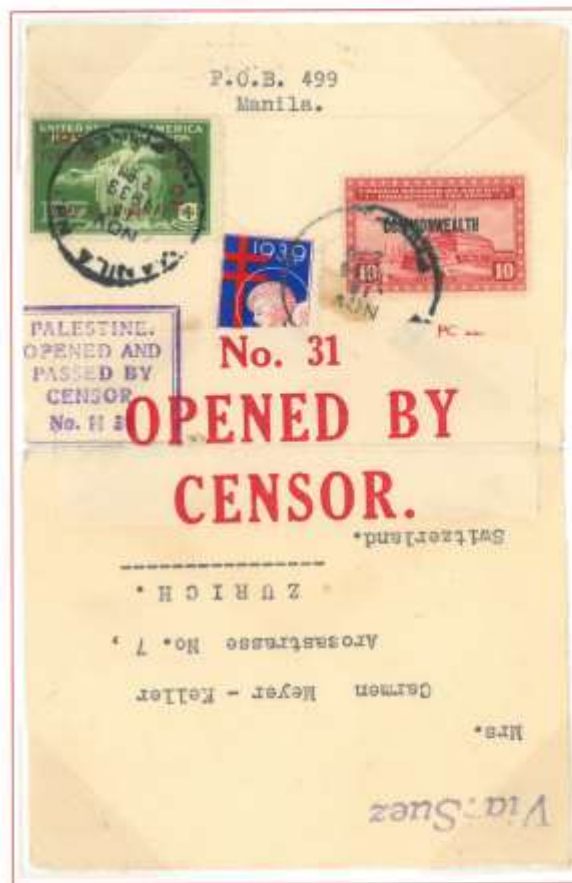


IIB. The Seals as issued on December 1, 1939

Pre-First Day uses

It is presumed that the seals of the four printers were all issued on December 1. This page shows five pre-first day uses of which two are commercial, both from the Philippines. The other three are philatelic. Only one can be ascribed to a particular printer (lower right, printer's mark U).

Earliest Known Usage, November 18, 1939
Manila to Zurich.



Manila, November 18 "via Suez", censored in Palestine (Haifa purple boxed handstamp and censor tape), to Zurich, properly rated 12 centavos/20 gms. surface rate to other than the U.S. and territories.

November 25, 1939
Manila to San Francisco.



November 30, 1939
Burlington, NJ to New York City
received at Tuberculosis & Public Health the next day.



President Roosevelt receives the original drawing of the 1939 Christmas seal from Rockwell Kent at the White House on November 20. With them is Mrs. Ernest Grant, Director of the District of Columbia Tuberculosis Association, who had given FDR the first sheet of seals launching the 33rd Annual Christmas Seal drive at this ceremony.

November 26, 1939
Cedar Rapids to Cincinnati
from the Christmas Seal Shoppe.



11B. The Seals as issued on December 1, 1939

First Day of Issue

While virtually all first day covers are philatelic, that does not preclude there being something unusual about them.

Commercial drop letter, Niles, MI.



Signed by the postmaster at Santa Claus, IN.



This interesting pair both have hand-drawn cachets, not a common finding. On the left is a first day cover from Jordice Peterson to Charles Gilbert, a major seal collector. Ten days later, she receives a return hand-drawn cachet from him.

Hand-drawn first day cachet.



Hand-drawn cachet sent in response, December 10.



IIC. The Seals as issued on December 1, 1939

Printer: United States Printing & Lithography Co. (U)

The press sheets for all four printers comprised 16 panes of 100 seals. Marginal guidelines were removed when the sheets were separated for perforation. To the right, a perforated sheet is superimposed on an imperforate one to show the latter's guidelines.

Both covers below bear the printer's mark U at pos. 57.

FDC signed by Kent on the left.



Cancelled December 25 using same cachet without the FDC imprint.



HC. The Seals as issued on December 1, 1939

Printer: United States Printing & Lithography Co. (U)

Plate flaws and errors

There are **no unique flaw** on U sheets.

57 ("re-entry", double U, bottom left), not constant, probably due to paper slippage.



There are shared flaws present on U, see earlier.

Color error: printed without pink is found imperf. and perf. It is also found by printer E.



Each of these pairs of **error of color** contains the **shared flaw at pos. 79** (pearl upper right necklace), a difficult assemblage.



perf. (left).



imperf. (left).



imperf. (right), used Nov. 23, eight days before issue, see cover to right.



Central perforated block of 16 with printer's mark U.

There is one printing **error** specific to U printings.

The "spoon" caused by errant piece of paper during red and blue printing, no longer present when the pink was printed (right).



November 23, 1939, color error, earliest use, Pre-FDC, Mesa, AZ to Burlington, NJ.



This cover is franked with a cross-gutter block of **error of color**, pos. 98-99 on top with a wide horizontal margin over pos. 8-9 below. The **constant flaw at pos. 98** (break in line below chin) appears on both U and E sheets, not permitting definite printer allocation. One other cover and a pair (above) are known used on this date, the earliest of any error usage.

IID. The Seals as issued on December 1, 1939

Printer: Edwards and Deutsch Lithography Co. (D)

The press sheet was 16 panes of 100 seals. Each corner pane was numbered as shown in the diagram below: ONE (UL inverted) straddling pane positions #1 & 2; TWO (UR inverted) pane position #4; THREE (LL) pane position #13 and FOUR (LR) pane position #16.



Press sheet layout.

The four corner panes.



Printer's mark D at pos. 57 on Christmas card cover.



IID. The Seals as issued on December 1, 1939

Printer: Edwards and Deutsch Lithography Co. (D)

To the right is a perforated sheet as printed with D at position #57.

Perfin Christmas seals are very rarely seen. The sheet below is perfin "BLC" by the Bankers Life Company of Des Moines, IA. Since perfinns were made to discourage unauthorized usage, it seems odd that they would appear on Christmas seals.



IID. The Seals as issued on December 1, 1939

Printer: Edwards and Deutsch Lithography Co. (D)

Plate flaws

D printings have **four unique flaws**:

2 (lower right corner dot).

76 ("eyebrow").

87 (blue line behind head), see sheet, last page.

94 (dot in mid nose).



Unique flaw:

94 (dot in mid nose) appears only on D sheets permitting attribution of this block to that printer.

pos. 94.

This cross gutter block shows the horizontal spacing between panes to be wide. Vertical spacing between panes is consistent. It comprises pos. 84-95 above and #4-8 below.

Use of shared flaws and/or different perfs., when present, are most helpful in making printer designations.



Of all 1939 constant flaws by any printer, the "eyebrow" flaw at pos. 76 is the most spectacular.

Unique flaw:

76 ("eyebrow").



pos. 76.



pos. 2.



Block of 21: pos. 1-27.

Unique flaw:

2 (lower right corner dot).



Block of 12: pos. 71-94.

pos. 94.



Unique flaw:

94 (dot in mid nose).



Sent from U.S.S. Minneapolis, March 6, 1941 (late use).

Shared flaw:

93 (dot upper L. shoulder) (E, D). Line perf., so printer D.

Strip of five: pos. 96-100.



Shared flaw:

97 (dot below L. clavicle) (E, D). Line perf., so printer D.

Constant flaw:

98 (break in line below chin).

III. The Seals as issued on December 1, 1939

Printer: Strobridge Lithography Co. (S)

There were three printings made by this company. They may be told apart by a changing flaw at pos. 29 (a break in UL horizontal frame) as shown, in order, to the right.

The three printings.

- 1st ptg.: break but no printer's mark at pos. 57.
- 2nd ptg.: break but with printer's mark at pos. 57.
- 3rd ptg.: break repaired.

Slogan block with printer's mark S at pos. 57, on special NTA envelope, December 21, 1939.



Ninety-six numbered copies of the bibliography have on this page a 1939 Christmas seal designed by Rockwell Kent for the Tuberculosis Foundation. Four of the numbered copies have an additional seal from the center of the sheet.

Above is the prospectus for a limited edition of 100 of the bibliography for the Walter Havighurst Special Collections Library at Miami (Ohio) University, July 1985.

There is a **shared flaw** at pos. 28 (dot left breast near the frame) (E, S). Line perf. so printer S.



IID. The Seals as issued on December 1, 1939

Printer: Strobridge Lithography Co. (S)

Plate flaws

There are six unique flaws in S printings.

- 7 (blue dot right shoulder).
- 10-1 (blue dot upper cross).
- 10-2 (blue scratch at nape of neck),
seen on sheet on last page.
- 29 (UL frame break), 3 states,
seen on sheet on last page.
- 48 (blue dot left sleeve).
- 59 (blue dots in hair).

pos. 1.



Block of 16: pos. 1-18.

Unique flaws:

- 7 (blue dot right shoulder).
- 10-1 (blue dot upper cross).
- 10-2 (blue scratch at nape of neck), seen on sheet on last page.



pos. 10-1.

Block of nine: pos. 38-50.

Unique flaw:

- 48 (blue dot left sleeve).

pos. 38.



pos. 50.

pos. 48.



These matching blocks of nine of pos. 8-30, demonstrate the changing nature of some unique flaws, i.e. pos. 10 and pos. 29.

pos. 10.

pos. 10.

pos. 8.



pos. 29.

Second printing.



pos. 29.

Third printing.

pos. 30.

Strip of 3: pos. 58-60.

Unique flaw:

- 59 (blue dots in hair).



This flaw, while unique to S, is constant in early printings but not seen in later ones.

Unique flaw pos. 59 on Christmas Day Santa Claus, Ind. cover.



- 10-1 (blue dot in upper cross) is faint.
- 18 (dot over left clavicle) (all).
- 28 (dot left breast near frame) (all).
- 29 partial repair (UL frame break).



- 10-1 (blue dot in upper cross) is large.
- 18 (dot over left clavicle) (all).
- 28 (dot left breast near frame) (all).
- 29 full repair (UL frame break).



The initial state of the flaw at pos. 29 (complete break L. frame) is seen on the full sheet, previous page.

III. The Seals as issued on December 1, 1939

Printer: Eureka Specialty Printing Co. (E)

1. Sheet seals

This is the only printer who used a comb perforator. Rather than the usual horizontal gauge of $12\frac{1}{2}$, theirs ranged from 12 to $12\frac{1}{2}$ usually closer to $12\frac{1}{4}$.

There is a color **error**, the **omission of pink**, similar to that made by U. They can only be told apart if the printers mark or a unique flaw is right overlapped by the sheet as issued, 7 on both.



Logan strip of four with printer's mark E at pos. 57, used December 18.



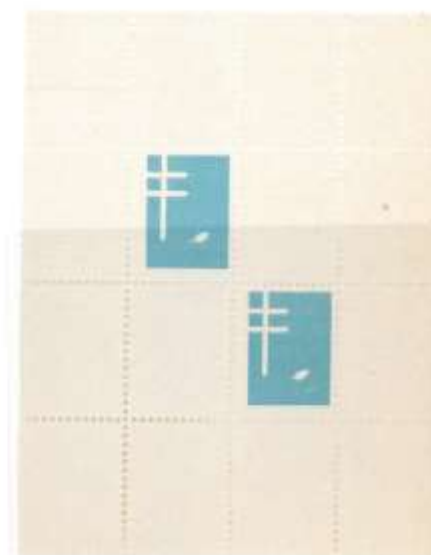
III. The Seals as issued on December 1, 1939

Printer: Eureka Specialty Printing Co. (E)

Here is the full set of seven progressive color proofs made for the E seals.

Color Separation stages:

- 1: blue.
- 2: red.
- 3: pink.
- 4: pale blue.
- 5: blue and red.
- 6: blue, red and pink.
- 7: all four colors.



III. The Seals as issued on December 1, 1939
Printer: Eureka Specialty Printing Co. (E)
Plate flaws

There are **six unique flaws** in E printings.

- 14 (just above left axilla).
- 21 (right mid-breast).
- 25 (dot in forehead).
- 51 (large dot above left axilla).
- 70 (dot below angle of jaw).
- 95 (blue dot end of eyebrow).



Unique flaws:
 14 (just above left axilla).
 21 (right mid-breast).



Unique flaw:
 95 (blue dot at end of eyebrow).



pos. 95.



pos. 25.

Unique flaw:
 25 (dot in forehead).

pos. 30.



Anomalous cliché at pos. 37:



pos. 37.

pos. 40.

Anomalous cliché at pos. 70:



pos. 51.



pos. 62.

Unique flaw:
 51 (large dot above left axilla).

Unique flaw:
 70 (dot below angle of jaw).
 in imperf. strip at right.

Clearly, this unique flaw is not seen on the pos. 70 incorrect cliché.

An interesting, though inconstant, flaw (faint printing of the eye and eyebrow) at pos. 27 has been seen twice. It is in the above block and below. Why it occurred when the blue is otherwise well printed is unclear.



pos. 70.



pos. 27.

pos. 80.



III. The Seals as issued on December 1, 1939

Printer: Eureka Specialty Printing Co. (E)

2. Booklet seals

Eureka was charged with producing booklets of the seals. There were ten panes of 20 (4x5) with no printer's mark. The perforation gauge was 11¼ x 12.

The pane has two **constant flaws**:

9 (dot right breast up and out).

13 (dot right breast upper, closer to necklace).

pos. 1.



pos. 9.



pos. 13.



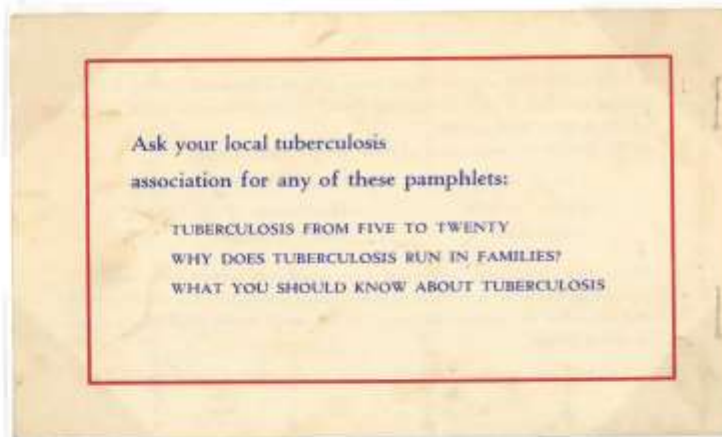
pos. 20.

This pane is signed by Kent in green ink.

Front cover of the booklet, price \$2.00 for 200 seals.



Rear cover of the booklet with promotional information.



Imperforate pane, gummed.



Dummy test booklets, with covers, consisted of 10 panes, either gummed and ungummed.



Ungummed.

Gummed.

III.E. The Seals as issued on December 1, 1939

Printer: Eureka Specialty Printing Co. (E)

2. Booklet seals

The set of five progressive color proofs was available in booklet form.



III.F. The 1950 Italian plagiarism

They say plagiarism is the sincerest form of flattery. This is the only one of this seal that the exhibitor is aware of. It comes in a booklet of one pane of six with five seals and an advertising label for sale at L. 50.

The seal comes with three perforation gauges: 10 x 10, 11 1/4 x 11 1/4 and 11 1/2 x 11 1/2.

10 x 10.



11 1/4 x 11 1/4.



11 1/2 x 11 1/2.



III. Usages of the 1939 Christmas Seal

Seal alone used as franking.



Unpaid Philadelphia drop letter, no postage due charge December 21, left.

1¢ post card rate.

Rate paid with 1¢ imperf. Parks stamp, December 9.



December 21, 1952 very late use on revalued 1¢ postal card.

Unpaid QSL postcard, seal cancelled December 18, returned to patron and then franked with correct 1¢ rate the next day.



Last Day of Barnitz, PA post office, December 30.



III. Usages of the 1939 Christmas Seal

1½¢ printed matter rate for unsealed letters.

To Marine on Yangtse River patrol duty.



Unsealed letter, c. December 19, to Captain Greene 4th U.S. Marines, Quantico, VA (backstamped First Marine Brigade, Fleet Marine Force), purple straight-line "Change of Address due to Official Orders", thus no 3rd Class forwarding fee, to Shanghai, China "via P.M. San Francisco /Calif." returned from "4th Regt. U.S.M.C. Shanghai, China" (handstamp), to Quantico, February 9, 1940.

Printed matter was supposed to have a dateless cancel.
They are not often found thus on Christmas seal covers.



To the left is one from Cornam, Maine with arrival mark of East Waterford, December 20.

2¢ drop letter rate.

Canton, OH, December 12, drop letter advertising cover paid with 2¢ prexy cancelled with machine slogan "Red Cross/Roll Call/Join."



Richmond, VA, December 30, drop letter paid with 2¢ prexy vertical coil, hotel corner card.



Unusual use of 2¢ Parks commemorative to pay for the December 20 drop letter.



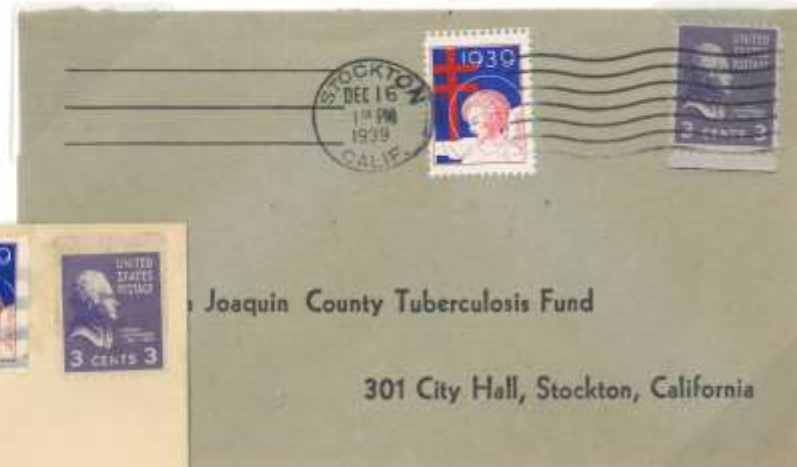
III. Usages of the 1939 Christmas Seal

3¢ internal letter rate.

Return envelope for contribution, December 16.

Bethlehem, PA cachet, December 25.

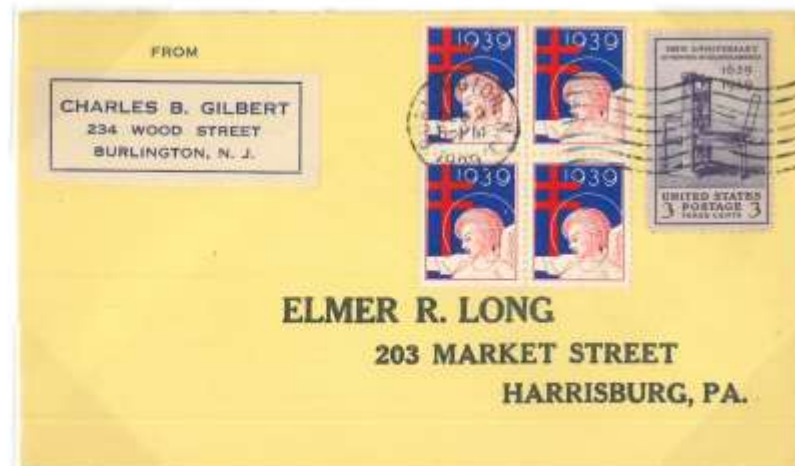
Post Office Dedication, December 28.



Original address panel.



Seal multiples are not often seen on cover.



III. Usages of the 1939 Christmas Seal

3¢ internal letter rate.



Clyde, KS to Philadelphia, December 22, returned "Unclaimed".



From N.Y. World's Fair, franked half booklet pane 1¢ proxy, December 4.



From Golden Gate Exposition, December 30, with Exposition commemorative.



Unusual use of 3¢ postal stationery.

From Ponce, P.R., December 18.



From Marion Hobby Club, December 14, Alaska commem.

III. Usages of the 1939 Christmas Seal

Internal Special Delivery.

Chattanooga to Evansville, December 23.



3¢ internal rate + 10¢ special delivery fee = 13¢. 3¢ prexy plate number single.

Internal Airmail.

Salem, OR to Omaha, properly rated 6¢, December 2.



Paid with three prexies. Source Christmas "via air mail" etiquette.

Internal Airmail.

Chicago to Kansas City, shortpaid 3¢ for 6¢ airmail rate.



Top of the pile cover for 16 covers, each shortpaid 3¢ = 48¢. In all probability, this was correctly rated for internal surface but the bicolor envelope mandated airmail service. Date obscured by postage due stamps.

Internal Airmail Special Delivery.

New York to Selma, AL, properly franked 16¢ with airmail special delivery stamp, December 20.



III. Usages of the 1939 Christmas Seal

Internal Airmail Special Delivery.

Los Angeles to Highland Park, December 22.



Properly franked 16¢ with airmail special delivery stamp.

Airmail from U.S. Possessions, Puerto Rico.

San Juan to Richmond, December 17.



Airmail rate to and from Puerto Rico was 10¢/½ oz., March 22, 1929 to January 14, 1945.

Airmail to U.S. Possessions, Hawaii.

Madison to Pearl Harbor, December 19.



Airmail rate to and from Hawaii was 20¢/½ oz., April 21, 1937 to January 14, 1945.
"Returned to writer, addressee unknown," from N. Air Sta./Pearl Harbor Br., December 28.

III. Usages of the 1939 Christmas Seal

International Surface Mail.

Burlington, NJ to Copenhagen, November 30, **pre-first day**.



1¢ convenience overpayment of 5¢ foreign surface rate.

Cover to **Denmark** (left):
purple pencil: "st th" = ground floor right side.
pencil (UL): delivered to home of Schmidt Jensen 38 Oxdoupej but of no interest to him.
pencil (LL): [He] is not at home of Bernard Jensen Oxdoupej 138.
purple h/s (back): Jan 15, unknown at address.
Charlottenslund cancel (front): Jan. 16.
Kobenhavn machine (front): Jan. 18.
Kobenhavn processing date (back): Jan. 20.
green Inconnu (Unknown) (back).
green "Retour" (Return) (front).
green "Returpostkontoret" h/s (front).
Received Burlington, date unknown.

Cover to **Tonga** by Tin Can Mail (right):
arrived Nukualofa; Jan. 10, 1940.
arrived Niuafoou, Feb. 25, purple double-circle "Tin Can Mail Office."

5¢ foreign surface rate, convenience overpayment of 1¢.

Postmaster Walt. Geo. Quensell applied all the multilingual handstamps. The German and Flemish handstamps tie the seals.

Coa Cob, CT to Tonga by Tin Can Mail, December 2.



NY to Puno, **Peru**, December 11.



Printed Matter rate to St. Louis to Tacubaya, **Mexico**, December 21.



Proper 3¢ printed matter rate paid with pair of 1½¢ horizontal coils.

Arrived Tacubaya Dec. 26, addressee unknown, listed Jan 2 and Feb. 2 before being **returned to sender** as unclaimed.



III. Usages of the 1939 Christmas Seal

International Registered Surface Mail.

Detroit to Paris, **France**, December 11, 1945 (very late usage).



Franked 25¢: double 5¢ surface rate + 15¢ international registry fee with four commemoratives and a 13¢ prexy. A remarkable, probably private philatelic cover.

International Airmail.

Long Beach, CA to Rio de Janeiro, **Brazil**, December 18.



Proper 40¢/½ oz. airmail rate to South America (Nov. 30, 1939 to Mar. 31, 1944).
Pair 20¢ trans-pacific airmail stamps.
Seal tied by Dec. 24 Rio receiver.



International Airmail.

Detroit to Schonberg b/Kiel, **Germany**, censored, December 22.



Proper 30¢/½ oz. airmail rate to Europe (Apr. 25, 1939 to Oct. 31, 1944).
Seal tied by German censor tape.

IV. Promotion of the 1939 Christmas Seal supplied directly by the N.T.A.

Complete Mailing Packet.

This package was sent to potential donors with an explanatory letter (right). It was one of the principal promotional devices. This one is from Augusta, KS. Similar ones were used elsewhere.

The letter was contained within the window envelope with a smaller addressed return envelope, two sheets of seals (one shown) and a package wrapper indicating \$2 worth of seals enclosed (\$1/sheet).

I. V. Davis
334 Columbia
Augusta, Kan.

THIS PACKAGE CONTAINS
\$2.00
WORTH
OF
CHRISTMAS SEALS

PENNIES COUNT! By saving in the expense
of postage you increase our power
to fight Tuberculosis.
THANK YOU!

TUBERCULOSIS ASSOCIATION,
Augusta, Kan.



Butler County Tuberculosis and Health Association

MRS. M. P. FRAZIER, CHAIRMAN
MRS. ALAN SHILLEN, VICE CHAIRMAN
MRS. LEAH SPAIN SMITH, SECRETARY
ED CORMAN, TREASURER



AFFILIATED WITH THE
Kansas Tuberculosis and Health Association
IN THE
THIRTY-THIRD ANNUAL CHRISTMAS SEAL SALE

33rd ANNUAL
Christmas Seal Sale

Thanksgiving Day, 1939

Dear Friend:

It is time again for the public to direct its attention to the ever present problem of tuberculosis, the nature of the disease, and the vital necessity of prevention, as well as the cure.

Kansas is now sixth from the lowest place in the United States record of deaths in "all forms of tuberculosis" yet 428 Kansans died last year from this preventable disease. It is now up to us to lower that record.

Today we are trying to save these young people by means of all the most modern methods, among which are tuberculin skin testing and X-rays. In Kansas our determination now is to find tuberculosis in its early stages before it spreads from one to the other.

Your purchase of the enclosed Christmas Seals at one dollar a sheet will provide those services that prevent and control tuberculosis, the greatest known enemy of childhood. Your contribution in past years has been appreciated---and we are depending on your support again in this great fight.

Sincerely yours,

Virginia D. McLeavel
Chairman For Augusta

For
Butler County
Tuberculosis and Health Association

IN 1939
Butler County Tuberculosis Association
Expended Its Funds For:

Chest clinics.
Tuberculin skin testing.
X-rays.
Milk for school lunches and for children in tuberculous families.
For corrective work among school children.
For health education and organization.

Please make checks payable to the Tuberculosis Association.

IV. Promotion of the 1939 Christmas Seal supplied directly by the N.T.A.

Members of Girl Scout Troop No. 6, Brandywine M. E. Church preparing the promotional packets seen on the previous page.



Postcard.

Kent designed two posters for the 1939 Christmas seals. One was made into this postcard with a pre-printed message on the back.

Only a few days until Christmas. Please remember to use the Christmas seals we sent you, on all your holiday letters and packages, as evidence of your interest. Unbought Christmas seals cannot fight tuberculosis and it must be bought every day in the year.
—The Warrenton Postman



The blank space at the bottom of the front was used for the return address of the local chapter. They are very uncommon used.



IV. Promotion of the 1939 Christmas Seal supplied directly by the N.T.A.
Letterheads.

Each local affiliate had its own letterhead. There are hundreds of different ones.

Delaware Anti-Tuberculosis Society

MISS EMILY P. BISSELL
President

G. TAGGART EVANS
Executive Secretary



1014 DELAWARE AVENUE
WILMINGTON, DELAWARE

Telephone 2-1153

*33rd ANNUAL
Christmas Seal Sale*

November 28, 1939.

DEAR TEACHER:

CHRISTMAS SEALS again must meet the renewed challenge of an unconquered foe—TUBERCULOSIS.

As a teacher who has been active in the educational program in the schools, you will be sorry to learn that in the first eight months of this year tuberculosis took 24 more lives of our citizens than in the same period last year.

Because the tuberculosis germ never takes a holiday, there is plenty of work for us to do in Delaware—new cases to be examined, X-rays to be made, patients to assist, and children to be cared for at our preventorium, SUNNYBROOK COTTAGE.

Will you continue to help us save more lives by buying and using as many of the enclosed CHRISTMAS SEALS as you feel you can afford? They sell for a dollar a sheet.

We wish you a happy holiday season and a year of good health—which we trust you will enable us to share with others less fortunate through your generous purchase of CHRISTMAS SEALS.

Cordially yours,

Emily P. Bissell

PRESIDENT

J. WOODS PRICE, M.D., President
E. N. PACKARD, M.D., Vice-President
MRS. LAWRENCE BROWN, Treasurer
ERNEST H. WOOD, Secretary



*33rd ANNUAL
Christmas Seal Sale*

*The Saranac Lake Society
for the Control of Tuberculosis, Inc.*

64 MAIN STREET TELEPHONE 630

Saranac Lake, N.Y.

Press Kit.

A four-page professionally produced press kit was distributed which included a sheet of seals. Inside are color images of some of the promotional materials available to the public and the chapters.

The Wilmington, DE letter was signed by Emily P. Bissell, designer of the first Christmas seal, 1907.



IV. Promotion of the 1939 Christmas Seal supplied directly by the N.T.A.

Association Envelopes.

There are two major types. They were printed as permit mail but were very often sent first class with the 3¢ stamp placed over the permit indicium.



Here, the seal vignette has **no perforations**. The eye has a more normal appearance. The bottom return envelope shows the full permit indicium.



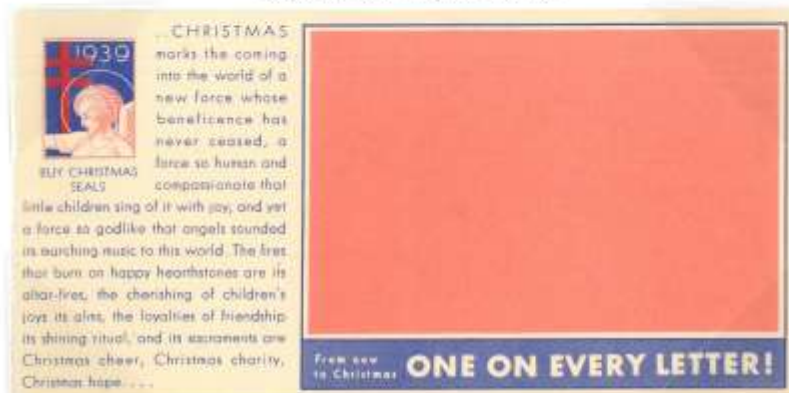
Here, the seal vignette has **perforations**. Note, also, that the eye is almost solid, something seen earlier in the pre-production section. They are both true but unrelated. The larger envelope included the smaller return one.



IV. Promotion of the 1939 Christmas Seal supplied directly by the N.T.A.

Envelope Inserts. These were supplied to local chapters which printed their own message. A small number used both sides. About 50 different are recorded.

Rejected proof, orange color too dark.



Final proof, uncut pair.



Four examples of locally printed inserts. Note three different left panels.



One of the left panels tied to official N.T.A. Christmas envelope, December 25.



IV. Promotion of the 1939 Christmas Seal supplied directly by the N.T.A.

Bookmarks.

The central office had blank blue bookmarks available for affiliates. The interior message was the same with the bottom imprint as appropriate. Only one chapter is known to have had it printed in green.

To the right are two proofs, one on thin slick paper and one on thicker card.

Mark these Facts



- There are still 500,000 victims of tuberculosis living in the United States. Last year, 64,000 in this country died from this disease.
- Your home's safety is threatened by these 500,000 spreaders of tuberculosis.
- It is possible to reduce the number of deaths from tuberculosis to almost nothing.
- Your tuberculosis association knows how to fight tuberculosis. Until the citizens of your community know how also, tuberculosis will prevail.
- By buying Christmas Seals, you help your tuberculosis association, working with your local, state and federal government, to wipe out tuberculosis.
- No home is safe from tuberculosis until every home is safe.

Buy Christmas Seals

CAMDEN COUNTY TUBERCULOSIS
ASSOCIATION
City Hall
Camden, New Jersey



Only the Tuberculosis Institute of
Chicago and Cook County used green.

Tuberculosis Doesn't Care Who You Are

300 people a day, over 70,000 a year, die from it, mostly between the ages of 15-45. It used to be the leading cause of death—it still is—among the young.

Tuberculosis Is Preventable

The spread of tuberculosis can be stopped. The known spreaders can be isolated and taught simple rules of personal hygiene. Thus they can avoid passing on their tuberculosis germs to those with whom they come in contact. The unknown spreaders can be found by measures with which every doctor and public health worker is familiar. Tuberculin testing and X-ray children and grown-ups is one of them.

Tuberculosis Is Curable

Modern methods of curing tuberculosis are used in modern sanatoria. 150,000 people each year leave sanatoria and aim to make a comeback from the disease which our fathers believed hopeless. Modern treatment includes rehabilitation procedures which restore scores to useful normal life.

Protect Your Home From Tuberculosis

The knowledge we have has the power to save. Christmas Seal funds are used for the education of those who need it. They also pay for the demonstration of scientific methods which aim towards the eradication of the disease which now may invade any home.

Serving Chicago and Cook County

For thirty-three years, the Tuberculosis Institute has pioneered in health education for the prevention of this insidious disease. The only appeal for public support is through the Annual Sale of Christmas Seals. Under careful management, the administrative costs are kept at the low point of 4% % a most creditable record. Christmas Seals do not participate in Community Chest funds.

BUY CHRISTMAS SEALS



THE TUBERCULOSIS INSTITUTE
of CHICAGO and COOK COUNTY
342 South Dearborn Street WABash 3112

IV. Promotion of the 1939 Christmas Seal supplied directly by the N.T.A.

Christmas Seal Bonds.

These were not interest-bearing "bonds" but, rather, acknowledgement of donations made through the purchase of seals. They come in denominations of \$5, \$10, \$15, \$25, \$50, \$100 and \$500. Almost all are unused, usually unfolded. The used \$5 one below (left) has a rarely seen blind embossing: "Buffalo Association for Control of Tuberculosis/Certificate 305 issued."



Flyer: Use Seals on your Christmas Mail.

This flyer was probably used in post offices.



IV. Promotion of the 1939 Christmas Seal produced locally

The next pages show various pieces of miscellaneous private promotional ephemera.

Entry Ticket for Post Seal Sale Luncheon.



The same ticket was used in multiple cities following the preview of the seal.

The pasteurization of milk was critical to preventing spread of TB through that medium. Milk bottle lids noted this importance as did collars used on milk bottles.

Below, one of the lids is applied to a December 25 cover. Very few examples are known.

At the right are three examples of the lids. The two with the same image utilize different cardboard thickness. Below them is a bottle collar.



Key Ring.



Very rarely seen.

Transit Passes.



The top two passes, for \$1 and \$1.25, were issued by the Rochester (NY) Transit Corporation. They use an image of one of the seals from central block of four.

To the right is a \$1 pass for The Milwaukee Electric Railway & Transit Co. (T.M.E.R.&T. Co.).



Milk Bottle Lids and Collars.




Milk Is Important
in the prevention and cure
of Tuberculosis.
Drink More of It!




No Home Is Safe
from Tuberculosis until all
homes are safe. Help pro-
tect every home.
Buy Christmas Seals

IV. Promotion of the 1939 Christmas Seal produced locally


Blotter.



She's helping others to health! And you can too . . . If you resolve right now to mail no letter—send no package—unless it is decorated with the Christmas symbol that saves lives. No home is safe from tuberculosis until all homes are safe.



BUY and Use CHRISTMAS SEALS



Shop and mail early

DECEMBER, 1939


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						

Only two examples of this blotter have been recorded. The producer is unknown.

Postal Cards.

Four of these 1¢ Franklin postal cards have messages from local chapters. Three have an actual seal applied, one a printed one color image.

The fifth (lower left) is a woodblock print made by Marie E. Dohm in the style of the N.T.A. seal.



If you have already paid for your Christmas Seals,
Thank you, very much.
If you have not, won't you please now!
Kindly return any unpurchased seals.

Tuberculosis is a potential menace to us all.

The chief danger is from the unrecognized case.
Your help counts.

HAPPY NEW YEAR,
THE TUBERCULOSIS AND HEALTH ASSN. OF MONTGOMERY COUNTY
20 Market Street Amsterdam, N. Y.

H. V. Bush, Chairman Chas. Stover, M.D., Sec'y.

Jan. 4, 1940.

1939



GREETINGS
MARIE E. DOHM

Many thanks for the card - M.E.D.



Happy New Year to You . . . and a healthy and prosperous one too!

That's the message of the Christmas Seal which works throughout the year to benefit all of us.

Christmas Seals help to shield us from the onslaught of tuberculosis, a disease which threatens each of us.

It is not too late to make your contribution—to help make 1940 a good year for health.

ANTI-TUBERCULOSIS LEAGUE OF KING COUNTY
6101 Arcade Building Seattle, Wash.
MAin 1564

Christmas Seals are the sole support of our year-round program.

A Mark of Distinction . . .
A Christmas Seal on Every Holiday Greeting & Package





They bear a message of good will to your friends and are a symbol of your interest in your community's war on tuberculosis.

A MERRY CHRISTMAS From Your
DuPage County Tuberculosis Association
Room 326 at 526 Crescent Blvd. Glen Ellyn, Ill.

SOME OF US ARE "BROKE" . . .


AROUND CHRISTMAS TIME, while others just forget about such things as Christmas Seals in the rush of holiday times.

You are one of our long list of faithful contributors to the fund which supports your Community's year-round war on Tuberculosis.

Although hundreds of your neighbors have beat you to it this year, we want you to know IT'S STILL NOT TOO LATE TO GIVE YOUR DOLLARS WINGS OF MERCY.

YOUR

DUPAGE COUNTY TUBERCULOSIS ASS'N.
Room 326 at 526 Crescent Blvd., Glen Ellyn, Illinois
(Please disregard if you have already replied)



IV. Promotion of the 1939 Christmas Seal

Leaflet, Grand Rapids, Michigan.

Small leaflets like this were made by many chapters. The image on this one, while derived from the original, differs in the typeface of the numerals and lettering. The angel vignette is unchanged.

Despite this great crusade, tuberculosis still remains a major menace. Its destructive germ, **that could be wiped out absolutely**, still kills 88,000 Americans yearly, and puts over 500,000 in danger of needless death. The battle of the double-barred cross must be fought with renewed vigor. Its message must be carried into more homes than ever before.

Enroll now under the banner of the double-barred cross! Help keep it aloft, and safeguard your own home and loved ones from tuberculosis. Buy and use Christmas Seals generously this year, that the double-barred cross may stand forever as an emblem of the fight for a healthier world.

Grand Rapids Anti-Tuberculosis Society
301 Association of Commerce Building
Grand Rapids, Michigan



**HEALTH
GREETINGS**

KEEP THE BANNER ALOFT

On your life double-barred cross on the Christmas Seal, wave high your banner banner of courage. Carry far and wide in the warring world, your banner of health and protection from disease.

• • •

Long ago the double-barred cross led a band of courageous men to battle in the warring Crusades. Today, this same cross stands on the banner of another crusade. Endorsed on millions of our Christmas Seals, it symbolizes the worldwide fight against tuberculosis.

Throughout the year, as many of our men and women have learned, spreading knowledge of tuberculosis prevention and treatment, saving thousands of lives. They are the members of your own and local tuberculosis associations—the teachers, the doctors, the scientists. Their work is supported through the history seal of Christmas Health Seals, in which the people of the nation participate voluntarily each year.

Through these organized efforts, a healthier nation has been brought about. Tuberculosis is no longer looked upon as a hopeless, deadly disease. We know now that it is caused by a contagious germ. We know that it is preventable and curable, and that we have need suffer from its ravages.

N.T.A. Teaching Unit on Tuberculosis Prevention.

This 12-page brochure gives the history of the Double-Barred Cross and suggestions for using it as a teaching aid.

THE MESSAGE OF the DOUBLE-BARRED CROSS



A Teaching Unit on Tuberculosis Prevention

BY
W. W. CHARTERS, Director of the Bureau of Educational Research,
Ohio State University, and Co-author of the Health and Growth Series

ASSISTED BY
VELMA L. CARTER

With appreciation of assistance
from the OHIO PUBLIC HEALTH ASSOCIATION



NATIONAL TUBERCULOSIS ASSOCIATION
50 West 50 Street • New York

Conclusion.

This brochure is a fitting ending for this exhibit, using Rockwell Kent's design to catch the eye and direct the reader to learn the importance of education in the fight against the scourge of tuberculosis.