What are Christmas Seals?
Are we Christmas seals?
NO! We are!
Christmas Seals are little "stamps" (not postage) created by the American Lung Association to help fight lung diseases. Christmas seals began in 1907 to raise money for a Tuberculosis sanatorium. Tuberculosis – "The White Plague" a disease that attacked the lungs.
Crusade of the Christmas Seal
A one-room cottage in the north woods.

A post office worker in Denmark.

A kindhearted lady in Wilmington, Delaware.

The leading newspaper of a great American city.

A ragged little newsboy.
Dr. Edward L. Trudeau –

- Contracted tuberculosis - 1871
- Moved to Saranac, N Y to die
- From the fresh air, sunshine, rest and good food, he recovered
- 1884 He opened first TB hospital – sanatorium – in United States
“Little Red” – first tuberculosis facility in the US, built by Dr. Edward Trudeau, called the Adirondack Cottage Sanatorium in Saranac Lake, NY.

No real remedy for TB – patients “cured” in a TB hospital, or sanatorium - an open-air building offering fresh air, sunshine, rest and good food.
Einar Holboll – in 1904, disturbed at seeing so many sick children in his country of Denmark, created a Christmas stamp to raise money for a TB hospital.

Approved by the Danish postmaster, and encouraged by King Christian, this first seal pictured the reigning Queen Louise.
Many of the TB “hospitals” (sanatoria) were simple makeshift buildings, under-staffed and under-financed like the Brandywine “Shack” below.

So the doctor in charge, Dr. Joseph Wales, turned to Emily Bissell for help - -
A kindhearted lady in Wilmington, Delaware.

Emily Bissell - A lady of many talents - she listened to the plea for help from her cousin.
She read about Denmark’s “Christmas Stamp” –

- -and designed one of her own

First U. S. Christmas seal - 1907

A second design when the first one sold out
And so it began - -

25 Christmas Stamps one penny apiece issued by the Delaware Red Cross to stamp out the White Plague.

Put this stamp with message bright
On every Christmas letter;
Help the tuberculosis fight,
And make the New Year better.

These stamps do not carry any kind of mail
but any kind of mail will carry them.

- This historic scene shows Emily Bissell (right) buying the first Christmas Seal sold in the United States
The leading newspaper of a great American city.

- The Philadelphia North American - -

Bottom left - E. A. Van Valkenburg, editor of the Philadelphia newspaper that publicized the seal.

Bottom right - L. Mitchell Hodges, wrote front-page articles about the Christmas seal, inspiring other newspapers to publicize the seal sales.

Top left - Jacob Riis, wrote an article about the Danish Christmas seal, urged the U.S. to adopt the idea to raise funds to fight TB.

Top right - Emily Bissell, designed the seal.
A ragged little newsboy.

“Gimme one.
Me sister’s got it!”
Some Early Seals
• During the “War to end all wars - -”
The American Red Cross sponsored the seal drives to 1919.

The Red Cross appears on the Christmas seal for the last time.

The double barred cross, symbol of the fight over TB, is now on all U.S. Christmas seals and around the world.

Then the National Tuberculosis Association took over the sales. The NTA is now called the American Lung Association.
For many years seals were printed 100 to a sheet, with no borders. All the seals on the sheet were alike.
Four Famous People

Looked out from the corners of the 1938 seal sheet:

Upper left - Dr. Rene Laennec of France, invented the stethoscope, an important tool used in diagnosing tuberculosis.

Upper right - Dr. Robert Koch of Germany, discovered the tubercle bacillus, which is the cause of TB.

Lower left - Dr. Edward L. Trudeau of New York, started the first TB sanatorium in the United States, in Saranac Lake, N.Y.

Lower right - Einar Holboll of Denmark, a postal clerk who conceived the idea of Christmas seals as a way to raise money to help children sick with TB.
Corner Seals – with slogans – moved to the centers of these sheets
Little scenes began to replace the same seal over and over on the sheets of seals.
Every year people couldn't wait to see what the new seals would look like!
There were alternating seals and alternating rows.
Or blocks of four to make a picture.
(Notice: no slogan seals; where have the slogans gone?)
Instead of one picture on each of 100 seals, in 1970 there were 100 pictures on 100 seals!
A scene in 1972 took up the whole row of seals, and repeated on each row on the sheet – a train and sleigh, left, head for a town and city ahead.
Here -- The Twelve Days of Christmas find their places all over the 1973 Christmas seals.
In time, fewer seals would make up the sheets, but the designs often made interesting pictures, like the 1976 sheet, below.
In 1975, and from 1977-1980, children from each state, plus the Virgin Islands, Puerto Rico, DC, and Guam entered contests with pictures of what Christmas means to them. One drawing from each place was picked to be put on a Christmas seal. The sheets had 54 seals in each of those years.
Gift Tags showed up on the seal sheets in 1982 and have been there ever since along with the seals.
<table>
<thead>
<tr>
<th>Year</th>
<th>Dollars Raised</th>
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<tbody>
<tr>
<td>1908</td>
<td>$135,000</td>
</tr>
<tr>
<td>1910</td>
<td>$300,000</td>
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<tr>
<td>1912</td>
<td>$400,000</td>
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<tr>
<td>1916</td>
<td>$1,000,000</td>
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<tr>
<td>1930</td>
<td>$5,000,000</td>
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<tr>
<td>1935</td>
<td>$3,700,000</td>
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<tr>
<td>1940</td>
<td>$6,000,000</td>
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<tr>
<td>1942</td>
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<td>1946</td>
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<tr>
<td>1956</td>
<td>$26,000,000</td>
</tr>
<tr>
<td>1966</td>
<td>$31,000,000</td>
</tr>
<tr>
<td>1976</td>
<td>$36,000,000</td>
</tr>
</tbody>
</table>

Were all these seals making any money for TB and other lung problems?

The chart above says **YES**!

Sale of the first seal in 1907 raised $3,000; ten times what Emily Bissell had hoped for.
The Seal People said,
"How can we get everyone to buy and use the Christmas Seals?"

Then they said,
Let's try
Blotters
Bonds
Bookmarks
Buttons
Posters
Postcards
Before ball-point pens, people used pens that had to be filled with ink. Sometimes the pens leaked, or the ink took awhile to dry.

So-o-o, folks used BLOTTERS to soak up the extra ink. One side of the Blotters was porous paper for the ink. On the other side was space to tell people something --

**RED CROSS CHRISTMAS SEALS INSURE THE USEFULNESS OF YOUR GIFTS**

Use them also on the backs of all envelopes, on all checks, bills, prescriptions, and bundles from Thanksgiving to New Year's. They help stamp out tuberculosis!

**Help Blot Out TB**

Two TB Blotters 40 years apart.

Safer ... Happier

*Christmas Greetings* thanks to Christmas Seals!
The Campaign Against Tuberculosis and Other Respiratory Diseases

This certificate represents a subscription to the Campaign against Tuberculosis and Other Respiratory Diseases in your community. The holder of this certificate is guaranteed that the money it represents will be spent to hasten the eradication of tuberculosis, to help control other respiratory diseases, and to promote the health of the people in this community.

In witness whereof the National Tuberculosis Association and its affiliated State and Local Associations conducting the Campaign against Tuberculosis and Other Respiratory Diseases throughout the United States of America have caused this certificate to be signed for them by the Managing Director of the National Tuberculosis Association.

Seal bonds were given instead of seals for especially large donations to the TB cause.
AMERICAN LUNG ASSOCIATION®

Fight Lung Disease With Christmas Seals®

When You Can't Breathe, Nothing Else Matters®

AMERICAN LUNG ASSOCIATION®

Christmas Seals®
The #1 hope for the #3 killer:
LUNG DISEASE.

BOOK MARK

Use Christmas Seals

AMERICAN LUNG ASSOCIATION®

Fight TB and other RESPIRATORY DISEASES

AMERICAN LUNG ASSOCIATION®

A DONT GREETING 1992

AMERICAN LUNG ASSOCIATION®

A DONT GREETING 1992

AMERICAN LUNG ASSOCIATION®

A DONT GREETING 1992
Christmas Seal Pins & Buttons
POSTERS FOR CHRISTMAS SEALS

Fight Lung Disease With Christmas Seals

Use Christmas Seals

Protect The Family Circle
Tuberculosis Seal Promotion - 1937

LIST GOOD PEOPLE ALL
NEED OUR CALL
BUY CHRISTMAS SEAL
AND HELP
YOUTH FIGHT ITS
GREATEST FOE:
TUBERCULOSIS

A reminder to give in '47...

Have you forgotten something?

During 1948 we intend to do all we can to
PROTECT YOUR HOME AGAINST TUBERCULOSIS

No home is safe until every home is safe.

CHRISTMAS SEALS provide the means to make this possible.

It isn't too late to give your support . . . .

LAGRANGE COUNTY TUBERCULOSIS ASSOCIATION
When you gave, you put this sticker in your window.

I HAVE BOUGHT TUBERCULOSIS CHRISTMAS SEALS

THANK YOU
The Anti-Tuberculosis Society of Schuylkill County
207 North Centre Street, Pottsville, Pa.
Wet and place on your window when you have sent in your subscription.
Once upon a time, milk was delivered in bottles. At Christmas Seal time, the bottles wore collars that promoted drinking milk for health and buying Seals to help TB causes. The bottle caps had messages, too.

Milk builds resistance. It is an essential part of a balanced diet.

Drink Plenty of Milk!

PROTECT YOUR HOME FROM TUBERCULOSIS
Nowadays, milk comes in cartons. But the cartons may have pictures and words about Christmas seals, like this one in 1990. Milk was always thought be a healthy food, but years ago it was given especially to TB patients.
Placemats in Restaurants  Pictured U.S. Christmas Seals

CHRISTMAS SEALs 1907-1974
FOR LIFE & BREATH...GIVE MORE TO CHRISTMAS SEALs
These little reminders encouraged seal support.

(Copied and reduced from original)

Where have you seen this little snowman? (Hint: Georgia)
The American Lung Association also makes Hanukkah seals
and Kwanzaa seals
Six of the seven 2009 Christmas seal sheets
What can Seal Collecting cover?

All sorts of things, like --

Single seals, or sheets

P C Ps – (progressive color proofs)

Printers' marks

On covers; EKUs (earliest known usage)

Or -- my favorite --

Tied-ons
Seal Collectors have an organization:

**The Christmas Seal & Charity Stamp Society**

And its own quarterly journal
--The End--

NOT!

I predict that Seals will be around for a long time!