



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 declined before the demand dwindled, so "Happy New Year" was substituted. This, then, is the story of



THE FOLLOWING ISSUES WERE



1908



1909



Red Cross & Holly Leaves

When the 1909 sale reaped \$250,000, no doubters began to thin out, though some shook their heads. It was not possible to raise funds this method. Carl Wingate designed the 1909 Stamp.



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



Some of the people who bought for postage paid. It was not possible to raise funds this method. Carl Wingate designed the 1909 Stamp.

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"



In 1911 sales ran up to a record \$320,000 from a modest beginning just a few years back of \$3,000. 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.



Christmas Seals



Correspondence

Post
Card

DEC 3 30 PM

1911

For address only



We wish you all
Merry Christmas
and a Happy New
Year. We are fine
and hope you are
the same.
Mabel and
Otto.

Paul Weir and
Family,
Byron
Mebr.





Christmas Seals

1913



1917



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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 \$4,937,766.00.

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 Argory

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

1929



Ringling Bell

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 Wallen. 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



There are four slogan seals as follows: "Home," "Health for All," "Tuberculosis Preventable, Curable," and "Holiday Greetings." The 1937 sales were \$5,000,000.



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 hit a new high of \$7,530,495.00.



Christmas Seals

1938

THEY MADE LANDMARKS IN THE FIGHT AGAINST TUBERCULOSIS



France

HE MADE SOUNDS
IN CHEST
AUDIBLE
WITH
STETHOSCOPE

HE PROVED
TUBERCULOSIS
IS SPREAD
BY GERMS



Germany

United States



TRUDEAU

HE BUILT FIRST
SANATORIUM
IN THE
UNITED STATES



HEALTH GREETINGS

Denmark



HOLBØLL

HE STARTED
FIRST CHRISTMAS
SEAL SALE

BUY AND USE 1938 CHRISTMAS SEALS

ERADICATE TUBERCULOSIS

1939



AMERICAN LUNG ASSOCIATION



Christmas Seals 2018

AMERICAN LUNG ASSOCIATION



Christmas Seals 2018

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Christmas Seals 2018



CHRISTMAS



SEALS 2020

CHRISTMAS



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