

1908 - Type 1B

Two varieties of the 1908 seal lithographed by Theo. Leonhardt & Son are recognized, distinguished by whether the 'ear' on the figure 8 in 1908 is attached to the body of the number or not. In the seal on this card, the 'ear' is firmly attached.

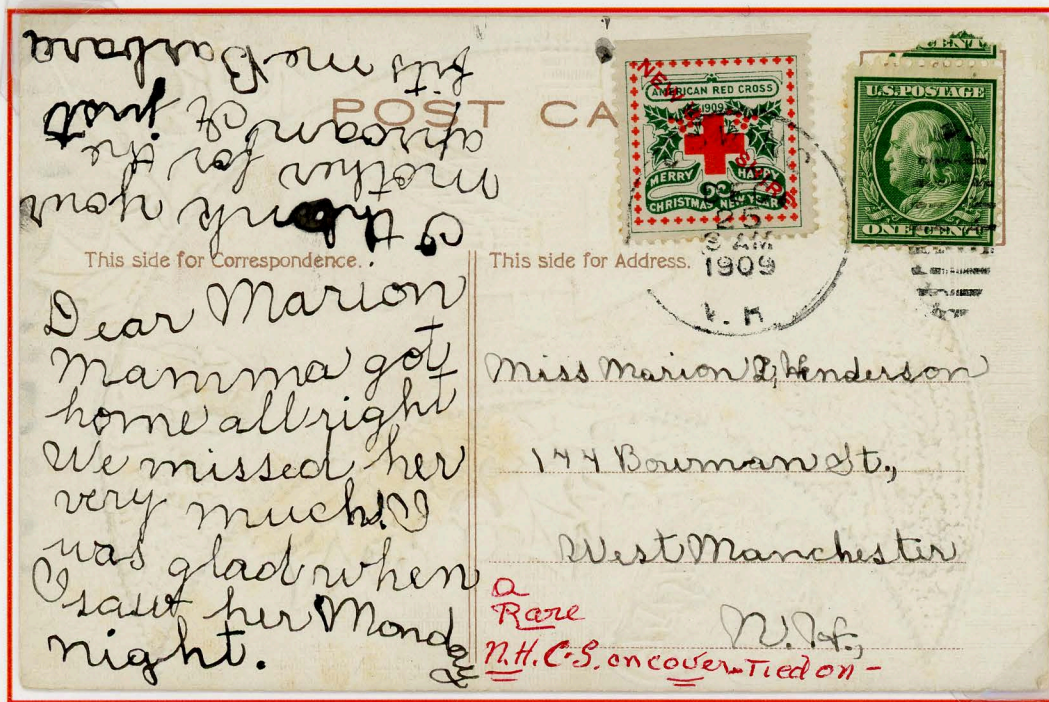


Posted from Lynn, Massachusetts, December 24, 1908

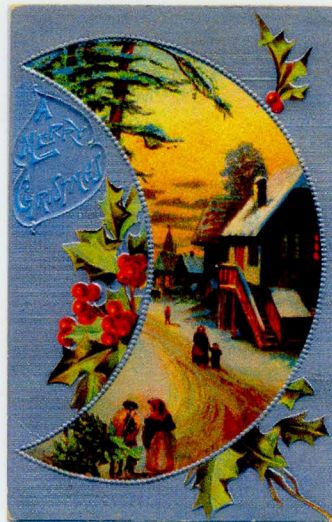


1909 - New Hampshire Local

The national success of Christmas Seals prompted local organizations to get on the bandwagon. The New Hampshire Christmas Seal Committee acquired sheets of the national seal and had them overprinted with the name of the state diagonally.



Posted from Epping, New Hampshire, December 25, 1909



Christmas Seals the Hard Way, 1907-1924

The Brandywine Sanatorium near Wilmington, Delaware needed some \$3,000 to get through the winter of 1907/1908. The cousin of the sanatorium's director, Emily Bissell, was asked to help but could hardly have envisioned what she would start that winter by creating the country's first Christmas Seals. Her pioneering efforts have led to current campaigns producing tens of millions in charitable revenues, but, more significantly to philatelists, because her simple seals looked a bit like postage stamps, they have been collectible items.

One of the joys of collecting is to make more difficult that which might otherwise be relatively simple. With only a few exceptions Christmas Seals are common and inexpensive. To provide a formidable, but not insurmountable, challenge, this exhibit has intended to show all major varieties of U.S. National Christmas Seals, along with some of the early local seals, tied to a Christmas or New Year's picture postcard, with a cancellation date of December 24 or 25 in the year of issue.

The card shown here lacks all of the desired features—the seal is not tied by either the origin or receiving postmark, it was mailed December 17, 1907, and the seal is defective. Nevertheless, its extraordinarily early recognition of what Emily Bissell had begun makes it an appropriate part of this title page.

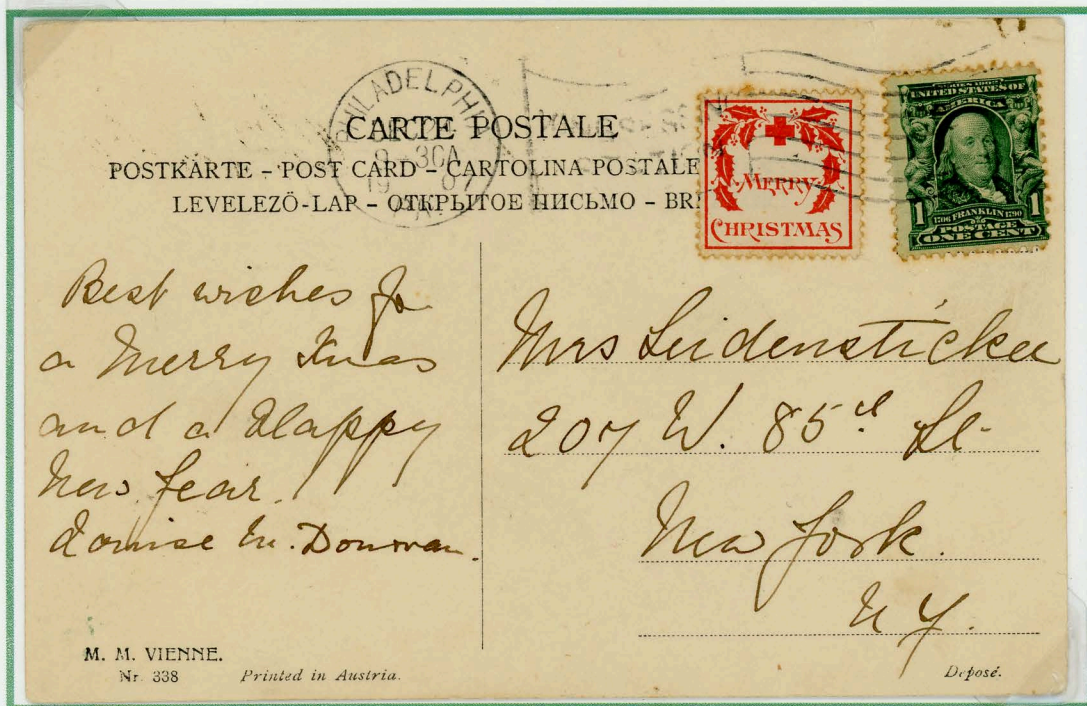


"...The red stamp on here is a red cross stamp sold for the benefit of a hospital for consumptives...."

This exhibit is dedicated to the memory of fellow East Bay Collectors Club member Walter Johnson whose zeal for Christmas seals was unmatched.

1907 - Type One

The first American Christmas Seal was issued on December 7, 1907 by the Delaware Chapter of the American National Red Cross. Designed by Miss Emily P. Bissell. Lithographed by Theo. Leonhardt & Son, Philadelphia, Pennsylvania in a first printing of 50,000. About \$3,000 was realized from the sale of both types of this seal.



Posted from Kingsessing Station, Philadelphia, Pennsylvania, December 24, 1907



1907 - Type Two

When sales slowed at the Wilmington Post Office, Emily Bissell carried her campaign to Philadelphia, enlisting the support of *The North American*, a popular newspaper there. Success led to additional printings and a revised design with the added words "Happy New Year" to extend sales beyond Christmas.



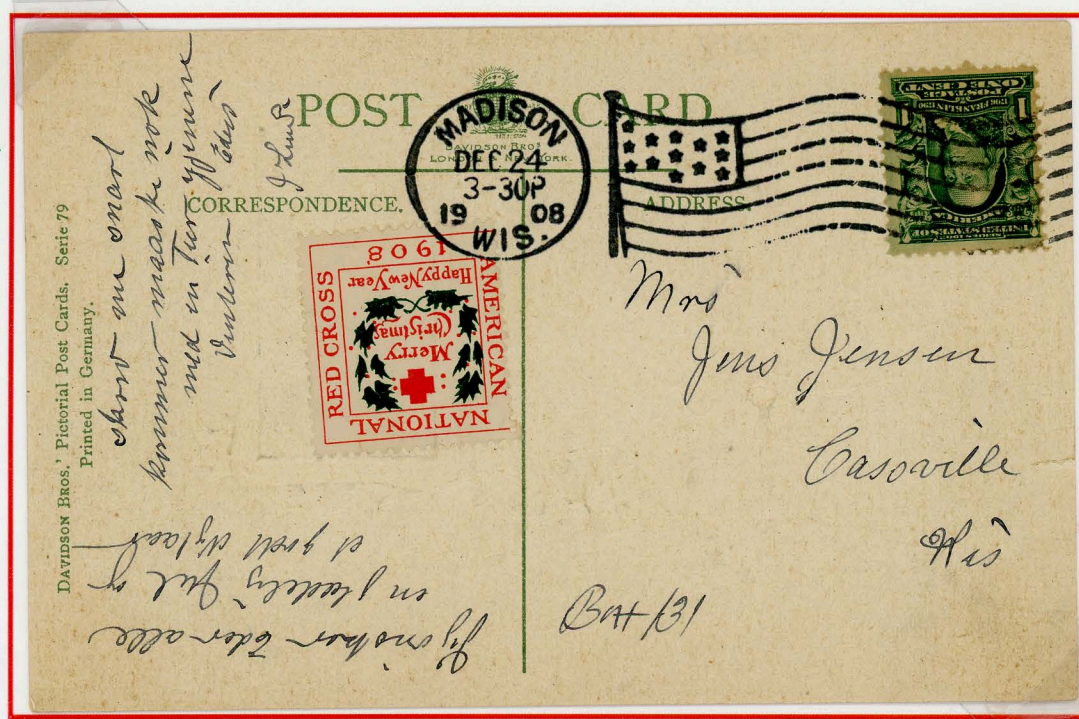
Posted from Philadelphia, Pennsylvania, December 24, 1907.
The majority of the seals bear Philadelphia area postmarks, especially those mailed after the middle of December.



1908 - Type 1A

Variety - Perforated 12

The Leonhardt seal is normally perforated 14, but some seals were perforated 12 as is the case with the seal on this card.



Posted from Madison, Wisconsin, December 24, 1908



1908 - Type 1A

Following the success of the Delaware Chapter's enterprise, the American National Red Cross began issuing seals the following year. Designed by Howard Pyle, the first type was lithographed by Theo. Leonhardt & Son who had printed the Delaware seals. Approximately \$135,000 was raised from the sale of seals in 1908.



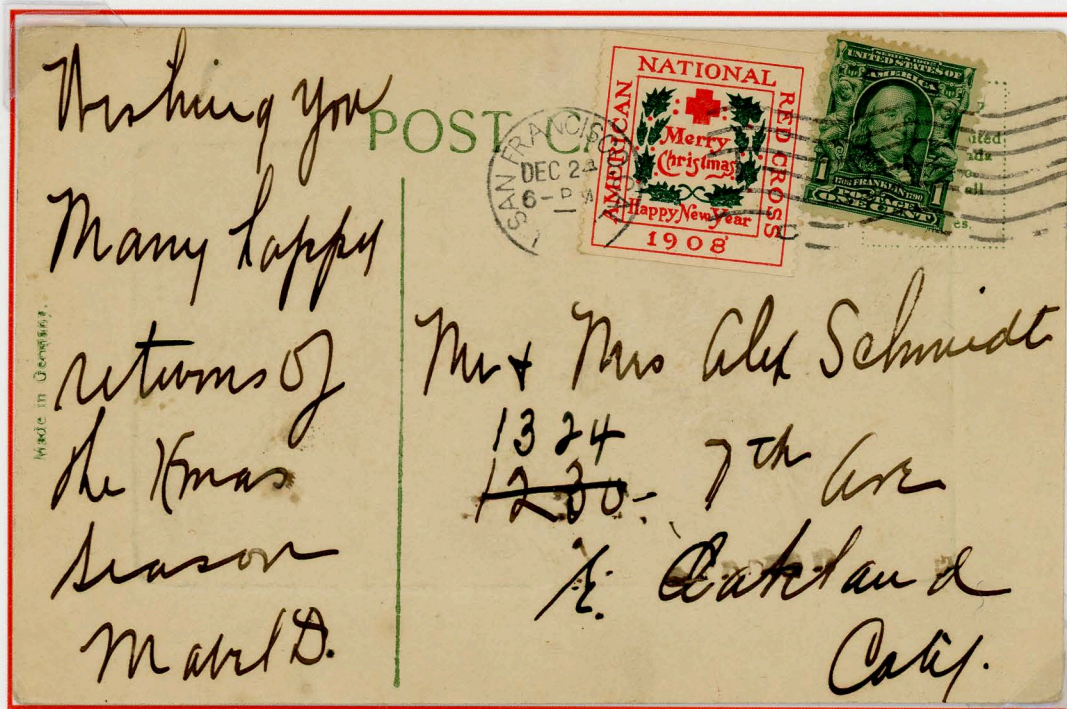
Posted from Boston, Mass., Fenway Station, December 24, 1908
Forwarded to Lancaster, Mass. through Back Bay Station on
Sunday, December 27, 1908



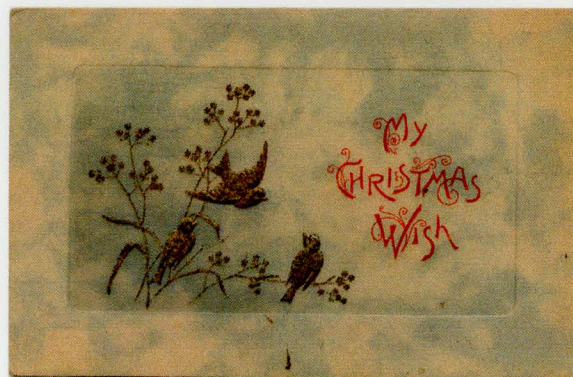
1908 - Type 1A

Variety - From booklet pane of three

There are a number of recognized varieties of each of the 1908 seal types, but many are distinguished only by differences in the gum which cannot be identified from a single example used on a card. The imperforate top and bottom of this seal identify it as coming from the booklet pane of three seals.



Posted from San Francisco, California, December 24, 1908



1908 - Type 1B

Variety - Perforated 12

As with Leonhardt's Type 1A, their Type 1B is normally perforated 14, but is less often found perforated 12.

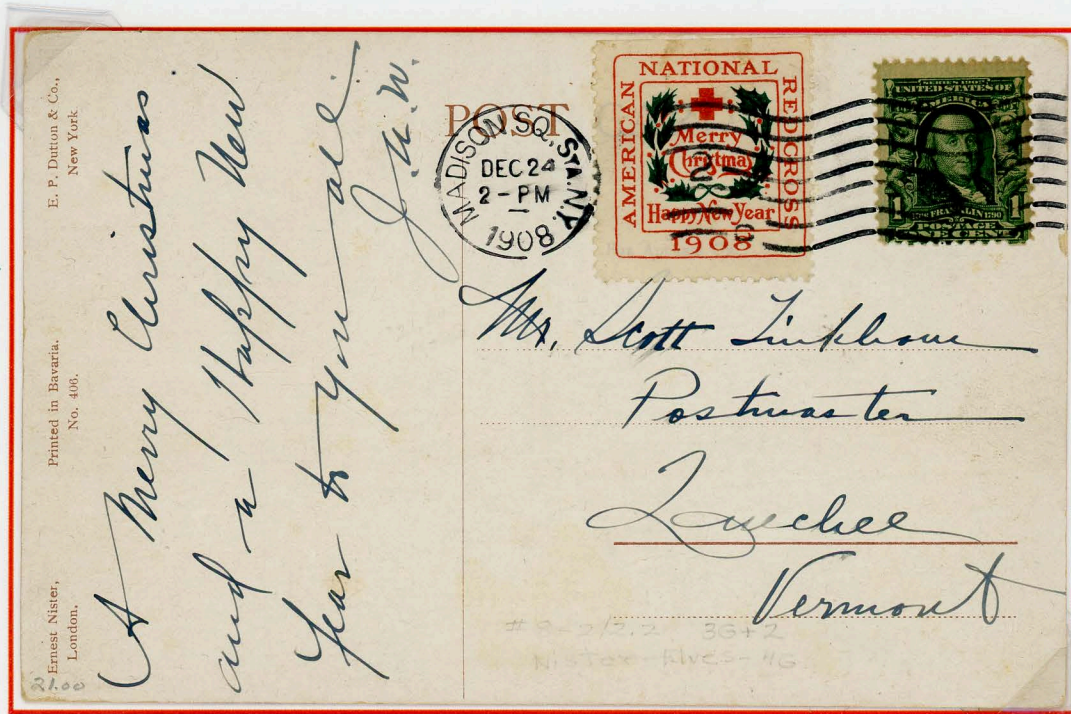


Posted from Stockton, California, December 25, 1908



1908 - Type Two

The second type of the 1908 seal was lithographed by the American Bank Note Company, New York City. It is distinguished from the Leonhardt printings by the slightly rounded corners of the outer frame and a larger 'C' in 'Christmas'.



Posted from Madison Square Station, New York City, December 24, 1908



1908 - An Unofficial Printing

The seal on this card was printed letterpress by an unknown printer using the Leonhardt seals as a basis for making the printing plates. At least four different such unofficial seals exist, this one being rouletted 6 $\frac{3}{4}$, while the other known varieties are perforated. It has been claimed that at least one these seals was issued by the Washington State TB Association for publicity purposes. With its Baltimore cancellation, this seal is unlikely to have originated in Washington State. The 1908 cancellation at least marks the seal as a contemporary reproduction.



Posted from Baltimore, Maryland, December 24, 1908



1909

For the 1909 seal the Red Cross contracted with a single printer, the Strobridge Lithographing Co. of Cincinnati, Ohio, to lithograph the entire run. As a result, only one type of the seal exists. The seal was designed by Carl Wingate, and the proceeds were nearly double that of the 1908 seal at approximately \$250,000, possibly the result of Laura using so many of them on each of her cards.



Posted at Albany, New York, December 25, 1909



1909 - Los Angeles Local

The California Association for the Study and Prevention of Tuberculosis designed its own seal for 1909, loosely based on the 1908 national seal. Seals with this design also exist for Long Beach, Pasadena, Santa Ana, Guerneville, Santa Barbara and a general "California Greetings".



Posted from Los Angeles, December 24, 1909



1909 - Wisconsin Local

The Wisconsin Anti-TB Association of Milwaukee, Wisconsin produced a seal in 1909 in a sheet format and in booklet panes of ten and five in 1909, and did not follow up with additional seals for another twenty years.

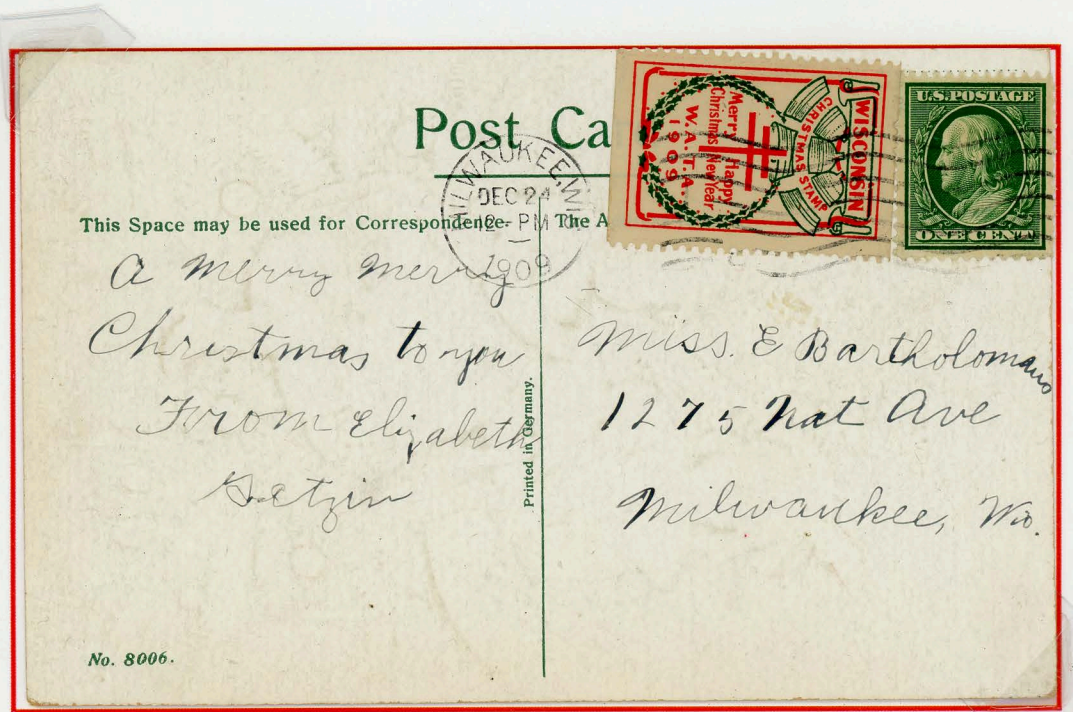


A seal from a sheet of unknown size. Posted from Union Center, Wisconsin December 24, 1909



1909 - Wisconsin Local

The same seal from a booklet pane of five with straight edges at the top and bottom of the seal.



Posted from Milwaukee, Wisconsin, December 24, 1909



1910

The 1910 seal, as with 1909, was lithographed by The Strobridge Lithographing Co., and only one type exists. The design was done by Mrs. Gulon Thompson, and approximately \$300,000 was realized from sales. In common with most of the holiday post cards of the period, this one was printed in Germany.



Posted from Haywards, California, December 24, 1910.
In mid-January 1911 the town name was changed to Hayward

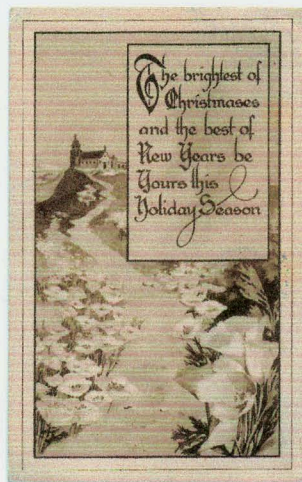


1910 - Riverside Local

In 1910 the California Association adopted a seal without a date that was intended to be used for several years. This seal is for Riverside; additional seals with the same design were made for Long Beach, Los Angeles, Redlands, Pasadena, and Santa Barbara. This copy was used, and presumably purchased, in its third year of use.



Posted from Riverside, California, December 24, 1912



1910 - A Commercial Seal

Not all Christmas seals were issued for a charitable purpose. Some, like the Santa Claus Post, were merely printed for the benefit of the manufacturers.

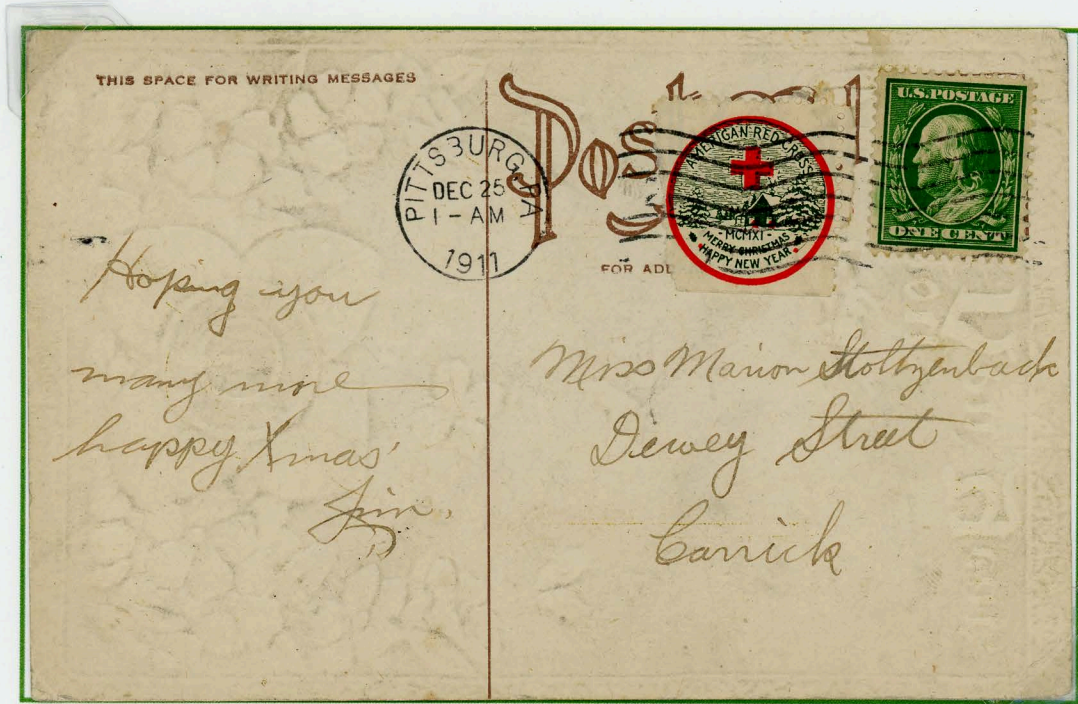


Posted from Springfield, Vermont, December 24, 1910



1911 - Type One

The 1911 Christmas Seals were issued by the American National Red Cross but sold by the National Association for the Prevention of Tuberculosis. Designed by Anton Rudert, the seals were typographed instead of lithographed as previous seals had been. Sales approximated \$320,000.

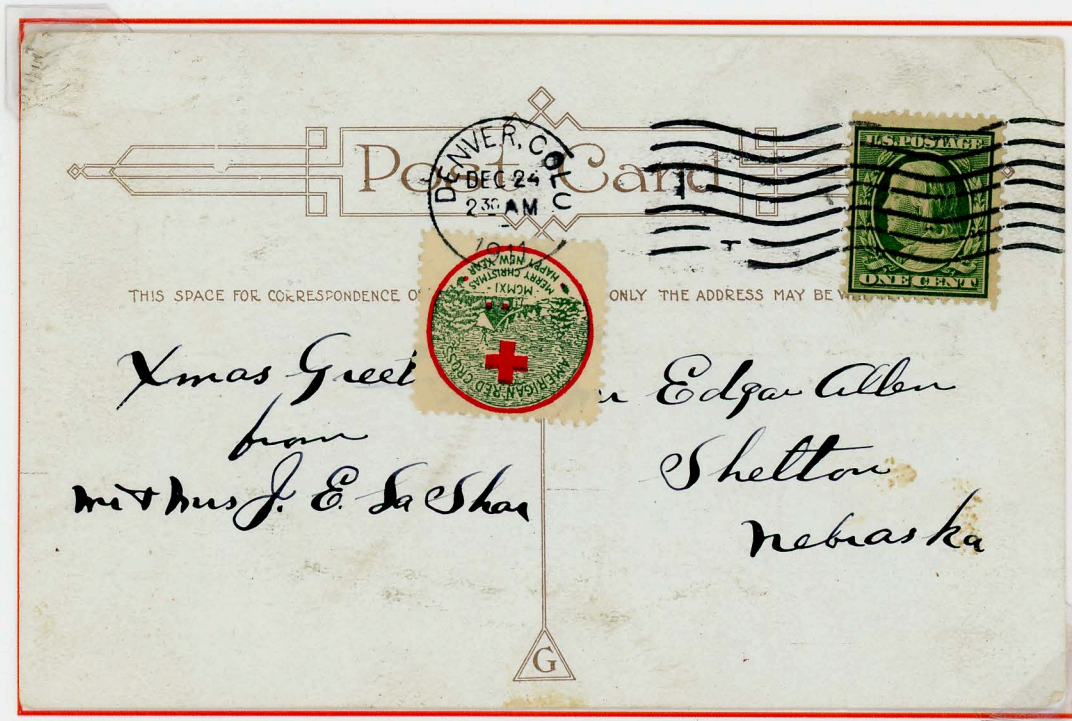


Posted from Pittsburg, Pennsylvania, December 25, 1911



1911 - Type Two

Although the printing of the 1911 Christmas Seals was entrusted to one printer: Eureka Specialty Printing Co. of Scranton, Pennsylvania, three varieties exist. This second type differs from the first by having a less heavy circular frame line, and the end of the house is a shaded rather than a solid green. The third type is somewhat smaller and was issued as a coil. The first tied example of this third type was found by East Bay Collectors Club member Walter Johnson.



Posted from Denver, Colorado, December 24, 1911



1912

The 1912 Christmas Seals were once again lithographed by Strobridge Lithographing Co., and only one type exists. The seals were designed by John H. Zeh with sales reaching a total of \$402,256.

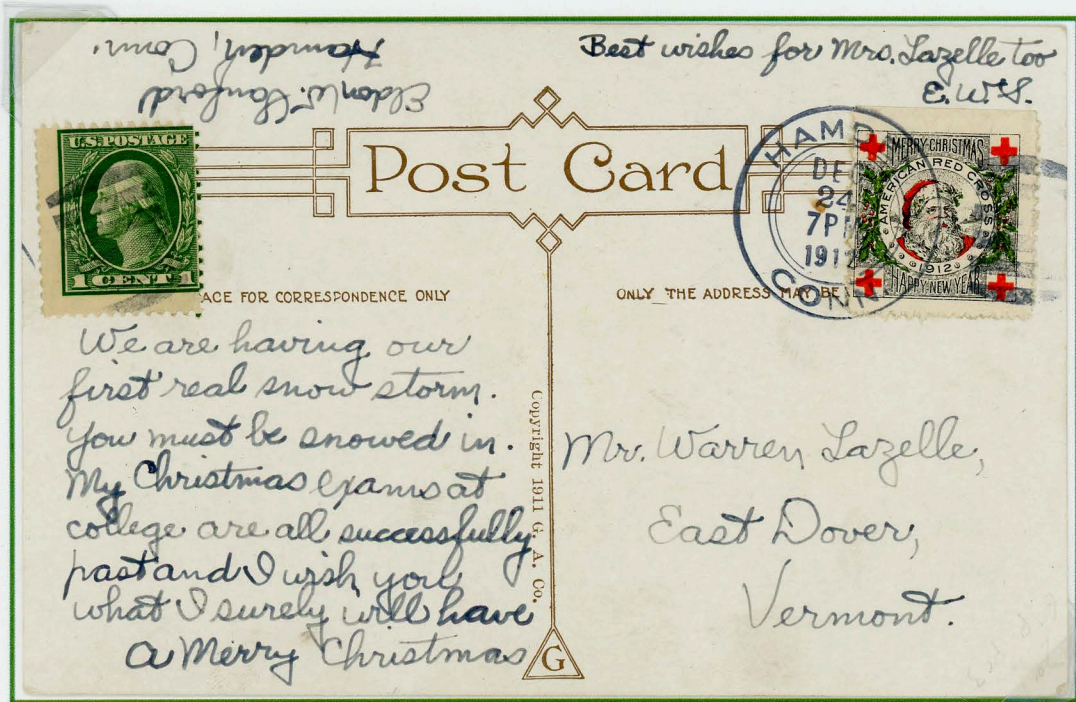


Posted from Uniontown, Pennsylvania, December 24, 1912



1912

Although attempts to use Christmas Seals as postage are not uncommon, this correspondent appears simply to have wanted to give Christmas the place of honor. The stamps appears to have been cancelled in the same office, but the seal, atypically, bears the postmark.



Posted from Hamden, Connecticut, December 24, 1912



1913 - Type Two

Three types of the 1913 Christmas Seal were prepared. It is believed that the first type, with poinsettias in the side panels, existed in only a single sheet of 100 seals; and no copy is known on cover. In this second type the poinsettias were removed, but the green circles around the red crosses remained.

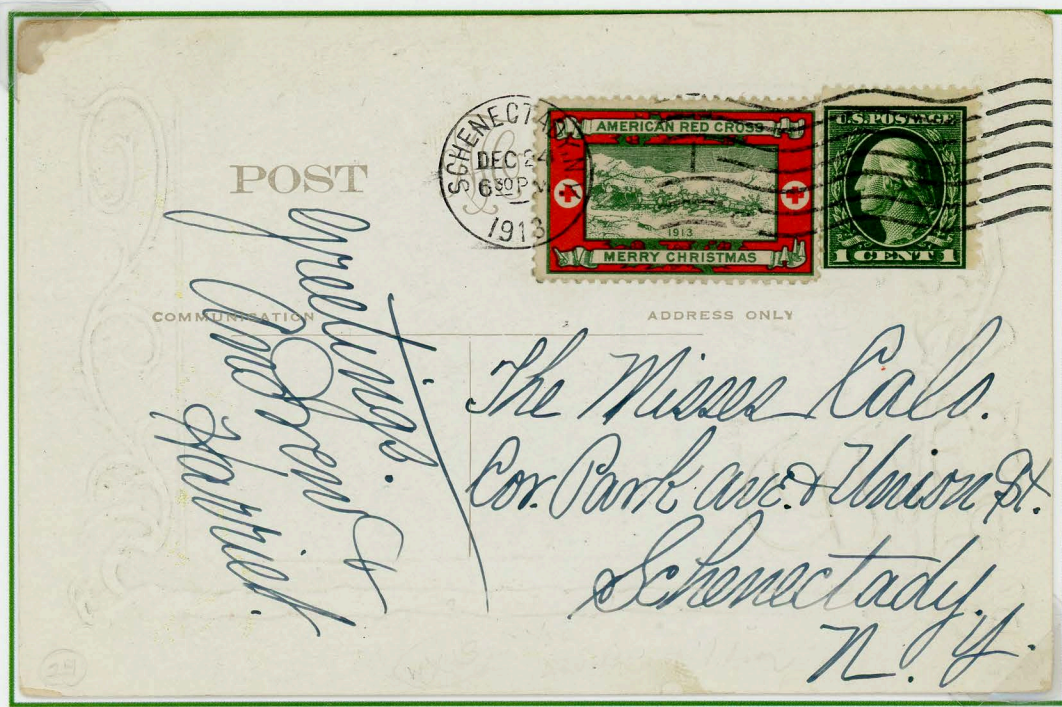


Posted from Cody, Wyoming, December 24, 1913



1913 - Type Three

In the third variety, the green circles were also eliminated. All three types of the 1913 seals were lithographed by the American Bank Note Co., New York City. The seals were designed by Charles Jay Rudd, and sales reached \$449,504.

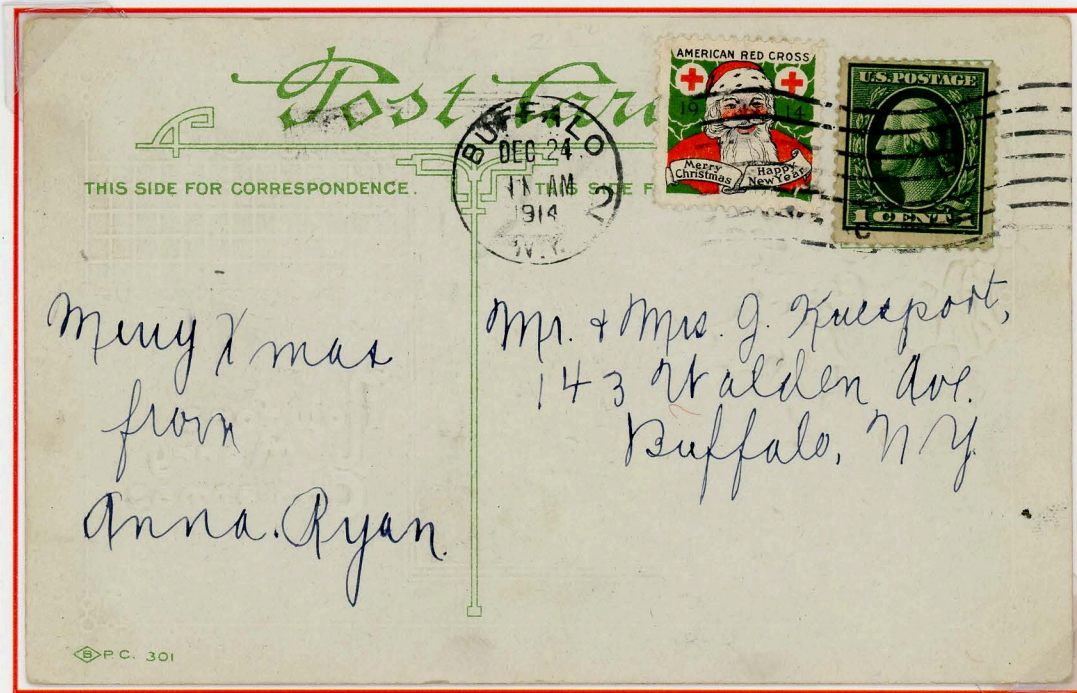


Posted from Schenectady, New York, December 24, 1913



1914

The 1914 Christmas Seals were once again lithographed by the Strobridge Lithographing Co. Only one type exists. The seal was designed by Benjamin S. Nash, with sales reaching a new high of \$555,854.



Posted from Buffalo, New York, December 24, 1914



1915

The 1915 Christmas Seals were designed for the second year in a row by Benjamin S. Nash, but the lithography was assigned to a new printer: Andrew B. Graham Co., Washington, D.C. Sales were approximately \$760,000.



Posted from Station A, Buffalo, New York, December 24, 1915



1916

In 1916 the contract for lithography was again awarded to the Strobridge Lithographing Co., and for the first time sales topped \$1,000,000. The design was by Thomas M. Cleland.



Posted at St. Louis, Missouri, December 25, 1916



1916

Perforation Variations

The 1916 seal in normally perforated 12; however, some seals perforated in combinations of 12 and 12½. The seal on this card is perforated 12 horizontally and 12½ vertically.



Posted from Chicago, Illinois, December 25, 1916



1917

The 1917 Christmas Seal was again designed by Thomas M. Cleland, and the printing was assigned to Eureka Specialty Printing Co. who printed the seal letterpress. There are three plate sizes, but the differences are too small to be measured on a single seal, and different printing varieties are generally recognized only on multiples of blocks of four or larger. Sales were \$1,815,109.



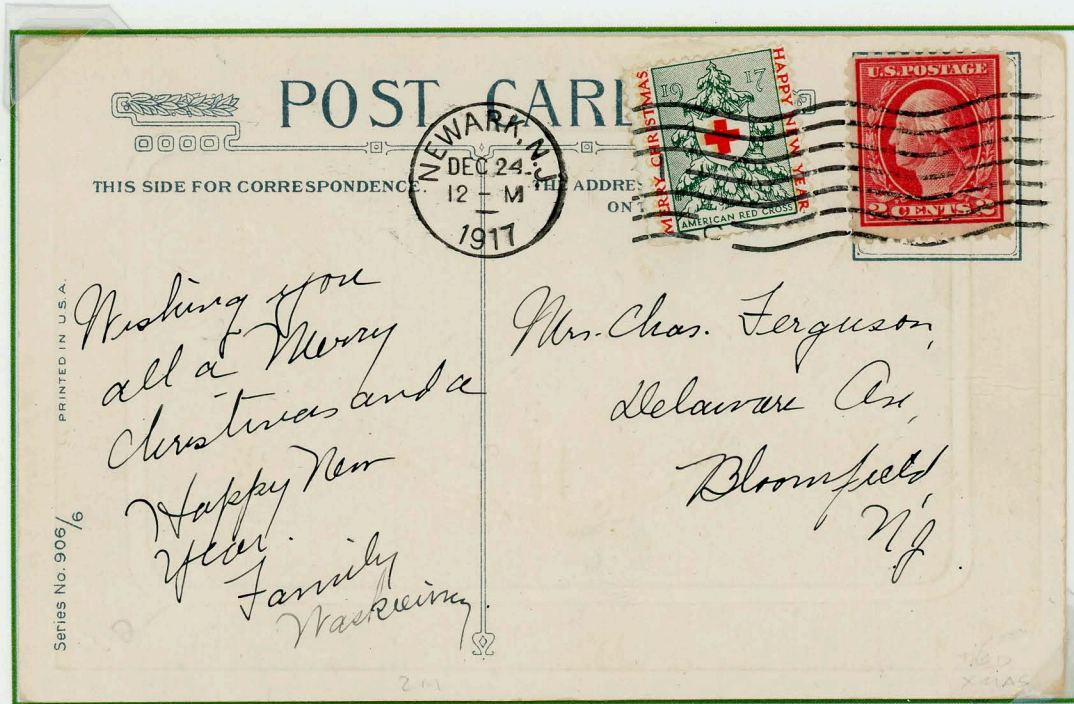
Posted from Oconomowoc, Wisconsin, December 24, 1917
The recipient was charged 1¢ postage due, since rates had been increased 1¢ for the duration of the War on November 2, 1917



1917

A New Printing Technique

Another new technique introduced in 1917 was the overprinting of the words "Merry Christmas" and "Happy New Year" with a sizing which was intended to give a gloss to the lettering. The sizing is generally now a yellowish color, and in the case of this seal the sizing is significantly offset from the lettering it was supposed to enhance



Posted from Newark, New Jersey, December 24, 1917



1917

A New Perforation Technique

With the 1917 seals Eureka introduced an unusual perforation which is gauge 12 but with two larger holes every 11 normal holes. This perforation variety is coded 12.00 and is generally associated with Plate B, but it is also fairly common on Plate C.



Posted from Winsted, Connecticut, December 24, 1917



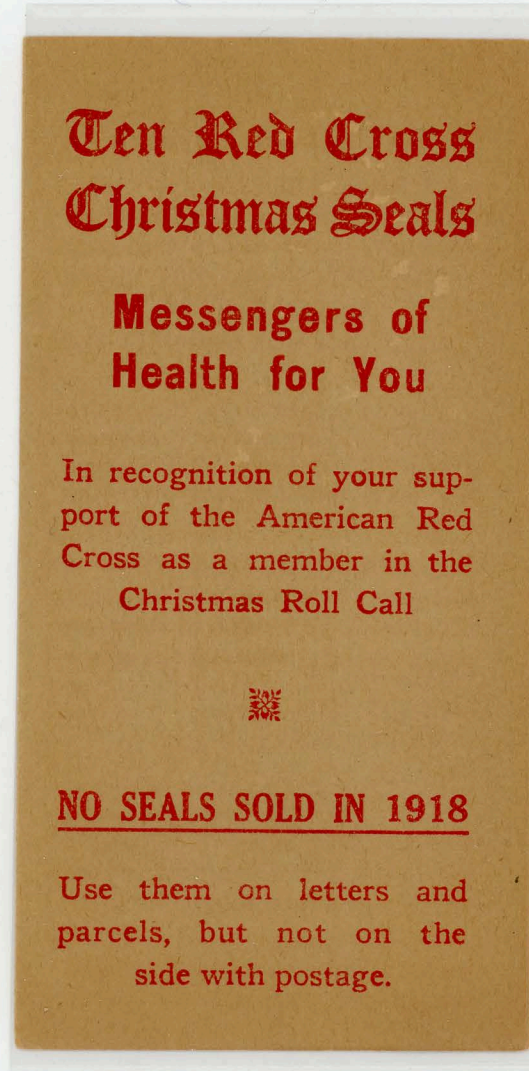
1918

In 1918 The United States was in the middle of World War I, and, in recognition of multiple fund-raising needs, Christmas seals were not 'sold' in 1918. All seals appeared in booklet panes of 10, as shown here, and distributed free to those who joined the Red Cross Roll Call. The American National Red Cross then granted \$2,500,000 to the National Tuberculosis Association. As a result of the booklet-pane arrangement, all seals have either one or two straight edges.

Type One



Envelope



Type Two



Recipients were admonished on the envelopes enclosing the seals not to use the seals on the same side of letters and parcels as the postage, an admonition no doubt encouraged, if not dictated, by the Post Office. Fortunately for collectors of tied-on seals this warning has not been uniformly respected.

1918 - Type One

The first variety of the 1918 seal was printed letterpress by the Eureka Specialty Printing Co., while the second type was lithographed. Aside from the difference in printing methods, the first type can be distinguished by having larger periods (often appearing as small circles) between the numbers in the date.

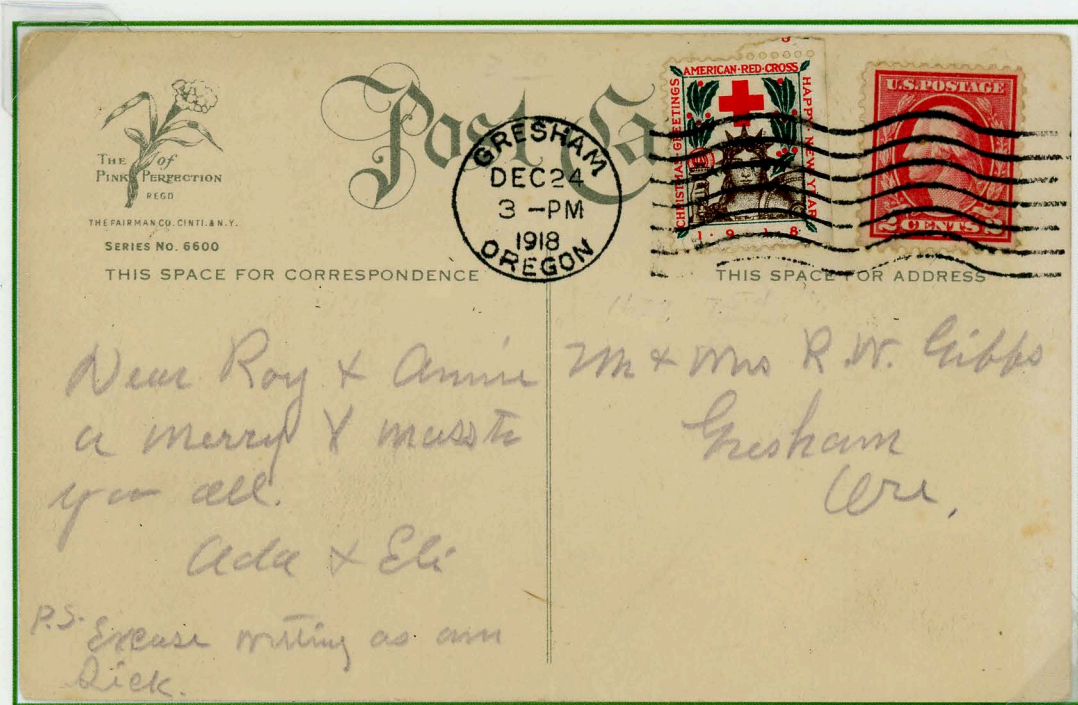


Posted from Hartford, Connecticut, December 24, 1918



1918 - Type Two

The second variety of the 1918 seal was lithographed by The Strobridge Lithographing Co. The seal was designed by Charles A. Winter.

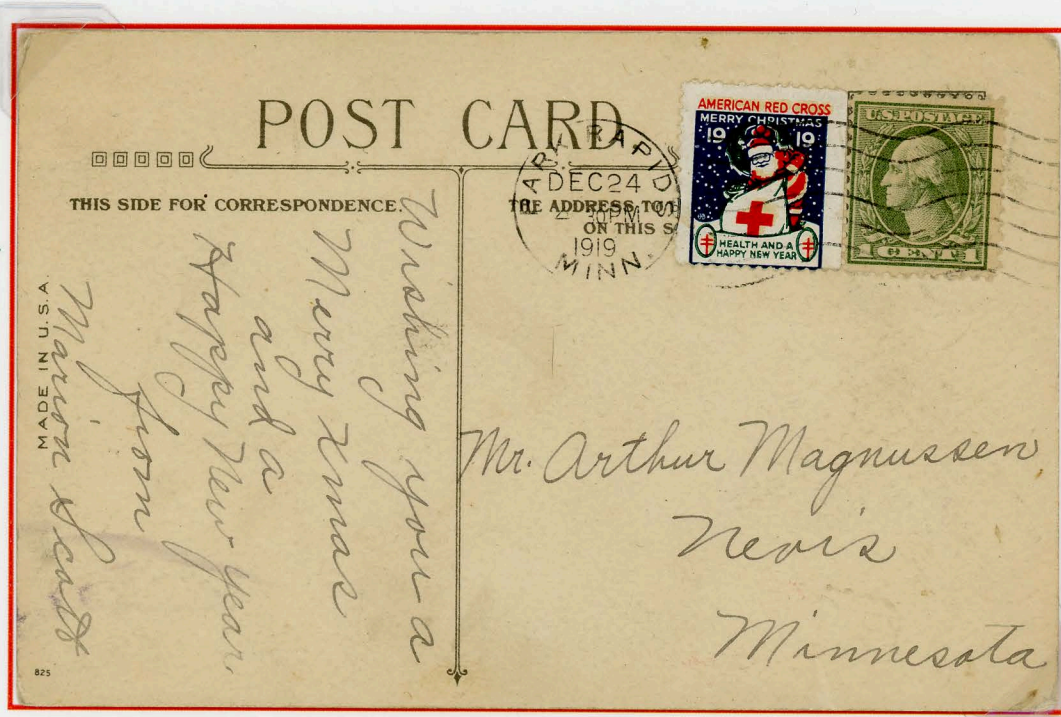


Posted from Gresham, Oregon, December 24, 1918



1919 - Type One

The 1919 Christmas Seals were designed by Ernest Hamlin Baker, and again assigned to two printers. The first type was typographed by Eureka Specialty Printing Co. and is distinguished by a white plume to the left of Santa's cap.

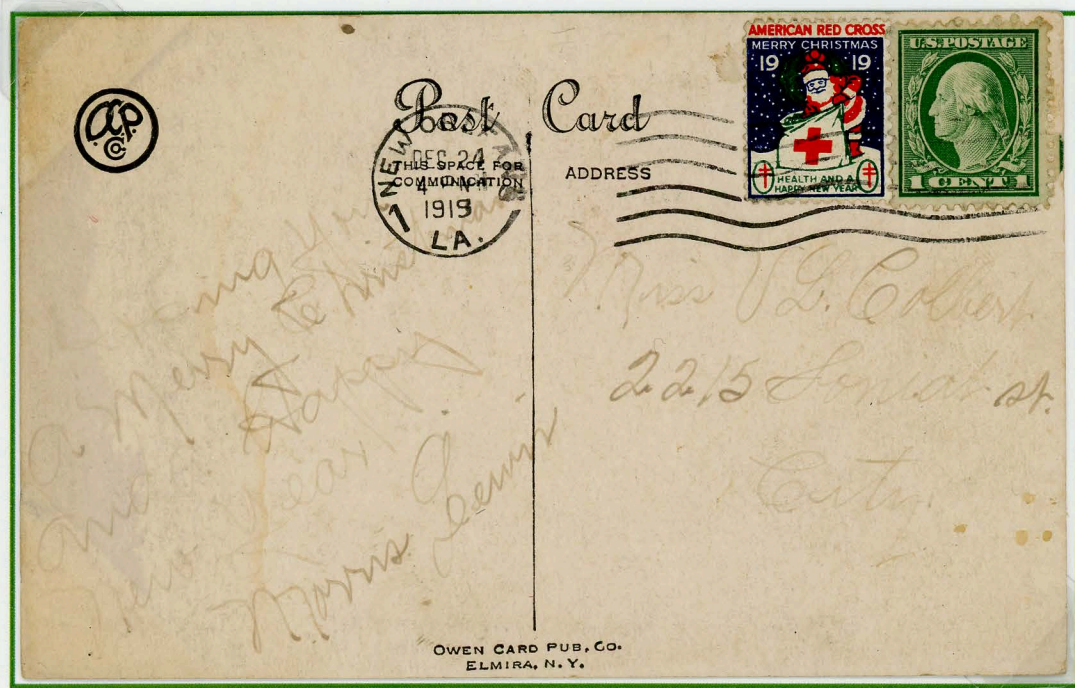


Posted from Park Rapids, Minnesota, December 24, 1919

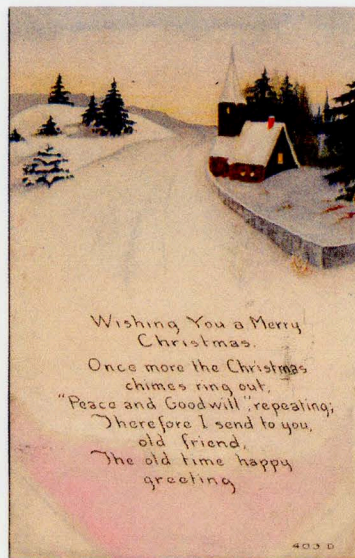


1919 - Type Two

The second variety was lithographed by The Strobridge Lithographing Co. and can be distinguished by the lack of the plume and the existence of a white dot in the front of Santa's hat. The proceeds from sales were \$3,872,533.

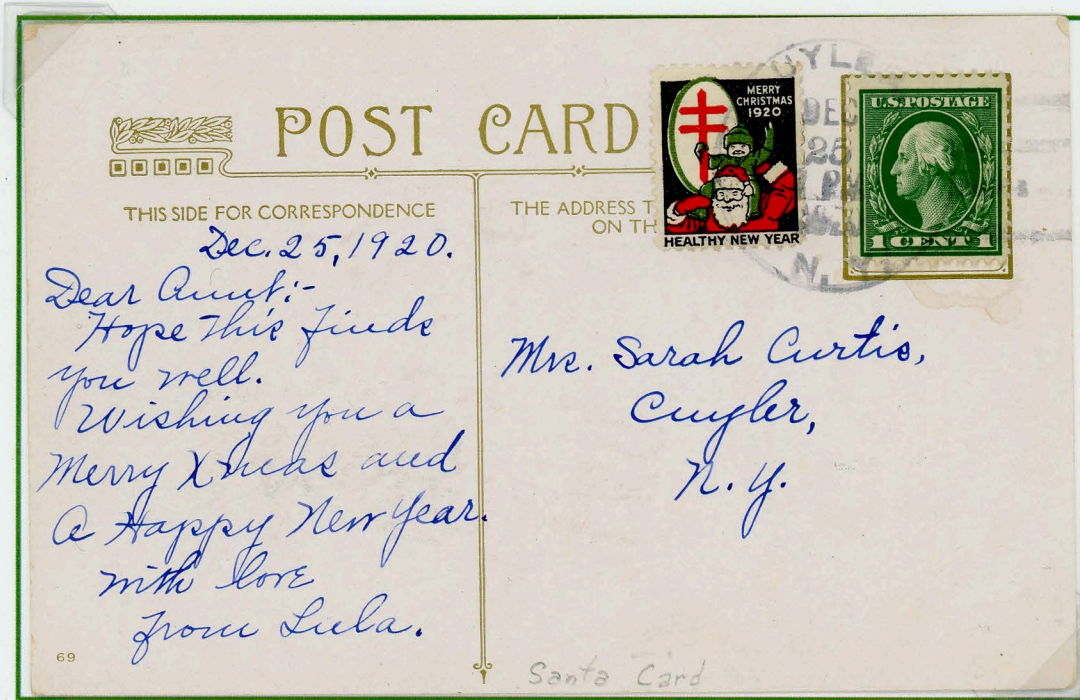


Posted from New Orleans, Louisiana, December 24, 1919



1920 - Type One

In 1920, for the first time, the seals were issued and sold by the National Tuberculosis Association and featured the double-barred cross. The seal was again assigned to two printers. The typographed seal printed by Eureka Specialty Printing Co uses a '9' in 1920 with a larger loop and a tapered tail. The designer was Ernest Hamlin Baker.



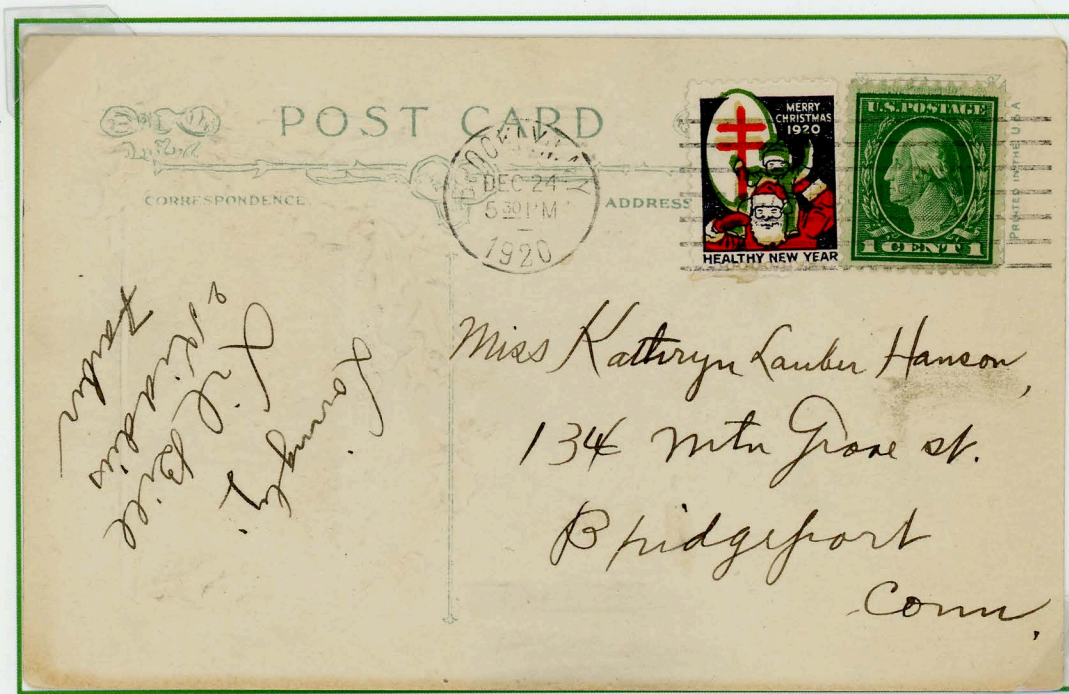
Posted from Schuylerville, New York, December 25, 1920



1920 - Type One

Perforation Varieties

Numerous perforation varieties exist for most of the seals. The Type One 1920 seal is nominally perforated 12; however, 12 x 12½, 12½ x 12, and 12½ also are known. It can be assumed that consistency of perforation was not a priority and whatever was available was used. This Type One seal, which also shows obvious registration problems with the green impression, is perforated 12 horizontally and 12½ vertically.

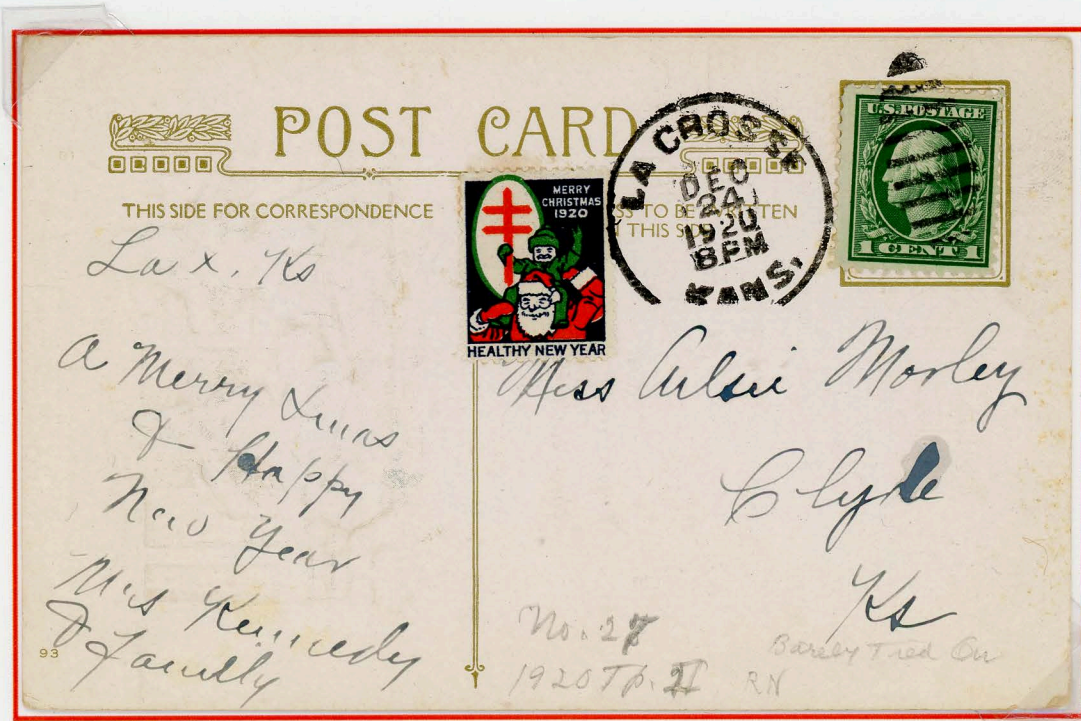


Posted from Brooklyn, New York, December 24, 1920

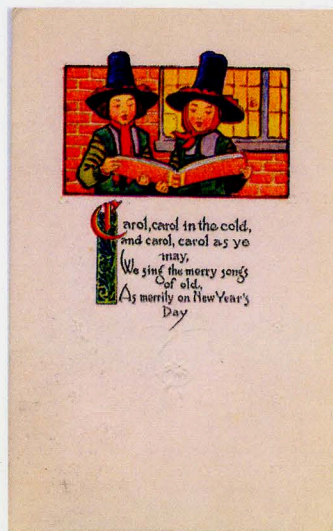


1920 - Type Two

The Strobridge Lithographing Co. printed the second variety using both offset and lithography. The printing can be identified by the smaller loop and square tale of the '9', but the two different plates and methods they used are distinguishable only by flaws in a few positions. Generally these are not recognized as separate types. For the first time, sales were less than in the previous year at \$3,667,834.

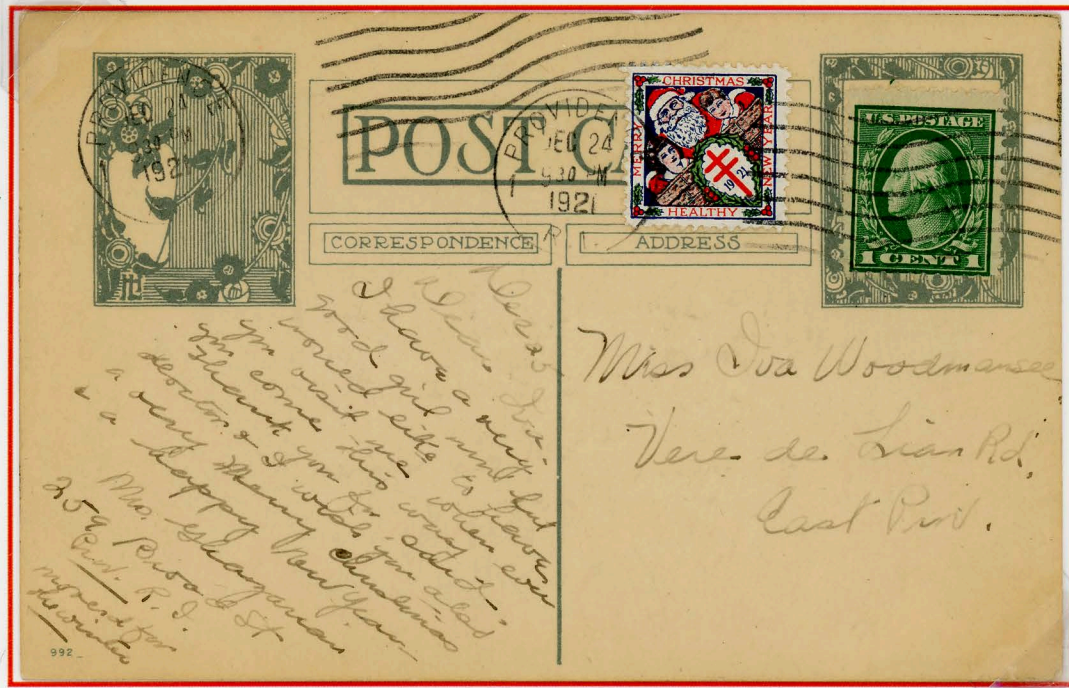


Posted from La Crosse, Kansas, December 24, 1920



1921 - Type One

Three companies were used to print the 1921 Christmas Seals which had been designed by George V. Curtis. The first variety was typographed by Eureka Specialty Printing Co. As with both typographed types, the red shading dots on the faces are arranged diagonally.



Posted from Providence, Rhode Island, December 24, 1921



1921 - Type Two

The one variety printed offset was manufactured by The Strobridge Lithographing Co. It can be distinguished from the two typographed varieties by the shading dots in the faces, which form horizontal lines.

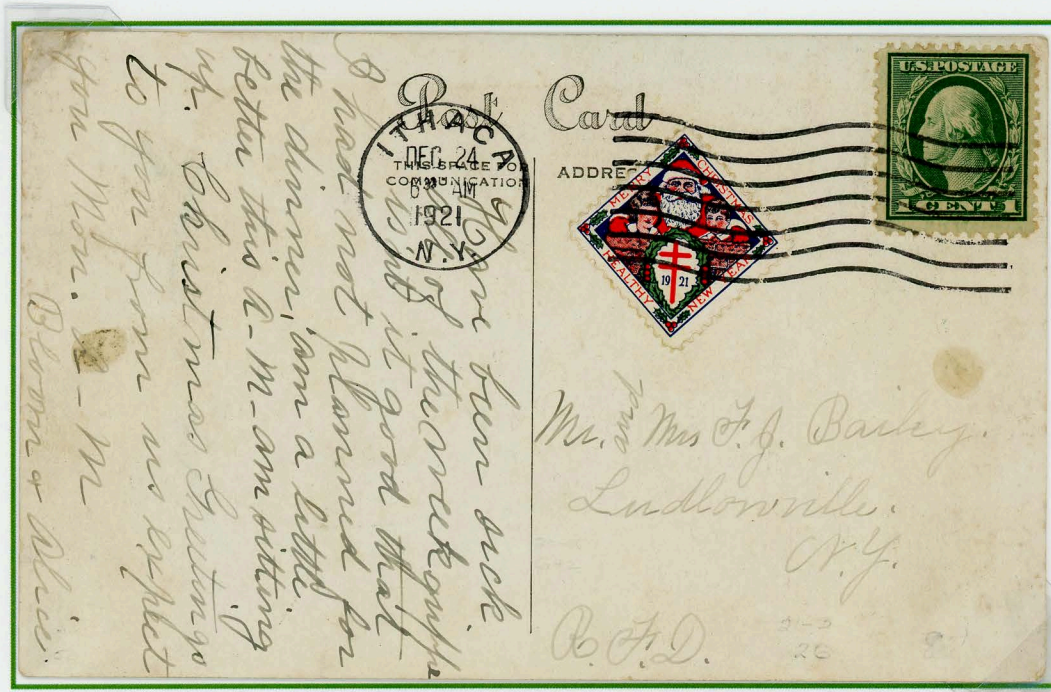


Posted from Rochester, New York, December 24, 1921

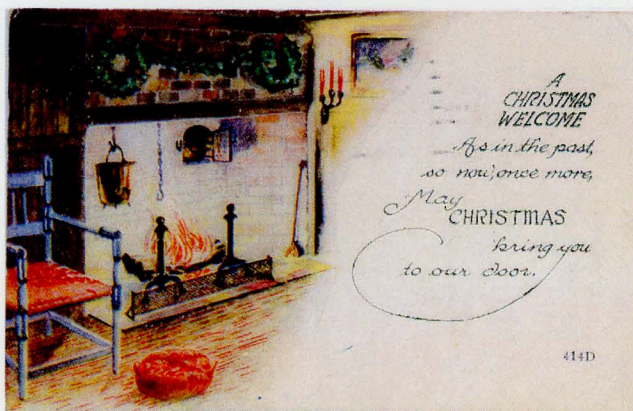


1921 - Type Three

The third variety was typographed by Zeese-Wilkinson Co., Inc., Long Island City, New York. As with the first variety, the shading dots form diagonal lines, but in the brick wall the dots generally form continuous lines. Total sales for all three varieties was \$3,520,303.



Posted from Ithaca, New York, December 24, 1921

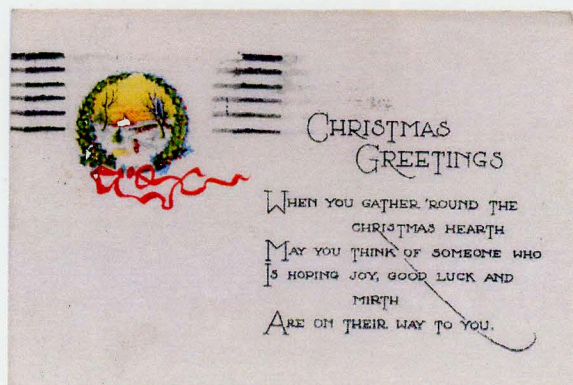


1922

There was a single variety and a single printer for the 1922 Christmas Seal which was designed by Thomas M. Cleland. The seal was typographed by Eureka Specialty Printing Co. Sales reached \$3,857,085.



Posted from Milwaukee, Wisconsin, December 24, 1922



1923

The 1923 Christmas Seal was designed by Rudolph Ruzicka, and the production by letterpress was again assigned to Eureka Specialty Printing Co. Total sales reached \$4,529,660.

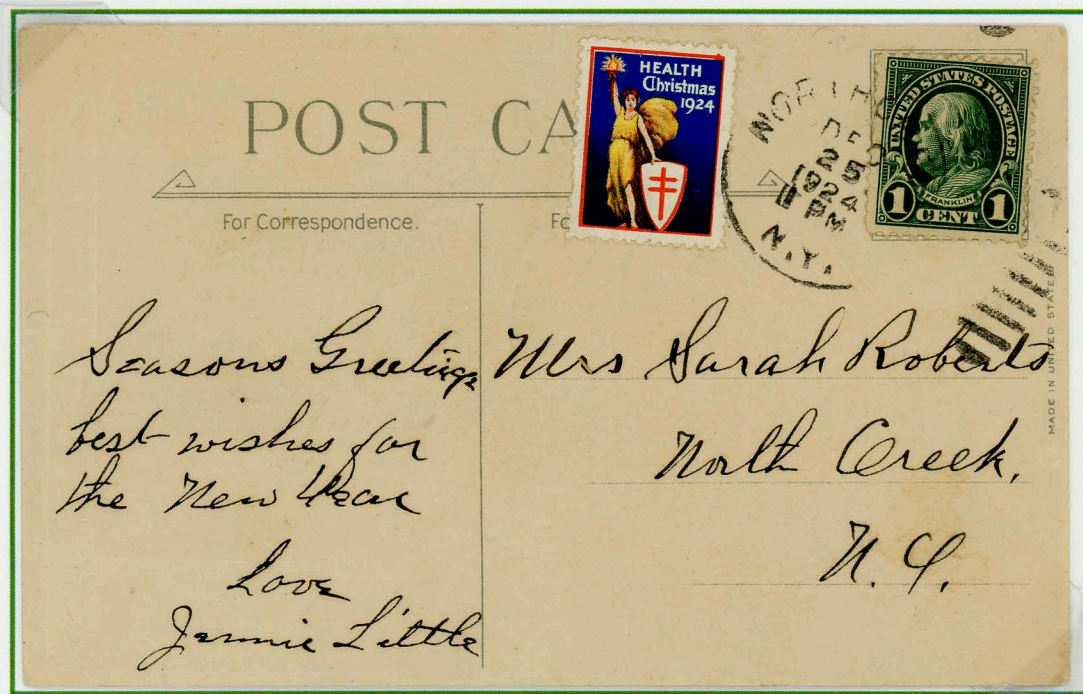


Posted from Canajoharie, New York, December 24, 1923



1924

The 1924 Christmas Seals were printed offset by three different printers: The Strobridge Lithographing Co., Edwards & Deutsch Lithographing Co. of Chicago, Illinois, and The United States Printing and Lithograph Co. of Brooklyn, New York. Constant flaws make it possible to identify the printer in full panes and some blocks, but with individual seals it is usually impossible to judge by whom it was printed.

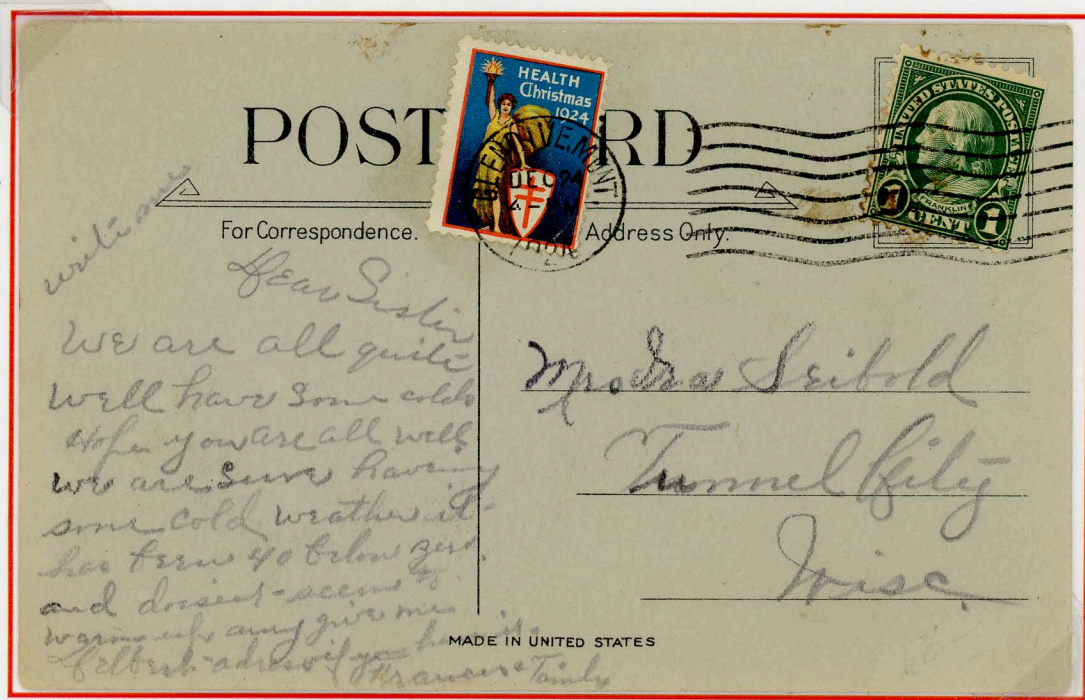


Posted from North Creek, New York, December 25, 1924



1924

The 1924 seal was designed by George V. Curtis and produced sales of \$4,479,655. Despite the designation of a single type, the card on this page exhibits the lighter and duller colors typical of the Edwards & Deutsch printings, while the darker colors shown on the previous page generally indicate Strobridge or United States products.



Posted from Glendive, Montana, December 24, 1924

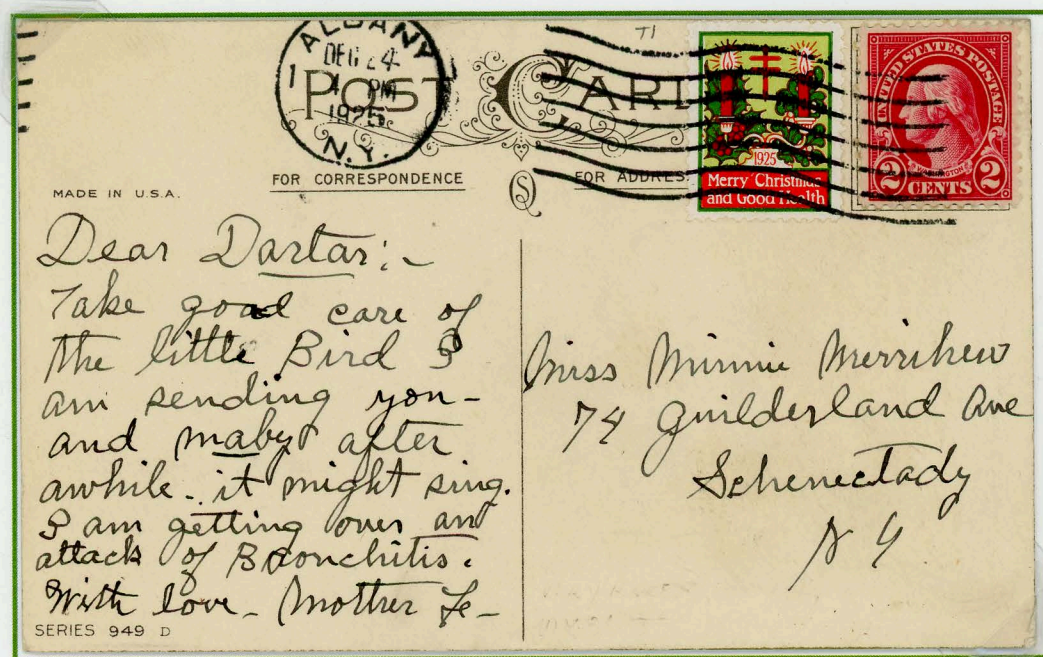


1925 and Beyond

Christmas Seals have survived to this day, but the ingredients of this exhibit have not. Christmas post cards have vanished, and the public has long lacked faith that something placed in the mail on Christmas Eve would be delivered Christmas Day or even on the subsequent morning. Increasingly Christmas post cards cancelled on Christmas Eve or Christmas Day are philatelic.

Effective April 15, 1925, the Post Office decided that private post cards were more costly to handle than government postal cards, and the rate for the former was raised to two cents while the latter continued to enjoy a rate of one cent. For the three-year period during which this bifurcated rate applied, the private post card bore the same postage as a first class letter. This hastened the decline of the Christmas post card and encouraged the now-ubiquitous enveloped Christmas card.

While Christmas post cards with appropriately-dated tied-on seals exist well beyond the 1924 holiday season, all these factors suggested 1924 as a seasonable cut-off date.



Posted from Albany, New York, December 24, 1925

The "Bird" referred to in the message is featured in the Christmas illustration on the picture side of this post card. Properly franked with a two cent stamp.

The War Years

The years of World War I not only meant an increase in postage rates for "the duration", it also meant that the beautifully lithographed, embossed and heavily gilt post cards which had generally been produced in Germany and Austria were no longer available. American manufacturers filled the gap, but they were not the same.

The elaborate European cards did not return after the war. The "post card craze" (generally between 1904 and 1914) was over; the American manufacturers had improved; and the Christmas card in an envelope began its ascendancy.

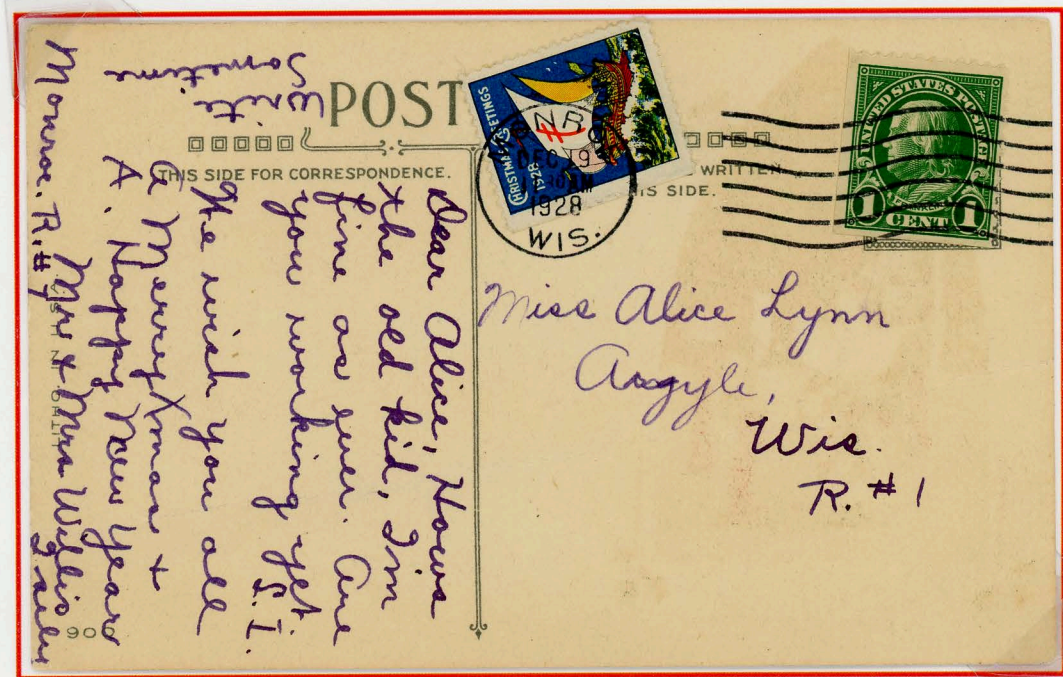
A card printed in Germany
bearing a 1912 seal

A card produced in the United States
bearing a 1917 seal

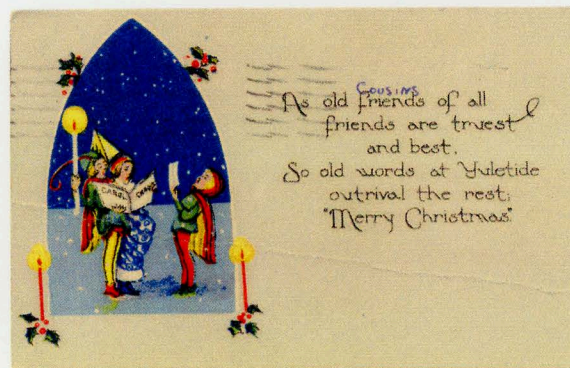


1925 and Beyond

Effective July 1, 1928, the one-cent rate for private post cards was restored. Christmas post cards remained the predominate vehicle for tied-on Christmas seals for a few more years (largely because seals on envelopes were often placed on the envelope flap and were not cancelled). But almost none bear Christmas cancels.



Posted from Monroe, Wisconsin, December 19, 1928.
 Sent well before Christmas even though Monroe and Argyle are only
 about twelve miles apart in southern Wisconsin.



Repluel Tuck & Sons' "THE POINSETTIA" Series of Christmas Post Cards No. 506.
ART PUBLISHERS TO THEIR MAJESTIES THE KING AND QUEEN.



TUCK POST CARD
CARTE POSTALE

WHEELING
DEC 24
12-30P
19 09
W.VA.



*With best wish for
a happy Christmas
Lama Goldsborough*

*Mrs Cathrine Loeffler
732 Dale Ave.
Clarksburg
5. W. Va.*

Postkarte — Carte postale — Post
Correspondenzkarte — Levelező-Lap — Dopisnice — Cartolina po
Briefkaart — Brevkort — Tarjeta postal — Cartão postal — Otkl

SAN FRANCISCO
DEC 25
1-AM



*Miss O. Copeland,
Sonoma,
Sonoma Co.,
Cal.*

SONOMA
DEC 25
1909

THE ROTOGRAPH CO., N. Y., CITY
PRINTED IN GERMANY.
H. 3028

International Air Publ. Co.



NEW YORK BERLIN
PRINTED IN GERMANY

POST CARD

COMA, WASH.
DEC 25
8:30 PM
1913



*Wishing you all
Merry xmas & a
Happy New Year*

*Mrs P.H. Peterson
Linn Grove
Iowa*

Tillie

SERIES 4270



POSTCARD

POST OFFICE
DEC 24
12 M
1919
CONN.

THIS SIDE FOR THE MESSAGE

THIS SIDE FOR



Portia

Lieut A. Petre
Grand Street
Seymour
Conn

PUBLISHED BY THE GIBSON ART COMPANY - CINCINNATI

64008



POSTCARD

POST OFFICE
DEC 24
7-30A
1919

THIS SIDE FOR CORRESPONDENCE

THE ADDRESS TO
ON THIS



PRINTED IN GERMANY

Wishing you
a Merry Xmas
and a bright
and happy
New Year
From Grace
&
mother

Mr. George Buscher
115 Washington Ave
Dunkirk
N. Y.



Card

ADDRESS



May your
Xmas be the very
best ever is my
wish.
Herbert & Hattie

Mr. & Mrs. Moore
#9 Ayer Court
Brewster
Maine

OWEN CARD PUB. CO.
ELMIRA, N. Y.

Raphael Tuck & Sons "OILLETTE" Postcard C-1067.
ASK ALL OTHERS TO THEIR MAJESTIES THE KING & QUEEN.



TUCK'S POSTCARD
CARTE POSTALE

BALTIMORE, MD
DEC 24
1908
7:30 PM



All the best
wishes of the
season for
you from
Helena & Anne de
Cora

Mrs M. E. Haynes
1257 Irving St
Washington
D. C.

Printed in England.

POST CARD

SYRACUSE, NY
DEC 24
1908
1:30 PM



Dear Mrs. Dow -
I had a very
pleasant time
at the school
and I hope you
will have a very
pleasant one.
I would like
to see you in
the winter
but it is too
far off.

Mrs. Mary Dow
Weedport
N.Y.
To Mary E. Mills Box 155

POST CARD

FOR CORRESPONDENCE



Dear Brother and all,
Received your
package today. The boys
thought it was just fine.
Merry Xmas and
Happy New Year
to you all. Love,
Mary

Mr. Will Schneider
Cuba City
Wis
R.F.L.

Series 448 D

Post Card

FRANK
DEC 24
4 PM
1919
Whitney Made
Core City Mass.



CORRESPONDENCE ADDRESS ONLY

Merry Christmas!

Love
D.D.
Dear Mary

Miss Dorcas Maurer,
19 Water, Box,
City

POST CARD

FRANK
DEC 24
12:30 PM
1919



THE ADDRESS WRITTEN HEREON WILL BE DELIVERED TO THE ADDRESSEE

THIS SPACE MAY BE USED FOR COMMUNICATION

MADE IN U.S.A.

Newark N.J.
December 23, 1921.
Dear friend Henry:-
I wish
you and all the Merry
Christmas, and a
Happy and Prosperous
New Year.
Sincerely,
Frank K. G.

Mr. Henry M. Rabice
428 South 7 St.
Newark New Jersey.

Carte postale - Postkarte
Levelező-Lap - Briefkaart - Brief
Correspondenzkarte - Tarjeta postal
Union postale universelle - We



ale - Post ca
енуна - Dopis
РЪТОНЕСИ
postale universale.



Printed in Germany.

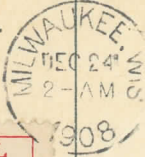
Dear Frankie -
Rec'd
your postal O.K.
Of course I did
not think you
sawry. Frankie. I
know you too well to
think such a thing
Hope you are enjoying
a pleasant vacation.
A Merry Xmas from
Soldier S.M.

Miss Frankie Hunt
Oak St
Amesbury
Mass.

W5.

POST CARD

This side for correspondence.



This side for address.



A. and a-

Miss May Sethrington
92-Estes St
Bayview.

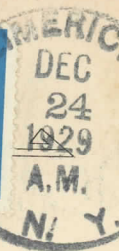
E.M.W.

B.W. 296 PRINTED IN GERMANY

POST CA

For Correspondence.

For



Did you see
Santa. I didn't
Guess it was
to cold.

Margaret.

Miss Evelyn Gleason
Limerick

N.Y.

MADE IN U.S.A.

wx 49 A p 12

POST CARD

THIS SIDE FOR CORRESPONDENCE



PRINTED IN GERMANY

Many more
Christmas for
you
from
few

Mr Walter Kountz
Freeport
Pa

R.F.D.
#2

T 5/03

Deep special helaxes
and his mother.

No. 1077

Post
CORRESPONDENCE
Waukesha
DEC 24
6-PM
1917
WIS.



Miss Margaret Christian
204 Carroll St
City

This Space For Writing Messages



12/28/10

Merry
Christmas
and
a Happy
New Year
alex

Post
CHICAGO
DEC 25
1:30 AM
1910



Miss Esther Korland
3121 Johnston Ave
Chicago
JL

No. 650 Printed in Saxony

This side for the Address only.