



WEBFOOTER EXTRA

December 2012

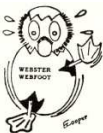


MERRY CHRISTMAS



WEBFOOTERS POST CARD CLUB

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Portland OR 97217-0240

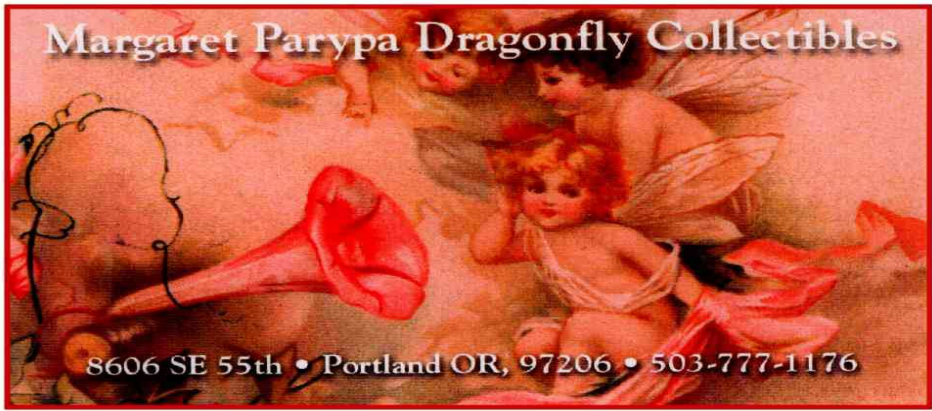


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WEBFOOTERS POST CARD CLUB
2013 ANTIQUE PAPER
AUCTIONS - SHOW & SALE

7th ANNUAL

AUCTION & BANQUET

ORAL AUCTION & BANQUET FRIDAY, APRIL 19

AUCTION PREVIEW AT 4:00 PM, BANQUET DINNER AT 5:00 PM

ORAL AUCTION BEGINS AT 6:30 PM

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POSTCARDS ♦ PHOTOGRAPHS ♦ ANTIQUE PAPER EPHEMERA ♦ NOSTALGIA

SAT. APRIL 20, 10 AM-5 PM ♦ SUN. APRIL 21, 10 AM-4 PM

FREE ADMISSION ♦ FREE PARKING ♦ SNACK BAR

SILENT AUCTION APRIL 20 - APRIL 21*

FIRST SILENT AUCTION CLOSING SUNDAY AT 2:00 PM

***HELD AT KLIEVER ARMORY IN CONJUNCTION WITH THE SHOW**

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THE HISTORY OF CHRISTMAS SEALS

In the early 1900s, tuberculosis was a greatly feared disease and its harmful effects on children seemed particularly cruel. In 1903, Einar Holbøll, a Danish postal clerk, developed the idea of adding an extra charitable stamp on mailed holiday greetings during Christmas. The money raised would be used to help children sick with tuberculosis. The plan was approved by the Danish Postmaster and the King of Denmark, Christian IX.



Denmark - 1904



U.S. - 1907



U.S. - 1909



U.S. - 1910

In 1904, the world's first Christmas Seal was issued, bearing the likeness of the Danish Queen Louise of Hesse-Kassel, Denmark and the word *Julen* (Christmas). Over four million Christmas Seals were sold in the first year at 0.02 Danish kroner per seal.

During the first six years, enough funds were raised to build the Christmas Seal Sanatorium in Kolding, Denmark, which was opened in 1911. The same year, the sanatorium was transferred to the administration of the Danish National Association to Combat Tuberculosis as it was considered a waste of resources to have two organizations duplicating their efforts. The Danish Christmas Seal Committee decided at that time to put all future collected funds to use in building and operating convalescent homes for children.

Soon after Denmark issued the first Christmas Seal, Sweden and Iceland followed. Seals then spread throughout Scandinavia and every major country in Europe and they are still popular today. Christmas seals have been issued by hundreds of different societies, nationally, and locally in Asia, Africa, North and South America and Australia.



1911 – U.S.



1912 – U.S.



1913 – U.S.



1914 – U.S.

Christmas Seals were introduced in the United States by Emily Bissell in 1907, after she had read about the 1904 Danish Christmas Seal in an article by Danish-born Jacob Riis, a muckraking journalist and photographer. Bissell hoped to raise money for a sanitarium on the Brandywine Creek in Delaware. Bissell went on to design a Delaware Local Christmas Seal in 1908. Local Christmas Seals have existed alongside national issues in the US since 1907 and they are catalogued by the Christmas Seal & Charity Stamp Society.

By 1908, Bissell's idea grew to a national program administered by the National Association for the Study and Prevention of Tuberculosis (NASPT) and the American National Red Cross. The seals were sold at post offices, initially in Delaware, at 1 cent each. Net proceeds from the sales would be divided equally between the two organizations.

By 1920, the Red Cross withdrew from the arrangement and sales were conducted exclusively by the NASPT, then known as the National Tuberculosis Association (NTA). The majority of all tuberculosis seals since then were issued at Christmas time and they included the international symbol against TB, the double barred cross of Lorraine.



1915 – U.S.



1929 – U.S.

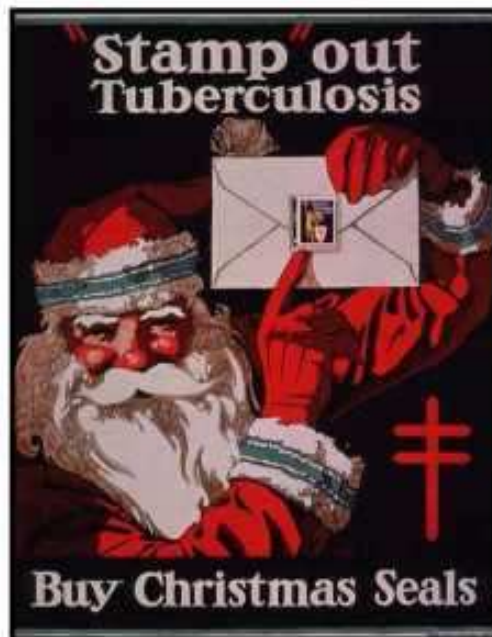


1934 – U.S.



1936 – U.S.

After World War II, with the development of the antibiotic streptomycin, TB became a curable disease, although it would be decades before it could be considered under control in developed countries. To reflect the expanding scope of the organization's goals, the name was changed to the National Tuberculosis and Respiratory Disease Association in the late 1960s. The NTRDA became the American Lung Association in 1973.



Posters were used to promote the use of Christmas Seals. These two were issued in 1924. They were printed in several sizes.

I found the posters below at two different postcard shows in Portland this past year.



The poster on the left is from 1936 and it was created by artist Walter Sasse. The poster on the right is from 1940.

In 1987, the American Lung Association acquired a trademark for the term "Christmas Seals" to protect their right to be the sole national fundraising association to issue them. Of course, this trademark would not apply to Christmas Seals issued outside the United States or local and regional Christmas Seals, used by many organizations since 1907 when the Kensington Dispensary in Philadelphia, Pennsylvania issued their own local Christmas Seal.

There are nearly one hundred different lung associations worldwide that issue Christmas Seals. Many countries, cities and states issue their own Christmas Seals. Green's Catalog, the "bible" of Christmas Seal collecting, distinguishes them as national verses local Christmas Seals. The International Union against Tuberculosis and Lung Disease holds a Christmas Seal contest for best design among their seal issuing members at their annual world conference.

Between 1937 and 1943 the Danish Nazi Party (DNSAP) issued a variety of seals featuring the Nazi swastika. These scarce seals contain Christmas themes like holly, but no known connection to the fight against TB, and for this reason, they are not listed in Green's Catalog.

History has shown that most dictatorial regimes suspend Christmas Seals from being issued. This happened in Korea under the Japanese occupation, China under the communists and Argentina under Eva Perrone.

Many other charitable fundraising stamps were issued at Christmas time, often with Christmas themes, by religious groups as well as civic, fraternal and patriotic organizations, etc., but since they were not issued to fight tuberculosis, they lack the double barred cross of Lorraine, the international symbol for the fight against TB adopted in the 1920s, and strictly speaking do not qualify as Christmas Seals.



What is a Christmas Seal®? Only one answer is correct!

- a) A Holiday sticker used to seal the back of a Christmas Card.
- b) A TB or lung charity, issued at Christmas time, by any of 76 different countries, totaling hundreds of different national and local societies.
- c) A fundraising seal which includes the double barred cross of Lorraine, proposed in 1902 at the International Conference on TB in Berlin Germany, as the international symbol of the fight against TB.
- d) A seal issued by a member of The International Union Against TB and Lung Disease.
- e) An entry in the annual Christmas Seal contest, held at the World Conference on Lung Health.
- f) A seal issued by the American Lung Association, and its predecessors, since its acquisition of the trademark in 1987.

If you chose "f", you are correct! Christmas Seal® is a registered trademark of the American Lung Assn.