

“Coach & Four”

*America's 1931
Christmas Seal*



Unlisted “proof” which is actually an essay because it varies slightly from the issued design. Buildings at right are well-defined here, but not on the issued seals.

Christmas Seals have been integral to holiday delivery of the United States mails since they were first introduced in 1907. Though they do not pay postage, any lack of resemblance to postage stamps ends there. Produced generally by lithography, their development, design, production and actual usage (*on every form of mail*) are entirely similar to postal emissions.

This exhibit will offer the story of the America's 25th anniversary Christmas seal—from early essays and proofs and production varieties that took place in plate construction and printing (by both printers: Eureka Specialty Printing Co. and Strobridge Lithographing Co.), to many actual usages on cover.

**National Tuberculosis Association
The American Red Cross**

Photo Essays



Two photo essays from varying artists showing suggested designs for the 1931 Christmas Seal. It is interesting to note that some essays do not show any reference to the 25th anniversary (left).



Essays

“Silver Anniversary” Photo Essay

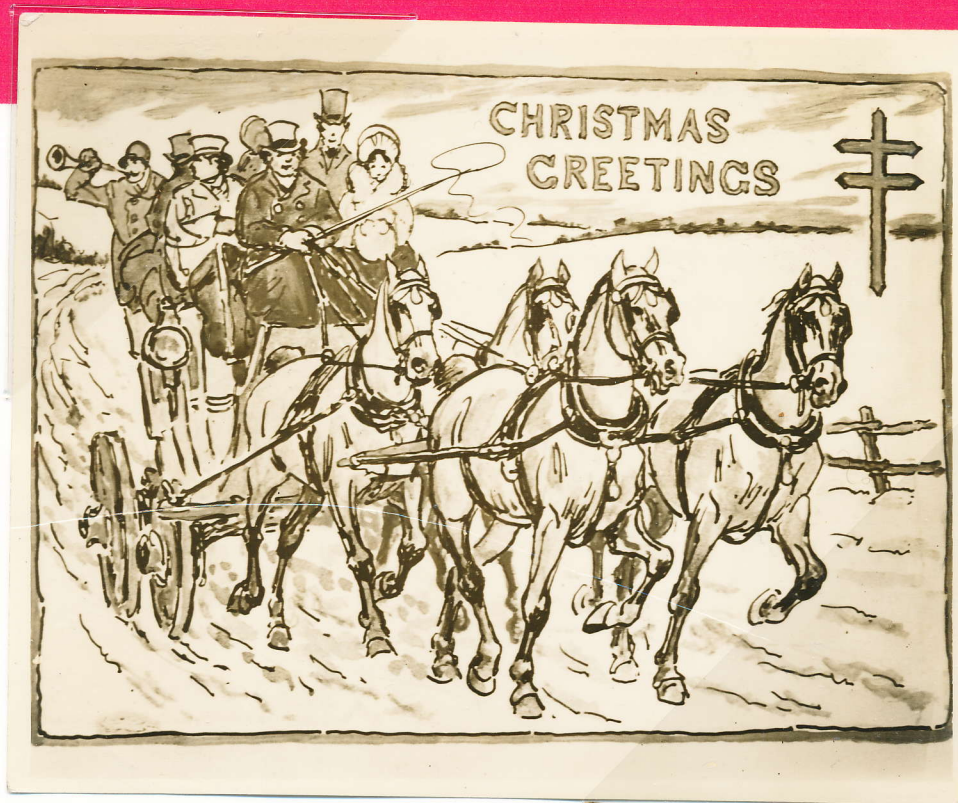


Artist Martin Ullman, who designed this rather uncomplicated essay for the 1931 seal, suggested that this particular design be printed exclusively in silver.

With few exceptions, America's Christmas seals were designed and produced to include the human element—from children and Santa Claus, to animals like the horses in the 1931 seal. This may be the essential reason why this design was turned down.

Early "Coach & Four"

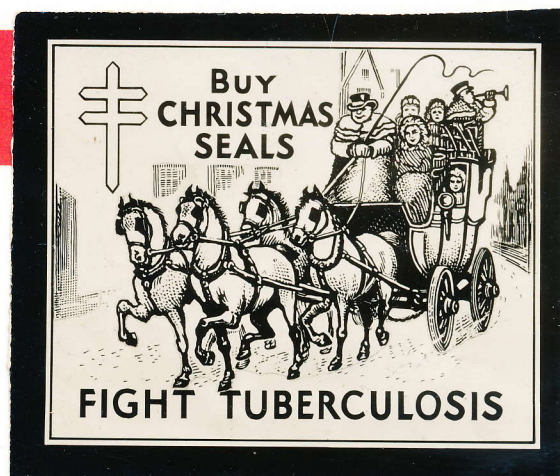
Photo Essay



One of many photostat essays produced by various artists for Christmas seals. This example may be the original conception for the 1931 seal, but with the "Coach & Four" shown traveling from *left to right* as opposed to the final design which has the vehicle moving in the opposite direction.

Handwriting on the reverse of this photostat gives the suggested colors for the seal as red, white, blue, gray, black, yellow, green and brown. Quite a number of colors compared to the actual issued seal which is green, red and black on white.

Photo Essays showing progress of design



A photostat essay of the seal showing all elements of the "Coach and Four" design, but with the double-cross in white and labels that do not appear in the final design; i.e., "Buy Christmas Seals" and "Fight Tuberculosis". Outer border does not bear the "perforation" motif.



A unique and highly defined photostat essay (in the actual size of a seal) of the "Coach and Four" design when it was still under consideration for 1932. The entire design has an almost photographic quality to it.



A brown electroplate photo essay of all elements of the actual issued design with the exception of the citiscape background. Produced by the Eureka Specialty Printing Co.

Photo Essay of the Chosen Design



Originally thought of as the potential design for the 1932 Christmas seal (note year date on this photostat), this photo essay bears all of the major design elements of the actually-issued 1931 seal with the exception of the “*25th Annual Seal*” label which appears at the bottom of the issued seal.

What is most striking about the design on this photo essay are the finely-detailed features of the drawing which end up becoming the major feature of the issued seal.

The First Essay



The original essay for the Coach & Four design that became the 1931 Christmas Seal. Though designed for potential use as the 1932 seal, the date has yet to be changed on this essay, which indicates that, unlike the example shown with the "1" overwritten in the year date, this design was produced when it was still under consideration for 1932..

There are, of course, important differences between this design and the end product, including the "double-cross" which appears within a "shield" hanging sign and the cityscape in the background which is very well-defined.

Date-corrected essay
showing well-defined background



Designs such as this are called "essays" because they differ in appearance (in one or more points) from the actually-issued design. Note how well-defined the buildings and roadway are in this design—as opposed to the lightly-defined same elements in the actual seal.

Given the number of original artwork designs prepared for the annual Christmas seals (see elsewhere in exhibit for various photo essays of seal designs), it can be assumed that the "Coach & Four" design may have originally been considered for the subsequent seal for 1932. On this one-color lithographed essay, the "2" in "1932" has been "whited out" and overwritten with the numeral "1".

Printers Electro Proofs of the issued design



For purposes of checking the definition of all elements of the final design (including being passed upon by Tuberculosis Association officials) and creating the actual printing plates, the Eureka Specialty Printing Co. produced this electroplate proof of the design for the issued seal.

Electro of
Actual Seal



Upon creation of the reduction of the design for disposition of the actual printing plates, this electroplate proof was prepared to show the seal in its actual size.

Progress Essays



Two-color essay in red and black showing all elements in the issued design *except* the cityscape background. Most likely an essay to demonstrate the use of red as the overriding color in the seal rather than the eventual green.



Electroplate essay in brown showing only the "Coach and Four" vignette of the seal design.

Unusual Unlisted Two-Color Progressive Essay Proof



During the early preparation of the actual design for setting onto plates, the printer (in this case, Eureka Printing Co.) would prepare proofs showing the elements of the design as it was being finalized. Not only did it give the issuers an idea of the design's progress, but also of different combinations of colors. Note the border here in red (rather than the green) and the "Coach & Four" printed in brown (not black). A progressive proof of an essay.

A possibly unique progressive proof printed on thin paper—which was probably waterstained during the printing process.

"Coach & Four" is shown, but without the cityscape background. "25th Anniversary" appears below "Christmas Greetings" rather than at the bottom as in the issued design. "1931" at bottom instead of under "Christmas Greetings".

Essays to produce mockups



Unlisted pasteup essay (printed design is pasted onto card) showing all elements of the design in the issued colors. Many times these final essays were pasted into a sheet of 100 on cardboard and hand perforated to show what product would look like.



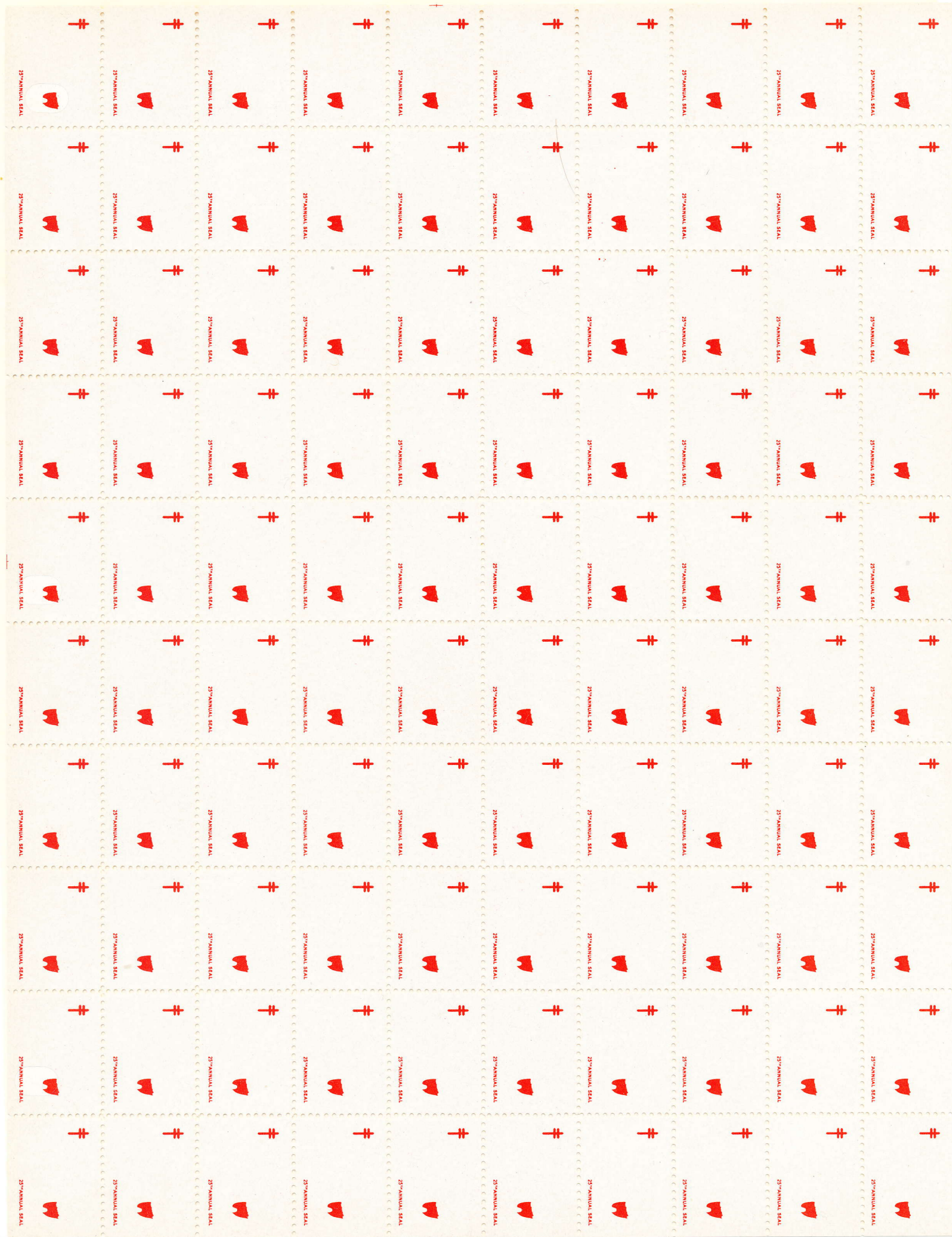
Mockup essay in red and black on white showing all elements of the final design except the cityscape.

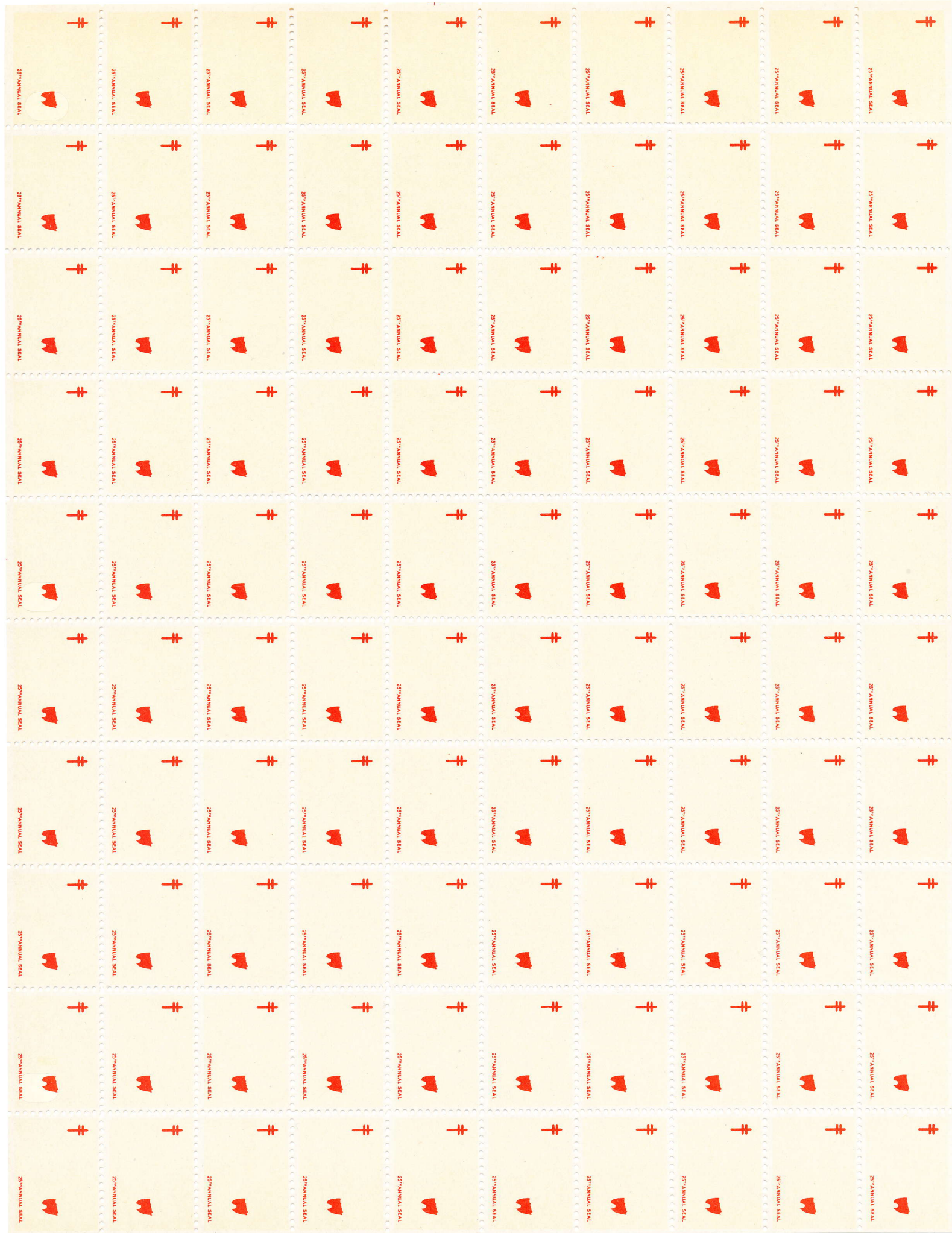


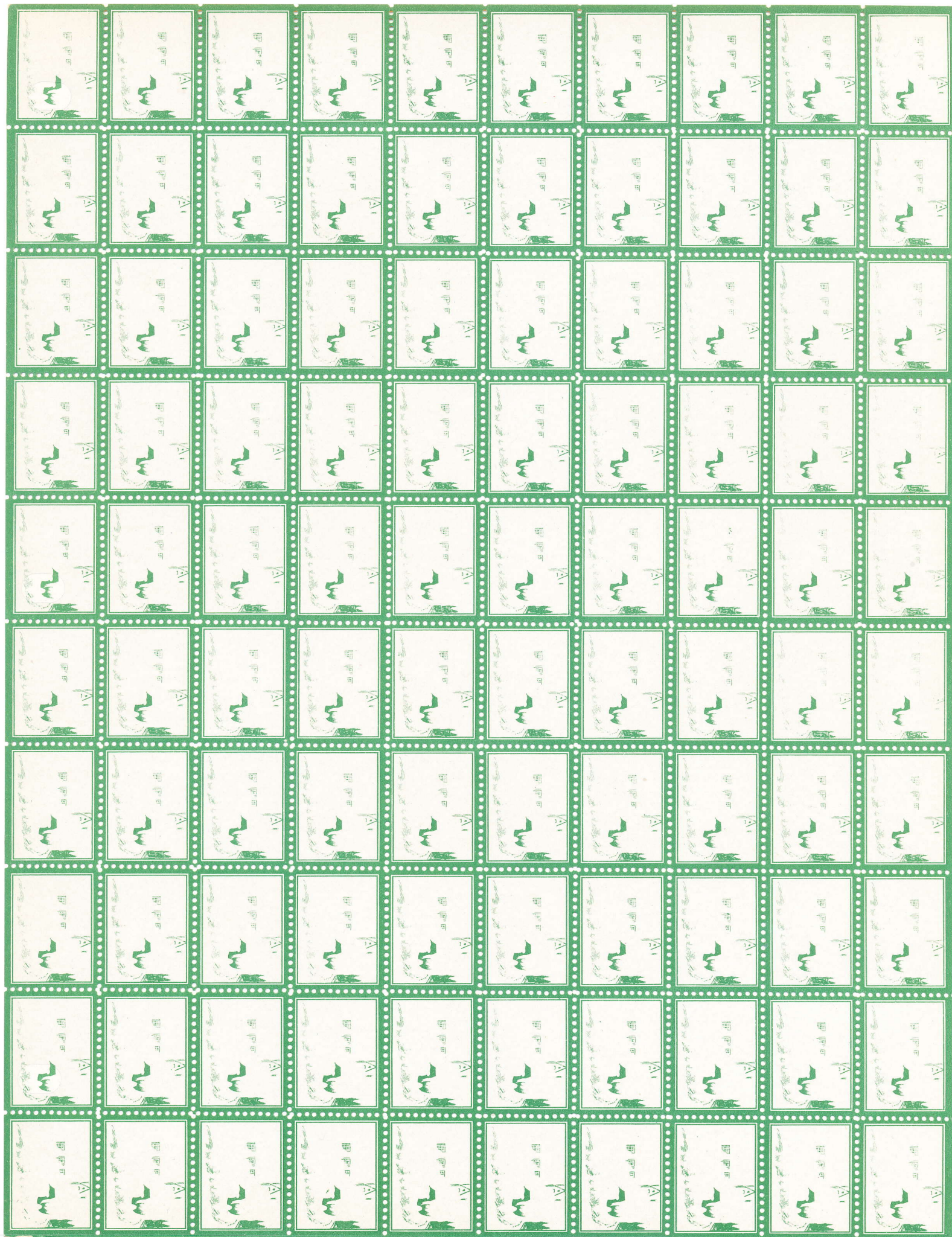
Mockup essay in red and black on silver with all elements of the final design except the cityscape.

Progressive Color Proof Set

On this and the following six pages is a complete set of perforated sheets showing the progressive color proofs of the Eureka Specialty Printing Company's I-B printing. There are individual sheets showing each separate color (red, green, black and the cream background) plus combinations of colors (i.e., red & cream, and black, red & cream).











The 1931 Christmas Seal

Designed by John W. Evans and printed by offset first by the Eureka Specialty Printing Company, then by Strobridge Lithography Company, the 1931 Christmas Seals realized \$4,526,189 in sales. This was the beginning of a down trend in seal sales (much due to the ongoing Depression) which did not fully recover until 1940.

There were three separate printings, two by Eureka, one by Strobridge. Each of the three printings (IA, IB, and II) is distinguishable.



Printing IA - Eureka Specialty Printing Company.

Perforated 12 1/2. All seals in sheet, except the two bottom horizontal rows and outer right and left vertical rows, have a tiny vertical green dash in the center of the bottom frame line. Most of this issue was overprinted "Cambridge, Mass."



Vertical green dash in lower frame line.

The Seals As Issued

The 1931 Christmas Seal



Printing II. The Strobridge Lithography Company. Perforated 12 1/2. No green dash, but with printer's mark of two vertical black dashes below the lower right corner of seal No. 100 (bottom right corner). Cream color of background is solid over the entire sheet.



Two tiny vertical black dashes below the right corner of the lower right seal.

The Seals As Issued

Production Varieties



A "doubling" of the red ink blurs the red portions of the print.



Misperforation causes part of two seals to appear. Top sheet margin copy.



An offset of the green plate appears on the reverse of this block of four.



"Perf chipping"
The green ink has begun to chip off the paper along the perforated edges.

Printing & Production Varieties

The 1931 Christmas Seal

The Cambridge Overprint

The Cambridge, Massachusetts, Tuberculosis Association had a large quantity of the 1931 Christmas Seals overprinted with the town name for special local sales. These overprinted seals constituted much of the Eureka Printing Company's first print (No. 1A).

A block of 40 from the righthand side of the sheet showing the 10th vertical row and the bottom two horizontal rows *without* the vertical green dash that was Eureka printer's mark.

Cambridge

Mass.

The black overprint utilized the same type font employed by the New York Times.



The Seals As Issued

The 1931 Christmas Seal



**Printing IB. Eureka
Specialty Printing Com-
pany.** No printer's mark at
all (i.e., the "green dash"
as seen on Printing IA).
Cream color of back-
ground is solid throughout
the entire sheet.

The Seals As Issued

Production Varieties



Seal printed and perforated, but without green ink—with non-continuous cream background



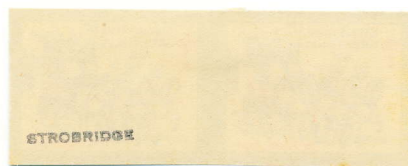
Seal printed and perforated, but without green & cream inks.



Missing green ink with continuous cream color background.



Imperforate Pair.



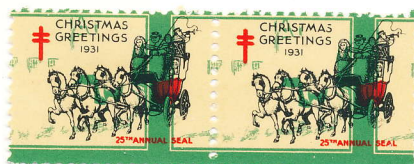
Imperforate pair with Strobridge Lithographing Company imprint on back. Printer's proof.

Printing & Production Varieties

Production Varieties



Pair showing printing
offset of red and black
colors only



Misperforation and printing
"shift" of red and black
colors.



Unusual perforated example
showing misperforation on seal
with "black-only" print.



Black and red inks only on perforated ex-
ample. Due to sheet passing through press
without impressions from other colors.

Printing & Production Varieties

Constant Plate Varieties



Ground missing from under lead horses (left seal in middle row)—the missing ink from same “gathered” in lower left corner of that seal. Eureka print, Seal 58, Perf 121½.



Green dot under foot of near lead horse—right seal in middle row. Eureka print. Seal No. 33. Perf 121½.



Frontal offset of green ink showing in frame line, background and ground under horses. Occurred when ink was wet and rubbed against sheet on top of this one, then back onto this sheet.

Printing & Production Varieties

Constant Plate Varieties



On Plate D: Black dot between "TI" in "GREETINGS" on last seal, 2nd row (Seal No. 44). Large green dot over "GS" in "GREETINGS", third seal of bottom row (seal No. 53).



On Plate D: Left window broken on seal at right, third row (Seal No. 25). Dot between "TI" in "GREETINGS", left seal bottom row (Seal No. 44).



On Plate E: Black dot on upper left corner of "T" of "CHRISTMAS" left seal, 2nd row (Seal No. 61). Black dot on right side of "R" in "CHRISTMAS" on seal No. 62.

Printing & Production Varieties

Constant Plate Varieties



Dash of red ink to left of Double Cross on the upper right seal. Seal No. 17.

Green dot over "ST" in "CHRISTMAS" and black dot attached to "T" in same word—both on upper left (Seal No. 61). On upper middle seal (No. 62): black dot attached to right side of "R" in "CHRISTMAS".



Green dot in frame line above "M" in "CHRISTMAS" on the first seal in the second row. Seal No. 87.

Black dot in the red Double Cross on the second seal in the first row at top. Seal No. 78.



Printing & Production Varieties

Constant Plate Varieties



Broken "T" in the design of the second green window on seal at left in bottom row (Seal No. 48).



Black dot in the lap robe of the driver on 2nd seal in 2nd row. (Seal No. 77).



"MA5" instead of "MAS" in "CHRISTMAS" on seal at lower left. (Seal No. 44)

Printing & Production Varieties

Multiple color shift & green horse's flank



Because of a marked shift of both the red and black-inked printing plates on this example, the Coach & Four have been moved significantly to the right in the design. In addition, a mysterious blotch of green ink appears on the flank of the horse in the left rear.



Green ink in horse's flank

Booklet Pane Production Varieties



Perforation 12 booklet pane with all perforations missing in top of tab.
Position 5. Constant variety.

Reverse of booklet pane showing offset of black ink.



Booklet pane showing very light impression of the green ink. Note continuous perforations in top tab.

Printing & Production Varieties

Booklet Pane Production Varieties



"Double perforations" at top of this pane from bottom left of sheet. Due to misalignment of sheet of seals when moved through perforating device. (Note part of other booklet pane at top.)

Black perforation guide marks at top of booklet pane.



Green and black perforation guide marks at top of booklet pane.

Printing & Production Varieties

Booklet Pane Production Varieties



Booklet pane with cream colored background missing.

Not only is the cream background missing from this pane, but it shows a poor inking of the green plate.



Perforated 12 booklet pane showing all perforations missing in the tab at top. Constant variety.

Printing & Production Varieties

The 1931 Christmas Seal Booklet Pane

Plating the booklet pane



Pane Four. Seal #4. A break in the frame line under "L" of "ANNUAL".



Pane Five. Seal #3. A break in the frame line under "E" of "SEAL".



Pane Six. Seal #5. A green dot under "R" of "GREETING".

The Seals As Issued

The 1931 Christmas Seal Booklet Pane

The booklet as issued...

Each booklet pane contains 20 panes of ten seals each, each pane separated by glassine interleaving. The front and back cover of the booklet are the same. The seals were priced at a penny each—or \$2.00 per booklet.



The most significant feature of the cover of the booklet pane is that it bears what is the best of all (and enlarged) renditions of the actual seal. All colors are employed including the cream background.



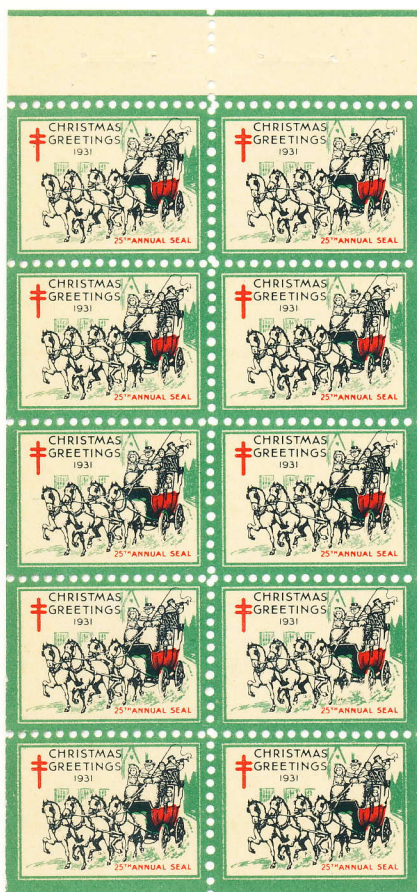
A booklet with the cover having been removed...showing the background color in the top margin with a tiny line of green ink at the very top.

The Seals As Issued

The 1931 Christmas Seal Booklet Pane

Plating the booklet pane

Booklet panes come from a transfer of 60 (12 X 5) and can be plated into the six positions by flaws.



Pane One. Seal #7. A black line through the knee of the second horse.



Pane Two. Seal #4. A black dot below the collar of the near horse.

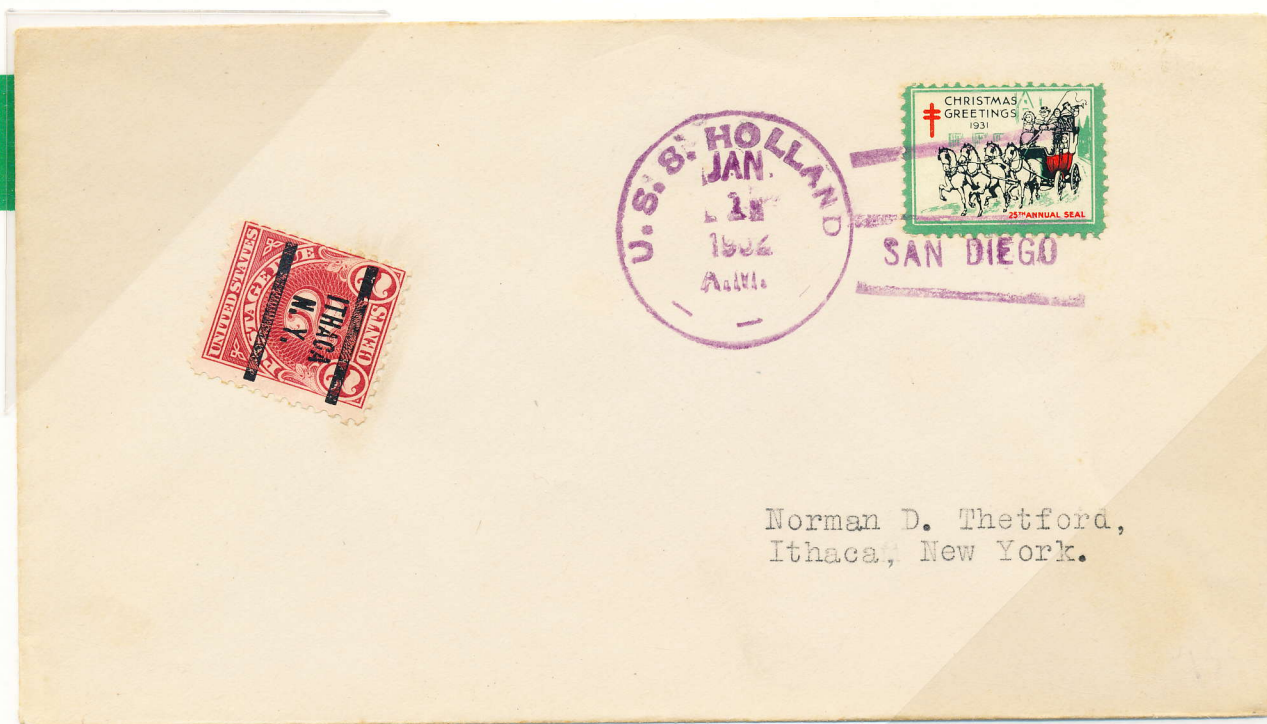


Note the two missing perforations in the top tab of each of the six panes in this booklet. This is a constant variety.

Pane Three. Seal #6. A minute dot on laprobe of the driver.

The Seals As Issued

Attempt To Use Seal For Postage



This January 1, 1932, usage shows an attempt to use the seal for postage from the *USS Holland*, a U.S. Destroyer. The vessel's handstamp ties the Christmas Seal. Postage due stamp applied at destination (Ithaca, New York) upon payment of postage by recipient.

Seal on piece



Piece from package wrapper showing Christmas Seal and 4 1/2 cents in postage—all tied by Washington, D.C., parcel post cancels.

Usages on cover

Two-Cent Rate On Greeting Card Envelope



A vertical pair of the 1931 Christmas Seal is tied by Wilmington, North Carolina, machine cancel dated December 12, 1931. Two-cent 1922 coil definitive (note guide line at left) pays the letter rate postage to New York City. Pencil notations showing address correction by postal clerk.

Christmas Seal Accepted As Postage



The 1931 Christmas Seal was completely accepted for "payment" of the two-cent letter rate postage on this preprinted reply envelope for the Porto Rico Child Feeding Committee. A West Englewood, New Jersey, machine cancel ties seal on cover mailed to New York City.

*Let this help fill the Christmas Ship
for the hungry children of Porto Rico*

Phrase from the back flap of this cover appealing for the envelope to be filled with a donation for the relief of children in "Porto Rico".

Usages on cover

Special Delivery on advertising corner card cover



Placed randomly on the cover as if they were to be used for postage, three 1931 seals accompany definitive stamps from the 1922 Third Bureau Issue and a 5-cent airmail stamp to pay the domestic letter rate, plus special delivery, on a Nehi, Inc. (soda pop manufacturer) full-color corner card cover from Indianapolis to St. Louis on December 5, 1931. St. Louis, Mo., special delivery receiver marking on reverse.

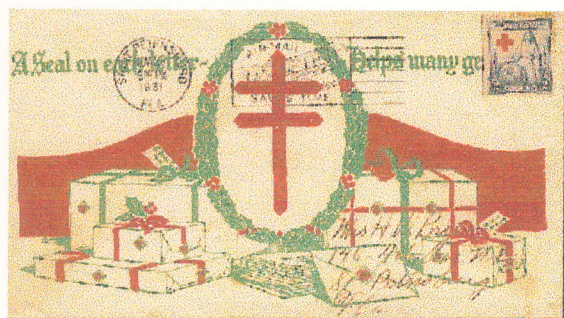
It has always been a common practice for commercial firms to use Christmas seals on their mail as a gesture of good will and holiday greetings to their customers. Nehi was a major soft drink bottler through much of the first half of this century.

Usages on cover

Special Delivery on advertising corner card cover



Postal usage of envelope originally intended for use to convey seals to purchaser—and not for use in the mails. A booklet pane block of four of the 1931 Christmas seal is used to seal the cover which was sent within the city of St. Petersburg, Florida, on November 25, 1931.



Front of cover showing the two-cent Red Cross stamp paying domestic letter rate postage. Stamp is tied by St. Petersburg "Air-Mail Saves Time" slogan cancel.

Usages on cover

Registered Usage on personal corner card cover



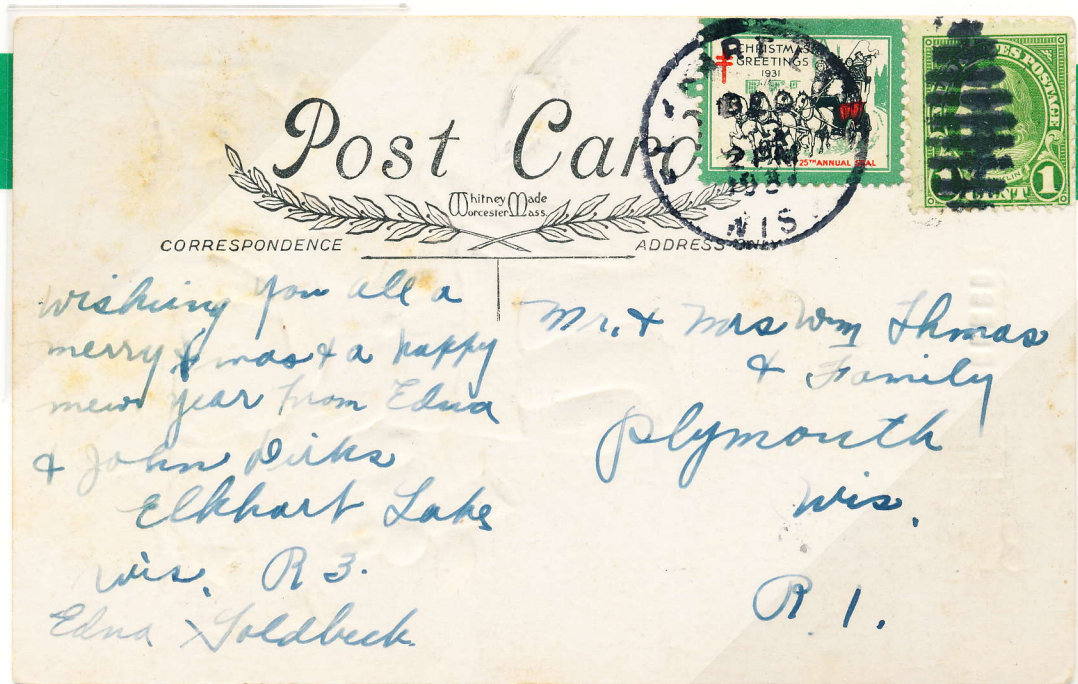
A block of four of the 1931 Christmas seal is combined with two wax seals to make sure a registered cover is firmly closed. December 7, 1931, usage from the Wall Street post office station in New York City to Mishawaka, Indiana, on December 7, 1931. Note both the New York registry cancels and the Mishawaka receiver marking.



Front of cover shows the special delivery usage in which at least one attempt was made to deliver the envelope on December 8, 1931. Blocks of four of two different two-cent commemoratives with a pair of the 1/2-cent 1922 definitive pay the two cents postage and 15 cents registry.

Usages on cover

Christmas Greeting Post Card



The one-cent 1922 definitive stamp pays the penny postage on this December 3, 1931, greeting post card from Hartland to Plymouth, Wisconsin. The hand cancel ties both the stamp and the seal.



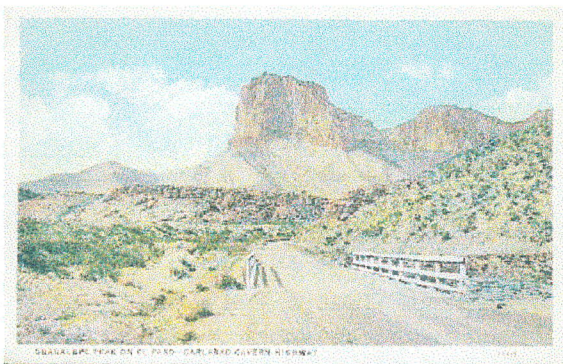
The reverse of the post card showing a childish, yet humorous, Christmas greeting.

Usages on cover

Usage From Mexico



A four centavos Mexican definitive stamp and the 1931 Christmas Seal are both tied to this post card by the Juarez, Chihuahua, machine cancel dated December 30, 1931. To Ridgway, Pennsylvania.



Front of post card showing Guadalupe Peak near the El Paso (Texas)-Carlsbad Cavern Highway.

Usages on cover

1932 Special Delivery Usage



The 1931 Christmas Seal is used to seal the flap of this cover sent from Terre Haute, Indiana, to St. Louis, Missouri, on December 15, 1932, *one year after the normal use of this seal*. Note the Pittsburgh & St. Louis Railway Post Office backstamp and St. Louis Special Delivery receiver mark.



Front of cover showing the three-cent stamp paying the new letter rate postage (initiated in 1932) and the 10 cent special delivery stamp.

Usages on cover

Post Card Greeting



The 1931 Christmas Seal and the
one-cent 1922 definitive stamp are tied
to this post card by December 22, 1931,
Evansville, Ohio, handstamp. To
McConnellsville, Ohio.



Front of post card showing embossed
full color illustration portraying Jesus,
Mary and Joseph.

Usages on cover

Two-Cent Letter Rate



A Sanator, South Dakota,
"December 14, 1931" hand
cancel ties the two-cent 1931 Red
Cross commemorative stamp to this
cover to San Antonio, Texas. Christ-
mas Seal is added, but is not tied.

Christmas Greeting Post Card



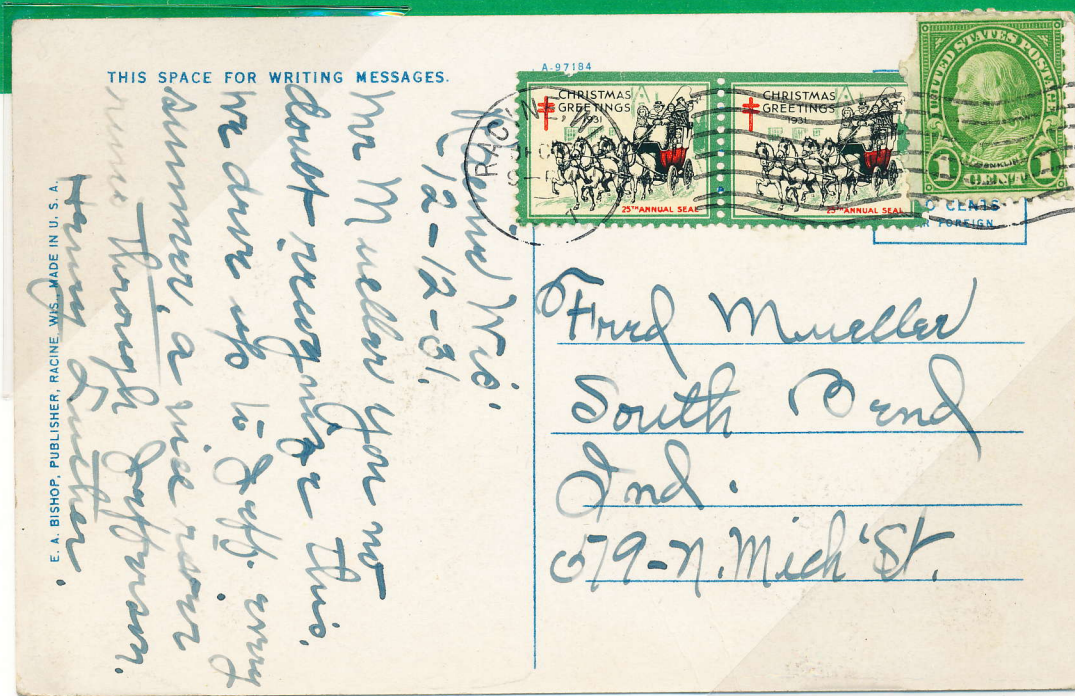
The one-cent 1922 definitive stamp is used for the penny postage on this Christmas greeting post card within the city of Sheboygan, Wisconsin, on December 23, 1931. Seal applied at upper left and is not tied.



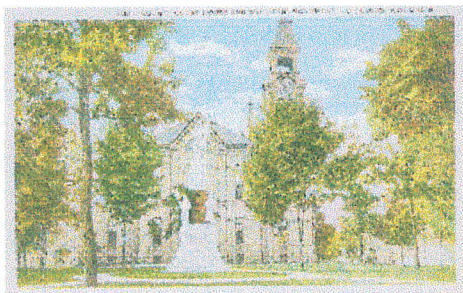
Four-color lithographed winter scene Christmas greeting on the reverse of the card.

Usages on cover

Seals tied to penny post card



A one-cent 1922 definitive stamp pays the penny postage on this post card sent from Racine, Wisconsin, to South Bend, Indiana, on December 12, 1931. A pair of upper sheet margin copies of the 1931 Christmas seal are tied to the card by the Racine machine cancel.



The front of the post card showing the county courthouse in Jefferson, Wisconsin.

Registered Usage on personal corner card cover



Lower left sheet margin copy of the 1931 Christmas seal used for its intended purpose—to seal an envelope. Registered usage on personal corner card cover from Melrose, Massachusetts, to Boothbay Harbor, Maine, on December 2, 1931. Melrose registry cancels tie both the seal and the flap of the cover.



Front of cover showing 18 cents registry and two cents postage for registered mail.

Usages on cover

Late Usage on Airmail Cover



The 1931 Christmas Seal is used to seal this cover sent by air mail from Portland, Oregon, to Lake Forest, Illinois, on January 9, 1932.



A colorful floral corner card from Steele's Pansy Gardens with the 5-cent Winged Globe airmail stamp tied by a Portland machine cancel.

Usages on cover

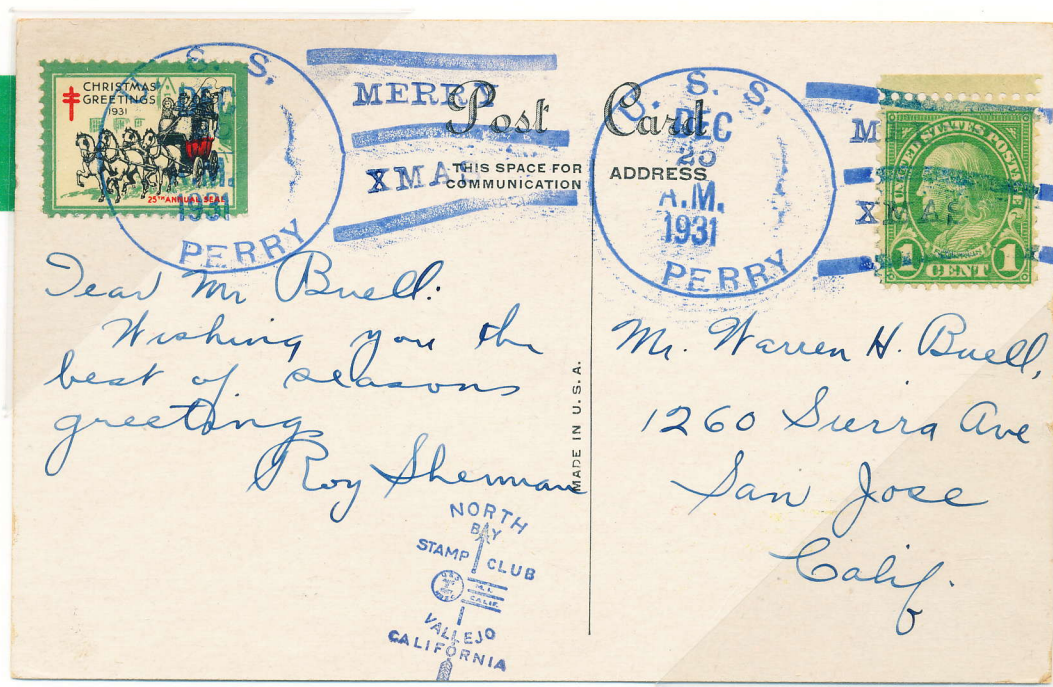
Small Greeting Card Envelope



The two-cent George Rogers Clark bi-colored commemorative stamp pays the letter rate postage on this South Saint Paul, Minnesota, usage on December 21, 1931. the Christmas seal is tied by the circular date stamp in the machine cancel.

Usages on cover

Christmas Day Greeting From Naval Vessel



"Merry Christmas" handstamps from the destroyer escort *USS Perry* tie the one-cent 1922 definitive stamp and the 1931 Christmas Seal to this post card mailed to San Jose, California, on December 25, 1931. (The *USS Perry* was berthed at Pearl Harbor on December 7, 1941.)



Front of post card showing a colorful holiday greeting for both Christmas and New Year's.

Usages on cover

To Sweden



Two 1931 Christmas Seals are used on the back of this greeting card envelope. The top seal is partially tied by an "offset" from a machine cancel.



A pair of the two-cent, and a single of the one-cent, 1922 definitive issue pay the five-cent surface rate to Marstrand, Sweden, on December 15, 1931.

Usages on cover

Post Card To Latvia



Three cents postage on post card to Riga, Latvia, from New York City on December 12, 1931. Christmas seal is tied. Riga "December 24" receiver stamp together with red manuscript "10" centimes postage due, which is unusual as international post card rate was three cents.



Unusual reverse of post card shows actual examples of 12 U.S. Christmas seals from various years from 1909 to 1930.

Usages on cover

On Business Corner Card Cover

RETURN IN FIVE DAYS TO
DAVIS E. VAN DYKE
GENERAL MERCHANDISE
R.D.1, CANTON, PA.



*Western Cloth Co
Box # 1000
La Salle
Ill.*

A David E. Van Dyke, General Merchandise business corner card cover is franked by the two-cent 1922 definitive stamp and the 1931 Christmas Seal. Both are tied by the Canton, Pennsylvania, machine cancel dated December 3, 1931. To LsSalle, Illinois.

Usages on cover

TWENTY-FIFTH ANNUAL CHRISTMAS SEAL SALE

THIS SPACE FOR NAMES OF
PRESIDENT, SECRETARY
AND TREASURER OF YOUR
ASSOCIATION (NOT A COM-
PLETE LIST OF OFFICERS.)

PRINTER TO SET IN
6 PT. COPPERPLATE GOTHIC



THIS SPACE FOR NAMES OF
CHRISTMAS SEAL CHAIR-
MAN AND PRINCIPALS IN
SEAL SALE ORGANIZATION
(NOT A COMPLETE LIST.)

PRINTER TO SET IN
6 PT. COPPERPLATE GOTHIC

NAME OF YOUR ASSOCIATION HERE

IN 14 PT. GUDY HAND-TOOLED, WITH

ADDRESS AND TELEPHONE NUMBER IF NECESSARY

IN 6 PT. COPPERPLATE GOTHIC

Stationery Form

A sample letterhead sent to all local tuberculosis associations from National Headquarters as part of a package urging them to purchase blank letterheads for use in promotional mailings. It is important to note that the 1931 seal appears in its actual full color format with simulated perforations. Offset printed by the seal printer.

*T*HIS is a sample of the skeleton letterhead. As delivered to you, it will contain only the top line "25th Annual Christmas Seal Sale," and cut of the seal in colors and the double-barred cross in red in lower left hand corner.



Promotional Handout



What Christmas Seals Do in Chicago and Suburbs

(Year 1930)



Guarded by
Christmas Seals

They made 4,999 chest
examinations and

They found 377 new
cases of tuberculosis

They sent out 29 nurses,
who made 34,694 visits to homes
to give nursing care
and instruction

They provided well-equipped community health
centers where

6,773 infant examinations (by doctors) were made
and mothers advised on feeding and other problems,

5,916 dental treatments were given by dentists,

2,808 children were examined by doctors for detec-
tion of physical defects,

34,329 physical inspections (by nurses) were made of
school children.

They provided for an extensive industrial program,
child health education program, and Mexican
health center. They assisted laboratory study
of cause and treatment of tuberculosis. They
helped maintain the Edward Sanatorium.

Christmas Seals tell people what tuberculosis is
and how to avoid it.

They search for cases of tuberculosis, helping the
sick and guarding the well.

Chicago Tuberculosis Institute

360 North Michigan Avenue, Chicago, Ill.

The tuberculosis death rate has been reduced nearly two-
thirds, yet 2,235 persons died from the disease
in Cook County last year

The Chicago Tuberculosis Institute, one of the largest local tuberculosis organizations in the country, used this colorful flyer as a promotional device which was employed by their volunteers when soliciting seal sales.

Reverse of the handout which explains to Chicago citizens where and how their funds were spent on tuberculosis treatment and research in the previous year (1930).

Promotional
Materials

Fifty Years
1881 Service
to Humanity



1931

JOIN!

AMERICAN RED CROSS

Also an anniversary year for the American Red Cross

The American Red Cross, co-sponsors of the 1931 Christmas Seal, were celebrating their 50th anniversary at the same time America's seals were observing their 25th. Shown is their national promotional brochure.



John
Barton
Payne,
Chairman
of the Central
Committee



THE Red Cross works
365 days in the year,
and the demand con-
tinues to grow. It is
America's answer to the
cry of human need.

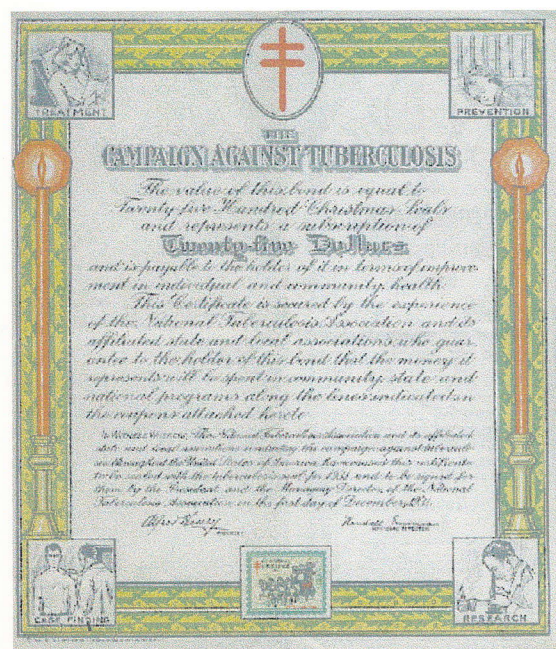
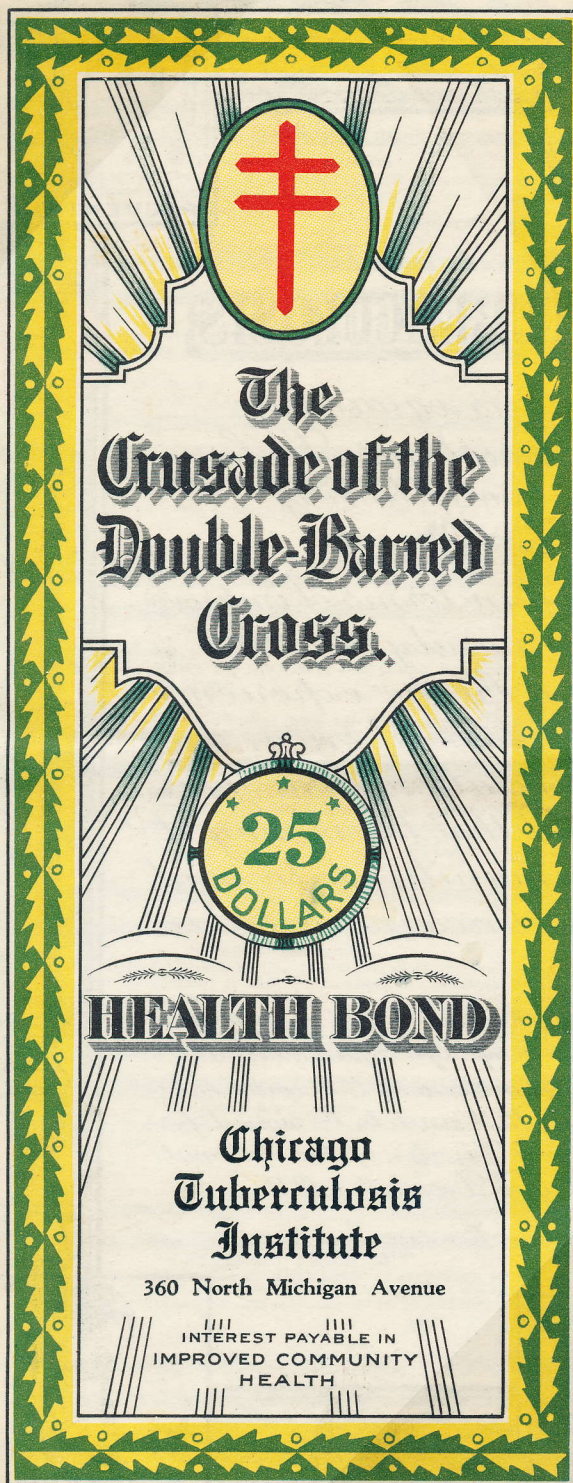
JOIN!

Part of inside of the six-panel brochure showing John Barton Payne, chairman of the American Red Cross.

Promotional
Materials

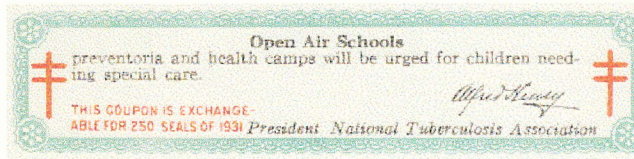
\$25 Health Bond

The Chicago Tuberculosis Institute generated important Christmas Seal revenues by selling these bonds which, when purchased, could be used by the buyer (with the coupons as shown below, which were attached to the bond) to "pay" for seals in increments of 250. Such "Health Bonds" were made available to various local tuberculosis associations.



Interior of bond showing certificate with a full-color illustration of the 1931 Christmas Seal at bottom center.

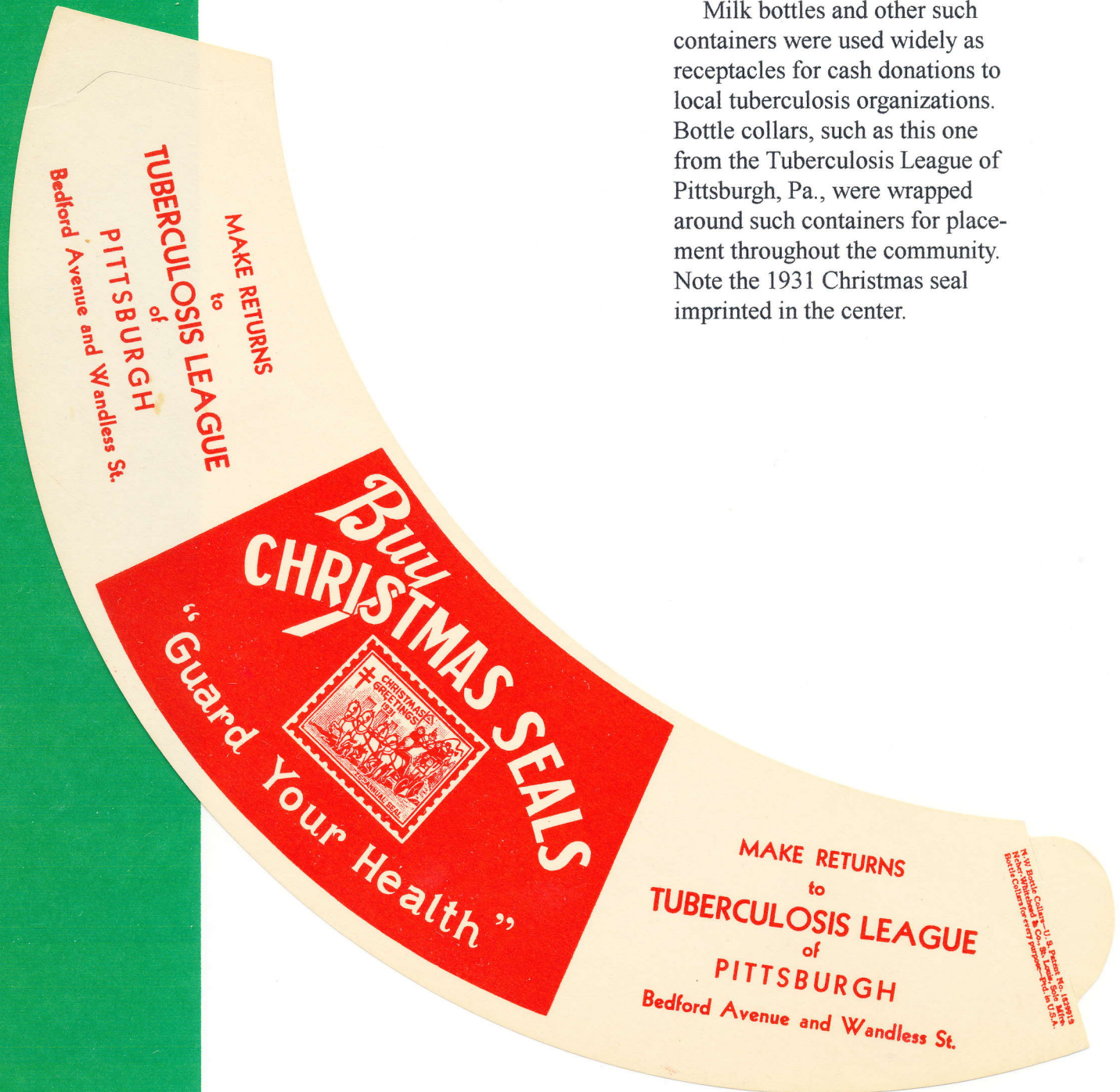
Promotional
Materials



Example of one of ten coupons included in bond, each of which was good for 250 seals.

Bottle Collar

Milk bottles and other such containers were used widely as receptacles for cash donations to local tuberculosis organizations. Bottle collars, such as this one from the Tuberculosis League of Pittsburgh, Pa., were wrapped around such containers for placement throughout the community. Note the 1931 Christmas seal imprinted in the center.



Promotional
Materials

TWENTY-FIFTH ANNUAL CHRISTMAS SEAL SALE

OFFICERS

JUDGE A. L. KELLOGG, Oneonta.....President
HARRIS L. COOKE, Cooperstown.....Vice-President
JOHN D. CARY, Richfield Springs.....Vice-President
MISS NAOMI C. BURCH, Hartwick.....Vice-President



OFFICERS

MRS. H. W. NAYLOR, Morris.....Secretary
B. C. LAUREN, Oneonta.....Treasurer
Executive Secretary
EMILY A. SPRAKER.....Oneonta

Otsego County Tuberculosis and Public Health Association, Inc.

17 FORD AVENUE, ONEONTA, N. Y.

November 26th, 1931.

Promotional Letter

A form letter personally signed in ink by the president of the Otsego County Tuberculosis and Public Health Association, Inc., Oneonta, New York, using the pre-printed stationery sheet shown on the previous pages. The association has listed its officers on either side of the seal

Dear Friend:

Would you write your check for two, three or five dollars if we could prove beyond question it would save the life of a child?

No, it isn't your child, perhaps, but somewhere in Otsego County an anxious mother joins the cry of her child for your help--is it worth answering?

Visit the Tuberculosis Association Health Camp and decide for yourself if your Good-will contribution is restoring these children to health and happiness.

Ours is a public service, drawing no race, creed or color line, for tuberculosis causes tuberculosis and if unchecked becomes a menace to us all.

Whatever your answer, please use the enclosed Christmas Seals on your Christmas mail to friend and family, accepting our good wishes for a Merry Christmas and a healthy, prosperous New Year.

The Seals sell for a dollar a sheet or book. Envelope is enclosed for convenient return of your check, or the Seals if return them you must.

Sincerely yours,

President.



Make checks payable to
B. C. Lauren, Treasurer

Letterhead "Printer's Pull"



TWENTY-FIFTH ANNUAL CHRISTMAS SEAL SALE



"Bottom/Top" trimmed *printer's pull* example of the blank stationery which the National Tuberculosis Association provided to its local chapters for their own imprinting. Example shows red Double Cross which appears at bottom of the letterhead and the heading and 1931 Christmas Seal which appear at the top.

Promotional
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