

SOME SEASONAL TREATS

The two Christmas advertising slides on the right speak for themselves. The 'Bill Ward Store' slide is made by the Kansas City Slide Mfg. Co. Below are three versions from the Christmas/Epiphany carol 'As With Gladness Men of Old' by William Chatterton Dix (1837-98) – the manager of a marine insurance company! The slides are by York & Son and the carol, written in 1859, begins with the story of the wise men's journey.



Christmas seals are labels added to Christmas post to raise funds for charity – particularly charities associated with lung diseases such as tuberculosis. The idea originated in Denmark in 1904 and was taken up in the US by Emily Bissell in 1907 to raise funds for a sanatorium in Delaware. By 1908 the National Association for the Study and Prevention of Tuberculosis (NASPT) and the American National Red Cross – both had supported Emily – were running a national programme. By the date of this slide (1927) the NASPT, then known as the National Tuberculosis Association (NTA), was conducting sales alone. In 1973 the organisation became the American Lung Association and in 1987 it trademarked the term 'Christmas Seal' in the USA. It still operates today using the Cross of Lorraine seen in the snow-covered fir tree as its emblem. This was adopted as the symbol of the global fight against tuberculosis on 23 October 1902 at a conference in Berlin, Germany, and was first used on a Christmas seal in 1920.

Mary Ann Auckland and Dick Moore

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