

A Cinderella Primer

A Presentation to the Poway Stamp Club

By Bob Schappelle

June 11, 2025

Objectives

- Define Cinderellas
- Illustrate the various forms of Cinderella Collections
- Arouse interest in collecting Cinderellas
- Familiarize members who are relatively new to collecting

Popular Dated Seals With Their Date Ranges

- U.S. Christmas Seals (1907 – present)
- U.S. Easter Seals (1934 – present)
- Boys Town (1936 – present)
- Cal Farley Boys Ranch (1954 – present)
- National Wildlife Federation (1938 – 2003?)
- Numerous other Cinderella-issuing charities are not currently issuing seals.

The 1900s were the golden age of Cinderellas.

Earliest U.S. Christmas Seals (1907–1911)

Emily Bissell, who originated U.S. Christmas seals, is commemorated on Scott #1823.

1907



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 added to the design. This, then, is the story of the two varieties on the 1907 issue.

Red Cross & Holly Leaves *Merry Christmas WITH Happy New Year*

THE FOLLOWING ISSUES WERE SOLD BY THE AMERICAN NATIONAL RED CROSS.

1909 **1908** **1910**



Red Cross & Holly Leaves *Red Cross & Holly Leaves* *Large Red Cross*

When the 1909 sale reaped \$220,000, the doubters began to thin out, though some shook their heads. . . . If it was not possible to raise funds by this method, Carl Wingate designed the 1909 Stamp.

For the 1908 Christmas Stamp campaign, the American Red Cross moved its offices 11 in a coast-to-coast swing. 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.

Some confusion resulted in the sale of "Christmas Stamps" . . . some people thinking they were buying "Postage Stamps" used them for prepayment of postage on letters. It was then apparent that the name must be changed and the use of "seals" came into being. In 1910, the design by Mrs. Guion Thompson sold \$100,000.00 worth.

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 Colars"

In 1911 sales ran up to a record \$320,000 . . . from a modest beginning just a few years back of \$3,000.00. 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.

Two Ways to Collect Christmas Seals

1. Progressive color proofs
2. Printer's marks



Printer mark D is for Edwards and Deutsch Lithography Co. on seal #56.

Christmas Seals From 1907–1910 Tied to Covers

Only 86 copies of 1907 are known.
The tied* seals are listed in the
current Scott catalog.

**Tied to cover* means that the
cancellation is on the seal and on
the cover.



Philatelic Dilemmas

- Values of covers with tied versus untied seals differ significantly.
- Contemporaneously used postal cards are of higher value than those with added postage.
- Certain used older stamps have much higher catalog values than their mint versions. Validation is difficult if the stamp is not cancelled on the cover.

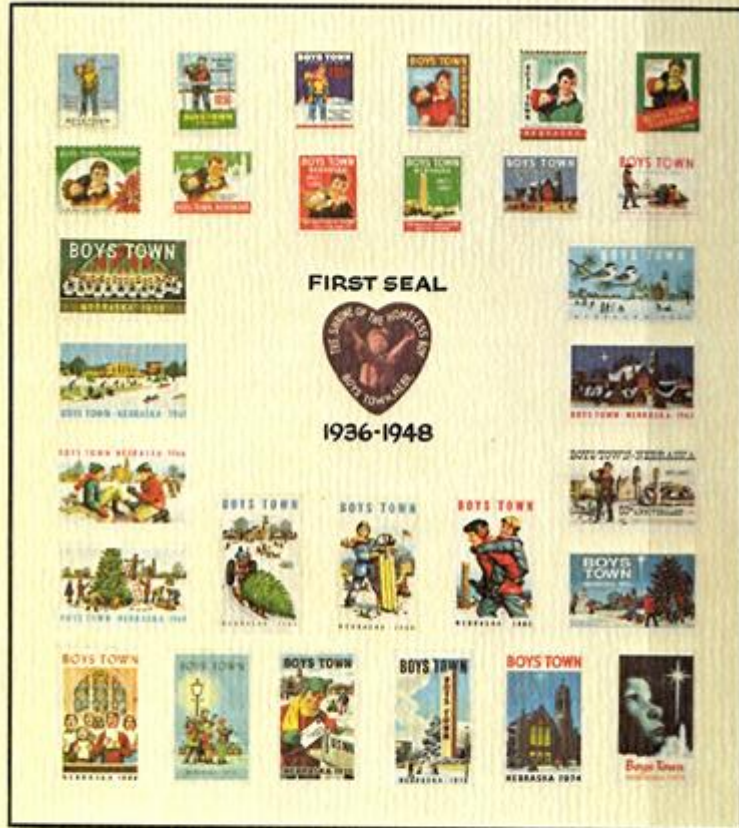
The First 12 Easter Seals (1934–1945)



Easter Seals for 2024



The First 13 Boys Town Seals (1936-1960) and a Boys Town Christmas Card



Merry Christmas
"OVER THE YEARS"
1936-1976



Boys Town Seals for 2024



Ad From John Denune, the Main Dealer for Cinderella Material

Boys Town seals are advertised, many for \$0.10. Other Catholic fund-raising seals are shown. Catalog numbers are from the Mosbaugh's U.S. all Funds Seal Catalog.

John Denune
234 E. Broadway
Granville, OH 43023
www.christmasseals.net
idenune@roadrunner.com
740-814-6031

US Catholic Fund Raising Seals










JOHN S. DENUNE
234 EAST BROADWAY
GRANVILLE, OHIO 43023






<p>10.1 Jesus \$ 4.00 10.2 Jesus \$ 4.00 10.3 Full page of 10 \$ 10.00 14.2 Holy \$ 1.00 10.147 Benedictine \$ 1.00 10.148 Benedictine \$ 1.00 10.149 Benedictine \$ 1.00 10.150 Benedictine \$ 1.00 10.151 Benedictine \$ 1.00 10.152 Benedictine \$ 1.00 10.153 Benedictine \$ 1.00 10.154 Benedictine \$ 1.00 10.155 Benedictine \$ 1.00 10.156 Benedictine \$ 1.00 10.157 Benedictine \$ 1.00 10.158 Benedictine \$ 1.00 10.159 Benedictine \$ 1.00 10.160 Benedictine \$ 1.00 10.161 Benedictine \$ 1.00 10.162 Benedictine \$ 1.00 10.163 Benedictine \$ 1.00 10.164 Benedictine \$ 1.00 10.165 Benedictine \$ 1.00 10.166 Benedictine \$ 1.00 10.167 Benedictine \$ 1.00 10.168 Benedictine \$ 1.00 10.169 Benedictine \$ 1.00 10.170 Benedictine \$ 1.00 10.171 Benedictine \$ 1.00 10.172 Benedictine \$ 1.00 10.173 Benedictine \$ 1.00 10.174 Benedictine \$ 1.00 10.175 Benedictine \$ 1.00 10.176 Benedictine \$ 1.00 10.177 Benedictine \$ 1.00 10.178 Benedictine \$ 1.00 10.179 Benedictine \$ 1.00 10.180 Benedictine \$ 1.00 10.181 Benedictine \$ 1.00 10.182 Benedictine \$ 1.00 10.183 Benedictine \$ 1.00 10.184 Benedictine \$ 1.00 10.185 Benedictine \$ 1.00 10.186 Benedictine \$ 1.00 10.187 Benedictine \$ 1.00 10.188 Benedictine \$ 1.00 10.189 Benedictine \$ 1.00 10.190 Benedictine \$ 1.00 10.191 Benedictine \$ 1.00 10.192 Benedictine \$ 1.00 10.193 Benedictine \$ 1.00 10.194 Benedictine \$ 1.00 10.195 Benedictine \$ 1.00 10.196 Benedictine \$ 1.00 10.197 Benedictine \$ 1.00 10.198 Benedictine \$ 1.00 10.199 Benedictine \$ 1.00 10.200 Benedictine \$ 1.00</p>	<p>22.11a Stedino, pair .15 22.11b Type Two 11951 .15 22.11c Cover, pair 2.00 22.11d Jan Letter #3.00 22.12a Chair, pair .15 22.12b Type 2 (1952) .15 22.12c Type 2 (1953) .15 22.12d Type 2 (1954) .15 22.12e Type 2 (1955) .15 22.12f Type 2 (1956) .15 22.12g Type 2 (1957) .15 22.12h Type 2 (1958) .15 22.12i Type 2 (1959) .15 22.12j Type 2 (1960) .15 22.12k Type 2 (1961) .15 22.12l Type 2 (1962) .15 22.12m Type 2 (1963) .15 22.12n Type 2 (1964) .15 22.12o Type 2 (1965) .15 22.12p Type 2 (1966) .15 22.12q Type 2 (1967) .15 22.12r Type 2 (1968) .15 22.12s Type 2 (1969) .15 22.12t Type 2 (1970) .15 22.12u Type 2 (1971) .15 22.12v Type 2 (1972) .15 22.12w Type 2 (1973) .15 22.12x Type 2 (1974) .15 22.12y Type 2 (1975) .15 22.12z Type 2 (1976) .15 22.13a Type 2 (1977) .15 22.13b Type 2 (1978) .15 22.13c Type 2 (1979) .15 22.13d Type 2 (1980) .15 22.13e Type 2 (1981) .15 22.13f Type 2 (1982) .15 22.13g Type 2 (1983) .15 22.13h Type 2 (1984) .15 22.13i Type 2 (1985) .15 22.13j Type 2 (1986) .15 22.13k Type 2 (1987) .15 22.13l Type 2 (1988) .15 22.13m Type 2 (1989) .15 22.13n Type 2 (1990) .15 22.13o Type 2 (1991) .15 22.13p Type 2 (1992) .15 22.13q Type 2 (1993) .15 22.13r Type 2 (1994) .15 22.13s Type 2 (1995) .15 22.13t Type 2 (1996) .15 22.13u Type 2 (1997) .15 22.13v Type 2 (1998) .15 22.13w Type 2 (1999) .15 22.13x Type 2 (2000) .15 22.13y Type 2 (2001) .15 22.13z Type 2 (2002) .15</p>	<p>22.7a No last but printer's mark followed by "C" \$ 1.00 22.7b 1948 printer's mark "Swancon" \$ 1.00 22.7c 1947 1st different \$ 1.00 22.7d 1947 2nd different \$ 1.00 22.7e 1947 3rd different \$ 1.00 22.7f 1947 4th different \$ 1.00 22.7g 1947 5th different \$ 1.00 22.7h 1947 6th different \$ 1.00 22.7i 1947 7th different \$ 1.00 22.7j 1947 8th different \$ 1.00 22.7k 1947 9th different \$ 1.00 22.7l 1947 10th different \$ 1.00 22.7m 1947 11th different \$ 1.00 22.7n 1947 12th different \$ 1.00 22.7o 1947 13th different \$ 1.00 22.7p 1947 14th different \$ 1.00 22.7q 1947 15th different \$ 1.00 22.7r 1947 16th different \$ 1.00 22.7s 1947 17th different \$ 1.00 22.7t 1947 18th different \$ 1.00 22.7u 1947 19th different \$ 1.00 22.7v 1947 20th different \$ 1.00 22.7w 1947 21st different \$ 1.00 22.7x 1947 22nd different \$ 1.00 22.7y 1947 23rd different \$ 1.00 22.7z 1947 24th different \$ 1.00 22.8a 1948 1st different \$ 1.00 22.8b 1948 2nd different \$ 1.00 22.8c 1948 3rd different \$ 1.00 22.8d 1948 4th different \$ 1.00 22.8e 1948 5th different \$ 1.00 22.8f 1948 6th different \$ 1.00 22.8g 1948 7th different \$ 1.00 22.8h 1948 8th different \$ 1.00 22.8i 1948 9th different \$ 1.00 22.8j 1948 10th different \$ 1.00 22.8k 1948 11th different \$ 1.00 22.8l 1948 12th different \$ 1.00 22.8m 1948 13th different \$ 1.00 22.8n 1948 14th different \$ 1.00 22.8o 1948 15th different \$ 1.00 22.8p 1948 16th different \$ 1.00 22.8q 1948 17th different \$ 1.00 22.8r 1948 18th different \$ 1.00 22.8s 1948 19th different \$ 1.00 22.8t 1948 20th different \$ 1.00 22.8u 1948 21st different \$ 1.00 22.8v 1948 22nd different \$ 1.00 22.8w 1948 23rd different \$ 1.00 22.8x 1948 24th different \$ 1.00 22.8y 1948 25th different \$ 1.00 22.8z 1948 26th different \$ 1.00 22.9a 1949 1st different \$ 1.00 22.9b 1949 2nd different \$ 1.00 22.9c 1949 3rd different \$ 1.00 22.9d 1949 4th different \$ 1.00 22.9e 1949 5th different \$ 1.00 22.9f 1949 6th different \$ 1.00 22.9g 1949 7th different \$ 1.00 22.9h 1949 8th different \$ 1.00 22.9i 1949 9th different \$ 1.00 22.9j 1949 10th different \$ 1.00 22.9k 1949 11th different \$ 1.00 22.9l 1949 12th different \$ 1.00 22.9m 1949 13th different \$ 1.00 22.9n 1949 14th different \$ 1.00 22.9o 1949 15th different \$ 1.00 22.9p 1949 16th different \$ 1.00 22.9q 1949 17th different \$ 1.00 22.9r 1949 18th different \$ 1.00 22.9s 1949 19th different \$ 1.00 22.9t 1949 20th different \$ 1.00 22.9u 1949 21st different \$ 1.00 22.9v 1949 22nd different \$ 1.00 22.9w 1949 23rd different \$ 1.00 22.9x 1949 24th different \$ 1.00 22.9y 1949 25th different \$ 1.00 22.9z 1949 26th different \$ 1.00 22.10a 1950 1st different \$ 1.00 22.10b 1950 2nd different \$ 1.00 22.10c 1950 3rd different \$ 1.00 22.10d 1950 4th different \$ 1.00 22.10e 1950 5th different \$ 1.00 22.10f 1950 6th different \$ 1.00 22.10g 1950 7th different \$ 1.00 22.10h 1950 8th different \$ 1.00 22.10i 1950 9th different \$ 1.00 22.10j 1950 10th different \$ 1.00 22.10k 1950 11th different \$ 1.00 22.10l 1950 12th different \$ 1.00 22.10m 1950 13th different \$ 1.00 22.10n 1950 14th different \$ 1.00 22.10o 1950 15th different \$ 1.00 22.10p 1950 16th different \$ 1.00 22.10q 1950 17th different \$ 1.00 22.10r 1950 18th different \$ 1.00 22.10s 1950 19th different \$ 1.00 22.10t 1950 20th different \$ 1.00 22.10u 1950 21st different \$ 1.00 22.10v 1950 22nd different \$ 1.00 22.10w 1950 23rd different \$ 1.00 22.10x 1950 24th different \$ 1.00 22.10y 1950 25th different \$ 1.00 22.10z 1950 26th different \$ 1.00</p>
--	---	---

I distribute catalogs for the Christmas Seal & Charity Stamp Society. I do this for the society. I don't profit from it. The 22 page Catholic section of Mosbaugh's US All Fund Catalog is 210 postage. The 12 page supplement to the Catholic section (published in Seal News from Feb. to Sept. 1993) is 21.98 postage. Note sheet for Catholic Seal Catalog in the C.S.S.S.S.

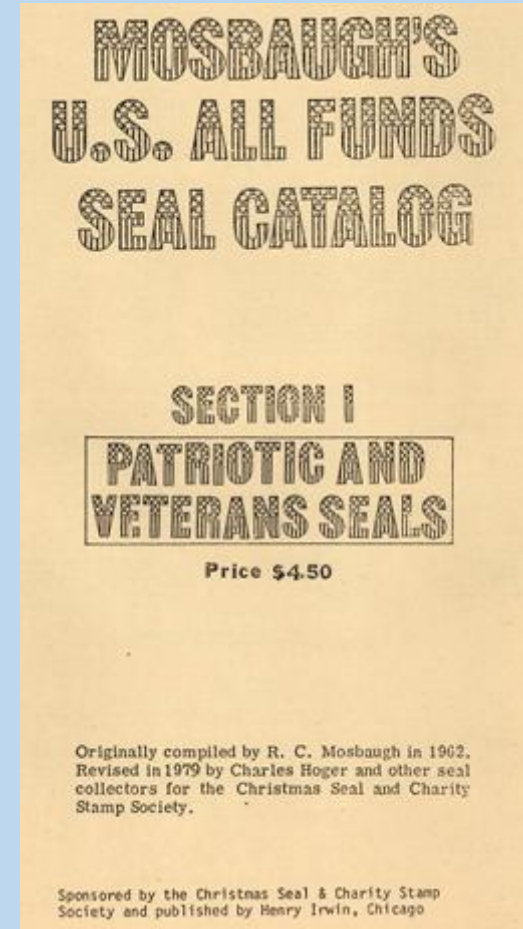
Mosbaugh Catalog Table of Contents

Mosbaugh's U.S. All Funds Seal Catalog

Section 1	Patriotic and Veterans Seals
Section 2	Fraternal and Civic Seals
Section 3	Catholic Seals
Section 4	Lutheran Seals
Section 5	Jewish Seals
Section 6	Religious and Philosophical Seals
Section 6A	American Bible Society Seals
Section 7	Ethnic Seals
Section 8	Pets, Plants and Wildlife Seals
Section 9	Medical Seals
Section 9A	Easter Seals
Section 10	Miscellaneous Seals
Section 11	Index

Mosbaugh Catalog Title Page

This is the title page of Section 1 of the Mosbaugh catalog showing the catalog's original date (1962) and the revised date (1979). Revisions are thanks to the Christmas Seal and Charity Stamp Society (seal-society.org).



Two Noteworthy, Dated Seals



The most expensive Christmas seal WX11 - \$1400.



WX12 without the vertical poinsettia

Specialized Christmas Seal Catalogs

The Primary Reference (Part 1) is
for U.S. Christmas Seals.

Part 2 is a catalog for Christmas
seals of the world.

Green's Catalog

Of the
Tuberculosis Seals
Of the World

Part I
U.S. National Christmas Seals



Originally Compiled by Dick Green in 1930

2011 edition

Green's Catalog Editor John Denune, Jr.,
with the help of Betsy Berry, Chuck Berry,
John Denune, Sr. & George Painter

Vermeil Award APS Stampshow 2008 Hartford, CT
Vermeil Award APS Stampshow 2000 Providence RI



Copyright © 2011
The Christmas Seal and Charity Stamp Society
All Rights Reserved

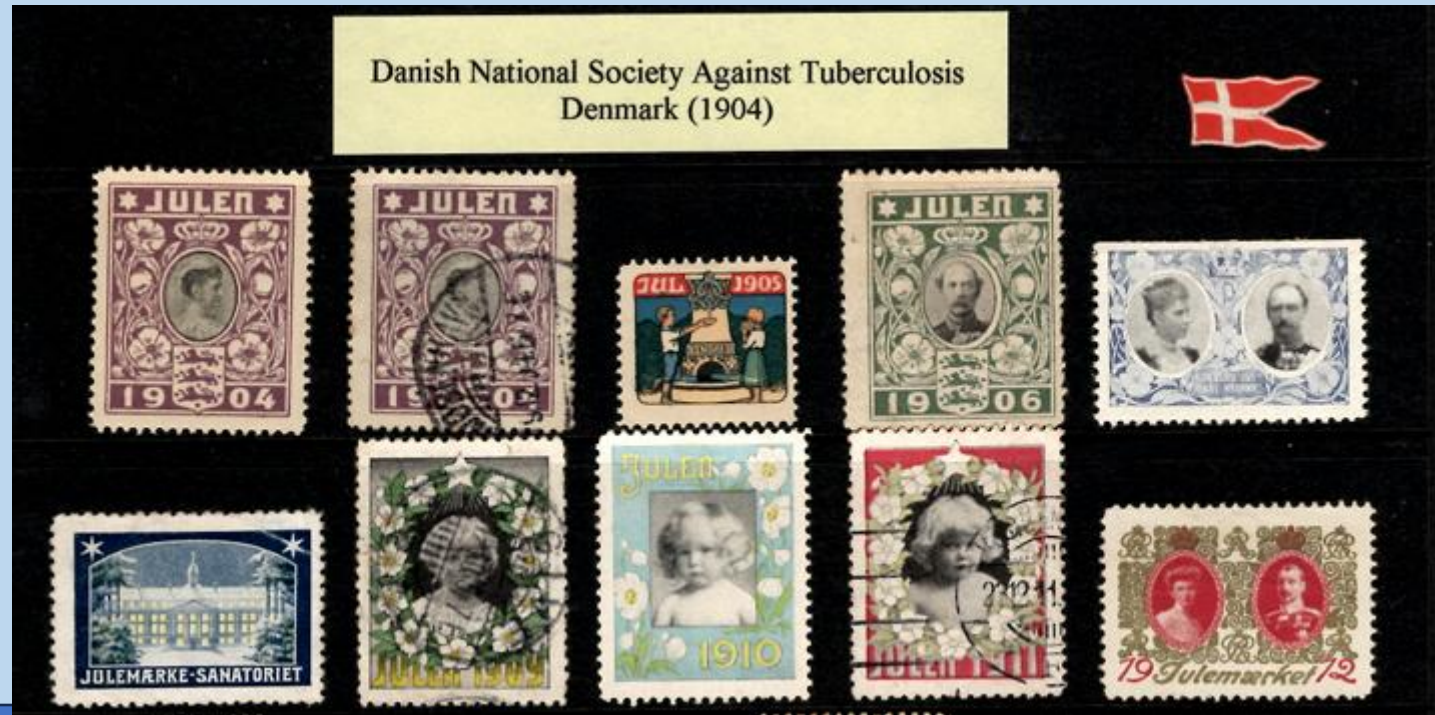
Cinderella Categories

Now some concluding examples of noteworthy categories of Cinderellas

World's First Christmas Seals

First 9 years of seals from Denmark: 1904–1912

Success in raising funds to fight TB led many countries to follow suit.



Postal Etiquettes



Match and Medicine Stamps

These stamps are Scott-listed medicine stamps. Private Die Proprietary Stamps also include Private Die Match stamps. Under the Revenue Act of 1862, companies were permitted to print their own revenue stamps to attach to their products. Many engraved, finely designed stamps were produced.



Poster Stamps

Examples of poster stamps issued for California events



State Revenue Stamps

These are state revenue stamps from Arizona. The *State Revenue Stamps Catalog (SRS)* by Scott Troutman lists most of the known revenue stamps for all states.



General Cinderella Seals



Conclusions

- Cinderellas are used to commemorate **events** (e.g., wars, battles, elections), promote **causes** (e.g., save pets, fight Communism, religions, diseases, ethnicity), or represent **groups** (e.g., Pen Friend Club, advertisers).
- In some cases, opposing sides issue competing Cinderellas (prohibition, Swat the Drys!).
- Most countries issue their own Cinderellas.

