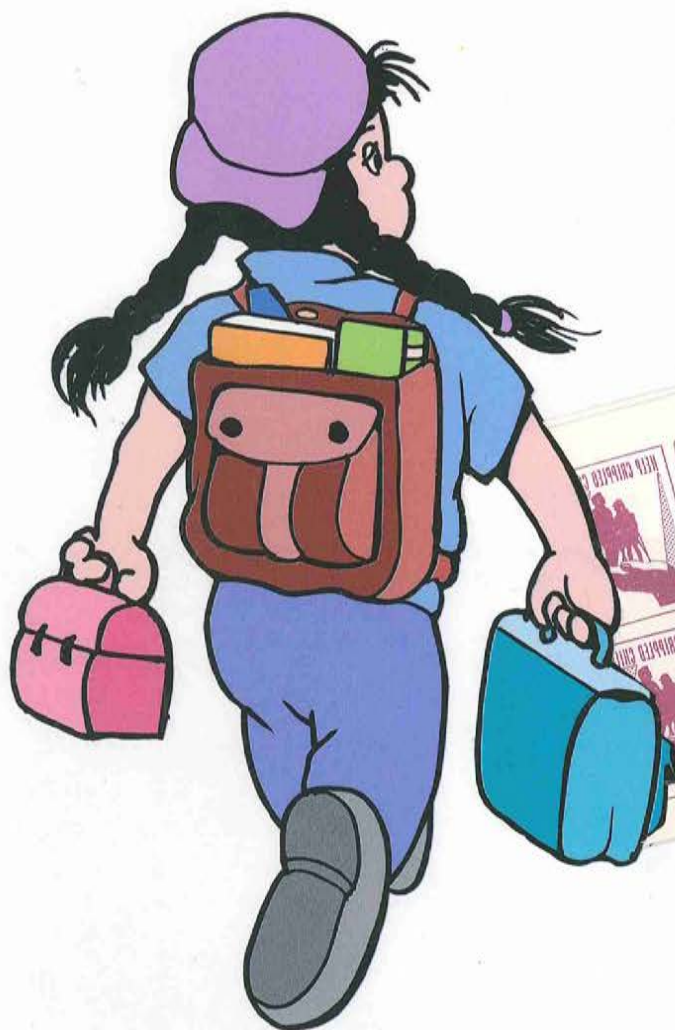


Easter Seal School Packs



This quasi booklet pane was issued in 1952 as a decal to transfer designs to Easter eggs. NOTE: mirror images.

The current Easter Seal Society issued School Packs only for a decade: 1942 – 1951. School kids either sold them or parents gave them money to buy them at school. The receipts helping the Crippled Children cause.

They all are in booklet pane format of 10 seals arranged 5x2.

They remain the scarcest category in this field that began with the first 1934 Easter Seal. There are only 2 of some of the items displayed here.

TALE of DISCOVERY

Three (3) collectors brought the existence of Easter Seal School Packs to the vanguard of the seal community:

- (1) Raymond C. Mosbaugh discovered all of the 1947-1951 School Packs. Late in 1948, he was looking through a collection of Mr. S. E. Lawson in Joplin, Missouri, and noticed a block of 10 of the regular 1947 issue with a 9.5 roulette instead of the usual 12.5x12 perforation. Lawson said that a school child had sold the block to him at his door, so they both went looking for a full sheet, and in a few days one was located. Altogether the two were able to locate only 17 of the small panes. Mosbaugh found out they were issued for school children to purchase and were called School Packs. While looking for the 1947 panes, he found a small quantity of the 1948 panes. Mosbaugh was unable to find out if they were used anywhere outside the Missouri area, or who printed them. In 1949, the school packs were plentiful and seemed to have been used in almost every state—the only nationwide issue. Mosbaugh found the 1950 school packs didn't seem to have the wide distribution in 1950 as in 1949, and he believed they were quite scarce. In 1951, Mosbaugh was informed that the 1951 school packs would not be issued, but in the Spring of 1953, Mosbaugh observed one in a collection in St. Louis, MO. It had been obtained in Michigan and it was the only one that had come to light. Mosbaugh was the original compiler of the CS&CSS Easter Seal Catalogue in 1962. He died in 1977 with no other discoveries.
- (2) The exhibitor made the next but small contribution. He found the two School Packs using sheet seals for 1942 and 1945. The glassine envelopes associated with these finds have not surfaced with other finds either before or after. The 1942 discovery, along with supplementary research, did establish the start date of the decade of School Packs.
- (3) Timothy McGinnis made the final discoveries found in this exhibit. He purchased two large charity seal lots, one in the early 1980s and the other February 2009. The former contained an envelope marked *Misso. advan samps* standing for *Missouri advance samples*. The latter lot was obtained by dealer Vernon Bressler via dealer Elmer Long with Bressler's stock subsequently broken up in 1993 after his death. The second lot was probably sold by Bressler before his death as dealer John Denune purchased Bressler's stock and Denune would not miss identifying these School Packs. McGinnis found the School Packs with perforated booklet panes for 1943, 1944, 1945, and 1946. This filled in the WWII gap and identified the full 1942 to 1951 decade as the usage period. Until this discovery, the only 1945 School Pack was the provisional one made from sheet seals and reported by the exhibitor. McGinnis also found perforated School Pack booklet panes for 1947 and 1951. These two years the regular issued School Pack contained only booklets with roulettes. These two panes are identified as proofs in this exhibit and may have been used as advance samples. If the latter theory is correct, after orders for School Packs of affiliates were taken, the Society reverted back to a final design where the booklets used roulettes instead of perforations. McGinnis in 2009, made the second revision to the CS&CSS's Easter Seal Catalog to include all of the School Pack discoveries.

1942

School Packet

The School Packet, consisting of ten seals and a celluloid bunny rabbit assembled in a small glassine envelope, has been developed for easy distribution. These items may be ordered separately and assembled by crippled children in special schools or classes, by various clubs or other groups, or by the local committee if desired. The assembling will take some time and materials should be ordered early, in January if possible.

Actual description from 1942 manual on *How to Sell Easter Seals for Crippled Children* March 10 –April 5, 1942



The first School Pack was a booklet pane predecessor as the 10 seals were separated from the pane of 100 (10x10)

Each Pack contains:

1. Glassine
2. 10 sheet seals
3. plastic bunny with pin

Easter Seal School Packs

By Douglas K. Lehmann

In a National Society for Crippled Children and Children's Welfare, Inc. Bulletin dated March 10 - April 5, 1942 was the following:

The School Packet, consisting of a booklet and a button, has been developed for ease of use by children in special schools. The assembling will take some time.

Seals for Crippled Children dated

assembled in a small glassine envelope, separately and assembled by crippled children or the local committee if desired. The assembling will take some time in January if possible.

After assembly, these were distributed to the children to benefit the charity. Hopefully, there was some notification process so that the children could buy them at their school. By the time I had this reference, I had already found one from plus one for 1945. These are listed in the first two lines of **TABLE I** below.

EASTER SEAL SCHOOL PACKS

Years (Mosbaugh)	Years (Lehmann)	Cover	Booklet Style	Remarks
*	1942	Glassine envelope open at one end; no cover	5x2 from regular pane	Celluloid bunny with pin
*	1945	Glassine envelope open at one end; cover printed both sides	5x2 from regular pane	Push-out cardboard bunny button
1947	*	2-piece folded top cover	Rou-10 5x2 SE4S	w/metal button limited distribution
1948	*	2-piece folded top cover	Rou-10 5x2 SE4S	w/metal bunny limited distribution
1949	*	2-piece folded top cover	Perf -12 5x2 LM & RM; PM seal #3	w/metal bunny nationwide release
1950	*	2-piece folded bottom cover	Perf -12 5x2 LM & RM; PM seal #5	Cutout merit badge scarce
1951	*	2-piece folded cover at left	Rou-10 5x2 TM	9 Cutouts (8 bunnies) scarce
1952	*	3-piece folded cover to right	Imperf 2x5 pane	Transfer (decals) has cutouts of 12 bunnies; seals & bunnies transfer to eggs when dampened with water
Key: SE4S = straight edge 4 sides TM, LM, & RM = top, left or right margin PM = Printer's mark				

Table I

Figures 1 and 2 show these two school packs. In 1945 the celluloid button was replaced by a push-out "bunny brigade" cardboard button. Also, a cover was added with an explanation of why this substitution was necessary and why you had to provide your own string. The reason: wartime shortages of essential materials. These two examples use the seals from a regular 100-seal sheet. So, the chances for a block containing the printers mark are 1 in 10. The question becomes were any made for the war years of 1943 and 1944 and the recovery year of 1946? We don't know but if you have or find one, then we will. Please report to the author or editor.

R. C. Mosbaugh authored the only other reference I have found for the school packs dating from 1947 to 1951. He wrote about them in the June 13, 1953 issue of the *Weekly Philatelic Gossip* with the simple title of only

1943



This is the first year the Society printed a booklet pane.

The top booklet is perforated at left margin.

The bottom booklet has 4 imperforate edges.

These were probably advance samples as no cover is known.

1942 – 1948
UNDATED SEAL DESIGNS



This 1944 Window Label (gummed front corners) shows the 1944 Easter Seal design without date. All Easter Seals through 1948 have no date on them. However, the bottom margin tab of each 100-seal pane discloses the year date.
NOTE: the bunnies both within the seal design and added to the Label.

1944



Buy Easter Seals
 Help give crippled children "a chance to be like other kids."




Then... push out the disk with your thumb, loop the cord through it, and wear it to show you've helped.



Let's String Along with Uncle Sam

Because of shortages of essential materials, we are asking your co-operation in making your own bunny tag this year. String is on the shortage list; so find a piece that has been salvaged, loop it through the push-out tag; and fasten it to a button on your coat or dress to show you're a member of the "bunny brigade."

This is the first year the Society printed a cover for the booklet pane.
 The cover is printed on both sides (reverse side reduced photocopy)
 Distribution unknown.



(Undated)

1983

1983

1985-1986

Bunny Cards



1944 Front

1945



1944 Back



1945 Front

1944



1945 Back



1946 Front



1946 Back

1945



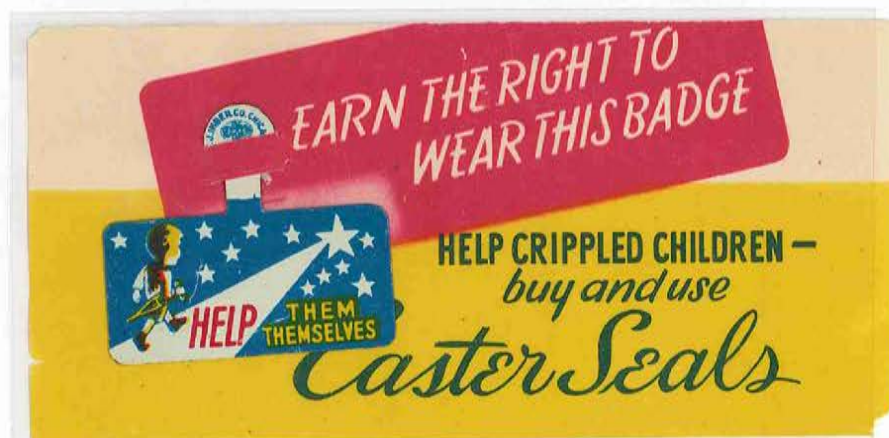
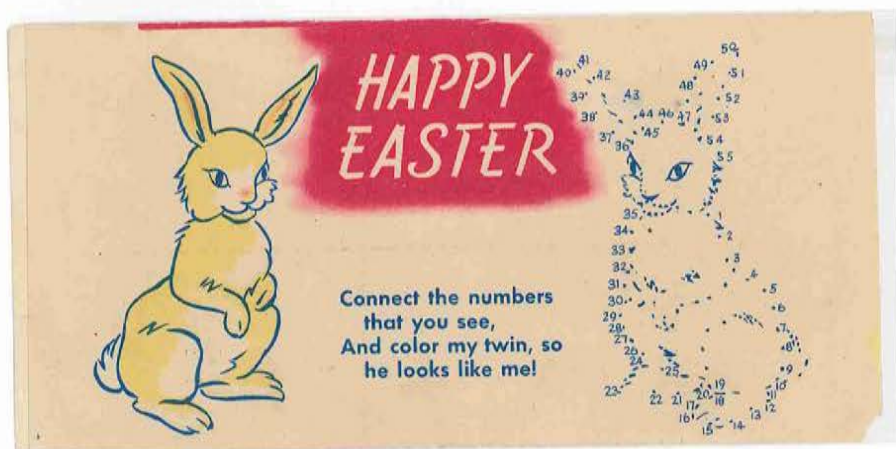
This year the Society released both a booklet pane plus a block of 10 sheet seals. The cover is printed on both sides (reverse side is the same as 1944 but uses purple ink) The booklet pane is imperforate on 4 edges and not found in glassines.

1946



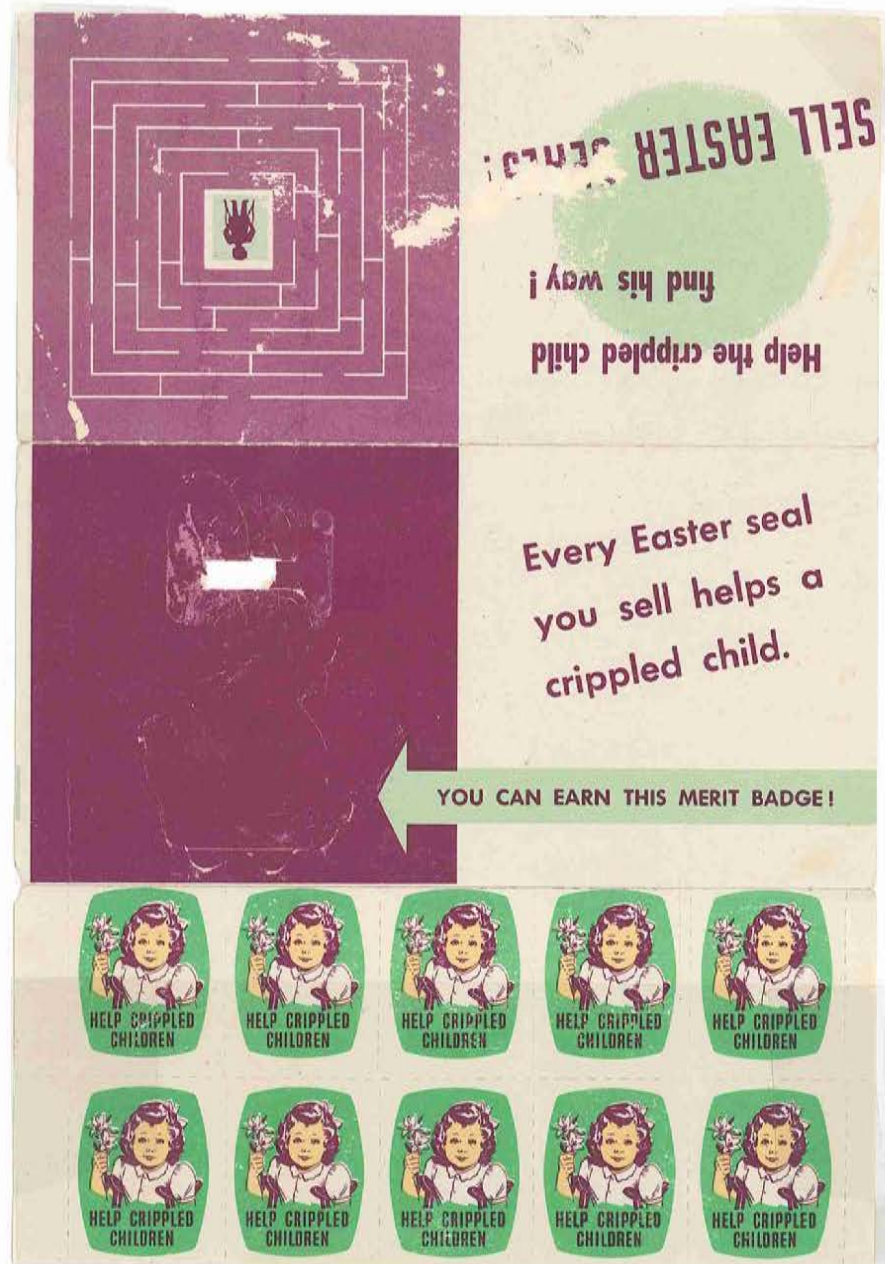
This is the Society's 25th or Silver Anniversary.
The cover is printed on both sides (reverse side reduced photocopy)

1947



This year the Society released a booklet pane and 2-page cover, all printed together.
 A metal pin or "merit badge" was added for the first time.
 The booklet pane seals are separated by roulettes.

1948



Similar to 1947 but with a new bunny pin (removed).
The booklet pane seals are separated by roulettes.

1949
TRANSITION YEAR



In 1949, the year date was added to Easter Seals and this practice continued forward. However, note that the Window Label (gummed top and bottom strips) here does NOT show the date. The decision to date the seals came after this publicity item was designed and printed.

1949



Every Easter Seal
you buy helps a
crippled child

*You can earn
this Merit
Badge*



Connect the numbers
that you see,
And color my twin, so
he looks like me!



THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.
11 E. LaSalle St., Chicago 2, Illinois



Also similar to 1947 but with a new bunny pin (removed).

This year the printer—Fleming & Potter of Chicago—is identified by the union label left of seal #6 and by the company's "F" mark in seal #3 (under 9 of 1949)

The booklet pane seals are separated by perforations.

1950 – 1951
DATED SEALS & PUBLICITY DESIGNS



For 1950 and beyond, both the actual Easter Seals and publicity seal reproductions show the year date.
Here the seal design is reproduced on a Window Label.

1950



Similar to 1949 but no bunny pin attached. However, Fleming's union label is now right of seal #10 and the company's "F" mark is now in seal #5 (above P in HELP)
The booklet pane seals are separated by perforations.

1951



Similar to 1950, however, printed by Eureka of Scranton, PA with their union label over seal #5. The booklet pane seals are again separated by roulettes and were attached to cover-right.

Rare pane, distributed only in Michigan.

PROOFS

1947 and 1951



These two booklet panes are perforated and differ from the issued panes with roulettes.

These panes are separate from covers and not attached to them.

These might have served as advance samples and converted later to the final roulette format.