

CHRISTMAS STAMP CAMPAIGN

THE 1909 BATTLE AGAINST THE DREAD WHITE PLAGUE.

Available Beds in the Muskoka Free Hospital for Consumptives Increased Three-Fold as a Result of Last Year's Sale of Christmas Stamps. The Number Can Be Doubled This Year If Everyone Will Help.



STIMULATED by the success of a year ago the National Sanitarium Association have made large preparations for the sale of the Christmas Stamp of 1909-10, issued on behalf of the Muskoka Free Hospital for Consumptives.

Nearly \$6,000.00 was netted from last year's sale, making it possible for the trustees to increase the available beds for needy patients from an average of fifty-five a year ago to one hundred and forty, the accommodation to-day.

The trustees are hopeful that they may bring the accommodation up to 300 beds as the outcome of this year's sale of this little one cent messenger of hope and healing.

The Christmas Stamp, as a means of fighting the dread white plague, had its origin in Denmark in 1904, the sale from which has financed a hospital for consumptives in that country. The idea was taken up by the Red Cross Society of the United States in 1907, and interest has grown each year.

A year ago a Christmas stamp of special design was put in circulation by the Muskoka Free Hospital for Consumptives with the success already indicated in this article.

The price of the individual stamp is only one cent, but what wonderful things can be accomplished by so tiny an instrument. There is no reason why everyone who writes a letter, addresses a postcard, mails a newspaper or parcel from this day out should not use one of these stamps.

The educational value of the stamp appearing on every piece of mail matter would be enormous. One can hardly figure up the material results. It would mean a routing of the enemy

Tuberculosis that would bring hope and joy and gladness to thousands of homes and communities in all parts of Canada.

The stamp of 1909 is more beautiful than that of a year ago. The design is as shown in this article, but printed in red and green, and is of same size as the regular government postage stamp.

This Christmas stamp will not carry any kind of mail, but any kind of mail will carry it—and carry too the happy Season's Greetings from sender to receiver. The stamps will be done up in envelopes of ten, twenty-five, fifty and one hundred for ordinary selling, and large users will be supplied in quantities. The price for ten or for one thousand is a cent each.

The banks, departmental stores, drug stores, book and stationery stores and many other stores will sell them. Women's clubs, church organizations, bible classes and Sunday schools, public schools, and many other organizations and individuals will help this year as last year.

There would seem to be no reason why everybody everywhere may not help in forming an army of willing workers to sell these stamps all over the Dominion. The Muskoka Free Hospital for Consumptives is in the fullest sense a national institution caring for patients from every province in Canada.

The first issue of the stamp for this year is one million, and these will be put into circulation immediately, but there can hardly be any reason why the issue should not be increased many times over before Christmas.

The direction of the sale of Christmas Stamps is in the hands of Mr. J. S. Robertson, Sec.-Treasurer, National Sanitarium Association, 347 King Street, West, Toronto, who will give prompt reply to any enquiries regarding the stamp.