Half Century Mark Fight vs. TB
With the 1967 Christmas Seals due to go on sale, the voluntary association begins the second half of its campaign to raise funds to fight tuberculosis.

Probably you can remember using Christmas Seals when you were a youngster. In 50 years they've become a regular part of the holiday tradition. Almost every greeting card showing that the sender has made a contribution to the TB campaign contains a Christmas Seal.

The campaign to raise funds to fight tuberculosis has been going on for more than a century. It was started in 1867, when Thomas Nast, famous political cartoonist, and Frank Furness, Philadelphia architect, started the effort to fight tuberculosis.

It wasn't that easy. No single bullet has been found to stop the spread of TB. But, its progress has been slowed. In football terms, the home team is ahead at the end of the first half. With one third of the nation infected with the germ that causes TB, the game isn't over in the second half. Your Christmas seal still has a big job to do.

Through the country, the public responded with enthusiasm. There were those who predicted that this would be the last chance to deal with TB and that everyone, no matter how small his means, would have to contribute to the fight.

Limited purpose of the campaign, contributions came from you and your friends to defeat TB.

There's a greater use of airweight aluminum with Flight Pitch Dynaflow* that can switch performance with Buick's B-12000 engine and Dynaflow. There's an air-borne feeling of flight in its performance.

Fresh bold styling with the "Velvet Wall" Sound—coming to you from the freshest of the nation infected with the germs that cause TB, the home team is ahead at the end of the first half. With one third of the nation infected with the germ that causes TB, the game isn't over in the second half. Your Christmas seal still has a big job to do.

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