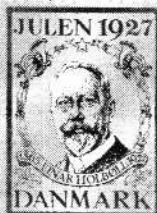


## Danish Christmas Seals



Einar Holboll, a Danish postal employee was also an enthusiastic worker in various charity organisations. In 1903, at the height of the Christmas rush at Kobmagergata post office he realised that if each of the letters and card being sent at Christmas was taxed at as little as two ore per letter or card, a lot of money could be raised for charities.

Einar put this simple idea to his superiors and won their support. A Christmas Seal committee was formed, Einar was a founder member and later in 1925 became its president. In 1904, the first seals were put on sale at Post Offices and various other shops and business organisations. The Danish people enthusiastically took to the idea and bought the seals in large quantities.



The first issue raised 74,000 kroner and was given out to a range of children's charities, this sum was to rise each year. In 1927 Einar Holboll died aged 62 and in his honour the 1927 Christmas Seal bore his portrait. Today, one hundred and twelve years later, Christmas Seals are issued by Denmark, the other Scandinavian countries and many other countries, raising many millions of pounds for charity.

Stuart Henderson 2015