

FRANCE 1934: ANTI-TUBERCULOSIS "STAMP" CAMPAIGN

The Calmette 'stamp', a non-postal label, or Cinderella, shows Albert Calmette flanked by the double-barred crosses, the symbol of the fight against TB.

The label is year dated 1934. The label was produced by the French National Anti-Tuberculosis Committee and printed by *Imprimerie A. Delrieu*.

The labels were printed in sheets of 100 (10 x 10) and booklets of 20 stamps

Larger labels 107mm x 153mm in denominations of 5f, 10f and 50f with die-cut perforations were sold as window decals.

Publicity promoting sales of the labels utilized posters and magazines.

Exhibit Plan

1. Albert Calmette non-postal labels: Booklet
2. Sheet
3. Publicity poster for "stamps" (labels)
4. Larger labels 107mm x 153mm
5. Publicity for larger labels
6. Department and Colonial overprints

1. Albert Calmette non-postal labels: booklet



Imperforate plate proof pair in issued colour without gum

The labels were distributed to schools in France where students sold them in booklets of 20 for 2 francs or ten centimes each in aid of the Committee. The booklet mimics the actual postage stamp booklets issued by the French Post Office.



Booklet cover: back (inverted) with NESTLÉ advertisement, Front (upright) showing price and total of funds raised in 1934, 1,600,000 Francs.

Cover price 2 Francs for the complete booklet (or 10 centimes each).

ALBERT CALMETTE

Albert Calmette (1863-1933), the distinguished and revered French biochemist, gained fame with collaborator veterinarian Camille Guérin (1872-1961), for developing the Bacillus Calmette-Guérin (BCG) vaccine. The BCG vaccine worked against the scourge of Tuberculosis (TB). An evil since ancient times, TB killed millions. In recent times, Bacillus—Mycobacterium tuberculosis was, for more than half a century, thwarted by the BCG vaccine.

Calmette passed away in 1933 at 70 years old. The *Comité National de Défense Contre la Tuberculose* in Paris launched its 8th National Anti-Tuberculosis "Stamp" Campaign the following year. In homage to Calmette, his picture was featured on the 1934 series of non-postal labels sold to raise money to fight the dread disease.

The portrait of Calmette, used on the labels, was engraved by Henri Lucien Cheffer (1880-1957), well known for his fine engravings produced for French postage stamps. Nestle, the Swiss food and beverage firm, famous for baby formula, was a big supporter of the anti-TB 'Stamp' campaign, and its logo-type appears in the label selvage, booklet covers, and on glassine envelopes.

