

October 24, 1962 MALARIA ERADICATION

MALARIA ERADICATION STAMPS (The World United Against Malaria)

A departure from the run of special stamps are this year's Malaria Eradication Stamps.

The World Health Organization (WHO), a specialized agency of the United Nations, started a world-wide campaign to increase publicity and stimulate interest in the battle against malaria in October 1960, when its Executive Board decided to initiate a truly international stamp campaign dedicated to the theme "The World United Against Malaria."

The appeal to Governments to issue such stamps during 1962 was made by the WHO to Ministries concerned with World Health Organization matters.

In turn, the Universal Postal Union (UPU) brought this appeal to all its members who promptly and favorably responded to it.

Voluntary donations of the proposed stamps with each participating country's own design but bearing the key symbol within it, and other related material such as souvenir sheets, stamped cards, first day and other covers, etc., will be given to the WHO and the income from the sale of these donations will support the long, expensive malaria eradication program.

The striking key symbol shows the WHO emblem against the globe over a mosquito. World wide cooperation is symbolized by the globe while the Anopheles vector of malaria attacked by the Aesculapian staff formed into a spearhead, symbolize the world's attack on malaria.

Malaria is the most serious insect-carried disease in the world, setting back economic and social development due to deaths and incapacitations resulting from it. Over one million people die yearly of this disease.

Although the fight against it began centuries ago, the first effective cure was found only in 1820, when quinine was discovered. But when its carrier, the Anopheles Mosquito was recognized, complex and expensive methods were employed to combat the disease at its source. The discovery of DDT led to large scale eradication system.

The contribution of the Philippines to this effort to rid humanity of the scourge of malaria, is a 26x41 mm four-color, horizontally composed stamps, artistically designed by Mr. Nemesio Dimanlig, Jr., of the Bureau of Posts.

It was printed by heliogravure process, in denominations of 6s, 10s and 70s at quantities of two million, three million and one million respectively, all in sheets of 100, by the Courvoisier, S.A.

The release of this stamps to the public coincides with the celebration of United Nations Day, an occasion most fittingly remembered by this concerted, united action of countries all over the world against malaria . . . a testimony of what mankind can do for humanitarian causes.

