

**October 6, 1969**  
**15th ANNIVERSARY UNIVERSAL CHILDREN'S DAY**

**UNIVERSAL CHILDREN'S DAY STAMPS**  
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The Bureau of Posts will issue on October 6, 1969, the Universal Children's Day Stamps, to coincide with the celebration of the Universal Children's Day in the Philippines.

The stamps feature the children of different nations encircling the Unicef emblem with the text "15th Anniversary Universal Children's Day - UNICEF - 1969." In bold letters, "Pilipinas" is inscribed across the upper portion, and at the lower right hand corner the text "Koreo." The design was executed by Supervising Philatelic Artist Nemesio Dimanlig, Jr.

Universal Children's Day in the Philippines is celebrated on the first Monday of October every year pursuant to Proclamation No. 265 dated September 20, 1967, of Pres. Ferdinand E. Marcos.

In December 1946, the General Assembly established the United Nations International Children's Emergency Fund - UNICEF.

The first task of UNICEF in the years immediately following the war was to bring help - food, clothing, medicines - to children who had suffered the privations of war. For the most part aid then was given to children in the war-devastated parts of Europe.

In recent years, UNICEF's aid has been directed chiefly towards the economically under-developed countries outside Europe: in Africa, Asia, Latin America, and the Eastern Mediterranean area. With the shift to these parts of the world, a change necessarily took place in the kind of aid that was offered. These newly assisted countries needed help in a basic task: that is, either to establish or extend the simplest kind of health and welfare services for their children and mothers.

These efforts on behalf of children have been made possible through the voluntary contributions from governments and people of 97 countries and territories.

Many of the countries receiving aid are at the same time contributing to UNICEF for its work elsewhere. Contributions made to the Fund are used mainly to provide the necessary supplies and equipment to encourage countries in the development of their own programs of lasting benefit to their children.

The cost of this help is small, in some instances only a few cents for each child aided. That cost, though, is only a small part of the account, of work attempted, work accomplished, by men and women of all kinds and conditions,

**FOR THE CHILDREN.**



The UNICEF is now in active partnership with 120 nations in lifting millions of children out of the shadow of hunger, disease and ignorance which are presently threatening them.

The particulars of the stamps are as follows:

Kind of Issue :	Commemorative
Size :	36x45 mm Perf. to perf.
Denomination :	10 sentimo - 10.000.000
and Quantity :	20 sentimo - 4.000.000
	30 sentimo - 4.000.000
Sheet composition :	50
Printing Process :	Heliogravure (four colors)
Printer :	Harrison and Sons, Ltd., London, England

