



MALARIA ERADICATION POSTAGE STAMPS

Report by the Director-General

1. Background and purpose

1.1 The plan for the issue of malaria eradication postage stamps was conceived as a part of the continuing efforts to disseminate information on and stimulate interest in the campaign against malaria.¹ In addition to this main objective, the plan was developed with a secondary objective, i.e. as a potential source of income for the world malaria eradication programme. 7 April 1962 was recommended as the date of issue, but any other date prior to 31 December 1962 was considered satisfactory. In accordance with the decisions of the Executive Board² and the Fifteenth World Health Assembly,³ the issues made after 31 December 1962 are not considered as part of the Organization's malaria eradication postage stamp plan.

2. Participation

2.1 The total number of participants was 114. Out of these, 98 postal administrations issued one or more postage stamps commemorating the malaria eradication programme; some of them also issued related philatelic material, e.g., souvenir sheets, first-day covers, etc.; 16 postal administrations participated by providing special cancellations. Eighty-three countries and territories made or promised donations either in stamps, philatelic material, and/or in cash.

¹ Handbook of Resolutions and Decisions, 6th ed. pp. 316-317, Resolutions EB26 R10, WHA14.27 and EB28.R27.

² Off. Rec. Wld Hlth Org. 115, 17, resolution EB29.R28
Off. Rec. Wld Hlth Org. 124, 23, resolution EB31.R41

³ Off. Rec. Wld Hlth Org. 118, 22, resolution WHA15.47

2.2 The participation for Members of the Organization by regions (1962 membership) is shown in Annex 1.

2.3 The list of the participants with the dates of issue of their stamps and related philatelic material making part of the World Health Organization's malaria eradication postage stamp plan is attached as Annex 2.

3. Publicity for the Malaria Eradication Programme

3.1 Thanks to the large participation in this philatelic project, millions of stamps and special cancellations have been transmitting to all parts of the world an appeal for united efforts against the world's most widespread and costliest disease as nearly all of them carry the slogan "The World United Against Malaria". The special cancellation slogan in the United Kingdom only, according to the official estimates, was applied on about 200 million items of mail; over 100 000 items of mail were daily imprinted with the antimalaria slogan in Geneva during the week 7-14 April 1962; the United States of America issued 100 million antimalaria stamps, Viet Nam seven million, Nigeria 4.8 million, Czechoslovakia 4.45 million, Poland 3.75 million, India 3.5 million - to give but a few illustrations. While drawing the attention of the populations of the more privileged nations to the problem of malaria, these numerous philatelic items, at the same time, have been telling the peoples of the malarious countries that the rest of the world does not forget their struggle for better health.

3.2 The issue of antimalaria postage stamps received considerable coverage in the press. Items in the press ranged from articles and features to official statements on and announcements of individual issues. Medical publications also carried articles in connexion with antimalaria stamps. A review of the clippings received in headquarters gives an indication of the publicity obtained in the press. In 1958, the year of the extension of malaria eradication operations on a world-wide scale, the clippings received in headquarters from 33 countries contained 371 articles about malaria. In 1962, the Division of Public Information has recorded in the press of 30 countries from which the Division receives clippings, 1529 articles on the malaria eradication stamp campaign and the eradication programme or the problem of malaria in general.

3.3 Many postal administrations, in advertising their malaria eradication commemorative issues, included information and data about malaria and the eradication programme in their respective bulletins and pamphlets. The narratives on malaria were usually prepared with the assistance of WHO staff. Thousands of such bulletins and pamphlets were distributed throughout the world.

3.4 The International Boy Scout Movement, Canada and the Hobbies Committee in the United States of America endeavoured, through their own means and channels, to publicize the malaria eradication stamp plan as an illustration of the world solidarity in combating malaria.

3.5 Several companies (chemical and pharmaceutical) contributed to the efforts to spread information about malaria by printing and distributing brochures or illustrated features relating to the issue of malaria eradication stamps, coloured stamp illustrated folders, articles with coloured stamp reproductions, advertisements with the design of the model stamp, etc.

3.6 Twelve press releases on the malaria eradication stamp plan, prepared by headquarters, were distributed in 42 000 copies. Regional offices and the Liaison Office with the United Nations issued a number of press releases also. The extra issue of the World Health magazine devoted to malaria, which was printed in November 1961 in 97 000 copies, was exhausted by early 1962. A new special issue was printed in June 1962 to meet the increased demand for documentation on malaria. As at 31 December 1962, 103 000 copies of the latter were distributed.

3.7 Other mass information media also gave a great deal of attention to malaria eradication stamps. Radio and television stations all over the world carried the message "The World United Against Malaria" and arranged for special programmes, the central theme of which was the battle against malaria. For this purpose, headquarters sent printed and visual material and included items concerning malaria in WHO feature programmes. The Philatelic Agency for Malaria Eradication Postage Stamps, the Organization's sales agent, at its own expense, produced 720 short television films and 3810 phonograph records. The Agency distributed, mostly to radio and television stations for the "Stamp Out Malaria" programme, thousands of kits containing copies of these films, records, slides, information material, etc.

3.8 The Advertising Council in the United States of America (a non-profit, public service organization) authorized and recommended the malaria eradication stamp programme to be broadcast by radio and television stations throughout the country. As a result, during 1962 radio and television stations in the United States, including the major national networks, daily publicized the malaria eradication programme and appealed to the public to support antimalaria work. A 30-minute programme produced by the Swiss Broadcasting Corporation (Société romande de Radio-diffusion, Studio de Lausanne), with recorded material collected on the spot in Africa, was broadcast by 32 national networks totalling 45 transmitters of the "Communauté des programmes de langue française" (including France, Belgium, Switzerland, Luxembourg, Monaco, Canada, countries and territories in Africa, Asia, Oceania, Latin America and the Caribbean area). Although no appeal for funds was made, a sum of 6132.20 Swiss Francs was donated by listeners and placed to the credit of the Malaria Eradication Special Account. A similar TV programme of the same duration, entitled "Les Esclaves de la Fièvre" (The Slaves of Fever) was distributed by Eurovision to be shown in the United Kingdom (BBC), Sweden, Denmark, Netherlands and Switzerland. The opening of the "MALAREX" exhibition in the Palais des Nations was covered by the Swiss and French television, the latter having sent a team from Paris to prepare a special programme on the subject. A radio feature on the malaria eradication operations in North Borneo, with an on-the-spot report, was accepted by 19 radio stations in different parts of the world. The estimated advertising value of these broadcasts if paid for at the current commercial rates would amount to several hundred thousand dollars.

3.9 Exhibitions of the malaria eradication postage stamps and related philatelic material commemorating the world malaria eradication programme were organized in Belgium - Brussels, Charleroi; the Federal Republic of Germany - Essen, Hamburg, Munich; France - Evian; Korea - Seoul; India - Madras; Iran - Teheran; Philippines - Manila; Switzerland - Geneva; United States of America - Baltimore, Chicago, Los Angeles, Minneapolis, New York, Philadelphia, Washington, etc. Other stamps and philatelic material displayed on the occasion of some of those exhibitions illustrated the history of WHO and its daily, often little known, work.

3.10 Arrangements were made for the exhibition of antimalaria stamps at the Century-21-Exhibition in Seattle, the Do-It-Yourself Exhibition in London and the Great Toronto Stamp and Coin Show in Toronto. Antimalaria stamps were also exhibited at traditional philatelic exhibitions, such as ASDA Stamp Show in New York, Europa 62 in Naples, INTERPEX in New York, NASPEX in Long Island, PRAGA 62 World Exhibition of Postage Stamps in Prague, SOJEX 1962 in Atlanta City, STAMPEX in London. Some of those world-famous philatelic events were held in 1962 under the slogan of the antimalaria campaign. A number of other philatelic exhibitions displayed anti-malaria stamps, such as: EXPHISALM-62 in Vielsam, Belgium; BEPEX in Bergen County, United States of America; the exhibition of the Philatelic Club in Ieper, Belgium; the First Philatelic Exhibition in Bangalore, India; the Dundee and District Philatelic Society in Dundee, Angus, Scotland, United Kingdom, etc. Malaria eradication stamps were also displayed in various Brazilian towns, Multan Cantonment in Pakistan, in Manatee County Stamp Club and Eureka Stamp Society in Bradenton, United States of America, in Venezuela, etc. All these displays, attended by hundreds of thousands of visitors, highlighted the problem of malaria and the efforts pursued to free the world from this disease.

3.11 Ceremonies took place in some capital cities on the day of issue and at the United Nations headquarters in New York on the occasion of the issue of the United Nations antimalaria stamps on 30 March 1962. A special message from the President of the United States of America was read at the ceremony held in Washington. In Teheran a donation ceremony was organized at which the stamps were handed to the WHO representative. The Government of Viet Nam indicated its interest in setting up a permanent exhibition of malaria eradication stamps in their malaria headquarters.

3.12 The foregoing account of the publicity activities and events resulting from the malaria eradication stamp plan is far from being exhaustive. There is, however, sufficient evidence that this plan has made an appreciable contribution to the spreading of information on malaria and to stimulation of the general public's interest in the battle against malaria. The intensified world-wide publicity about the problem of malaria coincides with the Organization's efforts to obtain continuing voluntary support for the acceleration of the eradication programme as approved by the Fourteenth and Fifteenth World Health Assemblies.

4. Donations

4.1 Out of the 83 countries and territories which made or promised donations in connexion with the issue of antimalaria stamps, 61 donated quantities of stamps and some quantities of related philatelic material; one country donated only envelopes with a special cancellation as it did not issue antimalaria stamps; 21 promised the proceeds from the surcharge or a percentage of the proceeds from the sale of stamps. The list showing the donor countries and territories, the denominations and number of series received as well as donations in cash promised and/or received is attached as Annex 3.

4.2 The value of the postage stamps and related philatelic items sold as at 31 March 1963 amounted to US\$ 203 271 from which there is to be deducted the sale agent's commission of \$ 30 491. Thus, US\$ 172 780 was transferred to the Malaria Eradication Special Account, together with US\$ 22 094 representing the cash donations received, making a total of US\$ 194 874.

4.3 There still remain quantities of unsold stamps and related philatelic items. This in part is due to the fact that in many instances the donated stamps reached the Organization's consignee in New York long after the date of issue when the demand on the philatelic market was already met to a large extent. The sale of this material continues, but the sale prospects do not seem particularly promising. The closing date for sale will be fixed some time in 1963 and will be announced at least one month in advance.

5. Planning and execution of malaria eradication stamp plan

5.1 Some information on the organizational and administrative aspects of this undertaking and the work involved is given in Annex 4.

6. Termination of the project

6.1 In his report¹ to the thirty-first session of the Executive Board the Director-General has outlined the action to be followed for the termination of the Organization's malaria eradication postage stamp plan. Subsequently that report has been transmitted

¹ Document EB31/39 paragraphs 6.1 to 6.4

to all Members. The final list of participants with the dates of issue of their stamps and related philatelic material making part of this stamp plan and the list of donations have been established - Annexes 2 and 3 - according to the envisaged procedure. As mentioned in paragraph 4.3 above, the closure of the sale will take place during the current year.

6.2 The countries which withdraw their antimalaria stamps before the closing date of the sale are expected to inform the Organization, which will then withdraw the respective stamps from its own sale.

6.3 All the unsold stamps and related philatelic items on the closing date of the WHO sale will be destroyed in accordance with Article V(a) of the Agreement between WHO and the Inter-Governmental Philatelic Corporation in the presence of a witness appointed by WHO. A copy of the respective certificate will be transmitted to the governments concerned.

6.4 The final financial account of income and expenditure is expected to be submitted to the thirty-third session of the Executive Board and to the Seventeenth World Health Assembly.

PARTICIPATION IN THE MALARIA ERADICATION
POSTAGE STAMP PLAN BY THE MEMBERS OF WHO BY REGION
(1962 Membership)

Regions	Members participating			Members not participating	Total Members and Associate Members in 1962
	Total	Donating	Not donating		
Africa	23	20	3	2	25
Americas	15	9	6	7	22
South-East Asia	8	6	2	-	8
Europe	17	12	5	15	32
Eastern Mediterranean	17	16	1	-	17
Western Pacific	8	7	1	3	11
Totals	88	70	18	27	115

United Nations Postal Administration	1	-	1		
Other Postal Administrations	25	13	12		
Total Participants	114	83	31		

POSTAGE STAMPS DEVOTED TO THE
MALARIA ERADICATION PROGRAMME

Participants with the dates of issue of their stamps
and/or related philatelic items making part of the
World Health Organization's malaria eradication
postage stamp plan

(A)

POSTAGE STAMPS

(including souvenir sheets and first-day covers)

<u>Participants</u>	<u>Dates of issue</u>
Afghanistan	5 October 1962
Albania	7 April 1962
Argentina	14 April 1962
Bolivia	4 October 1962
Brazil	24 May 1962
Bulgaria	7 April 1962
Burundi	10 December 1962
Cambodia	7 April 1962
Cameroon	7 April 1962
Canal Zone Panama	24 September 1962
Central African Republic	7 April 1962
Ceylon	7 April 1962
Chad	7 April 1962
China	7 April 1962
Colombia	12 April 1962
Congo, Brazzaville	7 April 1962
Congo, Leopoldville	20 June 1962
Cuba	14 December 1962
Cyprus	14 May 1962
Czechoslovakia	18 June 1962
Dahomey	7 April 1962
Dominican Republic	29 April 1962
Ethiopia	7 April 1962
France	14 April 1962
French Somaliland	7 April 1962
Gabon	7 April 1962
Ghana	1 December 1962
Guinea	7 April 1962
Guatemala	4 October 1962
Haiti	30 May 1962
Holy See	6 April 1962
Hungary	25 June 1962
India	7 April 1962

Annex 2

<u>Participants</u>	<u>Dates of issue</u>
Indonesia	7 April 1962
Iran	21 June 1962
Iraq	31 December 1962
Israel	30 April 1962
Italy	31 October 1962
Ivory Coast	7 April 1962
Jordan	15 April 1962
Korea	7 April 1962
Kuwait	1 August 1962
Laos	19 July 1962
Lebanon	1 July 1962
Liberia	7 April 1962
Libya	7 April 1962
Liechtenstein	2 August 1962
Madagascar	7 April 1962
Malaya, Federation of	7 April 1962
Maldives Islands	7 April 1962
Mali	7 April 1962
Mauritania	7 April 1962
Mexico	30 May 1962
Monaco	6 June 1962
Mongolia	8 July or August 1962
Morocco	3 September 1962
Nepal	7 April 1962
Nicaragua	27 July 1962
Niger	7 April 1962
Nigeria, Federation of	7 April 1962
Pakistan	7 April 1962
Panama	3 May 1962
Papua and New Guinea	7 April 1962
Paraguay	23 May 1962
Philippines	24 October 1962
Poland	1 October 1962
Portugal - 8 overseas provinces issued one postage stamp each	12 March 1962
Ryukyu Islands	7 April 1962
Saudi Arabia	7 May 1962
Senegal	7 April 1962
Sierra Leone	7 April 1962
Somalia	25 October 1962
Spain	21 December 1962
Sudan	7 April 1962
Surinam	2 May 1962
Swaziland - malaria control	24 April 1962
Switzerland	19 March 1962

Annex 2

<u>Participants</u>	<u>Dates of issue</u>
Syria	7 April 1962
Thailand	7 April 1962
Togo	2 June 1962
Tunisia	7 April 1962
Turkey	7 April 1962
United Arab Republic	20 June 1962
Upper Volta	7 April 1962
United Nations Postal Administration	30 March 1962
United States of America	30 March 1962
USSR	6 May 1962
Venezuela	20 December 1962
Viet Nam	7 April 1962
Yemen	20 June 1962
Yugoslavia	7 April 1962

(B)

SPECIAL CANCELLATIONS ONLY

Austria - special cancellation BREGENZ Post Office	3 September 1962
British Guiana - special cancellation	7 April 1962
British Solomon Islands Protectorate - special cancellation	8 May 1962
Burma	7 April 1962
Canada - special cancellation	1 April 1962
Denmark - special cancellation	7 April 1962
- second special cancellation	6 August 1962
East African Postal Administration - Kenya, Tanganyika and Uganda - special cancellation	2 April 1962
Federation of Rhodesia and Nyasaland - special cancellation	7 April 1962
French Polynesia - special cancellation	2 April 1962
Malta - special cancellation	7 April 1962
New Zealand - special cancellation	6 April 1962
Singapore - special cancellation	7 April 1962
United Kingdom - special cancellation	1 August 1962
Zanzibar - special cancellation	- April 1962

POSTAGE STAMPS
DEVOTED TO THE MALARIA ERADICATION PROGRAMME

List of Donations

Symbols:

IMS = unperforated stamps
FDC = first day covers
SS = souvenir sheets

(A)

Stamp and Related Philatelic Material Donations

<u>Country</u>	<u>Denomination of stamps</u>	<u>No. of series donated</u>	<u>Remarks</u>
Afghanistan	2, 2, 5, 10 and 15 puls 25, 50, 75, 100, 150 and 175 puls	1 040 800	
Albania	0.10, 0.11, 1.50 and 2.50 leks	1 000	
Bolivia	600 and 2 000 boliviano	2 000	
Brazil	21 cruzeiros	100 000	
Bulgaria	5 and 20 stotinki	10 000	
Burundi	8 and 50 francs 58 francs FDC	3 000 490	
Cambodia	2, 4 and 6 rials	6 000	
Ceylon	0.25 Ceylonese rupees	100 000	
China	0.80 and 3.60 N.T. dollars	100 000	
Colombia	0.20, 0.40, 0.50, 1.- and 1.45 pesos FDC without stamps	10 000 1 000	
Cuba	1, 2 and 3 centavos	100 000	
Cyprus	10 and 30 mils	25 000	

<u>Country</u>	<u>Denomination of stamps</u>	<u>No. of series donated</u>	<u>Remarks</u>
Czechoslovakia	0.60 and 3.- korunas	5 000	
	0.60 and 3.- korunas SS	4 998	
	0.60 and 3.- korunas FDC	10 000	
Denmark	12 ore envelopes	4 967	
Ethiopia	0.15, 0.30 and 0.60 Ethiopian dollars	30 000	
Guinea	25, 50 and 100 francs	15 000	
	100 francs SS	2 000	
Haiti	50 centimes	99 960	
	50 centimes (airmail)	100 064	
	5 centimes	96 000	
	10 centimes	99 964	
	20 centimes	99 856	
	1.- gourde	100 004	
	2.- gourdes SS	25 000	
Holy See	15, 40, 70 and 300 liras	100 000	
	15, 40, 70 and 30 liras FDC	35 000	
Hungary	2.5 forints	2 000	
	4 stamps at 2.5 forints SS	1 000	
Indonesia	0.40, 1.50, 3.- and 6.- Indonesian rupiahs	100 000	
Iran	2, 6 and 10 rials	16 650	
	18 rials FDC	11 627	
	envelopes with cancelled 18 rials stamps	16 435	
Israel	0.25 Israeli pounds	20 000	
	0.25 Israeli pounds FDC	5 000	
Jordan	0.015 and 0.035 Jordanian dinars	165 000	
	0.050 Jordanian dinars FDC	34 837	
Korea	40 hwans	100 000	
	40 hwans SS	100 000	

Annex 3

<u>Country</u>	<u>Denomination of stamps</u>	<u>No. of series donated</u>	<u>Remarks</u>
Kuwait	4 and 25 fils	40 000	
Laos	4, 9 and 10 kips	20 000	
Lebanon	30 and 70 piastres	24 999	
Liberia	25 cents and 25 cents airmail	20 000	
Libya	15 and 50 mills	60 000	
	15 and 50 mills IAS	4 000	
	15 and 50 mills SS	3 000	
Liechtenstein	0.50 Swiss francs	100 000	
	0.50 Swiss francs FDC	10 000	
Malaya, Federation of	0.25, 0.30 and 0.50 Malayan dollars	50 000	
Maldive Islands	2, 3, 5, 10, 15, 25, 50 laarees and 1.- rupee	5 000	
Mexico	0.40 peso	40 000	
	0.20 peso (Mental Health)	20 000	
Mongolia	1, 5, 10, 15, 20, 30, 40, 50 mongos	1 000	Not yet received
Morocco	0.20 and 0.50 dirham	100 000	
Nepal	12 paisas	50 000	
	1 rupee	1 680	
Pakistan	10 and 13 paisas	93 478	
	10 and 13 paisas FDC	49 995	
Poland	0.60, 1.50 and 2.50 zlotys	100 000	
	4.60 zlotys FDC	34 800	
	3 zlotys SS	50 000	
	3 zlotys FDC, SS	35 200	

<u>Country</u>	<u>Denomination of stamps</u>	<u>No. of series donated</u>	<u>Remarks</u>
Portuguese Overseas Provinces			
Angola	2.50 escudos		
Cape Verde	2.50 escudos		
Port Guinea	2.50 escudos	25 000	
Port India	2.50 escudos		
Mozambique	2.50 escudos		
St Thomas and Principe	2.50 escudos		
Timor	2.50 escudos		
Macao	0.40 aros		
Saudi Arabia	3.6 and 8 piastres 3, 6 and 8 piastres FDC	30 000 9 190	
Sierra Leone	3 and 1/3 pence	100 020	
Somalia	0.10, 0.25, 1 and 1.80 somalos	4 000	
Spain	1 peseta	30 000	
Sudan	15 and 55 milliemes	100 000	
Switzerland	0.50 Swiss francs 0.50 Swiss francs FDC	100 000 35 000	
Syria	12-1/2 and 50 piastres	100 000	
Thailand	0.05, 0.10, 0.20, 0.50, 1.-, 1.50, 2.- and 3.- bahts	100 000	
Togo	10, 25, 30 and 85 C.F.A.	25 000	
Tunisia	20, 30 and 40 millimes	50 000	
Turkey	30 + 5 and 75 + 5 kurush	20 000	
United Arab Republic			
(Egypt)	10 and 35 milliemes	50 000	
(Palestine)	10 and 35 milliemes	50 000	

Annex 3

<u>Country</u>	<u>Denomination of stamps</u>	<u>No. of series donated</u>	<u>Remarks</u>
Venezuela	0.30 and 0.50 bolivars 2 bolivars SS	100 000 35 000	
Viet Nam	0.50, 1.-, 2.- and 6.- piastres	30 000	
Yemen	4 and 6 bakshas	50 000	
Yugoslavia	50 dinars	20 000	

(B)

Cash Donations

<u>Country</u>	<u>Donation</u>	<u>Value in US\$</u>	<u>Remarks</u>
Cameroon	Proceeds from surcharge	634.09	Paid
Central African Republic	Proceeds from surcharge		
Chad	Proceeds from surcharge		
Congo, Brazzaville	Proceeds from surcharge		
Congo, Leopoldville	Percentage of sale - 25 per cent. of issue in cash		
Dahomey	Proceeds from surcharge	2 020.41	Paid
Dominican Republic	RD\$ 5000	5 000	
French Somaliland	Proceeds from surcharge		
Gabon	Proceeds from surcharge		
Ghana	£G 1000	2 800.34	Paid
Ivory Coast	Proceeds from surcharge		

Annex 3

<u>Country</u>	<u>Donation</u>	<u>Value in US\$</u>	<u>Remarks</u>
Madagascar	Proceeds from surcharge		
Mauritania	Proceeds from surcharge CFA francs 200 000 + CFA francs 100 000	816.33 + 408.16	
Monaco	NF 50 000, i.e. value of 50 000 stamps	6 123	Paid
Niger	Proceeds from surcharge	1 521.53	Paid
Nigeria, Federation of	£ 2000 from sale of stamps	5 600.67	Paid
Paraguay	GU 319 950 in cash	2 580	Paid
Philippines	Percentage of sale		
Senegal	Proceeds from surcharge		
Surinam	Percentage of sale	814.06	Paid
Upper Volta	Proceeds from surcharge		

PLANNING AND EXECUTION OF MALARIA ERADICATION POSTAGE STAMP PLAN

Some information on the organizational and administrative aspects

1. Co-operation with other organizations

In preparing the plan for the issue of malaria eradication postage stamps, consultations were held with the Universal Postal Union and the Office of the High Commissioner for Refugees, which had in 1960 issued postage stamps for refugees. Upon approval of the malaria eradication stamp plan by the Executive Board, the International Bureau of the Universal Postal Union incorporated the text of the plan in its circular to the postal administrations of the Union's members. The Secretary-General of the United Nations was kept informed. Technical advice was received from the Swiss postal administration.

2. Preparation of the emblem and the model stamps

Four artists were invited to submit drawings for both the emblem and the model stamps under conditions specially established for that purpose. An advisory committee was convened to recommend the selection of the emblem and designs of model stamps prepared by the artists. The committee was composed of experts in the matter coming from three Members of the Organization (other than those from which the artists had been selected) and two members from the Secretariat.

3. Arrangements for the sale of donated stamps

For the sale of the stamps and other related philatelic material which would be donated to the Organization, an agreement was concluded with the Inter-Governmental Philatelic Corporation. Under this agreement the Corporation was appointed to act as the exclusive agent of the Organization and to sell the stamps contributed to WHO at their face value, through its specially established subsidiary - The Philatelic Agency for Malaria Eradication Postage Stamps. The stamps and other contributed material were to be consigned to the J. Henry Schroder Banking Corporation, New York, which acted as custodian of such donations on behalf of the Organization. These arrangements

Annex 4

relieved the Organization of complex operations of receiving, handling, distributing, advertising, accounting for donations, etc. The agreement was transmitted to all Members (C.L.32. 1961 of 4 October 1961), and subsequently to other participants, and noted by the Executive Board in resolution EB29.R28.¹

4. Communications with participants

The carrying out of the plan required voluminous communications with Members and other participants. Communications ranged from general information about the plan to individual letters dealing with various administrative, financial and technical details. Regional offices also followed up the development of the plan and assisted in solving many problems. The same is true for the field staff in a number of the participating countries and territories. The delays in the dispatch of donated stamps and related material caused a considerable amount of additional correspondence. In a number of cases the donations were delivered to the field staff or sent to the respective regional office or headquarters, who in turn had to arrange for forwarding them to New York.

Whenever it was noted that stamps and/or, more specifically, some denominations, souvenir sheets or first-day covers were issued in limited quantities, the Director-General drew the attention of the countries concerned to the desirability that they issue adequate quantities to ensure wide and easy distribution.

5. Philatelic organizations, stamp trade and collectors

Various philatelic organizations, including the International Federation of Philately, showed varying degrees of interest in the plan and communicated with the Organization. Some stamp trade circles, presumably dissatisfied with the efforts which the Organization was pursuing in order to implement this project in conformity with its objectives and its humanitarian character, engaged in active propaganda against it and it was necessary for the Organization to take measures to counteract such attitudes.

¹ Off. Rec. Wld Hlth Org. 115, 17

Annex 4

Numerous private letters were received requesting information in respect of the stamps; they were referred for action to the Philatelic Agency for Malaria Eradication Postage Stamps or its sub-agents. The letters requesting information on the malaria programme itself were answered by WHO staff.

6. Preparation of exhibition

The exhibition of malaria eradication postage stamps in Geneva was organized by WHO staff in co-operation with the Philatelic Agency for Malaria Eradication Postage Stamps which bore most of the expenditure involved. This exhibition also included other stamps and philatelic material illustrating the history of the Organization and its daily work. The Organization contributed to other exhibitions by sending stamps prepared for display according to the established technical requirements and by providing visual material and information material about WHO and malaria. Information has usually been sent also to radio, press and television in the cities where such exhibitions were held. The Philatelic Agency for Malaria Eradication Postage Stamps participated in the preparation and arrangements of almost all the exhibitions held outside Geneva.