

The 1962 "World United Against Malaria" Campaign Synopsis (page 1 of 2)

Purpose: This exhibit will showcase the 150+ philatelic issues which were part of the W.H.O. sponsored stamp campaign against malaria sponsored by the World Health Organization (W.H.O.)

Scope: The exhibit concentrates on the stamps, souvenir sheets, slogans, meters, etc. issued for the W.H.O.'s anti-malaria campaign for the desired timeframe of January 1, 1962 through December 31, 1962, as well as the items issued "early" in 1961 and items issued "late" during 1963 and 1964. This exhibit will include Cinderella issues such as Herm Island, Lundy Island, and other postal authorities which were not members of the United Nations.

Treatment: The exhibit will start with United Nations original Plan, then show the "early" releases, "official" timeframe releases, "late" releases and then a conclusion. The ordering of the exhibit will be date of issue and when more than one postal authority has an issue on the same date, the order will be alphabetical. There were also some "malaria" related issues being produced during 1961 through 1964 which will not be in the exhibit. These include two slogans from Papua New Guinea stating "For Better Health Take Anti-Malarials Regularly" and another stating "Mosquitoes Annoy - Control Breeding". In 1961, Turkey had a stamp with someone spraying a mosquito for the anti-malaria work being done in Turkey but this was issued for the 15th anniversary of UNICEF and not the malaria campaign itself. There are a few more but these out of scope to the exhibit.

Importance: Malaria was a world-wide epidemic that killed millions of people and contributed to economic depression and instability. Still today, over 1,000,000 people die a year from malaria (data from UNICEF). The U.N./W.H.O. stamp campaign successfully brought global awareness to the issue, educated the world's population about prevention and cure, and raised millions of dollars used in the global education, prevention and treatment of malaria. This raised revenue was from direct donations from countries like the United States or from postal agencies donating revenues from the stamps or donating stamps themselves to the United Nations which could sell them and get the revenue directly. Well over 100 postal agencies and many other organizations (Wilkinsburg Stamp Club created a Cinderella sheet and donated a few hundred dollars) got involved in this campaign as evidenced by the ten frames in this exhibit. This was the largest stamp campaign to date and took years to organize.

Philatelic/Subject Knowledge: I have been collecting these malaria campaign stamps for over 20 years. In 2007, I restarted the Malaria Philatelists International (MPI) serving as its president and webmaster and responsible for over 90% of the articles. In my 20+ years of collecting, I have purchased many intact collections (including philatelic research notes) from notable collectors and original members of the MPI from the 1970s such as Ron Ward, James Sauer, Kelly Horn and others who collected for 40+ years.

Personal Study and Research: There is a Malaria Philatelists International (MPI) definitive handbook (originally started in the late 1970s on paper) which I am a co-author and is now over 5000 pages in online PDFs and the MPI records every malaria item that the club (over 100 members) can locate. I look at hundreds of large auctions each year and spend about 5 hours a week on eBay, Delcampe, other online auction sites, and attend 3-5 WSP shows a year looking for items. For the MPI, I have written about 100 malaria articles (some deal with other non campaign malaria issues).

Rarity/Condition: "Rarity" is a subjective word. Some items can be easily written up as unique like Essays and the Courvoisier Progressive Die Proofs. Other items such as the French area Sepia Proofs only have 3-5 produced and 2 of them are in the archives which leaves 1-3 on the market. With me buying so many large collections from collectors who collected for 30-40 years, I have obtained hundreds on "one recorded" items.

I have over 40 feet of binders with philatelic items all dealing with malaria. Finding "quality" (in good shape, good stamp, clean readable cancel) commercial covers with these anti-malaria stamps can be very difficult. You can search eBay and find 5-10 any day of the week but they are torn or are philatelic or have terrible cancels or they are just plain covers paying the domestic surface rate. Finding the "great" covers is extremely hard. I have tried to show "great" commercial covers with interesting destinations, interesting rates or have auxiliary markings.

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History/Updates

1. Showed at AmeriStamp 3/3/2017 in Reno. Received Large Gold, 92 Points, 2 Specials.
2. Preparation for Philatelic Show. Text changes on 4 pages. Replaced 4 items on Cameroun page with Unique Essay.

Note on Highlighting Items. With each postal authority having a single page in the exhibit, a page like "Guinea (Feb 23, 1962)" has a Die Proof of the Overprint, strip of 5 stamps with missing overprint, proof pairs of the overprint, pair of stamps with missing perforations, a vertical strip of 5 with inverted overprint on the bottom stamp, and two other stamps with inverted overprints, and a commercial cover with the dater portion of the cancellation inverted. All of these would be highlighted if this was a single frame exhibit on the set of 5 Guinea stamps and these items were distributed through the exhibit but possibly only one of those items will be highlighted because the next page has a Sepia Proof (3-5 produced) and a Signed Artist Proof, and the next page has an Essay, and the next page ..., etc. This exhibit truly has the best of the best of these campaign issues on so many pages.

Philatelic Elements: As in a Thematic Exhibit, there is an expectation for the wide variety of the "elements" in the exhibit. Below is the list of some of the major types of elements throughout the exhibit:

- Essays/Drawings (unique) (12 items in the exhibit)
- Imperforate Progressive Die Proofs (Courvoisier S.A.) (unique) (3 items in the exhibit)
- Sepia Proofs (1 to 3 on the market) (5+ in the exhibit)
- Compound Deluxe Sheets
- Artist's Die Proofs
- Imperforate Trail Color Proofs,
- Imperforate Proofs of Overprints
- Photo Essay (8 in the exhibit) / Publicity Photos
- Post Office Announcements
- Philatelic Release Documents
- Signed Plate Blocks
- Errors, Freaks, and Oddities (Missing Colors, Misaligned Perforations, Missing Perforations, Inverted Centers, Inverted Overprints, Paper Fold)
- Commercial Covers (With Registration
 - With Auxiliary Markings: Return to Sender, Forwarded, Postage Due, Used on Telegram, Used on Stock Transfer)
- First Day Covers (Signed By Designer, Hand Drawn)
- Specimen Stamps

- Usual suspects: MNH, Souvenir Sheets, Slogans, Meters, Cinderellas, MaxiCards, + a dozen or more Elements.

References:

MPI Articles: <http://www.malariastamps.com/mpi/malaria-stamps-club-articles-listing.asp>, Larry Fillion (100+ articles)
MPI Handbook: <http://www.malariastamps.com/mpi/handbook.asp>, Mike Birrer, Larry Fillion, (5000 pages)
U.S. International Postage Rates 1872-1996, Beecher, Tony W.
(there are a few errors in this book in regards to incoming rates)

With this exhibit having items from 150+ postal authorities, I have looked at many articles from many philatelic specialty clubs and have emailed specialists all over the world for information to research and to use that information in this exhibit. It is impossible to supply a complete list of references as each page in the exhibit is dealing with a different stamp issue and will have different research materials.