

# MPAO CARDS

FRANCE • 1916

During World War I, troops fighting on the eastern front – Greece and neighboring areas – were plagued by malaria. Although soldiers were provided quinine and mosquito nets to protect them from the debilitating disease, they needed frequently to be reminded to use these resources. The Malaria Mission to the Army of the East supplied soldiers with postcards that carried reminders to use quinine and bed nets. Shown here are the various cards supplied. Prices are for unused cards. Used cards sell for more.

Presented first are two cards designed by noted French artist Albert Andre Guillaume. Multicolored and printed on white cardstock in 1916 by L. V. of Paris at the direction of the State Health Service, they were distributed to French soldiers on the eastern front. Each card bears a reminder for guarding against malaria and shows soldiers who do and do not heed the reminder. An MPAO (Mission Paludeens de Armee de Orient) number is printed in the left margin. The cards measure 140 x 90 mm. [See *France (1996) army postcards* for reproduction of A2. Reproductions on photo paper and without printing on the reverse are mere digital copies.]



Notes: no malaria-related text

## A1-A2 Reverse



Message: Soldier: Take quinine every day

Quantity:

Notes: M.P.A.O. No. 16

Price: E

A1

Checklist: unused  used



Message: Always sleep under your mosquito net

Quantity:

Notes: M.P.A.O. No. 17

Price: E

A2

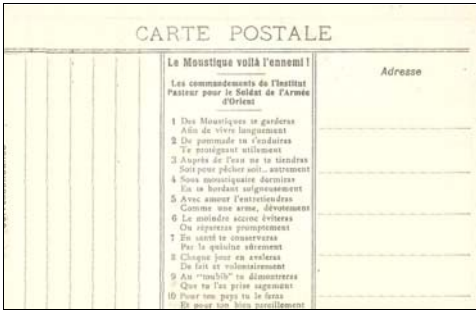
Checklist: unused  used

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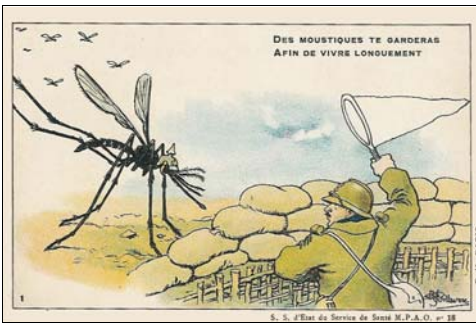
FRANCE  
•  
1916

The second set of cards consisted of ten designs created by Albert Andre Guillaume. Each design illustrates one of the Pasteur Institute's 10 commandments for malaria prevention among soldiers on the eastern front. Printed in 1916 by E. V. of Paris at the direction of the State Health Service of France, the designs were prepared in multiple colors on white cards as well as in sepia on tan cards. The MPAO number appears at bottom right, and the number of the commandment portrayed is printed in the design area at lower left. In French, the two lines of each commandment rhyme with the lines of the other commandments. The cards measure 140 x 90 mm. [See France 1995 for reproduction of B4.]



*Notes:* address and message areas flank listing of Pasteur Institute's ten commandments

## B1-B10a Reverse



*Message:* Here the mosquito is the enemy

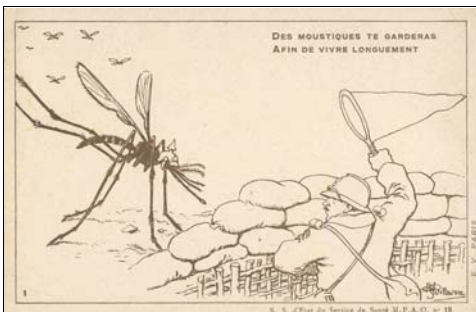
*Quantity:*

*Notes:* M.P.A.O. No. 18

*Price:* F

**B1**

*Checklist:* unused  used



*Quantity:*

*Notes:* as B1: sepia; hand-stamp on reverse of this example

*Price:* E

**ARMÉE D'ORIENT**  
RESERVE DES MÉDICAMENTS

**B1a**

*Checklist:* unused  used

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*Message:* Protect yourself with insect repellent  
*Quantity:*  
*Notes:* M.P.A.O. No. 19  
*Price:* F

**B2**

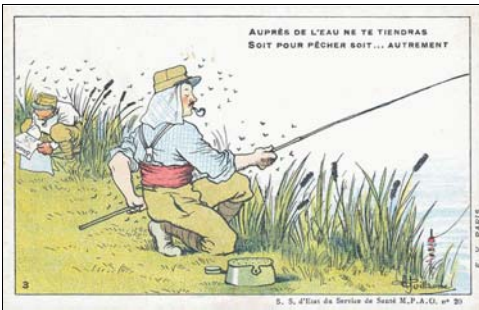
*Checklist:* unused \_\_\_ used \_\_\_



*Quantity:*  
*Notes:* as B2: sepia  
*Price:* E

**B2a**

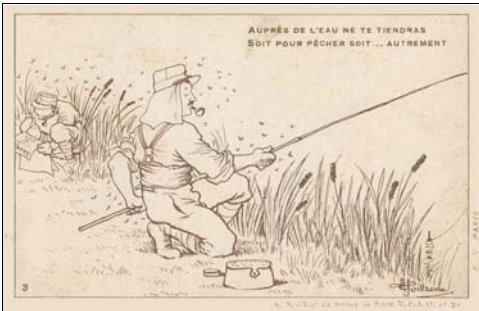
*Checklist:* unused \_\_\_ used \_\_\_



*Message:* Don't stay near water for fishing, or else  
*Quantity:*  
*Notes:* M.P.A.O. No. 20  
*Price:* F

**B3**

*Checklist:* unused \_\_\_ used \_\_\_



*Quantity:*  
*Notes:* as B3: sepia; hand-stamp on reverse of this example  
*Price:* E

**ARMÉE D'ORIENT**  
 RÉSERVE DES MÉDICAMENTS  
 S. P. 510

**B3a**

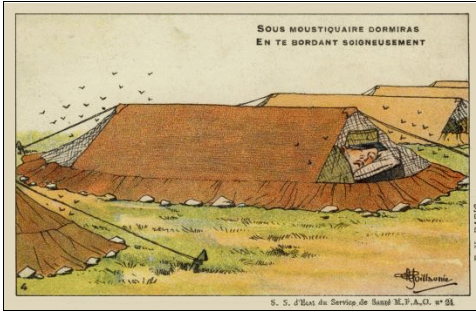
*Checklist:* unused \_\_\_ used \_\_\_

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# MPAO CARDS

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*Message:* Sleep under a mosquito net and close it carefully

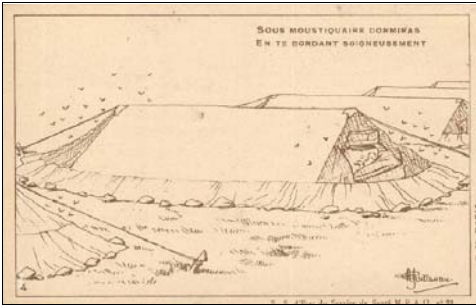
*Quantity:*

*Notes:* M.P.A.O. No. 21

*Price:* F

**B4**

*Checklist:* unused \_\_ used \_\_



*Quantity:*

*Notes:* as B4: sepia

*Price:* E

**B4a**

*Checklist:* unused \_\_ used \_\_



*Message:* Take care of your mosquito net as you take care of your gun

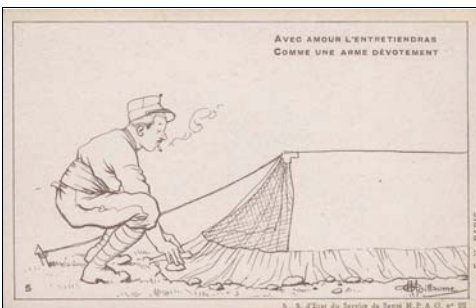
*Quantity:*

*Notes:* M.P.A.O. No. 22

*Price:* F

**B5**

*Checklist:* unused \_\_ used \_\_



*Quantity:*

*Notes:* as B5: sepia

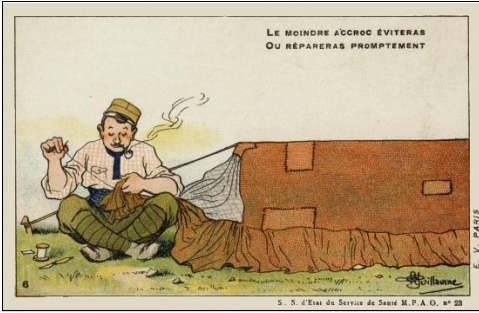
*Price:* E

**B5a**

*Checklist:* unused \_\_ used \_\_

# MPAO CARDS

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*Message:* Avoid making holes in your mosquito net and repair any that occur

*Quantity:*

*Notes:* M.P.A.O. No. 23

*Price:* F

**B6**

*Checklist:* unused  used



*Quantity:*

*Notes:* as B6: sepia

*Price:* E

**B6a**

*Checklist:* unused  used



*Message:* Maintain your health by taking quinine

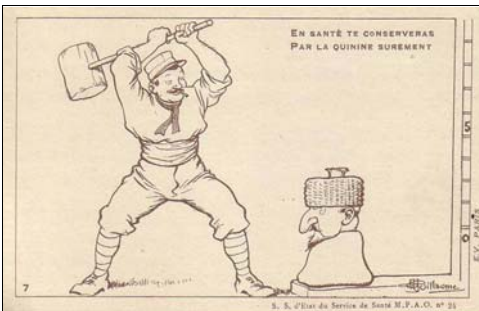
*Quantity:*

*Notes:* M.P.A.O. No. 24

*Price:* F

**B7**

*Checklist:* unused  used



*Quantity:*

*Notes:* as B7: sepia

*Price:* E

**B7a**

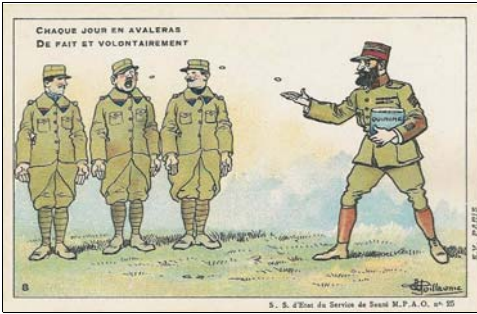
*Checklist:* unused  used

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# MPAO CARDS

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**B8**

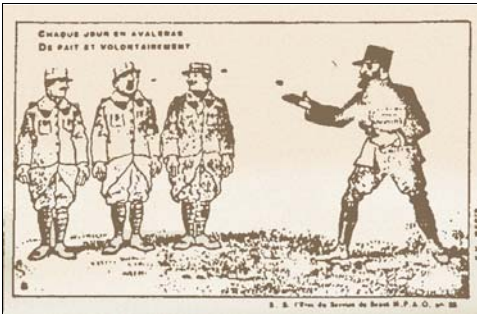
*Message:* Voluntarily take it every day

*Quantity:*

*Notes:* M.P.A.O. No. 25

*Price:* F

*Checklist:* unused  used



**B8a**

*Quantity:*

*Notes:* as B8: sepia; no example reported; card possibly not produced or distributed; image shown is fabricated

*Price:*

*Checklist:* unused  used



**B9**

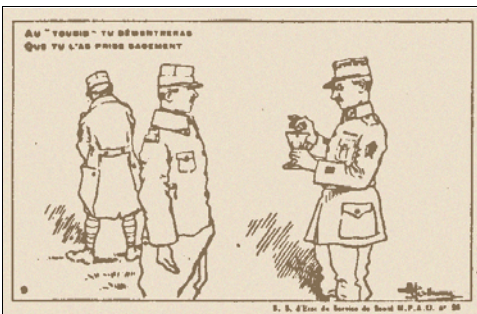
*Message:* Show the doctor that you take your quinine

*Quantity:*

*Notes:* M.P.A.O. No. 26

*Price:* F

*Checklist:* unused  used



**B9a**

*Quantity:*

*Notes:* as B9: sepia

*Price:* E

*Checklist:* unused  used

# MPAO CARDS

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**Message:** Do it for your country and for yourself as well

**Quantity:**  
**Notes:** M.P.A.O. No. 27  
**Price:** F

**B10**

**Checklist:** unused \_\_ used \_\_



**Quantity:**  
**Notes:** as B10: sepia  
**Price:** E

**B10a**

**Checklist:** unused \_\_ used \_\_

The last card prepared especially for France's Army of the East and bearing a malaria message was illustrated by the noted French artist Benjamin Rabier. Measuring 139 x 90 mm, the card was printed in multiple colors at the direction of the state health service in 1916. The reverse bore no malaria-related text.



**C1 Reverse**



**Message:**  
**Quantity:**  
**Notes:** M.P.A.O. No. 19  
**Price:** H

**C1**

**Checklist:** unused \_\_ used \_\_

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**MPAO CARDS**

**F  
R  
A  
N  
C  
E**

**•**

**1  
9  
1  
6**