

News OF THE WORLD'S Children



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Coming Next Month: Danny Kaye in "Assignment Children"

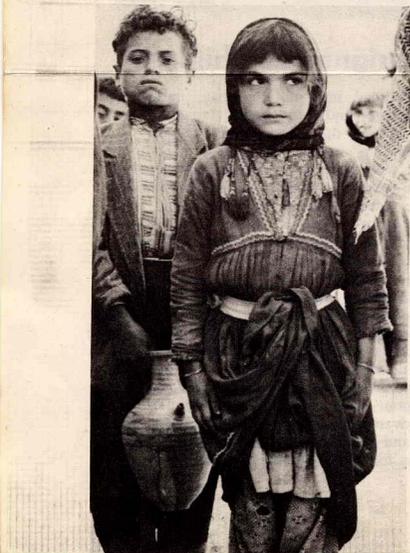
Beginning next month, the Danny Kaye film portraying his recent tour as UNICEF Ambassador-at-Large among underprivileged children in Asia will be distributed by Paramount Pictures on a non-profit basis to theaters throughout the world. "Assignment Children", a 20-minute technicolor feature which poignantly illustrates the significance of UNICEF aid to sick and undernourished youngsters, will reach audiences in the United States, Europe, the Middle East, Asia, the United Kingdom and Latin America.

The comedian won the hearts of boys and girls from India to Japan and produced a film acclaimed by reviewers as brilliant. In five Asian countries, antics like those pictured above before a group of Thai youngsters lured children to laughter: then Danny joined them as they participated in UNICEF-aided nutrition and disease control campaigns.

"Assignment Children" will be shown in commercial theaters everywhere. First prints will go to Australia and New Zealand for the UN Appeal for Children campaigns which start in April. Prints will be distributed in the United States at about the same time. The narration

is now being translated into all European, including Scandinavian, languages and into Arabic, Japanese and Thai, for release all over the world by year's end.

"Assignment Children" is more than a motion picture. It is the means by which millions will learn that governments and people are determined that the children of tomorrow will be healthier and happier than any preceding generation. Widest possible distribution, however, will depend not only on the efforts of UNICEF personnel throughout the world but also on UN Information Centers, National UNICEF Committees, other non-governmental organizations and on individuals. UNICEF and Paramount representatives will get in touch with as many organizations as possible. However, there are two ways in which everyone can participate: first, by informing local theater owners that the film may be had from Paramount and, second, by publicizing its showings throughout their respective communities. In this way fullest advantage can be taken of the generosity of Danny Kaye and the film industry in donating their time and facilities to help the under-privileged children of the world.



NO visitor ever got a heartier welcome in Koufrain than the amiable donkeys who trudged into that Syrian village recently, bulging with cargoes of DDT. To the youngsters, the event meant one big joy-ride. But the donkeys were bent on more serious business. These humble beasts are the supply-line of Syria's rural campaign against malaria.

Malaria has ravaged Syria's health and economy for generations. In some areas, every child under 12 is infected. Once the "granary of the Roman Empire" and fertile enough to feed twice the number of people it now struggles to sustain, Syria has been a victim of the very bounty that makes her enviable in the Middle East — abundant water resources plus an elaborate irrigation system. Water can breed disease. Lacking adequate controls, huge tracts of Syria's most arable land have been relinquished to the malaria mosquito. Government drainage and sanitation projects made head-

way in urban areas. But until aid came from UNICEF and WHO, malaria's strangle-hold was unabated in the rural areas where two-thirds of Syria lives and suffers most. This situation existed for years.

Koufrain, a farming village 25 miles outside Damascus, is typical of the campaign's quick and dramatic impact. For a government malaria team, and donkeys, it is one day's stop twice a year, time enough to spray all Koufrain's 170 houses and belongings. Three years ago, 65% of the village were down with malaria at harvesting time. This fall there was not a single case, and sales of bumper crops of wheat, barley, corn and cotton have increased incomes by 45%.

There are tangible social gains as well. Yesterday only the wealthy in Koufrain could afford mosquito nets against flies, insects, and scorpions. DDT eradicated these along with the mosquito. Today there is sleep and comfort for all.

UNICEF RIDES THE SYRIAN DONKEY



Trick or Treat Halloween Helps World's Children

A steady stream of pennies, nickels and dimes pouring into the office of the U. S. Committee for UNICEF has been eloquent testimony of the success of the 1954 Trick or Treat Halloween. The total collected by American children to assist UNICEF exceeded \$245,000 on December 31 and was nearly two and a half times the amount received in 1953.

More important than the money has been the flood of letters and reports expressing the enthusiasm of the children of America in helping UNICEF's efforts to aid hungry and sick children everywhere. Parents, teachers, scout troop leaders, church and Sunday school leaders, other civic leaders — and the children themselves — have told us that a UNICEF Halloween is the best they've ever had.

Learn About UNICEF

During the weeks before Halloween, children in each of the 48 states, the District of Columbia, Alaska, the Canal Zone, and Canada, were learning about the plight of their less fortunate contemporaries in other parts of the world; and how, through UNICEF, millions of them are being helped.

On Halloween, the children carried this message to their neighbors and the response, as big as America's heart, will mean "treats" of food, medicine, and other help for young-

sters and their mothers throughout the world.

Instrumental in the success of the 1954 Trick or Treat was the endorsement and support of many national organizations, including the Camp Fire Girls, the General Federation of Women's Clubs, the Girls' Friendly Society, the Junior League of America, the National Council of Churches of Christ in the U. S. A., and Hadassah. Among the religious groups giving national help were the Baptist, Congregational, Methodist, and Presbyterian.

Local sponsors came from all the above groups and many others, including Ministerial Alliances, Community Councils, P. T. A.'s, Girl Scouts and Brownies, Boy Scouts and Cubs, 4-H Clubs, American Legion Posts, Kiwanis, Elks, Leagues of Women Voters, Chambers of Commerce, and Rotary and Lions Clubs.

A U. S. COMMITTEE SERVICE

Beginning with this issue, NEWS OF THE WORLD'S CHILDREN will be distributed in the United States by the United States Committee for UNICEF.

NEWS OF THE WORLD'S CHILDREN replaces the U. S. Committee NEWS.

UNICEF CAMP KIT AVAILABLE

In their summer camps this year, many American children will learn the games, songs, and customs of other countries and, at the same time, learn how UNICEF helps hungry and sick children everywhere.

Special UNICEF Camp Kits will be available to camp directors and counsellors to assist in planning an international day or program.

The *UNICEF Day in Camp* idea originated in 1954, when more than 600 kits were purchased by camping leaders.

The 1955 kit will provide a wealth of new ideas for an exciting international day in camp. Included will be suggestions for meals as they are served in other parts of the world, games children play in other countries, and songs of many nations.

There will also be information about the problems faced by children in the less fortunate areas and the types of help being provided by UNICEF.

Further information may be secured from the U. S. Committee for UNICEF, United Nations, New York.

UNICEF GREETING CARDS

The sale of UNICEF greeting cards during the 1954 holiday season will exceed the previous year's total by 50 percent.

More than 1,800,000 cards were sold in the United States alone and it is anticipated that final returns from some 30 countries will total nearly 3,000,000.

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