



# NEWS OF THE WORLD'S CHILDREN

FROM THE UNITED STATES  
COMMITTEE FOR UNICEF

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## Nobel Prize Winners in Disguise

How old must one be to aspire to a Nobel Peace Prize? The age hardly matters, judging by the millions of American children and teenagers whose participation in the Trick or Treat for UNICEF program has entitled them to their very own share of the lofty award received last year by the United Nations Children's Fund.

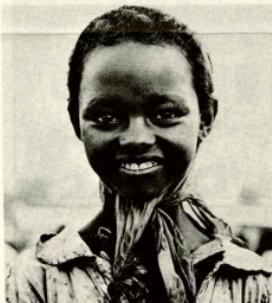
Greater enthusiasm than ever before should be sparked among them this Halloween by the added incentive of UNICEF's twentieth anniversary. The "treats" of coins they collect will represent, in a way, a birthday gift for the world's needy children.

Some idea of what this means may be derived from a few striking examples:

- Each day, UNICEF trucks, jeeps and other vehicles travel roughly the distance of 30 times around the world, or four times the distance from the earth to the moon . . .
- Placed end on end, the midwife kits shipped by UNICEF would form a pile four times as high as Mount Everest . . .
- If they held hands at the Equator, the children and mothers helped by UNICEF each year would circle the world . . .
- The dry skim milk shipped by UNICEF would fill the United Nations building more than 25 times.

### Multi-Million Dollar Splurge

While over three million of America's Halloween spooks, goblins, witches and monsters will really be Nobel Prize winners in disguise, the centuries-old festivity will of course also retain



UNICEF Photo  
Fetching Ethiopian girl heralds this issue's pictorial, "Smiles Around the World" (pp. 3, 4).

many of its somewhat less altruistic characteristics. Deflated tires, soaped windows and overturned garbage cans will be no exception. Some 650 million doughnuts will be sold, along with about \$350 million worth of candy, and more millions of dollars worth of paper cutouts, masks, costumes and more or less ghoulish greeting cards. (A Halloween costume for dogs, at \$2.25, was offered last year.)

Whatever coins are left over after this splurge will accomplish much, if they are given to UNICEF's starry-eyed Trick or Treaters. Through the Fund,

- a penny buys six glasses of milk—\$1.00 provides 20 hungry children with a daily glass of milk for a month;
- a nickel means the penicillin to cure two children of yaws, an ugly, crippling tropical disease;

- a dime provides the antibiotics to save a young trachoma victim from blindness;
- a quarter represents the BCG vaccine to protect 20 children from tuberculosis;
- half a dollar buys the DDT to protect seven children from malaria for a year.

### Renewed Growing Vitality

It is hardly surprising, in this light, that the greatest program for children to help children should be endorsed by over 100 national organizations, from Altrusa to the Y.M.C.A., from the American Association of University Women to the Volunteers of America, from the American Occupational Therapy Association to the Veterans of Foreign Wars Auxiliary. The leaders of the major religious faiths are equally in favor of the program, and it has become more and more an inter-denominational endeavor.

Spontaneously organized for the first time in 1950 by a Sunday School class which raised \$17.00, Trick or Treat for UNICEF gradually spread to some 13,000 communities. In 1961, for the first time, it resulted in proceeds of \$2 million, and a similar figure was reached during each of the next three years. Then, in 1965, a renewed sign of growing vitality, due to an increased awareness of the needs of children in the under-developed world, became evident as the UNICEF Halloween "treats" passed the \$2.5 million mark. As a result of this, and of an even more dramatic growth in the UNICEF Greeting Card program, the U.S. Com-

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# SUPERMAN<sup>SM</sup> talks about... PENNIES FOR UNICEF!<sup>SM</sup>



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mitted for UNICEF turned over \$5.5 million to the Children's Fund for 1965, as against the previous high of \$3.7 million for 1964.

## Basic Facts Significant

As encouraging as this figure may be, it is good to remember that UNICEF's vital work, carried out through over 500 long-range programs in more than 100 countries, still depends on an annual budget equivalent to less than eight per cent of what is spent on world armament in a single day.

As long as three out of four children continue to live in the shadow of hunger and disease, tremendous unsolved problems will challenge the conscience of all mankind. But the UNICEF-assisted countries themselves have done good work and because of this millions of children are better off. The most significant progress cannot be expressed in quantitative terms and facts and figures fail to reveal all that is being done. Nevertheless, out of the complexity of UNICEF work around the world, some basic facts emerge:

- UNICEF has helped equip more than 250 teacher training schools and more than 5,700 associated primary schools, about one-fifth of them in 1965;
  - over 4,500 schools have been assisted to establish fruit and vegetable gardens, about one-quarter of them in 1965;
  - over 200 million children have been vaccinated against TB in UNICEF-aided projects, including over 13 million in 1965;
  - more than 43 million children have been cured of yaws and over 21 million have been treated for trachoma with UNICEF help.
- Such significant figures and many, many more should come to mind when the doorbell rings on Halloween and eager boys and girls chant, "Trick or Treat for UNICEF."

The pictorial, "Smiles Around the World," right, is part of a photo exhibit by the Rev. Leon V. Kojol, shown last summer in the Eastman Kodak Exhibition Center at Grand Central Station in New York. For information on reproduction rights write Miss Lottie Snell, Box 363, Rockville Center, N.Y.



PAKISTAN

# Smiles Around



PHILIPPINES



PERU



EL SALVADOR



JAPAN



RWANDA



BOLIVIA

*...helping children build*



# round the World



BURMA



PANAMA



ISRAEL



GUYANA



RWANDA



GUATEMALA

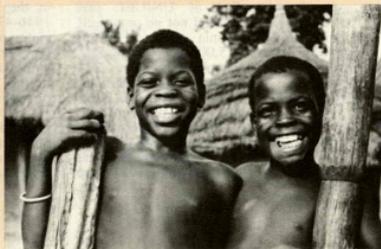


NIGERIA



HONG KONG

en build a better world...



TOGO



# Danny Gets NEA Award

Describing him as an adult who has never lost his "passport to the land of childhood," Secretary-General William G. Carr of the National Education Association of the U.S. presented an award to Danny Kaye for his work with UNICEF at the NEA's national convention in Portland, Ore.

The silver plaque awarded to UNICEF's "ambassador at large" by the NEA's Department of Elementary School Principals was inscribed, "To Danny Kaye. For his innate wisdom, great heart and boundless determination. For his years of unstinting devotion which helped immeasurably to bring the Nobel Peace Prize to his beloved UNICEF. And above all, for his unquenchable spirit which has inspired children of all colors and all creeds all over the world."

## Need Help, Compassion

In his presentation speech, Dr. Carr noted that Danny Kaye "has made us see" the children of the world "in a way that no one else has been quite able to do."

"He has shown us that 600 million children in this world of ours are in dreadful need of help and compassion," Dr. Carr said. "Some of them run wild and ragged in the streets, abandoned by their parents and by us all. Millions of them go to bed hungry every night. Millions more are killed or crippled every year by diseases like yaws and malaria, tuberculosis and trachoma, leprosy and malnutrition. At least three out of four of the world's school-age children suffer another crippling defect in that they have no schools to attend.

"He has shown us children in India, Burma, Thailand, Hong Kong, Japan, Korea. Children in Greece, Italy, Israel, Yugoslavia, Turkey, Spain and Nigeria.

"He has been to all these places and to many others in the last 12 years meeting children, talking with them and bringing them the blessed gift of laughter.

## Traveled 100,000 Miles

"He has done this under the banner of UNICEF—the United Nations Children's Fund—and he has done it because UNICEF's work which depends on voluntary government allo-



Danny Kaye beams over "Money Tree" presented by NEA's Department of Elementary School Principals.

cations and personal contributions touched his own heart more than a decade ago, and he set out with enthusiasm to win more hearts for this great crusade.

"He has traveled more than 100,000 miles since 1954, carrying with him always his passport to bring laughter and hope to the children themselves—and equally important, his unique ability to show us the kind of lives these children live."

Dr. Carr concluded, "to sum it up, he has become a master teacher of us all—using his hands, his heart, his head and his own high hopes to make us learn and, more important, to make us understand that what happens to children happens to all of us."

## President's Message

A message from President Lyndon B. Johnson stated, "Through his efforts on behalf of UNICEF Danny Kaye has brought millions of children more than laughter and song. He has brought them much needed food, clothing and medical care. He has earned fame not only as an entertainer but as a citizen dedicated to a more livable world and one who devotes his talents to building such a world. I am grateful for all that he has done and I am happy to join his admirers."

In accepting the award, Danny Kaye noted that "when an adult communicates with a child on his own level,

there is one very important factor that the child recognizes, and this is love. There is no way in the world anyone can fool a child, and children behave the same way all over the world."

## 'We Called Him Sam'

"What I can do, what I think I can do, is to behave rather uninhbitedly with children," Danny Kaye said. "All you have to do is make a face at a child and he will make it right back at you. All you have to do is really communicate on a basis of instinct with a child and he will communicate back with you. You don't have to speak his language. I am not embarrassed to behave like a fool in front of children—to make a funny face or talk in a ridiculous way—so I manage to communicate with them.

"If we help these children, if they grow up with the conviction that people can work together, we will have done something for this world of ours. I don't know whether you saw 'Assignment Children' or not but there was a little boy in that film called Sam. We called him Sam because he had a rather long, complicated name. He also had yaws. He was given one shot of penicillin and in two weeks, he was completely cured. Ten years later there was a UNICEF reunion in Japan, and I suggested that we find little Sam from Thailand.

## 'He Smiled At Me'

"They found him—which was not easy—and brought him to Japan. He didn't remember who I was until we showed him some pictures. Then there was a kind of lovely light of recognition that came into his eyes and he walked by my side during all the ceremonies. There was no way in the world we could talk to each other.

"One evening, I was sitting in the hotel with Sam standing at my side. Suddenly I found a hand on my shoulder. I turned around and looked at him, and he smiled at me. That was the only means of communication we had. In that hand on my shoulder was the touch of love and the touch of gratitude. There was an infinite wisdom in this little boy who recognized that many peoples of many faiths, colors and creeds have banded together to make life more livable."

# FOR A SUCCESSFUL HALLOWEEN

TRICK OR TREAT SUPPLIES		Price	Quantity	Amount
1. TRICK OR TREAT KIT	Complete equipment for 35 children including official containers, educational and display material with instructions.	\$1.00 ea.	_____	_____
2. TRICK OR TREAT COLLECTION CONTAINER	Official UNICEF Halloween carton. Shipped flat, easily formed into secure collection container.	1/2¢ ea.	_____	_____
3. BOOKMARK	A Thank-You to donor householders.	n/c	_____	_____
4. TRICK OR TREAT STICKER	Official gummed UNICEF Halloween label for locally obtained collection container.	1/2¢ ea.	_____	_____
5. TRICK OR TREAT POSTER	17" x 22", orange and black, highlighting a happy UNICEF child.	5¢ ea.	_____	_____
6. UNICEF POSTER	18" x 22", a colorful poster symbolizing the spirit of UNICEF.	5¢ ea.	_____	_____
7. GLOBE POSTER	18" x 22", children of the world climb the ladder of health and hope through UNICEF.	5¢ ea.	_____	_____
8. POSTER PACKAGE	Contains UNICEF world map and two unlisted UNICEF posters.	25¢ ea.	_____	_____
9. TRICK OR TREAT PROMOTION KIT	Publicity suggestions and program-planning guide.	n/c	_____	_____

## BROCHURES

10. UNICEF: WHAT IT IS, WHAT IT DOES, HOW IT WORKS	Statement of the purpose, programs, procedure and areas of work.	1/2¢ ea.	_____	_____
11. WHAT UNICEF MEANS TO CHILDREN EVERYWHERE	A young child's introduction to UNICEF.	1/2¢ ea.	_____	_____
12. YOUR GIFT TO UNICEF GIVES SO MUCH	Dramatic illustration of money's value in terms of UNICEF aid.	1/2¢ ea.	_____	_____
13. THE PRESIDENTS SPEAK	Illustrated endorsements of UNICEF by our Presidents, Hoover to Johnson.	n/c	_____	_____

## INFORMATIONAL AIDS

14. AROUND THE WORLD WITH UNICEF	One-act play with music, suitable for school assembly, radio and television.	50¢ ea.	_____	_____
15. CHILD OF UNICEF STORIES	Nine children's booklets about UNICEF children in Honduras, India, Japan, Mexico, Morocco, Nigeria, Spain, Thailand, Turkey.	50¢ ea.	_____	_____
16. UNICEF PICTORIAL EXHIBIT	Eight 12" x 14" black and white photos with captions. Dramatic glimpses of UNICEF aid.	50¢ ea.	_____	_____
17. WINDOW ON THE FUTURE	32 pp. basic study of UNICEF's programs and operation.	15¢ ea.	_____	_____

Discount for orders \$5.00 or over —  
50% (items 1-17).

Total	_____
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## FILMSTRIPS

18. CHILDREN OF THE AMERICAS	Latin-American countries meet children's needs with UNICEF's help. (Color, ages 8 and up.)	\$2.00 ea.	_____	_____
19. CHILDREN OF ASIA	UNICEF's help to Asian countries in providing a better life for their children. (Color, ages 8 and up.)	\$2.00 ea.	_____	_____
20. CHILDREN OF AFRICA	UNICEF helps many countries of Africa provide a better life for their children. (Color, ages 8 and up.)	\$2.00 ea.	_____	_____

Total	_____
Total Items 1-17	_____
Grand Total	_____

Please make checks payable to U.S. Committee for UNICEF. Please do not send coin, currency or stamps. When Special Delivery or Airmail is requested, charge for postage will be necessary.

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New York, New York 10008

# POPO AND THE WAIFS



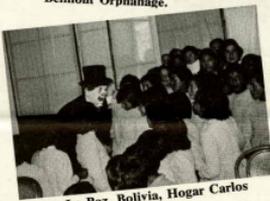
In San Juan de Dios Children's Hospital, Lima, Peru.



At Port of Spain, Trinidad, Belmont Orphanage.



In sunny courtyard of Bogota, Colombia, Children's Hospital.



At La Paz, Bolivia, Hogar Carlos de Villegas.



With young fan on Asuncion, Paraguay, benefit radio program.

"A clown is funny, warm and friendly. Children are entitled to fun, warmth and friendship—especially those who can't afford to go to the circus."

Guided by this principle, Count PoPo de Bathe of Oakland, Cal., has become the world's nee'dy children's entertainer "par excellence," especially in countries where circuses are few and far between.

At his own expense, without any help whatsoever, in just the last few years PoPo has given over 400 hilarious free performances in about 100 foreign lands. He calls such jaunts his "useful vacations" from Children's Fairyland, his own enterprise in Oakland.

## Owes Money to the Kids

Born in St. Louis, Mo., at the turn of the century, PoPo was producing his own shows at the age of 9 (admission price: a hatful of rags). At 15 he

quit school and embarked upon a career which took him from such events as the opening of Disneyland and such television programs as the Ed Sullivan Show to countless appearances in state and county fairs, parks, circuses and zoos.

"I've made lots of money off of kids in my day," he says, "and I just figure it's time to give some back."

A sure-fire success in orphanages, children's hospitals and other institutions around the world, his act consists mainly of pantomime—thus breaching the language barrier. He is also a skilled "balloonographer and chapeaugrapher," that is an expert at twisting balloons into the most unexpected shapes and in the ancient comedy art of transforming one hat into any number of hats.

## A Precious Ingredient

PoPo's approach to entertaining is

a simple one:

"First I get the child's confidence, and then we become friends," the peripatetic little clown explains. "I have no other motives—no other techniques."

But the affinity he feels for his audiences of underprivileged youths has a deeper reason. He started his life in an orphanage; De Bathe is the name of the family which adopted and raised him.

"Were it not for the combination of fate and luck, it might just as well be I sitting out there on the street corners of Mexico City, Bangkok or Manila," he says. "I'm a waif myself—I know how they feel."

UNICEF helps PoPo on his goodwill tours by facilitating local contacts and making arrangements for his shows. In return, PoPo helps UNICEF by bringing laughter to children for whom this is a precious—and only too rare—ingredient.

## CLAIM TO FAME

The founding of UNICEF just twenty years ago did not go unnoticed in rural Skamania County, Wash., which now has 5,000 people.

The local school, which serves 304 children from kindergarten through the eighth grade, lays claim to being "the first in the whole world" to have contributed to UNICEF, with a donation of \$2.19 in 1947.

According to J. D. Shepard, the Principal, of the 107 children enrolled

in the Carson Elementary School in 1946-47, 16 now have a total of 31 children who are currently enrolled in the same school. All 31 are making enthusiastic preparations to participate in the Trick or Treat for UNICEF program next month.

On the basis of somewhat incomplete records, it has further been established that some of the original 107 children now hold the following positions: social worker; minister; two

West Point appointments; four teachers (one on present faculty, one in Peace Corps); Chief Probation Officer; loan company manager; assistant professor, Stanford University; research chemist; Director of Physics, Dupont de Nemours; lieutenant in the Army, Purple Heart, Viet Nam; engineer; two newspapermen; manager, Montgomery Ward, Portland, Ore.; numerous men engaged in forestry; and even more numerous housewives—most of the girls.

# Friends Award to UNICEF

The Friends Academy, Locust Valley, N.Y., first Peace Prize, founded as a way to combat the attitude of "so many students" who "are reacting in a negative fashion to the world situation," has been awarded to UNICEF.

For three months, the Quaker school's student government gathered the names of potential recipients of the prize and a list of 33 candidates was drawn up. A committee of 15 reduced this list to 18 names, then combined with 40 other students to narrow down the list to three. UNICEF was the victor after a general debate by the student body during an assembly program.

In presenting the bronze and gold medal, Henry K. Banach, Vice President, Student Community Government, explained the idea behind it:

"Today, as so many students are reacting in a negative fashion to the

world situation," he said, "we are taking this opportunity to voice what we consider a positive approach to peace by selecting that organization which in the minds of the student body at Friends Academy has truly been working for world peace."

Peace, Banach pointed out, "is not passive, but positive."

"It is service," he stated, "it is sharing; it is fairness, honesty, cleanliness of things and conduct; it is freedom from quarreling and conflict; it is living within the law, and it comes with loving man and proving it, and loving God and His Commandments."

UNICEF was selected, Banach indicated, because "the student body found in this world-wide organization all those positive qualities plus a great driving spirit second only to that which moves our voices to be heard in this world conquest for peace."



## Art Helps Youth

Mrs. Guido Pantaleoni, Jr., President, U.S. Committee for UNICEF, accepts painting done by Italy's Foreign Affairs Minister Amintore Fanfani for the 16th annual U.N. Art Club Exhibition for the benefit of UNICEF. Other contributors included Alan Arkin, Bill Cosby, Tony Curtis, Alfred Hitchcock, Helen Valentine. Sales of raffle tickets and paintings resulted in a net of \$3,563.12 for UNICEF.

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News OF THE  
WORLD'S CHILDREN

