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Interview with Mrs. Betty Jacob

Conducted by  
Judy Spiegelman  
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Interview with Mrs. Betty Jacob

Conducted by Judy Spiegelman at UNICEF Headquarters

on 14 June 1984

Spiegelman: About how Maurice Pate and Danny Kaye first met.

B. Jacob: He had been in Europe on a fund-raising trip. I went out to meet him in a UN car, here in New York. I was doing fund raising for UNICEF at the time. I was a Special Assistant to Maurice, but I had known Maurice for a long, long time, so it just was not a job -- we were close personal friends. We also had a house on the Cape that was quite close to Maurice. Altogether it was a close personal relationship. However, I was not one of the women who was in love with Maurice. It never occurred to me.

Maurice was a very handsome, distinguished man. But anyway the plane was very late, it was three or four hours late. When the plane finally came in -- I think it was a TWA, I can't really remember, but it was an old plane. They weren't actually sure what was causing this delay. They always gave you some kind of excuse or the other. When the plane finally arrived, Maurice was flying first class, and he introduced me to Danny Kaye. Then, when we got into the car, Maurice told me this amazing story. He was sitting beside Danny (I judge Danny as a very gregarious kind of a guy) who said to Maurice, "What do you do?"

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Maurice told him in his nice, stately way about UNICEF, what UNICEF was, and Danny got immensely interested in it. He then said to Maurice, "If there is anything I can ever do to help you, please get in touch, because I really believe in what you are doing." Just about that time one of the motors caught fire and they began turning the plane around in circles. I don't know whether they wanted to drop this motor. They had no way of putting out this fire. The captain, of course, told everyone to put their seat belts on, and they opened the curtains between first class and the rest of the plane. Danny Kaye sang songs and kept the whole plane calm while they were going through this crisis. And that made such an impression on Maurice. I don't think he knew anything about Danny Kaye at all, but he was so impressed by the way Danny sang these songs and joked — imagine with an engine burning out crossing the Atlantic — he kept panic from happening.

Spiegelman: In what year was this?

B. Jacob: This was a long time ago.

P. Jacob: 1949 wasn't it?

Charnow: It must have been 1949.

B. Jacob: 1948 or 1949. It was very early. After we discussed the story, I said I knew Danny Kaye was, but I think you should discuss this with ?? or Gill ?? whoever was handling public relations

for us at the time. That was when the very first Danny Kaye movie was done, "Assignment Children", I guess.

Spiegelman: So he came off the plane, but you didn't go back with Danny Kaye; you were with Maurice.

B. Jacob: I went back to the office with Maurice.

Spiegelman: Do you know that Danny Kaye tells another version of this?

B. Jacob: No.

Charnow: We got another version from Paul Edwards.

B. Jacob: Paul was not working for Maurice at the time.

Spiegelman: Can I take a few minutes to ask you something that is very much on my mind? The project I am working on is a pictorial history called "Children above Politics", that is the working title. One of the starting points would be how Maurice Pate, in his quiet persistent way, insisted that all children would have to be helped by this new organization, not just the children of the allied powers. Do you know anything about that?

B. Jacob: That goes back to a basic programme. Maurice originally thought this whole thing through after the First World War. Maurice had this fantastic job to go over and help set up this Polish relief group. when they didn't even know where the Polish borders were.

because Poland was all carved up. It was an absolutely unbelievable job. That was one of Hoover's very basic philosophical points. If you read of any of Hoover's experience after the First World War, you will see the emphasis on — "children know no borders" — that assistance to children knows no borders. So Maurice came into UNICEF and when he took over the job, this was his basic philosophy, and as you know, he was always very close to the Chief. He would go up to dinner once or twice at the Warldorf Astoria. Whenever he had a real problem about UNICEF, whether it had to do with financing or programme or anything else, he would discuss it with him. So there was an almost father-son relationship. Very close one.

Spiegelman: You know we are having difficulty getting a photo that would show both of them in this father-son relationship, or even together. I have written to the Hoover library and to the other archive in California. But we are going to pursue that. Do you have some thought as to how we can find those pictures?

B. Jacob: Write Perrin and Galvin Foundation, and the Belgian American Educational Foundation here in New York. Joan Dydo would know about it.

Spiegelman: Back to the original question: Would you have any clue yourself or would you know how we might find out? Apparently all we have is this one letter, I believe to Hans Paschen saying, "Dear Hans, a small item in the news that may become bigger. I am taking on the directorship of UNICEF. It is agreed that we will

help the children of "so-called enemy nations". What interests me was how much of a struggle was it to get that principle built into UNICEF.

B. Jacob: You people all assume that UNICEF as it exists today was in the minds of people then. I was telling Jack Charnow yesterday, that when we began UNICEF in Washington, there was Gill, Maurice Pate and myself, the three of us — that is all. There was no money assured whatsoever for UNICEF. The only thing was residual funds from UNRRA. Most of those residual funds did not come through for two or three years; they were tied up in locomotives scheduled to go to China which had to be sold so that the money could come back to UNICEF and so on. There was a "One Day Pay" thing of audit but the problem with that was they couldn't get agreement that all that money was to go to UNICEF, because of the private agencies who wanted part of it. Really, there was almost no money, and there was certainly no big organization that you are talking about.

I told Jack yesterday, that there was a private agreement between the State Department and Senator Conneley (Conneley was the Chairman of the Foreign Affairs Committee), Vanderberg was the leading senator and a much more tolerant person than Conneley, and they were the two US representatives to the first General Assembly of the UN when UNICEF was created. Mrs. Roosevelt got up at the time and said that while it was endorsing this resolution, the United States Government does not commit any funds to it. Who would doubt we would not help

children, and all that kind of stuff. The reality was, I am sure she copied it down, as a matter fact I am very positive she did on the basis of ????. She did not realize that the Department had agreed with Vand????, if they would agree with the resolution creating UNICEF that there would not be extra-budgetary funds. Any money that would be given would come out of the UN budget.

Spiegelman: Catch-22.

B. Jacob: They didn't want to go before the world and say, "We oppose helping ??? children. So I agree to the resolution. It is an old bureaucratic technique. It is done everywhere. We support the Organization, but when it comes to appropriating the money...!"

Spiegelman: This is very touchy.

B. Jacob: Yes, I don't think you are going to have this put in the papers. My husband, who is a historic documentation person, says, "Can you get this documented? Can you get it on paper some place?" We can't get all the records out of Washington, either. Well, you know the State Department is notorious for having its own position on a lot of things that the people of the United States felt quite differently about, and I think it could be handled in that way. I think we have an obligation to set the record down. It could be soften and migitated, but in my view we shouldn't warp the edges of the truth too. Then, you

see later, they (the Administration of the US Government) opposed the continuation of UNICEF. "OK", they said, "we would agree for a three-year emergency period." Maurice wrote a letter right away to all the heads of governments asking if we needed money, specific such for each government for what he thought they could afford. The United States had 72 percent of the world's resources at the end of the war. So he asked George Marshall for \$100,000. He never got an answer. Then, the post-UNRRA bill came on the floor of Congress, with nothing for UNICEF. That was a terrible shock. Fortunately, Sol Bloom, who was head of the Foreign Affairs Committee, was in boy of George ??? an immigrant who came over from Russia I guess and cleaned backs of stages, etc. and ended up being Chairman of the powerful Foreign Affairs Committee all through World War II. He was a little guy, 5' 4" or something like that, and he was pretty old by the time I came down, but I \_\_\_\_\_ Sol Bloom up as being the father of the world's children. Nothing was going to stop his children. Some of his papers, letters and statements say this.

Spiegelman: Another one enters the list — "the father of UNICEF".

B. Jacob: Well, it appeals to people. The mother, the father. The Ladies' Home Journal did the first article that I can remember on UNICEF and said something about the mother or father of the world's children, and I remember Maurice said to me, "There you are — you are the mother of all the world's children."



Spiegleman: Well, there was an article titled "UNICEF is the mother of the world's children."

Well, is there anything in the material that you have already covered with Jack or material that you have about how he won the day, how he could start this little organisation with no backing and no nothing, but it was going to do what UNRRA didn't do and that was I know it was only for the allied children - United Nations meant allies---

B. Jacob It was set up during the war, remember? UNRRA was set up with a totally different kind of a contract than UNICEF.

Speigelman: Yes, but it could not help the children of the ex-enemy states. I am interested in his

B. Jacob That's just basic to Hoover's whole philosophy. OK what was a Quaker. We're Quakers and to us..... I am intrigued by the fact that this should be such a problem to you.

Speigelman: It's not a problem. I am not surprised, but I want to know more about it. I know that this was not a popular position. I just want to know more about it.

B. Jacob It wasn't any great problem, because the State Department didn't see UNICEF as becoming a great international organisation. It was set up as a purely temporary thing, and the fact that they

(the US) weren't going to finance it - they didn't think it was going to live a year! So it had no great status.

Speigelman: Significance.

B. Jacob No significance. And frankly I think the reason why I had such fantastic victories in Congress was because UNICEF was not that significant. People didn't think of it as that significant. I could tack it onto things around here. At the point at which it would have become significant, then we had a very serious fight. But not until that point did it.

P. Jacob Could I interject on this point? It seemed to me, looking at it historically, that the issue of not having aid of UNICEF politicized, which is now thought of in terms of the East-West confrontation, was not an issue then because the Russians and we were allies. Right?

Speigelman Yes.

P. Jacob So the inheritance from UNRRA was that, yes, aid could be given by UNICEF to virtually anybody that was concerned, because (1) the enemies were being taken care of by the United States and the allies directly. There was no UNICEF aid, as I remember, going to Germany.

B. Jacob We did. Yes.

P. Jacob        Not in the early days.

B. Jacob        Yes, we did. Oh yes. Right away. Well, we did send aid to Germany. And clothing and food.

Spiegelman:    Two years later, by 1948 or 1949, it was already into Germany.

P. Jacob        Well, I am thinking of the first period which is \_\_\_\_\_

Charnow        They were the last of the European countries to get aid. It required a special agreement on the part of UNICEF, of the Board to do so.

B. Jacob        Well, the reason I remember was because when I took the Congressional Committee overseas, we went into Germany and we did get a report from, who was the High Commissioner for Germany - Jack McCoy. He gave the committee a briefing on what was happening.

Charnow        The bottom line is there was certain opposition in some parts of the government establishment, the U. S. Government, for something like UNICEF to continue. On the other hand, there were an awful lot of friends and there were people who didn't want to speak up even if they didn't like it. You get it in the Martha Branscombe thing. There was opposition from the specialized agencies, who thought we were moving in on their territory, and all the rest. That isn't the big story. The big

B. Jacob        How?

Charnow        By giving us the money.  If UNICEF..

B. Jacob        They didn't give us any money.  We got the money from the Congress, not from the United States Government.

Charnow        When say the U.S., I mean the total country.  I'm not talking about the Administration.

B. Jacob        It wasn't even the total country.  It was just a very small...

Charnow        I mean when we say the U.S. I don't mean the Administration.  I mean Congress.  And it is true if it were not for the U.S. .... You had your share in it.  You had to fight to do.  But the United States was generous, and in the total historical story of this thing, sure it should have been more.  One should not minimize, it seems to me, the fact that if we had not succeeded in getting the United States doing it, we wouldn't have been in business.

B. Jacob        OK.  But I don't think you would have gotten anything from the U.S. if it hadn't been for me.

Charnow        All right.  I agree with you.

B. Jacob        But I'm a little nothing.  I just happened to have the right contacts in Washington at the time that's all because I had

been Congressional liaison for UNRRA.

Spiegelman I read through all of your correspondence with great interest.

P. Jacob Well, let me, if I just might add the word of a bystander who \_\_\_\_\_ who got a \_\_\_\_\_ evening account of what was going on during this whole period. And I frequently talked with Maurice about it, but I got a crisis-by-crisis account of this whole period. I think there is no question at all but that this infighting that went on in the U.S. between the Executive on the one side and the Congress on the other was crucial to the survival of UNICEF. I think therefore, Jack, you have got to be very careful in terms of the historical record when you say "the United States". The United States, in the international relations terms, is the administration. The administration fought UNICEF tooth and nail.

Spiegelman: Under Harry Truman?

P. Jacob Under Harry Truman. Under Dean Acheson. Fought it tooth and nail right down until they were the only country that opposed the permanent establishment of UNICEF.

Spiegelman It was an abstention.

P. Jacob It was an abstention, but what I am saying is, they were the only country that did not sustain it. Now right through that whole period of roughly three years. Right? From the

organization of UNICEF until that vote to have it established - the infighting that went on was as vicious as anything that I know anything about. And it was a direct confrontation organised between the Congress on the one side and the Administration on the other, with the Administration pulling all the stops. It's a record that even Reagan would be proud of. Excuse that. That's not for the record, but at any rate, the manipulation that went on, and the crucial thing from the standpoint of UNICEF was the support that was generated in both the Senate and the House for UNICEF, of starting out on a straightforward basis; the international organisation like the UN should indeed have an opportunity to present its case to the legislature. This was the principle, Jack, that was crucial with the administration. You see UNICEF through the activities of Betty and, of course the organisation supporting her was violating a fundamental rule of international intercourse. You go only through the Executive. You do not have any independent relationships with the Legislature. Betty violated this rule. And ultimately paid for it. The ultimate price. Had to get out. But the only way in which they could be generated, that momentum in Congress, to fight off this tremendous power of the American government, I am talking administration in government, was through the mobilization on both sides of the House and Senate of genuine \_\_\_\_\_. Now at a certain point that took off on its own. That is, Betty was crucial in its formation and organisation. But then it was Taft, it was Douglas, it was Sol Bloom and it was those people who became UNICEF's advocates. And from that standpoint, Jack, that was

Charnow But it was the internecine concept.

Spiegelman It was behind the scenes. It was not Maurice Pate coming to a Congressional Committee.

B. Jacob He did. He testified before a committee.

Spiegelman Have you already gone through all of this on your tapes? Is this old hat now?

B. Jacob No.

Spiegelman What I'm interested in also is if either of you heard Fiorello LaGuardia make his plea for children when he came to the UN.

B. Jacob I was right there with him.

Spiegelman What the reaction was. What he said. How he appeared. The colour, the flavour. It's a high point. It's in the works that we will see what he actually said, but your perception of this. What part he played.

B. Jacob He was very sick at the time but was still...

Spiegelman What was wrong with him?

B. Jacob He died of cancer of the pancreas very soon afterwards. But he was first of all — he was really sold on international

assistance. He was completely sold on that. Secondly, he has always been a very dramatic personality and he has always been interested in children. He was very clear that any UNRRA assests should go to term, but as I recall, I don't have a copy of that speech. But, as I recall, he made a really big appeal for people to assist UNICEF. Haven't you seen it?

Spiegelman You mean that that money should go towards...

B. Jacob He made an appeal for countries of the world to help UNICEF. This was a very important programme. That's my recollection of it. I was there at the time.

Spiegelman What was the reaction of the people, the government that was sitting there?

B. Jacob Did Philip Noel-Baker speak at that time, too, Jack? My impression was that there was somebody else. There was LaGuardia and somebody else, but I can't remember whether it was, I think it was Philip Noel-Baker. He was out at Lake Success, of course.

Speigelman Well, La Guardia was still UNRRA director then. That was in September or August of 46? That was before the actual formation of the UN resolution.

B. Jacob Maybe what he was asking then was for the creation of UNICEF.



Spiegelman That the residuals of UNRRA would go to a children's organisation. That it should go to children through an international vehicle or instrument to be created.

I am interested in what you are saying about the sale of locomotives from UNRRA assets. I wonder if we could ever retrieve a picture of how those were auctioned off, or even a picture of them. The fact that the children's aid was hung up on the sale of these assets is a fascinating thing, sensitive not to embarrass the politics behind the dissolution, termination of UNRRA, but one of the obstacles to be overcome — is a very good visual thing to hang a story on.

B. Jacob You see there is a lot of stuff in the pipeline. As I recall UNRRA was operating on a two-year lead time on pipeline. It had to be at least that. And probably for China, more.

Speigelman Where were the locomotives?

B. Jacob They were here.

Spiegelman Here in the US?

B. Jacob I think the locomotives for China were scheduled from here. I am not sure about all of the tractors, for example. A lot of those might have come from Europe. I don't know. We were pretty devastated. Well, the reason why so much of our stuff came out of China relief was because CNRRA relief was a scandal.

Spiegelman CNRRA. What's CNRRA?

B. Jacob China relief. This was under the Chang-Kai Chek regime at the time. There was a lot of scandal connected with it. I don't have the whole China story. Is Borcic still living? Who can you get the China story from?

P. Jacob Carlin Cleveland.

Charnow The UNICEF China story is being done by Perry Hanson, who was the last UNICEF person to be there, but whether the UNRRA story he can tell...

B. Jacob You can get the UNRRA part of it, but you can get that from Carlin Cleveland. He was head of the human rights foundation.

Spiegelman Well, I am thinking of a couple of pictures like the locomotives which had to be sold.

Charnow The UN archives has all the UNRRA stuff in it. They have a whole set of photographs in it.

Spiegelman Yes, now that we have that these were locomotives here in the US destined for China, and that they were auctioned off here and what they yielded, and that it took a few years to get that money.

Charnow            We have that all documented. How long it took us to get the money, etc.

Spiegelman        Yes, I know, but the specifics of - let's say just a locomotive that would have gone to China, and now was going to end up in milk.

B. Jacob           We have to recognize she's got an imaginative mind.

Spiegelman        There's something else. I don't know if you have already covered this, but I just wanted to confirm that when the first greeting card made its appearance and when the first group of children trick-or-treated then sent in its money to UNICEF, that there wasn't recognition that this was the dawn of two great fund-raising schemes. That at first there was .... Both of them were foisted on UNICEF in a way. In other words, they were the gifts of children.

B. Jacob           No. On the Trick or Treat \_\_\_\_\_.

Speigelman        Have you covered this already, Jack?

B. Jacob:          No.

Spiegelman        Can we go over that?

B. Jacob           The American Friends' Service Committee has an educational programme for children. and one of their projects was that they

had a cow with a whole lot of tits beneath her. A cow with udders and the theory was that children could milk. I don't know if there was a relationship somehow between the cow and raising money for Halloween for a good purpose. It was originally with the American Friends' Service Committee. This young minister in Pennsylvania... What was his name?

Charnow            We have it on the record.

B. Jacob           He was a young minister in Pennsylvania. Picked it up. He thought it was a good idea, and he had his children in his church use this cow in raising money, and I forgot how much they raised. It was \$4.67 or something like that. It was a relatively small thing. And it came in in coins, etc. And Helenka Pantaleoni, I think, picked it up and brought it to my desk because at that time I was co-ordinating both public and private fund raising. She said "Look at this. Do you want to answer it, or do I answer it?" I was commuting from Swarthmore where we were living at the time, so I said, I'll look him up. So I went down there and I looked him up, and I said, "You know, I thought this was a very exciting story and should be told." And it turns out he writes very well. So then Maurice was in Europe at the time, and I said we would pay him. I think I paid him \$50, it may have been \$100. Sometimes we did \$50 or \$100 an article. He would do a series of articles on what children could do about this, using this first story of what they had done in his own church. I told Jack yesterday that it seemed to me that right from the beginning when I saw that money and

the idea of the thing, and I had already seen the American Friends' Service Committee thing because we are Quakers and we get all this kind of information, that this was a marvelous idea for UNICEF. For two reasons. One because we had three small children of our own who came home from Halloween and dumped all this junk on the dining room table and were totally unaware of the fact, and yet I was working full-time trying to get food for children around the world who were desperately in need, etc., and it wasn't getting through to my children.

Spiegelman      And what year was this?

B. Jacob      This would have been 1950. In the fall of 1950. And secondly, because it seemed to me that one way we could educate people in the country to understand UNICEF was if we could get to the children. If the children became concerned, they would carry this hope to their parents and we would reach people at all levels of society. So that's what I was specifically after. Going back to the National Council of Churches. Walter van Kirk was head of the International Division on \_\_\_\_\_ of a Just and Durable Peace of the National Council of Churches. He was very sold on UNICEF. He got for me the names of all the publications and their dates, and most of them are running 6 to a year ahead of time. And that's when we started going from place to place and selling these things. Mary Lord and the United States Committee were very much against it. Mary Lord even, I think, got resolutions from the Boy Scouts, the Girl Scouts and some of those organisations...

Speigelman They didn't want a collection among children?

B. Jacob Didn't think it was right that UNICEF was spoiling its name by having irresponsible children collecting money. How did we know it was going to get on to UNICEF? And there were a lot of things to be thought of. One of the things that I remember going down to our graphics people was to have them design that mother and child symbol. And that's what we started out with. We tried four or five different symbols. But the symbol that was finally used we dreamed up at the time for Trick or Treat.

Speigelman And that became UNICEF's official symbol. Is that correct?

B. Jacob Is that UNICEF's official symbol?

Speigelman The mother and child? Yes, I believe so. It used to be a cup of milk. Betty, do you have a copy of that article of this minister describing this cow?

B. Jacob It's in the files.

Speigelman In your files.

B. Jacob No, it's in your files. Yes, it was.

Charnow It should be. This story has been well told. Not Betty's part of it, but the story of the origin of trick-or-treat has been the basis of a lot of press releases.

Spiegelman Well, I've looked into it and all I could find was that a group of children and maybe a minister in some Pennsylvania suburb had whatever the sum of money...

B. Jacob Right in the center of Philadelphia

Speigelman It was in the center of Philadephia? I think the amount was \$16 or something like that. But I didn't hear about this cow and the milk side of it. I would love to hear more. Is there a picture of that?

B. Jacob I think I've probably got that somewhere.

Spiegelman A close-up and yes and that this gimmick of a cow, of a milking a cow for UNICEF was the start of involving children of the United States and from that from other countries. I mean that that first arose spontaneously is very important. And we don't have that. We just have that these kids collected \$16 and the minister sent the money to UNICEF. We don't have the missing specifics of it, and that is what makes it interesting.

P. Jacob Wasn't his name Clyde Allison?

B. Jacob Yes, Clyde Allison.

Spiegelman He was a reverend or minister? And it was downtown Philadelphia. And the name of the church?

B. Jacob        It's a small Presbyterian Church, a very small Presbyterian Church, down near the waterfront area.

Spiegelman     If you could kindly search through for any photos, anything that could give those missing "firsts" on that, we would be really grateful.

B. Jacob        When Mary Lord raised these questions about irresponsible children being out on the street, then we began putting the whole emphasis into the stories which we were pushing in the magazines. And we started pushing it essentially in church magazines, but we also did as many youth magazines that we could, and I paid for Clyde's first two or three articles until Maurice came back. Then I think Maurice paid out of his pocket. But it was personally paid for to get the thing started. Maurice reimbursed me, I know, when he got back from Europe. I don't remember who was in charge of the office here. Whether \_\_\_\_\_ or Karl Borders or who was in charge of the office at time. They were very skeptical about it, but were willing to let us go ahead. But Maurice was for it, interestingly. There was no problem about selling it to Maurice. He backed me up 100% when he came back.

Spiegelman     Why? The Committee was fearful that people would say you are using you're exploiting children?

B. Jacob        No...



Spiegelman     You couldn't trust them to give the money to UNICEF. I see.

B. Jacob        They were not financially responsible.

Spiegelman     And the paper cartons?

B. Jacob        All of that came up the next year. To meet that argument we developed the paper cartons and the arm bands to identify people. And we encouraged church parties and some form of supervision. And even in schools where this was used, we tried to have it made part of parent-teachers association thing, with some kind of adult supervision in the programme.

Spiegelman     Betty, knowing the amazing success that this whole programme has had, both in the U.S., Canada and the Julebok derivative in the Scandinavian countries and in Denmark and don't ask me where else, and having seen that it now reaches the point where candies are poisoned and people put razor blades in apples — can you comment on that?

B. Jacob        Yes. If they gave their money to UNICEF, they wouldn't have to worry.

Spiegelman     Who would have dreamed when nobody raised those objections. I mean the fact that the world has changed?

B. Jacob        I really didn't feel that when I pushed this thing so hard at the time. I really didn't feel that it was going to raise that

much money for UNICEF. It's really been a great surprise to me, but I feel from my point of view that if we could get children involved in this and could get to the parents, it has been completely justified.

Spiegelman You feel that children have carried the message - that parents have learned from children about the work of UNICEF and the needs of children.

B. Jacob The children that originally helped are now parents. So now I'm always meetings parents that are saying to me, "Oh yes, you're the person that had got UNICEF started. I collected money for UNICEF." And it's interesting, a lot of people are Daughters of American Revolution who think that the UN should get out of the United States and the United States should get out of the UN, but it doesn't apply to UNICEF. Very interesting. Because they were identified with doing something about something. And they became sold on it. They had to sell it to other people. That's what sold them.

Spiegelman You think it kind of happened naturally when there were collections through schools or churches or Boy Scouts and the kid was involved in it, and naturally the mother would have to know what small children were doing, so learned in a non-formal way they learned about it.

B. Jacob No. In order to get the programme going, they had to give the children something about what they were raising money for. On

very simple sheets of paper we started breaking this down on how much one penny would do, etc. Right way, I think the second year we had this out.

Spiegelman Do you have copies of that?

B. Jacob You must have that stuff in the files.

Spiegelman I am the one who has been doing it for the past umteen years but wasn't here then. No, we don't go back beyond maybe 1951 or 52. If there are any earlier ones than that. I could show you what we have. If you have the very first one, a little goes a long way. I think the first one is 1953 is the one that I have. I don't believe I have one earlier than that.

B. Jacob 1950 is the first year that Clyde Allison came in. 1951 or 1952 we began getting arm bands and I'm sure that very year we put out those boxes and arms bands.

Spiegelman Do you have the first box?

B. Jacobs No. I didn't think of keeping the first box.

P. Jacobs Betty, you have all kinds of stuff in your cartons back there. When we get back to Hawaii, we'll systematically go through those cartons.

Spiegelman Let me tell you what's on my mind and maybe it will be feel as exciting as it feels to me. You know UNICEF house is coming up, and there will be display areas and the organisation is thinking about those displays now. And I could see the original box and the original "Little Goes a Long Way" as elements in a exhibit.

B. Jacob I'm absolutely 100% sure that I don't have the original box.

Spiegelman Or one of the earliest will do. If not the first one, if it's the second one, if it's the third one, fine. Or if it's a series of developments. Of those boxes.

B. Jacob I don't think much has changed, frankly. What would be interesting would be to get some of the original material that we gave the children to let them know what they were raising money for. That was extremely simple. It was written very, very simply. Now my theory about that is that the parents would look at what their children brought home, and the children would be told. And I think we started originally with stills, we had Danny Kaye's movie that we were using, anything that we could use to educate the children in the schools, or in the church groups or something, what they were raising this money for. So they could say and when I have children coming to our house, I would say what are you raising money for, what is UNICEF and find out whether they would know what they are doing with it and that's what I think has paid off. I think that's one reasons why the US now has so much support in Congress. That all across the US people know what UNICEF is. They may not know anything

about UN development or ECOSOC or anything else, but they do know about UNICEF.

P. Jacob      May I throw in a macabre note here? One testimony to the effectiveness of Trick-or-Treat is the organizations of the extreme right that are attacking UNICEF and are attacking it through the Trick-or-Treat programme. I don't know whether you have gotten into that at all, but the wave, or it's worse than the anti-Semitic drive before. The anti-UNICEF drive now has permeated throughout the country, and one of the things that they zero in on - and I think it is a testimony to the effectiveness of Trick-or-Treat - is Trick-or-Treat, and they have actually organized political campaigns within cities to try to get city council action to block the Trick-or-Treat programmes by actual regulation, by prohibiting it. And then, if they can't get it through local political organizations, they'll get it through by organizing through the various groups, including \_\_\_\_\_ veterans groups, efforts to get the community aroused about the exploitation of our children by this "heathen" organization, UNICEF, which is, in a sense, what's the proper word, perverting our children. And I think that's a rather strange way of getting back at this point, but I don't think those organizations would be doing that.

Spiegelman    They want to undermine it. Shoot it down.

P. Jacob      You get Bill Buckley on "Crossfire", etc., doing the same thing. Playing it all and it gets more and more vicious. I

t think that's a testimony to the current effectiveness of this.

Spiegelman These legislative campaigns that try to get legislation in the municipalities barring it, are you talking about 1984, 83, current?

P. Jacob Yes, current.

Spiegelman Do you feel it's stronger than it ever was before, or that it's increasing?

P. Jacob It's become more vitriolic and I think certainly more visible.

B. Jacob They have put out materials specifically. Now Jack, we are back to the Eastwood, to the so-called Communist countries. It's children raising money.

Spiegelman We know about these things. It's just that now the U.S. Committee has cut back on Hallowe'en. They call it UNICEF Day collection and it could be fairs, and it's not so much a house-to-house collection. That's been lessened because of the crime and fear of sending children out, even escorted, and the razor blades. They have other ways of raising money, around the day, or for UNICEF at Valentine's Day, or Christmas collections, Thanksgiving collections. Someone is working on the criticisms, and the fact that you feel they are still trying to fight it legislatively will interest her.

P. Jacob            This is a vicious campaign and it's growing in momentum. And I have had encounters frequently with people who have been fed this propaganda, and picked it up, and I get feedback in my classes. Students who bring this stuff up. I get calls every once in a while. This is in Hawaii. I don't know about the rest of the country, but the stories we get through the press are country-wide. I don't think it is a Hawaiian phenomenon by itself at all.

Spiegelman        You were talking about in Hawaii and other states. Before we leave Trick-or-Treat, how did Danny Kaye's role emerge in all of this, in reaching children? Do you have a first-hand view of that?

B. Jacob            No, because public relations took that over and we divided responsibility. I was involved only in terms of getting it started -- while I was responsible for both private and public fund raising. Then they divided it into private fund raising in one section, and public fund raising in the other, and I stayed with the public fund raising.

P. Jacob            I just wanted to go back to the point that we were talking about earlier. We were concerned about where did the UNICEF principles come from. Right?

Spiegelman        No, I was interested in the struggle to keep that principle. To establish the principle.

P. Jacob        Well, I see that as one of several legacies of UNRRA, and I really went into this in some detail because there is very little written in the general area of textbooks on international relations about UNRRA and about the UNICEF experience. So in the first edition of my book, we spent a rather major chapter on postwar relief and rehabilitation of which UNICEF was, in a sense, the culmination. It seems to me there is abundant evidence to show that there is a direct line of development of these basic principles, of which that is one. From the UNRRA experience into UNICEF, which is perhaps not surprising because of the residual funds situation. There is indeed origin back in the Hoover period, the first World War, that anti-dates even that. But you've got the idea of the internationalization of assistance, that is, the assistance is going to go to where the need is, and you're going to have international responsibility for determining where that need is. Not undertaking to make it a part or condition on the political and strategic objectives of particular countries. Now that really got its firm establishment in the UNRRA situation.

Spiegelman     May I just interject? I'm going to put this in because it's the Doubting Thomas. In the research I was doing, it seems that UNRRA only helped Allied children, and couldn't help German children. As we said before, because it was created during the War, its objectives were different. Is that then not correct?



P. Jacob Yes. And that was a point, I guess before you came, in we were talking about it a little bit and apparently I was wrong. And you and Jack said that there was actual assistance that went to Germany. Right? Perhaps not at the immediate beginning, but at a later point. My impression originally was indeed that it was organised to assist - to engage in relief and rehabilitation of the countries that had been the United Nations in the course of the Second World War, but I was corrected on that by Betty and Jack both.

Spiegelman Well, what that would mean, then, is that UNRRA had areas it wouldn't go into. The principle, as I understand it, was not international - it was international but wasn't universal. Whereas UNICEF was a further development. Right? And went beyond it.

P. Jacob Right. And I'm not trying to say that this set of principles was taken over bag and baggage and just replicated, but I think there is an evolutionary process that went on. And then secondly, which I think hasn't come up here, was what I think probably can be called the Double Duty Dollar. It's the matching fund principle and that of course permeated not just UNICEF and the UN programmes, but it also came to be adopted as part of the Marshall Plan and other (thanks?). That origin clearly is dated and is documented in UNRRA, where the receiving country is obliged to put up "in kind" or in services, or in some other way, a contribution that would match the contribution of the international agency. I hope that's coming out. Jack. in

careful form, because I think it's one of the great contributions of this post-war relief. The whole concept of the fact that we're not engaged in philanthropy, we are engaged here in a joint operation. Mutual assistance in which even the country that is getting so-called "cash assistance" is itself being led into ways of making substantive contributions to the programmes. Now I see that as having been taken from UNRRA and then evolved into the basic UNICEF principle of the "match". So that that's a second point in which the UNRRA-UNICEF connection is extremely close.

And then it seems to me, a third point, in the sense UNICEF holds the torch for it now, is that UNRRA really insisted on the fact that the weight of decision-making does not lie and be proportionate to the weight of the monetary contributions. Right? That is in other words, you're in a situation in which you don't have 72% of the votes in the Board reflecting the 72% of contribution or the 16% contribution, or whatever it is. Your Board is an independently selected Board, just as the UNRRA Board was. And although you could say, behind the scenes, yes, the big money powers were casting their weight around, a remarkable degree of sturdiness in the presence of an international decision-making body.

I don't know what the situation is now, and whether it is so, but my impression as of as late as 1970 when we did the revision on this book, was that the principle was being pretty well maintained. In this sequence. that is the sequence of

international assistance, not in some of the other agencies, but in this particular sequence.

Spiegelman Philip, the name of your book may be well-known to Jack, but could you give it?

Charnow We're getting a copy from him. Is there a substantial difference in this period between the first and later edition?

P. Jacob No, not in the spirit.

Charnow But in the information given.

P. Jacob The information in the first edition is more formidable.

Charnow In that case, we want the 1965 edition, which is probably out of print, so Betty has agreed to see that I get a copy.

B. Jacob I think that's a 1972 copy.

B. Jacob Well, Jack asked me about Boris' extra budget...

P. Jacob Well, he's asking for a second-hand impression. I was on the second line. I watched Betty when she came back from the UN or from Washington with all these crises and one thing and another holding, and we spend until midnight or afterwards thrashing it through, so I only have second-hand. My impression, Jack, in a

nutshell is that at no point do I recall a situation in which Maurice didn't back Betty.

Charnow           That's the point I want to know.

P. Jacob           Now, from time to time, I would get so upset about what was going on, some of it internal to UNICEF staffing situations and interactions and one thing and another, that I would blow. And there was one occasion in which I called; I was so upset that I called Maurice directly, and I got an absolutely thorough impression of his support. I can't recall the details, but it was a situation where every time I intervened on Betty's behalf, whether it was down in Washington, etc., because I was so mad, I did her damage. But that time I did not do her damage because Maurice was absolutely ..... He calmed me down.

B. Jacob           One thing I did want to ask you about was this whole McCarthy business. What did we do about that? Do we have quite a bit of that in...?

Charnow           I will have some of that, but I don't know how much to put in other than the fact that Maurice and Dick were very supportive of everybody. And that was it. Much more than I think other agencies. But say what you can on it.

B. Jacob           Well, it certainly was a factor during this period.

Spiegelman       But you were paid by UNICEF to be a lobbyist for UNICEF.

P. Jacob           No, she was not paid by UNICEF. She was paid by Maurice out of his own personal pocket.

Spiegelman       Well, that's legitimate, isn't it?

B. Jacob           Not only that, but he got Senator Taft and Senator Douglas, Senator Smith and a number of other people to contribute to it. The Betty Jacob Fund to maintain me as a lobbyist in Washington.

Spiegelman       And these other senators were willing to do that?

B. Jacob           I didn't know it at the time. Maurice told me later that they contributed to it.

Spiegelman       Because they felt so strongly that it was in the interest of the United States to have an international children's emergency fund?

B. Jacob           I don't know about the interest of the United States, because they believed in UNICEF. They believed that we should keep UNICEF alive.

Spiegelman       What year is that that you're talking about? 1950? Later in the fight? In the very beginning. 1947? 1946? 47?

B. Jacob           I have it all down in my papers.

Spiegelman      What really interested me the most was to find out about what you saw yourself in a post-war visit to see Europe's children.

B. Jacob          In 1948, they had the General Assembly in Paris because the building here wasn't finished. And I went over to that and primarily to contact a number of heads of other delegations who would be there at that time. The General Assembly was always a very important time to contact heads of delegations whom you wanted to get to make contributions to UNICEF on a personal basis, in between lobbying. So I went over for that purpose. And then I picked up the flu, so I was late getting to the hall, but I joined Maurice and Rajchman. Was Maurice with us? No, I don't think Maurice was with us.

I flew to Naples, Italy, to meet Rajchman and the head of our Italian operation at that time, the head of the operations in Italy, Thurball Madson(?) of Denmark who had been, I think, chairman of the Executive Committee of the organisations that preceded WHO, the United Nations Health Organisation whatever it is, and therefore had known Rajchman very well too, this head of the Italian mission. He was already in his 80s and it was really somewhat an honorary position to put him in.

There was a very able younger man who was the acting chief of mission, so to speak, and my main job was not to bother with \_\_\_\_\_ but with the Vatican, so I spent quite a bit of time with Montini, who was Secretary of State of the

Vatican. I must say that of all the Secretaries of State that met during that period, he was one of the most able. He had a brilliant mind.

Spiegelman He's still alive, isn't he?

B. Jacob No, he became Pope Pius.