



WE BELIEVE

**Quarterly news of the
United Nations for America's
chief executives
Spring 1970**

24th General Assembly:

SUPERPOWERS HEAR FROM SMALL NATIONS

The 24th session of the General Assembly may have been a turning point in the history of the United Nations. On the surface, the session was a quiet one. A number of resolutions were passed. But underneath there was a disquieting aspect (in the eyes of the superpowers, at least) as the small nations joined hands to thwart the desires of the U.S.A. and the Soviet Union.

Among the resolutions adopted:

- Condemnation of Israel's alleged policy of "area and collective punishment" of Arab civilians in Israel-occupied territories.
- Indonesia's right to rule the former territory of Dutch West Guiana.
- Condemnation of Britain's failure to take effective measures to end the Rhodesian secession.
- Denial, for the 20th time, of UN membership to Communist China. (See page 3 for details.)
- "Welcome" of a manifesto by the Organization of African States

(Continued on Page 4)

Note to Corporate Heads:

Thirty leading Asian and European journalists, in New York for Trans World Airlines' fifth annual "Visit USA Editors' Tour," were given a reception by TWA at United Nations headquarters and shown how the UN works — another example of how corporations can help build support for the world body.

Mrs. Black Does Her Homework

"One cannot pluck a flower without disturbing a star."

This was how Mrs. Shirley Temple Black, member of the U.S. delegation to the UN General Assembly, wound up her explanation of what she called "a layman's tale of oxygen."

Mrs. Black, noted for the thoroughness of her homework for the UN committees on which she is serving, was speaking on environmental problems.

Oxygen's Origins

She pointed out with simple logic that human life needs oxygen to continue; that only 30 per cent of the world's oxygen comes from green plants on land (which expel this element in the process of photosynthesis); that the remaining 70 per cent comes from plant and animal life in the sea.

"Yet," said Mrs. Black, "man uses his rivers and seas as a vast dumping ground for all manner of wastes. The ocean is fast becoming man's cesspool."

Obviously, she concluded, pollution of the seas must stop.

Students Carry UN Flag In Run for Peace

Student activists make headlines when they riot, fight the police, stage sit-ins.

But when their views are expressed in a constructive way, they are often ignored.

Take the case of the students from 11 colleges and universities who, in a "Marathon Run for Peace," carried a United Nations flag in relays from Michigan State University to Washington, D.C. Their purpose: to dramatize "in a constructive way" to government leaders "the need for the U.S. to seek policies of peace at all times" and to use "the good offices of the UN for settling the war in Vietnam."

The runners, boys and girls alike, covered more than 650 miles in six days, with the first team carrying the flag from East Lansing (home of Michigan State) to Ann Arbor where it was handed to University of Michigan runners.

The flag was then carried in relay style across Ohio and West Virginia to Frostburg (Md.) State Teachers College where 11 boys and one girl took over for

(Continued on Page 4)



MRS. BLACK
Gives primer on oxygen

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(At Only \$1.15 Per Person)

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(Based on 1968 Figures)

	Annual U.S. Contribution (in thousands)	U.S. Share (percent)	Per Capita Cost* (in cents)
Regular Budgets			
United Nations	\$ 41,199	31.6	20½ ¢
Food and Agriculture Organization	8,750	31.9	4 ³ / ₁₀ ¢
Intergovernmental Maritime Consultative Organization	103	10.7	½ ₂₀ ¢
International Civil Aviation Organization	1,725	31.3	⅔ ¢
Joint Financing Program	1,400	36.6	7 ¹ / ₁₀ ¢
International Atomic Energy Agency	3,294	31.9	1 ⁶ / ₁₀ ¢
International Labor Organization	6,209	25.0	3 ¹ / ₁₀ ¢
International Telecommunication Union	581	11.7	¼ ¢
UN Educational, Scientific & Cultural Organization	9,085	29.9	4½ ¢
Universal Postal Union	61	4.3	1 ¹ / ₃₀ ¢
World Health Organization	18,076	31.2	9 ¢
World Meteorological Organization	667	23.9	⅓ ¢
Regular Budgets	91,150		45²/₁₀ ¢
UN Peacekeeping Forces:			
UN Force in Cyprus	8,000	39.1	3 ⁹ / ₁₀ ¢
Special Voluntary Programs			
UN Children's Fund	12,000	40.0	5 ⁹ / ₁₀ ¢
UN Relief & Works Agency for Palestine Refugees in the Near East	22,200	64.4	11 ¢
UN Development Program	75,000	37.4	37 ² / ₅ ¢
UN High Commissioner for Refugees Program	600	17.7	3 ¹ / ₁₀ ¢
UN Technical & Operational Assistance to Congo	2,150	67.4	17 ¹ / ₁₀ ¢
UN FAO—World Food Program	16,000	49.0	7 ⁹ / ₁₀ ¢
UN Programs for Southern Africans	50	8.7	1 ⁵ / ₅₀ ¢
UN Institute for Training & Research	400	26.8	1 ⁵ / ₅₀ ¢
Adlai E. Stevenson Memorial Fellowships	100	100.0	½ ₂₀ ¢
UN Population Programs	500	62.5	¼ ¢
UN Research Institute for Social Development	278	31.7	⅛ ¢
IAEA—Operational Program	1,000	35.0	½ ¢
Special Contributions for Vietnam	1,000	71.7	½ ¢
WHO—Intl. Agency for Research on Cancer	150	11.1	1 ¹ / ₁₄ ¢
Special Programs	131,428		65⁹/₁₀ ¢
TOTAL	230,578		\$1.15

*Based on 1968 estimated U.S. population = 200,241,000

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The UN As Its Backers See It

The United Nations, during its first 25 years, has taken its share of criticism — whether fair or unfair.

It has been called "ineffectual," "a debating society," "a den for communist spies," etc., etc.

But it has also been showered with words of praise and hope. Lest these be forgotten, as the brighter side of life often is, some examples are reprinted below:

"In a dark time of troubles, New York's guest, the United Nations, is proclaiming by deed as well as by words that men can live not by violence and brute strength but, at last, by reason and law." — **Adlai Stevenson**

"Our only hope for world peace is the United Nations." — **Harry Truman**

"Obviously, I approve of the UN . . . I think that represents the views of the great majority of the American people. We realize it is not a perfect organization, but it is one we must rely on."

— **Richard Nixon**

"The United Nations can become the greatest force for liberty the world has ever known."

— **Sen. Alexander Wiley**

"In the development of this organization rests the only true alternative to war — and war appeals no longer as a rational alternative." — **John Kennedy**

"Finally, there is this to say about the UN. If it didn't exist, we'd have to invent something like it." — **Bob Considine**

"The most important fact of international life today, which every country must take into consideration, is the fact that the UN is a living, dynamic institution." — **George Marshall**

"Respecting the UN as the living sign of all peoples' hope for peace, we shall strive to make it not merely an eloquent symbol, but an effective force." — **Dwight Eisenhower**

Peking's 20th Bid for UN Membership Gets Politer 'No'

(Reprinted from *War/Peace Report*, Dec., 1969)

For 20 years the question of membership of Communist China has been before the United Nations. This year (1969) the world's most populous nation was again barred from the organization, by a vote of 56 against to 48 in favor, with 21 abstaining.

There were a number of aspects of the vote and the debate worth noting. Peking received four more affirmative votes than last year, its highest total yet. Perhaps more important was the change in tone used by both those voting against Peking and those

abstaining. The vitriol traditionally poured on Communist China was largely absent; many statements were surprisingly moderate, others, very nearly regretful. Moreover, there was increasing evidence that Peking wants to come in. Both U Thant and the Canadian delegation said they had received signals to that effect; Peking's reaction after the vote seemed one of angry disappointment.

Since the People's Republic of China will probably have to garner a two-thirds majority in the General Assembly to enter the UN, Chinese diplomats most likely will not be arriving in New

York for a few more years. What is needed, we think, is a new formula — something other than the Peking-in Taipeh-out proposition. The best approach would be to make the UN virtually universal by providing membership in one package deal to both Chinas (with Peking on the Security Council), Germanys, Koreas and Vietnams. Despite the many difficulties, we think this is worth trying.

Did You Know:

- That the UN has 35 "nuclear policemen" who check peaceful nuclear installations in 30 countries to make sure fissionable material is not being used to manufacture weapons.

- That since 1959 the UN Development Programme has been involved in 1,182 pre-investment projects valued at \$2,783,900,000.

Luncheon Conferences for Businessmen Total 15 in 1969

UN We Believe wound up a near record year in its luncheon-conference program for business leaders and United Nations ambassadors with three such events in December. These brought 1969's total to

15. The all-time high was set in 1962 with 22. The December luncheon-conferences were attended by the ambassadors from Canada, Italy and Japan. Their comments are summarized below:



Yvon Beaulne (Canada): Says he never realized the importance of the United Nations until he came to New York as his nation's representative . . . Now he is happy to be here and to help the UN fulfill its potential for world security and progress.



Senjin Tsuruoka (Japan): The Japanese do not criticize the United Nations . . . He never has seen an unkind reference to it in the Japanese press . . . He believes the Security Council should be enlarged and that his country should have a permanent seat.



Piero Vinci (Italy): Feels New York is better suited for UN headquarters than any other city in the world . . . Proposes that the 25th anniversary year be used to evaluate the record and to restructure the United Nations to meet present realities.



A view of the Assembly as a moment of meditation is being observed before the closing of the 24th session.

Big Nations Hear From Small

(Continued from Page 1)

against the colonialism and racial discrimination practiced in southern African states.

- To impose a ban on the exploitation of the sea bed until an international body is formed to control it.

Votes on these issues followed predictable patterns, but in three other matters the assembly split along unusual lines — the small nations against the superpowers.

Here the assembly voted:

- For a temporary halt in the testing and deployment of offensive and defensive weapons systems, despite U.S. and Soviet objections.

- To send the U.S.-Soviet draft treaty banning the weapons of mass destruction from the ocean floor back to the 26-nation Geneva conference for further discussion.

- Not to ratify the U.S. and Soviet backed Outer Space Treaty which would have guaranteed the rescue and return of astronauts. Reason: treaty does not provide for liability for damage caused by objects launched in space.

Of course, neither small nation nor large is willing to let the UN

A Time for Youth

Youth will have a say during the 25th anniversary of the United Nations.

As proposed by Lord Caradon, United Kingdom ambassador to the UN, an assembly to draw youth into world affairs through contact with the UN will be convened in New York in July.

Each member state will send five young people selected from its youth organizations. They will spend 10 days at UN headquarters, with expenses met by voluntary contributions.

go by the board. The large nations are governed at least in part by the subtle influence of the presence of the world body, and representatives of the small nations state frankly that they need the UN as a forum.

Or, to put it more strongly, as the Christian Science Monitor recently did editorially: "Big and small, rich and poor, developed and underdeveloped, Asian, African, American, European, all lands and all peoples need the United Nations. It remains an incomparable rallying point for man's desperate search for order, stability, peace and progress in a still chaotic world."

Students Run For Peace

(Continued from Page 1)

the last lap. Running alongside two cars, they took turns carrying the flag and completed the final 142 miles in 20 hours, climbing nine mountains en route.

At the D.C. line they were stopped by a patrolman who said running on a highway was illegal. So they drove the last eight miles.

The students had hoped that President Nixon would accept the UN flag; they gave it to Sen. Philip Hart (D., Mich.). They had also hoped for network television coverage; some local newspapers gave them a few lines.

TV Series at UN

Television viewers throughout the world may see a new series in 1971 with a United Nations background. A pilot for the series, to be titled "U.N. Plaza," will be produced by Paramount-TV.

Spring 1970

The quarterly newsletter of
UN WE BELIEVE
33 East 43rd Street
New York, N.Y. 10017



UN We Believe works with industry, business and labor for a stronger United Nations

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UN WE BELIEVE

33 EAST 43RD STREET, NEW YORK, N. Y. 10017 • (212) 755-0280

8/10

October 6, 1969

Dear Mr. Secretary-General:

You have made it difficult for me, by the large extent of your kindness, adequately to thank you.

First I wish to say how much it meant to me to receive at the hospital the beautiful bouquet you sent. Some acts of thoughtfulness cheer one so much that they speed recovery. I am sure yours did this for me.

My colleagues have told me glowing stories of the United Nations Ambassadors Dinner on September 19 and especially of your tribute to UN WE BELIEVE, with your gracious remarks concerning me. We are profoundly grateful. I know how encouraging this was to all who had worked so hard in my absence to make the dinner a success. How nice it was for me, several days later, to hear the recording of your speech!

We know that UN WE BELIEVE needs to do much more to win for the United Nations the support of industry and labor. As we set ourselves to the task, your friendship is a source of strength to us.

With assurance of my esteem and warm personal regards.

Sincerely,

Roger Enloe
Roger Enloe,
President

U Thant
Secretary-General

CVN/CC

cc: Mr. R. Enloe
Mr. L. Lemieux

23 September 1969

Dear Captain Dent,

Just a line to tell you that in the opinion of both the Secretary-General and myself, the UN WE BELIEVE Dinner that you organized on 19 September was the most successful up to date. When Mr. Somerset Maugham was asked "which was your best book", he always used to reply "my next". I hope the same will be true of your dinners!

We all missed Roger Enloe, to whom I would like you to convey my best wishes for his speedy recovery. However, we all agree that you made a most admirable and businesslike Chairman.

You will forgive me if I point out to you that there is a slight mistake in the reprint of the Preamble to the Charter of the United Nations; it begins with the words "We the peoples of the United Nations". I hope that you will not mind my pointing out this very minor error to you. All I can say is if you do mind it, you may unfasten your seat-belt and smoke if you wish! However, no cigars or pipes please!

With best wishes,

Yours sincerely,

C.V. Narasimhan
Chef de Cabinet

Captain Charles C. Dent
Board of Trustees
UN WE BELIEVE
53 East 43rd Street
New York, N.Y. 10017

ROGER ENLOE
President



WE BELIEVE

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American Brands, Inc.

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Avco Corporation

September 19, 1969

Dear Mr. Secretary-General:

Enclosed is a copy of
the address which will be made
by Mr. Thompson this evening
at the United Nations Ambassadors
Dinner. It comes with our best
wishes.

Sincerely,


Captain Richard Munger,
Trustee

U Thant
Secretary-General
United Nations, New York

REMARKS

by WILLIAM McILWAIN THOMPSON, JR.

at

UN WE BELIEVE AMBASSADORS DINNER

Grand Ballroom, Waldorf-Astoria Hotel

Friday, September 19, 1969

Today I stand before you as one who is dissatisfied with his society and whose dissatisfaction is echoed by the cries of thousands of others in his generation. I am neither a radical nor a hippie. I am simply a concerned American, a member of a concerned generation who looks at his society and sees that it could be better, who looks at his world and knows that it must be better.

Our problem, I have been told, is that we grew up too fast, or that we were not punished enough as children or that we simply cannot face the realities of life. But I would say that the real problem with our generation rests not in our inability to face reality but in our determination to face ideals. Here in America, the problem lies in our demand that patriotism be idealism, that love of country be love of the right. As American youth we find it hypocritical to read that "all men are created equal" knowing that some men are denied equality. We find it hard to value our own "unalienable rights" knowing them to be beyond the reach of many. As a result of these contradictions and others between what our society is and what it ought to be, a large number of my generation have left. They have refused to participate actively in a world which refuses to offer its best to all. Most of us, however, are unwilling to abandon our country. We remain. But in remaining we are

faced with a difficult decision: Will we reject the ideals or attempt to change the reality?

I do not need to tell you of the decision towards which I and others in my generation are now moving. As you well know it is a decision demanding change, demanding action, demanding the courage to stand for the ideals we know to be right. Because of that conviction, my generation is heard from today; from a sense of that commitment I speak to you tonight. For most of us the issues of main concern have been American problems. But increasingly, especially with the war in Vietnam, we are coming to recognize that American problems are world problems and that world problems are ours. It is, therefore, with increased concern that we look to matters of international impact. Every year the leaders of the world seem less able to cope with their international responsibilities. And yet every year the need to meet such responsibilities becomes more acute. Last year the need manifested itself in the Czechoslovak problem; this year in the conflict in the Middle East; every year in the war in Vietnam. The world today revolves like a hand-grenade primed for detonation. We can see it, for we are standing here. Our leaders too must see it. And yet nothing is done to prevent an explosion. Indeed, the situation grows worse. New border disputes are opening; new disagreements are arising throughout the world.

As young people we are told to ignore the present and look to the future. We are told to take hope in the

technological advances, in the luxury, in the affluence that will be ours. But how can we ignore the war, the poverty, the bigotry, and the overpopulation which crowd in around us? We cannot. In our concern for humanity and the future of the world -- our future -- we must protest. And yet you continue to ask us: Why are you dissatisfied?

We are dissatisfied because the nations which find ways to wage war will not also find ways to wage peace, because the nations which abound in richness will not also find ways to alleviate poverty. We are dissatisfied because change must come but does not.

My generation was not the first to ask for change in areas of international concern. Both the League of Nations and the United Nations developed from a sense of this need, from these ideals. In some ways it is almost presumptuous for me to remind you of the ideals which many of you have worked to advance. But these are important to me and to the members of my generation and must be repeated time and again: peace, justice, freedom, equality, social and economic progress....These are words that beat powerfully upon the page of the preamble to the Charter of the United Nations. These are the concepts that unite your generation to mine. These are the concepts which give us hope. But these words have also divided us, for when we measure them against reality, that reality falls brutally short.

I assume that we are here because we all believe in the ideals and the tenets of the United Nations. But belief

is not enough. . . There must also be action to incorporate these ideals into the patterns of our life. And I think that here we face the greatest tragedy, for the confidence in action to bring power and reality to ideals is failing rapidly. From a pinnacle after the Second World War with the formation of the United Nations, optimism in matters relating to international affairs has degenerated into pessimism and now plunges into cynicism. Certainly there is much cause in our world for cynicism. But when that cynicism breeds with it a contempt for solutions to the problems facing our generations, then the results will be disastrous, and indeed, already are disastrous.

Today my generation is searching for hope, for a hope which can counter the mood of cynicism which distorts all ventures of international cooperation. But we find only despair and frustration. In international affairs the world today appears to be a worse place than it was ten years ago, and we have no reason to assume that this decline will be reversed. We can be sure, however, that if civilization is to advance, then this decline must be reversed and that you -- you in this audience tonight -- must be the people to begin this reversal.

You know better than I what action must be taken. During its short existence the pamphlets and documents of the United Nations have defined the problems of the world more thoroughly

than we could have expected. They show that bigotry spreads hate, that the populations explosion overcrowds, that poverty starves, and that war destroys. Now the time has come to translate these findings into action. In underdeveloped areas the problems require money and expertise. These will only be supplied, however, if you can convince your government of the necessity of such action. The necessity is great. The responsibility is yours. My generation supports and joins you.

But member nations cannot be expected to bear the entire burden of improvement. International businesses which have gained so much over the years from the development of the natural resources in underdeveloped nations must now in part reciprocate. They must remain responsive to the needs of the people; they must help to educate the people, to bring them to a level where they can begin to shoulder the great responsibilities of pushing a nation into industrialization. International businessmen must help build these countries rather than deplete them. And with such action on the part of both the United Nations and international business concerns -- reasons for hope will once more be sounded.

In the two areas which demand the most immediate and positive solutions, however, there is less reason for hope. War and bigotry have been the most specific causes for the drift of many of my generation into cynicism and despair. These hit the hardest because they are the ones which are felt

the most. We feel the need to end war because we are the ones fighting the wars; we feel the need to end bigotry because we, or our friends, suffer from discrimination. These problems are close to us; they are violent. They demand solution. And yet today there seems to be no hope for solution.

Twenty-four years ago, however, there was hope. That hope came in a resolution which is now the preamble to the Charter of the United Nations. The nations of the world resolved to combine efforts to maintain peace and tolerance, to eliminate the scourge of war, to reaffirm human dignity and equality. And implied in this resolution are two very important parts: in the first place it demands that the signing countries be willing to live by the ideals that they have endorsed; and in the second place, it demands that the international action of a nation be taken in accord with the collective action of the body of the United Nations. Today both of these parts have broken down. And with their destruction has come chaos on the international and also on the domestic level, for as nations forgot their pledge, as collective action disintegrated in the wake of vicious unilateral actions, hope for the future was lost.

That hope must be restored. And you must take the lead in this restoration. You must convince your people and your leaders that disputes must be settled short of war, that destruction creates problems, not answers. You must convince

them that the time has come when the nations that move independently must also move collectively toward the ideals of the United Nations.

My generation is searching for hope; and within the ideals of the United Nations we find encouragement. Hope will not come, however, until these ideals and these beliefs are given meaning through action. In your capacities as leaders and with your commitments to the ideals of the United Nations, you are in a position to lead the way to the change which will create hope for our generations.

My generation waits for your action. But time is dwindling, and anxiety is increasing. Many have equated this anxiety with rebelliousness. But basically our cry is not so much one of rebellion as one for urgent action. It is not a cry for destruction, but a cry for rapid construction. In its principles the United Nations stands for the idealism which has provoked these cries. I ask you now to join in our cry, to join in our action for the future, for hope, and for humanity.

ROGER ENLOE
President



UN WE BELIEVE

33 EAST 43RD STREET, NEW YORK, N. Y. 10017 • (212) 755-0280

UNITED NATIONS
AMBASSADORS DINNER
COMMITTEE

September 17, 1969

THOMAS S. CARROLL
Chairman

Dear Mr. Secretary-General:

I. W. Abel, *President*
United Steelworkers of America
William S. Beinecke, *Chairman*
The Sperry & Hutchinson Company
William Bernbach, *President*
Doyle Dane Bernbach, Inc.
F. Leonard Bryant, *Chairman*
Hooker Chemical Corporation
Thomas S. Carroll, *President*
Lever Brothers Company
Donald C. Cook, *President*
American Electric Power Company
Michael Daroff, *Chairman*
Botany Industries, Inc.
Justin Dart, *President*
Dart Industries, Inc.
J. Victor Herd, *Chairman*
The Continental Corporation
Edward B. Hinman, *President*
International Paper Co.
Donald M. Kendall, *President*
PepsiCo, Inc.
Herman D. Kenin, *President*
American Federation of Musicians
James L. Ling, *Chairman*
Ling-Temco-Vought, Inc.
William F. May, *Chairman*
American Can Company
Neil H. McElroy, *Chairman*
The Procter & Gamble Company
Donald S. McNaughton, *President*
The Prudential Insurance Company
Charles W. V. Meares, *Chairman*
New York Life Insurance Company
Ernest L. Molloy, *President*
R. H. Macy & Company
Charles F. Myers, Jr., *Chairman*
Burlington Industries, Inc.
William E. Petersen, *President*
Irving Trust Company
Jesse Philips, *Chairman*
Philips Industries, Inc.
Robert H. Platt, *President*
The Magnavox Company
James M. Roche, *Chairman*
General Motors Corporation
H. I. Romnes, *Chairman*
American Telephone & Telegraph Co.
George A. Stinson, *President*
National Steel Corporation
Jack I. Straus, *Chairman Executive*
Committee
R. H. Macy & Company
Louis Stulberg, *President*
International Ladies' Garment
Workers Union
Joseph P. Tonelli, *President*
Int'l Brotherhood of Pulp, Sulphite
& Paper Mill Workers
Robert B. Walker, *Chairman*
American Brands, Inc.
Kendrick R. Wilson, Jr., *Chairman*
Avco Corporation

We look forward with great pleasure to your presence at the Ambassadors Dinner on September 19.

The dinner will be black tie and will be in the Grand Ballroom of the Waldorf-Astoria Hotel at 8:00 p.m. with a reception at 7:00 p.m.

In the absence of Mr. Roger Enloe, your hosts for the evening will be Mr. and Mrs. W. Cornell Dechert who will look forward to meeting you at table number A in the Reception Room. Mr. Dechert is Chairman of the Board of Trustees of UN WE BELIEVE.

For your convenience, we enclose a copy of the program for the evening.

On behalf of the Board of Trustees, and Mr. Roger Enloe especially, I wish to express our sincere appreciation for your great interest in UN WE BELIEVE and look forward to having you with us that evening.

Sincerely,

Charles C. Dent
Charles C. Dent, Trustee

**U Thant
Secretary-General
United Nations, New York**

P R O G R A M

PRESIDING

ROGER ENLOE
(Mr. Charles C. Dent
will preside in
Mr. Enloe's absence.)

MOMENT OF QUIET

PREAMBLE TO THE CHARTER

Cliff Robertson

ADDRESS

William McIlwaine
Thompson, Jr.

HAMPTON INSTITUTE CONCERT CHOIR

Roland Carter, Director

TOAST TO THE SECRETARIAT

I. W. Abel

RESPONSE

(* SECRETARY-GENERAL)

TOAST TO THE GENERAL ASSEMBLY

Thomas S. Carroll

RESPONSE

(* PRESIDENT OF THE
GENERAL ASSEMBLY)

* Will not appear in the printed copy of the program.

8 September 1969

Mr. Narasimhan:

Rm 732

Capt. Dent of UN WE BELIEVE called on behalf of Mr. Enloe (Mr. Enloe is at present in Lenox Hill Hospital and was operated on for a perforated ulcer. He is doing well.) enquiring if SG would be willing to reply to a toast to be made by Mr. I.W. Abel, President of the United Steelworkers Union, at the dinner on 19 Sept. Capt. Dent is also calling Miss Brooks to see if she also will make a few remarks. The remarks by the SG would mark the end of the dinner. Capt. Dent said the plans for the dinner were going well and they had a much larger response this year. They would very much appreciate it if SG would agree to make a response to the toast.
RSVP: PL 5-0280

em.

9 Sept.

Estella,

Mr. C.V.N. asked if you would tell Capt. Dent that you will put his request before the S.G. and give the Capt. a reply by Monday or Tuesday. Please return the attached slip to me so that Mr. C.V.N. may take it up with the S.G.

done em.

Estella S.G. will be glad to respond *done em.* 11/11/69

done em.

where (in which hospital ^{pbs} & room no.) is Mr. Embel? or

CVN/CC

cc: Mr. Lemieux

*Grand Ballroom
Waldorf Astoria*

7⁰⁰ reception

8⁰⁰ dinner

26 March 1969

Dear Mr. Enloe,

Thank you for your kind letter of March 24.

I am glad to confirm that, barring unforeseen circumstances, the Secretary-General will be glad to accept your invitation to attend the annual UN Ambassadors Dinner. As for a date, both the Secretary-General and I feel that Friday, September 19 may be a safer date than Tuesday, September 16, the opening date of the General Assembly.

With kind regards,

Yours sincerely,

C.V. Narasimhan
Chef de Cabinet

Mr. Roger Enloe
President
UN WE BELIEVE
33 East 43rd Street
New York, N.Y. 10017



UN WE BELIEVE

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Roger Enloe
President

March 24, 1969

Dear Mr. Narasimhan:

You were kind to see me on March 6.

It would be helpful to learn from the Secretary-General if, barring unforeseen circumstances, he could accept our invitation to attend the annual UN Ambassadors Dinner on September 16, 1969, the opening day of the General Assembly.

At the same time, it would be helpful to know whether another day would be better for him. There are limiting factors in choosing another date, but Friday, September 19, would be possible. Please tell us if he would prefer this alternative.

We would be grateful if you could send us an early reply concerning the above.

With kind regards.

Sincerely,

Mr. C. V. Narasimhan
Chef de Cabinet
United Nations, New York 10017



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Roger Enloe
President

Handwritten initials: RE

June 9, 1969

Dear Mr. Secretary-General:

You will be a most welcome guest at the reception before the UN WE BELIEVE luncheon on Thursday, June 12. The occasion is in tribute to private secretaries of the chief executive officers of major corporations and labor unions. We are prompted to tender this luncheon because of the great assistance they have rendered during the last ten years. To date eighty have accepted.

The reception will be in the West Terrace of the Delegates Dining Room at 12:00 noon. We will look forward to your coming about 12:15 p.m. and hope that you may be willing to say a word of greeting to the guests.

With kind regards.

Sincerely,

Handwritten signature: Roger Enloe

U Thant
Secretary-General
United Nations, New York 10017

CVN/CC

cc: Mr. Lemieux

29 May 1969

Dear Mr. Enloe,

I am replying to your kind letters to me dated May 26 and also to your letters of the same date to the Secretary-General.

I have already informed you of the programme for June 12. The Secretary-General and I will join your group at about 12.15 p.m. for cocktails and leave around 12.30 when you sit down for luncheon. Both the Secretary-General and I regret we are unable to join you at the luncheon itself.

Both the Secretary-General and I have noted the arrangements for the UN Ambassadors Dinner in the Grand Ballroom of the Waldorf-Astoria Hotel on Friday, September 19. We hope that this year will be as successful as the dinner in previous years.

With kind regards,

Yours sincerely,

C.V. Narasimhan
Chef de Cabinet

Mr. Roger Enloe
President
UN WE BELIEVE
33 East 43rd Street
New York, N.Y. 10017



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Roger Enloe
President

*Thanks.
Pl. respect.
Prudens engagement.
22
27/6
C.V.*

May 26, 1969

Dear Mr. Secretary-General:

You are most cordially invited to attend as our honored guest the luncheon in tribute to private secretaries of the chief executive officers of major corporations and labor unions. We are prompted to tender this luncheon because of the great assistance they have rendered during the last ten years. To date sixty-three have accepted.

The luncheon will be held in the West Terrace of the Delegate's Dining Room on Thursday, June 12. A reception will begin at 12:00 noon; lunch will be served at 12:30 p.m. and we will adjourn promptly at 2:00 o'clock. It would add greatly to the occasion if you could be present and extend a few words of greeting.

With appreciation and best wishes.

Sincerely,

Roger Enloe

U Thant
Secretary-General
United Nations, New York 10017



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Roger Enloe
President

*Thant
27/5
C.V.*

May 26, 1969

Dear Mr. Secretary-General:

Your prompt acceptance, through the kindness of Mr. Narasimhan, of our invitation to the UN Ambassadors Dinner was most reassuring. On behalf of the Trustees of UN WE BELIEVE, and for myself personally, I thank you again for your continuing support.

The Dinner will be held in the Grand Ballroom of the Waldorf-Astoria Hotel on Friday, September 19, at 8:00 p.m. The reception will begin at 7:00 p.m.

We send our good wishes for the summer and for the preparations you make for the beginning of the next General Assembly.

With kind regards,

Sincerely,

U Thant
Secretary-General
United Nations, New York 10017



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Roger Enloe
President

OCT 10 1968

ACTION

October 9, 1968

9/10/68

TO	Mr. Thant
1
2
3
<input type="checkbox"/>	- Action Completed
<input type="checkbox"/>	- Acknowledged
<input type="checkbox"/>	- No Action Required
INITIALS	

R. H. S. C. S. A. M.

Dear Mr. Secretary-General:

You did a great honor to UN WE BELIEVE by accepting our invitation to the Ambassadors Dinner at the Waldorf-Astoria Hotel last Monday evening. Already you know something of our gratitude, but on behalf of the Board of Trustees, and of myself personally, I wish to put on record our appreciation.

Your presence on the dais and the thoughts you shared with our guests gave inspiration to those of us who arranged the Dinner and added immeasurably to the substance and meaning of the occasion. Here we are encouraged by your interest and support to multiply our efforts to gain the support of industry and labor for the United Nations. We wish also to remind you of the high esteem in which we hold you.

With warm regards.

Sincerely,

Roger Enloe

U Thant
Secretary-General
United Nations
New York, New York 10017

cc: MR. LEMIEUX ✓

1/68
Marasmb

Black Tie

✓

JRB/br

cc: Mr. Narasimhan
Mr. Rolz-Bennett
Mr. Kittani
Mrs. Mira
Registry

5 August 1968

Dear Mr. Enloe,

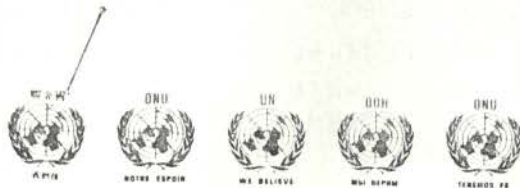
Many thanks for your letter of 1 August 1968,
concerning the Dinner which "UN We Believe" is organizing
for 7 October 1968.

I accept with pleasure your kind invitation and
look forward to seeing you on 7 October.

Yours sincerely,

U Thant

Mr. Roger Enloe
President
UN We Believe
33 East 43rd Street
New York, N.Y. 10017



UN WE BELIEVE

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Roger Enloe
President

*Pl. confirm
in writing. I will
sign
3/11
Jone*

August 1, 1968

Dear Mr. Secretary-General:

Your prompt assurance, through the kindness of Mr. Rolz-Bennett, that you would be attending our Dinner on the new date, Monday, October 7, was most welcome here. On behalf of the Trustees of UN WE BELIEVE, I truly thank you.

The Dinner will be held in the Grand Ballroom of the Waldorf-Astoria Hotel at 8:00 p.m. The reception will begin at 7:00 p.m.

We send our good wishes as the General Assembly starts its new session, and look forward to seeing you at the Dinner on the evening of October 7.

With kindest regards.

Sincerely,

U Thant
Secretary-General
United Nations, New York 10017

cc: Mr. Narasimhan (2)
Mr. Kittani
Mr. Lemieux ✓
Registry

IK/im

5 March 1968

Dear Mr. Enloe,

On behalf of the Secretary-General I acknowledge your letter dated 29 February inviting him to be a guest of honour at the dinner on 17 September 1968 on the opening day of the Twenty-third session of the General Assembly.

The Secretary-General is grateful to you for your thoughtfulness. Subject to unforeseen circumstances, he is pleased to accept your kind invitation.

With kindest regards,

Yours sincerely,

José Holz-Bennett
Under-Secretary-General
for Special Political Affairs

Mr. Roger Enloe
President
UN WE BELIEVE
33 East 43rd Street
New York, N.Y. 10017



UN WE BELIEVE

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*Pl. answer.
Jme 1/25*

February 29, 1968

Dear Mr. Secretary-General:

Your acceptance of the invitation last year to our Dinner on the opening day of the General Assembly gave us courage to proceed and your presence helped to make the evening memorable.

Now I write to tell you far in advance that we plan a similar occasion on the opening day of the General Assembly this year - Tuesday, September 17 at the Waldorf-Astoria Hotel. A formal invitation will come to you in August. We trust you may make a note of the date and that it may be possible for you to join us as a guest of honor.

Several industrialists have indicated their desire to take with them from the Dinner a greater understanding of the United Nations. It is our hope to fulfill this desire and to add also the element of inspiration.

We remember your policy concerning speeches during the Assembly and will respect it.

With kindest regards,

Sincerely,

Roger Enloe
President

U Thant
The Secretary-General
United Nations, New York 10017

CVN/cc

10 October 1967

Dear Senator Hatfield,

Thank you for your very kind letter of 29 September. I was very happy to meet you at the UN WE BELIEVE Dinner and I am most grateful to you for your kind sentiments and good wishes.

I would be very grateful if you could send me a copy of the text of your speech delivered on the occasion of the UN WE BELIEVE Dinner; I enjoyed listening to it so much.

With kind regards,

Yours sincerely,

U Thant

The Honourable Mark O. Hatfield
Senator
United States Senate
Washington, D.C.

cc: Mr. Narasimhan
Mr. Lemieux ✓

MARK O. HATFIELD
OREGON



United States Senate

WASHINGTON, D.C.

September 29, 1967

Dear Mr. Secretary General:

May I take this opportunity to thank you again for your very generous remarks at the UN We Believe dinner in New York. I very much appreciated the interest you showed in the proposals contained in my presentation.

I wish to express my admiration for the important contribution to world peace and understanding which you are making; your efforts are carefully watched and greatly respected by freedom loving people all over the globe.

Also, I am grateful for the personal concern you mentioned in following my recent senatorial campaign.

My warmest personal regards.

Cordially,

A handwritten signature in dark ink, appearing to read "Mark O. Hatfield", written in a cursive style.

CVN/cc

27 September 1967

Dear Mr. Enloe,

Thank you for your very kind letter of 25 September. I was glad to see that the Dinner you arranged on the night of 19 September was so successful. I am also grateful to you for your kind sentiments in regard to my own participation in it.

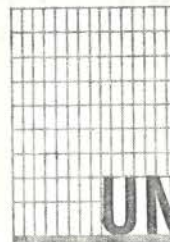
With warmest personal regards,

Yours sincerely,

U Thant

Mr. Roger Enloe
President
UN WE BELIEVE
33 East 43rd Street
New York, N.Y. 10017

cc: Mr. Narasimhan
Mr. Lemieux



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Roger Enloe
President

*Pl. ask with
thanks -
9/26/67
C.V.*

September 25, 1967

Dear Mr. Secretary-General:

You have given us the kind of challenge we welcome - adequately to express our appreciation for your contribution to the UN WE BELIEVE Dinner at the Waldorf Astoria last Tuesday evening. Of course we cannot meet the challenge fully, but we feel you sense something of how grateful we are.

From the moment you accepted our invitation to be a guest of honor to your actual presence on the dais and completion of the thoughts you shared with the audience, you gave inspiration to those of us who arranged the Dinner, and added immeasurably to what many have said was the finest event of its kind they have ever attended.

Now I write for the Board of Trustees of UN WE BELIEVE, and for myself personally, to thank you.

Here we must do five hundred times as much as we have in the past to win for the UN the support of industry and labor. As we set ourselves to the task, your interest and support remain a source of encouragement to us.

With kindest regards.

Sincerely,

U Thant
Secretary-General
United Nations
New York, New York

21 July 1967

Dear Mr. Enloe,

Thank you for your very kind letter of 19 July inviting me to join you at a UN WE BELIEVE Dinner to be held at the grand ballroom of the Waldorf Astoria Hotel in New York City on Tuesday, September 19, the day of the opening of the twenty-second regular session of the United Nations General Assembly. I note that the reception will begin at 7.00 p.m. and the Dinner at 8.00 p.m. I also note that you will have as a principal speaker a person of national prominence and that you will take the opportunity to present awards to two "peace makers". I believe that Mr. Narasimhan has already explained to you that while the General Assembly is in session I do not usually make public statements.

With kindest regards,

Yours sincerely,

U Thant

Mr. Roger Enloe
President
UN WE BELIEVE
33 East 43rd Street
New York, N.Y. 10017

cc: Mr. Narasimhan ✓
Mr. Lemieux ✓



UN WE BELIEVE

10

33 EAST 43RD STREET, NEW YORK, N. Y. 10017 • PLAZA 5-0280

Roger Enloe
President

July 19, 1967

Dear Mr. Secretary General:

On behalf of the trustees of UN WE BELIEVE, I wish cordially to invite you to be present at a UN WE BELIEVE Dinner to be held at the grand ballroom of the Waldorf Astoria Hotel in New York City on Tuesday, September 19, the day of the opening of the regular session of the United Nations General Assembly. *Twenty - second* The reception will begin at 7 p.m. and the dinner will begin at 8 p.m.

It is our hope to make this a great occasion, commensurate with the role the United Nations is being asked to fulfil in our day. Besides yourself, we plan to invite high level representatives of the major corporations and labor unions in the United States, together with Mr. Narasimhan and other principal officers of the United Nations, the newly elected President of the General Assembly, and the chief members of the delegations. Wives will also be invited.

For the principal speech we expect to have a person of national prominence and to take the opportunity to present awards to two great "peace makers".

The purpose of the dinner is to allow some of the influential persons of the United States to express, by their presence, their concern and hope for the new session of the General Assembly and to offer genuine encouragement to you, the members of your staff and to the delegations. It will also provide funds to enlarge the work of UN WE BELIEVE.

Your presence at the dinner will be of incalculable significance. We encourage you to accept and look forward to an early and favorable reply.

Sincerely,



UN WE BELIEVE

33 EAST 43RD STREET, NEW YORK, N. Y. 10017 • PLAZA 5-0280

Roger Enloe
President

September 18, 1967

Dear Mr. Secretary-General:

You honored us by accepting the invitation to the UN WE BELIEVE Dinner to be held in the Grand Ballroom of the Waldorf Astoria Hotel tomorrow evening, September 19th, at 8:00 p.m. We hope it may be possible for you to attend the reception which begins at 7:00 p.m. in the East Foyer of the Ballroom.

The Hon. Mark O. Hatfield, Senator from Oregon, will give the principal address. Mr. Danny Kaye will make the Man of Peace Award to Mr. Paul G. Hoffman. Others taking part in the program will be Miss Angela Lansbury, Mr. Peter Ustinov and the United Nations Singers.

Mr. Narasimhan has kindly arranged to extend our invitation to His Excellency the Foreign Minister of Romania who, we understand, may be elected President of the General Assembly. He has already indicated his willingness to accept.

We know your policy concerning making statements while the General Assembly is in session, but if you should say a word of greeting, I am sure everyone present would be delighted.

We look forward to seeing you tomorrow evening and wish you well as the Assembly begins its new session.

With kindest regards.

Sincerely,

U Thant
Secretary-General

19 January 1967

Dear Mr. Enloe,

On behalf of the Secretary-General I wish to reply to your kind letter to him dated November 28. Your proposal to call some of your regular supporters "Friends of the United Nations" has been given very careful consideration. We are advised, however, that it would not be appropriate for the Secretary-General to authorize such a designation for a group of people. In the circumstances we much regret our inability to concur with your proposal.

With kind regards,

Yours sincerely,

C.V. Narasimhan
Chef de CabinetMr. R. Enloe
President
UN WE Believe
33 East 43rd Street
New York, N.Y. 10017cc: Mr. Narasimhan
Mr. Stavropoulos
Mr. Obrhai
Mr. Lemieux ✓
Registry



TO: Mr. C. V. Narasimhan
A: Chef de Cabinet

DATE: 11 January 1967

THROUGH:
S/C DE:

FROM: C. A. Stavropoulos
DE: Under-Secretary, Legal Counsel

REFERENCE: _____

SUBJECT:
OBJET:

*Seen - Thanks.
Mans
1-11/67*

A handwritten signature in dark ink, appearing to read 'C. A. Stavropoulos', written over a horizontal line.

1. This is in reply to your memorandum of 30 November 1966 concerning the proposal contained in the letter addressed to the Secretary-General on 28 November 1966 by Mr. Enloe of "UN-We Believe".

2. The title, "Friends of the United Nations", proposed by Mr. Enloe for the group he refers to in his letter consists, of course, of words that are very general in nature and are not specifically descriptive of the group in question. The words are, we would hope, almost unlimited in their scope since we would like to feel that nearly everyone is a friend of the United Nations. I am doubtful therefore as to whether it would be appropriate for such words to be used as the title of a particular group.

3. I should also draw attention to the fact that Mr. Janecek, with whom we discussed this matter, expressed reservations against the use of the United Nations name by "UN-We Believe" for the purposes described in Mr. Enloe's letter, even if a more specific title could be found for the group in question.

4. In light of the reservations expressed by Mr. Janecek, I have not dealt in this memorandum with the second aspect of Mr. Enloe's proposal concerning the question of contributions to the United Nations. If necessary, however, I would be glad to do so.

CVN's copies

CVN/nt

Mr. C. Stavropoulos
Legal Counsel

30 November 1966

C. V. Narasimhan
Chef de Cabinet

.....

I enclose copy of a letter addressed to the Secretary-
General by Mr. Roger Enloe of UN We Believe. I shall be
grateful for your comments on his proposal.



UN WE BELIEVE

33 EAST 43RD STREET, NEW YORK, N. Y. 10017 • PLAZA 5-0280

November 28, 1966

Dear Mr. Secretary General:

In the course of our work we find individuals who would like to have a sense of identification with the United Nations, but do not wish to join an organization or to attend meetings. They are glad to give \$100 or more per year to support the work of UN WE BELIEVE.

We take it as our responsibility to keep this group of contributors informed concerning the United Nations, encourage them to visit UN headquarters and in some cases arrange for them to meet UN personnel. We would like to give them a closer relation by calling them Friends of the United Nations. They would be established as an integral part of UN WE BELIEVE and under its jurisdiction.

We would appreciate your consent to call this group Friends of the United Nations. We would also like to give a part of each contribution to the UN, though not to the regular budget, the use to be determined in consultation with the office of the Secretary General. As the group grows, an increasingly larger percentage would be given to the UN.

The name Friends of the United Nations is one that appeals to many. It is easily adaptable to any language and country and our hope would be in time to extend it.

We look forward to hearing from you and send kindest regards.

Sincerely,

Roger Enloe

Roger Enloe,
President

U Thant
Secretary General
United Nations
New York

*1/2
29/11
c.s.*

27 November 1964

Dear Mr. Enloe,

Thank you for your kind letter of 24 November. I was glad to be able to participate in the Award Luncheon on Thursday, 19 November.

I am also glad to know that you have been arranging for corporations to take their executives to the United Nations for a tour and a briefing and that Mr. Maurice Liu has been co-operating with you in this connexion. I hope that in 1965 you will be able to get more people to visit the United Nations and to become better acquainted with it.

I am grateful to you for your good wishes in regard to the approaching nineteenth session of the General Assembly. We face many difficult problems and I can only hope that they will be resolved before the opening day.

Yours sincerely,

U Thant

Mr. Roger Enloe
President
UN We Believe
33 East 48th Street
New York 17, N.Y.



4

UN WE BELIEVE

A PROGRAM IN SUPPORT OF THE UNITED NATIONS
33 EAST 48TH STREET, NEW YORK 17, N.Y. • PLAZA 5-0280

November 24, 1964

*Pl. sent by 26/10
C.V.*

Dear Mr. Secretary-General:

We count it an honor to have had you as a guest at the Award Luncheon on Thursday.

Your statement, so forthright and appropriate, added greatly to the occasion. For the members of the Board of Trustees and for myself, personally, I heartily thank you.

One thing upon which we concentrated in 1964 was getting corporations to take their executives to the United Nations for a tour, a briefing, and then a luncheon or cocktails. The New York Life Insurance Company and American Electric Power are examples of our success with this. Mr. Maurice Liu, Chief of the Visitors' Bureau, facilitates arrangements so well for us, and good results are so evident, that we expect to intensify this approach to industry and business during International Cooperation Year.

Our hope is that the end of 1965 will show that we have been able to secure a large participation of business and industry in the whole range of projects connected with I.C.Y.

As on December 1 the 19th General Assembly begins, be assured that you have our very best wishes. We also, with our appreciation, send kindest personal regards.

Sincerely,

Roger Enloe
President

U Thant
Secretary-General
United Nations, New York

cc: Mr. Narasimhan



UN WE BELIEVE

A PROGRAM IN SUPPORT OF THE UNITED NATIONS
33 EAST 48TH STREET, NEW YORK 17, N.Y. • PLAZA 5-0280

Handwritten initials

November 17, 1964

Dear Mr. Secretary-General:

We are glad to enclose a list of acceptances for the Award Luncheon in honor of Xerox Corporation to be held on Thursday, November 19.

In order to provide more room, we are changing from the Chatham Hotel to Delmonico's Hotel, Park Avenue at 59th Street, in the Crystal Room on the mezzanine floor.

We are requesting that the guests of honor arrive at 12:20, if possible. We trust this may be convenient for you.

Kindest regards.

Sincerely,

Roger Enloe
President

U Thant
Secretary-General
United Nations, New York

LIST OF ACCEPTANCES as of November 17
UN WE BELIEVE AWARD LUNCHEON

U Thant

The Honorable Adlai E. Stevenson

Mr. C. V. Narasimhan

Ambassador Franklin H. Williams

Mr. Sol M. Linowitz, Chairman, Xerox Corporation

Mr. Donald C. Power, Chairman, GT&E Corporation

Mr. Ralph Ablon, Chairman, Ogden Corporation

Mr. S. W. Antoville, Chairman, U. S. Plywood Corporation

Mr. Elmer H. Bobst, Chairman, Warner-Lambert Pharmaceutical Corporation

Mr. F. Leonard Bryant, Chairman, Hooker Chemical Corporation

Mr. Richard W. Dammann - Dammann, Blank, Hirsch & Heming

Mr. Dudley Dowell, President, New York Life Insurance Co.

Mr. Clark M. Eichelberger - United Nations Association

Mr. Van P. Enloe, President, Enloe Drug Company

Mr. Clayton Fritchey, Director of Public Affairs, U. S. Mission to the UN

Mr. Robert M. Ganger, Chairman, D'Arcy Advertising Company

Mr. George W. Griffin, Jr., Vice President, General Telephone & El. Co.

Mr. Ernest A. Gross, Curtis, Mallet-Prevost, Colt & Mosle

Mr. Mervin R. Haskel, President, United Merchants & Manufacturers, Inc.

Mr. Walter Hochschild, Chairman, American Metal Climax, Inc.

Mr. Donald W. Kendall, President, Pepsi Cola Company

Mr. Arthur Larson, Director, World Rule of Law Center

Mr. Steve Lawrence - Actor - and Mr. Kenneth Greengrass, Manager

Mr. Oscar deLima, Chairman, Roger Smith Hotels Corporation

Mr. Joseph Mankiewicz, Director

Mr. Neil McElroy, Chairman, The Procter and Gamble Company

Mr. James W. Murray, Chairman, General Precision Equipment Corporation

Mr. Frederic Papert, Chairman, Papert, Koenig, Lois, Inc.

Dr. Joseph Pois, Prof. of Public Administration, U. of Pittsburgh

Mr. John R. Rhamstine, President, Corn Products Company

Mr. Edgar Rosenberg, Executive Producer, Telsun Foundation

Mr. Irving Salomon

Mr. Whitney North Seymour

Mr. Adolph J. Toigo, Chairman, Lennen & Newell, Inc.

Mr. Robert W. Wales - Cleary, Gottlieb, Steen & Hamilton

Dr. Henry M. Wriston, Chairman, The American Assembly

Mr. William Zeckendorf, Chairman, Webb & Knapp Corporation

Mr. William Zeckendorf, Jr., President, Zeckendorf Hotels Corporation

Mr. David Yunich, President, Macy's New York



UN WE BELIEVE

33 EAST 48th St. • NEW YORK 17, N. Y. • PLaza 5-0280

UN WE BELIEVE is a non-profit educational organization chartered by the Board of Regents of the University of the State of New York. Its goal is a more effective United Nations. Its thesis is that the UN can become more effective only as individuals accept the fact that they are participants in world events, not spectators.

To accomplish this, UN WE BELIEVE takes a unique approach. It seeks the commitment of business, industry and labor unions to the principles of the United Nations and the expression of this through their vast channels of communications to employees, stockholders, customers and union members, thus reaching individuals by the thousands and tens of thousands.

Luncheon-conferences

In pursuing its goal, UN WE BELIEVE conducts in its office a continuing series of luncheon-conferences. Here the chief executives of major corporations and unions discuss with each other and with ambassadors and members of the UN Secretariat how the corporation can help make the UN more effective.

The result is that a growing number of corporations and unions are expressing commitment to the principles of the UN through articles in their publications, distribution of educational material about the UN, advertisements and displays.

Financial Support

UN WE BELIEVE is maintained by contributions from individuals and foundations. It is listed as tax-exempt by the Bureau of Internal Revenue and contributions are allowable as income tax deductions. In order to avoid any misunderstanding about its basic purposes, UN WE BELIEVE does not solicit contributions from corporations, corporate foundations, or unions.

The Beginnings

The idea grew out of a discussion among two pilots and a flight engineer in a United Air Lines DC-6 on a non-stop flight from Denver to New York on November 11, 1956. The Hungarian revolt was failing. The United States and the United Nations were unable to act. Before landing the pilots concluded that they shared the responsibility for the state of affairs. Then began a long search as to what an individual can do to help bring about a world of peace with justice.

On April 21, 1958, authority was given by the office of the Secretary-General to extend the use of the UN symbol with "UN" above and "WE BELIEVE" beneath as an expression of commitment to the principles of the UN as stated in the Preamble to the Charter. This led to the formation of a group which is now UN WE BELIEVE, to which the pilots, joined by business and professional men, continue to give most of their free days toward achieving the aims and purposes of the organization. Airline stewardesses help handle correspondence, office work, and also serve the simple meals at the luncheon-conferences. There is a small salaried staff. The office is at 33 East 48th Street, New York 17, New York.

BOARD OF TRUSTEES OF UN WE BELIEVE

A. W. Teichmeier
Vice President
U.S. Plywood Corporation
(Chairman)

Charles C. Dent
Captain
United Air Lines
(Vice Chairman)

Roger Enloe
UN WE BELIEVE
(President)

Robert A. Fuller
Director of Publicity
CBS - Films
(Secretary)

Richard P. Munger
Captain
United Air Lines
(Treasurer)

Jerome J. Cowen
Vice President
Kenyon & Eckhardt, Inc.

W. Cornell Dechert
President
Art Metal, Inc.

Sumner B. Rosenthal
Merchandising Enterprises

Milton M. Carrow
Lavine, Carrow, Bernson & Tucker
(Legal Counsel)

UN WE BELIEVE AWARD LUNCHEON

November 19, 1964

Tentative Program

Delmonico's Hotel

12:20 - Arrival of guests of honor

12:30 - Arrival of guests and informal reception

12:45 - Lunch served

1:15 - Introduction of guests

1:20 - Presentation of Award to Xerox Corporation
by Mr. Donald C. Power

1:30 - Response by Mr. Linowitz

1:40 - Statement by U Thant

1:50 - Statement by Mr. Stevenson

2:00 - Closing Statement - R. Enloe



REMARKS BY
SOL M. LINOWITZ
CHAIRMAN OF THE BOARD, XEROX CORPORATION
AT "UN WE BELIEVE" LUNCHEON
DELMONICO'S HOTEL, NEW YORK CITY
NOVEMBER 19, 1964

Xerox is deeply honored to have been chosen for the UN WE BELIEVE Award this year. We are also, however, somewhat embarrassed to be hailed for having undertaken a project which we regard as so clearly in our own self-interest as a Corporation and as individuals.

For the fact is that we at Xerox are convinced that these programs may well prove to be the biggest bargain in all television history. Through them, Xerox has become the beneficiary of selfless contributions by the foremost motion picture artists, directors, writers, producers and musicians of our time - and has been given the opportunity to present in the name and under the auspices of Xerox a series of memorable programs at a price which would otherwise have been unthinkable. Measured against the magnificent contributions made by the artists who are giving so much so freely to this undertaking, we consider the cost to us as modest and our gain incalculable.

What makes the opportunity especially rewarding to us is the fact that these programs will help further public understanding of the United Nations. For any Company such as ours must recognize that our whole future is inextricably and inevitably bound up with the world around us and the question of whether we are going to have war or peace. We recognize - as we must - that all of our plans for tomorrow will necessarily (and possibly decisively) be affected by what happens in such far-off places as Vietnam or Laos or the Congo.

We know that the world is pressing in upon us and that the vast millions of this world are no longer thousands of miles away but just down the runway. We recognize that we are all living in a time of uncertainty and anxiety - when we have learned to achieve most and to fear most - when we have unparalleled affluence and unprecedented human need. We understand that in a very real sense we are engaged in what H. G. Wells called a "race between education and catastrophe."

In such a "race between education and catastrophe," it requires neither unusual courage nor special corporate statesmanship to see that it is in the best and highest interest of Xerox - an international company with subsidiaries and affiliates in virtually every part of the free world - to help bring about a better understanding of the United Nations and what it is doing to help create a world of peace and freedom.

For the field of Xerox is the field of communications. And for people to communicate - to transmit ideas, thoughts, facts - we must have the kind of world in which people can communicate. There would be no future for Xerox in a world devastated by an atomic war: There is no market in communication between cadavers. For the future of Xerox, peace is at least as essential as electricity. Prevention of war is at least as important in our long-term planning as the prevention of fire.

We recognize, of course, that the United Nations is still imperfect and still immensely improvable. But we also know that for 19 years it has been working to further the progress of world peace in a myriad of ways - many of them misunderstood, many of them unknown. We know that if the United Nations is to make its greatest contribution toward peace, it must have the understanding of the peoples of the world and an appreciation of what it is

doing in its relentless fight against the oldest enemies of mankind - hunger, poverty and disease. This is the story which these programs will try to tell.

There have been some people who have objected to our decision to present these programs and have told us that they deplored it as unwise. Obviously, when we undertook this project, we expected that there would be some who would take issue with us. We even anticipated that the opposition might be vociferous - and we have not been disappointed. This does not mean to say that we have ignored the objections. On the contrary, we have carefully re-examined our position - and are today more certain than ever that our decision is the right one.

We respect, of course, the right of those who dissent to express their disagreement to us. We believe this to be in the highest American tradition and in accordance with our soundest principles of freedom of expression. But we are proceeding on the assumption that the same respect will be accorded to us and in accordance with the same great tradition.

It seems to me particularly important that we shore up this assumption at a time such as this one - when we have just concluded a Presidential Campaign in which feelings and tensions have been high. It is quite likely that some of the passions engendered by the Campaign spilled over into the letters we received objecting to our position. Now that the Election is behind us, we can hopefully look forward to the regaining of that which William James once described as our "civic genius" - the "tried and disciplined good temper toward the other side when it fairly wins its inning." We need that "civic genius" today more than ever before. We need to close ranks again as a people and to make the word "United" shine bright and large in the name "United States." We need to regain our sense of dedication to our great common purposes and objectives as Americans.

It is in this spirit and in this hope that we at Xerox are going forward with these programs - proud that we have been given the opportunity and confident that they will represent significant contributions toward better understanding, not only in this country but among all people.

ROUTING SLIP

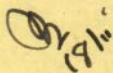
Comments for the record should not be written on this slip. REFERRAL SHEET PT.108 should be used instead.

TO:

Mr. Narasimhan

APPROVAL		YOUR INFORMATION
MAY WE CONFER?		AS REQUESTED
YOUR SIGNATURE		FOR ACTION
NOTE AND FILE		REPLY FOR MY SIGNATURE
NOTE AND RETURN		PREPARE DRAFT
YOUR COMMENTS		ATTACH RELATED PAPERS

I hope the attached will be of help for the S.G.'s talk at the "U.N. We Believe" luncheon.



DATE:

Nov. 18/64

FROM:

Maxwell Dunn

18 November 1964

The Secretary-General might like to recall two paragraphs of the address he made at the luncheon on Friday, 10 April 1964 to launch the "Xerox Project".

The Secretary-General said: "I take this opportunity to express the deep gratitude of myself and of all my colleagues in this Organization for the generosity of the Xerox Corporation, headed by Mr. Wilson, who is with us today. This is in the great tradition of public responsibility which so many corporations in this country have shown in the past and are showing today."

The Secretary-General also said: "I think it is most significant that so many leaders in the entertainment world should be willing to give so freely of their time and talent to this present venture of producing films which will enable audiences in this country and others to understand better the work of the United Nations in its many fields."

Notes On The Xerox Project

The Xerox Corporation has contributed an amount in excess of \$4 million for the production of six television programmes concerned with the activities of the United Nations. Two of these productions are almost completed - one is on the subject of universal brotherhood, and the other on the subject of the problem of refugees - refugee seamen, in particular. The other subjects chosen by the producers and which are at present in the research or writing stages are: the peace-keeping and peace-making activities of the Organization, the work of one of the specialized agencies - WHO, and the endeavours which the U.N. is making to control and regulate narcotics.

As a result of the initiative of Xerox, there has been gathered together probably one of the greatest concentrations of producing, writing and acting talent from several countries devoted to showing some of the work of the U.N. The people engaged in the programmes are extremely distinguished in their respective fields. Because of the importance of these presentations, several broadcasting organizations in the United States have agreed to programme them on prime evening television time. Because of the publicity which has attended upon the Xerox Corporation's initiative, enquiries have come from at least a dozen television services throughout the world. This would suggest that confidence in the entertainment, in addition to the information value of these films will be fully justified. The Xerox Project has begun what one might describe as a chain reaction whose ultimate result will be a greater appreciation of the wide range of activities in which the U.N. is engaged in the world today.

CVN/nt

7 November 1964

Dear Mr. Enloe,

Thank you for your kind letter of 5 November. I note that the Award Luncheon in honour of Xerox Corporation will be held at the Chatham Hotel on Thursday 19 November at 12.30 p.m. Unless something extraordinary happens meanwhile, I look forward to being with you on that day. I shall also be happy to make a brief statement on the occasion.

With kind regards,

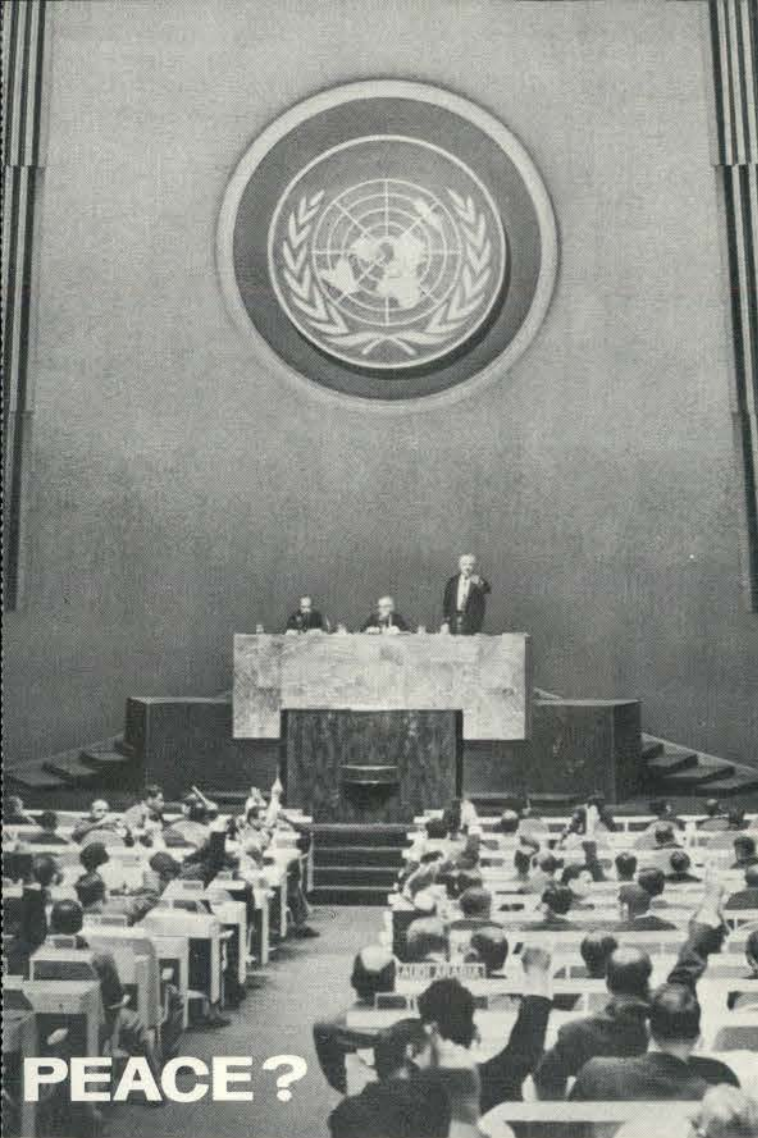
Yours sincerely,

U Thant

Mr. Roger Enloe
President, UN WE BELIEVE
33 East 48th Street
New York 17, N.Y.

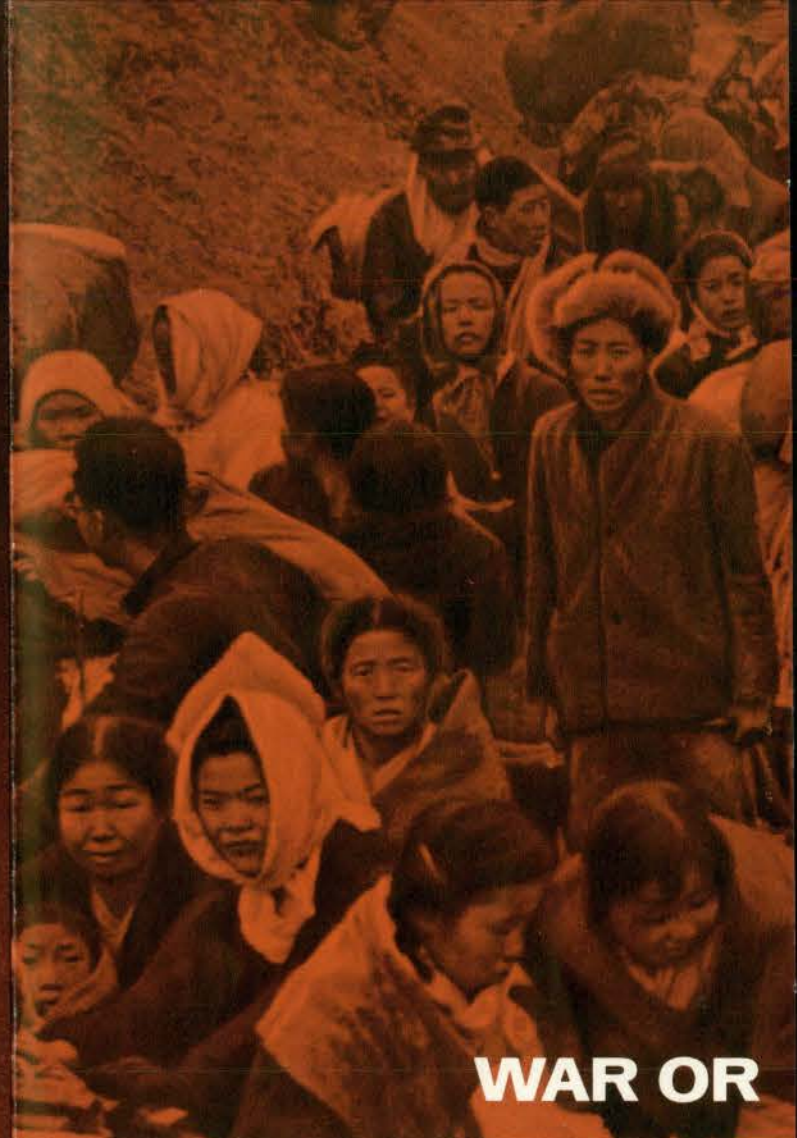
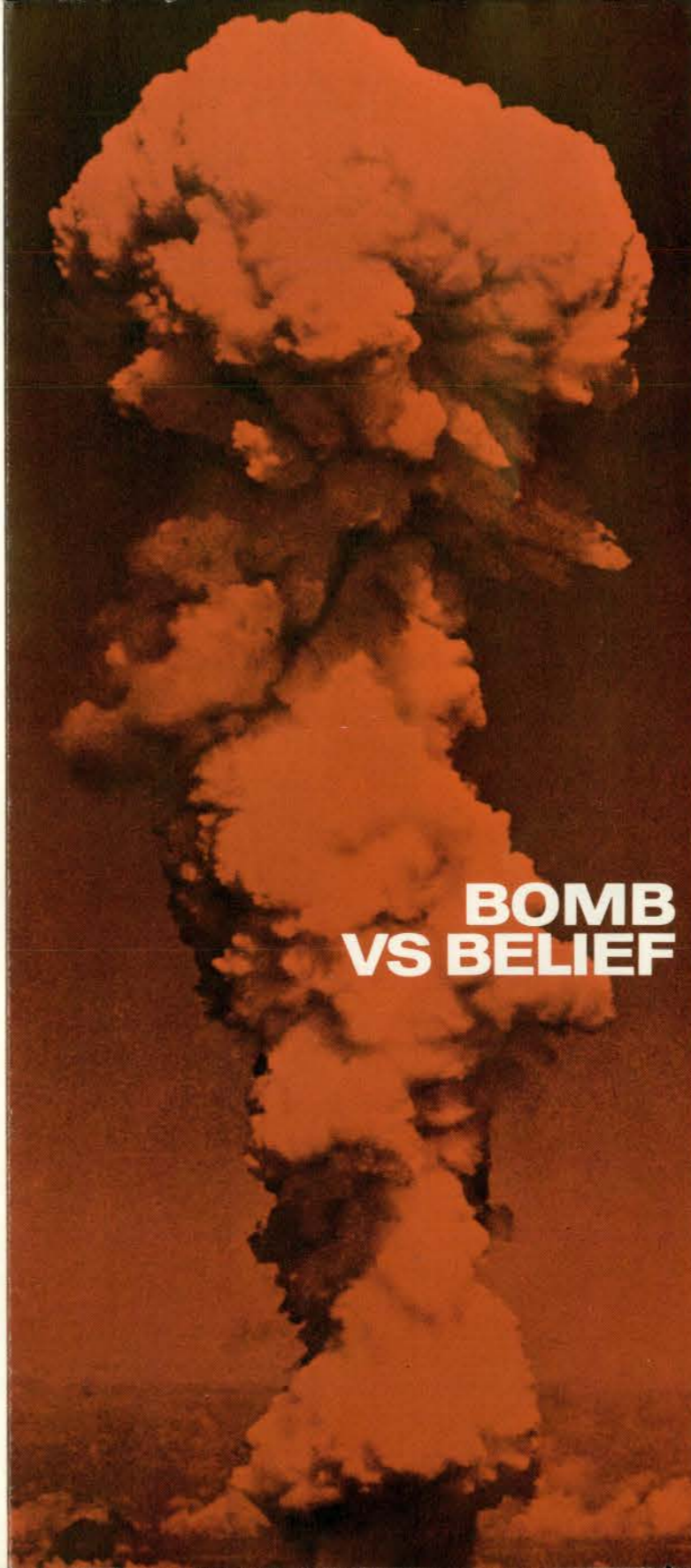
cc - Mr. Lemieux
Registry

(original)



Plan Your Own Personal "Peace Campaign"

1. Recognize that the UN relies on *people*; make it your own *personal* responsibility.
2. Know what the UN is doing and why; stay informed on UN and world affairs.
3. Visit the UN; write for the UN publications list.
4. Form or join a local organization that supports the UN.
5. Urge your community groups, schools and churches to invite UN speakers, schedule UN visits.
6. Express your views; write your UN delegate.
7. Urge your business or professional organizations to support the UN; arrange for them to participate in special *UN We Believe* projects.
8. Help arrange local programs to observe United Nations Day, (Oct. 24) and UN Week.
9. Contribute to UN campaigns; sell UNESCO gift coupons, aid Children's Fund drives; send UNICEF Christmas Cards.
10. Spread your beliefs; take the lead so that others may follow in working to win the peace.



War or Peace? Can ordinary people resolve extraordinary problems? They can. We each can.

We can if we realize that peace is not a blessing but a battle. It cannot be wished for, only won. It demands discipline and dedication of us all. For tyranny and destruction are man's natural companions. Freedom and security are the exceptions. They demand exceptional care. To survive we must prove worthy of survival.

We can prove it with our beliefs.

Peace or War? You decide. As an active member of a free society, you are not powerless but all-powerful. Your ideas, your efforts, multiplied a millionfold by those of the world's peoples, are a mighty force. The merging point, the dynamo where this universal energy focuses, is the United Nations.

It is a dynamo—a dynamic force for peace—but it is not made of metal. It is made of *beliefs*, the faith of peoples. Its successes are those of people. And so too are its failures.

**BOMB
VS BELIEF**

WAR OR

War or Peace? The problem is as old as man and as new as tomorrow's troubled headlines. Today we know neither peace *nor* war, only a twilight world balanced on the razor edge of tension.

Mankind runs the fever of revolution.

Continents explode from ancient sleep—their millions roused by poverty, pain and hopes of freedom. Science spawns other revolutions—the winds of change whipping multitudes to storm. As ever, tyranny pursues its own revolution—stalking man with force and guile.

And over all looms the ultimate revolution—a nuclear question mark, now high, now low in the sky.

Peace or War? Amidst super-bombs and super-powers, in a world of super-crisis and change, the individual feels defenseless and frustrated. He is dwarfed, insignificant—overwhelmed by fate.

Or is he? Are any of us?



WE THE PEOPLES OF THE UNITED NATIONS

determined

To save succeeding generations from the scourge of war, which twice in our lifetime has brought untold sorrow to mankind, and

To reaffirm faith in fundamental human rights, in the dignity and worth of the human person, in the equal rights of men and women and of nations large and small, and

To establish conditions under which justice and respect for the obligations arising from treaties and other sources of international law can be maintained, and

To promote social progress and better standards of life in larger freedom

... have resolved to combine our efforts to accomplish these aims.

What Is The United Nations? The words above are from the Preamble to the United Nations Charter. They comprise a *Declaration of Belief* uniting peoples of more than 100 lands in common hope and faith.

These millions believe that war is *not* inevitable. Nor are poverty, disease, illiteracy, degradation. Each can be controlled and cured. *Cooperation is the cure.* Man can work with man to solve mankind's problems.

The instrument man has created for this work is the



The UN Security Council keeps constant vigil over the peace. It can meet anytime and anywhere for swift, strong action.

United Nations. It is an international forum for universal cooperation; a focal point for mankind's beliefs, a working tool for mankind's efforts. It has two great central aims:

To promote and preserve world peace "in conformity with the principles of international justice and law."

To free mankind from fear and want; assuring human rights, improving human welfare.

The United Nations is many things. It is vital. It is unique. It is uniquely effective. There are, however, some things that it is not.

It is not magic. It cannot grant our every wish; it is not a substitute for personal responsibility. Nor is it a super-government; it does not usurp national sovereignty. Nor is it a "debating society"; there is discussion because in discussing their differences men can settle their differences. As the UN saying goes: *"It is better for old men to get ulcers than for young men to get shot."*

The UN has teeth. Sharpest of them is its immense moral authority, its power to influence public opinion, power not even dictators can ignore. The UN has become so essential largely because of this force. Denied the UN we would have to invent it. To keep the UN—to keep it strong—we need give it our constant attention and support.



UN Health Specialists roam the globe, providing urgent aid, long-range programs, a constant offensive against all disease.

What Are The UN's Principles?

1. All member States are sovereign, equal and pledged to fulfill their Charter obligations.
2. All are pledged to renounce force and seek peaceful means of settling disputes with justice.
3. All are pledged to assist UN actions and not to assist any State against which the UN acts to preserve peace.
4. The UN shall not intrude in any State's domestic affairs except when acting to preserve peace.
5. Member States will seek to persuade all States to honor the UN Charter.

Membership is open to any State capable of upholding these principles.



UN Unified Command Forces, men of many lands, stand guard against aggression, easing tensions, securing world peace.

How Does The UN Work? Headquartered in New York City, the UN mounts a global effort financed by fair assessment of its member States. (The U. S. share is about 10¢ per capita.) Just as the causes of war are many, so is the cause of peace pursued by many efforts . . . "in economic, social, cultural, educational, health and related fields."

The General Assembly is the "mainstream" body, a world congress where each nation has one vote and all nations voice the world view.

The Security Council is the "action arm" which sits in constant session. It has 11 members, 5 permanent, 6 elected to 2-year terms. Each has one vote, permanent members have veto power. The Council can enforce the peace by investigation, negotiation, diplomatic or economic pressure—and, if necessary, by military action.

The Secretariat is the administrative arm, directed by the Secretary General and his international staff.

The Economic & Social Council directs the vast number of UN programs promoting human rights and welfare.

The Trusteeship Council prepares former colonial peoples for self-government.

The International Court of Justice sits at the Hague as an international "Supreme Court" representing every major legal system in the world.



UN Technical Assistance Teams range worldwide, giving aid in agriculture, industry, in distribution and other vital needs.

How Do "Specialized Agencies" Work? The UN coordinates the work of 11 independent and international bodies engaged in hundreds of "grass roots" programs throughout the globe. The work of the 5 principal Agencies is summarized below:

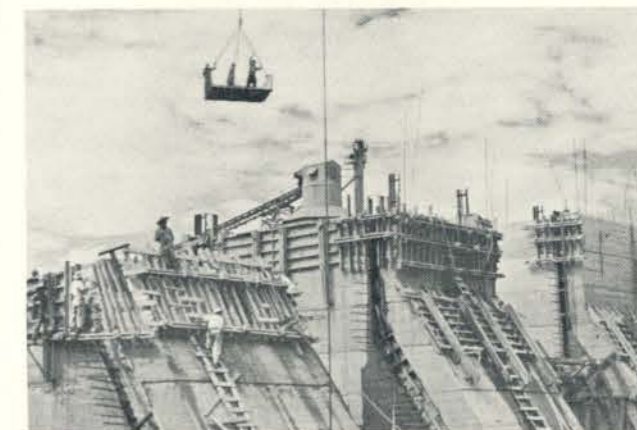
World Health Organization: Campaigns to control and cure disease, improve mental and physical health.

Food and Agricultural Organization: Seeks to improve living standards by increasing the world's food supply.

International Labor Organization: Aims to solve labor-industry problems, improve global working conditions.

The Educational, Scientific and Cultural Organization (UNESCO) promotes international understanding through the spread of education, information.

The World Bank lends money to rebuild economies and develop natural resources.



UN International Bank loans stimulate and stabilize national economies—spurring public works, production and investment.

How You Can Help Win The Peace. "We the peoples of the United Nations . . ." are the first words in the Preamble to the UN Charter because they express the first condition for UN success—the support of the world's peoples.

UN We Believe is a "people" program. Authorized by the UN, it serves as an instrument for people like you. It allows you to express your *belief* in the UN and *act upon* your beliefs. Industry and business in particular can participate in special *UN We Believe* projects.*

The strip of gummed seals attached is a small sample of how *UN We Believe* works, and lets *you* work. You may wish to use them as your own personal *Declaration of Belief* on your personal and business mailings, in your office and home, on your car, windows, luggage, anywhere they will be seen. To back them up, you can build a personal "Peace Campaign" along the lines suggested on the rear page of this pamphlet.

* *UN We Believe* is under the joint auspices of the American Association for the UN and the U.S. Committee for the UN. For further information, write *UN We Believe*, 33 E. 48th St., New York 17, N. Y.

18 December 1963

Dear Captain Dent,

The Secretary-General has asked me to acknowledge with many thanks your letter dated 16 December with which you sent a pictorial record of the memorable day when the Secretary-General had lunch with General Eisenhower and your other colleagues at UN WE BELIEVE. The Secretary-General is most grateful to you for the photographs and also for the booklet which you sent with your letter.

With kindest regards from the Secretary-General and myself to all your colleagues at UN WE BELIEVE,

Yours sincerely,

C. V. Narasimhan
Chef de Cabinet

Captain Charles C. Dent
UN WE BELIEVE
33 East 48th Street
New York 17, N.Y.

cc - Mr. Lemieux ✓

13

Sally



WE BELIEVE

A PROGRAM IN SUPPORT OF THE UNITED NATIONS
33 EAST 48TH STREET, NEW YORK 17, N. Y. • PLAZA 5-0280

December 16, 1963

Dear Mr. Secretary-General:

We are glad to send a record in pictures of the memorable day when you were here with General Eisenhower.

The enclosed booklet represents the kind of commitment we seek from business and industry. The Grand Union Company has recently placed copies in the hands of their 19,000 employees. The most important statement is on the bottom of page 3.

With kindest regards from UN WE BELIEVE.

Sincerely,

Charles Dent

Charles C. Dent

*Rec'd photographs &
the booklet.
Pl. ack. with thanks
C.V.*

PREAMBLE

TO THE CHARTER OF THE UNITED NATIONS

WE THE PEOPLES OF THE UNITED NATIONS DETERMINED

to save succeeding generations from the scourge of war, which twice in our lifetime has brought untold sorrow to mankind, and

to reaffirm faith in fundamental human rights, in the dignity and worth of the human person, in the equal rights of men and women and of nations large and small, and

to establish conditions under which justice and respect for the obligations arising from treaties and other sources of international law can be maintained, and to promote social progress and better standards of life in larger freedom,

AND FOR THESE ENDS

to practice tolerance and live together in peace with one another as good neighbors, and

to unite our strength to maintain international peace and security, and to ensure by the acceptance of principles and the institution of methods, that armed force shall not be used, save in the common interest, and

to employ international machinery for the promotion of economic and social advancement of all peoples,

HAVE RESOLVED TO COMBINE OUR EFFORTS TO ACCOMPLISH THESE AIMS.



WE BELIEVE, as used with the official United Nations emblem, expresses support for the principles of the United Nations as they are stated in the Preamble to the Charter.

THE
WO-
DEAN
WAR
&
muel
liot
rison

BEZEMAN / AMSTREAD Manufacturing Processes 5TH EDITION WILEY

ABRAHAM LINCOLN THE WAR YEARS
SANDBURG
1

Photography
ITS MATERIALS AND PROCESSES
NEBLETTE
VAN NOSTRAND

William Ebenstein
TWO WAYS OF LIFE
The Communist Challenge to Democracy
Holt, Rinehart and Winston

WAR & PEACE
TOLSTOY
McGRAW-HILL

FIVE HUNDRED YEARS OF PRINTING
S. H. STEINBERG
Criterion Books

THE GREAT RIGHTS
Edited by Edmond Cahn
Macmillan

McCALL
TITIDS
JUNE 1963

Sarnoff
PERSONALITY DYNAMICS AND DEVELOPMENT
Wiley

MACINTOSH'S MISCELLANEOUS WORKS
VOL. 1
1846

Thompson
Salesmanship: Concepts, Management, and Strategy
Wiley

Edmund C. Arnold
INK ON PAPER
HARPER & ROW

THIS ISSUE: GROWTH & PROGRESS THROUGH EDUCATION
THE FIVE GREAT MONARCHS
RAWLINS
VOL. 1
1862

Books for Cover courtesy of Charles McLean, Bookseller, Dayton, Ohio

LOOKING TO THE NEWS!

Education Council Holds Workshop in Dayton; Tour McCall's



Recent guests were members of the Education Council of the Graphic Arts Industry.

The Education Council of the Graphic Arts Industry held a workshop in Dayton May 22-24.

Purpose of the workshop was an exchange of ideas among printing people on how to administer, score, and interpret aptitude and personality tests that have been developed and used in various printing occupations. Special emphasis was placed on the merits of various types of color matching aptitude tests, supervisory and clerical per-

sonnel aptitude tests and how to best utilize the aptitude testing batteries available through the Education Council.

The program was developed under the co-chairmanship of Tom Spitzig, Director of Education and Training, McCall Corporation, and George Nixon, Director, Personnel Placement and Control, Standard Register Company.

McCallites who attended the confer-

ence were Jim Stuart, Director of Personnel, Dayton Plant; Ray Cooke, Personnel Department, Dayton Plant; Patricia Bracken, Employment Manager, McCall's, New York and Ann Jeffreys, Industrial Relations Director, National Publishing Company, a Division of McCall Corporation.

One of the highlights of the workshop was a tour through the McCall plant here in Dayton.

ACQUISITION OF FOOTE AND DAVIES COMPLETED

Herbert R. Mayes, President of the McCall Corporation, has announced that details have been completed for the acquisition of Foote and Davies, Inc. Final arrangements were approved by the Board of Directors of the McCall Corporation and of Foote and Davies May 31st.

Foote and Davies prints and binds

a variety of hard-bound books, including high school and college annuals, and is also very active in the printing of catalogues, manuals and certain magazines. One of its larger customers is *T.V. Guide*, for which it prints a volume of regional inserts for eight Southern states.

This company is located in Atlanta,

Georgia and is one of the outstanding companies in its field in the Southeast.

The president of Foote and Davies is Albert I. Love. Mr. Love will remain active in the management of the company and has been elected a Director and Vice President of the McCall Corporation.

GROWTH AND PROGRESS THROUGH EDUCATION

What They Are To Be They Are Now Becoming—We Salute—Class of '63

1. Barbara Louise Thayer, daughter of Fremont Thayer, Composing, graduating from University of Cincinnati College of Nursing & Health.
2. Roger Rhoads, son of Mildred Rhoads, Circular Mailing, graduating from University of Cincinnati.
3. Gary Alan Snyder, son of Leona Snyder, Pattern Planning, graduating from Sinclair College.
4. William Sollenberger, former McCallite and son of Billie Sollenberger, Subscription, graduated from Great Lakes Naval Training Center. Now attending Electronics School.
5. Carl E. Highley, son of Edith Hacker, Litho Prep. Graduated from Law School, The Golden Gate College, San Francisco.
56. Jerry Cummings, nephew of Lillie Robinson, Contract Fulfillment, graduating from Central State University.
6. Georgia Turner, daughter of Mae Christian, Subscription.
7. Darlene Marie Call, daughter of Frances Call, Circular Mailing.
8. Judy Ferguson, daughter of Margarite Ferguson, Punchcard.
9. Barbara Jean Franklin, daughter of Esther Franklin, Subscription.
10. Tim Atkinson, son of Paul Atkinson, Ink Manufacturing.
11. Namon Weaver, son of Dorothy Weaver, Subscription, and William Weaver, Mailing.
12. Claire Guerrant, daughter of Margaret Guerrant, Subscription.
13. Charles Haddix, nephew of Dorothy Morris, Subscription.
14. Barbara Gray, daughter of Herb Gray, Bindery.
15. Judith Louise Hart, daughter of Edna Hart, Circular Mailing.
16. Betty Swift, daughter of Ruby Denton, Circular Mailing.
17. James K. Sheets III, son of Jim Sheets, Electrical Maintenance.
18. William New, son of Joe New, Bindery.
19. Cecil Toll, nephew of Lonnie Fields, Contract Fulfillment.
20. Ronald L. Allen, brother of Betty J. Robinson, Subscription.
21. Michael Davis, son of Marjorie Davis, Subscription.
22. James Longnecker, son of Catherine Longnecker, Subscription.
23. Ronald P. Brown, son of William Brown, Composing.
24. Rosemary Krupp, daughter of Bernie Krupp, Composing.
25. Kenneth Kraft, son of Louis Kraft, Composing.
26. Gary Carl Ferree, son of Ivan Ferree, Composing.
27. Janet E. Sellman, daughter of James H. Sellman, Pressroom.
28. Anita Wood, daughter of Mark Wood, Mailing, and Annie Wood, Cafeteria.
29. Sarah Patricia Smith, daughter of Allie L. Stapleton, Subscription.
30. Bob Rung, Patterson Coop senior, Pre-press.
31. David Linstrom, grandson of Bert Gilman, Composing.
32. Kurt Waag, son of Marthena Waag, Subscription.
33. Karen Mitchell, daughter of Tom Mitchell, Composing.
34. Larry Coleman, son of Paul Coleman, Bindery.
35. Doris Jean Thayer, daughter of Fremont Thayer, Composing.
36. Joan Hurdle, daughter of Mary Hurdle, Contract Fulfillment.
37. Neal King, brother of Barbara Roberts and Delores King, Subscription.
38. Dayle Thomas, son of Dorothea Paxon, Circular Mailing.
39. Carl Smith, nephew of Lonnie Fields, Contract Fulfillment.
40. Annette Wood, sister of Eddie and Dora Nolan, Contract Fulfillment and Subscription.
41. Sandra Jeanne Ventura, daughter of Joe Ventura, Bindery.
42. Carol Dunson, daughter of Myrtle Dunson, Subscription.
43. Ronald Roglin, son of Mildred Roglin, Subscription.
44. Gerald Cornett, son of Roy Cornett, Maintenance.
45. Bob Sexton, son of Stella Sexton, Circular Mailing, and Raymond Sexton, Pattern Shipping.
46. Janet Louise Stevens, daughter of Mabel Stevens, Circular Mailing.
47. Wanda Jesse, daughter of Loretta Jesse, Bindery.
48. Donald Leroy Bealor, II, son of Donald Bealor, McKee.
49. Russell Stewart, Jr., son of Angie Stewart, Circular Mailing.
50. Maggie Lee Jones, daughter of Walter Jones, Mailing.
51. Tom Ginter, son of Dorothy Ginter, Mailing.
52. Elaine Cook, daughter of Glenna Haas, Addressograph.
53. Stephen D. Adkins, son of Carrie Adkins, Subscription.
54. Andrea Thomas, Patterson Coop senior in Subscription.
55. Judy Nickerson, Patterson Coop senior in Subscription.
57. Claudia Krug, daughter of William Krug, Foundry.





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Thanks From Fire Brigade Committee

(Continued)

The drive for additional Fire Brigade members was successful and over fifty are taking the training courses.

However, Plant Protection is still interested in enrolling a few more in the program.

If you are interested, please notify your foreman immediately in order not to miss the start of the last group's ses-

sions.

(Incidentally, all foremen are welcome and encouraged to take the training.)

The Fire Brigade Committee is very pleased with the number (50) who volunteered at the first call and thanks each of them.

Over \$100,000 Dividend Paid By Credit Union

Once more records have been broken by the McCall Employees' Credit Union, Inc.

For the six month period ending May 31, 1963 the Board of Directors declared dividends at the rate of 5%

per annum and a total of \$100,697.69 was credited to the member's accounts.

The following financial statement reflects the successful growth of our Credit Union of which we all are proud:

THE McCALL EMPLOYEES CREDIT UNION INC. BALANCE SHEET - MAY 1963

ASSETS

Personal Loans	\$4,925,954.34
Real Estate Loans	131,537.22
Allen Ganda Loans	6,798.30
Accounts Receivable	114.85
U.S. Gov't. Invest.	39,651.06
Furn. & Equip. Net	30,223.98
Leasehold Improve. Net	2,602.48
Prepaid Expense	8,630.27
Cash:	
Winters Nat'l Bank	101,946.60
Ohio Central Cr. Un.	15,170.50
Petty Cash	500.00
Accrued Int. Receivable	248.25

Total Assets \$5,263,377.85

LIABILITIES

Shares	\$4,511,207.40
Entrance Fees	71.00
Escrow	3,312.02
Accounts Payable	20,582.32
Notes Payable	
Accrued Property Tax	13,911.00
Disc. on Allen Ganda	
Cr. Un. Loans	2,074.21
Guaranty Fund	275,424.94
Undivided Earnings	196,576.22
Appropriated Earnings	120,000.00
Profit & Loss	119,454.74
Res. for Non-Filing	764.00

Total Liabilities \$5,263,377.85



Traffic Manager Lowell Brumbaugh was selected "Boss of the Year" by the Dayton Beta Chapter of the American Business Woman's Association. Selection is made by a panel of judges from letters, without identification, submitted by members describing their boss' attributes. An engraved trophy was presented him at the Chapter's Annual Bosses' Night dinner held recently in the Junior Ballroom of the Biltmore Hotel. At right is his secretary, Ruth Walden.



Here are the Graduating Senior Patterson Co-ops at the Dayton Plant. Left to Right: Frank Brock, Ralph Anderson, John Griffith, Tim Phelan and Judy Nickerson. Last month's Spirit featured the section one seniors. This is section two.



This is how the "big hole" looks looking down from atop the corner of the paper warehouse on McCall Street. This addition is scheduled to be completed November 1 and will be used primarily for the storage of paper.



Here workmen are erecting Goss press #161 scheduled to make its first live run in July. #161 is a five color double ender and will be used primarily for printing McCall Magazine covers. It will deliver flat or folded products.



Bud Krug, Assistant Superintendent of Foundry, shows Accounting gals Mabel Chromey and Jeanette Woolard a new type "shell" the Foundry is using to manufacture an electrotype. This background knowledge, learned through the Magazine Printing Seminar, is valuable to the girls in their billing work.



Over 300 have completed the Trucker Training program. Here instructor Richard Smyer, second from left, gives pointers to Ferman Merritt, left, Cornelius Tims, Leonard Unger and Paul Bryant.



Here Tom Spitzig, left, and supervisors, clockwise, left to right, Harry Patrick, Ray Switzer, Don Twaits, Ed Carter and Andree Mayo discuss a case study in the Foreman-Management program developed for new supervision.



Tom Spitzig, Director of Education and Training, and Walter Wagner, Manager of Industrial Relations, review a training film to decide if it should be included in our program.

KNOW YOUR COMPANY EDUCATION AND TRAINING

There was a time when printing equipment and methods did not change very much and people in printing could keep up with each change one step at a time.

Today, this is no longer so. Each phase—from Composing to the Shipping Fulfillment responsibilities — is a complex within itself requiring constant re-evaluation of magazine and pattern manufacturing concepts and techniques. This must be done in order to meet customer requirements in this most competitive field.

So, in addition to the apprenticeship requirements which must be completed to become a journeyman craftsman, McCall's, Dayton Plant, also has complete and flexible programs to meet other additional needs.

THE PROGRAM

Two of our flexible programs here are the Self-Development and the popular Foremen-Management sessions.

The Self-Development courses are open to anyone who feels the need for a particular course being offered. And, periodically, surveys are instigated to determine what subjects should be added. The program includes such courses as *Effective Speaking*, *Reading Power Improvement*, *Slide Rule* and *Communications*, to name a few. Well known instructors from this area are brought in to teach the classes and certificates are awarded upon successful completion.

The Foremen-Management or F-M course was originally developed by the Printing Industry of America and the Lithographic Technical Foundation in collaboration with the Research Institute of America. More than a series of "how to" lessons, F-M gives our Foremen a set of tools and then proceeds to show them how to use these tools. The

program attempts to achieve a common framework of ideas to handle important functions of the foreman's responsibilities such as good job instructions.

At present, all foremen have completed this course and, now, it is being adjusted to meet the needs of new foremen.

OUR FINANCIAL ASSISTANCE PLAN

For those salaried employees who wish to further their education, the company offers a plan to do so. Courses or subjects must be related to the person's job and financial reimbursement is received upon completion. Reimbursement is made by McCall's according to the rating received of a company endorsed course. These courses or subjects must be outside the employee's regular work schedule in schools such as formal adult education classes, extension programs of a college or university or a correspondence school.

Information about this program and application for enrollment is handled through the Education and Training Department.

SPOT NEEDS

As stated previously, in a field such as ours, where every phase is a complex craft, our Education and Training program must be flexible to meet "spot needs."

For example, as the size of the Dayton Plant increased, it became necessary to initiate a trucker training program. This program includes safe driving habits, the best and safest routes across the vast plant expanse, and preventative maintenance for the trucks. This program has involved

over 300 truckers and is modified from time to time to train groups of new truckers.

The Accounting Department, through our Education and Training Division, holds seminars primarily to review the newest features of Electronic Data Processing.

Another recent successful "spot" program was the Magazine Printing Seminar held last winter. The seminar included every major step in magazine manufacturing. Its purpose was not, for example, to make an electrotypist out of a bookkeeper, but, rather, to give the person with the bookkeeping background a better knowledge of the latest steps and processes of manufacturing an electrotype. This serves as background for proper costs and billing recovery. The Electrotyping people, in turn, learned why it is so important to record accurately for the Accounting people at the Accounting session of the seminar.

ALL LEVELS

Education and Training at the Dayton Plant is designed to include all levels of responsibility. Management people here are continually being briefed, through research institutes and university seminars, what new printing concepts and methods to expect and the best ways for getting better quality and production from existing equipment.

In summary, it is the aim of the Education and Training program to help prepare our people to more than meet our customer's existing needs, to inform our present craftsmen and supervisory people of new pattern and magazine manufacturing concepts and techniques and to help train potential craftsmen and supervisors. This will enable us to fulfill future assignments.



McCall's IRAD Horseshoe entry. L to R: Ralph Steck and Vernon Dickey, both of Bindery, Kenny Barker, Mechanical Maintenance, and Capt. Ken Deeter, Pattern Department.

Six IRAD "Shoe" Teams

Horseshoes for McCall's IRAD team began Monday evening, June 3rd, at the city-owned Riverside pits. Six teams will play a twelve game schedule. The defending champ, Standard Register, will participate again as well as another recent former champ, the Ledex Corporation. It's been several years since McCall's has emerged triumphant in the barn yard sport.

Ken Deeter of the Pattern Depart-

ment will head the squad that rosters such flingers as Ken Barker, Vern Dickey and Ralph Steck.

Ken Deeter has pitched on McCall "shoe" teams for many years and also shows well every year in local and national tournaments.

This year's team should be a good one—in the only sport where "coming close" counts.

Fords Have Future In Shop Golf Race

The Fords, a shop golf team named for Doug, the golfer, of course, were the victors in the first round of this year's two round golf program.

At the end of the first round (6 games), however, the Fords were tied with the Sneads, Burkes and Middlecoffs, each aggregation having a record of four wins, two losses. To resolve this tie, meant not only winning the play-off round but also shooting the lowest net score of the competing teams. This the Ford's did only by a tenth of a stroke, barely nipping the Sneads 38.5 to 38.4. The Fords are not home-free yet though for they

must at least tie the second round to win the trophies as the Palmers are unbeaten in the second round, have won three and lost none at this writing. The Ford's so far, have won two and lost one. In the event the Arnold Palmers do cop the second go-round, a tie breaking match will settle the issue one week after the scheduled games end.

Individually speaking, the Fords are skipped by one time Sport's Topper Deno Apponi of Mailing, a dead-eye putter whose athletic endeavors are confined nowadays to golf and bowling. The Palmers are guided by Floyd

Archery; Tennis On Summer Card

One old and one new activity is on the calendar for the upcoming summer. The old is archery which meets on Monday evenings at the Dayton Archery Club's fine range located south of Madden golf course on McArthur Avenue. Leroy Scrayfield, Multi-Color, heads the friendly McCall group that meets every Monday evening at 6:00 P.M. Leroy invites all McCallites and families to join the weekly shoots which are currently underway. They are scheduled up through August when, at that time, Leroy will stage a trophy award handicap shoot.

A tennis program is currently being considered for those who enjoy the net sport. Presently, 2 courts at Triangle Park are being reserved for McCallites on Friday evenings from 8 to 10 P.M.

If enough interest is indicated attendance-wise, a league will be formed. Tom Williams of EDP, one of the more enthusiastic players at McCall's, is league secretary.

Alas, No Sports Topper

Even though summer activities are in full swing, and many splendid performances have been recorded by McCall athletes, the *Spirit* feels none quite met the qualifications to merit a "Sports Topper" feature.

Perhaps, next month.

(Doc) Martin, the Multi-color pressman, better known as the current MECA president but a good golfer also.

The change this year from the one round-robin type schedule to the two-round schedule seems to be working out better. For example, the Finsterwalds got off to a very poor start and would have been dead under the former type of play. However, in the second round they have come to life and now have a chance for the second round title and, thus, earn themselves a play-off spot with the Fords, aforementioned first round champs.



My Job at McCall's

Rena Stiver came to McCall's November 17, 1942, "temporarily" as a Christmas Card writer in the Subscription Department. Three months later, she transferred to the Accounting Department as a mail opener and has been a regular employee since.

In 1944, she transferred to the Cashier's section as a postage clerk. Since then, she has had many other duties including payroll clerk, supervisor of office payroll and various other Cashier functions.

She was promoted to her present position, Supervisor of Cashiering Functions, in 1953.

Rena has charge of the petty cash fund and approves the initial disbursement of cash as well as maintaining a proper balance. She audits expense vouchers from employees who travel on Company business to be certain expenditures agree with Company

policy.

She is responsible for segregating and monitoring the distribution of all payroll checks to the proper departments after they have been processed by the Payroll section and Data Processing.

Rena prepares for the Cashier a weekly payroll summary and cash statement subject to audit and approval. With this information the Cashier maintains an adequate cash balance, necessary to meet payroll requirements.

Rena is responsible for payment of freight bills, postage, bank reconciliation (in some areas) and cash distribution. She also schedules the work flow through Accounts Payable.

McCall's is the only place Rena has ever worked. She is married (Everett), has one son (Everett, Jr.) and three granddaughters. She is very active in Church work at the United Church of Christ, Germantown.



Here Rena looks over weekly payroll checks ready for distribution. Note stack of checks in foreground.



Don Pobst, Subscription, turns in expense account statement to Rena.



Every week Rena submits the cash statement to Will Reagan, Cashier.



For years, many of the high school seniors of this area tour Washington as their class project. And, perhaps, this is as it should be.

SPIRIT suggests, at some future vacation time, as another inspirational and educational project, a tour through the United Nations, located in New York City.

UN We Believe



THE GROWTH OF AN IDEA

Some tend to dismiss the United Nations as a glorified debating society, basing their comments on shoe-banging and other bizarre incidents which have taken place in the General Assembly, the main deliberative body of the United Nations.

This overlooks such things as the creation of the United Nations Emergency Force which quenched the Suez crises, the peaceful arbitration of hostilities between the Netherlands and Indonesia in 1947, the truce mediations between Arabs and Israelis in 1947, the Korean intervention of 1950 and the restoration of order in the Congo.

In order to combat this cynicism two commercial airline pilots, Captains Charles Dent and Richard Munger, struck upon a brilliant idea. They became convinced that as an individual's understanding of the work of the U. N. grew, public acceptance and endorsement would increase proportionately.

With this in mind, Captains Munger and Dent organized a non-profit group called "U. N. We Believe." Their twofold purpose is, first, to persuade business and industry to publicly support the principles of the U. N. and secondly, to provide specific ways in which this support can be expressed.

The two pilots, assisted by a small band of volunteer workers, spend all of their free time on this program of enlightenment.

The group tries constantly to keep the symbol "U. N. We Believe," shown on this page, in the public eye. If seen often enough they feel it will lead to interest in the U. N.'s work, and such interest, spread through all levels of the popu-

lation will result in informed public support. (Captain Dent proved his dedication to this idea. When he received a \$5,500 bonus from United Airlines for landing a DC-7 with its wheels up, he contributed all of it to "U. N. We Believe.")

HOW THE UN WORKS

Just as the causes of war are many, so is the cause of peace pursued by many efforts—in economic, social, cultural, educational, health and related fields. To prove the point that United Nations is more than a "glorified debating society" let us review briefly the divisions of the U. N. and describe each function.

The *General Assembly* is the "mainstream" body, a world congress where each nation has one vote and all nations voice the world view.

The *Security Council* is the "action arm" which sits in constant session. It has 11 members, 5 permanent, 6 elected in 2-year terms. Each has one vote, permanent members have veto power. The Council can enforce the peace by investigation, negotiation, diplomatic or economic pressure—and, if necessary, by military action.

The *Secretariat* is the administrative arm, directed by the Secretary General and his international staff.

The *Economic and Social Council* directs the vast number of U. N. programs promoting human rights and welfare.

The *Trusteeship Council* prepares former colonial peoples for self-government.

The *International Court of Justice* sits at the Hague as an international "Supreme Court" representing every major legal system in the world.

So in this June Issue, with its theme *Growth and Progress through Education*, *Spirit* salutes the concept of "U. N. We Believe."

PROFILES

That Ole Time Religion



The Country Gospel-Airs. Jack Bowling of Receiving, center, Zeke Hoskins, left, and Richard Lewis, right.

If you should be traveling some weekend, and notice a big 1956 Cadillac limousine on the road—take a GOOD look—it may be "The Country Gospel-Airs," and one in particular is McCallite—Jack Bowling of Receiving. The other two members of this trio are: Zeke Hoskins, who is supt. of the Walnut Grove Country Club Golf Course; and Richard Lewis, a foreman at Mail-A-Way.

The Country Gospel-Airs have been a team for the past three years, and are coming on fast. They have over 30 records on the market, which are selling extra well in the western states. Recently they cut their 1st album and it is already selling so well they are planning another before the end of the year. They record for ARK label.

In addition to their records, they also make tape recordings for use on radio stations in Tennessee, Kentucky, and southern Ohio. Station WPFB in Middletown plays some of their recordings every day.

These young men became acquainted through their church affiliation: First Church of God at Moraine City. They tour all over Tennessee, Kentucky, Indiana, Pennsylvania and Ohio, singing and playing their string instruments at churches, and visiting jails, etc. All the profits from their records are used solely to pay their expenses in this field of service.

—Sibyl Hiles

Three Retire

Three have retired from McCall's Dayton Plant since the last issue of *Spirit*. They are Gertrude McElfresh, Bindery; Charles Webb, Plant Protection and Clarence Schmieding, Traffic.

Except for a brief time in Circular Mailing, Gertrude spent her entire career as a McCallite in the Bindery. She retired as a Group Leader, 3rd shift.

Charles O. Webb joined the Company as a watchman October 10, 1942. (In those days the plant had "watchmen." They were the fore-runners of our modern Plant Protection system. See April *Spirit*, pages 8 & 9.) Webbie, as he is always called, was well known

to everyone throughout the plant.

Clarence Schmieding, well-known in "traffic circles" in this area has had a long, interesting career in this field. He first joined McCall's in 1924 and later became Traffic Manager at Crowell-Collier, Springfield. When Crowell's suspended operations at their Springfield plant in 1957, Clarence returned to McCall's in charge of shipping special publications.

While the above three people worked at entirely different jobs about the plant, all had one thing in common. All were well known and well liked. They will be missed.



Gertrude McElfresh



Charles O. Webb



Clarence Schmieding

VITAL STATISTICS

Service Recognition

The following McCallites are honored for their years of continuous service:

5 YEARS

Joseph G. Kolvek, Harold W. Charles, Stanley Perdue, Robert Schechter, Betty Cochran, Thurman Cobb and Ronald L. Coleman.

10 YEARS

Dola Ruth Brown, Irene Waters, Patricia Bowling, Anna E. Anderson, D. N. Puterbaugh, Michael Yuss, James Angel, Mildred Fulkner, John C. Schmitz, William Courtney, Vivian L. Nolan, Charles A. Graham, Robert E. Schell, G. Donaldson, Ben F. Brown,

15 YEARS

Pearl E. Sweezy, Harry E. Earnhart, Robert McConnel, James P. Thill, S. A. Moaremov, George W. Moody, Edward M. Sturtz, Jack C. Littleton, John P. Fox and John E. Stevenson.

20 YEARS

Lester T. Seitz, Aaron Ahn, Wm. Brian Woods and Gregory A. Miller.

35 YEARS

Ruth F. Coyne.

Engagements

Phyllis A. Shipley, Punchcard, to Larry L. Clemmons.

Judy Donovan, Punchcard, to Paul Hileman.

Judy Albert, Punchcard, to Albert Ray (*Spirit* regrets the last issue had the wrong Judy engaged to Albert Ray).

Marriages

Barbara Westerbeck, Subscription, to Dick Stringfellow.

Alene Reagan, Subscription, to John Kramer.

Henry Toomey, Pattern Envelope, to Shirley Hill.

Mike Eblin to Golda Tomlin, both work in Subscription Department.

Jackie Brown, Subscription, to Jerry Green.

Myrtle Barker, Subscription, to Jerry Patton.

Births

Mr. and Mrs. Ronald Lee Bradford, Sr., a son, Ronald, Jr. Father works in Mailing Room.

Mr. and Mrs. George Howard, a daughter, Roxanna Margie. Father works in Mailing Room.

Mr. and Mrs. Ronnie Fecher, a daughter, Michalle Ann. Father works in Mailing Room.

Mr. and Mrs. James Horn, a son, Danny. Father works in Mailing Room. Mr. and Mrs. Mark Hainline, a son, Keith Edmund. Father works in Pattern Cutting.

Mr. and Mrs. Jerrold Jordan, a daughter, Sheri Lynn. Mother and Father are Binderyites.

Mr. and Mrs. Fred Scheidweiler, a son, Scott Francis. Father works in Traffic.

Mr. and Mrs. John Schmitz, a son, Anthony Phillip. Father works in Traffic. 3rd shift Bindery reports the following births: Walter Sexton's, a girl; Bob Richardson's, a girl; James Hendrickson's a girl. Names of offspring not available to *Spirit* at this time.

Retirees

Gertrude McElfresh, Bindery, retired June 7.

Charles O. Webb, Plant Protection, retired June 1.

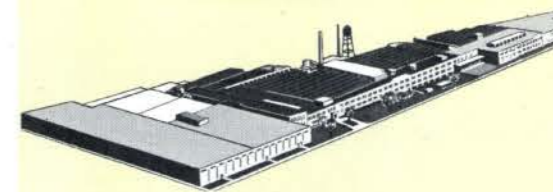
Clarence Schmieding, Traffic, retired June 1.

In Memoriam

James Boyd, Composing, passed away May 14.

John Poland, Electrotype, passed away May 14.

Retiree John Colucci passed away June 6. He formerly worked in Mailing.



McCALL SPIRIT

Published eleven times a year for the Employees of the McCall Corporation Dayton Plant, 2219 McCall Street, Dayton 1, Ohio.

Vol. 4

No. 2

STAFF

Editor	George Might
Art Director	Ted Herbert
Feature Writer	Charles Hodgkin
Employee Activities	Bob Gohmann
Business Manager	Jim Stuart

REPORTERS

Doris Daniels	Marjorie Gau
Iris Moore	Ruth Walden
Bev Barker	Leona Snyder
Joan Weekley	Omer Kastner
Faye Emerick	Martha Willman
Lois Humphries	Edith Hacker
George Carris	Jeannette Woolard
Carl Murray	George Middleton
Lois Ervin	Mary Pitts
Ruth A. Taylor	Thomas Carr
Charlotte Wade	Gloria Wolf
Millie McCall	June Bacon
Lorna Deaton	Millie Donathan
Jim Mix	Robert Bogovitz
Ron Buck	Mildred Hawkins

First in June

June 3, 1948—The world's largest telescope was dedicated at Mount Palomar Observatory, Calif.

June 6, 1932—A motion picture "drive-in" theater, the first of its kind opened in Camden, N. J.

June 8, 1869—Ives W. McGaffey of Chicago obtained a patent for his vacuum cleaner, described by the inventor as a "sweeping machine."

June 21, 1948—Dr. Peter Goldmark of the Columbia Broadcasting System demonstrated his "long-playing" record, destined to revolutionize the entire recording industry.

June 23, 1868—Christopher Latham Sholes, Wisconsin journalist and state senator, received a patent for his "Type-Writer," his machine having capital letters only.

June 26, 1919—The first issue of the *Illustrated Daily News*, the original American pictorial tabloid newspaper, rolled off the presses in New York

