



Hablot Knight Brown was another artist discovered by readers of Dickens' fiction through "Pickwick Papers" and such Christmas illustrations as this

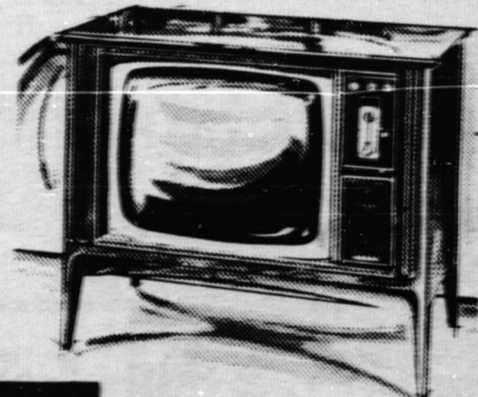


Illustration, attributed to John Boyd, in a publication of "A Visit from St. Nicholas"

# For Her Sake.



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## How UNICEF Works For The World's Children

For many people the name UNICEF still conjures up a picture of children waiting in line for a cup of milk . . . or of mothers, infants in arms, eagerly reaching out for blankets. Quite possibly, the majority of Canadians who buy and send UNICEF greeting cards and calendars as a matter of course have no clear idea of what the profits from the cards help accomplish. Indeed, the distribution of powdered milk, blankets and medical supplies still takes priority when any emergency arises, whether natural or man-made. But the real heart of UNICEF's work is long-range involvement in the desperate difficulties that face three-quarters of the world's children. Direct assistance million children is impossible. Further, there are already people in government, professions, in agencies, in groups - who are improving the future of these people, and UNICEF's goal is to encourage and assist them by providing specific

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## How UNICEF

malnutrition is far and away the greatest single cause of death and debility among children. It is also the concern of FAO, the United Nations' Food and Agriculture Organization. At the request of the government involved, FAO might undertake a study aimed at producing not just more food from the land. This is UNICEF's concern, because

but food of higher nutritive value. UNICEF, in turn, might undertake an "applied nutrition" programme. Many such projects involve school and community gardens, village fish ponds, poultry raising, home food preservation and storage, and the training of nutrition and home economics experts.

A Chinese proverb says that if you give a man a fish, he will eat for a day; if you teach him how to fish, he will never go hungry. Obviously more effort is required to teach the principles of good nutrition to a gathering of village mothers than simply to ladle out a meal for their children. But once convinced, and once provided with the means of sustaining a supply of protein foods, each of those mothers can effect permanent betterment not only for her own children, but for generations to come.

The UNICEF approach is the same in all fields, whether nutrition, disease eradication, mother-child health care, schooling, vocational training, or social welfare. UNICEF helps provide the supplies and equipment, the financial assistance for training personnel, the transportation facilities, and whatever may be required to get a long range programme "off the ground" and firmly established in the national policy of the assisted country.

Frequently, as in the case of disease eradication or improvement of water supply, adults will benefit as well - but the target of all UNICEF programmes is, as it has always been, tomorrow's adults - the world's children.

For them, UNICEF was created. For them, over 120 nations make annual contributions to this organization. For them, artists from all over the world donate the paintings and designs reproduced in the outstanding collections of greeting cards, note cards and art calendar presented each year by UNICEF. And for them, people everywhere who care about children - and about the future of the world - take advantage of this unique opportunity to help with



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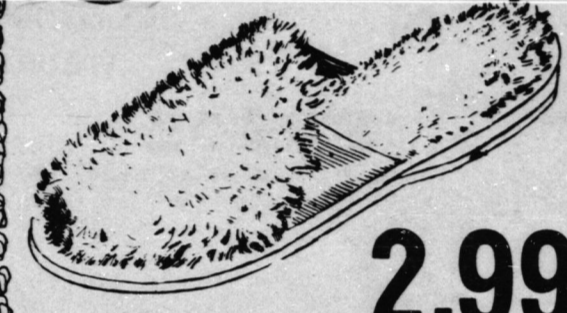
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