

DIPHTHERIA IS ON THE INCREASE

Statistics disclose the disturbing fact that for the first eight months of last year there were **MORE** cases of diphtheria in New Zealand than in the whole of 1952.

This is direct evidence that the community is becoming careless about immunising its young babies

It has been proved that the diphtheria rate can be kept down to a negligible figure if children are protected.

- In 1946 there were 1,683 cases reported in New Zealand.
- In 1952 there were only 52 cases reported.

This spectacular drop was due wholly to the nation-wide appreciation by parents of the importance of immunisation.

A community can determine its own diphtheria rate, because every child can be protected against this disease. But to keep it down to a minimum level at least seven out of every ten children in a community must be immunised.

PARENTS—Immunisation is harmless, effective and free. The best time is between the ages of six months and one year. Don't put it off.

Look!

SILVER DIP is prepared to a British formula devised by the Design and Research Centre for the Gold, Silver and Jewellery Industries, Goldsmith's Hall, London, in conjunction with J. Goddard & Sons Ltd., Leicester England.

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