



Plunket Society Jubilee Appeal

NEW ZEALANDERS are justly proud that their children are among the healthiest in the world, and even more proud that a New Zealander, Sir Truby King, was largely responsible for this. It is just 50 years ago that Dr King, and a small group of supporters, founded in Dunedin what every New Zealander knows as the Plunket Society, and in so doing pioneered infant welfare work here.

Now, on May 14, its Golden Jubilee, the Plunket Society—with the help of the NZBS and the Post and Telegraph

Department—is launching a radio telephone appeal throughout the Dominion. This, the first telephone appeal since the war years, will use a radio network of 16 stations, and hundreds of telephone lines. The Prime Minister, the Rt. Hon. S. G. Holland, will open the appeal at 7.0 p.m., and it will close at midnight.

Telephone numbers will be advertised beforehand, both in the press and over the air. Donors are asked to telephone their promises of gifts, and these will be acknowledged over the local radio station participating in the appeal. All 16 stations will link at 7.0 p.m. for the Prime Minister's speech, and again at 8.0, 8.30, 9.15, 10.0, 11.0 and midnight for progress totals. Selwyn Toogood and Jack Maybury will be on the air to give the Dominion totals. The procedure at each link is as follows: First 1ZB will give its own total and the totals of each station in its area, then will follow 2ZB and its district totals, then 3ZB and 4ZB. The link then goes back to Wellington for the Dominion totals.

The Post and Telegraph Department is making special telephone facilities available, and many volunteers are manning the switchboards at each broadcasting point. Stations will have several telephone numbers and many lines; 2ZB alone will have 59 lines.

Gifts may be sent in before the night of May 14, and these will be acknowledged with the others. Although the Society naturally hopes that there will be a large number of substantial contributions, the smallest sums will

be received with gratitude, and all donations, whatever the amounts, will be acknowledged.

The Plunket Society needs this help. They operate six Karitane Hospitals, and there are 240 trained nurses, 100 branches and 490 sub-branches. At these, just on 90 per cent of all New Zealand babies are carefully supervised, and their mothers can have expert advice until the children reach school age. The Society also does valuable educational work in delivering lectures to interested organisations. As the Dominion's population increases, the Society must expand rapidly to be able to meet a greater demand. Not only must it expand its facilities, but it must also keep pace with modern developments. To do this it needs public support.

Before the appeal, there will be two programmes about the Plunket Society. *Tomorrow's Children* will be heard from

the YAs and YZs this Sunday, May 12, at 9.30 a.m. It deals with the work of Sir Truby King, from his appointment as Medical Superintendent of Seacliff Mental Hospital to his death in 1938. Basil Clarke, who wrote the programme, said: "It is not a portrait, but deals mainly with his ideas. He believed that tomorrow's children and their health depend upon the care we give the mothers and babies of today. He left an ideal for that care." How the Plunket Society continues to carry out that ideal is told in *The Inheritors*, also to be heard this Sunday, May 12, from the ZBs, ZAs and X stations. It opens with a glimpse of the classes for parents before the baby is born; a nurse tells of her work and training; and helpers describe how typical Plunket rooms are built with voluntary labour.

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BROADCAST PROGRAMMES
Mon. to Sun., May 13-19 - 27-47



SIR TRUBY KING