

* IN ONE YEAR, 680 New Zealanders were seriously burned in the home:

480 of these were under school age. For every person fatally hurt four others were permanently disabled.

* NOT ONE OF THESE ACCIDENTS SHOULD HAVE HAPPENED

The causes were unguarded fires, radiators and hot stoves, and scalding from boiling liquids. In cold weather keep your house warm, but also see that it is **SAFE**—

- Keep your fires well guarded.
- See that pots and kettles cannot be pulled off the stove.
- Don't drink hot liquids while holding a baby.

* Make sure that drugs, poisons, disinfectants and household cleansers are **WELL LABELLED** and **OUT OF REACH** of children.

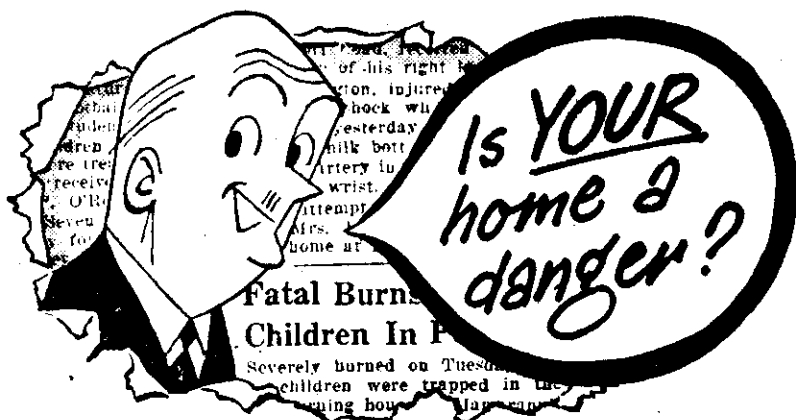
* **POLISHED FLOORS** and **LOOSE RUGS** can be dangerous, particularly to the elderly and to children.

* Keep all sharp objects where toddlers cannot get them.

IN BRITAIN:
In 1951 accidents in the home and residential institutions caused 5,467 deaths, of people of all ages—1,063 of them were children under 15.

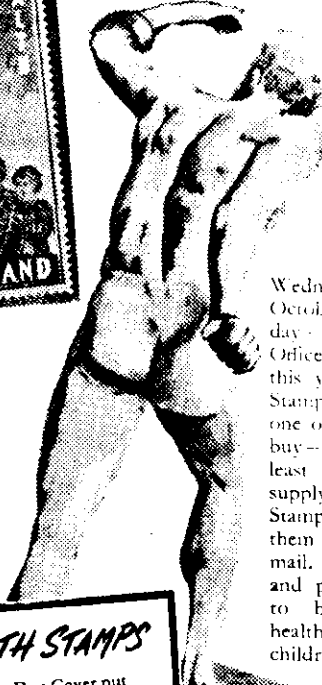
IN U.S.A.:
One person is killed accidentally in the home every 16 minutes and one is permanently disabled every four minutes.

THESE ACCIDENTS WERE PREVENTABLE



On sale Wed. 7th Oct. 1953 HEALTH STAMPS

SOUVENIR COVERS
NOW on sale!



Wednesday, 7th October is the big day—every Post Office will have this year's Health Stamps on sale. Be one of the first to buy—and buy at least a month's supply. Buy Health Stamps and use them on all your mail. It's a useful and practical way to bring joyful health to our children.

How you can use HEALTH STAMPS

To make your Souvenir Cover a full First Day Cover put BOTH stamps on and post on Wednesday, 7th October.

	Postal Rate	Health Stamp required
Inland letters	3d.	Two 2d.
British countries (sea)	3d.	Two 2d.
Xmas Cards	1d.	One 2d.
Newspapers	1d.	One 2d.
Magazines	1d.	One 2d.
Accounts	2d.	One 3d.
Invoices	2d.	One 3d.
Receipts	2d.	One 3d.
Postcards	2d.	One 3d.
Inland Airmail	4d.	Two 3d.

Children's health is the Nation's wealth!



Freshen up your smile

The sweetest of smiles is the Kemdex smile. No trace of denture breath to betray the secret that modern dentistry preserves so well. Mucin film and food particles swiftly dissolve in Kemdex solution—no brushing is necessary. For teeth without a stain on their character, use Kemdex regularly.



**keep your dentures
KEMDEX clean**

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