



Why it needs a SPECIAL Shampoo

Blonde hair is different. It's distinctive. It spells personality—charm—allure. It lifts you out of the crowd and gives you extra attractiveness. Men look twice.

Never sacrifice this—your natural advantage. Never let your blonde hair darken. Keep it fair always with Sta-blond. And if your hair has darkened, Sta-blond will bring back its glorious golden sparkle and with it will come back lost fascination, beauty and appeal. For Sta-blond is made specially for blondes—it succeeds where ordinary shampoos fail.

Sta-blond is safe. No dyes—no injurious bleaches. Its precious ViteF nourishes roots and prevents dandruff.

**STA-BLOND**  
THE BLONDES OWN SHAMPOO

## HOME PRECAUTIONS IN EMERGENCY

This talk by Dr. Hubert Smith was heard on May 27. It was the second of a series of interest to householders and E.P.S. workers, now being broadcast each Wednesday at 6.30 p.m. from all main National Stations.

**I**N my last talk I was speaking mainly about sanitary precautions in the home—that is, the need to have an emergency water supply and emergency sanitary arrangements all ready beforehand. This time, I will be going over other things which you must see to in your own home. Remember, these are not instructions for other people—they are for you. Get your preparations made, and see that all your household know what they are and how they should be used. Everyone must know now what they must do when the trouble comes.

### DANGER

Do not be reckless, and do not needlessly expose yourself, but if there is a job to do which is dangerous, you still must do it. If our homes become a battlefield, we are in it whether we like

it or not, and we have a soldier's duties and some of a soldier's dangers, too. Do not leave a job just because it is dangerous, but protect yourself as much as is possible. If you are out in the street with the bombs falling, get to shelter in a building if you possibly can. If there is no time for this, make a "power dive" for the nearest doorway or gutter in the road. Remember, if you are slow about it, or try to keep your dignity, you may not have a second chance. Of the English civilian casualties, over 90 per cent occurred in the streets.

### PROTECTION

Have you got your own home protection ready? Your shelter trench, or basement, or whatever it may be? Or if it is impossible to fix up your own, do you know where the nearest public shelter is, and can you easily get to it?

In the home, a degree of protection can be given against falling bombs, iron, and masonry by the table from the kitchen or dining-room. Put it in a corner away from the window where glass cannot be easily blown in. Push up the settee to the side of the table to protect against glass splinters, and an easy chair at the end. Then you have a little shelter, at least for the children. The bed itself will give a degree of protection, too, if you are under it.

While you are in the house, your most immediate danger is from glass splinters. The usual paper blackout material will give you practically no protection. Heavy blankets, rugs, or wood will help. Open windows shatter less, and if casement windows are opened wide, the glass will not blow into the room.

Avoid windows as far as you can, when bombs are falling, and if you are awakened by bombs, remember to protect your face and body with blankets or the quilt as much as you can. Do your dressing in a sheltered corner where glass cannot be blown in on you.

### BLACKOUT

The blackout is not just a game or a nuisance. It is a very real protection. Now, think—what would you do if the real alarm went to-night? Would you have to switch on the light to get your clothes, and to gather up the children and their clothes? Would you, in your flurry, remember that any beam or even glimmer of light you may show, would give information to the raiders and might bring a bomb on you? Keep your blitz clothes, and this means your warmest and toughest, and your overcoat handy every night, in the same place. Then—particularly if you have an emergency job to go to—you can jump into them as every man in a fire brigade has to, in a moment, or else keep them where you can grab them, immediately, in an armful. Dressing, for the children may mean shoes and just a blanket off the bed, or an overcoat, before getting them into the shelter. Keep their overcoats and shoes handy every night.

If you can arrange to have one little room, say, the bathroom, completely blacked out every night, when you are awakened, you can dash there for dressing and switch on the light without fear. Keep your electric torch handy in the same place every night.

If you have a shelter, see that you can get to it in the dark. If there is a path to it, see that it is whitened, or if there are steps down to it, paint them white in some draught-board or angle pattern so that you can see them easily in the dark.

### CHILDREN

Keep your children with you and under control all the time, while the period of emergency is on. Do not let them wander away, however interesting the nearby fires or the holes in the roads may be. If one blitz comes, it will not be the only one, and we do not know when the next one may occur. Besides, spectators of any sort will only hamper those who have a real job to do.

### ANIMALS

We have a special duty in regard to our animals and birds in blitz times. These must not be forgotten, as they rely on us for food and protection. Animals that are not tied up will probably disappear into the wilds at the first bombing and may perhaps return many days later. They are able to relieve their fear by running away. But those that are tied or shut up may be in a pitiable state of terror. Calm and control them as much as you can, and see they are not forgotten and left without food.

### IDENTIFICATION

Everyone should have on them at all times their means of identification, preferably one of metal or of some substance that cannot be destroyed by burning, and again, preferably attached by means of a chain. This is especially necessary in the case of children. Children may be taken away to evacuation camps, rest centres or other places away from their parents and friends, and it is very necessary to have them always easily identifiable. The marking of the clothing with the names and addresses—and this includes their nightdresses—is a very big help, but their permanent identification disc should be arranged for without delay and worn continuously—and that means every day and every night. For adults, the value of the identification disc is essentially for assisting the wardens and police in identification of the dead. This may be a very important matter for those who are left, on account of legal requirements.

Diabetics should carry with them a card giving details and dosage of insulin or any special diet they may be on in case they should be taken to hospital unconscious. This would help those who have to treat them considerably, and it might be the means of saving their lives.

### WASTE

Waste in peace time is indefensible, but waste in war time is criminal. Make a point of not wasting anything: do not waste paper or metal. Bring them into the depots where they can be used, even if it should be inconvenient to do so. Do not waste any money. Put it into the war effort and let it fight for you. Every penny counts.

(Continued on next page)

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