



Once it happened to Mrs. Williams that the supply of cream gave out, and this just at the moment when the Annual Choir Trip got down at the gate. But Mrs. Williams knew what to do. She put jugs of "Ideal" Milk on the table, and the chief contralto was heard to say—"This country cream is a treat." "Ideal" Milk is full cream milk concentrated to the quality of cream.



## "IDEAL" MILK

"Ideal" Milk, unsweetened, is prepared by Nestlé's in England. Nothing whatsoever is added to it: its creamy taste is cream's own natural flavour.

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## SAFE MILK

Before, not after, it leaves the green heart of England, Nestlé's Milk is made safe. In snow-white condensers down in the shires, it is sealed away from all harms. All its goodness protected. All the cream and richness of clover meadows secure from danger and dirt. No matter when or where you may buy Nestlé's Milk, it comes to you untouched, untainted. Signed to guard you and your children from the menace of doubtful milk. Utterly pure—safe beyond doubt or dispute.

## NESTLÉ'S MILK

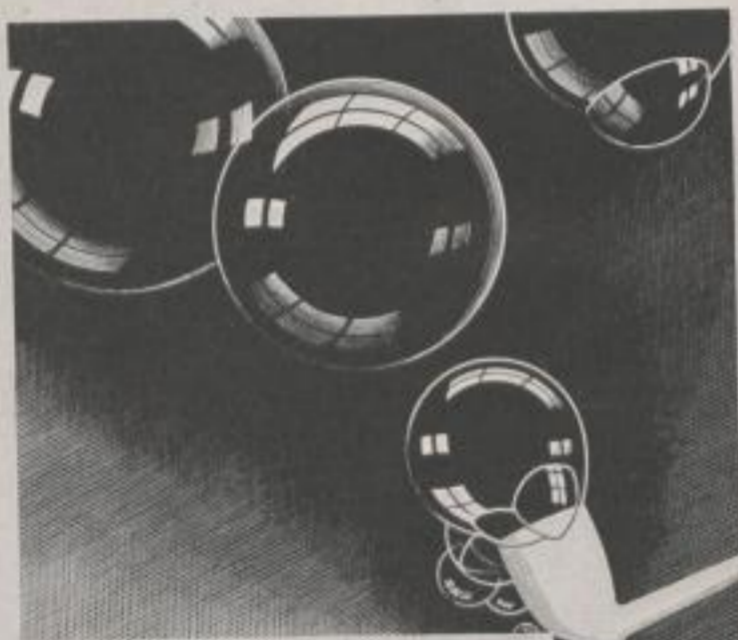


What will you add to English fruit but the flavour of English cream? And how will you add enough, cheaply enough, except as "Ideal" Milk? Here's all the richness and thickness of creamiest cream, all the purity, all the flavour. "Ideal" Milk is purest country milk, milk from England's finest pastures at cream's own concentration.

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## SECRETS of COLOUR

... seven colours in a soap bubble

The sun shines on a soap bubble—and the white light is split into the seven colours that make it white. Blue is one of these colours—white without blue in it would appear greyish-yellow! White laces go

greyish-yellow through wear and other causes. To keep new laces snow white—to make old laces new white—you must restore the blue every washday. Always have Reckitt's Blue in your hot running water!



## Reckitt's BLUE

Out of the blue comes the whitest wash!



Make your bath a real tonic!

Oh, to feel tiredness drift from your limbs like a heavy fog dispersing. Oh, to feel weariness flowing out—as the water cleanses from millions of pores the acid waste of the day. With a Reckitt's Bath Cube your bath becomes a tonic—reviving, reassuring you. Your blood rears, your skin is refreshed and toned. Soon, very soon, you are calm and content—and oh, how rested and right!

## RECKITT'S Bath Cubes

10, each, and in cartons of three cubes for 5d. or six cubes for 1s.

RECKITT MADE BY RECKITT & SONS LIMITED, HULL & LONDON

Anzeigen für Milch, Wäscheblau und für Badewürfel

Agentur

CHARLES W. HOBSON Ltd.

Advertisements for Milk, Reckitt's Blue and Bath Cubes

Agency