



FROM THE FALLING RAIN

to the busy river flowing out to sea—the beginning and the end of a chain of usefulness. From the catchment area, river, reservoir and well, the water is used in the service of man, to return ultimately to the river and the sea. The purity of the water at the beginning of the chain is beyond doubt, but before it becomes a domestic supply "on tap" there are many possibilities of contamination. Chlorination is the surest safeguard against the danger of water-borne disease where bacterial contaminants give a domestic water supply.

Write for a copy of the booklet "Water Sterilisation." Technical service and advice are always available.



IMPERIAL CHEMICAL INDUSTRIES LIMITED
DEPT. G.C. 24, IMPERIAL CHEMICAL HOUSE,
LONDON, S.W. 1

Inserate für ein Wassersterilisierungsmittel

Was ist eigentlich das Auffallende an diesen Werbeschöpfungen des größten englischen Chemie-Trusts? Ist es nur das Vermeiden der üblichen technischen Fachsimpelei? Wahrscheinlich kommt es daher: Mr. Sidney Rogerson, der diese Werbung ins Leben rief, schreibt erfolgreiche Romane und liebt eine Unterhaltung über mancherlei, besonders über politische Propaganda, der sein nächstes Werk gewidmet ist. Er hat kaum etwas von einem „Werbeleiter“ im üblichen Sinne an sich. Aber es konnte wohl nur jemand, der nicht allzueng ans Fachliche gebunden war, die Dinge so erkennen und lenken, wie sie für den weltumspannenden Konzern der I. C. I. wesentlich sind. Denn viele Erzeugnisse der chemischen Industrie haben einen festbegrenzten Markt oder sie vertragen keine scharfe Verkaufspropaganda. Folglich bleibt nur die Möglichkeit, die Wettbewerbsfirmen durch Qualität und

What is it that strikes one in these advertising productions of the largest British chemical combine? Is it only the avoidance of the usual technical or trade cliché? The answer may probably lie in the fact that Mr. Sidney Rogerson, the inspirer and director of I. C. I.'s publicity, is a soldier turned successful author. He is a keen conversationalist, with a special interest in political propaganda, to which his next book will be devoted. He doesn't look like a publicity manager in the ordinary sense of the word. It is possibly because he has never been tied to the detailed work of the specialist that he has been able to bring a freshness and a wide vision to the publicity of a concern whose interests are themselves world wide. Many products of the chemical industry are not susceptible to publicity. No one buys more explosives or heavy acids because they are well advertised. Sales

Advertisements of a product for the sterilisation of drinking water



STERILISATION OF DRINKING WATER



FROM THE PURE MOUNTAIN STREAM

or moorland stream to the delivery of a domestic water supply, there are many stages where the possibility of bacterial pollution may arise. To guard against epidemics and to ensure sterility of the supply, there is no surer means than chlorination, which represents one of the greatest contributions made by science to safeguarding the health of the community.

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