



“soft

as Swansdown” is a well-known simile

but the value of soft water has become equally well known.

To-day, water softened and conditioned by the Lime-

This process is cheap, flexible and simple and is operat

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Sales Offices at Belfast, Birmingham, Bradford, Bristol, Dublin, Glasgow, Hull, Leicester
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If they are satisfied
more of your paint may be used

Satisfied customers, who give repeat orders, are only obtained by mutual co-operation between an able
discussing a manufacturer of reliable and attractive paints, and a sound source of materials for the formulation
of paint products. The last link in the chain is I.C.I. which offers the paint manufacturer a complete
range of colours resulting in richness, intensity, brilliancy, and depth. A free advisory service is also at his
disposal to help in solving colour problems. Send for the free book—“I.C.I. Colours for Paint Manufacturers.”

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Advertisements for points

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Her satisfaction means
repeat orders for your paint

When the decorator finds a paint that gives satisfaction he uses it again and again, and the manufacturer gets repeat
orders. It is your job to manufacture paints and I.C.I.'s ambition is to supply you with a range of colours which will
ensure the satisfaction of your customers. I.C.I. colours stand in richness, brilliancy, depth and intensity, and are
backed by a free advisory service of technical experts. Learn how I.C.I. can help you. The first step is to send for
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Inserate für ein Mittel zum Weichmachen von Wasser



SOFT AS THE
MORNING DEW

Morning dew is so soft that it is said to
have special virtues as a bath: that is prob-
ably why the nymphs use it. Mortals must
be more prosaic, but they can have all the
virtues of a fairy bath by using ‘Sesqui.’
‘Sesqui’ gives beautifully soft water and its
glistening crystals are doubly attractive
when coloured and perfumed. May we
send you a box containing samples of some
of the colours it is possible to get with
‘Sesqui’—the perfect base for bath salts?

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