

Advertisements of alkalies for use in laundry



ON SILK

The larva of the mulberry-feeding moth, or silkworm, is still the principal source of silk. No less than 30,000 silkworms are required for the production of 12 lb. of reeled raw silk, and in its production they consume a ton of ripe mulberry leaves. The use of silk is of great antiquity, for it is recorded that in 2640 B.C. the wife of the Chinese Emperor Huangti encouraged the cultivation of mulberry trees, the rearing of silkworms, and the reeling of silk.

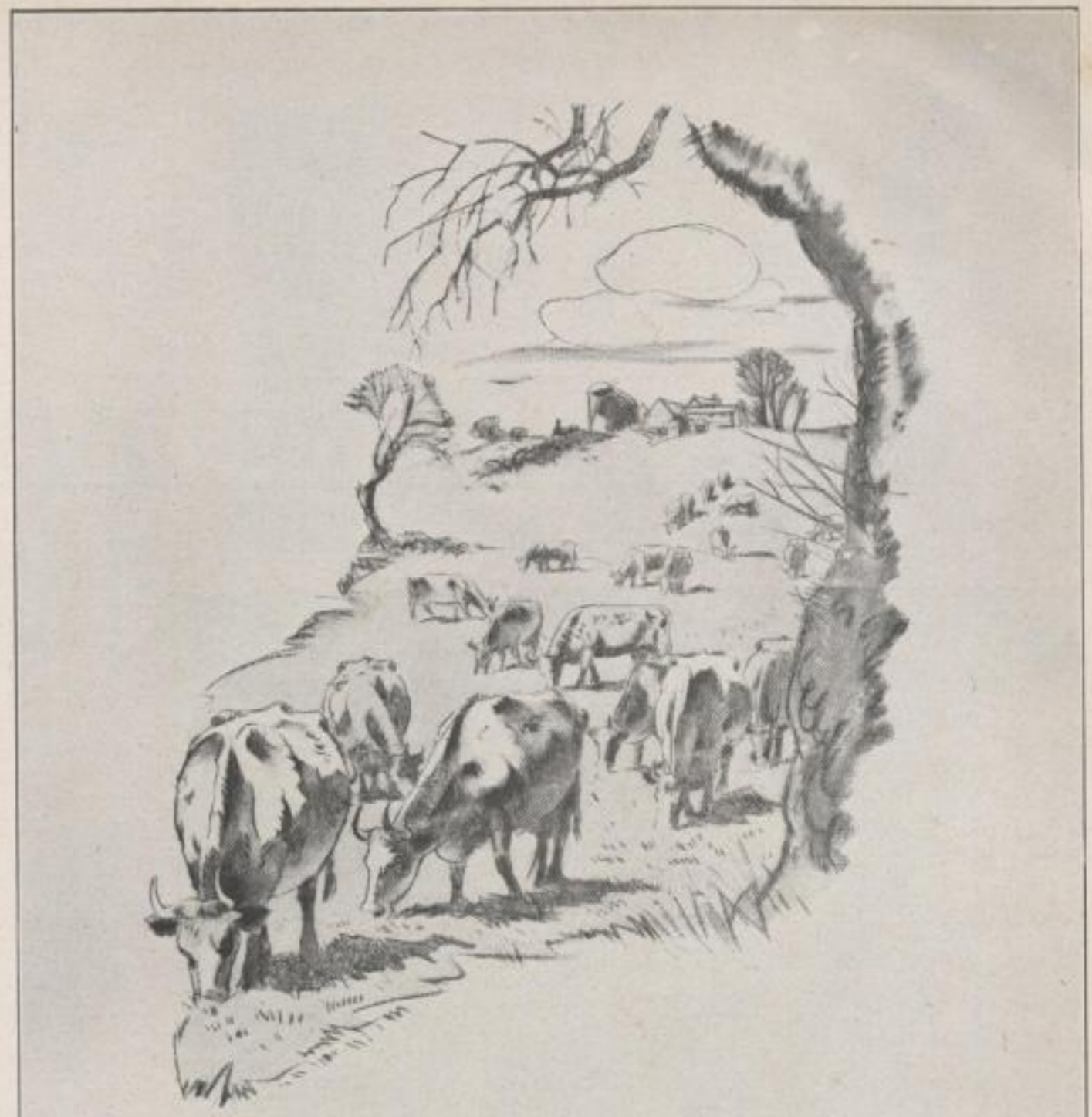
In the modern laundry 'Cres' should be used as the alkaline ingredient of the wash liquors. It is very economical as only 1½ lb. are needed on the average for washing and soaking 100 lb. of dry load, and it can be used with advantage for the most delicate materials.

Write for further information to:

IMPERIAL CHEMICAL INDUSTRIES LIMITED
DEPT. A.18, IMPERIAL CHEMICAL HOUSE,
LONDON, S.W.1

"Cres" is a registered trade mark, the property of I.C.I. (Alders) Ltd.

C.N.411



Will your cows go out in April?

Early grass means more milk to sell at winter prices and a saving of indoor feeding costs. Apply in February or

March. 2 cwt. per acre. **'NITRO-CHALK'**

IMPERIAL CHEMICAL INDUSTRIES LIMITED
2, IMPERIAL CHEMICAL HOUSE, MILLBANK, LONDON, S.W.1



Advertisements of fertilizers

FOR WOOLLEN UNDERWEAR
I.C.I. SODIUM PERBORATE



TO launder woollens to a good colour, this is the bleaching agent to use. I.C.I. Sodium Perborate not only corrects any tendency to 'yellow' but it also gives a much more permanent white. May we send you more information?

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

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depend on demand not on publicity. On the other hand, if a firm has a higher reputation, its sales may thrive at the expense of competitors. Rogerson's aim therefore was first to publicise the quality and technical achievements of I. C. I. by general propaganda and enlightenment. Only when goodwill was attained did he issue, during the past two years, the advertising which is seen here. The essential point is not that I. C. I. can afford the best commercial artists, photographers and advertising agents. It is the almost spiritual quality, and the unique standard, that Rogerson has given this publicity, which lifts it high above the slough of trade advertising all over the world. Thus, by the human appeal, and, for example by the saucy charm of the Velan book, the commercial chemical becomes everybody's friend.

L. Fritz Gruber