

The  
Magic of  
Water



OUR OBJECTS IN  
SENDING YOU THIS  
LITTLE BOOK:

To acquaint you with the  
peculiarities of "water."

...

To explain why it is not always  
perfect, adversely affecting your  
health, comfort and pocket.

...

And finally to show how simply  
all these imperfections can be  
banished from its life-giving  
stream.

# The Magic of Soft Water



All water that you use, ever come from the clouds as rain. Then over the ground, through layers of rocks, of sand, of stone and so to your home. But by then it is no longer just water.

*Water  
looks clear*

THE water from your tap looks clear, doesn't it? You would never think that it contains mineral compounds injurious to skin, hair, food and clothing. That it causes you countless hours of needless drudgery.

But the fact is, it really does such things. For water is a mysterious substance, capable of many unsuspected tricks. Before it finds its way into your well...your city reservoir, it has wandered far...done many things. Swept before it bits of rock...soaked into the soil, bubbled up again in springs, flowed through valleys, everywhere, dissolving lime, magnesia and other minerals from the earth's surface wherever it went.

*How it  
becomes  
"hard"*

Despite modern equipment and careful processes, your water company doesn't change materially the mineral content of your water. Lime, magnesia compounds, and sometimes suspended dirt, remain. Perhaps in your

**How  
"Curds"  
are formed**

locality, the water may be so high in mineral content that you really can't use it for washing and bathing. It's too hard. But most localities, using the ordinary town supply water, find that it is unsuitable—certainly very costly because of the damage done by hard-water "curds." "Hard-water curds" (formed when soap and minerals merge to produce microscopic gummy particles) clog pores, cling tenaciously to fibres of linens, cottons, woollens—stick to your hair. Just as soon as you put soap into water, curds form. You've seen them on the surface of water, and clinging as a "rim" round the bath.



Hard water and soap make sticky, grey curds. Soft water and soap make clear water, sparkling such, as shown on the right.

**What it  
does to  
skin**

This "hardness" in water is one of the greatest known causes of chapped, coarsened skin...clogged pores...dryness, scaliness... and "dishpan hands."

Such troubles come, it is known, from these clinging, gummy, microscopic curds, which instantly lodge in pores. Too small to see, but sticky and embedded—they may undo all the excellent work of your skin creams and hand lotions.



Excerpt photograph of girl's cheek.

Indeed, these mineral impurities (often harsh, always irritating) are probably your skin's worst enemy. Because you are rarely ever aware of their accumulation in your pores until they have caused enlargement... irritation... and other troubles.

**An enemy  
of hair  
beauty**

And the same insidious, gummy curds cling to your hair when you wash it—destroy its lustre, make it sticky, dull, stringy.

So please don't expect fluffy, glossy, clean hair unless you shampoo with completely softened water—do as leading hairdressers are doing—use water completely softened the "Permutit" way.

Soft water



Hard water



**Wears out clothes faster**

See the photograph at the bottom of this page. It shows how linens, cottons, silks... wear out much too fast! Perhaps you don't realize it. But every time you wash your clothes, the mineral impurities in every drop of water raise havoc with the fabric.

Those microscopic, gummy curds deposit on the very fibres, making them stiff and rough...eventually breaking and destroying them!

Recent figures give dramatic proof of this. In one large hotel system, accurate long-time tests showed that completely softened water added three months' life to every year of service that their linens used to give.

Just think what this means to you. A saving of at least one-quarter in your clothing and linen expenses if you will simply use water with all the "hardness" (mineral impurities) removed.

In addition, it means much brighter or whiter clothes! In much less time.

Many holes in fabrics do not come from hard water—they are caused by hard water.



**Hard Water Wastes Foods**

Hard water is also a poor cook—a spend-thrift in your kitchen. It toughens green peas, beans, potatoes—makes poor pastry. Foods must be cooked much longer, thus losing much of their natural, good flavour.

It causes loss of flavour in coffee and tea. Actually hard water makes you use one-third more coffee or tea than is really necessary.

Consider this too! Would you fill your water pipes with cement? Of course not. Yet that is practically what you are doing when you continue to use hard water. Every day your entire water system—especially the hot water pipes—is accumulating cement-like deposits—mineral deposits—that form when ordinary water is heated.

**Clogs Heating Systems**

Not rust—but scale. It forms in any kind of pipe—iron, lead, or brass.



This causes trouble. Cold "hot" baths. Cuts down water-flow. Makes the cost of heating water much too high.

**Costs you money**

Don't blame the plumber if he has to come too many times! Soften your water supply completely. And you save money, time and trouble.

**Hard  
Water and  
Poor  
Health**

Most waters contain lime and magnesia salts greatly in excess of what is good for health. Gout, rheumatism and liver complaints are often directly traceable to this cause, which is entirely removed by the use of "Permutit" Softened Water.

**A few  
Beauty  
hints**

Dust and grime from cities are everywhere—they can't be kept away from skin. They deposit, causing blemishes of the skin.

Millions of women use cleansing creams and other preparations for their complexions, because water, as usually found, is unsuitable. When water is softened, however, it quickly, gently removes all traces of grime. Soft water with pure mild soap is nature's own beauty treatment.

Wrinkles are often prematurely caused by dry skin. And hard water soap curds are a fundamental cause of skin dryness. Soft water stimulates skin's natural beauty, keeps complexions young.

In manicuring, hard water curds deposit round finger nails, and under them. They toughen the cuticle, cause hangnails at times. Finger nails soil more easily as the sticky curds collect grime. Soft water softens cuticle like magic—excess cuticle just rubs off! And nails have a natural pearly lustre.

## THE SAVING IN SOAP, SODA AND TEA

Striking confirmation of the efficiency of "Permutit" is given in the following extracts, supplied by the Master, from the account books of a large Institution, where a "Permutit" Water Softener was installed in December, 1923.

### Issue of Stores

*Before and after adoption of Water Softener  
During the whole period under review the Workhouse was full.*

Week ending in Nov. 1923	
Tea : 13-lbs. 6-oz.	
Corresponding week, 1924	<b>saving 21.5 %</b>
Tea : 10-lbs. 8-ozs.	
Michaelmas quarter . 1923	
Soap : 288-lbs.	
Michaelmas quarter . 1924	<b>saving 53.8 %</b>
Soap : 133-lbs.	
Michaelmas quarter . 1923	
Soda : 1,272-lbs.	
Michaelmas quarter . 1924	<b>saving 59.3 %</b>
Soda : 518-lbs.	

BOILERS never require cleaning.

HOT-WATER PIPES remain clean for all time.

Water is HEATED in the smallest possible time, and with the minimum consumption of fuel.

COMPARED with a clean boiler plate :

1/2-in. scale requires 16% more fuel to heat the water.	
1/4-in. " " 50% " " "	
1/8-in. " " 150% " " "	

Everyone knows that bacteria breed prolifically in stagnant water. That is why health departments warn against it.

**Why cistern** Yet the common rain water cistern is a breeding place for dangerous bacteria... **dangerous** carried there from your roof and gutters. And every rainfall flushes in a fresh supply.



Typical organisms seen in cistern water through the microscope.

Questionable cistern water is as unhealthy as it is old-fashioned. The "Permutit" Water Softener connected into any water supply system assures marvellously clear soft water from every tap in the house. No chemicals are added to the water.

**How Permutit softens water**

"Permutit" Water Softeners contain a remarkable mineral substance called Permutit, that has the property of extracting automatically all the hardness from any water. Your water supply simply flows through this mineral bed on its way to your tap and is made completely soft. Every week or two, you put in the softener a solution of common salt, which restores absolutely all the original water-softening power to the mineral. The piping is so arranged that salt cannot get into your house pipe lines. This operation we call "regeneration."

Here are a few well-known users:—

Viscountess Rothermere  
 Lord Noel Buxton  
 The Duke of Wellington  
 Mrs. Helen McConnell  
 Lord Melchett  
 Earl Howe  
 Lady Haig  
 Mr. J. B. Joel  
 Mr. S. A. Courtauld  
 Mrs. Hambro  
 Lord Eldon  
 BY APPOINTMENT  
 Cardinal Bourne  
 Lady Daresbury  
 Lord Trenchmouth  
 The Duke of Somerset  
 Lady Curtis Bennett  
 Lady Glenalbyn  
 Princess Alice, Countess of Athlone  
 Marquis d'Hautpont  
 Lord Runciman

Geo. Bernard Shaw      Major Hennessey      Lord Seymour  
 Sir Geo. Lawson Johnstone      Lady Keppel      Lord Fairfax  
     A. Bendir      Lady Baring      W. F. Fladgate  
 The Marchioness Curzon of Kedleston      Countess of Aylesford  
 The Earl of Coventry  
 The Earl of Macclesfield      Marquis of Zetland  
     Sir John Reith      The Countess of Munster  
 Lord Calthorpe      Hon. Mrs. Sebag Montefiore      Capt. Brassey  
     Sir Edward Harrison      Sir Frank Lewis  
 Col. Guinness      Mr. Rudyard Kipling  
 Sir Henri Deterding      Sir Arthur Churchman  
 Sir George Mowbray      Sir Robert McAlpine      Saxton Noble

Edward Hickman      B. A. Firth      E. R. Debenham  
     Sir Chas. McLeod      Lady Wavertree      A. Noel Mobbs  
 E. J. Horniman      Sir Edmund Davis  
 Sir Philip Sassoon      Sir Gerald Mildmay      Sir Geo. Cooper  
     A. Ezra      Lord Willoughby de Broke  
 Col. Bamham Carter      R. H. Foa  
 Col. Hoelick      Mr. W. G. Player  
 Sir Hugo Cunliffe-Owen      A. A. Benson      Marquis of Ailsa  
 Sir Thomas Barlow      J. Wilson Taylor      Granville Barker  
     Sir A. Ducros      Mortimer Meynes  
 Victor Blagden      Maj.-Gen. Sir C. E. Pereira  
     Duchess of Portland



## THE PERMUTIT RANGE OF HOUSEHOLD WATER SOFTENERS

Comprises Softeners of all sizes, from the "Permodo" Jug for filling from a tap, up to the large "B" type plant for country mansions.

Every need and home is catered for, and on the following pages we give details of all our household types, together with tables of capacities and hardnesses of water, that will help you to decide the particular model best suited to your needs and home.

Our free advice is gladly at your disposal to help you in any way, and the return of the enclosed prepaid reply card will bring you full details of any models and the name of our nearest agent.



*UNFOLD*

## READ THIS COMPARISON

	HARD WATER	SOFT WATER
With Soap	Forms soap curds, wastes soap, makes cleaning difficult.	Produces luscious lather with just a touch of soap.
In Bathing	Makes skin drawn and prickly—drips grease, preventing proper circulation of poisons by the skin.	Keeps skin soft and clean as nature intended. Keeps pores free, allows body to breathe.
In Shampooing	Deposits sticky soap curds in hair, dulling luster, causing brittleness, destroying wave.	Makes hair really clean and gleaming. Preserves all of natural wave and color.
In Beauty Culture	Makes it impossible to thoroughly cleanse skin. Soap curds aggravate wrinkles, often cause eruptions.	Keeps skin gleamingly clean, free from the irritating hard water scales.
In Shaving	Makes a water-proof coating of soap curds around each whisker; keeps water from softening them; causes even the sharpest blade to be dulled.	Thoroughly, quickly softens the toughest beard. Makes shaving easy—makes blades last longer.
In Washing Dishes	Closes streaks on china and glass; waxes, which have to be polished off by expensive wiping.	Dishes can just be drained clean. Many glasses do not need to be touched by a towel.
In Removing Grease	Makes work difficult. Almost impossible to completely remove grease.	Cuts grease like sugar. Saves hours of scrubbing time.
In Home Laundering	Wastes soap, discolors clothes, often necessitates extra hard washing, shortens life. Makes garments stiff, harsh and soiled.	Uses minimum of soap, one-fifth to one-half as much as before. Makes clothes soft, sweet, clean. Prolongs life.
In Washing Woodwork, Porcelain, etc.	Calls for hard scrubbing—burns finish. Leaves dirt-collecting, sticky film.	Preserves luster, lustrous only a mild soap is needed.
In Pipes	Builds sludge down flow of water. Makes taps drip continuously.	Keeps pipes free from scale. Taps run right.
In Water Heater	Deposits rock-like scale in cell. Fuel is wasted. Not enough hot water.	Cells last their full life. Minimum of fuel is consumed. Plenty of hot water.
In Steam Boilers	Wastes fuel. Needs a long time for steam to come up.	Burns fuel. Boilers quickly.
In Motor Car Radiators	Will eventually clog the tubes, causing overheating, boiling away of water, eventual replacement of radiator.	Keeps radiator in efficient condition. Keeps motor operating in proper temperature. Keeps car cooler in summer.
In Making Pastry	Tends to make crust tough.	Makes crust flaky and tender.
In Cooking Green Vegetables	Toughens them, causes loss of flavor.	Keeps them tender with all natural flavor. Need less cooking.
In Making Tea and Coffee	Impairs flavor—wastes supplies.	Gives a better flavor. Saves as much as needed tea and coffee.
For Drinking	Hard water is unpleasantly flavored.	A "Puritan" Water softener removes sodium and magnesium. Adds no chemicals.

## ON CHOOSING YOUR PLANT

The next five pages detail the portable types—the "Permodo" Jug, the "Permo" (for fitting over a wash basin or sink) and the "Bath" models for laying across your bath. These last two are attached by means of a rubber hose to your existing taps.

Your choice is therefore simple. The "Permodo" Jug for your pantry or dining room. The "Permo" No. 1 for your bathroom, drinking water and toilet. The No. 2 "Permo" for these purposes and, as it is larger, for cooking, washing silks, woollen goods, dishes, etc.

### All mains types

These are for softening the supply to every tap in the house. These are the models of most utility, as by fitting them on to the main you obtain abundant soft sparkling water at every tap, and all the boons and savings of soft water are fully realized. Not only is your personal health and comfort assured, but the large economies already detailed are experienced to their full extent, as every service in your home benefits.

The three models are "The Junior"—for the cottage, villa and small home. The "C" type for larger houses, and the "B" type for country mansions, large town houses, clubs, etc.

Finally, there is our completely automatic plant, which, without any attention, and for months at a time, will give soft water to your home. It is fully described in "The Book of the Automatic 'Permutit.'" Write for it.

# THE "PERMODO"

PATENTED

## Portable Water-Softening JUG



Fill with "hard."

Pour out with "soft."

No tap connections are required, you place it under the tap as you would any ordinary jug—and you pour out soft water.

PRICE £4 4 0

£261  
in today's Monday  
(2015)

Place a "Permodo" in your spare room and give your guest soft water.

# "PERMO"

Regd. T.M.

The Popular Portable Water-Softener  
can be connected to any tap



PATENTED REGD. DESIGN

"PERMO" No. 1 - £4 4 0

Height 12" Width 6"  
Output 50 gallons

£261

in today's Monday  
(2015)

"PERMO" No. 2 - £6 6 0

Height 19½" Width 6"  
Output 100 gallons

£392

in today's Monday  
(2015)

N.B. The capacities are based on the hardness of the London supply.

Wall bracket complete for either of the  
above models (if required) - 6s. 0d. each

The "Permo" is designed to meet the needs of those who require a constant supply of softened water at one point only. Beautifully finished, in strong white porcelain with chromium-plated fittings, it is supplied complete with rubber hose connection and patent tap union, or it can be connected direct to the supply main as a permanent fitting. This efficient little water softener is made in two sizes. "Permo" No. 1 and "Permo" No. 2, which are identical, except that "Permo" No. 2 is larger and consequently a greater capacity of softened water can be obtained before attention becomes necessary. Alternative points for both the inlet and outlet of the "Permo" are provided, so that it can occupy any convenient position—above or at either side of the lavatory basin or kitchen sink, and is always to hand ready to give a supply of perfectly softened water by simply turning on the tap.

The "Permo" is constructed throughout of porcelain, with chromium-plated fittings of the finest quality. It is, therefore, absolutely rust-resisting and will retain its clean and smart appearance indefinitely with the minimum of care.

The only attention required by the "Permo" is periodical regeneration, which means passing through the container a small quantity of common salt when the softening capacity of the plant has been exhausted. To do this, all that is necessary is to remove the ingenious plug stopper, which is effected by turning the handle at the top of the container, then the salt is placed in the funnel which thus becomes exposed, and the tap turned on—that is all. By this simple process the "Permo" is ready to continue its duties and to give a further supply of softened water.

“The Portable  
**PERMUTIT**  
REGD. T.M.  
Bath Water Softener

PATENT APPLIED FOR  
DESIGN REGD.



PRICE **£7 7 0** <sup>£457</sup> in today's Monday  
(2015)

Available in white, blue or green porcelain enamel.  
The price includes for the Softener complete  
with chromium-plated extension pieces and  
tap fittings.

Special patent connections supplied, guaranteed  
to fit any shape or size of bath tap, absolutely  
water-tight and drip-free.

By using the portable "Permutit" Bath Water Softener you can turn on your bath and turn on soft water with the same action. The "Permutit" Bath Water Softener fits lightly across the bath in exactly the same way as the wooden soap and sponge tray does. It has a flexible connection which can be instantly attached to the hot and cold taps, and all you have to do is to turn on the water to get a full bath of the softest water it is possible to obtain.

There are no pipes, no valves, no moving parts. No attention is needed by the "Permutit" Bath Water Softener except the unscrewing of a cap now and then, and putting in a small quantity of kitchen salt. One regeneration will give enough soft water for several baths. With water of such silky softness, no bath salts are required, as well as effecting a saving of at least half the usual quantity of soap.

Its tap connections are capable of fitting any size or shape of bath tap, and its extensible supports make it very easy to fit to a bath of any width. One of the greatest luxuries attending the use of soft water is the soft-water bath. The "Permutit" Bath Water Softener now makes it possible for you to have a soft-water bath wherever you go—in your flat, your seaside bungalow or country cottage, in a hotel or a friend's house.

### No bath salts—50% saving soap

Its price renders it the cheapest water softener for its size and quality ever produced.

Get one for yourself, and let the "Permutit" Bath Water Softener introduce to you the many inestimable benefits of soft water.

# The Junior "Permutit"

Designed to fit into the main and soften all the water used in a small home.

The water passing through it has all its lime and magnesia salts (hardness) automatically removed, leaving a water softer than rain water.

When the total quantity of water it can soften has passed through, ordinary salt is placed in the plant by means of the quick opening top and the salt water washed to drain. The plant will then once more soften to its total capacity.

This we call regeneration. It may be done once per week, twice per week or even every day.

Find the hardness of your water from your local dealer or ourselves (London is 16°). Then multiply by forty gallons the number of persons in your home. This will give your daily consumption. Read across the capacity table from your hardness figure and choose the plant you need—

e.g., 2 persons  $\times$  40 galls. 80

Suppose your hardness is 16°, then—

J.1 will give you 250 galls. with regeneration every three days.

J.2 will give you 500 galls. with regeneration every six days.

J.3 will give you 750 galls. with regeneration every nine days.

# HOW IT LOOKS

This Capacity Table will tell you how much water you will obtain every time you regenerate.

HARDNESS DEGREES ENGLISH	"PERMUTIT" JUNIOR		
	No. 1	No. 2	No. 3
4	1000	2000	3000
5	800	1600	2400
6	667	1333	2000
7	570	1140	1713
8	500	1000	1500
9	443	887	1333
10	400	800	1200
11	360	725	1090
12	330	663	1000
13	310	620	925
14	293	576	855
15	280	560	800
16	250	500	750
18	220	443	665
20	200	400	600
22	180	365	545
24	165	330	500
26	150	300	460
28	143	280	430
30	130	260	400
32	125	250	375
34	115	230	350
36	110	220	330
38	105	210	315
40	100	200	300
42	95	190	285
44	90	180	270
46	85	170	260
48	82	165	250
50	80	160	240
Diameter, inches	6	7	8

Chromium-plated parts.  
Anti-rust inside and out.  
Handsome finish.



7" x 33"  
Fits under draining board.  
8" x 44"  
8" x 60"  
Fit in any corner.

J.1 ... .. £12 12 0 £784  
J.2 ... .. £18 18 0 £1,176  
J.3 ... .. £24 0 0 £1,493  
All pipe connections 1"

# THE NEW "C" TYPE

WITH THIS TRIUMPH OF SCIENTIFIC DESIGN  
"PERMUTIT" ENGINEERS HAVE REDUCED THE  
CARE OF THE PLANT TO A TURN OF A WHEEL  
ONCE A WEEK



## HOW TO CHOOSE THE "C" TYPE FOR YOUR HOME

This "C" type is the "Permutit" plant requiring least attention. It stores its own salt for regeneration, regenerates by the simple turn of a wheel. Has one control—no wearing parts. A child can use it.

Find the hardness of your water supply (London is 16°). If you are on a public supply ask your local dealer or write to us, we will know it. If you have a private well supply we will send you a container for a sample, and analysing it, tell you its hardness free.

Then take the number of persons in your household and multiply by 40. This is the usual quantity of water used daily per person. As it is customary to select a plant capable of softening one week's supply, finally multiply by 7. This will give you the total number of gallons used per week. Turn to the capacity tables on the next page, and opposite the hardness of your water find the next largest plant capacity:

$$\begin{aligned} \text{e.g., } 4 \text{ (people)} \times 40 \text{ (galls.)} \times 7 \text{ days} \\ = 1,120 \text{ galls. per week.} \end{aligned}$$

Assuming (London water) 16°, you will find a C.12 plant ideal. If your water is 20°, then you will find C.15 best, with its capacity of 1,650 gallons on 20° water.

The only attention the plant will require is the weekly regeneration with salt—on the "C" type this is very simple. A charge of salt that will last for two months is placed in the salt vessel and left there. Once a week you give the wheel on the top of the plant one turn, and the plant regenerates itself. If you like to do this twice a week—then divide your weekly capacity in half and find the size that corresponds.

## The "C" type Capacity Table, Specification and Prices

CAPACITY IN GALLONS OF WATER THAT CAN BE SOFTENED BETWEEN REGENERATIONS					
Number of water in degrees	Model				
	C9-CW9	C12-CW12	C15	C18	C22
4	3000	3250	3230	12000	18000
5	2400	4200	6000	5000	14400
6	2000	3500	5500	6000	12000
7	1715	3000	4175	6060	10200
8	1500	2625	4125	6000	9000
9	1335	2335	3665	5335	8000
10	1200	2000	3300	4800	7200
11	1050	1900	3000	4365	6345
12	1000	1750	2750	4000	6000
13	925	1615	2540	3600	5540
14	855	1500	2355	3430	5145
15	800	1400	2200	3200	4800
16	750	1310	2060	3000	4500
18	665	1165	1830	2665	4000
20	600	1050	1650	2400	3600
22	545	975	1500	2160	3275
24	500	925	1375	2000	3000
26	460	865	1270	1845	2770
28	430	790	1180	1715	2570
30	400	700	1100	1600	2400
32	375	655	1030	1500	2250
34	350	615	970	1410	2120
36	330	585	920	1330	2000
38	315	550	870	1265	1905
40	300	525	825	1200	1800
42	285	500	785	1145	1715
44	270	475	750	1090	1635
46	260	455	715	1045	1565
48	250	435	680	1000	1500
50	240	420	660	960	1440

SPECIFICATIONS FOR TYPE "C"						
Model	Overall dimensions depth x width x height in inches	Iron pipe connection	Full tank weight	Number of regenerations per year	Approximate shipping weight	Price delivered
C9	19 x 21 x 53	1"	75 lbs.	9	350 lbs.	£2,427
C12	13 x 27 x 53	1"	125 lbs.	9	450 lbs.	£3,548
C15	16 x 31 x 54	1 1/2"	200 lbs.	9	573 lbs.	£4,855
C18	19 x 39 x 55	1 1/2"	280 lbs.	9	700 lbs.	£6,722
C22	24 x 47 x 56	1 1/2"	420 lbs.	9	1030 lbs.	£9,366

## The "B" Type



For large country houses with their own water supply, specially adaptable for direct connection to well pumps on the rising main to the storage reservoir.

This type is actually in use on one of the Royal Estates.

If you have a private water supply, ask us to post you a sample container. The "Permutit" Laboratory will analyse the water free and our expert engineers will investigate your supply arrangements and put forward the size to suit your needs.



# "PERMUTIT" PLANTS

famed the world over for the last quarter of a century — are treating millions of gallons daily for whole townships. Others condition the water supply for great industrial undertakings — ships — railways — factories. TO-DAY by the painstaking research of expert engineers and craftsmen they are simplified beyond resemblance and placed before you in gleaming beauty for the adornment and boon to your home of

## SOFT WATER

# "PERMUTIT" REGD. TM

WATER SOFTENING IS A SCIENCE

For a quarter of a century we have built, studied and serviced "Permutit" Plants. From this unique experience emerges the substantiation of our name, plants, service and recommendations.

"Permutit" plants are built for permanent service from tested materials. It is our pride that they are incomparable in their quality.

WHEN YOU DECIDE TO OBTAIN THE BENEFIT OF SOFT WATER IN YOUR HOME REMEMBER

# "PERMUTIT" REGD. TM

UNITED WATER SOFTENERS,  
LIMITED

*Britain's Largest Specialists in the Manufacture of Water Treating Equipment*

ALDWYCH HOUSE, LONDON, W.C.2

Telephone - - Holborn 3414

and PERMUTIT HOUSE, LONDON, W.4

Telephone - - Chiswick 6411



By Appointment  
to H.M. The King

Contractors to:  
THE ADMIRALTY    WAR OFFICE  
AIR MINISTRY    OFFICE OF WORKS  
METROPOLITAN WATER BOARD  
CROWN AGENTS and  
FOREIGN GOVERNMENTS