When Mark Twain Said—

"It's surprising how many folks know things that aren't so"—

Or Words To That Effect

He might have had in mind those who "know" their water supply is "soft" and therefore have "no need" of a water softener.

Don't deceive yourself. Unless the water you're using is ABSOLUTELY SOFT—"zerowater"—you're wasting time, labor and materials that could and should be saved.

Permutit

The Water Softening Filter To Zero Hardness

Will give you what you OUGHT to have—what you MUST have to realize maximum savings in these times when conservation is the national slogan.

"Permutit" will give you all the soft water economies possible because it alone can give you "zerowater"—the ultimate in soft water. For instance—where so-called "soft" water had been used, the adoption of "Permutit" resulted in a saving of more than half the soap formerly used—to say nothing of important added savings in dyes, labor, fuel and power costs.

Let our experienced engineers confer with you on the "Permutit" savings possible in your plant.

The Permutit Company

Water Rectification Exclusively

30 EAST 42nd STREET

NEW YORK

"Performance—Not Promise"