

*As to  
Gilding Lilies*

—said the Managing Director,

We are all in favour of it. We do not sit down and admire our admittedly wonderful achievements. We prefer finding fault with them. When my faithful Design Staff show me a new tool do I say "How splendid!"? I do not. I ask "What is wrong with it?". When they tell me it is lighter, more powerful and faster than any such tool in existence I reply: "Naturally! But it is still too heavy, too bulky and too slow". My faithful staff love it. They rush back laughingly to bench and lab, gaily tear the thing to bits and start (with a song in their hearts) all over again. Never satisfied—that's me! I am not even satisfied with myself . . .

*(And here our Managing Director was brought to a stop by peal upon peal of applause from our staff mixed with many loud interjections which we hope we mis-heard.)*



# Desoutter

**POWER TOOLS INCREASE PRODUCTION**