

10 CRIMES

OF

RAW WATER

1. RAW WATER

wastes soap . . . to the tune of billions of dollars a year.

2. RAW WATER

greys the fabric you launder, roughens them to the touch.

3. RAW WATER

wears out clothes and linens faster, because sticky harsh deposits in the water destroy delicate fabrics.

4. RAW WATER

deposits scale in heating coils, back of toilets, plumbing pipes, even pots and kettles; eventually they must be replaced.

5. RAW WATER

increases heating fuel costs, because scale in pipes retards heat flow.

6. RAW WATER

toughens vegetables cooked in it.

7. RAW WATER

changes the taste and appearance of coffee, tea, and other foods.

8. RAW WATER

clogs the pores of your skin and produces rashes for those persons having allergies to it.

9. RAW WATER

makes dishes, glassware, and silverware dull.

10. RAW WATER

uses up a housewife's energy in cleaning,

1. TREATED WATER

saves soap, saves money, saves time!

2. TREATED WATER

washables come cleaner, brighter and feel softer.

3. TREATED WATER

is recommended by leading home laundry equipment makers.

4. TREATED WATER

has an effect on everything it touches, and water touches everything!

5. TREATED WATER

reduces fuel costs, wear and tear on your plumbing.

6. TREATED WATER

keeps food tender.

7. TREATED WATER

keeps food and drink at their peak!

8. TREATED WATER

improves your complexion.

9. TREATED WATER

eliminates dulling film.

10. TREATED WATER

makes your house and equipment sparkle with less work.