

Your Endorsement, Doctor

*What we are trying to do in our
Advertising of Magi Water*

We are trying to acquaint the general public with the fact that Magi Water is above all things a wholesome and delicious beverage. That it has health giving as well as health conserving qualities is mentioned in our advertising, but its application to the alleviation of disease is left entirely to the judgment and endorsement of the Medical Profession.

We know that

MAGI WATER

is a superior beverage when used at table, soda fount or with other drinks. This we are telling the public as strongly as we possibly can.

It has been proved by professional experience that Magi Water is of great value in the treatment of Rheumatism, Gout, Gravel, Calculi and many functional disorders. This we are not dwelling on to the public; but we wish to emphasize it in talking with you.

Your silent endorsement of this our attitude will be appreciated. A letter from you, stating this endorsement, will be held sacred and will more than repay us for our earnest attempt to uphold the dignity of a thoroughly valuable, natural mineral water.



We will be pleased to send you information regarding the therapeutic value of *Magi Water*, on request. Also copies of letters received from eminent practitioners.

CALEDONIA SPRINGS CO., Ltd

Caledonia Springs, Ontario