

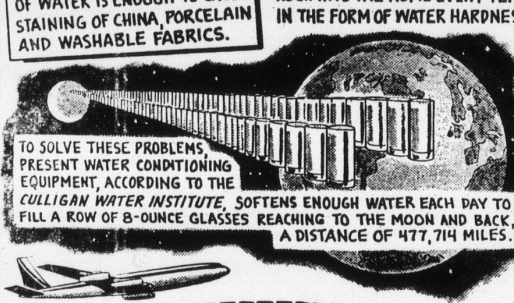
You Can Believe It!



AS LITTLE AS 2½ POUNDS OF IRON IN A MILLION GALLONS OF WATER IS ENOUGH TO CAUSE STAINING OF CHINA, PORCELAIN AND WASHABLE FABRICS.

THE AVERAGE WATER SUPPLY BRINGS OVER 70 LBS. OF DISSOLVED ROCK INTO THE HOME EVERY YEAR IN THE FORM OF WATER HARDNESS.

TO SOLVE THESE PROBLEMS, PRESENT WATER CONDITIONING EQUIPMENT, ACCORDING TO THE CULLIGAN WATER INSTITUTE, SOFTENS ENOUGH WATER EACH DAY TO FILL A ROW OF 8-OUNCE GLASSES REACHING TO THE MOON AND BACK, A DISTANCE OF 477,714 MILES.



INDUSTRY TOO NEEDS HIGH QUALITY WATER. 800 GALLONS OF MINERAL-FREE WATER CAN MAKE THE DIFFERENCE BETWEEN FLYING A JET AIR LINER TO EUROPE OR MAKING AN EXPENSIVE REFUELING STOP. WATER INJECTION CAN INCREASE THE ALLOWABLE TAKE-OFF WEIGHT FROM 10 TO 18 ADDITIONAL TONS -- OR 9% TO 15% IN EXTRA PAY LOAD OR FUEL.

Of Mice And Men

HERE IS A MAN! — A pal of ours recently thought it would be a good idea to join the local Moose Club. He was given the application. Below the usual spaces for name, address, city, age occupation, is this sentence (in very small type). "I hereby certify that I am of sound mind and body, being a member of the Caucasian, white race, and not married to one of any other race, and a believer in a Supreme Being." Our pal really wanted to join the Moose, but threw the application form in the trash — where it belongs.

It can be argued that Canadian Moose are only following the constitution of International HQ at Mooseheart, Ill. There's only one thing about that argument, if that's the line Canadian Moose take, they would appear to be more mice than Moose . . . Welcome to Selma, Ontario.

—Windsor Star

Season's Greetings

Once more we greet the glad Yuletide
With tinselled boughs and holly,
May Christmas bring you every wish
With a New Year bright and jolly.

. . . FROM A FRIEND

for the excitement
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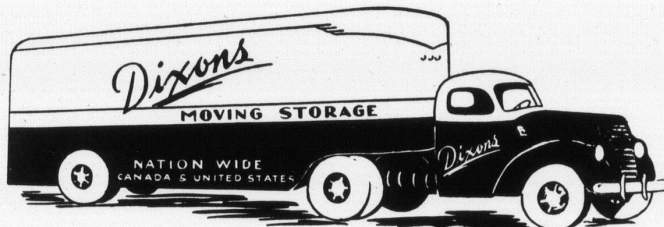
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The Season's Greetings!



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