

IF ONLY MARGE HAD TOLD POOR ALICE ABOUT THE WATER INSTEAD.

Marge and the other TV laundry experts always had the answer for wash-day woes: another New! Improved! detergent.

But the secret to brighter-cleaner-softer clothes isn't necessarily choosing the right detergent. It's having the right *water*. Water you get automatically with a Culligan® brand water conditioning system.

The water factor.

Over half of all American homes have hard water — water containing particles of calcium and magnesium. You usually can't taste, smell or see water hardness. What you can see is what it does to your laundry.

There are no wash-day miracles.

For example, hard water actually weakens the crucial synthetic soil-

removing agents in many detergents. The result: plenty of impressive-looking suds, but not a lot of real cleaning power.

Changing detergents probably won't solve hard water problems. Changing your water will . . . when you replace it with water conditioned by Culligan.

Cleaner clothes and more.

With Culligan,

synthetic detergents and laundry soaps work at full strength and rinse away completely, leaving clothes fresher and brighter. Conditioned water also helps laundry products work more efficiently. You'll get a better clean with less soap or detergent — *up to 55 percent less.*

You probably won't need fabric softeners, either.

A Culligan system also puts softened, conditioned water in your dish-

washer. Dinnerware will dry virtually spot-free without the help of expensive rinse additives. You'll have conditioned water in the bathroom, too — for skin and hair that's cleaner and softer than ever before.

Don't just turn on the water. Turn on the Culligan.

Let us arrange a free basic analysis of your water. There's no obligation.

Just call today, toll-free:

1-800-447-4700.

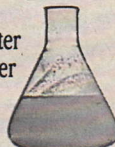
(In Canada 1-800-268-5458.)

THE FUTURE CALLS FOR

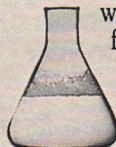
Culligan®

Northbrook, Illinois 60062

Beatrice



Hard water keeps soap from dissolving — leaving a residue on clothes.



Soaps lather easily in Culligan-conditioned water, leaving clothes cleaner.

