



CAN YOU FIND THE 16 THINGS WRONG IN THIS PICTURE?

Here's a hint: they're all in the glass of water. Which is why what comes out of your tap can't be taken for granted anymore.

In fact, in an Environmental Protection Agency test of drinking water in 113 cities, about one-third had unacceptable levels of chemical pollutants.

But it's not too late to do something about the quality of your tap water. For that, you need a drinking water system from Culligan.[®]

Water you can trust.

A Culligan brand drinking water system finishes the job started by your municipal treatment system. Most public systems simply can't afford to remove every water contaminant—particularly inorganic chemical compounds you can't taste, see or smell.



Using three-way filtration, Culligan reduces the level of many inorganic and organic water contaminants *by as much as 98 percent*. No single home water treatment process is more effective.

Water that tastes naturally fresh, naturally clean.

Culligan makes tap water the best drink in the house. You'll notice a big difference in all your cooking, too—everything from coffee to soups will have a delicious, more natural flavor. Cleaner water means clearer ice cubes, too.

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

A Culligan drinking water system is easy to install and

more economical than bottled water. So with all the concern today about drinking water, no wonder more and more people are asking for Culligan instead.

If you want to know more about Culligan brand water improvement systems, we'll send you a free booklet, "What You Should Know About the Water You Drink." Just call us toll-free 1-800-447-4700.

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

THE FUTURE CALLS FOR

Culligan.

Northbrook, Illinois 60062

Beatrice

ANSWERS: Contaminants which have been found in drinking water include asbestos, sediment, brackish water, mineral salts, sulfates, sodium, selenium, barium, cadmium, lead, mercury, arsenic, trichloroethylene, carbon tetrachloride and trihalomethanes such as chloroform. A Culligan system will reduce the levels of many of these contaminants by as much as 98 percent.