

The soft life . . . baby deserves it!

Home water conditioner cuts costs and contagion

When the quality of tap water is not the best, babies can suffer more than anyone. Hard water can be especially rough on them. Combining with soap, it forms a gummy film that clings to their skin. This film may harbor harmful bacteria.

Soft or softened water doesn't form any film. It is also decidedly superior in its cleansing action.

Commenting on the importance of washing a baby's hands with soft water, Dr. William E. Homan, a prominent pediatrician and author of numerous articles on family health, told a recent symposium, "Soft water is far more detergent than hard, and therefore more efficient in ridding the hands of oils, dirt, dead cells, and germs."

He also suggested washing your own hands before handling a baby.

"As a disease preventive, washing to reduce the population of disease germs is vital," he said. "The majority of physical diseases among children are contagious — they are caught. Therefore they are avoidable."

Among illnesses that might be spread or contracted because of dirty hands, Dr. Homan listed colds, flu, sore throats, ton-

sillitis, ear infections, strep infections (including rheumatic fever and nephritis), boils, styes, impetigo, intestinal flu, dysentery, pneumonia, mumps, chickenpox, measles, infectious mononucleosis, warts, ringworm, meningitis, croup, and pink-eye.

Hard water also affects babies adversely through the clothes they wear. The same objectionable film left on a baby's skin, hair and scalp, after a hard-water bath, clings to fabric fibers after a hard-water laundering. It makes diapers and other garments that contact the baby's skin stiff and harsh, causing chafing and discomfort. Baby deserves better.

A home water softener can play an important part in a baby's health and comfort. Equipment is also available to solve problems other than hardness which beset water — iron, acidity, bad taste, bad odor, and plain dirt.

For those who would like a better understanding of water, and its improvement, a special four-color brochure has been prepared. Called "The Wonder of Water," it is available free by writing the Culligan Water Institute, Northbrook, Ill. 60062.



HE DEPENDS ON YOU to provide softened, filtered water that is kind to his skin — and his disposition. Photo courtesy of Culligan Water Institute.

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