



The WONDERFUL WORLD of WATER

August 1979

EJAX IN THE HOME? GREAT! Best thing since cotton candy

Hard to see . . . But Ejax is There



James and Mary Michaels of Garden Grove are pleased with the improvement Ejax has made in the quality of their water.

Mary said, "We save about \$20 a month, because we've cut out bottled water—there was no need for it because Ejax tastes just as good, if not better."

Mary, too, has found that it takes less soap, less bleach to get whiter whites and brighter colors in her laundry. And she's discovered Ejax' delightful "Shower power." Good lathers, great rinses and cleaner walls and floors. She cleans the shower with a swipe of a cloth now instead of elbow grease and muscle.

She also pointed out that the Ejax installation is less conspicuous than a bulky water softener. Of course, we think the Ejax installation is kind of pretty, but we're prejudiced. Actually, Ejax installations are not the most photographable units—because they're easily concealed behind shrubbery or flowers.

When we asked Jewel Hoggatt of Garden Grove how she felt about Ejax conditioned water in her home, she said, "I'm tickled to death with it. It's the best thing since cotton candy."

"Can you be a little more specific about what you like?" we asked.

"I certainly can. I like the taste for one thing. It's so good we've gotten rid of our bottled water. Ejax water tastes better than most water you get in restaurants. We use less coffee grounds now to make better-tasting coffee, because Ejax eliminates all the oddball tastes in untreated water that compete with the flavor of coffee. We use less tea leaves too. Ejax is just better all around for drinking and cooking. We've lowered the temperature of our water heater—it takes less energy to heat our water. We use less soaps, detergents and bleach in our laundry . . . and get softer, cleaner, sweeter laundry. I guess that's because there's no rust in Ejax water."

"You're an Ejax fan then?"

"Believe it!"



**Jewel Hoggatt, Garden Grove,
has seen what Ejax can do.**



**Built originally in Signal Hill over 80
years ago, the Hoggatt residence was
moved to Garden Grove in 1946.**

Jewel is from Texas and she and her husband, C. L. "Hoagie," bought the beautiful home on Brookhurst in 1961. The house has been situated at its present location since 1946, but it was originally built in the Signal Hill district of Long Beach (before the oil wells were there) before the turn of the century.

It was considered a mansion in those days, and less than half of it was moved to Garden Grove. 'Less than half,' however, constitutes over 3700 square feet. There are four bedrooms and two baths in this section of the house. It would be interesting to learn where the other half of the mansion was moved. We hope it fared as well.

The handsome residence also boasts a museum-caliber collection of clocks. Hoagie collects and keeps them in mint running condition.

Ejax: Aid to Retirement? The Beebes Think So . . .



What do you do when you find you've paid your dues . . . and you've retired . . . and that you're still an energetic, youthful couple?

You enjoy it, that's what you do.

Mr. and Mrs. Woodrow Beebe of Santa Ana are doing just that. Woodrow, retired after twenty-eight years with McDonnell-Douglas, is far from leading a sedentary life. He's deep into agri-studies (hydroponics, among others). He is growing the equivalent of gardensful of fruits and vegetables in small pots. He feeds them nutriment and waters them with Ejax water. He believes Ejax water does as much for the plants as it does for his palate, kitchen, laundry, shower and budget.

On a fixed income, prudence is exercised. And Woodrow has learned that Ejax is as kind to a budget as it is to a palate, kitchen, etc., etc.

Their backyard, incidentally, looks like a vacation resort, thanks to the happy hours they spend working in it. We wish you a long and happy retirement, Mr. and Mrs. Beebe.



From a distance, the Ejax unit is hard to see. Even up close, it blends in with shrubbery and flowers. You can just barely see it below.



We Know Ejax is Good, But How Does it Work?

(A mini-course in the science of water conditioning)

JILL: Joe, I think everything I've heard about Ejax is wonderful, but could you tell me in simple terms just how Ejax does what it does?

JOE: Sure. The Ejax system employs a sacrificial magnesium anode at the point where community water enters your plumbing system. This anode brings about a number of corrosion control effects. For one thing, it suspends calcium and prevents it from building up inside the pipes. In older pipes, it will gradually dissolve prior calcium deposits. In new pipes, and in older pipes once the calcium is removed, a microthin coating of ions around the inside of the pipes will control further erosion.

JILL: I'll see if I can remember that when I talk to my husband. How does Ejax control rust?

JOE: Well, as magnesium goes into solution, hydrogen atoms are created which unite with excess oxygen—which actually creates more water. It's the excess oxygen which causes rust. Ejax eliminates it. Ejax also eliminates carbon dioxide—that's the corrosive agent that puts copper and brass into solution and causes green scale. We believe Ejax does more to control corrosion in plumbing than any other system.

JILL: How does Ejax in the laundry get clothes whiter?

JOE: It's because Ejax eliminates rust which stains your clothes. When rust combines with bleach, it disintegrates many fabrics, including cotton. So fabrics can last up to three times longer with Ejax. Also Ejax water rinses better than untreated water, and it removes soaps and detergents completely. Residual soaps cause skin irritation.

JILL: I guess that's why Ejax is so good in the shower.

JOE: Oh, yes. It lathers well and rinses so that your hair and skin are squeaky clean. And your shower walls and floor are easier to clean.

JILL: Why does Ejax water taste so good?

JOE: The magnesium brings about a colloidal action. That is—tiny, invisible colloids absorb odors and random tastes. You're drinking sweet-tasting water, however, that still contains all the nutritional values. No salts or chemicals are used in Ejax.

JILL: Beautiful! And you say Ejax condition water is even better for lawns and gardens?

JOE: It certainly is. The magnesium breaks down the viscosity of water so that it penetrates better. It's actually "wetter" water. And the same nutritional elements your body uses, are also used by plants.

JILL: That colloidal thing—that must be why Ejax water is better for cooking and making coffee.

JOE: That's right. It even makes better mixed drinks.

JILL: I hope I can remember this when I talk to my husband.

JOE: If you can't, give us a jingle, and we'll send you some easy-to-read literature on it.

JILL: Thank you, Joe.

JOE: Thank you, Jill.

Ejax is Gourmet Cook's Delight



Mrs. Walter Anderson of Garden Grove likes what Ejax does for her water. She uses it in cooking—she's a gourmet cook (we sampled some of her creations). She is a representative for Magic Mill Wheat Grinders and Bosch Bread Mixers, and she really gets back to basics in her cooking. In fact, she passes along the following recipe:

RASPBERRY DELIGHT

2 cubes butter or margerine
1½ cups flour
2 tablespoons sugar

Mix and spread in well-greased 9x13 pan. Bake approx. 30 min. at 350°, cool.

2 3-oz pkgs cream cheese
1 cube butter or margerine
2 cups powdered sugar

Mix and beat until creamy, then spread on top of first mixture. Sprinkle 1 cup of nuts over top.

3-oz pkg Wild Raspberry Jello
1 cup boiling water
2 pkgs frozen raspberries (thawed)
½ pint whipping cream

Whip, sweeten and put on top.

(If you're on a diet, just think about it).

Ejax is Special

Laurie Augustine of Garden Grove has a special reason for liking Ejax conditioned water. She has a very sensitive skin condition and has to use a special castile soap with no perfumes or contaminants. Ejax is the perfect water for the special soap because it rinses so thoroughly that not a trace of it is left on the skin.

In addition, of course, Laurie likes Ejax for the improvement it affords to her laundry, shower, kitchen, garden, etc., etc.

Answers to WATER QUIZ

- A. Five.
- B. Lake Ontario.
- C. Lake Victoria.
- D. Lake Baykal in Siberia.
- E. The Caspian Sea.
- F. Lake Geneva.
- G. Lake Nicaragua.
- H. The Caribbean.
- J. The Black Sea.
- K. No.
- L. The Pacific Ocean, the Atlantic Ocean, the Indian Ocean and the Artic Ocean.
- M. The Suez Canal.

(Got them all right? Give yourself an 'A.' Miss a few? Give yourself an 'A' for trying)

Mobile Homes Too



Mobile homes are also finding that Ejax water conditioning does wonders for plumbing and the utilization of water.

Carol lives in a mobile home park in Garden Grove. Mobile homes are so elegantly designed these days that you sometimes can't believe you're in one. But you *can* believe, Carol tells us, that Ejax water tastes as good as bottled water. Cooking utensils, glasses, silverware and dishes rinse clean and spotless. She tells us the same story we hear everywhere about the shower—great lathers, rinses and maintenance.

Ejax People



Peter Rose is one of Ejax' busy servicemen covering the southland. If you have friends interested in Ejax Conditioned Water, tell Pete. He'll be happy to visit them and tell them all about it.



The red, yellow and black Ejax logo is seen everywhere these days. And now a slightly altered version can be seen on Joe Kump's Mercedes—thanks to the Department of Motor Vehicles.



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Ejax' Wonderful World of Water is published monthly at Garden Grove for Ejax' customers and friends. If you know something interesting about water, let us know. We'll pass it on.