

Scientists and engineers are in a race affecting the future of the world—finding a way to make the oceans provide usable water before our mounting needs produce a catastrophic shortage

all around us. The total surface of all the land amounts to only 29 percent, while oceans cover the other 71 percent of our planet! Unfortunately, this huge quantity of water is salty and unfit for human consumption or irrigation purposes—more than 300 million cubic miles of it.

For centuries man has dreamed of desalting the world's inexhaustible ocean waters and turning them into fresh water for his myriad uses. It is not difficult to make fresh water from brine. Nature has done it for billions of years on a grand scale.

The sun's heat continuously evaporates ocean water. It is absorbed in the atmosphere, where rain clouds form if wind and other conditions are right. These clouds later discharge the now-fresh water in the form of rain.

Man has built various artificial solar evaporation plants and discovered other methods—chemical, electrical, physical—to desalt sea water. The trouble is that all are expensive.

TO BE PRACTICAL on a mass scale, desalted water must come to the consumer at about the same price he now pays for natural fresh water—in the vicinity of 30 to 40 cents per 1,000 gallons. (The price of water varies widely in the U.S. In areas where water is scarce, it may cost the consumer up to \$1.50 per 1,000 gallons.)

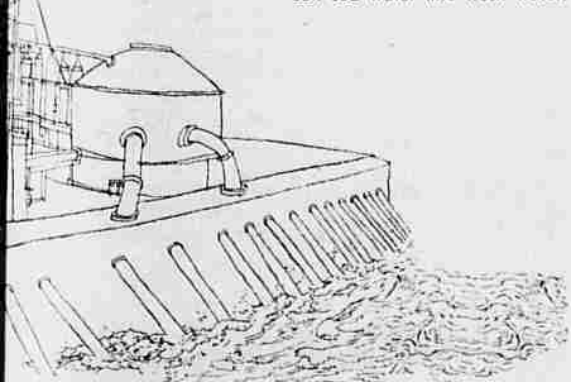
While this goal in no way has been reached, there is firm hope: the cost of ocean-water conversion is constantly decreasing, while that of present-day fresh city water is increasing steadily.

Many American and European engineering firms already are installing desalting plants all over the world, gaining experience in achieving an economical supply of water for everybody. When the erection of giant ocean-water conversion plants becomes imperative, it is likely our technicians will be able to meet the challenge.

A good example of our progress is the salt-water conversion plant, possibly the world's largest, now operating on the Netherlands Antilles island of Aruba. It turns out

(Continued)

Plants run by atomic energy may one day fulfill man's age-old dream of converting salt sea water into fresh water.



800 WAYS TO MAKE BIG MONEY

NO SELLING NEEDED WITH ITEMS LIKE THESE!
Just Show Friends, Neighbors... They
Buy On Sight! Get Started Now!

Clip and Mail
COUPON BELOW

No Experience Needed!
Work In Spare Time Or Full Time
IT'S FUN TO MAKE MONEY
THIS EASY WAY!

All over America thousands of my friends earn money for family needs, vacations, children's education. Most of these people have never sold anything before—yet they're putting extra cash in their pockets every day! YOU can do the same. Just mail the coupon. I'll send you my **PROVEN PROFIT KIT** containing 10 outstanding items from our money-making line of over 800 items, plus a FREE "SURPRISE GIFT." These "best sellers" are yours on approval for 10 days. If these sell as quickly as others have sold them, just send in the low price for each item. If not, return the kit within 10 days without paying a single penny. But keep the "Surprise Gift" for your trouble. No obligation.

James Addison
President, Greetings Unlimited

Get
Money-Making Kit
For 10 Day FREE TRIAL

Contains 10 of the Colorful new items shown below—that you'll sell at \$1 to \$1.50 each!



- Dolls
- Greeting Cards
- Imports • Games • Cosmetics • Jewelry • Christmas Cards • Household Gadgets
- Salt-and-Pepper Sets • Wraps • Dinnerware • Novelties • Ceramics • Toys

OPEN A GIFT SHOP IN YOUR HOME!

Earn a steady income right in your own home. It's easy. Just show the attractive new best sellers and our handsome colorful **NEW CATALOG** to friends right in your own living room! You don't need any "selling" experience—all you need is a pencil to take orders. These unique gifts sell themselves on sight! Be your own boss... work your own hours. It's easy! MAIL COUPON TODAY. No obligation.



Write Today for
**BIG NEW
FREE
CATALOG**
and complete
**MONEY-MAKING
PLAN!**



- No Minimum Order
- You Profit On Every Item!
- Money-Back Guarantee
- Pre-Tested Best Sellers!
- 24-Hour Rush Service!

YES, I CAN USE EXTRA CASH!

■ FOR MYSELF ■ FOR CHURCH OR CLUB

GREETINGS UNLIMITED 6-224 Park Square, St. Paul 1, Minn.

- ☐ Please rush ON APPROVAL your **PROVEN PROFIT KIT** containing 10 of the items above—plus FREE "Surprise Gift." I understand I may return the kit within 10 days without paying a penny—and yet keep the "Surprise Gift."
- ☐ Send only your **FREE Catalog** and complete money-making information.

NAME _____

ADDRESS _____ or RURAL RT. _____

CITY _____ ZONE _____ STATE _____

I BANK AT _____

ORGANIZATION _____

(Fill in this line if writing for group plan)

MAIL THIS COUPON AT ONCE—SEND NO MONEY!