

Only Tap Water DeliversSM

Most of us would agree that too often we take the simple necessities of life for granted. How often do we appreciate the behind-the-scenes efforts that assure delivery of clean drinking water?

Public water supply systems carefully treat and monitor water that will eventually supply homes, schools and businesses.

Moving from its natural state in the environment to your kitchen faucet, water often undergoes vast treatment and inspection to ensure consumer safety.

While some water can be purified solely by removing iron and adding health-benefiting fluoride, most drinking water must be sent through more extensive physical and chemical processes in treatment plants to remove impurities and improve taste.

Chlorine is most often added during these processes, and although this chemical may be scrutinized by some consumers, it is actually a beneficial addition to drinking water. In fact, chlorination is perceived to be one of the top ten scientific advances of the 20th century

because it eliminates water-borne disease such as typhoid and cholera.

The rising costs of keeping homes and businesses supplied with drinking water concerns some consumers. However, it is important to realize communities that invest in water infrastructure today will avoid higher costs in the future and ensure their own viability. Nothing is more critical to our well-being than the simple luxury of dependable water service.

The next time you fill a glass with water from your faucet, rest assured that the water has come to you safely and carefully monitored. Also take into consideration the long and expensive process your water must go through, costing you a mere penny or two. For cleanliness and value, only tap water delivers!



Editor's note: This *Meter Setter* was written by Emily Forbes. Emily is a journalism student working in the Ford Meter Box Advertising Department for the summer. We also want to thank the American Water Works Association for permission to use the *Only Tap Water Delivers* standard mark. We encourage all water purveyors to utilize the *Only Tap Water Delivers* campaign. We all can benefit from a reminder about the importance of public water.

