

**ORDER TODAY!**  
Send \$3 + \$.50 S&H per mask to:  
"Lou" 403 E. Madison St.  
South Bend, IN 46617

Dear Friends and Irish Fans,

Thanks for purchasing the Lou Holtz Mask this year. All proceeds from this project go to Madison Center and Hospital, our area's leading mental health treatment provider, and will work toward creating secure, affordable living accommodations for people with long-term mental health needs. Take some masks home to your friends!

Sincerely,

*Lou Holtz*

Lou Holtz  
Head Football Coach  
University of Notre Dame



Madison  
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Alka-Seltzer is proud to support  
Madison Center and Hospital by printing  
the ever popular Lou Holtz Mask.

We wish you the best for  
continued success!

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