

There IS something new under the Sun: Another Progress Laundry Innovation

SAYS NET BAGS SAVE FABRICS

Laundry Expert Gives Details
of New Method That
Saves "Wear."

Foremost Laundries in Leading
Cities Flocking to Net
Bag Washing.

"Greatest improvement in the history of
commercial laundries," declared a leading
textile manufacturer.

"Will save millions of dollars a year in
shirts alone," says a department store
shirt buyer.

"Women will no longer hesitate to send
their finer things," commented a house-
wife.

The idea of placing the things to be
washed in stout net bags has introduced
a new era in the laundry business—and
in a hitherto annoying phase of house-
keeping in many homes.

EVERYTHING SEPARATE

The saving of wear on fabrics is an
important, but not the only advantage of
washing in net bags. It makes possible a
more general division of a family washing
into separate classifications according to
material, kind, color, etc.

First of all, the entire bundle of a single
family is carefully sorted by experts,
and divided into as many separate
classifications as the circumstances warrant.
This may mean half a dozen differ-
ent lots—or a dozen—or more—all depends
on what's in that bundle.

White things may be divided into sever-
al different bags—colors are segregated,
one color from another, and colored
articles of one material from colored
articles of another material—woolens go
one way, cottons another—silks by them-
selves—rayons in a different lot, and so
on. Your washing, of course, kept sepa-
rate from others.

INDIVIDUAL TREATMENT

The various kinds, materials and colors
require widely different handling. Some
require special soap, others may demand
cool water washing. It might interest you
to know we now have a soap which will
wash things clean even in ICE WATER.
Certain articles pass through more waters
than others. In short, the net bag method
enables us to give every single piece ex-
actly the treatment it should have.

Makers and sellers of certain household
linens and wearing apparel guarantee
their products to wash if—if, mind you—the
washing be done in a specified way.
The home manager, or her maid can
scarcely be expected to remember all the
instructions in such matters, and besides,
the average home lacks the facilities to do
the work as it should be done.

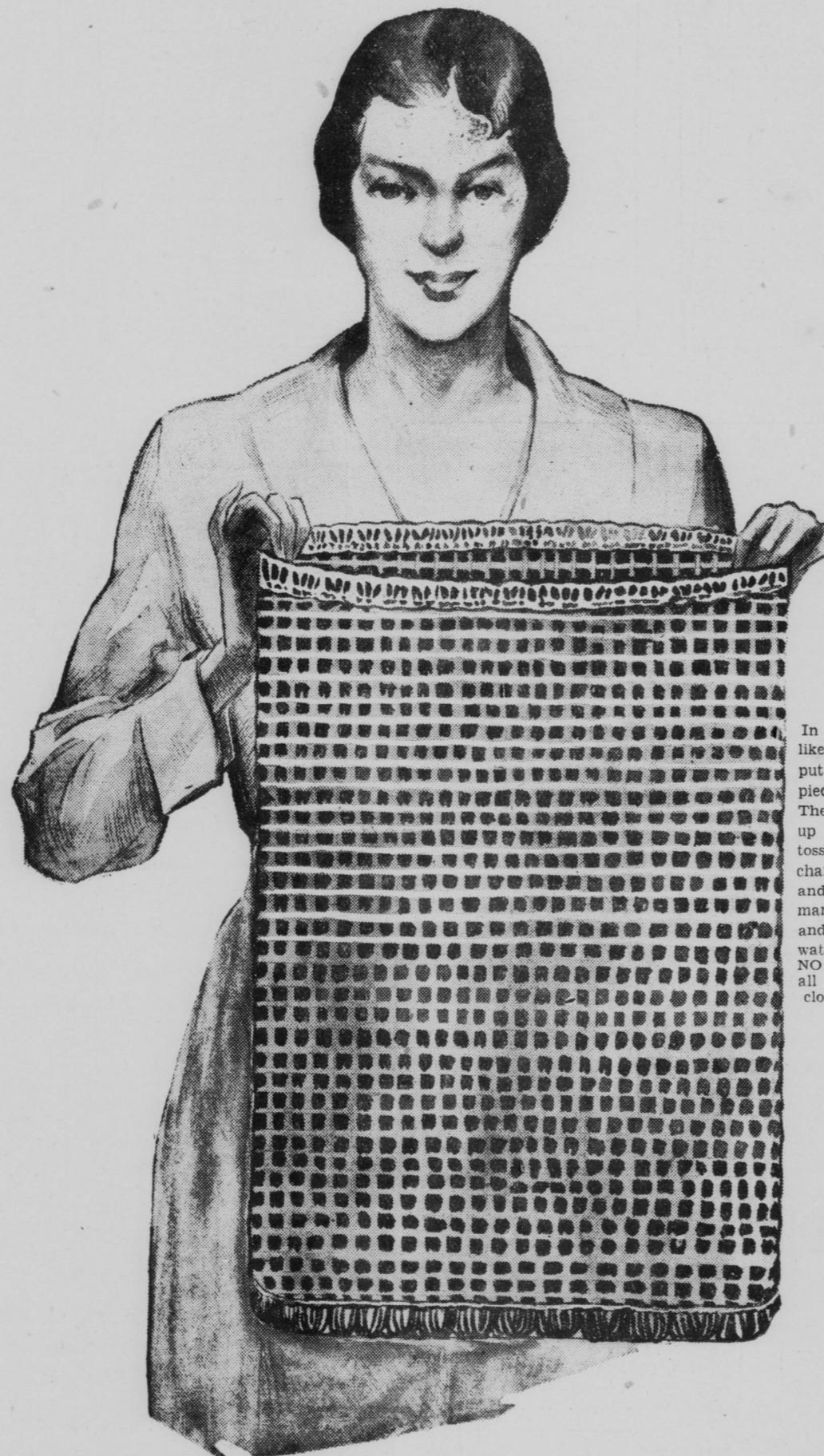
Even in the selection of soap a well-
informed woman may well give up in
despair, for makers of all sorts of soap
put forward the same all-inclusive claims
some of them even warning against all
the others. As to soaps, any good laundry
uses better soap than housewives ordinarily
get at the grocery for washing clothes.

NETS GET THE WEAR

It has been demonstrated to the satis-
faction of laundry owners, textile mill op-
erators, weavers, shirt makers, garment
makers, department store experts, specialty
shop owners, investigating committees,
and finally, to millions of women patron-
izing the foremost laundries in all big
cities, that washing done in net bags
causes less wear on linens and clothing
than any other known method.

The Progress Laundry was recently re-
quested to wash a shirt 100 times in order
that a certain department store might ad-
vertise the fact that this particular shirt—
a low-price garment, by the way—would
stand up. We felt that PROGRESS
LAUNDRY, as well as the shirt, was being
put to a test. Well, we washed and ironed
that shirt 152 times, think of that—
WASHED AND IRONED IT ONE HUN-
DRED AND FIFTY-TWO TIMES and re-
turned it in good shape. They used it for
a window display.

Net bag washing, now sweeping the
country, is going to pay its way by the
millions of dollars worth of linens and
clothing it SAVES. In fact, the more you
patronize a laundry which washes in nets,
the longer it will be before you have to buy
new sheets, tablecloths, towels, dresses,
shirts, etc.



In a bag
like this we
put just a few
pieces—not many.
Then the bag is tied
up and immersed in a
tossing suds. Then a
change of suds. Then another—
and still another. Then as
many as NINE rinses—
and ALL in soft
water, mind you.
NO WEAR at
all on the
clothes.

Your Washing Is NOW Done in NET BAGS

at the PROGRESS LAUNDRY

Clothes will last MUCH longer
than when washed at home

No Extra Charge for
the Extra Service

Clothes get the Wash NETS get the WEAR

There's a service for every family need—some even as low as 51c a week

No matter what laundry service you
want, Progress has it. The following is
just a brief—a very brief—outline—
merely a suggestion:

We do your washing and return it
DAMP, all ready for you to iron, at 5c.
a pound (last of week, 4c lb.), min. 51c.

Or we will include the ironing of all
flat work (bed, bath and table linen),
leaving just the apparel for you to iron,
at 7c a pound (last of week 6 1/2c pound)
min. 51c.

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We have also convenient partial serv-
ices in which the unironed articles are
returned DRY, so they may await your
convenience for ironing, 8c, 9c, and 10c
a pound, min. 51c.

We're particularly proud of our
"Economy" finished service at 13c a
pound for equal pounds of wearing ap-
parel and flat work. Rates adjusted
when pounds of either exceeds the
other; min. \$1.02.

We make a special low rate for
SHIRTS included in any of the above
services.

But if you want the "Last Word in
Laundry Service," just try our "De
Luxe" service which comes at regular
"Family Finished" price. A hand-iron-
ing service, where you can demand just
what you want—AND GET IT, even to
the satisfaction of your personal whims
in the manner of folding, the amount of
starch used, etc.

Although different laundries often
have different names for the same or
similar services, any possible confusion
disappears when you patronize Progress
because we have every service.

Sash curtains 20c pair. All others 30c
pr. Dried on pads, exact size without
"stretching."

Blankets—mill process—no shrink-
age.

Shades cleaned 20c and up according
to size and kind.

Feather Beds and Pillows washed
right in the tick.

We also handle ALL dry cleaning—
Ladies' and Men's garments, Oriental
and Domestic Rugs, Draperies, Uphol-
stered Furniture. RUG SHAMPOO-ING
—\$2.00 for any 9x12 domestic rug.

Send Your Window Shades to be Cleaned and Re-Filled

Progress Responsibility Is Your Guarantee of Satisfaction

Riley 7373—PROGRESS *the soft-water* Laundry