

Ten Baths!

*Science has found new ways to
lengthen the life of clothes*

WE now give clothes
TEN BATHS
instead of two or three,
as you would do at
home.

And today, at the Model
Laundry, every single batch
is placed in fresh, clean
water. We never put clothes
in water used for a previous
batch, as you must do
at home.

Your Clothes Gently Soaked Clean

Old ways have gone. Science has
learned new and better ways—which do
not harm the fabric.

And we get them **CLEAN**—without rubbing—without friction—without harsh
soaps—simply by **SOAKING** them clean



Even Sheerest Chiffon
is safe today

and giving them ten changes
of water while swirling them
around in new-type
washing machines.

Washing Them More Times

In a word, we wash them
MORE TIMES than you
would do at home. First,
a "soak" in cool water. Then a moderately-hot soaks bath. Then two still hotter soaks bath. And then **SIX** thorough rinses, in **SIX** changes of fresh, clean water.

We use between 200 and 300 gallons
of water to wash every garment you send
us!

The scientific laundering methods now
used are as improved over old ways as
today's fine motor car over the antiquated 1904 model!

MODEL Sanitary LAUNDRY

Dry Cleaning and Scientific Laundering

Phone 69

An advertisement is reduced to almost one third the original size as it appeared in the newspapers. These ads changed the thinking of thousands of women toward laundries, doubling their volume of business.