



No More Blue Mondays

HERE COMES THE LAUNDRYMAN, GIVE HIM YOUR BUNDLE AND MAKE IT A HAPPY WASH DAY FOR YOUR MOTHER, WIFE OR SISTER.

This is better than having them spend one day each week standing in water and toiling over a washboard and a tub of hot soapsuds and another day over a hot ironing board. How about her, Mr. Man?

WASHING IS SUCH HARD WORK and is dreaded by most women to the extent that the second day in the week is commonly known as Blue Monday, because that is the universal wash day.

SHE DOESN'T COMPLAIN. Of course not. She goes about the household work with outward cheerfulness, believing it is part of her duty, and a good part of housekeeping is the hardest of work, too—dishwashing, scrubbing, making beds, sweeping floors, shaking the rugs, BUT THE HARDEST OF ALL IS WASHING.

TAKE A GOOD LOOK AT YOUR WIFE when you go home from work next wash day. Watch her as she moves wearily around, busy with the supper things and then think how hot and hard washing has been. Go to her and put your arms around her and say: "Sweetheart, you are tired, aren't you? This washing is too heavy for you. What do you say if we send it to the laundry?"

"WHY, WE CAN'T AFFORD THAT," she will be likely to say; just like a woman, always trying to help.

"WELL, WE CAN AFFORD THAT BETTER than we can afford to see the last of the roses leave your cheeks," and then will be your time to kiss her.

AND TELL HER that we are going to send the washing to the laundry and economize on something else.

"GIVE US HALF A CHANCE to show what the LAUNDRY REALLY MEANS to ANY HOUSEWIFE," say the Laundries, "and there will be no more BLUE WASH DAYS."

Just give the laundryman your bundle and that's the end of your "wash day" troubles.

Think of It--A Happy Wash Day!

Laundrymen's National Association

