

at last!

for HILLSBORO

one of the finest family laundries in all America!

IT IS hard to believe, but it is true! Hillsboro, today, boasts one of the finest family laundries in all America—probably the finest, most ultra-modern, in the entire Willamette Valley!

Today an entirely new-type laundry serves the people of Washington County.

A laundry as vastly improved over old ways as today's fine motor car over the antiquated 1904 model!

This marvelous new plant—a marvel of sanitation and cleanliness—will prove a revelation to Hillsboro people.

Do not fail to attend the big Public Opening, Wednesday night, April 17. All Washington County will be here. What you see will amaze you. We promise you some big surprises!

The March of Modern Science

This beautiful new plant is the crowning culmination of a steady, constant improvement in scientific laundering methods, which has been little realized by the public.

Some eight years ago modern science began to focus its searching energies upon modern woman's greatest domestic problem—the family washing and ironing.

Old ways were found harmful to fabric. Countless laboratory experiments followed. New formulas were tried, tested and discarded until the correct scientific methods were evolved.

The Home Laundry of Hillsboro has subscribed to this scientific effort—contributed to its support,



We have put an END to washdays in hundreds of local homes.



Be sure to come to opening of Willamette Valley's finest laundry and dry cleaning plant.

through the Laundry-Owners' National Association, which maintains an extensive experimental station at Mellon Institute, in Pittsburgh. We have adopted the new easier-on-clothes methods of modern science.

Today even sheerest chiffon—daintiest lace—delicate silk and rayon—may safely be sent to the Home Laundry.

Routing the Unseen Enemy to Fabric

The most important advance contribution by modern science, perhaps, involves the change in materials used in washing.

An entirely NEW washing principle has been perfected. Experts long have known that pure, mild, neutral soap alone lacks sufficient power to get clothes really clean. That is why soapmakers purposely add free-alkali (caustic) to the home-used laundry soaps, chips and powders you buy at the store.

Today we use a marvelous new wonder-soap—a mineral-base soap—exactly opposite in its action and

effect upon fabric. A famous chemist invented it. Its iron-clad patents are controlled by one of America's great corporations.

This new wonder-soap is as controlled, as neutral in action, as easy on fabric, as the purest, finest facial soap. A whole barrel of it, dissolved in hot steam-water, could not injure the most fragile garment. And yet it contains double the washing strength and power of injurious free-

alkali soaps, such as you are forced to use in washing clothes at home!

No other soap ever made has its colloidal, clothes-protecting qualities combined with high washing efficiency. It gets white clothes whiter—colored clothes brighter, more snappy, till colors literally sparkle—woolens softer and more fluffy—silks just like new again! You cannot buy this wonder-soap. It is sold only in barrel

4 HELPFUL, LOW PRICED SERVICES

1.—DAMP-WASH—Saves far more work than any home method—at LESS COST. Everything scientifically washed with pure materials in NINE changes of CLEAN water, and returned slightly damp, just right for ironing. 15 pounds, 60c, 4c each additional pound.

2.—THRIFT SERVICE—Same as Wet-Wash, except all flat pieces are ironed. 11 pounds, 75c, 6c each additional pound.

3.—ECONOMY SERVICE—Everything dried, and all flat pieces ironed. 7 pounds, 50c, 7c each additional pound. Shirts in this service finished for 10c each.

4.—ROUGH DRY—Everything dried, required starching done, and flat pieces ironed. 6 pounds, 50c, 5c each additional pound. Shirts in this service finished for 15c each.

REMEMBER Wednesday night, 7:00 to 9:30. Souvenirs for every woman. See with your own eyes what a new-day ultra-modern scientific laundry is like. See with your own eyes what happens to clothes when you send them to the

HOME LAUNDRY
phone 47

FORMAL OPENING

Wednesday Night, 7:00 to 9:30

Be sure to come. We promise you many surprises. You will find a modern laundry vastly different than you supposed. What you see will amaze you! We invite you to compare our vastly improved scientific methods with your way. See why we have put an END to washdays in hundreds of Hillsboro homes!

quantities. But we will give you a sample to try.

We pay just twice as much to get it as free-alkali soaps would cost. We pay this high price gladly, IN ORDER TO PROTECT YOUR CLOTHES.

We Rinse Clothes SIX Times!

Science found rinsing the most important factor in clothes washing. Laboratory tests showed that no less than five or six thorough rinses will carry off the soap and dirt. So we installed equipment permitting us to give your clothes SIX thorough rinses, in SIX changes of fresh clean water. Compare that with the way you are forced to do at home!

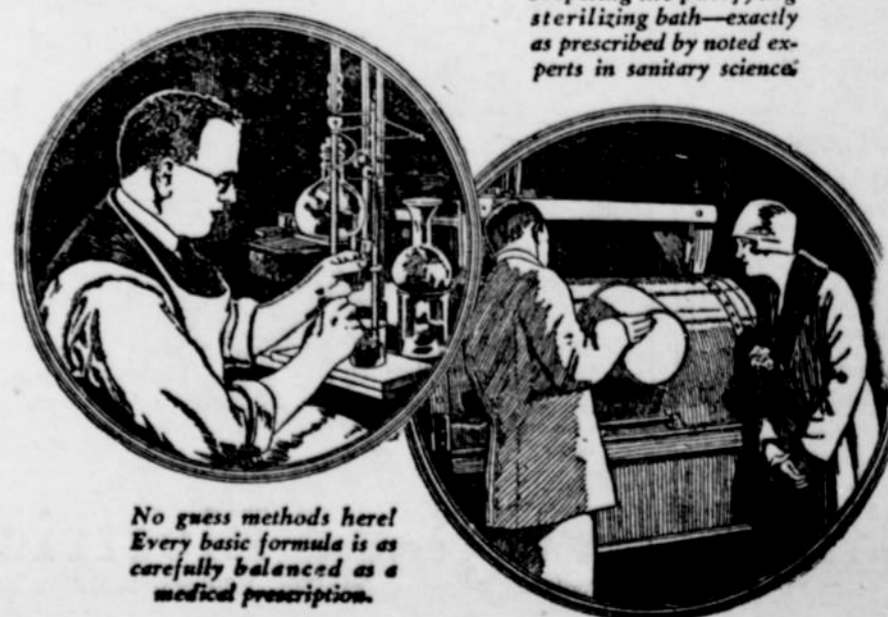
Science found water temperatures have a tremendous effect upon the quality of laundry work. So we installed new-type washing machines. Now each suds and rinse bath is kept at the scientifically-prescribed temperature for the particular type of clothing being washed.

Clothes Are Carefully SORTED

When first your bundle enters our plant, its contents are carefully sorted. Each article is segregated for washing in the particular formula prescribed by sanitary science for that type of fabric or color.

We make between 17 and 30 different segregations in a single day's run in our plant—each to be washed according to a separate scientific formula.

Preparing the purifying sterilizing bath—exactly as prescribed by noted experts in sanitary science



No guess methods here! Every basic formula is as carefully balanced as a medical prescription.