## DRI CLEANING TALK

THE PROCESS DESCRIBED

It is unfortumate that the general public does not understand the care that must needs be taken and the responsibility that rests with the cleaner who does his work conscientionsly and well, otherwise they would never trust their belongings to any but a thorough master of the business and one whose moral and finameial responsibility was muquestioned.
$\qquad$ of dust; second, the thorough cleaning by some volatile liquid that has the meressary detergent powers without affecting the shape, color or sizing of the garanent; third, the elimination of all obnoxions oflors and the removal of all spots or stains not affected by the second treatment, bat by no means the least important, the expert finishing of the garment.

It is readily conceived that these processes must needs be surecssfully con summated with the aid of mechanical appliances (and this equipment both extensive and expensive), the prospective patron can casily determine the establishment to patronize in order to insure satisfactory results.

If the term "Dry Cleaning" was more fully understood and not so often confounded with the mere brushing and occasional removal of the more prominent stains, as is offered by some umreliable firms as "Dry Cleaning," the life and usefulness of many garments now discarded as valueless would be prolonged.

The following firms are equipied to do the above work.
PARIS CLEANERS \& DYERS McKEAN'S, CLEANERS \& DYERS ARIZONA CLEANING \& DYE WORKS CITY CLEANING \& DYE WORKS FASHION CLEANING \& DYE WORK BERLIN CLEANING \& DYE WORKS THARPE'S CLEANATORIUM

