

Come see the plant every dry cleaner wants to visit!

5 reasons for North Side leadership:

1. All clothes are cleaned in *soft naphtha*. *Soft naphtha* gives clothes that new look, and cleans them more thoroughly. *Soft naphtha* is as great an improvement over the usual naphthas, as soft water is over hard water. We have the only *soft-naphtha* device in Chicago — and all our other equipment is the latest and most complete.
2. Our organization is made up of experienced men and women, thoroughly trained and permanently employed.
3. Our buildings are clean, airy and light—such surroundings as induce good work. Come and see—we welcome comparison with any other plant, in Chicago or out.
4. Our route men are carefully picked, trained to know North Side methods and how to serve you best. They are intelligent, experienced advisers on any dry cleaning problem—and look the part!
5. Our executives and owners are practical men, who know what good work is, and get it!

CLEANERS from all over America come to visit the North Side Plant—"the show place of the industry," they call it. You're welcome, too—in fact you rather ought to know, oughtn't you, just who it is you're trusting with your valuables, gowns, furs, laces, rugs, etc.? You wouldn't send good jewelry to just anybody to be repaired, would you? Then, don't send dry cleaning out till you know with whom you're dealing.

We're responsible. We carry adequate fire and theft insurance on everything entrusted to us, from the moment we pick up your goods until we return them. Everything is done to protect *you*, the customer.

Despite our being the youngest dry cleaners in Chicago, we're by far the largest, and have been for the last eight, out of our fourteen years of history. Quality work has put us ahead. "You can see the difference" as our signboards say. That's why North Side leads.

North Side's facilities are practically unlimited, as you will see when you've read our "five reasons." Our trademark says: "Rain or shine, we clean on time," and that's our daily ideal!

For better work and prompt service ALWAYS call NORTH SIDE.

Our prices are no higher than you'd pay
for just ordinary cleaning

NORTH SIDE CLEANERS & DYERS Co.

5427-31 Broadway — Telephone: Ardmore 1000

Evanston Shop — 504 Main Street

EVANSTON:
University 2410

HIGHLAND PARK:
Highland Park 2010

WILMETTE:
Wilmette 2410

Our delivery cars go everywhere in Chicago, and along the North Shore

Wilmette - Winnetka - Glencoe Patrons

are urged to take advantage of our local office

Phone Wilmette 2410