

## Eight Reasons for Riviera Leadership

1. All wearing apparel and rugs are cleaned in refined naphtha which gives a new appearance, restores the original luster and prolongs life.
2. Our organization consists of experienced men and women thoroughly trained and permanently employed.
3. Our new plant is clean, airy and light inducing better workmanship.
4. Our equipment is new and modern which enables us to efficiently clean the largest rug or upholstered furniture.
5. Our office force consists of congenial young ladies who are courteous and ready to serve you at all times.
6. Our drivers are all selected men, educated to know how to serve you best. They will co-operate with you, in solving your dry cleaning problems.
7. The executives and owners, John B. Nazarian and Al. Kaplan, are practical men who have lived on the North Shore many years and know how to meet the demands of the community.
8. Our service is incomparable and our prices are no higher. Trading with us will prove a benefit to you.

# Rugs, Carpets and Wearing Apparel

This is the proper time to send your rugs, draperies and Spring clothing to have them cleaned and made to look like new.

RIVIERA dry cleaning gives longer life to your clothing.

Our special service on Oriental and Domestic rugs will please you. This service includes cleaning—repairing, sizing and relaying. We call for the rugs and replace them in your home clean, fluffy and with their original luster.

Phone us today and we will send one of our representatives. Our ten delivery trucks cover the entire city and the North Shore.

Al Kaplan and John Nazarian, owners

## • DYERS • RIVIERA CLEANERS

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**Wilmette 727 Winnetka**

WINNETKA  
578 Lincoln St.  
Tel. Winn. 727

CHICAGO  
4744 Broadway  
Tel. Edg. 0960

CHICAGO, EVANSTON, WILMETTE, WINNETKA, HIGHLAND PARK