

Perth's Open New Modern Drive-In Plant On Highway

Latest and most interesting addition to the business development of the Elmwood-East Kildonan area is the new "Drive-In" dry cleaning and shirt laundering plant just opened by Perth's at 821 Henderson Highway, at the corner of Hazeldell.

The new Perth's plant is the third in a series of fully self-contained dry cleaning and shirt laundering plants to be opened by Perth's in a major expansion program designed to bring faster service "right onto the doorstep" of various city and suburban neighborhoods. Similar Perth's plants are already in operation in St. James, and at 610 Ellice ave.; and plans for still more plants to be opened in other localities are already on the drawing boards.

Perth's Henderson Highway Drive-In will offer the speediest and most efficient standard of dry cleaning and shirt laundering service yet devised by the industry.

With work performed right on the premises, right in the neighborhood, and with ample parking space and streamlined drive-in-drive out facilities — Perth's Drive-In will be able to offer service culminating in a smooth, fast operation.

Best demonstration of the advant-

age of this new type of cleaning-laundering service is the fact that residents of the Elmwood-East Kildonan area will now be able, if they so desire, to get dry cleaning jobs completed in just one hour from the time they are brought to the plant — or have men's shirts immaculately laundered, packaged and boxed in only three hours, whenever circumstances require it.

Other speedy Perth Drive-In services will include same-day or overnight service — and even Perth's regular services are speeded up by having the operations all performed right in the neighborhood.

Literally located in a house of glass, all the equipment — amazingly operated on a push-button system — is in plain view of the public. Inspection by the public is welcomed.

As in the past, Perth's will follow their usual custom of hiring a staff from the district in which a plant is located. The new Henderson Highway Drive-In will carry a staff of 25 persons, mostly from within the municipality of East Kildonan.

This, of course, will be in addition to the 700 other employees now working in Perth's plants throughout the city and province, which will in no way be diminished by the opening of new Drive-Ins throughout the Greater Winnipeg area.

The new plant boasts an electronically-controlled dry cleaning process which is completely automatic. This, experts explain, makes it possible to limit the amount of moisture entering the dry cleaning solvent which, in turn, eliminates any chance of shrinkage.

It is the last word in dry cleaning equipment, an official declared, as he went from machine to machine, calmly pressing buttons and demonstrating how the various apparatus operated.

One especially interesting piece of equipment is what is known as a coat former. This, upon the simple pressing of a button, balloons any garment into its original shape.

The automatic scientific shirt laundry is able to provide proper water temperature for different varieties of materials; its formulas are so chemically compounded that they give the greatest whiteness retention with a minimum of tension strain.

Officials said they were extremely

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