

So, however you figure, you can see enough saving, right from the start, to know that the washer is economical.

The saving can first go into paying for the washer. Then it goes, year after year, into profit.

That is the way that men figure. A farmer might say that a mowing machine involves something of an investment. But he buys it because it is an economy. It does the work of ten men.

Still a mowing machine works for but a brief season. A motor washer effects its saving every week of the year.

Why should not women employ, as men do, the means at their command for saving labor and money?

## But Here Is the Greater Saving

The most apparent saving, perhaps, is the saving you make on wash bills. But the greater saving, by far, is the saving on clothes.

Clothes washed in this way will last twice as long—some of them four times as long—as when washed in the old way.

The motor washer doesn't wear clothes at all. The clothes are not rubbed. They are not even moved. The washing is done by forcing soap and water through the meshes of the cloth.

The clothes come out without a thread broken, without an edge frayed, without a button loosened.

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Then the Motor Washer removes all temptation to use chemicals.

You may think that your washwoman doesn't use chemicals now, but she probably does. Washing is too hard in the old way, and chemicals do help out.

Chemicals, as you know, destroy the fibre of cloth, while they destroy the dirt.

The saving on clothes is the main saving that comes through this motor washer. But it isn't so apparent—so easily measured—as the saving on the cost of washing.