

Ladies,  
Have  
You  
Heard?

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**Clothing Labeling Misconception**

Why do some clothing care labels say "Professional Dry Cleaning Only?" If you've bought clothing since the new permanent care labeling requirements went into effect last July, you may have wondered, too, why a garment of the same fabric you had formerly cleaned with success with coin-op dry cleaning now is labeled for professional care.

It's all a misunderstanding. And the National Automatic Laundry and Cleaning Council has been working hard to have the confusion corrected.

The Federal Trade Commission has now approved an amendment to the regulations which says the label may now read "Dry Clean Only." The inclusion of the word "professional" has only served to confuse the consumer.

Many garments are still in the stores with the former inaccurate label. So you may still buy a

garment which says professional dry cleaning only. You must exercise judgment at the present time, for some garments with leather trim and some man-made furs do require professional cleaning. However, a plain wool double knit dress with no trimming can be cleaned quite satisfactorily with low cost automatic dry cleaning.

In many cases, both automatic and professional operations make use of the same proven cleaning solvent, perchlorethylene, that has been in use for over 40 years.

If a garment needs special handling and pressing, the skill of a professional presser may be desirable and you'll pay for this extra labor. Many of today's knits don't need pressing or special handling and clean very well by self-service operations. Any needed touch-up steaming is very easily done at home — and you'll save money on your cleaning bills.

If you don't have a full load of garments to be cleaned at one time, you can toss in some of those garments labeled washable. Dry cleaning tends to keep colors brighter and keep the fabric looking new longer. Troublesome grease stains on washable polyester knits often come out with dry cleaning.

Care labels can be a great aid to the consumer. But they must be accurate and the consumer must know they give reliable information.

**Comparison Shopping**

You can save as much as 100 percent by using a simple buying technique — comparison shopping. That means shop around. Check prices and products and compare brand and style at more than one store before you buy. This takes time and effort but comparison shopping can save you money.

Although some products are available at only one price, most products are priced differently from store to store. Comparison shopping, for example, for a television set produces prices from \$139 to \$219 for the same set. Compare discount, mail order, regular and sale prices.

To get information about the product that will help you make a decision, look the field over before you buy. Note the differences in prices, features that you man need and services. Talk to those who have different brands and models.

To make comparisons easier, use special consumer buying pamphlets, magazines, study advertisements and use the telephone to follow through and get additional information. To help in your final decision, take notes as you look around and collect prices and information.

Take time to make comparisons when dollars count. Shopping at several stores for a small inexpensive item just to save a few pennies doesn't make the effort too worthwhile. But spending time to do comparison shopping pays off in satisfaction and money saved.



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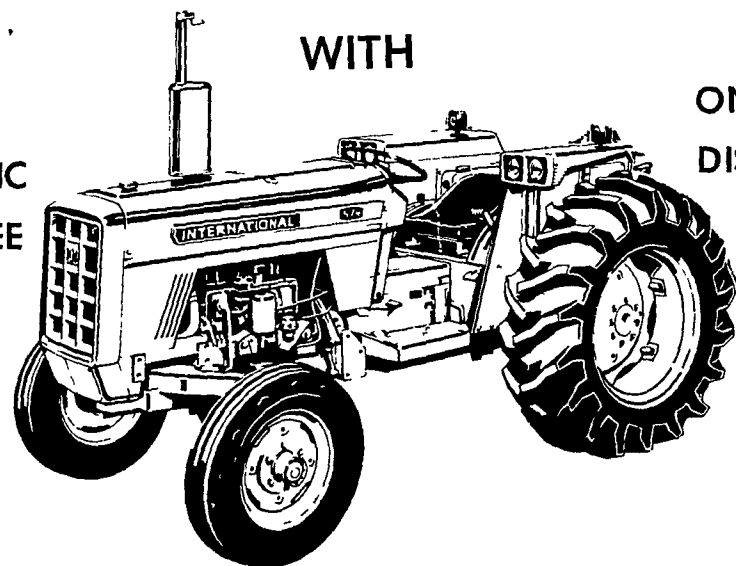
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