

GRAND OPENING!

FRIDAY — SATURDAY — SUNDAY

October 27, 28, 29, 1961 . . . 8 a. m. to 10 p. m.

CHAR-MAR COIN-OPERATED
SELF-SERVICE

NORGE LAUNDRY *and* CLEANING VILLAGE

Pacific Plaza Shopping Center

5029 Pacific Coast Hwy. at Calle Mayor



**NOW YOU CAN SAVE UP TO 75%
ON YOUR DRYCLEANING COSTS!**

You've read about it in magazines —
you've heard about it on TV and radio.
Now it's here! Automatic self-service
drycleaning — in wonderful new
machines that operate easier than an
automatic washer!

- ★ Save as much as 75% on your drycleaning costs.
- ★ Dryclean as much as 8 pounds per load.
- ★ A whole load takes only 50 minutes.
- ★ Easier to use than an automatic washer.
- ★ Do all your drycleaning and laundry in one quick stop.

**READY TO WEAR
IN 50 MINUTES!**

It takes only 50 minutes for a load
to be drycleaned . . . and ready
to wear! You can dryclean the coat
or jacket you have on, and
then wear it home. Norge
automatic drycleaning leaves
no odor. Everything is
fresh and odor-free!

Dryclean all this for only

The actual number of things you can
dryclean in one load depends on the size,
weight, and bulk of the items. Here are some
sample loads to show you how economically
you can now do your drycleaning...

\$ 2.00

- 10 slipover sweaters
or
- 4 medium-weight men's suits
or
- 1 full-size bedspread
or
- 9 dresses

Regular drycleaning methods would cost you about 4 times more!

**Bring in all your
WASHING TOO!**

While you do your drycleaning, you can
do a week's laundry at the same time!
The newest Norge Automatic Washers
and Dryers give you a beautifully white,
bright wash of every washable...and
fast, gentle drying of every fabric. And
it's all so economical!

Use our brand-new

NORGE

fully automatic

WASHERS

AND

DRYERS

**RELAX, VISIT, OR SHOP WHILE YOUR CLEANING IS DONE
automatically**



*These are our amazing
automatic, coin-operated
Norge drycleaning machines.*

They dryclean anything that's drycleanable—and using them is actually easier
than using an automatic washer! You just open the glass door, pop in your load,
drop the coins in a slot, and push a button. As the machine whirrs softly, you can
see your garments gently swished through the special Norge cleaning fluid. Then,
after thorough cleaning, they are tumbled gently until dry—ready to use or wear!

CHAR-MAR

NORGE

laundry and cleaning village

Pacific Plaza Shopping Center — Phone: FR 8-9032

5029 Pacific Coast Hwy. at Calle Mayor—Hours: 8 a.m. to 10 p.m.

special
**GRAND OPENING
offer!**

**FREE
DRYCLEANING
ONLY**

**Fri., Sat., Sun.
October 27, 28, 29**

clip this coupon!

Properly filled in, this coupon entitles you to one
load of free drycleaning on date named above.
Only one load to a family, please!

NAME _____

ADDRESS _____

CITY _____

Come Early — Limited Capacity