

SMALLS PROBLEM SOLVED

By inviting his married women employees to let him take on their laundry problems, a Castle Bromwich manufacturer gives a lead to all industrialists. Numbered bags are supplied to the workers and there's no limit to the washing collected every Monday. The works own laundry handles the lot. Each bag of clothing is separately treated in an automatic machine. Forty five minutes sees the job done, soaked, washed, rinsed and rough dried. Charge for the service is one and sixpence.

With one of the week's headaches off their minds, the women in this plant hold a record for low absenteeism. Their output of pressed steel parts has shot up since the installation of the laundry. With only the ironing left to be done, the washing is ready for collection.

To Castle Bromwich goes credit for the discovery that women prefer a practical gesture at one and sixpence, to a ton of blarney for nothing. When the dogs and the soccer teams are brought to the factories, maybe some men will keep their overalls on longer, too.