

THEN *and* NOW!

Laundry Evolves, But Old Favorites Stick Around

(NAPSA)—When it comes to laundry, many of us might take for granted today's modern technological advances. But what did people do before laundry innovations such as washers and dryers? Take a look at this laundry line (laundry time line, that is):

Ancient History—It may be surprising to learn that doing laundry dates back to as early as 2500 B.C., when clothing was washed using tools like rocks, sticks and stones. Laundry was especially significant in ancient cities such as Pompeii, Italy, where fresco paintings still visible today depict workers in public laundries cleaning clothes of the wealthy.

Late 1700s—The arduous task of doing laundry got one of its biggest innovations in 1797: the scrub board. Mountains of clothes had to be scrubbed in many gallons of water, a chore that required great upper-body strength. While not ideal by today's standards, the scrub board revolutionized the laundering process.

Mid 1800s—This time period saw the first appearance of washing machines, which ran on the elbow grease of the person turning the crank to spin the clothes. It was also at this time, before trucks and interstate highways, that 20-mule teams delivered an ingredient key to keeping clothes clean—borax. The natural mineral borax was trusted to clean clothes and stains, and even deodorize.

1900s—It was not until the 1900s that automatic washing machines and dryers really started making their way into homes. And big business took note. During the past 100 years, there have been more than 200 washing machine makers and probably just as many different



Posters were used to market products in 1905.

types of detergents. Companies competed to come out with the latest and greatest innovations and launderers everywhere rejoiced.

21st Century—During this century, we've witnessed another laundry revolution in eco-friendly washers, dryers and cleaning products. All around the United States, launderers are pairing modern convenience with environmental consciousness. These days, you can get a high-efficiency washer or dryer and team it up with all-natural old favorites such as 20 Mule Team Borax® and specially formulated detergents.

While these technological advances have made the task of doing laundry less backbreaking, old standbys like borax for laundry are still relied on and trusted. For more information on laundry care and cleaning tips, visit www.20muleteamlaundry.com.