



Helpful Household Ideas **The Irony Of Ironing**

(NAPSA)—According to the Clothing Care National Habits and Practices survey, 75 percent of clothes are sent to the dry cleaner to remove wrinkles and odors—not to remove visible stains. That may be because one in three Americans would rather go to the dentist than iron and only cleaning the bathroom is a more disliked household task.

To Iron Or Not To Iron—Studies Show, Most Americans Say: “Not”



One in three Americans would rather go to the dentist than iron.



Ironing is the second-most disliked household task, following only cleaning the bathroom.



Fortunately, a new stretch fiber is revolutionizing the cotton shirt-making market. DOW XLA is the only stretch fiber that can be combined with true non-iron finishes to create an ideal shirt for today's busy consumer.

The first U.S. retailer to use the fiber, Brooks Brothers, is weaving it into its two-ply cotton shirts. Other major retailers are catching on to this trend—creating clothing with the ultimate combination of comfort and performance.

What's more, unlike other stretch garments, this new stretch fiber can be treated just like cotton. Clothing retains its shape, even after multiple launderings—and can be bleached and tumble-dried without worry.

For more information, visit www.dowxla.com.