

'Cleaning Clubs' Bid for Trade

'Package Deal' Reaps Benefits For Firms—and Customers

By HAROLD H. HARTLEY, Times Business Editor
SOME DRY CLEANERS, angling for steady business, have cut a page from the tricks of the book trade. They're forming "customer clubs."

It's the side door to a cut-rate business, but it ties a family's business up tight, assures the cleaner of bread and butter money.

Here's how it works:
The cleaner mails out cards to a "select list," all good pay, and invites them to join his "customer club."

THE CUSTOMER agrees to give the dry cleaner a certain amount of business each month. In return the cleaner whittles prices so that if you buy the "package," which includes a certain number of suits, dresses, curtains, drapes, etc., you get your cleaning at about half price.

Not bad for the customer. And not bad for the cleaner either. My trouble: I didn't get a card.

Half Million Checks

BILL WILLIAMS who runs the Merchants Armored Car Service, knows more about people's thrift than you'd think.

He has just opened a new Money Mart check cashing and service office at 12 S. West St. He'll run this one along with the other two recently purchased at 9 Kentucky Ave. and 10 E. Market.

Bill cashes a half million checks a year. The heaviest days are Friday, Saturday and Monday. And those Monday check-cashers are a different breed. They're able to live over the weekend without fresh money. That means they had living cash.

BUT THERE ARE others who rush in with checks to get a nickel to buy their next cup of coffee; they can find one for a nickel. He sells money orders, too, but doesn't compete with Uncle Sam.

After all Mr. Whiskers loses dough on his postal operations. And Bill doesn't.

Label Trouble

EVER NOTICE that out of a whole shelf of canned goods you seldom take the one with the mussy label?

Who buys the can with the crooked or loose and flapping label?

Nobody, until that is the only one left, then reluctantly, the buyer takes it, often grumbling. The contents of the can are tops in quality. But the mussy label seems to reflect on the contents, like a man of excellent character dressed in a shabby suit.

THE LABEL industry is getting fussy. These are the things it is trying to stop:
Staining, rusting, slipping or crooked labeling, loose labeling, failure of machines to pick up labels, tearing and poor adhesion, curling and wrinkling at the overlap.

They all slow sales.

Mother of Pearl

THE CANDY BUSINESS lives on a revolving stage. It shifts scenery with each new holiday. Thanksgiving, Christmas, Fourth of July, Washington's Birthday, Easter, St. Valentine's Day.

It is the power of suggestion at work.

Just now it's Mother's Day with special boxes bearing the script label "Mother." And they're even using mother-of-pearl boxes, which, to my way of thinking, is stretching a point.

Watch Morgan

THE \$42 MILLION Ayrshire Collieries Corp., one of the biggest mining operations in the Middle West, has just announced that at its last board meeting James W. Morgan, vice president, was elected to the board.

At the same meeting Norman E. Kelb, president of Refiner's Transport, Inc., of Cumberland and Quarries and other enterprises also was named to the board.

Keep an eye on Jim Morgan, remembering that Bob Koenig, president of Ayrshire, resigned recently.

Up a Half Million

INDIANAPOLIS POWER & LIGHT CO. is moving along briskly. In the first quarter of 1950, the company took in about a half million dollars more than the first quarter of last year.

Power's the thing these days. The big companies are prospering

Hogs Advance Full 25c in Active Trade

Good and Choice Kinds Sell at \$17 to \$17.50

Hog prices today rose fully 25 cents in active trade in the Indianapolis Stockyards. Good and choice 180- to 250-pound barrows and gilts sold at \$17 to \$17.50. Weights 225 pounds and less brought mostly \$17.25 and above.

Weights from 250 to 290 pounds moved at \$16.25 to \$17. A few 290- to 325-pounds brought \$16 to \$16.50. Pigs weighing 120 to 160 pounds sold at \$13.50 to \$15. A few reached \$15.50.

Sows sold at about steady prices. Bulk good—and choice moved at \$14 to \$15.25 in 330- to 350-pound weights. Choice 270- to 330- pounders reached \$15.50.

Cattle Steady

In cattle trade, all slaughter classes sold at generally steady prices in a clean-up-type market.

Small lots of medium and good grades of steers and yearlings moved at \$24.50 to \$26.50. Odd head reached \$28. A few good beef cows brought \$21 to \$21.50.

Common and medium sold at \$17.50 to \$20.50. Canners and cutters moved at \$15 to \$17.50.

Sheep and Lambs

A small supply of sheep and lambs brought no price reports, but classes were quoted steady. Good and choice woolled lambs would bring \$25.50 to \$27. Common and medium were worth \$20.50 to \$25. Good and choice shorn lambs might reach \$26.50.

Medium to choice woolled slaughter ewes were worth \$5.50 to \$12. Weights 140 pounds down would reach only \$11. Good and choice shorn lambs were salable at \$8 to \$10.

Noon estimates of receipts were: Hogs, 10,275; cattle, 350; calves, 275; and sheep, 50.

Tries Penicillin For Golf Shots

ATHENS, Ga., Apr. 28 (UP)—Morris Williams of the University of Texas credited his success in the Southern Intercollegiate Golf Tournament today to something new on the links—the penicillin shot.

Williams fired a five-under-par 67 in the opening round yesterday to share the lead with Don January of North Texas State. And he was hot in more ways than one.

Williams played the round with a couple of degrees of fever brought on by tonsillitis. However, the penicillin shot had him feeling almost par and shooting below it.

Harvie Ward of North Carolina, defending NCAA champion, shared second place with Arnold Palmer of Wake Forest and Billy Maxwell of North Texas, all with 68.

In team scores, North Texas was ahead with a 280 total followed by Wake Forest with 288, Miami with 290 and Duke with 292.

5 Hockey Players Get All-Star Spots

MONTREAL, Apr. 28 (UP)—Two players from the Detroit Red Wings, Stanley Cup champion team and three from the Montreal Canadiens won places today in the National Hockey League 1949-50 all star squad.

The team picked by the league's six coaches included two unanimous choices, Wings Maurice Richard of Montreal and Ted Lindsay of Detroit. Named for the second straight year were Richard, Bill Durnan of Montreal, and Sid Abel of Detroit.

The lineups (votes in parentheses on 5-3-1 basis):
FIRST TEAM
Bill Durnan, Montreal (21) Position Goal
Gus Mortson, Toronto (21) Defense
Ken Reardon, Montreal (20) Center
Sid Abel, Detroit (21) Left Wing
Maurice Richard, Montreal (25) Right Wing
Ted Lindsay, Detroit (25) Left Wing

SECOND TEAM
Chuck Rayner, New York (17) Position Goal
Leo Biese, Detroit (17) Defense
Red Kelly, Detroit (17) Defense
Ted Kennedy, Toronto (16) Center
Gordie Howe, Detroit (17) Left Wing
Tony Lewis, New York (14) Right Wing



Officers of the 753d Railway Shop Battalion read order reactivating their unit in ceremonies last night in the Indianapolis Athletic Club. They are (left to right) Lt. L. A. Stampil, adjutant; Maj. C. A. Pease, commanding officer, and Capt. E. J. Bryant, executive officer.

Rail Transport Unit Reactivated

Colors Presented In Services Here

An Indianapolis Army railway transportation unit that saw gallant service in World War II was back in service today.

The 753d Railway Shop Battalion, an Army Reserve unit, sponsored by the New York Central Railroad here, was reactivated in ceremonies last night at the Athletic Club.

During the war, the 753d served in the North African campaign, and later, in the Philippines and Japan. It was disbanded in February, 1946. Its reactivation last night brought the number of similar units sponsored by the New York Central Railroad to four.

Officials Present

Railroad officials and Army Transportation Corps officers took part in the ceremonies. Presentation of colors to Maj. Charles A. Pease, unit commander, was made by Col. H. A. Welsch, senior Officers Reserve Corps army instructor in Indiana.

The 753d now has a strength of 50 officers and men and can accommodate double the number of men with railroad experience.

Maj. Pease said. The new commander is a general roundsman foreman for the New York Central Railroad in Chicago.

Col. K. F. Emmanuel, general manager of the Peoria & Eastern Railway, with headquarters in Indianapolis, is in charge of the Railroad's four reserve units.

Howard Accused Of Intimidation

Sumner's Charges Sent to Schriker

Municipal Court Judge Joseph Howard was accused today of intimidating voters on the eve of next Tuesday's primary election.

The charge was made by Charles Sumner, Democratic candidate for sheriff, in a letter to Gov. Schriker.

The letter said, in part: "Your City Criminal Judge Joseph Howard is centering all his efforts in the colored districts of the city, and telling them should they not support the candidates of his choosing they will appear in his court. That, of course, is a direct intimidation."

Mr. Sumner registered the letter and forwarded it special delivery.

Denies Charge

Judge Howard, reached during a recess of his Municipal Court 3, said of the charge:

"There is not a bit of truth in it. If he can prove it, let him prove it."

Judge Howard recently was re-appointed Municipal Court Judge by Gov. Schriker. He was originally appointed by Gov. Gates.

At the State House, Arthur Campbell, executive secretary to the Governor, said he had not opened the morning's mail.

"I don't know whether the Governor will want to comment on it, anyway," Mr. Campbell said.

In his letter, Mr. Sumner said: "I am certain you will agree with me that a judge's duty is to function within his courtroom and I know you will not advise them to do otherwise."

Local Produce

Rees—Current receipts, 95 lbs. to case 25c; Grade A large, 25c; Grade A medium, 24c; Grade B large, 23c; Grade B medium, 22c; Grade C large, 21c; Grade C medium, 20c; Grade D large, 19c; Grade D medium, 18c; Butter Fat—No. 1, 53c; No. 2, 50c.

U. S. Statement

WASHINGTON, Apr. 28 (UP)—Government expenses and receipts for the current fiscal year through Apr. 26, compared with a year ago:
Expenses: \$32,293,600,000 (Last Year \$32,293,600,000)
Receipts: \$30,184,054,145 (Last Year \$30,184,054,145)
Surplus: 2,109,555,755 (Last Year 2,109,555,755)
Cash Balance: 4,014,803,425 (Last Year 4,014,803,425)
Public Debt: 255,373,296,477 (Last Year 255,373,296,477)
Gold Reserve: 246,946,970 (Last Year 246,946,970)

Official Weather

UNITED STATES WEATHER BUREAU
—APR. 28, 1950—
Sunrise: 4:50 a. m. Sunset: 6:36 p. m.
Precipitation 24 hrs. ending 7:30 a. m. T. Total precipitation since Jan. 1 73.20
Excess since Jan. 1 2.39 978.38

The following table shows the temperature in other cities:
High Low
Albany 59 43
Boston 59 43
Chicago 61 30
Cleveland 61 30
Denver 62 40
Detroit 62 40
Evanston 62 40
Grand Rapids 62 40
Indianapolis (City) 62 40
Indianapolis (St. Paul) 62 40
Kansas City 62 40
New Orleans 62 40
New York 62 40
Oklahoma City 62 40
Omaha 62 40
Pittsburgh 62 40
San Antonio 62 40
San Francisco 62 40
St. Louis 62 40
Washington, D. C. 62 40

Students to Vie In IU Contest

Exams Set for High School Pupils

BLOOMINGTON, Apr. 28—Some 853 Indiana high school students, including 83 from Marion County, will meet at Indiana University tomorrow for the finals in IU's annual state high school examination contest in English, mathematics and Latin.

Winners of regional contests, they will gather at 9 a. m. for final eliminations.

Marion County students entered in the English contest are: Mary Ellen Melle, Diane Medlin and Barbara McCall, St. John's Academy; Nancy Starnes, Joyce E. Glaser, Jane Zaleski, Marilyn Schutte, Janet West, School; Hattie L. Bryant, Virginia B. McCutcheon, and Augusta L. Jones, Crispus School; Dale Smith and Ann Dunn, Ben Davis; Ronald Ferguson, Cathedral High School; Judith Charnier, William Schuler, and Lamb, Martin, and School; and David R. Williams, Howe-Jane-Breedy School; Ernest, Arne McDougall and Joan C. McMahon, St. Agnes Academy; Albert, Martine Spelling, Edward D. Heath, and Shirley J. Eshelman, Ben Davis; Thomas M. Jenkins, Cynthia D. Munro, Neale P. Jeffries, and Judith S. Turner, Shortridge; Kenneth Mar Bill Central; Michael Cowan and William M. Holland, Cathedral; Adrienne M. Auvil and Marie A. Hollkamp, St. Agnes; Harry Clay, Rosemary Buchanan, Charlene A. Spick, Lewis A. Marshall, Avo Auer, and Richard V. Crow, Technical; June M. Hauerstam, Broad Ripple; and George, Barbara Bartlett and Jack Huchinson, Ben Davis; Tom Lennon, and Halverson, William Schuler, and Elizabeth Jones, Shortridge; Martin Car-

Whiteheads Take Hudson Agency
Completely stocked with new cars, Whitehead Motors, Inc., today announced it has become a Hudson dealer.

C. A. (Cy) Whitehead is president, and his two brothers, Link and Thomas O., are vice president and secretary-treasurer, respectively.

The agency, at 330 N. Delaware St., is completely stocked with Hudson parts and has been staffed with expert mechanics and refinishers, C. A. Whitehead announced.

The firm is offering a \$400 trade-in for any car on executive and demonstrator Hudsons.

President Whitehead has a background of more than 20 years in the automobile business, having sold and serviced all leading makes.

Jesse E. Everling Services Monday

Driver 25 Years For Lumber Firm

Services for Jesse Cleo Everling Sr., truck driver 25 years for the Koschnick Wholesale Lumber Co., will be held at 10:30 a. m. Monday

in the Woodland Baptist Church. Burial will be in New Crown Cemetery.

Mr. Everling, whose home is at R. R. 1, S. Emerson Ave., died yesterday in St. Francis Hospital. He was 51.

A native of Elwood, Mr. Everling had lived in Indianapolis the past 28 years. He was a member of the Woodland Baptist Church.

Surviving are his wife, Hattie; four sons, Jesse Jr., Beech Grove, and Clarence, Paul and James, Indianapolis; a sister, Mrs. Lois Ciriello, Indianapolis; and two brothers, Herman, Indianapolis, and Sherman, Logansport.

Mrs. Dovie Riley

Services for Mrs. Dovie Riley, 2721 Boulevard Pl., will be at 2 p. m. tomorrow in Patton Funeral Home Crystal Chapel. Burial will be in Crown Hill.

Mrs. Riley, who was 72, died yesterday in General Hospital. A native of Richmond, Ky., she lived in Indianapolis 41 years. She was a member of Simpson M. E. Church and Circle No. 2, Ministers Wives Alliance.

The widow of the late Rev. W. H. Riley, she is survived by a daughter, Mrs. John F. Stewart; two sons, John G. and Herman M., all of Indianapolis, and three sisters, Mrs. Elizabeth J. Flack, Dayton, O.; Mrs. Patty Crenshaw Wilberforce, O., and Mrs. Katie Russell, Xenia, O.

Fred L. Moore

Services for Fred Landon Moore, 1006 Bundy Place, will be at 1 p. m. tomorrow in Peoples Funeral Home Chapel. Burial will be in New Crown.

Mr. Moore, who was 61, died Tuesday in Billings Veterans Administration Hospital, Ft. Harrison. A poultry house employee, he lived in Indianapolis since 1907. He was a native of Franklin and a veteran of World War I.

Survivors include his wife, Elizabeth; three sons, Herman and LeRoy, Indianapolis, and Marion, Chicago; and a daughter, Mrs. Corryne Moore Gaines, Indianapolis, and a sister, Mrs. Marie Mercker, Chicago.

William Cockrell Jr.

Services for William Cockrell Jr., 106 Geisenhoff St., will be held Monday in Nashville, Tenn. A construction worker, Mr. Cockrell died Monday in Sunny-side Sanitarium. He was 22.

Born in Indianapolis, he was a member of the Hod Carriers Union.

Survivors include his wife, Virginia; a son, William; his mother, Mrs. Gela Cockrell, all of Indianapolis; two sisters, Mrs. Pearl Harris, Paducah, Ky., and Mrs. Lorene Sample, Indianapolis, and two brothers, Jesse, New York City, and Timothy, Indianapolis.

Mental Hygiene Society Elects

C. Oliver Holmes, former State Senator from Lake County for 12 years, has been elected president of the Indiana Mental Hygiene Society. Mr. Holmes currently is executive secretary for the Building Contractors Association of Indianapolis.

Other officers elected yesterday during closing sessions of the first annual conference of the society in the World War Memorial Building were:

Dr. Murray DeArmond, chairman of the board; Dr. Marvin Greiner, Muncie, first vice president; John Ruckelshaus, second vice president; George Thomas, secretary; Allen W. Clower, treasurer; S. Paul Clay, executive committee chairman; Mrs. Gail Bradley, Mrs. Dora Campbell Phillips, Sorlag Allen, Fred Charles Jones, Dr. John Greid, Dr. E. Vernon Hahn, Dr. Ruckelshaus, Mrs. Frank H. Fairchild, Mr. Green Edward, Ojalum, Mr. Clay, Dr. Philip R. Reed, Mrs. Catherine C. Brown, Mr. Howard R. DeArmond, Mr. Thomas and R. Mark Ogden.

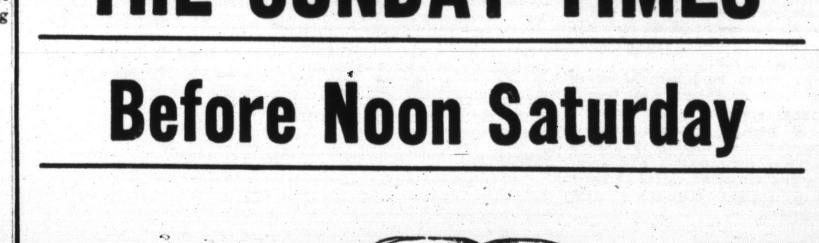
Gov. Schriker addressed conference delegates following a luncheon.

K. of C. Meeting Set

Family Night will be observed by Council 437, Knights of Columbus, at 7:30 p. m. today in the K. of C. Hall. Entertainment will include ladies of the Moose Kitchen Band, Joe Zainey and his orchestra, Mary Alice Hearn of St. Cecilia's Girls Choir and Mary Anne Wilkinson, ballet. Ralph Maddux is chairman.

Phone Your Want Ads For THE SUNDAY TIMES Before Noon Saturday

"That's Right... Your Want Ad Will Appear in All Editions of The Sunday Times."



Phone RI. 5551 Ask For "WANT AD TAKER"

Use a low-cost Sunday Times Want Ad to hire help, rent a room, sell used furniture, clothing, musical instruments, sporting goods, find a job. They're the midget ads with a mighty wallop!

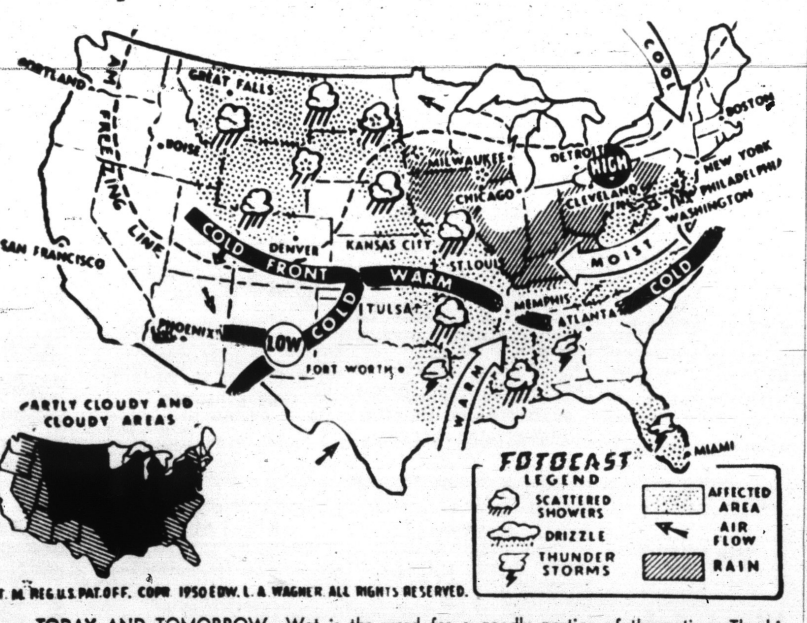
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The Indianapolis Times

THE NEWSPAPER WITH THE WANT ADS

Today's Weather Forecast



TODAY AND TOMORROW—Wet is the word for a goodly portion of the nation. The big "moist" arrow over the eastern seaboard shows that the Atlantic with its unlimited water supply is sending moisture on a flow of air extending westward to the Rockies. Rain will fall through the Ohio Valley and Ohio.

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