

FRIDAY, APR. 28, 1950

Today in Business

**'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 dry cleaner either. My trouble: I didn't get a card.

**Half Million Checks**

SILL WILLIAMS who runs the Merchants Armored Car Service, knows more about people's thirst 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've been 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. If 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 mushy 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 grumbles.

The contents of the can are tops in quality. But the mushy 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 Colliers 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., Cumberlough 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 &amp; 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.

Then there was

to be governed by ineffective or by a combination of the two. When the conditions were right, the liberal forces broke his other center and kept Gen. as out of the

a former opponent, but there are as well as relatives. He was then American insisted that he was widely represented.

Red rebellion, strife among Greeks has been governmental in corruption, by a few rich by the extreme country as a

can taxpayers

Greece, nor been evading governments have the favoritism of public payrolls to sustain business

the purse.

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.

**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 300- to 325-pounders 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- pounds 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.

Vealer prices remained steady in active trade. Good and choice sold at \$28 to \$29.50, mostly \$28.50 and higher. Common and medium brought \$19 to \$27. Culls sold at \$12 to \$19, but mostly \$15 up.

**Sheep and Lambs**

A small supply of sheep and lambs brought no price reports, but classes were quoted steady.

Good and choice lamb 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 woolen slaughter ewes were worth \$8.50 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 (UPI)— Morris Williams of the University of Texas credited his success in the Southern Intercollegiate Golf Tournament 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 than one.

Williams played the round with a couple of degrees of fever brought on by an attack of mussels. 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 (UPI)—

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)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**SECOND TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**THIRD TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**FOURTH TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**FIFTH TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**SIXTH TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**SEVENTH TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**EIGHTH TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**NINTH TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**TENTH TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**ELEVENTH TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**TWELFTH TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**THIRTEEN TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**FOURTEEN TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**FIFTEEN TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)

Sid Abel, Detroit (21)

Maurice Richard, Montreal (25)

Ted Lindsay, Detroit (21)

**SIXTEEN TEAM**

Bill Durnan, Montreal (21)

Gus Mortson, Toronto (21)