

S'ide Dry Cleaning Plant Changes Its Appearance

Victory Cleaners in Summerside this week have taken away the construction wraps that have hidden the exterior of their Central Street building for the past few weeks, and revealed that their entire plant has indeed "been to the cleaners."

Completion of this exterior and interior modernization program by brothers Russell and Gordon Kelly, partners in the ownership and management of this most efficient dry cleaning business, adds another large chapter to the continued improvements they have made since taking over this business 12 years ago.

Favorably known by almost everyone in Summerside, Russell and Gordon Kelly have always been actively associated with community interests, and their reputation for organization and action, is maintained equally as well in business as in their community work in service clubs, education and church organizations.

Victory Dry Cleaners is not just another dry cleaning plant—they insist on the utmost in quality cleaning, and employ special methods to make this possible.

Victory Cleaners had their origin as a Summerside business in 1954, and obtained their name "Victory" from the prevailing spirit of victory during those latter days of the Second World War, first under ownership of Maurice Mill, and later, Ernest Perry, who operated the business until the Kelly brothers took over in 1950.

All the dry cleaning equipment in the plant has been replaced with the most modern available over the last three years, and the latest being installed, is a new garment conveyor of a rotating nature that will, at the press of a button, instantly deliver to the main counter, any one of 200 garments filed in alphabetical order on the conveyor racks.

This machine is the only dry cleaning garment conveyor in Prince Edward Island.

One of the main features of the Victory cleaning process is the

prespotting of all garments before they are put into the cleaning machine.

This enables removal of stains which are inclined to "set" during the cleaning process, and this is one reason Victory Cleaners are anxious to have customers' moustache stains when clothing is left for cleaning.

They point out that liquid stains from tea, coffee, milk, liquor, soft drinks or ice cream are removed much more efficiently by the pre-cleaning spotting.

With a complete "new look" the exterior of the Victory Cleaners has an attractive new brick front in tan color, with asbestos slingles in matching tan color, and large plate glass windows on front and north side of the building.

A canopy extends along the full front and over the "parking" window and door on the north side of the building, with lights installed in the canopy to illuminate the front and side of the building during the evening.

Attached to the brick work on the front of the building is a brilliant "Victory Cleaners" sign in bright yellow on a crimson red background.

The inside walls of the plant are light hardwood with Honeywell paneling trimmed with redwood finish. The floors are finished in tan and cream asbestos vinyl tile in arrowhead pattern. The ceiling is white acoustern with recessed fluorescent lighting, giving a very bright interior.

A crescent shaped main counter in the receiving office is topped with white arborite, with mahogany panelling on front, lacquered with white arborite. Over the receiving counter and marking counter is a recessed ceiling trimmed with white arborite and redwood.

Immediately behind the main counter is a large marking-in counter for identification and inspection of all incoming garments.

Flower planters divide the call office from the business of-

vice, adding another touch of elegance to the interior appearance.

A new spacious sewing room has been provided on the north side of the building adjacent to the marking-in office, where alterations and repairs will be handled as an efficient manner by seamstress Betty Gaudet.

In the eastern end of the 25 x 100 foot building is the equipment production line, headed by the new Hoffman jet cleaner, known as the "Cadillac of the dry cleaning business."

Finishing presses at Victory Cleaners are the latest in the field, and along with this equipment is an automatic adjuster, the most modern on the market, for quality finishing of coats and jackets of all kinds for both men and women.

When completely dry cleaned, the garments are bagged in clear, lightweight polyethylene bags, and the strength of their continued customer satisfaction is their friendly and efficient staff.

This staff of eight has contributed a total of 94 years of service in the dry-cleaning business, with five of the staff having worked from 11 to 30 years in this line of work.

WORK TOGETHER

Working together in the active operation of Victory Cleaners, Russ and Gord Kelly both participate in the everyday work of the plant, working side by side with the other six members of the staff.

Russ is in charge of spotting while Gordie attends to the receiving and distribution counter, and the business office.

Eugene Gallant with 20 years experience, and Jerome LeClair with 19 years, are experts in the pressing department.

Frances Arsenault has had 16 years experience as a silk and dress finisher. Aubin Peters has had six years as a cleaner, and Betty Gaudet, seamstress, has been two years in the sewing

PM Reports His Government Has 'Licked' Unemployment

By ROBERT RICE
BRANTFORD (CP) — Prime Minister Diefenbaker said Wednesday the policies of his government have "licked" Canada's unemployment problem.

He said the best report on the jobs situation — except of a day or two after last Monday's election — will show the largest number of employed workers in the history of Canada. The report will cover May's manpower situation.

"By July or August we will have virtual full employment," Mr. Diefenbaker made the declaration — his firmest yet on the unemployment problem — in a speech to more than 500 persons in the Odellfords' hall here.

WHIRLWIND TOUR

Mr. Diefenbaker flew to southwestern Ontario from Ottawa for a whirlwind election tour of key Ontario ridings held by the Conservative MP in the last parliament.

He stopped at Caledonia near Hamilton and told several hundred school children and adults that Liberal Leader Pearson is

service of the business. Benny Arsenault, popular delivery driver and goodwill ambassador for the company has been seven years with the firm.

Victory Cleaners use the exclusive special Eaton's detergent formula in their cleaning plant which automatically proofs clothing against moths and mildew.

It is the only Summerside dry cleaning firm to hold membership with the Canadian Research Institute of Launderers and Cleaners and have been members of this association since 1958, benefiting from the information acquired by this research organization on cleaning methods for new materials as they become available on the clothing market.

PICK UP CENTRES

Victory cleaners in addition to their efficient in-town service have pick-up centers in various parts of the county including P. N. LeBlanc's barber shop in Kensington; Robert's Restaurant in Kinkora; Wilfred McCormick's store in Albany; Harvey's store in Carleton; Burden Hotel, Burden; Fred Pfatts, Sealedown; Bedouque Telephone Office, Bedouque; Antoine Rich-

was on his pronouncement of Liberal victory next Monday, with between 140 and 170 seats in the 265-seat House of Commons.

"I don't know who gave him that prophecy but it's exactly the same as he made four days before the 1958 election."

In 1958 the Conservatives swept into power with the greatest majority ever gained in Canadian political history.

Mr. Diefenbaker said Mr. Pearson's personal prediction in 1958 was for 152 Liberal seats. "He was 150 seats out—and that's about as far out as he'll be this time."

LIGHT DREZZLE

The Prime Minister's speech was given on the lawn of the Town Hall with a light but steady drizzle falling on his audience. He arrived late and many of the school children from the neighboring area had died under a makeshift plastic canopy until he turned up by car.

On the average, 100 male babies are born for every 100 girls in the United States.

OUR SINCERE

BEST WISHES TO VICTORY DRY CLEANERS

on the official opening of their Newly Renovated Plant

GENERAL CONTRACTORS WERE FITZGERALD & SNOW LTD.

BUILDING CONTRACTORS 384 HIGHLAND AVV.

GRAND OPENING!

VICTORY CLEANERS

TODAY at 2:30 p.m.

New call office will be opened Thursday, June 14th, at 1:30 p.m. with Mr. E. Leland Ellis of Northam cutting the ribbon. Soft drinks will be served to all customers during Thursday afternoon. There will be FREE pony rides for the kiddies accompanied by parents from 6 to 9 p.m. on Thursday and Friday Evening and from 9 a.m. to 12 a.m. on Saturday.

SPECIAL INVITATION



Thurs., Fri. and Sat. OPEN Evenings Till 9 p.m.



A Old FIRM With A New FACE . . .

We are Proud of our 12 years of serving the people of Prince County with the best Dry Cleaning equipment available, we are happy to keep abreast with the many other firms in Summerside with the opening of our new Call Office . . . Drop in and see our new office . . . You'll like it.

Russell and Gordon Kelly

OPENING SPECIAL


Any two similar garments cleaned for the price of one — Thursday, Friday and Sat.

FREE

Pony Rides for the Kiddies with their parents with Dry Cleaning from 6 to 9 p.m. Thurs. & Fri. and 9 to 12 on Saturday.

94 Years of Cleaning Experience

We also are proud of our loyal staff, the backbone of any business is their experienced employees. Victory Cleaners staff and management have a total of 94 years of cleaning experience in the careful handling of all types of fabrics, which all adds to better quality cleaning for you, the customer.



VICTORY CLEANERS

SUMMERSIDE

FREE PICK UP AND DELIVERY

PHONE 2410

CUDMORE & P.J.'s Ltd.

WEEKEND SPECIALS

Both Stores owned and operated by Wilf Cudmore

| | |
|---------------------------------------------------|--------------------------------------------------|
| SCOTIAN GOLD | LARGE 24 OZ. JAR |
| CHERRY JAM | 39c |
| NEW ISLAND ASPARAGUS | 39c |
| SUNKIST ORANGES | 75c |
| NEW ISLAND RHUBARB | 25c |
| NEW ISLAND RADISH | 25c |
| EXTRA SPECIAL—NEW 2 LBS. | ISLAND SPINACH . . . 49c |
| LONG GREEN | 2 FOR 39c |
| CUCUMBERS | 39c |
| HEINZ KOSHER DILL PICKLES | NEW DOUBLE SIZE JAR 32 OZ. ONLY 49c |
| KRINKLE CUT PICKLES | |
| BREAD & BUTTER PICKLES | |
| JEWEL SHORTENING | 3 LBS. TIN 89c |
| SCOTIAN GOLD APPLE SAUCE, 2 for | 31c |
| SUGAR | 10 LBS. 79c |
| SHIRRIFF'S GOOD MORNING MARMALADE | 24 OZ. JAR 53c |
| KRAFT MARSHMALLOWS | PKG. 29c |
| LIBBY'S TOMATO JUICE | 48 OZ. TIN 29c |
| STUART HOUSE FOL WRAP | BUY 2 & GET 1 FREE ALL THREE ONLY 69c |
| NORTH WILTSHIRE BUTTER | 2 LBS. 1.09 |
| ROBIN HOOD EASY MIX CAKE MIX | 1 G.E. 15 OZ. PKG. 2 FOR 29c |
| MAPLE LEAF WIENERS | LB. 43c |
| BUTTERNUT WIENER ROLLS | DOZ. 33c |
| EXTRA SPECIAL—CHRISTIE MILK LUNCH, 2 pkgs. | 39c |
| SHOULDER ROAST BEEF | 53c lb. |
| NEW BUTTERNUT PARY DOUGHNUTS | 18 only 29c |

CUDMORE'S P. J.'s Ltd.

DIAL 4-3813 DIAL 4-8585 or 4-8586

COD ORDERS ACCEPTED FREE DELIVERY