

Congratulations
IDEAL CLEANERS & LAUNDRY LTD.
 ★
 Our customers are well satisfied with your quality and service.
 ★
DELUXE PRESS & REPAIR
 733 Second Ave. W. Phone 383

Congratulations
 to
IDEAL CLEANERS & LAUNDRY LTD.
 □
 ELECTRICAL WORK IN THE PLANT done by
GRANT & NEWTON LTD.
 735 First Ave. W. Phone 229

Our Congratulations to...
IDEAL CLEANERS & LAUNDRY LTD.
 on their expansion and modernization,
 and our thanks to them for commissioning us to make the pictorial record of their plant, which is shown on the preceding two pages.
Van Meer Studio
 PHOTOGRAPHERS
 305 Third Avenue West Telephone 426

Congratulations
IDEAL CLEANERS & LAUNDRY LTD.
 ★
 NEW LAUNDRY EQUIPMENT installed by
Prince Rupert Plumbing and Heating
 Phone 108 Second Avenue W.

MITCHELL & CURRIE
 Limited
 BUILDING CONTRACTORS
 Phone 363
 Original builders and contractors for all improvements, wish to extend their congratulations to
IDEAL CLEANERS & LAUNDRY LTD.
 on their expanding business and service.

Congratulations
 to
IDEAL CLEANERS & LAUNDRY LTD.
 ★
 LIGHTING AND NEON SIGNS by
N. R. YOUNG
 (Agent)
 STANDARD OIL CO. OF B.C. LTD.
 Suppliers of
 Stoddard Cleaning Solvent and Furnace Oil

Efficiency of Plant Due To Up-To-Date Equipment

Providing service for the large clientele of Ideal Cleaners and Laundry is made possible only by the compact efficiency and up-to-date equipment of its plant.

Perhaps the most striking example of this is the latest installation which eliminates the messy problem of marking laundry with black ink, yet ensures that every article is properly identified and returned to its owner. This equipment consists of a special violet light which gives a luminous glow to an invisible ink used in the marking. Removed from this light the mark disappears and the article is returned to its owners unblemished.

As soon as it is marked and recorded, the laundry goes through a variety of steps which would make any housewife weep with envy. There are the automatic washing-machines containing revolving drums which change their direction of rotation at set intervals to avoid snarls and tangles. Another machine used exclusively for woollens operates at a slower pace to prevent pounding. Each of these is equipped with a thermometer to ensure that the water never reaches boiling point.

Once thoroughly washed and then damp-dried, the laundry proceeds on to drying tumblers which make the old clothes line look like something out of the medieval ages. An item of special interest in the drying department is one on which socks are fastened while compressed air balloons through them. This removes all moisture while retaining the sock's fluffiness.

Downstairs the pressing operations take over for the next step. Here, as elsewhere, each article is handled according to its needs. Bed linen and similar articles are finished on a flat-work ironer, while garments go through more complicated steps. In the shirt section alone there are two girls who work with the smoothness and ease of a well-trained juggling team as they pass the garment through a series of automatic devices. Within a matter of moments, a shirt is transformed from wrinkles to neat folds protected by cardboard supporter.

At last the laundry reaches the checking room where every customer has a cubby hole bearing his identification number. Here the violet light is again in evidence as the sorting is carried out.

The normal period between pick-up and delivery by Ideal (See EFFICIENCY Page 7)

Congratulations
 to
IDEAL CLEANERS & LAUNDRY LTD.
 ON THEIR MODERNIZATION AND EXPANDING SERVICE.

REGAL PRINTERS
 222 Second Avenue West Phone 24

Congratulations to
IDEAL CLEANERS & LAUNDRY
 on the modernization of their plant.
 ★
 We salute their progressiveness.



McBride Street Phone 311

CONGRATULATIONS
 TO
IDEAL CLEANERS & LAUNDRY LTD.
 ON THEIR
 EXPANSION
 ★
 LIGHTING AND NEON SIGNS by
NORTHERN B.C. POWER LIMITED
 Phone 210 Besner Block Prince Rupert
 Also Stewart, B.C.

Ideal Cleaners and Laundry Ltd.

The House of Better Cleaning

Phone 858

326-30 McBride Street

Prince Rupert, B.C.

TO THE CITIZENS OF PRINCE RUPERT AND DISTRICT,
 OUR CUSTOMERS AND GOOD FRIENDS:

Almost eleven years now, this Laundry & Drycleaning Plant has been under my management.

It is with profound feelings of gratitude and thanks to you, who have been customers of this plant and who have taken advantage of the many services offered both in Laundry and Drycleaning, as well as to the many loyal employees working in this plant and doing their best to satisfy you, that this plant has reached the size and proportions as illustrated in this paper today.

Year after year it has been my endeavour to improve our services, our methods of cleaning and laundering. Year after year we have been able, due to a steady increase of your patronage, to expand our operations, to add new and more modern equipment, until today this plant is one of the finest, cleanest, most modern and most efficient in the Pacific Northwest.

If there have been profits, and the margin in this particular business is very small, they have all been re-invested in the business for your benefit, to give you 100 per cent value for your money, and also to the benefit of those who are working here, to give our employees every possible chance to produce the finest in workmanship and at the same time make working with new and modern equipment an easier task, thus generally improving working conditions and obtaining increased production. Our employees belong to the International Laundry Workers' Union (AFL) Local 336.

One of our most outstanding improvements this year is the installation of "INVISIBLE MARKING" in the Laundry Department. Our advertisement on page 3 fully explains this Magic Marking System and speaks for itself.

Since December 2nd, 1953, this plant has been incorporated under the British Columbia Companies Act and is owned entirely by the management and a number of employees. Every one of our steady employees has the privilege to become a shareholder, thus making this plant an outstanding example of co-operation between management and employees for the benefit of our customers.

All supplies and methods used to process your orders are approved by the Bureau of Standards, by the National Institute of Drycleaners and Dyers and by the American Institute of Laundering. The finest of laundry soaps produced by Procter & Gamble Ltd. are used. Straight chlorine bleaching has been discontinued and a new bleaching powder, which is "kind" to your linens and has no effect on the tensile strength of laundered articles has been used for some time now. There are no harmful acids or alkalis used at any time.

You are most cordially invited to visit our plant any time and convince yourself of the particular care all your orders receive as well as the exemplary sanitary conditions under which this plant is operated.

On behalf of the staff and management I invite your patronage. You can't go wrong when you "IDEAL WITH IDEAL."

Yours for better service,
IDEAL CLEANERS & LAUNDRY LTD.



"The Largest and Best in the Whole Northwest"

Hugo Kraupner

President and Managing Director.

Determination and Ingenuity of Hugo Kraupner Bring Outstanding Success in Country of Adoption

Twenty-five years ago a youth newly arrived from Germany stood in the employment office at Medicine Hat, looking at the blackboard where jobs were listed.

One that attracted his attention was for a "12 horse-skinner." Although he had no idea what it meant, he applied anyway and was taken on.

To his inward shock, he found that it meant harvesting with a combiner attached to a team of 12 horses. He attacked the job manfully but soon found himself and the 12 horses in a state of hopeless confusion.

A person with less determination—perhaps a few more dollars—would have returned to the employment office without delay. As it was, the young German not only convinced his boss that he could learn the work but persuaded him to hire another immigrant that he knew.

The outcome was that in two weeks the pair of novices cut and threshed 500 acres of grain. By the time harvesting was over, their pay had been increased from \$8.00 a day to \$12.00 and they were privileged to order from town any kind of food they liked at the farmer's expense.

It was in this manner that Hugo Kraupner, now proprietor of a successful laundry and dry cleaning business in Prince Rupert, made his acquaintance with Canada. Although he had proved he could match his wit and strength against the toughest obstacles, there were many bitter days both behind and ahead of him.

Back in Germany he had left his wife and daughter, as well as his parents and parents-in-law. Every meagre dollar he could save was deposited with the shipping company for their passage to Canada. So there was no relaxing, no waiting for easy work.

Recalling his sleeping quarters on his first farm job, he says: "When I saw this horrible hovel, I would have liked to have gone back home, but I couldn't as I didn't have a cent. I spent my last 15 cents on a pack of cigarettes and couldn't do any-

thing else but stay and say "Yes" to everything he would ask me.

"This granary of mine was a wooden shack, roof sloping to one side and with a plain floor. In this bedroom I saw a very old and very dirty white bed where I had to get my well-deserved rest. Dust of decades was covering the mattress, and the blankets which had been generously supplied were practically falling apart.

"I had a lovely featherbed in my suitcase, plus pillow slips and white sheets, but I didn't even think of using them in this filth. With a big sigh, I settled down to the inevitable. My relatives and friends could not see me. That was my only comfort and made me feel better. I could hardly be expected to undress before lying down on my filthy cot, so I went to sleep fully dressed as I was tired.

"I don't quite remember what my dreams were this first night, but I believe I was a millionaire. Unfortunately, the stupid rooster in front of my princely apartment tore me out of my dreams back to reality."

STRANGE POSITIONS

The young immigrant's need to accept any work available pushed him into some strange positions. At one point he was engaged as an electrician's helper at the Banff Springs Hotel. It did not take the foreman long to discover his new assistant was entirely green, so a transfer to kitchen work was quietly arranged, with no questions asked.

Later on at Hanna, Alberta, he found himself in the equally strange field of the grocery business. One day he was alone at his first turn behind the counter when a customer asked for two packages of corn flakes. "Where are they?" asked Kraupner.

"Up there," said the customer. "Help yourself," said Kraupner.

"How much are they?" asked the customer. "How much did you pay before?" asked Kraupner.

It was at Hanna that Kraupner first became interested in the laundry business. With a borrowed \$200, he bought a hand laundry which involved buying fresh water by the drum because the local supply was alkali. It was a difficult start and there were bad times ahead, particularly in the form of a fire which burned him out and later the depression. But Kraupner had found his trade and persevered with the same determination that characterized his first efforts in this country.

With the exception of a brief period as a washing-machine salesman, during which his only sale was to a customer who did

not pay, he stuck with it by the time he arrived in Rupert in 1936 he was qualified to handle most of the business.

After seven years of more experience he bought the Ideal Laundry that is where we find Kraupner today.

His business reflects energy and imagination. He tried him through his staff has increased from 48 to 48 and his annual payroll mounted from \$15,000 to \$67,000. To the latter should be added \$7,000 to drivers and agents.

Another way to measure expansion of his business note that, starting as a local operation, it now works as far east as George and north to home. There are three take-away delivery jobs alone the line.

HARD WORKER

To accomplish this Kraupner has operated on the theory that there is no rest for hard work. He arrives at 6:15 a.m. and leaves at 7:30 p.m. Once a week he goes down to Vancouver on the latest developments in the trade, and it was in the that he discovered the invisible marking.

Since he does not enjoy clubs and carousing, the business trips are entirely in. As a member of the Vancouver Dry Cleaners' Association, he attends a number of similar meetings and makes a tour of kindred companies.

Pesides setting himself a business in his adopted country, Mr. Kraupner has realized his dream of bringing his family from Germany to Canada. Some of the family are closely associated with the company. His wife is vice president, his son-in-law, Fudger, is assistant manager and his sister-in-law, Kraupner, is in charge of the secretarial work.

In addition to the Kraupners, two women have credits with making the success a success are Miss Ballinger, laundry foreman, Mrs. Dorothy Shade, and both have been with the dry-cleaning department for more than seven years and are holders in the company.

When he gets a chance to go to his place at Prince Rupert, Mr. Kraupner goes to his place at Prince Lake where his parents are proud of his large success. Besides those already mentioned, there are many more who have helped in the business.

(See DETERMINATION



HUGO KRAUPNER
 ... hard work pays off