

### Consumer's Corner

Dry cleaning is an industry which stands in a unique position in relation to the public. It takes complete custody of the consumers' property which is intrusted to its care. Much of this property is very valuable. The industry performs a service upon it while the customer is not present.

Under these circumstances, there is an imperative need that the public be definitely informed as to what service is given in exchange for the prices charged. Unfortunately from the standpoint both of the public and the reputable plant, no standards have been adopted by this industry as a whole, and in fact there is no agreement in practice among the members thereof, even as to the definition of the service. North Shore Cleaners, however, have adopted a standard of quality for services to be rendered.

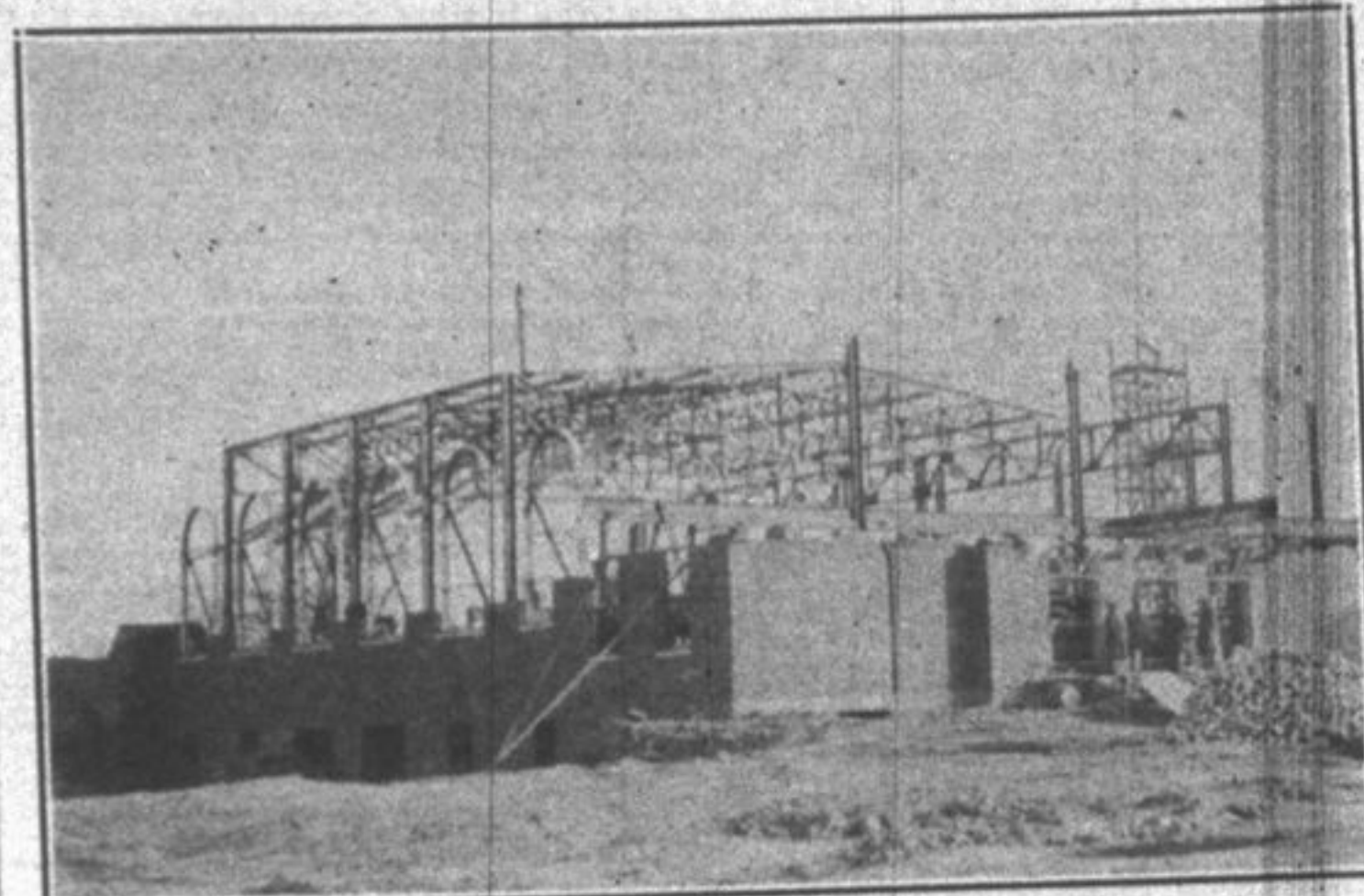
The situation is chaotic. Cleaning establishments vary from holes-in-the-wall with no skilled workers and practically no equipment up to plants representing hundreds of thousands of dollars in investment, each department of which is well equipped with modern machinery and is adequately manned with skilled workers. At the lower end of the quality scale, both in large and small plants, the so-called cleaning may be done and often is done by merely giving the garment a hasty rinse in rancid, dirty solvent and a casual press. In large plants, this may be part of a "mass production" situation with careless, unskilled workmanship throughout. At the other end of the quality scale, the garment may be given thorough cleaning and proper finishing. Both of these services and all the variety of practices in between are sold to the public under the one undefined term "a dry cleaning job."

Unfortunately the consumer has no means of measuring these different services. What goes on behind the front office of a plant is an unknown mystery to the public and since the majority of garments sent to cleaners are dark, the consumer has no accurate way of judging whether or not they have been properly handled.

This lack of even a minimum standard for cleaning services becomes more pernicious when minimum prices, such as have been established under the Code, are widely used. Obviously the costs of the many prevailing different grades of service vary a great deal, and yet the consumer is placed in the position of paying a definite price for a varying and undefined service. This works a grossly unfair hardship on the consumer, and is a strong contributing factor in the great recent increase in the hazardous practice of home dry cleaning.

North Shore Cleaners, however, have adopted a high standard of service. Dry cleaning is a service for which definite and clear-cut grade specifications can be written. Good usable standards have been developed by research agencies, tested in plants, examined and recommended to the industry by the standards committee appointed under the code. There remains only adoption by the code authority.

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Two views of the branch high school, now under construction in Lake Forest. The building is to be ready for use in time for the opening of school next September.

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| Ar. Milwaukee   | 4:50 pm  | Lv. St. Paul    | 3:30 pm  |
| Lv. Milwaukee   | 4:55 pm  | Lv. Eau Claire  | 5:05 pm  |
| Ar. Adams       | 6:52 pm  | Lv. Adams       | 7:02 pm  |
| Ar. Eau Claire  | 8:54 pm  | Ar. Milwaukee   | 9:05 pm  |
| Ar. St. Paul    | 10:30 pm | Lv. Milwaukee   | 9:10 pm  |
| Ar. Minneapolis | 11:00 pm | Ar. Chicago     | 10:30 pm |

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