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**Rawlinson's Capital City Laundry One of the Best Equipped Plants in West**  
Proprietor Identified with Industry Most of His Life; Machinery of Latest Design; Employees Loyal, Efficient and Industrious; Working Conditions Ideal.  
By R. KENNETH EVANS

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**"HICK" KEEPS THINGS MOVING**  
The THINGS are "freight and men." That's because Hick (Horace Hickman) is our dock foreman here in Salem. He has charge of freight handling operations, supervises pick-up and delivery routes and handles our dispatching. A 12-year Freight-veteran, Hick has spent a long time behind the wheel of Consolidated's over-the-road trucks. For hobbies, Hick collects guns, likes to hunt and fish.  
**CONSOLIDATED FREIGHTWAYS**  
1435 E. Hoyt St. Telephone 3-9137



Salem's outstanding growth in population during the last decade created a demand for service industries and commercial institutions which were capable of meeting increased demands for service. R. A. Rawlinson, who has been identified with the laundry industry in a big way all his lifetime, recognized this fact when he acquired by purchase the Capital City Laundry in 1950. He spared no expense in adding the latest designed machinery, constructing new additions to the building and installing a personalized system of laundry service. The result has been that, today, Rawlinson's Capital City Laundry is recognized as one of the best equipped plants in the entire section of the nation. This statement is supported by the opinion of leading laundry executives in the United States, who have inspected this plant. He surrounded himself with loyal and industrious workers who are intelligent and interested in doing their individual work well. Sixty per cent of the personnel of the Rawlinson's Capital City Laundry are Salem homeowners and, as a group, exemplify refinement and culture.

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Building Has Been Expanded  
The main portion of the present plant, 1284 Broadway, was built in 1930 and, designed to do laundry work for a population of 26,000 people the total residents of Salem at that time. One of the first moves of R. A. Rawlinson was made in 1951 by adding a warehouse for supplies embracing 2,000 square feet of floor space. The following year the dry cleaning department was expanded by 4,000 additional square-feet of floor space. This relieved the congestion occasioned by the increased volume of business. Mr. Rawlinson has lived in a laundry environment since the days when he toddled around the machinery in the plant operated by his father, George H. Rawlinson, in Portland. Finishing his basic education in the Portland public schools, he completed a two year course at the Ohio Mechanics Institute in Cincinnati, Ohio, in 1928. He then joined his father in the operation of the Portland laundry plant. With the exception of the time from 1943 to 1950, he has been intimately associated with the laundry industry.

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One piece or a truck load  
Located two blocks North of Salem Underpass, East 1 block at ...  
**1775 Lana Phone 3-4939**

**Rawlinson Gives Due Credit**  
"Much of the credit for our success in Salem can be given to our personnel and the individual interest they have displayed and put into their work," was the proud statement of R. A. Rawlinson. It is almost a revelation to view the interest displayed by the workers in this plant all going about their jobs with smiles on their faces, fittingly dressed, with no lost motion. Contributing to this, of course, is the immaculate surroundings and well planned position of every piece of machinery. In this day of commercial slogans one sometimes looks with asstance at some of their claims. However, "Customized laundered shirts — look better — feel better — fit better," used by Rawlinson's Capital City Laundry cannot be questioned, because of the way they are finished.

**AREA HEAT**  
Call  
**PROPANE GAS & APPLIANCE CO.**  
3367 Portland Rd. Phone 3-5098



**Oil to Burn Tweedie Fuel Oils**  
STANDARD OIL DEALER  
**1174 Edgewater Phone 2-4151**

It was not too many years ago that it required the work of some 20 women to hand-finish the volume of shirts done daily by this laundry. The Formatic Machine  
This machine is named: "Formatic." It is a Rawlinson product and, universally used by the larger laundries in the nation. The pilot machine was designed by George H. Rawlinson and his son, R. A. Rawlinson. It was made in their own shop adjacent to a laundry in Portland. The pilot of the "Formatic" was completed in 1934 and, the "bugs" ironed out by 1937. It was then sold to the American Laundry Machinery company and put into manufacture. It actually does, in one operation, what required a few years ago, four operations, or, in understandable words, it has 400 per cent more manpower. The Rawlinson's Capital City Laundry is today a Salem industry confining its services to the residents of the city of Salem. Five regular

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During that interim R. A. Rawlinson served over three years with the U.S. Navy as a lieutenant assigned to duty on an APA (advanced personnel attack) boat, in the South Pacific theater. Following his honorable discharge in 1946 he owned and operated a cattle ranch in the Wallows, in eastern Oregon until he disposed of it and purchased the Capital City Laundry. Mr. Rawlinson is today president of the Oregon Laundry Owners association and has served as president of the Northwest Cleaners and Dyers association. Today, there are 42 local people employed by the Capital City Laundry, creating an annual payroll of more than \$130,000. The nationally known Sanitone system of dry cleaning is maintained as a major department.

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Today, there are 42 local people employed by the Capital City Laundry, creating an annual payroll of more than \$130,000. The nationally known Sanitone system of dry cleaning is maintained as a major department.

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You'll say they Look Like New! That's right, for amazing Santone puts ordinary old-way dry cleaning to shame! It's different! It's better! And it really does something extra for your clothes. Have your coat... all your winter clothes dry cleaned now and be ready for the first day of winter!

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**Ladies' Plain Coat \$135**  
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