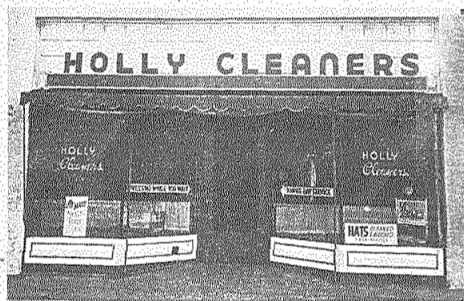
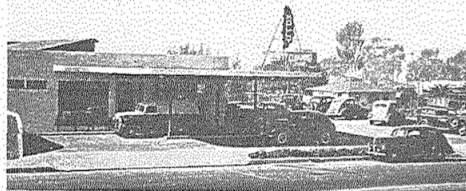


Schoenherr book draft Chapter 11:

Holly Cleaners was started in 1934 by Eldon Ludvickson and Jesse Dixon at 436 Third Avenue. It was purchased by Dick Halferty in 1936. In 1937 he got the contract to handle the laundry for two navy destroyers. In 1940 he opened a larger shop at 345 Third Avenue. In 1945, he got a war priority to build the plant at 48 Broadway that opened in Feb. 1946, and added laundry facilities in 1954. He added another building adjacent to it in 1966 for his exclusive drapery cleaning business, the largest of its kind in the county. Richard J. Halferty was born 1912 in Aberdeen, Washington, father owned Pioneer Packing Co., came to CV 1931, served in Navy 1932-1936, married Ruth Holmes 1938, lived at 26 Palomar Dr., had two girls, was City Councilman 1952-54, Mayor 1954, member of the CV Community Hospital Advisory Board and San Diego County Association of Big Brothers. (Chula Vista Star Aug. 3, 1945; Feb. 21, 1947; May 27, 1954; Feb. 15, 1968; Feb. 23, 1969. )



Our Third Avenue Store — Now 11 Years Old  
345 Third Avenue



Our New Modern Cleaning Plant Erected Just a Year Ago  
48 National Avenue

## OUR Anniversary

### Serving Chula Vista and South Bay

The figures 11 and 1 have a lot of similarity to those in the Holly Cleaning Plant this February, as it is now eleven years ago this month that we first opened our "HOLLY CLEANERS" store on Third Avenue . . . and the same month and almost the same day marks the first anniversary of our Modern Cleaning Plant at 48 National Avenue. During these years it has always been the watch word and aim of the Holly Cleaners to furnish the very best of cleaning service, promptly and efficiently and as economically as possible, consistent to good business practices.

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In the erection of our National Avenue Plant, we have assembled the very best of modern cleaning equipment, whereby we can control the flow of cleaning work, and thus not be dependent upon facilities in some far distant city. In doing this the Holly Cleaners now furnish employment to more than 25 regular employees which in a measure helps maintain upwards to 30 to 35 homes in the area.

In this program we are now furnishing a cleaning service to NINETEEN other cleaners in the surrounding area in addition to our own store. Here we keep alert to all changing conditions in order that Holly service is unexcelled any place. If you have not joined our large family of patrons, may we ask you to give a trial order soon.

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#### COMPLETE SERVICE

The Holly Cleaners offer a complete service from either of our two addresses in Chula Vista . . . equipped with five trucks (two now in service and the other three will be available in the very near future) to answer your calls promptly and without delay.

In addition we are now in a position to handle laundry service, with five to seven day service. As time goes on we expect to be in an ever better position to furnish prompt laundry service from your door to our plant.

Four Day Delivery Service On  
Dry Cleaning

