

Cleaner & Launderer

February 2016

Milt & Edie's Drycleaners Celebrates Owner's Seventy Years In The Cleaning Industry

Milt Chortkoff was just nine months old when the stock market crashed in 1929, and times were tough for this son of an immigrant tailor growing up in Brooklyn. In 1946, after his family moved to Los Angeles and his father bought Hollyway Cleaners, 17-year-old Milt immediately began delivering laundry and cleaning around Echo Park and Silverlake. Turning 87 in 2016, Milt's 70 years in the cleaning industry will be celebrated by Milt & Edie's Drycleaners & Tailoring Center February 15th - 29th, 2016.

"Seven decades doing something that you love to do is an epic achievement worth celebrating and Milt deserves to be honored," says Michael Shader, Director of Special Projects. "We have a lot of promotions taking place for this milestone event, including free daily drawings for Milt & Edie's Gift Cards loaded with \$70 in free services. Plus, we'll be giving away jelly beans, lint rollers and even 'selfie sticks' throughout the last two weeks of February," Shader says.

The selfie sticks may come in handy for another celebratory promotion taking place: customers will have \$10 in free services credited to their accounts if they take selfies of themselves around the Milt & Edie's premises, with staff members or with the newly-restored 1946 GMC delivery truck and post on Facebook. "We're actually hoping for a lot of photos with the vintage truck since it was such a labor of love finding the exact model that Milt drove back in 1946 and overhauling it to be a testament to Milt's accomplishment," states Shader, noting that it took more than three months to refurbish the vehicle once it was shipped to Burbank from where it was found in Alabama.

On Sunday, February 21st, people are invited to meet Milt, and Edie, at Milt & Edie's from 4 p.m. to 5 p.m. Milt just might reveal the "secrets" to his success (spoiler alert: striving to continually improve customer service and a sense of humor are two of his "secrets") and there will be celebration cupcakes and other refreshments available.

Milt & Edie's will also be running daily trivia contests on their Facebook page during the celebration period. According to General Manager Robert Shapiro, trivia questions will focus on 1946 social events, sports and music "so everyone should be ready to Google their fingers off to find the answers and potentially receive credit to their accounts."

Milt & Edie's Drycleaners & Tailoring Center is located at the corner of Pass and Alameda Avenues in the heart of Burbank's Media District (4021 W. Alameda Ave., Burbank CA 91505) and is OPEN 24/7/365. Additional information is available at MiltandEdies.com. Milt Chortkoff can be reached at (818) 953-4627.



Milt and Edie Chortkoff stand in front of a fully restored 1946 GMC truck, a tribute to Milt's 70 years experience in the cleaning industry. (see more on page 24)

SDA Cleaners Showcase

April 22nd - 24th
Fort Worth, Texas

Please see page 15 for complete details

