



The Whitehursts' Dry Cleaning News

The Best Dry Cleaning Ever...Or It's Free!

JULY 2018



David & Sherry with Granddaughter Callie

Mark

Making Scents

The sense of smell creates a lasting memory.

The sweet smell of suntan lotion reminds me of the beach. Cedar scents and cinnamon rolls baking in the kitchen are all about family and Christmas. Onions and sausage cooking on a grill remind me of the going to the State Fair many years ago. We all have these scented memories.

So the opportunity to buy some scented candles from our Granddaughter, Campbell, was an easy decision. Campbell was selling the candles as a fundraiser for her Cheerleading squad at Berry Middle



School. There were all kinds of scents and Sherry picked some out that sounded right to her.

And as good parents, Mark and Jana bought their share as well. One of their candles was named 'Man Cave' which, to me elicits thoughts of smelly socks and stuffy air. But Mark has his man cave, so he had to order that candle.

When their order arrived, Campbell did what everyone does when you get a scented candle - she smelled it. She immediately laughed and said, "it smells like Mimi" (aka, Sherry). Jana and Callie took a whiff and agreed with Campbell. Later that day, without any prompting, big brother, Mason, said, "... it smells like Mimi!"

Well, I'm pretty sure Mark was laughing at the thought that his Mom smelled like a man cave to his kids. Mark contained himself long enough to tell us the story.

Sherry was a little offended, worried about how bad she must smell to be identified with "man cave." She got her share of pokes about her man-cave smell, mostly from me. I could joke about it because I knew it wasn't true. But we were both curious about that candle.

On Mothers' Day, Mark and Family gave Sherry a gift that turns out to be a scented candle named Man Cave. After laughing, she opened the package and cautiously sniffed the candle. She was expecting smelly socks but got a scent that was a combination of a cologne and lotion she uses.

So instead of Sherry smelling like a man cave, it turns out "Man Cave - the Candle" smells like Sherry.

When our grandkids are grown and catch the scent of Mimi, I bet they will have happy memories, like the smell of suntan lotion at the beach.

Not wanting to be left out of the memories, I asked Sherry what candle would capture my scent. I don't wear cologne or use lotion.

I had no idea what she would say. But she quickly asked, do they have a candle named "Speed Stick?"

David



“Did You Know Where This Saying Came From...”

Wake Up Call



Meaning: An event or occurrence of some sort which alerts a person to a problem that needs fixing.

Origin: This phrase is believed to have originated with hotels, or more specifically, an “alarm clock” type service that hotels had, and still do. Yes, people staying at a hotel can make a request for a phone call in the morning in order to help wake them up; this served, essentially, as an alarm clock. Some hotels, instead of sending a phone call, would simply send a clerk to the person’s door.

Interestingly, the earliest recording that I could find of this particular service and phrase is in 1933, but it is not used in conjunction with hotels. This example comes from The Sydney Morning Herald

newspaper, 1933, where telephone subscribers could get a call at an hour of their choosing to wake them up: “WAKE UP’ CALLS. Telephone Service Started. The Postal Department has Inaugurated a ‘wake up’ service for telephone subscribers; Up to the present 25 calls are made daily between 3 a.m. and 8 a.m., the subscriber being awakened by the persistent ringing of the telephone.” Even before that, though, the phrase was apparently already being used in a figurative way. For example, in Munsey’s Magazine, 1917: “‘It is not yet the time,’ he added, ‘to emphasize the financial details. It is the time, however, to sound the wake-up call.’ “

SPF PROTECTION IN CLOTHES

There are several ways that clothes can protect us from the sun damaging ultraviolet rays.

Tight weaves with certain certain fabrics like cotton can be quite effective in blocking the sun’s damaging rays. You can wear a long-sleeve flannel shirt and run no risk of sun burn through the shirt. But who wants to wear a long-sleeve flannel shirt in July?

Manufacturers have developed ways to chemically treat the fabrics to reduce the harmful rays that penetrate the clothing but also allow air to cool the body. These treatments can be effective, and you can find clothing with UPF (ultraviolet protection factors) ratings of up to 50. A rating of 50 means that the clothing will block 98% of the harmful rays.

But these treatments are not perfect. Over time, washing will reduce their effectiveness. And if you get an oil-based stain like salad dressing or hot sauce on an UPF-treated garment, washing will probably not remove the stain. The stain can be removed by dry cleaning but that will remove the chemical UPF treatment.

Keep using the sun block!

EXPERT ALTERATIONS



Pin or mark items yourself or have our people mark it for you

Appointments with our seamstress are available for more complicated needs

Wedding gown alterations are our speciality (at our Rocky Ridge location, please)

CUSTOMERS OF THE MONTH!

Congratulations to

John Schuitema (Rocky Ridge)

Arthur Fisher (Greystone) • Adam House (Calera)

Our Customers of the Month are recognized by our Customer Service Specialists because they are a pleasure to serve.. Each receives a \$25 Champion Cleaners gift certificate



16TH ANNIVERSARY SPECIALS

As a thanks for making our first 16 years better than we dreamed, we are celebrating with a DOZEN Anniversary Specials included as an insert.

THESE SPECIALS COVER THE FOLLOWING:

- ▶ **15% OFF** dry cleaning ▶ **GET \$15.00 OFF** Handbag Cleaning ▶ **GET \$50.00 OFF** Wedding Gown Cleaning and/or Preservation ▶ **GET \$10.00 OFF** Comforter and Bedspread Cleaning ▶ **GET 20% OFF** Winter Coat Cleaning Put 'Em Away Clean! ▶ **GET A FREE** Champion Hamper (\$10 value) ▶ **GET 15% OFF** Golf Shirts ▶ **GET 20% OFF** Sweaters ▶ **SAVE 20% OFF** Pants ▶ **GET 15% OFF** Cleaning Ties ▶ **GET 20% OFF** Table Linens ▶ **GET \$5.00 OFF** Sleeping Bag Cleaning

See coupons for details

FREE DRY CLEANING AND LAUNDRY PICKUP AND DELIVERY

Service Options (within our service area)

- Regular Twice-A-Week Pickup and Delivery
- One Way Service (you drop off and we deliver - or vice versa)
- On Demand - Call us for a pick up and we do the rest

Call Billy Mims at 205.602.3842



Rocky Ridge Cleaning Center

2548 Rocky Ridge Road Vestavia Hills, AL 35243
205.824.7737

Greystone Cleaning Center

5403 Highway 280, Suite 101 Hoover, AL 35242
205.408.2797

Calera Cleaning Center

4204 Highway 31 Calera, AL 35040
205.668.4727

Independence Day

Independence Day, the Fourth of July, the national day of the United States; all of these commemorate the signing of the Declaration of Independence declaring freedom from the domination of King George III of England. The document was approved on July 4, 1776, but

did you know, however, that most congressional delegates actually signed the document on August 2, 1776? A stunning coincidence is that both John Adams and Thomas Jefferson, both signers of the Declaration of Independence died 50 years to the day after the birth of our country on July 4, 1826.





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NEWSLETTER JULY 2018

Beside the normal stuff, we also clean:

- Wedding Gowns
- Area Rug Cleaning
- Suedes and Leathers
- Purses, luggage and backpacks
- Ugg Boots

And we do...

1. We are a Certified Wedding Gown Specialist
2. We are part of the Certified Restoration Drycleaning Network (CRDN) - We handle textile and electronics restoration due to damage from smoke, fire, water and mold.
3. Home and office dry cleaning pickup and delivery
4. Wash Dry & Fold service - including Champion Hamper service

How Many States Can You Name?

Father William, the old priest, made it a practice to visit the parish school one day a week. He walked into the 4th-grade class, where the children were studying the states, and asked them how many states they could name. They came up with about 40 names. Father William jokingly told them that in his day students knew the names of all the states. One lad raised his hand and said, 'Yes sir, but in those days there were only 13 states.'

Free Not Four

The Fourth of July weekend was approaching, and Miss Pelham, the nursery school teacher, took the opportunity to tell her class about patriotism. 'We live in a great country,' she announced. 'One of the things we should be happy is that, in this country, we are all free.'
Trevor, who was a little boy in her class, came walking up to her from the back of the room. He stood with his hands on his hips and said loudly, 'I'm not free. I'm four.'

Time To Do This...

- ✓ Schedule furnace maintenance now and beat the October rush.
- ✓ Make an emergency list for baby-sitters and school kids on vacation
- ✓ Tackle patio and sliding door tracks.
- ✓ Print vacation packing lists for family travel.
- ✓ Check washing machine hoses.
- ✓ Hold a garage sale.
- ✓ Pest patrol: inspect yard and garden for carpenter ants or termites.
- ✓ Control garbage can odor with a can clean-out.
- ✓ Make a safety inspection of children's outdoor play equipment.