



The Whitehursts' Dry Cleaning News

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

MARCH 2020



Mark and Family David and Sherry

Maintain Your Wardrobe

Here are four fundamental tips for caring for your clothes.

Clean Your Clothes Before Putting Them Away for the Season

Perhaps the most important tip I can give is DO NOT put away your clothes after the change in seasons without first cleaning them. Anything that's been worn, even a little, has been exposed to the elements (dust, dirt, pollen) and perhaps food spills. If you have worn the clothes, it is practically impossible to not contact with your skin and, therefore, transfer body oil to your clothes.

If you leave that sweater or shirt you wore just once hanging in your closet until the cooler months next Fall, you could find an unwanted surprise for football season. The contaminants left in clothes can cause fabrics and fibers to deteriorate. This can also result in stains that are more difficult, sometimes impossible, to remove because they weren't removed sooner. Food particles and perspiration will encourage moths to live and breed in your clothes. Their offspring will make a feast out of the natural fibers like wool and leather and leave those tell-

tale holes in your clothes.

So be sure to put your seasonal clothes away clean.

Don't forget about those ski duds from your winter trip.

Give 'Em Air to Breathe

Textiles need air to thrive. That means you should not store your clothes in the plastic bags that protect your garments when we get them back to you. The sole purpose of the plastic bags is to keep your clothes clean and protected until you get them home.

Don't store your clothes when the seasons change in the plastic bags that we use. That includes the large bags covering each order and the individual bags we use to protect sweaters.

If you leave the bags on your clothes, it is possible for discoloration of the fabric and even encourage the growth of mold since circulating fresh air helps reduce the possibility of mold growth. You can have similar problems if you store off season clothes in airtight plastic containers or so-called "space bags."

Even cramming too many garments in

your closet reduces the air circulating around your clothes which can be bad for them.

Touchup Pressing or Steaming

So that suit coat, pants or shirt has wrinkles and needs an iron or steamer to make them look right. If you don't clean your clothes before applying heat, you run the risk of food spills or body oils coming to haunt you in the form of dark spots that can be difficult to remove. In general, stains that have been heated become much more difficult to remove.

So be careful - and be warned - that ironing or steaming a garment that has not been cleaned can permanently damage a garment through discoloration.

Leather Need TLC

Be sure to clean your leather garments before putting them away for the season. Leather needs cleaning annually to keep it clean, soft and properly conditioned. Leather will last a lifetime if you care for it every year.

David



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

WHITE ELEPHANT



Meaning: It is an object, building project, scheme, business venture, facility, etc., considered expensive but without use or value.

Origin: White elephants were once

considered highly sacred creatures in Thailand—the animal even graced the national flag until 1917—but they were also wielded as a subtle form of punishment. According to legend, if an underling or rival angered a Siamese king, the royal might present the unfortunate man with the gift of a white elephant. While ostensibly a reward, the creatures were tremendously expensive to feed and house, and caring for one often drove the recipient into financial ruin. Whether any specific rulers actually bestowed such a passive-aggressive gift is uncertain, but the term has since come to refer to any burdensome possession—pachyderm or otherwise.

CROCODILE TEARS



Meaning: It's a phrase to describe a display of superficial or false sorrow.

Origin: It's derived from a medieval belief that crocodiles shed tears of sadness while they killed and consumed their prey. The myth dates back as far as the 14th century and comes from a book called “The Travels of Sir John Mandeville.” Wildly popular upon its release, the tome recounts a

brave knight's adventures during his supposed travels through Asia. Among its many fabrications, the book includes a description of crocodiles that notes, “These serpents slay men and eat them weeping, and they have no tongue.” While factually inaccurate, Mandeville's account of weeping reptiles later found its way into the works of Shakespeare, and “crocodile tears” became an idiom as early as the 16th century.

TURN A BLIND EYE



Meaning: Often used to refer to a willful refusal to acknowledge a particular reality.

Origin: It dates back to a legendary chapter in the career of the British naval hero Horatio Nelson. During 1801's Battle of Copenhagen, Nelson's ships were pitted against a large Danish-Norwegian fleet. When his more conservative superior officer flagged for him to withdraw, the one-eyed Nelson supposedly brought his telescope to his bad eye and blithely proclaimed, “I really do not see the signal.” He went on to score a decisive victory. Some historians have since dismissed Nelson's famous quip as merely a battlefield myth, but the phrase “turn a blind eye” persists to this day.





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Just stuff your regular laundry items in our specially designed hamper and get your dirty laundry washed, dried and neatly folded. Rather than paying by the pound like typical "Wash, Dry & Fold" service, you pay one price of \$40 ... and leave the laundry to us!

In order to use this service, you must use our specially designed Hamper and there is a one-time charge of \$10 for each

Champion HamperSM. Call your store for more information.

This service includes all of your regular laundry items like shirts, tee shirts, underwear, jeans, sheets, towels, etc. It does not include dry clean only items, items that must be air dried, leather, suede, bedspreads, comforters.

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DRY CLEANED GARMENTS
EXCLUDES LAUNDERED SHIRTS,
WEDDING GOWNS AND LEATHER/SUEDE
Minimum 2 Items - Limit 20

Good for orders received in March
Offer Expires March 31, 2020
Cannot be combined with any other offer

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Minimum 2 Items - Limit 10

Good for orders received in March
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Cannot be combined with any other offer

20% OFF SWEATERS

Minimum 3 Items - Limit 10

Good for orders received in March
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20% OFF SKI JACKETS AND PANTS

Minimum 2 Items - Limit 8

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Rocky Ridge Cleaning Center
2548 Rocky Ridge Road Vestavia Hills, AL 35243
205.824.7737

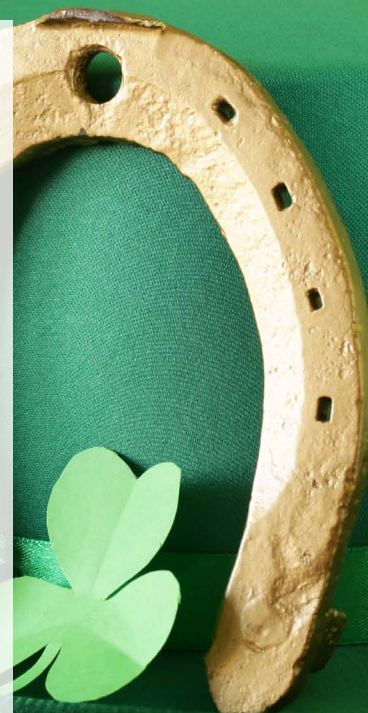
Greystone
5403 Highway 280, Suite 101 Hoover, AL 35242
205.408.2797

Calera Cleaning Center
4204 Highway 31 Calera, AL 35040
205.668.4727

Crestline
42-A Church Street, Mtn. Brook AL 35213
205.871.2962

St. Patrick

The man who would come to be known as Saint Patrick, apostle of Ireland, was born in Britain circa 386 A.D. His birth name is Maewyn Succat, with the name Patrick later taken on during his ordainment. When Patrick was 16 years old, he was captured by Irish pirates. Patrick came to view his enslavement as God's test of his faith. During his six years of captivity, he became deeply devoted to Christianity through constant prayer. Later, he arrived in Ireland, Patrick was initially met with resistance but managed to spread Christian teachings far and wide, along with other missionaries, through preaching, writing and performing countless baptisms. Saint Patrick died circa 461 A.D. in Saul, Ireland, and is said to have been buried in the nearby town of Downpatrick, County Down.





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NEWSLETTER MARCH 2020

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

St. Patrick's Day Jokes

▶ **Tom:** What do you get when you cross a four-leaf clover with poison ivy?



Pee Wee: I don't know.

Tom: A rash of good luck on St. Patrick's Day.



▶ **David:** MOM, I MET AN IRISH BOY ON St. PATRICK'S DAY.

MOM: OH, REALLY?
DAVID: NO, O'REILLY!



▶ **Joe:** Why shouldn't you iron a four-leaf clover?

Bob: Tell me.
Joe: You might press your luck!



▶ **SETH:** WHAT DO YOU CALL A FAKE IRISH STONE?

SPENCER: WHAT?

SETH: A SHAMROCK!

Time To Do This...

- ✓ Dig out and remove rotted or damaged fence posts, mailbox posts, overgrown shrubs or damaged shrubs.
- ✓ Remove winter-worn branches from trees and shrubs.
- ✓ Schedule small engine tuneups or perform tuneups after buying spark plugs, air filter elements, crankcase oil, two-stroke oil, gas stabilizer, fresh gasoline, lawnmower blade, string trimmer blades or line.
- ✓ Sharpen your shears, hoe and shovel, then pump up that wheelbarrow tire.
- ✓ As soon as the weather permits, by all means open your windows and start painting inside.
- ✓ Tidy up behind and under the dryer, then clean the dryer vent.
- ✓ Make room to store winter equipment and clothing by taking advantage of wasted spaces in attics, crawlspaces, closets and garage.
- ✓ Clean your coffeemaker with vinegar or scale-removal product sold at hardware stores.