



# The Whitehursts'

## Dry Cleaning News

Ready to Wear. Every Time. Guaranteed!

SEPTEMBER 2021



*Mark and Family     David and Sherry*

## Hugs

As a kid, I grew up in a home that didn't give hugs. We hugged our dogs but not the people in our family. That sounds pretty sad, but that's just the way it was for me back in the 1950s.

I grew up in a home that was loving, but winning the lottery was more likely than hearing "I love you." The funny thing is, I didn't know what I was missing. My relationship with my parents was great.

As I was approaching high school, my parents taught me how to shake hands with other guys because that's what guys did in the 1960s. But hugs for buddies were never passed out in my world.

Shaking hands with a girl was not part of my early social lessons. That was a good thing since I feared touching a girl in my elementary school years. I guess I was afraid that I would do it wrong. Fortunately, I overcame that phobia after puberty presented itself to me with a firm hug.

So often today, however, a hug is little more than a handshake. Over the 51 years of our marriage, Sherry taught me the power of real hug. I've learned

that a hug should be more of a "love letter to the soul" rather than simply a "howdy partner."

A real hug has power to fill the heart. A real hug whispers "I love you" or "I'll help you" or "I need you." Sherry taught me this.

When one of our infant sons became upset, screaming with arms and legs flailing, Sherry used a hug to calm him down. She would lovingly hold him tight. She put her arms around him holding his arms and legs while pulling his head into her neck. She pulled him in for this full body squeeze and he would slowly relax. She would hum a song or talk to him in a soft voice. She would sway with him and soon everything was calm again in his world.

As our grandchildren arrived, Sherry was at it again. She was so successful with her kid squeeze that our daughter-in-law dubbed her the "Sleep Nazi."

About a month before we opened Champion Cleaners in 2002, my Dad died, somewhat unexpectedly, at age 81. As everyone was exiting the church after the funeral service, a long-time friend of my Dad spoke to me

about what Dad meant to him. Well, I totally lost control in that emotional storm. I was fifty-two freaking years old at the time and thought I had a bit of emotional maturity. Boy, was I mistaken!

Sherry grabbed me around my arms, pulled me into her neck, and held me tight until what seemed like tomorrow. She whispered. I slowly began to relax and eventually she let me move. I was able to walk out of the church with my emotions on the back burner. I'll never forget the feeling of calmness that hug brought to me. Never!

And that proves that real hugs aren't just for babies.

For me to even be talking about hugging shows that I've finally graduated from Emotional Maturity Middle School after being left behind for several decades.

A good hug at the right time can bring calm to a storm for anyone – even to a hardened tough guy who didn't grow up with hugs in his home.

*David*



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

### Cut The Mustard



**Meaning:** Come up to expectations; reach the required standard. “I didn’t cut the mustard as a hockey player”.

**Origin:** The word mustard has been used to mean something excellent or superlative for almost a hundred years—the phrase ‘keen as mustard’ draws on the same idea of added piquancy and zest. ‘Hot stuff’, in other words. In America, to say something was ‘the proper mustard’ in the early

twentieth century meant it was the genuine article, and ‘cutting the mustard’ became a popular idiom to describe something that was up to scratch and more. Like so many of our most intriguing phrases, the precise origin of ‘cutting’ the mustard has been lost over time, but for something that began as American slang the phrase now seems as quintessentially British as ‘stiff upper lip’ (also, surprisingly, American in origin).

### In A Nutshell



**Meaning:** In very brief form; in a few words: “Just tell me the story in a nutshell.”

**Origin:** This idiom, used when we

want to sum something up in a concise way, goes back over four hundred years to the late sixteenth century—Shakespeare’s Hamlet uses it to mean something compact when he says, ‘I could be bounded in a nutshell, and count myself a king of infinite space, were it not that I have bad dreams’.

The phrase originates in an ancient story, described by the Roman scholar Pliny in AD 77, that the great philosopher

Cicero witnessed a copy of Homer’s epic poem the Iliad written on a piece of parchment that was quite small enough to fit into the shell of a walnut.

## CHAMPION CLEANERS

### VOTED BEST OF ...

Birmingham  
Vestavia Hills  
Hoover  
Mountain Brook  
Shelby County

### HOW CAN YOU CLEAN UPHOLSTERED FURNITURE?

We know that our upholstered furniture needs to be cleaned when it gets stained, by say red wine or pet urine. But over time, furniture gets gradually dirty, so slowly that you might never notice.

If you’ve decided its time to clean your furniture, here are some ideas to consider.

Check the cleaning code label. This is like the care label in clothes. Manufacturers are supposed to attach the label to guide you in using the right cleaning formula although this requirement has been in effect for only a few years.

- W – this is the magic code you hope to find which indicates that it can be cleaned by a water-based cleaning solution. This is the easiest cleaning classification. Consider using 1 teaspoon of liquid dish washing liquid per cup of water, or various commercial products generally available.
- S – this means that only water-free formulas are allowed. This is typically the classification for natural textiles, including cotton, linen, and wool. Look for commercial products that are water free.
- SW – this classification indicates that both water-based and water-free formulas can be used
- X – This means that neither water nor water-free solvents can be used. You’re pretty much limited to brushing and vacuuming a couch with these labels.
- DryCln – this means you need the services of a professional upholstery cleaner that can dry clean your furniture.

If your furniture does not have a label, you may be able to search online for cleaning instructions. If you can’t find the guidance, use a color test on an inconspicuous place. Apply a few drops of the formula you want to use and wait a few seconds. Then blot the area with a white absorbent cloth. If you get no discoloration on the fabric or color transfer on the cloth, you should be safe.

**10% OFF**

**DRY CLEANED GARMENTS  
EXCLUDES LAUNDERED  
SHIRTS AND BLOUSES**

**Minimum 3 Items - Limit 20**

1 coupon per household. Free Pickup & Delivery  
Good for orders received in September  
Offer Expires 9/30/21  
Cannot be combined with any other offer

**\$10 OFF**

**COMFORTERS &  
BEDSPREAD**

**Limit 6**

1 coupon per household. Free Pickup & Delivery  
Good for orders received in September  
Offer Expires 9/30/21  
Cannot be combined with any other offer

**15% OFF**

**JEANS AND GOLF SHIRTS**

**Minimum 3 items - Limit 15**

1 coupon per household  
Good for orders received in September  
Offer Expires 9/30/21  
Cannot be combined with any other offer

**20% OFF**

**SLEEPING BAGS**

**Limit 5**

1 coupon per household  
Good for orders received in September  
Offer Expires 9/30/21  
Cannot be combined with any other offer

**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**

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

## Back to School



What is it about shopping for school supplies that is so exciting? Long after you finish "going back to school" you can still feel that thrill of excitement

when notebooks, pens, crayons, paper, and glue go on sale at all the stores. I guess we learned in school that there was nothing that was unavailable to me if I just learned to read. My grandfather told me long ago, "If you can read, you can learn anything." As the years have gone by, I've discovered that he was absolutely right. Today there are books about just about every subject. Even better, the Internet makes up for any gaps in that available information. Some people hated school. I was one who loved school because it was there that I became a scholar. A scholar is someone who learns just for the sake of learning. I became a student of life and of knowledge. Maybe I'll never grow old.



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## NEWSLETTER SEPTEMBER 2021

### Beside the normal stuff, we also clean:

- Wedding Gowns
- Area Rug Cleaning
- Suedes and Leathers
- Purses, luggage and backpacks
- Ugg Boots
- Wash Dry & Fold

### 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

*I have never let my schooling interfere with my education. - **Mark Twain***

*My school days were the happiest days of my life; which should give you some indication of the misery I've endured over the past twenty-five years. - **Paul Merton***

*I took a test in Existentialism. I left all the answers blank and got 100. - **Woody Allen***

*My school was so tough the school newspaper had an obituary section. - **Norm Crosby***

*Smartness runs in my family. When I went to school I was so smart my teacher was in my class for five years. I'm not going to buy my kids an encyclopedia. Let them walk to school like I did. - **Yogi Berra***

*In elementary school, in case of fire you have to line up quietly in a single file line from the smallest to the tallest. What is the logic? Do tall people burn slower? - **Warren Hutcherson***

*You learn something every day if you pay attention. - **Ray LeBlond***

## Time To Do This...

- ☒ Resole your shoes
- ☒ Dry clean your comforter.
- ☒ Check all of your bedding to see if anything needs to be cleaned or replaced.
- ☒ Rotate and flip your mattress.
- ☒ Donate what you didn't wear over the summer.
- ☒ Test the carbon monoxide and fire alarms in your house.
- ☒ Go through your pantry and freezer to make sure that everything in it is still fresh.
- ☒ Clean off your keyboard.
- ☒ Get into the spirit by making a fall inspired potpourri.