



The Whitehursts'

Dry Cleaning News

Ready to Wear. Every Time. Guaranteed!

OCTOBER 2022



Mark and Family David and Sherry

Wearing White After Labor Day?

Ever wonder about the origins of the rule to not wear white after Labor Day? A little research to three different sources led me to a consistent story about this fashion conviction.

The most common theory says the rule was established in the nineteenth century by elitists to distinguish those with money from those without. Wearing white in the summer is a natural fashion decision as it provides a cooler alternative to dark clothing. But after summer, the well-to-do would leave their city homes for the warmer vacation spots where wearing white would remain fashionable. Wearing white after the traditional end of summer (Labor Day) represented that you could afford to get out of the city and vacation elsewhere.

Further study of this history reveals that white clothes take extra effort to keep them white and bright. It was said that dingy white clothing would identify a lazy homemaker versus someone who worked hard to get their whites brighter or someone with enough affluence to afford help with their laundry.

Not much has changed with challenges of getting your whites brighter. Even today, it takes more effort to get whites bright.

Keeping White Clothes Bright

Recall the day you bought that bright, white blouse or shirt? It was so bright that it really stood out. But somewhere after you got it home and washed it a few times, it just stopped looking so bright. It probably happened so gradually that you hardly noticed until you

thought back to that day you bought it and remember how white and bright it was.

Maybe you blamed it on less than perfect water, or perhaps you should have washed it in hotter water. Perhaps you thought it was your dry cleaner's fault (gasp!).

If you use the proper water temperature, it is possible the optical brighteners used in white fabrics have begun to break down.

The World with Optical Brighteners

Optical brightening agents (OBAs), also known as fluorescent brightening agents, are chemical compounds that make white fabrics look whiter – although it's an optical illusion. A white fabric treated with optical brighteners will emit more visible light than shines on it, making it appear brighter.

This reminds me of the episode of Friends when Ross got his teeth brightened.

While OBAs have likely boosted sales of white textiles and laundry detergents with brightening agents, they also contribute to non-biodegradable chemicals being released into the water supply. These pollutants remain in the water supply for long periods of time, negatively affecting water quality and animal and plant life. The OPAs are so small that they aren't filtered out at water treatment facilities and lead to out of control algae growth that suffocates fish and plants.

But there are ways to get your whites brighter without using detergents with OBAs.

Seven Way to Keep Whites Their Brightest

1. Avoid over exposure to light which can break down optical brighteners. For example, a blouse or sweater left in the sun to dry for too long can cause the sun side to turn yellow or grey all the while the downside looks perfect.
2. Avoid using chlorine bleach and alkaline detergents on white fabrics containing silk, rayon, nylon, wool, and acetate. The optical brighteners will break down and turn the fabric yellow or grey.
3. Pre-soak heavily soiled garments to make sure the soil is properly removed
4. Use an adequate water temperature for the fabric as stated on the care label
5. Use enough detergent to achieve the best cleaning
6. Sort your clothes properly
7. Don't overload your washer

We can help your whites stay brighter. And go ahead and wear your bright whites – before and after Labor Day.

David

Any comments? Email me at David@ChampionCleaners.com



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



CAN DINGY WHITES BE RESTORED

You can get good results in restoring dingy whites by using the highest temperature water recommended by the manufacturer as presented in the care label. Also, add some commercial water softener to your washer. Calgon, Arm & Hammer, and Snuggle have a good water softer that won't harm the environment.

Of course, we are always glad to help you with your white shirts, blouses, lab coats, wedding gowns, and all other things white, along with free pickup and delivery. If you have a piece that you want brightened, let us know. We will give some extra time and attention to it – at no additional charge.

Keep Your Shirt On

Meaning: To keep calm. If someone is in a heated situation where another person is getting riled up, they might use this expression to try and calm the person down.

Example: I borrowed a friend's car and accidentally got the bumper scratched while I was out driving it. I informed him about what had happened and he became agitated with me, so I told him to keep his shirt on because I would pay for the damage. In other words, the upset friend is basically being told to relax, to not get upset.

Origin: This phrase's origin is not very clear. It may originate from how when people get extremely angry to the point where they are looking for a fight, they

will sometimes remove their shirt. Why do they do this? Well, probably because a shirt, especially a tighter fitting one, can restrict one's motions to some degree; by removing one's shirt, it allows for a further range of motion of the upper body that would otherwise be a bit more limited.

Thus, perhaps those who were not interested in fighting or seeing a fight take place would advise the angry person to keep their shirt on, literally. Anyways, the earliest I could find of this phrase with its figurative meaning is from the 1890s. For example, in the Geelong Advertiser newspaper, printed in June 1894: “Now young man, you keep your shirt on, and don't be too smart.”

CHAMPION CLEANERS

VOTED BEST OF ...

Birmingham
Vestavia Hills
Hoover
Mountain Brook
Shelby County

10% OFF
DRY CLEANED GARMENTS
EXCLUDES LAUNDERED
SHIRTS AND BLOUSES
Minimum 5 Items - Limit 15

1 coupon per household. Free Pickup & Delivery
 Good for orders received in October
 Offer Expires 10/31/22
 Cannot be combined with any other offer

30% OFF
WHITE SHIRTS/
BLOUSES

Minimum 3 - Limit 12

1 coupon per household. Free Pickup & Delivery
 Good for orders received in October
 Offer Expires 10/31/22
 Cannot be combined with any other offer

20% OFF

COMFORTERS,
BEDSPREADS, BED SKIRTS
Limit 6

1 coupon per household. Free Pickup & Delivery
 Good for orders received in October
 Offer Expires 10/31/22
 Cannot be combined with any other offer

An Introduction to Our
Wash Dry & Fold Service

FOR \$99

We Will Do Your Laundry for 30 Days
Start Anytime in January
Sample our WDF Subscription Plans

1 coupon per household. Free Pickup & Delivery
 Good for orders received in October
 Offer Expires 10/31/22
 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
 5363 Highway 280, 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

HALLOWEEN



Halloween is annually celebrated on October 31st. Popular activities commonly include trick-or-treating, costume parties, carving jack-o'-lanterns, apple bobbing, and haunted attractions.

Halloween can be traced back to the Celtic culture in Ireland. According to the Druid religion, November 1st was New Year's on

their calendar. The celebration started on October 31st, where the Celts believed the souls of the dead roamed the streets at night. Since not all spirits were thought to be friendly, gifts and treats were left out to pacify the evil spirits. Celtic traditions included costumes and treats.

WE RECYCLE
HANGERS

Did you know that there is a
hanger shortage in the USA?
And did you know that we
recycle hangers?

Rather than throw them out to be taken to the land fill, please return your unneeded hangers and we will reuse your hangers. We would appreciate if you would sort them into like kinds to help with this conservation effort.



WE ARE AN
OFFICIAL
CORPORATE
PARTNER OF
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NEWSLETTER OCTOBER 2022

Beside the normal stuff, we also clean:

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

And we do...

1. We are a Certified Wedding Gown Specialist
2. We restore textile, electronics, art, and collectibles when by damaged by smoke, fire, water, and mold.
3. Home and office dry cleaning pickup and delivery
4. Wash Dry & Fold service - including Champion Hamper service



Halloween Jokes

Q: What do ghosts eat for supper?

A: Spooketi

Q: What do you do when 50 zombies surround your house?

A: Hope it's Halloween!!

Q: What is the most important subject a witch learns in school?

A: Spelling.

Q: Why didn't the skeleton want to go to school?

A: His heart wasn't in it.

Q: Why didn't the skeleton cross the road?

A: He didn't have any guts!

Q: Why did the skeleton cross the road?

A: To get to the body shop.

Time To Do This...

- ☒ Service Heating and Cooling System
- ☒ Inspect and Repair Roof
- ☒ Inspect and Clean Fireplace and Chimney
- ☒ Trim Tree Limbs Near Roof and Chimney
- ☒ Check Fire Extinguishers
- ☒ Cut and Stack Firewood
- ☒ Clean and Lubricate Garage Door
- ☒ Kiss Your Spouse Minimum Once a Day
- ☒ Say "I love you" at least one a day
- ☒ Count Your Blessings Every Day