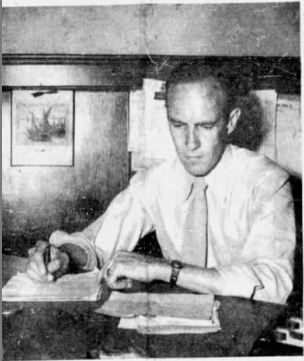


ST. JOHNSBURY, VERMONT, THURSDAY, JULY 15, 1948

WHO'S WHO IN BUSINESS AND INDUSTRY



C. Ellery Palmer

Ellery Palmer, son and nephew of the two original founders of Palmer Bros., is the present acting manager of the big dry cleaning and laundering plant here. A graduate of St. Johnsbury Academy and New Hampton Prep School in New Hampshire, Ellery Palmer studied two years at UVM and then decided to leave school to work with his father, Cecil E. Palmer, in operation of the business.

The story of Palmer Bros. up to recent years is the story of the business life of Ellery's father, Cecil E. Palmer.

Ever since the day that he bought out the tailor shop in Morrisville where he had taken his first job, Cecil E. Palmer has been interested in the comparatively new process of dry cleaning and its associated services. Over a period of years he has built up one of the largest dry cleaning and laundering plants in Northern New England.

Born in Hinesburg, Vt., son of David and Carrie Palmer and one of eight children, he began working at the age of 13 in a tailor shop in Morrisville owned by O. L. Woods. The work interested him greatly and in 1900, after buying the shop from Woods, he established his own business, employing seven or eight assistant tailors. Eager to gain more knowledge about his field, Palmer arranged to attend the New York American-Mitchell Cutting School in 1901. Two years later he took a supplementary course at the A. D. Rusk Cutting School.

Dry cleaning was still a novelty and a wonderful discovery when Palmer set up a plant in Morrisville, but with its growing popularity, he decided to establish his business in a more densely populated region. In partnership with his brother, Bloomfield Palmer, previously a bookkeeper for the Boston & Maine Railroad in Wilder, Vt., he founded a plant in St. Johnsbury. With his brother handling the business end and Palmer himself having charge of the technical side, the business flourished. Since 1924 when his brother died, Palmer has handled the work alone.

In 1929 a fur storage service was added by the installation of huge vaults which are automatically humidified, air conditioned and temperature controlled. Originally founded to handle dry cleaning alone, the plant was enlarged in 1931 by purchasing property located above the present front office and building a laundering department. About 15 years ago Palmer Bros. also began to offer a rug cleaning service. The company added another department last winter when it expanded to include a fur remodeling and repairing department.

In early years, clothes would come by parcel post from distant localities for dry cleaning and laundering. Palmer Bros. was the first laundry to service the White Mountain area. From agencies in Northern Vermont and New Hampshire, bundles still arrive by truck, parcel post and express. Palmer's five trucks, painted an eye-catching yellow and orange, travel from the Canadian border in the north to Lebanon, N. H., and through the towns of Groveton, Littleton, Northfield, Montpelier, Morrisville, and Stowe. One summer the dry cleaning department received 13,310 blankets from the C. C. C. and spent the whole summer working on them. Due to lack of space, the blankets were spread over Guman's newly mowed hay field to dry. During the last war, Palmer Bros. handled the laundry and dry cleaning for military units at Norwich and Dartmouth.

The company is associated with the American Institute of Launderers and the National Institute of Dyers and Cleaners. Both groups are constantly testing new materials and new methods. Bulletins are sent to their members concerning the results, so that soon after a new material is put on the market, the company knows the best methods for handling it safely.

Cecil Palmer married Mary Lunt of Derby Line in 1904 and they have a son, Charles Ellery, and a daughter, Frances Carlotta. Palmer has always been keenly interested in working with boys and at present he is a member of the State Committee of the Y. M. C. A. and the National Council. He was also vice-president of the New England Association of Dry Cleaners, which has ceased to function, in recent years. A member of the Rotary and the Masonic Order, he enjoys taking long fishing trips each year with a group of local business men.

Ellery Palmer is the present acting manager for Palmer Bros. and has had the schooling and training to fit him for the position. A graduate of St. Johnsbury Academy and New Hampton Prep School in New Hampshire, Ellery studied two years at U. V. M. and then decided to leave school to work with his father. In 1937 he attended the National Institute of Dyers and Cleaners in Silver Springs, Md., and was a member of the 25th graduating class. He has joined the Elks and Masons and for sports enjoys skiing and golfing.

Mr. and Mrs. Cecil Palmer reside at 6 Boynton Avenue, Mr. and Mrs. Ellery Palmer have recently purchased a home in Danville.

C. L. Boudreau