

**PALMER BROS.** → → → →

*announces . . .*

**NEW "Electronic" HUMIDITY CONTROL**

**DRY CLEANING**

*Exclusive With Palmer Bros!*

*"The greatest advance in dry cleaning in 20 years . . ."*

★

**WE GIVE PLAYING CARD COUPONS**

★

... NATIONAL DRY CLEANERS ASS'N.

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*\*Last Spring Palmer Bros. brought you the "charge system" which virtually eliminates wet cleaning. Hundreds of happy customers now cheer the wonderful results — especially on new synthetic fabrics such as orlon, nylon, dacron, etc.*

*\*PALMER BROS. can now report the perfect cleaning of thousands of garments without wet cleaning. Ordinary methods would have necessitated up to 20% by wet methods. The latter method increases danger of shrinkage and wear of fabric.*

*\* Now you can get year-round uniformity regardless of the weather. Only Palmer Bros. can give you this modern method of Dry Cleaning. Why be satisfied with the old-fashioned methods when at Palmer Bros. it costs no more for the best!*

**PALMER BROS. are proud to announce the complete installation of Electronic Humidity Control, which automatically adjusts the moisture content of every load of Dry Cleaning.**

**INSURES**

**ABSOLUTE UNIFORMITY.**

**PALMER BROS.**

**6 Times Cleaner**

**DRY CLEANERS**

72-78 Eastern Ave., St. Johnsbury  
Dial Pl. 8-2308