

Mr. Palmer Points Out
Important Developments
Distinctive and Essential Home
Service Rendered By
Local Industry

The following historical sketch of the dry cleaning industry is furnished by Cecil E. Palmer, president of Palmer Bros.

Dry cleaning is a part of our national economy. It is as distinctive and essential a home service as that rendered by the baker or the millman, and in time it will become as universal. Unfortunately, few of those who take advantage of this great nation wide service to garments and fabrics are familiar with the nature of the dry cleaning process, or of its remarkable possibilities, or of the technical problems which it involves.

Dry cleaning was developed in France. This is the reason why so many plants carry the name "French dry cleaning," company, or display on their signs or signs of the industry. They use the word "French" to indicate that they are dry cleaning, and not wet cleaning. The first solvent or cleaner used was kerosene. Later kerosene and gasoline were used. It is interesting to note that the first man who experimented with gasoline as a dry cleaning solvent was killed by an explosion of gasoline fumes. This was the first dry cleaning industry. Every week the newspapers in the United States carry stories of similar tragedies as a result of amateur handling of this dangerous and inflammable liquid.

The dry cleaning industry grew rapidly in the early years of its history. In fact, it required a period of adversity in this country to show how important a part this industry could play in a time of stress.

When the United States entered the war in 1917, the dry cleaning industry was almost entirely destroyed by government action. Dry cleaning was considered a luxury and plants were refused licenses. Laundry dry cleaning houses were closed. The industry was almost entirely wiped out. The government was so sure of the result that the industry was not allowed to return until the war was over. The government then adopted the practice of dry cleaning and the industry was able to return to its normal position. The industry was able to return to its normal position. The industry was able to return to its normal position.

The war time difficulties of the dry cleaning industry were not limited to the government's action. The war time difficulties of the dry cleaning industry were not limited to the government's action. The war time difficulties of the dry cleaning industry were not limited to the government's action.

As a result of the lessons learned during the war, the War Department now issues and operates seven dry cleaning plants located in different parts of this country.

Palmer Brothers New Laundry and Dry Cleaning Plants

The new \$50,000 Laundry Building is on the right hand side. There is a driveway between the two plants large enough for Laundry trucks to use to drive right into the basement. The Dry Cleaning plant is shown on the left.

STORAGE VAULT
FINE FEATURE OF
CLEANING PLANT

25,000 Expanded For Modern Vault For Fur Storage

It was about three years ago that Cecil E. Palmer, president of Palmer Bros., decided to build a storage vault for his fur coats. The vault was built in the basement of the laundry building. It is a large, vaulted room with a concrete floor and walls. It is a fine feature of the cleaning plant.

THE HEAD OF THE FIRM

Retaining the same firm name since the death of his brother, Bloomfield A. Palmer seven years ago, Cecil E. Palmer by purchasing his brother's interest became the owner and manager of the company and is therefore responsible for its steady growth and phenomenal success. Functions in the conduct of the business, giving all customers a square deal, he enjoys the respect and friendship not only of those he intimately associated with him in the business but of all who know him. Honest and industrious himself, he sheds the radiance of his personality over all with whom he comes in contact. He is recognized as one of St. Johnsbury's most progressive and useful citizens.

He was born in Hillsdale, N. H., 1878, being the son of David E. and Carrie Lincoln (Ellis) Palmer. His father was for many years a railroad agent in Canada and both parents are now living in Orleans. After completing his education in the public schools he decided to become a tailor. Those were the days when many a man depended upon his tailor rather than the clothing store for well made and perfectly fitting suits. Starting in business in Morrisville he had the urge for a wider knowledge of his trade and so he went to New York city where he was graduated in due time from two cutting schools. It was in the metropolis of America, too, that he learned the art of dry cleaning and the proper handling of furs. Looking for a larger field than Morrisville, he came to St. Johnsbury in 1913 and established a dry cleaning plant. From a modest start in a small building there has developed, thanks to his vision and tireless energy, the largest dry cleaning and fur storage plant in northern New England. There has been nothing spectacular or miraculous about the growth, but at each year shows a bigger business and more customers on the books the genius of the hand of the firm becomes more evident.

For men conducting a business which requires such close personal attention he find the time, and fewer still have the disposition, to render such distinct service to others. Chief among Mr. Palmer's outside interests is his love and work for boys. Any time his hair or wrinkle his forehead, but Father Time can never take away his youthful nature and he will always be a friend to boys. He is a member of the State N. H. C. A. committee and though this position develops his interest in his own state he is also deeply interested in the world wide activities of this great organization. As a teacher of a boy's class in Sunday School or an officer in the North Congregational church he puts first things first in working for the accomplishment of the higher ideals in life. He is an active member of the Chamber of Commerce having served as one of its directors for several years. He is a member of the Rotary Club and is a living example of one who puts service above self. Delighting in good fellowship he finds himself at home in the various Masonic lodges from the Blue Lodge to the Shrine. A Republican in politics but not a partisan, he has never sought a public office or held one, but is content to remain a citizen of no mean city.

Mr. Palmer married Mary Laid of Derby Line and they have four children. Charles Elmer Palmer and Frances. Charles Palmer, Elmer is a graduate of St. Johnsbury Academy, New Hampton Prep. School, and has completed two years at the University of Vermont, but preferring business left college to come home and become associated with Palmer Brothers. He is now the assistant manager and familiarizing himself with all the details of the business. Alva Palmer is a graduate of our Academy and now a student at Mt. Ida College.

NEW CARPETS FOR OLD GARMENTS

Don't break your back looking for a new carpet. The carpet is in the house and it is in the house. The carpet is in the house and it is in the house. The carpet is in the house and it is in the house.

THE ECONOMY OF CLEAN GARMENTS

One clothes a man and one clothes a woman. One clothes a man and one clothes a woman. One clothes a man and one clothes a woman. One clothes a man and one clothes a woman.

White Flannel
Cleaning Must
Be Careful Job

A Good test of the ability of a dry cleaner is the way he cleans white flannels and white flannel coats. In fact, the result he gives on such articles instantly tells how good or how bad his method of cleaning.

A poor method of cleaning will definitely spoil the appearance of white flannels. Poor dry-cleaning solvent and poor dry-cleaning, soap will give white flannels an unsightly yellow tinge which can only be removed by bleaching. It perhaps it will give them a streaky appearance which cannot be obliterated. Once your white flannels have been improperly dry cleaned, even the best of dry-cleaning will fail to improve their appearance.

Wisdom says get your white flannels cleaned by a proper method every time.

Palmer Bros.
72-74 Eastern Ave. St. Johnsbury, Vt.

Don't Miss This
DURING
3 OPENING DAYS
The Public Invited and a Special Inducement of
20% DISCOUNT
on all articles brought in for cleaning or laundering, for those visiting the plant
On Opening Days
JAN. 20th, 21st or 22d
Palmer Brothers
72-74 Eastern Avenue

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