



# Healthy Home News

"Secrets For Living A Healthy, Wealthy & Happy Life..."

Professional Carpet And Cleaning Services – 812 N. Helen Ave., SF, SD 57104 – 338-9017 - Earl & Jodi

## Valentine's Day Around the Globe

Valentine's Day has regional traditions in the UK. In Norfolk, a character called 'Jack' Valentine knocks on the rear door of houses heaving sweets and presents for children. Although leaving treats, many children were afraid of this mystical person.

In **Wales** many people celebrate *St. Dwynwens' Day* on January instead of or as well as St Valentine's Day. The day commemorates St. Dwynwen, the patron saint of Welsh lovers.

In **Spain** and **France**, Valentine's Day is known as "*San Valentin*" and is celebrated the same way as in the UK, although in Catalonia it is largely superseded by similar festivities of rose and/or book giving on Saint George's Day.

In **Portugal** it is more commonly referred to as "*Dia dos Namorados*" (Boy/Girlfriend's Day).

In **Sweden** it is called "*All Hearts' Day*" and was launched in the 1960s by the flower industry's commercial interests, and due to influence of American culture. It is not an official holiday, but its celebration is recognized and sales of flowers for this holiday are only bested by those for Mother's Day.

According to **Jewish** tradition the 15th day of the month of Av - Tu B'Av (usually late August) is the festival of love. In ancient times girls would wear white dresses and dance in the vineyards, where the boys would be waiting for them. In modern Israeli culture this is a popular day to pronounce love, propose marriage and give gifts like cards or flowers.

In **Brazil**, the *Dia Dos Namorados* ("Day of the enamored") is celebrated on June 12, when couples exchange gifts, chocolates, cards and flower bouquets. It is the day before the Saint Anthony's day, known there as the marriage saint, when many single women perform popular rituals in order to find a good husband or a boyfriend.

In **Colombia**, the *Dia del amor y la amistad* ("Love and Friendship Day") is celebrated on the third Friday and Saturday in September. In this country the "Secret friend" tradition is quite popular, which consists of randomly assigning to each participant a recipient who is to be given an anonymous gift (similar to the Christmas tradition of Secret Santa).



## February Birthstone: Amethyst

**Amethyst** is a violet variety of quartz often used in jewelry. The name comes from the Ancient Greek word for "*not intoxicated*."

The ancient Greeks and Romans wore amethyst and made drinking vessels of it in the belief that it would prevent intoxication, while medieval European soldiers wore amethyst amulets as protection in battle, believing that amethysts could heal people and keep them cool-headed.

**From Myth:** In Greek mythology, Dionysus, the god of wine and drunkenness, was pursuing a maiden named Amethystos, who refused his affection. Amethystos prayed to the gods to remain chaste, a prayer which the goddess Artemis answered, transforming her into a white stone.

Humbled by Amethystos' desire to remain chaste, Dionysus poured wine over the stone as an offering, dyeing the crystals purple.

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*Love is a game that two can play  
and both can win.*

**Eva Gabor**

Get Free Cleaning Tips and Specials at our Website [www.pccssf.com](http://www.pccssf.com) and at facebook join us at Professional Carpet And Cleaning Services!!

## Get \$25.00 OFF

When you sign up for Home Healthy Newsletter online. Go to [www.pccssf.com](http://www.pccssf.com) tab over to Newsletter & send me an email its as easy as 123.

Not valid with other coupons. If you clean carpets with another coupon you can not use this one. You can use this one for other services like carpet protection, upholstery, etc

*A kiss is a lovely trick designed by nature to stop speech when words become superfluous.*

**Ingrid Bergman**

*At the touch of love everyone becomes a poet.*

**Plato**

*Being deeply loved by someone gives you strength, while loving someone deeply gives you courage.*

**Lao Tzu**

*Can miles truly separate you from friends? If you want to be with someone you love, aren't you already there?*

**Richard Bach**

*Fortune and love favor the brave.*

**Ovid**

*Looking back, I have this to regret, that too often when I loved, I did not say so.*

**David Grayson**

**See Insert This Issue:**



**Here's Why You Should Reconsider Waiting to Call Me...**

## The Famous Cardiff Giant Hoax

The **Cardiff Giant** was one of the most famous hoaxes in United States history. It was a 10-foot tall "petrified man" uncovered on October 16, 1869 by workers digging a well behind the barn of William Newell in Cardiff, NY. The giant was the creation of a New York tobacconist named George Hull.



Hull, an atheist, decided to create the giant after an argument at a Methodist revival meeting about the passage in Genesis 6:4 stating that there were giants who once lived on Earth.

Hull hired men to carve out a 10-foot long block of gypsum in Fort Dodge, Iowa, telling them it was intended for a monument to Abraham Lincoln in New York. He shipped the block to Chicago, where he hired a stonecutter to carve it into the likeness of a man and swore him to secrecy.

Various stains and acids were used to make the giant appear to be old and weathered, and the giant's surface was beaten with steel knitting needles embedded in a board to simulate pores. In November 1868, Hull transported the giant by rail to the farm of William Newell, his cousin. Nearly a year later, Newell hired Gideon Emmons and Henry Nichols, ostensibly to dig a well, and on October 16, 1869 they found the giant. One of the men reportedly exclaimed, "I declare, some old Indian has been buried here!"

Newell set up a tent over the giant and charged 25 cents for people who wanted to see it. Two days later he increased the price to 50 cents. People came by the wagon load.

Archaeological scholars pronounced the giant a fake, and some geologists even noticed that there was no good reason to try to dig a well in the exact spot the giant had been found. Some Christian fundamentalists and preachers, however, defended its authenticity.

Eventually, Hull sold his part-interest for \$23,000 to a syndicate of five men headed by David Hannum. They moved it to Syracuse, NY for exhibition. The giant drew such crowds that showman P. T. Barnum offered \$50,000 for the giant. Hull confessed the hoax to the press, and on February 2, 1870 the giant was revealed as a fake in court.

## Black History Month



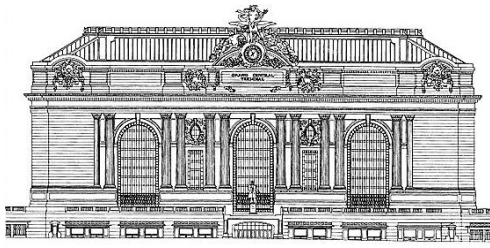
**Carter G. Woodson**

**Black History Month** was established in 1976 by *Afro-Americans for the Study of Afro-American Life and History*.

The month-long celebration was an expansion of Negro History Week, which was established in 1926 by **Carter G. Woodson**, director of what was then known as the Association for the Study of Negro Life and History.

Woodson selected the week in February that embraced the birthdays of both Frederick Douglass and Abraham Lincoln.

## 2/2/1913 NYC's Grand Central Terminal opens



GRAND CENTRAL TERMINAL - NEW YORK

**Grand Central Terminal** is a terminal station at 42nd street and Park Avenue in Midtown Manhattan in New York City. Built by and named for New York Central Railroad in the heyday of American long-distance passenger trains, it is the largest train station in the world by number of platforms: 44, with 67 tracks along them.

Although the terminal has been properly called "Grand Central Terminal" since 1913, many people continue to refer to it as "Grand Central Station." *Grand Central Station* is the name of the nearby post office, as well as the name of the previous rail station on the site.

**The Other 9/11:** On September 11, 1976 a group of Croatian nationalists planted a bomb in Grand Central Terminal, which was discovered by authorities who unsuccessfully tried to defuse it. The resulting explosion killed a NYPD bomb squad specialist, and wounded more than thirty people.

Following the 9/11 attacks, it was briefly thought that the significant date of September 11 signifying an attack against a New York landmark might indicate Croat nationalist forces at work again.

## February 3rd is Four Chaplains Day

1943 The Allied troopship **S.S. Dorchester** was torpedoed by a German sub and went down with a loss of 600 lives. As it sank, four chaplains gave up their lifejackets to shipmates, thereby also perishing in the icy waters. The bravery of **Rev. Clark Poling** (Dutch Reformed), **Rev. George Lansing Fox** (Methodist), **Father John Washington** (a Catholic priest) and **Alexander David Goode** (a Jewish rabbi) led Congress afterward to mark February 3rd as "**Four Chaplains Day**."

The torpedo knocked out the Dorchester's electrical system, leaving the ship dark. Panic set in among the men on board, many of them trapped below decks. The chaplains sought to calm the men and organize an orderly evacuation of the ship, and helped guide wounded men to safety.

As life jackets were passed out to the men, the supply ran out before each man had one. The chaplains removed their own life jackets and gave them to others. They helped as many men as they could into lifeboats, and then linked arms and, saying prayers and singing hymns, went down with the ship.

*"As I swam away from the ship, I looked back. The flares had lighted everything. The bow came up high and she slid under. The last thing I saw, the Four Chaplains were up there praying for the safety of the men. They had done everything they could. I did not see them again. They themselves did not have a chance without their life jackets." - Grady Clark, survivor*

On December 19, 1944, all four chaplains were posthumously awarded the Purple Heart and the Distinguished Service Cross.



Rev Clark V. Poling



Rev George L. Fox



Rabbi Alexander D. Goode



Father John Washington

## Thank You!

Thanks to YOU the word is spreading! Thanks to all of my wonderful clients and friends who graciously referred me to their friends and neighbors last month!

My business runs on the positive comments and referrals from people just like you! I couldn't do it without you!

A special thanks to all these fine folks who referred me...

Douglas S.

## Thanks for All the Kind Words!

Fast courteous service – Explained wear patterns, Removed stains

Douglas S.



# Your New Issue Has Arrived!

*Look Inside For Some  
Amazing Money-Saving  
Tips and More!*

## Smart, Smarter, Smartest

A man walks into the bank and, after a short line, asks the bank teller, "Can I get a \$200 loan?" The teller replies, "What do you have for collateral?"

The man hands over the keys to his Bentley and says, "Will this do?" The teller looks surprised and says, "Yeah, I suppose."

Six months later, the man returns to the bank, pays off his \$200, plus \$10 interest, and takes his keys back. Before he leaves, however, the teller asks, "Sir, no offense but... why would a man who owns a Bentley need a \$200 loan?"

He replies, "I needed to go overseas for 6 months. Where else could I store a Bentley for 6 months, for \$10, and expect it to still be there when I get back?"

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*If you live to be a hundred,  
I want to live to be a hundred minus one day  
so I never have to live without you.*

**A. A. Milne**

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## Who Wants To Win Movie Tickets?

**Take my Trivia Challenge  
And you could win too!**

This is one of my favorite parts of the newsletter! Each month, I'll give you a new trivia question. The first 5 people who call me or email me at [info@pccssf.com](mailto:info@pccssf.com) with the correct answer will win **two FREE movie tickets**. Enjoy a night out on us with someone special in your life! Take your best guess, and then call me at **338-9017 M-F 9-5 only!** Remember, your chances of winning are better than you think!

This month's Mega Trivia Question:

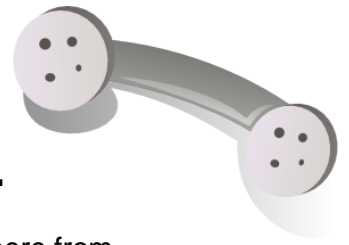
**According to myth, which ancient Greek goddess turned Amethystos into a white stone?**

- A) Gaia B) Artemis C) Athena  
D) Hera E) Aphrodite

*HINT: The answer is somewhere in this newsletter*

You must have done business with PCCS in order to win movie tickets.  
**One Winner per residential household & Must not have won within the last 60 days.**

# Here Is Why You Should Seriously Reconsider Waiting Until Spring To Call Me...



***Hello friends and clients.*** It's your favorite carpet cleaner, Earl here from Professional Carpet And Cleaning Services. In my experience I have found the majority of my clients don't like to clean in February. **But, before you are tempted to toss this piece on your kitchen table and get on with your day, please take just 5 minutes and check out these...**

## ***5 Impressive Reasons To Clean In February!***

**Reason #1: Stress-Free Appointment Times.** Imagine this – my business drops to an all time slow pace in February – you can call me and have your pick of the schedule. Heck I might even be able to get you in that day or the next.

**Reason #2: Support Local Business And Community.** If I can get just some of you to clean in February then I in turn can have the funds to support your businesses in February. It's kind of like a circle of business life.

**Reason #3: People tend to take their shoes off this time of year.**  
Translation? Your carpets stay cleaner longer.

**Reason #4: Transform your carpets from dull to dazzling.** Okay, okay I admit I can do that any time of the year but it's still a good reason to call. Besides aren't some of those holiday "spills" starting to bug you?

**Reason #5: You get a Special Opportunity to get my "off season" prices.**  
See the specials below...

***And if you are worried about cold air getting in/hot air escaping during your cleaning. Forget about it. I go to great lengths to minimize your home's heat loss during the cleaning.***

## **Check Out This Special Opportunity!**

### **"Off Season" Pricing**

***I'm Obligated To Tell You:*** These are my deepest discounts of the year. So please call **Professional Carpet And Cleaning Services** at **338-9017** today

***You'll Get Every 3<sup>rd</sup> Room In Your Home Cleaned For FREE!\*(equal value)  
PLUS You'll Get The Largest Room In Your Home Protected For FREE!\****  
***AND You Get Spots and Spills Cleaned Up Until March 31, 2011 For FREE!\****

**Offers Expire February 28, 2011.**

**Please Pick Up the Phone And Call 338-9017 right now.**

**Or email me at [info@pccssf.com](mailto:info@pccssf.com)**

**[www.pccssf.com](http://www.pccssf.com)**

\*Some restrictions apply. Not valid with other offers. Residential clients only.

## **Carpet Protectant - Who Needs it?**

Just as you put wax on your car to protect it's finish from the elements and to keep it looking newer longer, your carpeting needs a protective treatment too. Carpet protectant creates an invisible shield, which allows you to vacuum soil away more easily.

## **Spill Something? Don't Panic**

Protectant applied to your carpeting provides you with a “window of opportunity” to remove common household stains. Carpets that are un-protected can absorb spills so quickly that even your best efforts to remove them are fruitless. Protectant creates an invisible barrier, which helps keep stains from becoming a permanent part of the carpet fibers. While no carpet is bulletproof, carpet protectant gives you a fighting chance.

The next time you have your carpets cleaned, ask us about protectant!



SAVING'S FROM PCCS TO YOU!

## *The Selective Homeowners' Ultimate Service Rolodex!<sup>SM</sup>*



### **“FREE Consumer Hotline Warning! Learn The 6 Costly Mistakes Smart People Make When Choosing A Carpet Cleaner & How To Avoid Them.”**

SIOUX FALLS – A free consumer’s hotline warning has just been released that shares inside information on 6 costly mistakes smart people make when choosing a carpet cleaner and how to avoid them. If you care about your home, you need to Call 1-866-616-5830 for a FREE RECORDED MESSAGE. If you would like a copy of the FREE report just leave your name and address. A copy of the report will be sent to you in the mail. Call now and find out about insider tips and techniques that can literally save you hundreds, even thousands of dollars when you hire any carpet cleaning service!

Finally, the amazing secrets revealed of...

### **“How To Choose The Best Service Companies Without The Headaches Of Trial And Error”**

SIOUX FALLS – When it comes to cleaning, maintaining, repairing or remodeling your home, who you hire can literally mean the difference of thousands of dollars more or *less* that

Whether you’re hiring a professional carpet cleaner to clean your carpets, or selecting a reliable plumber, electrician, carpenter, painter, landscaper or other contractor to give you the best service and value, it really helps to have the *right knowledge*.

Inside these pages, you’ll find the names and telephone numbers of reliable service providers who have individually promised to provide quality service to homeowners, at fair prices. More than that, they’ve promised to provide extra caring and attention to make sure that you are not just satisfied with their work – that you’re genuinely happy about it!

It’s all part of the pledge that we require each business to make before we allow them to advertise their services in this time-and-money-saving Homeowners’ Ultimate Service Rolodex guide. *We personally interviewed and selected each business advertised in these pages for a special reason.*

Extraordinary service and caring is often a lost art in business today, unlike many companies who only look at the work they do or service they provide as a job. The small businesses and craftspeople advertised in these pages take great *pride* in the work they do – and they have promised to do everything they possibly can to please you with their work and service so they can earn your respect, future business and referrals!

Wait... there’s a money-saving bonus too!

Each month, the businesses who advertise have also promised to have Homeowners’ Ultimate Service Rolodex specials and discounts for *you* that they don’t offer to the general public. Discounts and specials that will save you time and money, and help you keep your home looking beautiful, so it maintains its highest value! you’ll pay out of your pocket. Not to mention the quality of service and care that is given to you as well!

# Homeowners' Ultimate Service Rolodex Pledge!



**FLOORING AMERICA**  
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Cell: 605-929-7399  
27107 Independence Ave  
Sioux Falls, SD 57108  
geneserek@flooringamericasf.com  
Hours: Mon. & Fri. 8am-8pm  
Tues. Wed. Thur. 8am-6pm  
Sat. 10am-4pm  
After hours appointments available



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The above companies are owned and operated independently from Professional Carpet And Cleaning Services. Their names and services are offered so that you can inquire about their services and take advantage of the specials and discounts that they have pledged to offer to HOMEOWNERS' ULTIMATE SERVICE ROLODEX members.