



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

Halloween Time: Werewolves and Jack-O'-Lanterns!



Anthropologists date the lore of werewolves to various points in history, with some citing as the first written account the Biblical story of Nebuchadnezzar of Babylon. He was condemned by an angel to live like a wild animal for seven years. His hair grew long, and his fingernails grew to resemble claws. In one ancient Greek legend, Zeus turned King Lycaon into a wolf, thus spawning the term "lycanthrope" for "werewolf."

Herodotus, a Greek historian of the 5th century BC, told of the Neuri, a sect of people who turned into wolves for brief periods once a year.

According to legend, humans turn into werewolves after being cursed, bitten by another werewolf or by consuming the raw flesh of a rabid wolf. Brad Steiger, author of *The Werewolf Book*, theorizes that people are attracted to the notion of werewolves because it plays out desires for power and revenge. "The werewolf tradition sought to release the beast within and accomplish the transformation of human into wolf."

The carved pumpkin, lit by a candle inside, is one of Halloween's most prominent symbols, and is commonly called a jack-o'-lantern. These lanterns were originally carved from a turnip or rutabaga, although they used skulls in the Celtic ceremonies.

The jack-o'-lantern can be traced back to the Irish legend of Stingy Jack, a greedy, gambling, hard-drinking old farmer. He tricked the devil into climbing a tree and trapped him by carving a cross into the tree trunk. In revenge, the devil placed a curse on Jack, condemning him to forever wander the earth at night with the only light he had: a candle inside of a hollowed-out turnip. This story has been passed down through generations of Irish families.



The carving of pumpkins is associated with Halloween in North America, where pumpkins were readily available and much larger, making them easier to carve than turnips. The carved pumpkin was originally associated with harvest time in general in America, and did not become specifically associated with Halloween until the mid-to-late 19th century.



The Ironman Competition is October 8

This grueling triathlon -- which features a 2.4 mile ocean swim, a 112-mile bicycle race and a 26.2 mile marathon -- is held every October in Hawaii.

Athletes move from one event to the next without stopping. It began in 1978 when three Marines stationed in Hawaii debated whether runners, swimmers or bikers were the most fit.

Navy Commander John Collins suggested settling the argument by combining the three sports into a single competition. Whoever came in first would win the title of *Ironman*.

The first race took place on January 18, 1978. Fifteen men competed, with 12 finishing and the winner completing the events in just under 12 hours. Today, the race attracts nearly 1,500 athletes of both genders.

Almost a dozen other countries host their own Ironman competitions as well.

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WATER/FLOOD
SPECIALIST!
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ANY WATER
DAMAGE. WE
ARE HERE TO
HELP YOU!**

Famous Insults

He has Van Gogh's ear for music.
Billy Wilder

I've had a perfectly wonderful evening. But this wasn't it.
Groucho Marx

*He loves nature --
in spite of what it did to him.*
Forrest Tucker

*His mother should have thrown him
away and kept the stork.*
Mae West

*Some cause happiness wherever they
go; others, whenever they go.*
Oscar Wilde

*I feel so miserable without you,
it's almost like having you here.*
Kip Adota

*He is a self-made man
and worships his creator.*
John Bright

October Birthday Hall of Famer: Buster Keaton



Born into a vaudeville family in 1895, **Joseph Frank "Buster" Keaton** (10/4/1895 -- 2/1/1966) was an American comic actor, filmmaker, producer and writer. He was best known for his silent films, in which his trademark was physical comedy with a consistently stoic, deadpan expression.

His father was Joseph Hallie "Joe" Keaton, who owned a traveling show with the famed Harry Houdini, called *The Mohawk Indian Medicine Company*, which performed on stage and sold patent medicine on the side. It is said that Keaton acquired the nickname "Buster" from Harry Houdini himself, after the magician witnessed the then-eighteen-month-old Keaton fall down a flight of steps without harm. Evidently, Houdini proclaimed, "That was a real buster!" which was a term used in those days to describe a fall that had potential for injury.

Growing up on a vaudeville stage, Keaton developed a reputation for pratfalls and physical comedy that looked so realistic, his father's show ran into accusations of child abuse. In 1914, Keaton told the *Detroit News*:

The secret is in landing limp and breaking the fall with a foot or a hand. It's a knack. I started so young that landing right is second nature with me. Several times I'd have been killed if I hadn't been able to land like a cat. Imitators of our act don't last long, because they can't stand the treatment.

Recognized as the seventh-greatest director of all time by *Entertainment Weekly*, and the 21st-greatest male star of all time (American Film Institute, 1999), Keaton has certainly left his mark on those that know cinema. Roger Ebert considers Keaton "arguably the greatest actor-director in the history of movies." Orson Wells stated that Keaton's movie *The General* is the greatest comedy ever made, the greatest Civil War film ever made and perhaps the greatest film ever made.

Macy's Department Store Opens in NYC in Oct 1858



Macy's was founded by **Rowland Hussey Macy**, who between 1843 and 1855 opened four retail dry goods stores, including the original Macy's store in downtown Haverhill, Mass., which was established in 1851 to serve the mill industry employees of the area. All of these stores failed, but Macy learned from his mistakes.

Moving to NYC in 1858, he established a new store named "R.H. Macy Dry Goods" on 6th Avenue between 13th and 14th Streets, which was far north of where other dry goods stores were at the time. On the company's first day of business on October 28, 1858, sales totaled \$11.08 (equal to almost \$300 today).

From the very beginning, Macy's logo has included a star in one form or another, which comes from a tattoo that Macy got as a teenager, when he worked on a Nantucket whaling ship.

See Insert This Issue:



**Don't Roll the
Dice on your
Chances for a
Holiday Carpet
Cleaning!**



Don't Roll The Dice On Your Chances For A Holiday Carpet Cleaning!

Hello friends and clients. The holiday season is right around the corner and that means my schedule will be getting filled up...so please don't wait until the last minute to try to schedule your carpet cleaning. After all...

Why Gamble With Your Carpets?

Your carpet is one of your home's biggest investments, and it does NOT have to appear dirty to be getting worn out by soils and dirt. These soils get deep into the carpet and grind away at the fibers, making the appearance of worn out, tired and dingy traffic lanes. Your carpets need to be professionally cleaned every 6-12 months to prevent permanent damage. Besides, dingy traffic lanes and/or dark spills and spots reflect a home that is not so tidy. With all the guests that frequent your home in the holiday season don't get caught with dirty carpets.

Don't Take A Chance On Missing Out On This Special Offer:

Call me out this month and here is what you will get...

- Clean, fresh, healthy carpet.
- You will have one less thing on your checklist in November and December.
- You will save \$30.00 off your carpet cleaning
- **BONUS:** Call me now and we will put carpet protector down for ½ price

How can you resist? Now you know that your carpets need cleaning every 6-12 months even if they don't look dirty just to preserve their life and beauty. But if you are anything like 99% of my clients "life" catches up with your carpets and yes...they start to look a little dirty. **So don't hesitate to call me before October 31, 2011 because...**

Waiting Until November or December To Call Me For A Cleaning Appointment Is Like Playing The Roulette Table...

November and December I get a rush of calls from clients wanting their carpets looking beautiful for guests and parties. Because of this rush I just can't fit everyone in. So beat the crowds and clean in October. Your carpets will be bright, clean and fluffy just in time for the holidays.

Beat The Odds By Cleaning Before October 31, 2011!

Call Professional Carpet Cleaning Services before **October 31, 2011 &**
You will **Save \$30.00 PLUS Get ½ off on carpet protector!***

Call Professional Carpet Cleaning At 338-9017 or info@pccssf.com
www.pccssf.com

*Not valid with other offers.

Please give us a review on google listing! Whether it be good service or bad service please show our next customers that look us up on google that we are an ethical family owned business. We would really appreciate it. It only take a few minutes.

Dear Client,

I was wondering if you would do me a favor. Getting found on the internet is getting more and more complex every day so we are always looking for ways to stay one step ahead of our competition. Companies that have several positive reviews online tend to rake higher in the search engine results online.

I was hoping that you would be willing to take a few moments to provide me with a review online on our Google listing. Just a few words describing your experience with us.

All you have to do is click the (incredibly long) link below and you'll be taken directly to our Google listing. Click on the "Write a review" link on that page. You may be asked to create a Google Account by entering your email and password. Don't worry – nothing bad will happen. Google just wants to verify that you are indeed a "real" person.

If you have trouble with the link, try copying and pasting the link directly in your browser's address bar. If you have any other trouble posting a review or even getting to this page online, please send me an email or give me a call in the office at 338-9017.

If for any reason you don't want to do this, I completely understand and can respect that. You don't have to write back or anything. However, if you would leave us a review, I would greatly appreciate it. It will help us tremendously throughout this next year and beyond.

Thanks so much and I hope that you are enjoying your summer with family and friends!

Respectfully,

Earl and Jodi Broker

Professional Carpet And Cleaning Services

812 N. Helen Ave.

Sioux Falls, SD 5710

ph: 338-9017 - fax: 866-616-5830

Visit us on the web at www.pccssf.com

Please click on the below link it will take you to google.com

http://maps.google.com/maps/place?hl=en&pq=pccssf.com&xhr=t&cp=8&qe=Y2FycGV0IGM&qesig=uszZkVqQh0OBwbmh5YAZYQ&pkc=AFgZ2tkfZwosYd9Hd7rmB8IKps_3ofgWzqMZijRV2pqCN5i63DxKlfs8DzanDU_jqDp1MkrSmz65Bm5ePPQvliSEvX9XQAjeaA&rlz=1T4TSNA_en_US377&bav=on.2.or.r_gc.r_pw.&biw=1192&bih=449&wrapid=tljp1313720756600020&um=1&ie=UTF-8&q=carpet+cleaner+in+sioux+falls&fb=1&gl=us&hq=carpet+cleaner&hnear=0x878eb498e0bdacd7:0xde95ff3aa8b2fccf,Sioux+Falls,+SD&cid=418440105652974119&ei=6sINTsjOBYeFsALgubiHBw&sa=X&oi=local_result&ct=placepage-link&resnum=2&sqi=2&ved=0CGUQ4gkwaQ

OR

Go to: googles.com type in carpet cleaners in Sioux Falls find Professional Carpet And Cleaning Services and click on PLACE PAGE then scroll down just a little and click on review.

Thank You Again for your help we greatly appreciate it.

GOT WATER?

Call "Professional Carpet & Cleaning Services"!

When Disaster Strikes Your Home – We Can Help!
We Offer Full Water Extraction and Dry Out Services!

FOUR IMMEDIATE STEPS YOU MUST TAKE IF YOU HAVE FLOOD OR WATER DAMAGE:

1. **AVOID HAZARDS!** Be extremely careful of the deadly combination of water and electricity. Also be cautious of slippery wet carpets and floors. Stay away from raw sewage back ups, which contain bacteria that can be harmful to your health.
2. **STOP THE SOURCE!** If you haven't located the source of the water, call us immediately and we will guide you through this. It is crucial that this is done quickly and properly.
3. **TAKE IMMEDIATE ACTION** by calling "PCCS" 24 hours a day, 7 days a week. You will always be answered by friendly staff. Our dispatchers will have a water damage expert contact you immediately. After you call, we're on our way!
4. **REMOVE FURNITURE!** Wood furniture will cause stains which cannot be removed. Rust stains from metal are difficult to remove and may be permanent. 95% of water damage jobs are restorable. Most of the remaining 5% are caused by not following these steps. So move furniture that's in or even near the water, or place something under the legs.



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- ✓ STATE-OF-THE-ART DRYING EQUIPMENT
- ✓ STRUCTURAL DRYING
- ✓ INSURANCE CLAIMS
- ✓ ANTI-MOLD & MILDEW TREATMENTS
- ✓ IICRC TRAINED & CERTIFIED TECHS

Gift Voucher

Valid for **\$150.00** to be used toward your deductible on water damage restoration and dry out services from "PCCS"

\$150

How Often Should I Clean my Carpet and Vacuum?

Below are the [IICRC* recommendations for carpets](#), how often to vacuum and to have them cleaned!



Light Soil

- Vacuuming: 1x per week
- Spot Cleaning: Daily or as soon as spots are noticed
- Heavy-Use Area Cleaning (Professional Carpet Cleaner/Restorer): Traffic areas every 12 to 18 months
- Restorative Cleaning (Professional Carpet Cleaner/Restorer): Every 2 years or per manufacturer warranty

Normal Soil (families with children, elderly)

- Vacuuming: 1 to 2 x per week
- Spot Cleaning: Daily or as soon as spots are noticed
- Heavy-Use Area Cleaning (Professional Carpet Cleaner/Restorer): Traffic areas every 6 to 12 months
- Restorative Cleaning (Professional Carpet Cleaner/Restorer): Annually

Heavy Soil (families with pets, smoking)

- Vacuuming: 2 to 4 x per week
- Spot Cleaning: Daily or as soon as spots are noticed
- Heavy-Use Area Cleaning (Professional Carpet Cleaner/Restorer): Traffic areas every 3 to 6 months
- Restorative Cleaning (Professional Carpet Cleaner/Restorer): Semi-annually (2x annually)

Extreme Conditions (large families, multiple pets)

- Vacuuming: Daily
- Spot Cleaning: Daily or as soon as spots are noticed
- Heavy-Use Area Cleaning (Professional Carpet Cleaner/Restorer): Traffic lanes every 2 to 3 months
- Restorative Cleaning (Professional Carpet Cleaner/Restorer): Quarterly (4x annually)

*IICRC: Institute of Inspection, Cleaning, and Restoration Certification

Character Counts!

The Josephson Institute of Ethics defines ethics in terms of moral duties and virtues that flow from six core ethical values, collectively known as **The Six Pillars of Character**.

- **Trustworthiness:** Being honest, having integrity, keeping your promises and being loyal.
- **Respect:** We must not only respect ourselves, but remember that each person has the right to our respect.
- **Responsibility:** We must be accountable for our own actions, practice self-restraint and always try our best at whatever we put our hand to.
- **Fairness:** Sometimes this means doing the right thing even if others don't agree.
- **Caring:** Concern for the interests of others.
- **Citizenship:** Being involved in public service, including voting, reporting crimes, testifying as a witness, and protecting the environment.

National Book Month

According to *Amazon.com*, these are the top 10 best-selling books for last year (2010). Maybe you missed a couple of them!

1. **The Girl Who Kicked the Hornet's Nest**, by *Stieg Larsson*
2. **Women, Food and God: An Unexpected Path to Almost Everything**, by *Geneen Roth*
3. **Mockingjay**, by *Suzanne Collins*
4. **Dead in the Family**, by *Charlaine Harris*
5. **The Big Short: Inside the Doomsday Machine**, by *Michael Lewis*
6. **Game Change**, by *John Heilemann*
7. **The Short Second Life of Bree Tanner**, by *Stephanie Meyer*
8. **Freedom: A Novel**, by *Jonathan Franzen*
9. **Sh#t My Dad Says**, by *Justin Halpern*
10. **The Immortal Life of Henrietta Lacks**, by *Rebecca Skloot*

Alfred Hitchcock Presents Premieres in 1955



Alfred Hitchcock Presents was an American television series hosted by famed film director Alfred Hitchcock, featuring dramas, thrillers and mysteries. The premiere episode on Oct 2, 1955, was titled "Revenge" and starred Ralph Meeker, Vera Miles and Frances Bavier and was directed by Hitchcock himself (he directed only 18 of the shows' 270 episodes). *Time Magazine* named *Alfred Hitchcock Presents* one of "The 100 Best TV Shows of All-Time."

The caricature drawing in the shows' intro -- a piece of line art composed of just nine strokes -- was the work of Hitchcock himself. The intro sequence has been parodied countless times in films and on television. The caricature and the use of Gounod's *Funeral March of a Marionette* as theme music have become indelibly associated with Hitchcock in popular culture.

Originally 25 minutes per episode, the series was expanded to 50 minutes in 1926 and retitled *The Alfred Hitchcock Hour*. The last new episode aired on June 26, 1965, but the series has continued to be popular in syndication.

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!

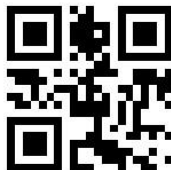
A special thanks to all these fine folks who referred me...

Laurie M.

Thanks for All the Kind Words!

Jodi – Carpet looks awesome!
Thanks so much!!

Laurie



Your New Issue Has Arrived!

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

Save trees! Please
email me or go to
www.pccssf.com
and sign up on line
I will give you \$25
off of your next
clean. This is good
until
9-30-11.
(not valid with other
offers-mention this ad)

Mount Rushmore



Mount Rushmore was completed in October of 1941, after a team of 400 workers under the leadership of sculptor Gutzon Borglum spent 14 years sculpting it. The 60-foot high carvings of the faces of presidents George Washington, Thomas Jefferson, Theodore Roosevelt and Abraham Lincoln represent the first 150 years of American history.

These presidents were selected by Borglum because of their role in preserving the Republic and expanding its territory. The image of Thomas Jefferson was originally intended to appear in the area at Washington's right, but after the work at that place was begun, the rock was found to be unsuitable, so the work on the Jefferson figure was dynamited, and a new figure was sculpted to Washington's left.

Who Wants To Win An Earls Gift Card? 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. Everyone who calls my office M-F 9-5 with the correct answer & you will be entered to win **an Earls gift card**. Take your best guess, and then call me at 338-9017 or email me at info@pccssf.com! Remember, your chances of winning are better than you think!

(2 winners each month will be drawn – gift cards will be different each time. Drawing will be around 5th of each month)

This month's Mega Trivia Question:
**What US city hosts the Ironman Triathlon
every year in October?**

- A) California B) Utah C) Texas
D) New York E) Hawaii

*HINT: The answer is somewhere in this newsletter
Must have done business with PCCS to qualify*

Congratulations to John and Monque our last month
trivia winners!
Call in or email your answers there are only a handful
that play each month. Your chance of winning are
better that you think! So call now 338-9017.