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Remembrance Day: November 11



Also named Armistice Day, this holiday was created to remember those that fell during World War I – which ended at 11 am on November 11, 1918. It became Veterans Day (in the US) in 1954 and expanded to honor and remember veterans of all wars.

The earliest memorial services honored unidentified soldiers killed in battle. The idea for the *Tomb of the Unknowns* originated with a British chaplain serving in France who came across a grave with a crude wooden cross inscribed with the following words:

An unknown British soldier of the Black Watch

The clergyman made arrangements for the remains to be returned to England, where on Armistice Day in 1920 they were laid to rest in Westminster Abbey. The French honored their unknown dead at the *Arc de Triumphe*. In Canada, The Tomb of the Unknown Soldier lies in front of the National War Memorial in Ottawa. It contains the remains of an unidentified Canadian soldier who had been buried near Vimy Ridge in France — the site of a famous Canadian victory in the First World War and bears the words:

The Unknown Soldier/Le Soldat Inconnu

The Unknown Soldier represents the approximately 116,000 Canadians who gave their lives for their country, including about 28,000 soldiers whose resting place is unknown. During the Legion's National Remembrance Day Ceremony, thousands of Canadians from all across the country place their Poppy on the Tomb at the conclusion of the ceremony to show their respect for the ultimate sacrifice.



"GEO GUESSR"

This website is a game that is beyond fascinating. It drops you somewhere in the world on **Google Street View** and you have to guess where you are. The closer you pinpoint your location on the map, the more points you get.

You can even customize it so you can only be dropped in Europe or other regions. But for the real fun, you'll want to play the global version. (Good luck when you try and differentiate a dirt track in Mexico with one in Australia!)

You AND your kids will love this website!

www.GeoGuessr.com

Every month I choose a very special Client of The Month. It's my way of acknowledging loyal clients and saying a big "Thank you!" to those who support me and my business.

Liz and Bruce Cooper have been great clients of ours and have trusted us with several area rugs and upholstery this past year!

Thank you for all your referrals and repeat business!

YOU could be my next Client of the Month!



Quote for November

"Each moment of the year has its own beauty"

- Ralph Waldo Emerson



Health Corner

The Healthy Effects of Humming

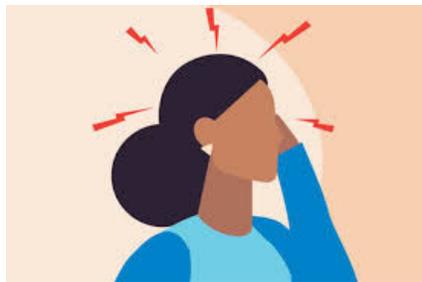


Did you know that humming can help relieve sinus infections? Yes, really! In a recent study, nitric oxide, a gas that is lethal to bacteria, increased 15-fold in the nose during humming. An increase in nitric oxide indicates improved sinus air exchange, whereby fresh air enters the sinuses and replaces “old air.” Poor ventilation of the sinuses is a risk factor for sinus infections. Self-defense: To ventilate sinuses, hum for one minute every one to two hours.

What song will you hum next?

Source: Jon O. Lundberg, MD

Here's the #1 Trigger of Headaches



Check this out! Digestive trouble is the number-one trigger of headaches. Some food compounds are vasospastic – they cause the arteries to constrict diminishing blood flow. This affects blood vessels in the head and can cause headaches. If you're susceptible to headaches, avoid the vasospastic foods, which include dairy products, chocolate, wheat gluten and high-fructose corn syrup. These ingredients can bring on general, cluster and even migraine headaches.

Source: Andrew L. Rubman, ND



The Holidays are coming....

Will you make it into my schedule before your family arrives? If you want your carpets to SPARKLE, to be healthy and look fantastic for your family – you won't wait another day to call!

Hello friends and clients. Tis' the season to be *thankful*, I hope you have a lot to be thankful for and lots of people to celebrate with, even though this year may look a little different! Every year so many of my clients are scrambling at the last minute hoping (no, begging) for a slot in the schedule before their guests arrive.

I feel your pain.

Here's the story: I know it's hard to believe but a long time ago...I wasn't a carpet cleaner. And I had the chore of hiring a carpet cleaner before our holiday guests arrived one year. And unfortunately being the procrastinating type...I waited until a week before the big day to start calling around. Not only was I faced with the task of trying to wade through 30 pages (this was pre-internet era) of carpet cleaners in the yellow book, but I couldn't find anyone good who had a time slot available.

But instead of admitting defeat I hired "Cheap Carpet Cleaning" because they were the only ones available (maybe that should have tipped me off). They did a "cheap job" alright, leaving me with over-wet carpets that seemed to re-soil faster than ever. In fact, two months later my carpets were dirtier than they had been before I called them out.

Of course I never want you to have an experience like this, so I'm giving you a "heads up" now.

But Hurry Because My November/December Schedules Fill Up Fast!

So if you want to enjoy soft, clean, spotless carpets that do NOT re-soil quickly. If you want the carpet cleaner (me) who offers you "They Most Thorough Cleaning Ever, Or It's Free!" And if you want to avoid having to wade through pages of carpet cleaners (online or in the book) who are NOT all offering the same great service and quality cleaning you have grown accustomed to, then I have the solution for you.

Call me today. It's that simple. Don't procrastinate like I did so long ago. Just pick up the phone and call today 905 646-6655. I'll get you put right into the schedule. But hurry, because my books fill quickly and, try as I may, I can't fit everyone in.

I'll sweeten the deal and get some of you procrastinators (like me) motivated...

The “Grab A Spot In My Schedule Before It’s Too Late” Special...

Call and schedule before **November 30, 2020** and **SAVE**

\$75.00 Off Your Carpet Cleaning (175 sq.ft FREE!)

OR

20% Off When You Clean and Protect
(includes carpet, upholstery or tile and grout cleaning)

Offers Expires November 30, 2020

Please Pick Up the Phone and Call

[905 646-6655](tel:9056466655)

***Not Valid With Other Offers. Regional Minimums apply**

What is "No Shave November?"



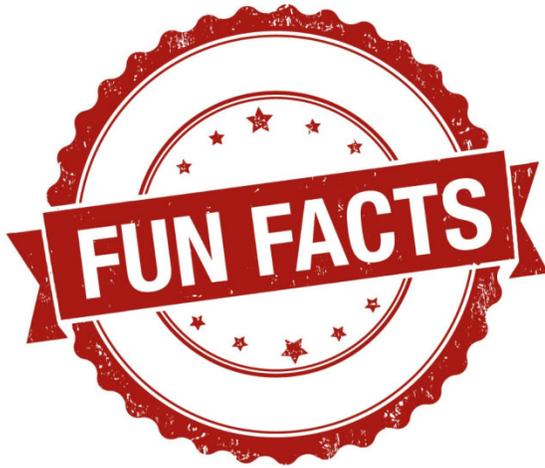
“According to Prostate Cancer Canada (PCC), prostate cancer is the most common cancer to affect Canadian men. Statistics from 2017 showed that 21,300 Canadian men were diagnosed with the disease that year.

No-Shave November was created in 2009, two years after the passing of Matthew Hill who struggled with colorectal cancer during the month of November in 2007.

He and his family had already adopted the practice of not shaving during the month of November and donating the expenses typically used on razors and shaving cream to charities that support research into illnesses such as prostate, testicular, and colorectal cancer among others.

The idea of using facial hair to create awareness during November started in 2003 in Australia with a group of friends who coined the term, “Movember,” in reference to how they will be growing out their mustaches and collecting money for men’s health charities during that month. The *Movember Foundation* and *No-Shave November* are two separate entities, but they are both supporting and call for the same thing – stop shaving (or grow a mustache) during the month of November to spread awareness and donate to these types of charities.

In the past decade and a half that the two charities have been around they’ve been able to raise millions of dollars in support of charities that research prostate, testicular, and colorectal cancer prevention.



Famous Days in November History

November 1, 1512 – Michelangelo’s paintings on the ceiling of the Sistine Chapel in the Vatican, Italy were first exhibited. He started the work in 1508.

November 10, 1885 – The world’s first motorcycle, designed by Gottlieb Daimler, made its first announced test-run.

November 19, 1863 – US President Abraham Lincoln delivered his Gettysburg Address beginning “Four score & seven years ago...”

November 26, 1922 – English archaeologist Howard Carter opened King Tutankhamun’s virtually intact tomb in Egypt. Over the centuries almost every mummy tomb had been found and plundered – this was possibly the greatest archaeological find of that period.

Thank You!

Thanks to YOU the word is spreading!
Thanks to all of my wonderful clients who graciously refer me to their friends, family, and neighbours! My business runs on the positive comments and referrals from people just like you. I couldn’t do this without you! A special thanks to all these fine folks who referred me last month...

**Marilyn Bray, Anne Penfold and
Mike Perry**

Thanks for

All the Kind Words!

I recently had an Ivory Sofa cleaned at PCS... I could not believe the magic that PCS staff managed with my sofa. It looks like new and all the stains and grime are gone. From beginning to end, I would highly recommend this company with its great staff

- Katherine Allan

Wool Tufted Rugs:



SPILL TIPS:

Lower quality wool has less repellency to spills, so most spills reach the backing adhesive. The adhesive and cotton backing are both prone to mildew and bacteria growth from spills and pet accidents. Quick clean up is key. Applying fiber protector to these rugs can help suspend spills longer so you have a chance to blot and absorb them up.

Visit www.blatchfords.com for step-by-step spill clean up tips. Large spills, and pet accidents, often require professional washing to try to decontaminate the backing to remove odors out of the adhesive.

Tufted rugs are glued together rather than being woven. This is a much faster way to craft a rug, taking days to make the rug rather than the many months (or years) hand woven rugs take to weave. This allows for wool rugs to be at a lower cost than hand woven rugs. Most of today's tufted wool rugs are made in India and China.

- In India, often wool that is not strong enough for weaving is sent to the tufted rugs. Lower quality wool tufted rugs often shed as a result. Heavy chemical processing of the wool can also make it brittle and easy to shed. Good quality wool doesn't shed.

- Wool can last for decades, however, the adhesive backing on commodity tufted rugs has a much shorter life. The backing adhesive can break down and fall apart in 2 to 7 years depending on the quality of the glue and the type of use it gets.

- Deteriorating glue on the back of tufted rugs can discolor and yellow floors. Protect your floors from damage by using pads.

Tufted wool rugs do not last as long as woven wool, but they allow people to have decorative nice wool rugs at a good price.

A large, stylized graphic of "10% OFF" in white text on an orange circular background. The "10%" is at the top and "OFF" is below it, both in a bold, sans-serif font.

*When you add protection
to your Area Rugs*

\$50 Gift Card



Who Wants to win a PCS Gift Card?

Take my Trivia Challenge And you could win too!

This is one of my favourite parts of the newsletter! We are giving away 2 gift cards! Everyone who responds will be entered into the draw. Take your best guess, and then email us your answer, name and address (so we know who to send them to)

triviachallenge@pcsniagara.com

Remember, your chances of winning are better than you think!

This month's Mega Trivia Question:

A good way to get rid of a sinus infection is?

- A) Signing
- B) Whistling
- C) Drumming
- D) Humming

Hint: You'll find the answer in the newsletter.

September's Answer: B) Turnips

Winners: Terri Bilinski and Ellen Brown

