

Buy carpets wisely; clean with care

Be it ever so humble, there's no place like a newly carpeted, painted, wallpapered, re-decorated, remodeled home.

If recent figures are any indication, American homemakers have gone on a home improvement spree. Forty-two per cent — or 24 million — of the nation's 57 million households were re-decorated or remodeled during the past 12 months, according to a Leisure Time Research survey conducted for a major fur-

nishings manufacturer. Among the various home decorating products, carpeting was purchased by 7.7 million households during the past 12 months, second only to interior paint in popularity.

Since carpeting, wall-to-wall or an area rug, is a major investment that often becomes the basis for other home decorating activities, it's a good idea to know what to look for and how to care for it, says experts from the Eureka Home Care Institute.

Here's a brief run-down of the five major carpet fibers and their properties:

Wool: The "champion of carpeting," is long-wearing, easy to clean, resists soil well, but is very expensive.

Nylon: Its extra-strength and good wearing quality make it excellent for high traffic areas. Resilience (how well it springs back after crushing) is medium to excellent, depending upon construction. Nylon soils readily but is easy to clean.

Acrylic: Slightly more durable than wool, but not as durable as nylon, it is highly resilient and easy to clean. Acrylic resists wear and soiling well.

Polyester: Often found in shag carpets, polyester is strong, durable, easy to clean, dyes well and resists wear, dirt and stains well.

Polypropylene: Its extra strength and ability to withstand harsh treatment make it ideal for indoor-outdoor carpeting. It resists stains and soiling well.

Include proper padding with your purchase. It insures the life of your carpets, absorbs wear from traffic, supports backing and helps retain pile texture.

Steer clear of promotions that lure you into stores with unrealistically low carpet prices, often based on square feet rather than square yards — the way carpeting is generally priced. The "bargain" carpet is seldom first quality. Buy from a reputable local dealer. Proper care of your

new carpeting will keep it looking new long after its purchase, say Eureka experts. Here are some handy tips:

- Be sure your cleaning equipment matches your needs. If your home is heavily carpeted, has shag carpets or many different carpet textures, use an upright or Power Team vacuum cleaner. They have carpet-height adjustments to clean everything from low naps to thick shags; also Edge Kleener, a device for tackling hard-to-reach areas between wall-to-

wall carpet edges and baseboards.

- Vacuum thoroughly once or twice a week; supplement with daily touchups, especially for plushes and shags, which tend to mat.

- To prevent fading, protect carpets from direct sunlight with blinds or shades.

- Turn area rugs periodically so they'll wear and soil evenly.

- Remove stains immediately; keep a carpet swatch to test for stain removal.

No-wax flooring requires proper care

Two of the most popular time-saving innovations in housecleaning are the automatic dishwasher and the no-wax floor.

Washers eliminate many hours at the kitchen sink for today's housewife. No-wax floors have eliminated the need for waxing, stripping, and re-waxing — chores which all women thoroughly dislike.

Care procedures
To ensure long-lasting service, from a no-wax floor, it's important to follow certain maintenance procedures.

If the floor is to keep its shiny appearance, it

must be swept, sponge-mopped, and washed, just like any other resilient floor. Waxing is not necessary.

Armstrong offers a free booklet containing advice on how to keep its no-wax floors looking their best. Following are some key pointers from the booklet:

Put mats or throw rugs at entrances to keep grit and moisture from being tracked in, particularly if the floor is near a door to the outside. Do not use mats or rugs with foam-rubber backing; they can stain the floor.

To minimize in-

dentations and shine-dulling scratches, use floor protectors or furniture legs.

Sweep or vacuum the floor often to remove loose dirt.

When spot cleaning is impractical due to wide-spread soiling, sponge-mop the floor. First, dip the mop into warm water and wring it out well. Push the sponge across the floor, pressing hard enough to loosen surface dirt.

Do one small area at a time, wringing out the sponge frequently to make sure that the dirt is picked up and not redistributed. Let dry.

No-wax flooring should be washed when it begins to look dull with dirt buildup that can't be removed by damp-mopping with plain water. It is preferable to have one sponge and bucket for rinsing.

Use a sponge-mop

A sponge-mop with a nylon scrubbing pad attached to the front edge is a good type to use for washing. Do not use steel wool, scouring pads or gritty cleansers on a no-wax floor as they can mar the surface.

The general-purpose detergent you select

should state on the label that it is suitable for floors.

After mixing a cleaning solution according to label directions, apply the solution with a sponge-mop to a small area of the floor. At this point, rest a minute and let the detergent action loosen the dirt. Then go over the area again, pressing firmly to get the sponge into the embossed portions of the floor surface. Now, take up the cleaning solution on the floor with the sponge-mop well wrung out.

Rinse thoroughly with the "rinse-only"

sponge-mop and clean with warm water. Do not leave any dirty water in the embossed areas.

Directions on some general-purpose detergents indicate that rinsing is not necessary. This may be true on some surfaces, but on floors the leftover detergent film is a notorious dirt catcher. Rinsing is a very important step in keeping no-wax floors shiny.

Everyday wear will begin eventually to reduce the shine of a no-wax surface. This can happen so gradually that it may not be noticeable immediately. To touch up the shine from time to

time, a special finish is available from flooring stores.

Booklet available
Armstrong's booklet, "How To Keep Your Armstrong Floor Looking Its Best!" also offers tips on maintaining regular resilient floors. It contains information on wax-stripping procedures, spot and stain removal (including a stain-removal chart), and floor-care products. A free copy may be obtained by writing to: Consumer Services, Armstrong Cork Company, Lancaster, Pa. 17604.

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