

Ladies Have You Heard?

By Doris Thomas
Lancaster Extension
Home Economist



REGULAR CARPET MAINTENANCE— IT'S ESSENTIAL

Proper care of your carpets and rugs will greatly determine how long they last in your home. How much day-to-day cleaning is needed depends on many things. Rooms that are used very little do not require much attention. Others that receive daily use require daily attention.

Give carpets and rugs in heavy traffic areas a quick lint and litter pickup daily. A quick, five-minute vacuuming or a run with a non-electric carpet sweeper will do.

Once a week use a vacuum cleaner to thoroughly clean rugs and carpets throughout the house. These cleanings should include moving and cleaning under all but the heaviest pieces of furniture. Use slow, even, back and forth strokes to assure removal of deeply embedded dirt. For best appearance, final strokes should be with the grain of the carpet.

Rug rakes should be used for fluffing a deep shag rug and carpets, although they should not be used as a substitute for the deep cleaning ability of a vacuum. Rake gently so the fibers aren't damaged or the pile distorted.

Plush pile carpet is difficult to clean because it is usually high in density and has a deep pile. A self-propelled, upright vacuum cleaner will give deep-down cleaning without forcing you to struggle to push the vacuum.

Brooms should not be used on carpeting as they merely toss the dirt around and let it settle back on the carpet. Furthermore, a broom's stiff bristles may damage looped pile or break carpet tufts.

Spills and stains should be treated immediately to prevent permanent damage. Consult a stain removal chart for each type of stain.

When regular vacuuming no longer brings out the original luster of your carpet, it's time for a thorough cleaning. Carpets become dull due to a buildup of oily soil. Cleaning can be done professionally, or by a variety of do-it-yourself methods.

Some small throw rugs can be machine washed or you can have them professionally cleaned. If in doubt, check the label.

HOW TO USE COLOR

EFFECTIVELY IN THE HOME
Rules for using color in decorating have been established and used for a long time. They

usually work successfully, and for most people, it's best to work with these rules in mind.

It's only when you know what the rules are that you can be aware when, how and why they should be broken.

The decorating trend today is to break established rules for the use of color. This is fine and can be fun, but it can be expensive if the experiment fails. For most people, home decorating is an investment in both time and money and costly mistakes can be avoided by thoughtful planning and following the rules.

Professional designers who create bold, dramatic interiors have had years of training and experience with color theory. While the effects they create look free and spontaneous, they really have just substituted new rules for the old.

When selecting colors for your home, limit your choices to three or four. If that doesn't sound like

many choices to you, consider the hundreds of shades available in just one color, the variety of intensities in those colors, and the textural interest created by the materials using these colors—the range of colors you have to work with is almost limitless.

Once you have worked out what colors you want, you can introduce them in a number of ways—paint, fabric, wallpaper and light.

Paint is the least expensive way to use color—on walls, accents on

moldings and woodwork, around doors and windows, on the ceiling, on the furniture and even on the floor.

Fabric is an important way to integrate color by using it on upholstered furniture, in rugs, curtains and drapes.

Wallpaper, which should be considered at the same time as fabric, introduces color and pattern. This can complicate your color scheme slightly if you don't make your selection carefully.

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