

Welcome to the *New* Broadcaster Press

Hello Loyal Broadcaster Readers and Advertisers,

This week we are introducing you to the newly re-designed *Broadcaster Press*. As you can see by the front page we have a new, modern looking masthead and chose to utilize the Tanager and USD red you are all familiar with.

We have also added local content to the *Broadcaster Press* with the addition of some great weekly feature stories and other information for your enjoyment. One of the feature columns is "Spotlight on USD" and with this weekly addition to the *Broadcaster Press* our editorial staff will interview and introduce us all to some of the staff or students at USD. One of the other new feature columns is called "One In A Ver-Million" which will help our readers get better acquainted with a Vermillion resident. On some weeks the *Broadcaster Press* may also contain a column entitled, "Just Down the Road." Our goal in bringing this new piece to the *Broadcaster Press* is to feature individuals who reside in our coverage area but live outside of

the city of Vermillion.

In the new *Broadcaster Press*, we have also added area lunch menus. For the Record (court news) and some weeks we will run photo pages highlighting area events and people.

We will also continue to run the "Chamber Chat" column that is provided to us by the Vermillion Area Chamber of Commerce to help you stay in the know on local events and happenings.

The *Broadcaster Press* has been a vital part of the Vermillion area since 1934 and as you can see we plan on remaining part of this great community for another 77 years and beyond. We will constantly strive to bring you the best print product in the area, offering excellent service, quality printing and unequalled distribution. That is our promise to you, our faithful readers and advertisers.

We thank you for your continued support



WOOD



SCHIEVELBEIN

and want you to know your comments, ideas and opinions are always encouraged and welcomed.

Proud to serve you with Honesty and Integrity,

Gary Wood, Publisher/Owner

Micki Schievelbein, Advertising Director

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Why Should I Get My Carpet Professionally Cleaned?

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MYTH #1 – IT DOESN'T NEED CLEANING - MY CARPET IS ONE OR TWO YEARS OLD

A common misconception is that your carpet only needs cleaning when it looks dirty. And that a new carpet (only a year or two old) still looks pretty clean. In reality, most of the damage has already been done by the time the dirt and soiling become noticeable. The fact is that it is the soil you cannot see that does the most damage. This microscopic dirt actually breaks down the fiber of your carpet and destroys its fiber coating.

MYTH #2 – I HAVE MY OWN MACHINE, I DON'T NEED PROFESSIONAL CLEANING

When you aren't sure what to do, cleaning your carpet using a purchased or rented machine is one of the worst things you can do. Machines pump water into the carpet, but can't get the water back out. The carpet stays wet for days, leaving it vulnerable to mold, mildew, and a breakdown of the backing.

MYTH #3 – CARPET CLEANING PRODUCTS BOUGHT AT THE GROCERY STORE ARE JUST AS GOOD AS PROFESSIONAL PRODUCTS

Most contain a variety of harsh chemicals, designed to address a broad scope of carpet stains but not formulated to deal with specific problems. Many of these products will remove your stain. However, along with its removal, they will also remove the color from about a third of the carpets on the current market. Special stain removal formulas, designed to address specific problems, are a wise investment and far gentler on your carpet.

MYTH #4 – I SHOULD ONLY USE DRY CARPET CLEANING BECAUSE STEAM CLEANING WILL LEAVE MY CARPET DAMP

There are several different methods available for cleaning your carpet. The recommended method, approved by the EPA and all major carpet manufacturers, is with the use of a steam cleaning machine. Bonnet machines make a carpet look very clean, but do not clean deep enough to retrieve all of the dirt from the carpet pile. As a result, dirt re-surfaces quickly and soils your carpet after very little time. In contrast, a steam cleaning machine rinses down to the backing of the carpet, while extracting the soil and dirt at the same time. When used correctly, this type of steam cleaning removes 75% to 85% of the water used in the cleaning. The remaining water dries naturally within 2-4 hours.

MYTH #5 – DEODORIZING POWDER IS A GREAT WAY TO KEEP MY CARPET FRESH

One of the ingredients in powder deodorizer is talcum powder, which is not water soluble. After repeated use, this powder will become embedded in your carpet and is difficult to remove, either with a vacuum cleaner, or by steam cleaning. When subjected to moisture, the powder rises to the top of the carpet, creating a white residue on the surface of your carpet.

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