

Preventive care is best for long carpet life

Nothing lasts forever but with proper care, you can extend the life span of your new carpet.

Success in prolonging attractiveness and service life depends a great deal on effective regular vacuuming. Carpet's color, texture and pattern will appear sharper and clearer when it is free of dust, dirt and soil.

There is a proper way to vacuum a carpet to keep it looking like new. It's not enough to remove only surface filth; it's the dirt embedded beneath the surface that does the damage by cutting into the pile. It takes five to seven sweeps in different directions over an area to clean thoroughly, although over a light-traffic area, three passes is often enough.

Frequency of vacuuming depends on

the amount and kind of family activity, presence or absence of air-conditioning, season, and type and amount of outdoor air-borne dirt. Once a week is sufficient for normal-use areas.

For special problems, try these hints:

• **Spot removal.** Carpet experts at Armstrong advise trying to avoid spills and reducing tracked-in soil by placing mats at all outside entrances.

If you do spill something on the carpet, clean the spots as soon as possible. Promptness is the key to preventing spots from setting. For specific information including a spot-removal chart, write for a free copy of "How To Care For Your Carpet" to Armstrong, P.O. Box 3001, Lancaster, Pa. 17604.

• **Snags and sprouts:** Never pull yarn tufts that appear above the carpet-pile

surface. Cut them flush with the pile with sharp scissors.

• **Dents:** When heavy furniture is placed on a carpet for a prolonged period, it crushes the pile. It can be revived in most cases by brushing up the compressed tufts; if it persists, hold a steam iron several inches from the area and brush again.

• **Piling and fuzzing.** Shedding is natural and a fairly common problem with cut-pile carpets of all qualities. It may last for several months but can be eliminated more quickly by regular vacuuming.

Even with a conscientious program of vacuuming and spot removal, the true color of a carpet will slowly become hidden by soil. Leading manufacturers use soil-hiding fiber which helps considerably.

Two alternatives for thorough cleaning are professional cleaning or cleaning the carpet yourself. Professional cleaning is usually best, but you can do an acceptable job yourself. A variety of products and equipment is available for sale or rent. Their effectiveness depends not only on what is used, but how closely directions are followed.

There are dry cleaning systems and wet cleaning systems, each involving some time and physical effort. All carpet cleaning equipment is based on the principle of reducing the effort, and all products are based on the principle of removing the oily film surrounding the soil which holds onto the carpet fiber.

Preventive care is the best way to keep your carpet looking its best.



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