

TARGET WINDOW & DOOR, INC. HOME & FAMILY NEWS!

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Happy Holidays!

All of us at Target Window & Door want to wish you and your family a happy and healthy holiday season, and thank you for making 1999 our best year yet! We truly appreciate business! As a special gift to you we are increasing our referral rewards to \$200.00 for all referrals received by February 1, 2000!

As always, I'm looking forward to hearing from you, or if you have any friends or neighbors who need help with their window remodeling needs.

Please visit our newly redesigned website at (www.targetwindowdoor.com.)

If you have any questions, please don't hesitate to call me at **1-800-956-7722!**

Special Consumer ALERT!

**“There's A Nationwide Recall...
Are YOU At Risk?”**

General Electric and The Consumer Product Safety Commission has issued an immediate recall of over 3.1 million GE and Hotpoint dishwashers manufactured and sold between 1983 and 1989. **Reason:** they pose dangerous fire hazards.

GE is warning consumers to immediately stop using these dishwashers and to keep the doors unlatched to prevent any electrical current from going to the defective heating switch.

These dishwashers should not be repaired, but replaced. "It can flame suddenly," said CPSC Chairman Ann Brown. "If you close the door, latch it, run the dishwasher and then go to bed, it can go up in flames while you're asleep. As long as the door is latched, it can unexpectedly burst into flames."

GE, which also makes the Hotpoint brand, is offering a rebate on the recalled dishwashers, ranging from \$25 to \$125.

The recall affects dishwashers with the model numbers GSD500D, GSD500G, GSD540, HDA467, HDA477 and HDA487. These models are affected if the second letter of their serial number is an A, M, R, S, T, V or Z.

To get more information, you can call 1-800-599-2929 or check GE's recall website, www.geappliancerecall.com

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A Special Thanks To These REPEAT Customers:

- ◆ Bernadette DeBarajas from Simi Valley.
- ◆ Rob and Nicole Davis from Woodland Hills.
- ◆ Cindy Charles from La Crescenta.
- ◆ Rouben and Susan Kojoian from Studio City.

DECEMBER'S Q & A

Q: “Can the right color paint save me money on my energy bills?”

A: Most folks are aware that a light-colored roof can be a big energy saver because it reflects much of the sunlight striking it. Because your roof covers so much area and it is directly exposed to the sun every day, it can have a huge effect on your home's energy use.

Now, studies have shown that light-colored exterior finishes on a home's walls can help lower energy use and improve home comfort. Researchers have found that air-conditioning costs in the average one story home with unshaded white walls will be as much as 8 percent lower than that of a home with dark, unshaded walls. That's a big difference!

It's clear that light colors reflect much more of the sun's heat and darker colors absorb the heat into the walls where it can transfer into the home.

And, there's another benefit. People report that homes painted in light colors appear to be larger than homes painted in dark colors.

Thank You! Thank You! Thank You!

Thanks to **YOU** the word is spreading! Thank you to all of our clients who graciously referred us to their friends and neighbors last month! Our success is because of good friends like you. We just couldn't do it without *you*! **Thank You For Your Referrals: Dan and Cathy Dalcoletto, Olive Weaver, Bill and Diane Carr, Todd and Martha Warner, Jack and Myra Fisher, and Florence Underwood!**

A Fun “Home Tip” For The Ladies...

I'm no Martha Stewart, but I do have a really neat idea that I'd like to share with you.

How To Create The “Milk Vase”

Instead of throwing out your old milk cartons, why not turn them into beautiful vases?

Here's how to do... simply take an old milk carton, cut the top off, and give it a good, thorough washing.

Now, take some of your favorite wallpaper or border, spray some adhesive on the back of the wallpaper and wrap it around the carton. You've just created a beautiful new vase! Now, all you have to do is coax your spouse to fill it with some of your favorite flowers!

GUESS WHO WON MY NOVEMBER TRIVIA QUESTION?

Target Window & Door is pleased to announce the Grand Prizewinner of last month's quiz. And, the winner is John Ramos from Huntington Beach. He has won **\$50.00!** Congratulations, spend it well! He was the first to correctly answer this question:

**Per Capita, Which One Of The Following Countries
Has The Most Doughnut Shops?**

a) France b) United States c) Canada d) Luxembourg e) Russia

"Oh Canada, my home and doughnut land..." That's right folks, the correct answer is **c) Canada!** Pretty tough one, 'eh'? Now, let's find out...

DECEMBER'S MEGA TRIVIA QUESTION!

As you know, this is one of my favorite sections! I love challenging you with questions that'll make your brain explode! And, I also love receiving your answers and feedback. As you know, each and every month I bring you a brand new question!

As always, **YOU** have a chance to win **EVERY** month! The first correct answer faxed to **818-846-1112**, mailed to **146 W. Cypress Ave. Burbank, CA 91502** or emailed to **mark@targetwindowdoor.com** will be the winner of:

!!! \$50.00 CASH !!!

What Year Did the Lego Group Begin Manufacturing & Selling Lego Blocks?

a) 1949 b) 1912 c) 1961 d) 1884 e) 1907

MONTHLY REMINDERS...

- ◆ **Your Garden...** This month, be sure to prune dead or damaged branches and water drought stressed trees, even after all the leaves have fallen.
- ◆ **Your Car...** Get your car winterized by replacing your windshield wipers, getting your brakes checked, and having your tires inspected for wear.

- ◆ **Your Family...** Instead of fighting mall crowds and traffic this year, plan to do your holiday shopping on the Internet. The Internet will offer you greater discounts and you can shop in your p.j.'s!

A NEW “Healthy Home” Tip...

Did you know that some of the worst air pollution you breath is usually under your own roof? Multiple studies have shown that air pollution in your home may be as much as two-five times more polluted than the air that is outside... scary!

Why is this so? Well, a lot of building materials outgas potentially toxic chemicals, especially in newer airtight construction. Other sources of in-home air pollution are various molds and fungi that release gases, dust mite droppings, and chlorination by products from your water that are turned into gas vapor. Also adding to the pollution are your dishwasher and your washing machine.

These in-home chemicals coupled with outdoor air pollution that drifts into your home can make for some bad air.

Here’s a few pollution fighting strategies you can use:

- Install carbon filters on your faucets and showerheads.
- When you’re cooking and washing dishes, keep a kitchen window cracked and turn on your kitchen fan.
- After your dishwasher has run through its cycle, wait at least one hour before opening the dishwasher door.
- When possible, wash your clothes in cold water, as the hot water will release chlorination by products in the form of gas.
- Avoid using toilet deodorizes and moths cakes. Both contain harmful chemicals.

Do Some Chores And Lose Some Weight!

I’ll bet you didn’t know that you could turn a **half days**’ worth of chores into a major calorie burning session!

Check this out...

Scrubbing your floors.....374 calories burned

Gardening.....340 calories burned

Interior/Exterior Painting..340 calories burned

Mowing your lawn.....306 calories burned

Sweeping your sidewalk....272 calories burned

Beautifying your home can be productive!

Welcome To New Clients!

Here are some of our new clients who became members of my "Remodeling Family" this past month. I'd like to welcome you, and wish you all the best!

- ⇒ **Judy Ballback from Moorpark.**
- ⇒ **Chuck Muensterman from Huntington Beach.**
- ⇒ **Cecil and Eve Speicher from Pasadena (Referred by Dan and Cathy Dalciletto – Thanks!).**
- ⇒ **Cindy Olson from Agoura Hills.**
- ⇒ **Mike and Karen Engeln from San Pedro.**
- ⇒ **Jan Burns from Canyon Country.**
- ⇒ **Tom O’Neil from Oxnard.**
- ⇒ **Mark and Ellen Morris from Newbury Park.**
- ⇒ **Judy Pappoff from Fountain Valley.**
- ⇒ **Lynn Richins from Ventura.**
- ⇒ **Mike and Janie Desrosiers from Huntington Beach (Referred by Bill and Dana Carr – Thanks!).**
- ⇒ **Tom and Karen Salomone from Aqua Dulce.**
- ⇒ **Karl and Esmeralda Hillhouse from Midway City.**
- ⇒ **John and Joyce Modert from Valencia.**

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“Home & Family” Tip Of The Month!

“How To Quickly & Easily Repair Your Vinyl Or Linoleum Flooring”

REPAIRING DAMAGED SPOTS ON YOUR FLOORING...

Getting a nick, cut, or gash in vinyl flooring is all too common. For some strange reason, it always seems to happen in a spot where you'd least like it!

The best way to make this repair is to cut out the damaged area and replace it with a new piece. Here's how to make it work...

1. **Tools Required For This Job:** Sharp utility knife, straightedge, and vinyl/linoleum-flooring adhesive. These tools can be purchased at your local home improvement store.
2. Get a scrap piece of flooring that is **slightly larger** than the area you want to cut out. (If you don't have any extra scraps, you can cut out a piece of flooring that is in a hidden area, such as under the refrigerator.
3. If you're floor has a pattern, use a scrap piece that most resembles the pattern. If the pattern has lines, you'll want to cut along the lines.
4. Line the scrap piece over the damaged part, so that the patterns align, and tape it down with masking tape.
5. Cut through **both pieces together**, using a sharp utility knife. Keep the utility knife blade as vertical as you can. (A carpenter's square or any metal straightedge will help you to get the cut right.) By cutting through both pieces at once, you will cut out the damaged piece and make a matching patch at the same time.
6. After cutting the flooring, you can remove the damaged piece by carefully inserting a putty knife under a corner and pulling it up.
7. Before you glue down your patch, test fit the patch you cut and if it doesn't fit, you can trim the piece until it fits perfectly. After the patch is ready, you can glue the repair patch in place. Press the repair patch firmly to get glue distributed evenly. You can use a folded towel to put pressure on the patch to keep it down.

REPAIRING CURLING SPOTS (ALONG THE SEEMS) ON YOUR FLOORING...

1. **Tools Required For This Job:** Flooring adhesive, vacuum cleaner, putty knife, and hair dryer.
2. Using the putty knife and vacuum scrape and clean out any dirt that's worked it's way underneath the curled area.
3. Now take your hair dryer and move it back and forth across the curled area so that the flooring uncurls and relaxes.
4. Take your putty knife and work the flooring adhesive under the loose area.
5. Now, press firmly down on the area, squeezing out any excess adhesive. You can use a damp sponge to clean the seam.

A Quick Note From Some Of Our Satisfied Clients

“Outstanding – The installers were professional and clean! The product is wonderful.
Thank you –“

Nancy Reeves – Simi Valley

“Excellent – Everyone involved was helpful, efficient, and timely. We would highly recommend your company.”

Bob and Ann Haffner – Oxnard Shores

Fast Facts...

About 27 tons of dust rains down on the Earth each day from space, making a total of almost 10,000 tons each year!

Intelligent people have more zinc and copper in their hair.

Coca Cola was originally green.

First novel ever written on a typewriter: Tom Sawyer.

$111,111,111 \times 111,111,111 = 12,345,678,987,654,321.$

“You May Never Have To Pay For... Remodeling Again!”

Many of our clients have discovered a way to earn lots and lots of CASH! As you well know, advertising for new clients is very, very expensive. Like any business, I need new clients to stay in business.

Over the years, I've found that looking for new clients takes away from the time I would rather be spending working with you and our other clients! In the past, many of you have graciously referred your friends and neighbors my way. And for that, I thank you.

And now, in addition to my gratitude, you'll also get a token of my appreciation!

Here's how it works:

For every referral you send my way that becomes a client, you will receive YOUR choice of the following:
NOTE all awards are doubled to \$200.00 if received between December 15, 1999 to February 1, 2000!

- ◆ **\$100 200 gift certificate to the Mall of your choice!**
- ◆ **\$100 200 cash!**
- ◆ **\$100 200 donation to the charity of your choice in your name!**
- ◆ **\$100 200 credit towards your next improvement with TARGET WINDOW & DOOR!**

This is just my way of saying "thanks," for your support. By referring your friends and relatives my way, everybody benefits!

Your friends benefit because you can rest assured they'll be treated to the very best of care! (There are a lot of contractors out there ripping people off and doing a shabby job, with no guarantee behind their work. They give remodeling contractors a bad name. You will be doing your friends, relatives, and associates a huge favor by sparing them the grief of trying to find an honest, ethical, high-quality company that backs their work up with a guarantee.)

I benefit, because I get the chance to help your friends. And **you benefit** because you get a nice gift! And I assure you that I'll take the very best care of your friends or family that you refer. Plus, you will be helping us out too. You will be a real hero! That's why you deserve to be rewarded! So, fill out the Referral Reward Form and mail it or fax it in today! You can always fax to **818-846-1112**.

If You Enjoy This Newsletter, Why Not Share It With People You Know?

If you would like any of your friends, coworkers, relatives, business acquaintances, etc. to receive a **FREE** subscription to this newsletter, please fill out the information on the next page and I'll see to it that they receive a copy each month!

I'll also send them a note with their first issue letting them know that you were the thoughtful person who suggested they receive this newsletter, and to contact me if they would like to stop at any time.

Well friends, that's it for this month! As always, feel free to call me with any questions you may have concerning your home! We'll see you in a few weeks!

Best Personal Regards,

Mark Cherney

PS All of us at Target Window & Door would like to wish you a very healthy and happy holiday season !

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