



(Yes, Virginia -continued from Page One)

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and un-seeable in the world.

You may tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, VIRGINIA, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God! He lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood.



Remember:

All major cleaning agents used by Regal Fabric Care meet or exceed the EPA's Design for the Environment (DfE) Program guidelines. They are biodegradable, Phosphate-Free and Voc Compliant...



Safe for You,
Safe for the Environment!

Why is it so difficult to remove odors from a piece of upholstery?

Here is the simplest reason:

In order to fully remove and/or destroy the odor causing material a technician has to make actual physical contact to the "stinky" material with detergents designed to eliminate mal-odors. The odor causing material is usually a liquid (urine, vomit milk etc)-these liquids roll down deep into the cushioned areas of a sofa which cannot be easily accessible. Once the foul material has had time to settle deep (possibly after repeated instances of contamination) a SAFE and effective method of saturating the upholstered item may not be possible-resulting in less than 100% odor removal.

When removing odors from area rugs, including antique Oriental rugs, it's usually possible for a trained technician to completely submerge the affected piece long enough to destroy the odor causing material. Once the odor has been eliminated followed by a thorough rinse and a speedy dry-down all is usually well.

Not so with upholstery. Because it is impossible to fully submerge a sofa in a decontamination bath, technicians must spray detergents deep into the decking and wrapped pieces of the sofa. Usually it's not feasible to make actual contact with the stuffing material in the inside back or arm rests of the piece.

Even with the loose seat cushions removed, there is still a great deal of stuffing material that has to be treated. Another consideration is the actual face fabric itself...some designer fabrics that we work with cannot withstand the aggressive decontamination treatment necessary for complete odor removal.

Questions about odor removal?
Please contact us at 781-995-0683



"ICE DAMS"

What are they and how are they handled?

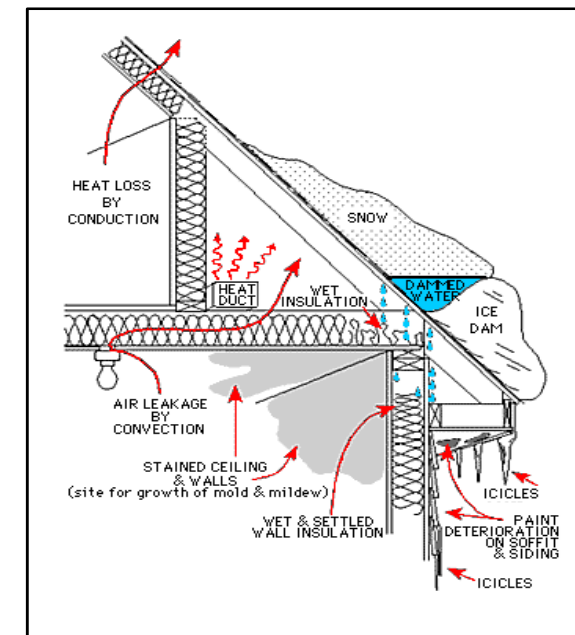
This time of year with the continuous cold weather and snow, Ice Dams are a particularly "hot" topic. This article should help you understand why Ice Dams happen, and what steps you can take to eliminate them now and prevent them in the future. Should you have any questions, please feel free to contact Regal Fabric Care directly at 781-995-0683 or info@regalclean.com.

What is an ice dam?

An ice dam is a ridge of ice that forms at the edge of a roof and prevents melting snow (water) from draining off the roof. The water that backs up behind the dam can leak into a home and cause damage to walls, ceilings, insulation, and other areas (see diagram below).

There is a complex interaction among the amount of heat loss from a house, snow cover, and outside temperatures that leads to ice dam formation.

Since most ice dams form at the edge of the roof, there is obviously a heat source warming the roof elsewhere. This heat is primarily coming from the house. Heat from the house travels to the roof surface in three ways: **Conduction, Convection and Radiation.**



How Can I Remove an Existing Ice Dam?

Properly removing an ice dam can be quite dangerous if you don't know how. In the past some members of the media suggested hiring a contractor to pull the gutters off your home so the whole ice dam process would be solved. This suggestion was well intended but wrong. Contractors that started removing gutters caused significant damage to roofing and guttering systems, then when the snow melted it dropped next to the building foundation and caused the basements to flood.

Immediate action:

- Remove snow from the roof. This eliminates one of the ingredients necessary for the formation of an ice dam. A "roof rake" and push broom can be used to remove snow, but may damage the roofing materials.

- In an emergency situation where water is flowing into the house structure, making channels through the ice dam allows the water behind the dam to drain off the roof. Hosing with tap water on a warm day will do this job. Work upward from the lower edge of the dam. The channel will become ineffective within days and is only a temporary solution to ice dam damage.

Long-term action:

- Increase the ceiling/roof insulation to cut down on heat loss by conduction. Know your State code regarding R-value above the ceiling for new homes. In narrow spaces, use insulation products with higher R-value.

- Make the ceiling air tight so no warm air can flow from the house into the attic space.

SIDE EFFECTS: Mold, mildew, and air quality

Moisture entering the home from ice dams can lead to the growth of mold and mildew. These biologicals can cause respiratory problems. It is important that the growth of mold and mildew be prevented. This can be done by immediately drying out portions of the house that are wet or damp.

Summary

- Avoid complicated roof designs in snow climates.
- Reduce unwanted attic heat sources.
- Increase ceiling insulation especially above the exterior walls
- Remove attic heat with proper ventilation.
- Survey your properties for molds and mildews.

INSIDE

Why WOOL?
Ask Shirley!



shirley@regalclean.com

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“A Clean, Healthy Home(& office) ... GUARANTEED!”

Thank You

Thanks to all our clients who participated in our “Cans for Cash” discount program in November. Thanks to you we were able to collect dozens of cans, dry goods and jars of food for donation to the Bread of Life for their Thanksgiving dinner for the needy.



Celebrate The Holiday Season in Safety

Every year, the anticipated joy of the holiday season turns to unexpected grief and loss for families hit by residential fires. Please heed our advice and take these steps to a safe and happy holiday season.

- Select a fresh Christmas tree that is kept in water at all times.
- Check your Christmas tree lights and ensure they work properly. Also, ensure the cords are not damaged.
- Ensure you have a proper fire extinguisher in your home and know how to use it.
- Avoid overloading electrical outlets
- Avoid using candles
- Use only nonflammable decorations

Is There a Santa Claus?

Eight-year-old Virginia O'Hanlon wrote a letter to the editor of New York's *Sun*, and the quick response was printed as an unsigned editorial Sept. 21, 1897. The work of veteran newsman Francis Pharcellus Church has since become history's most reprinted newspaper editorial.

"DEAR EDITOR: I am 8 years old.
"Some of my little friends say there is no Santa Claus.
"Papa says, 'If you see it in THE SUN it's so.'
"Please tell me the truth; is there a Santa Claus?"

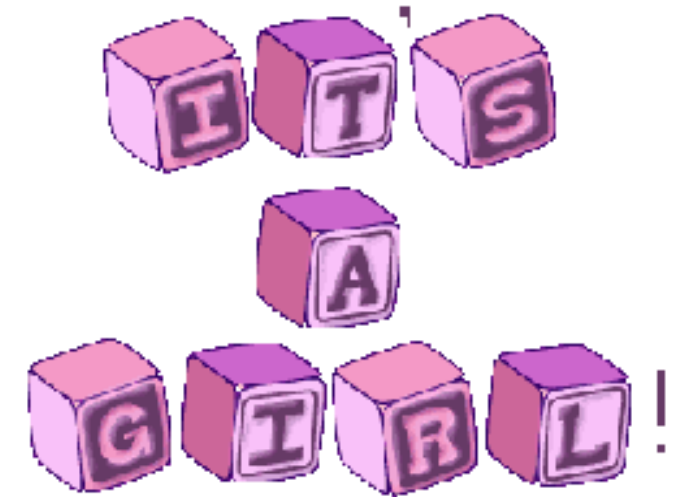
"VIRGINIA O'HANLON.
"115 WEST NINETY-FIFTH STREET."

We take pleasure answering at once and thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of the SUN:

VIRGINIA, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except [what] they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, VIRGINIA, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus. It would be as dreary as if there were no VIRGINIAS. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

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My wife Shanna and I are very excited to introduce our little bundle of joy and Sophia's little sister to you all. Isabelle Caroline was born on Wednesday November 3rd at 3:48AM at Winchester Hospital. She weighed in at 7lb. 10oz. (or 3.45 Kilograms for my Canadian relatives). Mother and baby are both at home and doing terrific.

Thank you to all our wonderful clients who have sent their best wishes during our pregnancy. Your good thoughts meant a lot to us both.