CREATIVE CARPET & FLOORING'S CREATIVE THINKING

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ISSUE NO. 140



We promise that you'll love your new floors, or we'll replace them for <u>FREE!</u>*

*Residential only. Within first 30 days after installation. Does not include cost of installation or other labor. Style must be of equal or lesser value.

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"Mark" My Words... a message from Dawn Giganti

Happy October!

We had a fantastic time with the contest this year and hoped you did, too. LOTS of excellent entries! Unfortunately, there could only be one winner. I want to congratulate that winner of the 2020 Ugly Floor Contest... CINDY LAITAR of New Lenox, Illinois! We can't wait to see your Ugly Duckling Yellow kitchen floor transform into a beautiful swan! Stay tuned for some before and after pictures.

Speaking of transformations, I utilized the long Labor Day weekend to refocus myself on a new goal for the fall. I don't know about you, but I'm SO ready for a little positivity again. If there was EVER a year that needed a clean slate, 2020 is it! So, we are taking a giant leap and are looking to move from our little 1000 square foot home into a larger one. It was only supposed to be a starter home... and that was back in 1995. This is long overdue.

But even if you still don't feel like you can make big goals, you can still set some smaller ones for the next few months. What is it that you most want to accomplish this fall? Maybe it's just getting ready for the holidays. What would you still like to do before the end of the year? It can be as simple as getting on top of menu planning on a weekly basis. Whatever you decide, you'll instantly feel so much happier and lighter. People are the happiest when we are STRIVING for something. It really doesn't matter what it is. So, pick something that fires you up and make that goal a priority this fall. It will change your entire perspective!

"The heart of man plans his way, but the Lord establishes his steps." Proverbs 16:9 ESV If you're like me and ready to feel positive and productive again, take some time this month to refocus on a new goal. This can be a fantastic new season for us! Keep me posted on your progress, and I promise to do the same. If it's God's will, it will happen.

"Many are the plans in the mind of a man, but it is the purpose of the Lord that will stand." Proverbs 19:21 ESV

God bless and have a wonderful month!

Dawn Giganti, Marketing & Administrative Assistant
Creative Carpet & Flooring

October 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Month at a Glance:

12th Columbus Day - "In fourteen hundred ninety-two, Columbus got us all a day off school. With just three ships he sailed over, So we could have some me time in October." ~ Trey Parker

17th Sweetest Day - began in Cleveland in 1922 when Herbert Birch Kingston decided to bring a little happiness into the lives of orphans, shut-ins and others who were often forgotten.

22nd National Nut Day - enough said

Employee birthdays this month:

7th - Steve Williams, Flooring Consultant

<u>Play-Doh was originally supposed to clean your walls</u>



In the 1930s, the company Kroger grocery tasked a man named Noah McVicker and his company Kutol Products (a soap company) to create a particular cleaning agent. **Key Facts:**

- In the 1930s, Kroger grocery had the company Kutol Products make a wallpaper cleaner that would later become Play-Doh.
- The putty that became Play-Doh was originally a wallpaper cleaner and fell out of demand after VVVII.
- Play-Doh was rebranded as a children's toy after seeing nursery school children play with it.

Kroger needed a material that could clean coal residue off wallpaper. However, after VVVII most houses transitioned away from coal-based heating and opted for natural gas. The demand for Play-Doh as cleaning putty declined. McVicker's nephew, Joe McVicker, is the one who had the bright idea. Joe saw nursery school children using the putty as a craft material and took this idea and ran with it in the 1950s. Joe helped rebrand Play-Doh as a children's toy, and it quickly became a nation-wide hit.

Curiosity. (2015, December 31). Play-Doh was originally supposed to clean your walls. Retrieved from Chicago Tribune: https://www.chicagotribune.com/redeve /redeye-the-surprising-history-of-playdoh-20151231-story.html

AMERICA'S MOST POPULAR SPORT SINCE THE 1960'S



ALTHOUGH BASEBALL IS STILL REFERRED TO AS "AMERICA'S PASTIME," FOOTBALL IN GENERAL AND THE NFL IN PARTICULAR TEND TO DOMINATE U.S. SPORTS FANDOM. (THREE WORDS: SUPER BOWL SUNDAY.) FOOTBALL'S DOMINANCE IS OF MORE RECENT VINTAGE THAN SOME MIGHT REALIZE. THOUGH. POLLS AND HISTORICAL DATA TELL US THAT IT DIDN'T BECOME THE MOST POPULAR SPORT IN AMERICA UNTIL SOMETIME IN THE 1960s (or, by some measures, as late as the early 1970s). Prior to that, BASEBALL WAS NO. 1. AMERICANS NAMED BASEBALL AS THEIR FAVORITE SPORT IN GALLUP POLLS IN BOTH 1948 AND 1960, BUT BY 1972, FOOTBALL HAD OVERTAKEN THE TOP SPOT. ITS RISE IN THE '60S LINES UP PRETTY WELL WITH THE AFL-NFL MERGER IN 1966, WHICH WAS FOLLOWED BY THE BIRTH OF THE SUPER BOWL IN 1967. THE NFL HAS NOW BEEN ON TOP BY VIRTUALLY EVERY MEASURE FOR DECADES. THOUGH THERE HAVE BEEN OCCASIONAL SURGES OF INTEREST IN SPORTS SUCH AS SOCCER AND BASKETBALL.

Gallup, Inc. . (2007, 09 25). Sports. Retrieved from Gallup Historical Trends: https://news.gallup.com/poll/4735/sports.aspx

MANJUNATH JADAMALI

of Tinley Park, IL

You are this month's

MYSTERY WINNER!

We have a \$50 Creative Carpet & Flooring gift card reserved just for you! Stop in your nearest showroom to

claim your prize!

NOTE: Must be picked up before 10/31/2020

Did You Know

We have our own Professional Spot Remover for Carpets & Upholstery!

It is entirely soap-free, odor-free and non-toxic. Our Spot Remover will not leave behind a soapy, sticky residue, which will significantly reduce rapid re-soiling, so carpets stay cleaner longer. It also breaks down old soap residues left behind from previous cleaners. Our cleaner is powerful yet soap-free, odor-free, hypo-allergenic, non-toxic with no VOC's and no off-gassing. It is made with all-natural ingredients - a safer cleaning choice.

→ 16 oz. bottle \$8.99

→ 16 oz. Unlimited, FREE-Refill bottle \$24.99

Swing by our showroom and pick up a bottle to have on hand for the holidays!

19845 S LaGrange Rd., Mokena, Illinois 2315 45th St., Highland, Indiana (888) 910-6585

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ANNETTE VANCE
ANNIE MIKLER
BARBARA MIDDLETON
BECCA EVANS
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BOB ASH
BOB YOUNG
BONNIE GRICUS
BRENDA MADISON
BRENT ESTES
BRIAN & VERONIKA JOHNSON
BRIAN LENZ
BROOKE WEISBROD
CAITLIN JAMEYFIELD
CARLA NELSON CARLA NELSON CAROL ROBINSON CAROL ROONEY

LIFTON GRAVES

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DIANE GETTO
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ERICA BRKOVIC
GEORGE PASZTELAN
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GETCHEN SMITH
HANNAH SPIROFF
HEIDI YUNKER
HELEN CARLSON
IRENE DAVIES
JACKI CLARK
JACQUELINE HEARNS
JATSON CHAHWALLA
JAMES & GLORIA CULP
JANITE MALAK JANINE MALAK

JAY HAMILTON JEAN WRONSKI JEFF & CATHY JACO JENNIFER ZARONIAS JACOBSON JILL & JOHN KREIS JILL KIM JILL PRENDERGAST JIM FORD JIM MARCH JIM SCHRAMM JOANN HERMAN JOEL FICEK
JOEL JOSHU
JOHN BERG JOHN D'ANDREA JOHN DARLINGER JON JAGER JOSH SCHEERINGA JUDY RAGO KAREN ZIOLKOWSKI KATHY SCOTT KATIE BENDER KEITH & BARB KANDEL KEN CAMERON

KENNETH WERT

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LYDIA HUDEC
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MIKE FABER
NANCY BUIS
NATRISA HART
NICHOLAS LIACONE
NICK & MEGAN HORRAS
NOAH WHITE
NONA MACKEY
NOREEN BURKE
NOREEN TALAGA
PAM BAKER
PAM HATCHER
PAM THATCHER
PATRICIA MASTERSON
PATRICIA MIRABELLA
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RICHARD KUCIA

RICHARD PISARSKI RICHARD PISARSKI RICK & DONNA SNOEYINK RITA PETERSON ROB FARMER RUTH HAMSTRA RUTH VYHANEK RUTHANNE MERRILL SARA HAWKINSON RUTHANNE MERRILL
SARA HAWKINSON
SARAH SHANAHAN
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SHERYL BEACH
STEPHANIE OSWALD
STEPHANY ROBINSON
STEVE & TRACY KLINGER
TAMMY BERNER
TERRY KRUEGER
TOM & SARAH MITTLER
TOM & ALANA LEMMEN
TOM SOLAVA
TONYA JOHNSON
TRISH FARKOS
WENDY FOX
WILLIAM CZARNECKI
ZACH BAYLESS

Who wants to WIN a \$50 Gift Card towards dinner at













This month's Mega Trivia question:

What can cricket chirps help you determine?

- (A) Wind direction
- (B) Air temperature
- (C) Time
- (D) Mosquito population

To enter. visit website creativecarpetinc.com, click on "MEGA Trivia" under Specials and take your best guess. Your chances of winning are better than you think! Winner will be announced in the following month's newsletter. Entry deadline is the 20th each month. Good luck!!!

Last month's question:

What kind of instrument is the piano?

Answer: (D) String & percussion

The strangest answer here is the correct one. Though we're used to instruments being neatly sorted, the piano fits into two different categories, string and percussion. In terms of the way it's played, it more closely resembles the latter: You press keys with your fingers, and those keys trigger hammers inside of the piano. However, because those hammers strike strings to make sounds, the piano may also be considered a string instrument. You can see the strings for yourself by opening one up - they're stretched taut over a bridge, as on other string instruments. So, the piano is both a string instrument (because of the strings) and a percussion instrument (because of the hammers). Because of this ambiguity, some people place pianos in a separate category altogether — the keyboard category. (Britannica)

Congratulations to last month's winner:

LINDA DRYFHOUT

of Mokena. IL

Stop by Creative Carpet & Flooring to claim your prize by October 31, 2020!





#1 - Moving of furniture

#2 - Take up of existing carpet

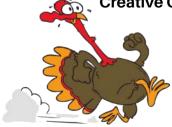
#3 - Carpet haul away

That's right... ALL 3 FOR FREE or FREE pad upgrade!

Valid October 1st thru October 31st. 2020 Offers cannot be combined.







If you are even thinking of having new flooring installed or carpets cleaned \(^{\text{s}}\) for the holidays, we implore you to HURRY to our showroom and book your installation or cleaning now, even if you don't need it for a month or two. If you come in last minute, we'll do our best to fit you in, but it's very likely you'll have to wait for several weeks. Don't take that chance... especially if you planned on new flooring for the holidays!



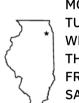


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MON 10am _ 6pm

TUE 10am _ 8pm

WED 10am _ 6pm THR 10am _ 8pm

FRI 10am _ 6pm

SAT 10am _ 4pm

SUN closed



www.creativecarpetinc.com 888.910.6585



The material contained in this newsletter is for informational purposes only and is based upon sources believed to be reliable and authoritative; however, it has not been independently verified by us. This newsletter should not be construed as offering professional advice.

2315 45th Street Highland IN 46322 219.595.5561



MON 9am _ 6pm

TUE 9am _ 6pm WED 10am _ 6pm

THR 9am _ 6pm

FRI 9am _ 6pm

SAT 10am _ 4pm SUN closed

M How about a night out at one of your favorite restaurants through **Creative Carpet's** Referral Rewards Program

As you probably know, advertising very expensive. Instead of paying the newspaper or other place to advertise, we'd rather reward you. Every time you refer someone who becomes a client and purchases, we will send you a \$25 gift card to one of these restaurants















Don't visit any flooring dealer until you call us for a FREE Consumer Awareness Guide!

You will learn...

Visit our website to obtain your copy! www.creativecarpetinc.com

A gigantic THANK YOU to all who referred us last month...

Al & MaryKay Howlett Amanda Siegers Beth Alberts Bill & Kathy Lyons Brent Estes Christine & Joe Ostrander Dino Manousopoulos Jenny Rubino

Joe Werner Karen Pickel Kathleen Pagorek Kathy Tobin Kyle & Leah Fischer Linda & Joe Lopez MaryAnne Blattner Tom & Eileen Roe

THANK YOU FOR THE KIND WORDS!

"Creative Carpet & Flooring. The staff is totally professional. When my husband and I went into the showroom the flooring there were displayed beautifully. with - 1 worked Krizmanic' she was able to explain the products she was so knowledgeable. I felt extremely comfortable to invite her into mý home. We flooring now my home look magazine thanks to Creative Please take an opportunity and visit their showroom and purchase. You will be extremely happy."

- Dianne Bond of Highland, IN