

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

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Hello Friends!

Hello friends and clients, welcome to the brand new October edition of the *Home & Family News*! In this action packed edition, you'll discover tons of money saving ideas, tips for your home and fun facts!

Please visit our newly redesigned web site, featuring a virtual showroom plus other new features! www.targetwindowdoor.com

If you have any questions, please call me at **1-800-956-7722**, or email me: mark@targetwindowdoor.com

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How To Save \$\$\$ On Gas – Expert Tips From A Master Auto Tech!

With gas prices “climbing the charts” at a record pace, I figured now would be a great time to show you how to improve your car's fuel economy. These tips and techniques are from an expert auto technician.

Tires – make sure your tires are inflated to the upper end of the manufacturer's suggested inflation range, not just for fuel efficiency, but also for safety.

Tune-up – when was the last time you had a tune-up? For maximum fuel efficiency, be sure to have your car tuned-up according to the manufacturer's specifications. At a minimum, get your car tuned up every 60,000 miles, even if your owner's manual says 100,000 miles.

Air filter – your air filter should be replaced every 30,000 miles or when it appears visibly dirty.

Oil – most cars run more efficiently when the motor and transmission contain synthetic oil. Synthetic lubes offer extended drain intervals, less wear, and better lubrication. Most quickie lube centers offer synthetic oil for a few bucks more.

Spark Plugs – if they're available for your engine size, you'll want to go with Bosch Platinum +4 spark plugs. They offer better performance, especially while accelerating and during cold warm-up.

Battery – if it's time for a new battery, one of the most efficient batteries is the Optima Spiral Cell. This battery uses less horsepower to recharge after starting up. It also provides a quicker start.

Thermostat – should be changed every 60,000 miles. The older the thermostat gets, the longer it takes to close resulting in longer warm-up times and overly rich fuel mixtures, coupled with high emissions. Unless you're handy with cars, you'll need a professional auto mechanic to do this job.

OCTOBER REMINDERS!

More sleep – On October 29th, don't forget to move your clocks back an hour!

Your garden – If you plan on having beautiful flowers in the spring, now's the time to plant your spring flowering bulbs.

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:**

- √ Guta Peck
- √ Darryl and Michelle Burnett
- √ Charles and Monica Sabido
- √ Mr and Mrs Pigulsawas

A Note From One Of Our Satisfied Clients.....

“My experience was simply delightful. From the initial planning stage, to the final sweep up, my expectations were more than met. I cannot conceive of using anyone else to replace the remainder of my windows. It's too bad you don't do other remodeling as well. Thank you so much.”

Carolyn Fielder - Valencia

Are YOU This Month's Trivia Contest Winner?

GUESS WHO WON THE SEPTEMBER TRIVIA QUESTION?

Target Window & Door is pleased to announce the Grand Prizewinner of last month's quiz. And, the winners are... **Wade Thames** from San Gabriel. His \$50.00 check is on the way! He was the first to correctly answer this quiz question:

Name The Only Mammal That Cannot Jump!

a) Elephants b) Goats c) Bears d) Giraffes e) Skunks

OK. If you picked a) Elephants, you can rest assured nobody will call you Dumbo, because you're right! Peanuts anyone? Now, let's move on to this month's trivia challenge...

OCTOBER'S MEGA TRIVIA QUESTION!

Trivia, as you know, is one of my favorite sections of the newsletter! I love challenging you with questions that'll leave you puzzled and I love receiving your answers and feedback. Each and every month brings a brand new question, and a chance for you to win!

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 !!!

**Which One Of The Following Was The First
Credit Card Issued To Consumers?**

a) Visa b) Discover c) Diners Club d) MasterCard

A TIMELY HOME & FAMILY SAFETY TIP...!

Mind-boggling to some, there's a new craze among children *and* adults that's spreading faster than the Ebola virus – I'm talking about scooters!

I heard an alarming report that nearly 90,000 scooter-related injuries have been reported. (I tried out my son's scooter and fell quite hard on my back!) Yikes! Here's a safety checklist that all scooter-enthusiasts should follow to ensure maximum safety while they ride:

Helmet – just as important for children and adults to wear. Head protection is essential for maximum safety while riding scooters.

Pads – especially if you're new on the scooter, you're bound to take a tumble or two. Make sure your elbows and knees are padded. It's also wise to wear gloves.

Shoes – solid and sturdy rubber-soled shoes should be worn. These will help prevent any unwanted slippage.

Feet – unlike skateboards, your feet should be facing forward on a scooter, not facing on the side of the deck. Because a scooter has handlebars, it's bad technique to twist your body and have your feet facing the side.

Traffic – always follow traffic guidelines. Also, encourage children to stay out of busy streets and thoroughfares whenever possible.

Terrain – scooters are not designed to handle any off-roading or mud-bogging. Keep them on smooth, flat surfaces at all times.

News Of The Bizarre!

Slidell, LA - Darryl Ennis, 34, called 911 for the sole reason of getting police assistance to force his mother to cook him some pork chops. When he allegedly verbally abused the emergency operator for declining his request, officers went to his home and arrested him.

Canton, OH - An 8-minute, 16 mm film checked out of a library in January 1958 was finally returned two weeks ago during a fine-free week. The film, "Rose Parade of 1954," was left anonymously in the book-drop box of the Stark County District's main library. Fines of \$1 a day for overdue films once were charged by the library. At 1958 rates the fine could have totaled more than \$15,500 by now.

The Useless Trivia File:

- A pelican consumes about 33 percent of its body weight in a single meal.
- The best-selling Barbie® doll ever was Totally Hair® Barbie®. She had flowing hair from the top of her head down to her toes.
- In the year 500 B.C., Athens organized the first municipal dump in the western world.
- About 93 percent of households in Denmark consume wine, the highest consumption of all countries. French homes follow with about 85 percent.
- There are 42 dots on a pair of dice.
- Australia's Box Jelly is the world's most dangerous jellyfish. Its toxin is more potent than cobra venom and can kill a person in minutes.
- Synesthesia is a rare condition in which the senses are combined. Synesthetes see sounds, taste colors and shapes, and feel flavors.

- The speed of a raindrop varies with drop size and wind speed. A typical raindrop falls an average of 600 feet per minute, or 7 miles per hour.
- In 1927, Charles Lindbergh was the first person honored as Man of the Year by "Time" magazine.
- TV talk show host Jay Leno owns more than 30 classic cars and more than 40 motorcycles. His first automobile was a 1934 Ford V-8 truck which he restored himself at the age of 14.

How To Extend The Life Of Cut Flowers...

For longer lasting flowers, the first thing you want to do is gently rinse the flowers and stems when you get home. Next, make a diagonal cut at least 1 inch above the bottom of each stem.

Also, remove all foliage that will be below the water line in your vase. Be sure to change the water at least every other day. Do not place your flowers in sunlight or on heat generating appliances.

Welcome To New Clients!

Here are **a few** 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!

- ✓ **Edgar and Elsa Manjarres from Los Angeles.**
- ✓ **Larry and Dianne Epstein from Northridge.**
- ✓ **Jim and Ascension Burrell from Mission Viejo.**

Consumer Know-How!

Ever have to call customer service? Sure, we all have. You know as well as I do that it's nearly impossible to speak to a live person to get your problem solved – unless you know the trick...

When you call customer service, as soon as you hear the prerecorded voice, start pressing zero on your phone. You may have to press it up to six times, but it works on about 75% of all customer service phone operations.

Home & Family Tip Of The Month!

A Do-It-Yourself Guide To Removing And Replacing A Toilet Wax Ring”

A wax ring is an extremely important component to your toilet. It seals the toilet to the flange and it's used to seal the water and sewer gas into the soil stack.

How to tell if it's time for a new wax ring... If you find water or moisture around your toilet on the floor, it's probably time to replace your wax ring.

Tools for the job:

- A helper – some toilets can be heavy. An extra hand will make the job easier.
- New wax ring
- Scraper
- Household cleaner
- Rags and sponges
- Adjustable wrench

Note: All tools and materials are available at your local home store, with exception of the helper!

Step 1: Turn off the water to the toilet and flush it. Unfasten the water line from the tank. Next, empty the toilet bowl. Here's how to do it: Use a cup to empty the toilet bowl and empty it into a bucket or your tub. Get as much water out as possible.

Step 2: The next step is to remove the nuts that secure the toilet to the flange. Use your adjustable wrench to remove the nuts, located on the sides of your toilet.

Step 3: OK, now that the nuts are off, before you lift the toilet, locate a spot to set it down. After you've located a spot to set the toilet, carefully lift the toilet from the flange. Remember that there will be some water left in the trap and that it will most likely leak. Now set the toilet down on its side – do this very carefully.

Step 4: Remove the old wax ring from the bottom of the toilet. Use your scraper and household cleaner to clean the bottom of the toilet completely. Next, clean the flange and the area of the floor under the toilet.

Important: If the subfloor has been damaged by the leak, stop now and call a professional immediately.

Step 5: Now it's time to place the wax ring on the bottom of the toilet. Once the new ring is secured to the toilet, lift the toilet up and place it over the flange. Have your helper guide the toilet back over the flange bolts. Now tighten the nuts with a wrench. DO NOT over tighten these as the toilet may crack. If you want, you can put a line of caulk around the bottom of the toilet, but this is optional.

COULD YOU USE \$100.00?

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:

- **\$100 Cash!**
- **\$100 gift certificate to the Mall of your choice!**
- **\$100 donation to the charity of your choice in your name!**
- **\$100 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.)

By referring your friends and neighbors to us, you've helped our business grow. Offering these special rewards is our way of saying, "**thank you, you're the best!**" Without you, we couldn't do what we do.

To take advantage of our Referral Reward Program, just fill out the enclosed referral sheet and either fax to **818-846-1112** or send it in. That's all there is to it!

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

P.S. Don't forget to check out my special Referral Sheet on the last page so I can help your friends and family with their window remodeling needs.

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Here's Your Chance To...

WIN! WIN! WIN!

Simply fill out the following information, fax or mail it in, and you'll be entered to win our monthly Trivia Challenge.

Your Name: _____

Your Phone: _____

Your Answer (check one): ___(a) ___(b) ___(c) ___(d) ___(e)

And don't forget the:

Referral Reward Program!

Fax To: 818-846-1122

Mail To: 146 W. Cypress Ave Burbank, CA 91502

If you use this form, we will be able to make sure you get credit for all of your referrals when they become clients. If you have any questions, just give us a call at (insert your phone number).

Client Name: _____ Phone # _____

Referrals: If you run out of room you can write on the back.

Name _____

Address _____

City, State, Zip _____

Home Phone _____

Name _____

Address _____

City, State, Zip _____

Home Phone _____

Name _____

Address _____

City, State, Zip _____

Home Phone _____

Yes! Feel free to use my name as a reference when you contact the referrals!

