

Thank you for letting ROTH RUG CLEANERS care for your rugs



MAY WE SUGGEST THE SAME GENTLE, BEAUTIFYING CARE FOR THE OTHER RUGS IN YOUR HOME. WE ALSO SPECIALIZE IN REPAIRS, ALTERATIONS, MOTH-PROOFING, AND ROTH-HOST DRY CLEANING FOR WALL-TO-WALL CARPETING.

Here's how to care for your rugs in your home . . .

between once-a-year professional cleanings

How to remove spots



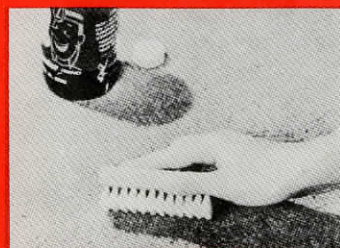
First, scrape up lightly any solid or liquid material before it has time to sink into the weave.



Then wet a sponge with the proper cleaning solution, and feather it lightly over the spot. Blot with a tissue.



Then blot spot again and again with a face tissue, folding and turning the tissue as it becomes damp.



After the spot has completely disappeared, brush up the nap on the carpet with a metal brush. Let dry undisturbed.

Proper cleaning methods for different stains

Beverages, Alcoholic—Blot with a clean cloth. Sponge with lukewarm water and then with detergent suds (one tablespoon to one pint lukewarm water), using a clean cloth. Vacuum away suds. If stain remains, sponge with a clean cloth dipped in denatured alcohol. Stains from beverages that contain dyes may require Roth attention.

Beverage, Non-Alcoholic (Coffee, tea, soft drinks)—Sponge with a clean white cloth dampened with lukewarm water. Then sponge with detergent suds (one teaspoon to 1/2 pint lukewarm water). Vacuum away suds. Dry.

Candy—Scrape off excess with blunt knife. Sponge with cold water. If candy contains chocolate, rub stain with clean cloth dampened with a non-flammable household dry cleaning fluid. Sponge with cold water and let dry.

Chewing Gum—Hold an ice cube to gum until it becomes thoroughly cold. Remove gum. If needed, sponge lightly with clean cloth and a non-flammable household dry cleaning fluid.

Cigarette Burns—If the surface of rug is superficially charred, carefully clip off the blackened ends of tufts and sponge the area lightly with detergent suds (one tablespoon to one pint lukewarm water). Severely burned spots need replacement. You can possibly mend tufted carpets, but Roth can do a much better job.

Fruit Juices—For any acid substances like these, vacuum area and sponge with lukewarm water and clean cloth. Apply detergent suds to neutralize the acidity (one tablespoon to one pint lukewarm water). Work in circular motion, from outside to center of stain. Vacuum, let dry.

Furniture Polish—Roth aid should be called for complete removal. If you attempt it, warm a bottle of denatured alcohol in a pan of hot water. Using dropper, slowly apply warm alcohol to stain and sponge with a clean white cloth, moving from outside in to center of stain. Repeat process if necessary. Because of the dye in polish, this is a very stubborn stain. For stains from furniture legs, it is also best to consult Roth.

Ice Cream—Sponge with clean cloth and lukewarm water; then with detergent suds (one tablespoon to one pint lukewarm water).

Ink—If ink is washable type, blot thoroughly with clean white cloths. Then sponge with detergent suds (one tablespoon to one pint lukewarm water). Work from outside of stain to center, avoid spreading ink. Vacuum away suds. If stain persists, repeat this process, or see Roth.

Lipstick—Vacuum stained area. For light stains, apply absorbent powder cleaner or sponge with non-flammable household dry cleaning fluid. For heavy stains, rub lard lightly into stain, scrape off excess, then sponge with a non-flammable household dry cleaning fluid.

Milk—Sponge with lukewarm water, then with detergent suds (one tablespoon to one pint of lukewarm water). Vacuum. If necessary, spot with non-flammable dry cleaning fluid when area dries.

Oil—Vacuum the area, sponge with clean cloth and non-flammable household dry cleaning fluid. If large area is involved, call Roth.

Paint, Varnish, Shellac—Apply a few drops of turpentine and sponge with a clean cloth, working from outside to center. Apply non-flammable household dry cleaning fluid in same manner and let dry.

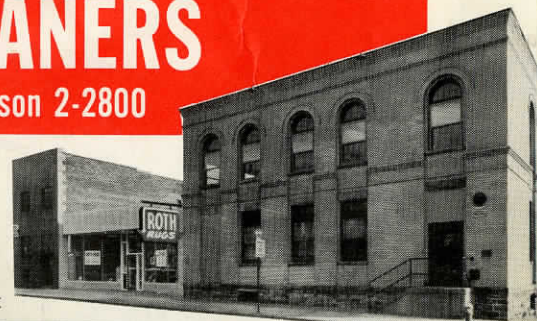
FOR "KITTEN CLEAN" RUGS—THE MOST CAREFUL PROFESSIONAL CLEANING

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