

**Ideal Carpet
Cleaning**

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Healthy Home News

"Secrets For Living A Healthy, Wealthy & Happy Life..."

The Best April Fools' Joke Ever? "The Swiss Spaghetti Harvest"

In 1957 the respected BBC news show *Panorama* announced that thanks to a very mild winter and the virtual elimination of "the dreaded spaghetti weevil," Swiss farmers were enjoying a bumper spaghetti crop. It accompanied this announcement with footage of Swiss peasants pulling strands of spaghetti down from trees. Huge numbers of viewers were taken in, and many called up wanting to know how they could grow their own spaghetti trees. To this question, the BBC diplomatically replied that they should "place a sprig of spaghetti in a tin of tomato sauce and hope for the best."

You can watch the funny original video on *YouTube*. It's titled *BBC: Spaghetti-Harvest in Ticino*. ☺

"April Fools' Day" History

On this day in 1700, English pranksters begin popularizing the annual tradition of April Fools' Day by playing practical jokes on each other.

Although the day, also called All Fools' Day, has been celebrated for several centuries by different cultures, its exact origins remain a mystery. Some historians speculate that April Fools' Day dates back to 1582, when France switched from the Julian calendar to the Gregorian calendar, as called for by the Council of Trent in 1563. People who were slow to get the news or failed to recognize that the start of the new year had moved to January 1 and continued to celebrate it during the last week of March through April 1 became the butt of jokes and hoaxes. These included having paper fish placed on their backs and being referred to as "poisson d'avril" (April fish), said to symbolize a young, easily caught fish and a gullible person.

April Fools' Day spread throughout Britain during the 18th century. In Scotland, the tradition became a two-day event, starting with "hunting the gowk," in which people were sent on phony errands (gowk is a word for cuckoo bird, a symbol for fool) and followed by Tailie Day, which involved pranks played on people's derrieres, such as pinning fake tails or "kick me" signs on them.

Check us out on Facebook at

www.facebook.com/IdealCarpetCleaningON



**Cool websites to
visit this month:**

Screen Free

Ever consider a "TV Turnoff Week?" Here's a website dedicated to making turning off the TV for a week fun and enjoyable – for the entire family.

www.ScreenFree.org

April Fools' Day on the Web

April Fools' Day on the Web brings you the most complete listing of April Fools' Day Jokes that Web Sites have run each year from 2004 to the present. Get ready to have some fun here.

www.AprilFoolsDayOnTheWeb.com

Get Inspired

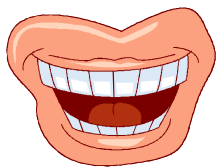


Outstanding Client of the Month!

Meet [insert name]

Every month I choose a very special **Client of the Month**. It's my way of acknowledging loyal clients and saying a big "Thank you!" to those who support me and my business with referrals and repeat business... You could be my next **Client of the Month**!

See Insert This Issue...



Put a smile on your face with our "allergy season special"!

(see colored insert)

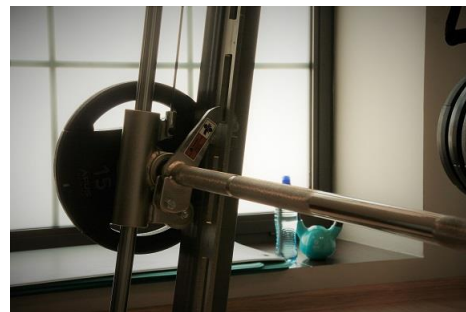
Healthy Talk

Walk (Don't Run) To A Gym Near You

Local vs. national chains: Local gyms reportedly work harder to retain your membership because they don't rely on high volume and low-fee sales. They also don't subject you to confusing promos, long-term deals, and the big discrepancies in membership costs. The advantage of national and regional gyms is their multiple locations, their often cheaper membership dues and wider variety of equipment.

- **Convenience:** Regardless of the cost of membership, joining a gym is an expensive outlay if you don't go. So make sure you choose one that's close to home or work and has what you're looking for in terms of amenities and programs.
- **Vibe factor:** When you tour a gym, get a sense of how you feel about it. If you're intimidated by a busy gym crowded with buff bodies, a large club may not be for you.
- **Get the timing down:** During the last few days of the month, many gyms come up with various specials to increase membership. Spring is often a good time to find deals: More people head outdoors for exercise, which translates into a slowdown at health clubs.
- **Consider the amenities:** Don't pay for what you probably won't use. If you don't swim, stay away from gyms with pools. If you don't have children, don't let a gym that provides childcare hit you up with higher dues that include childcare amenities.

Beware: Many gyms offer two or more free training sessions when you join. But many health experts say that just a few sessions with a personal trainer won't translate into an individualized workout. To reap benefits from a trainer, you'll have to spend more than just a few workouts (nothing against personal training – it can be great – just be prepared to put out more money if you choose to go that route).



Quotes for April...

"If pleasures are greatest in anticipation, just remember that this is also true of troubles." - Elbert Hubbard

"Television is an invention that permits you to be entertained in your living room by people you wouldn't have in your home." – David Frost

Preventing Hearing Loss

As the popularity of portable music players increases, many health experts are concerned about users' hearing loss. Brian Fligor, an audiologist at Children's Hospital Boston, did a study on how loud and how long you can safely listen to music through headphones. He found that tight-fitting in-the-ear headphones, also called earbuds, are more dangerous than over-the-ear versions because the sound is placed closer to the eardrum. Fligor determined that it was safe to listen to music at a volume level set to 60 percent of the dial (with 100 percent being turned on the highest setting) for about an hour. Using earbuds though, the safe time for some models was just 30 minutes. The moral: turn down the volume, and listen for shorter periods, especially if you're using earbuds.

Experience "Supersonic Hearing"

If you're stuck chatting up a "mumbler" at a cocktail party, lean in with your right ear. It's better than your left at following the rapid rhythms of speech, according to researchers at the UCLA David Geffen School of Medicine. If, on the other hand, you're trying to identify that song playing softly in the elevator, turn your left ear toward the sound. The left ear is better at picking up music tones.

Another Funny April Fools' Joke: *San Serriffe*

In 1977, the British newspaper *The Guardian* published a special seven-page supplement in honor of the tenth anniversary of San Serriffe, a small republic located in the Indian Ocean consisting of several semi-colon-shaped islands.

A series of articles affectionately described the geography and culture of this obscure nation. Its two main islands were named Upper Caisse and Lower Caisse. Its capital was Bodoni, and its leader was General Pica. The *Guardian's* phones rang all day as readers sought more information about the idyllic holiday spot. Few noticed that everything about the island was named after printer's terminology.

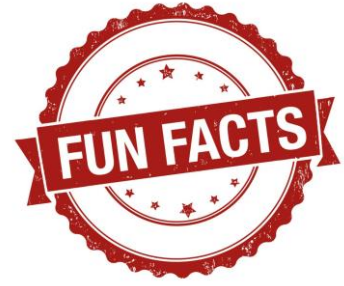
The success of this hoax is widely credited with launching the enthusiasm for April Foolery that then gripped the British tabloids in the following decades.

Thank You!

Thanks to YOU the word is spreading! Thanks to all of my wonderful clients who graciously refer me to their friends, family, and neighbors! My business runs on the positive comments and referrals from people just like you. I couldn't do this without you! A special thanks to all these fine folks who referred me last month...

Dennis and Darlene Boulanger

April Fun Facts



1. Global Child Nutrition Month
2. Humor Month
3. Mathematics Awareness Month
4. April 18, 1982, Canadian Constitution Act signed. This act established new fundamental laws and civil rights for Canadians. It replaced the British North America Act of 1867.
5. April 23rd is known as the Feast day of the Patron Saint of England.
6. On April 4, 1949, the North Atlantic Treaty was signed.
7. On April 11, 1814, Napoleon Bonaparte was exiled to the island of Elba and he was abdicated as Emperor of the French.
8. Good Friday - Friday before Easter Sunday
9. April 5 - Arbor Day
10. April 22 - Earth Day
11. Thai New Year in Thailand
12. Khmer New Year in Cambodia

April Fools' Day "Cookies"

1. Whip up your favourite mashed potato recipe, omitting any spices that would add colour, i.e. pepper.
2. Stir in a can of drained and rinsed black beans.
3. Place spoonfuls on a cookie sheet and bake at 350F until golden brown and serve warm!

Thanks for All the Kind Words!

The carpet looks fine and I was very pleased there was no strong scent left behind.

-- Sharon Day, Ottawa

Memories in 2018: Why Write Your Memoirs

by Anil P. Balaram

Many of this year's client newsletters will include articles revolving around the theme of "memories." When we talk with our clients, we realize that many of you have done and experienced some amazing things. We'd be happy if you'd share in our "Memories" theme by telling us about some of your memories. If you'll allow us publish them in our client newsletter, that'd be great.

Why Memoirs?

Even if you don't want to share your memories with us, we encourage you to share them with friends and family. Perhaps the best way to share memories is by writing memoirs. This month's article is the first in a series about memoirs. It focuses on why to write.

We contend that memoirs aren't just for the great and the (not so) good, though. Each of us has a unique story to tell, wisdom to impart and a perspective on the world that's lost when our memories are lost. Written memoirs are a valuable gift to children, grandchildren and even further descendants. It's been said that a wise man learns from his mistakes but an even wiser one learns from others' mistakes. Learning from others' mistakes is easier when those others are family - people with whom we have a deep, permanent connection.

Later articles in this series will discuss how and where to start writing, how to persist and keep at it. We'll also look at some of the legal issues and the technological decisions you can make when writing your memoirs. If you're already motivated to start, let me give you a very brief sneak peek: start with some anecdotes, written electronically (the format usually doesn't matter as long as it's accessible), keep it backed up on a separate physical medium (e.g. in addition to saving to the computer or tablet, keep it on another device or on the Internet) and, for now, *don't show it to anyone* (you'll see why in an upcoming article, when we get a lawyer's overview of the legal issues)!

This article is an excerpt. The unabridged version can be found on our blog at idealcarpet.ca/blog.

About the Author

Anil Balaram has been Ideal Carpet Cleaning's part-time Marketing Manager since 2015. Anil was raised in Ottawa and works full-time as a software engineer. He and his wife have three children.