Free Afternoons for You

Don't be the slave of your home, when friends and the out-of-doors call you. Let the TORRINGTON Electric Vacuum Cleaner give you easy mornings and free afternoons.

It costs less for electric power to run a TORRINGTON for a year than for a cleaning-woman for a half-day's work.

The TORRINGTON Electric Vacuum Cleaner has a big revolving sweeper-brush which lifts up threads and surface litter and loosens trodden-in grit and dirt. A powerful fan behind the brush sucks it up into a dust-proof bag. With its attachments every form of household cleaning is easily, quickly, and thoroughly done.

Visit a shop where TORRINGTON Electric Vacuum Cleaners are sold and have the Cleaner and its attachments demonstrated to you.

Send us your address so we may send you a booklet, also information about a free trial.

★THE TORRINGTON COMPANY
National Surface Pneumatic
17 Laurel Street Torrington, Conn.
Ten Thousand Extra Hours for You!

Tucked away in the sockets of your electric light fixtures are ten thousand toil-free hours! These are the hours you’ve often wished for, but never had. They’ve been there all the time—at your elbow, or within arm’s reach—and you never knew it.

And now, with summer here, you badly need them!

How can you get these extra hours? Simply turn the switch of a Hoover and let the endless power in that electric socket pour forth to do your bidding.

Tirelessly with The Hoover you can clean your rugs and floor coverings. It will do the beating and sweeping that hitherto has taxed your strength.

You can do speedily, more easily and better the tasks which have always consumed much precious time.

And one by one, you will put to some good use these hours The Hoover saves you, day by day.

The Hoover never tires, nor do you as you glide it.

The Hoover neither slights nor shirks.

It keeps quietly to its work until the very last speck of sharp-edged, gritty, embedded dirt is beaten out and suctioned away—

Until the very last thread and hair and piece of lint is swept up and whisked safely into the Hoover bag.

As it cleans rugs it also restores their beauty and prolongs their life, and thus it repeatedly saves its cost.

And with its newly devised attachments you can easily and dustlessly do all of your dusting.

When will you start to save your ten thousand extra hours, with The Hoover?

See your Authorized Hoover Dealer today. He has a plan of easy payments that makes the purchase of the new model with its ten added features no burden at all.

The Hoover Company, North Canton, Ohio
The oldest and largest makers of electric cleaners
The Hoover is also made in Canada, at Hamilton, Ontario

*The Hoover

It BEATS.... as it Sweeps as it Cleans

In using advertisements see page 6
Bring new cleanliness to your home this Christmas with the Royal

It's an ideal Christmas present—the Royal Electric Cleaner— one that will bring real cleanliness and comfort into your home for many years to come.

For no home can be kept truly immaculate with ordinary cleaning methods. They remove only the surface soil and litter from your rugs and draperies.

The worst dirt, the most dirt, is deeply embedded and hard to take out. The Royal jar-of-water laboratory test shown here proves how much more dirt is in your rugs, than on them.

This embedded dirt is constantly being stirred into the air by footfalls and draughts. It is dusty and unwholesome—full of germs. No room can be thoroughly clean until it is taken out.

Removing the embedded dirt

There's one way in which it can be effectively removed—with the Royal, the Electric Cleaner that gets ALL the dirt. The Royal cleans with powerful air motion, scientifically applied. It lifts the rug, opens up the nap, and sucks the embedded dirt as well as the surface litter, into the bag.

The wide Royal nozzle with its long, prodigious end gets into the corners and out-of-the-way places and does a thorough cleaning job. It will even clean hardwood

SURFACE LITTER

EMBEDDED DIRT

ROYAL

The Electric Cleaner that gets ALL the dirt

©1923, The P. A. Geier Company, Cleveland, Ohio

Manufactured in Canada by Continental Electric Co., Ltd., Toronto

Also manufacturers of Royal Hair Dryers and Royal Driers

Easy to use—and built to last a lifetime

The Royal takes the drudgery out of housework. It won't tire you out. It is light and easy to carry or roll around. The convenient trigger switch on the handle saves stooping to turn the current on or off.

And so sturdily and simply is the Royal built that it will last a lifetime. Every part is guaranteed. It is practically troubleproof.

For Christmas

The Royal is a gift that any wife or mother will appreciate. It makes possible the cleanliness she wants for her home, and lightens her housework for years to come. And it protects your children from breathing germ-laden dust as they play on the floor with Christmas toys. See the Royal before Christmas. It will give you a new conception of real cleanliness, freshness and sweetnees in your home. Any Royal dealer will gladly arrange for a demonstration. If you don't know the Royal dealer in your city, write us.

The P. A. Geier Company
Cleveland, Ohio

124 December 1923 Good Housekeeping

Is there a “high water mark” in your household cleaning?

SOMETIMES, after little hands have been washed,
there’s a shadowy gray line that mother calls the
‘high water mark.’

Mother knows, too, that there are “high water marks”
in household cleaning. Not because of carelessness,
but because she can do no better with the tools she has.
She sweeps her rugs diligently, regularly. But at the very
bottom of the nap is destructive, sharp-edged dirt her
broom can’t sweep out. It must be dislodged—beaten out!
When she regularly beats her rugs with a Hoover, they
will actually be as clean as she may think they are now.
The Hoover also sweeps and air-cleans at the same time.
And what other cleaner gives rugs the three kinds of
cleaning they should have to be thoroughly clean?
Then, there’s the space under beds and other low-built
heavy furniture. A Hoover rolls under these with ease,
heating, sweeping and thoroughly cleaning the floor
covering.
The draperies need not be sent to the cleaner’s nor a step-
ladder used to reach dust on ledges and mouldings.
For it’s only a moment’s work to snap in place the
new Hoover cleaning attachments—the most
remarkable set of attachments ever devised.
Powerful air-suction—drawn through cleaning
tools with swivel joints that relieve the hand of any
twisting strains—whisks dust and dirt from even its
every resting place. And it’s dustless cleaning, too.
With equal ease and thoroughness every piece of fur-
niture, every article of the household exposed to dust,
can be brushed and suctioned clean with the conven-
ient nozzle-brush attachment.
You have no idea how a Hoover will simplify your
household cleaning—the great amount of labor and
time it will save—the years it will add to the life of
your rugs and furnishings.
What is all this worth to you? Fortunately, you won’t
have to pay nearly that much! Phone your Authorized
Hoover Dealer today. It is so easy to buy the new
Hoover with its ten added features, on the easy payment
plan, that you’ll wonder why you waited so long.

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest makers of electric cleaners
The Hoover is also made in Canada, at Hamilton, Ontario

The HOOVER
It Beats—as it Sweeps—as it Cleans

In using advertisements see page 6

PITY THE RUGS

Tramp...tramp...tramp! Day in, day out, the heavy tread of countless feet thumps down upon the soft nap of your rugs.

 Crushed against the unyielding floor, the delicate fibres are cut and chafed by knife-like particles of sandy grit that find lodgment in rug depths.

 But even this is not all! Twice a year, or oftener, they are carried out and beaten, as hard and as cruelly as muscles of iron can do the job.

 Wracked and strained from end to end, their soft nap chafed and cut and matted, do you wonder your rugs wear out so soon?

 Yet, rugs need beating, as you can prove.

 That's why The Hoover Beats—but unlike the carpet beater it does it so gently that even the most delicate floor covering is not injured.

 Investigate this cardinal difference between The Hoover and other cleaners. Convince yourself that there are three essential principles to thorough cleaning—that beating and sweeping are necessary in addition to air suction.

 Let any Hoover Dealer send a man to your home at any time you may elect. Ask him any questions that may occur to you. Make him explain why The Hoover is to be preferred over all other makes. And remember there is no obligation.

 If you want clean rugs, entrust them only to The Hoover. Any Authorized Dealer will deliver one, complete with remarkable newly-designed dusting tools, for only $6.25 down.

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The Hoover Advertisement, Good Housekeeping, volume/no, (Month 1926):89