

Torrington

ELECTRIC VACUUM CLEANER

BIG BRUSH — POWERFUL SUCTION

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.

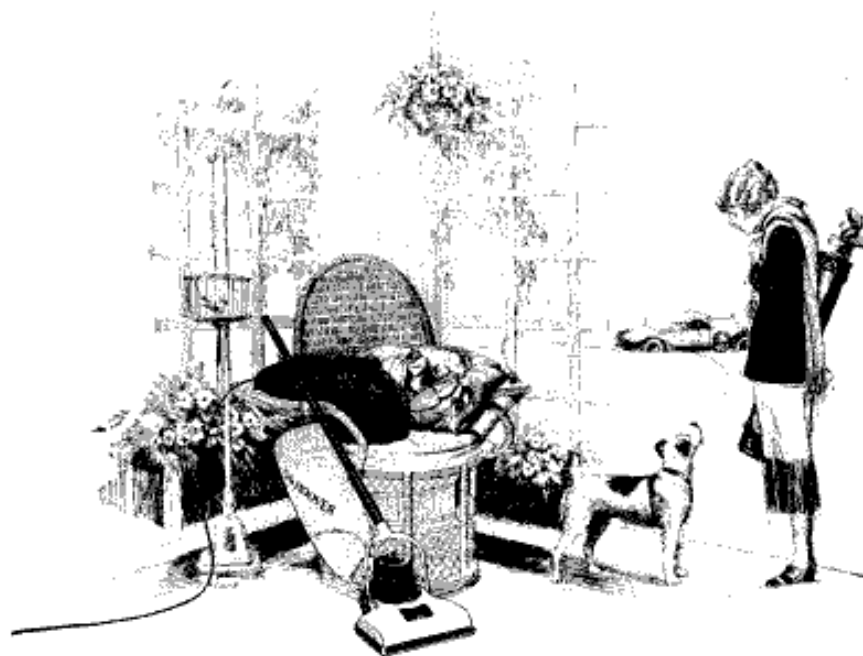
Send us your address so we may send you a booklet, also information about a free trial.

★THE TORRINGTON COMPANY
(National Sweeper Division)

17 Laurel Street Torrington, Conn.

In using advertisements see page 6

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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?

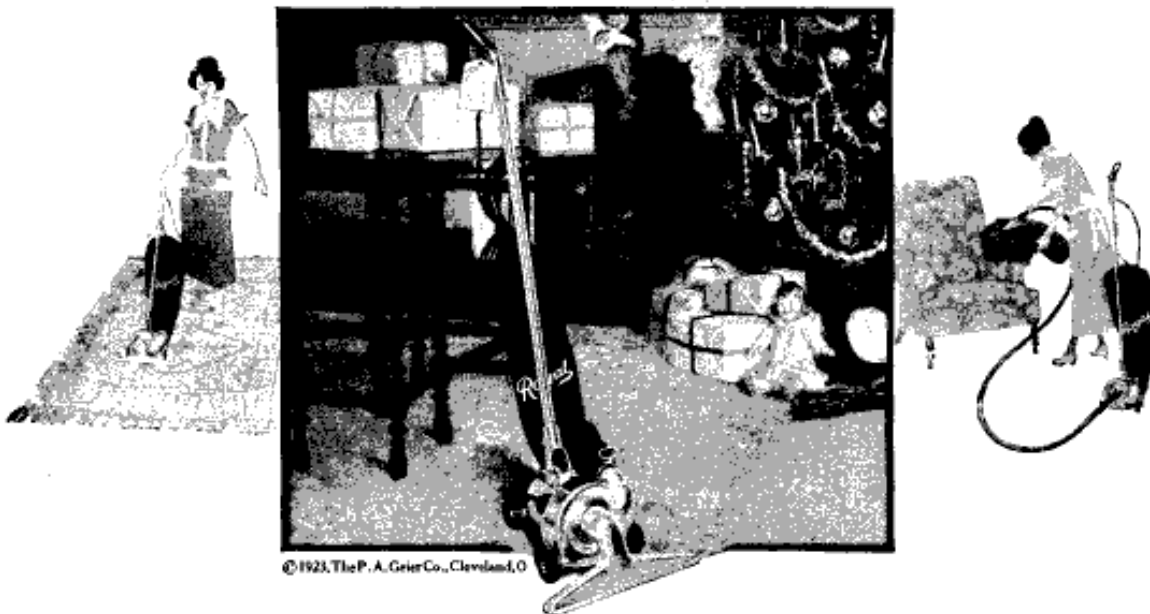
See your Authorized Hoover Dealer today. He has a plan of easy payments that makes the purchase of the new model with its ten added features no burden at all.

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 97



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 drapes.

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 musty 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 suction, 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, protruding end gets into the corners and out-of-the-way places and does a thorough cleaning job. It will even clean hardwood

SURFACE LITTER



A laboratory test—dirt, taken from a rug by the Royal, emptied into a jar of water. Note the much larger portion of surface dirt (it sinks)—and how thoroughly the Royal removes it

and linoleum floors. It cannot harm your rugs, because it cleans by air alone.

Ideal for cleaning

With the convenient Royal attachments you can clean upholstered furniture, mattresses and hangings just as easily and thoroughly. So versatile are these attachments that with

them you can also quickly clean fireplaces, registers, drawers, and inside of automobiles.

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 sweetness 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.

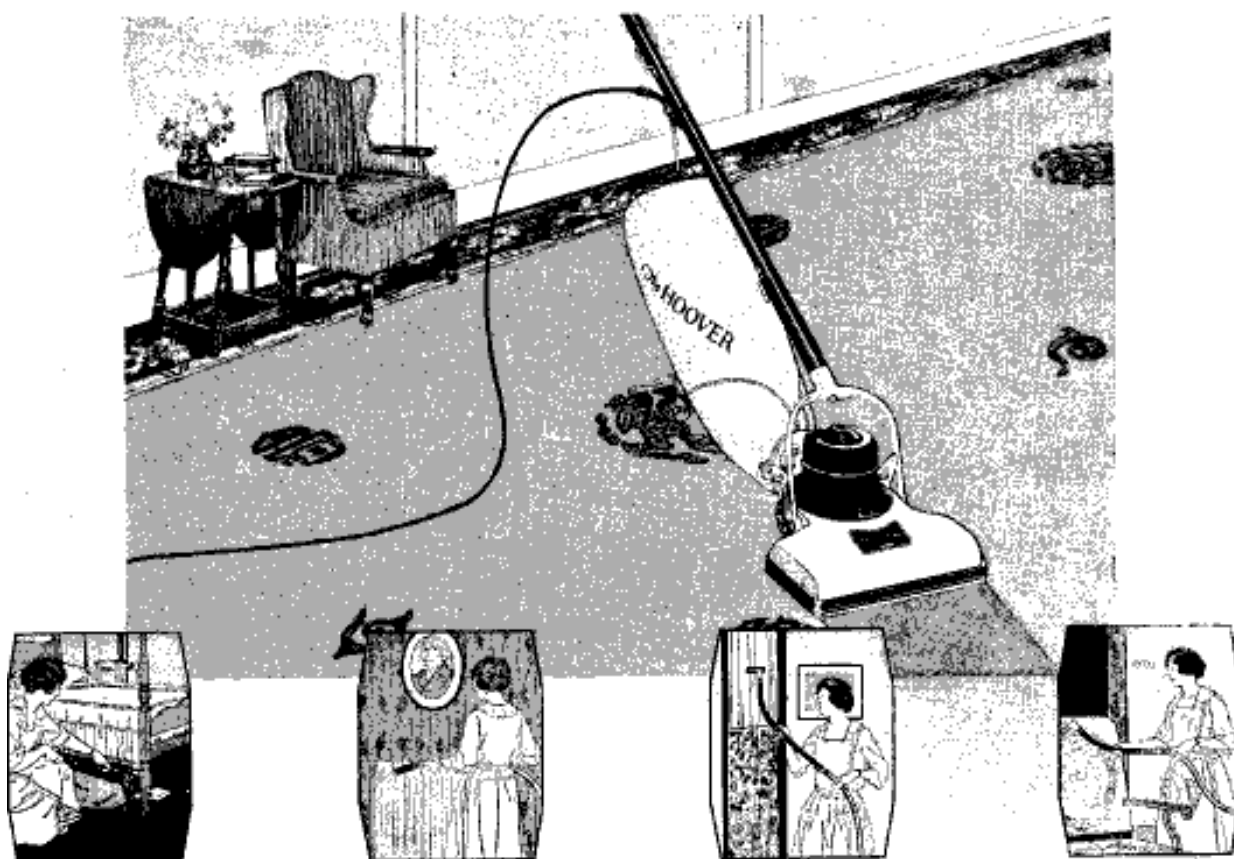
THE P. A. GEIER COMPANY
Cleveland, Ohio

*Manufactured in Canada by
Continental Electric Co., Ltd., Toronto
Also manufacturers of Royal Hair Cutters and
Royal Drills*

★ ROYAL

The Electric Cleaner that gets ALL the dirt

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, beating, 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 furniture, every article of the household exposed to dust, can be brushed and suctioned clean with the convenient 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.

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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.

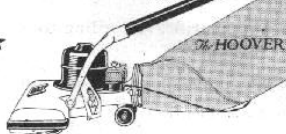
Let any Hoover Dealer send a man to your home at any time you may elect. Ask him any questions that may occur to you. Make him explain why The Hoover is to be preferred over all other makes. And remember there is no obligation.

*TO PROVE RUGS NEED BEATING: Turn over a corner of a rug; with the handle of an ordinary table-knife, or something of equal weight, give the under or warp side 15 to 25 sharp taps and watch the dirt dance out from the nap depths onto a piece of paper. Feel the destructive character of this grit. This is the dirt your present cleaning methods have missed, and that beating has dislodged. Correct use of The Hoover causes this embedded dirt to be vibrated to the surface by the rapid, gentle beating of the Hoover brush; as powerful suction lifts the rug from the floor and draws all the beaten-out, swept-up dirt into the dust-tight bag.

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.

The HOOVER

It BEATS ...



as it Sweeps as it Cleans

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