

The Hoover lifts the rug from the floor like this—flutters it upon a cushion of air, gently “beats” out its embedded grit, and so prolongs its life.



The Joy of Christmas Giving is in the Selecting of a Gift That is Wanted

During the Electrical exhibition over 1000 women testified that they were tired of the tools they were supplied with to clean the house.

The broom and the sweeper were all right in the days of the tallow dip and the lantern, but the Hoover has been invented to clean homes where electricity has been installed.

The HOOVER turns the drudgery of housekeeping into one of pleasure—it eliminates all backaches and cross words, and adds to the joy of an easy, healthful, physical exercise the joy of an immaculate home.

- Its a wonderful saver of time
- A great preserver of health
- And doubles the life of the carpets.

Greater than the gift itself is the knowledge that the gift will be appreciably received. Cost \$65 and \$77.50 but it will last a lifetime and be a happy reminder of the giver for all time to come.

\$8.25 puts it in the home, and \$6.00 monthly quickly pays off the balance.



IN ADVERTISING, QUALITY IS MORE IMPORTANT THAN QUANTITY.