

Hoover News April 6, 1922

Hoover Singles Bowling Tournament

Do you like bowling? The Hoover Company held many events throughout its history for its employees, including this bowling tournament in 1922! Held on April 11 from 5:30-11:30 pm at the Central Alleys bowling alley in Canton, Ohio, it was the championship round for The Hoover Company bowling singles. There were many prizes offered, including medals, a box of cigars, and assorted other items. "She's going to be some night." is said in the newsletter, so this event held much promise of excitement.

How clean do you want your floors? In these ads from the 1930s, the Hoover Company emphasized the ability of their vacuums to get floors super clean by claiming that a Hoover vacuum could get floors as clean as someone would want their dishes or their baby's bottle to be, which would be pretty clean. Both ads also highlight the target audience for the vacuum, the women of the house who were in charge of taking care of children, doing dishes, and general housekeeping, such as vacuuming the floors.



*Is "ALMOST CLEAN"
clean enough for the baby's bottles?*

WHEN you wash the baby's things, clean the vegetables, scour the bathtub or wash the dishes, you don't give them just a careless surface cleaning. Then why should you with your rug and carpet?

Floor coverings can be clean from top to bottom—will be, if you clean them with a Hoover. It removes more dirt per minute than any other cleaner—gives faster, deeper cleaning with less expenditure of human energy—because it gets out dirt that other cleaning methods never reach!

Deep in your rug is embedded greasy-packed grit which surface alone simply cannot remove. It takes the deep beating action of Positive Agitation to shake loose this packed.



HOOVER
IT BEATS AS IT SWEEPS AS IT CLEANS
ON A CUSHION OF AIR

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THE HOOVER COMPANY, North Canton, Ohio
The latest and largest order of dealers wanted
The Hoover is also made in Canada at Hamilton, Ontario

© 1934, The Hoover Co.

Do you wash the dishes nearly clean?

You wouldn't think of tolerating partial cleanliness for your dishes. Why should you tolerate it in your rug and carpet?

There is only one way to have thoroughly clean floor coverings. That is to get out all the dirt, not just the surface dust, but the greasy-packed grit that is below the dust line.

Only beating will remove this embedded grit. And only The Hoover has a beating principle—Positive Agitation—to shake it out.

That it does remove it is proved by the fact that The Hoover gets out more dirt per minute than any other cleaner giving more speed in cleaning and more thoroughness. It also uses less human energy in its operation. Moreover, the improvement in the look of the floor cleaning is visible, because of the gathering up of thread and lint, the lifting and straightening of the rug nap, the brightening of the colors, the really scientific care which The Hoover gives floor coverings.

Ask your Hoover dealer for a free trial or a home demonstration of The Hoover and its efficient dusting tools. Two Hoover models, only \$14.95 down, balance monthly. Liberal allowance for your old cleaner.

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For many years the Hoover Company has marketed their vacuums and other products as a perfect gift for friends and family for the holiday season, as can be seen in these ads, one from 1960 and one from 1952. The Hoover Company also had some other regular traditions each holiday season, including a Christmas letter from the CEO in the company newsletter, Hoover News, as well as other community related events. These ads really show the holiday spirit of the Hoover Company!

