



FLOORS
AND THEIR CARE

Presented with the compliments of the Hoover Company in association with your Hoover dealer. For every woman who takes pride in her important role as homemaker. Your local Hoover Floor Care dealer is at your service at all times.

Prepared by the Hoover Floor Care Bureau whose scientists, engineers and technicians are in constant touch with the latest developments in modern floor coverings. This ensures that Hoover care is at all times, not only the best, but also the most modern floor care available for your home.

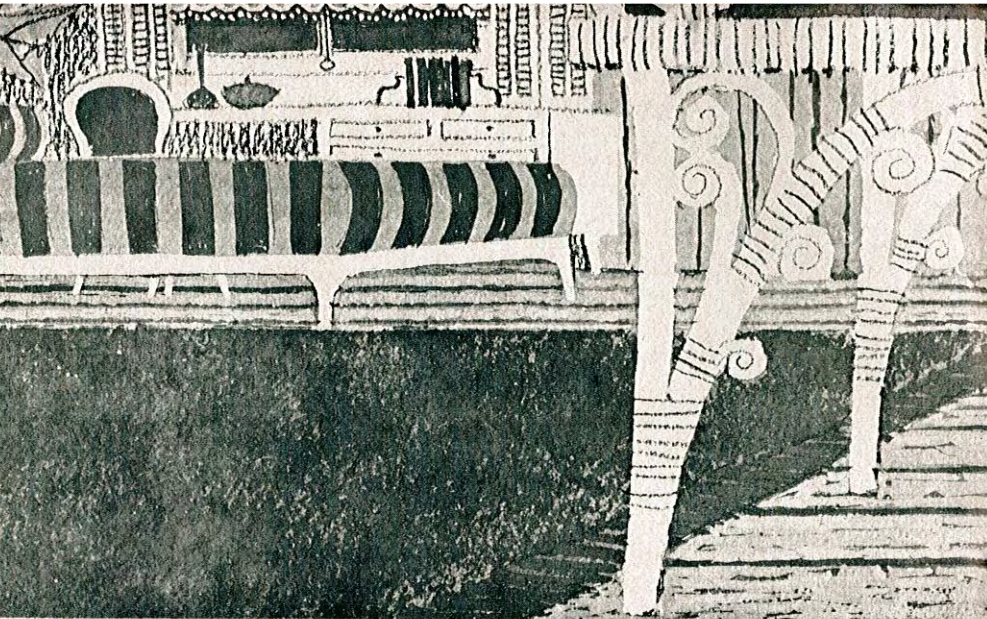
Application Methods:

For detailed floor maintenance and application methods, write or phone Joanna Johnson, Home Care Consultant, Johnson Wax, Rosebery, N.S.W. 2018.

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THE WONDERFUL WORLD AT YOUR FEET

Leading decorators agree that floors are the basic key to beauty in any home.

And what decorating miracles floor coverings and surfaces can inspire! Wisely chosen, they can create the happy illusion of extra brightness and lightness; cause dark rooms to appear sunnier; give small rooms big ideas; they will highlight the beauty of period pieces, or point up the clean lines of contemporary furnishings.

Never before has there been such a wealth of floor beauty at your command. Carpets, in all shades from delicate pastels to rich, vibrant tonings; new-interest weaves and patterns in cotton, wool and man-made fibres; exciting new effects in cork and rubber tile, vinyl floorings, marble, terrazzo, sandstone—there is no end to them.

However, some are so new, there might be times when you are not quite sure how best to care for them.

To assist you in protecting these valuable investments in beauty, the Hoover Company has prepared this book.

We hope it will not only add years of life to your floor coverings—but take years of work off your hands.

BEWARE! THIEVES UNDERFOOT



How easy is it to detect a thief?

There are some which locked doors and burglar alarms will never keep out of your home. Yet, through the years, they are constantly at work, robbing you of valuable assets.

Who are these thieves? Count them: dirt and grit from shoes; dust from the street and the garden; oily film from cooking, heating and industrial fumes; fluff from blankets and carpet surfaces; all these are constantly collecting on your carpets, linoleums, and hard-surface floors—stealing away beauty, dulling colours, wearing away surfaces, destroying floor coverings which have cost you hundreds of dollars.



Dirt and dust steal away the colour and beauty of your carpets, while grit slowly cuts away at the fibres like a pair of blunt scissors. Grit will also very quickly pock and mark your hard surface floors, marring their beauty and utility with scratches and indentations.



Family health can be stolen away, too! Hidden dirt harbours harmful germs, making thorough “deep cleaning” of carpets, rugs and hard-surface coverings vitally important in all homes where babies and toddlers so often use the floor as a playground.



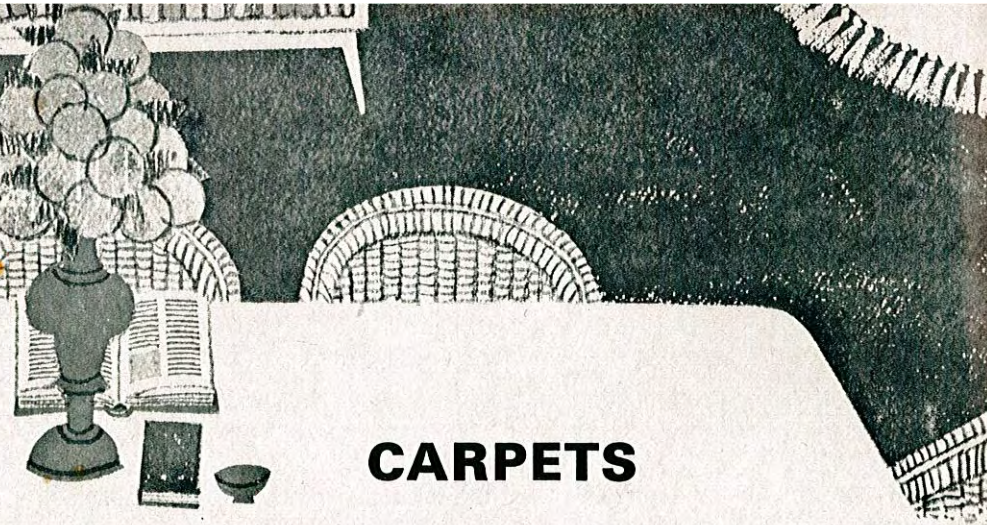
Moths, silverfish and carpet beetles are also robbers to be watched. These are the thieves which love dark corners, the hard-to-get-at places near skirting boards, beneath heavy furniture—their hidden homes.

How do you combat these thieves?

The answer is simple; proper care and cleaning. These are the vital factors in protecting the life and loveliness of your carpets and rugs, in safeguarding hard surfaces from wear and abrasive action, in discouraging the appetites of moth, silverfish and carpet beetle.

To help you in defending your home, you will find none abler than the range of Hoover floor-care appliances. These are your best insurance against the many thieves constantly at work in your home.

Remember, let **Hoover** protect your home. Let **Hoover** do the work.



CARPETS

Carpet types and what they mean

When reading advertisements or visiting carpet showrooms, you have probably puzzled over the various carpet-type names and wondered what they mean. For your interest, here are a few brief details of some of the most widely known types and terms.

Wilton and Axminster

Many people in this country do not realize that Axminster and Wilton are names of manufacturing techniques. They are not brand names of a manufacturer, nor even names of particular towns from which the carpets come. These days Axminsters and Wiltons are made by many different manufacturers throughout the world.

Axminsters and Wiltons are names with 200 years of manufacturing "know-how" behind them. They are real woven carpets—direct descendents of those made by hand. Today, retaining their superb workmanship, they are woven on modern, mass-production power looms. No other machine-made carpet can compete with their unlimited variety of patterns, and for hard wear and strong construction they are hard to beat.

A common misconception is that Axminsters are always a cheaper quality of carpet than Wiltons. In fact, you can buy Axminster from a very inexpensive one to a top-quality grade costing as much as a good Wilton.

Wiltons have a smooth, velvety finish which shows particularly to advantage in a plain or two-toned carpet.

Because of their method of weaving, figured Wiltons have an extra cushion of pile yarn woven into the back of the carpet. Yarn not selected to form the pile surface is kept in the structure of the carpet backing. The differently coloured wools needed to complete the pattern are brought along the back of the work, to be brought forward in the pattern as needed.

Tufted Carpets

The principles of tufting machines are essentially similar to your own sewing machine. A yarn threaded through a needle eye, is moved through a backing fabric. As the needle is retracted from the backing the yarn is held, thus forming a pile loop or tuft. Because of the simplicity of the process, tufted carpets are produced much faster than woven ones and are correspondingly

Two common types of carpet construction



CUT PILE CARPET:— This illustration shows how a cut pile carpet is made. To this section belong Wilton and Axminster.



TUFTED CARPET

less expensive. For many years cotton was the dominant fibre, but today the use of nylon, wool and acrilan is becoming increasingly popular.

Oriental

There are many types of Oriental carpets and rugs, but those from India, China, Persia and Turkey are best known. They are made in a vast number of designs, in colours from palest hues to the bright and exotic. Symbolic Oriental designs are usual, though there is now a tendency towards designs with a Western influence.

The pile is usually of wool, silk or sometimes camel hair, and cotton is usually used in the backing. In all but the cheapest carpets the pile is knotted by hand, sometimes using a special rug-hook, and it is the quality and fineness of the texture and the number of knots per square inch which determine the value of the carpet.

Some carpets are priceless, and there is obviously a limit to what you can pay—but if you're considering buying Oriental rugs, remember that they vary greatly in quality, and it is important to buy the very best you can afford.

Corded Carpet

This is a strong, rubber-backed carpet consisting of wool, goat hair and jute. It is quite inexpensive and comes in plain tonings mainly. It is supplied in 40" widths. This corded type of carpet has proven quite popular in Australia, and can be kept tidy quite easily because of the shortness of the pile.

Velvet Carpets

Velvet weave is the simplest of all carpet weaves and is used mainly for "solid colour" carpets. The pile may be cut or looped. Although, generally speaking, the cost of velvet carpets is usually much less than that of Wiltons, really luxurious velvets are among the most costly and beautiful of all.

Broadloom

This is the term applied to carpet woven in widths from 18" to 54", as distinguished from widths of 27" to 36"

Points to remember when buying carpet

Always buy the best you can afford. Of all furnishings, floor coverings take the most punishment. Cheap, shoddy carpets are never good "buys".

Always deal with a reputable store, and look with suspicion on many so-called "bargain" buys.

A simple test of quality you can make yourself is to part the carpet pile with your fingers and examine the mount of fibres in each tuft, how closely the tufts are set together, and how closely the rows of tufts are set. Always include in the price you have budgeted for the cost of good underfelt. This will not only add richness and luxury to the feel of the carpet underfoot, but will lengthen its life considerably.

While plain-coloured carpets harmonise better with a variety of furnishings and make it simple to change basic colour schemes of curtains and chair covers, etc., during the life of the carpet, they are inclined to soil and show footmarks. However, with modern vacuum cleaners such as the HOOVER DYNAMIC, CONVERTIBLE, LARK or SUPER CONSTELLATION, this does not present a major problem.

A compromise between the two is the choice of a tone-on-tone carpet which gives a one-colour textured effect and is less likely to show soil marks and footprints.

New carpets, and what you should know about them

Let's suppose you now have your new carpet.

It has been down on your floor for a week or so. Perhaps you have already noticed, and are concerned about some of the following characteristics. You will see that most of your worries are not serious, and do not necessarily reflect on the quality of the carpet, the manufacturer, or the store from which it was purchased.

Sprouting

This is the manufacturer's term for loose ends of yarn which sometimes protrude above the surface.

DO NOT PULL OUT THESE TUFTS—simply clip off the section of the yarn which protrudes.

Carpet Shading

You may notice that the colour of your carpet appears variegated in colour at certain spots. This is caused by the pile lying at different angles. Characteristic of all pile fabrics, shading is especially noticed in good quality, high pile or worsted carpets. This is in no way a reflection on quality and can be minimised by regular vacuuming with an upright Hoover cleaner.

Fluffing

In every new carpet a number of short fibre ends are left in the pile. These fibre fragments are the result of the cutting and shearing process in the factory. When the carpet is laid and walked on, these fibre ends work to the surface. Even rubbing the fingertips lightly over the surface of a new carpet will sometimes cause "rub-off." **This is a perfectly natural occurrence and is not a carpet defect.**

This fluffing may continue for several months—even during the whole lifetime of the carpet, depending on the weave. However, in no way does this fluffing injure the carpet. **According to one expert, "the amount of fibre removed never amounts to more than 1/100th of one per cent. of the total weight of fibre in the carpet."**

Fluffing and your Hoover vacuum cleaner

The presence of these loose pile fibres in a cleaner bag is sometimes considered evidence that the cleaner is doing the damage. **This is, of course, not so.** Since the appearance of these loose fibres is quite normal, your Hoover cleaner may be used to advantage immediately after the carpet has been laid. Much real damage, however, **can** be done after dust, dirt and grit are allowed to remain in your carpet. So, frequent and regular vacuuming with your Hoover cleaner will not only protect your carpet from abrasive dirt and grit, but will shorten the period in which quantities of loose fibre will appear at the surface of the carpet.

Carpet Discolouration

Generally, carpets do not fade except when exposed directly to strong sunlight for long periods. However, they do change in hue. This is due to "atmospheric" dust; that is, dust which is constantly in the air and which is basically grey in colour. This discolouration is most marked in delicate shades, which soon become "masked" with grey. Thus, Pink plus dust becomes Old Rose; White becomes Putty, and so on. Regular vacuuming with your Hoover cleaner will do much to overcome carpet discolouration. But if the dust has been left in for a long period it may be necessary to shampoo your carpet to restore its original colour beauty.

Where carpets are colourfast they can be successfully shampooed at home with the help of the Hoover Automatic Scrubber-Polisher.

Caring for your carpets — old and new

Always avoid using a broom. The sharp points and rough edges of the broom "splints" tear the pile and so hasten the wearing process. Also, a broom merely removes surface litter. Simple proof? If you were to sweep a cupful of sand across a pile carpet the sand would disappear into the pile, although the surface seemed clean. The broom can never reach "below surface" grit, and so it remains, to be trodden in, every footstep contributing to the abrasive action which ruins carpets so easily.

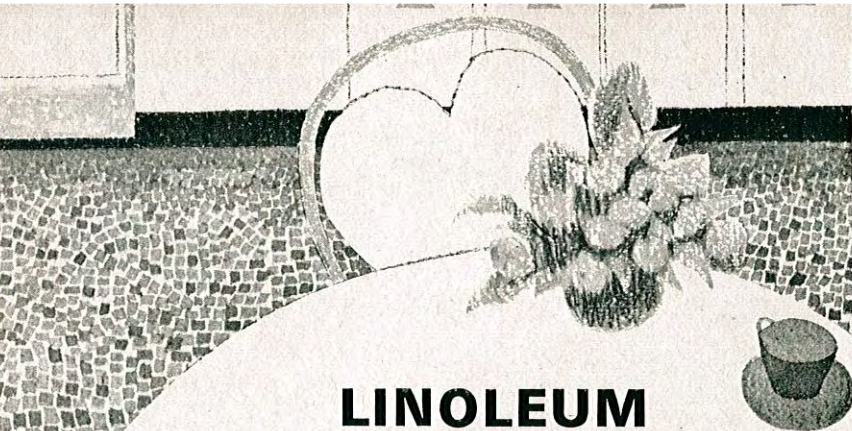
Your Hoover cleaner, successful answer to carpet care

Specially designed and made to clean without damaging, your Hoover cleaner will always keep your carpets fresh and bright with the thorough cleanness every woman wants for her home. Frequent cleaning is good for all carpets. It is especially important to keep "traffic zones" and "dirt zones" free of embedded grit and dirt. It is no chore when you have your Hoover cleaner to help.

How often should you clean?

Every woman has her own cleaning schedule and the amount of cleaning and number of times she does it depends often on the area in which she lives, the size of her family and so on. However, the minimum recommended cleaning schedule for average homes is: twice a week for all-over cleaning; daily cleaning on "traffic" and "dirt zones"; immediate use of your Hoover cleaner when dirt, soil, grit or dried mud is "tracked in" by the family.





LINOLEUM

Once the most popular of all utility floor surfaces, linoleum is now facing considerable competition from such modern developments as vinyl, rubber tile, cork tile and so on. However, linoleum is still a highly serviceable and satisfactory investment for many homes.

Felt-base

This is an extremely economical covering made by surfacing and printing bitumenised paper with oil-based paints. Always easy to install, since no adhesive is necessary, it is simply laid directly on to the floor. Extra underfoot comfort and longer wear may be achieved by laying, beneath it, a lino "under-covering." Generally speaking, long life is not one of the characteristics of felt-base. However, proper care and, in particular, regular waxing, polishing and buffing, so easily done with a Hoover Scrubber-Polisher or Hoover Automatic Scrubber-Polisher, will extend its life considerably.

Inlaid Lino

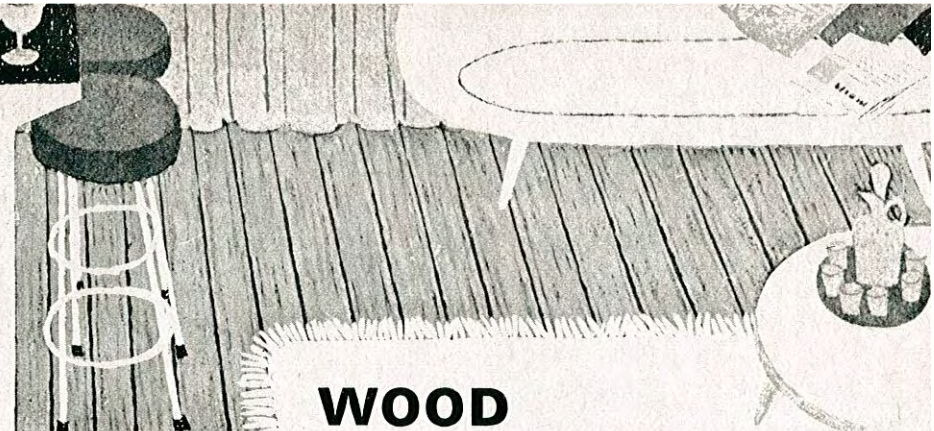
Many people consider this worth every penny of the extra cost involved, especially for "heavy traffic" zones such as kitchens. It may be bought either in sheets or in tile form. Laying is always simple, although for the home handyman tiles are perhaps the easier choice. In addition, tiles may be laid in many interesting pattern and colour combinations, resulting in a floor which is a reflection of the home-owner's good taste and originality.

Care of Linoleum

It is important to remember that because of the linseed oil content, lino tends to become dry and brittle unless properly "lubricated." For this reason wet cleaning should be kept to a minimum. Of course, in many homes, especially where there are children and pets, wet cleaning cannot be avoided. A general All-Purpose Cleaner will protect the floor as well as thoroughly clean. In these cases the Hoover Scrubber-Polisher and Automatic Scrubber-Polisher are of great value, since both do the job quickly and thoroughly control the spread of the suds and minimise the "drying out" effect wet cleaning normally has. These same Hoover appliances will also prove invaluable in maintaining a high protective polish on your lino floors. Efficient waxing and polishing plus daily buffing will not only preserve the life of your lino but a highly polished surface will both repel dirt and protect the surface.

Recommended Wax

Solvent based waxes:— Johnson Paste Wax, Durosil Silicone Paste Wax, liquid Durosil or Beautiflor. Water based waxes:— Johnson Glo-Coat.



WOOD

Here in Australia we are fortunate in having some of the world's most beautiful flooring timbers; tallow wood, jarrah, black butt, blue gum, red mahogany, cypress pine and brush box among them. Little wonder, then, that so many home-owners favour the elegant beauty of timbered floors.

Mosaic Parquetry

Once only available to the very wealthy, today, thanks to prefabrication, mosaic parquetry is well within the reach of everyone who cares to own it. Where formerly each timber "brick" had to be stuck down individually, today 18" squares of mosaic parquetry can be bought and laid with ease by the do-it-yourself handyman. However, some care must be observed in the preparation of the surface on to which the parquet squares are to be laid. Full details of the methods can be readily obtained from the manufacturers or distributors of this prefabricated floor covering.

Plastic-coated Floors

Where your floor has been coated with a clear, hard, plastic finish, you will find that, if after a while the finish dulls, you can restore a fine lustre by either buffing, recoating or, if necessary applying a light coat of liquid wax.

Care of Timber Floors

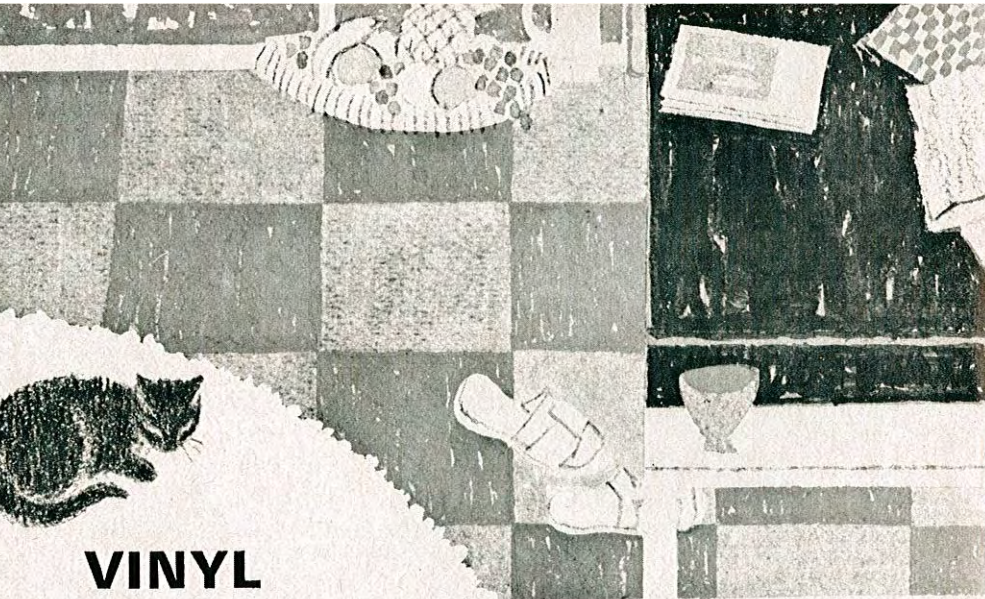
The surface should always be sealed because of timber's porosity, and the sealer always protected with a good quality wax. This will not only safeguard the surface from disfiguring scratches, but will largely eliminate the necessity for any "damp" cleaning. Because excess moisture is an enemy of all timber floors, liquid polishing wax is specially recommended, since dirt is removed as the wax is applied. Newly finished timber floors, even when sealed will benefit from the extra protection of wax.

Do not re-wax just because your floors look dull. A bright, sunny surface can usually be restored with dry buffing. Only when buffing fails to restore the shine should a floor be re-waxed, and then only in the traffic lanes. This same principle should also be observed with other hard-surface flooring such as linoleum, vinyl coverings, etc.

Buffing pads, supplied with both the Hoover Scrubber-Polisher and Automatic Scrubber-Polisher, are recommended to keep your floors shining and beautiful, protected from dust, dirt and grit which can ruin them.

Recommended Wax

Johnson Paste Wax, Durosil Silicone Paste Wax, liquid Durosil, Beautiflor.



VINYL

Vinyl wins many friends for many reasons—its glossy good looks, modern patterns and bright, sunny colours; it is resilient and wears well; resists fading and discolouration; and is almost impervious to damage from spills, cigarette burns, etc.

Because “pure” vinyls are so costly, a number of methods have been employed to perfect many highly attractive “composition” vinyl floors. The most popular of these are:

Rotogravure print—the vinyl-composition equivalent to felt-based lino; sold by the yard or in room-sized squares.

Calendered vinyl—a better quality and the “opposite” number of inlaid linoleum. Available by the yard, or in tiles.

Vinyl-asbestos—perhaps the most popular vinyl-composition flooring, usually available in tile form; resilient, hard-wearing, decay and mildew proof.

Vinyl-plastic or flexible homogeneous vinyl tile—often incorrectly referred to as “pure” or 100% vinyl. Most are similar in appearance to, but more expensive than, rubber tile, with a pleasing high gloss and excellent wearing qualities; with more flexibility and resistance than vinyl-asbestos.

All the vinyls, whether “pure,” filled or laminated, need regular waxing to protect them from dust and grit and to reduce wet cleaning to a minimum.

Recommended Wax

Johnson Glo-Coat. For cleaning — Johnson Super Kleen Floor.

CORK TILE

An extremely resilient floor covering, cork tile is popular because of its comfort underfoot and sound-absorbing qualities. However, care is needed in maintenance. Made of ground cork and resinous binders, cork tile has an extremely porous surface and for this reason is generally factory-sealed.

To prevent cracking, staining and surface damage, waxing is of prime importance.

Well-sealed cork tile should be treated with either polishing or self-polishing wax. A wax which cleans as it polishes is perhaps the best choice of all.

Recommended Wax

Solvent based polish:— Johnson Paste Wax, Durosil Silicone Paste Wax, liquid Durosil, Beautiflor.

RUBBER TILE

A most modern flooring suitable for both contemporary homes, hospitals, libraries and offices—versatile and beautiful, comfortable and quiet underfoot.

Obtainable in squares of many sizes, the most popular being the 9” x 9” size.

Care must be taken to avoid damage by grease and oil—its natural enemies. For this reason, faithful polishing and buffing is essential. If this is neglected, rubber tile, especially in heavy traffic areas, will quickly show signs of wear. Use only water emulsion polishes, do not use products that contain solvents.

Recommended Wax Johnson Glo-Coat.

Care of Rubber Tiles

Regular polishing and buffing which will add years to the life of your rubber tile flooring is no chore when you own a Hoover Scrubber-Polisher which comes complete with scrubbing brushes, polishing brushes and felt buffing pads; or Hoover’s Automatic Scrubber-Polisher which carries, controls and spreads its own suds to scrub your floors and shampoo your carpets; it also gives a brilliant shine to polished surfaces (it even spreads the polish for you) and is equipped with clip-on lambswool pads to gently buff your floors to sunny perfection.

Stone, Ceramic and Masonry Floors

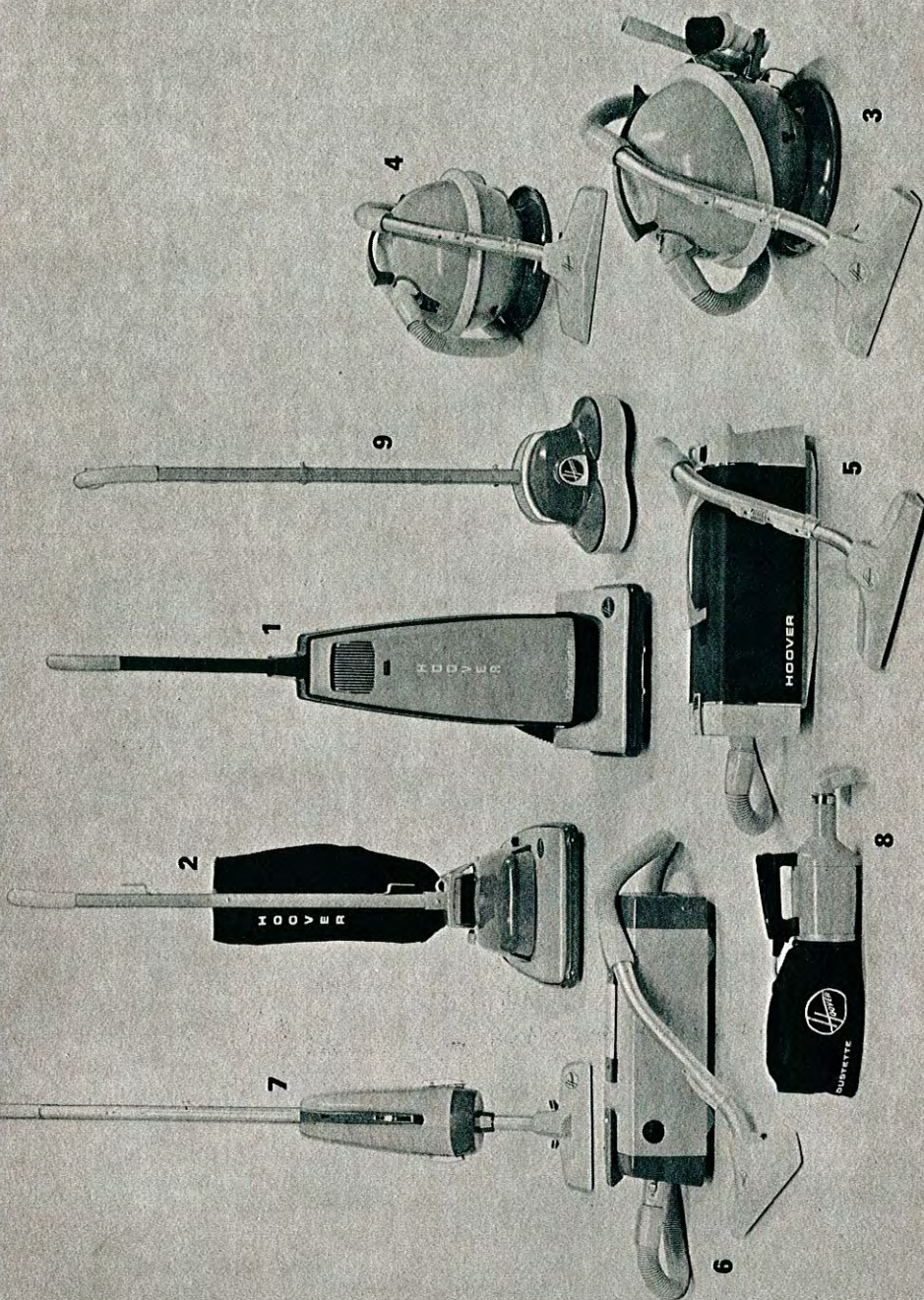
These are so varied, it is only possible here to give brief outlines of each. Under the general heading come many handsome and hard-wearing floor surfaces; cement, marble, terrazo, terra-cotta, slate, flagstone, bluestone, quarry tile, floor and paving brick, ceramic tile and magnesite. All are extremely practical and are widely used for terraces, patios, entrance halls, porches—even rumpus and playrooms.

It is important to maintain these floors with regular scrubbing and waxing using only special non-slip polishes.

While, generally speaking, maintenance is easy, nevertheless, because of the wide variety of hard surfaces mentioned here, recommendation for specific floor care is complicated by their varying characteristics.

However, it is generally agreed that wax maintenance plays a big part in enhancing all textures, making irregular surfaces less prone to catch and hold dirt and soil, and highlighting the many beautiful tones and patterns. Waxing will also protect glazed surfaces from marks and scratches.

Full detailed advice on individual stone, ceramic and masonry floors is readily obtained from the manufacturers concerned or from the experts you employ to install such floors.



1 Dynamatic

This deluxe cleaner combines in one ultra modern design, the famous Hoover "Beats as it sweeps as it cleans" action for carpets, together with full suction power at the twist of a dial, for all other home cleaning requirements.

Triple filter system traps all the dirt, protects the motor, gives you maximum cleaning efficiency.

Complete set of snap-on attachments (slightly extra cost.)

2 Convertible

The Convertible is ideal for large fully carpeted homes, due to its unique Hoover "Beats as it sweeps as it cleans" action. Hoover Convertible has been specially designed to remove the greatest single cause of carpet wear—sharp, sandy grit that cuts and saws at the fibres deep down in the pile. A full range of attachments is also available at a small extra cost, to ensure thorough above floor cleaning.

3 Super Constellation

Ideal for the home that combines carpeted areas with polished flooring. The extra powerful motor and exclusive double stretch hose, combined with all the special cleaning attachments, ensures the most thorough all-purpose home cleaning. The tilt design, together with the famous "floats on air" feature, means easy manoeuvring, with no tugging or pulling. The piggy-back tool caddy is on the cleaner, so that cleaning attachments are on hand all the time.

4 Constellation

This model has the same rugged construction as the Super model, with a less powerful motor, and cleaning attachments in a special cardboard caddy. You still enjoy the famous "walk on air" ease of use, and convenient double stretch hose.

5 Harlequin

Here's the King of cylinder cleaners—the Harlequin. This is the modern power cleaner. A rugged, versatile performer that cleans efficiently, extremely quietly, without fuss. The Harlequin is simplicity itself to operate, and its sleek, clean lines make it one of the easiest of all cleaners to store. Complete set of cleaning tools included.

6 Cylinder Cleaner

Compact, low-priced and with power to spare. Here's a powerful, willing worker with performance and versatility equal to many machines twice the price! Comes complete with full set of cleaning tools.

7 Hooverette

Use it like an upright for floors—you'll find its "all-floors" head whisks up threads and lint and fluff as fast as it carries away dirt and dust. How? The secret's in the head, where the cleaning actions of brush and suction are combined for maximum effective power.

The all-new Hooverette—perfect for the small home or flat, or as a handy "second-cleaner"

Cleaning tools available at a small extra cost. Tool kit includes handy shoulder carry strap.

8 Dustette

If you're looking for a light, compact, but powerful vacuum cleaner that's really portable—then the Dustette is for you. It's the perfect cleaner for all those "difficult" jobs around the house, or for the car.

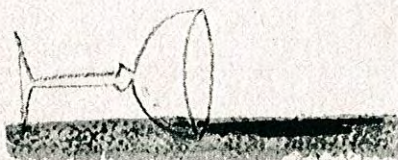
Complete set of snap-on attachments includes a handy shoulder carry strap (tool kit small extra cost).

9 Scrubber Polisher

The best scrubber polisher ever made. Two sets of brushes—one for scrubbing, one for polishing. Plus wax removing pads, felt and lambswool buffing pads.

FIRST AID FOR FLOORS

Whenever possible, spots and stains should be treated immediately. Once a stain has penetrated the fabric it may be difficult to remove, but while it is still on the surface, quick cleaning will often do the trick.



Alcohol on Carpets

Blot up as much fluid as possible with cloth, towel or blotting paper. Sponge with clean cloth wrung out in warm water. Allow to dry. If any stain remains, apply a mild detergent solution with medicine dropper, work in lather with fingertips, sponge off with damp cloth.

Butter, Grease, Candlewax

When buttered bread is dropped wrongside down, or a sandwich is trodden into a carpet, first sweep up crumbs. If candlewax, loosen any sticky pieces with fingers. Sponge lightly with warm detergent solution, rinse with cloth wrung out in warm water, dry by rubbing with pile. If still greasy, sponge lightly with drycleaning fluid.

"Crush" Marks

Caused by heavy chairs, legs of tables, etc. Raise pile by pressing lightly with hot iron over damp cloth, or a Hoover Steam & Dry Iron. Brush spot briskly after treatment. Avoid excessive heat for nylon, saron and acetate carpet.



Cigarette Burns on Carpet

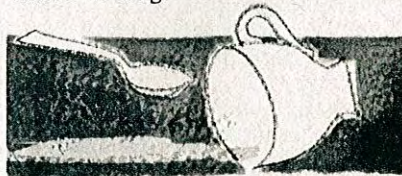
First remove charred fibres by brushing or rubbing lightly with fine sandpaper. Drop on, with medicine dropper, mild detergent solution, rub in well with fingertips. Leave 5 minutes, sponge off with clean, damp cloth.

Cigarette Burns — Repairing

If very tiny, darn with matching rug wool, or tease with wire brush. When burn is larger, trim burned threads so that a neat hole remains. Cut small patch matching carpet to just fit hole. Drop patch into hole and stick a large piece of sacking or hessian over back of carpet with carpet adhesive. If possible smear edges of patch with adhesive before dropping into hole. But remember, extensive burns need expert attention.

Cocoa and Black Coffee Stains

Add one ounce of borax to one pint warm water and sponge stain. Avoid excess wetting.



Coffee (Milk), Milk or Mayonnaise Stains

See directions for removing butter, grease or candlewax.

Furniture Polish-spilled

If liquid, blot up as much as possible. If solid, scrape off surplus wax. Sponge with drycleaning fluid and allow to dry. Finally, drop on, with medicine dropper, mild warm detergent solution, work in with fingertips, leave 10 minutes. Sponge off with clean, damp cloth, rub dry.

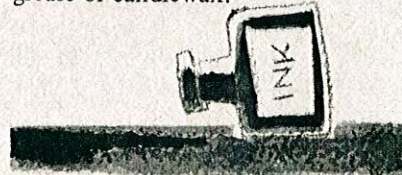
Note: Before wet-cleaning any carpet, it is imperative to make sure that it is colour-fast, either by testing on a small piece of left-over carpet or by using the cleaning agent in a corner of the room (or under a chair, etc.), thus avoiding a noticeable stain should colours "run".

Grass Stains on Carpets

Sponge lightly with methylated spirit. Then clean with mild detergent solution (as with "spilled furniture polish").

Ice Cream Stains on Carpets

See directions for removal of butter, grease or candlewax.



Ink Stains — Carpets

Fresh or sour milk is often effective, if applied immediately, left for a few minutes then mopped with clean cloth. Finally rub with warm water to which has been added a few drops of ammonia. For a light carpet, cream of tartar is often effective. Sprinkle on stain, add a few drops of lemon juice, rub with a clean cloth. **Caution:** Leave on one minute. Brush off and sponge immediately with cloth wrung out in warm water. Fresh ink marks on darker carpets can often be removed by the application of paste of Fuller's Earth mixed with water or milk, removed after a few minutes with warm water.

Resurfacing Worn Lino

This requires extreme care in firstly removing all traces of dirt and wax. Use a foaming detergent and remove all traces of film with clean water to which is added a few drops of ammonia.

Check with your local paint store on

the most suitable paint to use, and apply a thin coat, making sure the lino is perfectly dry. Allow paint to dry thoroughly, and apply a second coat. Generally, paint makers will not recommend painting lino, so proceed with caution.

Ink Stains on Wood

Blot up surplus ink and sponge with half a pint of water containing one tablespoon vinegar.

Mildew on Polished Wood Floors

A weak solution of permanganate of potash (half teaspoon to one pint water) is usually effective. Sponge stain, repeat with diluted peroxide. If necessary, rinse, dry and polish.



Sheepskin Rugs — Cleaning

Shampoo, rather than wash. They should never be dipped into water and care should be taken to avoid moisture getting to backing. First rub castor oil or kerosine into back of skin. Then work a rich lather into pile. Make suds by dissolving sufficient soap flakes into very hot water to form a rich lather. Add two teaspoonsful each borax, olive oil, glycerine, pour into saucepan and boil for one minute. Add one pint cold water. When mixture is cool, work into sheepskin rug, treating a small area at a time. Wipe off lather with cloth wrung out in warm water, dry rug out of doors, but not in sun.

Sheepskin Rugs — Drycleaning

An efficient emergency method of cleaning sheepskin rugs without washing is to sprinkle well with powdered magnesia, rub well in with fingertips, roll up rug and leave overnight. Next morning, vacuum well with your Hoover cleaner to remove powder and dust.



Scorch Marks on Carpets

If light they can be damped, rubbed with powdered borax and left to dry. Brush off powder, sponge with damp soapy cloth then again with clear water. If carpet fibres are damaged, hard brushing to remove singed pile followed by gentle circular rubbing with fine sandpaper is often effective. Very severe scorch areas, however, may have to be retufted by experts.

Slippery Floors (Hard Surface)

Often caused by "buildup" of wax. Remove all wax from floor using special cleaner or wax remover for water emulsion waxes, or, in the case of solvent waxes, a cloth thoroughly dampened with mineral turpentine. Often there is still sufficient wax on floor to produce a good shine with buffing.

Slippery Floor Rugs

Brush latex adhesive on to edges of backing, allow to dry thoroughly. Another simple method is to sew pieces of carpet, pile surface downwards on to the undercorners of rug; or rubber rings from pickle or preserving jars sewn under each corner will prove effective.

Soft Drink Stains on Carpets

While wet, clean as for alcoholic stains. If dried, add a little glycerine to mild, warm detergent suds, splash

lightly on to stain, leave five minutes, rinse, dry firmly.

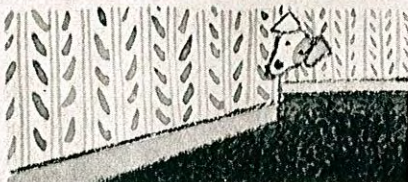
Soot on Carpet

Where stains are small, remove surplus soot with vacuum cleaner. Moisten clean cloth with carbon tetrachloride, rub lightly, turning cloth as it soils.

When stains are larger, remove surplus soot, surround stain with Fuller's Earth, starch or talcum powder to prevent damp spreading; scrub lightly with mild, warm detergent suds, rinse by dabbing with clean dry cloth, rub dry.

Scratches and Stains on Parquet Floors

Rub lightly with cloth moistened in turpentine or white spirit. Work the way of the grain, then rub floor all over with wax polish diluted with a little more turpentine. Protect hands during cleaning with gloves. The treatment is quite harmless to floors.



Urine Stains on Carpets

Stains made by pets or babies need immediate attention. Absorb as much as possible with newspaper or old rags, then sponge carpet thoroughly with clear warm water. Next, make a solution with one tablespoon white vinegar, five tablespoons warm water, one teaspoon detergent; drip on to stain, leave 15-20 minutes. Rinse off with clear water, pat dry.

Tea Stains

Blot up from carpet as much liquid as possible, sponge with clear warm water, dry. For milk tea stains, remove any grease with mild detergent solution dropped on with medicine dropper. Sponge with clean damp cloth, dry quickly.

Secrets of successful carpet shampooing at home

Remember the time shampooing carpets was always a job you called somebody "in" to do?

The Hoover Automatic Scrubber-Polisher has changed all that.

Today, with Hoover help, it's so easy to do the job yourself—so easy and so safe.

The secret is the exclusive suds-control tank. And only Hoover Automatic Scrubber-Polisher has it. This is the tank with the trigger control which carries and spreads the suds for you. Not too many... not too few... just the right amount. The shampoo is actually swirled into rich suds **before** it reaches the shampoo brushes. Then these brushes "tip-toe" over the carpet, gently cleaning and massaging the pile. No splashing, no spattering, no "over-wetting". No crushing of bristles or pile either: the weight of the machine rests always on smooth centre discs.

And when you've finished, it's like owning a brand new carpet. The pile, flattened and matted by wear and ingrained grit and grime is soft and velvety again: dust-dulled colours spring magically to life, showroom fresh and bright—even lovelier than you remembered.

You'll find detailed step-by-step instructions for carpet shampooing in the Instruction Book which comes with the Hoover Automatic Scrubber-Polisher. Your Hoover dealer will gladly tell you all about it, including how you can own a Hoover Automatic Scrubber-Polisher for just a few shillings weekly.



When using a specific carpet-shampooing product, follow carefully the manufacturers' instructions on mixing and pour solution into Hoover shampoo dispenser to line indicated. Hoover recommend Plush one-action carpet shampoo.

When used in the Hoover automatic scrubber polisher, Plush may be mixed according to need, in a proportion of approximately 3-to-4 capfuls to a pint of water.





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