

To Hoover, or not to Hoover?

This is the sort of thing that once stimulated “controversy” in households across Australia...to Hoover, or not to Hoover, the new carpets? When Mum bought her first Hoover in the 1950s, this was included in the instruction booklet.

SHOULD A NEW CARPET BE HOOVER CLEANED?

Wonderful recommendation from high authority

PROBABLY ever since the first Hoover Cleaner was made in 1907 the controversy has raged as to whether or not a new carpet should be Hoover cleaned. Those who oppose it say that a carpet should be allowed to "settle" for a period of three to six months before using a Hoover on it and point to the amount of "pile" collected in the Hoover bag when the cleaner is run over a new carpet.

Those who advocate cleaning immediately explain that the "pile" collected is actually

"shearings" left in the carpet after being trimmed in the factory, and justifiably point out that the damage caused by leaving grit in a carpet untouched for six months is immeasurably greater than the removal of these shearings.

We have just received from England copies of correspondence which give the opinion on this matter of no less an authority than the managing director of Axminster Carpets Ltd.

We have reproduced in full the correspondence as it came to us.

The first intimation Hoover Ltd. received of this entirely unsolicited recommendation was contained in the following letter:—

This is the letter which provoked the reply from the managing director of Axminster Carpets Ltd., shown on the opposite page.

AXMINSTER CARPETS LTD.,
AXMINSTER,
DEVON.

Managing Director's Office,
11th September, 1950.

Messrs. Hoover Ltd.,
Hoover House,
211/213, Regent Street,
London, W.1.

Dear Sirs,

I have received the enclosed letter from one of our mutual clients and have replied as per enclosed copy letter, with which I trust you agree.

Yours faithfully,

p.p. AXMINSTER CARPETS LTD.
(Signed) W. H. DUTFIELD,
Managing Director.

Mrs. W. A. Shaw,
Redcliffe Chase,
Hartley,
Sittingbourne,
Kent.

To: The Manager,
Axminster Carpets.

Dear Sir,

I have just purchased one of your good quality plain carpets, and have been told that one should not use a "Hoover" on a new carpet for a matter of months to allow the pile to settle; other responsible people say that a new carpet should have prolonged "Hoover" cleaning on first being laid.

I should be grateful to have your opinion to ensure long life to my new carpet.

With many thanks,

Yours truly,

(Signed) Mrs. W. A. SHAW.

