

GOOD HOUSEKEEPING

ADVERTISING DEPARTMENT

CLEVELAND OFFICE, 1621 EUCLID AVENUE, CLEVELAND 15, OHIO

August 19, 1954

Mr. G. H. Scott, President
THE SCOTT & FETZER COMPANY
1920 West 114th Street
Cleveland 2, Ohio

Dear Mr. Scott:

After receiving your letter and complete report of the different jobs that the Kirby Home Sanitation System will perform, I forwarded it to the GOOD HOUSEKEEPING Institute in New York for their comments.

After a thorough check, the Institute find that they have no knowledge of another product that will do as many jobs as the Kirby. Therefore, the statement, "No other single appliance in the world will do as many things", will be acceptable in future advertising if so desired. Of course, as you know, all claims and copy must still be submitted to the Institute for checking before being deemed acceptable for advertising.

I should think that you would be able to use this claim quite effectively in your future advertising program.

If I can be of any further help, please don't hesitate to call.

Cordially,



Richard G. Kull

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cc: Mr. Elliott Suttle
Mr. Carr Liggett