

Ladies' Home Independence Square, Philadelphia 5, Penna.

JOURNAL

CLEVELAND ADVERTISING OFFICE
1400 National City Bank Bldg.
Cleveland 14, Ohio

March 26, 1954

Dear Mr. Kirby Distributor:

In the enclosed April issue of Ladies' Home Journal you will find your Kirby Man advertisement on page 125. It's a half page in color that will be seen by more than five million homemakers, many of whom live in your community.

Showing a woman this advertisement in the Journal is like being introduced at the door by a very good mutual friend.

This is especially true of the Journal. Our editors frequently use house-to-house research to determine the reading habits of women and the popularity of our magazine. The results are always favorable to the Journal. Research people tell us that they personally enjoy discussing the Journal with women because they get a ready and enthusiastic response.

This spontaneous acceptance of the Journal by women is one of the chief reasons why The Scott & Fetzer Company has selected Ladies' Home Journal to help make your selling easier and more resultful this year. Use your Journal to make friends for the Kirby ... we know you'll succeed!

Cordially,



Manager, Ladies' Home Journal
Cleveland Office

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Enclosure