

310 Second Street, S.E.
Washington 3, D. C.

8 November 1954

Mr. J. M. Scott
General Electric Appliance Service Center
5554 Chestnut Street
Philadelphia, Pennsylvania

Dear Sir:

Noting in the current Saturday Evening Post the GE advertisement for electric blankets, I am reminded that I have wanted for some days now to write you, to complain about the extremely unsatisfactory service we have had lately from GE blankets.

When these useful articles first came upon the market, we were among the early purchasers of two GE blankets--that was back in 1945 or 1946. They gave excellent service for at least half a dozen years. When defects appeared, in 1952, we took them to the local GE Appliance Service Center where we were advised to turn them in for new ones. We followed this advice, at a considerable cost, of course, and got new ones. Within a few months, these went bad, but since the 1-year guarantee had not yet expired, they were replaced without cost to us. One of these is still in service but the other one is inoperative (I checked the controller and it is in good order). Upon consulting the local GE Appliance Repair Center, I was told that that center no longer handles jobs of this sort and I was referred to a local firm named Leppert. This outfit stated that there was nothing they could do except replace the blanket at our expense, of course.

It seems to me that the very first GE blankets and their controllers were much better than your newer models, and that GE research and development has operated largely to "improve" things to their ruination. Moreover, an article of such simplicity and relatively high cost as an electric blanket should not have to be thrown away after one of two years' use--why should it be impossible to repair them? To pay over \$25 each year for an electric blanket is certainly unwarranted and if GE policy from now on is going to require such an annual expenditure, we shall certainly stop using GE blankets altogether.

This letter is being written at the suggestion of your local Service Center. I would be glad to have any comments you care to make on my complaint. If I do not hear from you soon it will be a signal for me to purchase some blankets other than GE hereafter--and tell all my friends.

Very truly yours,

WILLIAM F. FRIEDMAN