

## Word of Mouth Advertising Promotion

ATTN: JOE MEMERS

BOX # 407-830 - 1155

### LETTER REGULATIONS

1. Letter to be mailed within 30 days from date of purchase.
2. Handwrite in ink only.
3. Stay within blocked area of letter form.
4. State HONEST opinion: any dislikes, outstanding features, etc.

Dear Joe,

In just two weeks we have experienced amazing improvements in our daily living. The first I noticed was when I washed my hands. My fingers separated immediately as the water flowed through them! And as soon as the water is turned off, the faucet dries without leaving water spots. No more need to constantly wipe it, to leave it clean and clear. That had been a never-ending chore before we had our pure water.

Even our laundry looks cleaner and smells fresher when it is removed from the washing machine.

My husband has remarked how much easier to shave, and his face is smoother afterwards.

I am sure, as time goes on, we will realize even more advantages to having our new water system. For now, the best is in the taste. No more "medicine" taste. Now we really disliked that about our "old" water. Our pure water tastes great!

Joe, you were a good salesman and seemed to enjoy your work - friendly, thorough, but not pushy.

Lris and Gene

Name: Lris M. Grimmer

Address: [REDACTED]

City/State/Zip Northland, FL 32751

I, the undersigned, authorize the reproduction of the above letter.

X Lris M. Grimmer