

## Word of Mouth Advertising Promotion

### LETTER REGULATIONS

ATTN: JOE MEYERS

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.

Hey Joe:

I'm not very good at writing, but I want you to know how happy I am to have good clean, "Silkie" water. It feels so good, in fact I want to stay in the shower a long time. Before I got the water system, I could hardly wait to get out of the shower, but now I feel so clean and "silkie". I even like doing my dishes now. Boy, that's a switch - HA HA.

Joe, I want you to know how nice I thought you were while in my house. A real gentleman! Plus you did a good job cleaning things in my house.

This water is really great. Thank you so very much for making it so I could buy the system. I really wanted it, but did not think I would be able to get it.

Thank you, Thank you, Thank you - Joe.  
May the good Lord Bless you Greatly.

Name: MARYLOU V. STEPHENS

Address: [REDACTED]

City/State/Zip: SANFORD, FL. 32771

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

X Marylou V. Stephens