

FIREPLACE ANNEX

2136 Mountain Grove Ave., Mountain Grove Plaza, Burlington, VT 05403
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Roy Sullivan
Cover Direct Publications

Dear Roy; I thought you would like to know how pleased we are to know our advertisement is going to every household in Burlington. On the first day of distribution (WOW!) we received a call from a senior woman who purchased an electric fireplace for \$1,395. She lived within a mile of the store and did not know we existed. I do not expect this to happen every week but that one sale has certainly put a big dent in the cost for our ad. We know this advertisement will put "Fireplace Annex" on the Burlington map. Thank you for such a great idea.

I would also like to comment about Victor. He is a great representative of your company. He handled himself very professionally and serviced our needs well. You have a fine employee there.

We wish you all much success in your new venture. Thank you from all of us at the store.

Yours Truly



Perry Anderson
(Marketing & Sales Manager)