

**FOWLER TIRE**

**Firestone** **BRIDGESTONE**

Roy, Just a quick reference for your company:

I look forward to advertising on "the cover" again this year. One of the things I most like about your product is it's quality presentation and delivery. I know most of our mail gets chucked even before it is viewed. It is good to know that the cover with my displayed advertising is presented as a gift to the community in a colorful box. Almost everyone will look at the box and open it to find what is inside. Maybe you should consider selling advertising space on the box itself.

The quality of the product speaks for itself. Your company's ability to print in such bright stand out quality color is consistent with the quality image that we like to be associated with. It is also good to be associated with the other quality advertisers you have on the cover.

Brand awareness is important to any company and I feel your product keeps our business name in front of the public for years at a very reasonable cost. I can think of no other place where I can advertise and expect it to stay in the home for years. The longevity of this product adds great value to our investment.

Your suggestion to make some subtle changes this year is appreciated. I look forward to seeing the proof soon.

Respectfully Submitted,



Roger Fowler  
(President)