

# *The* **SECRETARIAL SHOPPE**

104 N. River Street  
P.O. Box 642  
Seguin, TX 78155  
(512) 372-2901

Mr. Kozell Boren - Signtronix  
1445 W. Sepulveda Blvd.  
Torrance, CA 90501

Dear Mr. Boren:

I thought you would like to know how happy I am with my new sign. We've had it up for one month now and our business has already increased by over 40%! My husband and a friend put it up in less than one hour, and the response was immediate. By the end of the first week I'm convinced the sign more than paid for itself. In the past three weeks, we've almost doubled our inventory and have hired our part-time help as full time and have two new girls as stand by and part-time to handle the increased work load.

Your representative was very helpful in explaining the benefits of good, effective street advertising and the importance of projecting a professional image to the potential customers driving by.

We were very apprehensive at first about spending the money for the sign because it was already allocated for new inventory and equipment but after weighing the pros and cons, we decided to go for it, and we thank God we did. It has been our best investment by far. In the four weeks the sign has been up, it has generated enough extra income to pay for itself and buy the inventory and equipment that we were worried about.

We have totally eliminated the need for any radio and newspaper ads and plan to reduce our yellow page ad by 80%. In seven months, all three of them combined did not do as much for my business as your sign did in four weeks.

What your representative said was true, "the best time to reach a potential customer is when he's right in front of your business."

It may interest you to know this is the first time in my life that I've been so excited about something I bought that I actually sat down and wrote a letter to the manufacturer, but I'm sure you get lots of them. Thanks again from a very satisfied customer.

Sincerely,

Mrs. Shirley Maldonado, Owner  
The Secretarial Shoppe