



ALPINE INDUSTRIES

9199 Central Avenue NE • Blaine MN 55434-3422 • (612) 780-9388

Ms. Georgi Anderson
The Marketeer
P.O. Box 9867
St. Paul, MN 55109

Dear Georgi,

I felt compelled to write to you regarding the recent story about Alpine Industries in the last issue of the Marketeer. I must tell you that I had a difficult time coming to the decision to go with the radio advertising package and the Marketeer story. I have spent more money than I care to think about on television, radio and print only to get little or no return on my investment. The Marketeer turned out to be a pleasant surprise. The results have been overwhelming and shortly after the journal came out, Alpine had its largest volume day! This was also backed up with our biggest month ever by 20%. Did it all come from the article and radio follow-up? All I know is that I cannot go to a gas station, convenience store or buy a suit without someone telling me they saw the article. Prospects, customers and vendors are coming out of the woodwork.

This is the finest piece of advertising work I have been associated with in my 16 years in business. Congratulations on a job well done! I can truly say that this was one of the best business decisions I have made in the last ten years. Keep up the good work.

Enthusiastically,

Michael J. Jackson
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