

28 July 1992

Yesterday my fourth Yard Guard was delivered. With it I think I have my yard and garden well covered. At least the deer's feeding paths have been interrupted and damage to plants has ceased.

I have been spreading the word about your unit.

However, even as a satisfied customer, I find fault...

YOU NEED TO ADVERTISE here in New Jersey. Building has gotten so out of hand in this state that the deer have lost a great deal of their habitat. No wonder they eat the gardens.

If a friend who lives in New York City had not sent me a page (enclosed) out of a BROOKSTONES catalogue, I would never have known about your YARD GUARD. I have been trying to find just such an item for several years now.

May I suggest that you get your sales people to make up a display package..STRESSING DEER REPELLENT ASPECTS...and get it to some stores here in New Jersey. For instance, these four addresses might be a "foot in the door" for you...they are in the same general area but serve different segments of the gardening population:

your INFORMATIONAL TWO-PAGER has a lot of necessary and valuable information in it...but...I had to call your offices to find out which level was for DEER.

I think you ought to add more specific information...even though I realize exactness may not be true for each animal and there could be some overlapping of level usage. Get down to the lowest, smallest and work up to the largest... I also have problems with raccoons, ground hogs and rabbits. (You don't have anything that works against SLUGS, do you?) But the big news of your product is **DEER REPELLENT**. You've got to hit that loud and clear. I'm sure you will do great business if you do.

In related ideas, the lady on the phone mentioned an island somewhere that had a terrible deer problem. Here, just off New York's LONG ISLAND is FIRE ISLAND. It is covered with expensive beach homes that WERE separated by dense undergrowth...now gone due to deer...which, reportedly, have to be hit and driven off the decks of houses to keep them from eating the potted plants! At Fire Island Pines, one of the small communities on the island, there is a hardware store whose name and address I am trying to get for you. It certainly should be a must for your ADVERTISING and INFORMATION....and sales!

Hoping you have great success with your product... and remember....say **DEER REPELLENT**...IN New Jersey, at least!
(AND FIRE ISLAND.)

Sincerely,
Art S. Luenther