

Looney Advertising Ltd.  
1101 Shipley Street  
Springdale, AR 72764

Razorback Muffler                      Razorback Muffler  
4300 Hwy 412 E                      277 E Main St  
Siloam Springs, AR 72761        Farmington, AR 72730

Mr. Razorback Muffler,

Your advertising campaign was brought to my attention by one of our associates who were vacationing in beautiful Farmington, Arkansas. We here at Looney Advertising Ltd. applaud your efforts at incorporating sex into your advertisements, but have a friendly suggestion to make about the method you used to do so.

Figure One on the right is what is (generally) thought of as a “Muff”. As you can see, it does not approximate a “muffler” in appearance at all, though it does in function. I would now turn your attention Figure Two.



**Figure 1: Muff**

This not only approximates the function of the muffler, but also the shape, while still linking the idea of sex with muffler replacement. The fact that mufflers have holes could also be used in this advertising scheme, if local law enforcement would allow such banter.

If you do decide to go with the idea of switching the gender of your sexual reference, our legal department suggests that you place a warning not to have sex with mufflers unless the car has been shut off for some time. Apparently, they get very warm and you know teenagers.

If these thoughts intrigue you, please contact us immediately by mail and we can broker a deal. We are a very large firm and usually do not take on small businesses as yourself, but our division president is intrigued with your billboard and would take the account on with minimal down payments from yourself.

We hope to hear from you soon,

Markoff Chaney, Sr Account Mgr



**Figure 2: Muffler**