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April 2, 2004

Wal-Mart Stores, Inc.
Bentonville, AK 72716-8611
ATTN: Consumer Relations Dept. for shirts

Dear Wal-Mart:

I tried to find the address for Puritan® shirts, but they must not want to be found. I recently bought two Puritan® shirts from your store and I wanted to send them this letter below. But since I cannot seem to find any contact information for Puritan® shirts, I will share my ideas with you and maybe we can just eliminate Puritan® shirts from the equation altogether.

I thought of a great idea (with some help from a friend) for marketing your shirts. I own a couple of your shirts with fancy designs on them. One has old trucks, one has a camping tent and boot prints. I thought (with some help from a friend) that maybe there could be actual people driving those trucks or camping in those tents. Did you ever stop to think about that? Wouldn't it be interesting if those people had actual stories about how they bought the truck or where they were going on a particular day, or how and why they decided to go camping, or any other number of details? The possibilities are endless!

Don't you remember what a craze the Cabbage Patch Kids were 20 years ago? The reason for that was because they had a history EVEN BEFORE you bought them off the store shelf. They had names and birth certificates and full details about all of that stuff. I think (with some help from a friend) that you should create stories about the people who might be using the products that are printed on your fancy shirt material.

I know that I would really be excited to buy new clothes if I was also getting a story about the design or pattern in the clothes. If you think that this is a good idea, please contact me because I can be quite creative (with some help from a friend) if given the opportunity.

Just to get you started, I have created a story about the guys who are camping in my shirt. Keep in mind that these are just preliminary ideas and could be expanded or altered, but I MUST insist if you decide to use this sample story that the names NOT be changed and that you do not steal the idea from me without giving me credit.

Bill Johnson and his brother Horatio decided one day that it would be a nice day to go camping out near old man Jackson's farm. They camped there often when they were young boys and sometimes they went fishing in the pond behind the pasture. Bill and Horatio did everything together and were inseparable (in fact they were conjoined twins). Because of their positioning, Bill usually had to drive their truck anytime they wanted to go anyplace, but he sometimes let Horatio steer a little bit. Horatio always dreamed of taking a vacation to England so that he could

be the one to drive, but they didn't have enough money to go there, so they decided to go camping instead.

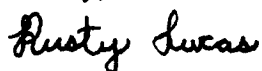
On Saturday morning, Horatio woke up first, but he knew that Bill had a rough night on Friday, so he decided to let Bill sleep in. While waiting for Bill to wake up, Horatio counted the spiders and mosquitoes crawling around in the outside of the tent canvas. He got all the way to 7 when Bill finally woke up and they started their day. It was at that point that Horatio asked Bill if one of the spiders he counted was possibly two spiders next to each other, because it looked like it had too many legs to be just one. He then suggested that maybe they were even conjoined twin spiders. Bill laughed that it looked like a crazy tattoo he once saw on a basketball player's arm. Bill loved basketball, but Horatio was more into the musical arts. Even with their differences and their special circumstances, Bill and Horatio were able to live a relatively normal life...

See, this is just the beginning of the adventures that Bill and Horatio might be having right there in my shirt. You could even put this introductory information on the tag of the shirt and then make it so the purchaser would have to send in the shirt tags and store receipt to receive the rest of their story by mail. A nice shirt AND a story to boot! (Speaking of which, I didn't even get to all the comical hijynx that Bill and Horatio got into to make all of those boot print marks all of the surface of the shirt! I can't go into that here, but you guys will absolutely LOVE that part of the story). What more could the American consumer ask for?

In school, I was voted to be the most likely to be invited to the White House by the Vice President for my achievements in letter and story writing. Do you think that Dick Cheney would like to hear this story? I think that I might like to write him a story just so I can fulfill the vote of confidence that my classmates gave me back at the end of my school days. I sure do miss all of those guys and the fun things we used to do. I might even be able to include some stories about them for some of your other fancy printed shirts (with some help from a friend).

So please let me know what you think of my idea and if you think I have the ability to write for your clothing company. Please also let me know what you think about the Dick Cheney idea. Maybe I should wait until after the election to see if Mr. Cheney is going to be back in office, because if he doesn't get re-elected, then I would have to start from scratch with the new Vice President. If the Democrats win the election, I hope it is Howard Dean who becomes Vice President because I like his enthusiasm and I think it would be a good thing to have a doctor in the White House. If Abraham Lincoln had a physician as his Vice President, he might not have died in office. **GOD BLESS AMERICA!**

Sincerely,



Rusty Lucas

p.s. Do you make baseball caps also or just fancy shirts? If you DO make baseball caps, I would like to have one if possible if it is free and it displays your company logo or name. I would wear it with pride!