

RUSTY LUCAS
P.O. Box 422
SANDUSKY, OHIO 44871

August 3, 2004

Mr. Scott E. Thompson:
Colgate-Palmolive Company
300 Park Avenue
New York, NY 10022

Dear Scott:

I received your response to my July 9th letter about my new product Palm-Olive hand soap. While I must say that I am dismayed at the impersonal tone of your letter, I can understand that you have established your niche in the market and I appreciate that this is of great value to your company. I wasn't expecting any objections from you regarding the development of Palm-Olive, but I am learning a great many things as I make my attempt to break into the business world.

So I have reluctantly scrapped many of my plans for the marketing and advertising of my Christian hand soap. Sr. Marge was very upset when I placed a recent phone call to her and told her to unpack her habit and that she would not be going on the public relations circuit. But when I pointed out to her that we never had a signed contract, she realized that she didn't have a leg to stand on and sulked back to the convent. Therefore, while I feel that I may be compromising my Christian duty to evangelize to the paganized public, I will only offer Palm-Olive hand soap for sale in pre-approved Christian mail order catalogs and book stores, as well as from Christian supply wholesalers. I will forego any print or video advertising except for the limited space included in church bulletins and I will not offer my hand soap for sale on the shelves of secular discount stores and supermarkets.

I hope that this is an acceptable substitute for you and your copyright concerns. I expect that this limited market may keep me from making any real profit on this item, but as I said before (or at least insinuated) money is not the main goal of my endeavor. The true aim here is to promote Christian service to the children of God. Given that limited market and decreased profit expectations, I will probably not be attending the annual convention and marketing seminars. But on the chance that I do, I would be more than happy to let you sit first even though the standard rules of alphabetizing would list Palm-Olive before Palmolive®.

Sincerely,

Rusty Lucas

Rusty Lucas

p.s. I'm sorry that you have no baseball caps to share. You might want to consider that for future marketing strategies. If you ever DO decide to go that route, please put me on your waiting list to receive a free baseball cap.