

RUSTY LUCAS  
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April 22, 2005

Crayola Corporation  
30 Centre Square  
Easton, PA 18042

Dear Crayola:

Everyone calls plastic bandage strips band-aids, because that is the name brand of the most popular kind of bandages. The band-aid brand name has essentially become synonymous with the general product. In the same way, everyone calls cotton swabs q-tips, regardless of who makes them or what the package says.

There are many other bandage manufacturers, and some are readily recognizable (like Curad®), yet most people still ask for a band-aid if they have a cut or burn that needs minor medical attention. There are also many other cotton swab manufacturers (although I cannot think of a single solitary one at the moment), yet most people still ask for a q-tip to get the water out of their ears after they get out of the swimming pool.

Why is it, then, that crayons are not more widely referred to as crayolas? You certainly have more of a corner on the crayon market than either band-aid or q-tip have on the bandage and cotton swab markets. Does it have anything to do with bandages and q-tips as medical and/or personal hygiene products, while crayons are merely for artistic expression? I guess you could use bandages and cotton swabs in art projects, but there really aren't any medicinal uses for crayons that I am aware of. Maybe that is what you need to corner the market on the universal naming issues. Is there any way to make crayons a medical device? I cannot think of any, except that maybe a crayon drawing of a bright sunny day can make a sick person in the hospital feel better to know that someone cares enough about him or her to draw the pretty picture.

My pledge to you (apart from trying to find other medicinal purposes for crayons) is to make every effort from this moment forward to only refer to those waxy implements of color as crayolas, regardless of the actual manufacturer brand. It is bound to catch on with my family sooner or later and then slowly the rest of the world will be converted to your side. Even the generic ones that I see other children using at family restaurants, I will call crayolas. Those restaurant crayolas (I almost wrote the other word there) are the cheapest crayolas I have ever seen! They cannot provide the full rich color that your premium made crayolas produce when put to paper!

I have the 96 flavor crayola set. I use some of my crayola flavors more than others, and I use others very infrequently. Also, sometimes one of my crayolas breaks in a moment of extreme coloring. My question to you = is there a way to order replacement crayolas in one or two flavors without buying an entire new box? I don't want to replace all the crayolas in my box of 96 -- especially not the ones that are still in good shape and barely get used. That would be wasteful. I think my least used crayola flavor is Wisteria. But I imagine that there are some crayola users out there who cannot seem to get enough of Wisteria. Do you have any studies on what crayola flavors are most and least used by the general public overall? Can you provide me with this information?

I know that you have introduced new crayola flavors in the past and I wondered if you would be doing that again at any time in the near future. If so, my suggestion is a variation on an old favorite of mine. I would suggest Burnt Amber Sienna Flavor. That would really accentuate my box of crayolas and would come in very handy when Burnt Sienna just isn't quite amber enough for the task at hand. I ran into just that situation last week when I was coloring the hair of a fairy princess in one of my favorite fairy tale coloring books.

I also read recently where the new computer monitors are able to show 16.8 million colors. Wow! That is a lot of colors! Will we ever see a box of 16.8 million crayola flavors on the market? I look at my box of 96 crayolas and realize that I am missing about 16,799,904. That makes me feel rather empty inside.

Sincerely,

A handwritten signature in black ink that reads "Rusty Lucas". The signature is written in a cursive, slightly slanted style.

Rusty Lucas

p.s. Do you have any crayola baseball caps? I am looking for a baseball cap with different flavored crayolas on it to wear on rainy/sunny days when the chances of seeing a rainbow are increased. If you have any of these, could you please send me a free crayola baseball cap? I AM NOT TALKING ABOUT PAINTERS CAPS - THOSE ARE UGLY AND FLIMSY AND I HATE THEM! I DO NOT WANT A CRAYOLA PAINTERS CAP AND IF YOU SEND ME ONE, I WILL MAIL IT BACK TO YOU WITH ANY POSTAGE OR SHIPPING CHARGES DUE!