



"NED" Tedwed



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BROTHERS IN BUSINESS SPEAK OUT FOR PATRICK SCULLIN

"Me and my brother 'Ed' opened our first store back in June of '82. It was called 'Ned & Ed's Polliwog And Stilts Store'. We carried the world's biggest selection of plump polliwogs and fine stilts (in over 14 custom finishes and lengths!). My brother and I were sure we'd make a killing-- after all, we had the only polliwog/stilts store in the Hokey Pokey Mall. We were wrong!

"Weeks passed. The cash register was silent, the inventory collected dust, and my brother became edgy (he wanted to sell everything and open a respectable worm and anvil store). I began to wonder if maybe we had made a mistake...

"I'll never forget the day Patrick Scullin came into our store. He knocked over a stilt display and broke our front window. But he purchased a half dozen woggies and a pair of Belgium Blue Stilts. More importantly, he gave us some ideas!

"Patrick told us to re-position our store. Rather than be just another 'Polliwog And Stilts Store' we could become the first 'Frog And Really Big Chopsticks Store'. Ed and I mulled it over.

"It's almost as if Scullin predicted where our success would lie. Soon all our wogs became frogs. We changed our name to "Ned & Ed's Frog And Rather Large Chopstick Store". That seemed to do the trick!

"Business grew faster than an anteater's tongue in August. Word of mouth spread that our store was the place to go for frogs and somewhat longer than usual chopsticks. Mind you, it's all thanks to Patrick Scullin!

"Today business is great. 'Ed' and I just opened our 19th store. We're rich. And we can use our products anytime we like.

"If you want brilliant solutions to marketing problems, hire Patrick Scullin. He did it for us, he'll do it for you!"