

Toothpick (FE) 1-1
CLASS USE ONLY - BY F. EWANIKIUK

Louie

You think I could make some money at those tanning bed stores?

Thomas

I don't think so.

Louie

You don't think so? If there's over a million other people doing it in Orange county, and they're making money, why couldn't I?

Thomas

They have gimmicks

Louie

Gimmicks?

Thomas

Yeah, you know, guys in suits.

Louie

What, like business suits?

Thomas

No, like Um ... mascots, animals. That sort of thing.

Louie

Like the Mr. Lube guy.

Thomas

Yeah, right. Like the Mr. Lube guy. That sort of thing.

Louie

I could come up with one of those.

Thomas

No you couldn't. You're not smart enough.

Louie

What?

Thomas

You haven't got the mind set for it. You're not a marketing person. You can't think marketing.

Louie

You don't think I can think marketing? I can think marketing. I can think ... look I got one already. I thought up a good one already. A Sun. Huh? A Sun, how about that. How's that. Pretty good huh? A Sun.

Thomas

What are you talking about?

Louie

For the gimmick. A big Sun.

Thomas

What, a guy walking around in a Sun suit.

Louie

Yeah. A big fucking Sun.

Thomas

Sounds okay.

Louie

Yeah, it sounds okay. It's fucking brilliant!

Thomas

You need more.

Louie

More?

Thomas

What's the motivation?

Louie

Motivation?

Thomas

What's the purpose, why is this sun dancing outside your place?

Louie

Why? ... 'Cause it's a sun tanning place!

Thomas

I realize that, but ... It's not enough to have a Sun, just because it's a Sun tanning place. You need a tie in.

Louie

A tie in?

Thomas

Something that connects your mascot to the store. That makes a good tie in. See, Mr. Lube is an oil can. They use oil cans at Mr. Lube. That's the tie in. They don't use the Sun at sun tanning places. You see, they use lights. That's why the Sun guy is no good. It's got no tie in. It's got no connection to the store.

Louie

Okay ... Okay (Pause) ... How about a cancer?

Thomas

A cancer?

Louie

Yeah, a big fucking skin cancer.

Thomas

How do you figure that will work?

Louie

When you tan at the beach what do you get?

Thomas

A tan.

Louie

Sure you get a tan. But you also get cancer. The Sun gives you skin cancer. But if you go to my tanning beds, you won't get cancer. There's the tie in, right? I could have the Cancer guy dancing around the outside of my store like he can't get in. He want's to get in real bad, but he can't. Every body inside is safe from the cancer guy. Safe from skin cancer.

Thomas

Won't work

Louie

Of course it will.

Thomas

You can get cancer at tanning beds. So, you'd have hundreds of people coming to your tanning beds thinking that they won't get cancer, then they do get cancer and sue your ass for everything you own ... because you said they wouldn't get cancer.

Louie

They'd sue me?!

Thomas

Or, it could work the other way. They wouldn't come at all.

Louie

They wouldn't come at all?

Thomas

C'mon. Would you go to a place where the store mascot was a giant dancing cancer?

Louie

I guess not ... I like it better than the Mr. Lube guy though.