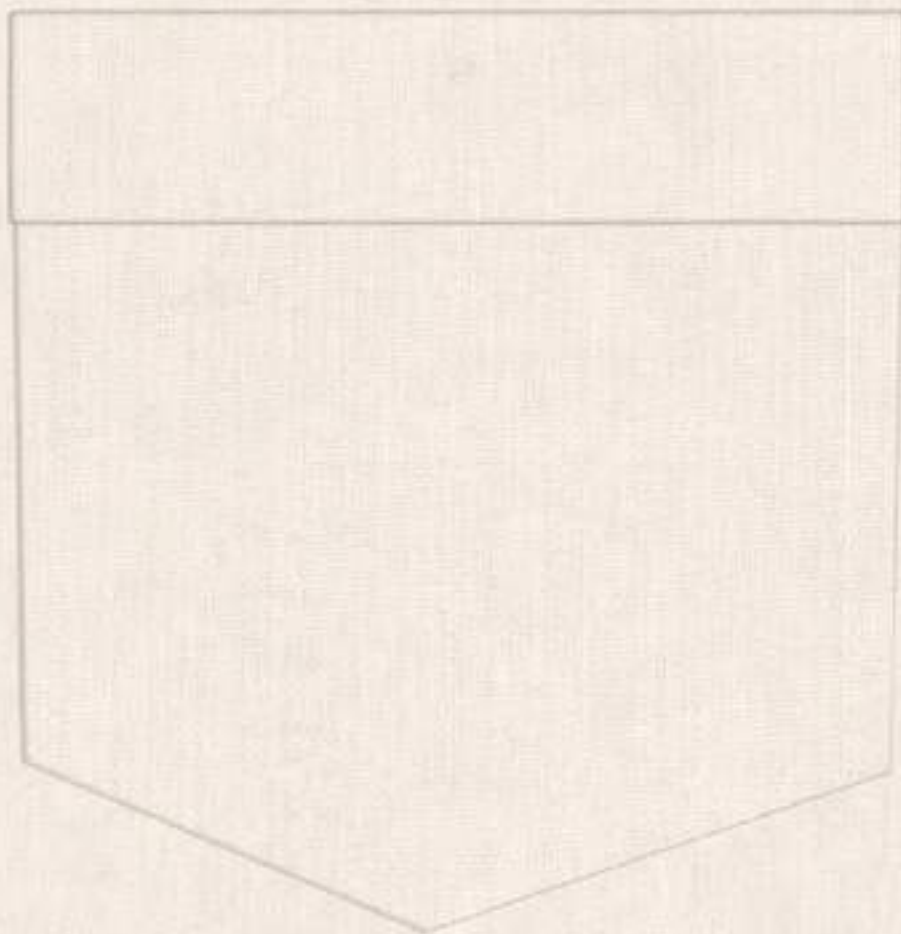


THE  
**Kentucky  
Fried Chicken**


BRAND COMPENDIUM



WRITTEN AND COMPILED BY

*Col. Harland Sanders*





*I Wrote the book on  
Fried Chicken,  
and this is that book.*

This book is meant to be read front to back, every page, thoroughly.

People tell me, however, that a Table Of Contents is a useful tool for finding information quickly.

I don't believe in shortcuts, but I'll relent in the name of efficiency.

## TABLE OF CONTENTS

BUCKET ONE: My Story.....9

*(plus handy timeline)*

BUCKET TWO: Our Values.....19

BUCKET THREE: How to Talk.....45

BUCKET FOUR: What to Talk About.....71

*Bonus Bucket: Original screenplay "A Wing & A Prayer" .....108-125*





SPECIAL NEWS BULLETIN FROM THE DESK OF

*Col. Harland Sanders*

Dear Future Person, it's me - the Colonel, Harland Sanders,  
proud founder of Kentucky Fried Chicken®.

Recently, I had a vision of the year 2015. In this vision I saw  
a world in which our multinational corporation needs consistent  
and on-brand messaging across all forms of communications and  
marketing touch points. It was then that I dedicated myself to  
creating this brand ~~guide~~ *compendium* for the future stewards of my beloved  
restaurants.

I can only imagine the wonders of the future, the marvelous  
advancements in home-theater technology and what it's like  
living alongside fully cognizant robots. But I know one thing  
will never change—(our dedication) to making Kentucky Fried  
Chicken® "The Hard Way." What's that, you ask? Good question,  
Future Person! You will find the answers contained within the  
following pages.

*The  
Value of*

Give it a read, enjoy your fancy spaceships and wacky futuristic  
hairstyles, then get back to the kitchen—there's work to do.

KENTUCKY FRIED CHICKEN INC.  
1900 COLONEL SANDERS LANE  
LOUISVILLE, KENTUCKY 40213



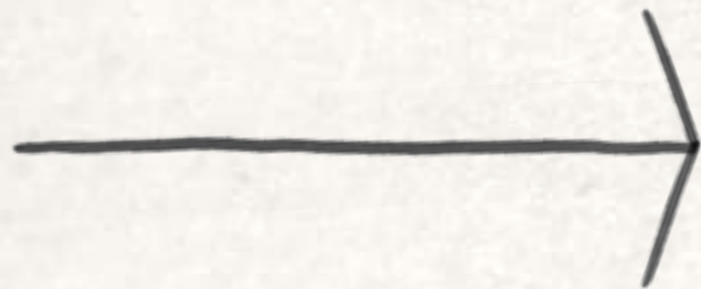
**BUCKET ONE**

# MY STORY

This is the story of my life. Why is it important to know the story of my life? Because the Colonel (me) and Kentucky Fried Chicken® go together like, well, something that goes together real good...and if, for whatever reason, we have to relaunch this brand in 2015, I want my story to be a part of it.



*My Life*



*(In The Form Of A Timeline)*





I LIVED THE AMERICAN DREAM SO YOU CAN EAT THE AMERICAN DREAM

1890 1900 1910 1920 1930 1940 1950 1960 1970



1964: I sell KFC®



1964-1979: I become the official spokesman for Kentucky Fried Chicken® and become the world's number one chicken salesmen. And the rest is Kentucky Fried Chicken® history.



1957: First bucket

BUCKET O' CHICKEN

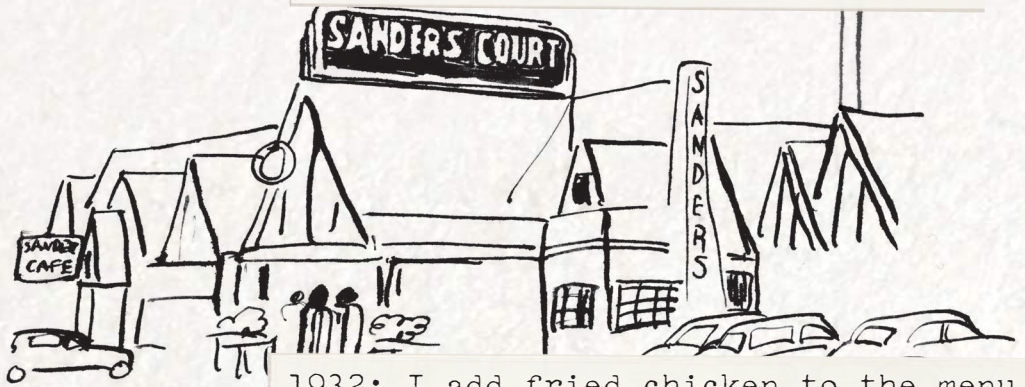
Kentucky Fried Chicken



1952: First franchise sale to Pete Harman



1940: My original recipe is born.



1932: I add fried chicken to the menu. Make Sanders Court and Cafe.



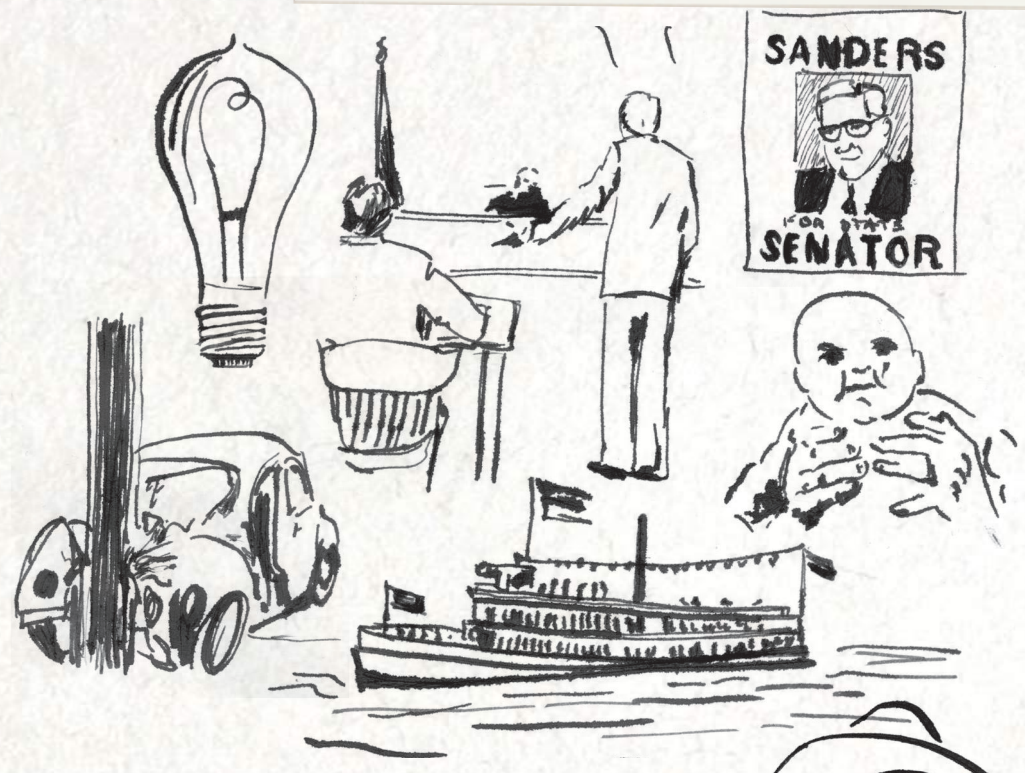
1936: I become a Colonel.

1930: Open a Service station in Corbin, Kentucky

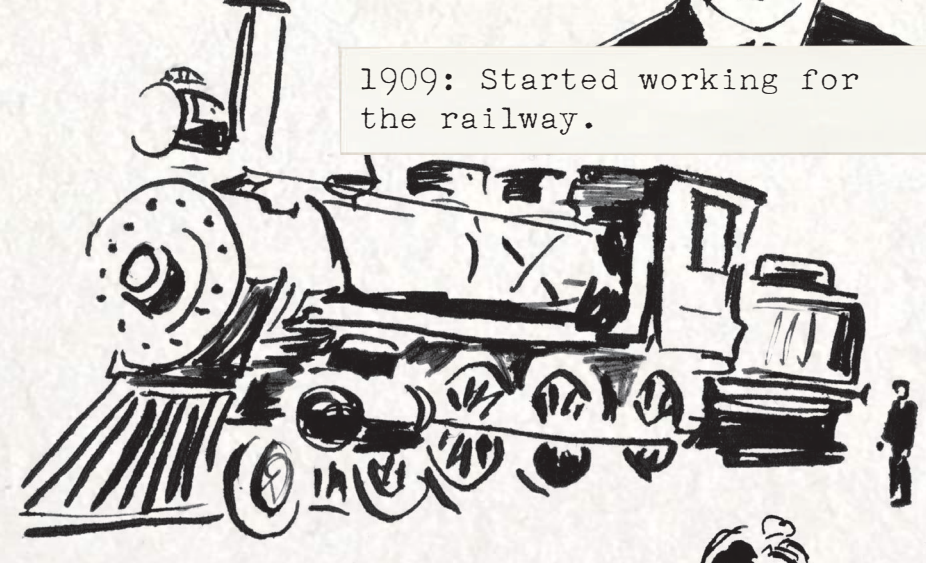
1929: Gunfight. Oops.

Car accident, patched my head with mud. "Ya'll call a damn doctor when I say so."

1920-1930: Ferry boat company, insurance salesman, lighting salesman, lawyer, tire salesman, Secretary of the Chamber of Commerce. As a lawyer, I once fought own client.



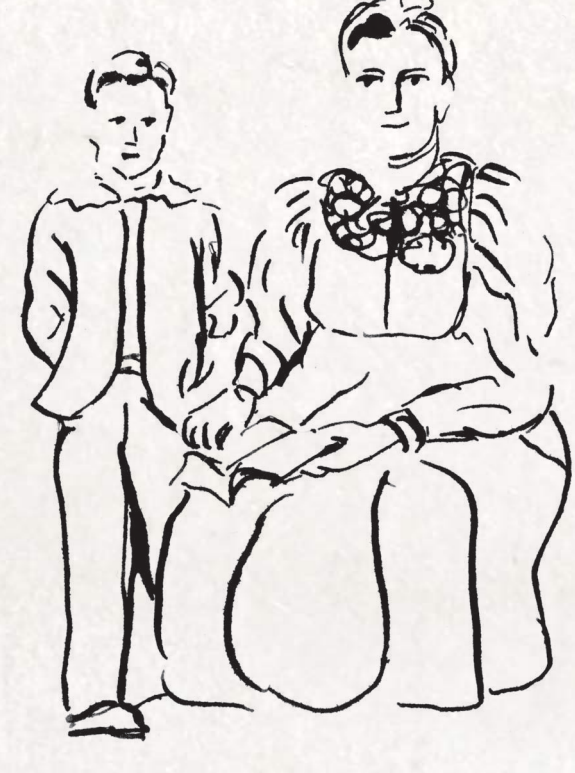
1909: Started working for the railway.



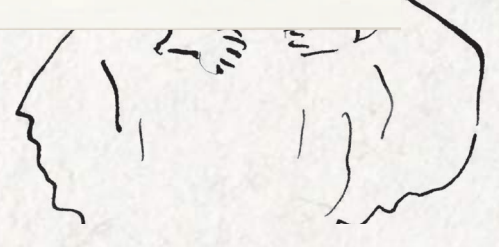
1906: Enlisted in the Army

1903: Dropped out of school

Mom taught me how to cook by age 7



I was born December 16, 1890.





COL. HARLAND SANDERS

**SANDERS COURT & CAFE**  
CORBIN — KENTUCKY

Open 6:30 a.m. to 11:30 p.m.  
12 hours — 12 hours  
12 hours — 12 hours  
12 hours — 12 hours

**HARLAND SANDERS**

FERRY  SERVICE

INDIANA TO KENTUCKY

FERRY RIDES  
LOCAL SIGHTSEEING FERRY

**SANDERS GASOLINE SALES  
OF KENTUCKY**

H. SANDERS

TELEPHONE 878  
CORBIN, KENTUCKY

TO THE  
**Brotherhood of Locomotive Firemen**

THIS IS TO CERTIFY, That *Harland Sanders*  
has been elected a member of said Society of  
the Brotherhood of Locomotive Firemen, and is  
entitled to the privileges of the Brotherhood, including  
the membership of the Grand Lodge. The amount  
paid here for an initiation fee is \$1.00, which he will  
apply for the year of 1927, as per Constitution  
and By-Laws.

*Wm. H. Hayes* G.S. & T.



COLONEL HARLAND SANDERS, FOUNDER

**Kentucky Fried Chicken.**

OF LOUISVILLE INC.

225 FIVEAVE. BLDG.    NASHVILLE, TENNESSEE 1928    404-06-8111



HARLAND SANDERS

**MULES**  
HANDLER    TAMER

Bus. 2613 Donald St.    Phone 2-6266



*Harland Sanders*

Telephone: 58-98

**OBSTETRICIAN**



Harland Sanders  
Tire Sales

NOBBY  
TREADS  
are the  
Aristocrats  
of the  
ROAD!

413 Smith Road  
Phone 3-4573

HARLAND SANDERS

*Attorneys & Counsellors at Law,*


No. 12 Exchange Place,  
ARKANSAS



HARLAND SANDERS

523 ALEXANDER STREET

DISTRICT AGENT  
LIFE INSURANCE SALES  
JEFFERSONVILLE, KY

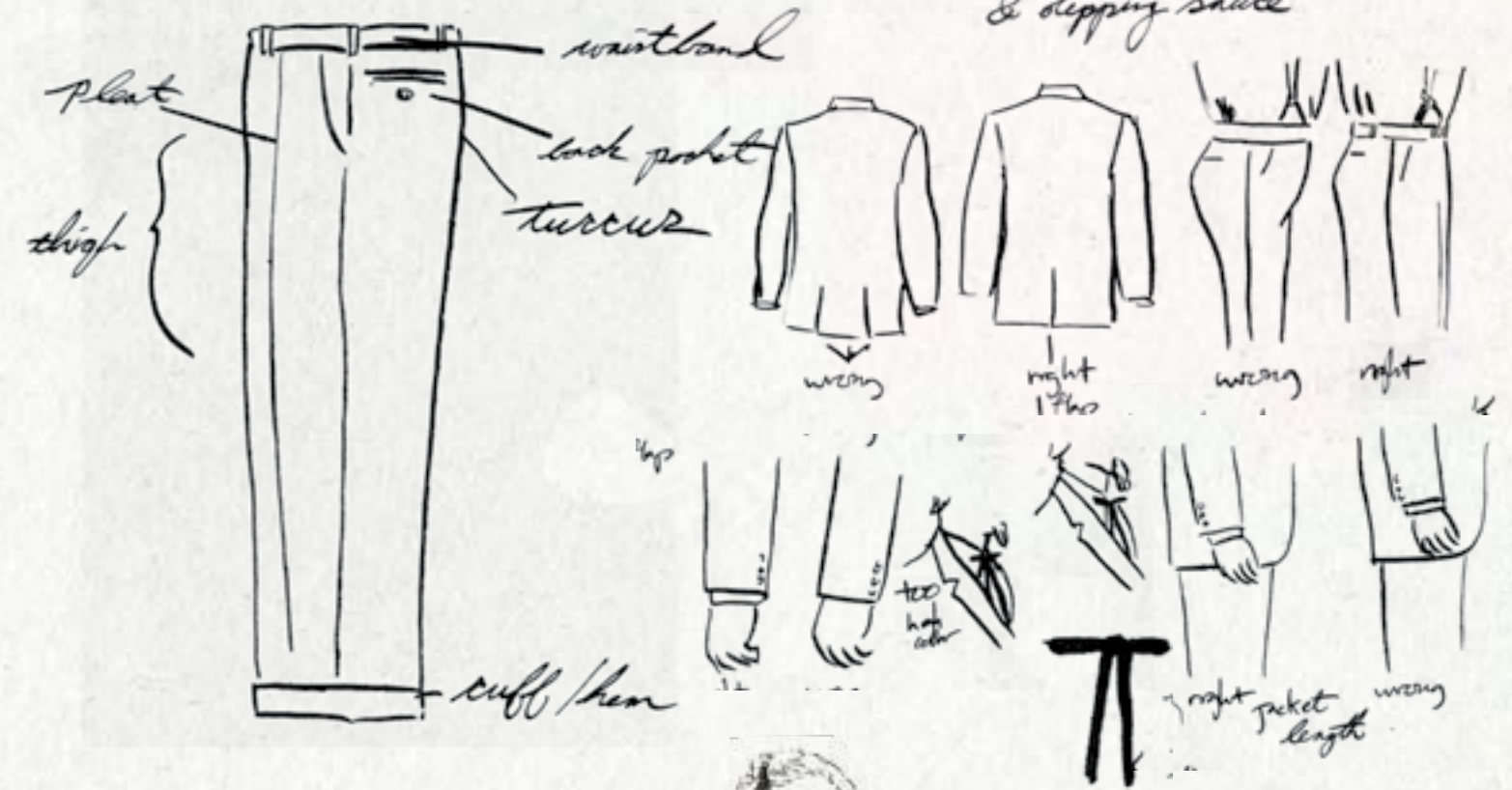
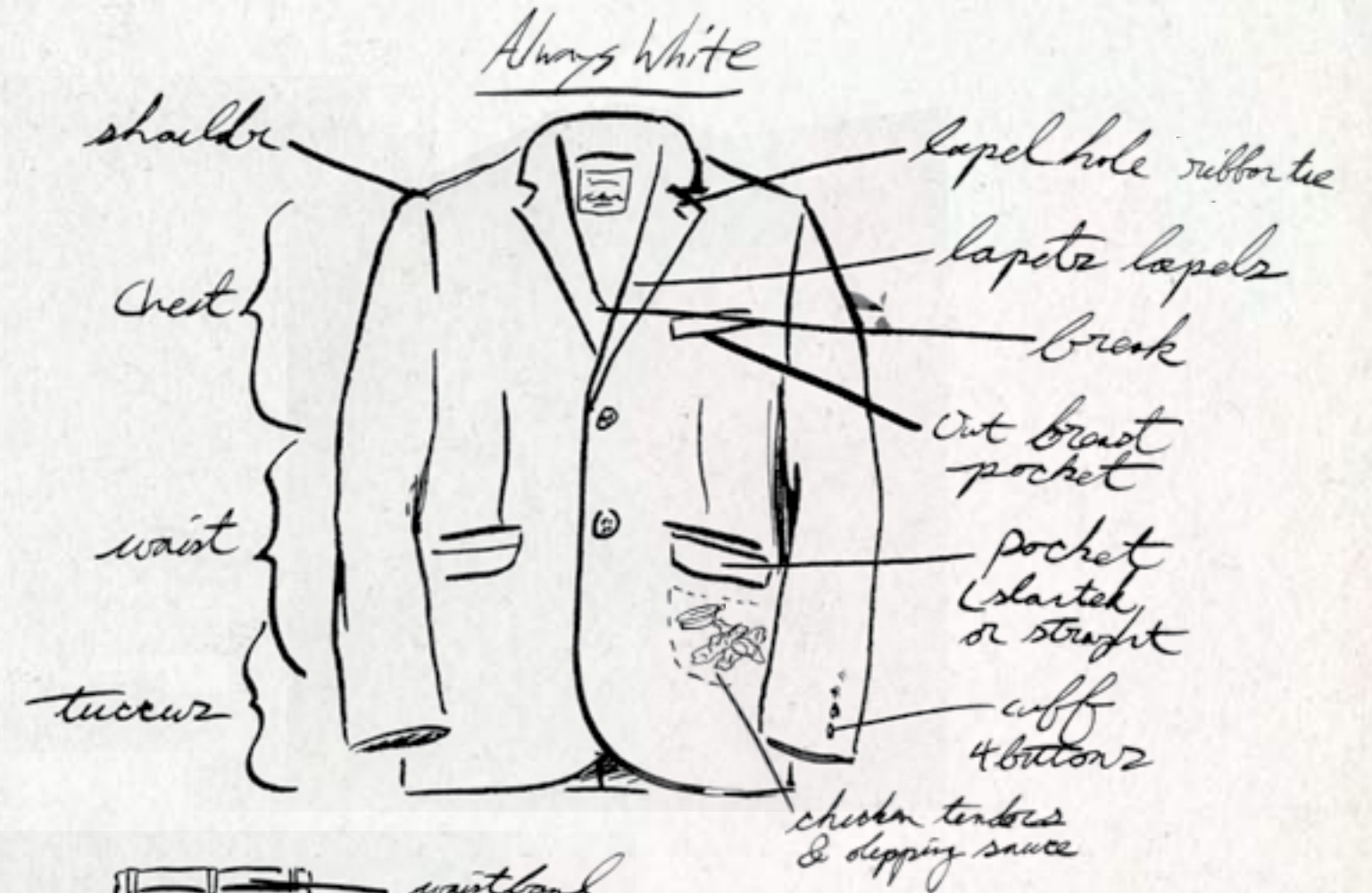
Harland Sanders  Lighting Supplies

*Note To Self -  
order new business cards  
that smell like fried chicken.*





I don't just wear this beautiful white suit because it's fashionable. It's a symbol of cleanliness, spotlessness and showmanship-ness. Plus, it's what people expect of the KFC® Colonel...and I never disappoint.



Go Picnicking

**HARMAN CAFE**

Kentucky Fried Chicken **crunch** Extra Crispy

North America's Hospitality Dish...

the Colonel's Kentucky Fried Chicken

Col. Sanders

"It's finger lickin' good"

COL. SANDERS RECIPE **KFC** "it's finger lickin' good"

Tender and Tasty... So Tender So Tasty We Do Chicken Right.

TAKE A BUCKET BREAK **KFC**

Kentucky Fried Chicken

"It's finger lickin' good"

Kentucky Fried Chicken

**HARMAN'S TAKE HOME**

Col. Sanders **Tmunch** Original Recipe Delicious FRENCH FRIES

Col. Harland Sanders

Kentucky Fried Chicken North America's Hospitality Dish... "it's finger lickin' good!"



*Remember, folks  
Preparation is paramount*



BUCKET TWO

# OUR VALUES

Times change, values don't.

I don't care what year it is or what futuristic moon base you live on, these are the values that built this company, so pay attention.



*Note to self  
Pick up spare  
white suit from  
Dry Cleaners*



## Kentucky Fried Chicken®

OFFICIAL DICTATION RECORD : CENTRAL OFFICES, LOUISVILLE, KY

SPEAKER	TRANSCRIBED BY	SUBJECT / TOPIC	DATE	DOC. NO.	PAGE OF
Col Harland Sanders	Ashley		/ /		

COLONEL:

Ashley, take a dictation.

Ok, ready?

The Hard Way.

Making fried chicken The Hard Way is what separates us from our competition. Now, most folks think we might cook things like the other "fast food" restaurants do. Well at Kentucky Fried Chicken® our way is not the fast-food way. Not at all.

We don't compromise on the quality of our ingredients or our steadfast dedication to the process. Sure, there are easier ways to make fried chicken, but easy isn't delicious. This is how we will continue to make the world's finest home-cooked meals. Because The Hard Way is the tastiest and best way.

Wait, let's change that to "best and tastiest way." Does that sound better? How about "finest and tastiest." That's good. Hold on, did you just type that part? Are you typing this too? Well now I applaud your dedication to working hard, but this isn't part of the memo. You're right, maybe I should take typing lessons. I agree, that would make things much easier. I'll do it Monday, right after Bikram Yoga. Oh about two years now, very relaxing.

*Note to self  
sign up for typing  
classes*

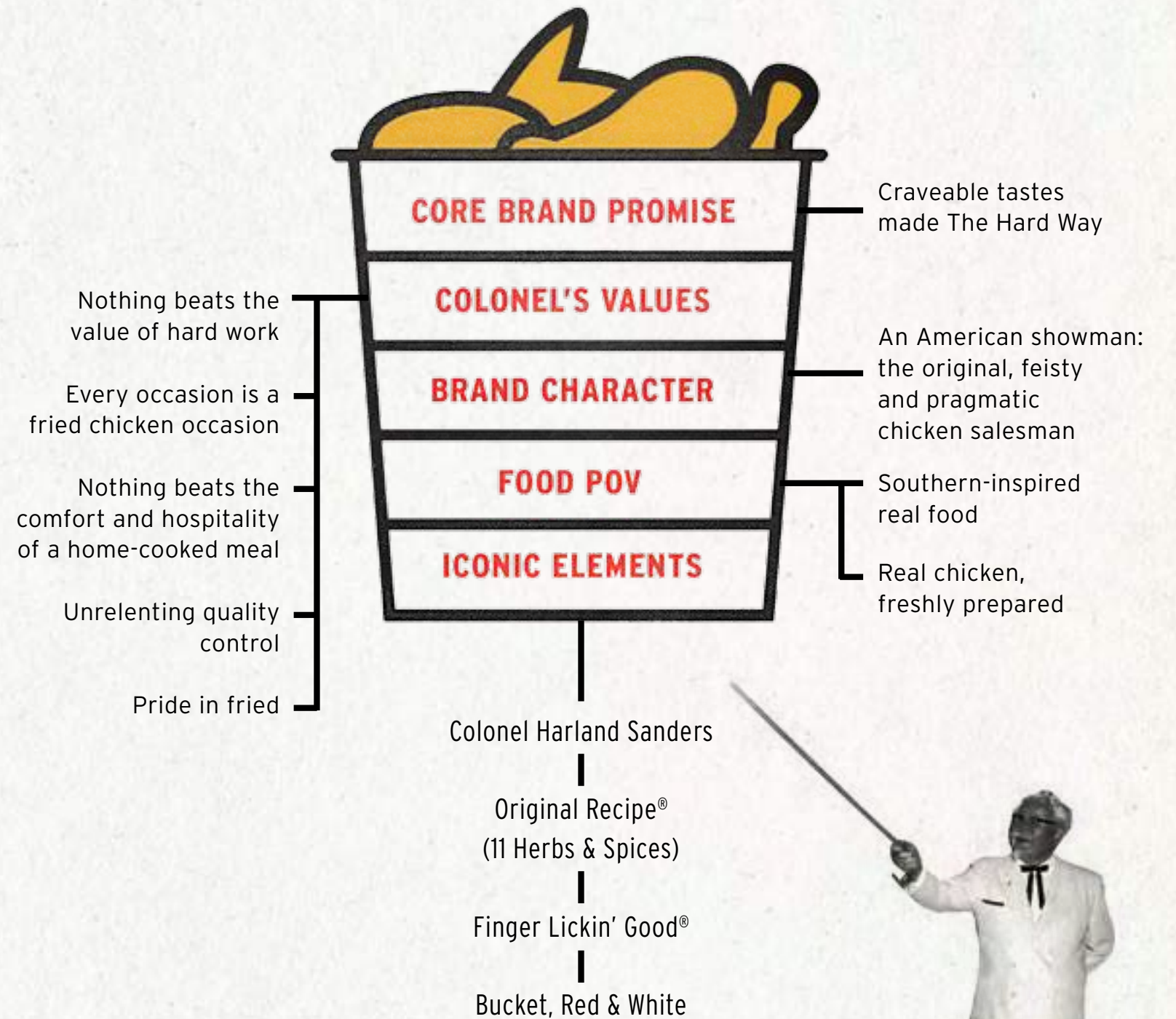


OUR BRAND PROMISE

# CRAVEABLE TASTES MADE THE HARD WAY



## MY BUCKET OF BRAND ARCHITECTURE





# Colonel Thoughts

*Nothing beats the value of hard work.  
Nothing. I've done the math.*

*Hard work beats all vitamins and tonics,  
in the world, and it tastes better too!*

*If you've got time to learn, you've got time to clean.*



My (Our) Promise to My (Your) Guests:

Treat Every Guest  
Like A Friend  
In Your Home.

My (Our) Promise to My (Our) People

Be Your Best Self,  
Make A Difference,  
Have Fun.



Our Culture Values

Believe in All People.  
Run Great Restaurants.  
Go For Breakthrough.  
Build Know-How.  
Work As A Family.

Recognize!



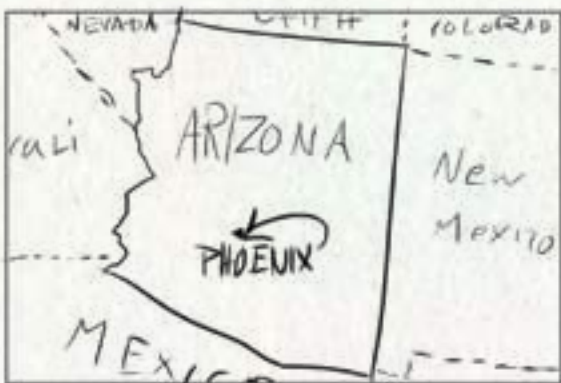


Now some world-famous, beloved spokespeople take themselves way too seriously. I'm not one of them. Well, hold on, I am one of the world-famous, beloved spokespeople, but I'm not one of the ones who take themselves too seriously. In fact, I hereby mandate that Kentucky Fried Chicken® never take itself too seriously. That little Judge Colonel down there makes it official.





The story of the line comes from Pete Harman, who also trademarked it!



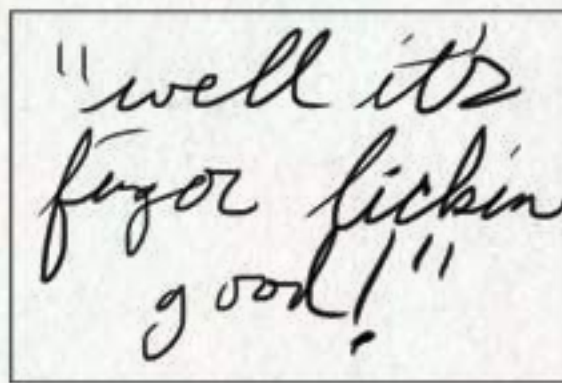
Pete's brother Dave had opened a restaurant selling Kentucky Fried Chicken in Phoenix.



He would take a plate of chicken down to the TV station and eat it in the background while his manager, Ken Harbough, did the restaurant's advertisements.



"One day a woman phoned up just as mad as the devil," said Harman, "and told the manager, 'That Mr. Harman is licking his fingers!'"



Ken spontaneously said, "Well, it's finger lickin' good!"

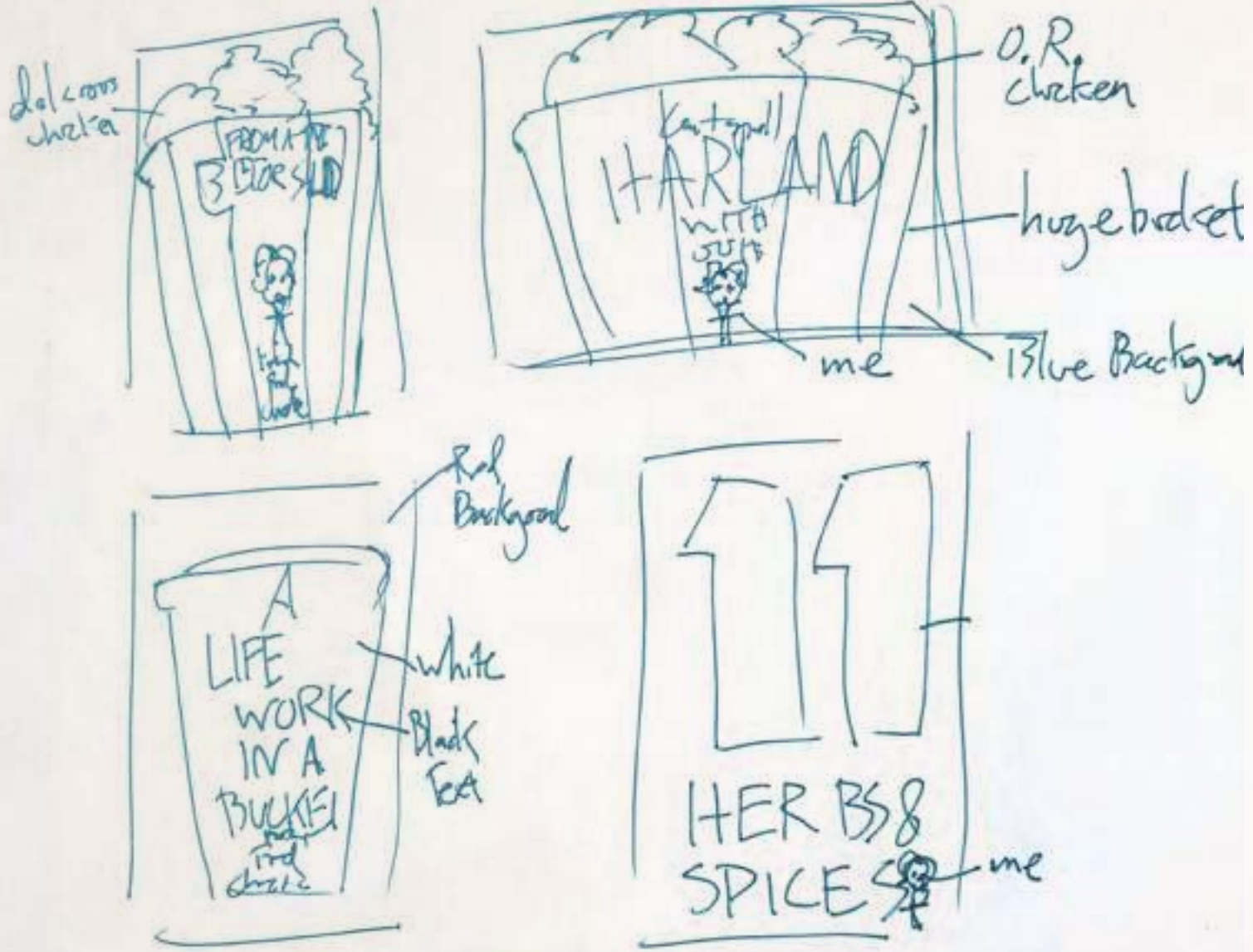
*"it's finger lickin' good"™*

Now I would love to take credit for dreaming up such a meaningful and world-famous line, but it was actually created by Ken Harbough, one of our earliest restaurant managers.

You see, he was doing a bit on a local news station about Kentucky Fried Chicken,® and a woman called in to complain that he was licking his fingers on TV. Without missing a beat, old Ken yelled out, "Well-it's finger lickin' good™!" And the saying stuck. The rest is KFC® history.



Genius future advertising ideas



KFC ART DEPT  
DOC: 5975  
05/24/79

**THERE ARE  
TWO TYPES OF  
PEOPLE IN  
THIS WORLD,  
AND THEY  
BOTH LIKE  
ORIGINAL RECIPE<sup>®</sup>  
FRIED CHICKEN.**



Kentucky Fried  
Chicken



KFC ART DEPT  
DOC: 5975  
05/24/79



**WHEN LIFE HANDS  
YOU LEMONS,  
THROW 'EM BACK  
AND TELL LIFE  
YOU WANT SOME  
FRIED CHICKEN AND  
MASHED POTATOES.  
THAT'S WHAT I DID.**



**THINGS TO DO TODAY**

Date: 5/16

Urgent

Done

- 1. Est first bucket of chicken.
- 2. Perfect Baked Beans recipe (add more chicken?!??!).
- 3. Est lunch.
- 4. Develop multinstional expansion strategy.
- 5. Think about taking the afternoon off.
- 6. Laugh at the thought of taking the afternoon off.
- 7. Continue search for 12th secret ingredient.
- 8. Est dinner bucket of chicken.
- 9. Iron suit.
- 10. Sleep 15 minutes.

NOTES:

*I think Jim is stealing my lunch  
from the fridge*







*Original*  
**THE BUCKET**



*Open here*



*New & Improved!*  
**THE BUCKET**



*Fireman  
Colonel!!!*



KFC ART DEPT  
DOC: 5975  
05/24/79

**HARD WORK  
IS LIKE A  
BUCKET OF  
CHICKEN.  
THINK ABOUT  
THAT FOR  
A MINUTE.**



**BUCKET THREE**

# HOW TO TALK

People describe me as a “feisty chicken salesman.” And you know what I say to those people? I say, “I don’t have time to talk about that. I’ve got chicken to sell.” And I guess that proves their point because they just laugh and say, “Told you so.” Anyway, at KFC® we’re all feisty chicken salespeople, so that’s how we should talk—or write or type or whatever.





I don't like talkin' about the way we should talk. Doesn't make sense to me. I mean, just talk. How hard is that? Still, I guess you people in the future might need a reminder. So I had Jim from marketing write up a good example of how we talk about our food.

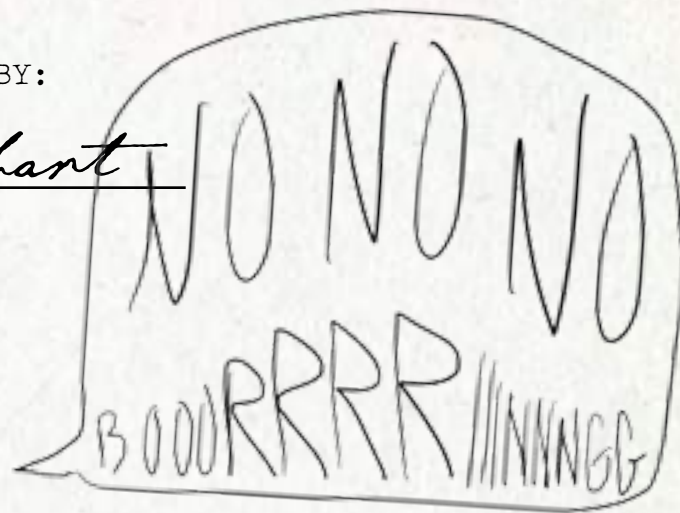


**Hungry for delicious fried chicken?**

**Well then come on down to Kentucky Fried Chicken®, where you'll find quality home-cooked meals at an affordable price for the entire family!**

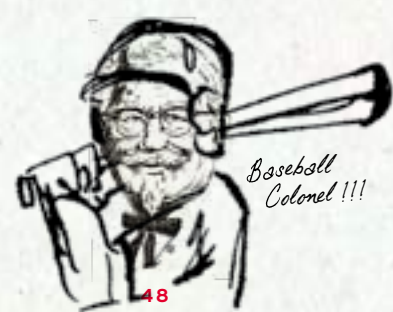
APPROVED BY:

*Jim Hobart*



Jim is now on an HR-mandated Performance Improvement Plan.

Here, let's see if the ol' Colonel's still got it.



**At Kentucky Fried Chicken® we make every piece of chicken The Hard Way. Why?**

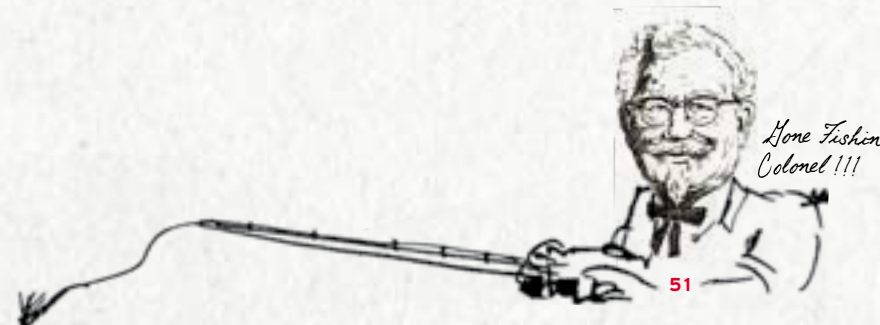
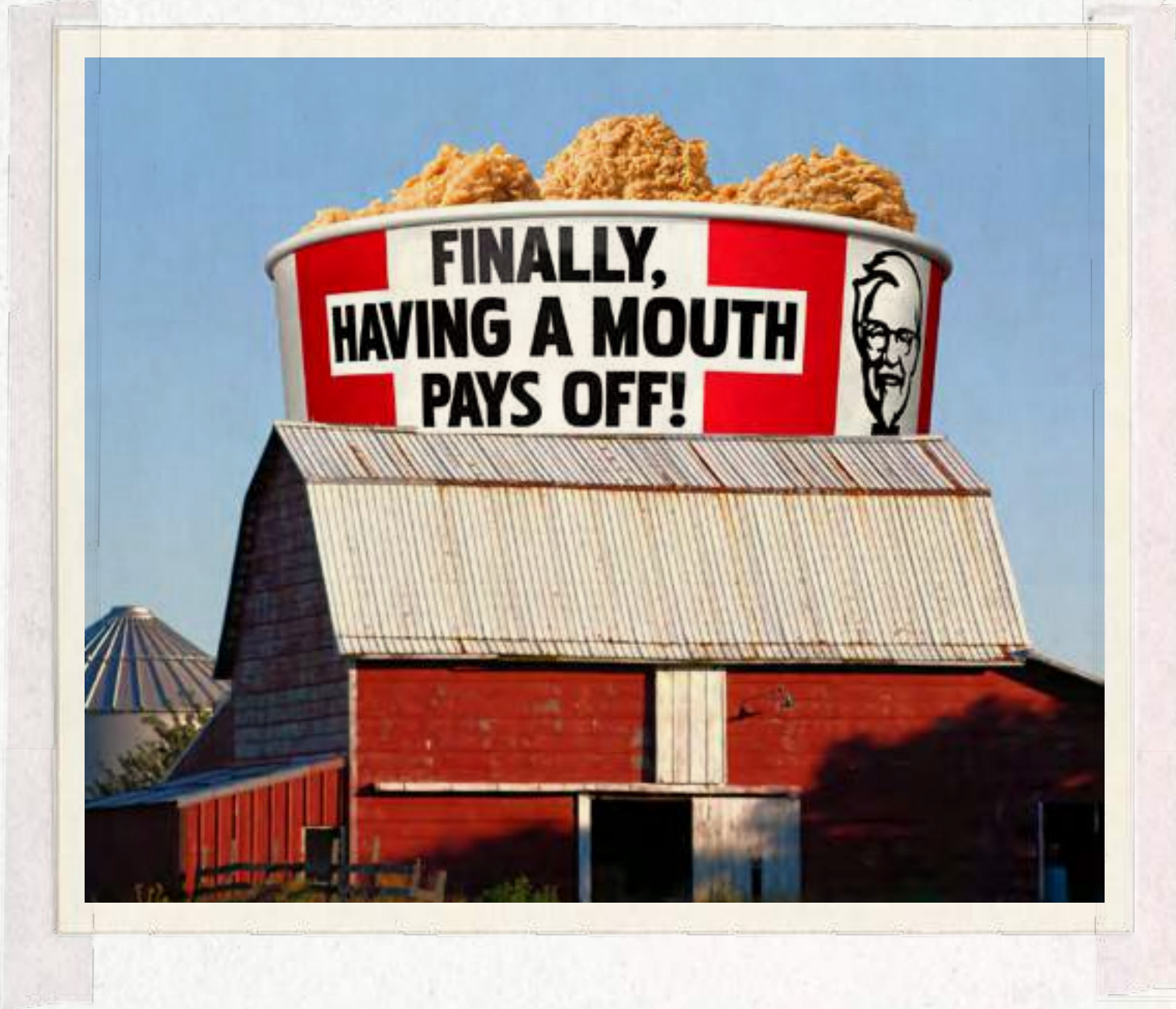
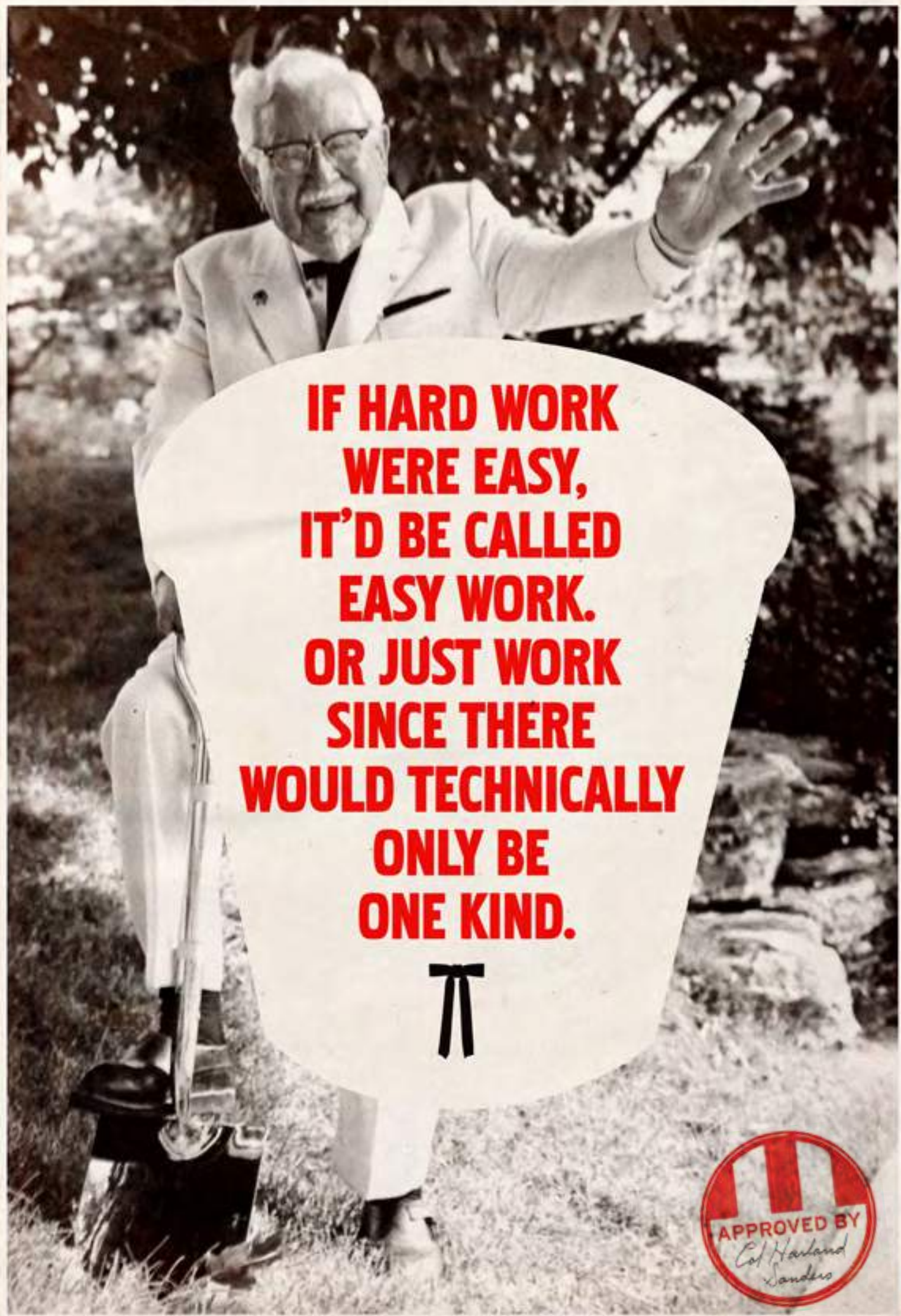
**Because if you want the best tastin' chicken around, that's what you gotta do. Is it easy? NO, that's why it's called "The Hard Way" and not "The Easy Way."**

*Yup, I still got it.*

APPROVED BY:

*Col Harland Sanders*





August 29, 1962

I had the strongest dream about fried chicken the other night, which really isn't all that strange since I dream about fried chicken every night and think about it every day. Well, anyway, there I was flying on this bucket of chicken, and it was taking me to a new store opening in Japan - a truly beautiful country, by the way. So I fly right up to cut the ribbon, and as soon as I touch ground it turns into a swimming pool of mashed potato gravy.

Hshshshs...now that would be something! I really have to stop eating so many biscuits before bed.



KFC ART DEPT  
DOC: 5975  
05/24/79



**GIVE 120%  
BECAUSE 110%  
WOULD BE  
LAZY AND  
EMBARRASS  
THE FAMILY.**







KFC ART DEPT  
DOC: 5975  
05/24/79



**IF YOU LIKE  
FRIED CHICKEN,  
THIS IS WHY.**

COLONEL HARLAND SANDERS' ORIGINAL RECIPE



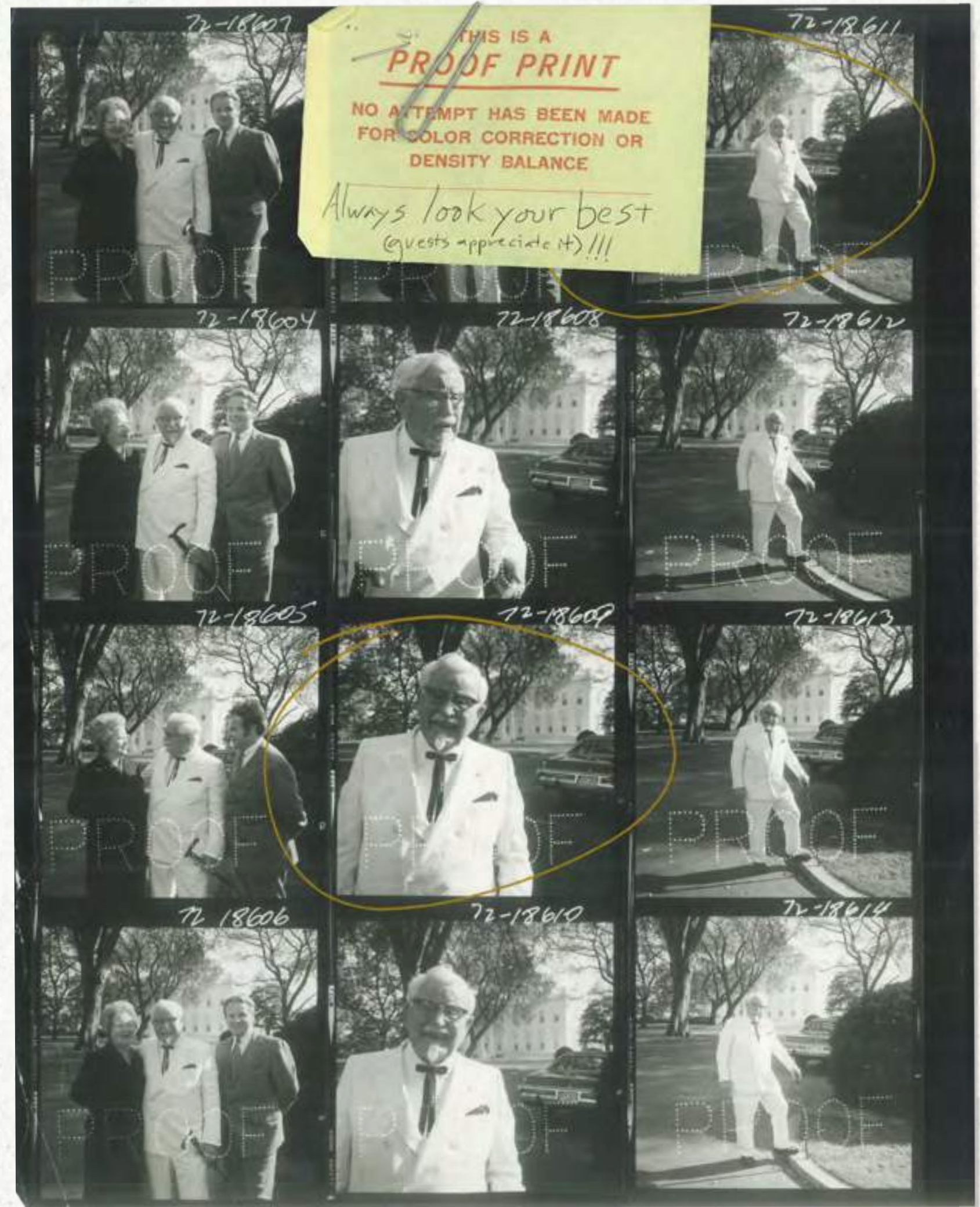


*Consistency is the key:  
consistency in looks and words.*

*Keep it clean, classic, iconic.*



Wizard  
Colonel !!!



# HERE'S HOW WE TALK ON PACKAGING:

**"If there's somewhere to  
put words, put words on it."**

—Shakespeare?









KFC ART DEPT  
DOC: 5975  
05/24/79

**DON'T BE A  
HERO FOLKS, STAY  
HYDRATED!**



*June 3 1958*

*I went undercover today and tried a piece of fried chicken from the new store down on 38th. They recognized me instantly. Next time, I really must remember to change out of my white suit and not introduce myself as the Kentucky Fried Chicken® Colonel. ✖*

*Create fake name:*

~~*Chicken McChickerson*~~

~~*Fri D. Chicken*~~

~~*Roberto*~~

~~*The Duke de Kentucky*~~

~~*The Colonel Sanders*~~

*Rick*



# BRAND DICTIONARY

## CULTURE

---

Team: Family

On-boarding: Welcome

Job Offer: Career Invitation

Training: Learning

Franchisee: Franchise Partner

RGM: Restaurant  
General Manager

AUM: Restaurant Leader

SS: Kitchen Leader

CSTM: Service Expert

FSTM: Cook

## SERVICE

---

Customer: Guest

Blast: Please &  
Thank You

Transaction: Visit

Greet: Welcome

For Here: Dining In

To Go: Carry Out

Speed of Service:  
Speed with Service

## FOOD

---

Product: Menu Item

High End: Group Meals

Low End: Individual Meals

Calendar Window:  
Calendar Menu

## ASSET

---

Store: Restaurant

Back of House: Kitchen

Front of House: Dining Room

Front Counter: Kitchen Counter

Drive-thru: Meals to Go



BUCKET FOUR

# WHAT TO TALK ABOUT

Now that we've covered how to talk, here are some things to talk about. Mainly fried chicken and buckets of fried chicken and sides that go great with fried chicken. Then some other stuff tangentially related to fried chicken.



# Kentucky Fried Chicken®

OFFICIAL DICTATION RECORD : CENTRAL OFFICES, LOUISVILLE, KY

SPEAKER	TRANSCRIBED BY	SUBJECT / TOPIC	DATE	DOC. NO.	PAGE OF
Col Harland Sanders	Ashley		/ /		

To: Everyone

From: The Colonel

Re: Future Advertising Talk

COLONEL:

Dear Future Kentucky Fried Chicken® Person, I put this next section together to help you better understand what to talk about when you put something out in the world that talks to people about Kentucky Fried Chicken®.

I don't have the numbers in front of me, but my calculations have shown that by the year 2015 we'll be greatly served by reminding people about our rich history and tradition of making the world's finest home-cooked meals. I believe there's a pretty big chance people might just think we're a regular old fast-food chain. So let's focus on what makes us great—our food, our process and our forward-thinking fashion sense.

Wait a minute, I'm currently writing all about the importance of remembering our rich history and tradition during the time period of making that rich history and tradition so that people in the future can then talk about our rich history and tradition.

Oh man, my head's going to explode.

INTENTIONALLY LEFT BLANK

*(If you don't say it, people won't know it. See what I did there?)*

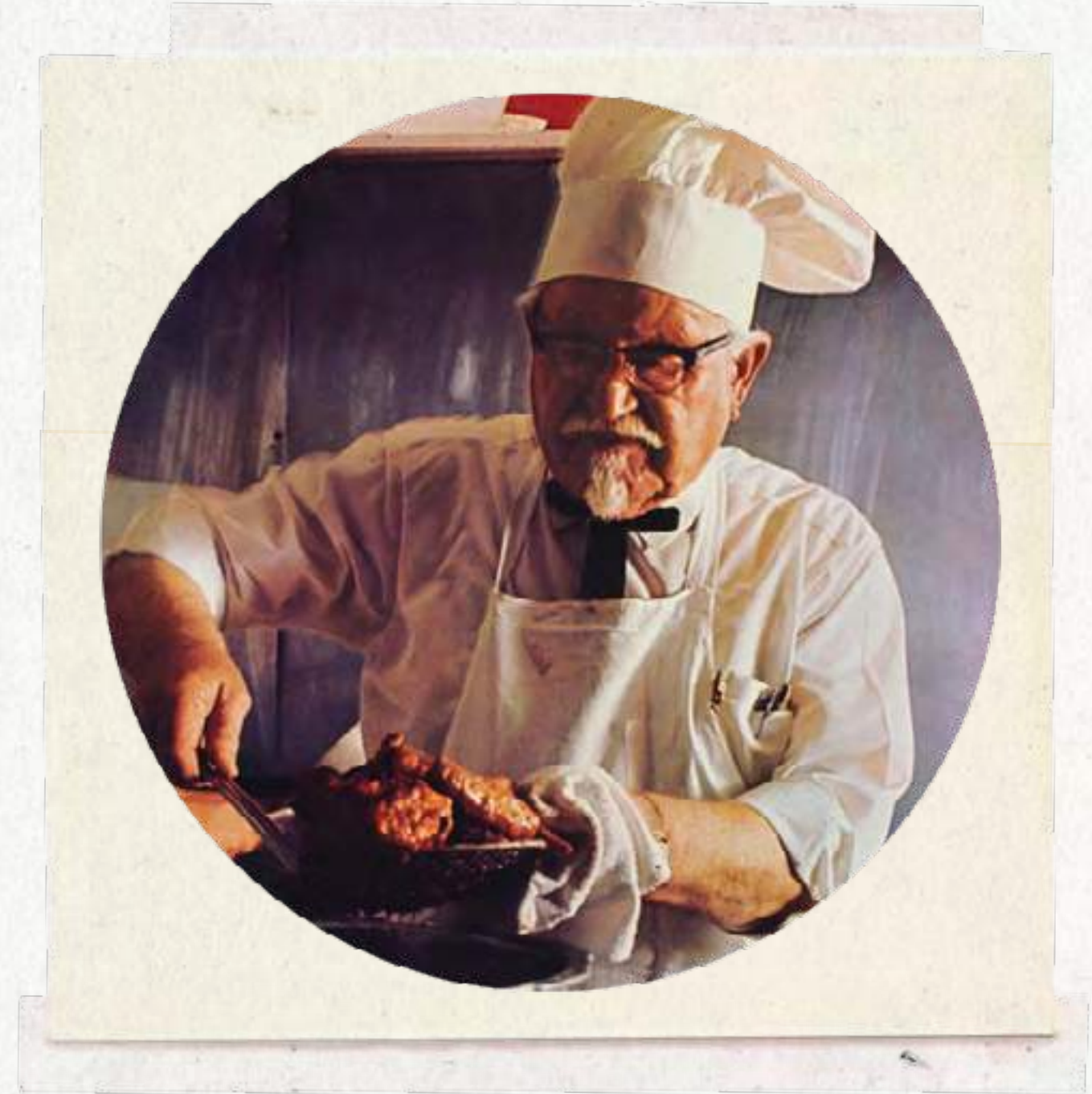


## PRIDE IN FRIED

---

We make fried chicken—heck, we practically invented it. If they ever make a food hall of fame, our chicken is gonna be a first-ballot inductee.

We must stay true to who we are: makers of the world's finest fried chicken and snappy dressers, to boot.



# NOTHING BEATS THE COMFORT AND HOSPITALITY OF A HOME-COOKED MEAL. TRUST ME, I CHECKED.

Bells and whistles might sell a bad hamburger once, but they won't keep people coming in the door for long. I don't much care for flash and gimmicks—I prefer good, old-fashioned, delicious meals cooked the way people like 'em.



18  
chap  
7

Col. as model star - Conv. 1978



## OCCASIONS FOR FRIED CHICKEN

- Birthdays
- Breakfast
- Wedding
- Mondays
- Twice on Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday
- Lunch
- Family reunion
- Tuesdays
- 3pm snack
- Work
- Anniversaries
- Dinner
- Road trip to  
Grand Canyon
- Meetings
- Bar mitzvah
- Just hangin'  
with friends
- AM
- PM
- BC
- AD
- Tuesdays
- Baseball game
- Before or after fried chicken
- Rap battles
- 1979
- Picnics
- Snack
- Birthday parties
- Anniversary parties
- Homework time
- Holiday
- Awkward office parties
- Long elevator rides
- Dates
- Weddings
- Journal writing
- Secretary's Day
- Boss's Day
- Just because
- 1:00 5:00 9:00
- 2:00 6:00 10:00

*Create giant-sized  
Bucket! Yes!*



## OCCASIONS FOR FRIED CHICKEN

- 3:00 7:00 11:00
- 4:00 8:00 12:00
- Late night at work
- Early morning at work
- Party
- After party
- Pre-party
- Walks on the beach
- Sunbathing
- 30 minutes before swimming
- Debating politics
- Skydiving
- English class
- Math class
- Nailed that physics test!
- First date
- Fourth date
- Right now
- Reading a book
- Holding hands
- Fruitcake Toss Day
- Trivia Day
- National Bird Day
- Houseplant Appreciation Day
- Dress Up Your Pet Day
- National Hat Day
- National Popcorn Chicken Day
- National Hugging Day
- Squirrel Appreciation Day
- National Compliment Day
- Opposite Day
- Fun at Work Day
- Casual Friday
- National Puzzle Day
- Backward Day
- Groundhog Day (all of them)
- Thank a Mailman Day
- Kite Flying Day
- Umbrella Day
- Make a Friend Day
- White Suit Day
- Valentine's Day
- Random Acts of Kindness Day
- Card Reading Day
- Walking the Dog Day
- Carnival Day
- Polar Bear Day
- Floral Design Day



## OCCASIONS FOR FRIED CHICKEN

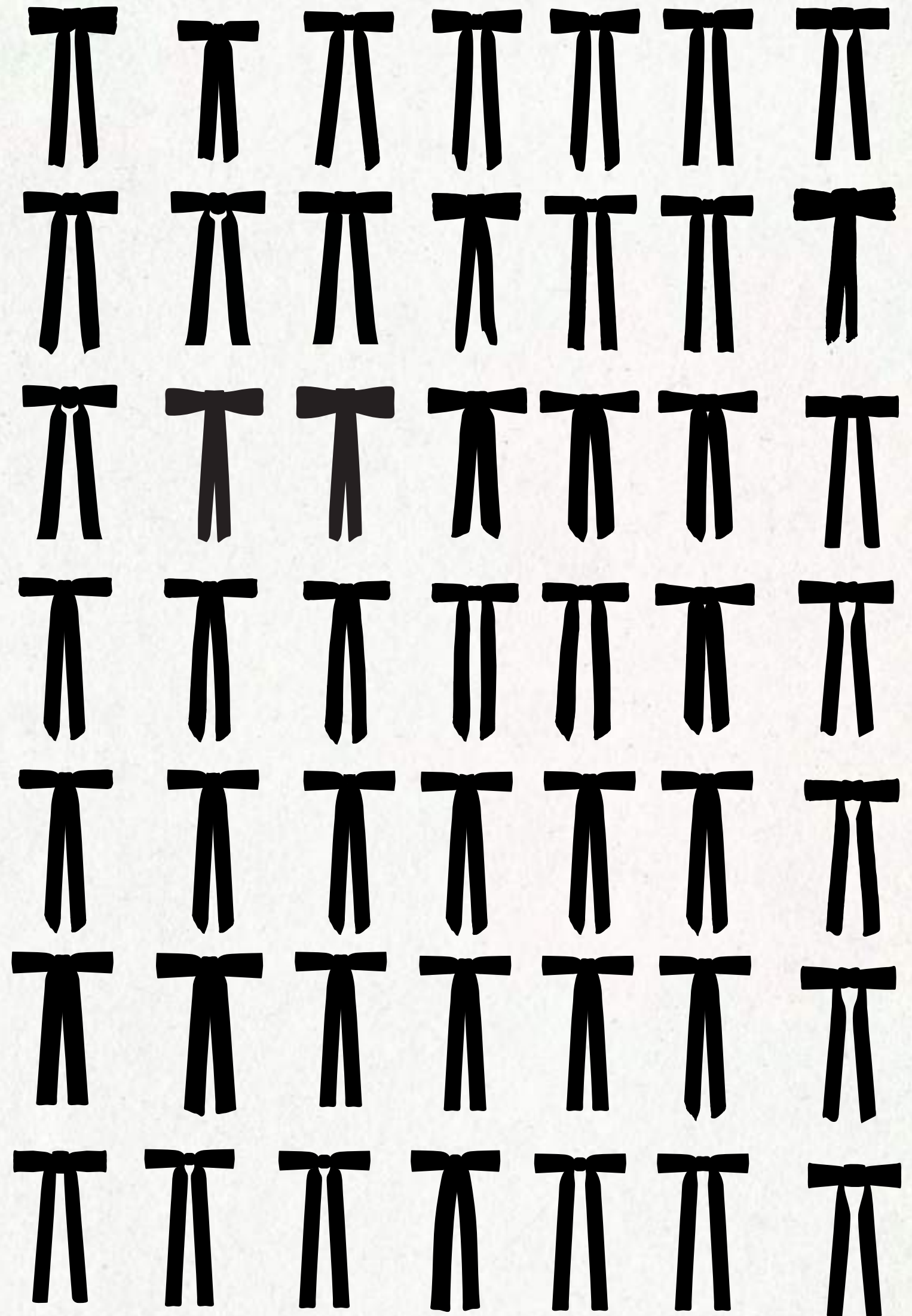
- Leap Day (every four years)
- Old Stuff Day
- National Quilting Day
- Library Week
- National Karaoke Day
- NOT April Fools' Day
- Golfer's Day
- National Submarine Day
- Rubber Eraser Day
- Look Alike Day
- Organize Your Computer Day
- Roadmap Week
- Friendship Day
- Bad Poetry Day
- Reading a book
- Writing a book
- Traveling through space
- Looking at stars
- Reading this book
- Typing this list
- Playing chess
- Playing checkers
- Playing bridge
- Playing anything
- Right now
- In five minutes
- Later today
- Tonight
- After the movie
- Before the movie
- During the movie
- Taco Tuesday
- Third 29th birthday
- Washing the car
- Waiting at the carwash
- 5yr high school reunion
- 10yr high school reunion
- 20yr high school reunion
- 50yr high school reunion
- Graduation
- \*And anytime
- \*Meaning, absolutely anytime



# SOUTHERN-INSPIRED REAL FOOD ✓

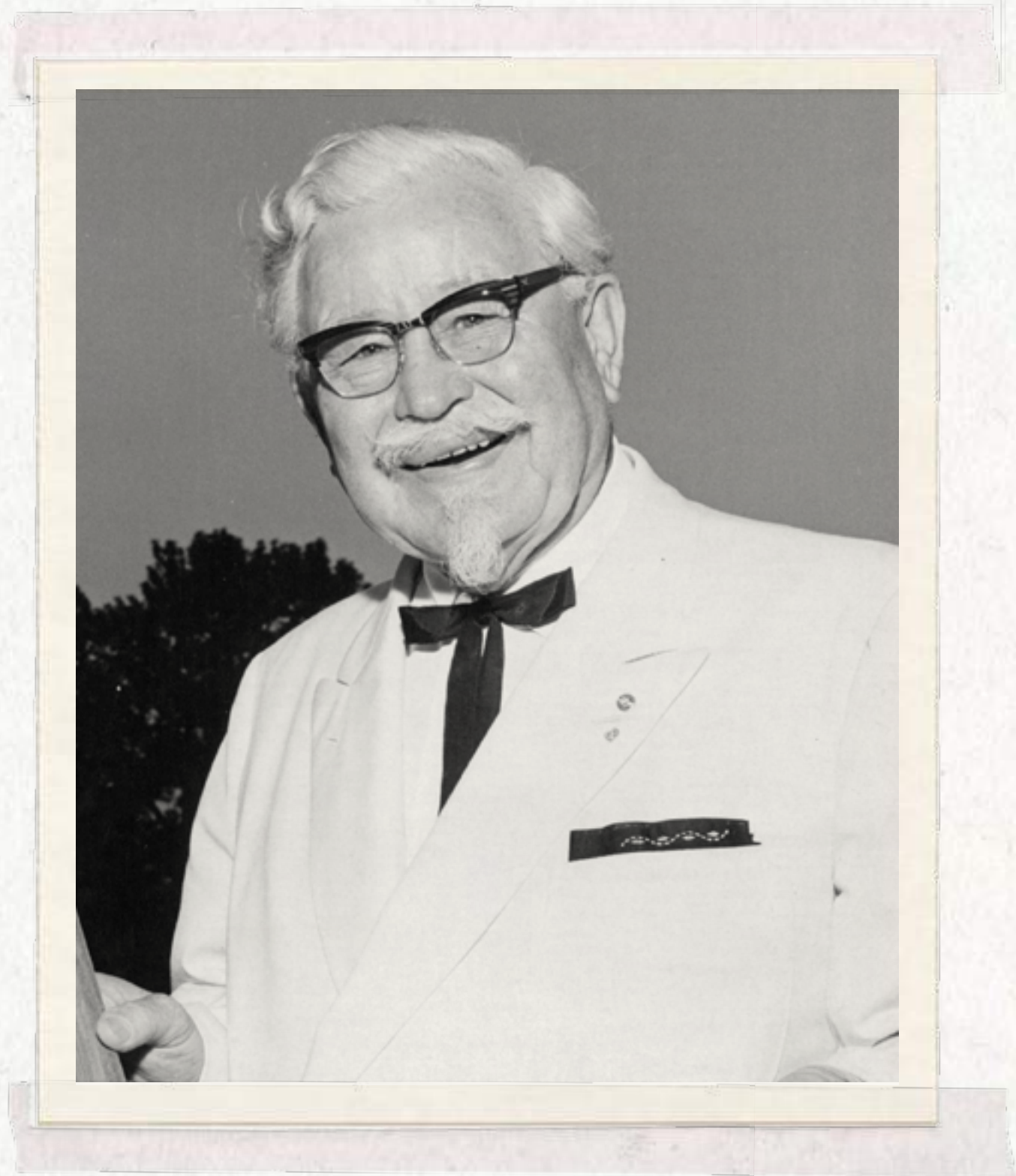


# REAL CHICKEN, FRESHLY PREPARED ✓ + Everyday!



KFC ART DEPT  
DOC: 5975  
05/24/79

# FROM A TIME BEFORE SALAD





**I'VE ALREADY SAID THIS  
A FEW TIMES, BUT IT'S  
WORTH REPEATING—  
NOTHING BEATS THE  
VALUE OF HARD WORK.**

**NOPE, NOT EVEN  
WHATEVER ELSE IT IS  
YOU'RE THINKING OF.**

---





Passing on some chicken secrets.

Really like these guys' fashion sense.

67 THE MALL  
"LINKS" W.S.  
OF LOUISVILLE INC.  
Kentucky Fried Chicken®  
COPYRIGHT PHOTOGRAPH  
43/53PH

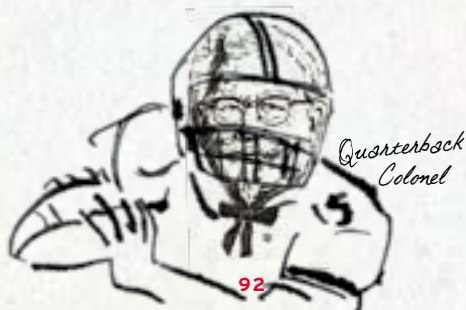
PHONE  
91-567-2287

**NOW, A QUICK NOTE ON OUR  
UNRELENTING DEDICATION  
TO QUALITY CONTROL.**

**IT'S UNRELENTING.**

**AS IN, DO NOT RELENT ON  
QUALITY CONTROL.**

**NEVER. EVER.  
CLEAR ENOUGH?**





May 14th 1950

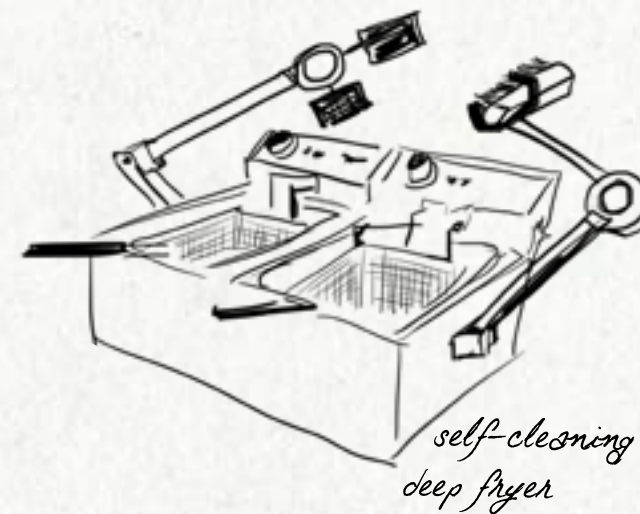
I may be an old-fashioned fried chicken colonel, but even I know the world never stops changing, so we gotta keep up! Here are a few ideas that will most certsinly prove useful in 2015.



Inevitable flying-car drive-thru



AMY plans for future  
computernal.  
TOP  
SECRET!

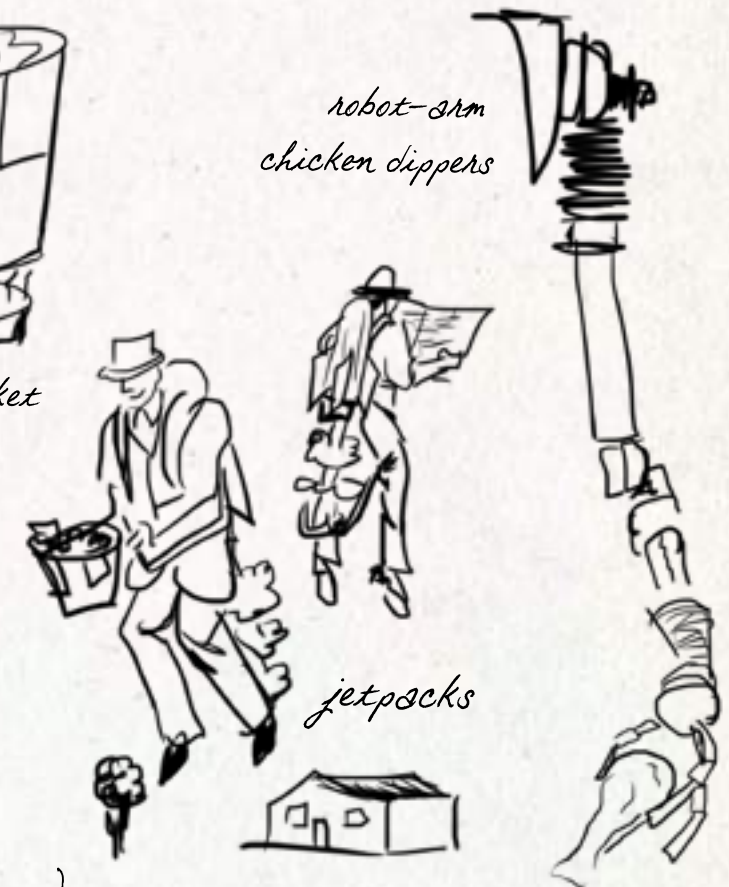


self-cleaning  
deep fryer



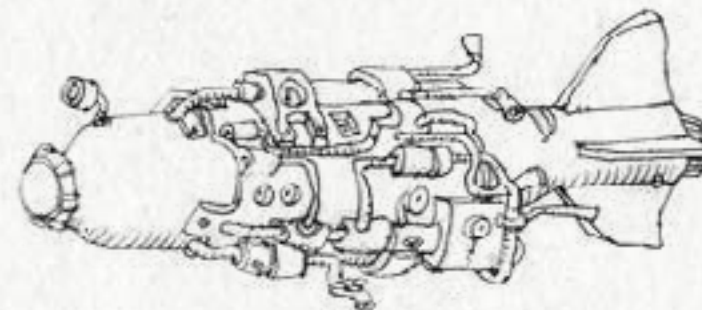
heated bucket

robot-arm  
chicken dippers



jetpacks

Not chicken related, just  
super cool.



Long Range Chicken Delivery Device



Houston, send me  
some chicken

Space Colonel!!!





June 14 (Wednesday) 1978  
NHK-T.V. Show-"Studio 102"



Japan is truly ahead of its time. Now there's a country that understands the value of hard work. There is no doubt in my mind Kentucky Fried Chicken® will do well there.



# Ode to dem sides

Welll...I've

13 G  
 a tale to tell. About some sides so tasty I'd order 'em in the mail

16 D7 G D7 G  
 They come with your chicken thigh...breast...or wing... And when you give 'em

13 G  
 a taste you're gonna wanna sing. Ohhhhh, here's to the mashed potatoes



13 G  
 and the gravy. The wedges and coleslaw that taste so groovy. And most

16 D7 G D7 G  
 importantly of all, don't forget the beans. Yup that means, even in

13 G  
 in New Orleans. I love 'dem sides more everyday. I eat 'em up and then

16 D7 G D7 G  
 I say. It's the sides that turn chicken into more...than...just...a...meal...

13 G  
 And them there are facts, all 100% real.





SEP 71



ON JANUARY 3, 1948, I TOOK A 20 MINUTE NAP.  
I'VE ALWAYS REGRETTED THOSE 20 MINUTES.

KFC ART DEPT  
DOC: 5975  
05/24/79





**NOTES FROM HARLAND** 

CENTRAL OFFICES  
221 4TH AVE. NO. NASHVILLE, TENNESSEE 615-256-3137

*All employees  
must wear  
Ribbon ties  
while at  
work*

*—The Col.*

REGULATION  
REMOVED

EDITED BY  
KFC  
BOARD OF  
DIRECTORS





SPECIAL NEWS BULLETIN FROM THE DESK OF

*Col. Harland Sanders*

Well, folks, there you have it—a comprehensive guide to the rich history and tradition of Kentucky Fried Chicken® written by me in the present, which is now the past, to help you in the future. Someone should make a movie out of that.

Anyway, it is my sincerest hope that you will put all of this information to good use and continue to make the world's finest home-cooked meals. Not only have I hopefully reminded you about the values that built this brand, but I'm also 100% confident my amazing marketing ideas will come in very handy. Use them well.

Just remember, making fried chicken The Hard Way is what we do—and it's why people keep coming back for more. So don't get soft. Ever.

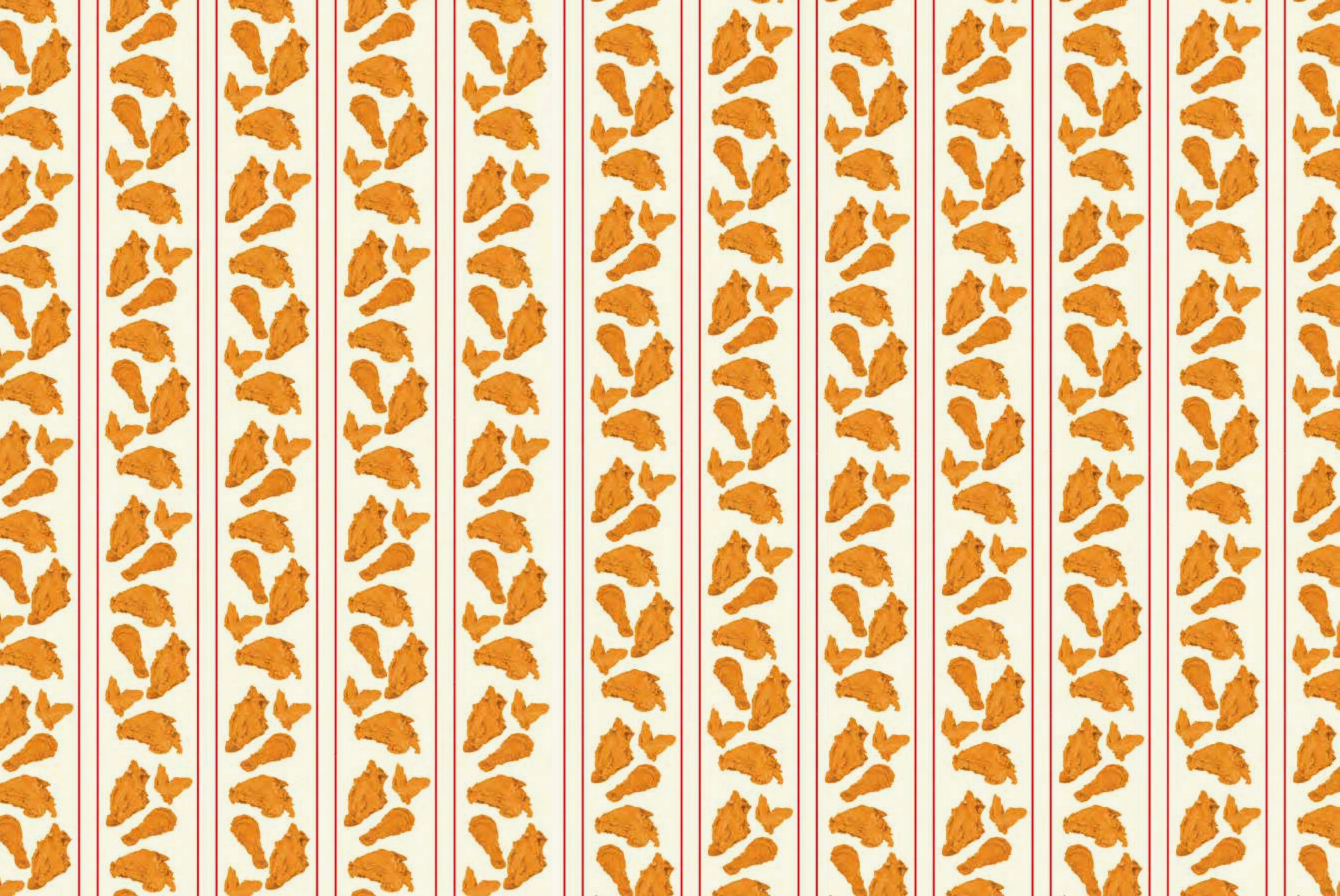
OK, now, I'm off. I've got a bit of Coloneling to do, and I've also got a fantastic idea for a handheld communication device that also lets you play games and share pictures of your food.

All the best,

Colonel Harland Sanders

KENTUCKY FRIED CHICKEN INC.  
1900 COLONEL SANDERS LANE  
LOUISVILLE, KENTUCKY 40213









*Today I won a ribbon for being the World's #1 Salesman. Then I sold that ribbon to the World's #2 salesman, which won me the ribbon right back again.*

