

## Insurmountable Problems

by Mike Tucker \*

Matthew 19:26 b "...with God all things are possible."

In 1879, Procter and Gamble's best seller was candles. But the company was in trouble. Thomas Edison had invented the light bulb, and it looked as if candles would become obsolete. Their fears became reality when the market for candles plummeted since they were now sold only for special occasions.

The outlook appeared to be bleak for Procter and Gamble. But then something unexpected happened. A forgetful employee at a small factory in Cincinnati forgot to turn off his machine when he went to lunch. The result? A frothing mass of lather filled with air bubbles. He almost threw the stuff away but instead decided to make it into soap. The soap floated. Thus, Ivory soap was born and became the mainstay of the Procter and Gamble Company.

Why was soap that floats such a hot item at that time? In Cincinnati during that period, some people bathed in the Ohio River. Floating soap would never sink and consequently never got lost. So, Ivory soap became a best seller in Ohio and eventually across the country as well.

Like Procter and Gamble, never give up when things go wrong or when seemingly insurmountable problems arise. Creativity put to work can change a problem and turn it into a gold mine.

With Love  
Mike

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