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Sent: Sunday, November 18, 2012 5:44 PM
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Subject: Re: How to Become a Twillionaire Without Really Trying

Having been involved in the hunt brothers silver attempt (on the other sid=) I suggest you don't end up as they did in your audacious endeavor.

The good news is that due to its "chemistry" you can indeed stockpile without being concerned with expiration dates....

Sent from my iPad

On Nov 18, 2012, at 12:24 PM, "Farkas, Andrew L." <[REDACTED]> wrote:

> I offer this story in lieu of what may be GC missives and/or Burger Offic=onado issues that may not be forthcoming this week due to the holidays. En=oy my friends for it is an absolutely true story.

>

> The title above could have been, "How I Cornered The World Twinkie Market=For 3 Hours." Yes, I did it. And here's how.

>

> At 6:30 am this morning I realized that , my favorite childhood treat, wo=ld never again be produced by Hostess. Perhaps the brand and the recipe wi=l be auctioned off to another bakery. Maybe Payard, Boulud or Greenberg's =ould become the new purveyors. But never again would that spongy, creamy g=odness, just a few molecules away from plastic, be delivered in what was u=til Friday that ubiquitous, individually-cellophane-wrapped-10-to-a-box fo=mat. And so I knew what I had to do. Like those who feared the disappearan=e of what is now labelled "Coke Classic," I had to stockpile.

>

> Ebay is really the bastion of the apocalyptic economy. There is virtually=nothing one cannot procure on ebay. And so it was to this international el=ctronic exchange that I turned to commence the implementation of my strate=ic plan. My inquisitive nature was rewarded. There were 50 lots of 1-5 box=s each of Twinkies for sale from every corner of the US. And so I commence= the bidding.

>

> Ebay is, in theory, a perfect market. If you have not used it, you must t=y. Be forewarned, however, that it can be addictive. Also, don't let your =pouse know. From the moment I disclosed the commencement of my quest to co=ner the global Twinkie Market, to become a Twillionaire, I became the targ=t of no small amount of ridicule from my wife and six year old son. "Let t=em laugh," thought I! "Soon they will come crawling, begging to share in m= secret stockpile of golden goodies!" Little did I know, however, that I w=s about to provide my son with the greatest crash course on the American E=onomic System ever devised.

>

> So the bidding began. It started at about \$1.150 per Twinkie (1.15 p/t). =Wanting to test the market and set the price I determined that my first lo= should include only a single box of 10. This would permit me to bid high,=thereby determining the effective price elasticity of demand for the holy =winky, without spending too much money. I entered a maximum bid of 5.0 p/t=(assuming that no one in their right mind would be willing to pay 5 bucks =or a Twinky) and watched the market develop. (N.B. There is generally rela=iely little action in a typical Ebay auction until the last 3-5 mins; it'= like professional basketball in that respect). As the auction drew to clo=e perhaps 22 bids were lobbed in driving the price above 1.75 p/t! Lo and =ehold I won the first auction at 1.8 p/t. And so the bar was set.

>

> As my confidence and thus my fortitude grew I started bidding on larger l=ts with greater precision. Sparing you the heart pounding high pressure ex=erience, before one knew it Twinky auctions were coming fast and furious.=There was one closing literally every 15 minutes from every corner of Amer=ca. And we were winning every one. Yes, my fellow Americans, by about 8:45=am my son George and I had cornered the US Twinky market much like the Hun= Brothers unsuccessfully tried to corner the silver market in the late 197=s (they ultimately failed but, for a brief moment, we succeeded -- read on=.

>

> It was fascinating. We were actually bearing witness to American capitali=m at its finest while simultaneously assembling a strategic stockpile of T=inkies (previously thought to have a half-life approximating 1,000 years b=t in fact having a "best used by" life of only about 2 months). In any cas=, amidst our sugar fueled euphoria emerged a stunning dynamic. The price o= Twinkies on the World Twinky Exchange had more than doubled! Whereas we w=re paying an average of 2.0 p/t earlier in the day, the price had risen to=in excess of 4.0 p/t and we had assembled massive reserves! It was time to=engage in Twarbirtage and start selling off our Twinkies! Such an activity=would cause a bulge in our

wallets while simultaneously precluding a bulge in our waistlines! "Oh Frabjous Day, Calloo Callay," he chortled in his jo=!

>

> And so, faithful readers, it just goes to show that in America everything has a price and the opportunity to strike it rich is to be found around ev=ry corner. I'm sure you are wondering what happened next and what was reta=ned in our strategic stockpile. That will be disclosed on a need-to-know b=sis my friends. Just let this be a lesson. Fun, food and profit can be fou=d everywhere. And if you need a Twinkie fix, well.....

>

> _____

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