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Sent: Sunday, November 18, 2012 5:44 PM
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Subject: Re: How to Become a Twilionaire 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 witho=t 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 Office=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=ll 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=ntil 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=ively 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=perience, 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 Twinky fix, well.....

>

> _____

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