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Dan-Dee Pretzel & Potato Chip Co.  
2901 E. 65th Street  
Cleveland, Ohio 44127

Dear Chip Makers,

I have so many things to say that I don't know if I can pack it all into one letter.

I always liked your mosquito barbecue flavor potato chips. I think I started to like them just because they are rusty colored, but the taste is pretty darn good as well! I always think of your mosquito barbecue chips when I am at a picnic and the blue light special bug zapper burns another mosquito. I often wondered if I dipped those zapped mosquitoes into a dish of barbecue sauce whether I would be able to duplicate the flavor of Dan Dee Mosquito Barbecue chips.

Well my friends, after last weekend I have to wonder no longer! I couldn't resist the temptation, so I emptied my neighbor's bug zapper, carefully removing all the non-mosquito insect corpses. I then dipped the mosquitoes into my favorite barbecue sauce and bit down with my molars. I can say, quite frankly, that was the worst most disgusting taste I could imagine. I didn't even make it back to the neighbor's bushes before I started vomiting!

I think one or two of the mosquitoes must have been spoiled or something. Do you know how long it takes for a mosquito to turn bad? It didn't look like it had been there very long. Maybe it was a problem that they were uncooked. I've had a few rare steaks in my days and never had any problems with those, but mosquitoes must need to be cooked to avoid the vomit factor. Am I right? Do you have a slow roasting cooking process for the mosquitos you use in your mosquito barbecue potato chips? I guess I should just leave that up to the experts.

Anyway, I've often wondered how you guys stack up with the computer chip market. They are always coming out with smaller and smaller computer chips that can hold more and more transistors and process work faster and faster. With all this progress in the computer chip market, it seems to me that advances in potato chip technology have vastly fallen off pace. I think you need to take some progressive action to try to equalize this disparity. Maybe the best way to stimulate the market is to introduce a few new potato chip flavors.

I like fish and chips. Why not make a potato chip with a fish flavor? I used to use chips as a way to attract fish when I went to the lake. They seemed to like the sour cream and onion flavor best. I often crunched them up into tiny pieces like the fish food flakes that you get at the pet

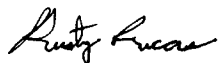
store. I think that made them feel more comfortable because it was something familiar to them. They would flock (or is it school) to the crushed up sour cream and onion chips and gobble them up. Then I would toss in a hook with a worm on it, and the late stragglers who weren't quick enough to get a bite of crushed chips would sometimes strike at my worm. I tried hundreds of times to put pieces of sour cream and onion potato chip onto my fishing hook, but I could never keep the chips from crumbling off the hook point. Have you ever looked into making soft sour cream and onion potato chips that aren't so thin and crunchy? They would make killer fish bait!

What about Dan-Dee's Dandy Candied chips. These would be regular potato chips coated in rich creamy caramel. It works on popcorn, why not potato chips? How do you pronounce that word "caramel", by the way? Is it three syllables or two? My dictionary says that both are acceptable, but I always thought that the people who pronounce it in three syllables sounded foolish -- kind of the way Arnold Schwarzenegger sounds when he pronounces Cal-i-forn-i-a.

I think you should also add some meat flavoring to your potato chips. Lots of people out there like meat and potatoes and have some form of both every single night. Why not combine two great tastes that taste great together? Instead of a burger and fries at the leading fast food restaurants, people will decide to eat Dan-Dee's beef flavored potato chips. You could call them Cow Chips. You might even develop a market for more exotic meat flavors, like Buffalo Chips or Moose Chips. Crunchy tasty goodness!

These are my ideas to follow up on your Mosquito Barbecue chips. You will send the other chip makers (potato chips and computer chips alike) scrambling to respond. And speaking of scrambling, I know a lot of folks who like fried potatoes with their scrambled eggs in the morning... Is that egg flavored potato chips that I smell coming from that newly designed Dan-Dee bag on my grocers shelf? ::wink wink:: ::nudge nudge:: It could be something really spectacular!

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas".

Rusty Lucas

p.s. Didn't Dan and Dee who were the inspiration of your brand of potato chips wear baseball caps at one time in your advertising campaign? I would like a free Dan-Dee baseball cap if any are available. Could you please send me a free Dan-Dee baseball cap? I would much prefer a real cap rather than buying a cheap dull baseball cap and simply writing out "Dan-Dee" on the front with a permanent magic marker. Please help me out!