

Dear Kellogg Representative,

First let me say that Cap'n Crunch (TM) is the finest cereal I have ever eaten. I fill my cereal bowl very full, and yet I've never had to face the soggy last bite or two that so many other cereals leave you with.

This letter is concerning the box of Cap'n Crunch I purchased earlier this week. On the front and back of the box the phrase "Crunch-a-tize me Cap'n" appears. I'm confused by this phrase. At first, I thought it just lacked a comma after "me". After all, a single piece of punctuation is easily missed. I'm sure I've missed dozens, if not hundreds of little things like that in my own writing. Anyway, with the comma the phrase would have read "Crunch-a-tize me, Cap'n". Punctuated in this way, the phrase would seem to indicate that somebody wants the Cap'n to crunchitize them: an experience I highly recommend.

But sailors have their own way of speaking. When used by a sailor, the word "me" can function equivalently to "my", as we can see in such phrases as "Arr, me cereal be the crunchiest cereal thar be", or "Egad, me peg leg's a-burnin'". If the phrase were written by a sailor or pirate, then the phrase "Crunch-a-tize me Cap'n" makes sense as it is, and nobody would be at fault. I'd like that.

But since the phrase seems to be a demand that the Cap'n be crunchitized, I am left with a few questions.

- 1) Who is supposed to crunchitize the Cap'n, if he is supposed to be crunchitized? Is it me?
- 2) What's crunchitization? I thought it revolved around eating Cap'n Crunch cereal. But doesn't the Cap'n eat it all the time? If it means something else, I would sure like to know.
- 3) Which captain is the "Cap'n" in the phrase talking about? If this captain needs to be crunchitized, that makes me think that maybe the cereal box has some other captain in mind. I'm certain that there is nobody in the world less in need of crunchitization than the Cap'n. If it is the Cap'n, then why would anybody say he needs crunchitization? That's like saying the pope isn't holy enough.

In closing, I hope there is only a minor typographical error to blame for me confusion and anxiety, and that something more malevolent is not at work. I wish the Cap'n good health, long life, and that his powers of crunchitization wax gloriously for all time, illuminating breakfasts everywhere with his crunchy radiance.

Best,

Joshua Vossler