

# Radio copy

Date \_\_\_\_\_ Client **Saratoga Potato Chips** Job number \_\_\_\_\_

Title & length **Saratoga Confusion: 30** Product **Generic**

Commercial number \_\_\_\_\_ As produced date \_\_\_\_\_

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## "SARATOGA CONFUSION" :30

I tried to build a cottage out of my Saratoga Brand Potato Chips the other day. Everything was going great. The first floor was done. I had scaffolding set up for the second. Then I was called away. All I could think of when I was on the phone were my plans for the balcony and the spare bedroom. I had a perfect chip all set aside for the sunken tub. I had strips broken off for the banister. Peace filled me. I felt whole. When I came back from the phone it was all gone. The dog ate it. He looked so happy. Everyone loves Saratoga Potato Chips.