



'Tu Stultus Es'



You could freeze an egg on the sidewalk

LOW 26  
HIGH 37

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Nick Offerman & Megan Mullally answer your love questions



Two images that would seem commonplace on the front page of a newspaper.

# It Wouldn't Surprise You If This Headline Was About 318 People Being Shot In 12 Different Public Places

THE UNITED STATES OF AMERICA—Numerous sources confirmed today that it would not shock you in the slightest if this newspaper article was about 12 isolated mass shootings occurring across the country this afternoon that together left 318 people either wounded or dead.

Widespread reports confirmed that reading of a dozen

mass killings independently carried out in densely crowded locations, including schools, movie theaters, shopping malls, places of worship, grocery stores, office buildings, and aboard various modes of transportation, would not surprise you in any way whatsoever.

"We can now officially confirm that earlier this morning,

12 armed gunmen shot and fatally wounded 159 innocent people in separate incidents around the country," is a quote that you would not be remotely shocked to read or hear being delivered by officials during an emergency news broadcast. "The remaining victims are now hospitalized,

see 318 PEOPLE SHOT, page 7

## Jack Daniels To Start Marketing Directly To Children

■ 'Let's Just See How This Goes,' Says CEO

LYNCHBURG, TN—With new ads out this week that depict 8-year-olds pouring whiskey into colorful plastic cups of lemonade while relaxing on their playroom floors, popular beverage distiller Jack Daniel's has launched its first media campaign aimed directly at preadolescents.

"We've been working hard to create a new image for our brand, one in which smart, sophisticated kids lounge on playground swing sets, unwind on beanbag chairs, and even jump on their beds, all while enjoying a refreshing tumbler of Jack on the rocks," said CEO Paul Varga, adding that the brand-building effort marked the company's first attempt to pitch hard liquor directly to the large, untapped elementary school demographic. "Some say it's not a good idea, but at this point we've saturated the adult market, so we figure it's at least worth a try. Besides, when kids come home from a long day of third grade, they're looking for a way to take their mind off things before dinnertime comes and their parents start asking them a bunch of questions about what they learned at school that day."

Varga said that if the marketing campaign fails to win over the 6-to-10-year-old consumer, the Jack Daniel's team would consider repackaging its flagship product in 6.75-ounce juiceboxes. ☞

## Torrent Of Soap Issues From Wildly Unexpected Part Of Dispenser



The soap as it appeared while exiting from the unforeseen area of the dispenser.

LIMA, OH—A wall-mounted soap dispenser in the men's bathroom of Rigali's Pizza Village reportedly startled local resident Sam Milsom on Monday night, discharging a copious jet of soap from an entirely unexpected location.

Milsom confirmed that when he attempted to operate the dispenser, a tor-

rent of foamy white hand cleanser discharged from a site drastically higher on the device than any normal person could have reasonably foreseen, defying his expectations and causing him to recoil in surprise.

"Jesus!" said the 29-year-old, in reaction to the hygienic gel's expulsion, the velocity, volume, and origin of which were all far different than he had anticipated. "What the fuck?"

"I thought it was going to come out the bottom," he added.

According to Milsom, while preparing to sanitize his hands, he looked directly at the black Enco model 328-6002 soap-dispensing unit affixed to the right of the restroom's sink, noting nothing that appeared unusual or amiss to him about the device or its manner of function.

Still unaware see DISPENSER, page 5

ONE CALL  THAT'S ALL

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