

DAILY BULL



The Daily Bull is probably not suitable for those under age 18 and should not be taken seriously...

...like Kick A Ginger Day!

NASCAR Now Sponsored By Every Known Brand

by Elise Conley ~ Komandarm

According to a new report by the American Institute For Advertising And Marketing, it has been confirmed that every product known to exist is now an official sponsor of the National Association for Stock Car Auto Racing, known commonly as NASCAR.

NASCAR, a family owned company founded by Bill France Sr. in 1947, has long been known as an ideal advertising template - the logos of many popular brands noticeably emblazing the exterior of the stock cars and drivers' uniforms.

"It makes sense that we've finally reached this stage," explained Brian France, grandson of the late Bill France Sr., who took over as the company's CEO in 2009. "Marketing companies see the sense in sponsoring our sport. What you have as an advertisement being driven past a captive audience over and over again for hours at a time.

"What company doesn't want that kind of exposure?" added France.

According to the AIAM, the realization that all products are now represented somewhere at a NASCAR race came when researchers attempted unsuccessfully to name a single product that was not.

Among the biggest surprises of this discovery include the fact that all foreign brands are now paying for advertising space at events. All known automakers are also currently sponsoring NASCAR even though only a few brands actually compete. In addition, all brands that researchers previously thought potentially inappropriate for the conceived target audience are now confirmed sponsors of the nation's second most viewed sport.

"There's simply no getting around it," said Thomas Falk, CEO of Kimberly-Clark
see Choo Choo on back



Strawberry shampoo will never taste as good as it smells. Ever.



Adventures of a Drunken Ginger

by Corey Tindall ~ Daily Bull

It was a cold, winter's night in late January and our friend "The Ginger" was peer pressured into going out drinking on a Wednesday night. He was a lucky little fuck and didn't have class at all on Thursdays but it was different for the people he was going with who were just "Too #yolo to care" and went out drinking anyway.

His normal drinking buddies were stuck back in the dorms because of an exam the next day so this would be a trying time for The Ginger because of the fact that he is a CS major, and thus generally does not like to go anywhere with large numbers of people for an extended period of time... Or any time at all. Nothing really exciting happened at the house that they went to, there were just the usual people getting thrown out of windows and large amounts of beer pong being played.

Our Ginger is a smart Ginger though and he decided that a few beers would be sufficient for him that night. Well, "a few" beers didn't actually happen and he walked out of that house happy as an engineer who had a woman say "Hi" to him. That is when the real adventure started.

As they were walking back to the dorms, through the buildings, The Ginger's friend cried out in dismay, "I've lost my keys and my ID card! Oh Ginger, whatever will I do about it!?" Thinking fast as lightning, The Ginger cried, "I will help you look for them!"

So they walked back from the front of the dorms to go look for the keys and ID to their first stop, Dillman Hall. They searched for a long time in Dillman, then eventually ventured on through Dow and The EERC and checked every classroom and lecture hall, but nothing turned up. This discouraged him, because as we all know Gingers get discouraged easily. He declared that he would look one more time through Dillman and then call it a night.

Again, they looked up and down each nook and cranny inside of that building, even being sure to empty every trashcan they saw. Unfortunately, they couldn't find what they were looking for after hours upon hours of drunken stumbling around campus. At
see Motherfucker on back

Does the walker choose the path or the path choose the walker?
--Garth Nix

Thursday, 04 April 2013

STUDIO PIZZA

PIZZAS PIZZA LOVERS LOVE!
Daily Specials at www.thestudiopizza.com
10% Discount for All Students
Downtown Hancock, across from Finlandia

10% Student Discount
Everyday On Every Pizza!

www.thestudiopizza.com
482-5100

From Choo Choo on Front

Corporation, whose brands now showcased on NASCAR vehicles include Cottonelle, Huggies, Kleenex, and Kotex. "NASCAR is simply the best place to advertise in the world."

NASCAR races are broadcast in over 150 countries and the company holds 17 of the top 20 attended single-day sporting events in the world. NASCAR also claims 75 million fans who purchase over \$3 billion in annual licensed product sales. These figures no doubt have great influence as to why brands the world over seek out space at these events on which to present their logo.

"Our research has found that the success rate of advertising at these events is far higher than most other mediums for advertising," said Jeremy Connolly, director of the AIAM. "It is something of anomaly, really."

For now, NASCAR seems to have teamed with all possible partners. The company, however, is still far from satisfied.

"There's always room for improvement," said France. "Sure, we may have all possible sponsors now, but who knows what the future will bring. It's our hope that as new products are introduced to the world market, that we will be able to partner with those brands as well."



While it is certain that new products will eventually make their way onto the market, it is uncertain whether or not these hypothetical products will follow the world-wide trend of advertising with the racing giant. For the time being, NASCAR plans to use their substantial advertising revenue to expand, with an eye on bigger venues and more seating capacity.

From Motherfucker on Front

this point, The Ginger's hair started to stand on end and stared glowing red hot in anger. Suddenly, he ripped off his shirt in a hulk-like manner as a immense neck beard began to form.

"FFFFUUUCCCKKK THHIISSSS!" he shouted, while his friend continued to dig through the piles of trash for the keys they sought after. His friends looked up in disbelief as they saw him evolve into the CS Hulk; part awkward ginger, part CS major, and part obese League of Legends player.

In his drunken rage, all he could think of doing was steal the one thing that he could pick up in his highly intoxicated state; doorstops. He proceeded to find and steal each and every doorstop in Dillman and hide them in the pool in the basement of Walker.

The morning after, The Ginger awoke as if nothing happened. "That was fun," he stated, "let's do it again tonight!"

I imagine it looked a little like this guy. This is why everyone thinks gingers have no souls.



Daily Bull

GREAT SON OF LIFE
Alex Dinsmoor

GRAND VIZIER
Elise Conley
SECRETARIAT
Zachary Evans

USURER
Rico Bastian

ADVISOR
Kara Bakowski
CMDR David Olson

Writers of Awesome: Liz 'Riz' Fujita, Olivia Zajac, Nathan 'Invincible' Miller, Jon 'Big O' Mahan, Cameron Long, Jeanine Chmielewski, Jeremy 'Mr. Sunshine' Loucks, Alec Hamer, Sam Schall, Veronica Labor, Chase Peterson, Ken Annot, Corey Tindall, Theresa Tran, Abigail Skibowski, Evan Krettek and Samuel L. Jackson, motherfucker.

©2013 by the Daily Bull, a non-profit organization. All rights reserved. Articles may be freely distributed electronically or on late night talk shows provided credit is given, and that this notice is included. The Daily Bull reserves the right to refuse any advertisements or articles without reason. All letters sent to the editor (on paper or to bull@mtu.edu) will be treated as material to be published unless expressly stated otherwise by the sender. Original works printed in the Daily Bull remain the property of the creator, however the Daily Bull reserves the right to reprint any submissions in future issues unless specifically asked not to do so by the creator. All opinions presented are purely those of the writer and do not reflect the opinions of the University or the Daily Bull. If you keep reading this small text, CHOO CHOO MOTHERFUCKER.

The Daily Bull would like to thank the Daily Bull for buying our own damn printer that this publication is printed on. We would also like to thank the Student Activity Fee for helping to pay for our paper and toner costs.

Advertising inquiries, questions & comments should be directed to bull@mtu.edu

Come back from break with more than you **expected?** Call for a free pregnancy test & a caring place to talk.

Life Outreach Center

222 Sheldon Ave, Ste. 1, Houghton 49931
lifoutreachhoughton@gmail.com
www.houghtonpregnancy.org

HOUGHTON MAPS and how THEY EVOLVE! -Liz F.

FRESHMAN
COPPER HARBOR, MT. RIPLEY, THE BRIDGE!, BARS?, WALKMART, CAMPUS, YEAH!! WALK DOGS

VISITING PARENT
DEATH MOUNTAINS, MY CHILD DROWNING, MICHIGAN TECH, THAT ONE BUILDING, MORE BEARS!

JUNIOR
JAMPOT, COOL RUINS, DREBGER, BRIDGE, STORES?, HOMEWORK and SLEEP?, WALKMART, BALL SHIT, THAT DOG SHOP, CLUB, DOG, I WOULD LOVE TO BE A DOG

PEOPLE FROM CALIFORNIA
MICHIGAN TECH?, CHEESE, DETROIT, CANADA!!!

YOOPERS
THE HUT, SLEED TAILS, SLIM'S COPPER HARBOR CALUMET, LAKE LINDEN, HUBBELL DOLLAR BAY, HUNGARIAN FALLS, NOISY COLLEGE KIDS, CINNAMON ROLLS, CHASSELL L'ANSE BARAGA, D.K. HUNTING, SOUTH RANGE, ONTODONKAW, TWIN LAKES, ALSO GOOD HUNTING, DECENT HUNTING, PRETTY GOOD HUNTING

GRAD STUDENT
LAB, OTHER CAMPUS BUILDINGS... RIGHT?, UNDERGRAD LAND, COFFEE, MVB, KHANA KARBANA!