

SEQUELS:

LOOK WHO'S TALKING TOO

SOLUTION: INSULT



- Step 1: For each headline, determine which product mascot it's suggesting. The answers are on the next page.
- Step 2: Notice that the date of the headline is always the number of letters in the mascot's name. For instance, TONY THE TIGER has 12 letters, and its headline is dated May 12. This helps clarify that leading articles are elided, and disambiguates the occasional mascot with two names, e.g., the GEICO Gecko a.k.a. The Gecko.
- Step 3: Treat the month as an index into the letters of the mascot's name. After all, you can write dates in the format X/Y, e.g., 5/12 for May 12. So, for instance, the letter for TONY THE TIGER is its fifth letter of twelve, or T.
- Step 4: Read the extracted letters in headline order to get the final clue phrase: **TRIUMPH THE BLANK COMIC DOG**. Solve this clue by filling in the "blank" with **INSULT**, the final answer. Triumph the Insult Comic Dog is a puppet sidekick to Conan O'Brien. Look who's talking...

That's Not Great: Italian Actor Miffed He Wasn't Cast In "Cat People 2"	TONY THE TIGER
You Must Be This Tall to Rule the Empire! Brutus Taunts his Tom Cruise-sized Rival	LITTLE CAESAR
Three's Company? Gum Heiresses Dismiss Genetic Tests From Long-rumored Sister	DOUBLEMINT TWINS
Lepus Stressed, Truth Repressed: Famous Drummer Checks Into Clinic For "Exhaustion"	ENERGIZER BUNNY
Irish Circus Performer Terrorizes Arteries, E-I-E-I-O	RONALD MCDONALD
Quickly Promoted, But With Many Detractors: Rear Admiral Demoted, Thrown Into Trash Compactor	CAP'N CRUNCH
Charles is Charged: Animatronics Business is Front for Pizza Smugglers Stakes High in Hunt for Serial Killer, as Blood- and Cacao-Drained Bodies Pile Up	CHUCK E. CHEESE COUNT CHOCULA
Puffed-up Fraudster: Steroid Test Results Haunt Animal Sprinting Champion	CHESTER CHEETAH
Pension Fund for Fellowship of the Ring Goes Bust; Legolas Clan Lives in Tree, Selling Buttery Snacks By the Freeway	KEEBLER ELVES
Andre the Giant's Secret Love Child Wears Size 56 Overalls, Never Seen Without Hamburger in Hand	BIG BOY
Chrome Dome Storms Home! OCD Sufferer Claims Workplace Environment Is Too Filthy	MR. CLEAN
Slapped, Tackled, and Hopped (Up On Cocaine): Legends of the Sound Effect Industry Go On Epic Bender!	SNAP, CRACKLE, AND POP
Fat Tire Around The Stomach? Famous Guidebook Author Reveals How to Drive Away the Pounds!	MICHELIN MAN
Tanks But No Tanks: Lone G.I. Repels Assault on Bubblegum Factory Using Missiles and Five Proofs of Purchase	BAZOOKA JOE
A Colorful Bill: Pianist Refuses to Play It Again Without Down Payment of Bird Seed	TOUCAN SAM
Cigarette Humps! Fergie Expected a Horse, Vows To Never Buy From Craigslist Again	JOE CAMEL
Monocle Debacle: Aristocrat Makes Lunch For School Children, Causes Widespread Anaphylactic Shock	MR. PEANUT
Tanning Disaster: West Coast Grapes Unrecognizable To High-School Classmates	CALIFORNIA RAISINS
Breed Is Good: Wall Street Tycoon Insures Rare Pedigreed Lizards For Millions!	GEICO GECKO
A Tough Drink To Swallow: Home Invasions At All-Time High	KOOL AID MAN
Serenity Now? Incredible Hulk Finally Happy as Mall Rent-a-Santa It Can Habsburg to the Best of Us: Monarch Takes Whopping in Divorce, Loses Habs of His Realm	JOLLY GREEN GIANT BURGER KING