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Dear Reader,

Let us all rejoice! Finally we have received the sweet, sweet nectars of the gods that are Pepsi, Mountain Dew, and their various inbred offspring. No longer will we be subjected to that swill in the Coca-Cola bottles. But before we get swept away in a great wave of Pepsi euphoria, let’s take a moment to really examine what we are giving up: our cans!

How many times have you been standing in front of the vending machine, salivating for an ice-cold $1.25-bottle of pop? You have the dollar, and now you need 25 cents. So you rummage through your pockets in search of the ever-elusive quarter only to find that all you have are a few lint balls, two nickels, a dime, and four pennies. A wave of anguish rushes over you.

Then the solution hits you. Use your dollar to buy a 75-cent can. Sweet sugary glory! But now, sadly, the cans have mysteriously vanished.

To the average student, the present scarcity of cans on campus may not seem like much of an issue. But think of our lovable, slightly insane canmen (we would say “can people,” but the digging-through-the-garbage-looking-for-aluminum-empties industry seems to be universally male). Think of the trauma this change will inflict. They’ll have to get new business cards and nameplates made. And let’s face it: bottleman just doesn’t roll off the tongue like canman does.

But no worries. ethos is here to comfort you and our beloved canmen. As always, aside from providing you with our stunning good looks and endearing charm, we have produced a wondrous third isle to lift your spirits. Never mind that you forgot to bring us flowers on Valentine’s Day. Just be sure to send us a postcard over spring break.

Speaking of which, ethos has a few suggestions for all you spring breakers: we’re sure you won’t remember. For all you bathing beauties, a free tan is great, but skin cancer is not cool. Make sure your only taste of culture isn’t the local cerveza. If you must engage in sexual intercourse, make sure you’re properly protected—condom, helmet, fake last name. But what do we know? Our best spring break was spent in Boone watching daytime TV. So go ahead and try yourself; get wasted all you want, and make new “friends.”

Finally, while at your tropical destination, don’t forget the ethos staff slaving away for you in the bowels of Hamilton Hall, growing paler by the moment. Our goal: to be transparent by the end of the semester.

So flip the page (and the 43 other pages that follow) and enjoy. We’re easy, we’re free, and we’ve hoarded 10,000 cans of Mello-Yello in our office.
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