



Special Spin Issue, 2006

# Communication No. 262

The Pleasant Places of Florida

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*From the Papers on the Sundial*

We've all been spun at one time or another.

And we forget how well Holmes was able to get to the marrow of the situation. Well, what if he had publicists, press secretaries and public relations directors with whom to deal? Then he would really have to do some sleuthing to get to the truth of the matter. The truth of the matter is, there is no truth, only varying shades of gray. Or maybe it's not gray at all; maybe it's lavender or chartreuse or lilac. Or some other color that didn't come in the box of 64 Crayola Crayons. But that would mean that Binney and Smith did not know all the colors. How could that be? How could all the colors not be in the box of 64 Crayola Crayons? The box of 8 or 16 I could see. But 64 was the biggest box they had. It couldn't be wrong.

See what we mean? Just try arguing with logic like that. Just be thankful that Sherlock Holmes never attended a press conference.

Next question please.

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## REICHENBACH FALLS TRAGEDY

### LOTS OF WATER, VERY FEW ANSWERS

#### DOCTOR'S VERACITY QUESTIONED

#### READERS LOOK UP THE WORD 'VERACITY'

The Meiringen Chamber of Commerce issued a statement today expressing its condolences to the families of one Sherlock Holmes and one Professor James Moriarty. "Our thoughts and prayers are with those who loved and were loved by Messrs. Moriarty and Holmes. Their souls are with the ages, and their bodies—well, we're not sure."

Hans Stuttgetzbezen, Executive Director of the Meiringen Chamber, held a press conference two days after the men fell to their deaths.

"Allegedly fell to their deaths," Mr. Stuttgetzbezen countered. "They could have died elsewhere and been thrown into Falls later. What do we really know about this Dr. Watson? Why, he claims he was not there. How does he know what happened? They could have tripped over their own shoelaces. It happens. It happens all the time. My three-year-old trips over hers all the time."

"In fact," Stuttgetzbezen commented, "Dr. Watson could have dispatched the both of them himself, and then dumped their bodies into the water. It could happen. It happens all the time. And just what kind of doctor is this man?" When asked about why Dr. Watson would then report the incident in the first place, Stuttgetzbezen said, "He could be covering his unobviousness by being obvious."

"The point is," he continued, reading from a prepared statement, "the Falls are just as safe as they have always been—or as safe as half a million cubic feet of water falling each minute can be when viewed from a distance of eight feet. Tourists should not avoid them. They should embrace Reichenbach. And then they should come to town, eat fudge and chocolate, buy a bunch of souvenirs and go home and tell all their friends to visit."



## Comments Made on Ronder Affair

Jimmy Griggs, spokesperson for the Ronder Circus, issued a statement today regarding the recent lion attack. "Sahara King," the statement read, "is terribly sorry for his recent actions. He attributes his brutish behavior to being abused as a young cub. 'Me mum and pop treated me horribly,' he has told me on several occasions. 'They was always pulling me tail and kicking me in the kidneys and making me watch *Daktari* over and over and over. It was enough to drive a lion to drink. Which I've done. On many occasions.' Sahara King wishes Eugenia Ronder a speedy and complete recovery. 'Lunch is on me when you get out of the hospital,' he says. 'But nothing real heavy like. Perhaps a nice salad or maybe some sitr-fried vegetables. And dessert, definitely dessert. Any time you like.'"

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Kensington. Bring resume and

references.

## Milverton Scandal Continues

### Attorney Says Stuff

### Newspaper Prints It

Charles Augustus Milverton's attorney appeared before a throng of reporters today and had several things to say about Sherlock Holmes' recent statement that Mr. Milverton was "the worst man in London."

"Mr. Holmes had better contain his language or Mr. Milverton will have no choice but to file suit in court. This is slander of the highest degree and Mr. Milverton will not tolerate it. My client is misunderstood. What is wrong with making the small livelihood he enjoys from the pain of others? Isn't he entitled to the career of his choice without the constant meddling of such persons as this Sherlock Holmes?

"And who is this Holmes, anyway? What do we know about him? My client knows a fair amount about him indeed and none of it is very good. And if Mr. Holmes does not cease and desist immediately, Mr. Milverton will release certain photographs of Mr. Holmes with certain members of the opposite sex. Good day to you."

## COLLISION LEADS TO FIGHT

### FISTICUFFS RESORTED TO HORSES TRY NOT TO LAUGH

Two Hansom cabs collided early Tuesday morning, resulting in a furious fight between the occupants.

Jephro Rucastle of the Copper Beeches was on his way to a barber's convention when his

vehicle colleded with another occupied by Dr. Grimesby Roylott of Stoke Moran. While no one was hurt, the two riders immediately began hurling insults at one another.

"He calls him a jack-in-office," one witness said, "and he calls him a jackinape. Now, I don't know jack, but I 'spect that's pretty strong stuff."

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## **GLORIA SCOTT DISASTER QUIBBLED OVER ACCUSATIONS HURLED MEN SAY SILLY THINGS**

Hugh Grimesby-Smythe, spokesman for Peter Carey Ship Builders Limited, said today that his company was in no way at fault in the recent explosion of the *Gloria Scott*. "The fault can be traced to faulty gunpowder," he said.

But Trent Lattimore, executive director of Booming Industries, a division of Moriarty Enterprises, LLP, said, "Our gunpowder is the safest gunpowder in the world. It is so safe that nothing can make it blow up. Therefore, it must have been something else that caused the ship to explode. Perhaps the food or maybe the lavatory."

But William Williams, of Culverton Smith's Pies and Things, Inc., said that the food they prepared for the barque was fresh, nutritious and tasty. "Nothing could have exploded—not even the tomatoes."

Lawrence Winter, owner of Lavatories by Larry, said the idea was preposterous. "All of our facilities are completely safe—completely. They are benchtested dozens of times before they are installed. There is not one square of evidence that our lavatories are to blame."

Meanwhile, according to Scotland Yard, the investigation has ground to a halt. "Mostly because the ship is at the bottom of the ocean half a world away," Lt. Simon Cushing said.

## **SCOTLAND YARD ISSUES APOLOGY INSPECTOR CALLED "CLUELESS"**

PEOPLE LIKE PUDDING

Scotland Yard issued yet another apology after Inspector G. Lestrade arrested another innocent London citizen.

"Allegedly innocent," R. Baker said during his statement. "Inspector Lestrade is a fine officer and a great human being. He just gets a bit overzealous at times. Despite half a dozen witnesses who claim that the man arrested was with them and nowhere near the crime scene, the jury is still out. Get it? Jury. Still out. Still, the Yard apologizes for Mr. Lestrade's treatment of the prisoner while in custody. It is true that Mr. Lestrade called the bloke a 'custard-toting anarchist,' but it is not true that Mr. Lestrade said the prisoner had the 'brains of a meatball sandwich.' Nor is it true that Mr. Lestrade pushed the accused's face into a block of Wensleydale cheese.

"The Yard stands behind Mr. Lestrade—perhaps to one side, but we do stand behind him. He has been placed on desk duty and we expect to have our filing system completed within a week."

Contacted by phone, colleagues S. Holmes and J. Watson had no comment on the recent incident, but someone was heard to say before hanging up, "Good Lord, what's he done now?"

## **Attorney Makes Comments**

Rho Dun, an attorney from Malaysia speaking at Oxford this week, said he was highly insulted to hear that a type of walking stick with a head made of wood was often called a Penang Lawyer.

"Speaking as a lawyer from Penang, I can tell you that my head may be hard but it is hardly made of wood. When will you bloody limeys learn some respect and become civil?"

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### **Restraining Order Granted Young Woman Terrorized Professor Called "Creepy"**

In what can be termed a truly bizarre case, Alice Morphy has requested and been granted a restraining order from the eminent physiologist Professor Presbury of Camford University.

Claiming that the Professor, who she described as "icky," "creepy" and "not unlike a politician," stalked her and made numerous unsolicited advances.

The Court in Camford would release no other information except that the Professor is to get no closer than 200 feet to Ms. Morphy. Neither the professor nor his daughter commented.

## **WHITNEY FAMILY HOLDS PRESS CONFERENCE LOTS OF PEOPLE ASK QUESTIONS SOME ARE ANSWERED**

Isa Whitney announced today that he was checking into the Tregennis Rehabilitation Clinic in Kent for what he termed "a great deal of rest." With his wife Kate at his side, family attorney John H. McFarlane, and an unknown doctor, Mr. Whitney appeared strong and steady.

It has long been rumored, though, that Mr. Whitney suffered from an opium-dependence problem. The family has long denied it, and even during the press conference nothing was said. Even Elias Whitney, Doctor of Divinity of the theological College of St. George's, declined to answer any questions. "We must trust that this rest will heal Isa," was his only comment.

The Tregennis Rehabilitation Clinic specializes in addiction intervention as well as convalescence from toxic poisonings. Doctors there declined to comment, saying only that patient-doctor privilege took precedent.

The Whitney family is one of the oldest in London. What prompted the announcement is unknown, but Isa was seen speaking animatedly to the unknown doctor after the conference ended. He even went so far as to punch in the doctor's bowler hat. The doctor left in a huff, or a cab; our reporter wasn't sure.



## MORTUARY ISSUES APOLOGY

FUNERAL DIRECTORS ATWITTER  
CASKETS MADE OF WOOD

A very nervous Nobbert DuLay appeared before reporters this afternoon to issue a statement regarding the recent incident involving Lady Frances Carfax.

"I wish to make it very clear that the funeral home of Laidlow and Straight had nothing to do with Mrs. Carfax and her unfortunate incarceration. The directors are not only horrified at the actions of Henry Peters or Holy Peters or Dr. Shlessinger or whoever the bloody hell he is, but apologize for any actions involving the funeral home, even though they did nothing.

"It is true that the casket was obtained from Laidlow and Straight's inventory, but apart from that there was no involvement whatsoever. The casket was sold to a Dr. Shlessinger—and we actually gave him a very good deal. Not wholesale, mind you, but a good discount nonetheless. The nefarious use to which he put the casket is not our concern. Well, it is, but we try not to think about it. We are interested in how the extra room in the casket was made and were wondering if Dr. Shlessinger or whoever would mind sharing his concept.

"To the good Mrs. Carfax, we offer a free funeral of your choice. Whenever you are ready. Which we hope won't be for a long time. But the offer is only good through Thursday. Good day."

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Other witnesses report that the two gentlemen descended from their cabs and circled one another, still hurling invectives. By the time police arrived, the two had thrown several punches at one another. Dr. Roylott's eye was swollen, and Mr. Rucastle's mouth was bleeding. Police arrested them both for blocking traffic and generally behaving like five-year-olds. ("That's a real offense what's on the books," Sergeant Ryan Cornelius said. "It's a wonder what we don't have more five-year-olds locked up.")

Attorneys for both men obtained their releases within hours of their detention. And both attorneys attempted to downplay the incident.

"Dr. Roylott is under great personal strain," Leeds Coventry said. "He recently injured himself with a fireplace poker and was on his way to a surgeon."

"Mr. Rucastle," according to Mallow Duncan, "prefers the company of his family and does not do well in social situations. The incident has greatly contributed to his declining health."

Both Mr. Coventry and Mr. Duncan said that they would be filing separate suits against Joe's Cab Company. "And if we don't win," Mr. Coventry said, "we'll go after the horses."

When asked about the potential litigation, Joe of Joe's Cab said he would be hiring the best detective he could find to discover exactly what happened. "Can you recommend someone?" he asked this reporter.

He was referred to our advertisement office.

## SEBASTIAN MORAN AND ASSOCIATES

Sebastian Moran and Associates, LLC, a division of Moriarty Enterprises LLP, is an experienced and forthright public relations firm. We currently represent many great companies, including Lowenstein Laboratories, Cox & Company, Gross & Hankey's and Gelder & Company. We handle everything from advertising to taking care of those truculent employees to leaning on deadbeats who won't pay their bills. All with tact and restraint. Moran Associates are trained professionals who can talk to anyone...about anything...at anytime...with any weapon. Don't leave your representation needs to amateurs. Just remember,

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**The Pleasant Places of Florida**

*founded in 1972  
by Leslie Marshall, B.S.I. (dec.)*

**Recorder Emeritus: Dr. Benton Wood, B.S.I.**

For the Record:

**THE LAST COURT OF APPEALS**

David McCallister, Master of the House,

(Master of Ceremonies at most gatherings, host of the annual Wessex Cup)

Carl Heifetz, Representative (both with the Servants and with the Tradespeople),

(Correspondent & Communication)

Wanda & Jeff Dow, The Papers on the Sundial,

(Communications and Bookkeeping)

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