

Lauer Weaponry Paints Mayor Red



Perhaps Steve Lauer just hasn't come up with the right color yet. After all, it took the make-up specialists years to perfect Revlon Red; the colored specs within a popcorn-flavored Jelly Bean was no doubt a food engineer's life work; it took British coats before some military genius came up with O.D.Green. Blaze Orange didn't just appear randomly in nature; Tequila sunrise was made famous by alcoholics and The Eagles. UPS Brown remains a classic.

Lauer, the proprietor of DuraCoat (www.lauerweaponry.com) the spray-on finish that protects guns from the elements while making them look cool - is trying his best to produce a hue that NYC Mayor Michael Bloomberg can appreciate. Because Bloomberg is deathly afraid of black guns - so much that he tried to ban them - Lauer attempted to please the billionaire mayor with more vivacious colors. A regular Van Gogh of the spray gun, Lauer concocted a friendly shade of lavender that he calls Barney Purple for a customer who wanted to get his daughter interested in gun safety. But Mikey didn't like it. Unfazed, Lauer plastered a perfectly good gun with his O'Sherbert because he thought it would be a better seller than Red-Tape red. But Bloomberg held a press conference where he made some off-color remarks about Lauer's eclectic tastes. So Lauer went back to his palette of protective paints and emerged with a cache of colors worthy of dedication to an anti-gun-industry icon. He calls them The Bloomberg Collection. Included is Brick and Mortar, Manhattan Red, Bronx Rose, Brooklyn Blue, Queens Green, and Staten Island Orange.

But it was soon revealed that Bloomberg hates pink guns, fushia guns, camo guns, bright guns, dull guns, polka dotted guns, gun-metal-colored guns - even Bloomberg colored guns- as much as he hates

black guns! Perhaps the only color that will satisfy the Mayor is the yet-to-be-invented "Anti-gun Invisible!"



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