

WP Joe Spencer

Septembe



## SEPTEMBER 2023 WEEKLY READER #3

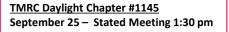
Happy

Birthday

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September Birthdays 1 5 James Cotten 15 George Watkins 18 Walter Echols 21 Keith Arterburn 23 Zaneta Miller 25 Norman Dow

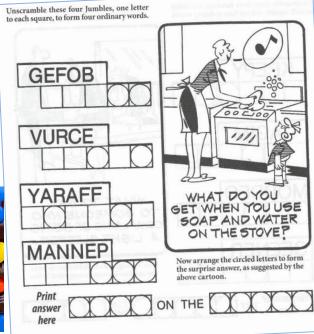


M&M's (m&m's) are multi-colored button-shaped chocolates, each of which has the letter "m" printed in lower case in white on one side, consisting of a candy shell surrounding a filling which varies depending upon the variety of M&M's. The original candy has a semi-sweet chocolate filling is branded as the "plain" variety. Peanut M&M's, which feature a peanut coated in milk chocolate, and finally a candy shell, were the first variation to be introduced, and they remain a regular variety. Numerous other variations have been introduced, some of which are regular widespread varieties peanut butter, almond, pretzel, crispy, dark chocolate, and caramel. M&M's are the flagship product of Mars, Incorporated. M&M's originated in the United States in 1941 and have been sold in over 100 countries. They have been produced in different colors over the years. The candy-coated chocolate concept was copied by Forrest Mars Sr. from Smarties, which he had encountered during the Spanish Civil War (1936–1939). The sugar coating made it possible to carry chocolate in warm climates without it melting. The company's longest-lasting slogan reflects this: "the milk chocolate that melts in your mouth, not in your hand." (CONT'D PG 2...)

Grab a pencil and piece of paper. How many words canyou make using the letters in "Milk cholate" We found 105!

SEPTEMBER: flower: Aster and Morning Glory Birthstone: Saffire Zodiac Signs: Virgo = August 23 -September 22 Libra = September 23 - October 22





## M&M'S

G T Q B J D D	M D C S H U H T U O M S T N	ATHWTDERG	R P L O J W A G R E E	HSCLCNZMW	XEMLGOMFBDL	I C E W J L L S N P P	H D C Y D H U A X A N T	DNFXSLFRT	C A K U X X R F B E Z Y	J C Z K N V O S B L Y T	E L T I V Q L B N	NFALUGOUPS	ELPRUPCOM	PVAUPCEUESKN	CHOCOLATE PLAIN PEANUT RED BLUE GREEN YELLOW BROWN ORANGE PURPLE MELT MOUTH HANDS COLORFUI
D		-	Е	L	K	Т	Ρ	Е	A	Ν	U		_		COLORFUL



Milk Chocolate M&M's in 1941

Milk Chocolate M&M's were introduced in 1941. Forrest Mars Sr., son of the Mars Company founder, Frank C. Mars, copied the idea for the candy in the 1930s during the Spanish Civil War when he saw soldiers eating British-made Smarties, chocolate pellets with a colored shell of what confectioners call hard panning (essentially hardened sugar syrup) surrounding the outside, preventing the sweets (candies) from melting. Mars received a patent for his own process on March 3, 1941. When the company was founded it was M&M Limited. The two 'M's represent the names of Forrest E. Mars Sr., the founder of Newark Company, and Bruce Murrie, son of Hershey Chocolate's president William F. R. Murrie, who had a 20 percent share in the product. The arrangement allowed the candies to be made with Hershey chocolate, as Hershey had control of the rationed chocolate at the time.

The company's first big customer was the U.S. Army, which saw the invention as a way to allow soldiers to carry chocolate in tropical climates without it melting. During World War II, the candies were exclusively sold to the military.

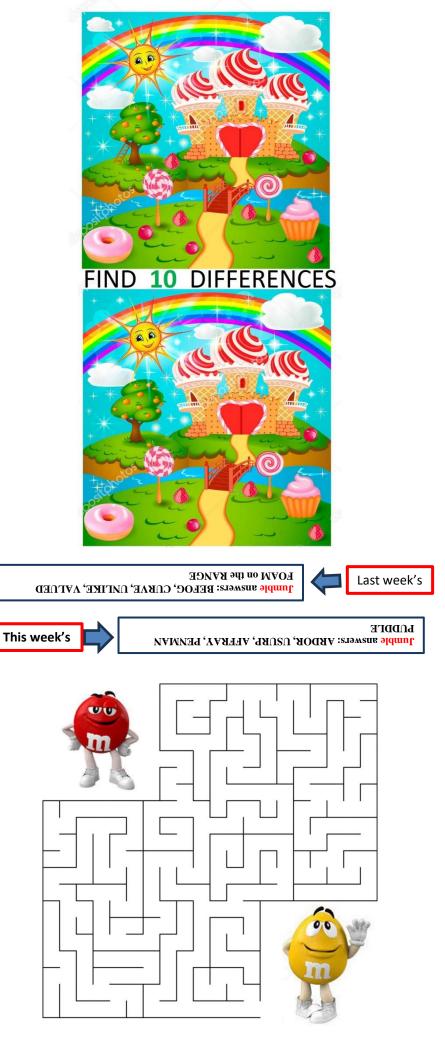
In 1949, the brand introduced the tagline "The milk chocolate that melts in your mouth, not in your hand."

In 1950, a black "M" was imprinted on the candies giving them a unique trademark. It was changed to white in 1954.

Peanut M&M's were introduced in 1954 but first appeared only in the color tan. In 1960, M&M's added the yellow, red, and green colors.

In 1976, the color orange was added to the mix to replace red, which was discontinued in response to the "red dye scare" over Red Dyes #2 and #4 having been evaluated to be carcinogenic in nature. Although M&M's were made with the less controversial Red Dye #40, the public was wary of any food being dyed red. Red M&M's were reintroduced in 1987.

In 1991, Peanut Butter M&M's were released. These candies have peanut butter inside the chocolate shell and the same color scheme as the other varieties. As of at least 2013, the size of the peanut butter M&M has become slightly smaller. In 1995, tan M&Ms were discontinued to be replaced by blue. (CONT'D PG 3...)



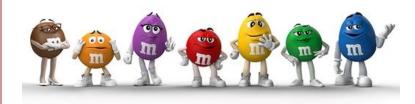
Over the recent years many varaties of m's have been tried and some were successful. These include Dark Chocolate, white chocolate, peanut butter, pretzel, raspberry, mint,Cinnamon,caramel,. Some of these and special event brought colors of purple, white,orange.

## M&M's characters

There are seven cartoon "spokescandies" for M&M's since 2022.

Early black-and-white adverts for the candy in 1954 featured two talking, anthropomorphic M&M characters—one plain and one peanut—diving into a swimming pool full of chocolate.

The first incarnation of the characters in CGI was a 1994 celebrity campaign which had the characters interacting with celebrities on which M&Ms candy color is their favorite.



M&M's introduced second computer-animated "spokescandies" in their television commercials. The depiction and campaign of the M&M's were made by Will Vinton in 1995. Vinton previously created the clayanimated California Raisins in 1986. He made the depiction of the M&M's as more mature than most food mascots. These include the team of the cynical and sardonic Red who is the mascot for milk chocolate and the happy and gullible Yellow, who is the mascot for Peanut M&M's. Other mascots include the "cool one", Blue who is the mascot for Almond M&M's; the seductive Green (her personality is a reference to the 1970s urban legend that green M&Ms were aphrodisiacs) who is the mascot for both Dark Chocolate Mint and Peanut Butter M&M's, and the slightly neurotic Orange, who was introduced when Crispy M&M's were first released and returned when Pretzel M&M's debuted in 2010. Orange, upon his return, was joined by the second non-M&M mascot, Pretzel Guy, who "supports" him and offers helpful advice as he hates the idea of having a pretzel put inside his body.

## **How much is a BILLION?**

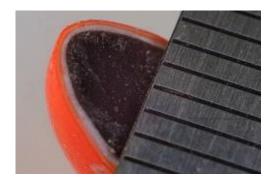
A billion seconds ago, it was 1959.

A billion *minutes* ago, Jesus was alive.

A billion *hours* ago, our ancestors were living in the Stone Age

A billion days ago, no-one walked on the earth on two feet.

A billion *dollars* ago, was only 8 hours and 20 minutes, at the current rate of government spending.



Here is M&M's chocolate candy in crosssection with millimeter ruler for scale. Shows layers of hard-panned coating.