



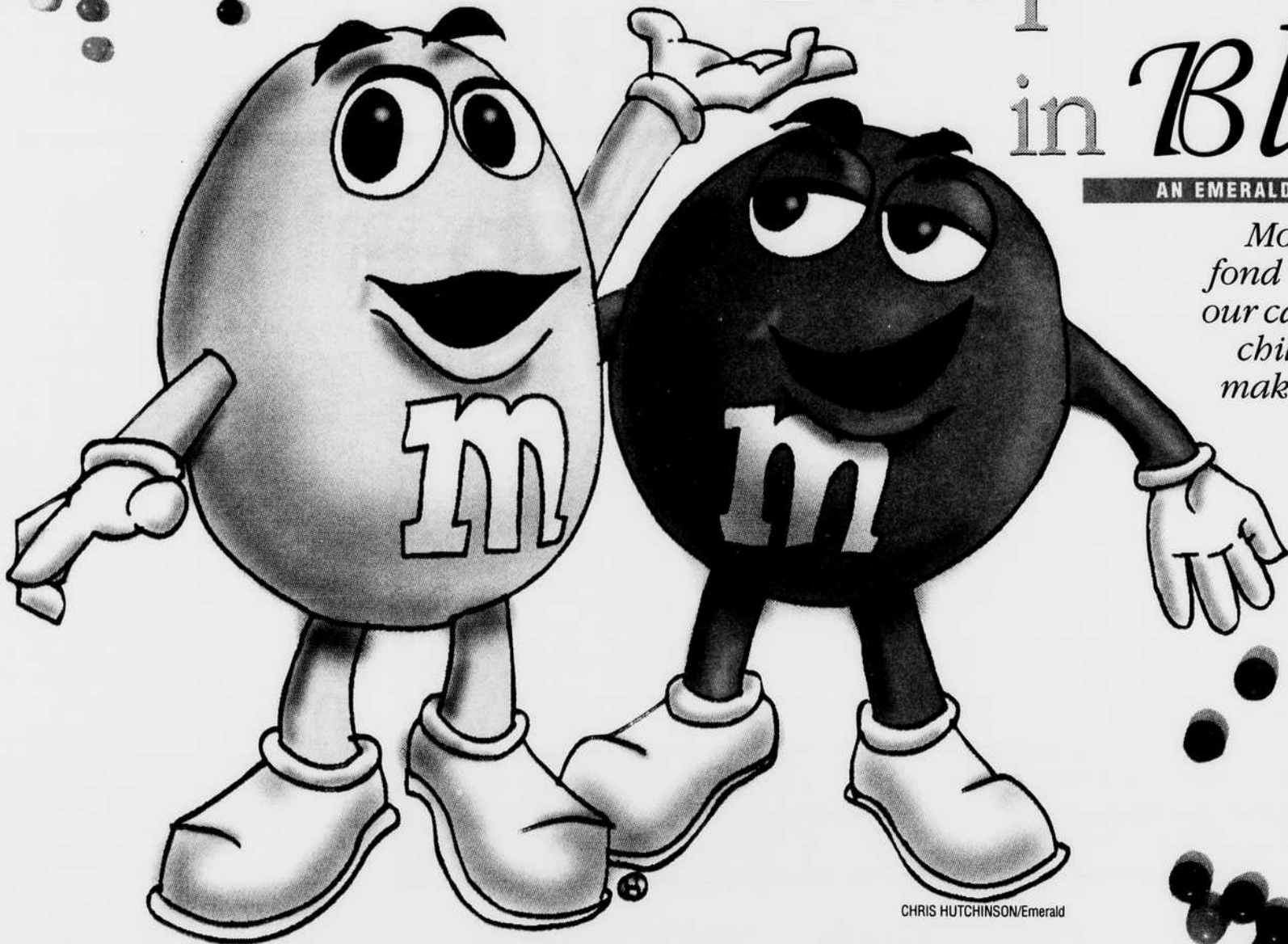
# PERSPECTIVES

EDITOR-IN-CHIEF  
Sarah Kickler  
EDITORIAL EDITOR  
Mike Schmierbach  
NIGHT EDITOR  
Laura Cadiz

## Blasphemy in Blue

AN EMERALD EDITORIAL

*Most of us have fond memories of our candy-coated childhoods. The makers of M&M's have put a blue haze over those happy thoughts.*



CHRIS HUTCHINSON/Emerald

**W**e at the Emerald are usually not obsessed with the past. For the most part, change is a good thing because we hardly approve of the system the way it is.

There are exceptions, however. Perhaps no greater travesty has occurred in recent years than the addition of blue M&M's to packages of the famous candy-coated pieces of chocolate.

According to the "M&M Studios" web page, M&M's were first introduced in 1941. The peanut variety was added in 1954. Things did look different when it all began, though.

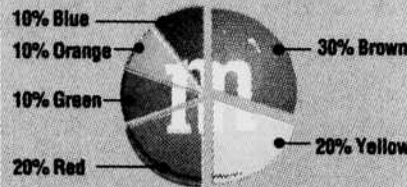
Plain M&M's contained six colors when they were first made: yellow, orange, red, green, brown and violet. It wasn't until 1950 that violet was replaced by tan.

Similarly, peanut M&M's were only brown colored when they were created. In 1960 they followed their plain brethren and became multi-colored.

From that point until 1995 the equation remained essentially the same, though.

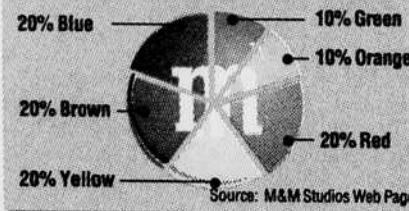
### In a plain bag . . .

Percent of each color in a plain bag of M&M's



### In a peanut bag . . .

Percent of each color in a peanut bag of M&M's



Sure, different holidays bring forth a range of colors, from pastels for Easter to pink, white and red for Valentine's Day. A regular bag of M&M's kept its traditional form until a dark campaign emerged prior to the 1995 conversion.

The company responsible for M&M's decided the winds of change had begun to blow. Soliciting votes through a phone survey, it decided to make blue the new M&M color. Poor tan, most recently added, got the boot. One editorial board member, who voted against the change, is even certain that the blue shell is created by the secret slaughter of millions of

innocent Smurfs.

Smurfocide aside, we feel this was a tragic mistake. Without blue, M&M's are composed of colors found on trees, creating a delightful resonance with nature and a wonderful reminder of childhood and tradition.

Tradition used to be important to the folks responsible for M&M's. Red M&M's, which were pulled from the market because the chemical that gave the shell its color was suspected of being toxic, returned when a safe manufacturing process was found.

Then, only a few years later, our com-

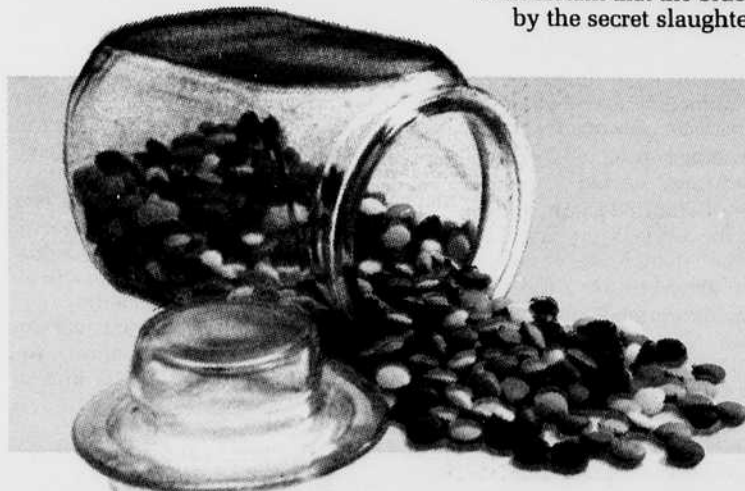
fortable candy world was shattered.

We think it's time to put an end to this ridiculous blue experiment. There is nothing inherently wrong with the color; it just doesn't belong in a package of M&M's. Let some other, lesser candy feature the sky-colored shell. We want our M&M's pure.

Candy is the food of youth. By eating these melt-in-your-mouth goodies, we want to remember past times when life was simple. Blue M&M's thrust us into a modern world we don't always want to face.

It's time to restore tradition. It's time to remove the blue M&M.

*This editorial represents the opinion of the Emerald editorial board. M&M's and the M&M characters are copyright Mars Inc. Responses may be sent to ode@oregon.uoregon.edu*



### All the colors of the rainbow in a bag



Source: M&M Studios Web Page