

"Get Em' while Their young, Boys-Get Em' while Their young"  
BY PAT/SALTY

With Kid CEREALS,  
EVERY SUPERMARKET HAS AN ENTIRE ISLE OF Em!  
AN ENTIRE SUPERMARKET ISLE!  
DEDICATED TO JAST ONE PRODUCT, CEREALS!  
NO OTHER PRODUCT IN A SUPERMARKET GETS THAT,  
ONE WHOLE ISLE DEDICATED TO JAST ONE PRODUCT.  
TAKE A LOOK-SEE SOMEDAY.

YOU'LL FIND THE VAST MAJORITY ARE KID CEREALS,  
CAPTAIN CRUNCH. CO CO PUFFS, LUCKY CHARMS,  
COUNT CHOC-U-LA, - CANDYS IN BOXES.  
THIS ~~IS~~ HAS BEEN GOING ON FOR YEARS.

LOCAL DENTISTS WOULD GET TOGETHER  
AND FINANCE SUCH SUPERMARKET ISLES  
THEMSELVES, IF THEY HAD TO, WOULDN'T THEY?  
IF THEY HAD TO? NATURALLY (\$\$\$).

THE NATIONS KID CEREAL ISLES ARE  
CORPORATE GOLD MINES THAT PRODUCE  
STAGGERING PROFITS YEAR IN AND YEAR OUT.  
AND PAY FOR A LOT OF KID DENTISTS YEARLY  
VACATIONS, TOO, NO DOUBT. Oh, yea, NO DOUBT,  
AND CREATE WHO KNOWS HOW MANY CHILD  
DIABETICS EVERY YEAR - NOBODY EVEN  
KNOWS THE NUMBER BECAUSE ITS NOT IN  
THEIR INTERESTS TO FIND ~~OUT~~ THE NUMBER OUT.  
NOT IN THE INTERESTS OF THE CEREAL COMPANYS,  
THE SUPERMARKETS, THE DENTISTS - ANY OF THEM.  
SO THE DESTRUCTIVE CORPORATE KID CEREAL  
MACHINE JAST KEEPS ON CHUGGIN' AWAY.

"Get Em' while Their young, Boys"

THIS IS THEIR ORGANIZED STRATEGY.  
THEY SPEND TENS OF MILLIONS TO ADVERTISE  
ON SHOWS KIDS WATCH, (STRATEGY, BABY.)



(2)

The whole kids cereal isle is decorated and designed with boxes of the good sweet tasting junk aimed exclusively to appeal to children. The ~~delicious~~ cartoon characters on the boxes, the ~~the~~ bright colors, "prizes and games inside" (STRATEGY, baby, corporate strategists at work.) When kids demand or plead to be taken shopping with mommy or daddy, this isle is what is destination number one. They flock to the kid cereal isle faster than flies to fresh poop. The kids swarm ~~over~~ all over it, while visions of sugarplums dance in their heads, and visions of Captain Crunch + Count Choc-u-la. Put into their heads by millions in targeted advertising, corporate strategy, all the way. Try reading some of the (legally mandated!) ingredient labels on these kid cereal boxes sometime, you'd have to be a pharmacist or a chemical engineer ~~to~~ to understand what half the friggin' ingredients are. I'll ~~be~~ be ~~so~~ so bold as to venture the guess that most of the parents that actually pay for such kid products don't read the ingredient labels (legally mandated) put on them. Or, most of them that have read them don't know what the hell they are even reading anyway (those of them that can read). They buy it because little Johnny insists that's all he wants. They buy it because



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They buy it ~~because~~ LITTLE SALLY  
WILL HAVE A public CRYING FIT IF THEY DON'T.  
They Buy it maybe BECAUSE They SECRETLY  
Like TO EAT it Themselves LATE AT NIGHT  
(AFTER LITTLE JOHNNY + SALLY have FINALLY  
COME DOWN FROM Their SUGAR / chemical  
highs LONG ENOUGH TO FINALLY FALL ASLEEP.)  
HELL, LETS JAST COME OUT AND SAY IT,  
They Buy it BECAUSE Their KIDS ARE  
BRAINWASHED INTO BELIEVING They ABSOLUTELY  
HAVE TO HAVE IT AND They - Their PARENTS -  
ARE Themselves SO BRAINWASHED INTO  
Believing They HAVE TO HAVE (THIS OR THAT  
OR THE OTHER PRODUCT) THAT They CAN'T  
Quiet BRING Themselves TO "JAST SAY NO!"  
AND TO STICK TO "NO!",  
AND NOT BE WORN DOWN BY CHILDRENS  
TEARS AND PERSISTANCE AND DEMANDS,  
Besides - These WELL MEANING PARENTS TELL  
Themselves - Such PRODUCTS COULDN'T REALLY  
BE THAT BAD FOR KIDS BECAUSE...  
BECAUSE... WELL, BECAUSE ITS NOT LIKE  
They ARE ILLEGAL OR ANYTHING, RIGHT?  
Like DRUGS ARE. Like ~~buying~~ Buying  
ARSENIC OR CYNIDE FOR KIDS WOULD BE.  
Heck, They sell it in EVERY SUPERMARKET,  
SO HOW BAD COULD IT REALLY BE, ANYWAY?  
(IF THEY ONLY KNEW!)  
How THE GIANT CORPORATE MACHINE THINKS,  
OR DOESN'T THINK - NOT IN THAT WAY - AT ALL,  
BECAUSE THE INTERWOVEN CORPORATE  
ENTITYS RESPONSIBLE FOR PRODUCING SUCH  
PRODUCTS PRODUCE IT WITH NO MORE DIFFICULTY  
THEN GERMANY'S I.B. FARBEN COMPANY ONCE PRODUCED →

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PRODUCTS LIKE "ZyCLON B."

This is The CORPORATE MENTALITY.  
This is The CORPORATE MORALITY.  
IT IS NON-EXISTANT BECAUSE NO  
CORPORATION IS CAPABLE OF THINKING  
OR OF FEELING OR OF HAVING MORALS.  
INDIVIDUAL HUMANS ~~ARE~~ ARE - YES;  
CORPORATIONS; NEVER.  
ITS THE VERY NATURE OF THE BEAST,  
TO BE PERFECTLY CLEAR ON ALL THIS;  
KID CEREALS ARE OBVIOUSLY NOT ZYCLON B.  
THEY ARE NOT FAST ACTING POISONS  
DESIGNED TO KILL. ~~PLEASE~~

HOPEFULLY - FROM THE CORPORATE STANDPOINT -  
NOT AT ALL; BECAUSE THE PRODUCERS  
& SELLERS OF KIDDIE JUNK PRODUCTS  
WANT THEIR KIDDIE CONSUMERS OF  
JUNK FOOD TO GROW UP AND BECOME  
ADULT CONSUMERS OF PORK RINDS AND  
1001 OTHER ADULT JUNK FOODS  
(OFTEN OWNED - WOW, WHAT A SURPRISE! -  
BY THE EXACT SAME CORPORATIONS!)  
THESE AMERICAN COMPANYS DON'T WANT  
THEIR CUSTOMERS DROPPING OUTRIGHT DEAD  
BECAUSE THAT WOULD BE BAD FOR BUSINESS.  
THE KID JUNK FOOD JUNKYS WOULD NOT GROW  
UP TO BECOME THESE 300 POUND SHOPPERS  
PUSHING AROUND CHOCK FULL CARTS OF JUNK FOOD. →

(5)

AND THATS CORPORATE "MORALITY" FOR YOU.  
THAT ANYTHING THAT IS "BAD FOR BUSINESS"  
IS TO BE AVOIDED, AS A CORPORATE "SIN",  
THAT IS THE ONLY CORPORATE "PROTECTION"  
THOSE KIDS + PARENTS CAN COUNT ON.

THAT AND THAT ALONE.

AND - LEST I - SALTY - FORGET -

AND ALSO A MERE HANDFULL OF  
(REAL) AMERICAN CONSUMER ADVOCATES  
SUCH AS RALPH NADER AND FREANDS,  
YOU ALL REMEMBER - OR HAVE HEARD OF -  
RALPH NADER, I PRESUME?

OR, AS MOST OF THOSE MINDLESS BRAINWASHED  
300 POUND JUNK FOOD JUNKYS ~~AND~~ <sup>(WITH</sup> THEIR  
OVERWIGHT KIDS IN TOW) MAY KNOW HIM  
AS; OH, YEA, RALPH NADER - ISN'T HE  
THAT TALL SKINNY FUNNY LOOKING GUY  
FROM THE 1960'S WHOES ALWAYS RUNNING  
FOR PRESIDENT, OR SOMETHING ???

YEA. RIGHT. "OR SOMETHING".

CORPORATE STRATEGY AT ITS MOST EFFECTIVE;  
SILENCING AND MARGINALISING ANY AND  
ALL WHO STAND IN ITS WAY, ~~AND~~  
IN ITS BIG \$ WAY. LETS FACE IT;  
~~THE~~ VAMPIRES NEVER HAD IT SO GOOD!

X [THE END] X