



COBBISM



**The Great Leader
Gordon II Cobbnits
Gives Personal Guidance in
Student Council Meeting
After Discussions With
MikeHall Gorbachev**

The Great Leader President Gordon II Cobbnits gives the UPEI Student Union personal guidance on policy and economic planning after fruitful discussions with the general secretary of the community party of the Soviet Union.

During these discussions Gordon II Cobbnits spoke of the work yet to be done at UPEI. President Cobbnits gave instructions which would serve he says as "Guidelines in further improving economic management to meet the needs of the present situation when the economy had increased considerably in scale and is developing rapidly."

The general secretary spoke of the further steps the Soviet Union

will take to improve the productivity of the Soviet economy. "Under very arduous conditions the Soviet Union has become a major world power. This has attested to the strength and the immense capabilities of Socialism."

The great leader Gordon II Cobbnits learned the state of affairs in different political and economic posts at UPEI before being elected to the position of president of the UPEI Student Union with the support of the working students and their representatives. The Great Leader Presidents dealings with the president of the Soviet Union are to provide insight and guidelines which will open the prospects on the road of UPEI students to strength and prosperity and his instructions will also act as guidance in inspiring the whole of the UPEI Student Union on to fresh victory for the working students at of UPEI



The Great Leader, Gordon II Cobbnits gives personal guidance at the Carolyoung Ryung Pharmaceutical Factory

Easter Bunny Exploited!

Each spring, on the first Sunday of April, a child's thoughts turn toward a gentle, soft furry white character. Children believe he is a loving, vivacious rabbit who hides treats for them in places only children would search. This upstanding rabbit, also known as the Easter Bunny, is being exploited by chocolate manufacturers.

Each spring, chocolate manufacturers step up the production of their chocolate confection. This extra chocolate is poured into molds which resemble a rabbit figure. The statuette, thus formed in chocolate, is representative of the Easter Bunny. The companies responsible for the construction of these rabbit likenesses assert that they must make a profit (by selling these statuettes) so that they can pay staff, so that they can produce enough product to keep the staff employed, and to supply a huge amount of these chocolate statuettes to meet the ever-increasing demand for this defamatory delight. In actuality, these companies could easily create another form of chocolate confection to delight the public rather than exploiting the Easter Bunny. If the companies responsible created a

new and different Easter treat, they would not only solve their economic dilemma, they would also stop damaging the image children have of the Easter Bunny. The damage suffered by this rabbit is nothing less than exploitation. These companies are ruining the Easter Bunny's reputation, and use the Easter Bunny to further their own ends.

Because these companies blatantly disregard change in the direction of replacing the Easter Bunny Chocolate figure, one must conclude that the management of these businesses does not have enough ingenuity to create another form, or that the companies are run by sadistic people who enjoy exploiting the Easter Bunny.

The Easter Bunny is a beautifully innocent, kind animal in a young child's mind. The Easter Bunny is an intangible rabbit. He lives entirely within the minds of children. He is the personification of all things that are good in humans. The Easter Bunny is in many ways like a child's mother. In it, he sees love, attentiveness, and a helpful nature. To a child, the Easter Bunny is good.

Chocolate companies are now

mass marketing brown, solid masses of chocolate in the shape of an Easter Bunny. This bunny, which the companies advertise constantly, is a sweet, gooey, solid form, with one texture, and very littler character. The companies convince children that the Easter Bunny is a purchasable item; an item to be bought, used, consumed, and then disregarded for another year.

Since the Easter Bunny lives in a child's mind, the chocolate companies are abusing the rabbit, and mangling children's concept of a good Easter Bunny. After exposure to chocolate manufacturers' advertising techniques and purchasable Easter Bunnies, children have no qualms about devouring the head or body of the Easter Bunny. In fact, once the chocolate imposter is consumed, the Easter Bunny and all it stands for are merely forgotten for another year.

Some chocolate companies also market hollow Easter Bunnies. These forms usually have a sickeningly sweet candy placed in the eye cavity. The Easter Bunny a child sees in one of these forms is that of an unstable, hollow character without any real sub-

stance. Children lose faith in a bunny who would collapse under the slightest of pressures. Indeed, the Bunny representation the companies are putting forth as the Easter Bunny should be institutionalized in a hospital for the mentally ill.

The noble, absolutely good Easter Bunny has been turned into a character of questionable qualities by the chocolate companies.

This change for the benefit of the companies is exploitation of the Easter Bunny. The time for change is now, before all children lose their innocent image of the Easter Bunny. Society, for its children, must protect the Easter Bunny by putting an immediate end to this obvious exploitation of him. The children of our society must be protected by removing the tarnish from a once clean, and pure Easter Bunny.

