

The Sweetest Day of the Year!

National Candy Day

Saturday October 8th

"M-M-M," said the calendar man, "so many black days; so few red-letter days." Then his eyes lit gleefully. "Why not," he said, "Why not a universal joy day?" And he wrote a great bright "8" under October to tell the world that October 8th is National Candy Day, the sweetest of all the year.

So it came to pass that all over the United States, in every city, town and hamlet, October 8th was proclaimed Candy Day.

Then came the war and a request for the conservation of sugar. Mournfully the calendar man struck off the shining day. This year, Candy Day is back on the calendar again! "The Sweetest Day of the Year" has come to stay. Everywhere people are celebrating this big event by remembering friends, sweethearts and home-folks with the universal gift—CANDY!

Every good dealer in this town is tip-toe to give you delicious Candy Day Confections at special low prices.

Make October 8th the sweetest day of the year for those you love best. They'll be disappointed if you forget. Take home a pound of candy *today*!

