

*just who did start this Halloween stuff?*

I was looking through some old notes at a candy factory, trying to get some background history for a story I was working on, when I stumbled across these minutes from a board meeting many years ago...

YOUNG EXECUTIVE: Mr. Chairman, I've been working on a new campaign that might take us out of our current slump.

MR. CHAIRMAN: Well let's hope so... what have you got?

YOUNG EXEC: Well sir, after reviewing the calendar very closely, I realized that October doesn't have any holidays to identify with.

CHAIRMAN: What about Columbus Day?

YOUNG EXEC: Yes sir, well the people down in marketing find that a tough holiday to generate excitement over.

CHAIRMAN: I see...go on.

YOUNG EXEC: Well I came up with this idea, see, that maybe we could start a holiday on October 31st to celebrate witches, goblins and ghosts.

CHAIRMAN: Witches, goblins and ghosts?...a celebration?...and this will help us?

YOUNG EXEC: Yes sir.. .please.. .stay with me here...you see, we have all the kids dress up in costumes.. .you know, ghosts and goblins.. .heck, they can be whatever they want to be...well then they go around to all their neighbors, knocking on their doors...when the people answer the door, they say, "Trick or treat!" and the people give the kids some candy.

CHAIRMAN: I'm missing something, here...On October 31st, we tell the kids to dress up like monsters, go around scaring the hell out of their neighbors and they'll get a bunch of candy?

YOUNG EXEC: Well it's all done in innocent fun... they're not really supposed to scare the people.

CHAIRMAN: I see... I guess...But why a holiday on October 31st?

YOUNG EXEC: Well sir, you see, the next day is All Saints Day.

CHAIRMAN: All Saints Day?...Now you've really lost me.

YOUNG EXEC: Well our research shows that holidays do much better when they are connected to religion.

CHAIRMAN: Of course...Monsters, ghosts and goblins...followed by All Saints Day... and where might the connection be?

YOUNG EXEC: Doesn't matter.

CHAIRMAN: Doesn't matter?

YOUNG EXEC: No sir... Heck, we developed the Easter Bunny to promote candy sales at Easter and it has nothing to do with the resurrection... we developed the jolly old fat man with flying reindeer, and that had nothing to do with the baby in Bethlehem.. .Yet through the years, people have been coming up with all kinds of legends to connect these promotions with the religion. We're confident that the people will also build a connection between Halloween and All Saints Day.

CHAIRMAN: I see...and you're certain that this will boost our sales?

YOUNG EXEC: You bet!...We've got Christmas, Valentines, Easter... then we slip a little during the summer 'cause too much of the stuff melts and gets all messy... this would be a great way to pick up our sales again after the summer. I'm very confident that this holiday will really take off for us.

CHAIRMAN: I don't know...ghosts, goblins and All Saints Day... It doesn't make much since to me.

YOUNG EXEC: And that is why it will work, sir. None of the holiday promotions make any since, and they last forever because year after year, people will come up with new stories and legends of where these promotions came from. As long as we keep quiet and sell the candy, there's no reason why Halloween can't become one of our biggest promotions.

CHAIRMAN: Hmmmm.. Almost sounds crazy enough to work...Halloween... give candy away to kids dressed like monsters...All Saints Day...Why Not! Please pass me the box of doughnuts.

And all the time I thought that these holidays were built on legends and religious significance...Ho, Ho, Oh.

Just A Thought