



**Melanie Stevens**  
Writer

It's a commercial holiday that is permanently celebrated every third Saturday of October. Its activities range anywhere from a hand-full of flowers to a simple card that says, "I'm thinking of you." It's Sweetest Day, as others may portray it, a "Hallmark Holiday."

I don't think there is anything wrong with the appreciation that this holiday was invented to convey. A holiday that holds a purpose of a generous approach to someone you care about. However, Sweetest Day is not like other holidays such as Christmas and Easter, or even smaller ones like St. Patrick's Day. It's not even on the calendar.

I am going to announce the birth of Sweetest Day along with some personal words to recognize this day. I'll start with the origin of Sweetest Day and take off from there.

How appropriate for a Cleveland man by the name of Herbert Berch Kingston to have invented Sweetest Day 60 years ago with the original thoughtfulness for orphans who he thought were neglected and forgotten about. His intention was to give out candy to show his concern.

Businessmen supported his idea and helped him by forming a committee. As Kingston's generosity increased, so did his idea to other citizens. The daily newspaper ran the idea in an article clearly written for Clevelanders in the 1920s.

Since this Cleveland-created holiday is not based on religious beliefs, it was regarded as a merchandising opportunity. Through the decades of sweet thoughts and open hands, Sweetest Day

## The Eminence of Sweetest Day

eventually spread to cities like Detroit and Chicago and then to other cities.

Although Sweetest Day was born with the kindness for the forgotten-about orphans, it has now grown up to be a holiday celebrated by all loved ones and friends, even family. This third Saturday of October blazes up the business for floral shops, where roses are the best seller.

Since I discovered the history of this hardly known holiday, I realized that the whole purpose is to just be a thoughtful person. All it consists of is taking the time to tell or show someone they're on your mind.

For anyone who is unaware of this year's Sweetest Day date, it proudly holds the date of October 21. It might be a high consideration to put family members, a loved one or even friend in your thoughts on this day. Money is not the issue for this day, but the time to tell someone you love them should be.

Possible good ideas could include a sentimental card, which you will easily find marked perfectly on the racks of any card shop or discount store, a single rose which resembles a more sincere address than a dozen roses, or a box of chocolates. Other ideas are a romantic dinner with artistic candlelight, an evening spent watching the sun rest behind the horizon at a park, a letter to the one you love, and

even poetry can be a winner on this day.

However you want to celebrate it or support it, it is up to you and your kindness. Even though this holiday isn't as popular as other holidays, it's an astounding idea to favor a day to think of someone and appreciate him or her.

Life is way too short and there is never enough time in this lifetime to open your heart up to the ones that need to see and hear it. Keep in mind that every time you close the door, each time you hang up the phone, each time you wake up to greet the new morning light with the one you love next to you, you never know if you will walk through that door again. If you will ever dial that phone number again, or if you will even ever wake up in that same bed again,

So take every day and cherish it and let them know they are on your mind. Take advantage of the tradition of Sweetest Day. Thanks to Herbert Kingston, we have this day dedicated just for saying I love you. After assembling the birth of Sweetest Day and in bow to the orphans and the poor, we should salute to the origin and history as well as to today. Remembering and honoring, embracing and loving, the sweetest part of life anyway, that was helped enhanced with the simple intention of thoughtfulness.

