

I Want Candy!

As Halloween approaches, many industries prepare for record sales. The candy industry is no exception with over ten percent of candy sales happening days before Halloween. You might be surprised at the top three highest selling candies of the season. Coming in at number three on the list is M&M's, with an average of five hundred million spent on the candy every year. The second place contestant is Reese's with five hundred and nine million dollars' worth of the candy sold yearly. Number one on the candy countdown is the ever controversial Candy Corn, with a whopping twenty million pounds sold annually. So, what's your favorite Halloween treat?



International Business, T. (10). Halloween 2011: It's Time for Candy Corn and Chocolates Too. International Business Times.

Source:<http://247wallst.com/special-report/2013/10/16/americas-favorite-halloween-candy/>

Behind the Mask

With Halloween fast approaching, a familiar sight can be seen: costume shops springing up across town. They may seem like small endeavors, but these seasonal shops are big business. Spirit Halloween, for example, supplies half of the bottom line for Spencer's gifts, a year round retailer you might have seen at our own Post Oak Mall. Halloween is

the perfect opportunity for retailers to earn big, as the average shopper expects to spend around seventy five dollars in preparation for the holiday. What's the secret to hit and run gorilla retail success? Carry over. Spirit expects to be able to re-use up to forty percent of its stock next year, mostly classic standby models like ghosts and witches. More topical costumes sell big, but "Miley Cyrus Twerking" won't sell well next year once memories have faded.

Source:<http://www.forbes.com/sites/stevecooper/2013/10/22/halloween-by-the-numbers/>

Source:<http://www.forbes.com/sites/clareoconnor/2013/10/11/no-trick-just-treat-halloween-pop-ups-now-account-for-half-spencer-gifts-annual-sales/>

Open Access Week

Open Access Week (OAW), what is it? Here is everything you'll need to know. **What?** OAW is an opportunity for the academic and research community to learn about the benefits of sharing what they've learned with colleagues and to help make Open Access a new norm in research.

Why? Open Access has the power to transform the way research and scientific inquiry is conducted.

When Is OAW? Texas A&M University Libraries will celebrate OAW Oct 20-26 with a series of campus wide events aimed toward faculty and students. Stop by the information booth during OAW to learn more.

Source: <http://www.openaccessweek.org/page/about-openaccess.library.tamu.edu>



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Copies of the newsletter are available at the Check Out Desk as well as the WCL homepage: wcl.library.tamu.edu