SWEETS FREED AT LAST: YOU - YOU!

Sweet rationing comes to a sticky end, and small boys everywhere hail the Food Minister their Here of the hour. At last, after nine years on Personal Points, Britain follows up the heatwave with the Sweet-wave.

As Zero Hour approaches, the dam patrol gathers outside the confectioners. Early birds get a special reward - money boxes are rifled - and even father joins the queue.

The langest memories find it hard to recall such days of planty. Look out, Dad, that stuff makes even grown-ups do childish things. The good news that draweth old men from the chimney-corner and children from play, puts the fun back into being young. Tota' mouths have watered a whole lifetime for this great day. For years they've been cheated by the hard facts of world economy from the unrestricted orgies, once accepted as the birthright of every child.

But now "hundreds-and-thousands" are back by the hillion.
Sherbert and rock, geb-stoppers and aniseed balls, lollipeps and chocolate bars.

Now for the tunny-ache of a liftime.