

Jeff Lumby's view from the country

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I Give Up

Last year I wrote a column called Hallowismas, bemoaning the early start Christmas has in the eyes of the retailers. Well apparently Halloween was just wishful thinking.

Last week I was shuffling around Sherway Gardens Mall, and what to my wondering eyes should appear, but a rappin' Santa bustin' a move. It also appears that I can't bust a rhyme. Just when you thought there was nothing in the world that could possibly be more annoying than everyday rap, they drag St. Nick into it. The fact that the shop's name was The Holiday Store is beside the point. For the record it was October 14th, not even a week after Thanksgiving. The temperature was around 20° Celsius if memory serves. Just thought you should know. My first question was how long had this annoying, life-size Santa had been gyrating there before I strolled by? For all I know he was competing with the back to school sale next door in September as well.

I don't want to come off as Scrooge here or anything, but I stood and stared at this guy for a couple of minutes and it was all I could do to hold myself back from plowing him in the chops. It wasn't his fault. I'm sure somewhere on the box that once contained him it has a message that said something like: Warning: please do not remove or display rappin' Santa before mid-November to avoid massive staff turnover and/or personal injury to Mr. Claus. That was obviously ignored. Instead, some over zealous shopkeeper chose to mow right over Halloween and spend essentially the last quarter of the year promoting Christmas.

I guess someone heard that last year's seasonal retail numbers were a little soft so it would be best to get an even earlier start this year. Hey Jimmy Stewart, that's not the answer. If you want us to embrace the spirit of Christmas, having us fed up with it by Remembrance Day is not the way to go about it. My birthday's on Boxing Day and I can guarantee you there isn't one person thinking of that right now. Come to think of it there aren't too many who remember on December 26th either.

I'm sure there's something about my birthday's proximity to Christmas that sets off this jag every year. I remember my parents trying really hard to distinguish the two when I was a kid, but I still opened my share of gifts marked, 'Merry Christmas and Happy Birthday'. Then there was the time I got the left glove for

Christmas and rightly the following day. Clever. See most kids get to look forward to Christmas knowing they have another celebration in June or something. Not me, it was "bang bang" see ya in 364 days. At least I'm not bitter.

December birthday aside, I know I'm not the only one who opposes this early start to the Yuletide season. A lot of folks recognize the obvious possibility for disappointment. Any time you're using three months to set up for just one day you're playing with fire. So, people, what do we do to prevent all of this from happening? I have a plan. STOP BUYING GAS ON SUNDAYS. Oh, sorry, that one's taken. Call your MP? Naaah. Picket the guilty stores yelling, "Hell no, no ho-ho-ho!" Ok, maybe that's a bit extreme. How about simply mentioning to your eager retailer that, in your opinion, he or she might be jumping the gun a bit on Christmas. You're the customer, if you hit these guys where it counts, in the pocket-book, maybe they'll think twice about mixing candy-canes in with the Halloween treats.

Quite frankly I don't understand what all the panic is about in the first place. I mean Christmas gifts are like soap. You're always going to need soap and you always have to buy Christmas gifts for everyone on your list, whether it's in October or December. So what's the rush? Clearly all of this pre-pre-pre-Christmas advertising is targeted to women. Everyone knows men don't do any of their shopping until December 24th.



We wish you a merry October

Halloween Party

Friday, Oct. 28
7:00pm

121 Chisholm Drive,
Milton • 905-693-9397

\$250 in Prizes for Best Costumes
 Live Band Featuring
 'FUNK KING BAND'
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Live Entertainment

Thurs. Oct. 27 - Joy Slam (Classic Rock)
Sat. Oct. 29 - Players Choice (Rock)

Karaoke

Every Monday Night

TEXAS HOLD'EM POKER

Wednesday Nights
Registration 7:00pm
Game Time 7:30pm

HHWIB
HALTON HILLS WOMEN IN BUSINESS

RBC
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Success Conference

Thursday, October 27, 2005 8:30 am to 3:30 pm

IMPROVE YOUR BUSINESS SUCCESS

Brian Quinlan
Planning - the "Dental Floss of Life"

Peggy Grall
Making Big Fat Changes at Work

Wendy Eustace, Clarity Coaching & Facilitation
Successful Networking - You've Got Style!

Sandra Biback, Imagination & Meeting Planners Inc.
Marketing

Keynote address by Robin Lee Kennedy, MotivatedMinds

Blue Springs Golf and Country Club, 13448 Dublin Line, Halton Hills

Early Bird Registration by Friday, October 14

Chamber Members	\$ 80.00
Non Members	\$ 95.00

Regular Registration by noon Tuesday, October 25

Chamber Members	\$ 90.00
Non Members	\$ 105.00

Registration fee includes continental breakfast, lunch, snacks & workbooks. All prices include taxes.
For full details visit: www.haltonhillschamber.on.ca/NetworkingAndNews.aspx?=-75

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