

# Prickly About Pricing

## Dear Tim:

What is it with all the ads you see on TV and hear on the radio these days? Everything's on sale. Hundreds of items reduced in price. Doesn't that mean they were overpriced to start with?

—Priced Out on Primrose

## Dear Priced Out:

I'm with you. Anybody who's "slashing prices" is probably still planning on turning a profit, so there's reason to believe there was a little something extra in the bottom line to begin with. That's why we don't do sales. Sure, we accept coupons, play along with brand promotions and honor manufacturer price reductions, but we price our goods fairly at the time we put them on the shelf and we price them with value in mind. When you shop at Huffman's, you won't be beating the "price-slasher" prices on the sale items, but you'll probably come out even when it comes to everything else. And that's *real* value.

## Dear Tim:

I know it's not Memorial



## DEAR TIM

Day weekend yet, but is it OK to get my grill out?

—Baster on Bayford

## Dear Baster:

Are you kidding me? Of course it's OK. I'm surprised you waited this long. As soon as it's tolerable to stand outside for two minutes at a time, it's grilling season in my book. And if you're getting ready to fire yours up for the first time this year, I've got a special treat for you *and* your grill — Johnsonville Brats. It's the taste and smell of summer, my friend. Pick up a pack back by the deli. And don't you dare put that grill away

until it's covered with a few inches of winter white.

## Dear Tim:

Now that it's official and the Buckeyes' big trio has declared for the NBA Draft, what are our chances of getting back to the Final Four anytime soon?

—Baller on Beaumont

## Dear Baller:

Well, my chances are not great. The only dribbling I've done lately involves my morning orange juice from aisle 1. Your chances may be better, especially if you know a good ticket broker. The Buckeyes, however, seem like a pretty good bet for a return trip sometime soon. They're going to have a number of key contributors from this year's Big Ten title team back, and I hear the new kids on the block are pretty good, too. And with a fiery front man like Coach Matta, I'd say they've got as good a shot as anybody. And that's exciting news for those who follow the "other" college sport in Columbus.

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**Dear Tim** is presented as a public service by Tim Huffman, owner of Huffman's Market. Write to him in care of Huffman's Market, 2140 Tremont Center, Upper Arlington, Ohio, 43221, stop by and say hi, or visit [www.huffmansmarket.com](http://www.huffmansmarket.com).