

Holding Holiday Radio



DEAR TIM

Dear Tim:

I'm as big a fan of the holiday season as the next guy, but when they start playing the round-the-clock Christmas music on the radio the week after Halloween, I draw the line. Are these people serious?

-Humbug on Holly

Dear Humbug:

It appears so, but I see your point. It seems a little early to be thinking about Christmas when we haven't had Thanksgiving yet, but it's a trend I don't see going away. With the economy being what it is this year, I can see how retailers would like to jump-start holiday spending, but the radio stations seem to be in a contest every year to be the first one to start. I always say, "vote with your wallet", or, in this case, your ears. If station programmers know you're turned off by the

early start, they'll see it in the ratings. And, as they say, the numbers never lie. Speaking of honesty, I'd never lie to you about a great holiday turkey. That's why I'd encourage you to order one of our succulent Bowman & Landes turkeys for your table today. With Thanksgiving just a week away, you can't accuse me of telling you too early.

Dear Tim:

You've got a lot of pull around town. What's the chance of you lining up one of those giant inflatable balloons from the Macy's Thanksgiving Day Parade for next year's UA Fourth of July Parade?

-Ballooney on Brandywine

Dear Ballooney:

If I were going after one, it would probably be the Underdog balloon, because that best represents our chances of getting one of those things down Northwest Blvd. You might want to talk to the folks at the city and the Civic Association, though. They make the parade rules around here. My influence as past Grand Marshal isn't as pervasive as you might think.

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.