

# No ho-ho!

The season of - "Oh hell, it's Noel" seems to come around a little faster each year, or are the retailers attempting to talk us in to Christmas specials earlier each year, in the hope that by the time that Christmas finally arrives, we will have been back for a second or third chance at the 'special offers'?

The problem I have with this time of year is that every promotion in store is supported by the same tired point-of-sale material, all with hopelessly inappropriate displays of snowdrifts and warmly-clad, rotund Santa Claus, each face sporting exactly the same manufactured/cloned grin. I doubt that we'll ever break with tradition and install a series of sunburned Santa Claus in baggies, sunglasses and slip-slops, with a string of boerewors around his neck; braai tongs in one hand and a bag of Charka in the other!

We, the consumers are to blame, as we still buy all that tat and still roast turkeys and cook hams and have rich Christmas puddings etc, and I can tell you that I will be doing all that and more again this Christmas, in spite of what I have just said.

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