

# in this issue

November 22, 1985

### 3 POTPOURRI

This page's stories will vary from week to week. This week, Sunday night's performance of the Hubbard Street Dance Company opened and ended with a bang, and The Producers and The Executives will play the night before Bonfire.

JAY BLINDERMAN

### 4 Christmas comes earlier each year

For the retailers that is. Retailers do a lot of their business in the holiday season, so they plan sales and promotions to capture consumers' attention and business, hoping people will buy sooner and buy more.



JAY BLINDERMAN

### 5 What to do when Santa comes too soon

Our writer is sick of Christmas advertisements and displays coming as early as October and proposes five solutions to the problem.

TRICIA PARKER

### 6 'Dickens on The Strand' relives Victorian times

One weekend every December the Galveston Historical Foundation holds a festival to celebrate Victorian England. The characters of Charles Dicken's stories come alive in the streets of the Strand.

THE STAFF

### 8 A peek under the At Ease tree

If Neiman-Marcus can have a Christmas catalog, well then so can we. At Ease searched high and low for the perfect gifts for those loved ones who thought they had everything

WENDY JOHNSON

### 10 'Krush Groove' not much more than rappin' music

'Krush Groove' gets only two stars out of five; its music is about the only thing it has going for it.

It's beginning to look a lot like Christmas — thanks to advertisers and retailers from coast to coast. They're promoting — nay, commercializing — the holiday earlier this year because Thanksgiving falls a week later than last year. They want to make sure that we still have plenty of time to shop.

But because Texas residents were restricted by the Blue Law last year, there were only 27 shopping days left after Thanksgiving. This year, due to the law's repeal, there are actually 26 shopping days before Christmas. Gee, it's so thoughtful of those advertisers to unleash a barrage of commercials and store displays to let us know that we'll be shorted one precious day of gift-purchasing pleasure.

We wanted to make sure we weren't just imagining all of this, so we assigned one of our writers to talk to some area retailers. They admitted that their highest sales figures came during the Christmas season, but they were hardly as money-hungry as their advertisements make them seem. Some agreed that the commercialization of Christmas competes with the traditional meaning of the holiday, but no major changes were predicted.

Our writer wasn't happy with this bleak prediction, so he proposed five solutions to keep the Christmas season from creeping too far back. Most of the methods would be unconstitutional, but the underlying sentiments of his campaign are commendable.

If you really want to return to the days of a non-commercial Christmas, then "Dickens of The Strand" is for you. For one weekend every December, this historic district in Galveston turns into Victorian England, complete with characters from Charles Dickens' stories carousing through the streets. You're apt to find several Bob Cratchits and Tiny Tims trying to coax the yuletide spirit out of penny-pinching Scrooges.

If you're feeling a little like Scrooge yourself, maybe a peek under the At Ease Christmas tree will drive your "Bah Humbugs" away. We believe these tongue-in-*chic* items are topical enough to be truly appreciated by any Aggie on your gift list.

Finally, we'll risk sounding hypocritical (since it's only Nov. 22) and wish you a very merry Christmas. □

— at ease co-editors

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