

"It's wild in there"....

Holiday shopping season gets off to a merry start

By KIM HAMILTON Staff Writer

From Furby to television, items necessary to life jeans and toys to trinkets, folks in Morehead hurriedly rummaged through merchandise at local stores on Friday, the busiest shopping day of the year.

With 24 shopping days until Christmas, local and area residents looked for items in Morehead, while many others traveled out of town to larger department stores in nearby towns.

Lots of people shopped in groups, with four to six family members hopping out of cars and dashing into stores.

Some people interviewed said they shopped to avoid later crowds, some shopped to get exactly what they wanted before stocks were depleted, and others just wanted to be out and about, to enjoy an extra day off after Thanksgiving.

"It seems as though people are buying a variety this year," said Robert Williams, a greeter at the Morehead Wal-Mart. "But TVs and VCRs are a big item. I saw a man earlier buying five 13-inch television sets. And people are buying lots of computers."

People were lined up past the garden center at the store before it opened, according to Williams. Wal-Mart opened at 6 a.m. on Friday, and by 6:04, the store had sold out of the 20 Furbys that were in stock. Furby is the "it" toy this year, according to a national survey of consumers.

He is a furry, electronic, gremlin-like stuffed critter with a computer chip inside that allows him to move and talk. Manager Shelia Ingle said the store's distribution center hopes to send more of the automated furries, but she could not speculate as to when.

Aside from the eye-opening, ear-ringing Furby, electronics are selling like hotcakes, according to another manager of the store. Friday was also a good day for hardware sales and men's and ladies' clothing, said Jim Carpenter.

Edith Rader of Morehead decided to be an early bird this year. She was already finishing her Christmas shopping with her daughter, George Ann Barker of Morehead.

"I'm looking mostly for toys for my grandchildren," she said. Ginny Barker of Morehead was spotted in the kitchen aisle, eyeing some skittles.

Francis Misher and Miranda Watson, both of Flemingsburg, shopped for items for a Christmas giveaway at their business.

Theresa Hollen of Morehead made a couple of trips to and from a crowded store so she could bring her children back to let them browse and get ideas as to what they wanted for Christmas.

"It was wild in here earlier this morning, so I brought the kids back later. Now they can look over the toys and show me what they want," Hollen said.

"I'm trying to shop early because it cuts down on stress," said Sope Perry of Olive Hill, as she looked over Christmas ornaments. "I'm probably spending less this year than last year, but I will have about 20 people to buy for."

"I'm shopping earlier this year, in fact, I have made more than one," said Wanda Barker of Morehead. "It's just easier to get them decorated at home and I'm not rushing. I think it's fun to go out and be with the crowd, because I like to see people."

"I'm shopping early to get out of the crowd," said Donna Ison of Morehead. "I always seem to wait until the last minute, but this year I said 'no,'" she laughed.

"It can be nerve racking," Ison continued. "It seems like I'm spending more this year, but I don't want to."

Jim Ye-Ye is back in, and promises to be one of the most cooperative items on a child's wish list this year. Mr. Microphone is pretty hot as well, to Barker, but don't expect her to

be too inexpensive, say most chaste. Some collector Barbie's go for up to \$200.

Calvin Klein, Tommy Hilf, Levi's and Abercrombie and Fitch are waiting for consumers, but if your child doesn't have a computer, he won't look good in anything, according to television advertising trends.

National computer advertisers are using a more serious tone on consumers than in years past, implying that education is not complete without your basic hoop of mouse chips, wires and circuits.

Kim Hamilton photo

Donna Ison of Morehead selects Christmas cards from a rack at a local store last Friday, the busiest shopping day of the year.

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Cool at school
Daniel Ray Keston, a kindergarten, waited with his father, Bill, for his brother to get out of school at Morehead Elementary recently.

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