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What's bugging Bubbles? Dec 13-07

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What's bugging *Bubbles*?



Every week we take a peek at what's bugging 'Bubbles' and this week (Dec. 13), as most predicted, Mike indulged himself in another tangent over fellow citizens, friends and neighbours dropping Christ from their Christmas. But this year Mike took it a step further, insisting societies in other parts of the globe - keep Santa's "Ho's" in his Christmas, too.

What Mike and the followers of his rhetoric fail to realise, is that consumer markets are the ones who dictate change and marketers simply adopt, but only for one reason; because it makes good business sense. The Christmas shopping season accounts for as much as forty per cent of a retail store's annual revenue and as much as three-quarters of its annual profit.

The potentials for success in a secular celebration are many, the most important being - the fiscal economy that drives our nation is primarily based on the success of retailers. Mike may be experiencing some difficulty coming to terms with Christ's declining popularity, but retailers long ago realised the Net Profit Value in Christ in our consumer markets is declining, and any continued industry support could never possibly facilitate the growth required to continue driving our demanding economy. What will facilitate new growth, is a multicultural adaptation of secular celebrations. To put it in simple terms; the more who contribute to our economy, the greater our economy becomes.

For those of you who don't particularly fancy the idea of adopting a Christian theme in your season's celebrations, you'll be happy to learn - you don't have to. "Christmas" is a deluded Christian adaptation of a season's celebration called Yule, which pre-dates Christianity by centuries. Yule is a winter celebration associated with the arrival of winter solstice, celebrated in northern Europe since ancient times.

Around the 1400 (C.E.) the addendum; the Christian Bishop of Myra in Lyciat (circa 343 C.E.) was added - further christianizing the the theme of the season's celebration of Yule by adding Saint Nicholas as Santa Claus. According to Christian legend; St. Nicholas (Santa Claus) was famous for his generosity in giving gifts to the poor, in particular presenting the three impoverished daughters of a pious Christian with dowries so that they would not have to become prostitutes, which, ironically could be the cause of the "politically correct" segment of Mike's world - wanting to drop the "Ho Ho Ho" from Santa's vocabulary. Historically, 'Santa Claus' was attributed for the destruction of several Pagan temples, among them, one of The Seven Ancient Wonders of the world; The Temple of Artemis.

If the Christian theme turns you off, you'll be happy to learn; "Christmas" is essentially the symbology and traditions of Yule past with the Christian story of the birth of Christ superimposed upon it. The fact is; Christ was not even born on Christmas day, he was actually born in January. The solstice celebration of Yule begins on December 24 and ends January 2nd. For the ancients, Yule was then what it is unknowingly to many today, a group impulse to celebrate the cycles of nature and a reaffirmation of the continuation of the gift of life through gifts and kind thoughts to one another. The traditions of Yule include; decorating a fir or spruce tree, burning a Yule log, the hanging of mistletoe and holly, giving gifts, and general celebration and merriment. So by-all-means, if it'll help motivate you to celebrate life with friends, family and join in on our communities festive season's celebration, feel free to join in with us and celebrate Yule.

"What's bugging Bubbles" is a Herald parodic response to Halton Hills Councillor- Mike O'Leary's rhetoric published every week in Acton's -The New Tanner, called; "*The Way I See It*".

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