

2001 Golden Quarter Toy Guide



GQ 2001

ID	Task Name	Start Date	End Date	Duration	Timeline	
					August	September
1	2002 Pricing—Start Pricing	08/21/2001	08/23/2001	3d	█	
2	2002 Pricing In Effect	08/24/2001	08/24/2001	1d	█	
3	Golden Quarter Detail Project: Toy Guide	09/25/2001	12/31/2001	98d		█
4	Stage One	08/23/2001	10/05/2001	44d	█	
5	Toy Drop # 1	09/17/2001	09/25/2001	9d		█
6	Back Room Preparation	09/12/2001	09/20/2001	9d		█
7	Toy Maintenance	09/17/2001	12/31/2001	106d		█
8	Golden Quarter Planning	09/01/2001	09/30/2001	30d	█	
9	Toy Drop #2	09/27/2001	10/05/2001	9d		█
10	Stage 2	10/09/2001	11/16/2001	39d	█	
11	LHR Golden Quarter Meetings	10/14/2001	10/16/2001	3d		
12	District Golden Quarter Meetings	10/16/2001	10/18/2001	3d		
13	Toy Drop #3	10/08/2001	10/16/2001	9d		
14	Toy Drop #4	10/18/2001	10/26/2001	9d		
15	Toy Drop #5	10/29/2001	11/06/2001	9d		
16	Toy Drop #6	11/08/2001	11/16/2001	9d		
17	Setup Holiday Decorations	11/01/2001	11/03/2001	3d		
18	Increased ESS Order Limits	11/11/2001	12/08/2001	28d		
19	Hotline Orders (Select Stores)	11/18/2001	12/16/2001	29d		
20	Stage 3	11/20/2001	12/24/2001	35d	█	
21	H.O.T Friday—Setup After Closing 11/21/2001	11/21/2001	11/21/2001	1d		
22	Happy Thanksgiving	11/22/2001	11/22/2001	1d		
23	H.O.T Friday	11/23/2001	11/23/2001	1d		
24	Toy Drop #7	11/19/2001	11/30/2001	12d		
25	Toy Drop #8	12/03/2001	12/07/2001	5d		
26	December 24, Final Selling Day	12/24/2001	12/24/2001	1d		
27	Christmas Day	12/25/2001	12/25/2001	1d		
28	Cycle Inventory (All Stores)	12/30/2001	01/03/2002	5d		
29	Perfect Staffing Deadline	01/04/2002	01/04/2002	1d		
30	September Flyer (603) Sale	08/23/2001	09/29/2001	38d	█	
31	October Flyer (604) Sale	09/27/2001	10/27/2001	31d		█
32	November Flyer (605) Sale	10/25/2001	11/17/2001	24d		
33	December Flyer (606) Sale	11/15/2001	12/29/2001	45d		



Battery Operated

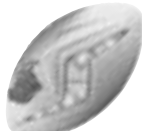
600-1209	Lightning Strike Football	9.99	2 AAA
600-1210	Barbie Cash Register	49.99	4 AA
600-1214	Light Up Hippo	4.99	2C
600-1215	Lock 'N Safe	14.99	3 AAA
600-1216	Mighty Mo's Porsche Boxster	14.99	3 AAA
600-1217	My Secret Treasure Chest	19.99	3 AA
600-1218	Power Rangers Pinball	29.99	3 C
600-1219	Insecto Bots	19.99	3AAA
600-1225	Sing 'n Jam (new model)	29.99	5 C
600-2698	Deluxe Slot Machine	15.99	2 AAA
600-2699	Deluxe 2 Player Poker	15.99	2 AAA
600-2697	Solitaire	19.99	2 AAA
600-2770	Play 'n Jam Keyboard	29.99	4 AA
600-2834	Blast-Off Pinball	9.99	2 AA
600-2844	Flight Simulator: Attack Mission	19.99	2 AA
600-2845	E-Chess	29.99	3 AA



600-1219



600-1214



600-1209



600-1215



600-1217



600-2844



600-1216



600-2845



600-2834



600-2697



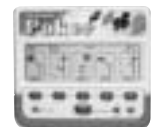
600-2698



600-1225



600-2770



600-2699



600-2620



600-2619



600-2622



600-2623



600-2616

Educational

600-2619	Bilingual Talking Laptop	39.99	4 AA
600-2622	Zip The Robot (refreshed)	49.99	4 AA
600-2623	Barbie B-Smart PC Notebook	69.99	4 AA
600-2616	Talking Agent Bravo	99.99	6 AA
600-2620	Talking Accelerator Eclipse	99.99	4 AA, 2 AAA

Toy Lineup

DETAIL
4
SALES

Pre-School



600-2784

600-2621	Teachin' Bot	19.99	3 AA
600-2784	RC Keystart	9.99	2 AA, 1 9V
600-2779	RC Rex	14.99	4 AA, 1 9V
600-2781	Elmo Revin' Sound's Motorcycle	14.99	2 AA
600-2780	RC Grinder	17.99	2 AA, 1 9V
600-2782	RC Police Cruiser	24.99	4 AA, 1 9V
600-2783	RC Barbie Jeep Wrangler	29.99	4 C, 1 9V



600-2783



600-2621



600-2780



600-2779



600-2781



600-2782



600-4279

Radio Control

600-4279	Shadow Runner	14.99	1 9V, 4 AA
600-4280	Wildcat (go-cart)	24.99	1 9V, 4 AA
600-4281	Slide Rider (girl scooter)	29.99	1 9V, 6 AA
600-4282	Frenzy (Jet Ski)	29.99	1 9V, 6 AA
600-4283	Dagger (truck)	29.99	1 9V, 6 AA
600-4251	Shifter	29.99	1 9V, 4AA or 6V BP
600-4284	Razor Blade (luge racer)	39.99	1 9V, 4 AA or 6V BP
600-4285	Roughneck (shakin' truck)	39.99	1 9V, 8AA or 9.6V
600-4286	Jimmy Neutron Ultra Orb	39.99	1 9V, 9.6V
600-4287	Mercedes Benz	49.99	1 9V, 6 AA or 9.6V
600-4288	Surf Monster	49.99	1 9V, 9.6V



600-4286



600-4280



600-4284



600-4288



600-4281



600-4283



600-4285



600-4282



600-4251



600-4287



5

2001 Toy Lineup

Radio Control (Continued)

600-4290	Aggressor	59.99	1 9V, 6 AA or 9.6V
600-4291	Hack Saw	59.99	1 9V, 8 AA or 9.6V
600-4289	Evictor (Robot)	49.99	1 9V, 8 AA
600-4304	Crocodile Hunter	59.99	1 9V, 9.6V
600-4293	Manta Ray (windsurfer)	59.99	1 9V, 9.6V
600-4263	Hydro-Shock	69.99	1 9V, 9.6V
600-4294	Jack Hammer (tractor)	69.99	1 9V, 9.6V
600-4295	67 Impala	69.99	1 9V, 9.6V
600-4296	69 El Camino	69.99	1 9V, 9.6V
600-4297	Baja Screamer (ATV)	69.99	1 9V, 9.6V
600-4298	Mangler (3-speed)	79.99	1 9V, 9.6V
600-4268	Monster Patrol	79.99	2 9V, 7.2V
600-4299	Deceiver (new color)	79.99	1 9V, 9.6V
600-4300	Jeep 4X4	99.99	1 9V, 7.2
600-4301	PT Cruiser	99.99	2 9V, 7.2V
600-4302	Gamma Ray (boat)	99.99	7.2V, 6AA
600-4272	Lightning	99.99	1 9V, 7.2V
600-4303	Nomad	149.99	1 9V, 7.2V
600-4273	Ford F-150	149.99	1 9V, 7.2V



600-4290



600-4291



600-4289



600-4304



600-4293



600-4294



600-4297



600-4299



600-4263



600-4302



600-4296



600-4295



600-4298



600-4268



600-4272



600-4300



600-4301



600-4273



600-4303

Toy Signage

DETAIL
4th Edition
SALES

This Holiday Themed Signage will be coming in the November POP Kit.
(Actual POP may vary from images shown)



22"x 28" Chrome Floorstand



RC Car Flags
(See Page 37 for special instructions)



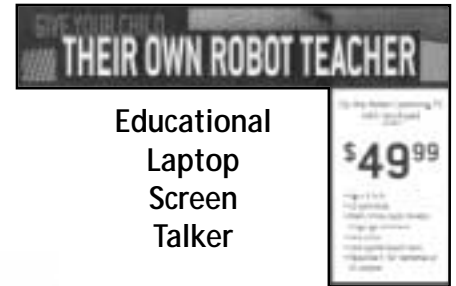
8½" x 11" Overstock Canopy Signs



11"x 14" Reference Card
(Two Laminated Cards and One Easel)



3" x 4" Small Toy Tent Signs
(With Adhesive)



Educational Laptop Screen Talker



Jimmy Neutron RC Car Display



8"x 10" Jimmy Neutron Display Easel



Keyboard Violators



Karaoke Violators



Space Concerns:



Educational Toys at the Compaq
Tables option

As in previous years, you may move the Compaq Tables together to create some extra floor space. This area is typically used to display the Educational Laptops.

Some very important things to keep in mind when moving floor fixtures and making your toy displays:

1.) Maintain a *minimum* 36" (44" in California) of clearance around all fixtures and displays.

2.) Make sure there is more than one path for your customers to enter and exit your store.



You may also move the Sprint Floor Fixtures together. Although toy displays can be in the Sprint Store, it is recommended that toys are **not to be displayed on the floor fixtures or Window sign.**



Floor Moves

DETAIL
4
SALES



Another way of creating additional floor space is moving the two RCA Floor fixtures together as shown. For the current layout of the floor fixtures, order Planogram #**59268** via FaxBack.



The **Battery Spinner** has typically been placed behind the Compaq Tables. With the removal of the largest table, this will create the space necessary to relocate the Spinner closer to the front of the store.



Where space allows, place the new FRS display in the Sprint Store next to a Floor Fixture.

Some ideas for placement are shown in the sample store layouts.

Refer to pages **14-19** for sample store layouts.



Space Concerns



Every year brings challenges to find more space in the store. One option is to remove certain non-seasonal areas such as Raw Speakers from the wall. Once removed, this space could be utilized for items such as Auto Sound or Clearance Toys.



Educational Toys on the wall option



With a four foot section now available, it could be merchandised with clearance toys. Work in the new handheld games as they start arriving.



Other areas such as CB Antennas, could be condensed by removing slower moving products and placing them in the back room.

The 4' CB Antenna Planogram Number is:
66001



Back Room Prep

DETAIL
4
SALES



The **Answer Center** is a tool to help keep your sales force informed of current and upcoming promos. It organizes memos, Cool Connections Newsletters, Store Display Guides, and other materials that are utilized on a daily basis.

Organization of the back room area is a critical and essential part of making your store Sales Ready all year long.



Keep your **security cage** organized, locked, and inventory regularly.



An organized overstock wall for pegged merchandise will make it easier and faster to re-stock an empty peg on the sales floor.



Back Room Prep



Organize empty boxes by category and in numeric order, if possible. If space is a concern, discard the box but keep the manual and other materials (batteries, cords, etc.) and store them in numerical order in a filing cabinet for fast and easy retrieval when the display unit is sold



Organize overstock by category. This will make your sales force more efficient in obtaining products for your customers.



Restock **all** battery display areas daily. Remember to rotate your stock as you replenish. Sell your older batteries first!

Back Room Prep

DETAIL
4
SALES



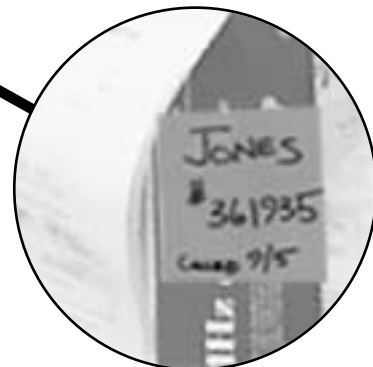
Keep the **Layaways** in one location as space allows. If all layaways will not fit in the designated section, be sure to **clearly** label each layaway in the area it is stored.



Another way to be a customer service hero all year long is to keep your **Repair In/Out** section orderly.

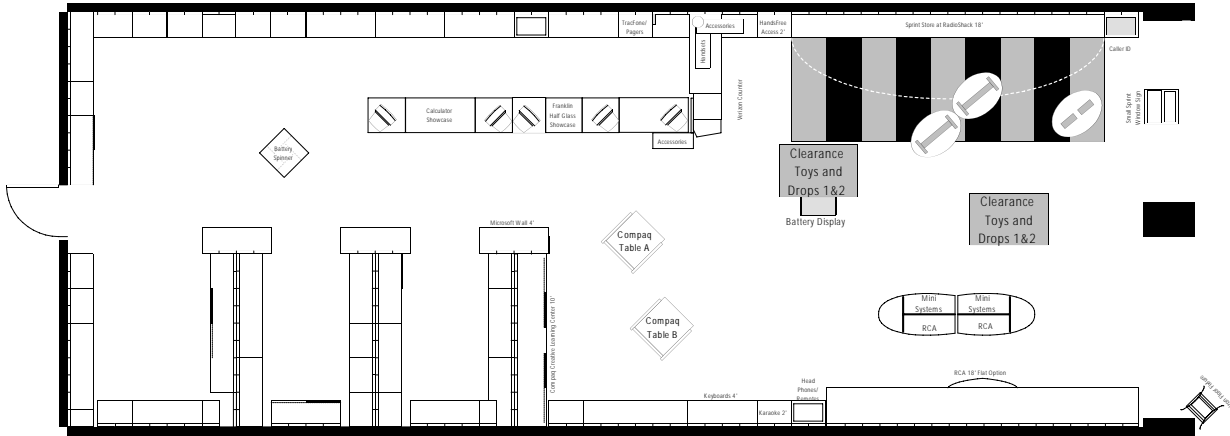


When a repair is returned to your store, try attaching a "Post-It" with the Customer's name, ticket number, and date notified to the front of the repair so that it can be seen from the front.

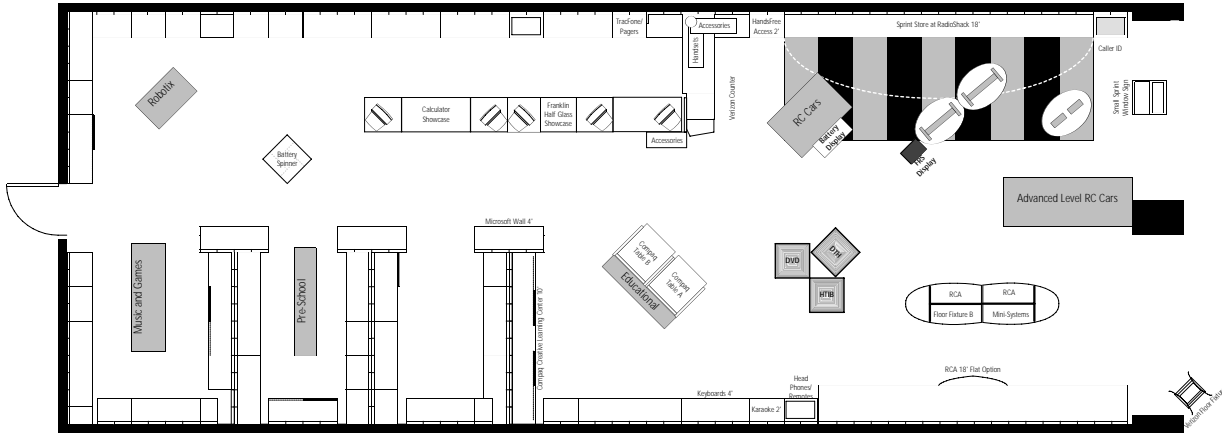


Store Layouts

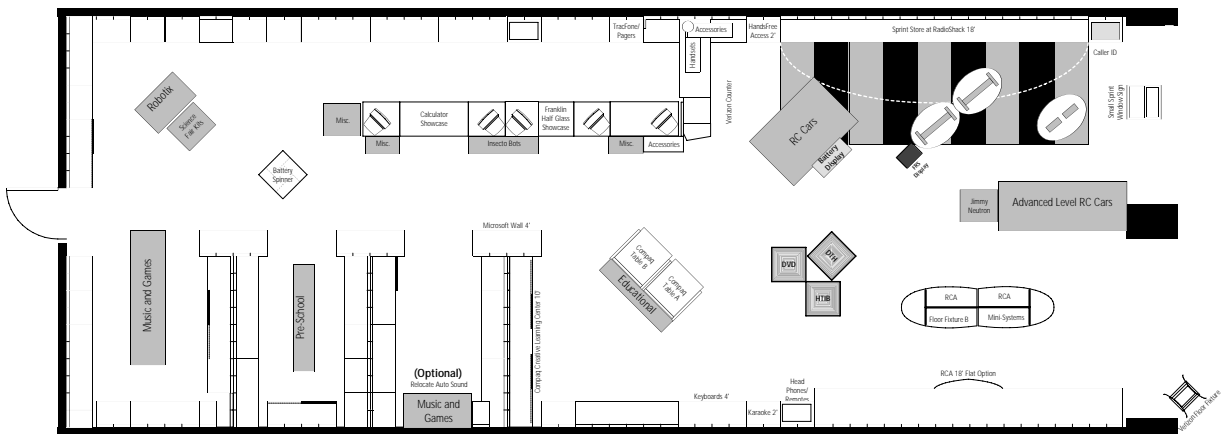
Small Mall Stores



Stage
1



Stage
2



Stage
3

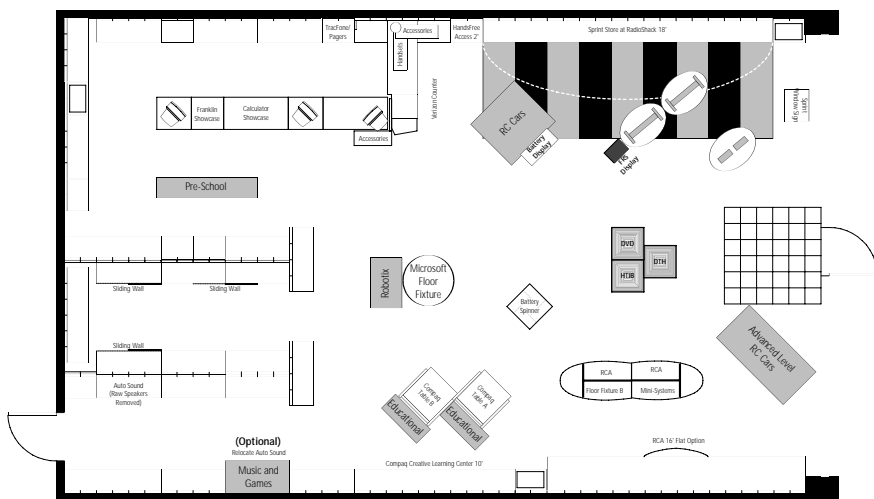
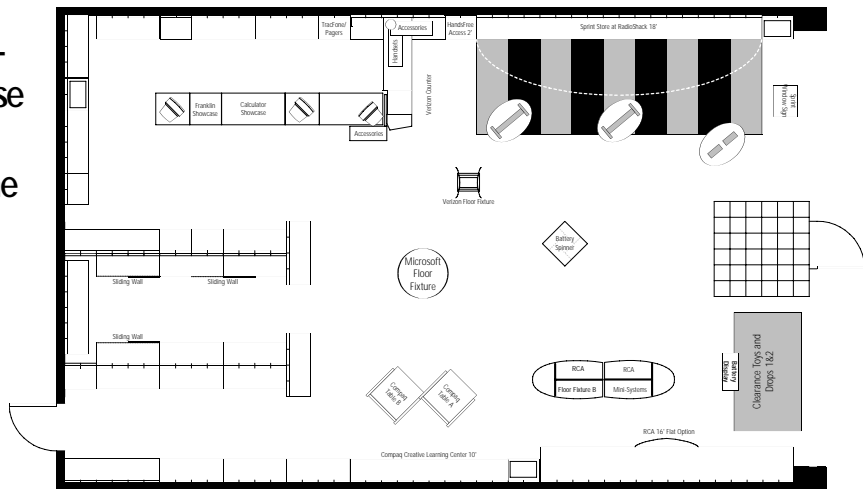
Store Layouts

Small Strip Store

DETAIL
4th QTR
SALES

There are over 5,100 Corporate-owned stores—there are over 5,100 different store layouts. These are shown as a few different ways stores might be arranged. Try to match a store layout with one that best matches your store.

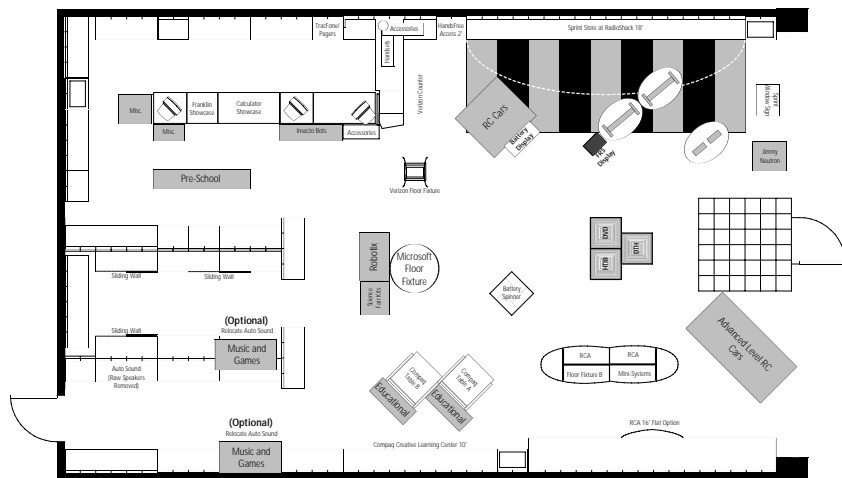
Stage 1



Stage 2



WHEN WILL JIMMY INVENT A "STORE STRETCHER"?



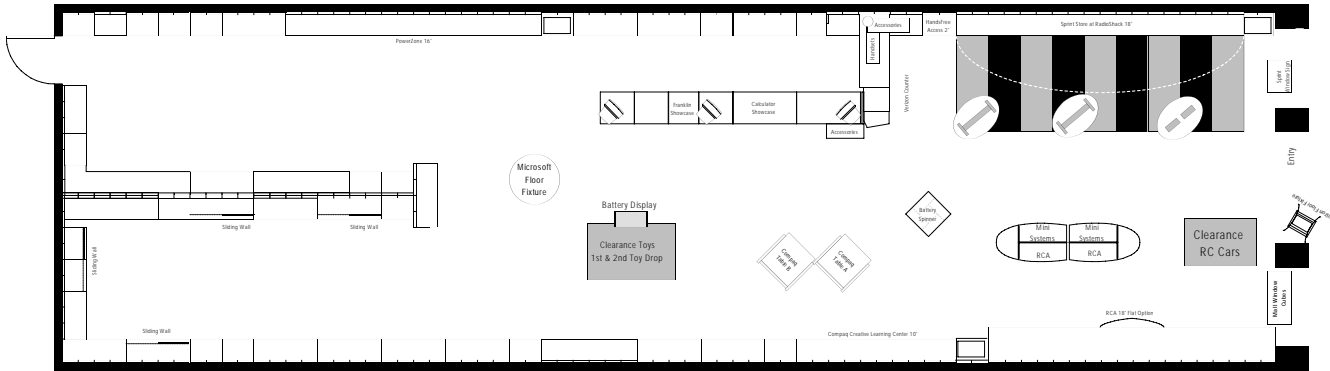
Stage 3

All Stage One options show a representation of clearance toys with the first two toy drops.

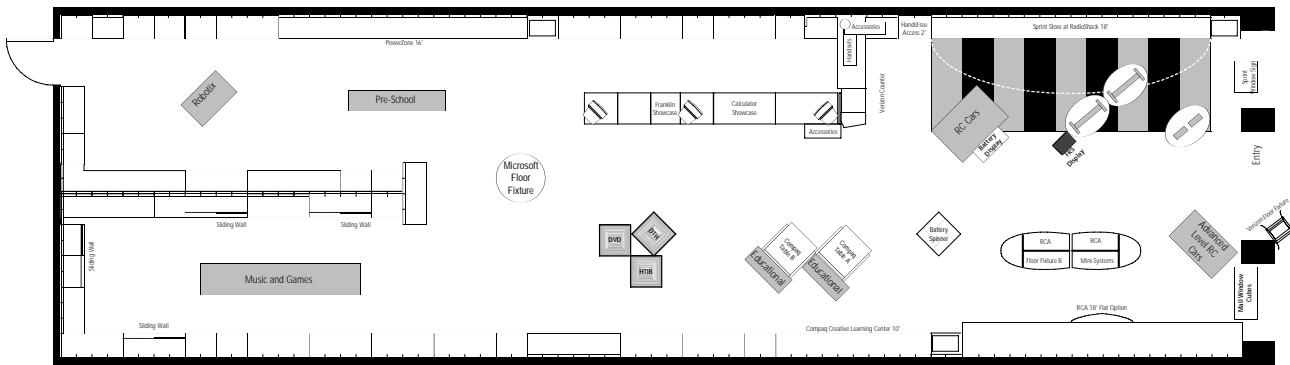


Store Layouts

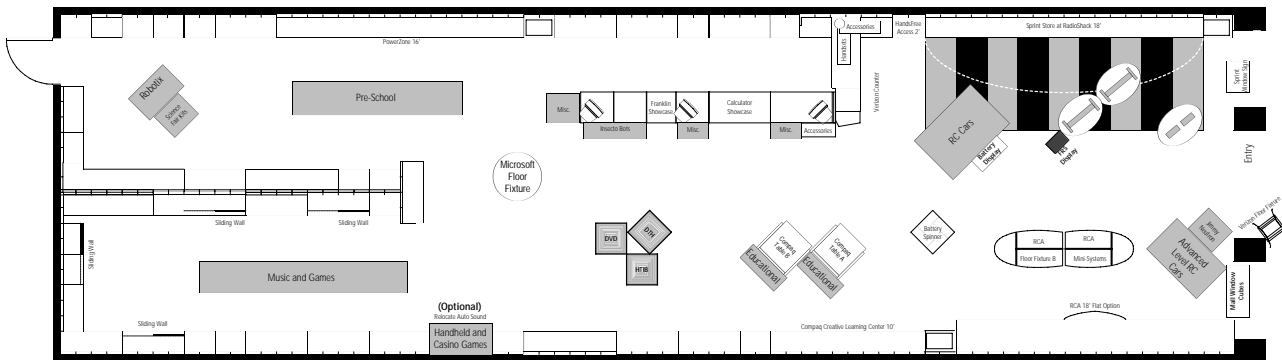
Medium Mall Store



Stage 1



Stage 2



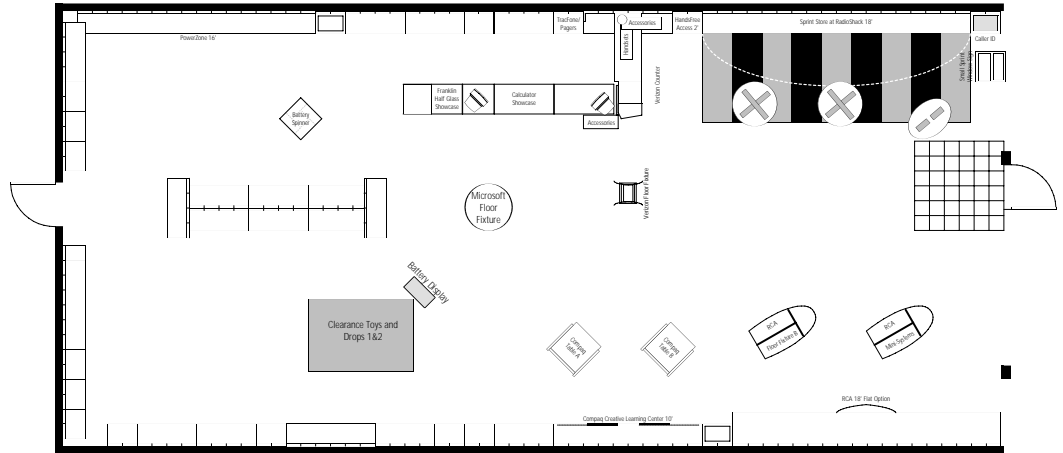
Stage 3

Store Layouts

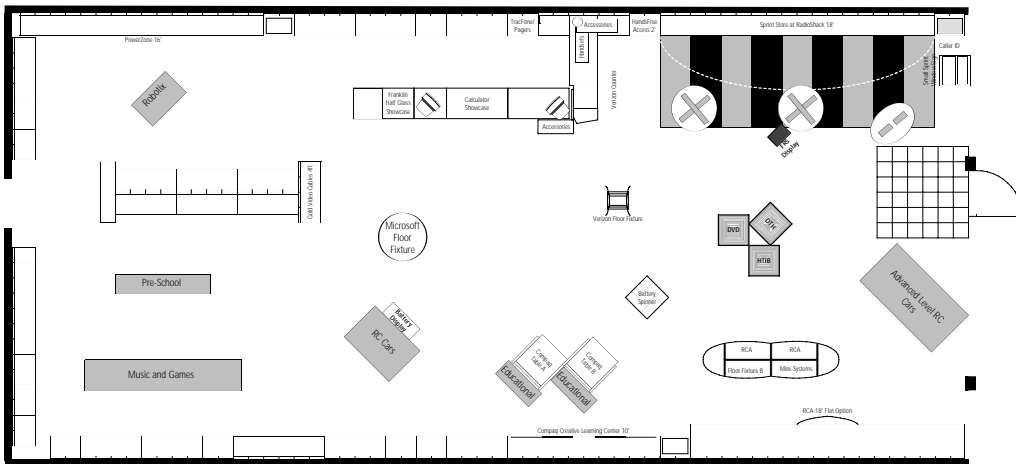
Medium Strip Store

DETAIL
4
SALES

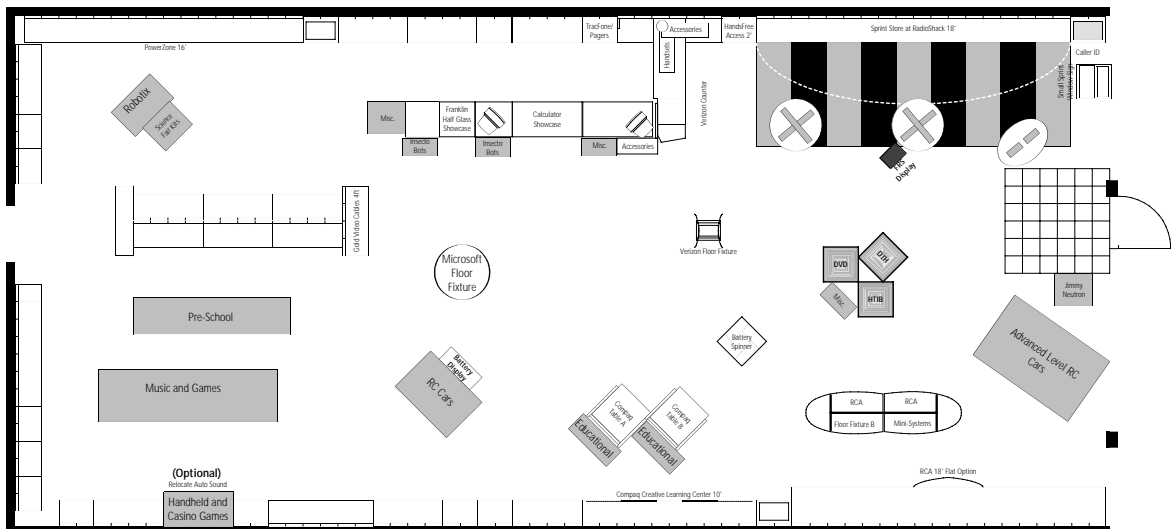
Stage 1



Stage 2

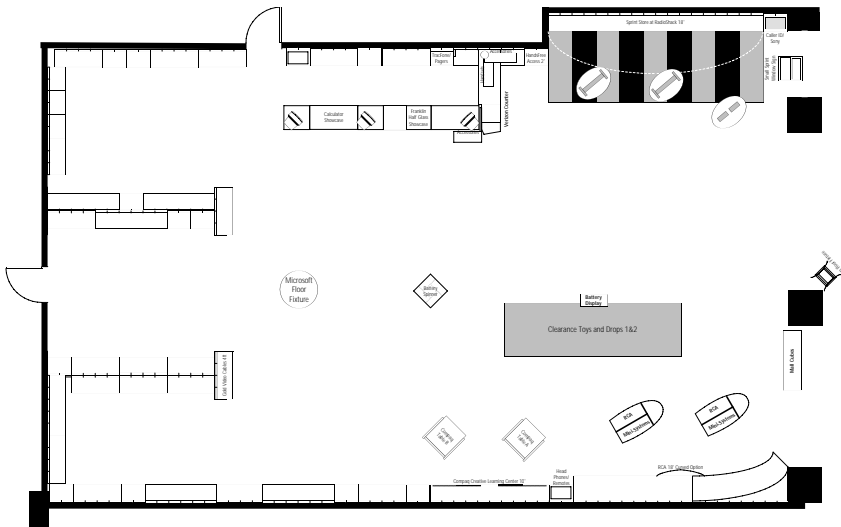


Stage 3



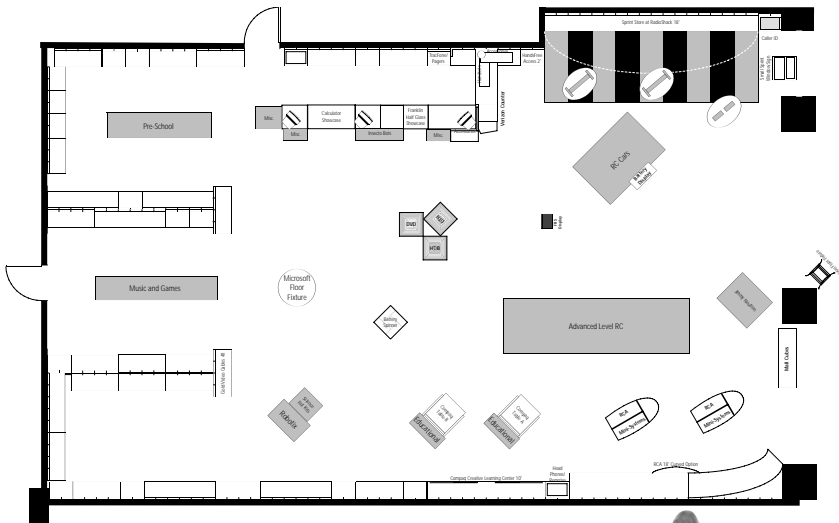
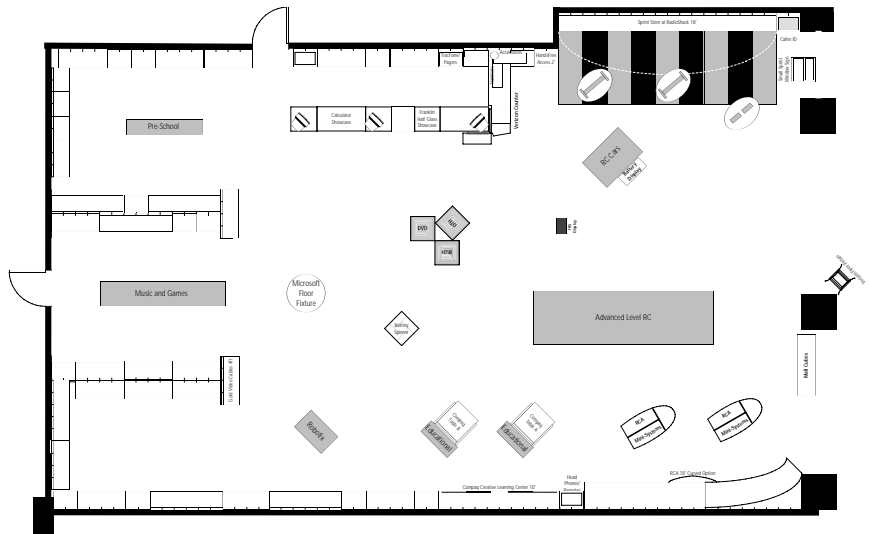
Store Layouts

Large Mall Store



Stage 1

Stage 2

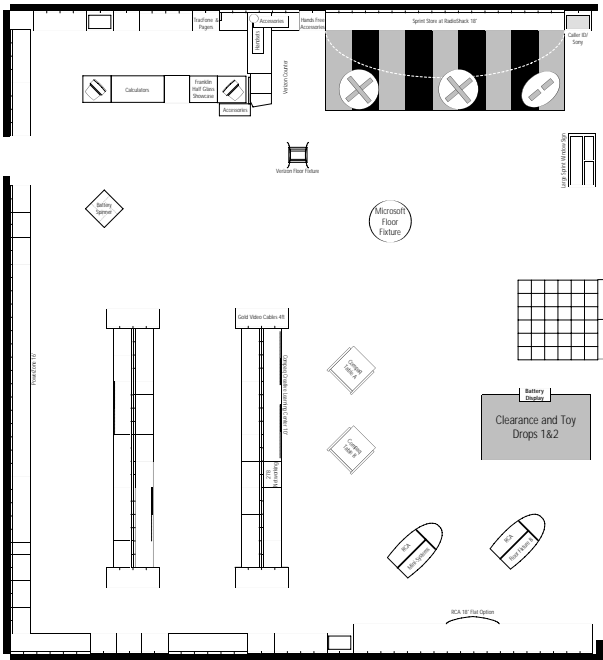


Stage 3

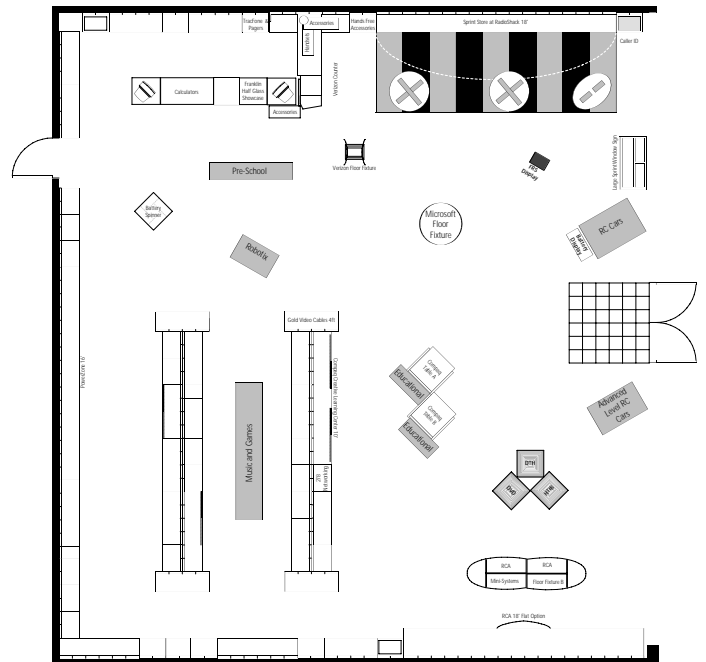
Store Layouts

Large Strip Store

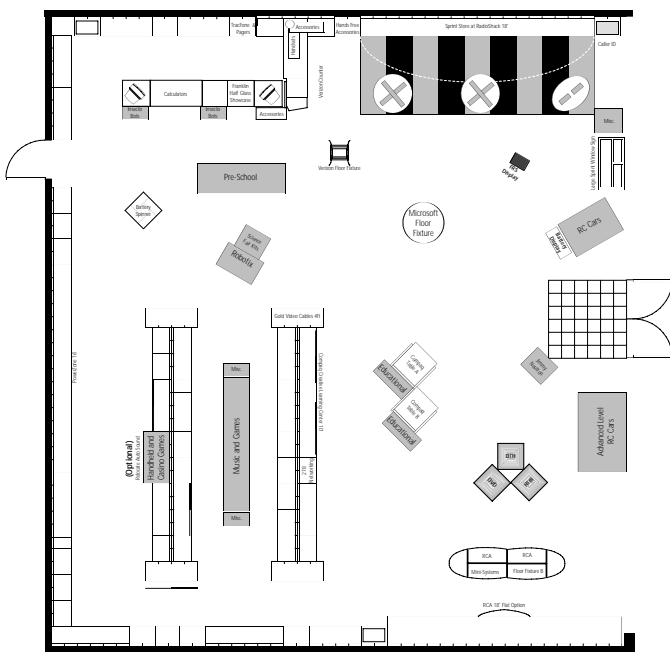
DETAIL
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Stage 1



Stage 2



Stage 3



Overhead

These pages show the use of the canopy as a display.
When used properly, this valuable space can be used to



Left Wall Canopy Display



Be sure not to block exit
canopy display



**End Product
on Canopy**



T-Wall Endcap

Overhead display will only be used for overstock items.
This area should *NOT* be used as the only display area.

and Display

DETAIL
4
SALES

area in your store. Follow these guidelines carefully.
can make an effective display of overstock.

It is critical that the exit
signs be seen in the event
of an emergency.

ot questions.
answers.

signs when utilizing the
display space.



Right Wall Canopy Display



T-Wall Endcap



Canopy Behind Counter

ms that are already merchandised on the sales floor.
y display area for *ANY* of your products.

Canopy Shelf Installation



Use 14" or 16" brackets and insert the bracket two slots down from the top of the standard. This should allow the brackets to line up with the canopy brackets.



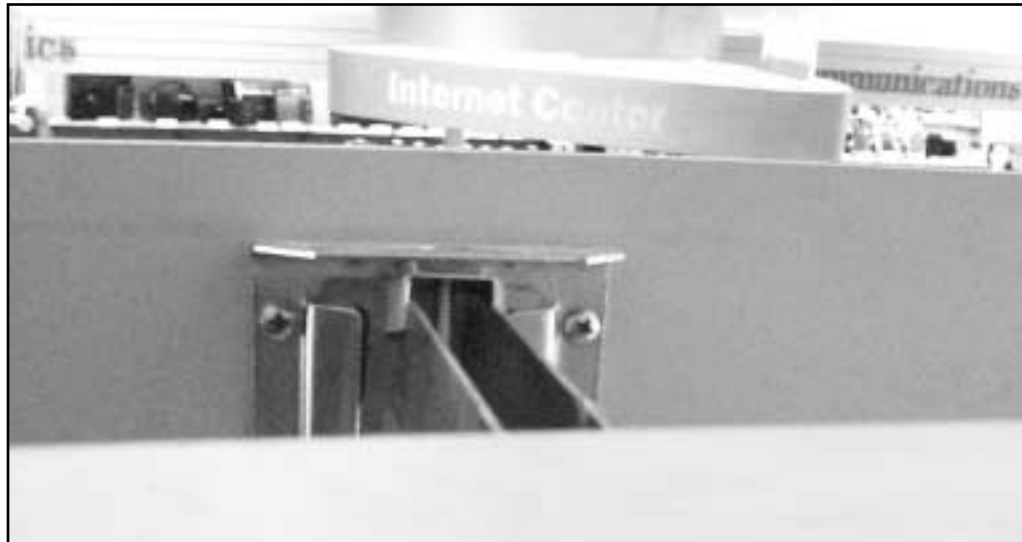
Place a 16" shelf on the brackets. Be sure to leave a gap between the shelf and the canopy.



All shelves must be **secured tightly with screws**. This will prevent the shelf from shifting and falling between the brackets. Taking a few extra minutes to assure the shelf is secure will prevent any possible injuries.

d Display

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The canopy is supported by large brackets, but those brackets are attached to the canopy with small screws. Excess stress on these screws will cause the canopy to break off the wall and fall to the floor.



Do not allow the front shelf edge to rest on the canopy.

The canopy should not be used to support the weight of the shelf, the heavier RC cars, or the pegged products that might be merchandised on the canopy.



This sign is a prototype of the canopy signs you may see this Golden Quarter.

Overhead



Relocate the Communications Canopy Graphics....

To make room on the canopy behind the counter, relocate the Personal Electronics and Communications canopy graphics to the canopy over the Boomboxes and CB Antennas as shown.



...to the canopy above CB Antennas.



MP3 Players

The Canopy can also be used as a display area for the H.O.T. Friday Merchandise that hangs on a peg.



RC Accessories

d Display

DETAIL
4th Quarter
SALES



Personal Electronics Canopy Graphics are moved to...



...the canopy over the Boom Boxes.



Franklin Products

The Franklin products may be displayed in their packaging on the canopy. This should be a double exposure.

The Franklin and other 630-Series data reference products should still be in the showcase.

The canopy should not be the only display area for any product.

Use these items as suggestions. As you sell out of these products, replace them with other high volume pegged items.



Portable CD Players

This type of package could hang on a peg, but it also could be displayed on the canopy by resting on two pegs as shown.

Note the Tag Wizard 5" x 7" sign in a holder next to the product.

Stage One:



The first Toy Drop is scheduled to be completed by September 25. Make a display of the new toys as well as some clearance toys. Be sure to place the battery display close to the front so all of your customers can easily access the batteries.



The second toy stack location is the RC Cars that require regular alkaline batteries. Make a stack around the battery display. A new topper for the displayer will be included in the October POP kit. Clearance toys should be mixed in this area as well as the front toy display.



If space allows, a separate display of clearance toys could be built around the battery display.

The options on this page are all shown as display options that could be built around the battery display

Clearance and Drops 1&2

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SALES

September Toy Drops

600-1214	Light Up Hippo	4.99
600-1216	Mighty Mo's Porsche Boxster	14.99
600-2619	Bilingual Talking Laptop	39.99
600-2620	Talking Accelerator Eclipse	99.99
600-2623	Barbie B-Smart PC Notebook	69.99
600-2697	Solitaire	19.99
600-2698	Deluxe Slot Machine	15.99
600-2699	Deluxe 2 Player Poker	15.99
600-2770	Play 'n Jam Keyboard	29.99
600-2780	RC Grinder	17.99
600-2781	Elmo Revin' Sound's Motorcycle	14.99
600-2834	Blast-Off Pinball	9.99
600-4251	Shifter	29.99
600-4268	Monster Patrol	79.99
600-4279	Shadow Runner	14.99
600-4280	Wildcat (go-cart)	24.99
600-4282	Frenzy (Jet Ski)	29.99
600-4283	Dagger (truck)	29.99
600-4285	Roughneck (shakin' truck)	39.99
600-4287	Mercedes Benz	49.99
600-4295	67 Impala	69.99
600-4297	Baja Screamer (ATV)	69.99
600-4299	Deceiver (new color)	79.99
600-4300	Jeep 4X4	99.99
600-4301	PT Cruiser	99.99
600-4302	Gamma Ray (boat)	99.99



Handheld games can be hung on pegs using **SSP-207B** Do-It Hang Tabs. A supply will be sent with this guide.



Another option is to use two peg hooks as a support. Be sure the peghooks keep the boxes level.



Stage Two:



Separate the Advanced Level RC Cars from the Novice Level.



Keep the Extreme type RCs together.



Pre-school toys in a stair step type of display.

By Stage Two, your store will really start to look and feel full.

By this stage, all *Clearance* toys should be removed from the back room and off the canopy and displayed on the floor.

Musical toys are grouped together and displayed near the PA / DJ, Karaoke / Keyboard sections.



Drops 3 — 6

DETAIL
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October Toy Drops

600-1215	Lock 'N Safe	14.9
600-1217	My Secret Treasure Chest	19.9
600-2622	Zip The Robot (refreshed)	49.9
600-2623	Barbie B-Smart PC Notebook	69.9
600-2779	RC Rex	14.9
600-2780	RC Grinder	17.9
600-2782	RC Police Cruiser	24.9
600-2844	Flight Simulator: Attack Mission	19.9
600-4289	Evictor (Robot)	49.9
600-4293	Manta Ray (windsurfer)	59.9
600-4294	Jack Hammer (tractor)	69.9
600-4298	Mangler (3-speed)	79.9

These toys will start to arrive in your store during Stage Two.



Educational Toys shown under the Compaq Tables



Pages 30 and 31 show typical placement of the Holiday Holly Sprays

New Decorations

New decorations will be sent to your store this year. They are very similar to the decorations that were sent a few years ago. If you still have the older decorations, continue to use them as well.

Be sure not to discard these decorations!

The shipping box was designed to store them as well. Please do not throw the decorations away at the end of the season.

Store them in your back room for use next year.



Stage Two:



DIRECTV Dish on the Mall Cube



New Handheld PC and MP3 display cases (Coming Soon!)

Decorations

DETAIL
4th QTR
SALES



Larger stores with more than three terminals may place a holly spray on a monitor that does not have the recruitment sign attached to it.

Stage Three:

During Stage Three, the final allotment of toys will reach your store. Also during this time, your store will be receiving the merchandise for H.O.T. Friday.



The Croc Hunter RC Set 600-4304 is shown here with a stack at the counter.



This time of the year, space is hard to find. Corners can be a great area to display the battery packs and chargers.

This year, we will have an exclusive tie-in to the Nickelodeon movie:



There will be a sweepstakes with a chance to win total access of an amusement park for a half day or a chance to win an Ultra Orb! The "life size" display of Jimmy Neutron should be in the front of the store to enable your customers to enter the sweepstakes without having to wait in line to fill out an entry.



At the time of printing, the design of the Jimmy Neutron Floor Display has not been finalized.

Final Drops

DETAIL
4
SALES



InsectoBots 600-1219



Lock 'N Safe 600-1215



My Secret Treasure Chest
600-1217



Combination Stacks



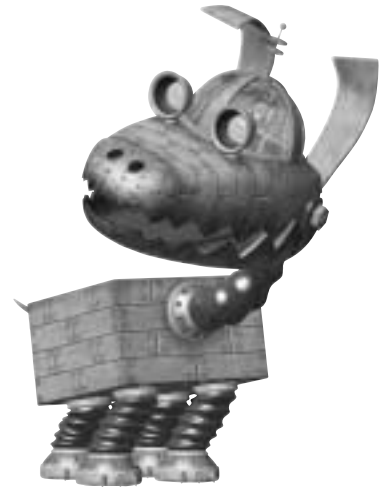
If you choose to display merchandise in front of the counters, be sure the stack does not block the view into the showcase.

Placement Options for "Miscellaneous" Toy Stacks

All Stages:

Ideas To Make Your Store "501" Sales Ready

A toy demonstration videotape will be sent to your store in late October.



An idea to help draw extra attention to your toy stacks is to display a **160-3000** 5" Color TV in your display.



Connect the **150-1972** Wireless Transmitter to a VCR playing the toy video.

Set the VCR to auto-repeat to play the video in a non-stop loop.



One of the Four Principles of Store Readiness states, "EACH PRODUCT IS FUNCTIONAL". The **280-0290** Robotix Kit will be a big seller if one is assembled. Due to the complexity of the product, this is optional.

Toy Maintenance

DETAIL
4
SALES



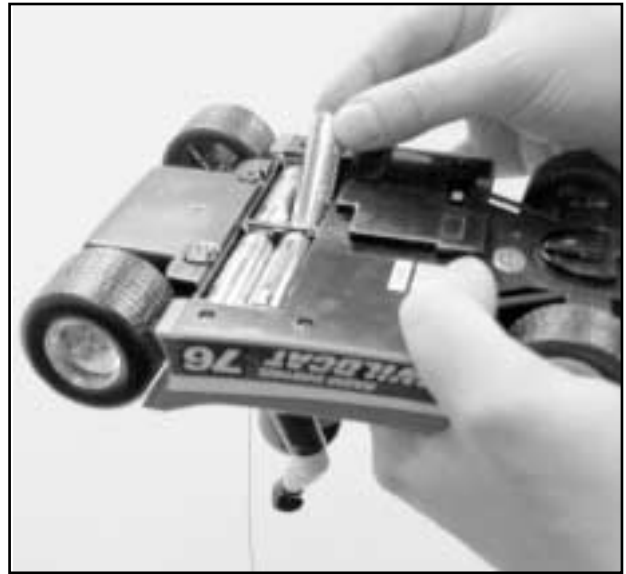
Under the counter is a handy place to store a battery charger.



Have battery packs charged and ready for demo at all times.



Be sure to price all battery and combo packs in the upper right hand corner of the package.



For toys that do not require a battery pack, be sure to have them demo ready with fresh alkaline batteries.

Don't forget to adjust your inventory for the batteries you use.



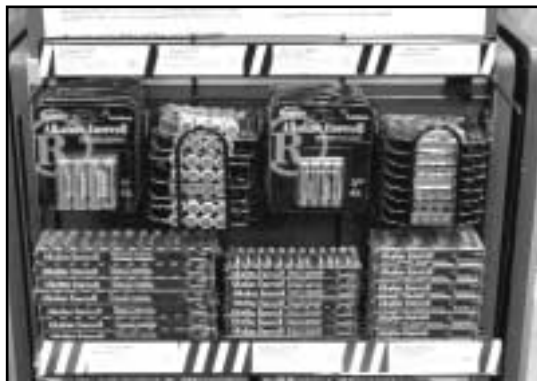
When building the toy displays, be sure the bottom of the box is not visible. Keep in mind your customers will see all four sides of the display

All Stages:

You will need to straighten your toy displays constantly.



In order to make batteries an easy add-on, try displaying some behind the counter. One location could be where the 220 Series Multimeters are located. Create a space by adjusting the angles of the shelves in the recorders and decreasing the gaps between the shelves.



Be sure to keep all battery displays full. For every dollar sold in toys, you will average 70¢ in battery sales.



Before



After

Toy Maintenance



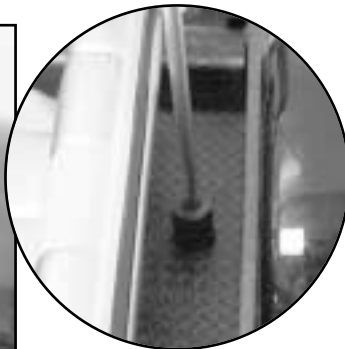
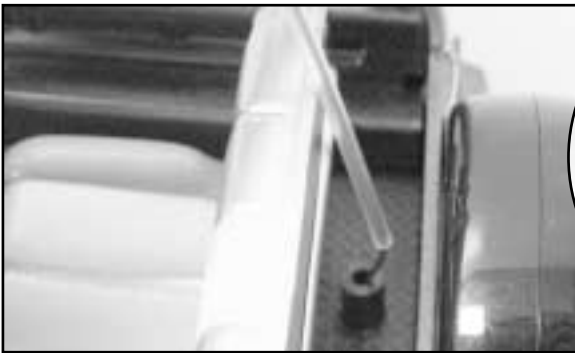
Car Flag Installation



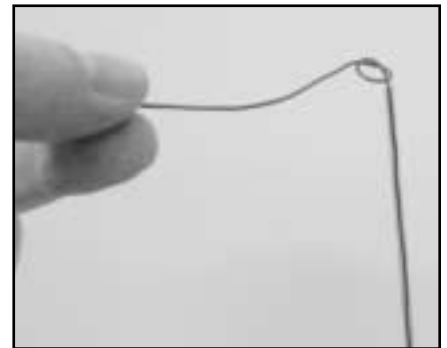
Straighten out the wire antenna by holding at the end nearest the car with one hand. With the other hand, grip the antenna between your thumb and index finger. With a small amount of pressure, move up the length of the antenna. This should remove any kinks.



Insert the end of the antenna into the end of the straw and push it through the length of the straw. It should smoothly go the entire length of the straw.



Locate the hole on the car body that is the receptacle for the antenna straw. Firmly insert the straw.



Tie a loose knot in the antenna near the top of the straw. This will keep the straw in place



There is a crease in the center of the antenna flag. The crease should align with the antenna. Carefully fold the flag so that the points on the flag line up properly. There should be no white backing showing.



DETAIL
4 WAYS TO
SALES

RC Riot



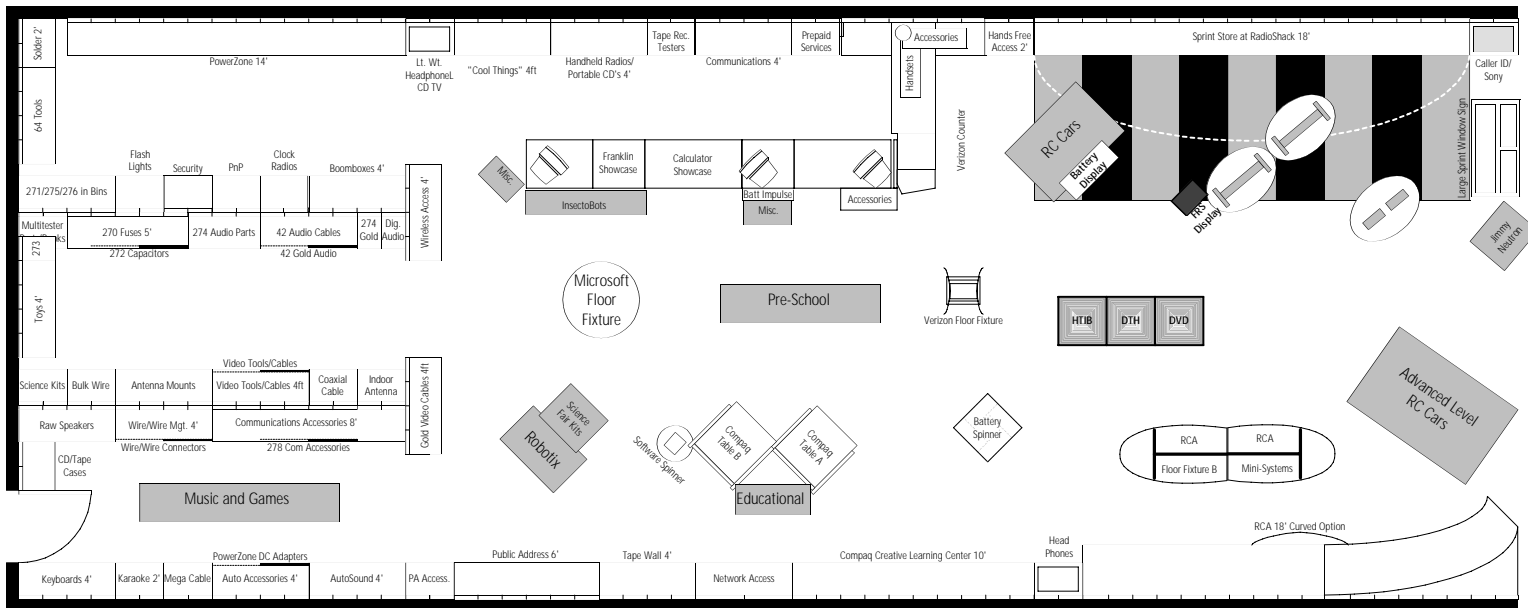
A great way to show off our cool RC vehicles is to demo the new RC Riot Extreme game on the Microsoft Internet Center. This is also a great way to demonstrate high-speed internet.

www.radioshack.com



This year, there are three great games to choose from!

2001 Model Store Layout



Toys Available from your Regional Warehouse

600-1209	Lightning Strike Football	9.99
600-1219	Insecto Bots	19.99
600-1210	Barbie Cash Register	49.99
600-2616	Talking Agent Bravo	99.99
600-2784	RC Keystart	9.99
600-2783	RC Barbie Jeep Wrangler	29.99
600-4291	Hack Saw	59.99
600-4263	Hydro-Shock	69.99
600-4272	Lightning	99.99
600-4273	Ford F-150	149.99
600-4289	Evictor Robot	49.99





"T'was the Months Before Christmas"

T'was the months before Christmas, when all through the store,
Not a toy shipment had arrived, not even an Ultra Orb.
The decorations were hung on the canopy with care,
In hopes that customers soon would be there.

The salesmakers were nestled all snug in their beds,
While visions of spiffs danced in their heads;
And Lou in his office and I in my store,
Had just settled down for profits galore.

When in the back of the store there arose such a clatter,
I sprang from the counter to see what was the matter.
Away to the back room I flew like a flash,
Unlocked the back door and saw such a stash.

The brown boxes stacked, higher and higher,
They came just in time, just under the wire;
When, what to my wondering eyes should appear,
More toys than I had room for became my greatest fear.

With a little old driver, so tired and irate,
I knew in a moment, it must be Yellow Freight.
Christmas was coming with profits and fame,
And I whistled and shouted and called the toys by name.

"Now, Hacksaw! now, Shifter! now, Nomad and Deceiver!
On, Lightning! Impala! On Crocodile Hunter!
To the top of the ceiling! To the top of the walls!
Toys were stacked so high, I was sure they would fall.

My sales staff so spry, into action they fly,
They meet with the obstacle, without even a sigh.
Up to the stacks of boxes they flew,
Opening with knives, pens, and keys too.



And then in a twinkling I heard such a sound,
As boxes were opened, more toys were to be found.
As I was closing a sale, and turning about,
My salesmakers emerged with merchandise to tout.

A bundle of toys, my associates pushed on a cart,
With a look of determination, all my employees wanted to start.
Where should we put them as we spread them about?
Let's look at the Toy Guide, Store Display has figured it out.

My eyes how they twinkled, as we turned the pages,
A convenient time line set up the stages.
Where options, guidelines and suggestions abound,
We had no trouble merchandising all the toys we found.

The DSM arrived in his van so swift,
With encouraging words, he gave us a lift.
Your store looks tremendous, terrific and great,
Now you and all your salesmakers won't have to stay late.

Your store is sales ready, even the force-feed is faced,
Everything is demo ready, priced, clean, neat and spaced.
Customers will find, all the gifts they desire,
To make their holiday joyous, is what they aspire.

He sprang to his van, away to the next store,
For visits this night, he had many more.
But I heard him exclaim, as he drove out of sight,
Happy Holidays! To all, and to all a good night!

