



FRONT END NEWSLETTER

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ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Dec. 13, 2008:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	114.7%
Sandi Shaw	112.0%
Amanda Cales	110.7%
David Lemelin	103.0%
Lora Huffman	102.0%
Heather Hogan	99.2%
Lucas Breeden	98.5%
Mary Irwin	98.3%
Alice Pinckard	97.0%



"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it"

Raymond Chandler

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
DECEMBER 13, 2008:

91.4%



THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

As The Store Score Dropped Last Week So Did The Number Of People That Are Making A Substantial Improvement In Their ELMS Score. This Week We Did Not Have One **GREAT CASHIER** Improve Their Score By 10% Or More. As Our Great Cashiers Improve Their ELMS Score, The Store ELMS Score Will Improve As Well. So Let's Strive To Improve Our Scores Thus Improving The Store Score As Well. With An Improved Store Score Our Great Cashiers Will Earn Their "You Are Great" Cards By Meeting The Criteria.

THIS WEEK SCORE IS A DECREASE OVER LAST WEEK SCORE. WE WENT FROM 91.6% TO 91.4% THAT IS A DECREASE OF 0.22%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS GOAL OF 95%!



Can Hunger Total Through
December 19, 2008

\$12,164

We Are The Number #1 Store In Sales For The Entire Atlanta Division. We Are 60.8% Toward Our Store Goal Of \$20,000 With 11 Days Left. Lets Help Those In Need And Reach Our Goal At The Same Time! Remember The Top 3 Sellers Will **WIN** Great Prizes!

Great Job We Are Number 1!

CUSTOMER 1ST STRATEGY: SHINING STARS

We Have Had **TWO WINNERS** On The Front End To Win In The Period 11 Drawing For Shining Stars. The Winners Were Hasmakabhai Patel And Alice Pinckard. How Shining Stars Works: Every Time You Are Recognized For Supporting The **Four Keys Of Customer First**, You Will Receive An Official



Entry Card And Have A Chance To Win Monthly Prizes And Also A Chance To Qualify For The Grand Finale Shining Stars Celebration. For Complete Details Regarding Prizes, Rules, Eligibility, And Tracking Your Qualifying Shining

Stars Entries, Go To www.myemployeeinfo.com/atlanta If You Desire More In Store Information See Mr. Gaylor.



DECEMBER BIRTHDAYS & ANNIVERSARIES

Birthdays

- Betty Noe
- Sharif Ahmaed
- Maggie Rhodes
- Sonya Kron

Date

- December 11
- December 11
- December 25
- December 31

Anniversaries

- Tanza Leatherwood
- Jared Roberts
- Randy Clark
- Gerry Anders
- Randy York

Date

- December 2, 1985
- December 2, 2004
- December 18, 1980
- December 18, 2007
- December 31. 2006


Years

- 23
- 4
- 28
- 1
- 2


PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Cantaloupe
4050 

 Broccoli Crowns
3082

Sweet Potatoes
4816 

 Collard Greens
4614



BEING RING TENDER EFFECTIVE IS PART OF KROGER'S CUSTOMER 1ST STRATEGY OF PROVIDING WORLD CLASS SERVICE!

Shopping Days Until Christmas..



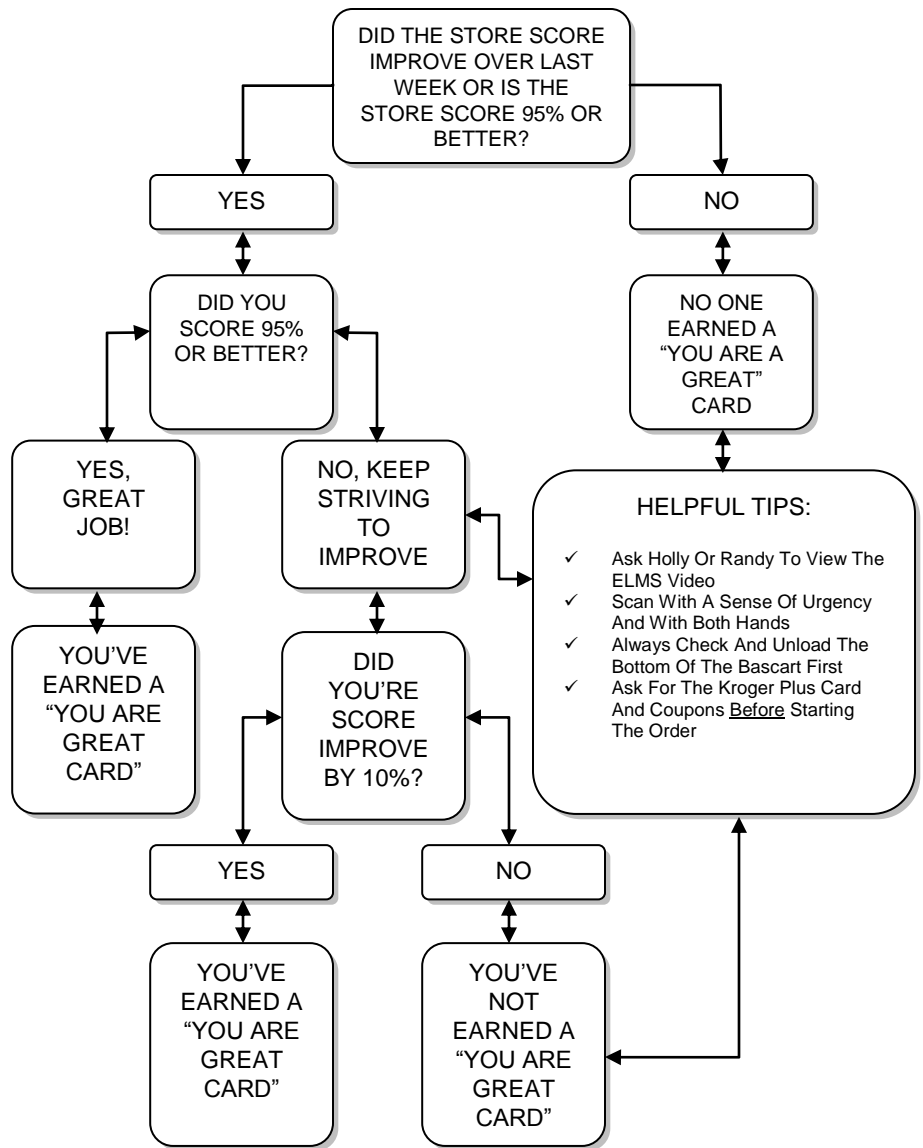
4 DAYS

REMEMBER, ASK FOR ME, BOB!



YOU ARE GREAT CARDS

Elms Scores Continue To Improve. So To Show Our Appreciation For Your Hard Work Will Give "You Are Great Cards" As An Incentive As Long As The Store Score Improves Each Week Or We Reach And Maintain The Goal Of 95%. Here Is A Flow Chart To Know If You Have Earned A "You Are Great" Card.







THE HISTORY OF TOYS (PART 4)




1943-1960




1943 While searching for a suspension device to ease rough sailing on battleships, navy engineer Richard James discovers that a torsion spring will "walk" end over end when knocked over. James brought the discovery home to his wife, who named the new toy "Slinky". If stretched end to end, the Slinky toys sold since 1945 would wrap around the world 126 times. Despite their enormous success, Slinkys are still made in Hollidaysburg, Pennsylvania, on the same eight machines that James began with over 50 years ago.



1947 When a group of Minnesota teachers realize their attempt to make and sell garden tools is failing, they decide to use their extra materials to make toys. They named the toy trucks they create Tonka trucks, after nearby Lake Minnetonka. Fifty years later, they had sold 30 million of the miniature vehicles, and used up 120,000 gallons of paint on their signature yellow dump trucks.




1949 Ole Christiansen, a Danish toy maker, begins to manufacture toy blocks with a new twist. Christiansen creates a plastic brick that can be locked together in different configurations. The Lego, named from the Danish leg godt, meaning "play well," was born. The continuing popularity of the Lego brick probably stems from its ability to stimulate a child's imagination--just six bricks fit together in 102,981,500 different ways.




Eleanor Abbott designs Candy Land while recovering from polio in San Diego, California. Abbott designed games for child polio victims, and Candy Land's gingerbread-man game pieces, Peppermint Stick Forest, Gingerbread Plum Tree, and Gum Drop Mountain proved so popular with the children that Milton Bradley soon agreed to buy the game. Today, Candy Land is recognized internationally as one of a child's favorite first games.




1950 Silly Putty is introduced at the International Toy Fair in New York.




1952 Banking on the idea that children like to play with their food, Hasbro introduces Mr. Potato Head. In its original form, the toy only included parts--plastic eyes, ears, noses and mouths--and children were directed to use them to outfit real potatoes. Eight years later, the manufacturer Hasbro began including a hard plastic potato "body" and the modern version of the toy was born.




Edward Haas brings the Pez mint dispenser to the United States. It was initially unsuccessful, but gained popularity after Haas changed the original lighter-like design by adding a cartoon head and replacing the mints with fruit-flavored candy.




1954 Jack Odell creates the original Matchbox car when he makes a small brass model of a Road Roller and puts it into a matchbox so that his daughter could bring it to school. Today, 100 million Matchbox cars are sold each year.




1956 At a Fourth of July family barbecue, Milton Levine dreams up the idea for the first Ant Farm, complete with live ants. Play-doh enters the market as wallpaper cleaner. Non-toxic and less messy than regular modeling clay, it was soon recognized that the cleaner made an excellent toy. The innovative product made Joe McVicker a millionaire before his 27th birthday. To date, 700 million pounds of Play-doh have been sold.




1959 The Barbie doll is introduced at the American Toy Fair in New York City by Elliot Handler, founder of Mattel Toys, and his wife, Ruth. The busty blond doll--named after the Handlers' young daughter, Barbara--became one of the best-known icons of postwar American popular culture.



Wham-O founders Arthur Melin and Richard Knerr begin to market the Hula Hoop, after getting the idea from a friend who saw schoolchildren in Australia twirl bamboo hoops around their waist for exercise. Melin and Knerr were actually reincarnating a toy that was probably used as long ago as 1000 B.C. in Egypt, and, later, Greece and Rome. In the first year of production, 15 million Hula Hoops were sold.



1960 Ohio Art markets the first Etch-a-Sketch. They have since sold more than 100 million of these popular drawing toys. The Etch-a-Sketch was invented by Arthur Granjean in the late 1950s and was originally called L'Ecran Magique.



In 1869, Milton Bradley invented a game he called The Checkered Game of Life. Its popularity launched Bradley's career in the game business. In 1959, executives at Bradley's company asked game inventor Reuben Klammer to come up with a game to commemorate Milton Bradley's anniversary. Inspired by one of Bradley's old Checkered Game of Life game boards, Klammer designed the now-classic Game of Life, released in 1960.



THE HISTORY OF TOYS (CONTINUED)



1965-1977

1965 Stanley Weston Creates A Doll For Boys Based On A New Television Show Called The Lieutenant. The Doll, G.I. Joe, Proved More Popular Than The TV Series, To The Surprise Of Many Toy Manufacturers Who Had Assumed For Years That Boys Wouldn't Play With Dolls. Interestingly, A Female G.I. Joe Doll Introduced Years Later Was A Flop.

1966 Elliot Handler, One Of The Co-Founders Of Mattel, Inc., Invents Hot Wheels When He Decides To Add Axles And Rotating Wheels To Small Model Cars. His Gravity-Powered Car With Special Low-Friction Styrene Wheels Reached Speeds Of 300 Miles Per Hour.

1969 Parker Brothers Markets The First Nerf Ball, A Polyurethane Foam Ball That Is Safe For Indoor Play. By Year's End, More Than Four Million Nerf Balls Had Been Sold.

1972 Magnavox Introduces Odyssey, The First Video Game Machine, Featuring A Primitive Form Of Paddle Ball. Other Companies Soon Invested In The Video Game Business And, By 1976 Hockey, Tennis, And Squash Were Available.

1973 Dungeons & Dragons Is Invented By Dave Arneson And Gary Gygax. The Game Created A Whole New Fantasy/Adventure Category Of Toys, Which Is Now A \$250 Million Market.

1976 Nolan Bushnell Sells His Video Game Company, Atari, To Warner Brothers. Atari's Popular Pong And Super Pong Video Tennis Games Soon Gave Way To A Home Video Cartridge System That Ran Full-Color Games, From Baseball To Pac-Man. By 1982, Atari Was Making \$2 Billion A Year, But Lost Its Business Just As Quickly Through Over-Licensing. In 1983, Atari Sent Thousands Of Cartridges To Texas To Be Used As Landfill.

1977 Kenner Toys Introduces A Line Of Star Wars Action Figures, Capitalizing On The Popularity Of George Lucas's Blockbuster Film. They Dominate The Action Figure Market And Set A Precedent For Popular Toy And Video Game Franchises Based On Movies.

1980-1993

1980 Ideal Toys Renames Their Magic Cube Toy Rubik's Cube After Its Inventor, Hungarian Sculptor And Architecture Professor Erno Rubik. The Multi-Colored Cube Is Now Said To Be The World's Best-Selling Toy, And There Have Been Some 300 Million Rubik's Cubes (Or Imitations) Sold Worldwide.

1983 A Japanese Company, Nintendo, Brings The Nintendo Entertainment System (NES), A Home Video Game System, To The United States. With 52 Colors, Realistic Sound, And High-Speed Action, It Catches The Attention Of Retailers Who Were Initially Skittish Due To Atari's Collapse. The NES, As Well As The Popular Super Mario Brothers And The Legend Of Zelda Game Cartridges, Were The Top-Selling Toys For The 1987, 1988, And 1988 Holiday Seasons. In 1989, Nintendo Released Game Boy, A Battery-Powered, Hand-Held Video Game System.

1985 Artist Xavier Roberts Introduces His Cabbage Patch Kids Into The Mass Market. Roberts First Designed The Dolls In 1977 To Help Pay His Way Through School. Cabbage Patch Kids Became The Most Successful New Dolls In The History Of The Toy Industry. Although More Than Three Million Of The Dolls Were Produced, Supply Could Not Keep Up With Demand, And Doll Sales For All Of 1985 Totaled \$600 Million (Or More Than \$1.1 Billion In 2005 Dollars).

1986 Rob Angel, A 24-Year-Old Waiter From Seattle, Introduces Pictionary, A Game In Which Partners Try To Guess Phrases Based On Each Other's Drawings.

1987 Engineer Scott Stillinger Invents The Koosh Ball In An Effort To Teach Young Children How To Catch. He Tied Rubber Bands Together To Make A Small, Easy-To-Catch Ball. The Name "Koosh" Comes From The Sound The Ball Makes As It Lands In A Person's Hand.

1993 Toy Inventor H. Ty Warner Begins To Market Understuffed Plush Bean Bag Toys Called Beanie Babies. The Toys Are Designed To Be Inexpensive So That A Child Could Purchase Them. Warner Began With Nine Beanie Babies (A Dog, A Platypus, A Moose, A Bear, A Dolphin, A Frog, A Lobster, A Whale, And A Pig). The Toys Were Not An Instant Success. It Was Only After The First Eleven Beanie Babies Were Retired In 1996 That They Became A Collector's Item. -- An Estimated 100 Million Beanie Babies Are Sold In 1996 Alone.





THE HISTORY OF TOYS (CONTINUED)



1993 Mattel Announces It Will Be Merging With Fisher-Price, Creating A \$2.5 Billion Corporation That Will Rival The Leading Toy Manufacturer, Hasbro. Barbie, Fisher-Price, Disney Toys, And Hot Wheels Make Up 85% Of Mattel's Sales.

Mortal Kombat Becomes The Most Popular Title In The Fast-Growing Home Video-Game Market.

1994-2006

1994 Sales Of The Mighty Morphin Power Rangers Action Figures Top \$400 Million In The U.S. Alone. The Japanese Toy Company Bandai Co. Released The Figures To Accompany The Repackaged U.S. Version Of A Long-Running Japanese Live-Action TV Series.

1996 The Bright Red Tickle Me Elmo, Based On A Sesame Street Character, Arrives In Stores, Causing The Christmas Shopping Crowds To Multiply As Parents Rushed To Get The Year's "It" Toy. Elmo Reacted To A Child's Touch, First Chuckling And Eventually Laughing Hysterically When Squeezed Repeatedly.

1997 The Online Retailer Etoys.Com Launches, Quickly Becoming One Of The Most Popular And Fastest-Growing Cyber Toy Shops. In Addition To Toys, The Site Also Included Books, Videos, Computer Software, And Video Games In Its Inventory.

1998 Debuting In October, The Furry "Pet" Called Furby--Animated With Six Built-In Sensors That Allowed It To React To Movement, Light And Darkness, And Touch--Begins Selling Out As Soon As It Hits The Stores. Furby's Range Of Responses Included Opening And Closing Its Eyes, Wiggling Its Ears, And Speaking A Number Of Phrases In English And "Furbish". Online, Crazy Consumers Were Soon Offering Up To \$200 For The \$30 Toy.

1999 The Collectible Card Trading Game Based On The Pok mon Video Games Becomes The Newest Success Of The Franchise, Launched In America By Nintendo In 1998. In An Attempt To Replicate The Way The Video Game Is Played, Each Pok mon Card Had Individual Strengths And Weaknesses, And Players Attempted To "Knock Out" Each Other's Cards In Order To Win.

2000 Selling For Around \$100 Retail, The Razor Scooter Becomes The Top-Selling Toy Of The Year. The Lightweight Aluminum Scooter's Popularity Began In Cities Like New York And Los Angeles, But Soon Swept The Country, And More Than 5 Million Were Sold Within A Year Of Its Debut.

Sony Launches Its New Video Game Console, The Playstation 2. Despite Competition From Sega's Dreamcast, Nintendo's Gamecube, And Microsoft's Xbox, The Playstation 2 Becomes The Fastest-Selling Game Console In History, With More Than 106 Million Units Shipped Worldwide By The End Of 2006.

2001 Squishy, Battery-Powered Jumbo Music Blocks Become A Popular Toy For Babies And Young Children. The Large Foam Blocks Featured Music, Secret Pockets, And Interactive Activities That Helped Children Learn The Alphabet And Improve Motor Skills (By Working Zippers, Snaps And Buttons).

M.G.A. Entertainment Releases The First Four Bratz Dolls. With Their Skinny Bodies Clad In Trendy, Provocative Urban Fashions And Their Big Heads And Pouty Lips, The Anime-Like Dolls Quickly Became A Sensation, Outselling Barbie In Several Countries Around The World.

2005 The Ganz Company Releases A New Line Of Plush Toys Called Webkinz, Which Quickly Start A Trend That Is Compared To The Beanie Babies Phenomenon Of The 1990s. Using A Special Code Included With Each Toy, Children Could Log On To A Web Site That Allowed Them To "Adopt" Their Pet And Virtually Interact With It.

2006 The Next Generation Of Video Game Consoles Is Represented By Microsoft's Xbox 360, Sony's Playstation 3, And Nintendo's Wii. The Video Game Industry Has Grown To Generate Some \$13 Billion In Revenues Per Year.

