



INSIDE THIS ISSUE

- Page 1 ELMS Performance News
- Page 1 ELMS Great Improvement
- Page 1 This Week Score
- Page 2 ELMS Seven Week Graph
- Page 2 Birthdays & Anniversaries
- Page 3 You Are Great Cards
- Page 4 The History Of Toys (Part 3)

FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Dec. 6, 2008:

<u>NAME</u>	<u>SCORE</u>
Sandi Shaw	113.6%
Cody Thornburgh	109.7%
Alice Pinckard	108.8%
Lora Huffman	104.9%
Lucas Breeden	104.6%
Amanda Cales	103.6%
Heather Hogan	99.4%
Jordan Steele	98.3%
Betty Noe	95.8%
C.J. Miller	95.1%



"Success as I see it is a result, not a goal."

Gustave Flaubert

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

E.L.M.S. GOAL:

95.0%

NAME

IMPROVEMENT

Alice Pinckard

14.29%



STORE SCORE WEEK ENDING DECEMBER 6, 2008:

91.6%

Wow!!!



THIS WEEK SCORE IS AN INCREASE *OVER LAST WEEK SCORE*. WE WENT FROM 90.3% TO 91.6% THAT IS AN INCREASE OF 1.44%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS GOAL OF 95%!



ELMS IMPROVEMENT GRAPH



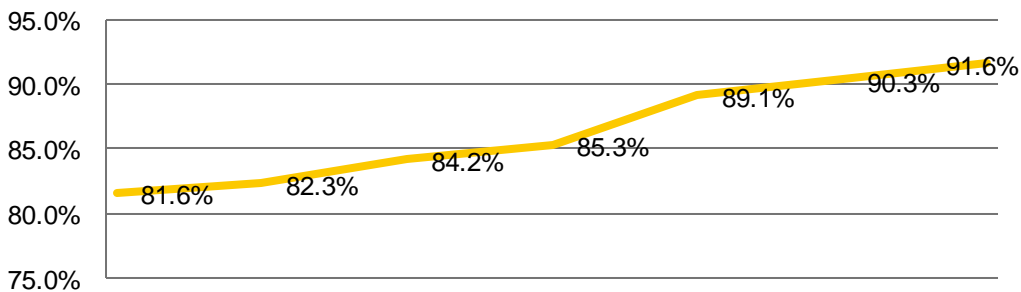
Our ELMS Scores For The Past Seven Weeks...
 As The "You Are Great" Cards State: ***OUR CASHIERS ARE GREAT.*** So
 Keep Up The Fantastic Job And We Will Be At 95% Before You Know It!

Can Hunger Total Through
 December 10, 2008

\$9682

We Are The Number #1
 Store In Sales For The
 Entire Atlanta Division.
 We Are 48.4% Toward
 Our Goal Of \$20,000 With
 18 Days Left. Lets Help
 Those In Need And Reach
 Our Goal At The Same
 Time! Remember The Top
 3 Sellers Will **WIN** Great
 Prizes!

ELMS Store Score



	10/25/08	11/1/08	11/8/08	11/15/08	11/22/08	11/29/08	12/6/08
Store Score	81.6%	82.3%	84.2%	85.3%	89.1%	90.3%	91.6%

Great Job We Are Number 1!

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:



Avocados
 4046



Red Delicious Apples
 4016



Anjou Pears
 4416



Gala Apples
 4135



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

Shopping Days Until Christmas..



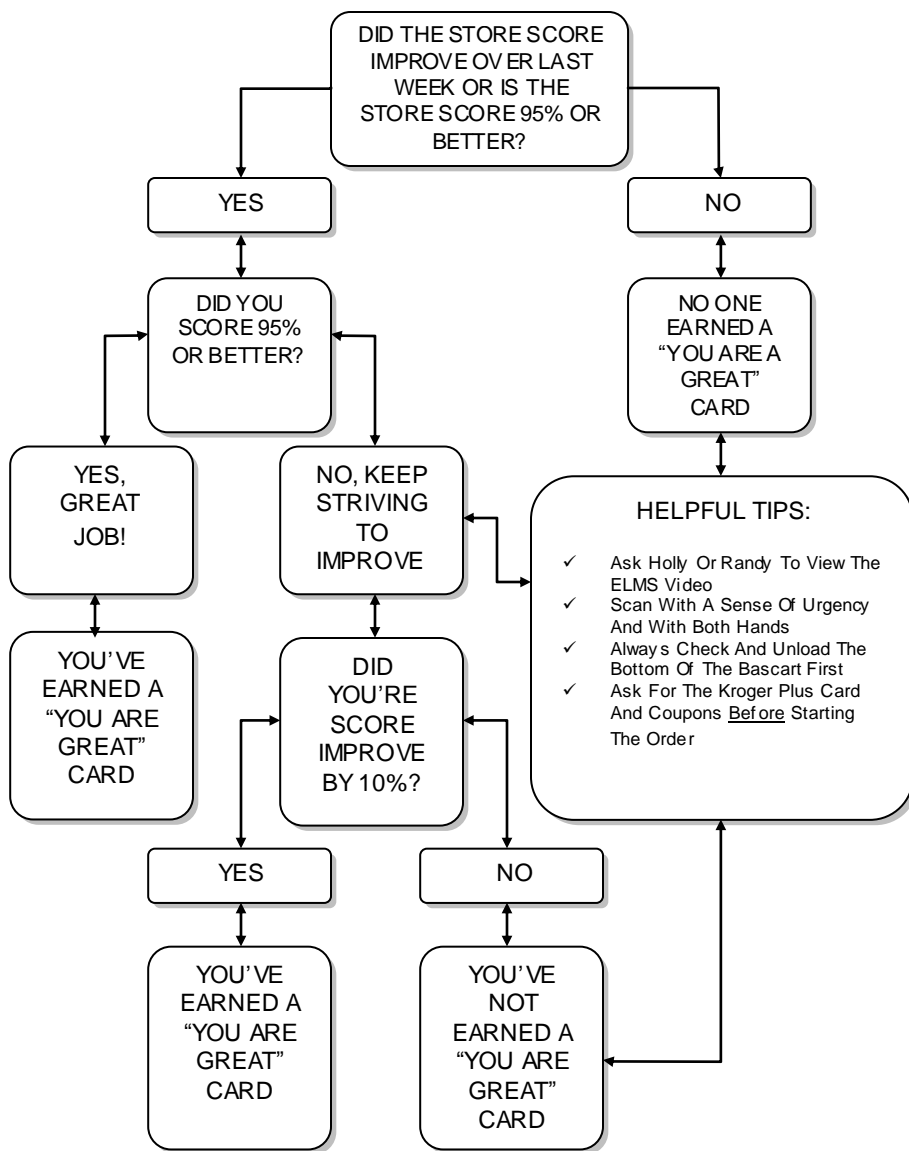
11 DAYS

REMEMBER, ASK FOR ME, BOB!



"YOU ARE GREAT" CARDS

Elms Scores Continue To Keep Going Up. So To Show Appreciation For Your Hard Work You Will Earn A "You Are Great" Card 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 3)



1902-1940

1902 In America, Toy Bears Begin To Be Called Teddy Bears" After President Theodore Roosevelt. In Only A Few Years, Teddy Bear-Mania Swept The World, And By 1915 Large-Scale Toy Bear Manufacturing Was In Full Swing.

1903 Edwin Binney And C. Harold Smith Produce The First Box Of Crayola Crayons.

1913 Former Olympian (Gold, Pole Vault, 1908) And Medical Doctor A.C. Gilbert Invents The Erector Set, A Motorized Toy Made Of Steel Parts That Children Use To Build Models Of Everything From Ferris Wheels And Skyscrapers To Record Players And Microscopes.

1914 Charles Pajeau Develops A Collection Of Rugged Wooden Toys Similar To The Erector Set, But Designed For Younger Children; He Calls Them Tinker Toys. Pajeau Was Inspired By Watching Children Poke Sticks Into The Holes Of Thread Spools.

1915 Johnny Gruelle, A Newspaper Cartoonist, Begins To Sell Raggedy Ann Dolls Based On One He Had Made For His Daughter, Marcella.

1916 John Lloyd Wright, The Son Of Architect Frank Lloyd Wright Invents Lincoln Logs, Interlocking Toy Logs Children Use To Build Imaginative Structures. Wright Was Inspired By The Way That His Father Designed The Earthquake-Proof Imperial Hotel In Tokyo, Japan.

1927 A Tough, Durable Kind Of Plastic Called Polystyrene Is Invented. Although The First Plastic, Celluloid, Was Invented In The 1860s, Polystyrene Was The First Type Strong Enough To Really Suit Toy Making.

1928 The Mickey Mouse Character Is Created By Walt Disney. Two Years Later, Charlotte Clark Began Making Stuffed Mickey Mouse Dolls, And Disney's Legendary Merchandising Was Born.

1929 The Yo-Yo Is Popularized In The United States After Entrepreneur Donald Duncan Sees The Toy Being Demonstrated In Los Angeles. Duncan Bought A Small Yo-Yo Company For \$25,000 And 30 Years Later Sales Of Duncan Yo-Yos Reach \$25 Million Dollars.

1931 Alfred M. Butts, An Unemployed Architect From Poughkeepsie, New York, Invents A Word Game Called The Criss Cross Game. In 1948, Butts Sold The Rights To The Game To Entrepreneur James Brunot, Who Trademarked It Under The Name Scrabble. Scrabble Went On To Sell More Than 100 Million Sets Worldwide, Including One To Two Million Each Year In North America Alone.

1935 Parker Brothers Introduces Monopoly. By Offering A Way To "Get Rich Quick" To Americans Struggling Through The Great Depression, Monopoly Quickly Becomes A Bestseller, Eventually Attracting More Than 480 Million Players All Over The World.

1938 Piano Tuner And Camera Buff William Gruber Is The Mastermind Behind The View-Master Three-Dimensional Viewer, Which Is First Sold Only Through Photography Stores. Later, After Acquiring The Licensing Rights To All Disney Characters, View-Master Hit The Jackpot, Offering 3-D Images Of Stills From Disney Movies And TV Programs And Views Of The Disneyland Amusement Park.

Early 1940s Affordable, Detailed Model Airplanes Begin To Be Mass-Produced. Originally Designed To Help Manufacturers Sell Airplanes To The Military, They Begin To Make Practical Toys With The Introduction Of Plastic. Before Plastic, Models Were Made With Balsa Wood Provided In Kits. Otherwise, Consumers Had To Cut Their Own Wood Pieces To Fit A Provided Pattern.

