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## Phil's Forum 7/1/05 Declaration of Independence

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"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable rights, that among these are Life, Liberty and the pursuit of Happiness."

Ahhh... The Declaration of Independence... the document that started it all for this country and gave us our birth date of July 4, 1776.

No, this is not going to be some blah, blah, blah on how the Toy House can help with your "pursuit of Happiness." I have a different thought on this holiday.

Although the Fourth of July is a national holiday best known for fireworks, family picnics, and the biggest birthday bash of all, I also believe it is a time to stop and evaluate the direction in which you're heading.

Our Founding Fathers did just that when they signed this document. They looked at where the colonies were heading under the tyrannical rule of King George III of England and decided it was time to take a different path, to make some changes.

Now, I'm not saying that any changes made here at Toy House are in any way as important or of such a magnitude as what happen in this country two hundred and twenty nine years ago.

But it is at this time every year where we stop and evaluate where we are heading. It is the time where we look at our entire product line, every single toy in the store. You see, we are in the process of pulling and marking down all of those great products that you will be able to buy in our Summer Fun Sale. To do that, we look at every single company and every single product to see what is selling and what is not, what to mark down and what to keep at regular price.

The fun part is that it is a totally democratic process. In many ways you, the shoppers, have made the decisions for us with your "votes" (purchases) over the past year.

Yes, even though we dress it up with the colorful name of Summer Fun Sale, you all know that our sale is really just a big clearance sale that gives us a chance to sell off the slower moving merchandise. In fact, a friend of mine calls it the "Make It Go Away Sale."

But the sale serves a valuable purpose for both you and me.

First, there are great deals on many great products for you. Although the sale items were marked down because they were deemed "slow moving", that isn't to say that they were bad toys. Sometimes they didn't sell because they just weren't seen. I often wonder if our store is too big or too full of merchandise and that some toys just never get the attention they deserve.

Some of the other markdowns come because the product was great but either ahead of or behind the times. We have seen fascinating products that just didn't become popular until years after we had sold them off.

Still yet, we have toys in the sale that are being phased out by the manufacturer, even though the rest of the toy line is still popular. In fact, did you know that Barbie changes over 90% of her line every single year? It's time to kick out last year's Barbie and make room for this year's Barbie.

Best of all, because we start with a higher level of quality and design in the toys we carry, most of the products in the sale are top-level toys that have long-lasting play value that you now can buy for half the price. You could think of the sale as "Great Toys at Great Prices!"

And for the Toy House, the sale moves a lot of merchandise to give us more room on our shelves for all of the new toys still to come this fall.

Yes, the Summer Fun Sale is our declaration of our independence, made every year, to free ourselves from some older toys and allow ourselves to embrace the new toys yet to come.

The one truth we hold evident is that our Summer Fun Sale is truly a sale, not a gimmick to get you to buy falsely priced goods at perceived savings.

Join us for our celebration on July 21 and have a safe and Happy Fourth of July!

Happy Birthday America!

-Phil Wrzesinski