SANTA

(As part of his job, Santa has to say this cheery Holiday greeting about 35 times a day. He has HAD IT! His fake cheer is getting old; he is tipsy)

SANTA: "Catch the Season's spirit at Higbee's! Higbee's Department Store—where Christmas Cheer is here to stay! We've stocked the shelves with tons of toys to take your breath away. Come on and explore all that and more at Higbee's: H. I. G. B. E. E. (apostrophe) S! Higbee's! Ah, jeez... Nobody gets to see Santa until you shut up—and there's no way I'm staying past 9!"