

The First Hard Sell

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(Christopher Hershey)

The first hard sell comes sometime in June
When last season's Christmas cards take too much room,
So they put them out in an off-season bin,
For in June they are getting their new shipments in.

cho: Hard sell, hard sell
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This is the Christmas we all know so well.

About midway in July the lay-away plans
Make their laying-away-in-a-manger demands,
And installment plans begin their attempt to entice
You end up paying twice the original price.

Then early in the fall there's a pre-season bluff
To sell gift wrappings, ribbons and other such stuff
Buy it now! the ads demand, if you don't buy it, you
Will discover we're out of it when you want to.

By the time October comes, every store's lined with snares
With Halowe'en, Christmas and Thanksgiving wares;
What once were festivals that were simple and plain
All have become mere excuses for capital gain