



HPB RICHARDSON, TX
STORE #008
Fall 1994
NEWSLETTER #2

**HALF
PRICE
BOOKS**
**RECORDS[®]
MAGAZINES**

News From The Big Guy of 008

Richardson is "in transition". Walls are being torn down. Expansion is underway.

We will emerge from the process with a "new" Half Price Books store - bigger, cleaner, better organized and with a coffee bar.

Kyle and David will move from their "black hole" to a new office with ac, heat and full length exterior windows.

In other news, Mike became so excited about the expansion, he burst his appendix and ended up in the hospital. Although he is back at work, he can't lift for awhile - a pretty good deal since we're rearranging the entire store.

We're also expanding our staff. Jay, David, and Sahara have joined us. We now have two Davids as well as two Kyles. Keep that in mind if you call.

Lastly and especially - a special welcome from 008 to Shelby and Dodger.

Customer comments & requests

"Have you read those ABCD mysteries by Susan Grisham?"

"Do you have Anthem by Anne Rice?"

"Do you have the Illy - Add? The last name is Homer."

Comments about the banned books display, where books are displayed behind bars.

"But, why are those books behind that grating?"

"Have you had a lot of problems with people stealing books?"

The History Merchant

The History Merchant at 2723 Routh St. in Dallas was started in 1989 by Richard Hazlett. Although there are all subjects, new and used, rare books are the main attraction, specifically rare books that are by and about Winston Churchill, and it is an impressive collection of Churchill sets and memorabilia. The small bookshop has wood floors and a second level that overlooks the first, a fireplace, comfy leather chairs and a gas lantern at the front entrance. They also offer book search and book binding services. Prices are a little high from a Half Price Books perspective, but where else could you find a leather bound complete collection of the works of Winston Churchill? It is worth a visit if only to check out the atmosphere.



New Point of Sale Technology

Jan Cornelias at the corporate HQ is investigating replacements for the current Half Price Books registers. Most likely each store will have a number of networked 486 computers with terminals replacing the registers, possibly another in the buy area, plus one in the managers office to computerize the daily sales information. Then each night the corporate office computer would pole each store via phone for the sales and reorderable information.

The goals are to improve tracking of reorderable books, provide more accurate and faster sales information, and cut back on redundant processes, all without increasing complexity at the counter. In general the new system will provide more information in a more efficient manner to both the corporate offices and the warehouse.

As business increases, tracking new book sales becomes even more difficult. Computerized point of sale devices are designed to eliminate much of the "grunt work". Scanning the bar codes of our remainders is the most obvious approach. If economically feasibly scanning would simplify reordering both in the initial processing (pink slipping) and provide instantaneous sales analysis.

Small companies approached to bid on the system have been friendly and flexible, but unfortunately they have proved to lack stability. Currently Jan is looking to larger companies that may be a more bureaucratic but can provide the reliability, support and training necessary.

Problems such as the event of a power failure or if scanning proves to be too costly are yet to be resolved. Given all that, Jan still hopes to have a trial system set up at store 01 in early 1995. My speculation, your humble narrator, is that since a central computer will be calling each store daily the system could provide easier communication, perhaps replacing the warehouse newsletter, posting store transfer requests and advertising info.

Quotes

"The W. stands for Carolyn Keene." BH

"Never read any book that is not a year old." R.W.Emerson

"I hate books for they only teach people to talk about what they do not understand." Jean Jacques Rousseau

Excerpts:

From the Clive Cussler interview in Publishers Weekly, July 11, 1994.

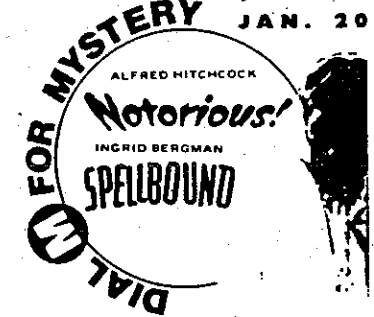
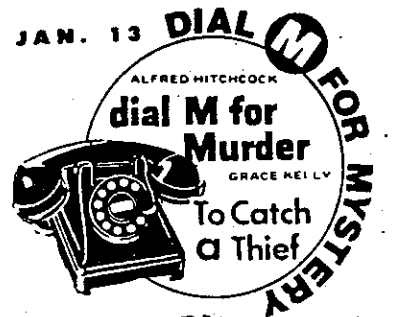
"Cussler an admitted plodder, produces one book every two years, and a late-bloomer whose wooden prose often draws critical rebuke and reflects the author's disdain for the act of writing down his engaging plots. He sneers at lah-de-dah literature. 'forget that crap, because [nobody reads] those books.'"

HALF PRICE BOOKS

PRESENTS

DIAL **M** FOR MYSTERY

*A Festival of the
Best Whodunits and
Suspense on Film!*



Tim's Interview

Tim Jernigan is the Personnel Director for Half Price Books and a veteran from the early days.

dr David Rush

tj Tim Jernigan

dr When were you hired ?

tj I think march 1975, I've taken two sabbaticals during that period of time, so cumulative its more like 16 years.

dr How old were you ?

tj I was 24. And I'd already had a previous career in radio.

dr We'll come back to that later. Do you remember who hired you? Who you talked to ?

tj When I started at Half Price Books I had gotten out of radio on purpose, conscientiously, I thought I was tired of it, and I was of an age where I could make decisions based on that kind of feeling. But somebody had talked me into thinking that I wanted to RUN a bookstore. Ken Gjemre I had actually run across in radio, because he was a liberal spokesman back in those days too. I went to him just to ask him about the idea of getting into the bookstore business. And he said "Have you ever been involved in merchandising before?" or something like that. And I said no, and he said "Then you'll fail" then "You need to work here for a while to learn how ". And I said OK, so I started working there. And for the longest time I remember Pat asking me "When are you going to go back to radio ?". As if she'd just as soon I did. But at some point I realized that I didn't want to run a bookstore, and also I decided I also wanted to go back to school.

dr You already had an undergraduate degree ?

tj Not at all. When I was in radio I was kind of going to school while I was working and ended up flunking out of UTA. I was that close (gesture) to being drafted at one time. I had gotten my papers, and had called my draft board in Wichita Falls to say that I lived in Dallas, and they said they'd send me another notice and reschedule my physical.

dr You got the letter that said "greetings"? It really does say that?

tj Yes, or It really did then. Anyway as I was waiting for another letter telling me to report to another place for a physical, I was reading the news on the air, and some body handed me a bulletin that said that Melvin Laird had called off the draft. I pretended to be happy but I had really resigned myself to being drafted by that time. I had even said goodbye to people and stuff. So anyway, I had been to four different schools when I started working at Half Price Books but I did not have an undergraduate degree then.

dr You started at the first McKinney store?

tj Yes the first one. And we had 5 stores at the time.

dr How many in Dallas?

tj 3 in Dallas, they were McKinney, Lovers Lane which was the original location, and the other one was in Oak Cliff on Zang Blvd. And then we had a store in Waco and one store in Austin.

dr So you went in to talk to Ken to get advice and he said you needed to work here.

tj There was not a position available that I knew of, not an ad in the paper, there was no

application that I filled out. He said " We get minimum wage here. And we get our raises when minimum wage goes up" or something like that. Which is what I had kind of resigned myself to.

dr You were able to get by on that?

tj Barely. I had a new car, a '74 Volkswagen Dasher, and I was the only one at the bookstore that had a new car. It was not a very good car, it cost me \$ 4700 or something at the time. So I was really burdened by the payments which were like \$ 140 a month. I was envious of people who drove junkers that were paid for. But I could do it, I had an apartment that was \$80 a month.

dr There you go.

tj I remember one time Ken asking me, when he overheard me decline to go out with a bunch of people drinking or something, he was worried that I wasn't making enough money. Because somebody ought to always have enough money to go out with their friends. But I said no, that wasn't it.

dr Was Ken still working in the store? doing buys and such?

tj I remember before I worked here, maybe when I was waiting to meet Ken, and I was perusing the magazines and on the other side of the magazine rack was the counter and I overheard the employee who was watching the counter tell somebody on the phone "Oh, he doesn't have that much to do with the business anymore, he just comes in once in a while." Something like that. Perhaps he was involved in some campaign at the time, but that was just a rumor then, and for years you heard he was "getting out", but maybe he would for a little while, while he

was involved in a campaign. But he was very hands on, price books, sort magazines.

dr At that point did you think Half Price Books was going to be your career?

tj I did not think it was going to be my career necessarily, it filled a niche in my life, and probably what I was concentrating on was going to school. At some point I started going to UTD, and that's where I ended up getting an undergraduate degree. But either after I graduated or before I started in school, I remember somebody asking me "what do you do?" I was working at the store and a customer said that, the implication being that everybody that works here does something else. And that was kind of a fact at the time, we had actors and playwrights and artists and poets and seminarians, I never met the seminarian. And I remember saying "I work here".

dr Are there many people working here now that worked there then?

tj Dee Mitchell was here when I started.

dr He was at the McKinney store?

tj Yes, In those days the McKinney Store was the main store and people where farmed out to the branch stores. One of their stated purposes was to give directions to the main store, and they all where just open Monday through Friday 10 to 5. There was only one staff of people and we just farmed them out, we took turns. Their was no such thing as a branch store manager that I know of, and the stores kind of looked that way too, the fact that nobody took possession of them. We were all just baby sitting. So, Dee was here but I don't think I met him for a while because he was always working at out lying stores. My same class included Dee Mitchell, and there are others who are not here any more but I still see once in a while. That's about it,

Nando Arduini had been there and was gone when I started working, he was on a sabbatical. I remember seeing a bookmark with his name on it and asking if this is a real person, because the name seemed funny, it sounded like a fictional character.

dr Do you remember the first things you did when you started?

tj I was apprenticed to a fellow by the name of Donald Dial, who is not living anymore, he was a little small fellow in a fringed leather vest and headband, which was kind of a common outfit in those days. He had me running books and rearranging the literature section. I remember working on paperbacks and hardbacks, alphabetizing, categorizing and making buys. That apprentice system still think works pretty well today, when he made a buy and then he'd go over it with me and tell me what he offered and why he offered, and this and this and this, and at some point I soloed. In those days people really pretty much did do everything, like the party line maybe still is, although there still were specialists at pricing, and Donald Dial was that then. And there tended to be specialists at records in those days. So I never did any of those things too much, I always thought I should have done more records, because I fancy myself as knowing a little about music. Maybe not the most contemporary, but enough to know when somebody has been misfiled, and I know more nostalgia and vintage stuff than probably most people.

dr But you were never the designated audio person?

tj No. And I never worked the counter much, I guess I mostly worked the sections and ran books. At some point I was "magazine manager", I've got a bookmark that says magazine manager on it. I guess I started doing more of

everything when I got into district managing.

dr You worked at the branch stores too?

tj I worked at Lovers Lane and Oak Cliff. Oak Cliff was really kind of a pit of a store, there really were things like \$40 days, \$60 days. Then some point pretty early on we closed Oak Cliff and opened a store in Farmers Branch on Josey Lane.

dr What was your first promotion? When did you start up that ladder?

tj I don't remember promotions and I don't remember evaluations, I'm sure I got a few raises in there. But I remember saying "No" to doing more, mainly when I criticized Ken for some management technique or another and he would invite me to manage the store. He really was the manager of the McKinney store for the longest time, I mean there was no other. In fact it was considered an un-fillable position, and when I found fault with him, the way he would invite me to manage was to throw his hands up in the air and say "You want to manage this store? You want to manage this store?" like that. And I said no. I'm sure he asked me if I wanted to move to San Antonio and do something or install a store somewhere, but as long as I was in school or as long as I considered Half Price Books a temporary job I always said no. To me the progress "up the ladder" if you want to call it that started when I started saying yes. It started when I started saying yes to responsibility, before I had always worked but I would take no responsibility really. And then they needed a district manager.

dr That was you first big step?

tj And I did that without the intermediate one of being a store manager, but of course the district consisted of three little stores, Plano, Richardson and Garland and

during my tenure we installed Cedar Springs. Which all four together kind of equal one store nowadays, in terms of amount of business. My approach to district managing was kind of co-managing, I was on the schedule I did counter shifts.

dr You worked nights.

tj What else was there to do?

dr After you quit the second time you came back as personnel director?

tj Not exactly. I did not really apply myself to looking for a job, I had managed to save some money because I've always lived modestly. So I lived on savings for a while, but probably got into some credit cards too. But I came back kind of tentatively, I always stayed in touch with people. I knew the Clarence St. Warehouse needed work and I knew nobody was going to do it, and I said let me work over there and clean that place up, for \$ 5 an hour. I think I might have even named my price at the time. So I was not "back". Then Robert Schirmer asked me to help install the Arlington store, so I signed on for another project. And at some point right in there I met with Ken, and said I'm available to work, that "I'm back" after I had been back a few months, and ready to say yes. For the longest time I thought I could not leave again in good graces, so my goal was to stay here longer than I had been here before. But I passed that years ago

At the time they were thinking about starting a personnel department. One of the things the personnel committee decided was that we needed a personnel director. I applied for that job, and I got it.

dr You were in radio before. How many radio stations did you work at?

tj Five.

dr I heard somebody say you once had an interview show, was that in Dallas? And how did that all start?

tj I got into radio as a news man just because somebody said I had a good voice, not because I knew anything about political science or journalism. And that's where I stayed for a long time until a station by the name of KIXL was sold and they eliminated the news department, and then I went to Waco and became a Country Music program director. An unlikely move.

dr Did you like country music at that time?

tj No. I hardly knew anything about it.

dr But you like it now?

tj I got an appreciation for it. The albums that came out that I liked when I was working in Waco were Shotgun Willie, the "new" Willie Nelson's first album on Atlantic, Charlie Rich's Behind Closed Doors which is a good album, Don Williams had a first album out that was real good. I remember enjoying and being the only one that played on the air a real nice album by Doc and Merle Watson called Then and Now, a very nice album. And some other country that veered toward folk. What I didn't like and never gained an appreciation for was twangy country, Tammy Wynette and Loretta Lynn.

dr But you were the program director. What did the owner say to you when you started?

tj My claim to fame was that I had worked in a major market, not a great station in a major market but in a major market. After this long interview the owner said something like "Well you probably have a lot of good ideas, why don't you get right to work." I didn't state any but he said "you probably have a lot of good ideas." But I did

do some stuff I liked there, I did commercials, I wrote, produced some commercials that I was kind of proud of.

dr So why did you leave there?

tj Because I was not a very good disc jockey at all. I got fired. Which was real hard for the owner, it was one of those things where you want to comfort the person that's firing you. But it was OK, I wanted to come back to Dallas anyway and get back into news.

dr Back to this interview show. What station was it?

tj I came back to Dallas from Waco and worked at WFAA when it was all news, there was a WFAA radio at the time. This was all AM, everything I did was in AM, when it was the major side of the dial. The news director there got hired by WRR, an AM station then, and they were doing an all news and talk. The news director from WFAA that moved to WRR offered me a job as an afternoon news anchor and talk show host. So I got to anchor 3 hours of news in the afternoon and then do a talk show at night.

dr How did you like the talk show?

tj I liked it. That's what I liked best about radio. If I regret anything about getting out of radio its that I wonder if I could ever have been REAL good doing that. I liked talking to guests, but I'm not a big fan of talk radio now and I never have been.

dr You had guests?

tj Sometimes I had guests, sometimes I had open lines, and the open lines were all deathly boring. It really is low to middle brow and I still think that's what's wrong with talk radio, that's what it tends to be, with a few notable exceptions.

dr Who did you interview?

tj I interviewed Ayn Rand (over the phone).

dr Was she nice?

tj Yes, but I remember she was making some point about professional intellectuals being people who had jobs who had to think for a living and so she said "like you, you're a professional intellectual". And I said thank you, but she wasn't paying me a compliment I don't think. I enjoyed talking to her and I was an Objectivist for a few weeks, or as long as it took me to read those books. I also had Nathaniel Branden, a disciple of hers.

dr Did you ask her about him?

tj I asked him about her and he had plenty to say. Only when I tried to get her on a talk show subsequently did I mention his name and that ended a pre-conversation and she never came back on the air. Only by telephone did I talk to her, I talked to a lot of kind of famous people by telephone. I talked to Ray Bradbury on the phone, a good interview there, except that I was too star struck. I really was a fan of Ray Bradbury at the time, I took the Arsineo Hall approach to interviewing him.

I've got a little phone book that I look through once in a while and it's got Muhammad Ali's training camp in it, it's got Martha Mitchell's attorney, Bob Hope who I talked to one time.

dr Did you ask him why his specials were so bad?

tj Its not like I asked the hard questions. I was always kind of shy, or trying to please everybody. Which meant the shows were a little more boring than they could have been.

dr How long did that last?

tj Probably less than a year. And then I dabbled in radio, even when I worked for Half Price Books I did weekend talk shows on WFAA. Then when I was away from Half Price Books going to school I

supported myself by being a research assistant and being a talk show host on the weekends also at WFAA AM doing an all night open line 5 hour show.

dr How was that?

tj It was long and it was boring because it was all open lines. I tried to liven them up, but the best thing about them were the promos that I put together to air on the station which touted it as being "LONG", "Really Late" and things like that.

dr You're Personnel Director now, anything interesting there?

tj I like feeling like I'm a part of something. It's a place I feel like I can contribute. And I like to work with computers.


dr Any last thoughts on the difference in the company from the way things were and how they are now?

tj Some people ask what ever happened to the good old days. But my theory is those people signed on to do more things and got more responsible jobs, more demanding jobs, and started worrying about things they didn't worry about before. I'm thinking it's more the people who have changed and not the company, I hope that its still the kind of fun place to work for entry level employees and workers that it was for me when I first started. I would hope that we also are filling that niche for people who are on their way somewhere else, as well as the place to work for people who are on the way with us. I hope I'm not wrong about that, that it still can be a fun place to work.

dr Is it fun for you?

tj Yeah, I like work, and I like working here.

HALF PRICE BOOKS
MAGAZINES



WE BUY & SELL BOOKS, RECORDS, & MAGAZINES.

8 STORES

IN DALLAS:
4535 MCKINNEY AVE.
1885 ELM (DOWNTOWN)
285 S. LANG (OAK CLIFF)
FARMERS BRANCH SHOPPING CTY
SW CORNER, VALLEY VIEW
RICHARDSON: 888 LOCKWOOD
(WEST OF POST OFFICE)
IN WACO: 24th & COLUMBUS
IN AUSTIN:
1814 LAVACA
6183 BURNET RD.

4535 McKinney is OPEN SUNDAYS 12 TO 6
Weekdays 10 to 9
526-3440

BRANCH STORES OPEN MON. THRU SAT 10 to 6

GILBERT NIGAN
magazine manager



Half Price Books Game

The point of the game is to come up with an alphabetical list of author's, using their middle initials. We received about 20 new authors since the last newsletter, the most notable came from Steve Leach at 001, Franklin W. Dixon. Mike Kennedy sent in W.E.B. DuBois, which presents the problem of whether to use the E or the B as the middle initial. Should it be praised as a clever solution using one name for two letters or disqualified for being troublesome?

A.A. Milne
E.B. White / Thomas B. Costain
Arthur C. Clarke / V.C. Andrews
J.D. Salinger / P.D. James
Robert E. Howard / e.e.cummings
B.F. Skinner
Frank G. Slaughter
T.H. White / D.H. Lawrence
V.I. Lenin
S.J. Perelman / P.J. O'Rourke / X. J. Kennedy / A.J. Cronin
Philip K. Dick
R.L. Stine / E.L. Doctrow
M.H. Kaye / E.H. Ciorn /
E.M. Forster
A.M. Wilson
Edward O. Wilson
H.P. Lovecraft
- Q.
J.R.R. Tolkien
V.S. Naipal / C.S. Forrester
/ Hunter S. Thompson
J.T. Edson / D.T. Suzuki
- U.
- V.
Franklin W. Dixon
William X. Kienzle / Frank X. Tolbert
- Y.
- Z.

Half Price Books Legends & Stories


Robert Parks of the Mesquite store was helping a customer look for a Science Fiction title when the customer started to tell his story and theories. It seems he was an engineer working on military weaponry at TI, and he wanted this sci-fic novel to further his studies on the upcoming race war. In the war the whites will be whipped by those mongrel races and he was angry about it and made sure Rob knew about it.

Rob courteously backed away and the customer followed him to the counter where the wife purchased a Spanish/English dictionary and the remainder book How to Please Your Man. Noticing a book about angels near the counter the man commented that he was "waiting on my salvation". Perhaps that will save him from the coming turmoil.

Other Mesquite News

Dodger Reilly Senn was born to Scott Senn, Assistant Manager, and his wife Kim. Dodger was born on July 31, 1994 at 5:05 AM, weighing in at 9 pounds 2 ounces and stretching out to 20 1/2 inches.

Shelby Swan Madden was born to Bill Madden, Manager and his wife Kim. Shelby was born on August 26, 1994 at 7:00 PM, weighing in at 6 pounds 9 ounces and stretching out to 20 inches.



HALF
PRICE
BOOKS
RECORDS
MAGAZINES

KEN GJEMRE
PRESIDENT
CWJ

WE BUY AND SELL
BOOKS, RECORDS,
AND MAGAZINES.

OFFICE: 4911 SWISS
823-8233
MAIN STORE: DALLAS,
4529 MCKINNEY AVE.
526-8440



Ken Gjemre
President
4811 Swiss Ave
Dallas, Texas 75204
(214) 823-8233
& 526-8440
HALF
PRICE
BOOKS
RECORDS
MAGAZINES
12 UNUSUAL STORES IN TEXAS!

Thanks for the Bookmarks, keep me in mind if you find any more. As last time, any comments or stories call or write David Rush at 008.