



HPB RICHARDSON, TX
STORE #008
New Year 1995
NEWSLETTER

**HALF
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News from the Big Guy of 008

This is our Post-Expansion issue. Accordingly, we at 008 would like to express our gratitude to the following, apologizing for any exclusions.

- * Thanks to Boots for the Master Plan.
- * Thanks to Lorene for her patience even when things seem to drag.
- * Thanks to Ken for dealing with the carpenters, electricians, plumbers, painters, window tinters, floor cleaners, etc., etc.,
- * Thanks to all the enthusiastic imported labor:
 - from Mesquite: Bill, Scott, Lisa
 - from Preston: Howard, Lisa, Dale, Claudia, Jeff, ShannonBiggest thanks to Rebecca from Oak Lawn for unfailing hard work and for several hours duty as the Bookworm
- * Thanks to Kathy and Robert for the big & tall sign.
- * Thanks to Steve, Mike and all the woodshop crew for treating us like we were the only store in the chain. Thanks to Marvin for the cool custom CD racks.
- * Thanks to the Flagship store for lending us the two-wheeler for three months.
- * Thanks to the advertising dept. for the pro bowlers, t.v. stars and authors.
- * Thanks to Beverly for the Veteran's Day change.
- * Thanks to Pat and the Board for all the bucks we were able to spend.

All of you are due one drink from the coffee bar on us.

We thank us, too. Although pleased with the results, we are weary and generally tired of it. You know it's been a long few months, when Christmas and the 20% sale were the easier parts. The deed is done, though.

We're taking ourselves out for food and spirits.



A conversation with Marcy (M) and Erdal (E) Okumus, owners and operators of Cafe Calypso - located in a Half Price Books near you (well, in Corpus Christi, Dallas and Richardson).

The conversation took place in Cafe Calypso, Richardson on December 17 with Richardson manager Kyle Cotten (K).



K: You started at the Corpus Christi store?

M: Yeah, we started back in May, Memorial Day weekend, we had a grand opening in Corpus.

K: And at that time it was Coco Loco?

M: At that time it was Coco Loco and we were managing it for them.

K: There were a lot of problems with Coco Loco, isn't that right?

E: They didn't know how to run their business, I believe.

Suddenly from no where problems came up and then they broke their contract with Half Price Books, but we liked that business and we know how to run it and we were almost ready financially to take over. We offered to Half Price Books "Hey, we can make it" and they said "great". Then we take over and business turned pretty good. We were putting more hours, we

were working harder, like 14 - 15 days a ...

M: Days a week? (laughing) Yeah, definitely!

E: Yeah! Hours a day, seven days a week.

K: When was that? When did the change take place?

M: Coco Loco decided to just go back to Seattle in July and we started August 1st as a separate entity.

K: For those folks out there who haven't been in a Cafe Calypso, you serve what?

M: We have all the gourmet coffee drinks, cappuccino, espresso, espresso based drinks and we also do iced drinks on the same things. We make our own fresh fruit freeze and that's something that is unique to us, I think.

E: We add Turkish coffee, Vietnamese coffee, the Wild Eye, Cuban styled coffee - those are the little extra specials.

M: And we sell biscotti - we have a great selection of biscotti and other little cookies. Here we've done cheesecake and bagels and things. We don't do that in Corpus but we'd like to. We haven't been able to get the refrigerator space yet.

K: In Corpus Christi, I understand the cafe has become quite a social center for the city.

M: It is, yeah.

E: Oh yes, it's a big deal.

M: On Friday and Saturday night the lines are out the door, it's been quite a thing. We have music, of course.

E: We've been in the local newspaper three or four times back to back and we've been in the local television channels. I believe two coffee houses there were built before us. Now they're planning to sell their

businesses. We've got a pretty good name down there and we build up pretty good, regular customers.

M: Our next step down there is to open earlier in the morning.

K: Earlier than the store actually opens?

M: Yeah. A lot of our customers are asking us to do that and other people do. That's the only place I'm sure we're losing business. They're having to go somewhere else because we're not open.

K: So people want to come there just for the coffee bar?

M: Yeah, that's true. I think we have a lot of customers - well, we have a lot who just come in and leave - but we also have quite a few who have become regular Half Price Book customers now through the coffee bar, which is good. I think it's good for us that we've helped their business too.

K: How did you come up with the name "Cafe Calypso"? Did you just like it or is there a special reason?

E: I'm from Turkey and in my country there is a lot of Greek history located. I grew up with the Turkish and Greek culture. When we take over the company and were searching for the name we came up with "Java Turk", "Cafe Turk", and "Java Java". And one day we were looking through the coffee book and I saw a coffee drink that said Calypso. Then I realized that Calypso is the sea god - goddess of the sea - and I know that they believe that Calypso lived in my town. My town is by the beach and I said "Hey, how about naming it Cafe Calypso". So we named it Cafe Calypso. One of our friends in Corpus

Christi, who is one of our regular customers, is originally from Greece and he said, when we were making our logo, how about including the letter character of the logo the Greek style and we said "Hey, great idea!". And then, he's an architect, he said how about putting around the logo the Greek key and that was a good idea.

M: It's funny because what so many people think of when we say "Cafe Calypso", they say "Oh! Calypso!"

K: The islands and all.

M: Right, right. So it's kind of fun. People say "well that looks kind of Greek, what's that got to do with Calypso?". Then we get to tell our little story so it's always fun.

K: Now you're here in the Richardson store and also in the flagship store on Northwest highway. Have you noticed any differences between here and Corpus Christi as far as the clientele or what people like?

M: It's hard to say. I think still the cafe mocha is probably the biggest seller - that's the hot chocolate-espresso combo and we fresh bake whipped cream that we put on top of it. That's I'm sure the biggest seller and the cafe sorbetto. What have you noticed?

E: Well at the Dallas location, both locations, all customers drink the small sizes. In Corpus Christi everyone drinks the large.

M: That's true. In Corpus everyone orders larges and here everyone orders smalls.

K: Obviously, when you started with Cocoa Loco, you had been in the coffee business before.

E: Oh yeah. My grand-family in my country they own big land

and they were making everything themselves, they weren't buying anything from outside. Even they were grinding their own coffee. When I was five years old, I used to stand in front of the roaster and try to eat those hot coffee beans and smell those coffees and to learn about it and help them. When I came from the army service in my country, we opened immediately my coffee bar in my country and it was a big success.

M: That was in 1989?

E: End of 1988.

M: Yeah. I was there then, too. We opened a cafe and bar - it served alcohol too but.....

K: In Turkey?

M: Uh huh. ...but we had espresso and things.

E: Before then - opening my own bar - I worked a billion different coffee places. I had different places as a partner or a manager. I can say I grow up in that business, and I knew I'm going to end up owning one of that kind of business places because I love it.

K: How did you end up in Corpus Christi at a Half Price Book store?

E: We ran that old businesses and the second year, the second summer, I opened the second one and we did pretty good but the Gulf War started and the whole tourism business got hurt.

M: How many tourists go through that town every year?

E: More than three million people visit my town.

M: It's incredible. It's a huge tourist destination. If you go to Turkey you go to this place, it's just a given.

K: This place is where?

M: Ephesus, which was once the capital of Asia Minor.

E: One of the seven wonders of the world was there.

M: The Artemus temple's there, The Church of St. John, the Virgin Mary's house is there. Everything's right in this little town. Every tourist goes through there. We met people from all over the world. It was great fun. It was a lot of fun.

E: And how we came to Corpus Christi? My wife, Marcy, is from Corpus Christi. When the whole tourism business got hurt with the war, we decided "Hey, let's stay in America, let's take a shot in America". Before getting in well with Coco Loco, we were planning to open our own place. When we saw that Coco Loco was going to do it, then we said let's try with them. Then we got in good with the book store, which was a great thing to do. So far we are doing o.k., I believe.

M: It's still fun.

E: I love this business.

M: I'd like to roast our own beans though. I think that'd be great.

E: My grand-family's roasting machine is still in the house [in Turkey] and I was planning to bring it down here just to show. Well, we can make every month, we can roast coffee, we can use it.

M: It's the old style. It's really classic. Now they have all sorts of special ones. This is like the original. It's beautiful. We could bring that, (laughing) that would take a big boat.

K: Can you imagine having twenty or thirty Cafe Calypso's around the country?

E: Hey, well one day. The American dream works for me. I came two years ago to this country and [now] we own three coffee places. We can make it. There's no reason why we can't.

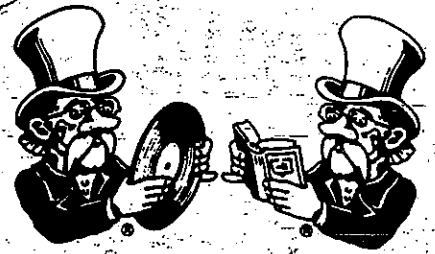
Half Price Books Stories & Legends

Tim Jernigan returns with a tale from the early days.

I was working at the new store on McKinney one night, so it was 4528 McKinney, there were different bars on the street and this fellow wanders in one night, probably between 8 and 9 o'clock and he says "Do you have any milk?". I say "I think we probably have some in the refrigerator in the back." He says "Because I was next door in the bar and somebody slipped me something. I think I've been poisoned so I need to drink some milk." So I say "OK you can go look." Then he was gone for a while and but he shows back up in the store acting real strangely, as if there is some kind of intrigue going on. I remember I was uneasy at the idea of this strange character hanging out in the back room, but he left and I closed the store.

I get in my car, my '74 Dasher, behind the store, in the dark (one of the lessons of this story is keeping your doors locked), I get into my side of the car and evidently the other door was unlocked, because this same fellow opens the passenger side door gets in the car and says "Don't say anything just drive!" So I say OK. I'm not really scared, just sort of nonplussed or curious or perplexed or some word like that. I guess I was more worried about him than I was about myself, and that's what kept me driving, because he said "Somebody's trying to kill me." And the whole time I'm driving he sounds completely weird, but I keep on thinking there is slim chance he might be telling the truth. I mean something like this could happen to somebody, I wouldn't think in the bar next door, but maybe. And as we drive he's telling me if anything should happen to him call Grand Prairie Naval Air Station for some General or Admiral, he has a name of somebody. He says "drive exactly the speed limit. No faster, no slower" and he is directing me where to go this whole time, I was heading somewhere towards the mid-cities. Then He says "If we should get pulled over, you should make a break for it. Because its me they're after." If it happened in a movie it wouldn't be crazy, it'd be real, but because it was real life it seemed crazy. But there was just a hint of a doubt, and I don't want to let him out and people come out of the bushes and gun him down.

So as we're talking I keep on trying to find out a little bit more about him. Besides learning that one should always keep their passenger side door locked, the other thing I learned as we were driving along (driving the speed limit, no faster, no slower), I'd been having this noise come from somewhere towards the rear end of the car and I said "Do you hear that? What is that?" And he says "Wheel bearings are going out. KEEP DRIVING!" And he was right about that, so that was helpful too. But I got the name of some people that he knew and so my idea was "Why am I doing this I don't even know this guy". But the real tip off that he was crazy was when he said something like "There is a double. I have met him. His name is -(I don't recall)-. He lives in Houston and he f—d me in the a-s." So that removed that hint of doubt, although that doesn't mean I wasn't still worried about him, because now he's crazy and I'm worried about him. But I finally get to a 7-11 in Grand Prairie and I get him to get out of the car and call somebody that he knows and they're on their way to pick him up, and I leave. Somehow in addition to the General's name I get this friends name and I call him the next day just to ask if this guy was OK and not gunned down or spirited out of the country, and they said "Oh, He's crazy don't worry about it."



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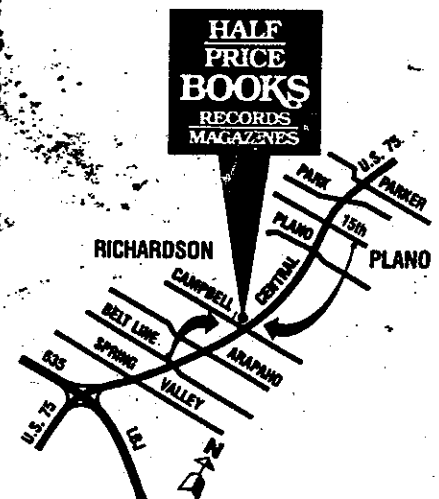
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Field Trip for Local Students

In December Barbara Curry and 2 other teachers from the Prairie Creek Elementary School brought 8 hearing impaired students to the Richardson HPB store. The students ranged in ages from grade school to Jr. High age, but all were working on building vocabulary and using words from the workplace. Barbara called hoping we could show the students the time clock and help them understand responsibility, after telling her we didn't have a time clock and that were irresponsible she still wanted to come.

Everything worked out well and Kyle, lead the tour around the store as the teachers translated his message through sign language. Interestingly a customer in the sociology section started signing to the crowd faster than the teachers could translate. They saw all the sections and Kyle explained how the schedule showed when everybody was supposed to be at work. Then a quick stop at the coffee bar and Kyle loaded them up with Bookworm mementos and sent them on their way.

Letters to the Editor

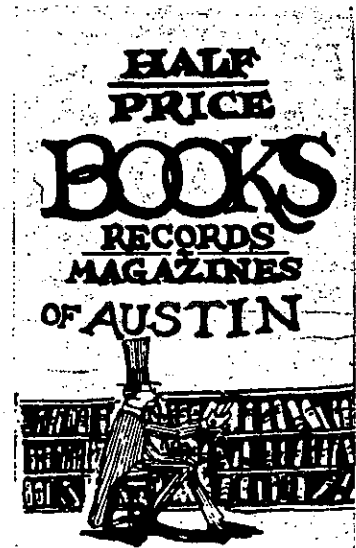
Great interview last ish! I can't get enough of it! Couldn't put it down! I read it over and over again!..Tim Jernigan

Follow up:

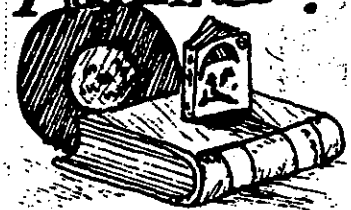
Reluctant to sacrifice the space claim he staked in our last issue, Tim Jernigan wants everyone to know that he really was great on the radio and correct any impression he might have left to the contrary. His self esteem is tops. "I'm okay, your okay," he reports, "pull your own strings."

Also, after checking his database, he remember some other old-timers with whom he shared those early days at HPB. Besides Ken, Pat, Dee and Nando, mentioned in the article, there were Ellen Anderson (now O'Neal), Tom O'Neal and Boots (Sharon Anderson). "Ellen was working in Austin when I started here so I didn't know her. Then she moved to Dallas and we became good friends. Tom O'Neal came to work not too long after that. He and Ellen lived across the street from my brother Jeff and me, and we had great times. There are stories of Boots helping shelve books before the first store opened, but she was in high school when I started. I only got to know her later."

In addition, notably omitted from the paragraph after paragraph devoted to Tim last issue was any mention of his lovely wife Susan and their three wonderful children: Dierdre, Nathaniel and Meagan who are his life today.



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