

# PERSONALLY CONDUCTED TOURS PAY OFF FOR THIS TEXAS RECORD SHOP



(Above) Miss Young, diminutive dynamo of the Harris Company's Record Shop, keeps the store neat by making each staff member responsible for one section.

The A. Harris Co. Record Shop in Dallas is one of the outstanding record shops in America. One of the reasons is that immediately on entering, the customer is given a special "conducted tour" sales treatment. The result: he emerges with more records and accessories than he intended to buy. And what's more, he likes it! Another reason is the character of the shop's manager, Miss Rosalie Young, a small and attractive human dynamo.

We now carry a tremendous stock, but limit it with perpetual inventory control. As soon as records are sold, we re-stock in quantity governed by conditions judged as accurately as our experience dictates—the number sold, increasing or decreasing demand, the time element, and the type being considered. Also, we bear in mind that it does no good to spend hundreds or thousands of dollars to get customers into the store with advertising or promotions and then not be able to give them records they want.

"We use one newspaper ad a week in both newspapers. We tie in with trade journals and other publications that have some timely aid to selling; such as, the appearance of a recording artist. Perhaps most successful in creating sales demand is our radio program.

"I love promotions," says Miss Young. "They take business off the humdrum level. I don't think I ever had more fun than I did out of the personal appearances of 'Bozo the Clown'. We combined it with a crayon coloring contest which brought us hundreds of entries and many kiddie customers we never saw before.

1. Miss Young (holding album) begins the customer's tour. Customer mentioned having children so Miss Young shows a new "Bozo" album.
2. Next stop on the tour is the accessories department. Vance Land, the assistant buyer, demonstrates a record case for the customer.
3. No customer is too young. Little Judy De Remer, a "Bozo" enthusiast, looks over the latest Capitol product. "Bozo" pulls well at the store.
4. Victor 45 demonstrator is an important stop on the tour. One of the sales staff, Bernard Carey, encourages a customer to "spin one".
5. An important stop on the tour is the record rack which exposes the customer to a total of 108 discs, 54 on each side.

"When we started," says she, "we stocked most records of the six leading

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1. The tour starts.

2. Accessories shown.

3. Kids tour, too.

4. Next stop—the demonstrator.

5. Exposed—to 108 discs.

