

RUGGLES & THE RETAIL STORES

(1955 - 1998)



SOPHIE PAPEL

There were over 30 retail shops operating as Ruggles, Ruggles Card & Gifts and Hudson-Ruggles, between 1955 to 1998. The following are excerpts from Chapter 10 of the book, *Tales Beyond Main Street* that recaps the history of the gift shops owned by the Papel Family.

Ruggles China and Gift Shops was incorporated in 1955 and owned by Phil Papel. In 1962, Phil Papel separately incorporated Phil Papel Imports. Most of the book thus far has been dedicated solely to Papel Giftware with the exception of Chapter 3 which tells the story of Ruggles China and Gifts in Disneyland. This Chapter will cover the other stores which were part of the Ruggles chain.

My interest in working for my Dad's companies in 1970 was due to my strong retail background, which included working for the May Department Stores from 1967 to 1970. While at the May Department Stores I first held a position that reported to the Vice President of Merchandising of the Budget Stores and then the position of an Associate Buyer for the Cosmetics Department, which included a division related to the Stationery and Gifts area.

My dad Phil lured me away from my career with "May Department Stores" by offering me ownership of Ruggles/Queen Mary which docked in Long Beach, CA and included 10 Souvenir and Gift Shops.

Phil loved the retail business because it gave him direct contact with the consumers. As for me, I was also drawn to the retail stores because of my childhood experiences working at Ruggles in Disneyland. I truly enjoyed my early career which included my time at the May Company, however the opportunity to work with my Dad gave me the entrepreneurial opportunities that were not available in working for a large corporation.

When I joined my Dad's companies, the Retail operations were significantly larger than the Wholesale operations. Matter of fact, the largest customer of Papel Imports was Ruggles, which accounted for nearly 50% of Papel's sales. The year I came aboard the Wholesale sales were seven hundred and fifty thousand dollars and the Retail sales were over one million dollars. There were a total of 32 stores in the history of Ruggles, which I'm basing from my memory or referring to articles in our company newsletter, The Pipeline.

Here is the list of stores and operations in chronological order.

<u>Store Name</u>	<u>Store Location</u>	<u>Ownership</u>
Ruggles China & Gifts	Disneyland, CA	Ruggles
Ruggles China Closet	Disneyland, CA	Ruggles
Ruggles Gifts- Disneyland Hotel	Anaheim, CA	Ruggles
Ruggles China Closet- " Hotel	Anaheim CA	Ruggles
Ruggles Movieland Wax Museum	Anaheim CA	Ruggles
Hudson-Ruggles (3 stores)	Ports of Call/San Pedro	Hudson Ruggles
Ruggles Gifts & Souvenirs	Oceanside,CA	Ruggles
Ruggles Cards & Gifts	Century City, CA	Ruggles
Hudson-Ruggles	Redondo Beach, CA	Hudson Ruggles
Ruggles Cards & Gifts	Fox Hills Mall,Culver City	Ruggles
Ruggles Cards & Gifts	Glendale Galleria, CA	Ruggles

Ruggles/Queen Mary (10 stores)	Long Beach , CA	Ruggles/QM Inc
Ruggles/Mary's Gate Village	Long Beach, CA	Ruggles/QM Inc
Ruggles/Bonaventure Hotel	Los Angeles, CA	Ruggles
Ruggles Canyon Plaza Outlet.	North Hollywood, CA	Ruggles
Ruggles- The City	Orange, CA	Ruggles
Kitchen World	Santa Monica, CA	Ruggles
Kitchen World	Pasadena, CA	Ruggles
Kitchen World	Burbank, CA	Ruggles
Ruggles Cards & Gifts	Sherman Oaks, CA	Ruggles
Objets d'Art	West Hollywood, CA	Ruggles

Due to the strong working relationship between Ruggles Gift Shops and Papel Imports, each company contributed to each other's growth over the years. Each retail store had its own personality. However, through the managers meetings and store visits there was a common thread in all of our stores that we felt made us distinctly a Ruggles store.

I'd like to tell the readers just a few of the many stories that occurred during my work at Ruggles from 1955 through 1998.

My absolute favorite story that I can't even write about without laughing out loud has to do with the Pink Panther that was originally a comedy film from 1963 which starred Peter Sellers.

1. Pink panther
2. The charms at Bonaventure
3. The Kiss Me experience
4. Dollar Table

THE PINK PANTHER STORY

For those of you who are not old enough to remember, The Pink Panther was a comedy film produced in 1964 which featured Peter Sellers, David Niven and Robert Wagner, along with animation of the Pink Panther. The movie was successful and the stuffed animal of the Pink Panther was a popular seller in our retail stores. The sizes of the stuffed animals varied from about 8 inches all the way to 6 feet. The 6 foot Pink Panther sold for \$300 which was a lot of money back in late sixties. During Christmas time the sales peaked and we would have one or two Pink Panthers in each of all store locations and would keep a backup of about six Pink Panthers in the warehouse so that we could supply the stores as needed. If we would have sold the last Pink Panther in any of the stores it would prohibit us from selling future 6' Pink Panthers in the busy Christmas Season.

Throughout the Christmas seasons while the character was most popular, it would be my "job" to deliver the Pink Panthers to the various shops. At the time it was primarily Fox Hills Mall, Glendale Galleria and the Bonaventure Hotel. The easiest way to deliver, especially if I had two of them, was to put one of them in the passenger side of the front seat (using the seat buckle) and the second one in the back seat also bucked in.

Can you imagine what attention I got as I was driving the Pink Panthers to the stores? Everyone was looking and laughing and I also kept on laughing. By the time I got to the stores, my stomach would be aching from the amount of laughing I did. I wonder in today's age, if that would have gotten me into the Fast Lane of the freeway requiring two or more in the passengers in a vehicle!



THE CHARMS OF BONAVENTURE HOTEL

Our largest store in the Ruggles chain (since the closing of the shop in Queen Mary) was the 3500 square foot location on one of the mezzanine levels of the Bonaventure Hotel located in downtown Los Angeles. The store was run by Jean Mack at the time which was one of our very capable managers. Due to the size of this store location not only did we offer our normal gift and card shop choices, but also expanded this store to include a jewelry and accessories department as well as ready-to-wear clothing department.

In our jewelry department we offered gold plated charms of the Bonaventure Hotel for \$4.00 each. Can you imagine the surprise of our manager, Jean Mack, when a very wealthy Arab came up to the jewelry counter and pulled out \$1600 in \$100 bills? He pointed to the Gold Plated charms and said that he would take 4. Jean was taken aback but she said, "Thank you, Sir, but those are \$4.00 not \$400 each". He gave her a surprised look, picked up his \$1600 dollars and said, "Then, I don't want them" and walked out. What would you have done?

THE FAMOUS RUGGLES DOLLAR TABLE

Back in the days of our gift shops in Disneyland and Disneyland Hotel, my Dad, Phil, had what was called the GRAB BAG. This was a large barrel that contained boxed items that were packed in various colored bags. Back in 1955 they sold for 59-cents with the captions, "Odds much better than Las Vegas" and "Values to \$5). It was our number one selling item. My sister, Arlene Slater's job in those days was to wrap the grab bags. A few years later we increased the price to 79-cents and sales were not negatively affected at all.

GLENDALE GALLERIA - September 12-13, 1979

Ruggles Famous \$1.00 Table

Ruggles China & Gift Shops has been famous for its Dollar Table which was started at their first shop in 1955 inside Disneyland.

On this table special items are featured as special manufacturer's purchases for only \$1.00. Through the years, the price has never been chanced from \$1.00, although Buyer and General Manager, Neal Bruehling, indicates that the bargains are getting harder and harder to find. Still there are many items valued at up to \$5.00 on the table.

Although items are constantly changing, some of the special dollar items at time of this printing include: Mugs, bar glasses, ashtrays, coasters, plates, cup & saucers, planters, bud vases, crystal napkin rings, cutting board, spoonrests, thimble collections, and many, many more items.

GOOD FORTUNE FOR ONLY \$1.50
\$5.00 Value
China Fortune Telling Cup and Saucer
Including Booklet

 **GLENDALE GALLERIA**
Upper Level
Penney's Court 246-0915

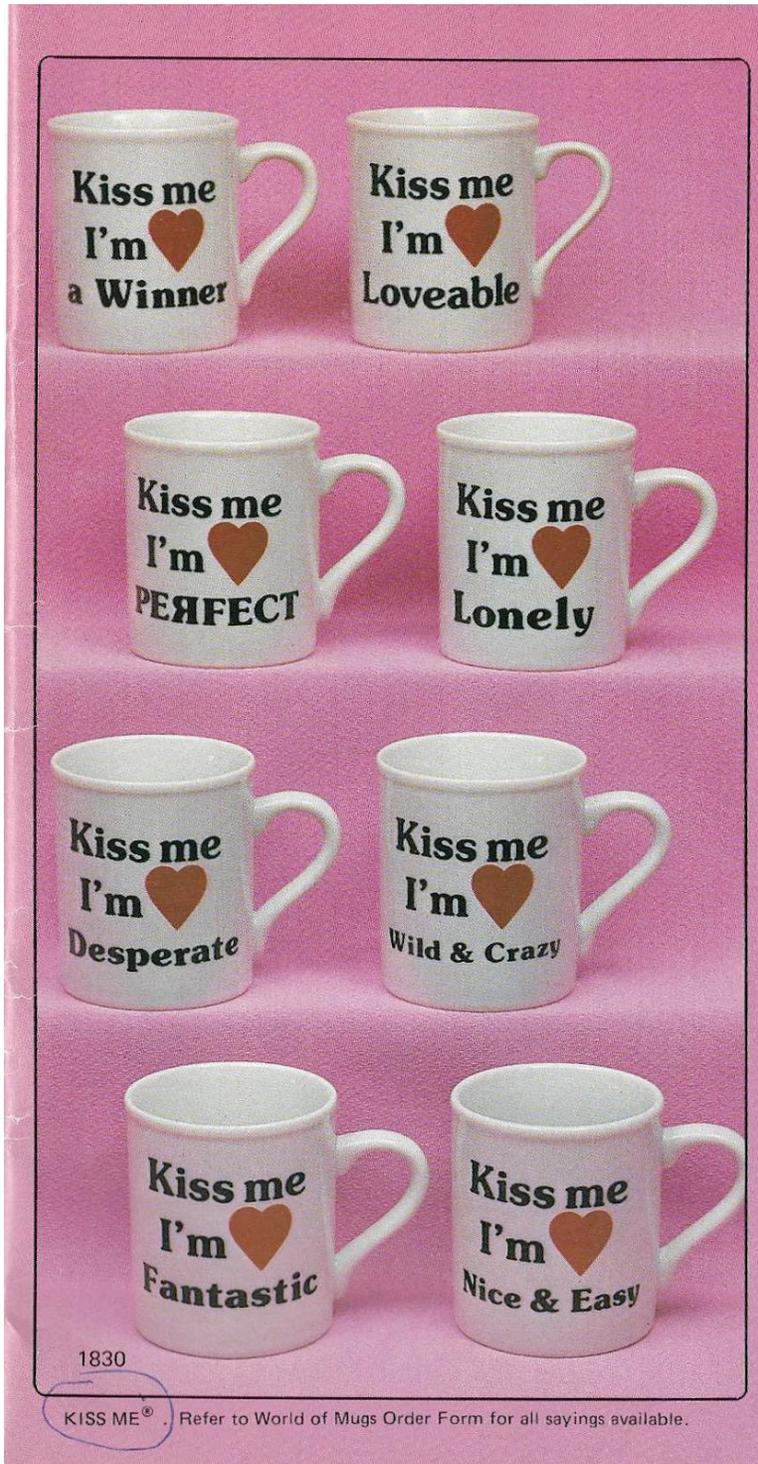
Open:
Mon.-Fri. 10 a.m. to 9 p.m.;
Sat. 10 a.m. to 6 p.m.
Sun. 12 noon to 5 p.m.

Advertising Supplement to The Los Angeles Times

When we opened the retail stores in other locations, we did not want to go to the labor of having to make sure every item was boxed and then to wrap each item individually; therefore to replace the Grab Bag concept, we replaced it with the Dollar Table. Initially most of the items on the dollar table were items that originally retailed for \$2 - \$3, but were marked down because they were slow sellers. However, as we become known for our Dollar Table, we started to buy Close-outs and put them out for \$1 which was a great deal! This was taking place in the 1960's - 1970's primarily, long before the days of the 99-cent Stores and the Dollar Tree.

I sometimes think back and say to myself, "This Dollar Table was so popular, what don't we make an entire store of Dollar items". WOW! If I did that, I think I would be in a mansion today!

THE KISS ME MUG PROMOTION



A series of KISS ME mugs were introduced by Papel Giftware in 1977. Often we would preview the series in the Ruggles stores in order to get some type of feedback which we could provide to the Papel Sales Reps, making it easier to sell the series nationwide. The Kiss Me mugs had 48 titles initially. We made Kiss Me Badges for our employees to wear (This was requested and NOT required!). Managers were keeping track of the sales by title and it was interesting to see the variance by store location. Our tourist locations sold heavy on Kiss Me I'm Irish, Italian, Mexican as well as the humorous titles. A lot of women bought, Kiss Me, I'm bald, I guess that was for their husbands. However, our number one seller across the board was KISS ME I'M HORNY! Our employees had a lot of fun with a contest of wearing a Kiss Me badge and keeping track of the number of kisses received and the number of Kiss Me Mugs they sold. We offered two prizes. One for the most kisses and the other for the most mugs sold. I don't think a contest of this sort would work in today's world. However, most employees were enthusiastic contestants!

Using Ruggles as a test market within several stores throughout Southern California was a major help to Papel in providing early results. Also, a lot of the ideas for development of new Papel products initiated directly from recommendations made from the retail stores.

There were so many exceptional employees of Ruggles over the years; with very few exceptions, our store managers were top notch and were very capable group of individuals and fully dedicated. If I wrote about all of the exceptional employees, it would take up many pages. I will just mention two out of the hundreds and hundreds of employees over the years.



Boby Williams started working at Ruggles just out of high school when we had the store at Disneyland. She managed just about every retail location we had including the Queen Mary with its multiple locations. She worked for Ruggles for more than 25 years and the hardest part of losing the Queen Mary was losing the opportunity for Boby to continue managing the stores. There could never be a more devoted employee to my dad or myself. I still keep in contact with Boby who is fully retired and enjoys the love of her family.

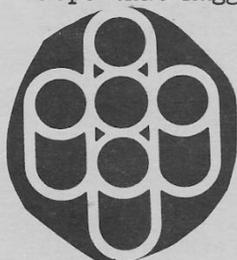
Ruth Norrie, now Ruth Donley, was the General Manager of all the Ruggles stores and is exceptional in everything she does. Once something was turned over to her, I never had to worry because I knew it would be followed up better than I could do it myself! When we began selling off and losing the stores, Ruth continued working with me in an administrative role handling financial matters and property management. For several years, she commuted a long distance every day. When there have been crises in both our lives, we have always been open towards each other. I think what I am saying is besides being the best employee anyone could wish for; she is also the best friend that anyone could have. She is a very special person and I am happy that we are part of each other's lives.

Perhaps the best way for our readers to get an idea of the store operations is to include some of the SHOP TALK portions of the PIPELINE. The following covers issues cover the period between 1980 & 1981. I hope you will enjoy reading our employee newsletter from these issues. The PIPELINE was covered in Chapter 9. SHOPTALK was the section in each issue that specifically addressed the Ruggles Stores.

ShopTalk

RUGGLES BONUSES!

Full time Ruggles employees who have been employed for six months or more were happy to receive their first Ruggles bonus check in August. The program is being tried on a test basis through December 1980 as an added benefit to all long term full time employees. The bonus is based upon a formula of store sales, labor percentage and other store and company performance factors. A special congratulations to the QUEEN MARY who received an excellent score, and the BONAVENTURE which ran a very close second. We hope that Ruggles employees enjoyed those extra \$\$\$\$.



BONAVENTURE

JEAN MACK

HAPPY ANNIVERSARY to ALAN DULIN who is with 1 year this August.

Sales have been very strong this month...especially due to many conventions. The NATIONAL HADASSAH CONVENTION brought in what seemed like 1,000,000 women who all loved to shop! Then there was the STEELWORKERS CONVENTION with many shoppers that bought us out to the walls!

Hot sellers this month from Papel continue to be the 'Rainbow' series. Also our Dollar Table is getting worldwide recognition...one woman from Germany said she was told to be sure and come in and shop our 'dollar table'...she bought \$70.00 worth of merchandise.

The Bonaventure will be on T.V....we don't know what program or when, but T.V. cameras were busy filming downstairs last week and brought some excitement to the hotel.

AUGUST 1980

FOX HILLS

NEAL BRUEHLING



OUT WITH THE OLD AND IN WITH THE NEW...We're all so happy with our brand new fixtures throughout the store. New Hallmark fixtures and new fixtures for much of our other merchandise has allowed us to now have approximately 30% more merchandise to sell. We have also changed the layout of the store with long isles...we feel like a whole new store!

HAPPY BIRTHDAY to PHYLLIS CLOW and ANNIE ORTEGA who celebrated this month.

Our Gift Boxes from Papel are really selling fast...also desk markers in their display units are selling strong...we must go through a few dozen desk markers each week.

WELCOME BACK to NEAL who enjoyed a few days off on a very relaxing vacation in San Diego.

GLENDALE GALLERIA

RABINA ARATOON



HAPPY BIRTHDAY WISHES to GLADYS WATTS and IRMA HENNING.

Souvenir Season is upon us and our California items from Papel are selling strong. Also Gift Boxes from Papel are hot, hot, hot....after receiving our shipment, we sold 10 boxes the first day!

SHERMAN OAKS

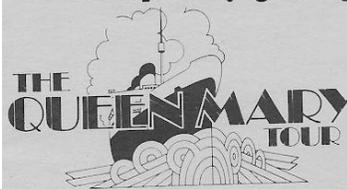
NEAL BRUEHLING



WELCOME to CARLOS GARCIA our new, soon to be...Associate Manager for Sherman Oaks. We have received two telegrams telling us that the center will be delayed a bit on its opening. October 30th is the new date planned. Our newest Ruggles will be ready as fixtures are currently under construction and merchandise has been ordered. In the meantime, Carlos will be kept busy gaining experience in our other stores.

QUEEN MARY

BOBY WILLIAMS



Queen Mary Ownership Change...Beginning September 1, 1980 Ruggles/QM will have a new landlord. The Wrather Corporation has purchased the QM and will assume control of the ship's restaurants, shops, and other operations beginning September 1st.

Ruggles has had twenty years in dealing with the Wrather Corporation as a landlord at the Disneyland Hotel. Wrather has always been a very fair landlord in our experience, and "The company is very progressive" says Stan Papel. "I am certain that we will see much improvements of operations aboard the Queen Mary and we look forward to much benefit of our QM operations with Wrather Corporation as our landlord." stated Stan.

JIM STEELE, Boby's Assistant, is leaving Ruggles QM after having been with us since 1976! We'll all miss him very much, however JIM has always wanted to be an X-ray lab technician and he will be going to school full time to accomplish his goal. We all wish him the very best!

HAPPY BIRTHDAY(S) to FLORA and SHANNON.

Our new T-Shirt shop is doing great, and hot items from Papel are gift boxes and Rainbow series.

DIANNA and her baby girl are doing fine and DIANNA plans to return in Sept.

SEPTEMBER 1980

ShopTalk

RUGGLES MANAGERS MEETING

All Ruggles managers met on September 17th to cover many topics applicable to all stores. A big thanks to Debbie Furman who conducted her portion of the meeting related to personnel laws as applied to hiring and firing (Ugh!) and to Shelly Steier who conducted his portion of the meeting related to sales and the featuring of Papel merchandise at Ruggles stores.

Other topics that were covered included window and merchandise display coord-

ination, the Ruggles bonus system, and store security including theft and shoplifting procedures. It was a full day for everyone!



BONAVENTURE

JEAN MACK

IT'S DOLLAR DAYS...or should we say "DOLLAR DAZE" at the Ruggles Bonaventure! Our \$1.00 sale this month included many kitchen items such as cookie jars, coffee pots, etc. which excited our customers so much that we had ladies literally walking out with armloads of merchandise! When we re-ordered, our customers started unpacking boxes themselves to find out what would be put on the Dollar Table. They came prepared on their second trips to our store, bringing large black trash bags to carry out all their purchases! It was really a sight to see! There will be many cookie jars and coffee pots given out as X-mas gifts this year!



FOX HILLS

NEAL BRUEHLING

It's beginning to feel a lot like Christmas....It's very likely that that song may have been written by a gift shop manager because that's exactly how Ruggles is beginning to feel these days. Merchandise for the holidays is arriving, and the feeling is already in the air! NEAL is very excited and thinks that this season will be the best that Ruggles has ever seen. The quality and content of the merchandise arriving is the most eye appealing and saleable group ever. May all your "Christmas wishes" come true Neal!

WORLD'S GREATEST CUSTOMER....THANKS to the customer who came in this month and purchased \$300.00 of our World's Greatest mugs! Those gift boxes added up to quite a bit too as he purchased an equal quantity of boxes to go with the mugs.

Our KITCHEN SALE and \$1.00 TABLE is doing great...customers were waiting at our doors to get in, and once in they were lined up with purchases.



GLENDALE GALLERIA

RABINA ARATOON

A BIG WELCOME to JOSETTE who is Rabina's new Assistant manager...and to JOSE BELLAS new Head of Stock. Both Josette and Jose are warmly welcomed by Rabina who had been performing 3 jobs at once as manager, assistant manager, and Head of Stock. We hope that some of the extra hours she put in for awhile are over!

THANK YOU to CARLOS GARCIA who has been helping Rabina while being trained as Assistant Store Manager of Sherman Oaks Ruggles.



SHERMAN OAKS

NEAL BRUEHLING

MARK YOUR

October 30th...that's the scheduled GRAND OPENING...and it definitely will be "GRAND". Our suppliers have donated grand prize opening gifts which will be given away to customers as door prizes

Entry blanks will be given out for over 50 gifts valued at well over \$1,000.00 total. We're almost ready for the big event...plan on being there!

QUEEN MARY

BOBY WILLIAMS



WELCOME BACK to DIANA HOUGHIN ... Diana temporarily left us for awhile due to having an adorable baby daughter! We're glad to have her back.

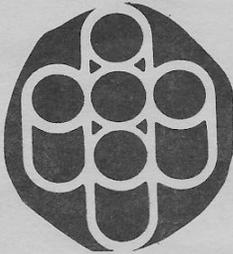
Strong items this month are Last Name Mugs from Papel and the new seagull mdse.

ShopTalk

CONGRATULATIONS to CARLOS GARCIA who will be Associate buyer of Sherman Oaks and Fox Hills as well as Associate Manager for the stores. CARLOS will be confirming orders for greeting cards, stationery, and plush animals. He's done an excellent job and has always kept his pleasant temperament.

BONAVENTURE

JEAN MACK



ALL HER BAGS ARE PACKED...and this time she's going! In a gesture of true company loyalty, Jean postponed her Mexico vacation last month in order to help set up the new Sherman Oaks store. Now that that's underway she feels she really will leave this time. The trip is planned for Jan. 7th.

Have a Great time Jean, it's a well deserved vacation for sure!

There's Papel International...and Ruggles International! That's what our Christmas Eve buffet will be as all of our employees are cooking a different dish from the country they represent. Since we have about 5 different nationalities of employees, our feast should be very interesting!

A Very Merry Christmas and Happy New Year from Jean to everyone at Ruggles and Papel!

***FOX HILLS*

NEAL BRUEHLING

**Fox hills
mall**

Christmas is going full speed naturally and one of our hottest items is our Unicorn line from Papel. We literally can't keep it in the store and it is the fastest selling group that Neal has ever seen.

A large Thank You to IRMA MONSON, Neal's "right arm" at the store. She has been with us for about one month and has been a tremendous help in every phase of working in the store.

Our Christmas party which includes a gift exchange among employees, is being held Christmas Eve. We're all looking forward to the party and to some relaxation afterwards!

GLENDALE GALLERIA

RABINA ARATOON

**glendale
galleria**

Christmas seemed to get off to a slow start for our store, but we've been very busy in the last two weeks. From Papel, the Unicorn line is extremely hot, and like Fox Hills, we can't keep enough of it in stock. Also selling strong are the elephant toothpick holders in their new display unit and also the message markers in their unit. Naturally, the Gift Boxes from Papel are also selling very well now.

With the busy season, Rabina would like to thank GLADYS, LILLIAN, & YVETTE who have all really pitched in and been a big help. Also thank you to RICHARD PAPEL, Stan's younger cousin, who has been a big help during the Christmas Holiday.

DECEMBER 1980



SHERMAN OAKS

CARLOS GARCIA

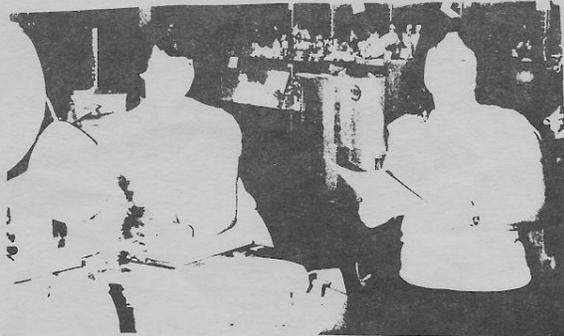
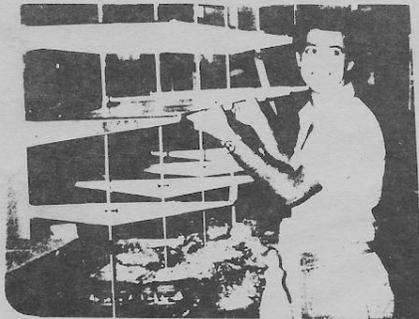
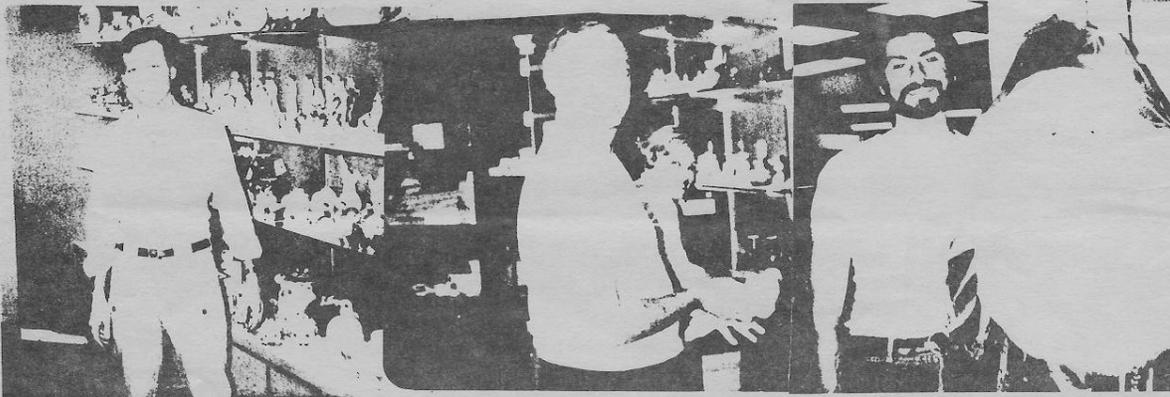
OOPS!.....Didn't mean to leave this very important name out in last month's PIPELINE...A BIG thank you to BOB JARDIM who was also one of the "Happy Helpers" in helping set up the new store.

With the store open for more than a month now business has started to really pick up. Week-ends have been especially good and many customers have commented on how nice the store looks. Our sale on Cobalt items is going over excellent, and other strong sellers are Unicorn, Rainbow, Norman Rockwell items, and our mirror sculptures.

A Grand Opening Party was held this month for management and friends and family. It was a festive evening and champagne and various cheeses and fruits were served.

Below are some familiar faces during the set-up of the store:

Stan Papel, Phil & Sophie Papel, Neal Bruehling, Santa Claus, Carlos Garcia, Michelle Ferguson, & Jean Mack.



QUEEN MARY

BOBY WILLIAMS

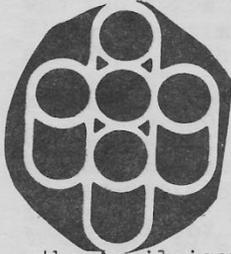


A new movie was filmed on board starring Robert Mitchum. Our stores were used but the names were changed to German titles. The movie is "Winds of War" coming out in 1982 and if you see shops with the names "Andenken, Buch And-Lung, and Blumen Handlung"...that's us! Merry Christmas

ShopTalk

CHRISTMAS SALES...LIKE THE TORTOISE & HARE RACE.

All Ruggles stores were off to a slow start in December compared to the growth we had in previous Christmas seasons. However, it seemed as though on December 20th everyone in the city suddenly realized it was Christmas and we ended up having several of the biggest buying days in Ruggles history. A special congratulations to RUBINA and the Glendale Galleria crew whose sales increase over the last year was 20%. This is considered excellent considering the economic conditions as well as the new competition from the Pasadena Mall.



BONAVENTURE*

JEAN MACK

Ruggles Bonaventure will be spotlighted in GIFTWARE BUSINESS in the April issue! Jean was interviewed for 3 hours for a section that the magazine is doing on hotel gift shops. Comparisons and contrasts between hotel gift shops and mall gift shops and merchandising differences for each was the primary topic of discussion. We'll all look forward to seeing the April issue and we're proud that Ruggles Bonaventure was especially selected!

Strong sellers this month are our new Parrot items from Papel...one lady purchased one of every item as we were just beginning to unpack them! The mugs, naturally, are selling but the plate that says "Crackers!" is selling very well also.

CANYON PLAZA

JEAN MACK

The countdown has begun and by the time you read this issue, our newest store in Canyon Plaza will be open! A Sidewalk Sale is being advertised on January 29th and so we have no choice but to be ready for business since we, also, will be advertising our Grand Opening for the Sale.

This newest Ruggles will feature mostly store transfers and close-out merchandise. There will be some large values with much of the merchandise being $\frac{1}{2}$ price!

Our "Happy Helpers" to help set up are NEAL, CARLOS, RUBINA, JOSE, BOB J., SIDNEY, JULES, MARILYN, ARLENE, BARBARA, OPHIE, BOB P., DAVE, & HELENE.

JANUARY 1981

SHOPTALK....Continues

FOX HILLS

NEAL BRUEHLING



NEAL reports a good Christmas season with sales up over last year. THANKS from Neal to the entire crew who all pitched in and gave their full efforts.

This month strong sellers are Unicorn items (we can't keep enough of it in!) and Parrot Talk merchandise. Valentine's Day is around the corner and naturally all our our Papel heart and love items are doing great.

**glendale
galleria**

GLENDALE GALLERIA

RUBINA ARATOON

The winding down of the busy Christmas season has given us a chance to get re-organized and straighten things up. As part of this process, RUBINA is taking it upon herself to repaint the stockroom! Lots of luck...that takes courage!

A special section for \$2.00 Sale merchandise has been set up and it is doing very well. During the past week at the Gift Show Rubina purchased more merchandise for the \$2.00 table as well as some beautiful new glasses, vases, and glass jewelry boxes for the store.



SHERMAN OAKS

CARLOS GARCIA

Contemporary items are the best sellers at this store and from Papel that includes Unicorn and Office Quackery. At the Gift Show Neal and Carlos purchased more contemporary merchandise for this store as well as our other Ruggles.

Business is slow but we're very hopeful that now that most stores are open traffic will pick up...we're willing and ready!

QUEEN MARY

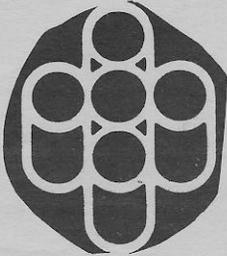
BOBY WILLIAMS

The picture "Nero Wolf" was shot aboard the Q.M. this month bringing the usual excitement of actors, cameras, and the hope that our shop would be in the pictures!

Not so exciting to report is the bad news that BOBY has been sick with the flu for an entire week. Normally nothing can hold her down, so when she misses one week of work....WE KNOW SHE'S SICK! A speedy recovery is wished to BOBY from all of us!

Strong sellers this month are our new whimsical keyrings from Papel, Parrot Talk items and Unicorn.

ShopTalk



BONAVENTURE

JEAN MACK

"X-RATED RUGGLES"...Jean Mack has always been known to welcome any classification of merchandise that sells...that goes from cosmetics, to candy, to pampers...and now her newest addition, X-rated cards! While some of her help in the store is a little shocked when they straighten the cards out, Jean maintains that the office people who come in just love them! Jules picked the selection out, and he's been blushing ever since!

CANYON PLAZA

JEAN MACK

Even before we 'officially' opened our doors this month we were busy with customers anxious to buy the bargains we were offering at Canyon Plaza. Since opening our sales have been well beyond our expectations. The store was opened in less than three weeks time and without any of the fancy fixturation that is part of the other Ruggles stores. Some of the merchandise that was sitting on the stockroom shelves of our other Ruggles stores for months sold-out at reduced prices within the first week of operation at Canyon Plaza.

We are now in the process of adding several of our regular popular priced giftware lines in Canyon Plaza to make the store a full-line gift shop that will attract customers continually. Within the next few months about 50% of the store will be "bargains" while the other 50% will carry the same lines as our other Ruggles stores.

HAT'S OFF!...to DICK SAKLAD who set up the fixturation in an amazingly short time...and to JEAN MACK who merchandised the store while simultaneously managing Ruggles Bonaventure.

Will shops like Ruggles Canyon Plaza be a direction of the future for us?....Time will tell!!!

FOX HILLS

NEAL BRUEHLING



A TERRIFYING EXPERIENCE...happened this month to NEAL when early one morning he heard someone knocking on the door in the stockroom. He asked who it was and heard the reply that it was the 'delivery man'. When he opened up the door, he saw a gun pointed directly at his face! Neal slammed the door as fast as he could and began running down the aisles of the stock room in order to not be a target just in case the man started shooting through the door. Luckily that was the end of the incident, although Neal heard that these men had held up two other stores in the Mall already! We're all very thankful that the only thing lost was some sleep that night! Neal's lesson learned and one that he would like to pass to all managers is to make sure all delivery people are sent to the front of the store first where they are visible and where their creditals can be checked!

But there's some good news too this month...VALENTINE'S DAY was excellent & the store was literally sold out of Valentine cards. Our sale on our pigs

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with red hearts went fantastic and we literally sold cases of them!

Other good sellers this month include the Parrot line and our \$2.00 table of selected bargain merchandise.

**glendale
galleria**

GLENDALE GALLERIA RUBINA ARATOON

WELCOME to MITCHELL POPP, our new stock boy who is already proving to be a big help to us.

CONGRATULATIONS to Rubina's Assistant, YVETTE GEVORGIAN who just became engaged!

Valentine's Day was a large sales success and we did especially well with Loving Cups, our Cobalt Sale, Piggy Banks, and our \$2.00 Table. Flower of the Month is really beginning to sell well also.

**SHERMAN
OAKS
GALLERIA**

SHERMAN OAKS CARLOS GARCIA

Our Piggy Banks with red hearts that were on sale for Valentine's Day was a real hot seller this month. Customers were actually buying them by the dozens as party favors! The ad that was run on them had to

help as about 75% of the customers mentioned or brought the ad in with them.

We're hopeful that the next holiday, Easter, will bring in some more of that great traffic we experienced before Valentine's Day...we're ready!

HAPPY BIRTHDAY to ANDREW PAULUS who celebrated January 29th.

QUEEN MARY BOBY WILLIAMS



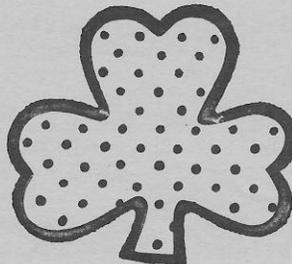
HAPPY BIRTHDAY to ANNETTE celebrating on March 6th.

THANK YOU Presidents Washington & Lincoln for having your birthdays and making our days like busy summer days....and Dr. George for making them such beautiful sunny days!

Our Strong Sellers this month included Heart Piggy Banks, Unicorn, Chorus Line, & Loving Cups.

GRAND PRIX COMING OUR WAY....During the first week of March the Long Beach streets will close to get ready for the Grand Prix. If you're a race car lover, rev' up your engine and come on down our way...it will be lots of fun...and naturally we will get lots of added business!

HAPPY



DAY!

ShopTalk

Bonaventure

The following article in the April issue of GIFTWARE BUSINESS is a well deserved tribute to the success of the Manager of RUGGLES/BONAVENTURE, JEAN MACK, as well as to her many dedicated employees:

Ruggles Boosts Slackened Sales By Changing Product Mix

Handling
Hotel Sales

By Rita Guarna, managing editor

LOS ANGELES—"I thought all gift stores were pretty much the same. I assumed the promotions and merchandise mix that worked in one shop would do well in another. But it's not that way at all!"

Jean Mack vividly remembers her surprise at finding that "nothing is the same" in a hotel gift shop. "The store hours, merchandise mix, personnel, advertising, promotions, security and the clientele are all very different in a hotel store," she remarked.

Ruggles, the 3,000-sq.-ft gift shop located on the fourth shopping level of the Los Angeles Bonaventure Hotel, is one of 10 gift shops located in the Los Angeles area. All the other stores are situated in regional shopping malls or in tourist attractions. The Bonaventure store is the chain's only hotel gift shop.

Mack's experience as an assistant manager of one of the mall stores didn't

really prepare her for "life in a hotel gift shop." When given the opportunity to manage the Bonaventure store, she expected an easy transition, even though "the store was barely holding its own."

"This whole experience has really been a challenge for me," noted Mack. "When I got here the store wasn't doing well, but in the past 2½ years we have more than doubled sales."

But there was a lot of trial and error. "In

a mall store you know exactly what people want, it's easier to identify your clientele," she remarked. As a result, the Ruggles stores in shopping malls concentrate primarily on medium-priced giftware and greeting cards. The shops in tourist areas concentrate on giftware and quality souvenirs.

Ruggles Bonaventure, on the other hand, caters to tourists, hotel guests in town for meetings and conventions and nearby office workers. For this reason, the store's merchandise mix is quite different from any of the chain's other counts for 43 percent of the store's merchandise; souvenirs make up 18 percent; greeting cards/office supplies and sundries each represent 15 percent; candy and tobacco account for nine percent.

"None of our other stores would consider stocking cigarettes, candy and sundries," remarked Mack. "But for us it's a necessity that has paid off. 15-20 percent of our sales in an average day are from that category. There are a lot of travelers who forget their tooth brushes.

"We have to stock what sells. We couldn't sell knick knacks or small decorative things. Cookie jars and kitchen items just didn't move at all because men won't bring a kitchen utensil home to their wives.

"Bath items do very well in all our other stores, but not here. I used to carry an extensive line, but it just wouldn't move so I moved it out."

"We try to stock mostly U.S.-made merchandise," Mack added. "People are shying away from junky souvenirs. In addition, Mack noted that her shop caters to a large number of Oriental travelers. "They don't want to see anything that's made in Japan."

"We also steer clear of big, bulky



"Nothing is the same in a hotel gift shop," mused Jean Mack, manager of Ruggles. Through trial and error Mack learned what merchandise would sell in a hotel shop.



Ruggles' \$1 table features mugs, snack sets and vases. "Customers walk out with shopping bags full of stuff," Mack said.

Handling Hotel Sales

Discount Card, Monthly Specials Help Ruggles Attract Local Office Trade

(Continued from page 27)

items," the store manager noted. "There are no \$400 vases in our store because a traveler just couldn't transport it. You've got to ask yourself, 'What can they take home easily?'"

The retail price range at Ruggles spans from \$1-\$250. "The average sale is \$15-\$20 per item, but many of our customers buy three-four gifts at one time. Ringing up \$50-\$75 for one shopper isn't unusual here."

Still, few hotel gift shops could survive on tourist traffic alone. "A hotel shop isn't just for the hotel crowd because

there are too many lean periods in between the tourists," Mack candidly admitted.

Discounts Draw Outside Traffic

She solved that problem by tapping the nearby office trade, but "it wasn't easy." Even though the office workers didn't have another gift shop in the area, they were skeptical about the high prices of a hotel gift shop and assumed that an item would be marked higher than one in a regular gift shop or department store.

To allay that fear, Mack initiated a 10 percent discount card for the surround-

ing office personnel. She spread the word around by inserting a note in all her regular ads. "It has brought in a lot of new customers," she said. "We've given out at least 250 cards since the plan was implemented last November."

"Since December is the slowest month in a hotel store, the discount cards also served to boost our Christmas business. It really made the difference for us in December."

Mack explained that the increased traffic and higher unit sales made up for the 10 percent discount she offered area employees. "You don't realize how important repeat sales and loyal customers are until you don't have them. I won't take that for granted again."

Mack's primary goal became getting people into the store. She initiated a \$1 table where everything is marked down to \$1. "People love it," she said. "No matter what profession they're in, they

love to stock up on mugs, snack sets, vases, anything. Customers walk out with shopping bags full of stuff. It has really helped draw people into the store. One lady visiting from England bought \$40 worth of merchandise."

Another device used by the store manager is the "treasure chest." Customers pay \$1 and pick a gift from a huge box. They don't know what they'll get, but all participants have a shot at merchandise valued from \$1.98-\$30, Mack said.

Monthly Specials Offered

Ruggles also offers "Specials of the Month" to its customers. "Each month we put another item on special," explained Mack. "One month we featured cobalt vases at half price. The regular prices ranged from \$5-\$35. We sold hundreds of them."

Another special featured music boxes regularly priced for \$20-\$70. Ruggles sold them for \$10-\$35. "At least one-third of the women back home got music boxes from their husbands," Mack estimated.

"People can't contain themselves when something's on sale," Mack commented. "One woman bought 36 piggy banks when we recently had them on special. She nearly cleaned me out."

Mack explained that the items put on "special" are "good buys or closeouts bought for the whole chain. Since we buy in volume for the 10 stores, we can afford to item promote certain products."

To further entice people into her store, Mack offers free gift wrap to all customers and puts everything into a box. "Most hotel shops don't even give

people boxes," she said. Nine out of 10 tourists want their purchases boxed and wrapped. And if they don't want to carry their bags around, we'll even bring it up to their room. A little extra effort never hurts."

That little extra effort has helped Ruggles thrive. While many other shops in the Bonaventure open at 10:00 a.m., Ruggles is open at 9:00 a.m. everyday. "I'll even open up at 8:00 a.m. if I know a group has an early morning meeting," Mack noted.

The hotel shop is also open every Saturday and Sunday "because 50 percent of our customers are busy with meetings during the week and are only free to shop on the weekend." To accommodate them, Mack stays open until 10:00 p.m. on Saturday and 6:00 p.m. on Sunday. "If there are large groups of people around, I'll stay open until 11:00 p.m. The latest I've ever closed was midnight."

Since Mack rarely knows beforehand when the store will be jammed with people and when it'll be slow, she is forced to "be prepared at all times." There are five full-time employees and one part-timer on a steady shift.

"I don't push my people during the slow times because I know they really have to work when the people come pouring in," Mack explained. "When it's quiet they straighten out, re-fill shelves, clean-up the stock room and the like."

"In a hotel gift shop, there are times when the only traffic you get is from your own staff and other times when there are 200-300 people in the store at one time."

G



"The odds of winning are much better in our treasure chest than in Las Vegas," asserted Ruggles saleswoman Mercedes Garcia.

Bonaventure

Much has already been said about the Bonaventure this month...but thought everyone would be interested in knowing that 1984 Olympic souvenirs are already selling...and selling well! JEAN reports that the foreign trade seems most interested in purchasing souvenir items with the Olympic designs since they're not sure that they'll be back again before 1984!

Canyon Plaza

A nice welcome to DEBBIE ROGERS our new full time employee at Canyon Plaza. Debbie is not only efficient at her job, but she is very good at making displays besides. Glad to have you with us, Debbie.

Top sellers this month include Unicorn items, Mother/Grandmother related items, and Parrots...all from Papel.

Fox Hills

NEAL reports that this was the biggest Easter ever in terms of crowds and sales. The store had two weeks of great selling that was very reminiscent of Christmas.

Now with Easter behind us, the big focus is on Mother's Day. It looks like it will be terrific if our sales on Mother's Day Cards are any indication. As soon as cards were being set up, they were being sold! To help remind our customers, John Schenk has set up a beautiful Mother's Day window.

HAPPY BIRTHDAY to NEAL BRUEHLING who celebrated on April 9th. A party was held at the store and the girls gave him a beautiful sweater.

Hot sellers this month continue to be pencil sharpeners from Papel...and Unicorn items, also from Papel.

Glendale Galleria

RUBINA ARATOON also reports a fantastic Easter at Glendale Galleria. She said it was unbelievably busy and sales were extremely high in comparison to last year. There was lots of gift giving for this holiday!

Strong sellers are lucite candle holders in their display unit from Papel. This is the first time these have been reported in a strong selling report from the Ruggles stores for the PIPELINE...this could be the first of many more we hope.

Sherman Oaks

Many special Mall promotions are coming up for the Sherman Oaks Galleria, all with the intent of improving customer traffic. Coming up is a Psychic Show, a Fine Arts Fair, and Musicians. For Easter we had the "Easter Bunny" which helped spread the Easter spirit and perk up sales a bit!

Queen Mary

Not all news is "good news" but it is up to the PIPELINE to report it... good or bad. During the month, Ruggles/Queen Mary received notices to vacate several of their premises aboard and adjacent to the Queen Mary from their landlord, Wrather Port Properties. At this time our attorneys are handling all matters as related to the Queen Mary to protect our legal rights. Certainly there will be more information about the status in the next issue of the PIPELINE, but in the meantime we would like to thank all those employees remaining with us.

Our short-term interests will be to remain in those locations so entitled by our legal rights. In the long-term we are looking towards other locations in the Long Beach area including the new Sea Port Village planned in 1982, as well as the possibility of mall stores near the Long Beach area.

Unfortunately, due to circumstances beyond our control, reports BOBY WILLIAMS, our Easter sales were not as strong as in the past. Our windows were decorated beautifully, however, thanks to DIANA'S efforts. Bunnies and eggs filled the windows and our stuffed rabbits hopped up and down with joy as they were picked from the shelves for some child's Easter basket.

More upbeat news is that Papel Olympic souvenirs are already a great success and Flower of the Month items are selling strong. For Easter our best seller was the large display of fine English cups and saucers that were regularly \$12.00 to \$15.00 and were on sale for \$4.98!

HAPPY BIRTHDAY to MARILYN who celebrates on May 25th.

MORE STORES???

NEGOTIATIONS ARE PROCEEDING VERY SMOOTHLY ON TWO NEW STORE LOCATIONS....ONE IN SANTA MONICA PLACE, AND THE OTHER IN PASADENA MALL. IT'S TOO EARLY TO GIVE ANY MORE DETAILS AS THE PIPELINE GOES TO PRESS, BUT THE WAY THAT THINGS ARE GOING, BY THE NEXT PIPELINE THERE MAY BE TWO NEW RUGGLES!

?
Santa Monica Place **?** **Pasadena** **?**

APRIL 1981

SHOPTALK...CONTINUES...

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GOURMET GIFTWARE

This is the first part of a three part article on GOURMET GIFTWARE written by JULES ROSENBERG, our Ruggles Coordinator, whose responsibilities include market research. The gourmet industry is large and fast growing industry, and this classification of merchandise can not be ignored by RUGGLES or PAPEL. Basically a gourmet product is a product that can be used in the preparation, serving, and/or storage of food. It can be "functional" or "decorative" and is purchased by or for an epicurian (gourmet cook).

This first article covers, "Who is the Gourmet Customer"? The second article will be "What Exactly is a Gourmet Giftware"? The third article will be "What is Papel's and Ruggles' Potential in Gourmet Giftwares"?

This is an area that we can all learn together. Your comments on reading these type of articles in the PIPELINE would be sincerely appreciated.

WHO IS THE GOURMET CUSTOMER?

PART I

THERE ARE FIVE BASIC TYPES:

THE BEGINNING COOK

Someone in the process of forming a new household who has very little in the way of equipment and accessories. This customer needs everything and is mostly comprised of newlyweds, students, and divorcees.

THE SERIOUS COOK

This group includes men and women generally between the ages of 38 to 55. The serious cook loves to cook and loves the kitchen. They are the largest purchasers of gourmet items.

THE SOCIAL COOK

The social cook shops and buys for the benefit of others. They tend to have all the proper equipment. This group is comprised of the hostess and the status seeker.

THE TRANSITIONAL COOK

The transitional cook is one whose lifestyle is changing. Typically she is a married woman in the 40 to 55 age bracket who may want to upgrade her equipment and become more adventuresome in the kitchen. Her children have grown older and are leaving her home...she finally has time to cook! She is likely to buy cookware, cutlery, serving pieces, new appliances, as well as kitchen equipment she never owned.

THE NON-COOK

There are two types within this category: 1) the Gift Giver, and 2) the Out of Time Cook. The former are children who buy gifts for their parents or it could include an older couple who is buying their daughter a pasta maker, etc. for a holiday. The out of time cook would be someone who stops off at the specialty food store to buy cheese, crackers, and wine.

To summarize, each and every one of us is a potential consumer. As Americans continue the battle against inflation by entertaining more at home, the sales of gourmet products should continue to increase in significant proportion.

ShopTalk

A SPECIAL CONGRATULATIONS TO RUGGLES GLENDALE GALLERIA AND RUGGLES FOX HILLS FOR SPECTACULAR SALES INCREASES FOR THE MONTH OF APRIL. BOTH STORES EXCEEDED SALES FROM THE YEAR BEFORE BY OVER 50%!!!!

It is also the first time Ruggles Fox Hills has been the number 1 store in our category in Fox Hills Mall for sales increases. Good going Neal, Rubina, and all the F.H. & G.G. crew!

SHOPTALK...continues

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Bonaventure

HAPPY BIRTHDAY to CARLOS ESPANA who celebrated on May 25th.

BUSY, BUSY, BUSY...is what this month happily has been! Project Head-start has had a convention at the Bonaventure and so many people who visited our store during last year's convention told their friends about our store that we have been swamped! Our Dollar Table has been terrific as well as all merchandise in general. Next week Cable T.V. will have their convention here so we're looking forward to more busy days.

Canyon Plaza

Welcome to Margaret, our new Part-Time employee.

Mother's Day is behind us now, but we had strong sales figures. More of our regular priced merchandise is beginning to sell, especially our cups & saucers have been strong sellers this month.

Fox Hills

Father's Day is coming next and we're ready for business. John has set up a beautiful front window and the sales have begun...card sales especially started early. Hot sellers this month are our desk markers with funny sayings from Papel...and End of the Rainbow as well.

We love compliments on the store...especially when they're from Phil Papel. He was in this month and said the store couldn't look more beautiful!

Congratulations to Neal who won 1st place in the L.A. Open Skating Contest!

Glendale

Galleria

HAPPY ANNIVERSARY to RUBINA who is with RUGGLES 3 years this month!

HAPPY BIRTHDAYS to YVETTE, MARITA, & LILLIAN.

Business has been good and steady, with Mother's Day having been extremely busy. Now we're hearing lots of compliments on our Father's Day windows recently set up by John. Strong sellers continue to be Flower of the Month, Unicorn, pencil sharpeners, and Father's Day related items.

Glendale Mall management were in our store this month and paid us a very high compliment saying that our shop was the most beautiful gift shop in the mall.

Queen Mary

We are pleased to report that matters seem to be resolving at the Queen Mary since the last issue of the PIPELINE. As the PIPELINE goes to press, agreement is being finalized in regards to the dates that we will remain aboard the Queen Mary in our present locations. While we will be vacating our locations in Mary's Gate Village this month, we will remain in our 3,000 sq. ft. main store location until June 30, 1982. We will keep you all posted about events aboard the Q.M. as well as new store locations we are contemplating in 1982 in the Long Beach-Orange County areas.

continued

Queen Mary News...continues...

The latest movie on board being filmed is "Goliath Awaits" starring Mark Harmon. Don't scream girls but Eric Estrada was on board filming for 2 weeks! All us gals young and old alike got a big thrill at his beautiful smile and his gorgeous, tight fitting uniform!

Our new dollar shop at Mary's Gate Village is a cute little shop and sells bargain merchandise for \$1.00 & \$2.00...but not everything in the register can be deposited. One day Val found a mouse in the \$10.00 bill drawer. It had scrunched up and expired and looked very ferocious to Val who is no bigger than a mouse herself! After a phone call and a few screams, Dianna & Marilyn came to the rescue and gave the little mouse a prompt burial!

This is the second part of a three part article on Gourmet Giftware written by Jules Rosenberg entitled:

WHAT EXACTLY IS GOURMET GIFTWARE?

GOURMET GIFTWARE can be broken down into 8 categories. It is anything that someone can give as a gift to an epicurian for use in the kitchen.

1. TABLETOP- This category includes such gift items as mugs, salt & pepper shakers, beverage sets, and oven-to-table stoneware. Country motifs and color coordination are very important in this category.
2. WOODENEARE - This category includes such items as butcher block tables, salt & pepper shakers, bread boxes, cheese boards, wine racks, and cooking utensil sets.
3. COOKWARE - This category includes such items made of stainless steel, porcelain on steel, clay and copper. Handpainted and color coordinated designs are popular among gourmet customers. Items in this category could be a clay pie dish, stainless vegetable steams, or porcelain cookware sets.
4. GADGETS - This category includes such items as salad spinners, measuring cups, magnets, and molds. Function and fashion play an important part in this category as well as primary colors.
5. APPLIANCES - This category includes such items as electric omelette pans, food processors, pasta and dough makers, kitchen scales, coffee makers, etc. Gourmet gift appliances are distinguished separately from traditional houseware appliances.
6. STORAGE - This includes such items as cannister sets, canning jars, three tier baskets, etc. Color continues to play an important part in food storage and multiple use storage systems.
7. CUTLERY - This includes such specialty items as parers, slicers, carving and butcher knives and knife sharpeners.
8. MISCELLANEOUS - This last category includes such items as color coordinated aprons, towels, oven mitts, potholders, kitchen cloths, cookbooks, and recipe holders

In summary, the Gourmet Giftware market is such a huge marketplace that it is possible in limited space to mention only categories with spotlighted examples of each. Because of its appeal, functionality, and versatility, phenomenal growth in this area is predicted in the near future.

ShopTalk

Stop the Press!

RUGGLES just purchased a brand new 11,500 square foot warehouse in a brand new commercial section in Pacoima...just 6 miles north of our current offices! Escrow will close September 25th and RUGGLES will be moving shortly thereafter.

Our new warehouse is one of seven new warehouses on the block and all feature attractive Spanish style buildings with beautiful landscaping (Sidney will have his own garden soon!). The offices have wood paneling, tile ceilings and refrigerated air conditioning. The warehouse section has insulated ceilings, air coolers and ample florescent lighting. RUGGLES will be able to lease nearly 8,000 square feet of their new office and warehouse.

More details on our exciting upcoming move next PIPELINE!!!

SPEAKING OF 'OPENINGS'....KITCHEN WORLD will be having it's Grand Opening on Thursday October 1st. Advertising and special purchases are being made...and store signs will be ready by mid-September.

SPEAKING OF KITCHEN WORLD....Formulation of a "STRATEGY" was covered at a special manager's meeting. The KITCHEN WORLD strategy toward sales will be to concentrate on kitchen gadgets and gifts oriented not solely to the gourmet cook but primarily to those who like to cook and/or who want a treat or gift for the kitchen. KITCHEN WORLD will be a fun store and several new merchandise classifications will be introduced by this October.

You're #1

CONGRATULATIONS to NEAL BRUEHLING and the FOX HILLS staff for attaining the number one store ranking in sales per sq. foot in our merchandise category in the Fox Hills Mall! This is the first time we have been #1 in store ranking and it is a tribute to the excellent efforts of all of the Fox Hills staff.

A TIME TO REMEMBER.....A Message from NEAL BRUEHLING

This month I will have been with RUGGLES seven years. There have been many "Ups" and "downs" but mostly "Ups". I have learned so much, and the time has gone so fast. It has been my joy to work for this company because of the family who has treated me like one of them. A person would have to look far and wide to find a better company to work for. In closing, I thank Stan for having so much patience with me and here's to many more years! Neal

VACATIONS.....SUSAN GRADY, our Manager at PASADENA is taking a much-deserved vacation on the Jersey shore spending time with her sister's family. Have a great time Susan!

NEAL reports that his vacation time spent at Hearst Castle was magnificent and a real must for anyone who hasn't been there yet!

Hot Stuff

August brought lots of HOT weather, but with the heat came lots of hot sellers as well! QUEEN MARY, CLENDALE GALLERIA & BONAVENTURE report SUPER STAR NAME MUGS as HOT, HOT, HOT! ALLIGATOR SERIES is reported as hot from BONAVENTURE & PASADENA....especially the Alligator shot glasses. CHRISTMAS in August??? Who would think that customers are thinking and spending for Christmas now?! They are though as

(continued)

AUGUST 1981

SHOPTALK....continued

Hallmark Christmas ornaments are already selling great and RUBINA anticipates being sold out before Christmas at GLENDALE. At CANYON PLAZA there are very special prices on Christmas merchandise and customers are stocking up on the bargains while they last.

At KITCHEN WORLD in Santa Monica, CARLOS reports that the vertical Chicken Roaster (does that mean the chicken has to stand up while it cooks?)..and the lucky kitchen witch are strong sellers.....& Jelly Bellys of course!

CLOSE ENCOUNTERS OF THE WORST KIND!

At the QUEEN MARY, BOBY reports that we are all so very thankful that one of our favorite employees is still "with us". WAILANI DURANTE woke up the other night to the sound of her fire alarm detector going off. With her whole apartment in flames and smoke all around, WAILANI dropped to the floor and managed to crawl out! Although everything she had was destroyed in the fire, we are all so relieved that she is o.k.. The RUGGLES Q.M. employees presented WAILANA with a "WAILANI RELIEF FUND BOX" which they collected for her...we hope it helped a little. In spite of it all, WAILANI missed only two days of work and when she returned, she was as cheerful as ever!

A NOTE OF THANKS...from the editor to all store managers who remembered to send in their notes for the PIPELINE on the 15th. This was the first month of changing the procedure for our managers and everyone remembered. Please let me know if readers like the new SHOPTALK format...and always remember the 15th is the 'magic date' for sending in the news!

See you next month!!!

I hope the above articles give you an idea of the day-to-day operations of Ruggles. Looking back, the 1980's was truly the golden era of the Card-and-Gift Shop. This was way before the Big Box stores had any significant market share of greeting cards and giftware. It was long before the word "internet" was part of the English language.

While there are still many successful Card-and-Gift shops in the USA, the "MOM & POP" era is gone forever, and it is now a new era.