

SU Records celebrates ten years of service



Good values and excellent service are a trade mark at Students' Union Records. Since 1972, SU Records has been serving the University community in HUB Mall. Store manager Taras stresses their everyday values are passed on to the general public.

"This store has been placed here by the (U of A) Students' Union to give the students a break," he explains. "Traditionally the store has used a lower percentage mark up than the other stores in town."

Taras estimates SU Records undercuts its mark up price by about 10 - 15 per cent than most record stores in Edmonton.

"It's good business sense," he adds. Another feature of the store is its inventory.

Besides having a large and diverse selection of music and artists, SU Records has an excellent reputation for ordering hard to obtain materials.

"We can bring in any record from anywhere in the world," Taras says.

He adds the Record store, being an independent merchant, can go outside the regular record store chain's line of distribution.

"As a result we can go out of established lines of distribution and bring in otherwise unavailable titles," he says.

Most stores can order any record available on a Canadian label, but anything outside the country is much more difficult to obtain. Dealing with "one stops" or middle men, SU Records can obtain labels from the United States and Europe. The store also has a good choice of locally produced products.

"We have a strong reputation in town," says Taras. He explains that many local stores will recommend SU Records when they are unable to obtain an item through their stock.

To enhance this service, Taras is proud to say he has one of the most knowledgeable staffs in Edmonton. He also stresses that the store's diverse stock facilitates the service.

"In no way are we trying to cater to one specific taste," he explains. "We have everything from the latest trend setters to the elderly who are looking for the records from their youth."

"We try to carry full line of catalogue stock," Taras adds. "We carry a full representation of most things most artists have done."

Certain sections of the store are very strong, like Classical and Jazz music. Yet

their selection also includes: Blues, Soul, Rock, Vocalists, Nostalgia, Rockabilly, Reggae, Comedy, Country, Imports, New Wave, Audiophile, French, Folk, Easy Listening, Gospel, Sound Tracks, International, Children's, and Self Improvement.

Overall SU Records has an inventory worth \$230,000-235,000. Taras says this is not an unwieldy supply, perhaps even low for the amount of space they have to work with. Most other stores would find this amount difficult to handle because of the floor space available.

SU Records is also beginning to build up a supply of cassette tapes. Having taken over the inventory of the defunct SU Tapes and Music store, Taras says they already have a head start.

"We try to carry cassette tapes for every section," he explains and they are still working on bringing the selection up to the quality of the album inventory.

"We also carry a fairly strong selection of blank tapes," he adds.

Not only is the record store improving its stock, it is also improving the diversity of its service. They do carry some accessories right now, including a number of record cleaners and tape head cleaners.

Taras though does not want to suggest the record store and its services are available to only the student or that the student is its only customer.

"On Saturday, 90 per cent of our customers are from off campus," he says, "but from Monday to Friday 85 per cent of the customers are students."

The store is easily accessible to the students any day of the week (except Sundays) and its fine service and excellent prices make for an attractive inducement to visit.

With the Yuletide season falling upon us, take the time and browse at SU Records. It will be well worth the trip and effort.

Travel with ET and friends

Imagine the sun-swept beaches of Maui; the white powder of the majestic Rocky Mountains; or the swelling waves of the Pacific Ocean. Edmonton Travel Agency can provide these scenes and more.

"Travel agencies are all similar to a degree," explains Bob, manager of the travel agency. They primarily provide bookings for travel and accommodation to a person's destination, yet he stresses Edmonton Travel can provide more.

"We are involved with a group of independent agencies across Canada that combine our total resources to obtain better products and a greater range of products to offer to our clients," he says.

This organization has been operating for over one year and is called INTRA, or Independent Travel Retailers Associated. They have 20 independent companies with over 50 branches across Canada to serve clients. Through this organization, the agencies can develop their own tours and packages.

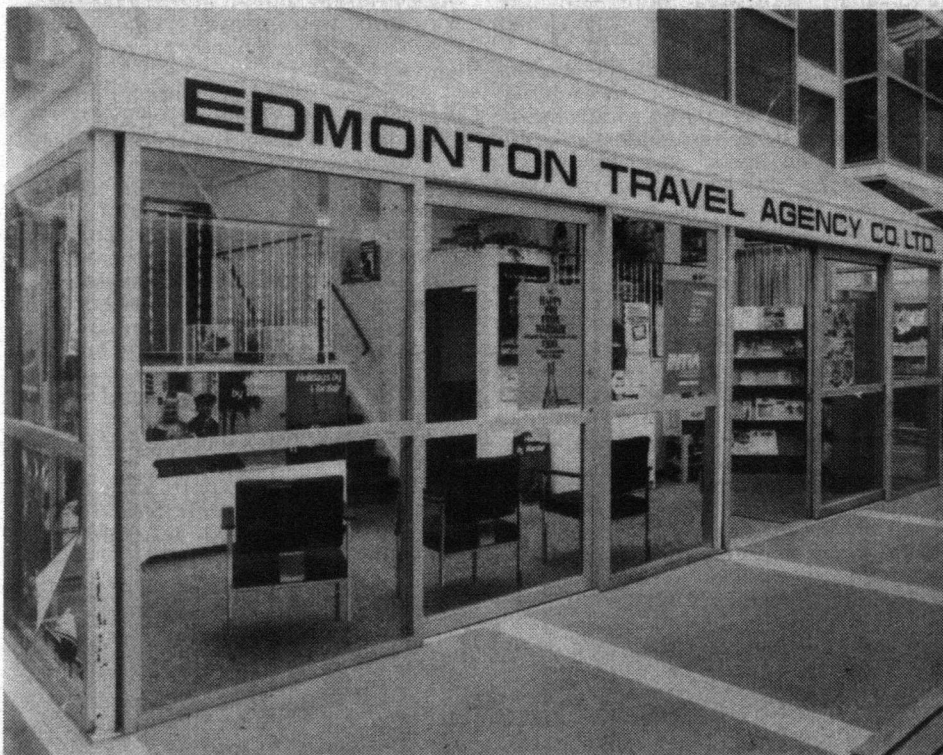
groups and individuals who travel often at a special reduced rate. These rates are usually reserved for companies and corporations, but the travel agency is able to obtain the rates through its INTRA cooperative.

"Upcoming tours are to the South Pacific and 'Cape to Cairo' tour," Bob says.

"We've put together tours and packages to the Galapagos Islands and group on the Queen Elizabeth II to London. Upcoming tours are to the South Pacific and 'Cape to Cairo' tour," Bob says.

Unfortunately the diversity of tour companies is not as good as it was a few years ago.

Bob says the travel agency was able to choose travel packages and tours from a



"We stick more to personalized holidays," he explains. "The majority of our bookings come from someone who has a specific date and destination."

This does not mean the travel agency will not book groups. Rather it will set up a travel package when they discover a demand for such a trip.

"So for the student," Bob says, "we will be able to put together customized groups. Presently we have a Hawaii Group Special for Reading Week with plans for other destinations such as Lake Tahoe and Steamboat."

But faculty and staff are not excluded. "We have a corporate rate hotel program," he adds, "and have a choice of hotels world wide."

The corporate rate program allows Edmonton Travel to book rooms for

number of sources. Over the past few years the number of such tour operators has been reduced.

"There is a bit of a problem with narrowing down of suppliers who package tours," he says. As a result, the diversity and choice of packages to many destinations is reduced substantially.

Bob stresses though, Edmonton Travel will still try to get the best value for your travel dollar.

Edmonton Travel has been serving the public for the past five years.

"We will improve and try to provide a better service," says Bob. One such step in the right direction, he adds, is the agency's joining INTRA.

If you are planning a trip, come in to Edmonton Travel and experience the type of service they can provide.



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HUB Mall