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Instore

THE MAGAZINE FOR THE AMERICAN JEWELRY STORE OWNER

IN DEPTH

MAKE THEM SAY WOW!

*Super Service Ideas That Will
Win You Customers For Life*

BEST OF THE BEST

THE TECH TRICK

Promoting Your Great New Gadget

ALSO INSIDE

DISCIPLINING EMPLOYEES

PRICE TAGS: YES OR NO?

HANDLING BLACKOUTS



TO KEEP **INSTORE** COMING TO YOUR STORE, FILL OUT THE **FREE** SUBSCRIPTION CARD **INSIDE!**