

Local porno sales up

By Ivy Harper

The bare facts show that despite inflation pornography profits are up and rising in Lincoln.

Nationally, adult bookstores and hard core movie houses, usually considered luxury entertainment, have fallen on hard times.

But Ron Stelline, manager of the Adult Book and Cinema (ABC), 140 1/2 So. 11 St., said sales have been up almost \$100 a day in the three months that he has been with the Lincoln bookstore.

As pornography becomes more and more legal, Stelline said, there is more and more competition, which makes for better profits.

Stelline said he thinks that no matter how hard times get, there will never be a time when pornography "will not make a profit."

Because of the increased competition, Stelline said, the ABC has cut the price of their movies. Ones that sold for \$35 in the past are now selling for \$25.

He said that even though prices have been cut, they can still make money because retail markup on many items is as high as 500 per cent.

Stelline disagrees with the statement that pornography is a luxury.

"For most of our customers," Stelline said, "pornography is a necessity. They would freak out if they didn't have it."

"We have a set clientele—repeaters who will never give up going to these movies," Steven Stehr, manager of the Embassy theater, said.

Stehr said that overall profits are up, even though attendance has fallen off somewhat since the Embassy opened two years ago.

Attributing this decline in attendance to "the newness wearing off rather than inflation", Stehr said that movies are still the "cheapest form of entertainment."

On a national scale, adult bookstores and hard core movie house establishments have reported earnings down 50 to 75 per cent, compared to a year ago.

Most managers give an abundance of competing stores and movies and relaxation of city restrictions as the main reason.

But, if profits paint a true picture, the national trend has not yet hit Lincoln, where interest remains high.



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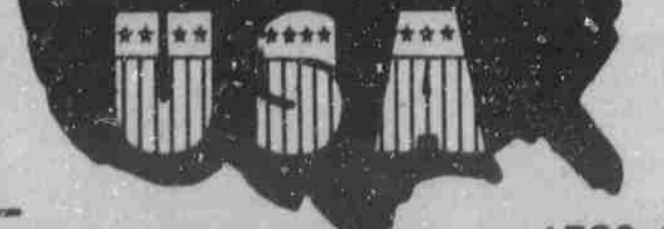
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