

K-tel . . .

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Joe Kalina, 24, 1741 K St., said he listened to a K-tel compilation of older rock songs.

"It wasn't too bad," he said. "Most of the songs were big songs."

He said the quality of the record was pretty good, adding that they were "the original versions, as far as I could tell."

K-tel records and tapes, priced at \$3.49 and \$3.99 at the Walgreens Drug Store, make fairly good sellers, said Clinton Schlake, assistant manager at the downtown store.

He said the store receives the products on a consignment basis but said it was difficult to determine what kind of profit Walgreens makes on them.

Art Sarka, an employee at Musicland at Treasure City, estimated that about 500 K-Tel tapes and records are sold there every two months, the length of a promotional period.

He said the K-tel advertisements are the key to their success.

Sarka said no one artist or concept sold more than others.

"It draws in all the different people," he said.

He said the records and tapes, priced at \$6.99 and \$7.99, contain full versions by the original artists.

Sarka said there have been no out-of-the-ordinary complaints about the products and said they were just like any other album.

"The quality has improved over the years. . . now it's listenable," he said.

The distribution of K-tel records and tapes at Woolco also has been successful, said Ken Thompson, merchandise manager.

He said the Lincoln store sells 72 to 120 K-tel records and tapes a month. The price of an album is \$5 to \$6 and tapes are \$6 to \$7.

Thompson also said he thought the quality of the products are pretty good.

He said the rock'n'roll compilations were the biggest sellers.

Rodeo . . .

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He said an indoor rodeo can't compare to an outdoor one because of the weather conditions for participants and the audience.

Same conditions

The audience can enjoy the performance without dust in contact lenses or rain or sun on their backs, he said, and riders also have an advantage because the athletes have the same conditions every day.

Another member of the audience said it was her first rodeo and added, "It doesn't seem real. It doesn't seem possible that those are world champions."

But Debbie Rhoades, a UNL student, said she "enjoyed watching the animals—almost more than the talent."

Other members of the audience said this was their first rodeo.

Gander said his promotional strategy is geared for everyone from "two-year-olds to 102-year-olds" with a special emphasis on children.

This was accomplished by clown acts and other side acts including Merrily Steffen and her trained border collies, an Indian war dance and the Schlitz Malt Liquor bull.

Patriotic theme

A patriotic theme shone through when the national anthem was preceded by a tape of John Wayne speaking on what the United States meant to him.

Gander said this was included because "anybody who has ever wanted to be a cowboy or is a cowboy admires John Wayne. This was our tribute to him."

He said the theme also stemmed from the Olympics and the Afghanistan situation.

The crowd not only responded favorably to the flags and splendor, but also to the riders.

Gander said he was leery of the reaction in Lincoln since "a lot of people have seen a lot of rodeos." He said when the company performs in Minneapolis the crowds are on their feet through the whole show, but he said he knew when they came to Lincoln "if it wasn't football, it wouldn't be a sport."

The company soon will travel to New York for 24 shows and Gander said the New York crowd will have an entirely different reaction.

"In New York they'll reach out and touch you in the halls. A rodeo athlete is held in more awe and esteem."

Gander said that in Nebraska it is nothing to see a man walking down the street in a cowboy hat and cowboy boots.

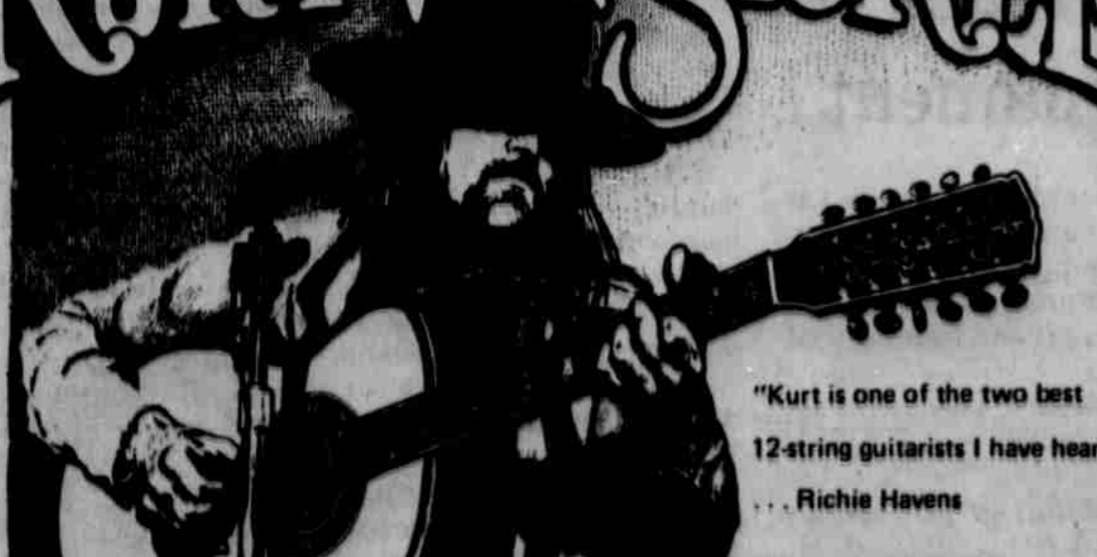
"You can't tell a Rexall cowboy from the real thing."

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13th & P 475-2222
5:30-7:40-9:50
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5:15-7:20-9:20
Kramer vs. Kramer
5:25-7:35-9:45
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