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## **Daily Nebraskan**

Thursday, November 5, 1987



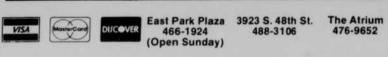
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## HE EYEWEAR PROFESSIONALS





Dotti Krist/Daily Nebraskan

Dixie Rae manages Roadshow Video, 19th and O streets, which opened Oct. 16.

## Video bows in Roadshow

cluding three Iowa stores in Des

Moines, Cedar Rapids and Fort

By Kevin Cowan Senior Reporter

market

Roadshow Video, at the northwest corner of 19th and O streets, is the most recent addition to the video rental trend in Lincoln. It opened Oct. 16. Lynn Sparks, owner of the six-store chain, said that of all the cities in consideration, "Lincoln had the best

Dodge. Video rental stores appear as fast as Hollywood produces movies. Sparks said she thinks the service provided by

Roadshow will stifle the competition. Roadshow Video offers free membership with a credit card and a valid drivers license. Otherwise a \$40 retainer is required. Prices are \$2.50 for the first movie, \$1.50 for the second, and \$1 for any other videos. There is

the size and climate of Lincoln, in- no limit on the number of videos you can rent. Roadshow features one family

facet new to video stores: a children's viewing room that shows children's films from opening at 9 a.m. to closing at midnight.

Sparks said she didn't pay to join a video rental organization, as most video stores do when starting their businesses. She said she bought each tape, plus multiple copies, separately. Most videos of recent releases, she said, cost about \$59.95.

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