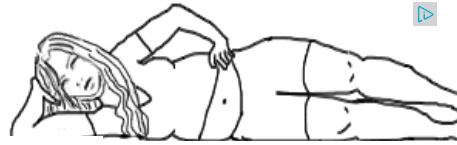


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Tip



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Special offers part of thrill of Black Friday Record Store Day event

By James Grant of The News-Sentinel
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Music fans have more than turkey to look forward to this Thanksgiving.

On Black Friday, record stores around the country will have a brand new crop of exclusive goodies, including many new vinyl titles, that will be available only by stopping by an independent record store as part of a special Record Store Day event.

Record Store Day began in 2007 as way for the nearly 1,400 independently owned record stores in the United States, as well as record stores internationally, to celebrate record stores and the impact they have on their local communities.

While Record Store Day officially is celebrated annually on the third Saturday in April, throughout the year there are also special events, such as the Black Friday sale, which highlight exclusive releases to be found at independent record stores.

Bob Roets, owner of the three Wooden Nickel Music stores in Fort Wayne, said Record Store Day events have been very successful for his stores and have increased his sales as well as brought exposure to local bands who have made in-store appearances on Record Store Day.

Record Store Day has also revitalized Wooden Nickels' vinyl record sales which have grown enormously since the first event in 2007, Roets said.

"Record Store Day in April has by far become our biggest day of the year," he said.

When Record Store Day started in 2007, Roets said, the North Anthony store was the only Wooden Nickel location to sell vinyl records, which made up about 15 percent of its sales.

As of this year, all three Wooden Nickel locations sell vinyl and approximately 35 percent of all sales are attributed to vinyl record sales, he said.

"I never thought I'd even see a 20 percent to 25 percent (increase)," Roets said of the boost in vinyl record sales. "But I have days at Clinton where I've sold 49 items, and 22 were (vinyl) LPs, which is nearly 40 percent."

This Black Friday sale will have exclusive releases that should appeal to a wide range of musical tastes.

Artists such as The Beatles, Genesis, Bon Jovi, David Bowie, Waylon Jennings, New Order, Run DMC, Jimi Hendrix and Miles Davis all will have enticing new vinyl made just for the collector.

"It's your opportunity to get a lot of very rare pieces," Roets said of this Black Friday event. Record companies may release a total of only 500 to 1,000 copies of some records, so stores may receive only a couple of copies each.

"So if you're really into collecting, that's a great day to come out and pick stuff up," he said.

Another interesting treat for vinyl collectors, if you stop by the North Anthony Wooden Nickel location, ask to see their recently acquired The Beatles "Butcher Cover," which Roets bought from a collector friend from Ohio who brought it to Wooden Nickel to sell.

The Beatles so-called "Butcher Cover" is one of the most hallowed and notorious pieces of Beatles vinyl — a cover well-known to Beatles collectors and one of the more sought-after pieces of Beatles memorabilia.

In June 1966, Capitol Records released the Beatles' album "Yesterday and Today" with the front cover showing the Beatles wearing white butcher smocks while being draped in slabs of raw meat as well as dismembered baby dolls. The cover photo was taken by Robert Whitaker, a photographer who worked many times with the Beatles, who wanted to create something surreal.

The butcher photo was part of a series of photos that Whitaker called "A Somnambulant Adventure" that was supposedly his comment on the Beatles' incredible fame and adulation and which also appealed to the Beatles' desire — and especially John Lennon's — to do something different from their normal photo shoot for album covers.

Lennon was the most keen in the group to have the photo released, and later both he and Paul McCartney were reported to have said the cover was the Beatles' comment on the Vietnam war.

With 750,000 copies pressed, the album was sent out to radio and reviewers and, because of the outcry about it being in bad taste, it was quickly withdrawn by Capitol Records



More Information

Black Friday at Wooden Nickel

All three Wooden Nickel Music stores will open at 8 a.m. on Black Friday, the day after Thanksgiving. Store locations are 3422 N. Anthony Blvd., 3627 N. Clinton St. and 6427 W. Jefferson Blvd.

Local radio personality Doc West will be broadcasting on WXKE, 96.3-FM, from 8-10 a.m. at the North Anthony location and passing out free doughnuts. There will be a drawing for free tickets to the "Such A Night" concert Saturday night at C2G Music Hall.

Local musician Sunny Taylor will perform an all-ages, free CD release show in the North Anthony location at 2 p.m., playing songs from her brand new album "Map to the Fire." The store also will offer free coffee and cookies throughout the day.

People also can register at any Wood Nickel store for a chance to win a limited-edition, Record Store Day special-edition, Crosley "Peanuts" turntable. You can enter once at each store. The winner will be announced Dec. 1.

before most copies hit record store shelves.

The offending photo was quickly replaced with a much tamer photo showing four weary Beatles standing around a steamer trunk. While a good number of the offending covers were destroyed, to save costs, a large number of the butcher covers were simply pasted over with the newer trunk cover.

While no exact number is known, renowned Beatles author Bruce Spizer states in his book "The Beatles' Story on Capitol Records — Part 2" that as many as a few 100,000 "Butcher Covers" may have escaped to the public via the pasted over covers.

Bob Roets posted a photo of Wooden Nickel's newly acquired "Butcher Cover" on Facebook and was surprised by the response, with over 600 likes to the photo shortly after he put it up.

"A lot of people said, 'I had no idea there was such a thing,'" Roets said of the response. "So we kind of educated people."

Roets said he had never seen a "Butcher Cover" in person and was surprised that a collector would want to get rid of it.

"It's amazing that Tim Hogan (manager of the North Anthony store), who actually has been selling records since the early '70s — longer than myself — he had never seen one," Roets added.

"He (Tim) knew about them (butcher covers), and I did, too," Roets said. "We were just really happy to get our hands on one."