

What goes around comes around

Records see
●
resurgence

By Katherine Michalets
Freeman Staff

Whether it's a sense of nostalgia, the desire to possess an unusual collection of music or just the love of sound pressed onto vinyl, records are soaring off the shelves of area thrift stores, consignment shops — and even stores dedicated solely to records.

To celebrate the love of records and the upcoming Record Store Day on April 22, [Goodwill](#) is having a party today at its Silvernail location, during which radio DJs will spin records and play songs off CDs for customers as they shop. It is those customers who will even be selecting the music.

"Records are really good sellers. People have really gotten back into loving vinyl. Record players sell really fast," said Stephanie King, [Goodwill](#) assistant store manager at 2015 Meadow Lane. "It's really searching and looking for treasures."

Most sought-after records

- Led Zeppelin
- Pink Floyd
- Frank Sinatra
- Psychedelic
- Heavy metal
- Hair bands
- Jimi Hendrix
- Metallica
- Iron Maiden
- Beatles
- Velvet Underground

Source: Henry Gacek, owner of Picky Picky Resale Shop, and Crystal Acosta, owner of Starship Records

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Records

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Black diamonds in the rough

Ray Zirkle of Racine has been collecting records for more than 40 years, since he was about 10 years old. He was flipping through the albums for sale at Starship Records in Waukesha on Friday looking for some gems to add to his album collection, which already numbers about 2,500.

He remains a heavy Beatles collector — both vinyl and other memorabilia — including the rare and controversial Beatles' "The Beatles Yesterday and Today" more commonly known as the Beatles Butcher album for its graphic cover that was quickly pulled and replaced. That record, he said, can fetch between \$700 and \$1,000 in good condition or as much as \$20,000 if sealed.

Henry Gacek, owner of Picky Picky Resale Shop in downtown Waukesha, said his hottest sellers tend to be from the 1960s and include hair bands and heavy metal. Those also tend to be the hardest to find and the most expensive.

"It has to do with that '60s feel. I get a lot of people looking for hair bands," he said. At Starship Records, 501 Lincoln Ave., owner Crystal Acosta said customers are looking for everything from psychedelic music to vintage punk. They are drawn to the sound quality, which she said some people contend is not as good when music is digitalized.

Growing popularity

Gacek said records have become a favorite item to collect for people of all ages, from teens on up. Buyers range from those who want to start a record collection to those who had one and tossed it out and want to reassemble it and those who never stopped collecting.

Acosta said various people come through her doors looking for records and for many reasons, from wanting to start a collection to getting something for a band to sign while they're in town performing. Albums at Picky Picky Resale Shop range from about \$5 to \$20 and include bootleg copies of The Doors performing.

Gacek gets his records to resell from estate sales and rummage sales, as well as people bringing them for resale. "They are getting harder and harder to find because everyone is collecting," he said.

The popularity of records, Gacek believes, can also be attributed to the availability of record players, including inexpensive ones at Target and other big box stores.

He compared the renewed interest in records to that in vintage video games.

"Basically it's with the record and video games the clarity has moved so far that people like a little static," he said. "You want a game to be a



Picture records hang on the wall of Starship Records in Waukesha. They are some of the higher priced records for sale in the store.

game. You don't want to be fighting people."

As soon as a large box of donated records gets put onto the store floor at Goodwill, King said, people are sifting through them looking for a great find.

"I think personally it's a nostalgia factor for people who are 35 and older; they grew up with records," she said. "They are looking for those things they had in their childhood."

Others are buying records because that particular piece of music is not available in a digital format.

Records sell for 99 cents each at Goodwill, and King said she can't estimate how many are sold in a week.

Condition doesn't always matter

Record buyers aren't always searching for an unscratched record with a mint cover, but may be happy with something that shows a little more wear.

"What I think it is, it is the sound. Not everyone likes that crisp sound," Gacek said.

He said some records that have scratches don't skip and some skip that don't have scratches. Also, some people buy the records just for their cover art for decorating purposes.

Hanging on the walls of Starship Records are signed records, picture records and other unusual finds, such as misprints, that cost more. The items for sale at Starship Records don't stop at traditional records. They also include cassettes, 8-tracks, 45s, VHS tapes and DVDs. And turntables and receivers, which Acosta said are hard to keep in stock, especially if they have a vintage silver look.

The same is true for the turntables at Goodwill, said King.

A groovy time

For those looking to take a step back in time today, Todd



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Katherine Michalski/Freeman Staff

Henry Gacek, owner of Picky Picky Resale in downtown Waukesha, discusses the popularity of records on Friday.

Ciske with WPAQ radio out of Mukwonago will be playing songs of Goodwill shoppers' choosing, whether on vinyl or CDs.

He said this is the third time the station has held such an event at the Goodwill

on Silvernall Road.

"It's an absolute blast," he said. "Think of it like a DJ throw-down."

Music that is requested ranges from One Direction to Patsy Cline.

"No matter what you play,

no matter what genre, no matter what era, you look around the store and you find someone in the store bopping their head to it," Ciske said.

The event will be held from noon until 4 p.m. today.

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