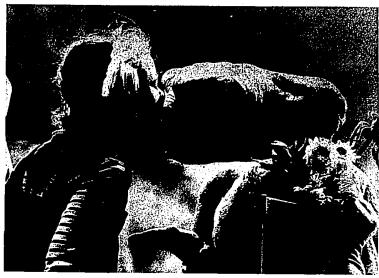
Drew Barrymore won pe o p l e 's hearts with her portrayal of Gortle in Steamers "E.T. The Extra-Terestrial," but not like the allen creature whose likeness whose likeness
was reproduced on everything from
T-shirts to
dolls.



For love of 'E.T.' spells big bucks

By Janice Brunson staff writer

"E.T. The Extra-Terrestrial," a beart-warming story of love be-tween a young boy and visitor from another planet, has shattered records in advanced sales of bome videos, with release still nearly two

videos, with release still nearly two weeks away. More than 10.8 million copies of the delightful film by Steven Spiel-berg have already been sold. Cas-settes will be available to consumers Oct. 28. They are being released by MCA Home Video.

MCA Home Video.
"The number is staggering, the dream of dreams" said Mark Hayden of Chicago-based Blockbuster Midwest, a nationwide video distributor with 17 outlets in the metropolitan Detroit area.
"The number is a record by far. A huge, huge title might sell 5 million. This is already double," Hayden said.

said.

So far, area Blockbuster outlets have each sold an estimated 300 coples of "E.T." at a discounted priced

of \$22.46. Sales have been strongest in the Birmingham, West Bloomfield and Livonia outlets. Advance sales are normally slower in the Westland and Garden City outlets, according to Hayden.

to Hayden.

EACH YEAR, Blockbuster purchases two to three titles for advanced-sale campaigns. "E.T." and "Cindercella" are the selections this year. Hayden expects "E.T." sales to top 30,000 copies here.

"It's bot, both in sales and rent-als," said Frank Baraba of the "E.T." video. Barbat owns Video House, an area chain of 27 rental shops and Video House Wholesale, which supplies both Barbat's abops and another 130 video rental stores.

Barbat has stocked 5,000 copies of "E.T." and expects to sell them all Video House, located in such communities as Bloomlield Township, southfield and Canton, has priced the video at \$19.95 each. The price is 51 less than the suggested retail price by MCA.

The reduced rate "is a draw for

new customers. Plus, we like to give something to our old customers," Barbat said. He must also compete with prices offered by low-priced de-partment stores like Target and K mart which are offering "E.T." videos at \$14.95 each.

Any U.S. consumer may receive a \$5 rebate on a sale price of \$24.95 by purchassing one of a myriad of Pepsi-Cola products and submitting proof of purchase with a completed rebate form. The offer is good through Jan. 10, 1989.



Consumer Information Center Dept. TD, Pueblo, Colorado 8100 U.S. Genera Servicas Acomostico

Video tape rentals: Rocky road at first

(AP) — Renting a favorite movie to play on a VCR is as easy as mating a trip to the local video store and plunking down a couple of bucks. But the citrepreneurs who came up with the fidea of renting pre-recorded villencessettes to consumers faced enormous opposition in the beginning.

ning.
An article in the current issue of Video Magazine by James Lardner traces the colorful history of home

traces the colorful history of home video rental.

Andre Blay, a Michigan-based businessman, first came up with the idea of selling videotapes of movies to consumers, an idea that challenged the old Hollywood policy of mover parting with the rights to a movie.

Taking out a \$55,000 ad in TV Guide, Blay launched a direct-mail operation called the Video Club of America. By March 1978, Blay's company had sold 40,000 cassettes. Most of Blay's customers were realizers who were buying the cassettes and selling them to con-

citi. wa Atkinson who first came up it the notion, for a \$50 membership fee, of renting the videotapes rather than seiling them. Atkinson worried that he may be breaking the law by renting, and contacted the movie companies to ask if it would be an infringement of the law. No-body could say for sure.

THE BUSINESS thrived. After the movie companies saw the enormous success that Atkinson and other ear-ly renters were having, the studies decided to try to get a piece of the rental action.

They tried to put pressure on At-kinson by cutting off his source of supply. Atkinson, however, got around the ban by buying his tapes from other retailers rather than di-rectly from the studies.



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· **•** -

Lloyd Mokler is on ex-





November 17, 1988

MCA VIDEO and Ambine Enter-tainment, which owas the fillm, stand to make well over \$100 million in profit on the sale of "E.T." videos which, since May, have been market-ed worldwide. A portion of the pro-ceeds will be contributed to the Spe-cial Olympics, according to a spokeswoman for MCA in California.

spokeswoman for MCA in California.
Originally released in 1982, Spielberg's "E.T." is the top grossing film of all time, amassing a staggering \$700 million in box office revenues. An estimated 240 million people have paid to see the film.

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