

THE REVIVALIST!

a NEWSLETTER FOR ALL THINGS AUDIO

Summer 2009 Edition

Welcome to the premiere edition of “The Revivalist”! You are receiving this newsletter because you have used (or considered using) **VINYL REVIVAL** conversion services...and we thank you for that! We can't imagine why, but if for any reason you don't want to receive future newsletters, just email us at miketubbs@yahoo.com.

“a SUMMER PLACE” SPECIAL!

We are offering a summer special that runs through August 31st...convert 4 albums and get the 5th one free! That's a \$20 value, so drag out those LP's from the closet and let us convert them to digital files so you can listen to them on the beach, in your car, wherever. Speaking of the closet:

WE'RE COMING OUT OF THE CLOSET... WITH CASH!

Did you know you have a potential fortune in your (and others') closet or garage? Those LP's gathering dust could be worth a lot of money! Record collectors are always on the lookout for those rare albums that are in excellent shape. We're talking potentially hundreds or even thousands of dollars for the most sought after items.

Most in demand are older blues and jazz records, anything Elvis or The Beatles, obscure garage bands, early punk and rap, and specialties--like

Disney or celebrity records. Less in demand are soundtracks, comedy, and common pop 78's...but there **are** exceptions! As always, condition is everything, and "old" does not equal "valuable"...it all depends on how many collectors are seeking an album, and how many records were originally pressed. Some rarities like acetates, pressing errors, and unreleased albums can command big bucks. By the way, beware of "still sealed" records that can hide damage such as warping and may be missing important inserts that add to their value.

So how do you find out what they are worth? Start with one of the many pricing guides out there...I would suggest the "Goldmine Album Price Guide" from Krause Publications. Go to <http://www.krausebooks.com> where you will find pricing for lots of subgenres of record collecting. If you don't want to invest in a price guide, let me know and I'll bring mine to evaluate them as well as give you some pointers on how to keep them in good shape. This leads to the all-important question...

HOW CAN I PROTECT MY VINYL INVESTMENT?

There's nothing worse than having a valuable record that has lost half of its value because it was in less than "near mint" condition. In reality, it is rare indeed to find gems in the "NM" category, especially if they are more than 30 years old. Your records' biggest enemy? Playing them! Just the act of pulling a record sleeve out of its jacket can split an older seam, and playing a record with a worn needle can ruin it forever.

If you are serious about your investments, store your most valuable records in special plastic sleeves designed for records. That will prevent the telltale "ring wear" prevalent on many records that degrades their value. When was the last time you changed your turntable's needle? If you can't answer that question, then you should change it to be on the safe side...I make it a policy

when buying a turntable at a yard sale (I have six!) to immediately replace the needle. They are easy and cheap to change out, and not only protect your records, but will make them sound better, too! And of course, you should always clean them before play with a safe record cleaning solution like D3 from Discwasher or even distilled water to remove dirt and dust.

Where do you store them? If it's in the garage, you're asking for trouble. Temperature extremes, humidity, dirt, insects, rodents, battery acid, and who knows what else can wreak havoc on vinyl records stored there. It's much better to store them in a controlled environment in your home, as long as it is not near a heat source. And always store them vertically to prevent warping.

A great idea is to let us convert your most precious music to a digital format, so that you limit playing them with a needle and creating more wear. If you do decide to sell some records, you still have digital copies for yourself. Of course, Vinyl Revival removes all unwanted noise in your recordings and gives you a convenient way to listen to them anywhere, forever!

a SPECIAL THANKS . . .

...to all of you who have trusted us with your memories, because that's what music is really all about—songs that mark special moments in our lives, both good and bad. We hope you will let us record some more! If you have any suggestions on how we can improve “The Revivalist” or any topics you would like covered, contact Mike Tubbs at: miketubbs@yahoo.com.

That's it for this edition. Until next time...

STAY REVIVED!