

**Minimizes Expenses**

# Global Records Offers Alternative To Buying Music

By Loretta Manago  
Post Staff Writer

"Ummm, I sure like that album by Luther Vandross. I think I'll drop by the record store and see if they have it." (Later, at the record store.) "Say, do you have Vandross' 'Busy-body'?"

Salesperson: "We sure do."

"How much is it?"

Salesperson: "\$9.33."

"Thanks, but no thanks!"

The above conversation, in light of the high prices for albums and cassettes, may be one you've recently experienced.

To face the facts, the cost of buying music, along with other goods, is rising.

Until recently, there was no alternative to minimize the expense of buying music. Either you bought a record and grumbled, or you decided not to buy a record and grumbled.

But now, Global Records, a newly formed company, is providing a viable alternative for music consumers. Affiliated with Global Records, a California record distributing company, the Charlotte branch of Global Records is marketing a plan for consumers to get music at a much lower rate than what they now pay for in record stores.

"What we do at Global," announced Robert Pressley, "is eliminate the middle man (the record stores) and deal directly with our customers." Pressley is marketing director for Global Records, which is located at 1443 E. 7th Street, Suite 202.

"Instead of persons buying music from a record store, they can purchase music directly from



**Robert Pressley**  
.....Marketing director

the California distributing company, with our local firm acting as a liaison for them," reaffirmed Pressley.

The parent company, Global Records, is highly qualified to provide this service to its customers. For over 12 years the company has been supplying records to record stores. "Global Records (parent company) is a major record distributing company that warehouses over 36,000 albums and cas-

settes of every label and of every type of music available," cited Pressley.

The company's added service of directly supplying the customer, only two years old, shows all the signs of becoming a hotly demanded alternative to purchasing records.

That's where the local firm of Global Records comes in: "What we do is put together a record certificate book which costs \$10 or \$30. In the \$10 book,

there are 10 certificates and in the \$30 book, there are 30 certificates," pointed out Pressley.

"When you buy a record from us at the national list price you can then get another record with just a certificate. You pick your selections from a sample catalog that you receive when you purchase a certificate book from us and place it on the order form."

Pressley was quick to note that a customer's selection is not limited to what's available on the catalogs. "As long as a record is still in production, it doesn't matter if it's listed or not, we can get it," assured Pressley. This enormity of Global's selections also includes types of music, such as, pop, rock, country, soul, jazz, gospel, new wave, blues, classical.

Unlike a record club, at Global there are no contracts where you have to buy a certain amount of records within a specific time. "As long as you have our certificates, we'll honor them."

That statement indicates that Global Records plans to be around for quite

awhile. Pressley confirmed that remark: "We did a lot of testing before we came here and we plan to stay. There were other areas that we were considering aside from Charlotte, but our results showed that Charlotte buys a lot of music."

In the near future, Global Records plans to eliminate the two to four week wait customers now face before receiving their music by storing records ourselves. "If Charlotte proves to be the market we expect it to be, then it (Charlotte) could become the first record warehouse on the East Coast."

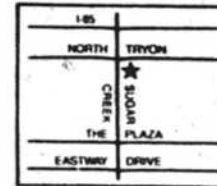
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