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## 📺 For this couple, movies are their life...and a new business in Easthampton

BY MATT PILON STAFF WRITER

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EASTHAMPTON - Timothy and Elizabeth Jenks know how to talk movies.

"Close to a third of this is our personal collection," said Elizabeth, (better known as Liz), gesturing at the 2,627 titles lining the shelves of the couple's new video rental store, aptly named Pick Your Flick, on Cottage Street.

That number is sure to increase in the coming months, they said.

The couple moved to Easthampton from Springfield in September and opened their store nearly a month ago. Liz also works for FedEx.

"We're pretty much movie buffs," Timothy said. "This is my dream since I was a little kid."

That fact can be verified by checking the genres and rarities to be found among the DVDs on the shelves of Pick Your Flick. From "Masters of the Universe" (remember He-Man?) to "Garbage Pail Kids" to a plethora of 1980s B horror films, indie films, and at least one that has been banned in numerous countries, the Jenkses argue that their selection is more diverse than the 65,000 titles amassed thus far by Netflix.

"We're knowledgeable and friendly, and believe it or not, we have a lot of things Netflix doesn't carry," Liz said. "And we still carry new releases."

Liz said she enjoys movies written or directed by John Hughes as well as movies starring actress Audrey Tautou.

She also likes movies that evoke a sense of nostalgia.

"Anything that reminds me of being a kid," she said.

Her husband was more specific about his favorite movie, a 1986 made-for-TV Jim Henson movie titled "The Tale of the Bunny Picnic."

The couple owns two copies of the movie, but Timothy is hesitant to bring them to the store for fear of them getting lost or never returned.

"It's out of print," he protested.

Another advantage they cite for shopping for movies at an independent video store is the good conversation guaranteed by such a stop.

The Jenkses reminisced last week about a woman who came to their store with very specific instructions about the type of movie she wanted. Timothy helped her narrow the choices down, and the woman went home with "The House of Sand and Fog."

The next day, he said, she came back to the store to discuss the movie and began to cry.



KEVIN GUTTING

A love of movies prompted this Easthampton couple, Elizabeth and Timothy Jenks, to open a new video rental place, Pick Your Flick, on Cottage Street in Easthampton.

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"She was moved by it," Timothy said. "That's why we're here."

For those who still have VCRs and don't plan on switching, Pick Your Flick also carries a selection of VHS tapes.

The store is located at the former site of Cab's Antiques & Showcase at 74 Cottage St.

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