

American Family Video in Dallas to close

The store will be selling off inventory, including display fixtures and decor, through most of the month of December

By Jolene Guzman
The Itemizer-Observer

DALLAS — December will mark the end of an era for Dallas.

American Family Video, which outlasted national movie rental chains, is closing its doors this month.

"We had a good, long run and we've had a great time with it," said owner Jim Woody. "Nobody needs to shed any tears."

Woody also closed his

Sliverton store and is converting the family business to tent rentals.

Jim Woody began work in the industry in 1982 for National Video Stores.

He stuck with the video rental business, weathering the changes over the years, and in the 1990s, built a chain of 14 stores in the region, including the Dallas store managed by his son, Scott Woody.

"We were in the top 50 video stores nationally," he said.

Woody said the movie rental business always has been marked by change. VHS gave way briefly to LaserDisc. Then came DVDs and Blu-ray. He said as soon as you thought you had a good library of movies, you had to start all over again with the newest format.

"It hasn't been an industry for the faint of heart," Woody said.

He and his family operated American Family Video for 21 years, watching na-

tional movie rental chains make their exit and the rise of video streaming services.

"People are finding other ways to rent and see their movies," he said. "The time has come to part ways with the industry."

American Family Video, at 170 W. Ellendale Ave., will hold a closing sale while inventory lasts, and Woody is inviting customers to browse through movies — some of which have limited availability.



JOLENE GUZMAN/Itemizer-Observer

Customers browse movies at American Family Video.