

THE APPROACH



Las Vegas

TERRY ANN

CONVENTION '83

RENT-TO-OWN...

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THE PILOT MONEY MACHINE FOR RENTAL DEALERS WHO WANT A

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MAKER AND OTHER MODELS
JULY 31 THROUGH AUG. 4
IN OUR EXHIBIT SPACE
58, 59, 60, 61

SURE THING!



**if you're a profit-
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- ... you want to do business with a company that is interested in your success
- ... you want to feature products with a reputation for quality since 1918
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PILOT
■ ■ AUDIO SYSTEMS ■ ■

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A UNIQUE, NEW RENT-TO-OWN OPPORTUNITY

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General Consumer Electronics, Inc.
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the Vectrex distributor nearest you.

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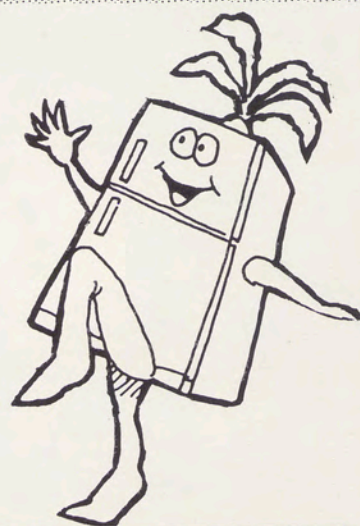
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**Get in
on the act
in Las Vegas!**

CONVENTION '83

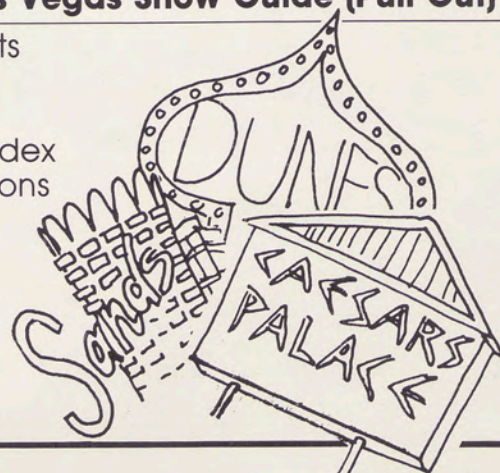


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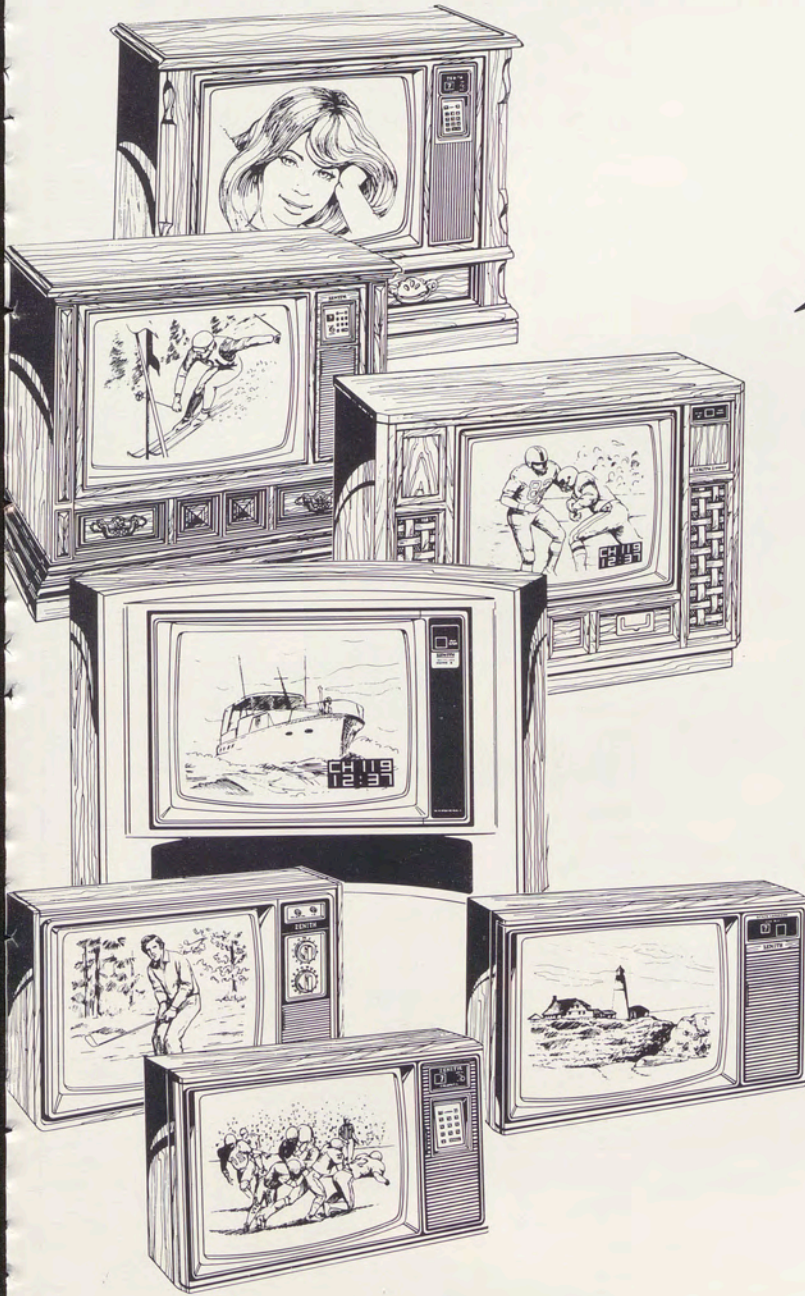


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Now You Can Rent the Most Respected Name in Television



ZENITH

®

Zenith's dedication to quality without compromise has made Zenith the first choice of millions who want and demand the finest in television. Now this famous Zenith quality can be available to your rental customers.

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MESSAGE

by Edward L. Winn, III
APRO Executive Director/General Counsel

TV RENTAL AND THE POLITICAL PROCESS

Our industry is becoming a political issue. I say this based on my dealings with elected officials in seven states as well as those at the federal level during the past twelve months. This is not a movement that the industry welcomes, but it is a movement to which it must respond if it is to survive.

There are those who believe that the rental purchase concept is inherently deceptive and should be outlawed. There are those who believe that many customers are too poor to be renting the kinds of products that you offer and they will make that decision for others if given the chance. These people are beginning to make themselves heard in legislatures across the country.

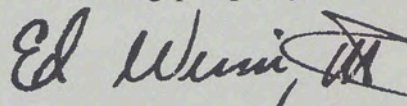
You may be lucky enough to be in a state that has not been affected. Your luck, however, may not hold.

If you are to insure your survival in this business, you must involve yourself in the political process. You need to find out who your legislators are and how they feel about your business. You need to support the politicians who will support you.

Your trade association devotes its resources to the process; however, you and your employees are the ones who vote and pay taxes. Politicians want to hear from you and most will listen when they do.

We at APRO are in the process of mapping out a political strategy for the industry. We will fill you in on the details as soon as they are available. In the meantime, you can help. Make it a point to see who represents you at both the state and federal level and find out how they vote on issues that affect small businesses. The information you gather may be vital to your continuing prosperity.

I hope to see you in Las Vegas.



THE APPROACH

1866 InterFirst Tower, Austin, Texas 78701

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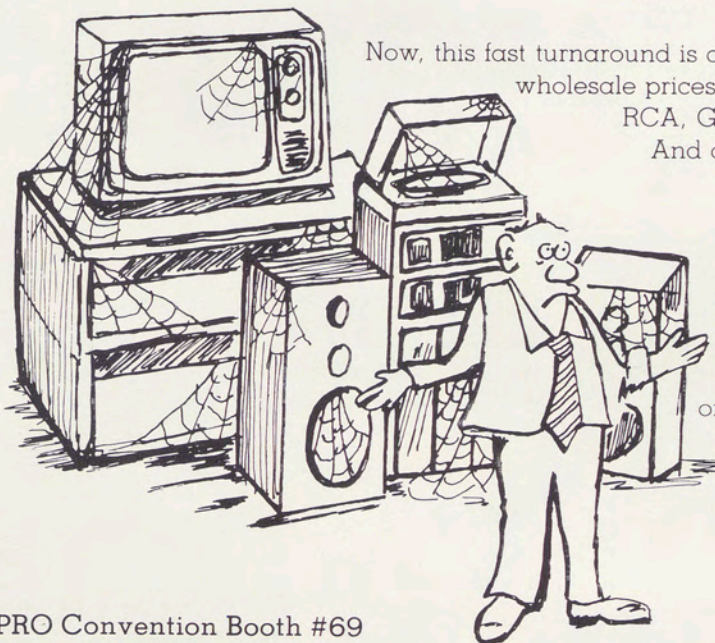
POSTMASTER: Send address changes to THE APPROACH, 1866 InterFirst Tower, Austin, TX 78701. Back issues of THE APPROACH available at \$3.00 each. For subscription, change of address, back issues, write THE APPROACH, 1866 InterFirst Tower, Austin, TX 78701. Three weeks required for changes or orders. Allow four to six weeks for first subscription copy to be shipped. Printed in USA. Volume 3, number 4.

THE APPROACH

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APRO Convention Booth #69

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APRO Convention Booth No. 57

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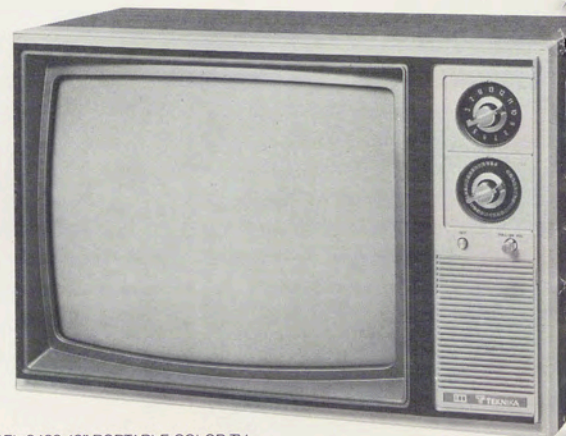
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TEK THE RENTAL TV WILL MONEY C

- **Fast turnaround time** from receipt of order to delivery of available merchandise.
- **Proven reliability.** A defective rate consistently lower than the industry average. And a 30 year record of building televisions to the highest standards.
- **Most competitive warranty in the industry.** Two-years parts, labor and picture tube on most portables. In-home service on all 19" and 25" sets.
- **Ease of serviceability.** Easily accessible unitized chassis. And over 1200 authorized Teknika service agencies nationwide.
- **72-hour parts shipment.** Plus an "800" Hot Line number.
- **Full line rental vendor.** Teknika offers a large choice of color and component televisions, in a variety of screen sizes and cabinet designs.



MODEL 3379M 19" REMOTE CONTROL COLOR TV. MID-BAND CABLE COMPATIBLE. FOUR-FUNCTION AUTO COLOR. DIRECT ACCESS/SCAN ELECTRONIC TUNING. PICTURE ADJUSTMENT CONTROLS. WARRANTY: TWO YEARS IN-HOME PARTS, LABOR AND PICTURE TUBE.



MODEL 3429 19" PORTABLE COLOR TV. THREE-FUNCTION AUTO COLOR. PICTURE ADJUSTMENT CONTROLS. WARRANTY: ONE YEAR IN-HOME PARTS, LABOR. TWO YEARS PICTURE TUBE.

We both know that a down set isn't making money. That's why we build and back Teknika televisions with pride and service. And make sure they're designed with the rental features you want—hardwood cabinets and casters on most consoles and carry-handles on most portables.

Today a variety of Teknika television

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TEKNIKA REPRESENTATIVES

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CT, ME, MA, NH, RI, VT
Electronics Marketing
(617) 527-7753

NORTHERN DE, SOUTHERN NJ,
EASTERN PA

MDS Corporation
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NORTHERN NJ, METRO. NY
Lawrence Marketing
(201) 272-3111

UPSTATE NY
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Counties), Eastern WI
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KY (Excl. Campbell, Boone
Counties)

Green-Wissler Sales Company
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(313) 569-6219

KY (Campbell, Boone
Counties), OH
Marktdynamics, Inc.
(513) 791-7773

MN, ND, SD, WESTERN WI
TL Elwood & Associates
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AL, GA, MS, NC, SC, TN
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NM, OK, TX
Sunbelt Sales
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(214) 696-6329

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WASHINGTON D.C.
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(800) 638-8033

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MD (Cumberland City),
WESTERN PA, WV
J.S. Sound
(412) 372-2993

WEST

AK, ID, MT, OR, WA
Weeks & Associates
(206) 943-1079

AZ, WESTERN CO, EASTERN NV
(Excl. Clark County),
UT, WY

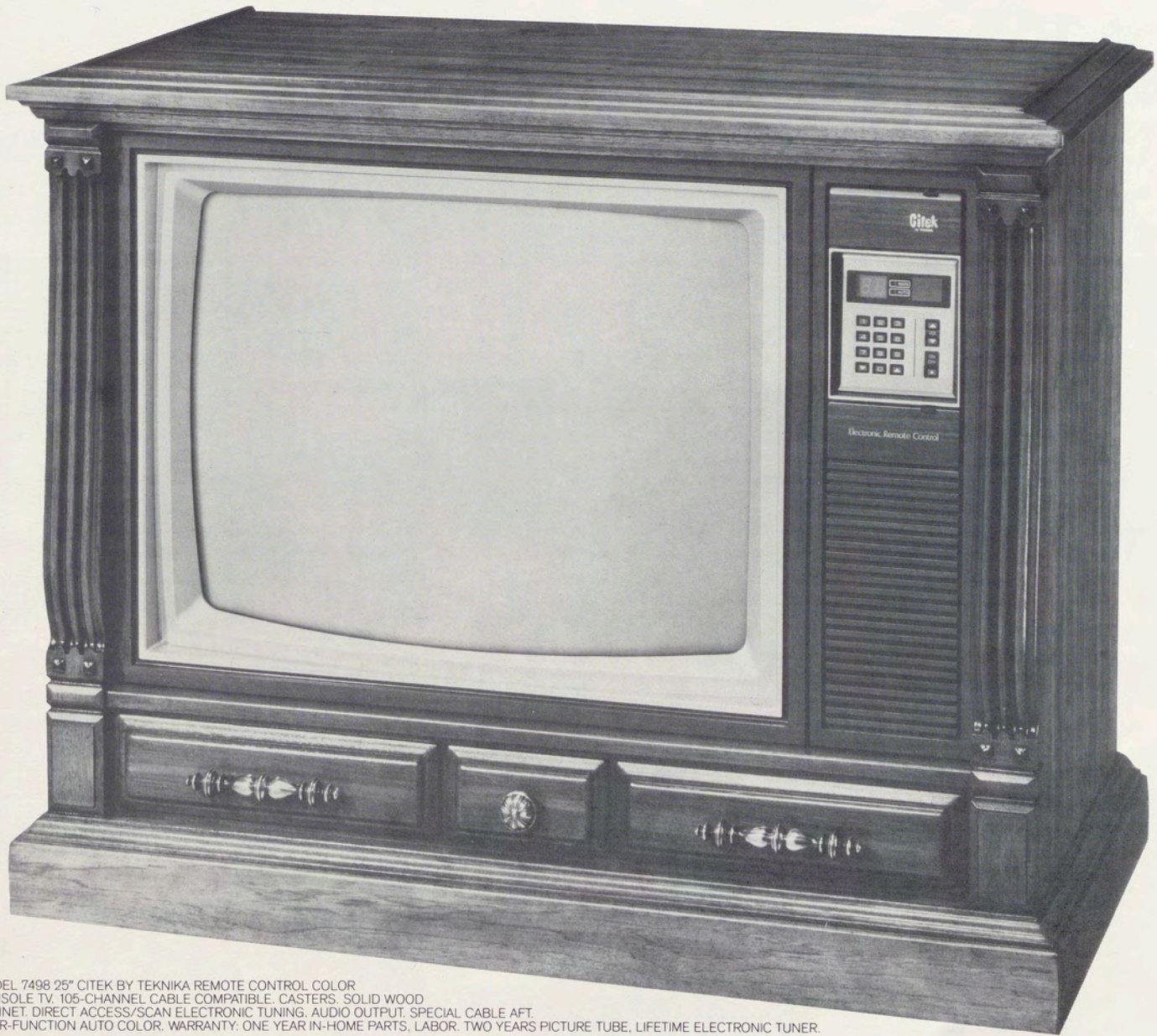
John Axtell & Associates
(303) 779-1731

NORTHERN CA, WESTERN NV
Consumer Electronic Sales
(415) 839-3040

SOUTHERN CA, NV
(Clark County)
Roman Marketing
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HI
Omega U.S.
(714) 861-1064

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MODEL 7498 25" CITEK BY TEKNIKA REMOTE CONTROL COLOR
CONSOLE TV. 105-CHANNEL CABLE COMPATIBLE. CASTERS. SOLID WOOD
CABINET. DIRECT ACCESS/SCAN ELECTRONIC TUNING. AUDIO OUTPUT. SPECIAL CABLE AFT.
FOUR-FUNCTION AUTO COLOR. WARRANTY: ONE YEAR IN-HOME PARTS, LABOR. TWO YEARS PICTURE TUBE, LIFETIME ELECTRONIC TUNER.

TEKNIKA
FOR QUALITY THAT'S UNHEARD OF.

SEE TEKNIKA AT THE APRO CONVENTION. BOOTHS 112, 113, 118, 119.

PRODUCT FOCUS

A closer look at good things
to come at the 1983
APRO Annual Convention

AKAI

**AKAI
BOOTH(S) 66, 67**

AKAI features it's new Compo Fusion line with integrated tuner/amplifier/cassette deck, slide out turntable and wireless remote control.

ADVO

**ADVO
BOOTH(S) 9**

ADVO. The number one direct mail company in the world maintaining 87 million addresses in thousands of categories for over 9000 clients.



AMERICAN BANKERS INSURANCE GROUP

**AMERICAN BANKERS INSURANCE
GROUP BOOTH(S) 3**

Protect your company and your customer with our lease property protection.



Association of
Progressive Rental Organizations

**APRO
BOOTH(S) 12-14**

Stop by the APRO booth for information concerning the convention, membership in the association, purchase of materials, publication advertising, or contributions to the APRO Legal Defense & Information Fund created to further the lobbying efforts of APRO made at state and federal levels of government.

BERRY INDUSTRIES

**BERRY INDUSTRIES
BOOTH(S) 107-110**

America's leading manufacturer of exposed pine living room furniture, bringing to all APRO members profitability, rapid delivery and reliability.

BROCKWOOD CORPORATION

**BROCKWOOD CORPORATION
BOOTH(S) 114**

Brockwood, the nation's newest color TV line offers dealers and consumers the only complete chassis exchange warranty in the industry.



Borg-Warner Acceptance Corporation
Subsidiary of Borg-Warner Corporation

**BORG-WARNER ACCEPTANCE CORP.
BOOTH(S) 2**

The first major finance company to believe in, and make a commitment to the rental industry and design a program to accommodate it's special needs. We understand and care about the rental industry.

CARIS COMPUTERS

**CARIS COMPUTERS
BOOTH(S) 40**

The Caris team of professionals has developed for the rent-to-own industry a total and extremely flexible computer system that is very easy to operate and is modestly priced.

COMPUTER
ASSISTED
SALES
SYSTEMS

**CASS SYSTEMS
BOOTH(S) 92, 93**

We provide complete data processing systems designed to meet rental dealer needs. We support you with systems specialists who will work with you.



Las Vegas



This space available to suppliers to the rental industry.

PRODUCT FOCUS

COMP-UNIQUE

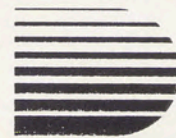
COMP-UNIQUE BOOTH(S) 8

A unique and finely tailored rental system designed by a dealer who knows what dealers need. Number 8 is a winner at the craps table, so be a winner at booth number 8.

CURTIS BEAVERS AND ASSOCIATES

CURTIS BEAVERS BOOTH(S) 41-49

Come See Us!



DYNAMIC

DISTRIBUTORS of Consumer Electronics

DYNAMIC DISTRIBUTORS BOOTH(S) 70-77

The JVC RK11 system is the number-one selling stereo in the rental business. Stop in and see what's selling today.

FVE FIRST VIDEO EXCHANGE

(Your Movie Exchange Warehouse)

FIRST VIDEO EXCHANGE BOOTH(S) 51

First Video Exchange is your movie exchange warehouse. Keep those customers coming back on a regular basis by rotating your inventory.



FRAENKEL WHOLESALE FURNITURE CO., INC.

FRAENKEL WHOLESALE FURNITURE BOOTH(S) 122-124

The smartest furniture merchants are those who can do more business on less inventory. Use our inventory—you'll turn and earn! We serve over 2,000 furniture dealers and rent-to-own centers in 13 states with branches located in Baton Rouge, Memphis and Atlanta.



General Consumer Electronics, Inc.

GENERAL CONSUMER ELECTRONICS BOOTH(S) 111, 120

We manufacture the Vectrex Graphics Computer System, a unique home video arcade featuring a self-contained screen—no TV required! Stop by our booth and play a few games!

GENERAL ELECTRIC

GENERAL ELECTRIC BOOTH(S) 10, 11

GE features a new 19" compact stereo-video system which offers the look of a component system, with 4-speaker sound, full range stereo from stereo video cassettes and AV jacks for peripheral equipment use.

GERBER INDUSTRIES, INC.

GERBER INDUSTRIES BOOTH(S) 105, 106

Gerber introduces an attractive new line of consumer electronics furniture featuring oak and walnut finishes with brass-tone inlays.

GOLDMONT FURNITURE

GOLDMONT FURNITURE MFG. CO. BOOTH(S) 38, 39

Goldmont offers quality furniture designed and built for rent-to-own. Living rooms, bars, bunks and lamps in a wide selection of easy-to-clean fabrics and finishes. Competitively priced for quick delivery.

GUSDORF

ELECTRONICS FURNITURE

GUSDORF BOOTH(S) 80-82

Gusdorf introduces a new group of computer furniture for home and office along with new microwave and audio furniture specially designed to accommodate the newer sized-down models.



800-338-5513 MS
800-233-7075
6045 Ridgewood Road, Jackson, MS 39211

THE INSURANCE MART BOOTH(S) 116

The Insurance Mart offers rental dealers THE insurance package tailored for rent-to-own. Save your time and money with The Insurance Mart.

K.A.R. SOFTWARE

K.A.R. SOFTWARE BOOTH(S) 94

The rental industry manager will manage inventory and customer accounts with maximum efficiency. This fully automated system will free your time for sales and collections. Quality rental management for under \$5000.

PRODUCT FOCUS

KENWOOD

KENWOOD ELECTRONICS BOOTH(S) 50

Kenwood displays the Spectrum 41 system featuring 50 watts per channel, AM/FM analog tuning, soft-touch cassette with metal, Dolby noise reduction, belt-driven semi-auto turntable with magnetic cartridge and a 10" 3-way, 3-speaker system.

MAGNAVOX CONSUMER ELECTRONICS COMPANY A NORTH AMERICAN PHILIPS COMPANY

quality in every detail

MAGNAVOX BOOTH(S) 18-20

Come See Us!

MW

MARSHALL-WILLIAMS & ASSOCIATES, INC.

MARSHALL-WILLIAMS AND ASSOCIATES, INC. BOOTH(S) 57

Marshall-Williams and Associates, Inc. is a full-line insurance agency specializing in the rent-to-own insurance program. The nation's leading insurance organization for the rent-to-own industry. Stop by for a visit in booth 57.

MOHAWK FINISHING PRODUCTS, INC.

MOHAWK FINISHING PRODUCTS, INC. BOOTH(S) 68

Mohawk offers touch-up, repair, finishing and care products for all types of furniture and appliances. Mohawk has the products to meet the demands of effective rental inventory maintenance.

MONROE SYSTEMS FOR BUSINESS

MONROE SYSTEMS FOR BUSINESS BOOTH(S) 115

Monroe is a division of Litton Industries boasting over 350 sales and service locations across the country. Monroe features a specialized TV and appliance program in cooperation with Lit-
chfield Computer Systems.

OUTWEST MARKETING, INC.

OUTWEST MARKETING, INC. BOOTH(S) 97-101

Outwest Marketing features oak dinettes, wrought-iron patio sets, livingroom groups with solid oak frames and today's fashion looks long-wearing fabrics. Over 850 lampstyles to choose from.

PHILCO

PHILCO CONSUMER ELECTRONICS BOOTH(S) 88-91

Philco features its traditional style television/stereo system with 25" screen, digital computer tuning, AM/FM stereo receiver, built in turntable, cassette play/record tape deck and two 8" full-range speakers.

National Parts Center

NATIONAL PARTS CENTER BOOTH(S) 69

Fast service, parts and accessories for the rental industry.

SAF-WRITE FORMS & SYSTEMS

SAF-WRITE FORMS & SYSTEMS BOOTH(S) 64

Our manual 'One-Write' rental control system allows you to consolidate your bookkeeping system into a few easy steps. Come and see us for this innovative time-saving system and other rental business forms.

PILOT

■ ■ AUDIO SYSTEMS ■ ■

PILOT AUDIO SYSTEMS BOOTH(S) 58-61

Pilot features three popular audio systems distinctive in quality and styling. The TE3024/31-24 offers deluxe 4-way, 3-piece studio module in rosewood with AM/FM stereo, soft-touch, five-band graphic equalizer, LED power meter, 8-track player, automatic record changer, audio display rack and hi-fidelity concert speakers on roll casters.

PILOT

■ ■ AUDIO SYSTEMS ■ ■

Available for rental dealers is the Pilot home entertainment model STV 192/33-15 known as the Showcase Series and featuring AM/FM stereo, metal cassette with Dolby NR, five-band graphic equalizer, 33" concert speakers with cross-over stereo sound for Pilot 19" color TV included in display rack with glass doors and storage space.

PILOT

■ ■ AUDIO SYSTEMS ■ ■

Pilot model G2035/T33 is the vertical rack system with MORE! A digital clock/timer, AM/FM multi-plex, 40 click volume control, power meters, flywheel balance tuning, metal tape with Dolby NR, ADC magnetic cartridge on auto belt-drive turntable, tempered glass and casters.

PRODUCT FOCUS

SAMSUNG

SAMSUNG ELECTRONICS AMERICA BOOTH(S) 117

SAMSUNG. The next household word. See us for color televisions, microwave ovens and refrigerators.



Speed Queen®

SPEED QUEEN COMPANY BOOTH(S) 86, 87

Speed Queen washers offer low total water consumption, 210 degree agitation stroke, 10 year transmission warranty, limited lifetime warranty on stainless steel washer tubs.



STUART/SENTRY FURNITURE BOOTH(S) 15-17

Come and see us! We have more to offer the growing furniture rental business!



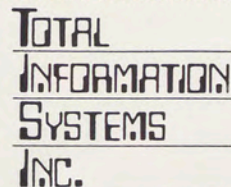
TEKNIKA BOOTH(S) 112, 113, 118, 119

The Teknika model 3449 19" color TV includes attractive step-up features. Single-knob electronic tuning permits instant recall of 18 pre-set channels. Auto-color tuning adjusts picture to pre-set color, tint, brightness and contrast.



THOMAS CORPORATION BOOTH(S) 4, 5

Thomas Stereo can and will increase your profit dollars through proven reliability, unmatched values, superior warranty service and superb styling. Nobody does it better.



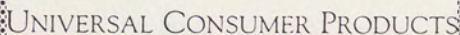
TOTAL INFORMATION SYSTEMS BOOTH(S) 85

Featuring the new Rental Control System (RCS) specially designed and programmed to handle inventory, control, revenue analysis, rental control, prospect management, integrated word processing, AR/AP and general ledger.



TRIB GROUP BOOTH(S) 1

The TRIB Group is a buying group formed for the rental dealer. You have united to avail yourselves of better management techniques and knowledge. Now you have the opportunity to unite for the best pricing, warranties and availability.



UNIVERSAL CONSUMER PRODUCTS, INC. BOOTH(S) 6, 7

Universal features the T53 Dolby Audio System which offers balanced flywheel tuning, ten LED's, soft-touch tuning, five-band graphic equalizer, self-program search system, semi-auto record player with 2-way 33" speaker system.



WESTINGHOUSE CREDIT CORPORATION BOOTH(S) 65

WCC frees cash flow with rental inventory financing. Bring your business card by Booth 65 and receive free luggage tags.



WHIRLPOOL CORPORATION BOOTH(S) 56

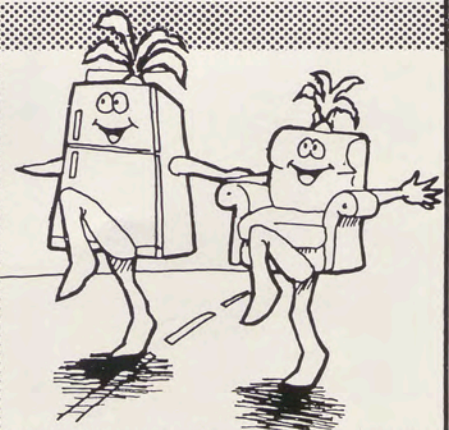
Whirlpool quality home appliances stand behind a promise . . . to build and sell only a quality, honest appliance designed to give you your money's worth . . . and we promise to stand by our products.



NOW AVAILABLE FOR THE RENTAL MARKET

Complete line of Zenith color table models and console TV. When you rent, rent the best—the most respected name in television—

ZENITH CORPORATION BOOTH(S) 62, 63



NEW BILL WOULD REDUCE TAX BITE FOR SMALL FIRMS

Senator Lowell P. Weicker, Jr., a republican from Connecticut has introduced a bill to encourage investment in small businesses such as the rental business. The bill would create a small business "roll over" provision in the Internal Revenue Code. This "roll over" idea had been a topic of considerable discussion during the 1980 White House Conference on small business. The Weicker bill would defer capital gains taxation when a small business is sold if the proceeds are rolled over into another small business within one year. This taxation scheme is analogous to the taxation on the sale of a home.

Weicker's bill would also reduce corporate rates for small firms, allow a 20 percent increase in the capital gains tax deduction for investment in small firms, and in addition, offer a 10 percent tax credit for such investments.

DID YOU KNOW . . .

Did you know that it takes about \$1,300 a day CASH EXPENSES just to keep the doors of your store open? If you have more than 1,000 units on rent, the total is even higher! That's an hourly spending rate of \$130 per store—every hour your doors are open, you eat up \$130 cash.

Did you know that figure doesn't even include the note payments on trucks and inventory? Add about another \$650 or so per day and you'll find that keeping the doors to a rental store open can be an expensive proposition . . . the total cost is around \$1,800 per day, minimum. Again, if you have over 1,000 units on rent, the cost is higher.

And did you know that if all company stores give away just ONE PERCENT of the income you should collect this year, you'll give away more than \$85,000! That's about \$275 lost every day through sloppy receipting of payments, time given away for poor service, and rent uncollected on sets picked up. Imagine what the total must be if you have more than 1.0 percent Loss Rental Income! You can easily calculate the amount of money a 5.0 percent LRI rate costs . . . about \$1,200 a day or \$31,000 a month.

The moral of the story is this: if you'd like to see the company expand and open up more job opportunities, don't give away the money it takes to open those new stores. A FIVE PERCENT Loss Rental Income rate costs the company over \$31,000 a month—about the same amount of cash it takes to operate a 900-unit rental store. Checked your LRI lately?



FEAR OF FLYING

... and other conventional fears

The idea of taking part in a meeting or convention may inspire fear in the bravest of some rental dealers. For many, their fears begin before even boarding the plane and don't cease until they're safely back home.

The Journal of Travel Research reports that 25 million people fear flying. Aside from crashing, they are afraid of heights, being out of control, small and crowded spaces, flying at night, in bad weather or over water. As one comedian said, "I tell myself that I won't go until my time is up. However, when I'm flying, I'm always afraid that the time is up for the guy next to me."

All joking aside, as soon as the convention-goer has arrived safely, it would seem that he could relax in his hotel's posh surroundings—expansive lobbies, tree-sized plants, poolside drinks, and gourmet meals. But instead, many worry about hotel fires, getting lost, or leaving the kids behind with a babysitter.

Sometimes, an overzealous convention planner has scheduled events for every waking hour. Feeling obligated to attend every single function can be stressful for the participants. Many would prefer to explore the host city alone or have time to maintain personal fitness programs.

During the meetings, some complain of feeling pressured to participate, or feel awkward asking questions. They fear being judged by their associates. These people should realize that often notetaking or just attentive listening can be the most productive type of participation. If they do have a question, they can be certain that there are others wanting the same information.

Throughout the convention, people are concerned with what they eat and drink. Several meeting-goers view food as a major source of anxiety when away from home. These include weight watchers, drinkers, and non-drinkers alike.

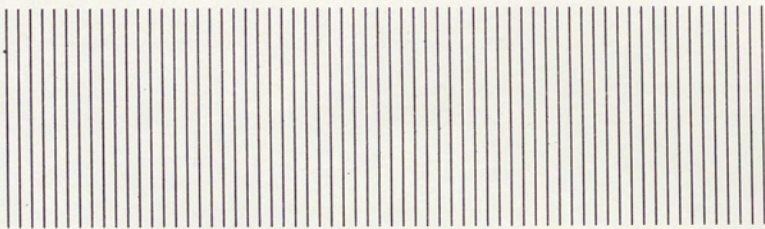
Others are concerned that their clothes are not suitable. They find out too late that their favorite football jersey is not appropriate for the meetings. The following suggestions should alleviate much of the stress experienced before, during, and after an otherwise enjoyable convention:

- * Bring along any motion sickness remedies or decongestants as necessary to alleviate flight discomforts.
- * Call home once a day and trust the kids when they say everything is okay.
- * Become familiar with hotel fire exits. If particularly fearful of fires, bring along a portable smoke detector.
- * Allow time for rest and relaxation.
- * Schedule some "free time" to tour, call the office, etc.
- * Obtain a good map of the host city.
- * Continue regular eating and drinking habits if possible.
- * Find out beforehand what type of attire is expected.

And finally, be assured that most meetings are almost everything that they are intended to be: educational, fun, builders of goodwill and group morale.

The APRO Las Vegas Convention promises something for everyone. Seminars will cover topics ranging from lease negotiations to gambling techniques. Be there . . . and leave the worries behind.

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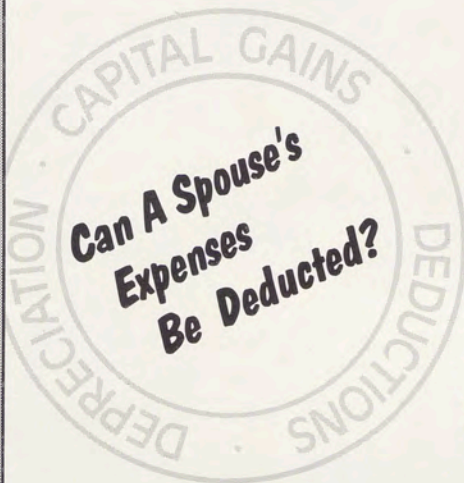
800-233-7075

6045 Ridgewood Road, Jackson, MS 39211

Visit our booth #116

TAXES

Edward M. Gardner, CPA



Treasury Regulation 1.162-2 states: *Where a taxpayer's wife accompanies him on a business trip, expenses attributable to her travel are not deductible unless it can be adequately shown that the wife's presence on the trip has a bona fide business purpose. The wife's performance of some incidental services does not cause her expenses to qualify as a deductible business expense. The same rules apply to other members of the taxpayer's family who accompany him on such a trip.*

The spouse's attendance has been most often seen as a personal expense rather than a business expense by the courts. Deduction is allowed only when it can be shown that it is important to a company's public image as a "family business." Expenses are also deductible when a spouse accompanies his or her partner on a trip, helps in opening an office or booth, and works full time.

If an employer pays the traveling expenses of a wife on her husband's business trip, such funds will be considered income to the husband unless her attendance can be shown as a bona fide business purpose. However, in the case of a corporate officer whose wife accom-

panies him on several business trips and provides necessary care (example: diabetic husband) the court has held that the income is not taxable to the husband. Most often through, the IRS will rule that her presence is for personal rather than business reasons.

The IRS has not given a clear definition of a bona fide business purpose. It states a bona fide business purpose as "not merely for pleasure or vacation, but directly attributable to the business and necessary to the conduct thereof." The spouse's performance of some incidental service, such as typing notes or similar service, does not establish a presence necessary to the conduct of the business.

If a bona fide business purpose can be shown, the expenses of a spouse or other members of the family can be deducted. Otherwise, travel and related expenses of attending a convention or business meeting may be deducted only for the employee. For example, if traveling by air, the spouse's airfare is not deductible. If traveling by car, then gas, repair, and maintenance en route to the convention are deductible, even if the spouse is a passenger. With respect to lodging only the single-room rate may be deducted. For example, if the hotel has a \$50 single rate and a \$75 double rate, only \$50 may be deducted.

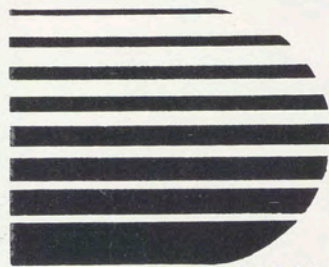
It is important that expenditures to be deducted for business and entertainment at a convention are documented. There are five elements to substantiate your expenses—Who, What, Where, When, and Why:

1. Who—Business relationship (i.e., John Doe, XYZ Rental). The person's name, occupation, or official title should be recorded.
2. What—If the cost is above \$25 it must be documented by a receipt, voucher, or credit card. If the cost is below \$25, documentation is still recommended. If most expenses are below \$25 and an audit occurs, some deductions may have a possibility of disallowance.
3. Where—Description of place attended.
4. When—Time, date. "B" can be used to indicate breakfast, "L" for lunch, and so on.
5. Why—Briefly state the purpose of the meeting.

As a rule, the meals of a spouse are usually not deductible if a bona fide business purpose has not been established. However, if the individual you are in conference with has his or her spouse present, then your spouse's presence is considered conducive to the success of the business meeting, thus being a bona fide business purpose.

Most will be unable to deduct expenditures for a spouse at a business convention. Bona fide business purpose is a difficult element to establish. In sum, a spouse must be actively involved in the business to have any expenses deducted.

Edward M. Gardner, a Houston-based CPA is a frequent contributor to business and trade journals.



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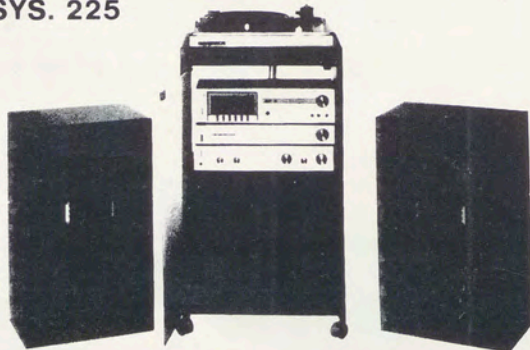
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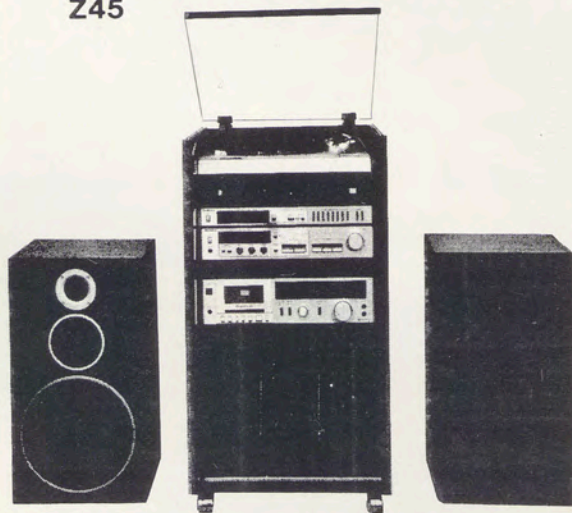
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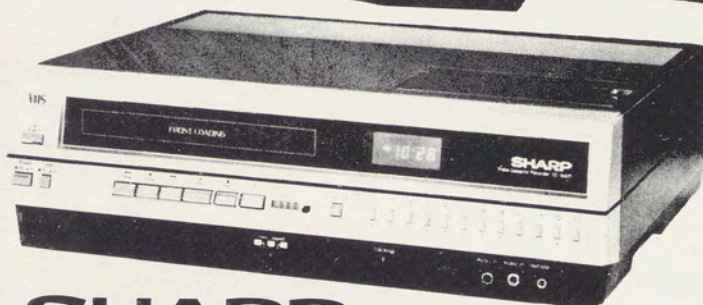
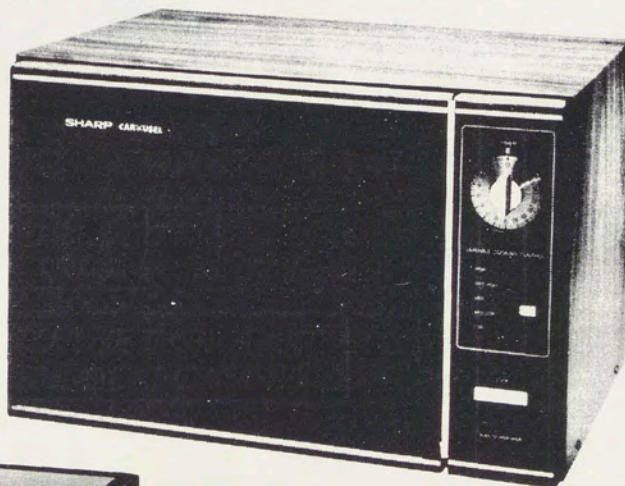
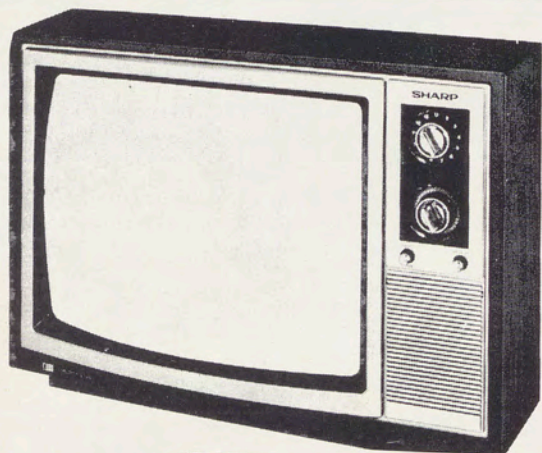
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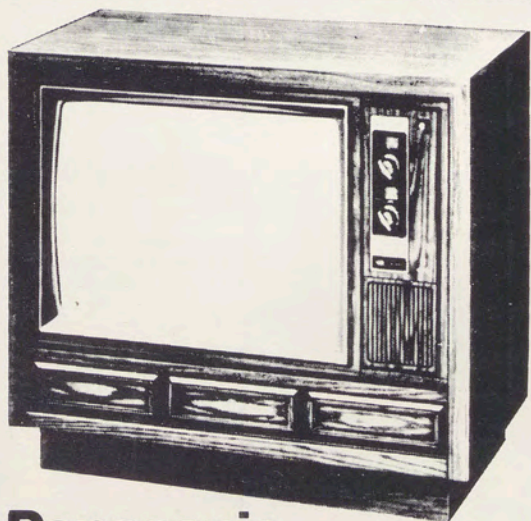
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CALL TEXAS 1-800-527-1718
IN TEXAS CALL 1-800-442-6226
IN OHIO CALL COLLECT 1-513-772-7900



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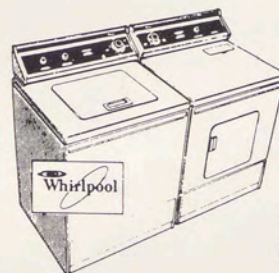
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EXCITING AND INNOVATIVE FOR 1983.

M • E • M • O • R • A • N • D • A

News and Views of the Association of Progressive Rental Organizations

Newsbriefs

Federal Bills to Raise Price of Video Cassettes

There are two bills in the U.S. Congress that would repeal the "first sale doctrine" as applied to motion pictures and other audiovisual works under the Copyright statute. Passage of these bills is being urged by motion picture producers so that they can retain greater control over the distribution, sale, and lease of video cassettes.

The current law creates an exception to the exclusive right of copyright holders to control the performance and distribution of their work. The law provides that when a work is sold, the copyright holder loses control over subsequent distribution of the physical copy sold, although not the contents. Thus, the owner of the copyright can prevent others from duplicating the copy without authoriza-

tion, but cannot prevent the purchaser of the copy from disposing of it as he sees fit. Typically, video cassette retailers purchase copies from producers and then sell or rent them to consumers. The new bills would allow the producers to control distribution to consumers.

Rental dealers who carry video cassettes have an interest in these bills since passage would affect the way they do business, and ultimately how much money they make. Video cassette retailers across the country have organized in opposition to these proposals. The Home Recording Rights Coalition is a group of consumers, retailers, and manufacturers of home recording equipment who see no need to change the law.

While supporters of the bills argue that

passage will improve market conditions in the video cassette industry, the Coalition asserts the law would do nothing except hurt retailers by allowing the producers to make more money. The Coalition argues that the free market is doing a good job currently allowing consumers the choice between buying and renting.

APRO members who carry video cassettes support the efforts of the Coalition and oppose passage of the bills. For more information about the efforts to organize this opposition, rental dealers are urged to call or write Chip Gagnon, The Home Recording Rights Coalition, 1825 K Street, #210, NW, Washington, D.C. 20006, Toll-free (800) 368-8273.

Texas Rental Dealers Form Trade Group

Twenty-nine rental dealers doing business in Texas have joined together to form their own state trade group. T.A.R.A., the Texas Association of Rental Agencies, was organized in January and recently met in Dallas. According to its promotional literature, the group was formed "primarily for the purposes of dissemination of matters relating to the rental business; to interchange views; and to evaluate and improve the standards of conduct of all rental agencies." When contacted by T.A.R.A., several APRO members expressed concern that this group's activities might conflict with APRO's activities at the federal level. When APRO general counsel, Ed Winn III, contacted T.A.R.A. representative Bill Bixel, Mr. Bixel stated that the group was organizing to fight legislative battles similar to those fought by the finance companies several years ago. Mr. Bixel expressed some concern that APRO might not be sensitive to the needs of Texas rental dealers. APRO members were equally concerned with the fact that most TARA members were finance company owners, retailers and distributors, with a small percentage of the group actually

doing business as rental dealers. He said this despite the fact that APRO is headquartered in Austin, the state capital.

In attendance at the Dallas meeting in May were Remco representative, Terry Washburn and ABC Rentals' representative, Bud Holladay. Neither Remco nor ABC is a member of T.A.R.A. Mr. Washburn addressed the group concerning APRO's efforts to get protective legislation for the rental industry and the dangers of independent dealers going into legislative arenas to solve problems that do not exist, yet. Several dealers stated that "they had fought the state politicians in the sixties to keep their loan companies alive and that they would fight them again on the issue of rental." In response to a question by Mr. Washburn, the dealers stated that if they had to choose only one line to be in, they would choose the loan business over rental.

At present, there is no legislative challenge concerning the rental industry. Texas has more rental stores than any other state with some 550 outlets; 190 of which belong to APRO. APRO representatives are hopeful that successful legislation at the federal level will

end the need for state legislatures to attempt to regulate the industry. In any case, APRO is monitoring the Texas situation and can quickly mobilize Texas dealers should the need arise.

Where The Stores Are

In a continuing effort to monitor the opening, closing, and relocation of rental outlets in the country, APRO has constructed a state by state breakdown of rental outlets numbering approximately 4000. Of these, approximately 1500 are APRO member dealers.

Alabama	88	Missouri	69
Alaska	8	Montana	11
Arizona	76	Nebraska	25
Arkansas	85	Nevada	23
California	396	New Hampshire	8
Colorado	83	New Jersey	67
Connecticut	46	New Mexico	48
Delaware	5	New York	141
District of Columbia	6	North Carolina	94
Florida	355	North Dakota	3
Georgia	113	Ohio	99
Hawaii	25	Oklahoma	137
Idaho	21	Oregon	51
Illinois	93	Pennsylvania	66
Indiana	61	Rhode Island	17
Iowa	33	South Carolina	67
Kansas	66	South Dakota	4
Kentucky	63	Tennessee	96
Louisiana	131	Texas	559
Maine	13	Utah	35
Maryland	51	Vermont	5
Massachusetts	93	Virginia	65
Michigan	66	Washington	120
Minnesota	38	West Virginia	12
Mississippi	69	Wisconsin	40
		Wyoming	12

New Seminar Format . . . Record Crowds

APRO dealers and store managers were treated to two information-packed days in Orlando in May. The new seminar schedule, one day for store managers and one day for store owners, proved successful as 62 places were filled during the two days. The store managers' seminar focused on the nuts and bolts of managing a rental store—collection problems, legal relations with customers, and inventory management with both manual and computer systems.

The store owners day focused on problems owners face—an update on the legal news, running multi-store operations and managing a company's cash flows for maximum profit. APRO hosted a cocktail party after the owners' day where dealers got a chance to unwind and talk about business.

A handful of dealers got to Orlando a day early or stayed a day late to take advantage of Disney World, Epcot Center and some golf in the Florida sunshine. Because of the response to the Orlando seminars, tentative arrangements are being made for another seminar offering on October 19 and 20 in Charlotte, North Carolina. Check THE APPROACH for details.

Profile



Joe Rambo: Classic TV Rental

Joe Rambo says that he "could see the future in the rental industry" when he left his \$40,000-a-year job to work at Remco for a little more than half his previous salary.

He began at Remco (then called Action TV) in 1970 as store manager. He soon became zone manager and finally regional manager by the time he left, ten years later.

Rambo incorporated Classic TV Rent-

al and Sales in 1980, opening three stores within two years in Houston and Pasadena. Five more stores are scheduled to open by 1985 in the surrounding Houston areas. He attributes his success to "competition, drive, and his employees," which he feels are the key factor of success in any business.

Communication skills are primarily what he looks for in prospective employees. The ability to communicate and sell, courtesy, neat appearance, enthusiasm, and the ability to accept responsibility are requirements for each member of the Classic TV staff. They learn the specifics of the rental industry as well as the company's goals through an ongoing in-house training program.

Those hired are "cross-trained" to enable them to complete any job assigned. Cross-training involves teaching each member of the staff responsibilities other than his own. For instance, an account representative can stand in for a store manager or fill the shoes of a secretary. Rambo says that this "creates the excitement of responsibility and keeps employees on their toes for new challenges."

In addition to overseeing all of Classic TV's operations, he serves as president of Texas Buyer, Inc. Texas Buyer negotiates prices for rental companies. If the merchandise can be purchased for less than dealer prices, savings can be passed on to customers.

In an ongoing effort to involve the company and its employees in the community, Classic TV is an active member in the local chapter of the Houston Apartment Association, the Houston Board of Realtors, the Houston and Pasadena Chambers of Commerce, the Better Business Bureau and the Greater Houston Credit Bureau.

When not busy with Texas Buyer or Classic TV, Rambo enjoys spending time with his two sons, Joe III and Clint. He lists his other leisure time interests as flying, scuba diving, fishing, water sports, and hunting.

Calendar

July 10	THE APPROACH, Vol. 3, No. 4, issued
July 31- August 4	APRO Convention and Trade Show, Caesar's Palace, Las Vegas, Nevada
August 1	Ad copy and payment deadline for 1984 WHO'S WHO IN RENT-TO-OWN premium space
August 20	Ad copy and payment deadline for THE APPROACH, Vol. 3, No. 5
September 15	THE APPROACH, Vol. 3, No. 5, issued
October 19	The President's Panel Seminar—Charlotte, North Carolina—For Managers (tentative)
October 20	The President's Panel Seminar—Charlotte, North Carolina—For Owners (tentative)
October 20	Ad copy and payment deadline for THE APPROACH, Vol. 3, No. 6
November 15	THE APPROACH, Vol. 3, No. 6, issued
November 17-20	APRO Holiday in Acapulco
December 15	Ad copy and payment deadline for 1984 WHO'S WHO IN RENT-TO-OWN regular display advertising
December 20	Ad copy and payment deadline for THE APPROACH, Vol. 4, No. 1



ACAPULCO

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INSURANCE . . .
IT'S IMPORTANT!

Each day a rental dealer is faced with a new set of problems. It may be a tough collection situation, a "skip" or a stolen, a television or tape deck that refuses to work properly, or a pending government regulation. It comes with the territory, and a good rental dealer learns how to cope.

A few situations, though, require protection above and beyond a dealer's capabilities. They require a good insurance policy.

In a recent President's Panel Seminar in Houston, Bud Holladay stated that a typical route man, handling some 350 accounts, has access to \$460,000 in his hands. This could mean that the entire business is at stake!

Many dealer insurance plans focus on covering a possible burglary or a large plate glass. These are important areas of coverage, but not to the exclusion of asset protection.

Liability coverage is mandatory but the amount is more flexible. There is some room in physical damage insurance to take a chance. But, this may not be wise.

For example, a route man who is behind schedule may travel too fast and miss a stop sign. If he manages to hit a first-grade car pool, or other precious cargo, inadequate liability coverage may terminate a dealer's business. The jury may not know, and probably doesn't care, that his liability limit is \$100,000 when rendering a \$1,000,000 judgment.

Another danger area requiring insurance is faulty rental equipment. For instance, a rental television set may develop a short, cause a fire, and burn a building, or, at least, cause fire and smoke damage. This would require good products liability coverage, and liability insurance does not automatically supply products liability. It is up to the rental dealer to purchase it above and beyond the mandatory coverage. It is usually available at a reasonable cost.

To make insurance decisions, each dealer should have a professional insurance agency who understands the rental business. Proper insurance can protect against mishaps and help the rental dealer to rest easier at night.

CHECK OUT THE

BIG SHOW

1983 APRO
ANNUAL CONVENTION

FYI

COLORTYME, INC. is proud to introduce their new president and chief operating officer, George C. Evans.

Evans comes to them from Associates Financial Services, Inc. as their chief operating officer and vice chairman, as well as vice chairman for Associates Corporation of North America. From 1976 to 1979 he was the president and CEO of Associates Financial Services and was responsible for increasing their operating profit from \$22 million to \$52 million. Before 1976 he worked for Avco Financial Services, Phelan Services, and Beneficial Finance.

While attending Georgia State University he served as the Atlanta Boy's Club athletic director. He is known as a fishing and hunting fanatic who has "plenty of energy" for both office problems and weekend sports. His wife's name is Jane.



WE ARE SORRY to announce that Gerald B. Harvey, sales manager of special markets at Whirlpool Corp., is dead at 56. He died May 28, 1983 of an apparent heart attack. He had been employed at Whirlpool Corp. for the past 32 years. He was a member of APRO and the National Premium Sales Exchange.



AND WE WILL ALL miss Curtis Mathes, Jr., 54, chairman of the Irving, Texas-based Curtis Mathes Company. Mathes was killed along with 22 others on a burning Air Canada DC-9 headed for Canada.

The Dallas native, a 1950 University of Texas graduate, had moved to Toronto in 1980. He was best known for his commercials that boasted: "Curtis Mathes—the most expensive television sets in America, and darn well worth it."

He was the son of the private company's founder and had served as chairman since 1975. He owned controlling interest at the time of his death.



Ray Perry has been promoted to vice president and sales manager of Retail Marketing from assistant vice president-sales manager for American Bankers Insurance Company, a subsidiary of American Bankers Insurance Group. He joined the company in 1982 as national sales manager after serving with General Electric Company of Stamford, Connecticut.

UPDATE

New Dealers

() Number of Stores

Batten, Dick (2)
U-Rent, Inc.
3920 Bragg Boulevard
Fayetteville, NC 28303
919/864-5811
U-Rent, Inc.
316 E. Highway 210 North
Spring Lake, NC 28309
919/436-4242

Beagle, S. R. (2)
Beagle's Rental Center
5105 NE Vivion Road
Kansas City, MO 64119
816/454-2484
Beagle's Rental Center
1220 Landmark
Liberty, MO 64068
816/781-6869

Britton, Jim (2)
Quick Rent, Inc.
5624 Lemmon Avenue
Dallas, TX 75209
214/521-5293
Quick Rent, Inc.
1600 S. Buckner Boulevard
Dallas, TX 75217
214/391-9716

Bush, Peter F. (1)
Ohio Appliance Rental, Inc.
3960 Cleveland Avenue
Columbus, OH 43224
614/471-8423

Carpenter, Don (1)
Joe Paine—Don Carpenter Rental
115 S. Commerce Street
Natchez, MS 39120
601/442-9935

Chamberland, Gene (4)
Champion TV & Appliance Rental
645 Delaware Avenue
Tonawanda, NY 14150
716/693-5567
Champion TV & Appliance Rentals
1283 Abbott Road
Lackawanna, NY 14218
716/826-0920
Champion TV & Appliance Rentals
785 Elmwood Avenue
Buffalo, NY 14222
716/885-6322
Champion TV & Appliance Rentals
Central Park Plaza
Buffalo, NY 14214
716/838-5252

Coppin, C.N. (3)
Lamco Appliance, Inc.
2525 El Camino Avenue
Sacramento, CA 95821
916/483-4341
Lamco Appliance & TV
2459 Fruitridge Road
Sacramento, CA 95822
916/452-5921
Lamco Appliance & TV
8055 Greenback Lane
Citrus Heights, CA 95610
916/969-8581
916/723-4297

Davis, Cam (1)
Davis Appliance & Furniture
119 E. Oak
Palestine, TX 75801
214/729-0291

Gretzner, Richard (1)
Superior Rent To Own, Inc.
26940 Michigan Avenue
Inkster, MI 48141
313/278-4550

Hayes, Peter J. (4)
Hayes TV
375 Michigan
Lockport, NY 14094
716/434-8097

Hayes TV & Appliance Rental
616 West Avenue
Lockport, NY 14094
716/433-4457

Hayes TV & Appliance Rental
642 Hyde Park Boulevard
Niagara Falls, NY 14301
716/285-3244

Hayes TV & Appliance Rental
220 E. Main Street
Batavia, NY 14020
716/344-2266

Hefflin, William O. (2)
Award Appliance Center, Inc.
11300 NE 4th Plain Road
Vancouver, WA 98662
206/892-5714
Award TV & Appliance
463 Oregon Way
Longview, WA 98632
206/577-3608

Holland, Ken (1)
Ada TV Rental
300 E. Main
Ada, OK 74820
405/436-2275

Jones, Doug (6)
Alpha One Concepts, Inc.
2305 W. Main Street
Norman, OK 73069
405/360-1602
Alpha One TV & Appliance Rental
Route #2, Box 60-B
Tahlequah, OK 74464
Alpha One TV & Appliance Rental
410 North Main
Miami, OK 74354
918/540-1424
Alpha One TV & Appliance Rental
202 E. Oklahoma
Guthrie, OK 73044
405/282-8945
Alpha One TV & Appliance Rental
321 North Main
Seminole, OK 74868
405/382-2431
Alpha One TV & Appliance Rental
1437 E. Main
Cushing, OK 74023
918/225-2251

Jordan, G. J. (7)
Jordan Television Group, Inc.
P.O. Box 8029
Columbus, GA 31908
404/561-0234
Curtis Mathes Home Entertainment Center
1714 Manchester Expressway
Columbus, GA 31904
404/327-8335
Curtis Mathes Home Entertainment Center
1151 280 By-Pass
Phenix City, AL 36867
205/297-1096
Curtis Mathes Home Entertainment Center
127 Commerce Village
LaGrange, GA 30240
404/882-5257
Curtis Mathes Home Entertainment Center
Cherry Village Shopping Center
Lanett, AL 36863
205/644-2696

Curtis Mathes Home Entertainment Center
1955 Opelika Road
Auburn, AL 36830
205/821-5720
Curtis Mathes Home Entertainment Center
3640 Buena Vista Road
Columbus, GA 31906
404/689-1521

Knight, Emmett (1)
Primetime TV & Appliance Rental
7212 Geyer Springs Road, #3
Little Rock, AR 72209
501/562-8830

Mann, Surjit (15)
Lone Star TV Rental, Inc.
914 West Greens Road, Suite 2B
Houston, TX 77067
713/583-6303

Lone Star TV Rental, Inc.
4719 W. 34th Street
Houston, TX 77092
713/680-9857

Lone Star TV Rental, Inc.
2313 N. Alexander
Baytown, TX 77520
713/428-7552

Lone Star TV Rental, Inc.
6503 Chimney Rock
Houston, TX 77081
713/668-8701

Lone Star TV Rental, Inc.
9323 Gulf Freeway
Houston, TX 77017
713/947-8546

Lone Star TV Rental, Inc.
3567 Palmer
Texas City, TX 77590
409/948-2546

Lone Star TV Rental, Inc.
4310-64 Avenue H
Rosenberg, TX 77471
713/232-5334

Lone Star TV Rental, Inc.
12158 East Freeway
Houston, TX 77013
713/451-6570

Lone Star TV Rental, Inc.
3004 Little York
Houston, TX 77093
713/699-8334

Lone Star TV Rental, Inc.
1013 Gessner
Houston, TX 77055
713/464-1049

Lone Star TV Rental, Inc.
552 N. Eastern, Suite B
Las Vegas, NV 89101
702/385-7261

Lone Star TV Rental, Inc.
5190 Aldine Mail Route
Houston, TX 77039
713/442-1670

Lone Star TV Rental, Inc.
10341 Club Creek
Houston, TX 77036
713/270-9180

Lone Star TV Rental, Inc.
2204 F FM 1960
Houston, TX 77068
713/583-1901

Lone Star TV Rental, Inc.
5572 North Freeway
Houston, TX 77076
713/697-1110

Mason, Norman D. (13)
Prime Time Rentals
1325 3rd Street SW
Roanoke, VA 24016
703/342-2507

Prime Time Rentals
2025 12th Street
Lynchburg, VA 24501
804/528-5300

Prime Time Rentals
724 S. Main Street
Danville, VA 24541
804/791-1100
Prime Time Rentals
Meadow Greens Shopping Center
Eden, NC 27288
919/627-5136

Prime Time Rentals
826 Cherry Avenue
Cherry Avenue Shopping Center
Charlottesville, VA 22903
804/971-9700

Prime Time Rentals
Erie Plaza
3766 L Street
Philadelphia, PA 19124
215/533-0800

Prime Time Rentals
7947 S. Crescent Boulevard
Pennsauken, NJ 08105
609/662-9000

Prime Time Rentals
5900 Virginia Beach Boulevard
Janis Shopping Center, #22
Norfolk, VA 23502
804/461-6500

Prime Time Rentals
115 Chester Avenue
Yeadon, PA 19050
215/259-3800

Prime Time Rentals
1879 N. Olden Avenue
Ewing, NJ 08638
609/771-3600

Prime Time Rentals
2222 Melrose Avenue, NW
Roanoke, VA 24017
703/342-0000

Prime Time Rentals
1275 Roanoke Street
Christiansburg, VA 24073
703/382-7990

Prime Time Rentals
1010 Churchville Avenue
Staunton, VA 24401
703/886-6266

Prime Time Rentals
1275 Roanoke Street
Christiansburg, VA 24073
703/382-7990

Prime Time Rentals
1010 Churchville Avenue
Staunton, VA 24401
703/886-6266

McCullen, Ted and Bobbie (3)
McCullen Enterprises, Inc.
Ted's TV
104 E. Martin Street
Raleigh, NC 27602
919/833-5873

Ted's TV
Hwy. 401 and 70
K-Mart Plaza
Garner, NC 27529
919/772-3059

Ted's TV
301 S. Wilmington Street
Raleigh, NC 27601
919/833-5873

McHugh, P. Donald (2)
TV Rental Company
510 Broadway E.
Seattle, WA 98102
206/329-2200

House of TV
225 105th Street NE
Bellevue, WA 98004
206/454-3017

McNeal, Wendell D. (1)
McNeal Group, Inc.
1343 Frontage Road
Conyers, GA 30208
404/922-4441

Prime Time Rentals
1325 3rd Street SW
Roanoke, VA 24016
703/342-2507

Pearsey, Curtis O. (5)
Pearsey Enterprises, Inc.
206 S. Locust Street
Inglewood, CA 90301
213/678-3300

Curtis Mathes Home Entertainment Center
1813 S. Mooney Boulevard
Visalia, CA 93277
209/627-2660
Curtis Mathes Home Entertainment Center
2589 Pacific Coast Hwy.
Torrance, CA 90505
213/534-4000
Curtis Mathes Home Entertainment Center
1607 S. Chester
Bakersfield, CA 93304
805/398-8111
Curtis Mathes Home Entertainment Center
4945 Long Beach Boulevard
Long Beach, CA 90805
213/428-1330

Plaisted, Robert E. (25)

Action TV & Stereo Rental
10502 N. Dale Mabry Hwy.
Tampa, FL 33618
813/963-5656

Action TV & Stereo Rental
4016 N. 22nd Street
Tampa, FL 33610
813/237-3308

Action TV & Stereo Rental
2231 34th Street S.
St. Petersburg, FL 33711
813/327-3295

Action TV & Stereo Rental
7448 Palm River Road
Tampa, FL 33619
813/621-8938

Action TV & Stereo Rental
8207 N. Florida Avenue
Tampa, FL 33604
813/933-4041

Best TV Rental
2318 N. Dale Mabry
Tampa, FL 33607
813/872-7368

Action TV & Stereo Rental
5035 Normandy Boulevard
Jacksonville, FL 32205
904/783-3434

Best TV Rental
716 N. Edgewood
Jacksonville, FL 32205
904/388-5411

Action TV & Stereo Rental
16 Sherwood Square
Soutel Drive
Jacksonville, FL 32208
904/764-5651

Action TV & Stereo Rental
1726 N. Main Street
Jacksonville, FL 32206
904/354-6565

Love TV Rental
5852 Norwood Avenue
Jacksonville, FL 32208
904/764-7551

Action TV & Stereo Rental
3448 Beach Boulevard
Jacksonville, FL 32207
904/398-2888

Action TV & Stereo Rental
3400 W. Broward Boulevard
Ft. Lauderdale, FL 33312
305/792-7050

Action TV & Stereo Rental
8898 N.W. 7th Avenue
Miami, FL 33150
305/836-8280

Action TV & Stereo Rental
4857 N. Dixie Hwy.
Pompano Beach, FL 33064
305/428-2622

Best TV Rental
1937 N.W. 9th Avenue
Ft. Lauderdale, FL 33311
305/462-1800

Action TV & Stereo Rental
218 N. Orange Blossom Trail
Orlando, FL 32805
305/423-1100

Action TV & Stereo Rental
97 Zayre
Zayre Plaza
Fern Park, FL 32730
305/331-7300

Best TV Rental
2580 S. Orange Blossom Trail
Orlando, FL 32805
305/843-7200

Action TV & Stereo Rental
421 Old Dixie Hwy.
Riviera Beach, FL 33404
305/842-3272

Action TV & Stereo Rental
2188-A N. Military Trail
W. Palm Beach, FL 33409
305/684-4820

Action TV & Stereo Rental
734 Beveder Road
W. Palm Beach, FL 33405
305/659-5222

Action TV & Stereo Rental
4400 Dorchester Road
Charleston, SC 29405
803/554-6666

Best TV Rental
5300 Rivers Avenue
N. Charleston, SC 29406
803/554-4440

Action TV & Stereo Rental
1938 Walton Way
Augusta, GA 30904
404/738-1113

Reilly, Terence (Bill) (1)

Color World TV Enterprises, Inc.
2135 West Fairbanks Avenue
Winter Park, FL 32789
305/644-8888

Rutledge, Mike (8)

Mike's TV Rentals, Inc.
2801 SW College Road, #4
Ocala, FL 32670
904/237-3201

Mike's TV, Inc.
608 S. Magnolia Avenue
Ocala, FL 32670
904/629-7003

Mike's TV & Appliance
3423 Silver Springs Boulevard
Ocala, FL 32670
904/732-5242

Curtis Mathes Home Entertainment Center
1785 W. Main Street
Inverness, FL 32650
904/726-0026

Mike's TV of Eustis
419 Plaza Drive
Eustis, FL 32726
904/357-5044

Curtis Mathes Home Entertainment Center
3808 E. Colonial
Orlando, FL 32808
305/896-4636

Curtis Mathes Home Entertainment Center
2020 S. Highway 441
Leesburg, FL 32748
904/326-4044

Mike's TV, Inc.
939 N. 14th Street
Leesburg, FL 32748
904/787-5044

Shiffler, Robert (4)

Arcorp, Inc.
610 Fair Street
Greenville, OH 45331
513/548-5018

Piqua Rent To Own
1282 East Ash
Piqua, OH 45356
513/773-0660

Sidney Rent To Own
104 East Poplar Street
Sidney, OH 45465
513/492-1787

Greenville Rent To Own
999 Sweitzer Street
Greenville, OH 45331
513/547-0592

Troy Rent To Own
24 North Market Street
Troy, OH 45373
513/335-1343

Stevenson, Chuck (2)

Royce Rentals, Inc.
8565 Zionsville Road
Indianapolis, IN 46268
317/872-8007

Royce Rentals, Inc.
1285 Lafayette Avenue
Terre Haute, IN 47804
812/234-1618

Weatherton, John (1)

Hart T.V., Inc.
8921 Adams Avenue
Huntington Beach, CA 92646
714/962-3384

White, Patrick (40)

Crown Leasing Corporation
4500 Summerhill Road
Texarkana, TX 75503
214/792-3795

Crown TV & Appliance
331 South James
Jacksonville, AR 72076
501/982-7461

Crown TV & Appliance
6221 Asher Avenue
Little Rock, AR 72204
501/562-4400

Crown TV & Appliance
902 Main Street
Pine Bluff, AR 71601
501/535-3867

Crown TV & Appliance
700 N. Zaragosa
El Paso, TX 79907
915/858-1994

Crown TV & Appliance
Sunrise Center, Suite 33
8500 Dyer
El Paso, TX 79903
915/757-3400

Crown TV & Appliance
1028 Summitt
Greensboro, NC 27405
919/275-2811

Crown TV & Appliance
1912 W. Webb Avenue
Burlington, NC 27215
919/584-2617

Crown TV & Appliance
800 S. Main
High Point, NC 27261
919/882-0111

Crown TV & Appliance
675 Peters Creek Parkway
Winston-Salem, NC 27103
919/722-0396

Crown TV & Appliance
Davidson Plaza
286-A Talbert
Lexington, NC 27292
704/249-6826

Crown TV & Appliance
2113 W. Colonial
Orlando, FL 32804
305/843-1700

Crown TV & Appliance
420 SW Pine
Ocala, FL 32670
904/622-1255
Crown TV & Appliance
534 S. Dillard
Winter Garden, FL 32787
305/656-3699
Crown TV & Appliance
1901 N. Ashley
Valdosta, GA 31603
912/238-0700
Crown TV & Appliance
1900 E. Victory
Savannah, GA 31404
912/238-0700
Crown TV & Appliance
Cross Country Plaza, #257
3201 Macon Road
Columbus, GA 31906
404/568-0775
Crown TV & Appliance
2233 Woodville Road
Oregon, OH 43616
419/693-0777
Crown TV & Appliance
46 S. Byrne
Toledo, OH 43615
419/531-5744
Crown TV & Appliance
4925 Jackman Road
Toledo, OH 43613
419/473-1555
Crown TV & Appliance
2100 Harding
#7 Eastgate Plaza Shopping Center
Lima, OH 45804
419/229-7368
Crown TV & Appliance
840 W. 4th Street
Mansfield, OH 44906
419/529-8999
Crown TV & Appliance
282 Midway Boulevard
Elyria, OH 44035
216/324-4040
Crown TV & Appliance
21901 Emery Road
Warrensville Heights, OH 44128
216/475-2200
Crown TV & Appliance
179 Wooster Road North
Barberton, OH 44203
216/848-3738
Crown TV & Appliance
22340 Lakeshore Boulevard
Euclid, OH 44123
216/731-8500
Crown TV & Appliance
Tilton Shopping Center, #29
Northfield, NJ 08225
609/641-5656
Crown TV & Appliance
North Park Mall
101 East Way
Charlotte, NC 28213
704/597-9500
Crown TV & Appliance
Midland Plaza Shopping Center
S.W. 4th Street & Hwy 64
Hickory, NC 28601
704/324-4500
Crown TV & Appliance
W. Canon Boulevard, #475
Kannapolis, NC 28081
704/932-6116
Crown TV & Appliance
3205 Freedom Drive
#36 Freedom Mall
Charlotte, NC 28208
704/394-7025
Crown TV & Appliance
2112 W. Roosevelt Boulevard
Monroe, NC 28110
704/283-7474

Crown TV & Appliance
1520 South Irby Street
Southpark Shopping Center
Florence, SC 29504
803/665-7778
Crown TV & Appliance
3128 North May Avenue
Oklahoma City, OK 73112
405/949-1356
Crown TV & Appliance
1419 S.W. 59th
Oklahoma City, OK 73119
405/681-6688
Crown TV & Appliance
6230 S.E. 15th
Midwest City, OK 73110
405/733-2700
Crown TV & Appliance
4481 Jonesboro Road
Forest Park, GA 30050
404/361-8000
Lone Star TV Rental
552 N. Eastern, Suite B
Las Vegas, NV 89101
702/385-7261
Crown TV & Appliance
4655 W. Tuscarawas
Canton, OH 44708
216/478-2200
Crown TV & Appliance
4721 Kirkwood Highway
Wilmington, DE 19808
302/995-6622
Crown TV & Appliance
2701 Rogers Avenue
Ft. Smith, AR 72901
501/782-8288

Williams, John J. (2)
TV Rental of Asheville, Inc.
550 Haywood Road
Asheville, NC 28806
704/252-3334
TV Rental of Asheville
1145 Tunnel Road
Asheville, NC 28805
704/298-6045



New Associates
(industry suppliers)

ARTHUR YOUNG & COMPANY

Jack R. Butler
2500 Texas Commerce Tower
Houston, TX 77002
713/221-3000

CAIN & BULTMAN, INC.

Jack Teeters
2145 Dennis Street
Jacksonville, FL 32203
904/356-4812

CONSUMER LEASE NETWORK

Thomas P. Anderson, Jr.
P.O. Box 1450
Nashville, TN 37202
615/333-2900

CURTIS BEAVERS AND ASSOC.

Curtis Beavers
10925 Crabapple Road, #300
Roswell, GA 30075
404/587-2700

FRAENKEL WHOLESALE FURNITURE

Mike Herschman
P.O. Box 15385
Baton Rouge, LA 70895
504/275-8111

POTTER DISTRIBUTING, INC.

Stanley S. Potter
4037 Roger B. Chaffee S.E.
Grand Rapids, MI 49508
616/531-6860

SAF-WRITE FORMS & SYSTEMS

Chef Pensak
P.O. Box 848
Ormond Beach, FL 32074
904/252-5766

T & W DISTRIBUTORS, INC.

Elmo L. Bell
3137 Halifax
P.O. Box 47200
Dallas, TX 75247
214/637-3160

YEOMANS DISTRIBUTING COMPANY

Murray Yeomans
1503 W. Altorfer Drive
Peoria, IL 61615
309/691-3282



ADDRESS CHANGES

Babcock, Dee

Love TV & Stereo Rental
2323 Wirt Road, Suite A
Houston, TX 77055
713/465-9117

Canton, Sharon

Friendly Dan The T.V. Man
8521 Geyer Springs
Little Rock, AR 72209
501/565-5932

Easley, Steve

COLORTYME
P.O. Box 3566
Austin, TX 78764
512-447-8886

Klopp, William

Klopp Enterprises, Inc.
201 Allen Road, Suite #404
Atlanta, GA 30328
404/252-2202

Payne, Ronald

HomeWay Rentals
129 S. Hill Street
Griffin, GA 30223
404/229-5845

Rickert, Robert

Best-Way TV & Appliance Rentals
603 Frederick Boulevard
Portsmouth, VA 23707
804/399-8012

Wilburn, Gary

Universal T.V. Rental
2606 Brownsville
Pittsburgh, PA 15227
412/881-7400

Litchfield Computer Systems, Inc.

Stephen Longe
P.O. Drawer 14636
Surfside Beach, SC 29587-4636
803/238-4461



Member Stats July '83

# Dealers	319
# Stores	1268
# Associates	73

GUEST EDITORIAL

Rental Industry Critized

Not long ago, a Wilson resident went out to rent a washing machine. The person didn't have much money and couldn't afford to buy a new machine, so he went to a local rental company. He signed a contract, agreeing to pay \$14 a week for 78 weeks until, finally, he would be the proud owner of the appliance.

When he signed the contract, the buyer didn't realize the final price he would pay for the washing machine, said Rep. Jeanne Fenner (D-Wilson). At the agreed-upon rental rate, he would pay \$1,092 for the machine by the time the contract expired.

North Carolina's Retail Installment Sales Act was designed to prevent customers from becoming the prey of money-hungry businesses, according to Fenner. But some rental companies in the state have found a loophole in this law with the "lease with the option to buy" agreements.

"According to these agreements, which are renewed each week when a payment is made, the buyer doesn't own an interest in the washing machine until the final payment has been made," Fenner said. Because of that fact, when the appliance is taken back by the rental agency, the agency has no obligation to reimburse the money the person has already paid on the appliance, she said.

One provision in contracts allows employees of the rental company to break into the home of the consumer and carry away the appliance should the buyer miss one payment, Fenner said.

In many of these cases, the buyer is poor, uneducated and has no idea of the final cost or the interest payments he must make because no one has explained the terms of the agreement to him, she said.

Fenner has introduced to the General Assembly a bill calling for rental businesses to explain to the buyer how much an item will cost, the interest rate and the company's right to reclaim the product should the buyer break the terms of the contract.

Larry Tinney, the owner of Royal Crown Leasing Inc., a franchise which controls seven Colortyme rental stores in the area, disagrees with the scenario Fenner presented and the bill, now winding its way through the legislature.

"I take exception to Jeanne Fenner's statement that our customers cannot understand our rental agreements," Tinney said. "It implies these people don't know what they're doing. That's not true. In our program, people are told at the outset they'll pay X amount for X number of weeks and the final cost will be X amount.

"As for forcing entry into someone's home to obtain an appliance, I don't know of any rental agency in the state that has a policy allowing their employees to force their way into someone's home when no one is there," he said. "That's just ridiculous."

At his company, Tinney said, if a customer cannot afford to make a payment, if the customer would contact the company and explain his situation, employees would pick up the appliance and hold it at the rental agency until the customer could solve his financial problem. Then, the employees of the company would re-deliver the appliance to the customer at no extra charge and the payments would revert to the normal schedule with the customer receiving full credit for the payments he has already made on the appliance.

Under this arrangement, Tinney said, the customer avoids paying late payment charges and reinstatement costs.

In her consumer protection bill, Fenner claims that under these weekly contracts rental agencies are charging exorbitant prices for the products, then tacking on astronomically high interest rates. The average interest rate in these transactions is 50 percent, she said.

According to Tinney, rental agencies do not charge interest rates on rent-to-own products.

The additional personnel needed to keep tabs on weekly payments, and services provided, such as free delivery, free moving of the product to a new location, and renewal of the rental plan when the buyer had medical or financial problems, are the reasons for the price difference between the cash-on-the-spot payment and the weekly plan, he said.

Tinney maintained that when service and delivery charges, sales tax and interest are added up on a 24- to 36-month payment plan at a retail store, there is little difference in costs.

Tinney attacked the N.C. Merchants Association, retail merchants and con-

sumer advocates who support the bill Fenner has introduced.

"Three to five years ago retail merchants began restricting credit because of the declining economy," Tinney said. "The economic outlook is brighter now and retailers are trying to come back into the market. I don't think it's fair for them to attack us because we got the customers they avoided years ago."

Most of the opposition to consumer protection bills being proposed across the nation is coming from outside North Carolina, Fenner said. Rental agencies lobbying in other states have stopped the passage of such bills, she said.

Because of this ongoing outside opposition, Fenner said she hopes to get the bill quietly passed in the legislature before opposition can arise at the local or state level.

"In North Carolina, we want all to play by the same rules," she said. "That's only fair. Both merchants and consumers need to be protected. The Retail Installment Sales Act does that. We need to uphold it."

Tinney declares it is because of an effort at the federal level to provide better service to consumers that consumer protection bills in other states have been shot down.

"In other states when this issue came up, all APRO (the national trade association for the industry) has asked is a chance to reason with the people who are proponents of the bill," Tinney said. "The bill has not been killed by strong lobbyists. Rather we've been able to show legislators what we're trying to do at the federal level.

"If Jeanne Fenner had questions about how rental agencies operate, she should have invited us to the round table for discussion before introducing the legislation," he said. "She made no attempt to do that.

"I'm sure she wants a fair bill, one that is fair to business as well as the consumer," he said. "I want that, too."

EDITOR'S NOTE: Dealers continue to express concern over how to respond to the press. APRO rental dealer, Larry Tinney, presented the industry's position very persuasively. Mr. Tinney was able to argue successfully about specific issues raised by rental industry critics. The result is a balanced report on the rental industry and pending legislation in North Carolina. Reprinted with permission of THE WILSON DAILY TIMES.

LEGAL

Q: Can I go into a home and recover my merchandise if the person I rented to is not at home?

A: Every time you do so you are risking a lawsuit. Entering a dwelling without the permission of the occupant is trespass. It is an intentional tort in all states and may be a crime in some. That means a company might have to pay compensatory damages to a customer for any damage done to the premises. Even if there is no actual damage, a company might have to pay punitive damages as a penalty for "invading a person's castle" without permission.

There is currently a case pending on just such a set of facts. An account manager entered a dwelling through an open door to recover a television when no one was at home. The renter is suing for \$27,000.

Further, criminal trespass statutes exist in most states. In Texas, for example, it is a Class A misdemeanor to enter or remain in the habitation of another without effective consent.

Some dealers have attempted to get the consent of their customers in advance as a part of the rental agreement. These clauses typically read as follows:

Owner's Right to Enter and Take Possession: The owner and its agents, upon the termination of this agreement, are specifically autho-

rized to enter upon any premises where the property may be found and to take possession of and remove the property without liability, and the owner and its agents are hereby released and discharged from any claim or cause of action in or relating to entry and taking possession and renter agrees to indemnify owner and its agents for all costs, expenses, and damages occurring directly or indirectly from or related to the taking and possession and removal of said property.

Dealers should be aware that such clauses may not be valid in every jurisdiction. As a matter of contract law, such clauses ought to be enforceable, but a judge could easily rule such a clause void as against public policy. When contracts are made between two people who do not have equal bargaining power, especially when one party is a consumer, courts can simply declare unfair portions of an agreement illegal. There are several such cases involving exculpatory clauses in which companies have tried to free themselves from the negligent conduct of their employees. As a general proposition, dealers should be careful to see that

employees *never* enter an empty house or apartment to pick up a unit, regardless of the circumstances.

It is no less dangerous to enter a dwelling with nothing more than the permission of a minor who is at home. The age of majority in most states is 18. Getting permission from someone under 18 to enter a home will not protect a company from liability. A minor's consent under such circumstances is simply not effective.

The risk is no less if permission to enter a dwelling is secured from someone who does not live there. A relative or friend who lets an account manager reclaim merchandise probably has no authority to do so, and the company employee may have a duty to ask who he is dealing with.

The safest policy for a company to follow is to deal with the renter personally. In most cases, once contact is made, a renter will relinquish property when the rental agreement has terminated.

Edward L. Winn III, is the executive director and general counsel of APRO in Austin, Texas.

COMING

MICROWAVE MERCHANDISING. The September issue of THE APPROACH will feature advice on how to reduce customer resistance to microwaves. A cookbook will be included for those easy in-store demonstrations you'll soon be giving after reading the September issue of THE APPROACH!

WRITING AN EFFECTIVE EMPLOYMENT AD. Mandatory for any successful business are dynamite employees. THE APPROACH will tell how to attract the best people for the job because your great store deserves nothing less than great employees!

APPROACHING YOUR BANKER FOR A BETTER DEAL. We all want the most for our money and September's APPROACH will tell its readers how to get it! It will instruct you on how to make a banker work for you, and secure the best arrangement for your growing business.

MEASURING ADVERTISING EFFECTIVENESS. Just how effective is your advertising? Is it bringing in the right kind of people? September's APPROACH will show you how to measure advertising effectiveness and how to improve it.

GOVERNMENT RELATIONS

NORTH CAROLINA

North Carolina rental dealers continue to fight an uphill battle against adverse legislative proposals in that state. Since H.B. 545 was reported in the last issue of THE APPROACH, negotiations have been ongoing between industry representatives and consumer advocates. Heading up the consumer push for the bill is Alan Hirsch, director of the Consumer Protection Division in the state attorney general's office.

Industry representatives, including APRO general counsel, Ed Winn, III, met with the N.C. attorney general, Rufus Edmonston, to attempt to reach a compromise position. At that meeting, Hirsch asserted that the concept of rent-to-own was inherently deceptive. Hirsch would prefer that consumers in the state be required to pay the fair market value of merchandise at the end of the rental period rather than have title transferred to them as is currently most often the case. When Winn explained that such a system would mean that even fewer consumers would obtain ownership, Hirsch disagreed, stating that "everyone has \$100 to pay out a set."

In the legislature, the chairman of the subcommittee to which the bill had been referred expressed hope that industry and consumer advocates would reach a compromise position that would regulate rental purchase transactions without outlawing them altogether. Representative Jeanne Fenner, the bill's sponsor, however, has maintained that there is no room for compromise, "because that would legalize 'disguised credit sales.'"

At the request of the attorney general's office and the chairman of the legislative subcommittee, APRO representatives presented alternative legislation paralleling the Federal Reserve Board's proposal. Hirsch maintains that the FRB bill did not go nearly far enough.

The subcommittee had a public hearing on the bill on May 11. Over 60 rental dealers from across the state were present to express their opposition to the Fenner bill. Speaking in favor of the legislation were Fenner, Hirsch, and Bill Ruston, president of the N.C. Retail Merchants' Association. Ruston is also of the opinion that rental purchase agreements are nothing more than disguised credit sales and that the rental

industry is not competing fairly with the state's retailers. Ruston maintains that everyone in the state could obtain financing. The only reason people rent is because they are not aware of the financing available. When it was explained to him that as many as 70 percent of consumer credit applications are turned down by companies who buy consumer paper, Ruston responded by saying that those people could go to retailers who carry their own paper.

At the hearing, several North Carolina attorneys spoke out against the bill, explaining problems with the Fenner draft as well as the industry efforts at the federal level. Several dealers also spoke against the bill, in particular, Larry Tinney of Crown Leasing and George Condeelis of Carl's TV. George Evans, president of ColorTyme, Inc., also spoke against the bill and presented statistics about the size of the industry in the state.

Given the importance of the issues being debated, portions of the hearing were emotional. At one point, Hirsch read a letter his office had received from a dissatisfied rental customer. However, before presenting this testimony to the subcommittee, Hirsch had neglected to verify any of the facts. Since the complaint was lodged against one of Tinney's ColorTyme stores, Tinney was able to rebut the charges made in the letter, many of which were simply untrue.

Since the public hearing, industry representatives have continued to meet with consumer advocates in an attempt to work out a compromise. The current status of the compromise is to define nominal consideration as no more than 10 percent of the fair market value of the property at the time of transfer. There are also provisions regulating the advertising of terminable rental agreements requiring total cost disclosures if the ad states any prices.

At a subcommittee hearing held in late May, both sides tentatively agreed to the compromise. It is anticipated that the senate will take action on the bill before the legislature adjourns in July.

WISCONSIN

The Ad Hoc Wisconsin Consumer Act Negotiating Committee has met several times in recent months to consider regulating the TV and appliance rental in-

dustry in that state. Wisconsin has one of the most comprehensive Consumer Protection Acts in the country. There are currently two lawsuits pending in state court brought by legal aid to test the applicability of the statute to the industry.

The Ad Hoc Committee has been in existence for nearly ten years and is comprised of representatives from the office of Commission of Banking, the Attorney General's office, Legal Aid, and various industries concerned with coverage of the Act. Historically, the Committee has responded to industry requests to fine-tune the Act and make it more workable.

The representative from the Attorney General's office indicated that the consumer leasing industry was becoming a source of concern in his office and that complaints of abusive collection practices and the like were on the increase. An early suggestion made to the Committee was to fold terminable consumer leases into the state's definition of credit sale as was done in Pennsylvania.

The Committee agreed to meet with industry representatives and on June 14, APRO general counsel Ed Winn III and ColorTyme general counsel Sam Choate presented the industry point of view. Consumer representatives at the meeting seemed most concerned with curbing collection abuses. Wisconsin has a 15-day cure period after default during which time a merchant cannot even request that a consumer voluntarily return merchandise. Committee members appeared to understand that such cure period simply would not work in an industry that has a large percentage of weekly business.

The Committee invited Choate and Winn to submit draft language amending the Act to include the industry and making such changes as necessary to allow the industry to function. Committee members explained that the legislature was adjourning in July but would reconvene in October. The Committee wants an amendment to cover consumer leases to offer at the October session.

The Committee has scheduled another meeting for July 19 to discuss the matter further. APRO members with stores in Wisconsin are invited to contact Ed Winn to offer suggestions as to how the Act might best be amended. He may be reached at the APRO headquarters office in Austin, call 512-478-6521.

Edward L. Winn III, is the executive director and general counsel of APRO in Austin, Texas.

*Each account manager should be supplied with a telephone, yellow legal pad, writing instrument, stick-on notepad, and corkpad for messages and reminders.

*Each account manager should have a message center where messages from customers can be held throughout the day.

*Well-maintained and comfortable vehicles equipped with pads, tiedowns, handtrucks and small boxes containing the most-used ac-

cessories (such as knobs and antennas) should be used.

*A clean, pleasant and private office for counseling delinquent customers should be made available.

*A set of trays or baskets should be set in the store for those making in-store payments. These should be easily accessible for card-matching by the account manager and for other employees if the account manager calls into

the store.

Remember, a clean, well-maintained rental store invites customers inside and helps employees to work more effectively. A dark, dirty and unkempt store is forbidding to both customers and employees alike. In order to increase business and employee morale, employees must be provided with pleasant and comfortable surroundings.

WASHINGTON REPORT

On April 27, Senator Paula Hawkins (R. Florida) introduced the Federal Reserve Board's proposal to simplify the Consumer Leasing Act and to include rental purchase agreements for the first time. The bill, S.B. 1152, was referred to the Committee on Banking, Housing, and Urban Affairs, chaired by Senator Jake Garn (R. Utah). Senator Hawkins noted that her bill would give consumers access to data useful when comparison shopping for consumer leases. She went on to say that a significant number of consumers choose to lease rather than buy and that they need the protection and information her bill affords.

Hawkins explained that rental purchase agreements are not covered by the Consumer Leasing Act and that there have been some complaints about the industry. Some dealers may be emphasizing ownership options without clearly disclosing the payments necessary to acquire ownership. Others may focus their advertising on low-income consumers who are misled into thinking that there are no other financing options available for ownership. Still other complaints allege that dealers are renting used property after representing it as new. Hawkins' bill is de-

signed to stop these alleged abuses by requiring certain disclosures in rental advertising and rental purchase agreements.

The Hawkins bill would require that the following six disclosures be made on all rental purchase agreements:

1. The amount and timing of payments.

2. The number of payments and the total of payments necessary to acquire ownership of the property.

3. A statement that the consumer will not own the property until the consumer has made the number of payments and the total of payments necessary to acquire ownership.

4. A statement that the total of payments does not include other charges, such as late payment, default, pick-up and reinstatement fees, and that the consumer should see the contract for an explanation of these charges.

5. A statement that the consumer is responsible for the fair market value of the property if it is lost, stolen, damaged or destroyed.

6. A statement indicating whether the property is new or used.

In addition to the disclosures required in the rental agreement,

the Hawkins bill also has advertising disclosures. The theory behind these disclosures is the same as the Truth-in-Lending advertising disclosures. Companies might advertise prices without making clear the true cost of a transaction. For example, a car dealer might advertise a low interest rate, but not disclose a high cash selling price and a high down payment. Accordingly, the Hawkins bill states that when a rental purchase agreement refers to or states the amount of any payment or the right to acquire ownership, the advertisement must also clearly and conspicuously state the following items, as applicable:

1. That the transaction advertised is a rental purchase agreement.

2. The total of payments necessary to acquire ownership.

3. That the consumer acquires no ownership rights if the property is not rented for the term required for ownership to transfer."

The Hawkins bill is currently before the Senate Subcommittee on Consumer Affairs. Senator Hawkins is chairwoman of this subcommittee. Also on the committee are Alphonse D'Amato (R. New York), Slade Gorton (R. Washington), Christopher Dodd (D. Connecticut) and Alan Dixon (D. Illinois). Hearings on the bill have been tentatively scheduled to occur before the summer recess.

Philco Offers You More.



Model C7070SPE

Traditional Home Entertainment Center
Simulated TV picture. VCR not included.

Color Console at Lower Prices.

We have a significant advantage over the competition: cabinet style, price and profits.

A Full Line of Home Entertainment Products.

With our complete line of Color and B&W TVs, VCRs and Stereos, we give you—and your customers—more ways to rent.

Over 90 Years of Experience.

We know how to build American products that people will enjoy—year after year.

All of this makes Philco the right brand for you. Call Ken Gay today at (615) 521-4711 for more details.

PHILCO

What a picture! What a price!

FORUM

Grooming Your New Account Manager

The account manager is an important member of the rental industry team. Choosing the right person for the job is only the initial step in a series of steps toward grooming a qualified person to handle your collections.

The prospective account manager should accompany an experienced account manager for a half day to see if he or she is suited for the job. This is the time to check references and administer aptitude tests.

WEEK 1: The first day of the new account manager's job should be supervised by a member of management who should be sure to familiarize the new employee with company benefits, policies, and rules, and complete the paperwork. A new employee may be hesitant to ask.

Learning where the money comes from should be the new account manager's goal for his first five days. This is done by working at the counter, taking payments, loading vehicles and reviewing the rental agreement (which should be memorized by the third day.)

WEEK 2: The second week is one of observation for the new account manager. He or she will accompany an experienced account manager, making note of what is not understood. It is up to management to answer any questions. By the end of the second week, the new account manager will be able to handle a few in-home collection attempts on his own while being silently observed by an experienced employee who will correct him later.

WEEK 3: Observation and correction should continue throughout the third week. At the end of this week the new account manager

should be able to handle in-home collections on his own.

Each Monday of the following weeks, the new account manager should be given an outline of what he or she is expected to accomplish. After the first month, a member of management should review the performance and correct any undesirable methods before they become bad habits.

After 90 days, the new account manager should either be given a raise or terminated. By this time, he or she should be performing the job well, or not at all.

For any account manager, new-

ly-hired or experienced, the working environment is as important as the methods and policies used for effective collections. A clean, well-organized, and attractive workplace will not only benefit collection procedures, but will increase business and goodwill among employees and customers. The following suggestions can be implemented to improve employee efficiency and to place customers at ease, making them more receptive to doing business.

*Account managers should have a work area away from the front office, the showroom, and prospective customers. *cont. page 27*

AREA MANAGER PERFORMANCE APPRAISAL

1. HITTING QUOTAS AND OBJECTIVES

SALES

Deliveries exceed pickups month to date? YES _____ NO _____
 _____ or more new rental orders (or second units) were turned in within the last four weeks? YES _____ NO _____
 Can demonstrate microwaves, VCR, and all other merchandise properly? YES _____ NO _____
 Area has more units on rent today than 30 days ago? YES _____ NO _____
 Explains rental agreement properly, including cash option? YES _____ NO _____

COLLECTION

Saturday night closeout _____ or less (with no more than _____ 5-Days or more) four out of the last five weeks? YES _____ NO _____
 Pickups no more than _____ of route weekly? YES _____ NO _____
 Collects no more than _____ of total weekly income in the field? YES _____ NO _____
 Average days past due on pickups: _____ or less? YES _____ NO _____
 Monday starting past due cards _____ or less each week? YES _____ NO _____

2. MANAGEMENT EFFECTIVENESS

TIME MANAGEMENT

Work completed in 45 hours or less weekly YES _____ NO _____
 Area Manager calls and adjustments completed within 24 hours of initial request? YES _____ NO _____

EQUIPMENT

Van: Tire pressure and fluid levels (brake, oil, battery, radiator, transmission) checked weekly; maintenance stickers current? YES _____ NO _____
 Van: Clean inside and out? YES _____ NO _____

AREA MANAGER _____ DATE _____

SIGNATURE _____ STORE # _____

SECTION 1 _____ YES

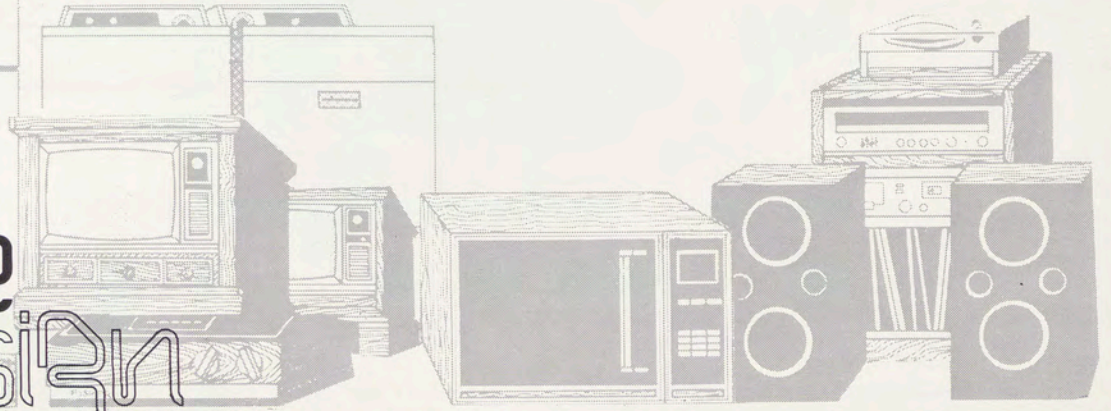
SECTION 2 _____ YES

TOTAL _____ YES

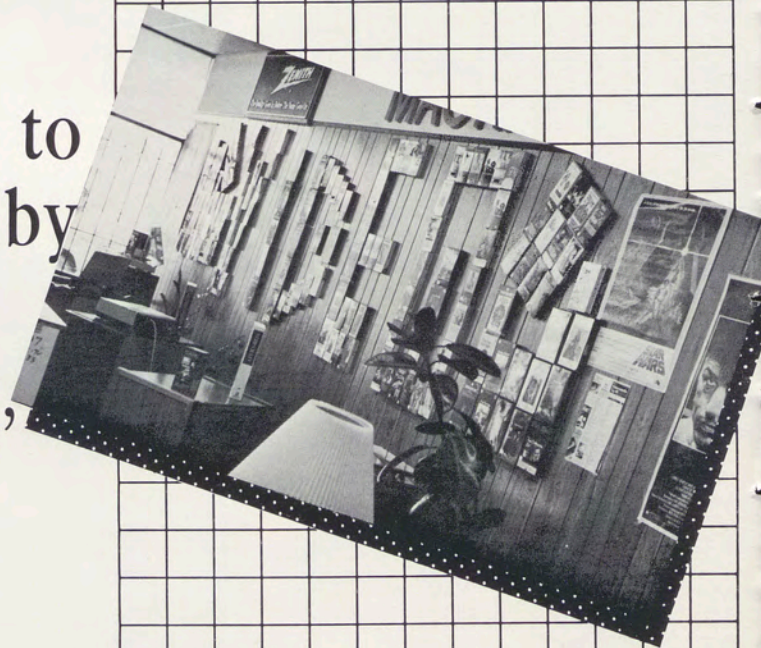
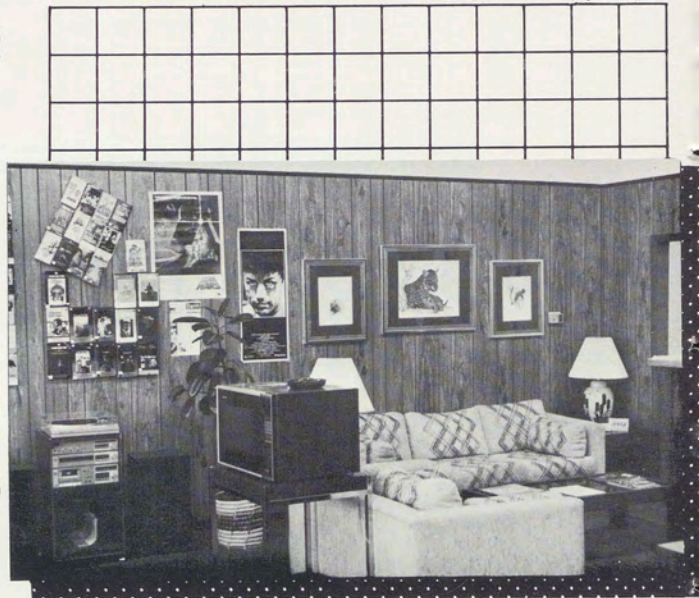
% YES OF
 14 TOTAL AREAS _____

EVALUATED BY _____

store
design



At Classic, we're in the business of making it easy for you to get what you want. Right now. From televisions, video cassette recorders, stereos and microwave ovens to refrigerators and washers and dryers. We want you to have what you want by tonight. That's why we've made it simple, fast and affordable.



CLASSIC
TV RENTALS & SALES

BUY THE FUTURE WAY TODAY!

MANUFACTURERS' NEWS

TEKNIKA DIVES INTO RENTAL MARKET . . .

Teknika Electronics Corporation has announced that its television division is now aggressively pursuing the rental market.

The company expects to achieve a 150 percent increase in business for the division over last year's sales. Rentals should account for a major part of that increase, according to Jeff Mullarkey, national sales manager.

"Teknika," he says, "is an excellent choice by the rental dealer because of its rugged design and high quality. It can withstand any customer abuse."

Currently, Teknika is circulating 150,000 television sets in the national rental market, primarily through such outlets as the Texas-based Colortyme chain. Teknika offers the rental dealer a full line of color and component televisions in a variety of cabinet sizes and designs. Most dealer orders can be filled within a matter of days.

To support its dealer network, Teknika has 12,000 authorized service centers nationwide that keep over 96 percent of needed parts on hand. They also offer an "800" hotline number to accommodate rental dealers who need information or advice.

Teknika estimates that 12 percent to 14 percent of unit sales in the TV industry this year will be made to rental outlets, with 30 percent of rentals offering the lease purchase option.

"We are taking one step at a time," says Mullarkey. "But we are particularly enthusiastic about rental's potential."

All Teknika sets are assembled in the United States. All sets excluding leader models carry a two-year warranty on parts, labor, and picture tube.

BOOKSHELF



The Electronics Industries Association/Consumer Electronics Group (EIA/CEG) has several books, pamphlets and periodicals available for the asking. It is part of an ongoing effort to keep this industry informed about the many technological, product and marketing developments. Many of the materials are designed for sale or distribution to consumers and can be used as sales training aids. These are available with quantity discounts and can be obtained by any interested person.

PAMPHLETS

A Consumer Guide to Video Products—a simple introduction to the "video revolution" with information about television, video cassette recorders and tapes, videodisc players and discs, communication satellites, video games and personal computers.

A Consumer Guide to Audio Products—An overview of home, personal and car audio products.

A single copy of these is free, 2-99 copies are 15¢ each, 100-499 are 10¢ each, 500 or more are 5¢ each. The following three are free.

Consumer Service Guide for Audio and Video Products—Includes tips on getting the most from audio and video equipment.

A Consumer Guide to Audio Product Safety—Covers proper installation, use and service of audio equipment.

A Consumer Guide to Television Safety—Information on the installation of TV sets and antennas and their operation and use.

BOOKS

EIA Official Guide to High Fidelity—(206 pages) Describes how an audio system works and presents each component separately, followed by information on how to assemble a component system. Price: \$7.95

EIA Official Guide to Audio Products—(220 pages) Explains what an audio system is and details all the different types of systems available. Includes history of audio and music reproduction, buying, warranty, service and installation. Price: \$8.95

PERIODICALS

EIA Consumer Electronics Group Quarterly—News of EIA/CEG activities in government and consumer affairs, marketing services, engineering and industry development programs. FREE

Consumer Electronics Annual Review—Production and sales data and marketing information for all consumer electronics products. FREE

Electronic Industries Information Sources—A comprehensive annual directory of organizations and publications which provide information on electronic industries and markets. Price: \$20

All publications can be obtained by contacting: Consumer Electronics Group/Electronics Industries Association, 2001 Eye St. N.W., Washington DC, 20006.

UNIVERSAL SPEAKERS

SPEAKER REPLACEMENT PROGRAM

UCP1000

3-way 10"
24" x 14-1/2 x 10-3/4"
80 watts peak

\$85.
per pair



UCP1200

3-way 12"
29" x 14-1/2 x 10-3/4"
120 watts peak

\$105.
per pair

ALL SPEAKERS ARE EXTERNALLY FUSED, PACKED WITH WIRE AND FINISHED IN HICKORY

WELBILT

Model WCF80: \$245.

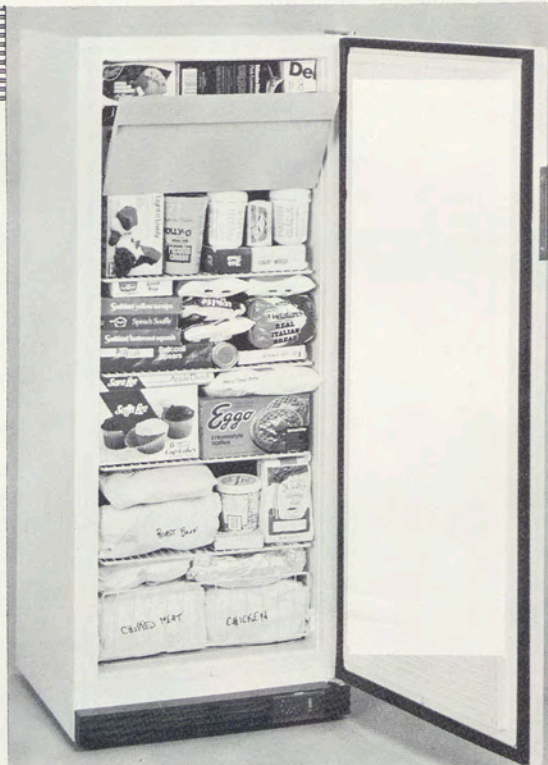


SPECIFICATIONS:

Model number WCF80
Capacity—7.5 cu. ft.
Defrost—Manual
Width—31-1/2"
Depth (including spacers)—28"
Height—33-5/8"
Height—lid open full—60"
No. of Baskets—1
Color—White
Shipping Weight—143 lbs.

FEATURES

- All around cooled liner
- Front ventilation
- Hammered Aluminum liner
- Removable inner compartment divider
- Ice Scraper
- Front Panel controls
- Operational signal lights
 - a. Green Light—visual on/off power indicator
 - b. Red Light—visual temperature warning
 - c. Yellow Light—visual on/off temperature indicator
- Automatic adjustable thermostat
- Fast freeze switch



Model WF260: \$292.

Specifications subject to change without notice.
For complete warranty information, see warranty card packed with unit.

- Terms and Conditions
- Borg Warner Acceptance Corp.
- Open Account

- Freight Prepaid
- Speakers: 6 pair
- Freezers: 500 # min.

- Warranty
- Speakers: 18 Months parts/labor
- Freezers: 1 Year parts/labor
5 years compressors

FREEZERS

Model WCF12: \$292.



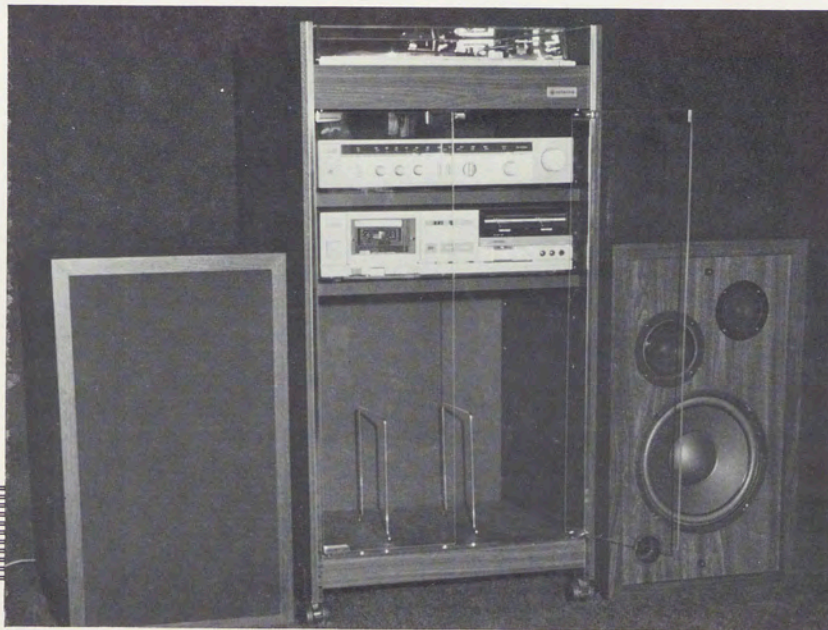
SPECIFICATIONS:

Model number WCF12
Capacity—11.3 cu. ft.
Defrost—Manual
Width—43-3/8"
Depth (including spacers)—28"
Height—33-5/8"
Height—Lid open full—60"
No. of Baskets—2
Color—White
Shipping Weight—174 lbs.

FEATURES

- All around cooled liner
- Front ventilation
- Hammered Aluminum liner
- Removable inner compartment divider
- Ice Scraper
- Front Panel controls
- Operational signal lights
 - a. Green Light—visual on/off power indicator
 - b. Red Light—visual temperature warning
 - c. Yellow Light—visual on/off temperature indicator
- Automatic adjustable thermostat
- Fast freeze switch

The Greatest Value In RENTAL TODAY With The Best Brand Name



HITACHI QUALITY

18 Months Parts/Labor
4 Units Freight Prepaid
Borg Warner Acceptance Corporation
Open Account

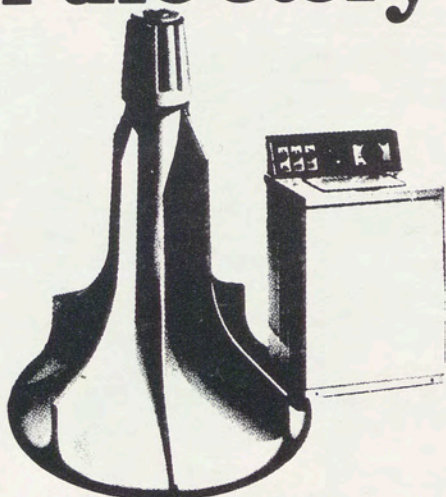
- 25 Watt Vector tune receiver
- Soft touch cassette
- Mounted Diamond Cartridge/
Semi-Auto Belt-Driven turntable
- Glass Rack/Chrome and Casters
- 3 way 10" speakers/fused
- 24" x 14-1/2" x 10-3/4"
- 30, 40, 60 watt systems available
- Check our prices with a collect call
- Corky Hahn, Carl Hoffman
- Same Day Shipment

AMERICA'S EXCLUSIVE RENTAL DISTRIBUTOR

Houston • Phoenix • Atlanta • Chicago • Los Angeles

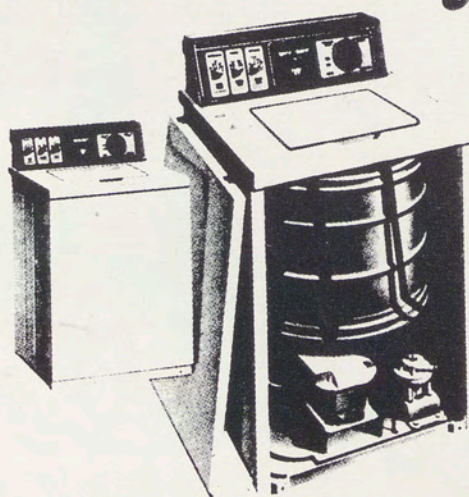
CALL (713) 270-6464 COLLECT TO PLACE YOUR ORDER

Just part of the story



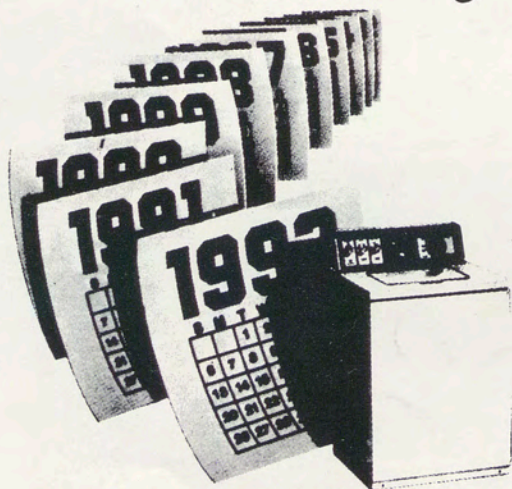
This is the agitator
built with the 210 degree power stroke.
No other washer
goes farther to get clothes clean.
Really clean.

Another part of the story



A Speed Queen washer
has one feature that will probably
take a long time to be appreciated.
But if you need it it's there.
100% front service from the installed position.

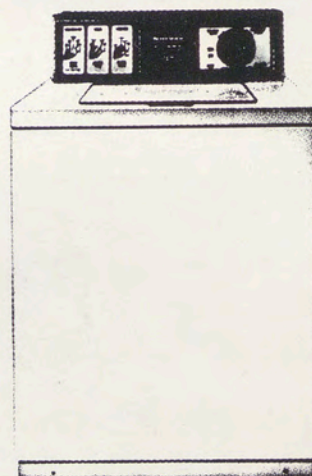
Another part of the story



Speed Queen's
transmission warranty lasts 10 years.
Most others stop after five years.
Some even stop after one.

Call Rich Raczynski at (414) 748-3121 for
the name of your nearest Speed Queen
distributor.

The complete story



Speed Queen washers are built tough.
That's been proven in coin laundries.
And you get that same
built-in toughness here.
But for the complete story
see your Speed Queen distributor.



Speed Queen[®]

Ripon, WI 54971

A Raytheon Company