

# THE APPROACH

the magazine for the home entertainment, home appliance and furniture rental industry



## APRO 1984 CONVENTION — WINNING — IN THE 80's

---

Rental Store Franchising    The Remco Purchase  
Is Rental Easier Than Retail?    Convention Happenings

---

Making the Final Decision on Computers

---

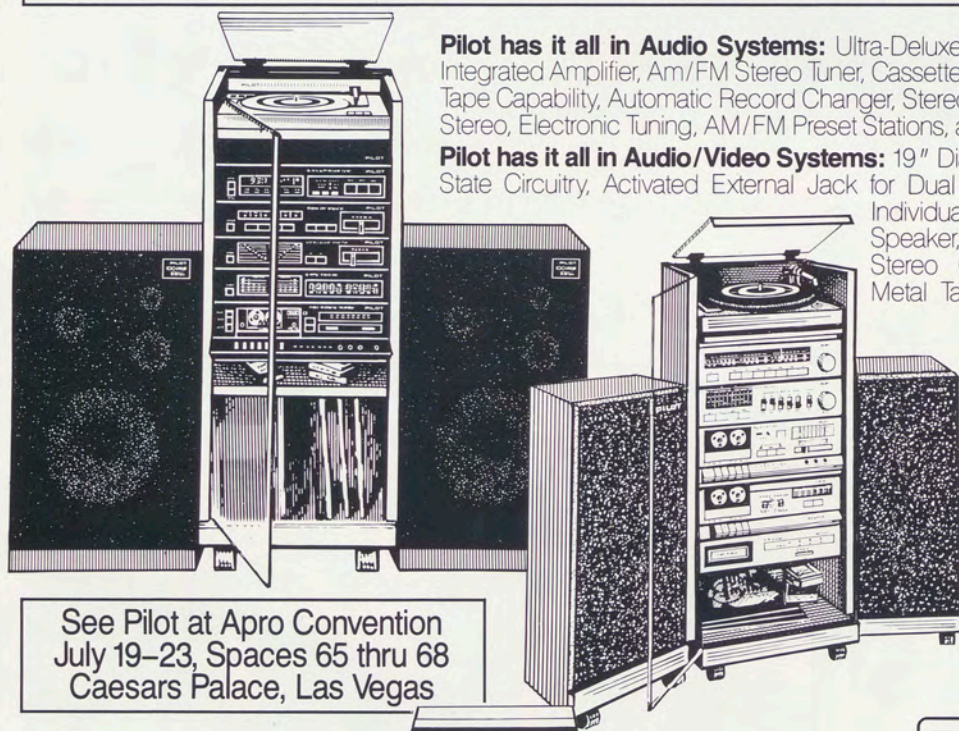
# "You can't beat the systems at Pilot Rental Dealers"

says Jerry Zarin  
Pres., Pilot Audio Systems

"Audio innovations/New Design Features/  
New Electronics...are rushed to Pilot Rental  
Dealers to keep them ahead in the rental  
industry. That's important! This up-dating of  
products keeps sales moving up."



## NEW PRODUCT UP-DATE FOR PILOT RENTAL DEALERS!



See Pilot at Apro Convention  
July 19-23, Spaces 65 thru 68  
Caesars Palace, Las Vegas

**Pilot has it all in Audio Systems:** Ultra-Deluxe 3-Way and 4-Way Systems with Integrated Amplifier, Am/FM Stereo Tuner, Cassette Tape Recorder/Player with Metal Tape Capability, Automatic Record Changer, Stereo Graphic Band Equalizer, 8-Track Stereo, Electronic Tuning, AM/FM Preset Stations, and Concert Hi-Fidelity Speakers.

**Pilot has it all in Audio/Video Systems:** 19" Diagonal Color Picture, 100% Solid State Circuitry, Activated External Jack for Dual Channel Sound Through Each Individual Hi-Fidelity Concert Stereo Speaker, AM/FM Multi-Plex Tuning, Stereo Cassette Player/Recorder with Metal Tape Capability, 5 Band Graphic Equalizer Display, LED Audio Power Meter, Semi-Automatic Record Player, LED Record Level Meter, and Matching Pair of Hi-Fidelity 33" Speakers.

SERVICE STATIONS COAST-TO-COAST

FLOOR PLANNING PROGRAM

CREDIT TERMS AVAILABLE

SHIPPING POINTS

ATLANTA • DALLAS • CHICAGO  
LOS ANGELES • NEW YORK

### PILOT

■ AUDIO SYSTEMS ■

NATIONAL TOLL-FREE NOS. 1-800-527-6422 • 1-800-223-3501  
TEXAS TOLL-FREE 1-800-492-4180 • NEW YORK STATE 212-257-7000

HIGH POINT  
FACTORY SHOWROOM  
Space 306

Furniture Plaza Building  
High Point, North Carolina

NEW YORK  
FACTORY  
SHOWROOM

World Headquarters  
Brooklyn, New York

SAN FRANCISCO  
FACTORY SHOWROOM  
Space 310

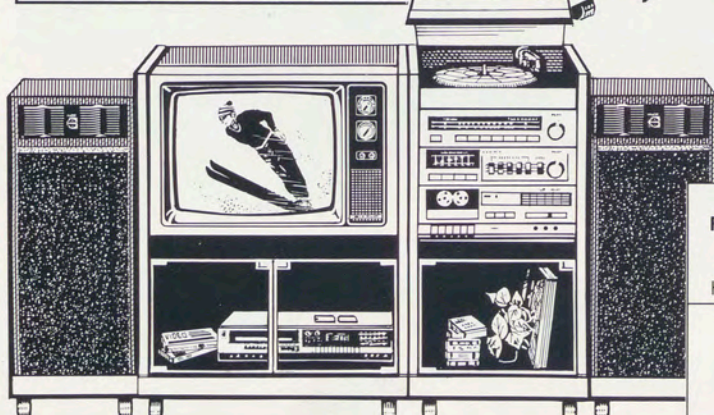
Mart #2 Building  
San Francisco, California

DALLAS  
FACTORY SHOWROOM  
Space 425

World Trade Center  
Dallas, Texas

ATLANTA  
FACTORY SHOWROOM  
Space 20A6

Atlanta Merchandise Mart  
Atlanta Georgia



ig. grapes.  
pets. \$300/mo. Dep. 91-634.

# FOR RENT: PHILCO

At Philco, we have exactly what Rental customers and store owners are looking for.

Quality at attractive prices.

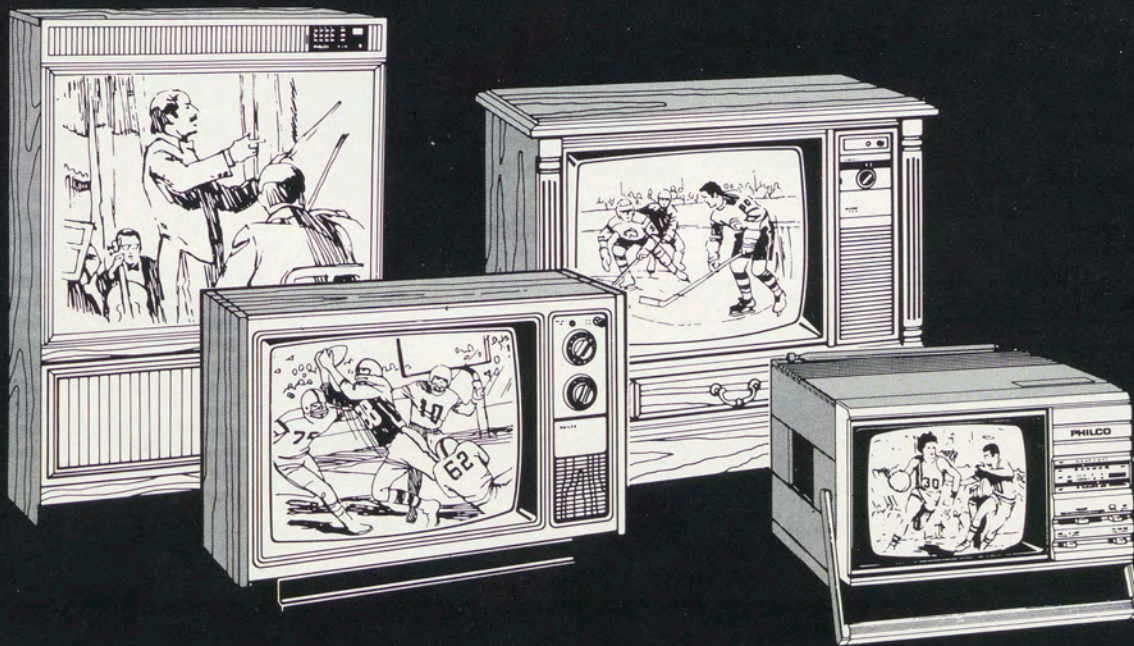
We offer ultra-sharp Color and B&W TVs from small AC/DC models to the large 40" VividScreen, portable and tabletop VCRs, and great-sounding Stereos. Plus something extra: a name that's been known for years.

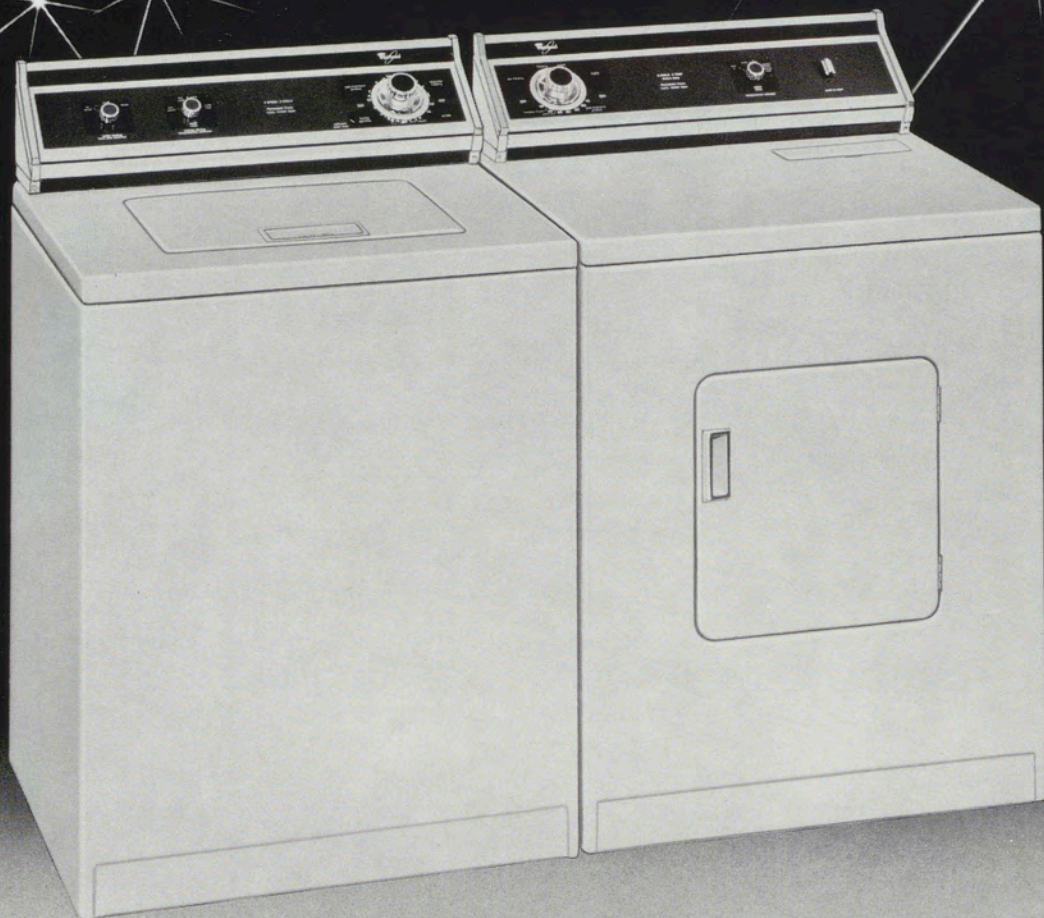
If you'd like to know more, talk to Ken Gay at (615) 521-4711.

## PHILCO

N.A.P. Consumer Electronics Corp.

Cedar Lane, Merchants Road





## Light up your floor with Whirlpool Laundry

The Whirlpool LA/E5700XM washer and dryer have the good looks and durability to make them stars in your rental lineup.

Their convenience features are just what your customers are looking for. Five automatic cycles including permanent press.

Multiple water levels and temperature selections on the washer. Three drying temperatures plus special no-iron care for permanent press on the dryer.

They also have the durability features to help keep your overhead down. Tough exterior finishes and heavy duty mechanical components to stand

up to your customers' use and abuse.

And like all fine Whirlpool appliances, they come with a warranty and we stand behind them with our famous COOL-LINE® toll-free telephone service and our nationwide network of TECH-CARE® service centers.

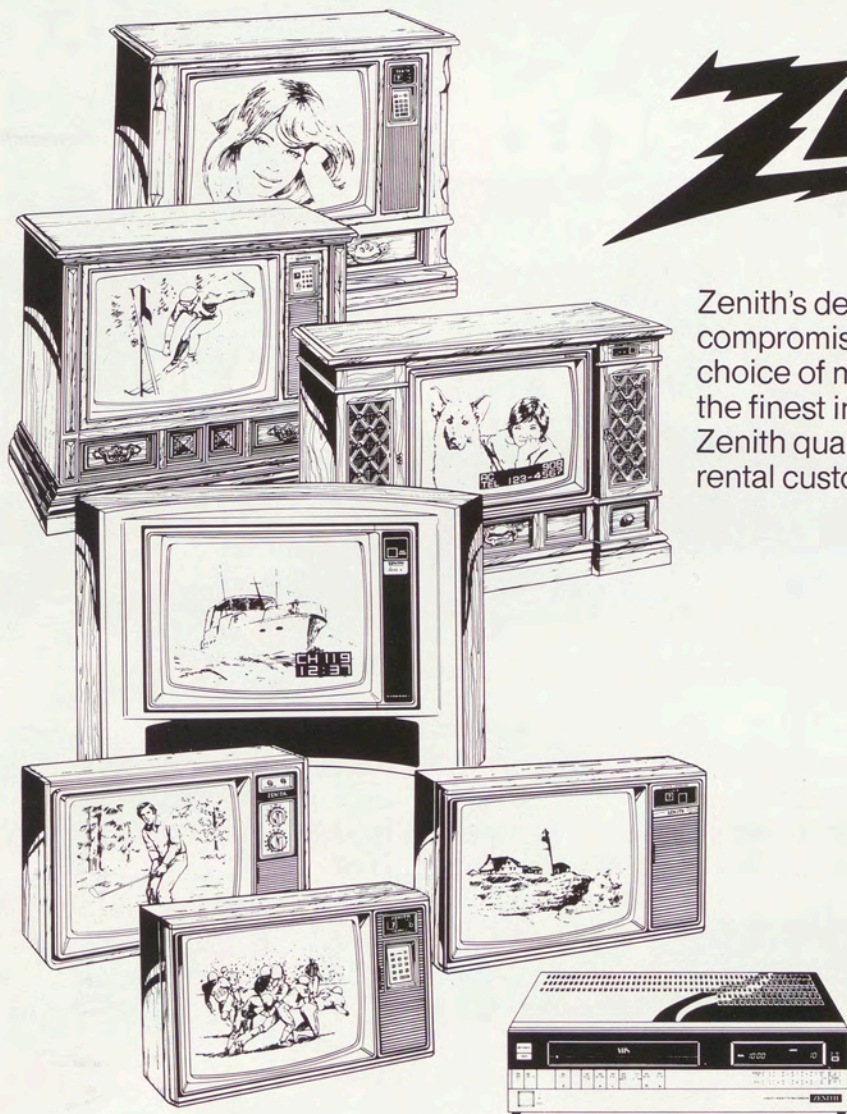
Best of all, they have great profit potential. In fact, their price has helped make them one of our best-selling laundry pairs.

Put these stars to work on your floor. Call (616) 926-3254 or write Tom Kitchens, Manager Rental Sales, Whirlpool Corp., 2000 U.S. 33 North, Benton Harbor, MI 49022.



Making your world a little easier.

# *When You Rent... Rent the Best!*



## **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.

For information, contact your Zenith Distributor or call Mr. Norm Smith at Zenith Radio Corporation.

Zenith Radio Corporation  
1000 North Milwaukee Avenue  
Glenview, Illinois 60025 (312) 391-8231

---

**ZENITH** The quality goes in before the name goes on

# TEKNIKA

## The Rental TV With the Benefits Money Can't Buy.

- **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.

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 sets are working for satisfied rental dealers across the country. Put Teknika to work for you. For all the facts, call your local representative listed below. Or write directly to Teknika Electronics Corporation, 1633 Broadway, New York, NY 10019. (212) 977-8640. Toll-free: (800) 223-2078. NY State: (800) 522-5257.

#### TEKNIKA REPRESENTATIVES

##### NORTHEAST

###### CT, ME, NH, RI, VT

Total Marketing Impact  
(617) 740-1206

###### NORTHERN DE, SOUTHERN NJ

###### EASTERN PA

Argus Sales  
(215) 887-0725

##### NORTHERN NJ, METRO NY

Lawrence Marketing  
(201) 272-3111

##### UPSTATE NY

Colin Baird Associates  
(518) 399-1218

##### NORTH CENTRAL

###### NORTHERN IL, IN (Lake, Porter Counties), Eastern WI

Shardon Marketing  
(312) 725-1900

###### SOUTHERN IL, IA, KS, MO, NE

Neal Spencer & Associates  
(314) 991-3700

##### IN (Excl. Lake, Porter Cty's), KY (Excl. Campbell, Boone Cty's)

Green-Wissler Sales Company

(317) 291-2232  
(502) 589-6200

##### MI

J.I.F. Associates  
(313) 569-6219

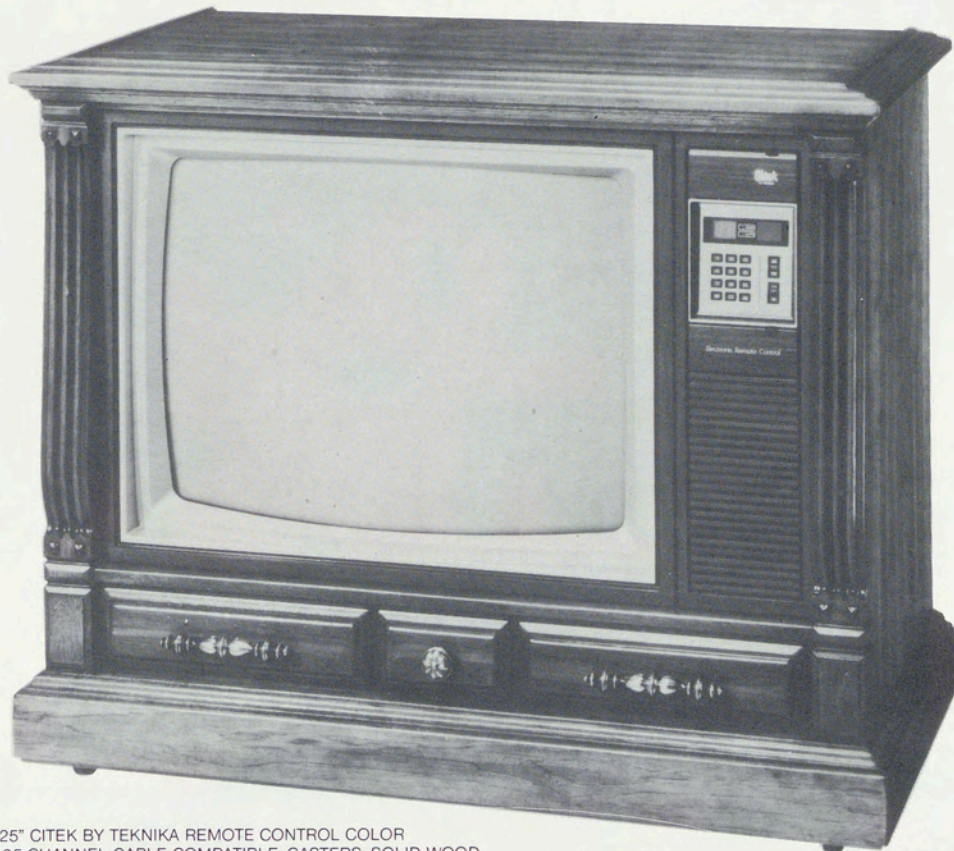
##### KY (Campbell, Boone Cty's), OH

Markedynamics, Inc.

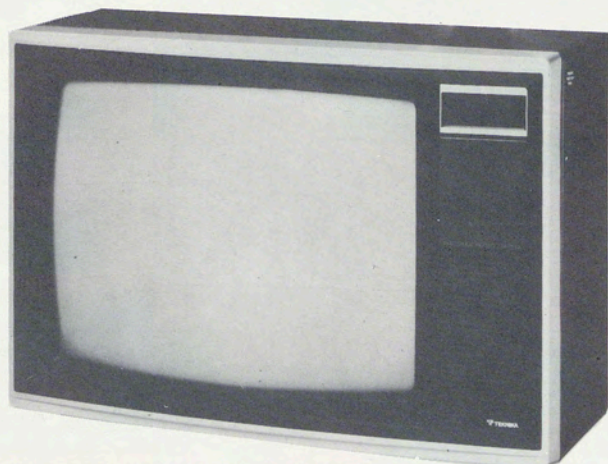
(513) 791-7773

##### MN, ND, SD, WESTERN WI

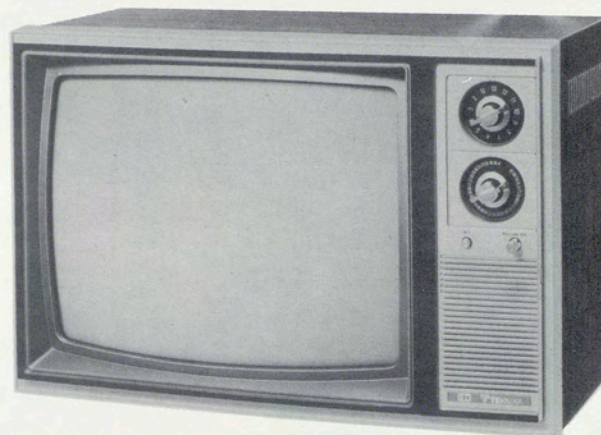
TL Elwood & Associates  
(612) 545-5438



MODEL 7498A 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.



MODEL 3579 19" REMOTE CONTROL COLOR TV. MID-BAND CABLE COMPATIBLE. FOUR-FUNCTION AUTO-COLOR. ELECTRONIC SCAN SELECTION SYSTEM. QUARTZ TUNE. 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.

# TEKNIKA

Built With Pride,  
Backed By Integrity and Service.

#### SOUTH

AL, GA, MS, NC, SC, TN  
DMS Sales, Inc.  
(404) 475-8840  
AR, EASTERN CO, LA, NM,  
OK, TX  
Sunbelt Sales  
(214) 596-6329

SOUTHERN DE, MD (Excl.  
Cumberland City), VA,  
WASHINGTON, D.C.  
Lienau Associates  
(301) 621-4113  
FL  
Total Marketing  
(305) 831-0854

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 Cty), UT, WY  
John Axtell & Associates  
(303) 526-9554

NORTHERN CA, WESTERN NV  
Eric Schuman & Associates  
(415) 459-8820  
SOUTHERN CA, NV (Clark Cty.)  
Roman Marketing  
(213) 431-6551  
(714) 895-6833  
HI  
Omega U.S. (714) 891-1064

# CONTENTS

**9 MESSAGE**

What is APRO Doing?

**10 LEGAL**

Can you threaten a customer with a jail term?

**14 GOVERNMENT RELATIONS**

Pennsylvania  
Michigan  
Tennessee

**16 WASHINGTON REPORT**

**18 APRO SPECIAL REPORT**

Convention '84

**20 FEATURE**

Jim Graham:  
The Remco Purchase



**24 FEATURE**

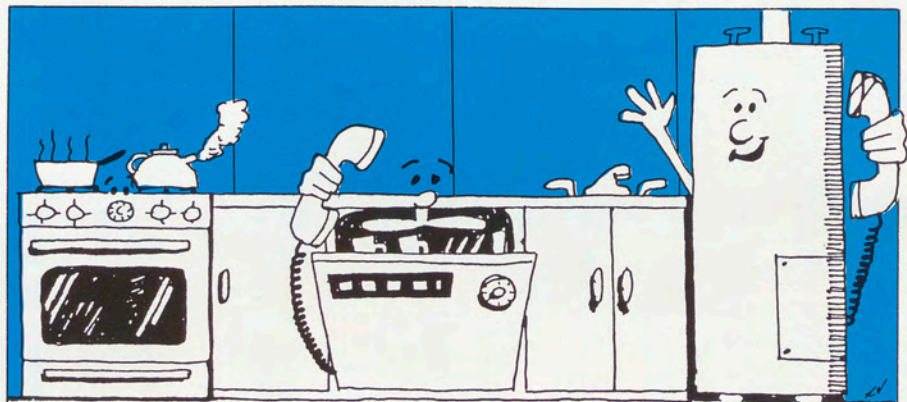
Is Rental Easier Than Retail?

**25 NUTS & BOLTS**

The Battle In Blank Videotape Sales  
Let Us Entertain You  
Rental Dealer Marketing Tips  
MTS Adapters Coming FYI  
RCA Out Front  
5 Million So Far. . .  
Olympic Proving Ground Looking For Dealers  
Good Things In Small Packages  
Color War Rages  
CD Players Cheaper Now

**SPECIAL PULL-OUT SECTION: APRO CONVENTION '84 SHOW GUIDE**

- 8 Convention Program
- 10 Booth Index
- 14 Seminar Descriptions
- 15 Seminar Schedule
- 18 Spouse Programs
- 19 Tournament Fun
- 24 Las Vegas Area Points of Interest
- 27 Exhibitor Index
- 31 Product Index
- 35 Appointments
- 36 Notes
- 37 Registration



p.26 Your Roast is Done, Madam

**30 FEATURE**

Distribution To The Rental Industry

**36 FEATURE**

Making the Final Decision on Computers

**43 FEATURE**

Women In Rental

**45 FEATURE**

Franchising Rental-Purchase

**49 FEATURE**

Family Owned and Operated

**54 CUSTOMER RELATIONS**

Handling Angry Customers

**55 ADVERTISING**

Building A Powerful Ad Campaign

**56 MANAGEMENT**

Managing Human Resources

**57 PERSONNEL**

Discipline Without Punishment

**61 PRODUCT FOCUS**

**65 REP DIRECTORY**

EDITOR-IN-CHIEF  
**ELIZABETH T. JOHNSTON**

EXECUTIVE EDITOR  
**EDWARD L. WINN III**

COPY EDITOR  
**JANIS FOSTER**

CONTRIBUTORS  
**ALICE BRUTON**  
**SAMUEL CHOATE**  
**GLENN DAVIS**  
**KEN NAY**  
**LINDY VAUGHAN**  
**EDWARD L. WINN III**

ART DIRECTION  
& ILLUSTRATION  
**LINDY VAUGHAN**

PRODUCTION  
**COMMUNICATION**  
**SPECIALISTS, INC.**

ADVERTISING SALES  
**ELIZABETH T. JOHNSTON**  
**ARTHUR J. SABANOS**

FINANCIAL ASSISTANT  
**ALICE BRUTON**

ADMINISTRATIVE ASSISTANTS  
**SUSAN HINKLEY**  
**SHIRLEY NELSON**

THE APPROACH (ISSN 0736-1874) is published six times annually by the Association of Progressive Rental Organizations, 1866 InterFirst Tower, Austin, TX 78701, (512) 478-6521. Copyright © by APRO, 1984. All rights reserved. Cover and contents may not be reproduced in whole or in part without prior written permission. Second Class Postage Paid at Austin, TX. Subscription in US and Canada \$30 for one year.

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 4, number 4.

**THE APPROACH**

1866 InterFirst Tower, Austin, Texas 78701

# MESSAGE

## What Is APRO Doing?

I have lately heard APRO criticized by some dealers because of its "visibility." Specifically, the fear seems to be that by appearing at the CES Show in Las Vegas or at the Furniture Rental Association of America's (FRAA) annual convention in Florida, APRO is helping people get into the rental business. This is part of the ongoing debate concerning APRO's overall purpose. I have had dealers tell me that Wendy's and McDonald's don't sit around in their trade association and share information about how to sell more hamburgers, either with each other or, worse, with people looking to get into the business. Rental dealers should not be doing it either.

With all due respect to those dealers, the situations are entirely different. Nothing that McDonald's does is likely to cause anyone to pass laws outlawing the sale of hamburgers. On the other hand, the activities of uninformed or misinformed rental dealers threaten the very existence of our industry every day. For example, in *Clark v. The Rent-It Corporation*, the activities of one irresponsible dealer in Iowa have resulted in the high-risk situation that exists now for the industry in the entire U.S. Eighth Judicial District — eight states.

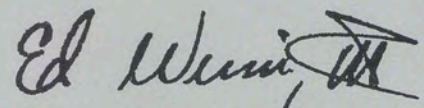
It is not difficult to get into the rental-purchase business. People were opening rental stores long before APRO existed. People who have never heard of APRO are opening stores every day. I wish, personally, that APRO could be involved with dealers just starting out. I understand, however, that the by-laws only allow us to help dealers who have been doing business for at least 90 days. To my mind, that is 90 days during which new dealers can use bad contracts or bad collection practices and do irreparable harm to us all, but these are the rules of the association. Within the limits of anti-trust laws, APRO materials are unavailable to brand-new or prospective rental-purchase dealers.

When APRO appears at different functions, it is primarily to help clean up the image of the industry. It is no secret that rental-purchase has a disreputable name in some circles. I consider it my job to talk to anyone who will listen about our industry and the rental-purchase concept.

If there was once a day when people in this business could quietly rent TVs and make money without public scrutiny, that day is long gone. We have gotten too big. What we must all be willing to do is discuss the business and do what we can to dispel the misinformation that continues to swirl about us.

I spend a lot of my time talking about free enterprise and the marketplace. When critics tell me that we charge too much for our merchandise, I respond with free-market arguments. Indeed, that is a primary justification for allowing us to do what we do. When I see and hear some dealers acting as if they really do not want competition, it makes the entire APRO effort appear hypocritical.

If we are to be successful and prosper as a legitimate part of American business — if we are to enhance our reputation and finally escape from the shackles of a disreputable past — we need to stand tall, do business proudly, and speak out with an informed and unified voice against our critics. When I go around the country speaking about APRO and the industry, that is exactly what I am doing. If I make it sound like a good business, it's because I think that it is.



EDWARD L. WINN III  
APRO Executive Director/General Counsel

**Q:** "When I find a customer who has stolen my set, can I threaten him with jail time if he doesn't give it back?"

**A:** NO! Threats of criminal prosecution in a commercial or consumer context are tortious under the common law in most states. In addition, several states have enacted statutes specifically outlawing threats of criminal prosecution when attempting to collect on a debt.

North Carolina provides a case in point. The debt collection practices statute there has a laundry list of forbidden activities. N.C.G.S. Section 75-51(5) declares as an unfair collection practice "representing that nonpayment of an alleged debt may result in the arrest of any person."

A dealer in North Carolina mistakenly sent letters out to over 30 customers who had failed to return merchandise. The letter demanded return of the TVs and payment of back rent due, and threatened criminal prosecution. The State Attorney General's Office, no great friend of the industry in the first place, has filed a complaint against the company for violation of the statute. Liability under the act is \$1,000 per customer plus attorneys' fees.

Dealers must understand that neither they nor company employees can ever have customers thrown in jail. Only the state or the federal government can deprive people of their liberty. What dealers can do is report crimes to the state and assist the state with the prosecution of an offense.

Dealers who determine that the pursuit of criminal penalties

is the best way of dealing with a given customer need to go directly to the police or local prosecutor. It is not appropriate to threaten the customer with such a course of action. The reason for such a rule is that the criminal laws were written to protect society as a whole. We all have a duty as citizens to report crimes and to assist in the prosecution of criminals. There is no such thing as "out-of-court settlement" of crimes.

Dealers need to instruct their employees to be very careful about what they say to customers about criminal conduct, crimes, jail, and the like. Companies *can* tell customers that they will pursue legal remedies, or even that they will report the customers to the police. Even these kinds of statements should be provided for information only and not in the form of threats. Local attorneys should be able to draft suitable language for account managers to use and employees should be instructed not to vary whatever language the company adopts as appropriate.

Threatening criminal prosecution may be a good hammer to use to get merchandise returned — but it happens to be illegal.

*Editor's note: LEGAL is a regularly featured question-answer column written by APRO Executive Director and General Counsel Edward L. Winn, III for rental dealers with legal questions. Please address questions to Edward L. Winn, III, APRO, 1866 InterFirst Tower, Austin, TX 78701.*



MARSHALL-WILLIAMS & ASSOCIATES, INC.

The nation's leading  
insurance agency  
for rent-to-own dealers.

MARSHALL-WILLIAMS  
P.O. BOX 45338  
DALLAS, TEXAS 75245  
(214) 263-3883

RON RHOADS  
SID STEVENS  
RONNIE WILLIAMS  
ROBERT CURRY

CALL  
TOLL FREE:  
1-800-433-3011 Nationwide  
1-800-442-7236 Texas

*Here's one way we specialize...*

# *Rental financing.*



No mistake about it. Rental financing demands professionals who really understand how the business works.

We do. We know that responsive financing programs serve a rental dealer's needs best. And we know how to help the rental dealer grow progressively and profitably.

But that's what you expect from the

professionals at BWAC. We've been providing innovative financial services to business for 30 years now — ranging from traditional inventory financing, or floor planning, to commercial leasing, insurance services, floor check programs and much more.

And our network of branch offices in the United States enables us to serve your market on a timely basis.

And we're specialists, too. The BWAC Rental Finance pro who works with you works exclusively

in rental finance. You won't need to teach him — or her — the business.

To put an experienced BWAC rental finance specialist to work for you, give us a call.

**After all, wouldn't you rather see a specialist?**



**Borg-Warner Acceptance Corporation**  
subsidiary of **Borg-Warner Corporation**

call: Joe Eason  
National Sales  
Manager  
214 960-8351

or write: Joe Eason  
Borg-Warner  
Acceptance Corporation  
5151 Beltline Road  
Suite 340  
Prestonwood Tower  
Dallas, Texas 75240

# CCED

## Consolidated Consumer Electronics Distribution

12613 Executive Drive  
Stafford, TX 77478

## Grand Opening

CCED the rental industry's new leader  
its grand opening. ■ These specials are  
48 hours of receipt of an order and is  
best in the industry and with quick

### TOP BRAND TELEVISION SPECIALS

Special prices in effect until August 15, 1984 to all APRO dealers

**13" regular TV**  
with electronic tune  
Now any quantity **\$159<sup>95</sup>**

**13" remote TV**  
with electronic tune  
Full-feature remote  
Now any quantity **\$199<sup>95</sup>**



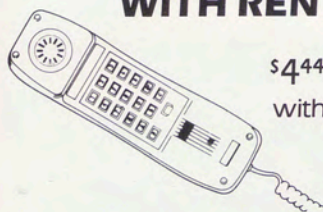
**19" electronic tune TV**  
Now any quantity **\$219<sup>95</sup>**

**19" remote TV**  
with electronic tune  
Full-feature remote  
Now any quantity **\$259<sup>95</sup>**

**THESE TV'S NOW IN STOCK AND ARE READY TO SHIP TO APRO DEALERS IMMEDIATELY.**

### RENTAL GIVEAWAYS

**JOIN THE GROWING NUMBER  
OF DEALERS GIVING AWAY  
INEXPENSIVE ITEMS  
WITH RENTAL UNITS.**



**\$4<sup>44</sup>** One-Piece Telephones  
with wall bracket

**\$7<sup>99</sup>** AM-FM Walkman  
stereo with headphones,  
a top selling item



**\$74<sup>88</sup>** Complete stereo  
system with 5-band  
equalizer for  
home or portable use

## VIDEO RECORDERS SPECIAL PRICES FOR APRO MEMBERS

### Sanyo VCR-4400

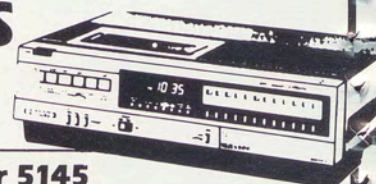
Betamax system, perfect for rental

Now any quantity **\$259<sup>95</sup>**

### Quasar 504Z

VHS system, perfect for rental,  
wired remote control

Now any quantity **\$366<sup>66</sup>**



### Quasar 5145

VHS system, 2 head, direct drive, 14 day,  
4 event, 107 channel cable ready, 14 func-  
tion wireless

Now any quantity **\$409<sup>95</sup>**

### BASF T-120 or L-750



Now any quantity **\$5<sup>19</sup>**

# Specials

CALL COLLECT  
(713) 240-7253

OPEN  
Monday-Friday 8-6 pm  
Saturday 9-2 pm

in distribution of major electronic products is pleased to announce good through August 15, 1984 for any quantities. ■ CCED ships within approved by Borg-Warner for rental financing. ■ CCED's prices are the turnaround there is no reason to buy from anyone else.

## TOP BRAND H.H. SCOTT STEREO SYSTEMS

### #1 system - HOT for you!



Legendary Scott  
Engineering  
at an Affordable Price

• **319RA AM/FM Stereo Receiver**  25 watts RMS output per channel  3-LED signal strength indicator  LED tuning and stereo indicators  bass and treble tone controls  two speaker switching  flywheel tuning  PLL multiplex decoder  0.08% rated THD

• **619DB High Performance Cassette Deck**  Dolby\* B  2-color LED peak record level meters  soft touch controls  cue and review  record mute  Metal tape compatibility  illuminated cassette compartment  LED function indicators

• **PS48AC Belt Drive Semi-Automatic Turntable**  strobe  speed controls  auto return and shutoff  anti-skating control  low resonance straight tone arm  tone arm cueing  magnetic cartridge  hinged dust cover

• **Verit SP1230**  3-way 12" woofer  5" midrange  3" tweeter

• **Walnut-finished Audio Cabinet**  tempered glass door  record storage compartment  adjustable shelf  casters  30 $\frac{3}{4}$ "H x 18 $\frac{1}{16}$ "W x 15 $\frac{7}{16}$ "D

Now  
any  
quantity

\$399<sup>95</sup>  
for total system

• **359RA AM-FM Stereo Receiver**  45 watts RMS output per channel  LED peak power meters  0.05% rated THD  Quartz synthesized tuning with 14 presets  5-band graphic equalizer with tone defeat

• **PS48AC Belt Drive Semi-Automatic Turntable**  strobe  speed control  auto return and shutoff  anti-skating control  low resonance straight tone arm  magnetic cartridge  hinged dust cover  tone arm cueing

• **619DB High Performance Cassette Deck**  Dolby\* B  2-color LED peak record level meters  soft touch controls  cue and review  record mute  Metal tape compatibility  illuminated cassette compartment  LED function indicators

• **Verit LD-330**  3-way 12" system with deluxe features

• **Walnut-finished Audio Cabinet**  tempered glass door  record storage compartment  adjustable shelf  casters  30 $\frac{3}{4}$ "H x 18 $\frac{1}{16}$ "W x 15 $\frac{7}{16}$ " D

Now  
any  
quantity

\$499<sup>95</sup>  
for total system

# GOVERNMENT RELATIONS by Edward L. Winn III

## New Uniform Personal Property Leasing Act Proposed

For many years, commercial lessors have realized that the provisions of the Uniform Commercial Code (UCC) do not lend themselves to various kinds of leases. Despite this realization, the issue of the Code's applicability to leasing transactions has often been raised in court. The issue is raised, for example, concerning the Code's warranty coverage in Article 2, "Sales," or the default and repossession provisions in Article 9, which covers "Secured Transactions."

The Code was originally drafted and adopted by state legislatures with sales in mind. Indeed, despite ongoing judicial interpretations and occasional legislative revisions, the Code has done much to smooth the legal pathway between buyers and sellers. The problem of fitting sales law to leasing transactions, however, continues to cause conflict. Increasingly so as leasing transactions continue to gain popularity.

In the summer of 1981, the National Conference of Commissioners on Uniform State Laws established a Personal Property Leasing Study Committee to consider many of these issues, especially the proper definitions of a lease, warranties, default rights, and remedies. The next summer, the National Conference created the Personal Property Leasing Drafting Committee to draft a proposed uniform statute. That committee has recently completed the second draft of its effort.

Rental-purchase dealers should understand that they are not the only people plagued with making the distinction between credit sales and true leases. To a certain extent, all lessors face the same problem. The UCC focuses on the problem in its current definition of "security interest," found in UCC 1-201(37):

Whether a lease is intended as security is to be determined by the facts of each case; however, (a) the inclusion of an option to purchase does not of itself make the lease one intended for security, and (b) an agreement that upon compliance with the terms of the lease, the lessee shall become or has the option to become the owner of the property for no additional cash or for a nominal consideration does make the lease one intended for security.

Few sections of the code have been more frequently litigated. Every time a lessee seeks protection from creditors under the Bankruptcy Code, there is a fair chance that the bankruptcy judge will have to determine the "true" nature of the "lease" transaction

based upon the definition of security interest. The lessor argues that the transaction is a lease and therefore, upon the lessee's default, the lessor may simply go in and reclaim his property. The lessee, on the other hand, will argue that the transaction is really a sale and that the lessor merely has a retained security interest in the goods, rather than title. If lessee succeeds with his argument, lessor must stand in line with the other creditors of the lessee and hope to recover some fractional share of the money or property due.

The cases to date show no agreement on where to draw the line between leases and sales. While the existence of a purchase option is often considered by the court, it is by no means conclusive.

---

**"Rental-purchase dealers should understand that they are not the only people plagued with making the distinction between credit sales and true leases."**

---

An example from the state of Washington provides an illustration of the problem. In 1982, the Washington Supreme Court examined open-end vehicle leases in *Rouse v. Peoples*. The leases called for required payments for 24 to 48 months; lessees were charged with keeping the vehicles insured and registered and properly maintained; risk of loss was placed on lessees; lessors were contractually guaranteed a certain amount of money in the form of lease payments even in case of early termination. In *Rouse* the Court stated, "We hold as a matter of law that the open-end motor vehicle lease is the functional equivalent of a loan and that it is a 'loan or forbearance, express or implied' for the purpose of the usury statutes." Fortunately for motor vehicle lessors in the state, the legislature nullified the intent of the Court's opinion by enacting legislation in April of 1983. The new law defined personal property leases and went on to provide that any transaction qualifying as a lease is specifically *not* a loan or forbearance under the usury laws or a retail installment-sale contract under the state's retail installment sales act.

Rather than run the risk of different definitions in different states, or no definition in some states, the Uniform Personal Property Leasing Act draft offers a unified solution for adoption by the states. The draft proposes a definition of "lease" for the act and then offers a revised definition of "security interest" in the UCC to clarify the distinction between leases and sales.

The proposed definition of a lease is "a transaction in which the lessor transfers to the lessee the right of possession and use of goods for a term in return for consideration. Inclusion of an option to buy does not of itself prevent a transaction from being a lease."

The draft goes on to suggest the following definition for a "security interest" in the Code, insofar as leases are concerned:

Whether a transaction is a lease or "security interest" is determined by the facts of each case; however,

(a) A transaction is a "security interest" if:

(i) the consideration the lessee is to pay the lessor for the right to possession and use of the goods is an obligation for the term of the transaction that is not subject to termination by the lessee, and

(ii) the lessee is bound to become or has the option of becoming the owner of the goods, or is bound to renew or has the option of renewing the lease for the balance of the economic life of the goods upon compliance with the provisions of the transaction for (A) no additional consideration, or (B) nominal additional consideration.

(b) A transaction is not a "security interest" merely because it provides:

(i) the consideration the lessee is obligated to pay the lessor for the right to possession and use of the goods is substantially equal to or is greater than the fair market value of the goods, or

(ii) the lessee has an option to purchase the goods or to renew the lease.

Adoption of these two definitions would go a long way toward resolving the current definitional conflict.

While the issue of definitions in the Code is related to the definitions of "credit sale" in state retail installment sales acts, it is a distinct issue. This is so because the statutes are distinct. Several courts have been willing to conclude that a transaction is a sale for Code purposes without necessarily being a sale for usury purposes, and vice versa.

Interestingly, the few courts, primarily bankruptcy courts, that have characterized rental-purchase transactions as sales for all purposes have begun their analyses with UCC Section 1-201(37), the definition of security interest. If the committee can resolve the conflict that currently exists, the effort will go a long way toward establishing the legal status of the rental-purchase industry.

Copies of the Committee draft are available in the APRO office.

## PENNSYLVANIA

By J. Samuel Choate, Jr.

Litigation long threatened by the LeHigh Valley Legal Services Corporation in Bethlehem, Pennsylvania, was finally initiated in April of 1984. A class action has been filed against a rental dealer in Allentown, Pennsylvania, alleging, among other things, that the progressive rental contract is in violation of the Pennsylvania Installment Sales Act, the Federal Truth In Lending Act, and Pennsylvania's Unfair Trade Practices Act.

In the spring of 1982, the Pennsylvania Sales Installment Act was amended, revising the definition of "installment credit sale" to cover the progressive rental contract. Subsequent to the amendment of that act, progressive rental contracts in Pennsylvania were changed so that ownership was transferred for an amount that exceeded nominal consideration. The amount used generally by most rental dealers for the transfer of ownership was \$100. This number was suggested informally by an assistant state attorney general in Philadelphia, and was the figure used in the contract that is now being attacked.

The lawsuit was originally filed in State Court, but the rental dealer had petitioned to have the case removed to the Federal District Court that has jurisdiction over the matter, due to the plaintiff's allegation that the contract violates the Federal Truth In Lending Act.

It is unlikely that the plaintiff will prevail in its claim that the progressive rental contract in question violates the Federal Truth In Lending Act in light of the recent decisions in the courts of appeal in Maryland and Kansas. However, the question of whether the contract is a credit sale under the Pennsylvania Installment Sales Act is critical to the industry.

That issue involves a judicial determination of what amount constitutes nominal consideration with regard to the transfer of ownership at the conclusion of a rental relationship. This has never been squarely addressed by any court, and only once by a legislature. The North Carolina General Assembly decided last spring that any dollar amount over 10% of the cash price of the rented property at the time of the initial rental was not nominal.

Whether the Pennsylvania court agrees with the casual opinion of the state's attorney general or with the legislative pronouncement of the North Carolina General Assembly, rental dealers will pre-

vail in Pennsylvania and the industry will be provided with a valuable precedent upon which to formulate contracts in the future.

THE APROACH will monitor and report regularly the progress of this case.

## MICHIGAN

By J. Samuel Choate, Jr.

Another class action pending against a rental dealer in the state of Michigan has taken an encouraging turn for the rental dealer involved.

In January 1984, a memorandum opinion issued in the Circuit Court in Grand Rapids, Michigan certified as a class action an action brought by Legal Aid of Western Michigan seeking to have a progressive rental contract declared a credit sale and various practices associated with that contract declared to be unfair.

On April 20, 1984, a hearing was held in Grand Rapids, at which time the circuit court judge issued an order certifying the class, but withheld ruling upon notice to be sent to class members, and when or in what form that notice might be sent.

This action was taken pursuant to a request by attorneys for the rental company that the court consider the basic underlying issue, that is, whether the progressive rental contract is a true lease or a sale under the Michigan Retail Installment Sales Act, before proceeding to send out notices to the class.

The court has given both sides in this case 90 days to conduct additional discovery and then has ordered that both parties submit motions for summary judgment within 60 days after that period.

In noting that this issue seemed to be the keystone of all other allegations made against the rental company in the plaintiff's complaint, the court stated that sending out notice without first trying to determine if that issue could be decided before trial would only serve to disrupt the rental company's business unnecessarily.

---

"... rental dealers will prevail in Pennsylvania and the industry will be provided with a valuable precedent upon which to formulate contracts in the future."

---

Inasmuch as the crucial definition in the Michigan Retail Installment Sales Act, that of "retail installment contract," is worded exactly in the language of the definition of "credit sale" in the Federal Truth In Lending Act, it is hoped that the overwhelming precedent in favor of the industry in the interpretation of that statute, as well as the recent decisions in Kansas and Maryland, will be dispositive of this issue in Michigan.

If this case stays on the schedule currently ordered by the judge, a decision on this issue could be forthcoming in October or November of this year.

## TENNESSEE

By J. Samuel Choate, Jr.

The action initiated by the Attorney General of Tennessee has been settled.

Pursuant to that settlement, a designated number of rental customers will be allowed to acquire ownership under a reduced number of consecutive rental renewals. In addition, customers within that group who have acquired ownership prior to the settlement being completed will be refunded the equivalent of the rental payments that others of the group will not have to make.

Under the terms of the settlement the company agreed to make disclosures to all future customers concerning various aspects of the rental relationship, including total numbers and amounts of rental payments necessary to acquire ownership, condition of rental property, the building of equity in rental property, and the renter's responsibility upon loss of the property.

Finally, certain actions initiated against various renters in the state of Tennessee will be dismissed by the rental company. Where the filing of those actions has adversely affected the credit of any renter, the company will take corrective measures.

The various disclosures contained in the settlement agreement with the attorney general should be incorporated into all rental agreements utilized in the state of Tennessee. It can only be assumed that inasmuch as the attorney general has scrutinized one rental company's contract, he will look at other members of the industry.

Any reader interested in a list of those disclosures may obtain a copy by contacting the APRO office.

---

*J. Samuel Choate, Jr. is a partner in the law firm of Surret, Choate and Walker in Augusta, Georgia.*

## WASHINGTON REPORT

by Edward L. Winn III

Latest reports from Washington observers indicate that Senator Garn may indeed get movement on his financial institutions deregulation bill (S.2181). Most predict that the final version will be watered down considerably from that originally proposed. Of crucial concern to rental-purchase dealers is whether the leasing provisions will remain a part of the bill.

During subcommittee hearings on the Hawkins bill last summer, consumer advocates supported the move to regulate the industry. Since that time, consumer groups appear to be trying to change their position. Most recently, consumer advocates have advanced the proposition that disclosure really does not help poor and uneducated consumers. The message is that these people are simply unable to take care of themselves. Consumer groups prefer substantive controls on how consumers are treated and what kind of deals they can make. In the deregulatory environment that currently exists in Washington, it is not practical to suggest stronger regulation than that which has already been proposed. Consumer groups seem to be saying that if they cannot get more than the Federal Reserve Board has recommended, they would just as soon have nothing at all. But consumer groups, idealists by choice, have never been noted for dealing with the realities of a situation. It remains to be seen whether consumer advocates, because of their popularity in an election year, can successfully scuttle the industry's effort to have meaningful disclosure regulation enacted.

APRO, acting on behalf of the industry, continues to lobby hard for rental-purchase regulation. Disclosure regulation will give consumers useful shopping information, it will give the industry a legal definition, and it will help control the "bad apples" who attempt to abuse customers and who continue to give the industry a bad name. The following statement from the Consumer Federation of America demonstrates the about-face of consumerists concerning federal regulation of the rental-purchase industry.

### *Statement of Glenn Nishimura, Legislative Representative, Consumer Federation of America, before the United States Senate Committee on Banking, Housing, and Urban Affairs concerning "Deregulation of Financial Services Industry" (S.2134, S.2181), February 29, 1984:*

"Mr. Chairman and members of the Committee, I am Glenn Nishimura, Legislative Representative for Consumer Federation of America. CFA is a federation of over 200 national, state, and local consumer, senior citizen, labor, farm, cooperative and rural organizations whose combined membership totals over 30 million consumers.

CFA testified last year before this Committee on the pace and direction of deregulation occurring in the financial services industry. We are pleased to be able to follow up that testimony with our views on S.2181, the Financial Services Competitive Equity Act, and S.2134, the Depository Institutions Holding Company Act Amendments of 1983.

The last several years have produced substantial deregulation of financial services. The moving forces behind that deregulation have been two major pieces of legislation, technological advances, loopholes, regulatory permissiveness, and industry aggressiveness. The dust is beginning to settle and broad generalities about the impact of deregulation on consumers are becoming clear.

Most apparent is that there are and will be distinct categories of winners and losers in the deregulation process. Among those on the losers' side are small business and homebuyers (for whom long-term fixed rate funds are getting increasingly scarce), consumer borrowers (for whom real interest rates on loans tripled in 1981 and have stayed at that level), and small depositors (for whom bank fees and service charges are on the rise). The winners are large depositors (who get a higher rate on their savings while escaping many bank fee increases), purchasers of stock (who have benefited by bank entry into discount brokerage), and those with a large portfolio of assets (who will have the convenience of doing most of their business under one roof). In the name of convenience and to benefit the more affluent, banking deregulation, thus far, has shifted costs onto lower and middle-income consumers.

We would also like to respond to three provisions included in S.2181, but not in S.2134, that have important consequences for consumers: preemption of state usury

ceilings, consumer leasing amendments, and check hold policy disclosures.

#### *Preemption of State Usury Ceilings*

CFA remains adamantly and unalterably opposed to Title VII of S.2181, the federal preemption of state usury ceilings. We opposed S.2181, the concept in its earlier incarnation as S.730 and believe that the provisions of this bill are even more dangerous in the setting of S.2181. S.730 did not progress beyond the hearing stage because it was unable to gather support on its own merits. But, as part of an omnibus banking bill, state usury preemption may be lost among a crowd of other important issues. We urge this committee to act quickly in striking this title from S.2181.

State usury laws are legitimate vehicles through which states protect certain parts of the population against abuse and victimization. And, the fact that almost all states have adjusted their laws in the last 3 years, brings into question the need for federal legislation. Furthermore, CFA believes that some responsibility for extraordinarily high real interest for consumers can be traced to the fact that states have been liberalizing their usury ceilings.

Supporters of federal preemption make several assumptions: that the credit marketplace is competitive, that higher rates will allow for greater credit availability, and that consumers are informed sufficiently to protect themselves. All of these assumptions deserve closer scrutiny.

While some credit markets, such as new car loans, are more competitive than others, that competitiveness should not be generalized over the entire marketplace. Where credit gouging occurs at its worst is in those markets where consumers are less sophisticated. Evidence of exorbitant loan rates for used cars and second mortgages bears this out. State usury laws appropriately seek to protect these vulnerable borrowers from unscrupulous lenders.

In return for higher rates, consumers are supposed to get increased credit availability. Usury ceilings prevent the poor from getting credit, it is claimed.

*continued on page 29*

**“SPECIALIST IN SERVING”  
RENT-TO-OWN**

**“the answers  
to your questions about  
renting furniture”**

**“YOUR COMPLETE  
FURNITURE SUPPLIER”**

**BEEF OR BULL?**

THESE DAYS, EVERYBODY CLAIMS TO BE AN EXPERT IN RENT-TO-OWN. BUT IF YOU AGREE THAT TAKING CARE OF BUSINESS MEANS MORE THAN JUST PRINTING UP FLASHY AD COPY, THEN GIVE US A CALL AT **FRS**.

WE SPEAK YOUR LANGUAGE. RENT-TO-OWN.

CALL 214-788-0884



FROM THE PEOPLE WHO'VE OWNED AND OPERATED RENT-TO-OWN  
STORES ACROSS AMERICA SINCE 1968

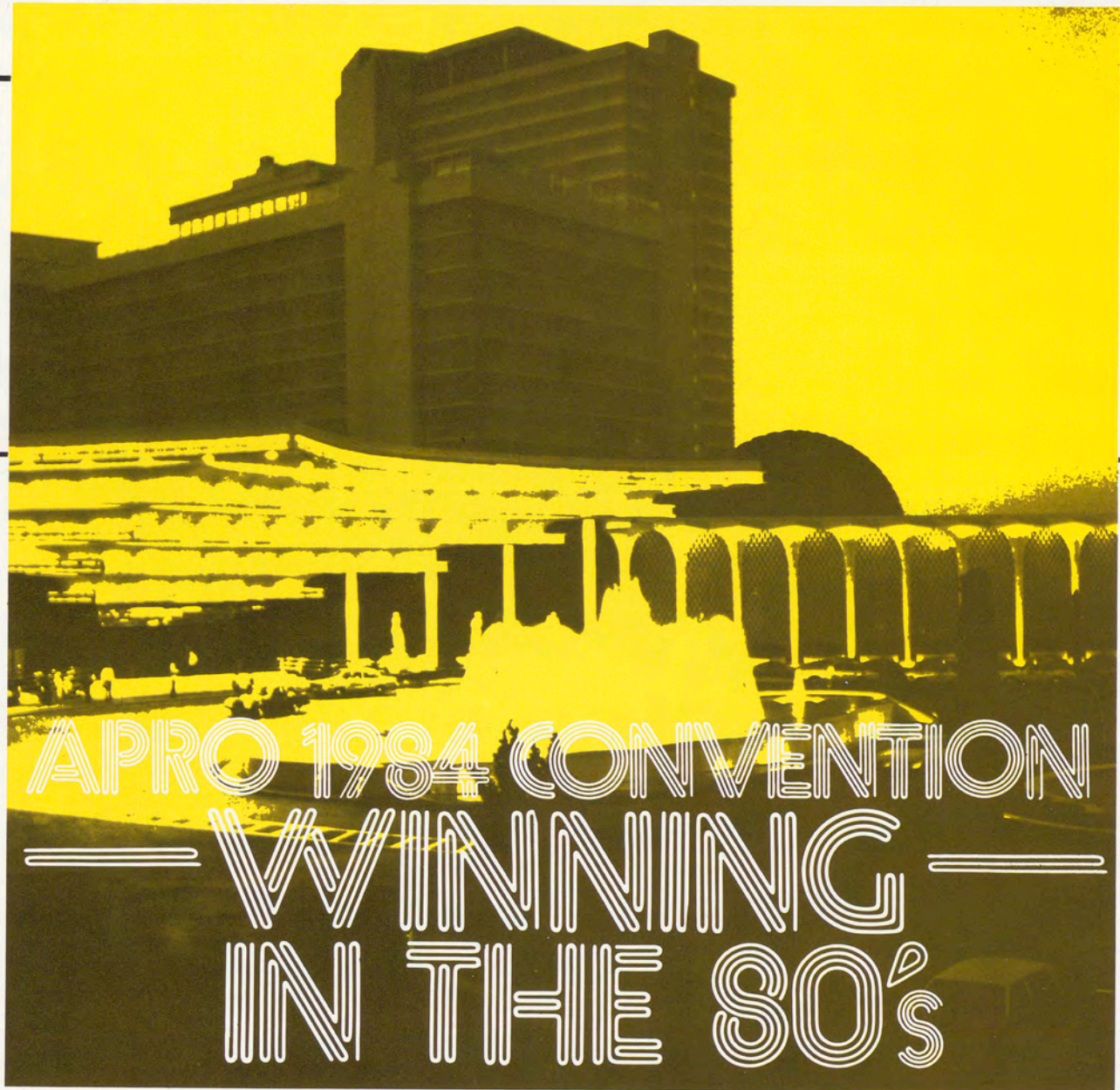
**“quality furniture”**

**“Sales and service staff has over 30 years experience in the  
furniture rental industry.”**

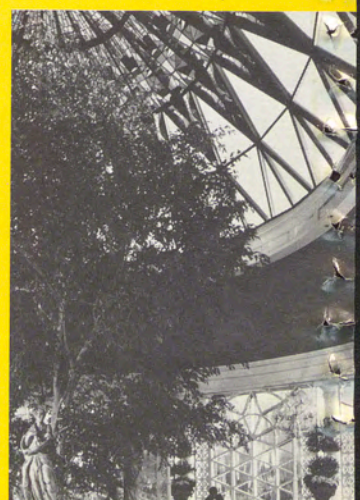
**“Delivery service available coast to coast.”**

**“FLOOR PLANNING PROGRAM  
CREDIT TERMS AVAILABLE”**

**“Rent-To-Own Furniture Specialists With Over 50 Years Experience”**



By Alice Bruton



A convention just naturally generates its own aura — the diffuse glow over party gatherings — sharp, bright lights on exhibits — people softened by being away from the working world — the glitter of an exotic background.

APRO's Fourth Annual Convention will have it all, exhibits, seminars, a grand ball, meetings, greetings from friends, elections, fancy food, tours, and special events.

Each aspect of the convention has its proper place in the scheme of things, nicely balanced between fun and business, but all geared to the core of any convention, the funneling of knowledge about the industry.

Today's aware convention-goer knows how to keep the fun in perspective and still gather the information he seeks. He learns from the speakers at seminars, from other dealers, and from the exhibits. He has, after all, exchanged his money and his valuable time for the chance to inform himself of what's going on in the world of rental.

Arthur R. Gartman of Showtime Rentals in Strongsville, Ohio, knows just what he expects to gain from convention attendance. The Gartmans, charter members of APRO, have attended every convention since the beginning, and their expectations are high for July in Las Vegas.

"Actually, I have never viewed the convention with anything other than a serious purpose — it costs money to go and

it takes time away from my business," says Gartman. "I want, number one, to keep up with what's happening in the industry. I am vitally concerned about APRO and want my company to stay in tune with APRO's efforts. I need to compare notes with my peers and exchange ideas about merchandising, sales, etc. APRO is providing a tremendous opportunity for a large group to come together to work on improving business. They provide a tremendous amount of valuable advice as to legal aspects of the rental business."

Similar expectations are voiced by Nancy Wills. She and her husband, Ron, are partners in two stores, Mrs. T's Rentals in San Bernardino, California. They have been in business two and a half years, but attended the very first APRO convention even before they were rental dealers.

Since Ron is a full-time pilot with Western Airlines, and works full-time in the business, it is imperative that the couple wring every working hour of its fullest potential. "Being in business requires one to be open to new ideas and to be ready for changes. Being new in the business as we are requires that we take advantage of every opportunity to learn from the experiences of others," Nancy says. "APRO's convention provides us with that opportunity. We have yet to leave an APRO convention or seminar without an idea that has improved the way we do business."

But even with all the good intentions for getting the most benefit from the convention, it still takes strategy to make it all happen. APRO has compiled a list of handy tips to help with your strategy to enjoy as well as survive the convention (see box), and we hope to see you there.

*Alice Bruton is the APRO Director of Meetings and Conventions and a regular contributor to THE APPROACH.*

## Convention Survival Tips

Look carefully through the convention program, mark the seminars you want to attend, decide how you want to schedule the rest of the activities. No matter how geared up you may be by all the excitement, you still have to plan in order not to miss what's important to you.

■ Stick as closely as possible to a regular meal schedule; that will help your energy level enormously.

■ Assure yourself of your room's comfort as soon as you arrive in it. Locate fire exits and check locks and heating and cooling systems. If something is wrong, say so right away and get it fixed or change rooms.

■ Once you have called back to the office, or home to check on the children, forget those folks. They will be fine; concentrate on your own activities.

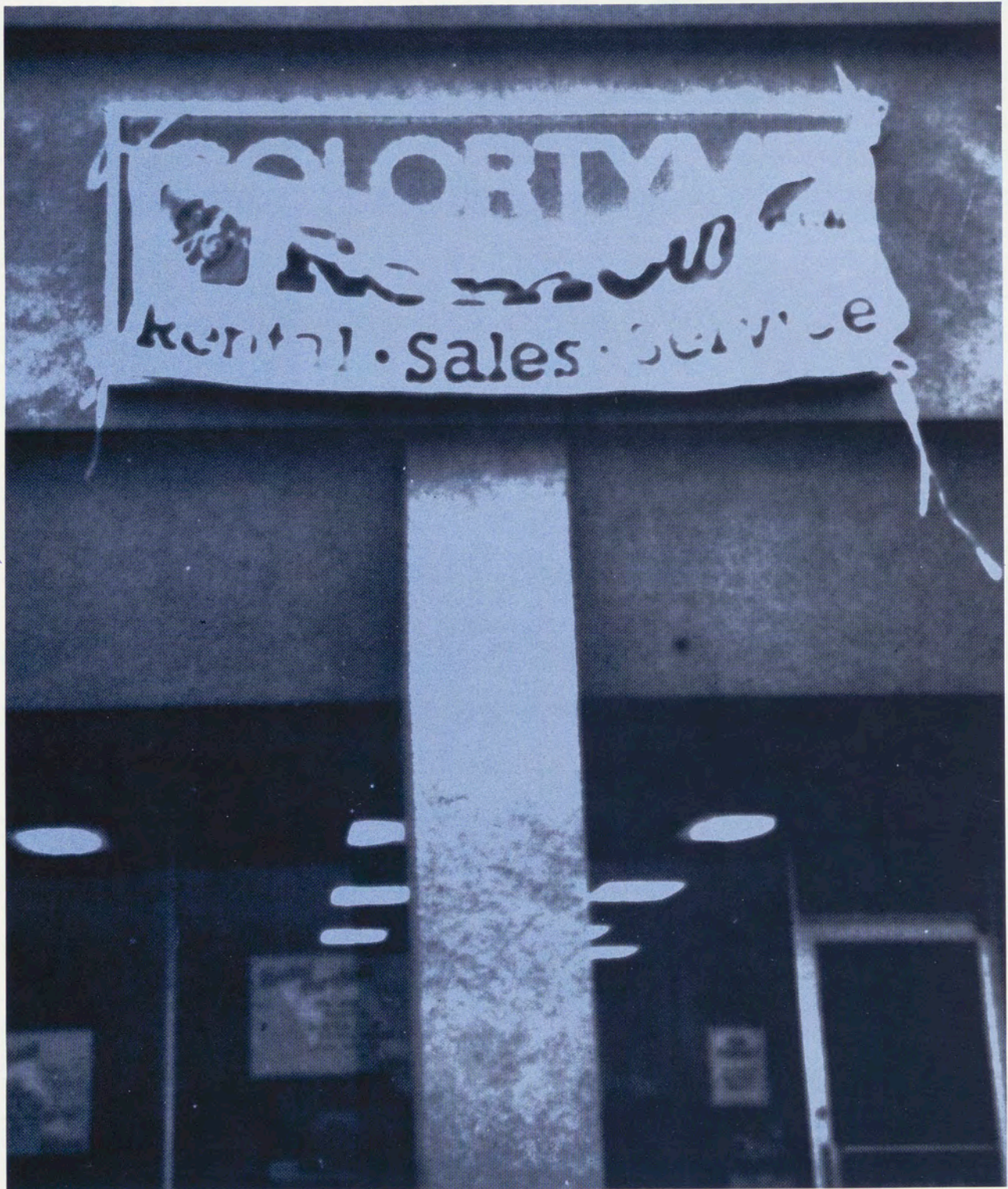
■ Keep with you a small supply of any regular medication you may be taking, as well as over-the-counter pain remedies.

■ If you plan to gamble, have in mind a limit and stick with it. If your willpower is weak, establish an automatic curb, such as limited credit or a small supply of checks. Gambling fever, after all, can happen to almost anyone.

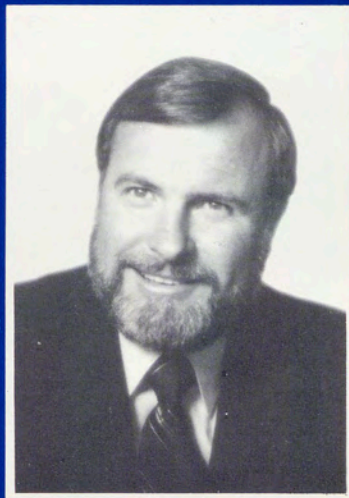
■ If you are from a cool climate, beware of the desert heat and adapt your activities accordingly. Daytime temperatures often reach above 100 degrees, but you may need a jacket at night.

■ Pack lightweight clothing. For women, cotton slack sets or skirts are perfect for daytime activities; light evening dresses, long or short, for dinner shows. For men, sport coats are predominant, with coat and tie for shows in the top hotels.

Caesar's  
Palace in  
Las Vegas  
is striking  
in its design  
and decor.



# Jim Graham: The Remco Purchase



Any lingering questions about the viability or the explosive growth of the rental-purchase industry should have been laid to rest in November 1983, when two monumental industry events occurred. Tom Devlin, President and CEO of Rent-A-Center, based in Wichita, Kansas, took his chain of 88 rental stores public; and Jim Graham, owner of 44 Colortyme franchises, purchased Remco from Chuck Sims and Jerry Dunaway for a cool \$40 million. With these events, the value of every dealer's store rose, in his own eyes at least, and the rental-purchase industry began to be discussed in high-powered financial circles. In this article, we will examine one of these events, the purchase of Remco, and take a close look at the man who will continue the Remco tradition.

*By Edward L. Winn III*

Compared with industry veterans like Chuck Sims or Ernie Talley, Jim Graham is a relative newcomer to the rental-purchase scene. Yet at the time Graham cut his deal, Jim Graham Enterprises had 44 stores, a BOR of 23,000 and a revenue of \$20 million. Despite his relatively few years in the business, Graham had proved that he knew how to open stores and how to rent TVs. However, with 44 Colortyme franchises and nine different partnerships, Graham had stores but no planned system for growth — he was at the helm of an operation that could grow only in a piecemeal fashion.

Remco, on the other hand, in addition to renting a lot of TVs, was rapidly building strong management. Over the years, he had assembled a capable and loyal management team second to none in the industry, and at the time of the sale, had a staff of over fifty in the Remco corporate headquarters in Houston. This group oversaw operations in 53 company-owned stores and 22 franchises.

Sims and his management team were always planning — three-year plans, five-year plans, all revised annually. Franchising, after two years in the planning stage, was launched in the late summer of 1983, and by November, 22 franchises had been sold.

The man who would take over this operation had not even considered TV rental until 1976. Graham got his introduction to the TV retail business through the Curtis Mathes Company. In 1962, Graham graduated from the University of Texas and went to work selling TVs on the road. Having quickly proven himself to Mathes, Graham was sent to Arkansas, where he found himself

in charge of 500 employees, most of whom were constructing hand-made, hardwood TV cabinets. Successful at that venture, Graham was next sent to St. Kitts in the British West Indies to open an electronics plant for Mathes. Under Graham, the plant quickly became the second-largest employer on the island.

After two years on the island — and at about the same time the TV industry was switching from hardwood cabinets to vinyl — Graham was brought home to run the Mathes factory in Athens, Texas. Before long, however, he was on the road again, this time as sales rep for Mathes in east Texas. It was here on the road that Graham made his first contact with TV rental dealers, selling a few sets to some of the veteran dealers in Dallas. In 1975, Graham was the number-two salesman in the nation for the Curtis Mathes Corporation. Willie Talley was number one.

The growth of Curtis Mathes during the seventies made a fine-tuned corporate management structure inevitable. Graham began talking to people and considering alternatives. Talley was brought in from Kansas to head sales to the growing rental industry in the Southwest. Talley, of course, was enthusiastic about the rental business. Rental dealers like Larry Ringo in Shreveport had tales of big profits. Oscar Snowden in Austin told Graham that rental had boosted his retail operation.

When Graham made the decision to strike out on his own with rental, his initial goal was to open two rental stores in Dallas. In 1976, with \$15,000 cash and a big note, Graham opened his first store, All American Rentals, on Jefferson Street in Dallas. He still remembers the first

Saturday in his first store, when he delivered eight sets.

Business grew quickly with Graham working in the store, delivering as many as 40 sets on a good Saturday. In 1979, Graham had three stores and a BOR of 2,000 units. During 1979, Graham made a profitable connection with Colortyme, which was owned by former co-worker Willie Talley, by purchasing Colortyme company-owned stores in Dallas. This move offered Graham the advantages of group buying power and national advertising. By the end of that year, he had expanded to twelve stores. A year later he had 18 stores with a 12,000 BOR, and was a dominant force in the Dallas market.

Graham was one of the early advocates of carrying white goods. He added refrigerators and washers and dryers when others in the business were telling him it wouldn't work. He also was one of the first rental dealers to get inventory financing from the bank.

A year later, Graham entered into new partnerships to increase the number of stores in his name. (Today, he is involved in nine partnerships with rental dealers across the country. Collectively they represent 85 stores and approximately a 63,000 BOR. With the acquisition of Remco and divestiture of the Colortyme franchises, the partnership stores have unified under the name Rent-America.)

In 1983, with 44 Colortyme franchises and his partnership stores, Graham had a steady cash flow and a desire for continued growth. When Phil Baker and John Evans, Graham's accountant and attorney in Dallas, suggested that Graham buy Remco, at first he thought they were kidding. Nonetheless, he was

“The real estate section had a bear of a job in store construction to change them to look like Remco, and they worked day and night.”



intrigued. After making some discreet inquiries and getting the go-ahead from his banker, Graham set out to buy the largest company in the business.

It proved to be easier than he thought. Graham and Sims cut the deal at their very first meeting. Sixty days later, on November 1, they closed it, and one week later Graham assumed command of 97 Remco company stores plus 22 franchises. He retained the Remco name and began the task of converting his 44 Color-tyme franchises into Remco stores.

Graham is the first to admit that if the purchase was easy, the transition was not. Fortunately, Sims had set up a good system. Remco employees, while loyal to Sims, were also loyal to Remco's philosophy and its system of doing business. Graham is committed to continuing that philosophy, and that commitment has made the transition a successful one.

According to Bill Anderson, Senior V.P. of Marketing, the Remco philosophy remains intact under Graham's leadership. "We treat every customer as a very valuable resource, and that sounds like something you put in a brochure, but we really believe that," Anderson explains that Remco makes a point of learning everything it can about its customers. "We study the market and we try to know everything about our customers, how many bathrooms they have in their house, how many children they have, what kind of cars they drive, and how much money they make." This kind of consumer information helps Remco provide customers with what they want and need.

In addition, Remco maintains a close working relationship with its suppliers.

"We are firmly committed to brand-name products, so we select vendors on the basis of their reliability, their product history, their willingness to work with us, their integrity, and their long-term potential," says Anderson. "We also have a basic philosophy that we be important to whomever we do business with. We are going to be an important account and they are going to be a very important vendor to us. That keeps our vendor structure pretty narrow."

Remco employees have been relatively undisturbed by the change in leadership. They see the addition of Graham's stores more as an exercise in operations for Remco than as an indication of fundamental changes in the way the company is to be run. "We had to extend advertising to the new markets. The real estate section had a bear of a job in store construction to change them to make them look like Remco, and they worked day and night," Anderson says. "While there were a lot of little things to do, changing store signs, changing stationery, changing the color of the stores inside and changing product lines, it was nothing that the Remco structure could not absorb."

About the future, everyone at Remco seems enthusiastic. Without question, the Graham takeover has energized the operation. It has made people stop and think about their positions with the company in new ways. Still, all remain committed to the company. "You know, consumer electronics is just hot as a pistol. When we were in the middle of a recession, television sales were growing at 30% a year. The leading indicator for our business is the American public's in-

satiable appetite for consumer electronics of all kinds," according to Anderson.

Dave Kinter, Senior V.P. of Operations, explains, "We view our rental-purchase as an alternative to retail. We provide services that the customers, in a lot of instances, couldn't avail themselves of any other way. We offer quality products and name-brand merchandise. We try to offer the customer the best deal that we can in all phases of our business. If we have a new product, we have a deal for customers. If we have a used product, we understand that it is used, and we will take that product and offer it to the customer at a discount. That way he is not paying the same price for a used product as he would for a new one. In the past, rental companies didn't do that. Satisfaction is the name of the game and we'll do whatever it takes to make our customers satisfied."

Graham's immediate plans are to continue with the franchise program — 60 are planned for this year — and to continue opening company stores. Company stores are planned in markets where Remco already has a presence. Graham wants company stores to fill in and saturate existing Remco markets.

When asked about furniture, Graham replies that some of his stores brought furniture into Remco but that it was quickly discontinued, not for philosophical reasons, but because there has already been enough confusion in converting the Graham stores to Remco. He predicts that Remco will be carrying furniture in a couple of years.

Chuck Sims has always maintained that the key to his success was that he surrounded himself with top people. An example of Graham's commitment to Remco traditions is the continuation of Remco's Board of Advisors. Early on, Sims realized the importance of having outsiders offer constructive criticism and suggestions to his company. When he sold Remco, Sims was asked to sit on this Board. Other advisors include Gene Ingelman, Senior Chairman of the Board of the Ft. Worth Texas Commerce Bank; Dave Babcock, former chairman of the May Company; and Kenneth Miller, former Pizza Hut executive and current franchising consultant. These advisors and others meet six times a year in closed session and evaluate the company and its policies, offering their suggestions for improvement.

So far, Jim Graham has managed to keep this outstanding group together. With a loyal and committed team helping to ensure the present Remco tide of success, Graham intends to steer Remco to an even more promising future. □



"We treat every customer as a very valuable resource, and that sounds like something you put in a brochure, but we really believe that."

Bill Anderson,  
Senior V.P. of Marketing

# Is Rental Easier Than Retail?

**S**ome folks without experience in both rental and retail might be wondering whether rental is easier than retail. Without a doubt, the answer is no. Rental is not easier; it is harder. Yet when the profit margin of rental is measured against the profit margin of retail, the statement can be made that rental is better than retail. Rental is plainly more profitable if — and the same holds true for retail — the dealer is a competent businessperson.

Bob Anderson, editor of *NARDA News*, the retail business's equivalent of *THE APPROACH*, talks about the swing from retail to rental. "We've had a lot of retailers go into rental and just bomb out. And then some have gone on to be extremely successful." He mentions Bud Green, owner of Kalamazoo Audio Video Rentals in Michigan, as a prime example of a man who made the switch successfully. "Bud fought the battle for profits in retail for years. Finally he decided to go into rental. Now he's semi-retired and

spends a lot of time vacationing in Florida."

True to that observation, Bud Green was reached not in Michigan but in balmy Florida, where he was preparing to head out for his morning round of golf. Bud had been in the retail business for almost 36 years. He started out working for his father and remembers the year 1938 as the first time the business tried renting some of its products. The rate for a refrigerator was a dollar down and a dollar a week for a year. His father quit renting after that first year, when he ran into the problem of customers comparing rental vs. retail costs, but he kept the retail business going. Bud continued in retail long after his father's death. Then eight years ago, with three retail stores, Bud began to need some working capital. He decided to go into rental exclusively, sold off two of his retail stores, and converted the third into a rental store. Asked whether that was a good move, Bud answers, "Yes! How else could a businessman semi-retire at age

63?" Bud is a strong supporter of rental, but when pressed on the question of whether rental is easier than retail, he says, "No, it's not easier. The main problem, of course, is collections."

**T**he negative aspect of collections is the major scale-tipper in the rental vs. retail debate. What outweighs the collection problem for Bud is the eight- to nine-percent increase in profits he has realized over the last eight years, along with the "personal factor." Bud claims that rental is more rewarding and satisfying because of his customer contact. "We work with the same customer week after week, year after year. When I semi-retired from the business to let my sons take over more, I got cards from many of my customers. And when my son got married, he received gifts from our customers." He goes on to say that he never experienced

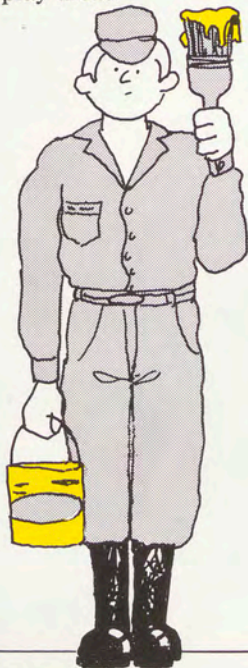
*continued on page 32*

# NUTS & BOLTS

NEWS • VIEWS • PEOPLE • PRODUCTS • IDEAS

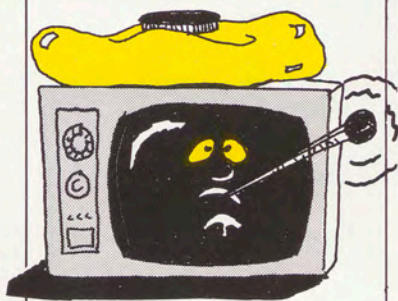
## Color War

Those rental dealers who aren't color-blind should take a gander at what's happening in the appliance industry. There's a color war going on. The good old standard colors for appliances—white, almond, coppertone, and avocado—are getting some competition from such elegant hues as platinum and toast from Whirlpool, and silver and sand from General Electric. Since the announcement of the upcoming new colors in January, many other suppliers have been calling "pigment pow-wows" to determine whether or not to dip their paintbrushes into new cans of paint as well. It looks like 1985 will be a pretty colorful year for the appliance industry; it may also find many rental dealers quickly setting up appointments with carpet and paint salespeople to redesign their display areas.



## Is There Life For Black & Whites?

Black-and-white TV sales fell to the lowest point in 14 years in April. In the first week of April, fewer than 44,000 monochrome sets were sold to dealers, according to the Electronics Industry Association.



## Be A Movie Star

Rental dealers who are into pre-recorded videotape rentals in a big way should be interested in inexpensive (\$500 to \$900) computerized programs offered by Com-Tech Research, a division of Market Line International. The software package is cleverly named Movie Star and can run on any popular micro- or mini-computer (the hardware is also available). It has the ability to keep track of stock and sales and can monitor club memberships.

If a rental dealer has specific needs, a system can be custom-designed.



## 5 Million So Far . . .

If VCRs continue to sell at the rate reported in the first quarter, 1984 will finish with more than five million units sold. With nearly 1.4 million units sold in the first quarter, that's more than the full year in 1981. RCA has revised predictions of VCR sales for 1984. At the CES Show in January, they were predicting sales of 5.5 million. Recently, that prediction has been upped by over a third, to a predicted 6.7 million units in 1984.

## Olympic Proving Ground

World System Technology wants to see Teletext take off in the U.S. and will launch that effort at the Summer Olympics in Los Angeles. At high-traffic areas such as hotel lobbies, airport terminals, and Olympic venues, Sony and Zenith color television receivers fitted with World System Teletext decoders will continuously display all information about anything pertinent to the Olympic games, including the weather, in a multitude of languages.

## FYI

The five billion dollars of advertising revenues for radio in 1983 represent 7% of total ad dollars spent in U.S. media.

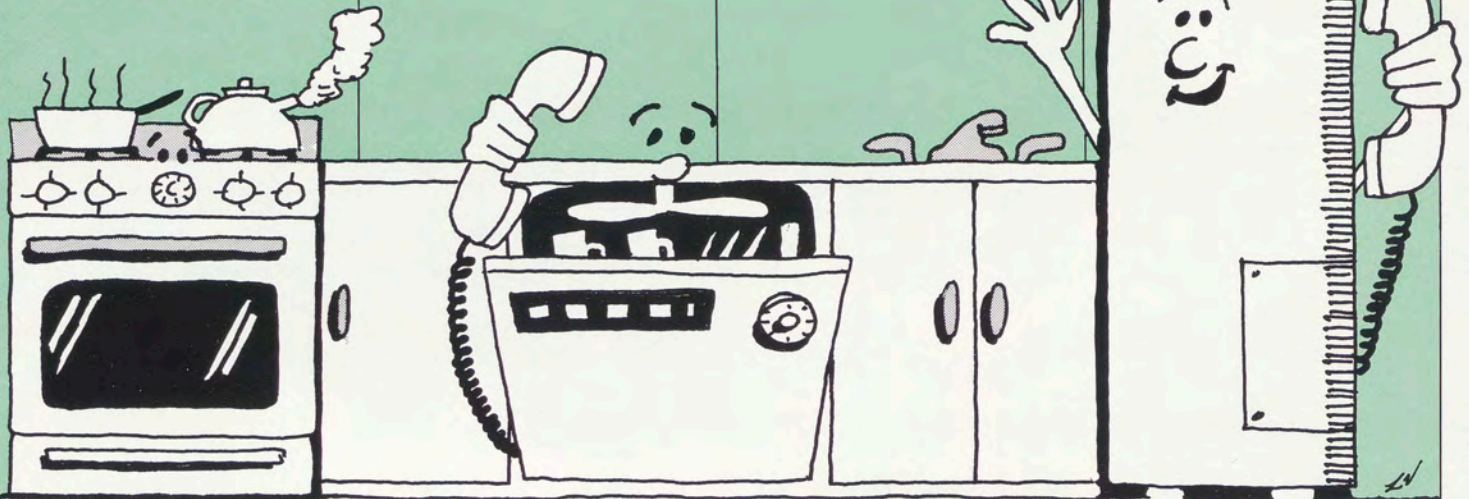
## RCA Out Front

Check out the March 12th issue of *Weekly Television Digest* for the third annual VCR market-share survey. That survey reports that RCA led the way with its VHS format by capturing 16% of the market. Panasonic was second with 15%. Sony, the Beta leader, ranked third with a 7% market share. Each percentage point represents about 41,000 units.

RCA's annual report showed video sales of \$1.63 billion. This tops the previous record, set in 1981, of \$1.58 billion. RCA's pre-tax net on all consumer products and services was \$122 million. Much of the growth appeared in increased color TV and VCR sales. The videodisc operation lost \$100 million.

# 16%

## Your Roast is Done, Madam



Sophisticated, high-tech appliances that “talk” and “listen” will populate new and old homes by the year 2001, reports Dr. W. Gale Cutler, a Whirlpool Corporation scientist and Director of University Relations. He made a number of predictions at an appliance conference held at Ohio State University on May 15, and also recalled predictions made twenty years ago in a *Saturday Evening Post* article, noting that many had come true; home computers and microwave cooking were speculation then and reality now.

The predictions made by Dr. Cutler for the year 2000 are even more likely to come true, he said, because the technology to create them already exists. Among the future appliances anticipated by Dr. Cutler are:

**Smart appliances.** Appliances of the future will use computers to diagnose their own malfunctions and automatically call repair services, or provide a list of parts and repair instructions for do-it-yourself repair. They will communicate with

other appliances. The dishwasher will tell the water heater how much hot water will be needed for a load of dishes and when it will be used.

**Talking appliances.** Current voice-synthesis technology can be applied to appliances that will “speak” to the user on the status of clothes being washed or food being cooked. They would also “listen” to the voice commands of users and take verbal instructions.

**Energy-efficient appliances.** “Tomorrow’s appliances will help achieve energy savings in new ways,” Dr. Cutler said. Some will store excess heat for re-use. Precious fresh water could be conserved by appliances that clean and recycle water. Sensors built into appliances will monitor their performance, allowing them to cool, heat, cook, fill, wash or dry only as long as needed for a specific home condition, recipe, load size, soil level, or moisture content. “Eliminating the need for human user judgment will save more energy than im-

provements made through engineering,” he added.

**Robots.** While Dr. Cutler doesn’t feel robot maids will be commonplace by the year 2000, there are certain appliance-related tasks which could be aided by robotics. Transferring clothes from the washer to the dryer would require the use of a simple robot arm. Vacuuming could be accomplished by a self-driven robot, programmed to the home’s layout.

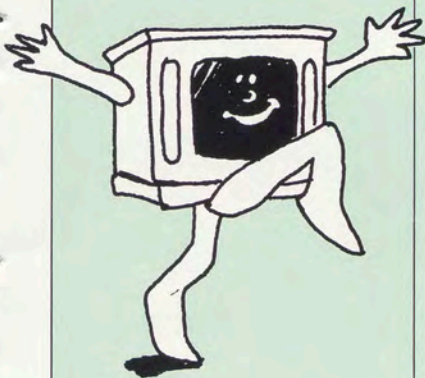
Dr. Cutler noted that 70 percent of the homes in the year 2000 will be those in existence today, so much of the improved technology will have to fit into spaces built decades before. But Dr. Cutler sees a new concept evolving for those homes built around the year 2000. Rather than the partitioned, multi-roomed dwelling common today, the home of the future will revolve around two or three “great rooms” with combined kitchen, family, and media room; an area incorporating bath, laundry, and physical



fitness equipment; or a bedroom, study, and office combination. The home's operation will be controlled by its "brain" or computer. The computer would take messages, monitor room temperature, and provide home security.

"The one ingredient necessary to pull these existing technologies together and to create a better life in the future is human ingenuity. It is our one inexhaustible resource," Dr. Cutler said.

## Let Us Entertain You



Do you ever have one of those bad days when you lose potential rental contracts because your store is flooded with customers who all want to look at different products at the same time? Or have you ever had a day when a contract is lost because your presentation was a little "off"—it should have been clearer, more precise, maybe a little jazzier? You can do something more than shake your head in self-recrimination as a no-sale customer walks out your door; you can invest in a videodisc system to make your point-of-sale presentation.

It really makes a lot of sense. Some products are so complicated to explain and demonstrate that even the best salespeople may have

trouble. Videodisc systems are designed to demonstrate a product in the most intelligent way. They're a reliable method of efficiently presenting information to a customer.

According to the Point of Purchase Advertising Institute, two-thirds of decisions about buying are made when the customer is in your store, listening to your presentation. It's important that you have their attention in order to communicate effectively your product's features.

If you're interested, check with manufacturers to see if they have ready-made videodiscs for your products. Or, you might consider having your own "dynamite" presentation videotaped. This will then allow you to concentrate on closing the deal after the customer is convinced of the product's worth.

Buying videodiscs, or having them custom-made, could mean profits that can pay for the initial cost in a short amount of time.

## The Battle In Blank Videotape Sales

The competition is getting pretty rough in the blank videotape market with the addition of two formidable newcomers, Kodak and Polaroid. While the demand for blank tape has been and will continue to be great, a price instability could very well occur with so many competitors vying for a share of the market. The battle is raging and most manufacturers are hoping fancy pro-



motions will give their products the edge.

Consumer Magnetic Audio/Video Products Division of 3M is offering its purchasers everything from cash rebates to free airline tickets (through June 30, with the purchase of another ticket). Kodak plans a major print advertising blitz. Polaroid plans to offer a free tape or roll of film (with the purchase of three videotapes), and also dollars-off coupons in its print advertising.

These are only a few of the brands on the American market today. Currently there are 31 American brands competing with 30 Oriental and Indian brands plus a number of photographic suppliers.

The competition is bound to create a shakeup in the blank videotape industry, along with price instability.

## CD Players Cheaper Now

The new lines of compact disc (CD) players are more marketable than their predecessors, but manufacturers are being cautious about expanding their lines.

One of the reasons for the increase in sales is that prices have dropped substantially with the newer generation CD players. Some prices have been reduced by as much as \$500, making them

much more affordable for the average buyer. With the exception of Sony (its prices continue to be high at \$800 to \$850 for its CDP-400 and the CDP-610ES), most manufacturers have come down in price. However, they are not locking those prices in yet. Some have adopted a wait-and-see attitude in order to find out if all the bugs have been worked out of their CD lines and to watch for more technological advances which could affect pricing.

Magnavox, like Sony, is keeping prices fairly high. It plans to unveil two new CD players, at \$590 for the FD-2020SL and \$699 for the FD-3030SL, soon. Magnavox is hoping for price continuity instead of erosion in the field.

Pioneer's P-D70 is now out for \$750, but the company plans to market a less expensive unit in the future.

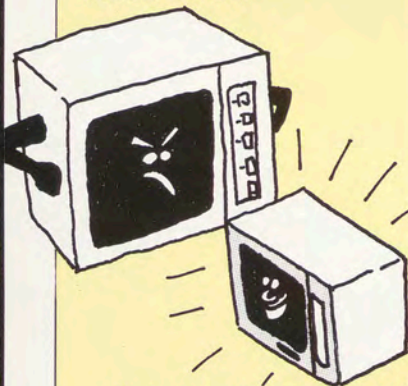
Yamaha is being cautious by selling its new CD-X1 and saving a fuller line of CD players for the future. Originally its price was \$649, but it has now dropped to \$599. The drop in price is in response to competition and because of a large drop in the cost of two large-scale integrated microchips used in the machine.

The overall increase in sales for CD players is also due in part to the sleeker designs of the new models, the fancier features (indexing, remote control, and some even offer programmability) and to front-loading capability, which allows system enthusiasts to stack components.

With CD players enjoying brisk sales in the retail markets and manufacturers being cautious about introducing new models, there could very well be shortages. Rental dealers should take advantage of the attractive prices being offered and stock up on the lower-priced models.

## Good Things In Small Packages

According to *Merchandising* magazine, at the end of last year 30% of American homes had a microwave unit. One of the reasons for the recent boom in microwave sales is the "compact" microwave oven. Many are priced under \$200, and consumers are finding it easier to justify the purchase of the smaller model.



Compact microwaves are appealing to many people who are somewhat cramped for space in their kitchens, and to those who are more interested in using microwaves for defrosting and reheating than for full cooking purposes.

All the manufacturers of compact microwaves are beefing up their lines for 1985. Litton is continuing to push its Go Anywhere line. Whirlpool is offering a 0.8 cu. ft. model that is popular. Sharp is planning three new compacts to debut this month, at the even smaller size of 0.6 cu. ft.

Rental dealers who find that their microwaves are not moving too well might consider stocking the compact sizes. A large portion of the market is showing a preference for them.



## Rental Dealer Marketing Tips

Rental dealers might do well to get catalogs from the major retailers in the country — Sears, Montgomery Ward, J.C. Penney, and others — and check the offerings in consumer electronics. These chains market to many of the same customers that rental-purchase companies market to and most often have more dollars to spend on marketing research. The products that they emphasize are likely to be "hot-moving" items. Dealers can check changes in prices from winter catalogs to spring catalogs and adjust rental rates accordingly. Following the Sears lead is not a bad way to make judgments about whether to carry VHS or Beta or both, for example.

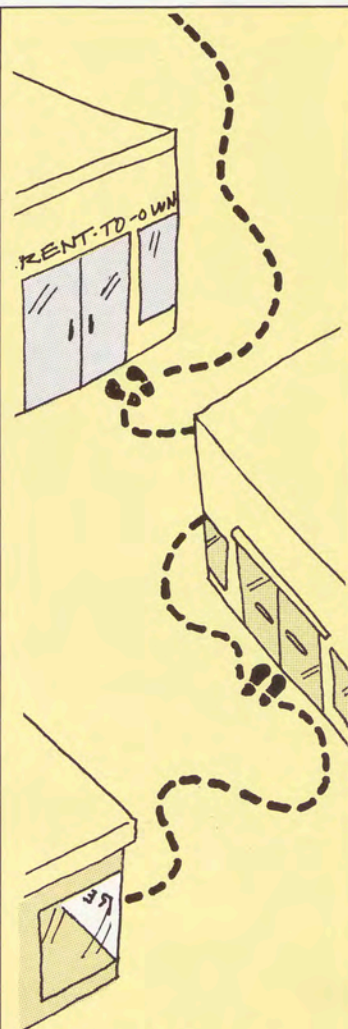
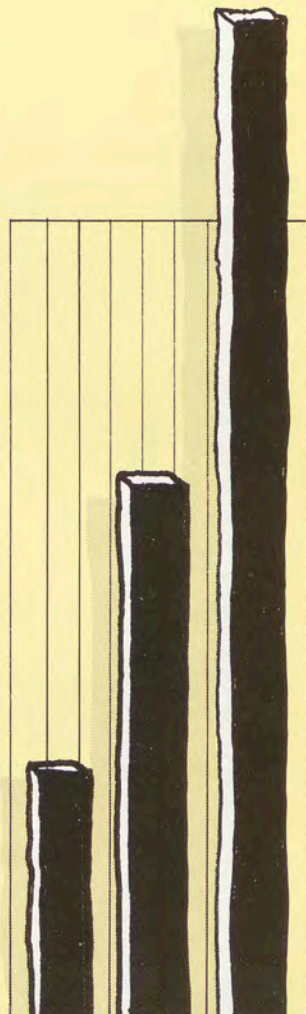
## MTS Adapters Coming

In addition to TV sets specially manufactured for MTS broadcasts, adapters will be available by summer, with production scheduled to accelerate in the fall. Some Multi-Channel TV Sound adapters will sell for

under \$100 but will require additional hardware, amplifiers, and speakers. Some adapters will have built-in stereo amplifiers and should sell for under \$200. Adapters will be available at both high and low end, from simple SAP systems to stereo tuners designed to hook into component hi-fi systems.

## NBC's Profits—Wow!

NBC reported profits of over \$156 million in 1983 as its pre-tax net. This is a 45% increase from 1982 and tops the previous record of \$152 million, set in 1977. And they accuse the rental-purchase industry of making too much money!



## Looking For Dealers

A West German TV and audio products manufacturer who claims to be that country's largest, Grundig, is looking for 450 dealers in North America. The company has licensed an Evanston Firm, Display Devices, Inc. (DDI), to manufacture and distribute its products.

The franchises are being offered to dealers who will support a limited distribution line and who are able to deliver \$50,000 minimum in volume on the Grundig line. Dynamic Distributing is already carrying the West German line.

Pricing will be competitive, but the firm will also offer profit incentives.

## WASHINGTON REPORT *continued from page 16*

Following a state usury ceiling hike, a New York State Bank Commission study that tried to prove this hypothesis ended up providing evidence to support an entirely different conclusion: that, while interest rates rose to meet the higher usury ceiling, credit availability did not expand. In short, virtually the *same* borrowers who were getting 18% were paying 25%. In New York, higher interest rates, rather than making credit available to higher risk borrowers, resulted in only increasing the earnings of lenders.

Finally relating to the issue of informed consumers, usury preemption is being proposed at a time when the level of consumer confusion is at an all-time high. Deregulation has led to variable rates, new fees, and the erosion of consumer disclosure laws. Consumers are less capable of operating efficiently in the financial market than ever before. Deregulation will impact most harshly on small borrowers and the low-income, and usury preemption will most adversely affect the same population.

Title VII will erase vital protections for a vulnerable segment of the population and will not deliver on promises of more

credit. It would move us away from the ideal of an informed consumer in a competitive market. We urge that it be struck from any bill reported by this committee.

### *Consumer Leasing*

Just as we believe that the usury section would do damage to low-income consumers, CFA believes that Title V, the consumer lease and rental-purchase section of S.2181, would harm low-income consumers, and should be deleted from this bill.

Title V is being promoted as a consumer disclosure amendment, an idea that usually finds favor with CFA members. But, a closer investigation of the issues involved reveals that consumers may be worse off if this section is adopted.

Rental-purchase agreements are mainly directed at the low-income community and others without credit. Enticed by the prospect of 'no credit check,' consumers enter into contracts that result in their paying a highly inflated price for an item, estimated at 2½ times the real value.

The issue is not disclosure, it is consumer protection. Some states have ruled

rental-purchase agreements to be retail installment sales. As such, these agreements fall under laws that provide consumer protection provisions on certain parts of the transaction, such as contract terms, usury limits, and repossession procedures.

On the other hand, some states have designated rental-purchase agreements as leasing arrangements, whereby consumers don't enjoy the same protections. While distracting us with the disclosure provisions of the section, supporters of Title V are really after a federal law that recognizes and thus legitimizes rental-purchase agreements as leasing arrangements.

What is most ironic is that contract restrictions, usury laws, and repossession rights are elements of consumer-retail transactions that have been designed to protect the less sophisticated, more vulnerable consumers. The rental-purchase industry deals almost exclusively with these consumers, yet Title V would lead to stripping their customers of essential consumer protections.

For that reason, while CFA generally supports clear and meaningful disclosure, we believe the issue here is much broader and urge this committee to delete Title V."



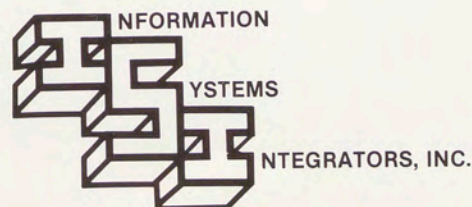
## SEEING IS RETRIEVING

All your basic rental facts:

- Rental current balance
- Payment history
- Past due accounts
- Inventory availability
- Inventory value
- Financial statements

with the **Integrated Rental Information System**  
on your **IBM PC/XT**

## SEEING IS BELIEVING



See us at APRO Booth 91

412 Melvin Ave., Racine, WI 53402 • (414) 681-1346



**feature**

# **Distribution To The Rental Industry**

Rental dealers have a choice as to how they buy their merchandise. They can buy direct from the manufacturer, from a distributor, or through a buying group. Which route a dealer chooses depends on many factors.

*By Lindy Vaughan*

**B**ud Green, owner of Kalamazoo Audio Video, uses a distributor when buying products for his operation in Michigan. "I only have one store and often only need to order a few units at a time. Many of the manufacturers don't want to sell only five units, so I have to go with my distributor. It means I pay a little more, but I don't have to warehouse a lot of merchandise."

Sometimes, regardless of the size or number of stores, a dealer must go through a distributor in addition to buying directly from the factory. Pat Flowers, owner of four ColorWorld stores in the Albuquerque area, buys only two lines of electronics products and has no choice as to which method she uses. The Sony line she carries must be purchased through a distributor. Pat doesn't mind because she is a strong believer in the worth of Sony products, but she prefers to deal factory-direct. "The prices are better and you can negotiate better deals, if you have a good relationship with your rep. Another advantage is that you get more compete funds and that can mean a much bigger profit margin," says Pat. She adds that the only problem associated with buying factory-direct is that you often have to wait longer for delivery.

The vice president of RTO in Sacramento, Ron Happe, prefers to work factory-direct as well. Ron talks about the education process that makes him prefer factory-direct. "The needs of a rental dealer are quite different from that of a retailer. Rental dealers tend to need more products from the middle price range and ones that are very durable. There is a lot of educating and explaining that has to be done to make manufacturers, as well as distributors, understand our needs. The translation can get lost when you have to work through a middleman." He adds another thought, "For the small independent rental dealer, though, working through a distributor can be an advantage because the dealer becomes a big account rather than the small one he would be to a manufacturer. The distributor will work a little harder to see that his goods get there when he needs them. It's a psychological and practical advantage that never hurts." Although Ron prefers dealing factory-direct for his RTO locations, he is hampered, like everyone else, by manufacturers who sell only through distributors.

Dynamic Distributing is the largest distributor of products to the rental industry exclusively. With locations in the four corners of the nation, Dynamic often has

the edge over the smaller, local distributors. Says Bernie Stevens, Director of Marketing, "A rental dealer usually pays a lot more to work with a local distributor. Our size makes us able to help the dealer bypass a lot of red tape and get larger orders quicker." He echoes the complaint that manufacturers don't respond to the rental industry. "They deal in 90% retail and only 10% rental. Many just don't understand the needs of the rental dealer because rental is not a big enough share of the market yet." Dynamic Distributing has taken on the challenge of meeting the rental dealers' needs by manufacturing its own line of televisions. Bernie describes the sets as being good for the rental industry because of their high quality, low price, and durability. When asked how the prices are kept so low he answers, "We sell zillions of them and sell to retailers as well as rental dealers."

Buying groups are a relatively new concept in American business. They have been formed as a means to buy factory-direct (where low prices and compete funds are available) and to create a bigger voice that has more "clout" with the manufacturers. The rental industry has

he says, "Higher volume begets better prices and services for the members."

Due to the large orders the group places with certain manufacturers, TRIB members can realize a savings of from 2% to 20% in price, and sometimes more. Plus, they are often guaranteed availability of product. To date, TRIB has cut some profitable deals and commitments with manufacturers such as Quasar, Marantz, Sharp, Fisher, Gold Star, Teknika, and Panasonic. "It used to be that we had to go knocking on manufacturer's doors," explains Mac, "but now they are coming to us."

What is perhaps more notable than the reduction in prices that the group is enjoying is the extension on warranties. "We have several TV and stereo lines with full warranties up to two years, and we are working to establish a washer/dryer line with an 18-month warranty. This is necessary and vital because the dealer needs to be covered for the usual period of time that he or she owns the product before it is sold to a rental customer," says Mac.

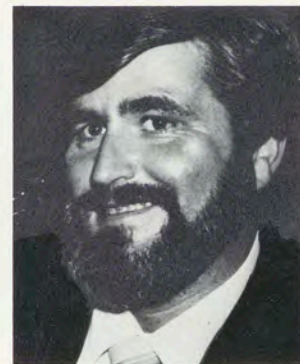
TRIB has 26 members to date. All are independent dealers with multi-locations scattered throughout the U.S. Mac says,



**Bernie Stevens**  
Dynamic  
Distributing



**Ron Happe**  
RTO



**Mac McCullar**  
TRIB

one such voice in the form of the TRIB Group (The Rental Industry Buying Group, Inc.), created a year ago this month. Mac McCullar is the non-profit organization's chairman of the board and chief administrator. He sums up the group's purposes: "Our main objective is to obtain the best pricing, warranties, and availability from manufacturers. To this end we negotiate with manufacturers for the best interest of the group, and we use projections from the members (obtained on a quarterly basis) in order to obtain commitments from manufacturers that benefit the members." In simpler terms,

"We are hoping to quadruple our membership at the APRO Convention this month." He explains that the requirements for membership are that a dealer must have a credit line of \$500,000, be a member of APRO in good standing, and be approved by the TRIB board of directors.

As the rental industry grows, it will be necessary for the big manufacturers to start responding to the specific needs and desires of rental dealers, distributors, and buying groups. At the rate of growth the rental industry is enjoying, it will only be a matter of time before its voice is heard in the din of the retailers. □

## Is Rental Easier Than Retail?

*continued from page 24*

that kind of customer relationship in retail. A product was sold and the customer disappeared out the door. It just wasn't personal enough for Bud.

**T**hat same sentiment is expressed by former retail associate Mac McCullar, who is now the owner of four My Rental Company stores in Lithonia, Georgia. "Retail is a dog-eat-dog business. Rental is more profit-oriented and more customer-oriented. It is a warmer, more personal working relationship."

If a rental dealer is enough of an entrepreneur to want to go into retail as well, that arrangement can have advantages. Barbara Hawkes of Hawkes Television in Westbrook, Maine, has owned both a rental and a retail store for years. Both stores are in one building, so the same delivery trucks and people are used for both stores, and one warehouse is used. She doesn't necessarily recommend the single-building concept and says, "Retail stores don't need to be in high-traffic areas with buslines nearby, but rental stores do." She recommends that each store be kept as a separate business entity. "Sure, the book-keeping is easier if you keep them under one company, but a word of caution from someone who's been caught in rental legal hassles — if you get sued for rental, you can lose the retail."

Pat Flowers, owner and manager of several ColorWorld rental stores in New Mexico, talks about the problems associated with keeping rental and retail oper-

ations under one roof. "Since I split up my retail and rental, the rental has just boomed." When asked about the negative aspect of customers making cost comparisons between rental and retail, Pat denied that that was the reason she separated her stores. "No! That has always been a bottom consideration. The major problem is that there has to be very high-end, fancy products in a retail store. If rental customers come into a rental/retail store and see that the expensive TV set with the buttons and bells all over it is not offered to them for rent, they feel like second-class citizens. They naturally want the top-of-the-line product. It's more appealing to them, and it is insulting to them to find that they can't rent it," explains Pat. "It's sort of like offering ten kinds of snacks to a toddler. The kid will naturally reach for the biggest, gooiest, most candy-coated piece, not realizing that it is a much worse selection than the unsalted peanuts or the plain old raisins. If they don't see it, they don't want it. Also, there's just too much selection in retail. The rental customer can get too confused about what he or she really wants when there are so many products to look at in one store. And yes, rental *is* better than retail. The profits are higher for the reasons I just explained — less selection and simpler products make for more sales."

**R**ather than opening a separate business, some dealers have recently added rental options to their retail business. "It saved me!" says Gary Snowden of Oscar Snowden's in Austin. Seven years ago, the company was about to go broke. So it began offering rental merchandise, and Gary claims to have doubled his profits. He confirms that collections is the major problem associated with rental, adding that service also is a problem because of wear and tear on merchandise. He got into and out of furniture rentals quickly. "We were throwing out three or four ruined couches a month." Now he handles the wear and tear problem by selling rental merchandise as soon as it is returned and offering only brand-new merchandise for rental. Asked if he would recommend rentals to other retailers, Gary says, "Only if they can handle the headaches of collec-



Bud Green  
Kalamazoo Audio Video

tions. It takes a certain type of person, someone who can stand their ground."

The subject of collections came up again when the owner of a local Austin appliance outlet was asked why he had not ventured into rentals yet. "Collections. We just don't have the set-up." He admitted, however, that in the past few years he's had to turn away a lot of customers with bad credit, and that he is looking closely at the rental business.

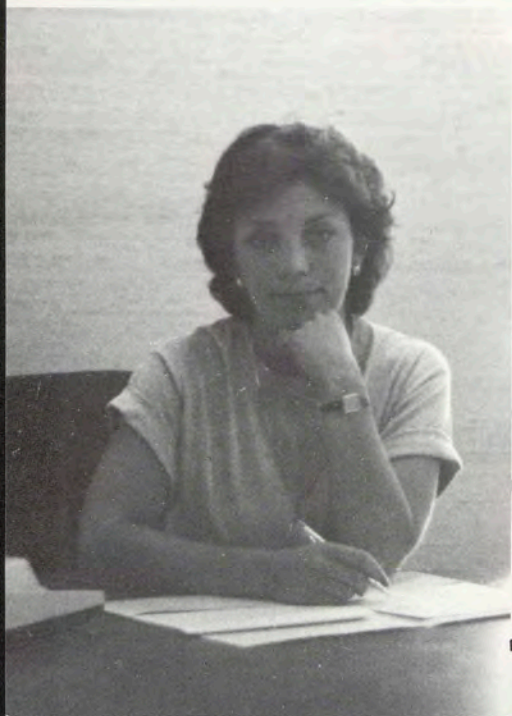
Some retail dealers claim that they will *never* go into rentals. Usually these are the folks who think that the term "rent-to-own" means "rent-to-rip-off." Says one such retail dealer, "Just look to the Good Book. We're not supposed to buy what we can't pay for." He adds, "Why do I want to get rich off of some poor folks?" He apparently is not well-informed about the modern rental customer.

**I**s rental easier than retail? That is a difficult question to answer; it depends on the angle of analysis. While rental can be much harder because of collection and service problems, it also offers more profit to the dealer. Rental also seems to be much more satisfying on a personal level, and personal satisfaction can often be the most important factor in a working person's life.

Rental is not easier than retail. Rental is better.

While some rental dealers may look to add a retail store as a quick sales outlet for barely-used products, the number of retail-to-rental conversions is likely to be much higher.

*Lindy Vaughan is a contributing editor on THE APPROACH staff.*



Pat Flowers  
ColorWorld  
New Mexico



# ASSOCIATION OF PROGRESSIVE RENTAL ORGANIZATIONS

May 23-24, 1984; Sea Pines Plantation, Hilton Head Island, South Carolina

## AUDIO CASSETTES

**4-1003A, B, C... ORGANIZING FOR RESULTS**  
Chuck Sims

**ORGANIZING THE COMPANY CLIMATE**  
*Philosophy - Values - Structure - Culture*

The Organizational Chart

**FINDING THE RIGHT PEOPLE**

The Job Specifications

*Skill Requirements*

The Recruiting Program

*Employment agencies vs. Do it yourself*

The Screening Program

The Interview

*Getting the right information*

*Pre-hire testing and profiling*

The Job Offer

*Make it pretty*

*The employment contract*

..... Three Tape Set \$24.00

**4-1004A, B... DEVELOPING HUMAN RESOURCES**

Job Introduction

*The Position Description*

*Standards of Performance*

*The first day*

*The Pygmalion Effect*

Training

*How to do the job today*

*Preparing for the future*

**THE FINAL TOUCH**

Progress reviews

Appraisals

Human Resource Utilization

*Skills inventory*

Acknowledgment - A Managers Most Powerful Tool

..... Two Tape Set \$17.00

**4-1005A, B, C... LEGAL ISSUES FOR STORE MANAGERS**

Ed Winn

- Discrimination laws and hiring store employees

- Workman's Compensation Laws - an overview

- How to handle employee complaints about Discrimination, Sexual Harassments, Employee Benefits, Salary

- Letting employees go legally

- Payroll Problems: Wage and Hour Laws

- Handling customer complaints

- Telephone calls or letter from Legal Aid lawyers - What do I do next?

- Recovering property legally. Collection Do's and Don't's

..... Three Tape Set \$24.00

**4-1006A, B, C... GETTING THE MOST OUT OF STORE EMPLOYEES**

Barry Gambini & Bud Holladay

- Setting goals in the store to help employees know where they are going

- Tricks of the trade to increase employee motivation

- Doing it all yourself? How to make the move from doing to supervision

- How to make changes for the better, instead of for the worse

- Using action plans to get top results

- Supervisor attitudes that make or break employee morale

- The Foundations of management

- Guidelines for measuring performance

- Opening the channels of communication

- How rental stores develop and change over time. How those changes affect store employees

- How to find out what employees expect from their work; how to meet those expectations

- How to discipline employees; analyzing common discipline problems

- Learning how to listen

- Using and understanding body language

..... Three Tape Set \$24.00



5% charge for billing.

A.R.S. will replace returned defective tapes for one year from date of purchase. Send \$2.00 for postage and handling.

### Assoc. of Progressive Rental Org.

1866 Interfirst Bank Tower  
Austin, TX 78701

Each Tape..... \$8.50  
COMPLETE SET..... only \$82.50  
(Includes a FREE Cassette Storage Album!)  
Postage & Handling..... \$2 for 1-3 Tapes;  
\$4 for 4 or more.

4-1003A,B,C

4-1004A,B

4-1005A,B,C

4-1006A,B,C

COMPLETE SET

Please send me the tape numbers I've circled above. I've enclosed \$ \_\_\_\_\_ for \_\_\_\_\_ tapes, plus \$ \_\_\_\_\_ postage and handling, a total of \$ \_\_\_\_\_ (my check # \_\_\_\_\_), payable to Assoc. of Progressive Rental Organizations (Note: Payment must accompany order).

VISA

MASTERCARD

AMERICAN EXPRESS

NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

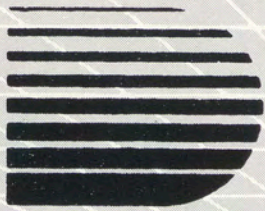
NAME/COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

Produced by Audio Recording Services of Las Vegas



# DYNAMIC

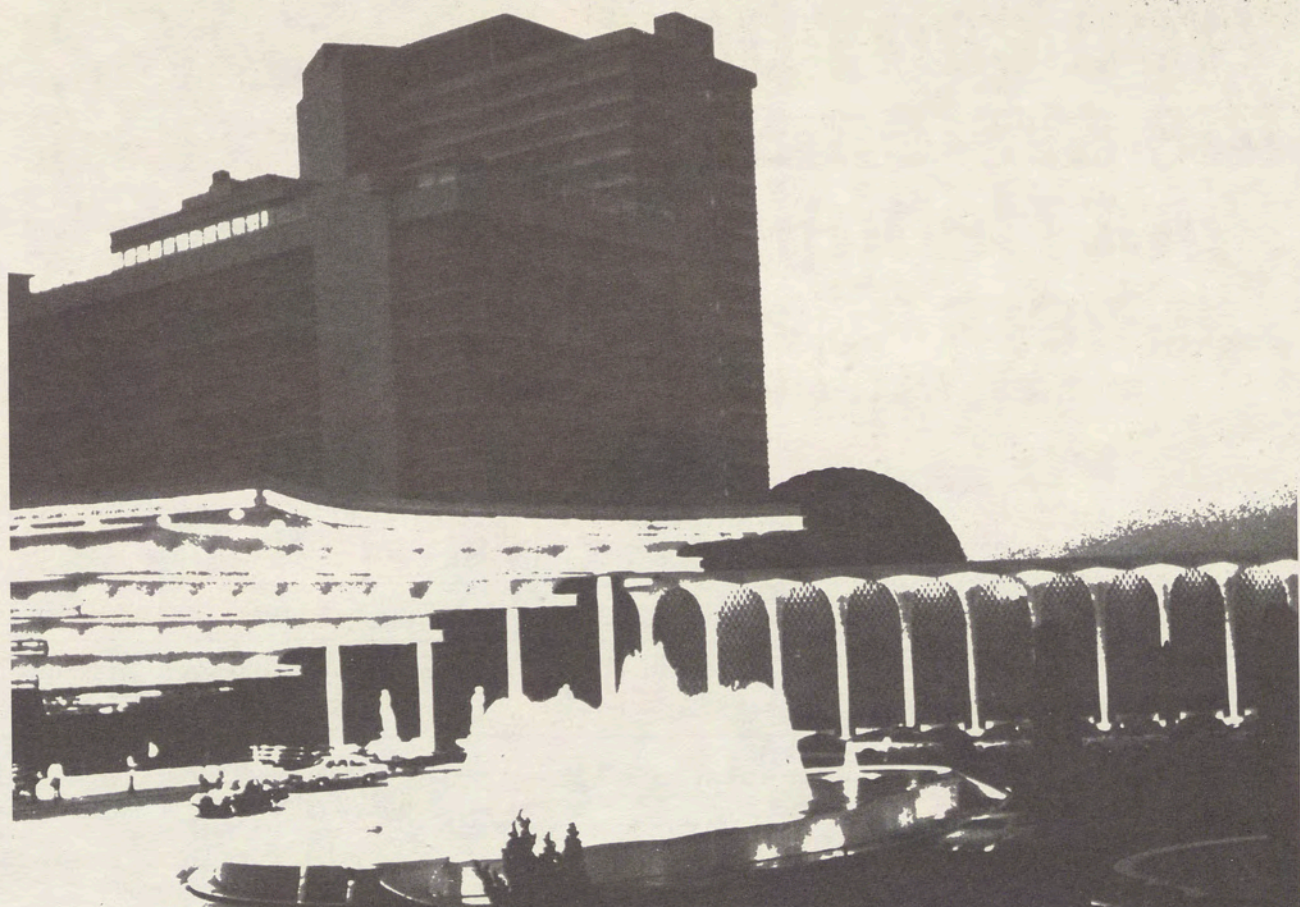
## **NOW . . . THE GUYS WITH THE BEST SERVICE HAVE THE BEST PRICES**

Dynamic is a full line Rental Supplier. One call does it all, we distribute console and portable T.V., name brand stereo from 10 to 100 plus watts, washers and dryers both full size and mini, electric and gas ranges, small and large chest freezers, microwave ovens, furniture and a new and improved line of speakers featuring the WHOMPER. If you rent it — we have it.

### **Why DYNAMIC and not manufacturer direct?**

Dynamic delivers faster, our pricing is as low as or lower than the manufacturers, we service what we sell and supply you with a toll free number for parts and service . . . Plus we have a working knowledge of the Rental Industry. Dynamic deals exclusively with Rental Dealers nationwide and we stay abreast of all changes and innovations in the industry.

**When Quality, Price and Service Count . . .  
Count on DYNAMIC'S**



APRO 1984 CONVENTION  
— WINNING —  
IN THE 80'S

# SHOW GUIDE

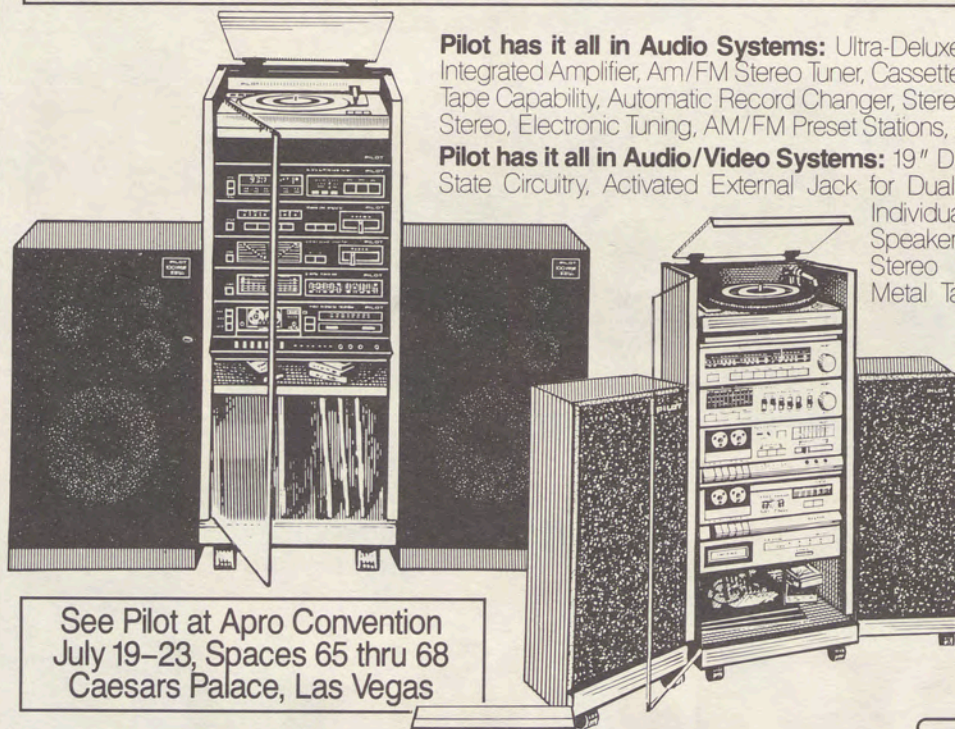
# "You can't beat the systems at Pilot Rental Dealers"

says Jerry Zarin  
Pres., Pilot Audio Systems

"Audio innovations/New Design Features/  
New Electronics...are rushed to Pilot Rental  
Dealers to keep them ahead in the rental  
industry. That's important! This up-dating of  
products keeps sales moving up."



## NEW PRODUCT UP-DATE FOR PILOT RENTAL DEALERS!



See Pilot at Apro Convention  
July 19-23, Spaces 65 thru 68  
Caesars Palace, Las Vegas

**Pilot has it all in Audio Systems:** Ultra-Deluxe 3-Way and 4-Way Systems with Integrated Amplifier, Am/FM Stereo Tuner, Cassette Tape Recorder/Player with Metal Tape Capability, Automatic Record Changer, Stereo Graphic Band Equalizer, 8-Track Stereo, Electronic Tuning, AM/FM Preset Stations, and Concert Hi-Fidelity Speakers.

**Pilot has it all in Audio/Video Systems:** 19" Diagonal Color Picture. 100% Solid State Circuitry, Activated External Jack for Dual Channel Sound Through Each

Individual Hi-Fidelity Concert Stereo Speaker, AM/FM Multi-Plex Tuning, Stereo Cassette Player/Recorder with Metal Tape Capability, 5 Band Graphic Equalizer Display, LED Audio Power Meter, Semi-Automatic Record Player, LED Record Level Meter, and Matching Pair of Hi-Fidelity 33" Speakers.

SERVICE STATIONS COAST-TO-COAST

FLOOR PLANNING PROGRAM

CREDIT TERMS AVAILABLE

SHIPPING POINTS

ATLANTA • DALLAS • CHICAGO

LOS ANGELES • NEW YORK

### PILOT

■ ■ AUDIO SYSTEMS ■ ■

NATIONAL TOLL-FREE NOS. 1-800-527-6422 • 1-800-223-3501  
TEXAS TOLL-FREE 1-800-492-4180 • NEW YORK STATE 212-257-7000

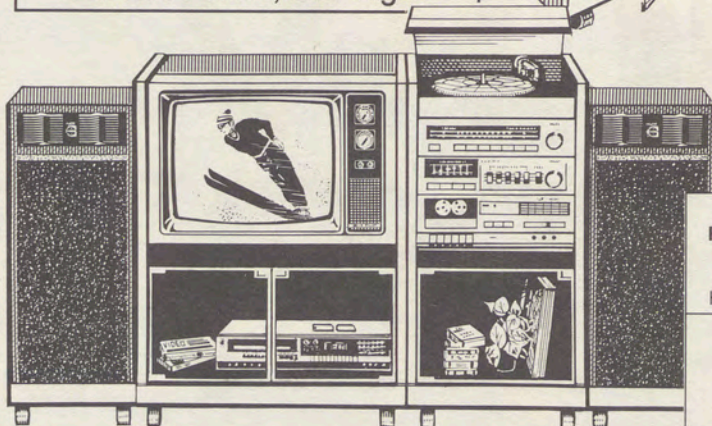
**HIGH POINT  
FACTORY SHOWROOM**  
Space 306  
Furniture Plaza Building  
High Point, North Carolina

**NEW YORK  
FACTORY  
SHOWROOM**  
World Headquarters  
Brooklyn, New York

**SAN FRANCISCO  
FACTORY SHOWROOM**  
Space 310  
Mart #2 Building  
San Francisco, California

**DALLAS  
FACTORY SHOWROOM**  
Space 425  
World Trade Center  
Dallas, Texas

**ATLANTA  
FACTORY SHOWROOM**  
Space 20A6  
Atlanta Merchandise Mart  
Atlanta Georgia

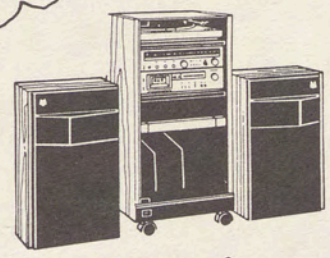


*Is Buying Power  
Directly Related To Price?*

*Is There A Better  
Way To Buy?*

*Warranties?*

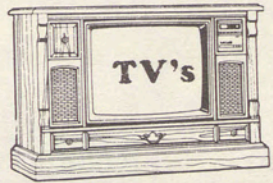
*Availability of Product?*



**Stereo's**



**Washers  
& Dryers**



**TV's**

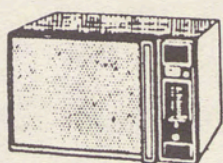
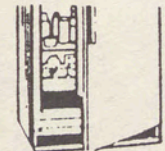
**NAME BRANDS**

*Ever been told you've  
got the best deal around . . .  
then saw it advertised  
below your cost?*

*Is availability of  
Product important  
to you?*



**Refrigerators**



**Microwaves**



**Video Recorders**

**FURNITURE**

**TRIB Group Ltd.**

**THE RENTAL INDUSTRY BUYING GROUP**

*"Governed By The Members For The Members"*

We, the members of TRIB GROUP offer qualified Rental Dealers the opportunity to unite with us for the best pricing, warranties, and availability of merchandise.

**BOOTH # 3**

**SUITE #** ASK AT THE APRO DESK

**“SPECIALIST IN SERVING”  
RENT-TO-OWN**

**See Us At  
Booths No. 18 thru 25**

**“YOUR COMPLETE  
FURNITURE SUPPLIER”**

**“the answers  
to your questions about  
renting furniture”**

**BEEF OR BULL?**

THESE DAYS, EVERYBODY CLAIMS TO BE AN EXPERT IN RENT-TO-OWN. BUT IF YOU AGREE THAT TAKING CARE OF BUSINESS MEANS MORE THAN JUST PRINTING UP FLASHY AD COPY, THEN GIVE US A CALL AT **FRS**.

WE SPEAK YOUR LANGUAGE. RENT-TO-OWN.

CALL 214-788-0884



FROM THE PEOPLE WHO'VE OWNED AND OPERATED RENT-TO-OWN  
STORES ACROSS AMERICA SINCE 1968

**“quality furniture”**

**“Sales and service staff has over 30 years experience in the  
furniture rental industry.”**

**“Delivery service available coast to coast.”**

**“FLOOR PLANNING PROGRAM  
CREDIT TERMS AVAILABLE”**

**“Rent-To-Own Furniture Specialists With Over 50 Years Experience”**

# Ad Index

Berry .....	17
CASS .....	16
Cooler Corporation of America .....	21
Dixieland Consolidation Services (DCS) .....	7
First National Computer Corporation .....	9
Furniture Rental Systems (FRS) .....	4
High Touch .....	43
Insurance Mart .....	20
Kenwood .....	40
Marshall-Williams .....	28
National Parts Center .....	39
Oakland Furniture .....	24
Philco .....	12
Pilot Audio Systems .....	2
Rental Sales Software Systems .....	13
Southern Case .....	44
TRIB .....	3
Zenith .....	32

# Contents

IN THIS ISSUE

- 6** Welcome Message
- 8** Convention Program
- 10** Booth Index/Floor Plan
- 14** Seminar Programs
- 18** Spouse Programs
- 19** Tournament Fun
- 26** Las Vegas Points of Interest
- 29** Exhibitor Index
- 33** Product Index
- 37** Appointments
- 38** Notes
- 41** Registration
- 42** Air Transportation

**APRO HEADQUARTERS**  
1866 InterFirst Tower  
Austin, TX 78701  
512-478-6521

**GLOBAL ENTERPRISES**  
Box 1907  
Austin, TX 78767  
512-327-8210  
Outside Texas:  
800-531-5139  
Mary Bailey

**CAESAR'S PALACE**  
3570 Las Vegas Blvd.  
Las Vegas, NV 89109  
702-731-7110  
800-634-6581

**GREYHOUND EXPOSITION SVCS.**  
1624 Mojave Road  
Box 42669  
Las Vegas, NV 89104  
702-382-3148  
Myrna Rogers



Association of  
Progressive Rental Organizations

**APRO STAFF**

Executive Director/General Counsel  
Edward L. Winn III  
Director of Communications  
Elizabeth T. Johnston  
Director of Membership  
Susan P. Hinkley  
Director of Meetings and Conventions  
Alice R. Bruton  
Administrative Assistant  
Shirley J. Nelson  
Publications Assistant  
Lindy Vaughan

**OFFICERS AND DIRECTORS**

**BOARD OF DIRECTORS**

John H. "Jack" Callender, Jr.  
Television Management, Inc.  
New Orleans, Louisiana  
Glenn Davis  
Compu/Rent, Inc.  
Fair Oaks, California  
Tom Devlin  
Mid-America Leasing  
Wichita, Kansas  
Haskell Dighton  
Big "C" Rentals  
Ardmore, Oklahoma  
Alan Dobzinski  
The Rental Experts, Inc.  
Hamden, Connecticut  
Frank Ellsworth  
Key Rental, Inc.  
Biloxi, Mississippi  
Patricia Flowers  
Color World TV Rental, Inc.  
Albuquerque, New Mexico  
Barry Gambini  
Rent-To-Own Corporation  
Visalia, California  
Stephen Grauel  
Mr. Steve's, Inc.  
Ardmore, Oklahoma  
R. C. "Bud" Holladay  
ABC Rentals, Inc.  
Dallas, Texas  
Rozanne Flatt  
First National Computer Corp.  
Dallas, Texas  
J. Burt McCann  
Elcan Investments, Inc.  
Mobile, Alabama  
Edward Mohanna  
Cari TV & Appliance Rentals, Inc.  
Omaha, Nebraska  
Dennis Palmquist  
DLP, Inc.  
Austin, Texas  
Charles D. "Chuck" Sims  
Remco Enterprises, Inc.  
Houston, Texas  
Robert White  
Crown Leasing Corporation  
Texarkana, Texas

**EXECUTIVE COMMITTEE**

Chairman/President  
Barry Gambini  
Immediate Past President  
R. C. "Bud" Holladay  
Vice-President  
John H. "Jack" Callender, Jr.  
Vice-President  
Edward Mohanna  
Secretary  
Glenn Davis  
Treasurer  
Dennis Palmquist  
Legal Counsel  
Edward L. Winn III



PRO wants to invite rental dealers back to Caesar's Palace in Las Vegas for its 4th Annual Convention, July 19-23. Last year, rental dealers from all over the country, some 900 strong, spent four days attending seminars, visiting with exhibitors, and enjoying the sights and activities of Las Vegas. This year's show promises to be even bigger and better.

1984 is going to be a landmark year for the rental industry. This year's convention is going to showcase the progress that has been made and focus on what the industry is already doing . . . "Winning in the 80s."

There will be two days of APRO programs and seminars, which have historically been professionally run and well-attended. Programs this year will focus on computerizing rental operations and reports from dealers and others who have had successes with state legislators. We are hoping for good news from Washington, and, in any case, APRO attorneys will be on hand to give the latest update. Dealers can also learn about financing alternatives, valuing a rental store for sale or purchase, leased property insurance, and other timely topics. All in all, dealers can get in up to eight solid hours of information-packed programs designed specifically for the rental-purchase industry.

It's not all school, however. There is, of course, the exhibition. This year with over 150 booth spaces showcasing suppliers to our growing industry. The number of suppliers looking carefully at our industry is growing weekly. Many suppliers who have made a substantial commitment to getting a piece of the rental market will be there for the first time. Long-time friends of APRO and the industry will be showing new models and product lines.

It would not be an APRO convention without a number of memorable social events. This year's highlight is a gala dinner and *formal* dance with full orchestra. You won't be kicked out if you don't have a tuxedo, but for those of you who like to dress up, here's your chance. (Incidentally, you will be able to rent formal wear at the hotel.) We also have a newcomer's party for new APRO members, first-time conventioners, and anyone else who wants to drop by and say hello. We also have golf, tennis, and racquetball tournaments for the sports enthusiasts.

We want dealers to bring their families if they are able as we have set up a host of activities to keep them entertained while they are there. Ladies' highlights include an APRO Brunch and Fashion Show at Neiman-Marcus. We also have backstage tours of a major Las Vegas Follies Revue, side trips to the Grand Canyon, and Hoover Dam, and a repeat of the "Color-Me-Beautiful" seminar, which was so successful last year.

We are expecting a crowd, so you will want to make reservations early. We want you all to make plans to meet in Las Vegas in July. Find out what's happening in your industry and enjoy a fun-filled four days at the same time. Please come and join us for our best convention ever.

# DCS

## **YOUR COMPLETE FURNITURE SUPPLIER**

### **TEN REASONS WHY**

- 1. We carry a complete line of quality furniture warehoused at all times.**
- 2. Fast delivery with multi-stops per truck on our own fleet of trucks.**
- 3. Delivery service available coast to coast.**
- 4. Complete room groupings of bedroom, living room, and dining room for easy inventory control.**
- 5. One invoice for easy processing, less paperwork.**
- 6. Line-up catalogs available for every store location.**
- 7. Sales and service staff has over 30 years experience in the furniture rental industry.**
- 8. Sales seminars, in-store training, showroom set-up, and advertising material available.**
- 9. Counseling advice on any or all aspects of furniture rental available (free of charge).**
- 10. Toll free watts lines make it easy and economical to reach our sales and service departments.**

**Call (800) 523-4661**

# DCS

Dixieland Consolidation Service

# Day-By-Day Program

## THURSDAY, July 19

9 am-7 pm	Registration
12 noon-8 pm	Exhibitor Set-up
5:30 pm	APRO Board Meeting
7 pm-10 pm	Newcomer's Night-drinks and dancing to a live band with special welcome to first-time APRO conventioners

## FRIDAY, July 20

9 am-5 pm	Registration
10 am-12 noon	Keynote Address
12 noon-6 pm	Exhibits Open
1 pm-3 pm	Color-Me-Beautiful (complimentary spouse program)
4 pm-6 pm	Color-Me-Beautiful (repeat session)
1 pm-6:45 pm	APRO Seminars: Computerizing Rental Stores Insuring Rental Property Franchising Rental-Purchase Legal Developments Advertising and Marketing Rental-Purchase Furniture Rentals Consumer and Media Relations Buying and Selling Rental Stores Growth and Expansion Financing Alternatives Elements of Personnel Training-Pay and Performance Managing Stress
7 pm-9 pm	Grand Opening Cocktail Party

## SATURDAY, July 21

9 am-6 pm	Exhibits open
8 am-12 noon	Neiman-Marcus Brunch & Fashion Show (complimentary spouse program)
Afternoon	Keg Party & Ice Cream Bar in Exhibit Hall (complimentary)
6 pm	APRO Dinner Show at MGM Grand (ticket purchase: limited space available)

## SUNDAY, July 22

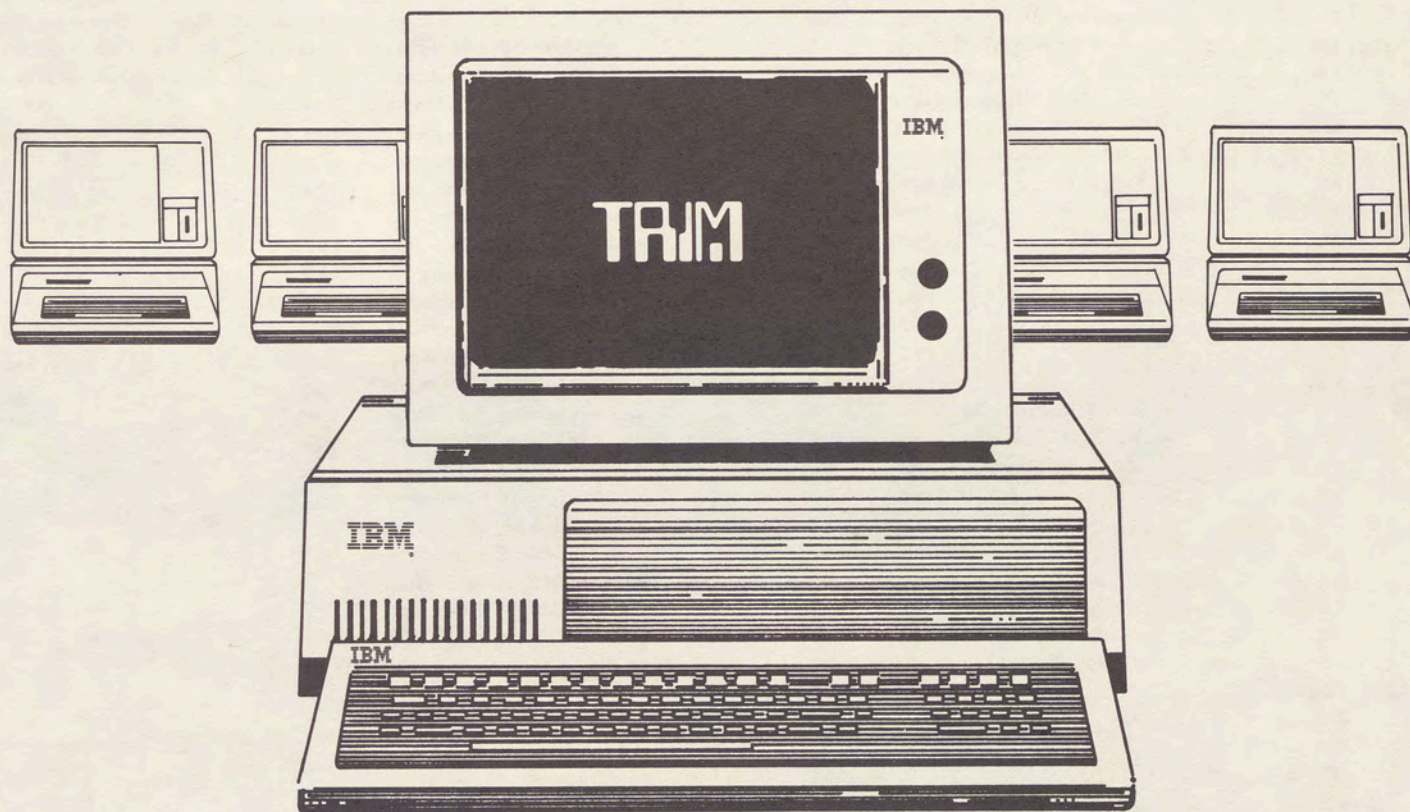
9 am-6 pm	Exhibits Open
10 am-12 noon	APRO Business Meeting and Elections
10 am-2 pm	Hoover Dam Tour (ticket purchase)
10 am-4 pm	Grand Canyon Tour (ticket purchase)
10 am-1 pm	Back Stage Tour of the Follies (ticket purchase) (bus transportation from hotel provided for all tours)
All Day	Golf, Tennis and Racquetball Tournaments (court and green fees not included in registration)
2 pm-5 pm	Microwave Cooking & Marketing Seminar
8 pm-9:30 pm	APRO Gala Dinner
9:30 pm-10 pm	APRO Awards and New APRO Board Presentation
10 pm-1 am	Black-Tie Formal Dance with Orchestra (tuxedo fittings available at hotel)

## MONDAY, July 23

8 am-12 noon	Exhibit Break-Down
9 am-11:45 am	Seminars-Repeat sessions Consumer and Media Relations Legal Developments Furniture Rentals Advertising and Marketing Rental Purchase Elements of Personnel Training — Pay and Performance
10 am-12 noon	New APRO Board Meeting
12 noon-2 pm	Sponsor/Exhibitor Wind-Down Thank You Party and 1985 Sign-Up

Visit Us At The APRO Convention in Booths 100, 101, 112 & 113

# Why settle for just any computer system when you can have TRIM?



TRIM, The Rental Industry Manager, is the most complete and hard-working computer system you can buy. Designed exclusively for the needs of the rental industry, TRIM can efficiently manage every aspect of your business from deliveries, agreements and customer files to inventory, expenses, receipts and accounting. Here are just a few of the TRIM advantages:

**Easy to Use** Menus, function keys and help key provide on-the-spot assistance. Exclusive color CRT and windowing display make it easy to read more data at once.

**Fast and Accurate** TRIM provides automatic daily reports, error-free agreements, inventory records and point-of-sale data collection as well as the convenience of one-entry updates for all related records.

**Highly Flexible** Customer-specified parameter tables allow the system to be tailored to your

requirements. Data may be searched by any number of variables. And TRIM adapts to single- or multiple-store operation.

**Fully Integrated** Effective communication between home office and individual stores means you have fast, accurate information for management decisions.

**Advanced Technology** TRIM is based on the highly reliable IBM PC-XT and uses fixed, hard disk storage. Its dual printer operation provides flexibility, control and backup.

TRIM is a product of First National Computer Centers, a computer company with the most extensive experience in the rent-to-own industry. In fact, we use the TRIM system in our own computer rental operations. To learn how we can put TRIM to work for you, quickly and economically, contact **Mike Sheriff** at the address and phone number below.



**First National  
Computer Corporation**

4843 Keller Springs Road Dallas, Texas 75248 (214) 380-8700

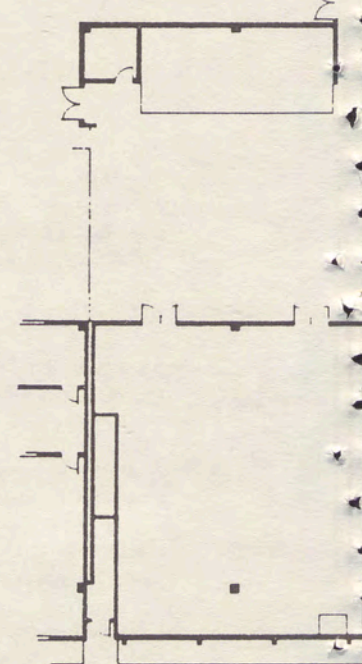
# Floor Plan

AS OF 6-25-84

- 1..... Insurance Mart
- 2..... Borg-Warner
- 3..... TRIB
- 4..... Chesterfield Furniture
- 5..... APRO
- 6..... APRO
- 7..... APRO
- 8..... APRO
- 9..... Three Star Manufacturing
- 10..... Three Star Manufacturing
- 11..... Three Star Manufacturing
- 12..... Three Star Manufacturing
- 13..... Three Star Manufacturing
- 14..... Samp Corp
- 15..... Sampo Corp
- 16..... Curtis Mathes
- 17..... Curtis Mathes
- 18..... FRS
- 19..... FRS
- 20..... FRS
- 21..... FRS
- 22..... FRS
- 23..... FRS
- 24..... FRS
- 25..... FRS
- 26..... R.T.O. In-Store Systems
- 27..... R.T.O. In-Store Systems
- 28..... R.T.O. In-Store Systems
- 29..... Fab-U-Gard
- 30..... General Electric
- 31..... General Electric
- 32..... Southern Case, Inc.
- 33.....
- 34..... Goldmont Furniture
- 35..... Goldmont Furniture
- 36.....
- 37.....
- 38.....
- 39.....
- 40.....
- 41.....
- 42.....
- 43.....
- 44.....
- 45.....
- 46.....
- 47.....
- 48.....
- 49.....
- 50.....
- 51.....
- 52..... Consolidated Consumer

- 53..... Pro Audio Distributing Co.
- 54..... Pro Audio Distributing Co.
- 55..... Teknika Electronics
- 56..... Teknika Electronics
- 57..... RCA Sales
- 58..... RCA Sales
- 59..... RCA Sales
- 60..... B & F System
- 61..... B & F System
- 62..... Mohawk Finishing Products
- 63..... Key Rentals, Inc.
- 64..... Whirlpool Corporation
- 65..... Pilot Audio Systems
- 66..... Pilot Audio Systems
- 67..... Pilot Audio Systems
- 68..... Pilot Audio Systems
- 69..... Dynamic Distributors, Inc.
- 70..... Dynamic Distributors, Inc.
- 71..... Dynamic Distributors, Inc.
- 72..... Dynamic Distributors, Inc.
- 73..... Marshall-Williams
- 74..... Dixieland Furniture
- 75..... Dixieland Furniture
- 76..... Dixieland Furniture
- 77..... Dixieland Furniture
- 78..... Dixieland Furniture
- 79..... Dixieland Furniture
- 80..... Dixieland Furniture
- 81..... Dixieland Furniture
- 82..... Computer Diversified Services, Inc.
- 83..... Dynamic Distributors, Inc.
- 84..... Dynamic Distributors, Inc.
- 85..... Dynamic Distributors, Inc.
- 86..... Dynamic Distributors, Inc.
- 87..... American Bankers Insurance Co.
- 88.....
- 89.....
- 90.....
- 91..... Information Systems Integrators
- 92..... Gerber Industries
- 93..... Ben Elliott and Associates
- 94..... Rental Sales Software Systems
- 95..... Rental Sales Software Systems
- 96..... Old American Fire Insurance Co.
- 97..... Speed Queen
- 98..... Brockwood
- 99..... Saf-Write Forms
- 100..... First National Computer Corp.
- 101..... First National Computer Corp.
- 102..... Philco
- 103..... Philco
- 104..... Philco
- 105..... Philco
- 106..... Philco
- 107..... Gallery Rental

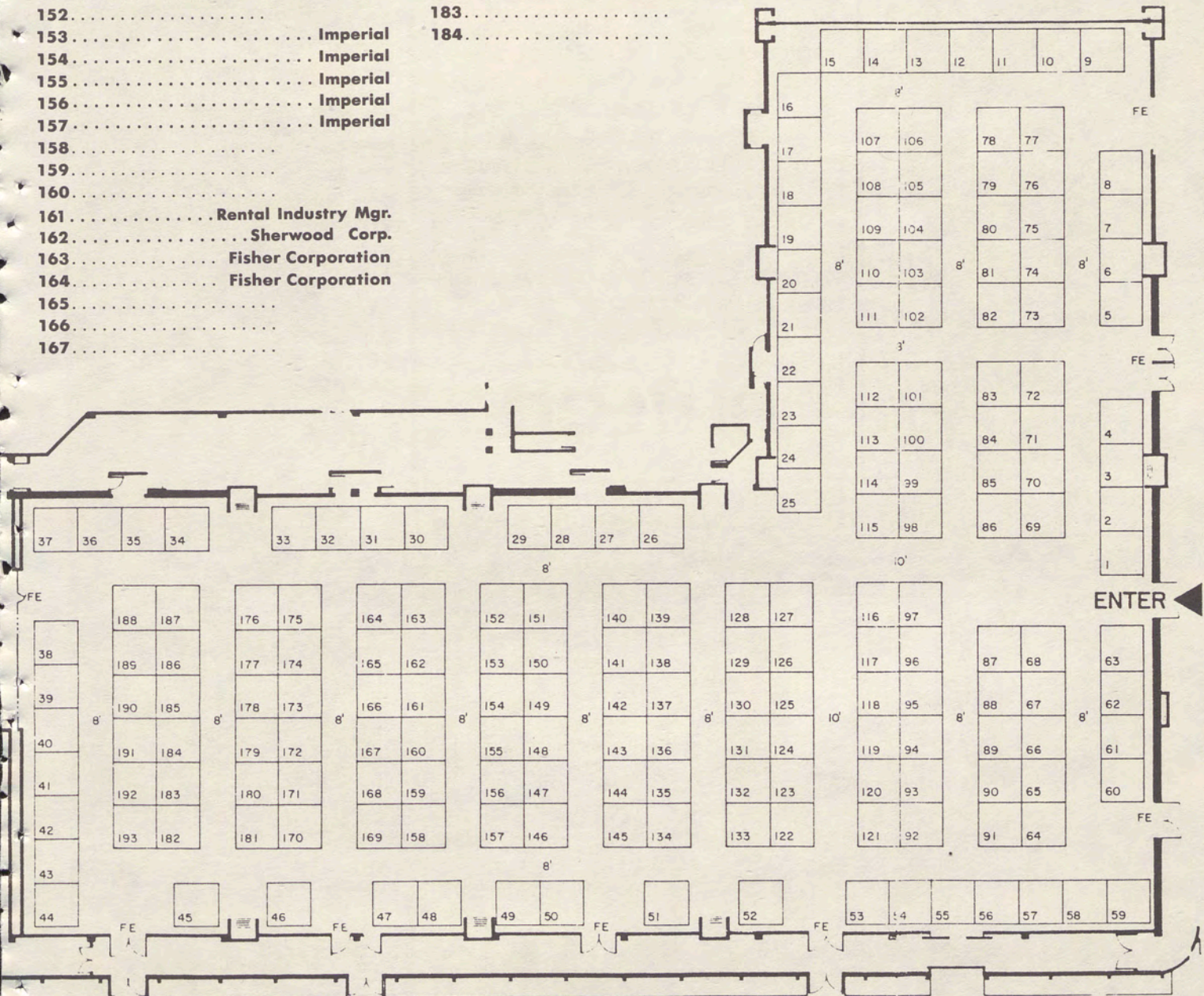
- 108..... Gusdorf Corporation
- 109..... Gusdorf Corporation
- 110..... Gusdorf Corporation
- 111..... Gusdorf Corporation
- 112..... First National Computer Corp.
- 113..... First National Computer Corp.
- 114..... Oakland Furniture Mfg. Co.
- 115..... Brockwood
- 116..... Speed Queen
- 117..... Dean Wilkerson & Associates
- 118..... Dean Wilkerson & Associates
- 119..... Dean Wilkerson & Associates
- 120..... Dean Wilkerson & Associates
- 121..... Dean Wilkerson & Associates
- 122..... National Parts
- 123..... Cass Systems
- 124..... Cass Systems
- 125..... Zenith
- 126..... Zenith
- 127..... Zenith
- 128..... H.H. Scott
- 129..... H.H. Scott
- 130..... Star Products
- 131..... Star Products
- 132..... Star Products
- 133..... Star Products
- 134..... Panasonic
- 135..... Panasonic
- 136..... Panasonic



- 137..... Ashley Furniture Corporation
- 138..... Charles Spradlin & Associates
- 139..... Charles Spradlin & Associates
- 140..... Charles Spradlin & Associates
- 141..... Charles Spradlin & Associates
- 142..... Kings Port Corp.
- 143.....
- 144.....
- 145..... Star Sales
- 146.....
- 147.....
- 148..... Quasar
- 149..... Quasar
- 150..... Southwest Business Systems
- 151..... United Services Adm.
- 152.....
- 153..... Imperial
- 154..... Imperial
- 155..... Imperial
- 156..... Imperial
- 157..... Imperial
- 158.....
- 159.....
- 160.....
- 161..... Rental Industry Mgr.
- 162..... Sherwood Corp.
- 163..... Fisher Corporation
- 164..... Fisher Corporation
- 165.....
- 166.....
- 167.....

- 168.....
- 169.....
- 170.....
- 171.....
- 172.....
- 173.....
- 174.....
- 175..... High Touch
- 176..... High Touch
- 177.....
- 178.....
- 179.....
- 180.....
- 181.....
- 182.....
- 183.....
- 184.....

- 185.. Ford Motor Co./Borg-Warner Vehicle Leasing
- 186.. Ford Motor Co./Borg-Warner Vehicle Leasing
- 187.. Ford Motor Co./Borg-Warner Vehicle Leasing
- 188.. Ford Motor Co./Borg-Warner Vehicle Leasing
- 189.. Ford Motor Co./Borg-Warner Vehicle Leasing
- 190.. Ford Motor Co./Borg-Warner Vehicle Leasing
- 191.....
- 192.....
- 193.....
- 194.....
- 195.....



# CAESARS PALACE

ig. dropes.  
pets. \$389/mo. Dep. 991-634.

# FOR RENT: PHILCO

At Philco, we have exactly what Rental customers and store owners are looking for.

Quality at attractive prices.

We offer ultra-sharp Color and B&W TVs from small AC/DC models to the large 40" VividScreen, portable and tabletop VCRs, and great-sounding Stereos. Plus something extra: a name that's been known for years.

If you'd like to know more, talk to Ken Gay at (615) 521-4711.

## PHILCO

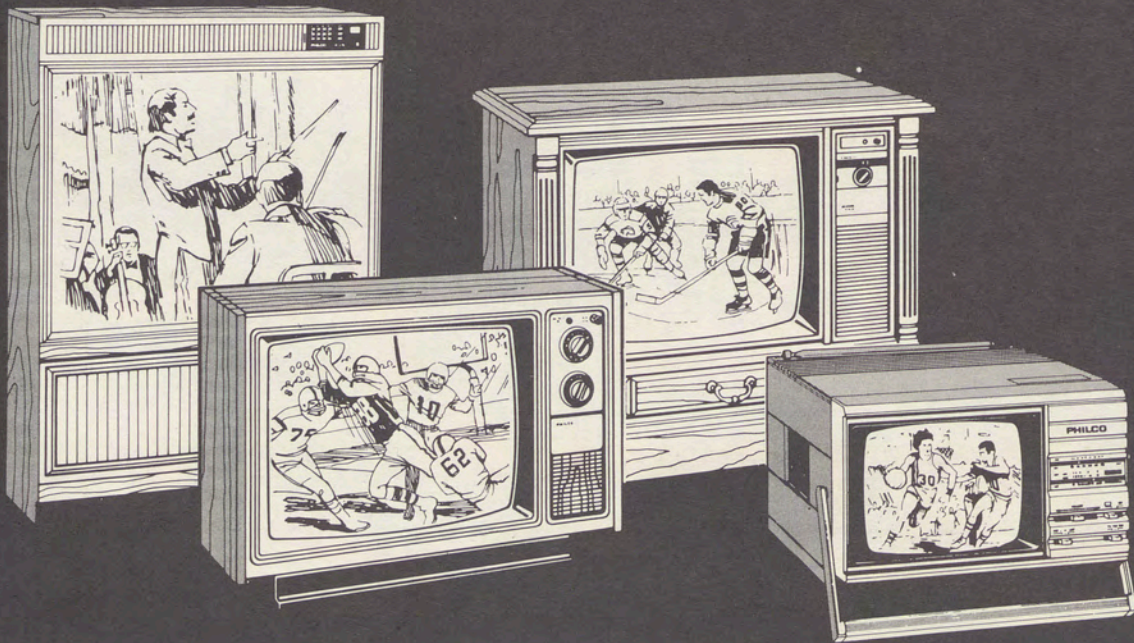
N.A.P. Consumer Electronics Corp.

Cedar Lane, Merchants Road

Fr  
de  
se  
fr  
or  
lo  
ho  
sh  
av  
Fr  
me  
20

\$1  
wh  
lot  
TY  
M  
S  
se  
de  
ea

N





# Are you ready for the necessity of change?

---

## When it comes to software

rent to own, movie club, sales & inventory,  
we've got it & we've got it good.

---

Some Rental Companies have a nose for great rental software.

Curtis Mathes Dealers, Colortyme and Independent Rental Dealers use RSSS Software.

From the West Coast to the East Coast, from the Northwest to the Southwest, Rental Dealers Use our Rental Software, Movie Club Software, Sales & Inventory Software.

Nearly 100 store locations in operation using Rental Sales Software Systems. Some since 1979.

Curtis Mathes franchise dealers have Exclusive Rights to Sales and Inventory Software in their cities of responsibility.

Rental & Sales Software Systems with on line multiple location software is available for All Rental, Lease, and Movie Club Dealers.

The RSSS package includes TI hardware, software license, initial training, continuing support and updates. This package has been in use since 1979.

The RSSS Software will be available to see at July APRO Convention in Las Vegas at booths 95 and 96.

For information and availability in your area, Call collect to Rental-Sales Software Systems.

512-851-8709

# RSSS

RENTAL & SALES SOFTWARE SYSTEMS

RENTAL & SALES SOFTWARE SYSTEMS

4707 Everhart, Suite 102  
Corpus Christi, Texas 78411

512-851-8709

# Seminar Description

The seminars this year are styled with short sessions in small workshop groups to allow group discussion. Here's a list of topics, descriptions, and speakers.

## Media and Consumer Relations

*Terry Washburn, Director of Consumer Affairs  
Remco Enterprises  
Houston, Texas*

Mr. Washburn will discuss how rental companies can enhance the image of the business with local newspapers, TV and radio stations, and consumer groups. He will show examples of television interviews, pointing out dos and don'ts of dealing with the press. In this era of increasingly focused attention on the rental business, every dealer needs to know how to maximize beneficial exposure and how to thwart reporters looking for "consumer rip-off" news.

## Rental Customers in Bankruptcy

*Jimmy Walker, Partner  
Law Firm Surrency, Choate & Walker  
Augusta, Georgia*

Mr. Walker will discuss with rental dealers how to recover merchandise when a rental customer has declared bankruptcy. Mr. Walker brings with him several years of experience as a trustee in bankruptcy in the Southern District of Georgia. He has also successfully represented rental dealers in bankruptcy court on several occasions. Mr. Walker will outline the steps that dealers can take in order to recover property being held by bankruptcy trustees.

## Buying and Selling Rental Stores

*Phil Baker, Partner  
Accounting Firm Baker & Baker  
Dallas, Texas*

Mr. Baker will discuss with rental dealers a topic on everyone's mind — how to buy and sell rental stores. Mr. Baker has done accounting work for Jim Graham for several years and was instrumental in structuring the Remco purchase, the largest single purchase of rental stores in the history of the industry. He will give tips on evaluating rental stores, from both the buyer's and seller's point of view. He will explain what to look for when considering a purchase and how to put a store's best foot forward when putting it on the block.

## Advertising and Marketing Rental-Purchase

*Ken Nay, President  
Ken Nay Advertising, Inc.  
Cincinnati, Ohio*

Mr. Nay will give rental dealers tips on how to market the business. He will discuss with dealers overall advertising campaigns and strategies, including what media to use, how much to pay, when to advertise, and other features that make advertising in the rental-purchase industry distinctive. He will also discuss store layouts and point-of-sale merchandising to help dealers get customers into the store and to help them close the deal.

## Growth and Expansion Financing Alternatives

*Harry Polland, Vice President Retail Credit  
American National Bank  
Bakersfield, California*

Rental dealers have often been plagued with the problem of getting adequate financing to support their businesses, particularly their plans for expansion. Mr. Polland brings with him several years' experience in making commercial loans. He will explain to dealers how a loan committee views presentations for different kinds of commercial loans, show examples of good and bad projections, and give hints on how to impress a lending institution with a company's financial picture.

## Franchising Rental-Purchase Panel Discussion

The panel will discuss rental-purchase franchising: who is doing it, what it means, advantages, and disadvantages from the franchisee's point of view. Prospective franchisors and franchisees alike will be interested in this program.

## Elements of Personnel Training — Pay and Performance Standards

*Bud Holladay, Immediate Past President of APRO  
CEO, ABC TV Rentals, Inc.  
Dallas, Texas*

Bud Holladay will talk to dealers about how to get the most out of rental store employees. One of the best ways is to pay them properly and to have in place incentive plans and performance standards that reward employees for jobs well done. Mr. Holladay brings 16 years of experience in the rental business to bear on the question of evaluating and paying rental store employees.

## Computerizing Rental Stores Panel Discussion

APRO has held two successful computer conferences at which rental dealers had an opportunity to discuss computer systems with various vendors. At the convention this year, APRO will gather together several dealers who have recently switched over from manual to computerized systems. These dealers will discuss in detail the trials and tribulations of computerizing a rental store. For dealers who are contemplating computer conversion, this is a workshop not to be missed.

## Insuring Rental Property Panel Discussion

Are you confused about the various leased property insurance programs available and their relation with damage waiver fees that some dealers are using in their rental agreements? This panel discussion is designed to help clear up that confusion. Representatives from different insurance companies will be on hand to discuss their programs and to explain how leased property insurance works in various states. Dealers are invited to share their experiences with damage waiver fees, and the two systems will be compared and contrasted.

## Legal Developments

*Edward L. Winn III, APRO General Counsel  
Austin, Texas  
J. Samuel Choate, Jr., Attorney  
Law Firm Surrency, Choate & Walker  
Augusta, Georgia*

APRO attorneys Ed Winn III and Sam Choate, Jr., will bring dealers up to date on the state of rental-purchase law. They will discuss federal and state legislative developments as well as the status of lawsuits that have been filed against different dealers around the country.

## Managing Stress in the TV and Appliance Industry

*Jules Steinberg, NARDA Executive Director  
Chicago, Illinois*

Mr. Steinberg is a well-known figure to retailers across the country. He has served as Executive Director of the National Appliance Retail Dealers Association for many years and is highly respected in the retail industry. He will discuss in this workshop how to deal better with the stress that affects us all in the business. Mr. Steinberg is an engaging speaker who can help you keep your calm under fire. That will mean a better-run business.

## Furniture Rentals Panel Discussion

Are you getting the most out of your furniture rental program? Dealers, suppliers, and others actively involved in the furniture rental business will be on hand to discuss the latest developments in furniture rental. Topics to be covered will be how to get products, how to manage furniture inventory, pricing, point-of-sale furniture rental merchandising, deliveries, and pick-ups. The furniture panel will consist of dealers and suppliers who know the furniture rental business and can tell you how to do it better.

# Seminar Schedule

Friday July 20	Majestium East Room	Majestium West Room	Claudius Room	Titus Room	Caligula Room	Vitellius Room
1 p.m. to 1:45 p.m.	Consumer and Media Relations <b>Terry Washburn</b>	Elements of Personnel Training—Pay and Performance Standards <b>Bud Holladay</b>	Buying and Sell- ing Rental Stores <b>Phil Baker</b>	Computerizing Rental Stores <b>Panel Discussion</b>	Stress Management <b>Jules Steinberg</b>	
2 p.m. to 2:45 p.m.	Consumer and Media Relations <b>Terry Washburn</b>	Elements of Personnel Training—Pay and Performance Standards <b>Bud Holladay</b>	Buying and Sell- ing Rental Stores <b>Phil Baker</b>	Computerizing Rental Stores <b>Panel Discussion</b>	Stress Management <b>Jules Steinberg</b>	
3 p.m. to 3:45 p.m.	Consumer and Media Relations <b>Terry Washburn</b>	Elements of Personnel Training—Pay and Performance Standards <b>Bud Holladay</b>	Buying and Sell- ing Rental Stores <b>Phil Baker</b>	Computerizing Rental Stores <b>Panel Discussion</b>	Stress Management <b>Jules Steinberg</b>	
4 p.m. to 4:45 p.m.	Growth and Expansion Financing Alternatives <b>Harry Polland</b>	Marketing Rental-Purchase <b>Ken Nay</b>	Rental Customers in Bankruptcy <b>Jimmy Walker</b>	Insuring Rental Property <b>Panel Discussion</b>	Legal Developments <b>Edward L. Winn III J. Samuel Choate, Jr.</b>	Franchising Rental-Purchase <b>Panel Discussion</b>
5 p.m. to 5:45 p.m.	Growth and Expansion Financing Alternatives <b>Harry Polland</b>	Advertising and Marketing Rental- Purchase <b>Ken Nay</b>	Rental Customers in Bankruptcy <b>Jimmy Walker</b>	Insuring Rental Property <b>Panel Discussion</b>	Legal Developments <b>Edward L. Winn III J. Samuel Choate, Jr.</b>	Franchising Rental-Purchase <b>Panel Discussion</b>
6 p.m. to 6:45 p.m.	Growth and Expansion Financing Alternatives <b>Harry Polland</b>	Advertising and Marketing Rental- Purchase <b>Ken Nay</b>	Rental Customers in Bankruptcy <b>Jimmy Walker</b>	Insuring Rental Property <b>Panel Discussion</b>	Legal Developments <b>Edward L. Winn III J. Samuel Choate, Jr.</b>	Franchising Rental-Purchase <b>Panel Discussion</b>
<b>Monday July 23</b>	<b>Majestium East Room</b>	<b>Majestium West Room</b>	<p><b>T</b>his year's seminar selections encompass a variety of subjects, from "Consumer and Media Relations" and "Growth and Expansion Financing Alternatives" to "Franchising Rental-Purchase." Experts in their fields will conduct the seminars, which will last 45 minutes each. There will be 15-minute intervals between seminars.</p> <p>So that each attendee may take in the maximum number of seminars, the meeting times have been staggered. With careful planning, an attendee may go to nine seminars during the two days they will be presented. Rental dealers with several members in their group may want to assign seminar sessions to various members so that each seminar will be covered. The seminar program included here can be used to plan attendance sequence.</p>			
9 a.m. to 9:45 a.m.	Consumer and Media Relations <b>Terry Washburn</b>	Advertising and Marketing Rental- Purchase <b>Ken Nay</b>				
10 a.m. to 10:45 a.m.	Elements of Personnel Training—Pay and Performance Standards <b>Bud Holladay</b>	Furniture Rentals <b>Panel Discussion</b>				
11 a.m. to 11:45 a.m.	Legal Developments <b>Edward L. Winn III J. Samuel Choate, Jr.</b>	Furniture Rentals <b>Panel Discussion</b>				

# THE CASS RENT-TO-OWN SYSTEM

**The Complete System.** The CASS Rent-to-Own System combines highly reliable Datapoint® hardware plus the proven CASS software you need to run a more efficient organization.

Our software provides reports on inventory control, rental agreements, store status, trust management, and more. And we also offer a full financial and accounting module — general ledger, payroll, and accounts payable.

**The Corporate System.** If you have more than one store, our corporate system will keep you informed with up to date information. Here's how it works.

The main processor is located in your corporate office. Each store has a terminal (CRT) that handles all daily transactions. At the end of each business day, the terminals transmit all their data to the processor via telephone. This means corporate has all the information it needs to make important business decisions before the next day begins. No more waiting for the mail or for employees to make manual calculations. It's that simple.

**The Easy to Use System.** The last thing you need is a complicated system, so we made it easy. Messages in conversational English guide you along as data is entered. No prior computer experience or knowledge is necessary.

**The Easily Serviced System.** We chose Datapoint equipment because we know that down time costs you money. With service available coast to coast, you can be assured of response within hours. And, it's on sight service — you don't have to take the computer to a service center as you would a small business computer.

And we can service the software simply by using a telephone to dial into your system from our corporate office.

**The Expandable System.** You'll never outgrow our system. Datapoint's expandable hardware allows you to add new terminals for each new location or additional storage capacity to the processor. This saves you time and money.

**The CASS System.** High quality hardware, advanced software, and unbeatable service make us the smart choice for the rent-to-own business person. We've installed our system all across the country. Major chains such as Champion TV & Appliance, Inc., RTO Corp. of Oregon, Advantage Rentals, Inc., and VAL-U Electronic have chosen CASS. Why don't you? For more information, call or write:

**CASS Systems, Inc.**  
17000 Dallas Parkway, Suite 126  
Dallas, Texas 75248 (214) 931-5522  
2827 S. Ridgewood Ave., Suite C  
S. Daytona, FL 32019 (904) 756-4874

Datapoint is a trademark of Datapoint Corporation

**WE'RE  
THE  
EXPERTS AT  
MULTI-STORE  
CONTROL**

**BERRY FURNITURE  
AMERICA'S #1 MANUFACTURER  
OF PINE LIVING ROOM FURNITURE**

**Selling 81 of America's 100 Largest Retailers  
Coast to Coast**

Berry Furniture brings to the APRO membership the knowledge and manufacturing facilities that have made us #1 in retailing.

Berry Furniture has tailored a program especially for the rent-to-own market.

- A. Multiple manufacturing facilities.
- B. Production capacity to meet the growing needs of the rent-to-own market.
- C. Guaranteed freight rates.
- D. National Toll-Free Watts Service.
- E. Minimum order for maximum return.
- F. A complete manufacturer of pine and fully upholstered living room furniture from one resource.
- G. Berry Furniture is a division of Tidwell Industries.
- H. The merchandise, manufacturing, and financing commitment to become the #1 living room resource of the rent-to-own market.

In attendance: Dean Wilkerson, Executive Vice-President  
Ray Steele, National Sales Manager

**Dean Wilkerson & Associates**  
P. O. Box 1338  
Florence, AL 35630  
800-633-3362

# Special Programs

## Spouse Events

Pampering spouses is definitely on the agenda for this year's convention. Admittedly planned with the female spouse in mind, the events have been designed to entertain and educate, all in the spirit of fun.

Entertaining and entrancing could describe the Neiman-Marcus brunch and fashion show set for Saturday, July 21. Attendees will be picked up by bus at Caesar's at 8 a.m. (Note: This is one hour earlier than stated in the program.) At Neiman's, they will be served brunch in a beautiful store setting and then watch the private fashion show. Of course, there will be ample time for shopping in the store, and in adjoining stores in Fashion Show Mall, where Neiman's is located. Everyone will be returned to Caesar's at 12 noon.

Friday, July 20, is the day for the popular "Color Me Beautiful" evaluation process, which reveals an individual's best colors quick as a swish of a swatch. The presentation dramatically illustrates how to enhance a person's natural coloring with the choice of the right complementary colors of clothes and make-up. Although the program will be presented to group audiences, personal appointments will also be available. This event will be held in the Bacchanal Room from 1 to 3 p.m., with a second session from 4 to 6 p.m.

Keeping up with what's new in kitchen products will be the theme of Thelma Pressman's "Microwave Cooking and Marketing" seminar Sunday, July 22, from 2 to 4 p.m. Thelma's new cookbook, *The Art of Microwave Cooking*, will be available for purchase. Breezy but thorough, just like Thelma's seminar, the new cookbook is filled with tips, techniques, and clear theory. Thelma uses her 15 years as a food researcher to dispel some common myths, and she provides recipes for everything from her own "Monday Morning Diet Eggs" to dog biscuits. She even answers that frustrating question, "Why don't microwaves brown?"

Thelma has been extremely popular with APRO convention audiences in the past, so plan to be early for this super special spouse event.



## Optional Tours

Several optional tours will be offered during the convention. Those with the time, energy, and inclination can choose from the Hoover Dam Tour, the Grand Canyon Tour, and a Back Stage Tour of the Follies. All tours are scheduled for 10 a.m. Sunday, July 22, and will depart from Caesar's. They must be reserved in advance by returning the reservation form and by claiming tour tickets in the Spouse and Optional Tours Center by 3 p.m. July 19.

The four-hour Hoover Dam Tour will visit the impressive dam that tamed the Colorado River. Plans for the dam were presented in 1920, final approval was given in 1928, and construction was completed in 1936. The completed dam formed the world's largest man-made reservoir, Lake Mead. Its 747 miles of shoreline has become a recreational paradise for boaters, skiers, fishermen, and sun worshipers. The dam, named after President Herbert Hoover, stretches 1,244 feet across the Colorado River and rises 44 stories above the river bottom. Lunch will be on your own for this tour, and there will be a lunch stop. The group will arrive back at Caesar's at 2 p.m.

The Back Stage Tour of the Follies will provide a private look behind the scenes of a Lido show, with the lead male dancer as tour guide. The group will see show costumes and learn about special show effects. This tour will also include a visit to the Liberace Museum, which includes the world's largest piano collection and classic and customized automobiles. Here, too, a guest may view the legendary million-dollar wardrobe of "Mr. Showmanship."

Those who choose the Grand Canyon Tour will board a 9-passenger plane for a flight to the canyon rim for a close-up look at the famous natural landmark. This is an air tour only; there is a longer tour which allows the visitor to get out and walk around at the canyon site. It lasts seven and a half hours and costs more.

Arrangements for these tours should be made through Global Enterprises.

# Sporting Fun

Perhaps the convention sports tournaments will not be quite up to Olympic standards, but competition will be just as keen and winning just as pleasurable for those who take home the trophies.

Those who plan to enter the tournaments are asked to complete and return the registration form as soon as possible.

## CONVENTION '84 TOURNAMENT INFORMATION

### GOLF

The Golf Tournament for the 4th Annual APRO Convention will be held on Sunday, July 22, at the Dunes Country Club. The entry fee is \$48 per person and includes green fees, cart rental, trophies, towels and refreshments. Bus transportation will be provided Sunday morning and will depart from Caesar's Palace.

### TENNIS

The Tennis Tournament for the 4th Annual APRO Convention will be held on Sunday, July 22 at Caesar's Palace Tennis Center. The entry fee is \$10 per person and there will be two brackets of doubles competition for attendees. Partners will be selected on a round-robin basis. Entry fee covers cost of court use, balls, trophies, towels and refreshments.

### RACQUETBALL

A Racquetball tournament will be held for APRO members on Sunday, July 22 at the Caesar's Palace. Entry fee is \$10 and will cover court use, balls, trophies, towels and refreshments. Partners will be selected on a round-robin basis.

You must register for the convention to participate in sports events.  
Please attach this form to the Convention Registration Form.

### SPORTS REGISTRATION FORM FOR GOLF, TENNIS & RACQUETBALL

(Please print)

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Age \_\_\_\_\_ Sex \_\_\_\_\_

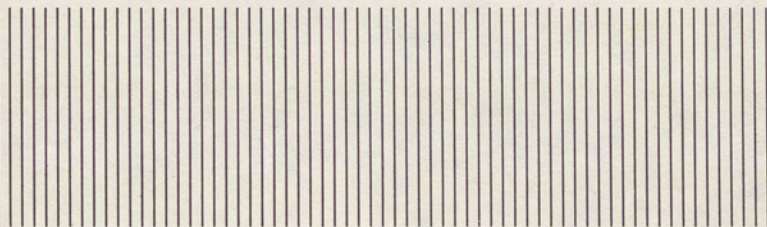
Please check the event or events you wish to enter.

- Tennis
  - Doubles A     Doubles B
  - Partners selected by round-robin method of play.
- Golf Tournament    Handicap \_\_\_\_\_  
Preferred Starting Time \_\_\_\_\_
  - 1st Flight     2nd Flight
- Racquetball Tournament  
(Open to all convention registrants)

Complete and return with Convention Registration & Housing Form to:

GEI  
BOX 1907  
Austin, TX 78767  
Attn: Sherri Glosson

Our Insurance Program  
is  
the Answer  
for  
Rent-to-Own-Dealers  
Designed Especially  
for



**MARTE**  
*THE INSURANCE*

800-338-5513 MS

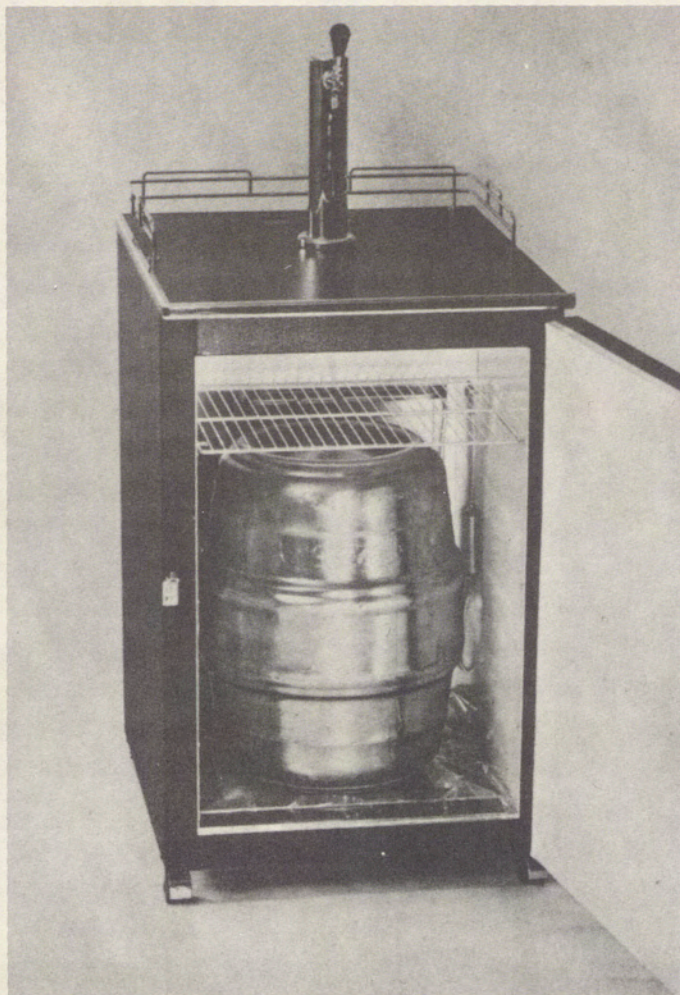
800-233-7075

6045 Ridgewood Road, Jackson, MS 39211

Visit our booth #1

**NEW RENTAL ITEM!**

# **HOME BEER BAR**



**A winning combination:**

**profits for rental dealers & delicious draft beer at pennies a glass for the rental customer.**

**For More Information Call Or Write**

**CCA**  
**COOLER CORPORATION**  
OF AMERICA

**4372 N.E. 11th Ave. Ft.Lauderdale, FL 33308 (305) 563-2591**

If your  
appliance sales  
aren't cooking,  
find out what's

Hot!

With the September issue of THE APPROACH comes a feature showcase of the latest trends in home appliance rentals. Appliance rentals are an important and profitable segment of the rental-purchase industry, representing 25% of an annual 1.5 billion dollar business.



THE APPROACH offers rental dealers advice on the appliance rental segment of their growing business. Product trends. Advertising tips. Inventory management methods.

THE APPROACH offers advertisers a chance to do business. If you are an appliance manufacturer

that wants to reach the hottest market in consumer electronics — the rental-purchase market — what are you waiting for?

Space Reservation Deadline . . . . . **8/1/84**  
 Material Deadline . . . . . **8/10/84**  
 Issue Date . . . . . **9/1/84**

Contact:  
 Elizabeth T. Johnston  
 Advertising Director

**THE APPROACH**

1866 InterFirst Tower Austin, Texas 78701 (512) 478-6521

See Us At Booth 114

# Exciting! Sumptuous mini-pit for maximum living!



Oak Land  
Furniture Mfg. Co.

LIMITED  
TIME  
ONLY!

\$000

- Regular love seat
- One-arm love seat
- Rectangular ottoman
- Pie-shaped ottoman

Thick, cloud-soft cushions covered with a nicely-tailored coat of luxurious fun fur invite you to relax and enjoy this casual contemporary mini-pit. Smart single-welt pillow styling and deep button-tufting add visual appeal to the already attractive arrangement. Come in today and experience the look and feel of comfort... you won't believe how little it actually costs!



Use our convenient  
terms or your Visa  
or Master Card.

## Oak Land

Oak Land Furniture Mfg. Co.  
P.O. Box 86 • Okolona, Mississippi 38860

Produced by Banker & Brisebois Co • 3300 Book Tower • Detroit, MI 48226

## FUTURE APPROACH ADVERTISERS

We offer you a way  
to showcase your product or  
service to more than 4,000 home  
entertainment, furniture and  
appliance dealers nationwide.

Yes, I'm interested in advertising in  
your next issue. Please send me  
specifications and rates.

Name \_\_\_\_\_

Company \_\_\_\_\_

Type of Business \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_  
\_\_\_\_\_

# Las Vegas: Points of Interest

## POINTS OF INTEREST

MT. CHARLESTON  
 LEE CANYON  
 RED ROCK STATE PARK  
 OLD NEVADA  
 VALLEY OF FIRE  
 LAKE MEAD  
 RECREATION AREA  
 LAKE MOHAVE  
 LOWER COLORADO RIVER  
 LAS VEGAS VALLEY ZOO  
 COURTHOUSE

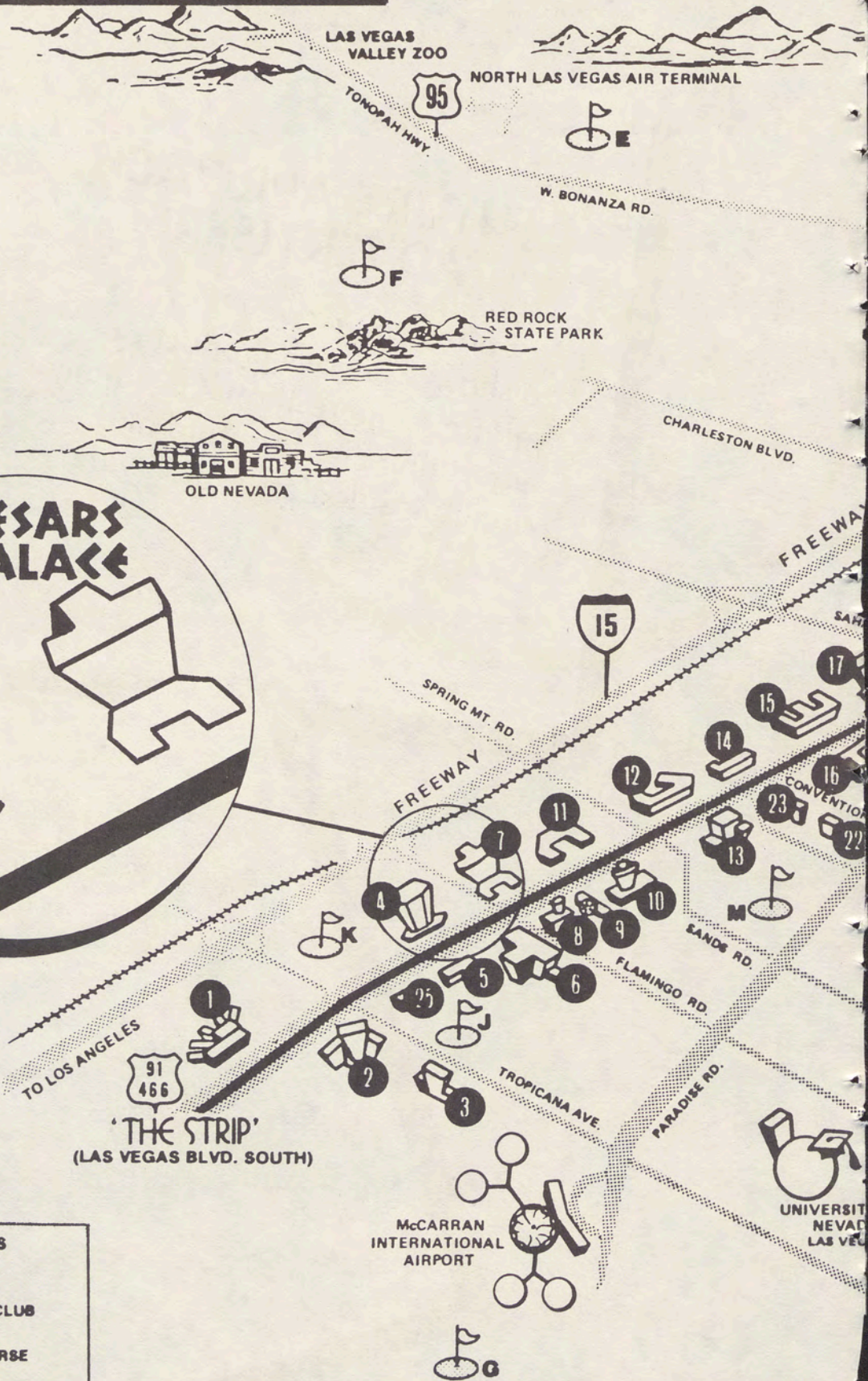


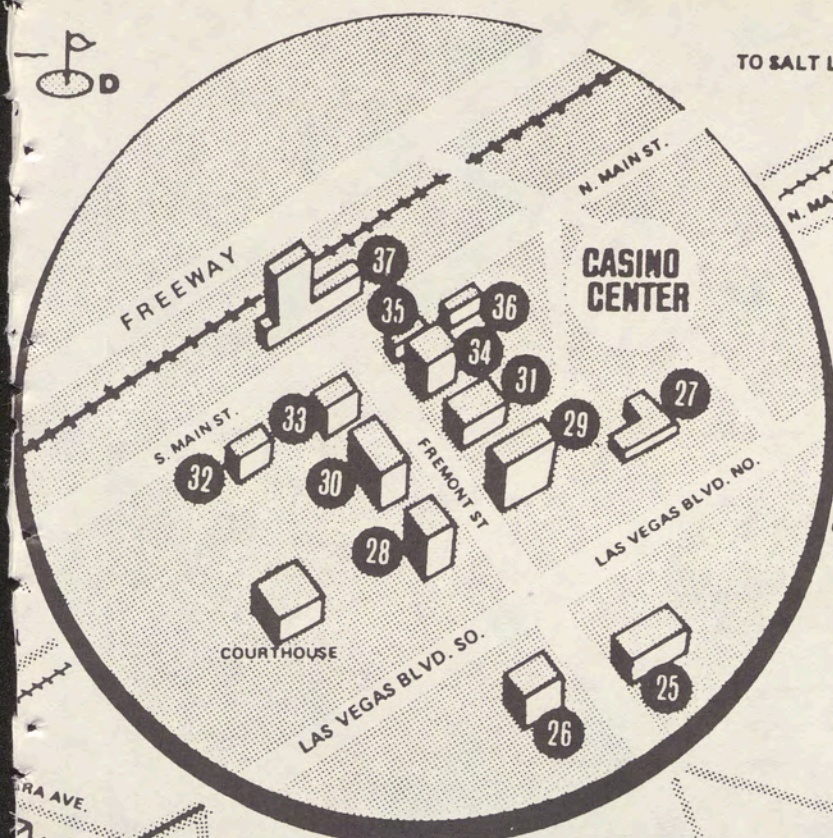
## HOTEL GOLF COURSES

J-TROPICANA  
 K-DUNES  
 M-DESERT INN  
 N-SAHARA

## AREA GOLF COURSES

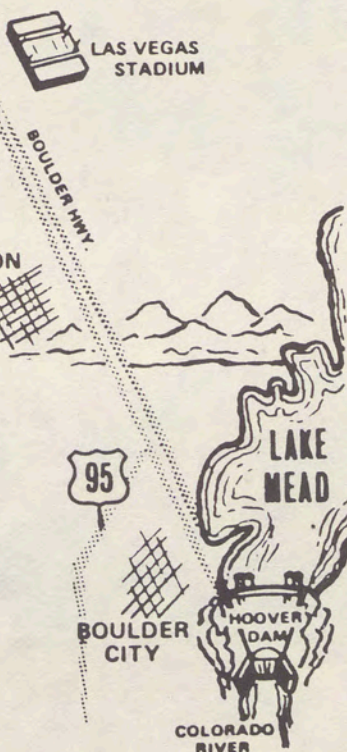
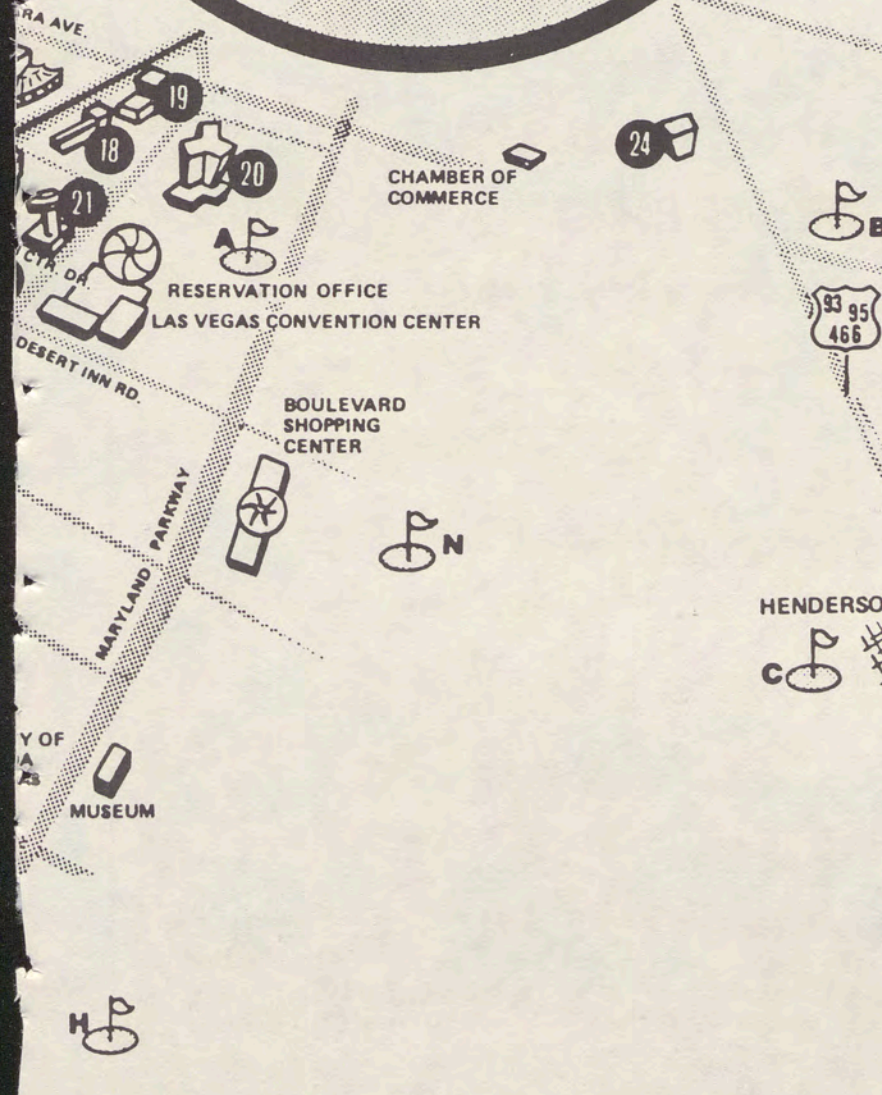
A-LAS VEGAS COUNTRY CLUB  
 B-WINTERWOOD GOLF COURSE  
 C-BLACK MOUNTAIN COUNTRY CLUB  
 D-CRAIG RANCH GOLF COURSE  
 E-NORTH LAS VEGAS GOLF COURSE  
 F-MUNICIPAL GOLF COURSE  
 G-LOUIS PRIMA'S FAIRWAY TO THE STARS  
 H-PARADISE VALLEY COUNTRY CLUB





- DOWNTOWN CASINO CENTER HOTELS AND CASINOS**
- 25—EL CORTEZ HOTEL
  - 26—WESTERN HOTEL
  - 27—LADY LUCK CASINO
  - 28—FOUR QUEENS HOTEL
  - 29—FREMONT HOTEL
  - 30—GOLDEN NUGGET CASINO
  - 31—HORSESHOE HOTEL
  - 32—NEVADA HOTEL
  - 33—GOLDEN GATE CASINO
  - 34—MINT HOTEL
  - 35—LAS VEGAS CLUB
  - 36—CALIFORNIA HOTEL
  - 37—UNION PLAZA HOTEL

- STRIP HOTELS AND CASINOS**
- |                      |                      |
|----------------------|----------------------|
| 1—HACIENDA (T)       | 13—DESERT INN (T)(G) |
| 2—TROPICANA (T)(G)   | 14—SILVER SLIPPER    |
| 3—PARADISE           | 15—STARDUST (T)      |
| 4—DUNES (G)          | 16—RIVIERA (T)       |
| 5—ALADDIN            | 17—CIRCUS CIRCUS     |
| 6—MGM GRAND (T)      | 18—THUNDERBIRD       |
| 7—CAESARS PALACE (T) | 19—SAHARA (G)        |
| 8—FLAMINGO HILTON    | 20—HILTON (T)        |
| 9—HOLIDAY INN CASINO | 21—LANDMARK          |
| 10—SANDS (T)         | 22—ROYAL INN         |
| 11—CASTAWAYS         | 23—ROYAL LAS VEGAS   |
| 12—FRONTIER (T)      | 24—SHOWBOAT          |
|                      | 25—MARINA            |
- (T)—TENNIS COURTS (G)—GOLF COURSE





MARSHALL-WILLIAMS & ASSOCIATES, INC.

**The nation's leading  
insurance agency  
for rent-to-own dealers.**

**Visit Us At The APRO Convention in Booth 73**

MARSHALL-WILLIAMS  
P.O. BOX 45338  
DALLAS, TEXAS 75245  
(214) 263-3883

RON RHOADS  
SID STEVENS  
RONNIE WILLIAMS  
ROBERT CURRY

CALL  
TOLL FREE:  
1-800-433-3011 Nationwide  
1-800-442-7236 Texas

# Exhibitor Index

## **APRO** Booths 5-8

**1866 InterFirst Tower, Austin, TX 78701**  
**(512) 478-6521**

Service: National trade association for rental dealers: membership information

Contact: Edward L. Winn, Executive Director; Barry Gambini, President; Elizabeth T. Johnston, Director of Communications

## **ASHLEY FURNITURE INDUSTRY** Booth 137

**350 Madison St., Arcadia, WI 54612**  
**(608) 323-2111**

Product: Home furniture

Contact: Mike Hoff, V.P. of Sales; Chuck Vogel, Executive V.P. of Sales

Brand: Ashley

## **B & F SYSTEM** Booths 60-61

**P.O. Box 66036-2406 Emmett, Dallas, TX 75226**  
**(214) 333-2111**

Product: Cutlery, flatware, sports knives, and tools

Contact: John Irby, V.P.; Steve Mallon, V.P. of Sales; Bill Meyer, President

Brand: Maxam

## **BORG-WARNER ACCEPTANCE CORPORATION**

Booth 2

**5151 Bellline Road, Dallas, TX 75240**  
**(214) 980-9892**

Service: Financial

Contact: Gordon Crenshaw, Branch Mgr.; Joe Eason, Nat'l Sales Mgr.

## **FORD MOTOR CO./BORG-WARNER VEHICLE LEASING**

Booths 185-190

**650 East Higgins Road, Schaumburg, IL 60195**  
**(800) 323-8030**

Product: Vehicles: cars, trucks, tractors, trailers, buses

Contact: Louis T. Marosi, Nat'l Sales Mgr.; John D. Zahn, Fleet Leasing Mgr.

Brand: Various

## **BROCKWOOD CORPORATION** Booth 115

**2033 Southwide Blvd., Little Rock, AR 72202**  
**(501) 372-7991**

Product: Televisions

Contact: Lewis Stroman, President; Randy Wright, Salesman

Brand: Brockwood

## **CASS SYSTEMS, INC.** Booths 123-124

**17000 Dallas Pkwy., Suite 126, Dallas, TX 75248**  
**(214) 931-5522**

Product: Computer systems and associated hardware

Contact: Carl Riewarts, President; Wait Martin, V.P. of Marketing; Doug Biaff, Marketing and Support

Brand: Datapoint

## **CHARLES SPRADLIN & ASSOCIATES**

Booths 138-141

**P.O. Box 5691, Evansville, TN 47715**  
**(812) 476-5621**

Product: Furniture and appliances: washers, dryers, stoves

Contact: Charles Spradlin, President; Joe Horn, Associate

Brands: Douglas, Ashley, Reliant Wood, National Appliance

## **COMPUTER DIVERSIFIED SERVICES, INC.**

Booth 82

**7277 Regency Square #113, Houston, TX 77036**  
**(713) 783-0542**

Product: Computer software program

Contact: George Williams, President

## **DEAN WILKERSON & ASSOCIATES**

Booths 117-121

**P.O. Box 1338, Florence, AL 35630**  
**(800) 633-3362**

Product: Fully upholstered, exposed wood living room furniture

Contact: Dean Wilkerson, Executive V.P.

Brand: Berry

## **DIXIELAND FURNITURE** Booths 74-81

**RT. 3, Box 61**

**Houston, MI 38851**  
**(800) 523-4661**

Product: Upholstery: living, dining and bedroom furniture

Contact: Norman F. Newcity, Sales Mgr.; Hubert Western, Salesman; Charlie Buggs, Salesman

Brands: Dixieland, Design Unlimited, Southland

## **DYNAMIC DISTRIBUTORS, INC.**

Booths 69-72, 83-86

**11180 Southland Road, Cincinnati, OH 45240**  
**(800) 543-0111, (513) 742-4550**

Product: Stereo, consoles, TVs and appliances

Contact: Ralph Davis, Nat'l Sales Mgr.; Bernie Stevens, Director of Marketing; Bob White, Reg. Sales Mgr. (Dallas)

Brands: Imperial, Marantz, Panasonic, Whirlpool, Sharp

## **FIRST NATIONAL COMPUTER CORPORATION**

Booths 100-101, 112-113

**4843 Keller Springs Road, Dallas, TX 75248**  
**(214) 380-8700**

Product: Computer system for rent-to-own industry, TRIM

Contact: Don R. Brown, Rental Systems Consultant; Mike Sheriff, President

Brand: IBM

## **FISHER CORPORATION** Booths 163-164

**21314 Lassen St., Chatsworth, CA 91311**  
**(818) 998-7322**

Product: VCRs, TV and Audio

Contact: Terry Stein, Eastern Regional Mgr.; Paul D'arse, Southern Regional Mgr.; Thomas Dimas, Mid-western Regional Mgr.; Richard Hultine, Western/Southwestern Regional Mgr.; Keith Casey, Pacific Northwestern Regional Mgr.

Brand: Fisher

## **FURNITURE RENTAL SYSTEMS (FRS)**

Booths 18-25

**13500 Midway Road #333, Dallas, TX 75234**  
**(214) 788-0884**

Product: Living, dining and bedroom furniture; dinettes

Contact: Shelly Carnes, Customer Service Rep.

Brands: Briarwood, Town Creek, RoseHill, McChain, Imperial

**GALLERY RENTALS** Booth 107

427 S. Foster, Baton Rouge, LA 70806  
(504) 927-4110

Service: Franchising  
Contact: Bob Hughens, V.P. of Operations; Sal DiLeo, President

**GENERAL ELECTRIC COMPANY** Booths 30-31

Appliance Park, Louisville, KY 40225  
(502) 452-4311

Product: TVs, VCRs, refrigerators, washers, dryers  
Contact: Donald W. Linskey, Mgr. of Rental & Leasing  
Brand: General Electric

**GERBER INDUSTRIES, INC.** Booth 92

One Gerber Industrial Drive  
P.O. Box 600, St. Louis, MO 63376  
(314) 278-5710

Product: TV and VCR stands, microwave oven carts, computer tables, entertainment center cabinets  
Contact: Arnold Lerman, Executive V.P.; Pete Bocciarelli, Nat'l Sales Mgr.  
Brand: Gerber

**GOLDMONT FURNITURE MANUFACTURING**

Booths 34-35

Lewis & Associates,  
P.O. Box 2190, Woodville, TX 75979  
(409) 283-3460

Product: Living room suites for the rental industry, bars, dinettes  
Contact: Neil Lewis, Marketing; factory phone number (601) 454-9343  
Brand: Goldmont

**GUSDORF CORPORATION** Booths 108-111

11440 Lackland Road, St. Louis, MO 63146  
(800) 325-3622, (314) 567-5249

Product: Furniture for home electronics  
Contact: Bob Livergood, Nat'l Sales Mgr.  
Brand: Gusdorf

**H.H. SCOTT** Booths 128-129

20 Commerce Way, Woburn, MA 01888  
(617) 933-8800

Product: Hi-fidelity equipment, rack systems  
Contact: Ed Barbagello, Regional Sales Mgr.; William Wagner, Nat'l Executive Accts. Mgr.  
Brand: Scott

**HIGH TOUCH** Booths 175-176

1900 North Amidon, Suite 212, Wichita, KS 67203  
(316) 832-1611

Product: Computer hardware and software  
Contact: Ted Cary, President; Alan Ebright, V.P. of Marketing  
Brand: Various hardware, PROMS

**INFORMATION SYSTEMS INTEGRATORS, INC.**

Booth 91

412 Melvin Ave., Racine, WI 53402  
(414) 681-1346

Service: Consulting, systems design, computer programs  
Contact: David Grzybowski and Judy Cook, Owners

**THE INSURANCE MART, INC.** Booth 1

P.O. Box 12303, Jackson, MS 39211  
(800) 233-7075, (601) 956-5093

Service: Insurance  
Contact: Robbie Bratcher, Owner, Agent; Betty Porch, Sales Agent; Michael Nowell, Sales Agent; Dane Bennett, Sales Agent

**MARSHALL-WILLIAMS & ASSOCIATES, INC.**

Booth 73

P.O. Box 337, Hillsboro, TX 76645  
(817) 582-3491

Service: Insurance  
Contact: Sid Stevens, Office Mgr.; Robert Curry, Secretary  
Treasurer

**MOHAWK FINISHING PRODUCTS, INC.**

Booth 62

Route 30 North, Amsterdam, NY 12010  
(518) 843-1380

Product: Furniture care and refinishing products  
Contact: Scott Ayers, Nat'l Marketing Director; S. Robby Robbins, Western Regional Mgr., (714) 895-2677  
Brand: Mohawk

**NATIONAL PARTS CENTER** Booth 122

3412 Yale St., Houston, TX 77018  
(713) 869-0632

Service: Repair parts distribution center  
Contact: Curtis Patterson, Mgr.; Mike Smith, V.P. of Product Service  
Brand: Remco

**OAKLAND FURNITURE MANUFACTURING CO.**

Booth 114

P.O. Box 151, Okolona, MS 38860  
1-800-321-8247

Product: Sofas, love seats, chairs, sleepers, modular pits  
Contact: Gary Young, Executive V.P.  
Brand: Oakland

**OLD AMERICAN COUNTY MUTUAL FIRE INSURANCE CO.** Booth 96

Service Office P.O. Box 32045,  
7125 Marvin D. Love Freeway, Dallas, TX 75224  
(214) 298-0006

Service: Leased property insurance  
Contact: Jim Pangburn, Sales Rep; Jeff Nelson, Sales Rep.

**PANASONIC COMPANY** Booths 134-136

1 Panasonic Way, Secaucus Way, NJ 07094  
(201) 348-7170

Product: Panasonic consumer electronics products, VHS video tape equipment, televisions, Technics hi-fi products  
Contact: Ralph Wolfe, Senior V.P.; Stan Hometz, General Mgr., Video Home Systems Div.  
Brand: Panasonic and Technics

**PHILCO CONSUMER ELECTRONICS**

Booths 102-106

I-40 and Straw Plains Pike, Knoxville, TN 37914  
(615) 521-4861

Product: TVs, audio component systems, VCRs  
Contact: Mike Ross, Director of Marketing; Ken Gay, Director of Nat'l Accounts  
Brand: Philco

**PILOT AUDIO SYSTEMS** Booths 65-68**3444 Morse Drive, Dallas, TX 75211****(800) 527-6422**

Product: Audio/video home entertainment products  
 Contact: Rick Hendrickson, District Mgr.; Wayne Lovelace, Regional Mgr.; Bill Simpson, V.P. of Sales; Jim Wood, V.P. of Sales; Ken Davis, Regional Mgr.

Brand: Pilot

**PRO AUDIO DISTRIBUTING CO.** Booths 53-54**1111 #2 Summit, Plano, TX 75074****(214) 578-1574**

Product: Equipment for audio/video systems  
 Contact: Bob Ross, President; Ron Clinton, V.P.  
 Brands: Hammond, Cerwin Vega, Pfanstiehl

**QUASAR COMPANY** Booths 148-149**9401 West Grand Avenue, Franklin Park, IL 60131****(312) 451-1200**

Product: Microwaves, TVs, VCRs  
 Contact: Les Brettman, Nat'l Mgr. Special Markets; Carl Meyers, Sales Administration Mgr.; Jim Boatner, Corp. Credit Mgr.

**RCA SALES** Booths 57-59**600 North Sherman Drive, Indianapolis, IN 46201****(317) 267-5546**

Product: Television receivers and monitors, VCR and cameras  
 Contact: P.E. Cunningham, V.P. Retail Marketing; N.D. Stephen, Mgr. Special Mkts.  
 Brand: RCA

**R.T.O. IN-STORE SYSTEMS** Booths 26-28**11626 Fair Oaks Blvd. #302, Fair Oaks, CA 95628****(916) 962-1238**

Product: In-store computer system  
 Contact: Glenn Davis, Nat'l Sales Mgr., (214) 252-7691  
 Brand: MORROW

**RENTAL SALES SOFTWARE SYSTEMS**

Booths 94-95

**4707 Everhart, Corpus Christi, TX 78411****(512) 851-8709**

Product: TI Computer with terminals, rental sales, software  
 Contact: Les Feldser, President; Robert Carroll, V.P. and Programmer; Mike Silver, Programmer  
 Brand: RSSS Software

**SAF-WRITE FORMS & SYSTEMS** Booth 99**P.O. Box 848, Ormond Beach, FL 32074****(904) 252-5766**

Service: Rental control forms and systems  
 Contact: Chet Pensak, Owner

**SOUTHERN CASE, INC.** Booth 32**2315 Laurelbrook St., Raleigh, NC 27604****(800) 334-0551**

Product: Universal hardside carrying cases  
 Contact: Brigid Thompson, Marketing Mgr.; Nancy Tidwell, Sales Coordinator  
 Brand: TravelMaster

**SPEED QUEEN COMPANY** Booth 116**Shepard Street, Ripon, WI 54971****(414) 748-3121**

Product: Washers and dryers  
 Contact: Richard Raczynski, Administrative Mgr.  
 Brand: Speed Queen

**STAR PRODUCTS** Booths 130-133**P.O. Box 20252, Houston, TX 77225****(713) 649-8105**

Product: Furniture: living room, dinette sets, bedroom, bunk beds, bedding, lamps  
 Contact: Richard Dickson, V.P.; Jim Dickson, President

**TEKNIKA ELECTRONICS CORPORATION**

Booths 55-56

**1633 Broadway, New York, NY 10019****(800) 223-2078, (212) 977-8640**

Product: TVs, VCRs, and audio equipment  
 Contact: Jeff Mullarkey, Nat'l Sales Mgr.  
 Brand: Teknika

**THREE STAR MANUFACTURING** Booths 9-13**P.O. Box 98, Lynn, AL 35575****(800) 633-4380**

Product: Exposed wood living room furniture, bedroom furniture, bunk beds and dinettes  
 Contact: David Ballard, V.P. of Sales; Doug Wilkerson, Rent-to-Own Sales Mgr.  
 Brand: Three Star

**TRIB GROUP** Booth 3**6958 Main St., Lithonia, GA 30058****(404) 482-2323**

Service: Rental industry buying group for APRO and TRIB members  
 Contact: N. D. "Mac" McCullar, President; Audrey T. McCullar, V.P.  
 Brands: Frigidare, Quasar, Gold Star, Kelvinator, Teknika, Sharp, Fisher, Sampo, Panasonic, Stuart-Sentry, H.H. Scott, Marantz, Magic Chef, Portland, Grundig.

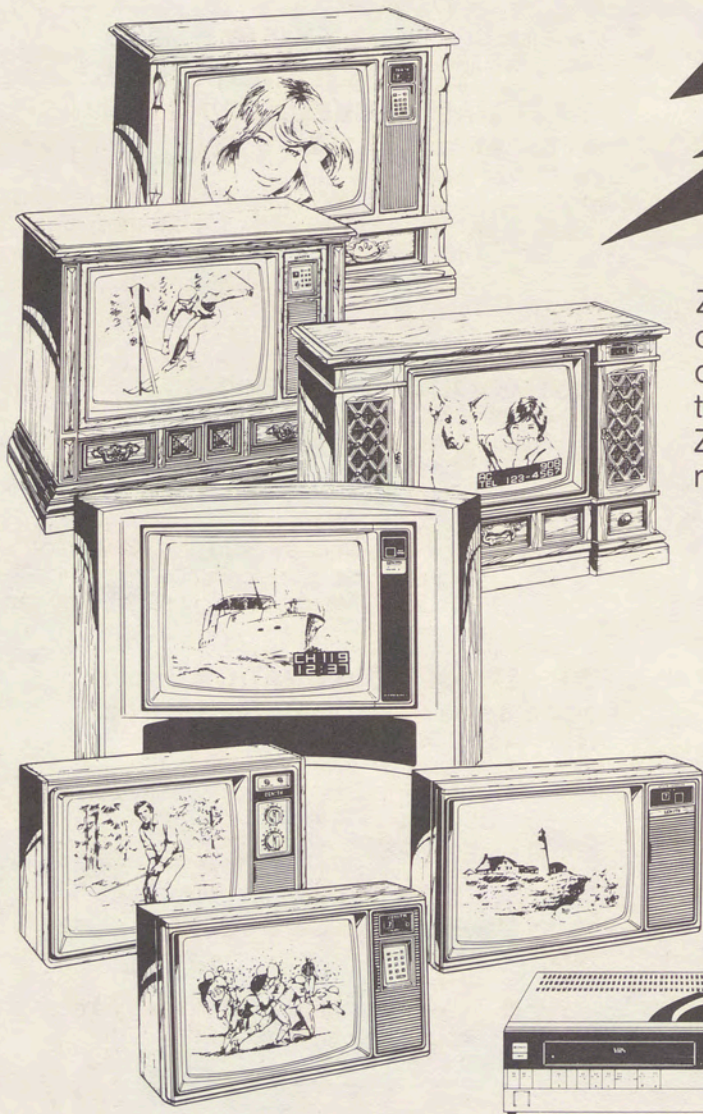
**WHIRLPOOL CORPORATION** Booth 64**2000 U.S. 33 N., Benton Harbor, MI 49022****(616) 926-3254**

Product: Washers, dryers, refrigerators  
 Contact: June Prillwitz, Merchandising Asst.; John Steev, Director of Special Markets  
 Brand: Whirlpool

**ZENITH SALES COMPANY** Booths 125-127**1000 Milwaukee Avenue, Glenview, IL 60025****(312) 391-8231**

Product: Televisions  
 Contact: Norman Smith, Rental Markets Sales Mgr.; Ed Trout, Special Markets Sales Mgr.  
 Brand: Zenith

# *When You Rent... Rent the Best!*



## **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.

**STOP BY BOOTHS 125-127  
DURING THE APRO  
CONVENTION**

For information, contact your Zenith Distributor or call Mr. Norm Smith at Zenith Radio Corporation.

Zenith Radio Corporation  
1000 North Milwaukee Avenue  
Glenview, Illinois 60025 (312) 391-8231

**ZENITH** The quality goes in before the name goes on

# Product Category Index

## AUDIO

## BOOTH #

Dynamic Distributors, Inc.	69-72, 83-86
Fisher Corporation	163,164
H.H. Scott	128, 129
Panasonic	134,135,136
Philco Consumer Electronics	102-106
Pilot Audio Systems	65-68
Pro Audio Distributing Co.	53-54
RCA Sales	57,58,59
Teknika Electronics Corporation	55,56

## COMPUTERS

Cass Systems, Inc.	123,124
First National Computer Corporation	100-101,112,113
High Touch	175,176
Information Systems Integrators, Inc.	91
Rental Sales Software Systems	94,95
R.T.O. In-Store Systems	26-28

## HOME APPLIANCES

Charles Spradlin & Associates	138-141
Dynamic Distributors, Inc.	69-72, 83-86
General Electric Company	30,31
Quasar Company	148,149
Speed Queen Company	116,97
Whirlpool Corporation	64

## HOME FURNITURE

Ashley Furniture Industry	137
Charles Spradlin & Associates	138-141
Dean Wilkerson & Associates	117-121
Dixieland Furniture	74-81
FRS	18-25
Goldmont Furniture Manufacturing	34,35
Oakland Furniture Mfg. Co.	114
Star Products	130-133
Three Star Manufacturing	9-13

## HOME ELECTRONICS AND APPLIANCE FURNITURE

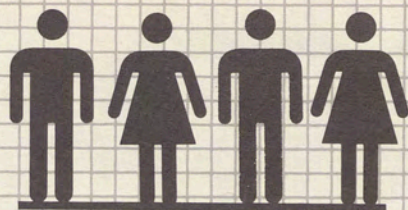
Dynamic Distributors, Inc.	69-72, 83-86
Gerber Industries, Inc.	92
Gusdorf Corporation	108-111
Panasonic Company	134,135,136
RCA Sales	57,58,59

## SPECIAL SERVICES

APRO	5-8 (Press)
B & F Systems	60,61
Borg-Warner Acceptance Corporation	2
Ford Motor Co./Borg-Warner Vehicle Leasing	185-190
Gallery Rentals	107
The Insurance Mart, Inc.	1
Marshall-Williams & Associates, Inc.	73
Mohawk Finishing Products, Inc.	62
National Parts Center	122
Old American Co. Mutual Fire Insurance Co.	96
Saf-Write Forms & Systems	99
Southern Case, Inc.	32
TRIB Group	3

## VIDEO

Brockwood Corporation	115,98
Dynamic Distributors, Inc.	69-72, 83-86
Fisher Corporation	163,164
General Electric Company	30,31
Panasonic Company	134,135,136
Philco Consumer Electronics	102-106
Pilot Audio Systems	65-68
Pro Audio Distributing Co.	53,54
Quasar Company	148,149
RCA Sales	57,58,59
Teknika Electronics Corporation	55,56
Zenith Sales Company	125-127



# WHO'S WHO IN RENT-TO-OWN —1985—

Who's Who in **Rent-To-Own**, published annually in **February**, is a daily reference guide and valuable networking tool for the 450 members of the Association of Progressive Rental Organizations who represent over 2000 home entertainment, appliance and furniture outlets nationwide.

**Who's Who** is the most complete listing available of dealers who market with the rent-to-own concept.

Don't miss the opportunity to receive **year-long exposure** at these rates.

## CONTRACTS FOR WHO'S WHO 1985 AVAILABLE NOW

Contact: E.T. Johnston, 1866 InterFirst Tower,  
Austin, TX 78701 (512) 478-6521

### 1985 RATES BLACK AND WHITE ONLY

Ad/Copy Payment Deadline  
Dec. 1, 1984

#### REGULAR RATES

FULL PAGE	(5½X8½)	\$750
2-PAGE SPREAD	(11X8½)	1500
HALF PAGE	(5½X4¼)	500

#### PREMIUM SPACE

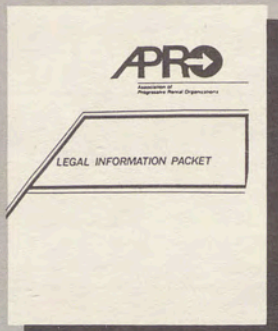
Ad/Copy Payment Deadline  
**August 20, 1984**

BACK COVER	(5½X8½)	\$1000
INSIDE FRONT	(5½X8½)	875
INSIDE BACK	(5½X8½)	875
CENTER SPREAD	(11x8½)	1300
PAGES 1-5	(5½X8½)	850
LAST PAGE	(5½X8½)	850
PAGE EDGE	(1X8½)	150

# APRO<sup>TM</sup> Publications

Valuable tools for  
efficient and profitable  
operations

## APRO Legal Information Packet

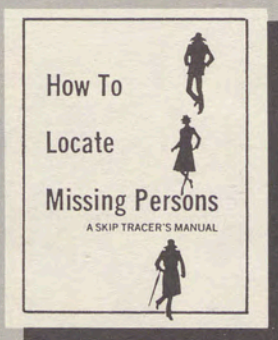


**\$75**

A comprehensive guide which addresses such topics as:

- Truth-In-Lending
- Consumer Leasing Act
- Unconscionability
- Deceptive Trade Practice Legislation
- Usury
- Perfection, Repossession, Bankruptcy
- Warranty Problems

## How To Locate Missing Persons—A Skip-Tracer's Manual



Helpful advice for easing the industry's biggest headache . . . skips and stolens.

Single copy price.....\$15  
10-20 copies.....\$12 ea.  
25 or more copies.....\$10 ea.

## APRO Administrative Aids Packet

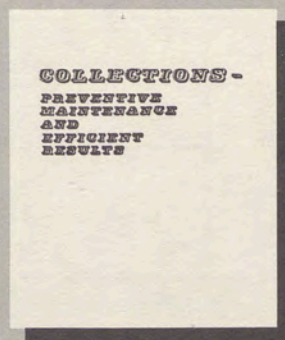


**\$75**

A compilation of various standard business forms for the rental dealer:

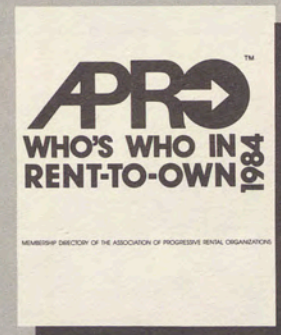
- Rental Application Forms
- Rental Agreement Forms
- Employment Forms
- Inventory Control Forms
- Skip-Trace Forms
- Vehicle Report Forms

## Collections—Preventive Maintenance & Efficient Results



Outlines steps to eliminating collections as a problem source and creating an environment where prevention is easy and profitable.  
Single copy price.....\$15  
10-20 copies.....\$12 ea.  
25 or more copies.....\$10 ea.

## WHO'S WHO In Rent-To-Own '84



The annual membership directory of the Association of Progressive Rental Organizations (APRO) is issued every spring and offers the following indexes of dealers and suppliers in the rental industry:

- Dealers Alphabetically By Owner
  - Dealers Geographically By State
  - Suppliers Alphabetically By Company
  - Suppliers By Product Category
- APRO members receive a directory at time of acceptance.  
APRO Member....\$15 per add'l copy  
Non-member.....\$35 each

To Order  
Call or Write



Publications Orders  
1866 InterFirst Tower  
Austin, TX 78701  
**(512) 478-6521**





Good Service is never having to say

**"We're waiting on a part"**

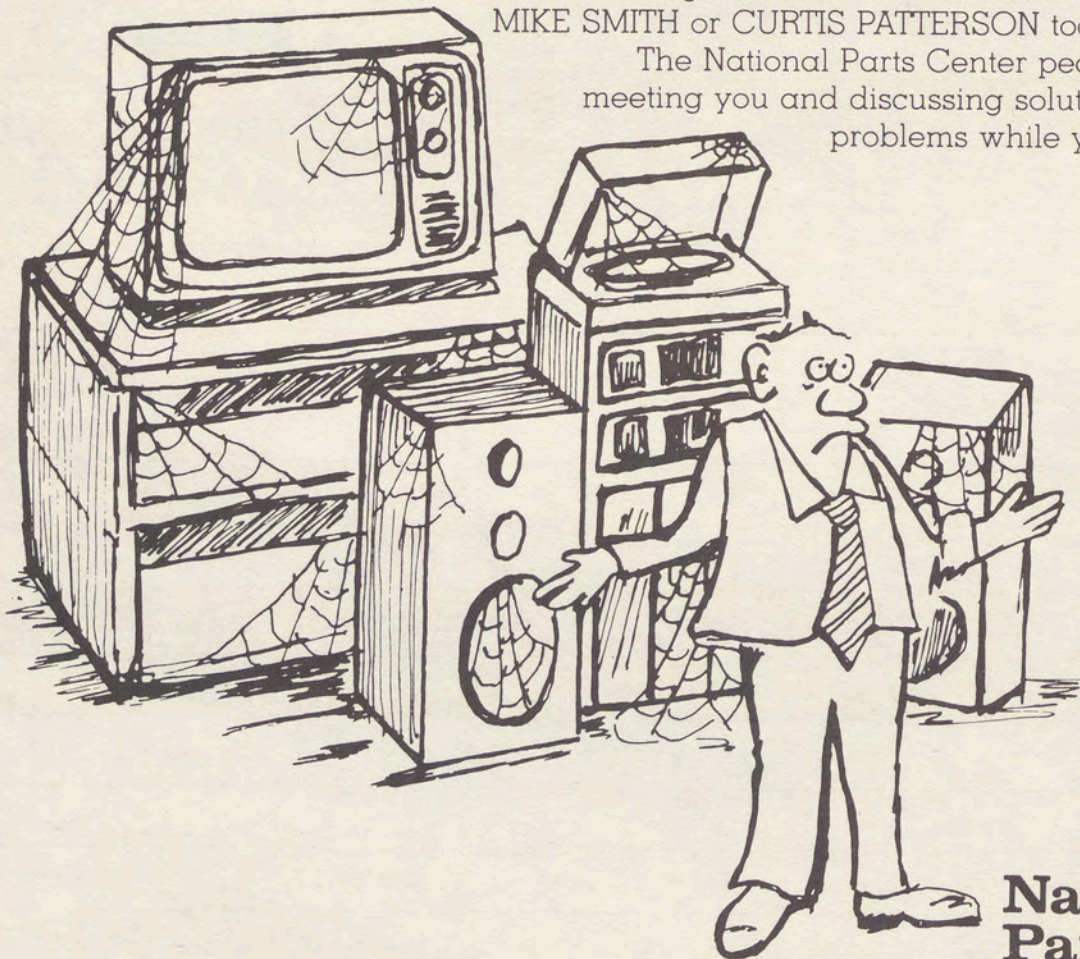
Remco's Parts & Accessories Distribution Center was designed to ship parts to Remco's 26 service facilities, located coast to coast, within 24 hours of the order. And it works. It can work for you, too.

Now, this fast turnaround is available to all APRO members. Remco offers you wholesale prices and quick response time on all common parts for RCA, GE, FISHER, HITACHI, SANSUI and SOUNDESIGN. And our inventory is extensive . . . we stock everything from knobs to VCR record heads.

Plus, the same next-day service and wholesale pricing is available on accessories like antennas, blank tape, stereo cartridges and head cleaners.

If you're tired of long downtime because of backordered parts see MIKE SMITH or CURTIS PATTERSON today in booth #122.

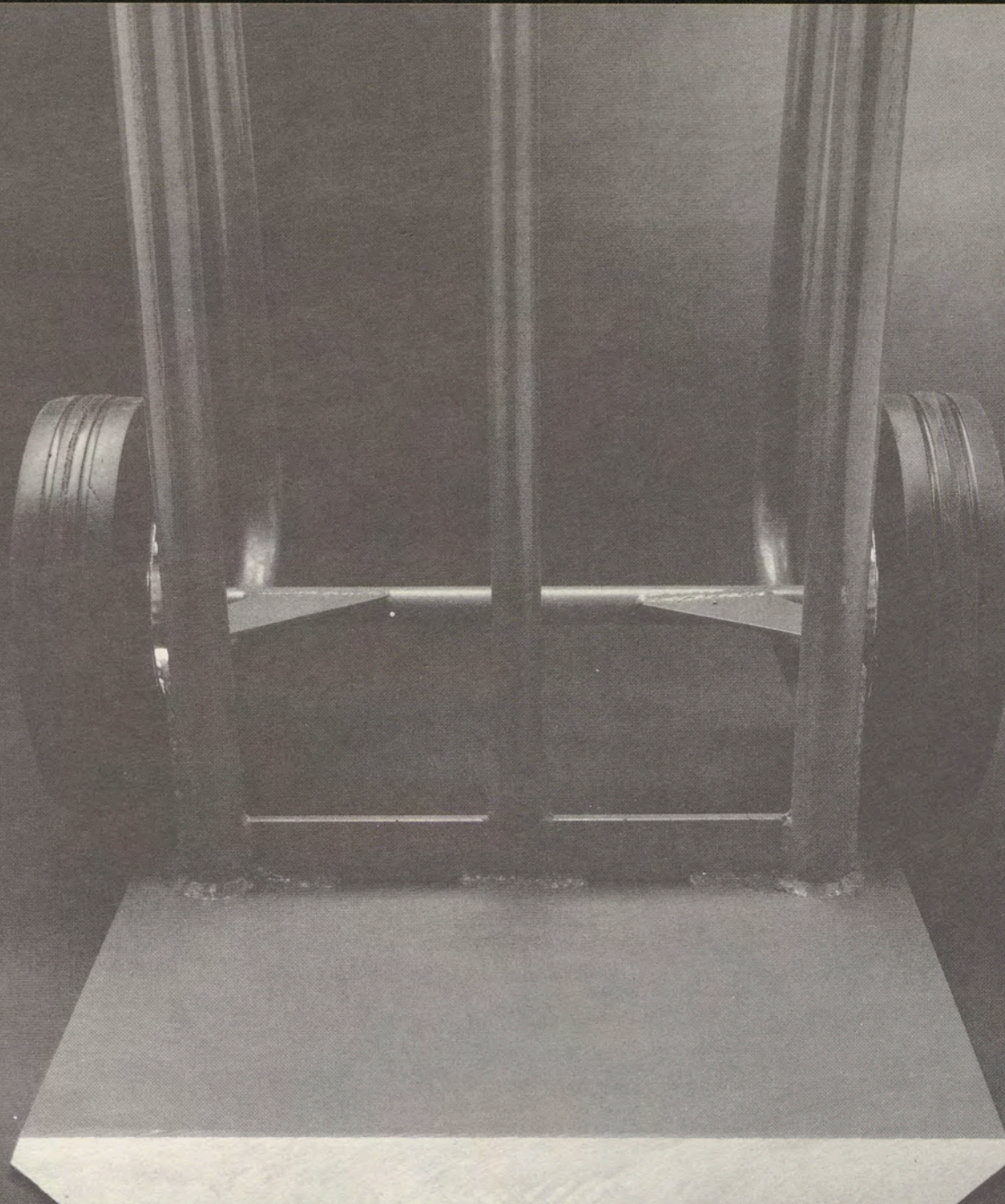
The National Parts Center people look forward to meeting you and discussing solutions to your service problems while you're in Las Vegas.



**National  
Parts Center**

©1983 REMCO Enterprises, Inc

Located in booth 122 in the  
Exhibit Area



## The only help you'll need moving our new rack systems off the floor.

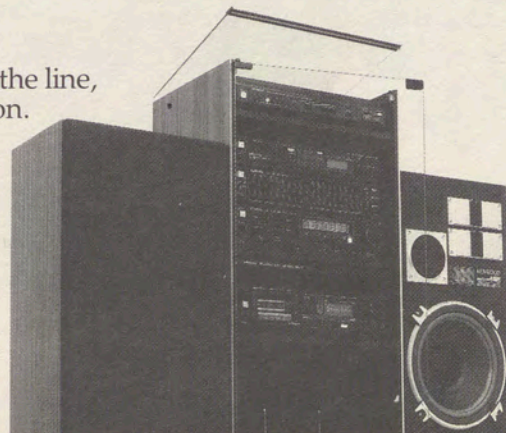
Last year the Kenwood Spectrum Series was easy to sell. This year it sells itself. Because we've upgraded every system in the line, with features like digital tuning, quartz drive, and 10-band equalization.

We've added brawn and beauty, too: more powerful amps, bigger speakers, and a sleeker, sexier, higher-tech look.

All of which makes selling simple. Just put the Kenwood Spectrum Series on your showroom floor.

Then watch things roll.

**KENWOOD**  
*Spectrum Series*



**Association of Progressive Rental Organizations  
1984 Annual Convention  
Las Vegas, Nevada . July 19-23, 1984**

## APRO CONVENTION REGISTRATION AND HOUSING FORM

Return this completed form with convention registration fees to: APRO c/o GLOBAL, Box 1907, Austin, TX 78767. Make check payable to APRO. Please print all information requested. Room confirmations will be forwarded by hotels directly. See reverse side for registration policies.

**CONVENTION REGISTRATION & POLICY**

Only individuals registered and badged may attend convention events. Children or spouse of registrant need not register to share hotel accommodations, but must if they wish access to any convention event. Replacement of lost badges is available at \$35.00 each.

Payment MUST accompany registration form to receive early registration discount.

Cancellations received before July 2 entitle registrant to full refund. Cancellations received after that date will be subject to discount. No refunds will be made unless request is received by August 10. All requests must be in writing.

Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Business Address \_\_\_\_\_ Telephone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Nickname for badge \_\_\_\_\_

**SPOUSE AND CHILD REGISTRATION.**

Spouse's Name \_\_\_\_\_ Nickname for badge \_\_\_\_\_

Children's Names \_\_\_\_\_

**FEES (check appropriate box)**

	Before July 19	After July 19
<input type="checkbox"/> APRO Member Registration	\$150	\$175
<input type="checkbox"/> APRO Spouse Registration	100	125
<input type="checkbox"/> Non-Member Registration	225	250
<input type="checkbox"/> Children (age 6-16 only)	65	90

If unable to attend for the duration of the convention, there is daily registration available as an alternative.

**Daily Convention Registration Fees**

Thursday, July 19.....	\$65.00
Friday, July 20.....	65.00
Saturday, July 21.....	65.00
Sunday, July 22.....	65.00

**Please check days attending**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Reserve space for (Name) \_\_\_\_\_

Confirm to (Your Company) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**CAESAR'S PALACE HOTEL RATES PER NIGHT**

_____ Single Occupancy (1 person)	\$ 60.00
_____ Double Occupancy (2 persons)	60.00
_____ Petite Suite (2 persons)	105.00
_____ Deluxe 1 Bedroom Suite	220.00
_____ Royal 1 Bedroom Suite	275.00
_____ Deluxe 2 Bedroom Suite	365.00
_____ Children or 3rd Person Adult in Same Room	

Arrival \_\_\_\_\_ Date \_\_\_\_\_ Hour \_\_\_\_\_

Departure \_\_\_\_\_ Date \_\_\_\_\_ Hour \_\_\_\_\_

Please check your method of deposit.  Check Enclosed  MC # \_\_\_\_\_  VISA # \_\_\_\_\_

**Global Enterprises, Inc.**  
POST OFFICE BOX 1907  
AUSTIN, TEXAS 78767  
(512) 327-8210



**Association of Progressive Rental Organizations  
1984 Annual Convention  
Las Vegas, Nevada • July 19-23, 1984**

**#413—AIRLINE RESERVATION APPLICATION**

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
Street or P.O. Box City State Zip

Business Phone: ( ) \_\_\_\_\_ Home Phone: ( ) \_\_\_\_\_

**FLIGHT TO LAS VEGAS:**

Departure City: \_\_\_\_\_ Date: \_\_\_\_\_

I prefer: Morning Flight \_\_\_\_\_ Afternoon \_\_\_\_\_ Evening \_\_\_\_\_ Smoking \_\_\_\_\_  
Non-Smoking \_\_\_\_\_ Window Seat \_\_\_\_\_ Aisle Seat \_\_\_\_\_

**RETURN FLIGHT:**

Date: \_\_\_\_\_ Morning flight \_\_\_\_\_ Afternoon \_\_\_\_\_ Evening \_\_\_\_\_  
-----

If your spouse and/or children will accompany you, Global Enterprises will also issue these tickets.

Spouse's Name: \_\_\_\_\_ Names and ages of accompanying

Children: \_\_\_\_\_

I will pay for the tickets by: Check \_\_\_\_\_ or Credit Card \_\_\_\_\_.

If Credit Card, complete: Type of Card \_\_\_\_\_

Card Number Expiration Date Name as shown on card  
-----

AA Advantage Number or other Remarks: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**COMPLETE AND MAIL IMMEDIATELY TO:**

**Global Enterprises, Inc.**  
POST OFFICE BOX 1907  
AUSTIN, TEXAS 78767  
(512) 327-8210

Changes in airline reservations may be directed to:  
Global Enterprises, Inc.

# LAS VEGAS

## Sample Roundtrip Airfare

	COACH FARE	RESTRICTIVE AIRFARE
ATLANTA	\$774.00	\$369.00
BOSTON	874.00	438.00
CHICAGO	700.00	409.00
DALLAS/FT WORTH	580.00	328.00
DENVER	426.00	279.00
DENVER	SOUTHWEST	210.00
HOUSTON	628.00	278.00
HOUSTON/HOBBY	SOUTHWEST	270.00
KANSAS CITY	SOUTHWEST	390.00
LOS ANGELES	164.00	164.00
LOS ANGELES	SOUTHWEST	98.00
MIAMI	820.00	439.00
NASHVILLE	706.00	448.00
NEW ORLEANS	700.00	399.00
NEW ORLEANS	SOUTHWEST	310.00
NEW YORK	840.00	438.00
SAN FRANCISCO	210.00	130.00
ST LOUIS	642.00	308.00



**GEI**

**Global Enterprises, Inc.**

POST OFFICE BOX 1907

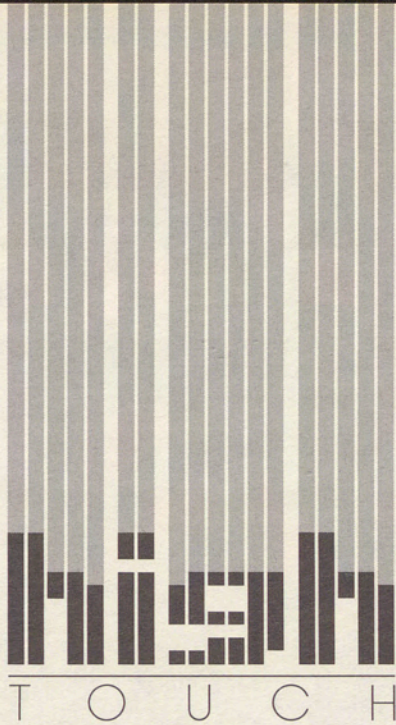
AUSTIN, TEXAS 78767

**Call Toll Free  
1 (800) 531-5139**

AIRFARES LISTED ABOVE ARE EFFECTIVE AS OF APRIL 10TH. ALL AIRFARES ARE SUBJECT TO INCREASE OR DECREASE BY THE AIRLINES AT ANY TIME PRIOR TO TICKETS BEING ISSUED.

GLOBAL ENTERPRISES WILL ISSUE AIRLINE TICKETS AGAINST THE LOWEST AVAILABLE AIRFARE FROM YOUR HOME CITY.





The class price/performer of Rent-to-Own computing

... for your store, satellite, and home office

# High Rent Protection



## At Bargain Basement Prices

With TravelMaster cases, your rental VCRs get the best possible protection for the price.

TravelMaster puts two tough walls of hard polyethylene and plenty of solid foam padding between your VCRs and the threatening realities of the rental world outside. It's simply hard to beat TravelMaster protection.

Especially at the price.

Call toll free for the name of your nearest TravelMaster distributor. Then see how little it costs to give your VCRs the high rent protection they deserve.



**TravelMaster<sup>®</sup>**

THE HIGH TECH, LOW COST  
HARD SIDE CASE

CALL TOLL FREE  
**1-800-334-0551**  
in NC, call 919-821-0877

 **Southern Case, Inc.**  
PO Box 28147  
Raleigh, NC 27611

Offices and Warehouses in California, Florida, Texas, Ohio

Toll Free Calling


1-800-543-0111 Ohio  
(Collect) 1-513-742-4550 Ohio  
1-800-527-1718 Texas  
1-800-442-6226 Texas  
1-800-327-4034 Parts & Service  
Catalog Available Upon Request


**JVC** **marantz.** **Technics** **SHARP**

**JVC** **marantz.** **Technics** **SHARP**

**JVC** **marantz.** **Technics** **SHARP**


**JVC** **marantz.** **Technics** **SHARP**

**IMPERIAL** **Grundig**  **Panasonic**

**IMPERIAL** **Grundig**  **Panasonic**

**IMPERIAL** **Grundig**  **Panasonic**

**IMPERIAL** **Grundig**  **Panasonic**

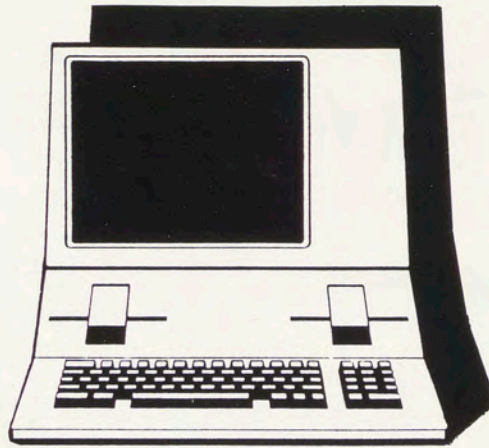
**IMPERIAL** **Grundig**  **Panasonic**

**IMPERIAL** Ask us about our private label products.

**We're**

**DYNAMIC**

**"EXCLUSIVELY DEDICATED TO THE COMPLETE  
NEEDS OF THE RENTAL DEALER"**



BY GLENN M. DAVIS

# MAKING THE FINAL DECISION ON COMPUTERS



Unhappily, many computer buyers study the possibilities carefully until time to make a decision, and then they blow it. They buy on the basis of emotion or brand name; or they get fed up with the whole confusing process and opt for the first system that's anywhere close to what they wanted. Act with extra caution to avoid this all-too-common mistake.

To avoid buyer's remorse, be systematic in your decision-making process. A systematic process can clear up the confusion which haunts so many computer buyers. Methodically investigate each of the top three contenders and then make a point-by-point comparison. Your final decision then becomes a no-nonsense business decision backed up by hard facts.

An organized buying program forces you to look beneath the surface of each vendor in turn. Far too many buying decisions are influenced by fancy brochures and slick sales presentations. Buyers are often surprised to discover that their ini-

tial favorite can't make the grade if evaluated objectively.

Remember, it's still not too late to postpone computerization if you have doubts. As you are choosing between alternatives among in-house systems, remember that you can also choose an outside computer service instead, or you can choose to stay with a manual system for the time being.

Another warning: be wary of underbidding. Small vendors get very hungry and sometimes they bite off more than they can chew. Desperate to get the business, they bid too low. Six months down the road the firm can be out of business, leaving you an orphan. Any bid that's more than 30% below the others should be examined with extra care.

One last caution: don't be the first on the block with a new system. Almost without exception, new hardware or software will have defects, regardless of the brand name. Let someone else be the guinea pig who discovers those defects. Choose proven technology that has been on the market for a while.

Here are the eight steps to follow to help make sure you've selected the right system for your rental business.

1

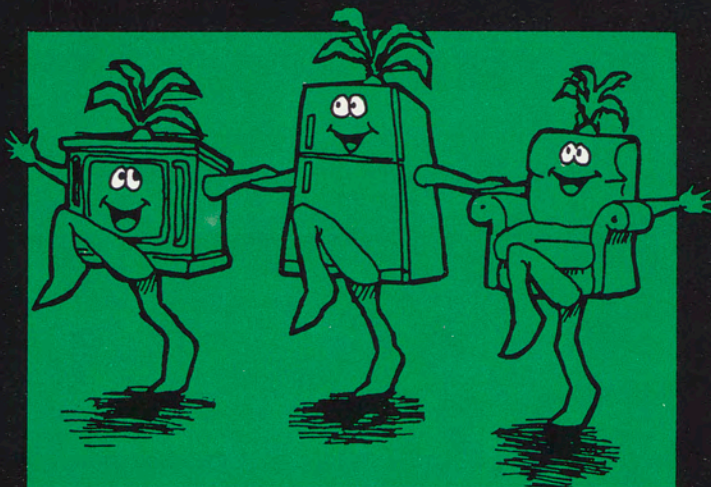
Use a systematic, phased approach. You make more mistakes when you hurry. If, on the other hand, you have a carefully thought out decision-making strategy, you lessen the likelihood of overlooking something important or getting rushed into a hasty choice by an over-eager salesman.

2

Review the vendors' bids and select the top three. There's nothing that says you can't take a closer look at more than three computer systems, of course, but to follow all the steps below for more than a few would be time-consuming and probably unnecessary.



**On July 19-23  
the latest in audio, video,  
appliance, and furniture  
rental products & marketing techniques  
go on stage at Caesar's Palace  
in Las Vegas.**



---

**Don't miss the show!**

**APRO™**

RENT-TO-OWN

WINNING IN THE 80s

1984 APRO Convention & Trade Show

July 19-23, 1984

Caesar's Palace

Las Vegas

# How Do You Spell Relief?

# H.H. SCOTT

## Audio Systems Without the Headaches.

S

### **The Best Rental Warranties**

Transferable Parts AND Labor coverage for 5 years on all loudspeakers; for 3 years on all receivers, amplifiers and tuners; and for 1 year on all turntables, cassette decks and compact disc players.

C

### **Return Rate of Less Than 1%**

Our 3-tier testing procedure maximizes product quality and assures you of the highest standards of reliability.

O

### **Systems for Your Market Needs**

Using any combination of components and loudspeakers from our entire line, we can design a system specifically for your needs.

T

### **Open Replacement Policy**

Because the Scott components offered to you are exactly the same as the ones we sell separately, there's no need to purchase an entire system just to replace one component.

T

### **Personal Attention**

We're the only quality, audio manufacturer to make a commitment to the Rental Industry. That's why you can count on the kind of attention you deserve — all with the personal touch you rarely receive from other suppliers.



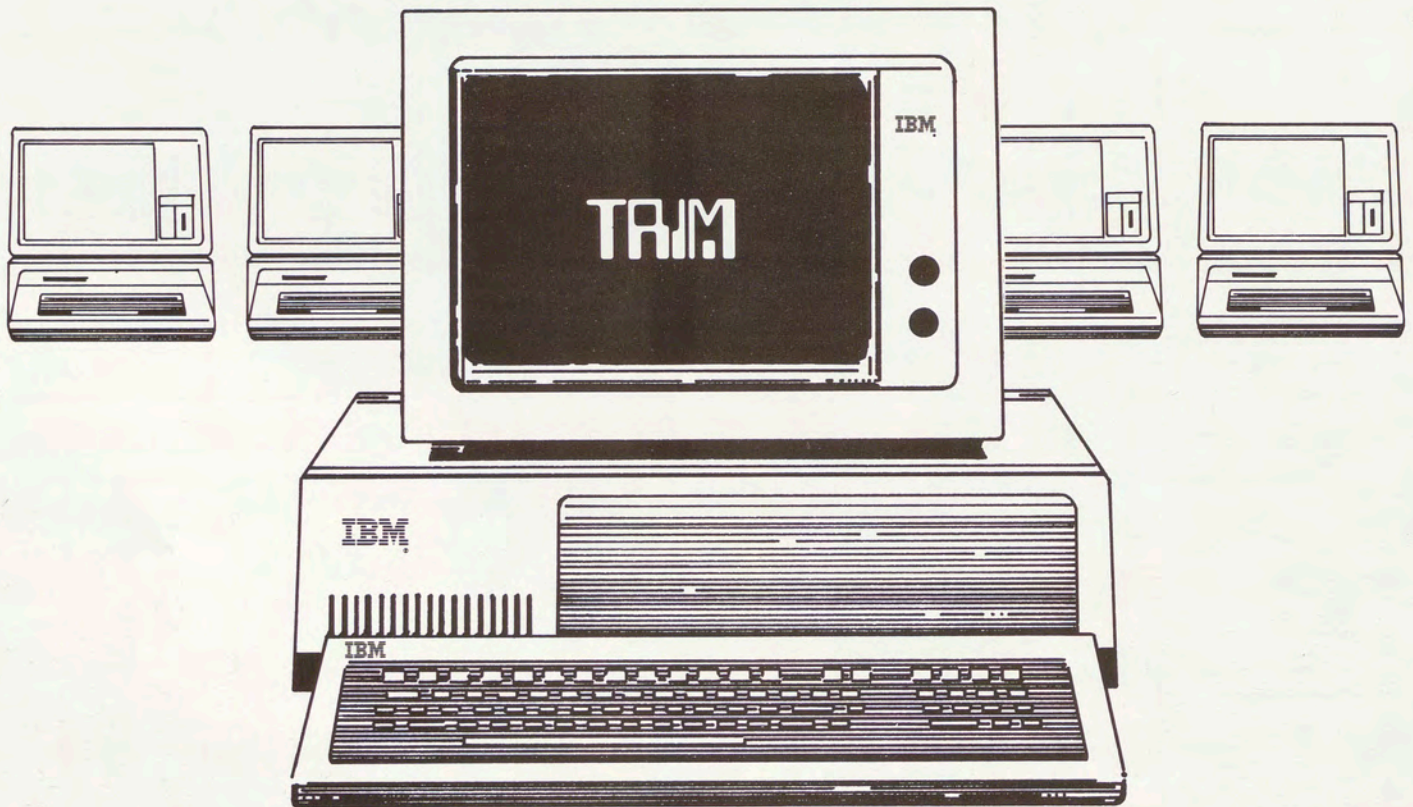
For relief from your audio headaches, see us at the APRO Convention, Booth 128-129, or contact our Sales Department at (617) 933-8800.

**SCOTT** ★

THE HI-FI PROFESSIONALS

H. H. Scott, Inc., 20 Commerce Way, Woburn, MA 01888, U.S.A.  
Telephone 617-933-8800 TELEX: 94-9302

# Why settle for just any computer system when you can have TRIM?



TRIM, The Rental Industry Manager, is the most complete and hard-working computer system you can buy. Designed exclusively for the needs of the rental industry, TRIM can efficiently manage every aspect of your business from deliveries, agreements and customer files to inventory, expenses, receipts and accounting. Here are just a few of the TRIM advantages:

**Easy to Use** Menus, function keys and help key provide on-the-spot assistance. Exclusive color CRT and windowing display make it easy to read more data at once.

**Fast and Accurate** TRIM provides automatic daily reports, error-free agreements, inventory records and point-of-sale data collection as well as the convenience of one-entry updates for all related records.

**Highly Flexible** Customer-specified parameter tables allow the system to be tailored to your

requirements. Data may be searched by any number of variables. And TRIM adapts to single- or multiple-store operation.

**Fully Integrated** Effective communication between home office and individual stores means you have fast, accurate information for management decisions.

**Advanced Technology** TRIM is based on the highly reliable IBM PC-XT and uses fixed, hard disk storage. Its dual printer operation provides flexibility, control and backup.

TRIM is a product of First National Computer Centers, a computer company with the most extensive experience in the rent-to-own industry. In fact, we use the TRIM system in our own computer rental operations. To learn how we can put TRIM to work for you, quickly and economically, contact **Mike Sheriff** at the address and phone number below.



**First National  
Computer Corporation**

4843 Keller Springs Road Dallas, Texas 75248 (214) 380-8700

# MAKING THE FINAL DECISION ON COMPUTERS

continued from page 37

their input. Have at least one of the people who will be using the equipment come along to try some hands-on experiments (it won't matter how much management likes the system if operators can't get along with it). Many computer buyers take several people to each demo and compare notes afterward.



Talk to previous customers. Insist on references from your top three contenders. Get names from each one, and call at least three. You will almost always get some surprises from talking to previous customers and asking questions such as:

"Did you ever see the salesman again after the sale?"

"Is the equipment reliable? How often does it break down?"

"How long did it take to train your operators on the system?"

"Do they like it?"

"How long does it take for service technicians to respond?" and so on.



Use a written evaluation system. The proposals received may be lengthy and confusing. The systems will be similar, making it hard to keep them straight in your mind, even after you have seen demonstrations. You will find it impossible to do a business-like job of comparing proposals if you try to do it in your head.

The best way to digest the information is to prepare a work sheet summarizing the important points. List the "important" elements, with a space to rate each

system for each element (see the accompanying checklist for an example).

The rating system does not have to be complicated. If you saw the movie "10", you already know about rating systems. You'll simply be applying the technique to a computer. A perfect system should get a 10 (you probably won't see any perfect 10's). A complete failure should get a 0. Most systems will get between 1 and 9, which will reflect how close they come to perfection.

You'll want to construct your own customized evaluation worksheet, emphasizing the elements that are most important to your rental store. Use the checklist as the starting point for your personalized version.

Although it may seem at first that your checklist is asking for yes-or-no answers, your response should be a numerical rating as explained above. You'll notice that there is a space to rate each of the top vendors.

*Glenn Davis is the Secretary on the APRO Board of Directors and Director of Sales for Rent-To-Own, Inc.*

## UNLOCK THE COMPUTER FOR YOUR BUSINESS



Effectively . . . Inexpensively

R.E.N.T.S.\* SOFTWARE is available in two parts:

1) Front Counter — for control of rental contract information: only \$2500.

2) Back Room — for a complete accounting system: \$2500.

**BUY BOTH PARTS TOGETHER FOR \$4500.00 AND SAVE \$500! SEND CHECK OR MONEY ORDER!**

RENT-TO-OWN, as well as a complete backroom software package.

\*Rental Equipment Network Transaction System.



**R.E.N.T.S. SOFTWARE**

"Computer Power for the Rental Industry"

1600 West 12th, Sioux Falls, S.D. 57104, (605) 338-1800

## Enhance Your Performance

**M**uch like a team coach, any industry supplier knows the importance of having the right players in the game.

If your team is in left-field or lacks the market penetration to really perform, we can help.

THE APROACH magazine offers advertising space to the suppliers who know that rental-purchase is a market alternative that is winning in the 80s.

THE APROACH magazine is read and relied upon by rental dealers from California to Connecticut. We give them the latest in:

- management techniques
- advertising methods
- effective sales presentations
- government relations
- financial planning advice
- product news
- tax tips

THE APROACH puts your company on the field and in the hands of the buyers. Contact us... we know the score.

**THE APROACH**

The magazine for the home entertainment, home appliance and furniture rental industry  
Elizabeth T. Johnston, Advertising Director  
1866 InterFirst Tower  
Austin, TX 78701  
512/478-6521

# THE CASS RENT-TO-OWN SYSTEM

**The Complete System.** The CASS Rent-to-Own System combines highly reliable Datapoint® hardware plus the proven CASS software you need to run a more efficient organization.

Our software provides reports on inventory control, rental agreements, store status, trust management, and more. And we also offer a full financial and accounting module — general ledger, payroll, and accounts payable.

**The Corporate System.** If you have more than one store, our corporate system will keep you informed with up to date

information. Here's how it works.

The main processor is located in your corporate office. Each store has a terminal (CRT) that handles all daily transactions. At the end of each business day, the terminals transmit all their data to the processor via telephone. This means corporate has all the information it needs to make important business decisions before the next day begins. No more waiting for the mail or for employees to make manual calculations. It's that simple.

**The Easy to Use System.** The last thing you need is a complicated system, so we made it easy. Messages in conversational English guide you along as data is entered. No prior computer experience or knowledge is necessary.

**The Easily Serviced System.** We chose Datapoint equipment because we know that down time costs you money. With service available coast to coast, you can be assured of response within hours. And, it's on sight service — you don't have to take the computer to a service center as you would a small business computer.

And we can service the software simply by using a telephone to dial into your system from our corporate office.

**The Expandable System.** You'll never outgrow our system. Datapoint's expandable hardware allows you to add new terminals for each new location or additional storage capacity to the processor. This saves you time and money.

**The CASS System.** High quality hardware, advanced software, and unbeatable service make us the smart choice for the rent-to-own business person. We've installed our system all across the country. Major chains such as Champion TV & Appliance, Inc., RTO Corp. of Oregon, Advantage Rentals, Inc., and VAL-U Electronic have chosen CASS. Why don't you? For more information, call or write:

**CASS Systems, Inc.**

17000 Dallas Parkway, Suite 126  
Dallas, Texas 75248 (214) 931-5522  
2827 S. Ridgewood Ave., Suite C  
S. Daytona, FL 32019 (904) 756-4874

Datapoint is a trademark of Datapoint Corporation

**WE'RE  
THE  
EXPERTS AT  
MULTI-STORE  
CONTROL**

# WOMEN IN THE RENTAL INDUSTRY

The saying "It's a man's world" is pretty outdated these days. Women are out working at all levels in every kind of business. Though the pay scale is still much lower for women than for men, women are toughing it out and staying in the working world.

THE APROACH is interested in learning about those women working in the rental industry. What are the problems associated with being a woman, if any? Is there anything they can't or won't do? Do they have to act like a man? The interviews that follow indicate that women in the rental industry don't see many problems associated with their sex.



**Jody White, Franchise Manager  
Remco**

"One of my Achilles' heels is collections. Though I am good at going out for collections, I don't necessarily enjoy it. I'm a very trustworthy person and it goes against my grain to think that someone might try to steal from me. That might be a typically female trait — trustfulness. I never try to act like a man. I find that in some cases being a woman is an advantage. People tend to open the door to a woman when she is out on collections. The only problem, and I mean the *only* one, is that women are not quite as physically strong as men. Oh, a woman can still haul out a refrigerator on a dolly and load it onto a truck, but she might have to sweat over it more than a man. I have a hard time finding women to do pick-ups for that reason."



**Audrey Tisedale, Owner/President  
My Rental Company**

"Deliveries! That is the only problem I can think of for women. Other than that, I think a woman can handle anything as well as a man — perhaps better. Women are more inclined to do paperwork less grudgingly than men, and there is a lot of paperwork to do in rentals. Women seem to deal with the public better. A woman's touch is needed in customer relations."



**Betty Coolidge, Owner/Manager  
Mrs. T's**

"I think a woman has advantages in the rental industry. We can talk to customers on a more personal level. We get more done. After being a housewife, and raising nine children, you can handle just about anything. Working is a snap! Women can get into places for collections better than a man. People tend to open the door to a woman. The only men in my store are delivery men. It's not that a woman can't do deliveries (I did it myself to begin with), but a woman gets tired when she has to deliver 10 TV sets in one night. That tenth one gets pretty heavy!"



**Pat Flowers, Owner/Manager  
Color World T.V. Rental, Inc.**

"Doing outside collections is the only difficulty for women in the rental industry. And it's not that women can't do collections — I feel they have the soft touch that makes bad and good customers cooperate — but there are basic sociological factors in America that make it potentially dangerous for a woman to go out on collections. Until that fact of life changes, I won't send any of my women out to collect merchan-

dise. Inside my stores, the women are stronger than the men. I have a 50-50 balance of women to men, but the women outperform. Their closing ratio is 90%, especially in furniture, and their delinquencies are practically nil. Women can really succeed in rental, but a lot of them just don't know it. They think it's a man's business, but that just isn't so. My women make more money and in a lot of cases really make the high dollars, because they work on commissions and perform much better than my male employees."



**Barbara Hawkes, Owner/Manager  
Hawkes TV**

"I've been in the rental business for 29 years, mostly buying. At first men thought that I was kind of strange. There just weren't that many women in business 29 years ago. But now they treat me like one of the guys. I think women are more flexible when they have raised a family. Flexibility comes naturally to them, and you have to have that to succeed in the rental business."



**Rozanne Flatt, Vice President  
1st National Computer Corporation**

"A lot of women don't want to do account management in the rental business, but I know that they can do a really great job. Women tend not to create physical confrontations with customers. They are better able to get financial commitments from customers, instead of having to haul off products. Sure, it is hard work and sometimes women need to bring along some help, but there are also some *men* who have to ask for help in account management. The rental industry, like most businesses, is dominated by men, but women are doing an excellent job wherever they are found. They have excellent sales records in the rental industry, perform wonderfully on the phone, and in many cases do both better than men."

It is clear that being female in the rental industry is not considered a liability by the women interviewed. On the contrary, according to them, it is an asset. □

# RENT-TO-OWN: A WINNING CONCEPT!

The Gallery Rentals franchise system offers you the opportunity for unlimited profits!

It is the only such franchise which enables you to be either an investor or store operator in one of America's fastest growing business ventures.



As an investor or operator, Gallery assists in every way—from securing management contracts, offering financial assistance, marketing and training programs, to handling product selection, personnel hiring, site location and store layout.

Customers rent-to-own from a wide selection of top name electronic equipment and major home appliances.

**THE GALLERY CONCEPT IS A PROVEN SYSTEM  
DESIGNED FOR SUCCESS!**

**gallery  
RENTALS**

427 South Foster

Baton Rouge, LA 70806

(504) 927-4110

# FRANCHISING IN THE RENTAL INDUSTRY

*By Edward L. Winn III*

Rental-purchase dealers are exploring franchising from several points of view. A handful of companies are already marketing rental-purchase franchise packages as a means of expanding markets. Others are contemplating starting up franchising programs in the near future. Still others look at franchising from the franchisee's point of view. To the franchisee, it means opening new stores in new markets, as well as increasing cash flows and improving profits in existing stores. Still others contemplate converting existing stores into franchises as a means of capitalizing on national advertising, group buying power, and other advantages that are offered by franchising.

This article will examine the nature of franchising generally, looking at how the concept manifests itself in the present rental-purchase marketplace and how it is likely to evolve in the future.

## Background

A franchise is a method of doing business that has been adopted by a wide variety of businesses and industries. As a result, there is no simple, all-encompassing definition of a franchise. A complete, if complicated, definition comes from the draft of a proposed uniform franchise disclosure statute:

A contract or agreement either express or implied, whether oral or written, between two or more persons by which (a) a franchisee is granted the right to engage in the business of offering, selling or distributing goods or services under a marketing plan or system prescribed in substantial part by a franchisor; and (b) the operation of the franchisee's business pursuant to such plan or system is substantially associated with the franchisor's trademark, service mark, trade name, logotype, advertising or other commercial symbol designating the franchisor or its affiliate.

A franchise system consists of three components. The *franchisor* grants a right or license, called the *franchise*, to the *franchisee*. The franchisor supplies the product, teaches the service, or both, to the franchisee, who, in turn, markets the product or service to the public. Most often, the franchisee pays the franchisor a franchise fee and continuing royalties for the privilege of doing business according to the franchisor's scheme.

Franchising began shortly after the Civil War. Singer Sewing Machine Company is credited with developing the first franchise program. In the early twentieth century, automobile and truck dealers, gasoline service stations, and soft drink bottlers led the way in franchise development. In the 1950s and 1960s there was a franchise boom, particularly in the fast-food restaurant business. While a few large-scale failures in the late 60s cooled the boom, franchising remains a popular and viable business concept in the 1980s. In some industries, it has become a haven for the small businessman.

Franchises can be divided into two broad categories: product distribution systems, like tire dealerships, in which the dealer is closely identified with the manufacturer/supplier; and business format systems, in which a total business concept is duplicated in one location after another. The second category, the one most often considered by rental-purchase dealers, is also called "pure," "comprehensive," or "entire business format" franchising. Under this system, the franchisor has developed a product, a service, or both, and a complete business format for marketing the product and/or service. This kind of franchise package will include contractually limited use of trademarks, good will, technical know-how, trade secrets, copyrights,

system-wide promotions and promotional materials, standardized operating procedures, and group buying power. As an example of buying power, it is estimated that McDonald's, the major fast-food franchisor, accounts for 7% of all the beef purchased in the United States.

There were over 1800 franchisors in the country in 1983. Total franchise sales of goods and services approached \$450 billion in that year, and it is estimated that franchising accounted for over five million jobs in the American economy. In 1982, total retail sales were estimated at \$1.1 trillion, and retail franchising accounted for almost one-third of that figure. Retail franchising accounts for about 80% of all franchising sales.

A successful franchise system has the potential for explosive growth. Large franchisors—those with 1000 or more outlets—dominate business-format franchising, with 57 companies accounting for over one-half of all franchise sales in 1981. Restaurant franchisors (such as McDonald's, with nearly 7500 outlets) and automotive products and services franchisors continue to dominate the field.

In the rental-purchase industry, Color-tyme reports the largest number of franchises devoted exclusively to the rental-purchase concept, with 392 outlets. Remco, a relative newcomer to the franchise scene, reports 40 franchises in operation and another 39 scheduled to open by 1985. Curtis Mathes has 380 franchisees who own over 700 stores nationwide. These are primarily retail sales outlets; however, approximately 80% of the Curtis Mathes franchisees offer a rental-purchase program in addition to retail sales. The number of rental-purchase franchise stores is still a small percentage of the more than 4000 rental-purchase outlets in the nation.

## Franchising Law

As the franchise concept continues to evolve and gain popularity, legal controls are developing apace. Whenever a business concept enjoys success, a few unscrupulous operators will try to get in on the money without giving full value. The government cannot conveniently get into the business of guaranteeing business ventures for investors, the Chrysler bailout notwithstanding. It can, however, make some effort to ensure that the information made available about franchise opportunities is accurate, relatively complete, and understandable.

In 1979, the Federal Trade Commission adopted a rule requiring franchisors and franchise brokers offering franchises in the United States to furnish prospective franchisees with information about the franchisor, the franchisor's business, and the terms of the franchise agreement in a single document, the "Basic Disclosure Document." A franchisor is not required to make any claims about actual or potential earnings

of a franchise operation, but if such claims are made, they must be made in a prescribed fashion in another disclosure, the "Earnings Claim Document." The franchisor must also provide copies of the proposed franchise agreement itself.

In addition to the FTC rules, 34 states have enacted franchise laws or business opportunity laws which typically require similar disclosures. States may also require franchisors to register the offer of franchises with a state agency, as is done with stock offerings. The agency typically will review the franchisor's application to sell franchises, the proposed disclosure statement, financial statements, advertising materials, background information about the principals involved in franchising, the proposed franchise agreement itself, and any other agreements that are part of the deal. To some extent, the agency will ensure that the documentation contains all the information required by law and is presented in understandable form. These state agencies are authorized by law to inquire about any inconsistencies between the disclosure statement and the franchise agreement; to determine whether the advertising conforms with all applicable rules concerning representations that are made; and to determine whether any of the claims made by the franchisor are fraudulent, deceptive, unfair, or misleading.

State agencies can also inquire into a franchisor's financial ability to carry out the promises made in the agreement. This might include provisions to provide real estate for building sites, equipment, inventory, training for franchisee employees, and the like. If the agency has questions concerning a franchisor's financial ability to perform, it can require the franchisor to escrow funds, initial franchise fees, royalties, and other franchise payments until the obligations have been performed. In some states a franchisor may post a surety bond instead of placing funds in escrow.

An agency may deny a franchisor's application or revoke a license to sell franchises for failure to comply with state law or for filing incomplete or misleading statements. Many states have both criminal and civil penalties. (Violations of the FTC rules can lead to fines of \$10,000 a day.)

Despite the protections offered by the federal and state disclosure laws, both levels of government are quick to discourage potential franchisees from relying on a franchisor's claims merely because the government has reviewed the documentation:

You should not assume that the registration of a franchisor or the preparation of a disclosure statement means that the information in the franchisor's disclosure statement is complete, accurate, and free of excessive claims and misleading statements or that the administrative agency of your state or the Federal Trade Com-

mission has made such a determination or has in any way approved the franchise. The resources and investigative staff of administrative agencies are limited and not able to fully investigate all franchises offered. Independent verification (e.g., by checking with existing franchisees) of the information contained in the disclosure statement is essential if you are to do a thorough job of investigating before you invest (*About Franchising*, Membership Directory of the International Franchise Association, 1984).

Both federal and state disclosure laws require extensive information about the nature of the business enterprise and the participants. The FTC rule and several state statutes, for example, require detailed disclosures in each of the following categories:

1. Identity of the franchisor, its directors, officers, partners, and other personnel.
2. Business experience of the franchisor and key personnel.
3. Litigation and bankruptcy history of the franchisor and key personnel.
4. Description of the franchise offered and the goods, services, training programs, supervision, advertising, and other services offered as part of the package.
5. Description of the franchisor's trade names and other commercial symbols to be licensed and any restrictions concerning their use.
6. Money required to be paid to the franchisor, plus business start-up costs, plus any continuing fees, how they are determined, and an estimate of the total investment required of a franchisee.
7. Description of any company with which a franchisee is required or advised to do business.
8. The number of franchised or franchisor-operated locations in existence, the number of franchises proposed to be sold during the next year, and statistical information about the rate of termination of existing franchises.
9. Description of any franchisor's assistance in financing the purchase of a franchise, including any waiver of defenses in any notes; and whether the franchisor has in the past assigned, or expects to assign, any of its obligations.
10. Restrictions placed on a franchisee's conduct of its business.
11. Any personal participation required of the franchisee.
12. Conditions under which the franchise may be terminated; descriptions of any covenants not to

compete in the event of termination or otherwise.

13. Description of any territorial protections the franchisee will have.
14. Description of any celebrity involvement with the franchise program and any compensation paid.
15. Data and methods used for projecting sales and income of franchises.
16. Copies of the most recent balance sheets and profit-and-loss statements of the franchisor.

### The Franchisor

Dealers who think they have a good idea that could be franchised successfully need to understand that the process of getting a franchise program together can be expensive and time-consuming. Legal fees alone can run \$25,000 to get a company's documentation in order. A dealer will also have to have trademarks registered and training manuals written. Prospective franchisees want a program that will work. That means not just a good idea, but an idea that has been analyzed, detailed, and calibrated and that can be reproduced exactly. A franchisor must have a strong financial base, one that will bear close scrutiny. Prospective franchisees will want to see a successful track record.

A franchisor must consider the needs of prospective franchisees and meet them if possible. In the rental-purchase business proper training of store personnel is essential. A franchisor needs a good training program and the means to provide continuing assistance as needed. A well thought out and workable marketing plan is essential. Store layouts and displays are often part of the package in rental-purchase franchising. In order to protect his investment, a franchisor will need tight quality and inventory controls. Territories must be carefully laid out and decisions must be made concerning exclusivity, leasing vs. buying a location, choice of equipment and fixtures, ability of the franchisee to alter the layout to suit different markets, and the like. How long will the franchise last? Can the franchisee renew? What are the grounds for termination? How much should the franchise fee be? Additional fixed payments? Royalties? The list goes on.

A franchisor has problems and opportunities unique to the role, separate and apart from being a rental-purchase dealer. Franchisors who do not market a successful package invariably get sued. Despite best efforts, expectations are often disappointed in the franchise business. A good franchise concept will create reasonable expectations and then help franchisees realize them.

Existing rental-purchase packages offer business-format franchising. At least five companies are actively marketing franchise

packages: Colortyme, Curtis Mathes, Gallery TV Rentals, Remco, and Rent-A-Center. (A handful of other companies are actively preparing packages of their own or are contemplating doing so. RTO, a California chain, will have a program ready in the summer of 1984.) All offer access to complete product lines at discount prices. All have available multi-media advertising packages as well as store displays, signs, counter displays, and decorations. Companies vary on how tightly they control choice of location and store layout. Financing and insurance packages vary, as do management programs.

Each company's package includes a thorough feasibility analysis to determine how lucrative the franchise will be. This benefits the franchisor, who needs to know whether to sell a franchise to a certain person in a certain area, and the potential buyer, who will have a good idea of how successful he or she will become.

Each of these franchise packages also includes a pre-opening training program for all employee levels. Except for Rent-A-Center, training is offered for the owner as well, even if he or she will not be managing the store. Colortyme has four different schools to train the franchisee and employees, from top managers to TV service people. Curtis Mathes offers all kinds of "how-to" training, including "How to Run Your Own Tape Club." The franchise packages include training and operations manuals, as well as complete advertising packages that cover market profiles and include ad slicks and campaigns.

In addition, the franchisors assist in site selection. Curtis Mathes offers protected trade territories, and all offer different means of territorial protection. With the exception of Rent-A-Center, which is currently confining franchising to a few areas, all companies offer nationwide locations.

Long-range service to the franchisee is a very attractive selling point offered by several companies. Remco stresses, "We visit our franchise outlets as often as our own stores, in most cases, more. We want to know how they are doing and help in any way we can."

### The Franchisee

A profile of the potential franchisee looks the same across the board. He or she must be experienced in business and must have a good financial statement. Sal DiLeo of Gallery Rentals describes the potential franchisee as "someone who is in other businesses or...who is in the retail appliance and furniture business right now and sees the rental center next door stealing his business away from him. He realizes that the rental business is lucrative and wants to get into it. Through our franchise management contract, he can utilize our expertise and pick up the business he's losing."

Quite naturally, many of the people buying franchises have years of retail experience

in home appliances and furniture. They know the product, see the money potential in rental, and go with rental franchises in order to skip the "hands on" learning process of owning a rental store outright. The risks are few and the protection of the franchisor is there.

A large number of current franchisees are former independent rental store owners. Ralph Campbell, Vice President of Communications at Curtis Mathes, guesses that about 70% of his franchisees fall into this category. He says that when Curtis Mathes began offering its franchise package two years ago, the company went to all its dealers who offered multi-line TVs and asked, "Do you want to join?" About 85% jumped on the bandwagon, dropped their former product lines, and became Curtis Mathes Home Entertainment Centers (a stunning example of the drawing power of that particular "darn-well-worth-it" TV). Remco's Vice President of Franchise Marketing, Mike Hickey, claims that out of his 40 franchises sold only a handful have been "rental store conversions." He explains, "We treat the conversion franchisee very gingerly, because anytime you convert — it costs. We do a financial review to determine whether the conversion will be profitable."

#### Bottom Line Considerations

Each company feels its particular franchise package is unique. Tony Heatherly, Vice President of Franchising at Rent-A-Center, suggests that his company's attention to legalities makes it special. "We strive to be totally ethical and pass that on to our franchisees. We make sure that they can comply with all legal requirements, and even some that are not necessary. Rent-A-Center also writes a contract in down-to-earth language for the layperson and offers a three-day right to rescind the contract." Mike Hickey, Vice President of Franchise Marketing at Remco, cites Remco's service to the franchisee before and after opening. Colortyme, according to Vice President of Franchising Bob Wyse, offers a unique store design, combined with tremendous buying power and a nationally recognized name. The Curtis Mathes name is the number-one selling feature of Curtis Mathes Home Entertainment Center franchisees.

The start-up costs of getting into a franchise are reasonable. Fees range from \$15,000 to \$25,000. (Colortyme charges no fee at this time but will initiate a fee in 1985.) Mike Hickey of Remco describes how his company hopes to attract franchisees who wish to grow: "We've attempted to come up with a unique concept. We pass on economies of scale to the franchisee by making it less expensive to own more franchises. The more you own, the less the service fee is."

Franchisors are not reaping huge profits from their franchise programs. Operational



Pictured above, Sal Dileo of Gallery Rentals, right, Tony Heatherly of Rent-A-Center, and, far right, Ralph Campbell of Curtis Mathes.



costs are high because of the extensive training and service required. What they are doing, however, is expanding their image. They are getting more stores with their names on them into more cities and locations, with less risk. They are getting bigger in the way that most American product companies do.

People who are interested in a rental-purchase franchise need to contact franchisors directly. Being in the rental business already may or may not help. Good experience might enable a dealer to evaluate a franchise program better and begin running a store more quickly and profitably. However, the franchisor may have to teach a dealer to 'unlearn' bad habits. Franchisees need a different temperament from that of true entrepreneurial types. One of the keys to franchising is uniformity, and a good franchisee is flexible and can adapt to fit the program. People who tend to think their way is the best way may not be happy within the confines of a franchise program.

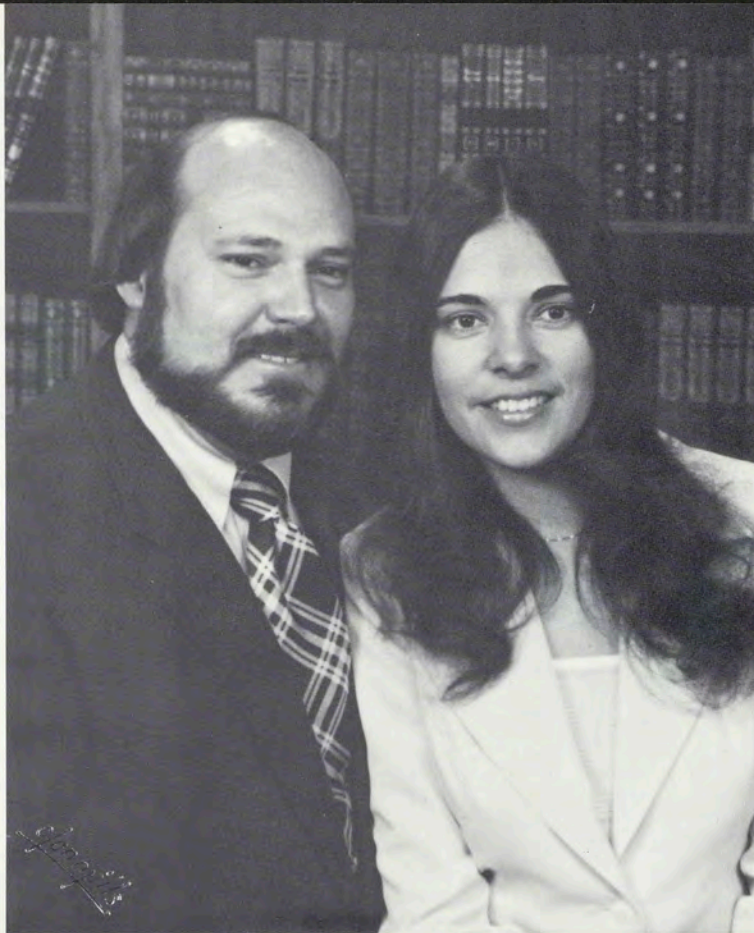
Prospective franchisees should understand that the franchisor will want to evaluate them very carefully. The franchise's good name will ultimately depend on good franchisees who fit into the program. A franchisor needs to know that a prospective franchisee can carry the franchise financially. He needs to satisfy himself that the franchisee is committed to the task and strongly motivated to succeed. A franchise, rental-purchase or otherwise, is best perceived as a lifetime commitment. Prospective franchisees need to look hard at their own abilities and interests, not just the franchisor's listing of big profits.

Rental-purchase dealers contemplating the purchase of or perhaps conversion to

a rental-purchase franchise are advised to shop the marketplace. Representatives from the franchisor company will meet with you after you have qualified as a serious potential franchisee. You should study the disclosure documents carefully. Do not consider investing the time and money that any franchise will ultimately cost without consulting with an accountant and an attorney. Study carefully any and all paperwork that you can get from the franchisor. Rent-A-Center is a publicly traded company. You can get a copy of their stock prospectus from a broker for additional information about that company.

Additional aids are available to assist you in analyzing a program. The U.S. Chamber of Commerce has several publications on franchising. The International Franchise Association has a handbook on investigating franchises. Write or call IFA, 1025 Connecticut Avenue, N.W., Suite 1005, Washington, DC 20036; (202) 659-0790. A checklist of 140 questions to ask of a franchisor is available from the 1984 Franchise Annual, 728 Center Street, P.O. Box 550, Lewiston, NY 14092; (716) 754-4669. In addition, local libraries have books on how to investigate franchises.

To some rental-purchase dealers, the term "franchising" might seem to be a dirty word. Some small independent dealers who are toughing it out on their own view the recent explosion of franchising negatively. It can hurt to see the big guys get bigger. It creates more competition. However, rental-purchase franchising is an industry trend that is here to stay. On the positive side, it shows just how profitable the rental-purchase business is for everyone involved.



# MARILYN AND DENNIS PALMQUIST

By Lindy Vaughan

It is encouraging that although the nuclear family is smaller and less tightly-knit these days, there are still some folks out there who build thriving businesses on the "Mom and Pop" concept. There are a number of them in the rental business. They feel the fact that their family lives are incorporated into their business makes the quality of living better.

It is often a natural occurrence for husbands and wives to become involved in business together. THE APPROACH talked with a few such teams who work in the rental industry.

## Dennis and Marilyn Palmquist

Four very successful stores in Austin, called Quality Rentals, were started by a dynamic couple, Dennis and Marilyn Palmquist (pictured above). Marilyn

started out as Dennis's secretary twelve years ago when he worked for another rental company. "I fell in love with him first as a manager and later as a person," says Marilyn. The two found that they loved the business they were in and loved each other, and they decided to begin their own rental store together.

It was a venture that proved to be rewarding on a personal level to them both. "We have fun all day," says Dennis. "It's great to work as a couple. The advantage is that you have someone to share the workload and decision-making burdens with."

Dennis and Marilyn's different personalities and styles complement each other. "I'm the kind of crazy guy who thinks that he can do anything and will try anything," says Dennis. "Marilyn is more conservative. She pulls me back to reality with her sensible thinking."

Marilyn talks about trust. "The business is very demanding. You have to put in long hours. So when Dennis calls and says that he won't be home until midnight because so-and-so came into town, I don't have to worry about where he is and what he's doing. We know what each other is up to 24 hours a day. That makes for a lot of trust and security in our marriage."

When asked whether it is hard for them to leave the office behind when they go home, Dennis and Marilyn agree that it is. "We have total communication. The only time we stop talking business is with our friends and when we are at the dinner table with our two sons. But it is an effort. We really have to consciously make ourselves stop talking about the stores."

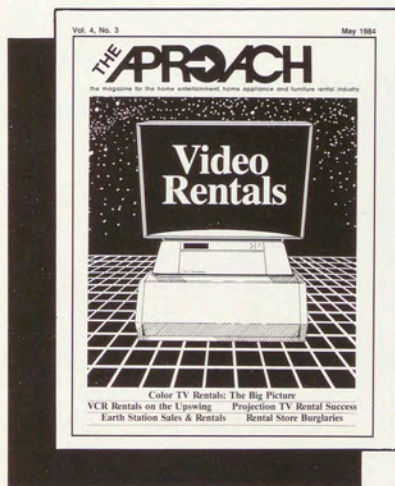
They are encouraging their 18-year-old son to "see the world" before he settles into any one business pursuit. "We don't

*continued on page 52*

**If your  
appliance sales  
aren't cooking,  
find out what's**

**Hot!**

With the September issue of THE APPROACH comes a feature showcase of the latest trends in home appliance rentals. Appliance rentals are an important and profitable segment of the rental-purchase industry, representing 25% of an annual 1.5 billion dollar business.



THE APPROACH offers rental dealers advice on the appliance rental segment of their growing business. Product trends. Advertising tips. Inventory management methods.

THE APPROACH offers advertisers a chance to do business.

If you are an appliance manufacturer that wants to reach the hottest market in consumer electronics — the rental-purchase market — what are you waiting for?

Space Reservation Deadline . . . . . **8/1/84**  
 Material Deadline . . . . . **8/10/84**  
 Issue Date . . . . . **9/1/84**

Contact:  
 Elizabeth T. Johnston  
 Advertising Director

**THE APPROACH**

1866 InterFirst Tower Austin, Texas 78701 (512) 478-6521

## FAMILY-OWNED AND OPERATED

continued from page 49

want to push him into our business," says Marilyn. "If he makes that decision on his own, we'll do everything we can to get him educated and trained to work for us."

Dennis made a statement about how working together really enhances a marriage. "I personally think that it is great!" he says emphatically. "I see our friends and other people who work separately during the day and they come home at night with no concept of what each other has been doing. They don't have communication—the involvement—in their spouses that we do. Working as a couple just can't be beat!" The joy and happiness in their voices is proof enough that Dennis and Marilyn have a good thing going.

### Audrey Tisedale and Mac McCullar

Audrey Tisedale and her husband, Mac McCullar, went into the rental business one year ago and are now opening their fourth My Rental Store in Atlanta, Georgia. Audrey basically handles the financial aspects of the business and he trains the employees.

"It can be very difficult," says Audrey. "Sometimes you argue about things during the day, and it's real hard to go home at night and not continue the argument. But when it works, it works very well."

She talks about the unique system she and Mac have devised for dealing with the problem of making decisions together.

"What we do is alternate weeks," explains Audrey. "One week I have the final say-so on business decisions and the next week my husband gets to have the last word. We don't do this at home in our personal lives, but it really does lessen the torment of decision-making in the business. I don't always agree with a decision he will make, but the next week I can have my say. So it works." The only problem with the arrangement is that sometimes their managers get confused as to whose week it is to make decisions.

Sometimes husband-and-wife teams expand to include their children as well. Exposed to their parents' business from an early age, children often want to become a part of it as they enter adulthood.

### The Hawkes Family

Al and Barbara Hawkes have been in the rental business as a husband-and-wife team for many years. Their daughters work for them, and their son was a big part of the business until he died two years ago.

Barbara and Al get away every six weeks for weekends at a hunting cabin. They have an interesting arrangement that Barbara explains. "We have a rule about vacations. Al can bring along all the work he wants to, but I'm going to bring along enjoyable reading, and I'm *not* going to talk about business." She says it took a while for her husband to accept that she wouldn't talk about business, but now he knows it is pointless to bring up the subject of work when they are on vacation. "It keeps me sane!" laughs Barbara.

When asked whether they tend to be easy on their children as employees, Barbara denies it. "I have a daughter in the business who really balked at washing windows the first time I told her that they

"I fired one daughter two times. She was not showing up for work on time and just figured that mom would cover for her."

needed cleaning. I told her that employees who don't wash windows don't get paychecks! I won't let my children get away with anything just because they are my children."

Al and Barbara are strongly in favor of family-owned businesses. They feel that their customers tend to view them more as a family than as merchants. Barbara likes to keep their stores decorated like she does her own house, and she feels that goes a long way toward making their customers feel right at home.

### The Coolidge Family

Ted and Betty Coolidge have an interesting working combination. They both own, but separately manage, a retail and a rental store housed in the same building. Between them they have nine children and all but two work for their parents. Betty manages the rental operation and, with three Mrs. T's to run in Connecticut area, she is glad to have her

children working for her. "There are no problems as far as I'm concerned," she says. "As a matter of fact there are many advantages to the arrangement. For one thing, I don't have to worry about coming up short on the cash register. That makes me feel a lot more comfortable."

When asked whether she is too easy on her working children, she says, "I fired one daughter two times. She was not showing up for work on time and just figured that mom would cover for her. She later came back to work for me and is now one of my hardest workers. So I wouldn't say that I am easy on my children."

She has some thoughts on togetherness. "We haven't gotten sick of each other — yet. Oh, there are times when we are at family gatherings and the conversation becomes too work-oriented. We tend to not talk about other things as much. So we just have to agree to stop talking shop and save it for tomorrow."

Another family-owned business, Kalamazoo Audio Video in Michigan, is run by a father and his two sons.

### Bud Green and sons Dave and Tim

Bud Green inherited the business from his father and is already leaving much of the business to his two sons. He is semi-retired and says, "Too much togetherness is not a problem for us. Each of us has his separate duties to perform and we are not often all in the store at once. I consider myself lucky that both my sons came into the business with me. They've learned things from me that I learned from my father. When you work with your family and they've been brought up to think and live like you do, it creates a very compatible atmosphere of trust. I don't have to worry as much about things. I don't have to worry about thefts or extortion. I can trust my sons to handle the business."

Bud thinks that his customers are happier because his business is owned and run by a family. "Our customers really appreciate knowing that they can always talk directly to one of the Greens."

All of the families interviewed felt that keeping the business a part of the family and vice versa works well for them. The feeling was also expressed that being able to leave a business to their children created peace of mind. □

Rent-To-Own Furniture Specialists With Over 50 Years Experience

# CHARLES SPRADLIN & ASSOCIATES

P.O. Box 5691  
EVANSVILLE, IN 47715



*"Why pay jobber rates when we offer over \$100 million in furniture production for your quick delivery needs at factory direct prices . . ."*

—Charles Spradlin  
President

---

**EXCLUSIVE** Nationwide Representatives To The RENT-TO-OWN  
Furniture Industry For The Following Manufacturers . . .

**DOUGLAS DINETTES . . .**  
Americas No. 1 Dinette Supplier

**ELITE RECLINERS . . .**  
No. 1 Styles with Immediate Delivery

**ASHLEY TABLES & BEDROOMS**  
One of Americas Fastest Growing Table Companies and the Hottest Bedroom Suites in the Industry

**ELITE UPHOLSTERY . . .**  
Most Popular Renting Styles

**RELIANT WOOD PRODUCTS . . .**  
6 Pc. Wood Living Rooms Suites, 10 Day Delivery

**DAVIS LAMPS . . .**  
18 Styles Warehoused for Immediate Delivery

**STYLECRAFT UPHOLSTERY . . .**  
Upholstery Built to Last A Lifetime

**PERMA-FAB . . .**  
Doubles The Life of Upholstery Fabrics

**SMOKEY MOUNTAIN  
FURNITURE . . .**  
All Wood Rockers and Solid Oak Dinettes

— Just To Name A Few —

---

No Order Is Too Big Or Too Small For CHARLES SPRADLIN & ASSOCIATES

**CALL COLLECT TO PLACE YOUR ORDER TODAY**  
**(812) 476-5621**

# Dealing With Angry Customers

By Terry Washburn

It's a great day at your rental operation. Spirits are high and work is going smoothly. Suddenly the door bursts open and in walks a customer with teeth clenched and fire in his eyes. He is, in a word, upset. Upset with someone in or something about your company. It is a scene that hopefully does not occur often. A visit or phone call from an angry customer can upset your whole day and affect your staff's performance. It is a situation you should learn to prevent and to deal with properly if it does occur.

Terry Washburn is Consumer and Legal Affairs Manager at Remco. He will be a speaker at the APRO Convention in Las Vegas this month, and he outlined some of his talk on consumer relations in an interview with THE APPROACH.

Terry categorizes customer complaints into two areas. The first is the "pre-delivery" category, which involves events occurring up to and including delivery of the merchandise. "This is a crucial time," said Terry. "Problems need to be resolved immediately so that the customer doesn't back out and take his or her business elsewhere." He cited some common complaints a customer might have during this stage: being put on hold on the phone or being ignored by a busy salesperson in the store; employees were rude or didn't know the product well; the contract required too much information; the delivery was not made at the scheduled time; the delivered product was damaged and/or didn't work. "Most of these problems can be avoided by making sure your

employees are well-informed about your company's products and policies. Don't allow them customer contact until they are well-trained," advised Terry. On the subject of explaining the rental contract, Terry advised making clear to the customer exactly what is expected of him or her and exactly what he or she can expect from your company.

The second area of customer complaints is the "post-delivery" stage, which includes service and collections. Complaints about service usually allege that the product was not fixed properly, and the most common complaint is about bad attitudes on the part of employees. The more serious complaints are about collection phone calls at unreasonable hours or unlawful entry of a home. When these complaints arise, it is vital that they be responded to immediately. "Honest, straightforward responses go a long way toward getting the complaint resolved," said Terry. "If a problem of this type remains unresolved by your company, the customer has other forms of redress. They might call the Better Business Bureau, the Attorney General, a legal aid society, or the media. Anytime a complaint escalates, it can become expensive to resolve."

The key is to keep a complaint from escalating. Terry does not feel that the manager needs to be dragged into each and every complaint. Ideally, the floor people should be diplomatic enough to handle the situation without going to the manager or owner. He does feel, however, that the manager and/or owner should be made aware of all

complaints coming into the office. "In this way he or she will know what the problem is if suddenly needed in the midst of a confrontation and will also be able to give feedback and guidance to the person who deals with the complaint originally."

He also offered some tips on diplomacy:

1. Listen fully, without interruption, to what the customer has to say.
2. Don't become defensive. Allow the customer the chance to fully explain the situation.
3. Show concern by asking questions. This will enable both you and the customer to have the problem clear in your minds.
4. Before offering a solution, ask the customer what he or she wants you to do to resolve the problem. If the customer's solution is not acceptable, offer an alternative solution.

Terry pointed out that often a customer just needs to let off some steam. "Allow them to do that, even if it makes you angry. Don't interrupt to argue back until they are completely finished and have stopped talking. Then you will have a much calmer, more rational person to negotiate with."

It isn't always easy to deal with a customer who is upset, but keeping this advice in mind will help you smooth the ruffled feathers of a customer and more importantly, *keep* that customer.

*Terry Washburn is the Consumer and Legal Affairs Manager for Remco Enterprises, Inc. in Houston, Texas.*

"A visit or phone call from an angry customer can upset your whole day and affect your staff's performance."

# Building A Powerful Ad Campaign

By Ken Nay

One thing all powerful ad campaigns have in common is that they seem so simple. But are they really? The answer is a resounding NO! Behind the scenes of any successful ad campaign is a lot of hard work: creative brainstorming, writing, re-writing, editing and more editing to make the final product look simple.

The first and most important step of any ad campaign is research. In-depth research, to determine exactly what the market strategy should be. In other words, you have to know beforehand just who your target market is and what they want to hear in order to respond to your advertising message. You can't rely on what triggered a response in the past or even today. Only research will tell you what they'll respond to tomorrow, when your ad campaign is ready to hit the airwaves.

Once you've finished your research homework, you need an innovative, attention-getting message. The difficulty now is making your complicated advertising message sound and look simple, entertaining, motivating, and persuasive, and hope like heck it also sells something!

If you have the creative and marketing talent to build a powerful ad campaign, do it! But where to find the time with all your other job responsibilities? There has been such an explosion of advertising in recent years that it takes real creative power these days to stage and execute a successful ad campaign, and that can be a full-time job.

The important thing is, get started now! If you don't know the combination to unlock the safe, hire a safecracker. In other words, be honest with yourself. If you or your partner or someone on your staff doesn't have the necessary marketing and advertising expertise, farm it out. Don't mislead yourself into thinking that you and you alone will get to it eventually. Hire an experienced freelance writer or ad agency in your local market. It's possible you will have to pay them nothing. (Commissions paid by media sources on the ad money you spend could fulfill their income needs.)

If you have a very modest budget, steer clear of the big ad agencies. Look for the medium-sized one that will consider your potential as an ad account and give you ex-

tra service initially. Don't assume professional ad help is expensive.

Be prepared to allocate a reasonable budget to get the necessary volume of telephone calls and walk-in traffic you want and need to meet your short- (monthly) and long-range (yearly) delivery objectives. Don't expect to find the end of the rainbow the first time your commercial, ad, or direct mail piece appears. Be patient. Realize that repetition is still the number-one requirement of ad campaign planning. If you don't want to spend a reasonable percentage of your monthly income on advertising, don't advertise at all. Take your kids to Disneyland instead.

Be aware of the market. It's a jungle out there. Getting attention, high-recall awareness, and action on your ads requires the planning and talents of a highly trained specialist. Should you consider having a media station do an ad campaign, including creative commercials, for you? Probably not. Considering the highly skilled creative talent needed to break through ad clutter today, it might be wiser to flush your money down the drain instead.

Sit down with your ad consultant and instruct him to outline an innovative ad campaign for you. Learn from him, help him, compliment him when he does well, and keep him with you as you grow. If you've made the right choice, he'll have the experience and knowledge to plan your ad campaign as follows:

**1. Creative research.** You'll be asked for *all* your market input of day-to-day selling experience and detailed knowledge of your typical customer. Your ad consultant will be interested in who you are, what you are, and where you want to go. Include your problems with pick-ups, skips and stolens, payouts, etc. At this time, your consultant will do further research on his own.

**2. Creative strategy.** This is a very important step in your powerful ad campaign. Good market strategy, combined with just fair creative translation, will always achieve good results. However, poor strategy, teamed with terrific creative translation, will *not* achieve good results. Your consul-

tant can refine the research into a good strategy that will be well received by your prospects.

**3. Excellent commercials.** In one year, the results of an excellent commercial can dwarf 25 years of trying to save money with conservative or bad commercials. Innovative, unusual ideas are what you want from your ad consultant. Encourage him to give you highly creative commercials, some that may even seem strange or risky to you. You can always kill them. Or, better yet, tame them just a little, so they are still bold and hard-hitting. This is a much better method to use than one which gives you one conservative commercial after another.

**4. Buy media for effectiveness and efficiency.** If your ad consultant knows how to evaluate your market for high cost-efficiency, he'll save you many, many dollars with each ad campaign. He'll show you comparative costs per thousand between one medium and another. He will also be able to tell you the number of people, as well as their ages, your advertising message is reaching with every media schedule bought. He'll be worth every dollar you pay him in media savings alone. The techniques he's trained to use should interest you and help you become more sophisticated in professional buying habits. He'll achieve a good balance of reach and frequency with your target prospects, so your excellent commercial can gain attention, as well as the persuasion and motivation that makes your phone ring so often your cost per order will go down, down, and down.

**5. Integrate.** Your ad consultant will professionally tie all your different media materials together in a neat little bundle so they all look the same, say the same thing, and get the same great results. It's all designed to set a definite pattern of a higher BOR month after month.

*Ken Nay is president of the Ken Nay Advertising Agency in Cincinnati and will be a speaker at the upcoming APRO Convention in July and the APRO Legal and Advertising Seminar in Newport this October.*

"The first and most important step of any ad campaign is research."

# Managing Human Resources

by Marlene Winsler

Managing human resources—in the form of personnel—is a fine art. A company's employees are among its most important assets, including inventory and advertising. People make the business happen. People manage the inventories and people make the advertising work. It stands to reason that company performance depends largely on how well the personnel asset is utilized.

How does one become the consummate personnel manager? Follow these four basic steps: choose your employees carefully; define expectations and conduct regular performance evaluations; encourage initiative; and respect the individual.

Every company has a unique mixture of values, attitudes, and styles that make up its personality. When management seeks to fill vacancies, careful attention should be directed toward matching qualified candidates with the company personality, in order to avoid wasting both the applicant's and the company's time. Since personality is difficult to determine from a resume, some managers present hypothetical situations to applicants and note the methods the applicant would employ in handling such situations. The wording of employment ads may serve to pre-screen applicants successfully. For example, an ad reading "fast-paced growing company seeks energetic applicant for accounting position" would not appeal to an accountant who preferred a routine work schedule.

Employees cannot perform effectively if they are not told what a job entails or how it relates to overall company objectives. Communicate expected levels of commitment and any reward systems the company offers. Establish written job descriptions to include minimum levels expected for each position. This eliminates many potential communications problems. Employees should be given specific boundaries within which to work, so that they do not continual-

ly involve management in discussions concerning procedures, thus diminishing the overall productivity of the company.

After an employee has been on staff for a sufficient period of time, provide performance evaluations, with candid feedback based on things that are important. Regular evaluations of manager and employee progress should be offered, delivered by a consistent medium of communication. Whether the reports are delivered by memo or in a staff meeting depends largely on the scope

---

**"The most successful personnel managers are not intimidated by ambition within the ranks of employees.**

---

of the operation. Mandatory evaluations do not have to mean a great deal of paper work. When thoughtfully done, evaluations are actually a useful motivational and organizational tool for both managers and employees.

Direct and individualized person-to-person evaluations are generally the most effective. All reporting should be accompanied by written documentation and should be made a part of the employee's permanent file. The employee should sign the evaluation as an acknowledgement of the items covered, whether good or bad, and should retain a copy. This written record, retained by the employee, serves as an excellent

reminder to continue growing and improving.

Performance reporting will help management determine who is an effective contributor and who is not, and who faced what problems squarely and in what manner. It will also aid in predicting potential problems and formulating solutions for them ahead of time.

It is vital to encourage initiative. The most successful personnel managers are not intimidated by ambition within the ranks of employees. Rather, they channel the employee's drive toward greater productivity. Fostering an open exchange of ideas allows managers to discover important things about how employees think and what motivates them to improve performance. If an employee's creativity or initiative is not recognized, it is likely to wither. Lack of creative thought within a company will ultimately mean losing touch with current trends and falling being in the marketplace. Contented, productive employees are not a threat to a manager, but a compliment to the manager's expertise.

Finally, respect the individual. Consideration, encouragement, and recognition of personnel are important ingredients for successful management procedures. However, recognizing and respecting employees doesn't always mean agreeing with them. Unpopular decisions are bound to result from management's efforts to keep employees happy and productive over the long run. Employees deserve the same common courtesies as anyone else. Be willing and ready to acknowledge accomplishments. If confrontation is necessary, do it privately, directly, and constructively.

The art of personnel management requires skill and patience. Sharpening this skill will earn management the respect and cooperation it expects from employees—and the productivity it wants.

# Discipline Without Punishment

By Marlene Winsier

The problem with punishment is not that it does not work. Punishment generally produces instant, but temporary, compliance. Another form of unacceptable behavior may later be substituted for the punished offense. Repeated punishments only serve to engender a "get even" attitude toward management, with increased absenteeism, imagined grievances, and general turmoil resulting. A quick fix today usually means problems later.

"Discipline without punishment" is a new concept being welcomed by many managers. Under this new system, problem employees receive written or oral reminders of the need to improve before their mistakes or attitudes become job-threatening. At the final stage the employee is placed on Decision-Making Leave.

Being told to go home for a day to think about whether the job is worth keeping can open anybody's eyes. Keeping the job involves making a decision both to solve the immediate problem and to make a "total performance commitment," with the understanding that if a similar problem arises, termination will result. If the employee is unwilling or unable to do these things,

then he or she makes the decision to leave and seek employment elsewhere. Of course, the employee is paid for the day as a demonstration of management's good-faith desire to see the employee change and remain part of the company.

The purpose of discipline without punishment is to help employees keep jobs rather than lose them. Management must assume that employees are adults capable of making the important decisions about how and where they work. Employees create their own improvement plans and are held accountable for carrying them out. The decision rests squarely with the employee.

Wrongful termination suits are becoming increasingly popular in America, and the employer may no longer be able to fire at will. But few judges or juries would sympathize with a worker who made his own plan for improvement and then broke it himself. This is one of the greatest advantages of discipline without punishment. Employers should keep adequate records detailing any infractions committed by an employee, with notations on how the situation was handled. Such records are very useful in the event of a

termination.

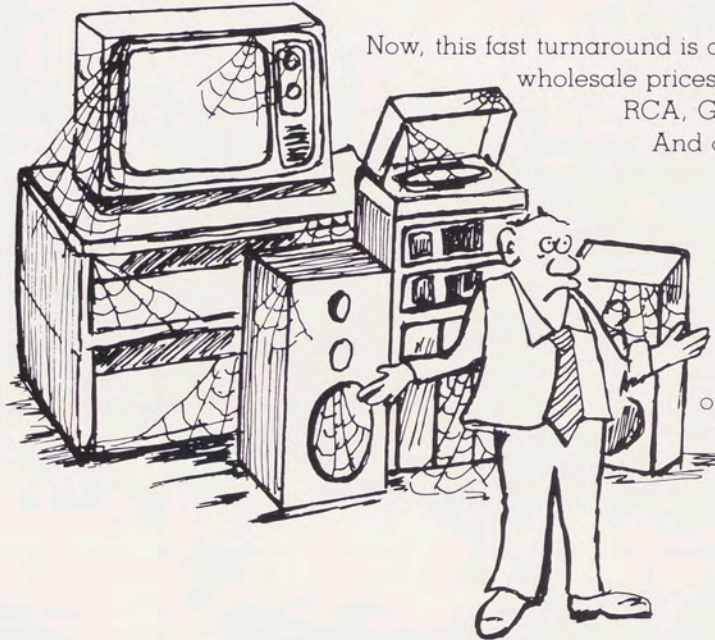
Discipline without punishment lets the worker feel like a contributing adult instead of a wayward child to be punished or belittled. Among the most valuable resources a company has are its employees. If treated fairly and with consideration, good employees will reward the company with increased profits. Managers must change their perception that if the employee is not punished, if his self-esteem is not lowered and he's not "put in his place," then no discipline has actually occurred. Management's true function is the building of a disciplined, productive, and reliable workforce. The surest way to accomplish that is to let the employee be the builder of his own success or failure. Then workers can work and bosses can manage, instead of dispensing punishment and setting terms. The boss should be a coach, rather than a judge, encouraging good performance and rewarding it when appropriate.

Ultimately, the worker is forced to make a choice: to be a good employee or to become an ex-employee. The burden is now off management.

"Discipline without punishment lets the worker feel like a contributing adult instead of a wayward child to be punished or belittled."

# Good Service is never having to say "We're waiting on a part"

Remco's Parts & Accessories Distribution Center was designed to ship parts to Remco's 26 service facilities, located coast to coast, within 24 hours of the order. And it works. It can work for you, too.



Now, this fast turnaround is available to all APRO members. Remco offers you wholesale prices and quick response time on all common parts for RCA, GE, FISHER, HITACHI, SANSUI and SOUNDESIGN. And our inventory is extensive . . . we stock everything from knobs to VCR record heads.

Plus, the same next-day service and wholesale pricing is available on accessories like antennas, blank tape, stereo cartridges and head cleaners.

If you're tired of long downtime because of back-ordered parts call MIKE SMITH for prices and more information. Call (713) 530-4900 Ext. 212 or 219. Or write for a catalog: 10703 Stancliff, Houston, Texas 77099.

## National Parts Center

© 1983 REMCO Enterprises, Inc.

# Exciting! Sumptuous mini-pit for maximum living!



**LIMITED  
TIME  
ONLY!**

**\$ 000**

- Regular love seat
- One-arm love seat
- Rectangular ottoman
- Pie-shaped ottoman

## Oak Land

Oak Land Furniture Mfg. Co.  
P.O. Box 86 • Okolona, Mississippi 38860

Thick, cloud-soft cushions covered with a nicely-tailored coat of luxurious fun fur invite you to relax and enjoy this casual contemporary mini-pit. Smart single-welt pillow styling and deep button-tufting add visual appeal to the already attractive arrangement. Come in today and experience the look and feel of comfort... you won't believe how little it actually costs!



Use our convenient terms or your Visa or Master Card.



# Are you ready for the necessity of change?

---

## When it comes to software rent to own, movie club, sales & inventory, we've got it & we've got it good.

---

Some Rental Companies have a nose for great rental software.

Curtis Mathes Dealers, Colortyme and Independent Rental Dealers use RSSS Software.

From the West Coast to the East Coast, from the Northwest to the Southwest, Rental Dealers Use our Rental Software, Movie Club Software, Sales & Inventory Software.

Nearly 100 store locations in operation using Rental Sales Software Systems. Some since 1979.

Curtis Mathes franchise dealers have Exclusive Rights to Sales and Inventory Software in their cities of responsibility.

Rental & Sales Software Systems with on line multiple location software is available for All Rental, Lease, and Movie Club Dealers.

The RSSS package includes TI hardware, software license, initial training, continuing support and updates. This package has been in use since 1979.

The RSSS Software will be available to see at July APRO Convention in Las Vegas at booths 95 and 96.

For information and availability in your area, Call collect to Rental-Sales Software Systems.

512-851-8709

# RSSS

RENTAL & SALES SOFTWARE SYSTEMS

RENTAL & SALES SOFTWARE SYSTEMS

4707 Everhart, Suite 102  
Corpus Christi, Texas 78411

512-851-8709

**NEW RENTAL ITEM!**

# **HOME BEER BAR**



**A winning combination:**

**profits for rental dealers & delicious draft beer at pennies a glass for the rental customer.**

**For More Information Call Or Write**

**CCA**  
**COOLER CORPORATION**  
OF AMERICA

**4372 N.E. 11th Ave. Ft. Lauderdale, FL 33308 (305) 563-2591**

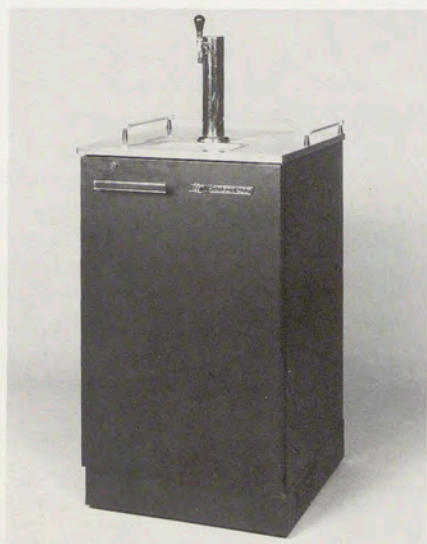
# PRODUCT FOCUS



## A Deluxe Delivery Van

If deliveries are a problem because of a too small van, here is an easy, inexpensive way to add a lot more room. The carrier pictured above is made to accommodate full- or queen-size mattress and foundation. This enables you to load a three-piece bedroom suite inside, mattress and foun-

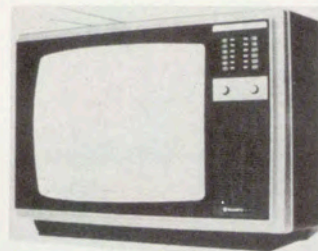
ation in the top carrier, and have room for a two-piece living room suite or dinette accessories inside. This top carrier is made of aircraft-type waterproof fiberglass. For more information contact: Ray Grantz, Home Furniture Company, 1320 E. Central, Wichita, KS 67214, (316) 265-6266.



## For Beer Drinking Customers

This commercial-grade beer tapper/refrigerator enables your customers to store and serve fresh, cold draft beer in their homes. Your beer drinking customers will be thrilled by this prestige item which will also save them money! (Draft beer costs as little as 15 cents per glass.) This particular unit was designed specifically for the rental industry. Stainless steel interior is standard equipment. A mar-resistant exterior surface is also

## Energy Saving Color TV



The Sampo K-1935 color television features a Mira-power chassis which reduces power consumption by 25%. At a suggested retail price of \$459.95, the 19-in. portable model offers 12-channel electronic tuning. It also features Mira-color Circuitry, which adjusts colors from channel to channel, a Mira-brite picture tube which increases picture resolution by 20%, and automatic fine tuning.

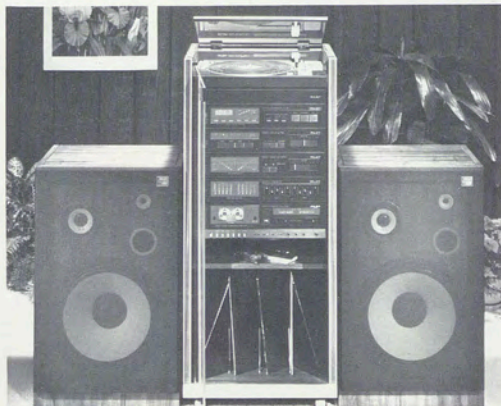
The unit is housed in a walnut woodgrain plastic cabinet which can withstand high impacts and comes with a handle for carrying.

Sampo Corp. of America, 1050 Arthur Ave., M, Elk Grove Village, IL 60007.

standard with this unit. These features enable the unit to maintain its "brand-new look". Initial response in the New York market has been very favorable, and a very high keep rate is forecasted. Inventory financing alternatives are also available. For further information contact: Cooler Corporation of America, 4372 NE 11th Avenue, Ft. Lauderdale, FL 33334 or call (305) 563-2591.

# Pilot Offers New Products

Pilot Audio Systems is offering three new items for its '84 catalog.



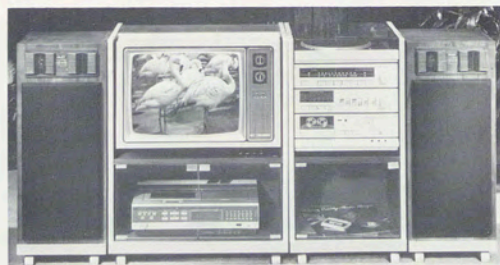
The first is an ultra-deluxe audio vertical rack system. It comes in a Palasander finish with full-feature electronic synthesized tuning, digital read-out, and six AM/six FM pre-set stations. The system also contains a ten-band graphic equalizer with spectrum analyzer, a soft-touch cassette

player/recorder with metal tape capability, linear tracking automatic player with magnetic cartridge, and a matching pair of 31" hi-fidelity concert speakers. The speakers come with removable grille cloths and large roll-around casters. Suggested retail is \$1,299.



For stereo buffs who like a low compact unit, Pilot offers its 3-Piece Audio-Studio Module. In addition to the specs mentioned before for the vertical rack system, this system in-

cludes automatic magnetic record changer, slide rule volume control, and twin audio power meters. Suggested retail is \$1,199.



In the complete home entertainment category, Pilot introduces its Deluxe Studio Module Audio/Video system. It comes in a Palasander finish with a 19" diagonal color picture made with 100% solid state circuitry and an activated external jack for dual channel sound through each individ-

ual hi-fidelity concert speaker. The system also includes AM/FM multiplex tuning, a stereo cassette player/recorder with metal tape capability, a five-band graphic equalizer display, LED audio power meter, and a semi-automatic record player. Suggested retail is \$1,499.

For more information contact your Pilot representative at this toll free number: 1 (800) 527-6422.



## Lightweight Video Camera

GE's new compact color video camera is on the market. It weighs in at a light 2 lbs. and comes with power zoom, macrofocusing to 1", indoor/outdoor filter, backlight switch, standby switch, microphone jack, fade in/out controls, automatic iris control, F1:4 lens, and an optional pistol grip. The camera's specs indicate 260 lines of resolution. General Electric Video Products Division, M, Portsmouth, VA 23705.



## GE Improves Hi-Fi

Some improvements have been made in GE's VHS Hi-Fi Deluxe table model VCR. The front-loading model features many special effects: variable speed slow motion, reverse slow motion, still, scan, 3X speed, reverse plan and frame advance. In addition, it offers 29-function infra-red remote control, linear audio dubbing, auto-indexing sharpness control, tape remaining indicator, camera input, AC outlet, video dubbing function display, and record level meter with automatic setting. General Electric Video Products Division, M, Portsmouth, VA 23705.

Our Insurance Program is the Answer for  
Rent-to-Own-Dealers  
Designed Especially for

**APRO**



**MAART**  
*THE INSURANCE*

800-338-5513 MS

800-233-7075

6045 Ridgewood Road, Jackson, MS 39211

# COMING

**The Rent-A-Center Public Offering.** Last November, Rent-A-Center became the first chain of rental stores to offer shares of stock to the public. What impact has this had on the rental industry? How well has the stock been doing? What is the forecast? Read about this monumental event in the September issue.

**Advertising Appliance Rentals.** In the September appliance rental issue, learn the latest successful methods of marketing appliances through print, radio, and television advertising.

**Rental-Purchase European Style.** We know the rental industry is "hot" in America. What's happening overseas? Find out in the upcoming issue.

**New Trends In Appliance Rentals.** Have the newer compact appliance models met with rental success? What about appliances loaded with convenience features? Dealers report what stays on rent and what collects dust in the showroom.

# COMING

**Convention Coverage.** Find out who the shakers and movers were at the July APRO Convention in Las Vegas. Learn what you missed if you didn't attend, and find out what's coming up in the following year for APRO.

**Should I Rent White Goods?** Rental dealers explain why they got into — or out of — appliance rentals.

**Getting Staff Involved.** The really successful rental businesses are staffed by enthusiastic employees who are sincerely interested in their company. The September issue presents a program that gets employees fired up and involved in making your business a profitable and stimulating venture.

**Refrigerator Rentals.** Read about the successes in refrigerator / freezer rentals by dealers who offer advice on ordering, customer preferences, rental techniques, storage, and delivery.

## Chesterfield Furniture Industries, Inc. Specialized Service For Midwest Rental Operations

### Featuring

- Beautiful Upholstered Furniture
- Wood Family Room Groups
- Complete Bedroom Sets
- Dinettes
- China Cabinets

*Believe it or not,  
Get all this on the same truck,  
From the same manufacturer,  
Delivered in cartons,  
In the quantity you choose.*



**(812) 683-4510**

Contact Ray Duncan, Sales Manager

### Advantages

- Less space needed for inventory (order when you need it)
- Pre-built factory inventory allows 10-day shipments
- Deal direct with factory people
- Satisfaction guaranteed on all products
- Financing approved by BWAC

# REPRESENTATIVE DIRECTORY

## HATLEY DISTRIBUTING COMPANY

2701 LUDELLE  
FT. WORTH, TEXAS 76105

JOHN HATLEY  
PRESIDENT

Bus. 817/534-1796  
Metro 429-7133  
Res. 817/923-4784

## SAM N. ROSENZWEIG

Vice President  
Sales And Marketing, Home Audio Div.  
Member of Executive Committee

## KENWOOD USA CORP.

1315 East Watsoncenter Road  
Carson, California 90745  
Phone: (213) 518-1700 (213) 775-7451

# KENWOOD

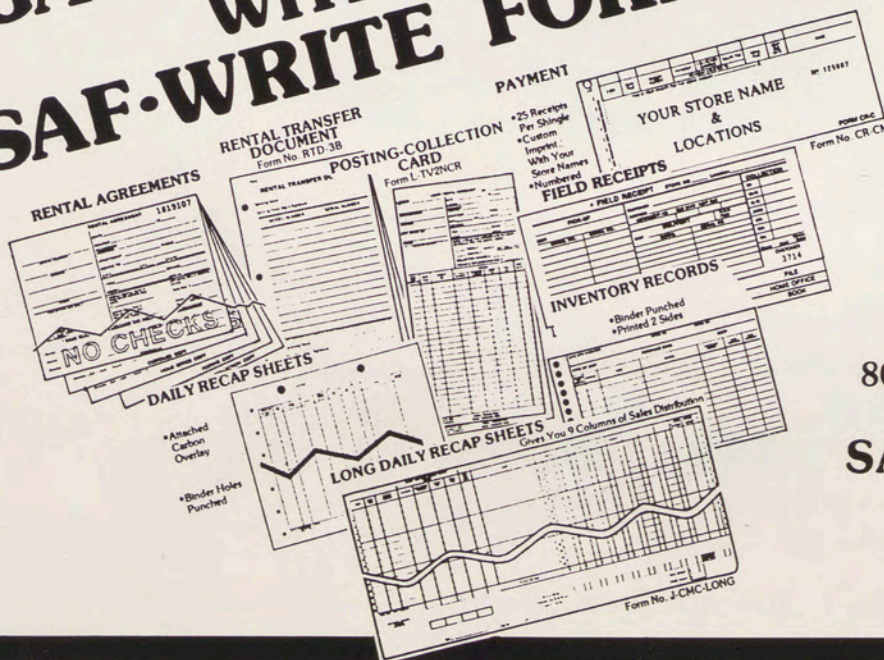
## SAF-WRITE FORMS & SYSTEMS

1209 South Ridgewood Avenue  
Daytona Beach, Florida 32014

This space available for qualified sales representatives to the rental industry. For advertising rates, contact:

Elizabeth T. Johnston  
THE APPROACH  
1866 InterFirst Tower  
Austin, Texas 78701  
512/478-6521.

# GAIN CONTROL WITH SAF-WRITE FORMS



Gain control of your Rental Accounts with a Saf-Write system, tailored to your company's individual rental needs.

You can gain control, gain accuracy, and speed of handling. Saf-Write will customize your rental documents from Cash Receipts to Rental Agreements. Total control adds to profits.

CALL TOLL FREE  
800-824-7888 EXT. M2016

## SAF-WRITE FORMS & SYSTEMS

1209 South Ridgewood Avenue  
Daytona Beach, Florida 32014

# COMPUTER LOGISTICS, INC.

presents

## R E N T S

### Rental Equipment Network Tracking System

#### WHAT DOES R E N T S DO???

This revolutionary rental tracking system allows you to know your **MERCHANDISE,**  
**YOUR CUSTOMERS AND YOUR CASH**

#### WHY WOULD I BUY R E N T S ???

#### DO I NEED TO KNOW

- \* Where is my merchandise \*
- \* How to eliminate merchandise theft \*
- \* What percentage of my merchandise is idle \*
- \* How long does a unit remain on my active list \*
- \* Who are my customers and where do they live \*
- \* What merchandise does Mrs. Doe rent \*
- \* How much MONEY does Mrs. Doe pay each day, week or month \*
- \* What has Mrs. Doe rented from me in the last three years \*
- \* Has Mrs. Doe committed to pay \$50.00 next Tuesday \*
- \* Does Mrs. Doe know anyone needing my rental service \*
- \* How much MONEY did each of my stores make yesterday \*
- \* Do my employees always collect and report all my MONEY \*
- \* Do my managers track rents due and keep delinquencies down \*
- \* Can I operate more than one store using R E N T S \*

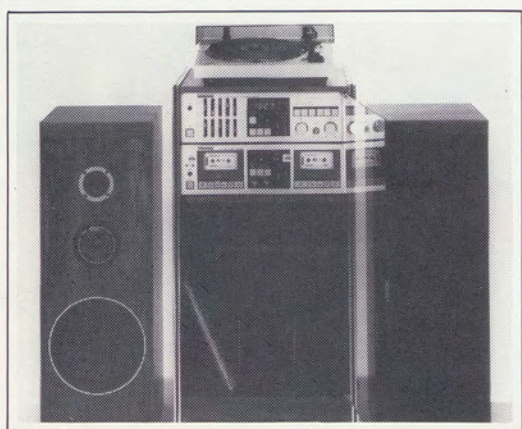
YES \_\_\_\_\_ YES \_\_\_\_\_ YES



1000 Howard Ave., Suite 101  
New Orleans, Louisiana 70113  
[504] 522-7266

# WE'D LIKE TO HAVE A WORD WITH YOU.

To tell you about all the exciting ways Thomas Stereo can increase your profit dollars.



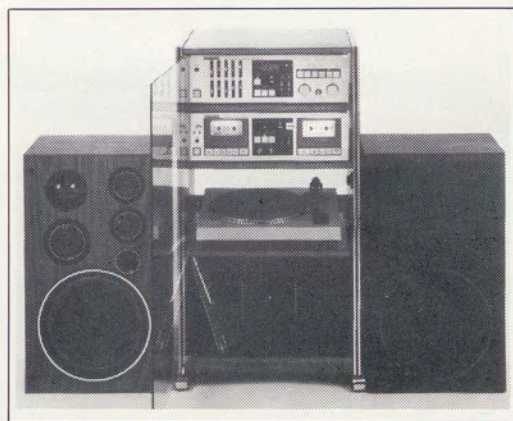
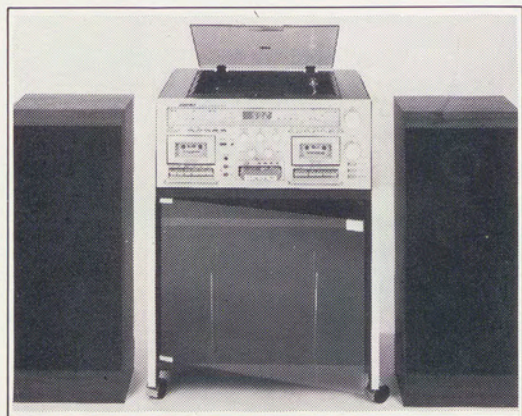
- Proven reliability
- Expeditious shipping
- Unmatched values
- Superior warranty service
- People who care for your success
- Superior styling & cosmetics



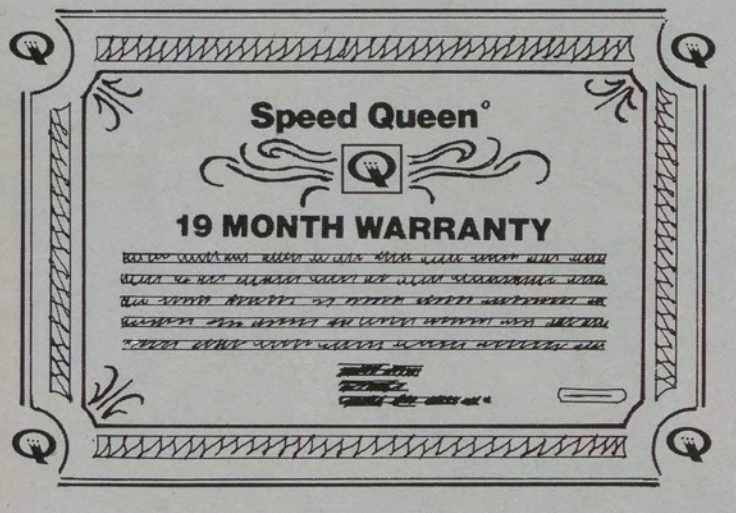
The Stereo • The Program • Nobody does it better

**THOMAS**  
*AMERICA'S SOUND OF MUSIC*

5 Joanna Court, East Brunswick, N.J. 08816



# Speed Queen® Laundry Equipment



## 19 MONTH WARRANTY

A 19 month parts and labor warranty is available on rental units through Speed Queen distributors.



## TOTAL FRONT SERVICE

Speed Queen builds the only laundry pair to provide total front serviceability without moving the washer or dryer from their installed position.



## PORTABILITY

With the Speed Queen Portability Kit, you can easily convert any new Speed Queen automatic washer into a portable unit.

- Attach To Sink Faucet
- Drain Into Sink
- Casters Roll Washer To Any Location



## LOCAL DISTRIBUTION AND SERVICE

Local distribution and an extensive service network provide you with quick, dependable servicing of your account.

For more information call Rich Raczynski (414) 748-3121

**Speed Queen**  
Designed To Be Different.



**Speed Queen  
Company**  
Ripon, WI 54971

A Raytheon Company