



Peeping Toms prevail

photo by Athena Vourvoulis

Purveyor's lowest floor forces even the shortest visitor to get down on their knees. Doug Ross, a junior P.E. major from Victoria visits Donald Dale, a pre-med junior also from Victoria.

Required spending to affect debt limit

United Press International
After swallowing a dose of political castor oil by voting to raise the ceiling past the \$1 trillion mark last fall, with the promise they wouldn't have to do it again until after this year's election, Senate Republicans will have to vote a higher debt limit because of mandatory spending required by recession-related unemployment and welfare programs.

"The debt-limit ceiling is going to be one tough fight," promises Sen. Alan Simpson (R-Wyo). Simpson is among the supply-side diehards who pushed Reagan's historic budget cuts to passage last year but who now is having different thoughts.

What unsettles Republicans is that for all his talk about balancing the budget, Reagan is going in the opposite direction, sticking with large tax cuts and higher defense spending to drain the Treasury further.

"Fifty-three Republican senators went to the mat for the president (last year)," says Simpson. "We're willing to do it again but on a much more selective basis."

Most of us have alienated every mother's milk," leading to "a constituency in the country. perception of meanness of heart."

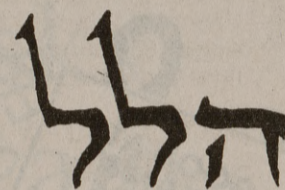
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Business is an 'empire'

Rental has few rivals

United Press International
NEW YORK — When Brian Wolfson says, "The two most trusted people in America today are the auto mechanic and the TV repairman," who can refrain from "Amen?"

It is upon that "Amen" that Wolfson is building what he confidently predicts will be a television empire.

He owns no television stations, syndicates or cable systems. He produces no programming — not even on an import basis from his native England which seems to supply much of the best in the public broadcasting sector.

Brian Wolfson doesn't even sell television sets. He rents them, and if his American venture matches similar ventures elsewhere, he soon will be the unchallenged king of the "98-cent-a-day" video rental business.

Wolfson runs Rentacolor Inc. which, with 50 branches, already is the nation's largest TV rental business.

His domestic headquarters are in Hartford, Conn., but he

learned his trade in England, where up to half the viewing audience uses rented receivers, and in a worldwide market where he said the capital investment in set rentals now runs between \$10 billion and \$12 billion. Possibly because the American dream always has been to own its own hardware, Wolfson has not a single American competitor in the rental business — at least not in the mode in which he operates. Like his own firm, his only rivals, including Granada which he once directed, are British-based.

But why should anyone eschew title to a television set that eventually will be paid off in favor of monthly rental installments that go on and on? That, said Wolfson, is where the sinister TV repairman comes in — or, in this case, goes out.

"In the minds of most people, radio is magic and television is black magic," he said. "If your set breaks on Friday and you want to have it fixed for the big game on Sunday and you call the TV repairman, he won't give you service."

For rental payments — ranging from \$14.95 a month up, depending upon equipment rented — Wolfson will guarantee constant, uninterrupted service. If the tube blows, a new set will be in its place within 24 hours.

If a small screen begins to strain the eyes, a phone call will bring a bigger one into the living room, along with videotape recorders, home video cameras, video disc players, screen games and all the other trappings of the modern electronic entertainment center.

"We're not cheap," said Wolfson. "We're dear, but we're total insurance. We guarantee 365 days a year of picture at our expense."

Wolfson said the only home grown TV rental systems in the United States fall either into the category of short-term rentals to holiday resorts or the rent-purchase arrangement.

"There's a large segment in the country who won't get a Sears credit rating or any other kind of rating, but feel, 'yeah, we

can probably hack \$50 a month,'" he said. "So they get into a rent-purchase deal. The dealer charges them 50 bucks a month (for a set) and after they've paid him \$1,200, he'll give it to them."

"But 90 percent of the expense in running that kind of business is not in giving service. It's in collecting your money. It's legitimate, but tragic in a sense that the part of society which can least afford it ends up paying three times the price."



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