Q: What about the beginning of the season?
N: Generally sporting events, World Series, basketball playoffs. In fact people tend to rent a set for a season and watch it for only two or three months.
Q: What about the beginning of the season?
N: There is always a pick-up then. Anything out of the ordinary causes people to rent, specifically ecology specials, and King Henry the Eighth.
Q: Do you have daily rentals too?
N: Yes, for those who are having their set fixed.
Q: Do you meet any people who are frantic to get a set?
N: Yes, especially on the phone. I get some interesting people in. Like the guy who wants to watch football and has to get a little set to watch in the garage.
Q: Do you have a set?
N: Yes, at home.
Q: How did you get into doing this?
N: A girl friend of mine was renting a TV. I went away and when I came back I took the TV back so that I could study. I needed a job at the time. I said do you need anybody part-time, and they did. So I was delivering TVs for them for about a year. Then I quit school and opened up this store for them. Now I am going back to school.
Q: Do you enjoy this?
N: Yes, but it is unsettling when there is no business. The business goes up and down. You may do something one day and the next day you just sit here.
Q: What do you think about the idea of rentals in a broader perspective?
N: I was reading Future Shock and I can really see the rental business expanding due to the transience of people, moving around here and there.
Q: Do you take credit cards?
N: No. Because the sets cost $250 to $275 and you just can't give a set to someone without visible credit. Sometimes I rent a TV on judgment, and I have a fairly good grasp on the people who come in. If there is a doubt, I check them out. Like I just checked a fellow out this morning. Something just didn’t ring about the guy and I found that he had just come through a bankruptcy. That is not to say the guy cannot pay on time. You might have some trouble and you may not. It is a gamble.