It is the fence riders that determine elections and help to sway the issues.

Now, similarly, it is the undecided minority that influences the sellers. So you need only have, in my judgment, about 10-percent cost conscious and they will get the firms competing for that 10 percent.

Mr. HALPERN. Do you not think there is a logical inconsistency in suggesting that the annual rate should be stated in the initial agreement but not in the monthly statement? That is, would not the retailer in effect be saying that he will tell the customer the annual rate once and then hope that the customer forgets it?

Mr. DOUGLAS. That is the point that I tried to make to your colleague. I quite agree that once is not enough. I would not have it done every day.

Mr. WYLIE. Or each item.

Mr. DOUGLAS. That is overdoing a good thing. But it should be stamped on the monthly statement.

Mr. HALPERN. One more if I may.

Mr. DOUGLAS. You replied to your colleague much better than I did.

Mrs. SULLIVAN. Senator, because some of the Republicans are in a caucus and some of our other colleagues are at the White House and have not been able to hear you and question you, if questions are submitted to you in writing, will you answer them for the record?

Mr. DOUGLAS. Yes; I will try to answer them.

Mrs. SULLIVAN. I think we had better do it that way.

Mr. DOUGLAS. I want to thank you, Congressman.

Mr. HALPERN. Thank you, Senator. Thank you, Madam Chairman.

Mrs. SULLIVAN. I have a letter from a constituent in St. Louis which tells a story.

I think it is typical of what would happen if we exempted the $10 credit charge as is done in the Senate bill. My constituent tells me that one day, several years ago, "a girl called from one of the short-term-loan companies in St. Louis which does a big radio advertising business in the area, and the ad comes over the radio, 'Need money for any legitimate reason? Go to Friendly So-and-So and they will give it to you.' The girl on the phone wanted to know about my cleaning woman as a credit risk. I told her the women was honest, hard working, reliable, and had been with me for 10 years—that her husband was a houseman, also honest, regularly employed, thoroughly reliable. They did not have a car but they did have a daughter in high school and were trying to buy a house. In short, they were excellent risks. The next day when my cleaning woman came in, I asked her about the loan and she told me that she was to pay $60 for a 3-month loan of $50. I was scandalized and proceeded to show her that $10 in interest for a $50 loan would amount to 20 percent for a year, but this was for 3 months only and it would be 80 percent and that she must not be gouged this way. I lent her the money, interest free, of course, and she paid it back faithfully. But ever since that episode I never heard one of those beguiling radio aids without my anger coming up. And I think this is so true in the advertising, whether it be done on the air or in the paper." That is the substance of the letter.

Mr. DOUGLAS. I think you are completely correct and we will try to find more of these ads.