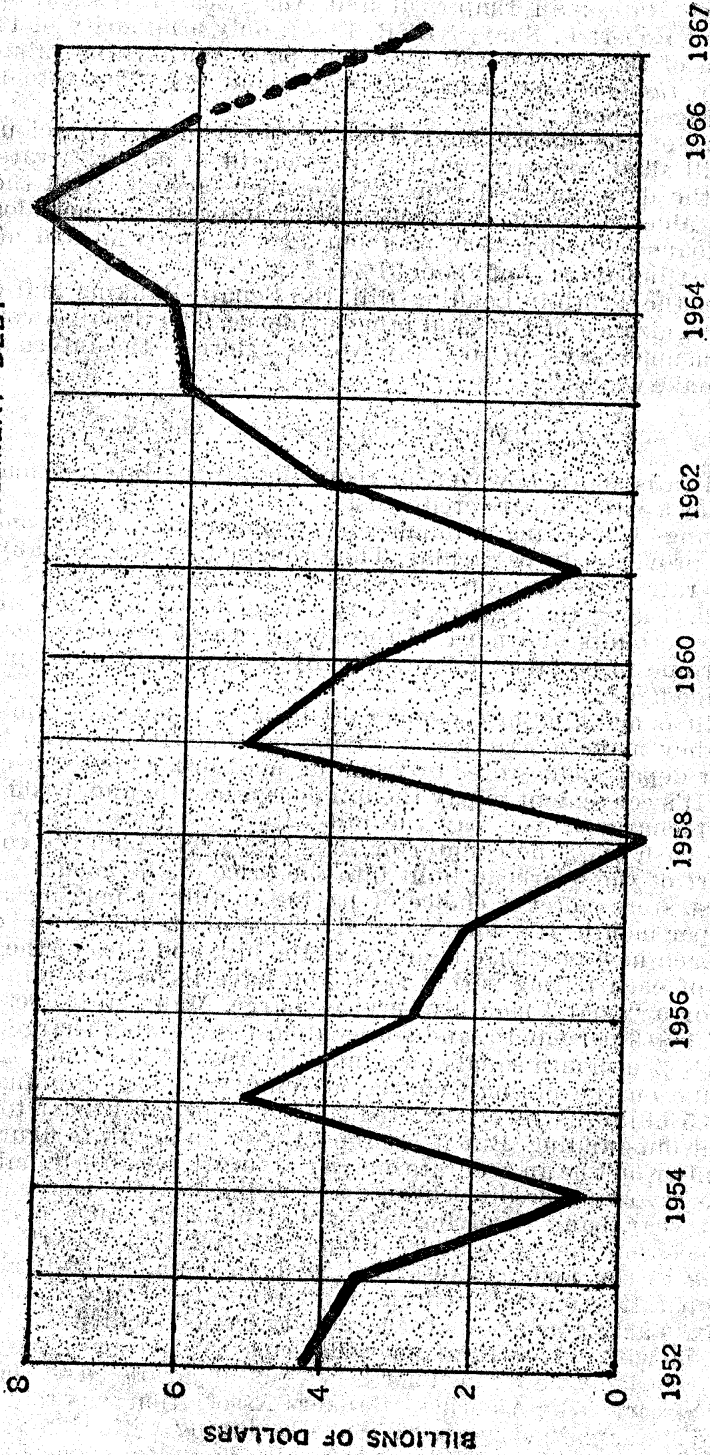


THE GROWTH PATTERN OF CONSUMER INSTALLMENT DEBT



Wild waves of growth on the rising sea of installment debt have been economic storm signals. The graph line traces only the growth; the debt itself quadrupled from \$18.7 billion in 1952 to \$74.6 billion in 1966.