not to refinance all add-on transactions under a new blanket contract. This would result in a greater charge to the buyer, measured by the period of time from the due date of the last installment on each prior purchase to the due date of the last installment of the combined balance.

While the motion of having a simple, common denominator for all credit service charges has tremendous appeal to the erudite among us, it is really not that simple. Consumer credit, which is an important tool of mass marketing in our present day complex economy, takes many forms and each form has separate facets. The spectrum is very broad, ranging from amounts of a few dollars to many thousands of dollars; from maturities of a few months to as many as 60 months or more. At the lower end of this spectrum severe distortion is apparent when our "simple" common denominator is used. The impact of this one, "simple" denominator may well disrupt sound competitive practices if it is applied across the board without proper regard for the interplay of all of the factors that enter into the pricing of all of the goods, soft as well as durable, in the market place today.

19-25 MARKET STREET
PORTSMOUTH, N. H. 03801
Phone: 436-1200

PLEASE DETACH AND RETURN UPPER PORTION OF THIS STATEMENT WITH YOUR REMITTANCE AMOUNT________

BILLING DATE	PREVIOUS BALANCE	PURCHASES	RETURNS	PAYMENTS	BALANCE DUE

PAYMENTS RECEIVED AND MERCHANDISE RETURNED AFTER BILL CLOSING DATE WILL APPEAR ON YOUR NEXT STATEMENT

OPTIONAL CHARGE ACCOUNTS

UPON RECEIPT OF BILL, PAY AS MUCH AS YOU WISH BUT NOT LESS THAN SHOWN BELOW:

WHEN YOUR BALANCE IS	MINIMUM PAYMENT IS
UP TO $60.00	$10.00
$ 61.00 TO $100.00	15.00
101.00 TO 140.00	20.00
141.00 TO 170.00	30.00
171.00 TO 200.00	50.00
201.00 TO 250.00	55.00
251.00 AND OVER	¼ OF BALANCE.

"THE ONLY CHARGE FOR THIS CREDIT IS 1½% OF AMOUNTS OWED FOR 35 OR MORE DAYS PER BILLING PERIOD OF 2[illegible] DAYS."

IMPORTANT. YOUR ORIGINAL SALES CHECKS AND RETURNS ARE ENCLOSED. PLEASE SAVE THEM AS THEY CANNOT BE DUPLICATED. PRESENT THEM WITH THIS STATEMENT IF THERE IS ANY INQUIRY, OR IF TELEPHONING, PLEASE ASK FOR THE BILL ADJUSTMENT DEPARTMENT.

ACCOUNTS ARE DUE UPON PRESENTATION—A SERVICE CHARGE WILL BE MADE ON A PREVIOUS BALANCE PAST DUE.

Mr. KIMBALL. I have with me today Dr. James Wooley of the New York office of the accounting firm of Touche, Ross, Bailey & Smart.

Dr. Wooley will explain to the committee using a group of accounts