…d to establish a normal credit account. They both receive good …aries, they can prove their credit standing completely, but they have not been able to establish a normal credit account with Sears, Roebuck.

I would like to have the answer.

Mr. CIANCA. I don't know.

Mr. WIDNALL. I will furnish you the documentation of it. The whole question is, Are you going to have a revolving account or not?

Mr. CIANCA. Certain stores have an option account whereby you have the option to use the revolving credit or pay off in 30 days.

Mr. KIMBALL. Madam Chairman?

Mr. CIANCA. And you are given credit to use either the revolving credit account.

Mr. WIDNALL. Do you have any kind of normal credit account that doesn't end up as a revolving account?

Mr. CIANCA. Sure.

Mr. WIDNALL. It is possible to delay payment beyond 30 days without being charged interest?

Mr. CIANCA. In Sears, particularly, I don't know.

Mr. KIMBALL. Madam Chairman.

Mr. HALPERN. I will yield further.

Mr. KIMBALL. In Kimball's store when they come in and apply for a credit account we ask them to fill out the application, we give them this form. We tell them there is only one type of charge account we have. It is known as an optional credit account. They can do what they want with it. They can pay in 35 days, we give them 5 days of grace over most stores and there is no service charge ever put on their account.

If they want to extend it into 6 months or 12 months payment plan, that is their option. We do tell them, as Mr. Cianca said, we do put a ceiling on their account. We tell them they can go to $200, $500, $100, and when they get up there and start going over it our credit manager will call them and tell them they will have to make bigger payments to get their outstanding amount down. We only have one account and to my knowledge Sears, Roebuck has only one type of account, and that is the optional.

So, if you want the option of paying in 30 days you pay in 30 days.

Mr. WIDNALL. I would certainly think that a person who applies for credit at a store fills out a formal credit application, and does it twice, two different times over a period of months, would at least be entitled to an answer from the store at one point or another.

Mr. KIMBALL. I agree with you. They are entitled to an answer and should be explained clearly. My girls are instructed to explain to each and every customer who applies just exactly how this works.

As far as I know they do a satisfactory job because we don't get many complaints. There are human beings and individuals working in large corporations like Sears, Roebuck and the human factors comes in and if they get—just like the girl at Lechmere Sales—she didn't tell me and yet the law requires in Massachusetts that she should tell me 18 percent.

Mrs. SULLIVAN. Mr. Cianca, there is some confusion here about your affiliation. We thought you were from Sears but, apparently,