

promotion are such that it seems to me unlikely that any serious entrepreneur would undertake this.

Mr. KEITH. The advertisements with reference to savings banks life insurance, are not of a similar sort to those required by the SEC.

Mr. KOSTMAYER. I gather not from those that I have seen.

Mr. KEITH. And it would seem to me to be perhaps, if the SEC's philosophy is appropriate, and I am not yet of a mind that it is, that there should be some advertising to stress the difference between the commission schedules that are available to the man who would like to buy but doesn't really want to entertain a salesman, and so he could be solicited perhaps through the mail and through advertising in the press.

I might say, to draw a parallel, having been in the life insurance business, and I believe I have sold a lot of life insurance for savings banks, because I would make the pitch and the man would buy the idea, and he would go to the savings bank, and I suspect you people in the contractual plan business have sold a lot of mutual funds for those who are not in the contractual end of the business.

Mr. KOSTMAYER. I am sure of it.

Mr. KEITH. And a lot for the no-load funds as well. I recall shortly after I got out of the service that there was a big movement in the Legion to reinstitute national service life insurance, and I appeared before the local Legion chapter and said that this would not be wise, because if the good agent were out there soliciting a veteran, he would be morally obligated to encourage that man to reinstitute his national service life insurance, and inasmuch as most of the prospects were veterans, he would just be doing service work, and he would starve and there would be fewer agents out to sell the idea of national service life insurance. This is an important factor in this particular end of the business, to have these agents or salesmen out, because although only 10 percent of the dollar volume comes, the motivating ideas are perhaps great contributing factors.

Mr. STUCKEY. Will the gentleman yield for a question?

Mr. KEITH. Certainly.

Mr. STUCKEY. I would like to ask this, before our time runs out, and I know we are pushed. Thank you, Mr. Keith.

The SEC has stated that the charges are too high. Now if your charges are too high, as they have stated, then what I would like for you to do, and with the consent of the committee you can have this submitted to us, and that is compare the charges with other industries, and I tried to bring this out with the banking industry and with other related industries earlier, and it seems that we are not getting anywhere with it.

I would like for a comparison to be drawn, if it could be, between the charges that are made by the mutual funds compared with other related industries, and by that I mean banks, private investment counsel, savings accounts, a person going to an individual broker, and if it would be possible, could we have a comparison of various savings and investment methods to be drawn over a 10-year period of time. Take from now and go back 10 years.

I believe that the average investment in a mutual fund is \$4,500 in round figures. Let's take say \$4,500, 10 years ago originally kept in cash, its total value today, and its purchasing power expressed in dol-