

of mutual funds. This is part of our business, but in effect we are a department store of investing, and a mutual fund is not the answer for all investors. We must provide services throughout the country for investors to make their own choices as to which types of investments they would like to make.

Mr. Moss. Let's reverse it and put it the other way. Is the anticipated growth in individual investor participation expected to keep pace with the institutionalization of the market.

Mr. DAVANT. Yes, sir.

Mr. Moss. Do you have any studies to back up that statement?

Mr. KENDALL. Sir, I was the author, the project director is a more appropriate term, of a study looking into 1975 for the exchange community. This was done in 1965. At that time, based on information and studies by the National Industrial Conference Board, a fine research organization in New York, we determined that the number of Americans earning \$10,000 or more a year would likely double between that year and 1975. These households have a potential of discretionary purchasing power which makes them possible investors for the first time.

We also know that it is not unusual for a mutual fund shareholder to also own common stocks. The Investment Co. Institute Fact Book, which I have before me now, indicates that the composite shareowner owns 2.7 common stocks directly and 1.4 mutual funds.

Mr. Moss. Mr. Kendall, my question went to the nature of the study and the availability of it for this committee, the study, at least the conclusion that the growth of individual buyers of shares will keep pace with the growth of the institutionalization of the market as a result of the growth of the number of mutual funds and mutual fund shares.

Mr. KENDALL. I would say that the potentials that we see in the evolution of the American household are such that if these potentials are developed by sales techniques, by branch networks, by services amenable to them, that, yes, sir, this would continue.

Mr. Moss. That isn't what I asked. I said is there a study? You indicated that you were the author of a study.

Mr. KENDALL. Yes, sir.

Mr. Moss. I asked if that study is available to this committee.

Mr. KENDALL. I can make this study available to the committee quite readily, sir.

Mr. Moss. All right. Then we ask that the study be made available so that we can have the opportunity to more reflectively consider it.

Mr. DAVANT. Mr. Chairman, may I point out the study is dated December 1965.

(The study referred to may be found in the committee files.)

Mr. Moss. It represents a judgment.

Mr. DAVANT. Yes, sir.

Mr. Moss. Which is being utilized here today as the basis for testimony. Therefore, it becomes very relevant to the inquiry of the subcommittee.

Mr. LEVERING. And relevant too, sir, to the possible thought that additional studies of this type ought to be made available to your committee.