AFTER-TAX EARNINGS AS A PERCENTAGE OF STOCKHOLDERS EQUITY OF THE 25 LARGEST STOCK LIFE INSURANCE COMPANIES—1966

	Stockholders equity (thousands) Dec. 31, 1966	After tax earnings (thousands) 1966	Earnings as a percent of stockholders equity
Aetna Life Insurance Co	$432,061	$40,647	9.6
Travelers Insurance Co	471,010	48,201	10.2
Connecticut General Life Insurance Co	290,039	25,788	8.9
Lincoln National Life Insurance Co	405,479	39,573	9.8
Teachers Insurance and Annuity	61,096	11,461	18.8
National Life & Accident Co	279,078	28,741	10.3
Continental Assurance Co	158,518	14,840	9.4
Occidental Life Insurance Co	209,364	19,554	9.3
American National Insurance Co	245,222	20,124	8.2
Franklin Life Insurance Co	149,522	19,855	13.3
Jefferson Standard Life Insurance Co	161,592	14,898	9.2
Southwestern Life Insurance Co	93,504	7,794	8.3
Equitable Life Insurance Co. of Iowa	61,567	4,299	7.0
Life Insurance Co. of Virginia	94,765	9,071	9.6
Liberty National Life Insurance Co	99,028	13,851	14.0
United Benefit Life Insurance Co	89,411	5,924	6.6
Northwestern National Life Insurance Co	60,043	6,444	10.7
Kansas City Life Insurance Co	62,206	6,153	9.9
State Farm Life Insurance Co	64,845	10,484	16.2
Washington National Insurance Co	109,290	12,221	11.2
Life Casualty Insurance Co	79,702	9,675	12.1
Provident Life & Accident Insurance Co	58,100	7,182	12.4
Southland Life Insurance Co	30,056	5,560	18.5
Paul Revere Life Insurance Co	91,408	8,487	9.3
California-Western States Life Insurance	58,528	5,297	9.1

AFTER-TAX EARNINGS AS A PERCENTAGE OF STOCKHOLDERS EQUITY OF CERTAIN MANAGEMENT COMPANIES, 1966

	Stockholders equity (thousands) Dec. 31, 1966	After tax earnings (thousands) 1966	Earnings as a percent of stockholders equity
Anchor Corp	$4,449	$2,162	48.6
Dreyfus Corp	7,650	3,233	42.3
Insurance Securities, Inc	6,534	4,703	72.0
Keystone Custodian Funds	4,882	2,118	43.4
National Securities & Research Corp	2,976	1,113	37.4
Putnam Management Co	2,505	936	37.4
Supervised Investors Services	883	307	34.8
Vance Sanders & Co	3,058	1,171	38.3
Waddell & Reed	14,269	5,027	35.2
Wellington Management	2,956	1,861	63.0

Note: Distributors Group, Hamilton Management Corp., Investors Diversified Services, and Van Strume and Towne, Inc., have not been included, because it was not possible to secure comparable data for stockholders equity and after tax earnings.

Mr. Cohen. Now Mr. Chairman, I would like to take advantage of your offer and go back to my opening remarks. Incidentally, for the benefit of any who were not here when I testified last, I referred to this effort on the part of the sellers of funds, those who manage them, to seek the favor of investors. I introduced at the last time an advertisement put out by the Winfield Underwriters, Inc. in a recent publication. That organization is associated with a fund that had one of the best experiences in recent years and yet they have increased the dealer concession.

In other words, they have decided to take less for themselves out of the overall sales load. They have not attempted to reduce the charge to investors. This is the type of competition to which I have referred that exists in that area.

But going back to the advisory fee area, I do want to emphasize, even at the expense of repeating I think the last statement I made, that the industry can only come to where it is by a studious disregard of the situation as it exists. They argue that our proposal is ratemaking or profit regulation, and it is nothing of the sort. It is simply