

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 54098 / July 5, 2006

INVESTMENT ADVISERS ACT OF 1940
Release No. 2549 / July 5, 2006

ADMINISTRATIVE PROCEEDING
File No. 3-12355

IN THE MATTER OF VERITAS FINANCIAL ADVISORS, LLC,
VERITAS ADVISORS, INC., PATRICK J. COX AND RITA A WHITE

The U.S. Securities and Exchange Commission (Commission) today issued an Order Instituting Public Administrative and Cease-and-Desist Proceedings and Notice of Hearing Pursuant to Section 21C of the Securities Exchange Act of 1934 and Sections 203(e), 203(f) and 203(k) of the Investment Advisers Act of 1940 (Order) against the following parties: Veritas Financial Advisors, LLC, of Boston, Massachusetts; Veritas Advisors, Inc., of Boston, Massachusetts; Patrick J. Cox, of Wellesley, Massachusetts; and Rita A. White, of Boston, Massachusetts.

The Division of Enforcement (Division) alleges in the Order that, among other things, between at least March 1998 and March 2005, Veritas Advisors and Cox misappropriated at least \$1,200,000 from the bank or investment accounts of an investment advisory client, which they converted for their own use. The Division further alleges that, between at least January 1999 and March 2005, White misappropriated at least \$1,300,000 from one of the bank accounts of the same client, which she converted for her own use. The Division also alleges that the Veritas entities, which were controlled by Cox, fraudulently failed to disclose their precarious financial condition to their advisory clients and did not maintain certain required books and records for investment advisers, and that Veritas Advisors failed to maintain proper custody of client assets and failed to maintain its registration with the Commission as an investment adviser after its registration lapsed.

A hearing will be scheduled before an Administrative Law Judge to determine whether the allegations contained in the Order are true, to provide the respondents with an opportunity to respond to the allegations, and to determine what remedial sanctions, if any, are appropriate and in the public interest.

The Order requires the Administrative Law Judge to issue an initial decision no later than 300 days from the date of service of the Order, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice.