

MEMO# 1145

May 9, 1989

1989 PERSPECTIVE ON MUTUAL FUND ACTIVITY

May 9, 1989 TO: BOARD OF GOVERNORS NO. 31-89 MEMBERS - ONE PER COMPLEX NO. 14-89 DIRECT MARKETING COMMITTEE NO. 17-89 MARKETING COMMITTEE NO. 11-89 PUBLIC INFORMATION COMMITTEE NO. 13-89 RESEARCH COMMITTEE NO. 12-89 SALES FORCE MARKETING COMMITTEE NO. 17-89 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 13-89 BROKER/DEALER ADVISORY COMMITTEE NO. 22-89 PERSPECTIVE SUBSCRIBERS NO. 01-89 RE: 1989 PERSPECTIVE ON MUTUAL FUND ACTIVITY

Enclosed is a copy of the 1989 Perspective on Mutual Fund Activity. This year's issue is entitled "Changing Markets and Challenges" and focuses on the industry's experiences of the last two years. The introduction of new funds, increased targeting of institutional markets, new pricing and distribution methods are a few of the ways the industry has adjusted to the changing environment. This issue also highlights recent activities of closed-end funds and Unit Investment Trusts. Any questions on the contents of this issue should be directed to Steve Schoepke at (202) 293-7700. Additional copies are available at a nominal price. Jacob S. Dreyer Vice President & Chief Economist

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