

MEMO# 1961

June 11, 1990

"PERSPECTIVE 1990"

June 11, 1990 TO: BOARD OF GOVERNORS NO. 40-90 MEMBERS - ONE PER COMPLEX NO. 22-90 DIRECT MARKETING COMMITTEE NO. 13-90 MARKETING COMMITTEE NO. 12-90 OPERATIONS COMMITTEE NO. 10-90 PUBLIC INFORMATION COMMITTEE NO. 18-90 RESEARCH COMMITTEE NO. 12-90 SALES FORCE MARKETING COMMITTEE NO. 13-90 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 12-90 SMALL FUNDS COMMITTEE NO. 8-90 RE: "PERSPECTIVE 1990"

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@@@@@@@@@@@@@@@@@@@@@@@@@@@@ I enclose a copy of the new "Perspective" which covers the decade of the 1980s. This report discusses in detail the economic and financial environments that influenced mutual fund marketing and investing during the 1980s. A statistical section reveals the trends and results of industry activity during that eventful period. The last section discusses fund marketing and distribution and the effect they had on industry growth. For additional information or comments, please contact the ICI Research Department at (202) 293-7700. Jacob S. Dreyer Vice President and Chief Economist