

MEMO# 4801

June 9, 1993

NEW CONSUMER BROCHURE

June 9, 1993 TO: BOARD OF GOVERNORS NO. 52-93 MEMBERS - ONE PER COMPLEX NO. 43-93 MARKETING POLICY COMMITTEE NO. 26-93 DIRECT MARKETING COMMITTEE NO. 33-93 PUBLIC INFORMATION COMMITTEE NO. 34-93 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 28-93 RESEARCH COMMITTEE NO. 19-93 MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 2-93 RE: NEW CONSUMER BROCHURE

Enclosed is a new ICI consumer brochure entitled Eight Basics of Bond Fund Investing. This illustrated brochure highlights eight key considerations for the bond fund investor, including yield, total return, and investment risks. This brochure has been cleared for use as generic sales material by the National Association of Securities Dealers, Inc. (NASD). Guidelines will accompany orders. Additional copies are available at 30 cents each. Please use the enclosed order form for orders. Your firm's name and logo may be imprinted on the back of this brochure. Call Elizabeth Velte at 202/955-8417 for information about our imprinting service. Please call me at 202/955-3538 with any questions or comments. Sue Duncan Assistant Vice President Director of Publishing

Copyright © by the Investment Company Institute. All rights reserved. Information may be abridged and therefore incomplete. Communications from the Institute do not constitute, and should not be considered a substitute for, legal advice.