

MEMO# 10025

June 16, 1998

NEW INVESTOR BROCHURES

[10025] June 16, 1998 TO: DIRECT MARKETING COMMITTEE No. 12-98 PRIMARY CONTACTS - MEMBER COMPLEX No. 54-98 SALES FORCE MARKETING COMMITTEE No. 13-98 SMALL FUNDS COMMITTEE No. 12-98 RE: NEW INVESTOR BROCHURES

Enclosed are your copies of the Institute's new investor awareness materials, A Guide to Understanding Mutual Funds, and Una Guía de Fondos Mutuos de Bonos, a Spanish- language version of the Institute's recently published A Guide to Bond Mutual Funds. A Guide to Understanding Mutual Funds is a comprehensive booklet designed to help consumers become informed investors, establish an investment plan, set realistic expectations and monitor their investments. Una Guía de Fondos Mutuos de Bonos offers an overview of bond mutual funds plus information on regulation and disclosure, fees and expenses, and shareholder services. To order additional copies, please use the enclosed form. Both brochures have been cleared by the National Association of Securities Dealers, Inc. for use as generic sales material. Guidelines will accompany your order. For information on imprinting your firm's name and logo on the back of the brochures, please contact Margot Ziperman at 202/326-5881. Both brochures are available on the Institute's public website at www.ici.org. Elizabeth Powell Vice President Public Information Enclosures

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