

AMERICAN INSTITUTE FOR ECONOMIC RESEARCH

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HELP FOR TODAY'S INVESTOR -- NOVICE AND EXPERT ALIKE

Do you sometimes think that the financial news is written in a foreign language? For example, what are "take over," "poison pill," "white knight," and "greenmail?" Can you sort sense from the alphabet soup of COLA, REIT, ADR, and GNMA? For better or for worse, today's investment markets generate new words and symbols in abundance, often confusing both the novice and expert investor because the looks and sounds are either not familiar or all too similar to other words or expressions they thought they knew. Confusion is too common.

Every investor needs to know enough of the specialized language and jargon of the marketplace to deal with brokers, bankers, and many other financial persons. No investor wants to be recognized as a novice. Moreover, the layman who asks the wrong questions, or mistakenly thinks he understands his accountant's or advisor's complex discussions, may harm himself.

We recognize that effective investment communication never was more important than now, and have published an easy-to-read and convenient booklet primer of the language, techniques, and mechanics of our plentiful marketplace. The A-Z Vocabulary for Investors (\$6 postpaid, refundable) contains five fact-filled chapters describing major elements of the financial services market. (Table of Contents on reverse.) A substantial glossary keeps detailed facts and specialized knowledge at your fingertips, enabling you to make more profitable sense out of financial chaos.

One of our helpful series of "Economic Education Bulletins," The A-Z Vocabulary for Investors is not an investment guide. It is a handy reference tool that will increase your knowledge of and investment ability in the financial functions of our free-wheeling economy. We will refund your money if you do not find that it adds to your investing knowledge. Please use the coupon on the reverse and the enclosed envelope to order your copy today.

Sincerely,



Robert Gilmour
Director of Research and Education