

"How much are you paying for a brokerage account with checking?"

If your asset management account charges an annual fee, maybe it's time you opened a Schwab One® Brokerage Account with checking.

With Schwab One, you'll get:

- Personalized checks
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- 24-hour service
- Fast confirms
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- And no annual fee

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We give you more ways to succeed.

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THE NEW YORKER

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"The other day, Tom and I were having our favorite lunch while looking over the business page. He starts raving about his brokerage account. But when I told him everything my Schwab One® account gives me...free... he stopped raving."

"You pay \$80 for a brokerage account with checking? Mine's free."

Over a quick bite to eat, Tom told me that since he was promoted, brokers have been ringing his phone off the hook. So he finally opened this terrific brokerage account that lets him write checks. Only eighty bucks a year.

I asked him, "\$80 bucks a year? What, are your checks gold-plated? I've got Schwab One . . . and you know what my annual fee is? Nothing. Zero. Zilch."

"I get daily interest on my money. And free checking."

In fact, Schwab pays me daily market rate interest on all the

Compare Schwab One to similar accounts.	Annual Fee	Initial Deposit Required	24-Hour Service	Commission Discounts
Schwab ONE Brokerage Account with Checking	FREE	\$5,000	Yes	Yes
Merrill Lynch Cash Mgmt Account	\$80	\$20,000	No	No
Dean Witter Active Assets Account	\$80	\$10,000	No	No
Shearson Lehman Financial Mgmt Account	\$100	\$10,000	No	No

Based on a survey conducted by Charles Schwab & Co., Inc. in Nov. 1990. Available upon request.

between-investment cash in my account. (So does Tom's account—only his charges \$80 for the 'privilege.')

"We both get a free VISA® debit card!"

It works like a regular VISA card. But instead of charging to a credit line, the purchase is deducted directly

from my Schwab One account.

"We both have lots of investment choices!"

Stocks. Bonds. Mutual Funds. Treasuries. And more. "So you pay \$80," I chided. "We get the same features but you pay your broker higher commissions. So what's in it for you?" I asked.

I could see him rethinking the matter. "I wonder how quickly I can transfer my investments to Schwab?" he said.

I just smiled.

For a free Schwab One Investor's Kit, visit your nearest Schwab branch. Or call toll-free:

1-800-228-6609

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