THE 1999 DISCOUNT BROKER SURVEY: A GUIDE TO COMMISSIONS AND SERVICES

By Jean Henrich

Once again the expansion of services available through the Internet has substantially raised the number of discount brokers offering computer trading during the past year. Most discount brokers maintain a Web site as a marketing tool, but many are adding on-line trading, account services, and research information, and some firms are almost exclusively online.

Information on the commissions charged for a range of trades, as well as services offered, is included in the *AAII Journal's* annual survey of discount brokerage firms, with discounters that are primarily on-line listed separately. This year's survey covers 105 firms that refer to themselves as discount, 26 of which are primarily online.

The survey is designed to help individual investors spot the discount brokers that best meet their needs in terms of cost and services.

What does the listing cover?

Commissions

The stock commissions charged by discount brokerage firms vary widely not just by amount, but also by the way in which they are determined. For instance, some discounters' rates are based on the dollar value of the transaction, others' rates are based on the number of shares in the transaction, some use a combination, and some simply provide a table that lists the prices for various transactions without providing any formulas.

This makes generalized comparisons impossible, since certain firms will be cheaper for some kinds of trades, yet more expensive for others. To help overcome that problem, our listing presents three trades that cover a range of possibilities for the typical individual investor: a modest trade of a higher-priced stock (100 shares at $50 per share, a $5,000 transaction); a large trade (500 shares at $50 per share, a $25,000 transaction); and a modest trade of a low-priced stock (1,000 shares at $5 per share, a $5,000 transaction). Commissions charged by each broker for these trades are presented in total dollars and as a percentage of the total transaction.

The trades reflect commissions for exchange-listed stocks, although most of the firms charge the same rate for stocks traded over the counter; a few, however, do not. The minimum commission amount represents the minimum dollar amount charged for any stock trade by the firm.

To allow you to compare similar commission structures, the list is broken into two groups—traditional discount brokers and discount brokers that conduct the majority of their business electronically, which tend to charge a low flat-rate commission for trades.

At the end of each listing, we have indicated the average, the highest, and the lowest charges and percentages for each trade as a point of comparison.

The three transactions should give you some basis for comparing the various firms. However, certain discounts as well as additional charges by some firms may not be reflected in these particular examples. Examples of further discounts offered by a few firms include:

- Trades of a large number of shares, for instance over 1,000 shares per transaction.
- Trades of a large dollar volume. A few firms, in fact, offer special accounts for customers who consistently trade in large volume; these are noted in the listings by a double asterisk.
- Trades generating a set level of commissions in a period.
- Accounts in which frequent trades are consistently made, usually only offered on a case-by-case basis.
- Trades made using a computer or touch-tone phone.

Examples of additional charges that may not be reflected in these examples

Jean Henrich is associate editor of the AAII Journal. *Research for this article was contributed by Jay Pandya.*

AAII AMERICAN ASSOCIATION OF INDIVIDUAL INVESTORS®

include:

- Shares that are particularly low-priced, such as stocks selling for under $5 a share.
- A small number of firms levy extra charges for odd lots (any number of shares less than 100—for instance, a sale of 553 shares consists of five round lots of 100, and an odd lot of 53 shares).
- A small number of firms (indicated by an asterisk after their name) levy extra charges for non-market orders such as limit and stop orders.
- Some brokers charge extra for special handling, such as transferring an account to or from another broker or registering certificates in the owner's name and mailing it to the owner. These charges are shown in the table under Fees. Also, many brokers charge a fee for accounts that post no activity for a period of time. In the majority of cases, the fee is triggered after an account has been idle for one year.

Also, quoted spreads can vary widely between brokers at any given time. The spread is the difference between the bid (price at which you can sell) and ask (price at which you can buy).

Minimums. Some discounters require a minimum to open an account *(to Open).* This can usually be met by sending the broker either cash or securities. Also, a broker may require that a certain balance be maintained in your account at all times *(Balance Require).* These requirements, where in force, are listed in the column after the commissions.

Cash Balance. Investors want assurance that any cash balances in their accounts are earning interest. Most discount firms pay interest on these funds, although some will only pay interest on amounts above a certain minimum. A sweep accounts automatically invests cash balances (for instance, funds from the sale of shares) in an interest-bearing money market fund until those funds are reinvested. Money market funds usually pay a higher rate of interest than cash balance accounts that simply earn interest. In the listings, we indicate if a brokerage firm offers a sweep account by the word "Sweep," followed by any minimum amounts required for such an arrangement (note that after this minimum is met, any additional cash, regardless of how small, is swept into the money market fund). If the firm does not offer a sweep account but pays interest on uninvested funds, we use the word "Interest," followed by the minimum amount upon which it pays interest, if a minimum applies.

Research and Other Services

Price isn't the sole consideration for most individual investors when selecting a discount broker. Other services provided by the firm are also important considerations.

All of the firms in the survey have SIPC coverage, which insures (through the Securities Investor Protection Corp.) the securities and cash in customer accounts up to a maximum of $500,000 per customer. In addition, all but eight of the firms in the survey have purchased additional private insurance protection for their customer accounts. The eight firms without additional protection are designated by the symbol ✗ before their names.

Other services provided by discount brokerage firms vary, and in the listing we have included information on the most popular ones:

- *Research.* Some discounters offer research information and investment recommendations on various topics, such as the economy, business conditions, and specific companies. In the listing, we have divided research reports into two types: "Standard" denotes reports that are supplied to the firm by an outside source, such as Standard & Poor's or Value Line; "Custom" refers to reports that are researched in-house by the firm's own analysts. Some brokers subscribe to Wall Street by Fax, a program that provides standard reports to a firm's clients by fax machine. Brokers may charge for standard or custom research information; those that do are noted under the column labeled Research. Remember to check whether research is available through a broker's Web site for free (see Internet Services).
- *Other Securities Handled.* Many discount firms offer ***no-load mutual fund***s for their customers; while many charge a fee for the transaction, some discounters offer a certain number of no-load funds at no charge to the customer. Investors interested in this service should request a list of the funds offered from the discounter, as well as the charges. We indicate if the firm offers no-load mutual funds and we note if a fee is charged on any no-load mutual funds traded. [See "Mutual Fund Supermarkets: One-Stop Shopping at Low Cost," by John Markese in the September 1998 *AAII Journal* for more details on brokers that offer mutual funds.] Most brokers also offer securities such as ***bonds***, ***options***, ***annuities***, and certificates of deposit (***CDs***) to their customers. These are noted in the listings. If you are interested in any of these, be sure to request a schedule of the appropriate fees.
- *Self-Directed IRA.* All but four of the firms in the survey offer self-directed individual retirement accounts. IRA accounts can have different minimums than regular accounts at brokerages, so be sure to check the requirements when setting up an IRA. Also, many brokers charge a fee to set up an IRA account and an annual fee to maintain the account. These fees are noted in the listings.
- *Dividend Reinvestment.* Some discount brokers will allow an investor to automatically reinvest dividends through the firm; while many charge for this service, it is not at the standard rates (in which the minimum may apply). The average charge is $1 or 3% of the amount for each dividend payment that is reinvested. We indicate if the firm offers this arrangement and we note if a fee is charged.
- *Direct Clearing of Trades.* Some

brokerage firms, particularly smaller ones, use other brokers to clear their trades. Some investors feel that firms able to clear their own trades may offer somewhat better execution of trades.

- *Touch-Tone Phone System.* Several firms offer an electronic option of receiving information and placing trades through the customer's telephone. A touch-tone phone allows the customer to conduct business with the firm by pressing keys on the phone pad in response to a preprogrammed set of choices. Common services provided by touch-tone phone are obtaining current price quotes on stocks, obtaining customer account information such as account balance, and placing trades. In most cases, commissions on trades placed using a touch-tone phone system are discounted **(***Com. Disc.)*, usually 10% or 20% below the regular commission rate.

Internet Services

Seventy-two discount brokerage firms offer on-line trading through the Internet to customers with a computer and modem. However, some of these are primarily on-line businesses, which are listed separately on pages DBS 10–11.

Most firms give discounts on their regular commissions to trades placed on-line **(***Com. Disc.)*. The on-line services, such as CompuServe, Prodigy, and America Online, have moved toward offering links to broker Internet sites instead of separate broker trading forums.

An additional feature of Internet brokers is the availability of research reports on companies. The range of information offered is wide—from current quotes and news headlines to in-depth financial statistics. Some Web sites charge for this information and others provide it free to customers. *Free Web Research* and *Free Real-Time Quotes* are indicated in the listings where available.

Internet addresses are listed, but trading through the Internet is only available where checked **(***Place Trades***)**.

Primarily On-Line Brokers

We present a separate listing of the firms that conduct most of their business through the Internet (p. DBS 10–11). The trend is toward a flat-rate commission for on-line trades, and escalating competition for business has resulted in lower commission rates, lower even than many of the regular discounters that offer computerized trading at a discount. Therefore, on-line commissions are not comparable to those of the regular discount brokers.

Most of these brokers maintain touch-tone trading systems as a backup to placing trades on-line. Active traders who are wary of depending on an on-line broker during heavy trading days tend to look for firms that provide broker-assisted trades, also. The on-line brokers that maintain a staff of "live" brokers to take trade orders are indicated in the list in the column *Live Broker*. In some cases, commissions are higher for broker-assisted trades; these are noted in the listing under *Live Comm. Higher.*

Additional Services

While we have listed the most popular services in our guide, there are many others offered by discount brokers. Some firms, for instance, have offices in many locations, a consideration for investors who want the reassurance of a local contact. Check with the firm for a list of branch-office locations if this is an important consideration to you. Most of the discount brokers listed here have 800 phone numbers, so that calls are toll-free regardless of where they are located.

Some brokerage firms offer asset management accounts with check writing privileges, debit cards, the direct deposit of payroll checks and other checks, and ATM access cards.

Most discounters offer the standard broker fare of margin accounts, wire transfers, confirmations of trades, and monthly statements.

How to Use the Listing

The listings here are intended to give you a starting point if you are seeking a discount brokerage firm or if you want to see how your current broker stacks up.

Compare the commission charges for the kinds of trades that you are most likely to place, and make note of fees that may be charged for services you are likely to use. Then select several discounters to call for more information. When calling a firm, ask for a commission schedule and a description of the services they offer. Double-check the charges in the listings here—prices change, and although we have made every attempt to provide recent and accurate information, it is best to confirm the charges yourself. You should also check for other charges that may apply to your particular situation; for instance, some firms charge a flat fee to open an account.

In addition, make sure you are comfortable with any firm you choose; our listing does not attempt to rate the financial condition or the service quality of the firms. [For more on evaluating brokerage firms, see "How Safe Is Your Money? What to Ask Your Financial Institutions," by Martin D. Weiss in the August 1992 *AAII Journal*.] ✦

Telephone	* Brokerage Firm	Commission: 100 Shares at $50/Share Total: $5,000 ($)	as % of Trade	500 Shares at $50/Share Total: $25,000 ($)	as % of Trade	1,000 Shares at $5/Share Total: $5,000 ($)	as % of Trade	Min. ($)	Minimums: to Open ($)	Balance Require ($)	Cash Balance	Fees: Transfer Account ($)	Shares in Name ($)	Inactive Account ($)	Research
800/494-8946	AccuTrade	30.00	0.61	38.00	0.15	48.00	0.96	28.02	5,000		Interest ($1,000)	25			Standard
800/297-8800	American Express Finc'l Adv	49.00	0.98	49.00	0.19	49.00	0.98	49.00	2,000		Sweep	50	15	50	Both (fee)
800/221-5873	Andrew Peck	50.00	1.11	50.00	0.21	50.00	1.11	50.00			Sweep ($2,000)				
800/321-1640	Baker & Co.	40.00	0.81	80.00	0.32	55.00	1.11	40.00			Sweep				Standard
800/338-3965	Bank of San Francisco	50.00	1.11	140.00	0.56	79.50	1.59	50.00			Sweep ($1,000)	25	25		Standard
800/221-2111	Barry Murphy & Co.	32.50	0.65	62.50	0.25	60.00	1.21	25.01	5,000		Sweep ($1,000)	50		50	Standard (fee)
800/547-6337	Bidwell & Co.	28.00	0.56	60.00	0.24	60.00	1.21	20.00			Sweep ($5,000)		10		Standard
800/822-2021	Brown & Co.*	5.00	0.11	5.00	0.02	5.00	0.11	5.00	15,000		Interest ($1,000)		20		
800/899-6878	Bruno, Stolze	45.00	0.91	130.00	0.52	80.00	1.61	39.00	2,500		Sweep ($1,000)			25	
800/262-5800	✗ Bull & Bear Securities	44.00	0.88	124.00	0.49	72.00	1.44	31.00			Sweep				Standard
800/621-0392	Burke Christensen & Lewis	34.00	0.68	99.00	0.39	53.00	1.06	34.00			Sweep				Both
800/821-4800	Bush Burns Securities	35.00	0.71	35.00	0.14	35.00	0.71	35.00	5,000		Sweep ($1,000)				
800/366-1500	Century Discount	25.00	0.51	25.00	0.11	30.00	0.61	25.02			Interest	50			Standard
800/435-4000	Charles Schwab	55.00	1.11	155.00	0.62	89.00	1.78	39.00	1,000	1,000	Sweep ($100)		15		Both (fee)
800/275-2484	✗ Citibank	29.95	0.59	110.00	0.44	120.00	2.41	29.95			Sweep	50			Standard
800/292-6637	Consolidated Fin'l Invest	35.00	0.71	45.00	0.18	59.50	1.19	35.00			Sweep ($500)	50			
800/536-8770	Cutter & Co. Brokerage	60.00	1.21	125.00	0.51	80.00	1.61	35.00			Sweep	25			Standard
800/780-3543	Downstate Discount	35.00	0.71	55.00	0.22	60.00	1.21	35.00			Sweep				Standard
800/421-8395	Dreyfus Brokerage Services†	29.00	0.58	29.00	0.11	29.00	0.58	25.00		2,000	Interest	35			
800/843-5466	Dreyfus Lion Account	54.00	1.08	154.50	0.61	88.50	1.77	38.00	10,000	10,000	Sweep		10	25	Standard
800/900-8101	Empire Financial Group*	22.00	0.44	22.00	0.08	3.00	0.06	22.00			Sweep ($250)	50	20		Standard (fee)
800/544-8666	Fidelity Brokerage Services*	59.00	1.18	155.00	0.62	165.00	3.31	59.00	5,000	5,000	Sweep		15	24	Standard (fee)
602/951-0079	First Financial Equity	37.50	0.75	37.50	0.15	37.50	0.75	37.50			Sweep		8		Both
800/326-4434	First Union Brokerage	45.00	0.91	140.00	0.56	90.00	1.81	40.00			Sweep		15		Both (fee)
800/381-1481	Freedom Investments	25.00	0.51	25.00	0.11	25.00	0.51	25.00	2,000		Interest ($2,000)	25	50	25	
800/729-7585	Freeman Welwood	39.00	0.78	59.00	0.23	50.00	1.11	34.05			Sweep ($500)				Standard
800/368-7681	GIT Discount Brokerage	50.00	1.11	147.00	0.58	90.00	1.81	41.00			Interest	45			Standard
800/728-1266	Investors National Corp.	41.00	0.82	72.00	0.28	47.00	0.94	39.00			Sweep ($250)	25			
800/247-3396	J.D. Seibert & Company	49.00	0.98	140.00	0.56	75.00	1.51	49.00			Sweep				
800/233-3411	Jack White & Company	36.00	0.72	48.00	0.19	63.00	1.26	33.03			Sweep ($500)				Standard

*All firms offer SIPC coverage. Brokers with an ✗ before their name do not insure accounts above the SIPC minimum of $500,000.

Cash Balance

Interest: Pays interest on customers' cash balances. Amounts in parentheses, if any, indicate minimum amount at which interest is paid. If a discount firm offers a sweep account, we do not include information on cash balance interest.

Sweep: Automatically invests cash balances in an interest-bearing money market fund until those funds are reinvested.

Fees

Transfer Account: Charge to transfer account to or from another broker.

Shares in Name: Charge to register stock certificate in owner's name.

Inactive Account: Charge levied if account remains inactive for a period of time.

Research

Standard: Research is supplied to the firm by outside sources.

Custom: Research is supplied by the firm's own analysts.

* Non-market orders are higher

** High volume rates

† Formerly Pacific Brokerage Services

Other Securities Handled					Services									Internet Services				
No-Load Mutual Funds	Bonds	Options	Annu-ities	CDs	Self-Directed IRA Can Open	Self-Directed IRA Set-up ($)	Self-Directed IRA Main. ($)	Div. Reinvest Plans	Clears Trades Directly	Touch-Tone Phone Quotes	Touch-Tone Phone Acct. Info.	Touch-Tone Phone Place Trades	Touch-Tone Phone Com. Disc.	Place Trades	Com. Disc.	Free Web Research	Free Real-Time Quotes	Internet Address http://
✔	✔	✔			✔			✔	✔	✔	✔	✔		✔		✔		www.accutrade.com
✔	✔	✔			✔		29	✔	✔	✔	✔			✔	✔	✔	✔	www.americanexpress.com/direct
✔ (fee)	✔	✔			✔	25	40	✔		✔	✔	✔	✔	✔	✔			www.andrewpeck.com
✔	✔	✔			✔		30	✔										www.bakernyse.com
	✔	✔		✔	✔			✔						✔				www.banksf.com
✔ (fee)	✔	✔			✔		35	✔		✔	✔	✔		✔		✔	✔	www.barrymurphy.com
✔	✔	✔		✔	✔		25	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	www.bidwell.com
	✔	✔							✔	✔	✔	✔		✔			✔	www.brownco.com
✔ (fee)	✔		✔		✔		35	✔ (fee)		✔	✔	✔	✔					
✔	✔	✔			✔			✔ (fee)		✔	✔	✔	✔	✔	✔	✔	✔	www.ebullbear.com
	✔	✔			✔			✔	✔	✔	✔	✔	✔	✔	✔		✔	www.bclnet.com
✔	✔	✔	✔	✔	✔		25	✔						✔	✔			www.bushburns.com
	✔	✔	✔	✔	✔		35											
✔	✔	✔			✔		29	✔	✔	✔	✔	✔	✔	✔	✔		✔	www.schwab.com
✔	✔	✔			✔			✔				✔	✔					www.citibank.com
	✔	✔		✔	✔		30	✔	✔									
✔ (fee)		✔	✔	✔	✔	25	40	✔ (fee)										www.cutter-co.com
	✔	✔		✔	✔			✔						✔	✔	✔		www.trade4less.com
✔ (fee)	✔				✔		40	✔ (fee)	✔	✔				✔	✔			www.edreyfus.com
✔	✔	✔		✔	✔		25	✔		✔	✔							www.dreyfus.com
✔ (fee)	✔	✔			✔	25	50	✔						✔	✔			www.lowfees.com
✔	✔	✔	✔	✔	✔			✔	✔	✔	✔	✔	✔	✔	✔		✔	www.fidelity.com
✔ (fee)	✔	✔	✔	✔	✔			✔										www.flatfeetrading.com
✔ (fee)	✔	✔	✔	✔	✔			✔	✔	✔								www.firstunion.com
		✔			✔		25			✔	✔	✔		✔	✔			www.freedominvestments.com
✔	✔	✔			✔			✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	www.freemanwelwood.com
✔ (fee)	✔	✔			✔		40	✔ (fee)	✔									www.gitis.com
✔ (fee)	✔	✔			✔		25	✔ (fee)										www.saturna.com
✔	✔	✔		✔	✔	25	25	✔										
✔	✔	✔	✔	✔	✔			✔		✔	✔	✔	✔	✔	✔	✔	✔	www.jackwhiteco.com

Other Securities Handled: Firm offers securities as checked. For trading no-load mutual funds, note that some firms charge for this, others do not. In addition, the number of funds available varies from firm to firm; check with the firm for a listing of available funds.

Services

Self-Directed IRA: Self-directed individual retirement accounts can be set up. If the firm charges a fee for initial set up or annual maintenance, the amount is noted.

Dividend Reinvest Plans: Stock dividends can be automatically reinvested through the brokerage firm.

Clears Trades Directly: Firm is able to clear trades without going to an outside clearinghouse.

Touch-Tone Phone: Offers electronic services via customer's telephone. Services can include obtaining current stock quotes, obtaining customer account information, and placing trades. If broker offers discounted commission rate for trades placed through a touch-tone phone, this is noted under **Com. Disc**.

Internet Services

Place Trades: On-line trading can be conducted through the Internet. If trading through this option carries lower commission rates, this is noted under **Com. Disc**.

Free Web Research: Customers can access standard research reports at the firm's Internet site at no extra charge.

Free Real-Time Quotes: Customers can access real-time quotes on stock trades at the firm's Internet site at no extra charge.

Internet Address: Web address is given where available for all brokers. Some sites are informational only.

Telephone	*	Brokerage Firm	Commission: 100 Shares at $50/Share Total: $5,000 ($)	as % of Trade	Commission: 500 Shares at $50/Share Total: $25,000 ($)	as % of Trade	Commission: 1,000 Shares at $5/Share Total: $5,000 ($)	as % of Trade	Min. ($)	Minimums: to Open ($)	Minimums: Balance Require ($)	Cash Balance	Fees: Transfer Account ($)	Fees: Shares in Name ($)	Fees: Inactive Account ($)	Research
800/743-7059		John Finn & Company	49.00	0.98	160.00	0.64	111.76	2.23	49.00			Sweep ($500)		10	40	Both
800/671-8505		Levitt & Levitt	35.00	0.71	35.00	0.14	70.00	1.41	35.00	500		Sweep ($100)	50			
800/221-3305		Marquette de Bary Co.	42.90	0.85	146.43	0.58	69.85	1.39	20.00			Sweep ($1,000)	50		50	Standard
800/223-6642		Max Ule	57.00	1.14	195.00	0.78	70.00	1.41	35.00			Sweep ($1,000)				Both
800/621-2627		Mongerson & Co.	35.00	0.71	95.00	0.38	66.00	1.32	30.00			Sweep			35	Standard
800/621-2627		Mongerson & Co. Premier**	35.00	0.71	65.00	0.26	90.00	1.81	35.00			Sweep			35	Standard
800/872-0711		Muriel Siebert “Share Rates”**	75.00	1.51	75.00	0.31	75.00	1.51	75.00			Sweep ($1)				Standard (fee)
800/872-0711		Muriel Siebert “Value Rates”	45.00	0.91	113.00	0.45	57.00	1.14	37.50			Sweep ($1)				Standard (fee)
800/926-1111		NationsBanc	54.00	1.08	154.50	0.61	88.50	1.77	40.00	1,000		Sweep			25	Standard (fee)
800/999-3278		Newport Discount Brokerage	30.00	0.61	40.00	0.16	50.00	1.11	30.00			Sweep				
800/433-0738	✗	Norwest Brokerage Direct	59.00	1.18	148.00	0.59	76.50	1.53	40.00	1,000		Sweep	50			Standard
800/872-6533		OLDE Discount Corp.	40.00	0.81	100.00	0.41	52.50	1.05	20.00	1,000		Sweep ($1,000)				Both
800/444-5880	✗	Perelman-Carley & Assoc.	23.00	0.46	25.00	0.11	50.00	1.11	23.00			Interest	40			
800/666-1440		Peremel & Co.	138.00	2.76	50.00	0.21	65.00	1.31	38.00	2,000		Sweep		15		Standard
800/782-8871		Prestige Status*	28.95	0.57	28.95	0.11	28.95	0.57	28.95	5,000		Sweep		20		
800/672-7220		Quick & Reilly	49.00	0.98	119.50	0.47	60.50	1.21	37.50			Sweep				Standard (fee)
800/488-0090		R.J. Forbes Group	35.00	0.71	35.00	0.14	35.00	0.71	35.00	5,000	5,000	Sweep			35	
800/328-8600		Recom Securities	39.00	0.78	163.00	0.65	75.00	1.51	35.00			Sweep ($1,000)				Standard
800/786-9000		Regal Discount	29.00	0.58	29.00	0.11	29.00	0.58	29.00			Sweep ($500)	25			Standard
718/448-2900		Russo Securities*	50.00	1.11	85.00	0.34	110.00	2.21	50.00			Sweep				
800/619-7283		Scottsdale Sec Safekeeping	32.00	0.64	50.00	0.21	63.00	1.26	31.50			Sweep				
800/619-7283		Scottsdale Sec Supersaver**	50.00	1.11	50.00	0.21	50.00	1.11	50.00	25,000	20,000	Interest		10		Standard (fee)
800/619-7283		Scottsdale Sec Trans & Ship	35.00	0.71	55.00	0.22	70.00	1.41	35.00			Interest				Standard (fee)
800/700-0820		Scudder Brokerage Services	50.00	1.11	139.50	0.55	80.00	1.61	35.00	2,500		Sweep ($25)		15		Standard (fee)
800/732-7678		Seaport Securities Corp.*	34.00	0.68	50.00	0.21	70.00	1.41	34.00			Sweep				Standard
800/327-3156		Securities Research	45.00	0.91	120.00	0.48	95.00	1.91	35.00			Sweep				Both
800/221-4242		Shearman, Ralston	40.00	0.81	110.00	0.44	106.00	2.12	40.00			Sweep ($100)				Standard
800/222-5520		Sherry Bruce State Disc	35.00	0.71	45.00	0.18	70.00	1.41	35.00			Sweep				Standard
800/327-1536		Shochet Securities	65.00	1.31	152.00	0.61	97.00	1.94	40.00			Sweep ($1,000)				Standard
800/726-7401		St. Louis Discount	39.00	0.78	66.00	0.26	64.00	1.28	39.00			Interest				Standard
800/782-1522		Sterling Investment	45.00	0.91	124.50	0.49	69.50	1.39	40.00			Sweep			12	Standard

*All firms offer SIPC coverage. Brokers with an ✗ before their name do not insure accounts above the SIPC minimum of $500,000.

Cash Balance

Interest: Pays interest on customers’ cash balances. Amounts in parentheses, if any, indicate minimum amount at which interest is paid. If a discount firm offers a sweep account, we do not include information on cash balance interest.

Sweep: Automatically invests cash balances in an interest-bearing money market fund until those funds are reinvested.

Fees

Transfer Account: Charge to transfer account to or from another broker.
Shares in Name: Charge to register stock certificate in owner’s name.
Inactive Account: Charge levied if account remains inactive for a period of time.

Research

Standard: Research is supplied to the firm by outside sources.
Custom: Research is supplied by the firm’s own analysts.

* Non-market orders are higher
** High volume rates

Other Securities Handled: No-Load Mutual Funds	Bonds	Options	Annuities	CDs	Services: Self-Directed IRA: Can Open	Self-Directed IRA: Set-up ($)	Self-Directed IRA: Main. ($)	Div. Reinvest Plans	Clears Trades Directly	Touch-Tone Phone: Quotes	Touch-Tone Phone: Acct. Info.	Touch-Tone Phone: Place Trades	Touch-Tone Phone: Com. Disc.	Internet Services: Place Trades	Internet Services: Com. Disc.	Internet Services: Free Web Research	Internet Services: Free Real-Time Quotes	Internet Address http://
✔	✔	✔	✔	✔	✔		35	✔										
✔ (fee)	✔	✔		✔	✔		25	✔						✔				www.trutrade.com
	✔	✔		✔	✔	35	25	✔										www.debary.com
✔ (fee)	✔	✔		✔	✔	25	25	✔	✔	✔				✔	✔	✔		www.maxule.com
✔	✔	✔		✔	✔		35	✔ (fee)										
✔	✔	✔			✔		35	✔ (fee)										
✔	✔	✔		✔	✔		30	✔		✔	✔	✔	✔	✔	✔	✔	✔	www.siebertnet.com
✔	✔	✔		✔	✔		30	✔		✔	✔	✔	✔	✔	✔	✔	✔	www.siebertnet.com
✔	✔	✔		✔	✔		35	✔		✔	✔	✔	✔	✔	✔	✔	✔	www.nationsbank.com
✔	✔	✔			✔			✔	✔	✔	✔	✔	✔	✔	✔	✔		www.newport-discount.com
✔	✔	✔		✔	✔			✔	✔	✔	✔	✔	✔	✔		✔	✔	www.norwest.com
	✔	✔		✔	✔			✔	✔		✔					✔		www.olde.com
	✔	✔			✔	25			✔									
✔	✔	✔	✔	✔	✔		30	✔		✔	✔	✔	✔	✔	✔	✔	✔	www.peremel.com
	✔	✔			✔			✔		✔								
✔	✔	✔	✔	✔	✔			✔		✔	✔	✔	✔	✔	✔	✔	✔	www.quick-reilly.com
✔ (fee)	✔	✔			✔			✔		✔	✔	✔	✔	✔	✔	✔		www.forbesnet.com
✔ (fee)	✔	✔			✔			✔						✔	✔		✔	www.trutrade.com
✔	✔	✔		✔	✔			✔ (fee)		✔	✔	✔	✔	✔	✔	✔	✔	www.eregal.com
	✔	✔			✔		25	✔										
	✔	✔			✔		25		✔	✔	✔	✔	✔	✔	✔	✔	✔	www.scottrade.com
	✔	✔			✔	25	25		✔	✔	✔	✔	✔	✔	✔		✔	www.scottrade.com
	✔	✔							✔	✔	✔	✔	✔					www.scottrade.com
✔	✔			✔	✔			✔		✔	✔	✔	✔	✔	✔		✔	www.scudder.com
✔ (fee)	✔	✔		✔	✔			✔		✔	✔	✔	✔	✔	✔	✔	✔	www.sea-port.com
✔ (fee)	✔	✔			✔		25	✔ (fee)										
✔ (fee)	✔	✔			✔		25	✔										
✔ (fee)	✔	✔			✔			✔		✔	✔	✔	✔	✔	✔	✔	✔	www.state-discount.com
✔	✔	✔	✔	✔	✔	25	40	✔										
✔ (fee)	✔	✔			✔			✔		✔	✔	✔	✔			✔		www.stldiscount.com
✔ (fee)	✔	✔		✔	✔		25	✔ (fee)										

Other Securities Handled: Firm offers securities as checked. For trading no-load mutual funds, note that some firms charge for this, others do not. In addition, the number of funds available varies from firm to firm; check with the firm for a listing of available funds.

Services

Self-Directed IRA: Self-directed individual retirement accounts can be set up. If the firm charges a fee for initial set up or annual maintenance, the amount is noted.

Dividend Reinvest Plans: Stock dividends can be automatically reinvested through the brokerage firm.

Clears Trades Directly: Firm is able to clear trades without going to an outside clearinghouse.

Touch-Tone Phone: Offers electronic services via customer's telephone. Services can include obtaining current stock quotes, obtaining customer account information, and placing trades. If broker offers discounted commission rate for trades placed through a touch-tone phone, this is noted under **Com. Disc**.

Internet Services

Place Trades: On-line trading can be conducted through the Internet. If trading through this option carries lower commission rates, this is noted under **Com. Disc**.

Free Web Research: Customers can access standard research reports at the firm's Internet site at no extra charge.

Free Real-Time Quotes: Customers can access real-time quotes on stock trades at the firm's Internet site at no extra charge.

Internet Address: Web address is given where available for all brokers. Some sites are informational only.

Telephone	*Brokerage Firm	Commission: 100 Shares at $50/Share Total: $5,000 ($)	as % of Trade	500 Shares at $50/Share Total: $25,000 ($)	as % of Trade	1,000 Shares at $5/Share Total: $5,000 ($)	as % of Trade	Min. ($)	Minimums: to Open ($)	Balance Require ($)	Cash Balance	Fees: Transfer Account ($)	Shares in Name ($)	Inactive Account ($)	Research
800/225-6196	✗ StockCross*	33.50	0.67	67.50	0.27	110.00	2.21	25.09			Interest ($3,000)				
800/631-1635	Summit Financial Services	43.00	0.86	98.00	0.39	60.00	1.21	30.00			Sweep				Standard (fee)
800/638-5660	T. Rowe Price Discount	46.00	0.92	134.00	0.53	80.00	1.61	35.00			Sweep		15		Both
888/907-9797	Trade-Well Discount Investing	27.00	0.54	27.00	0.11	27.00	0.54	27.00			Sweep ($500)		25		Both (fee)
800/961-1500	TradeStar*	24.00	0.48	24.00	0.09	24.00	0.48	24.00	2,000		Sweep	25	25		
800/522-3000	Tradex Brokerage	35.00	0.71	95.00	0.38	75.00	1.51	25.00			Sweep				
800/962-5489	Tuttle Securities	55.00	1.11	140.00	0.56	90.00	1.81	40.00			Sweep ($500)		10	25	Standard
800/531-8343	USAA Brokerage Services	45.00	0.91	136.00	0.54	72.00	1.44	35.00			Interest	25			Standard
800/862-7283	Unified Management Corp.	54.00	1.08	154.00	0.61	90.00	1.81	38.00			Sweep	25	15	35	
800/992-8327	Vanguard Brokerage Services	48.00	0.96	60.00	0.24	75.00	1.51	45.03	3,000		Sweep				Standard (fee)
800/374-0090	Vision Securities	45.00	0.91	60.00	0.24	110.00	2.21	45.00			Sweep				Standard
800/935-6633	W.J. Gallagher & Co.	45.00	0.91	50.00	0.21	80.00	1.61	45.00			Sweep	35		35	Standard
800/922-9008	✗ Wachovia Investments	55.00	1.11	149.95	0.59	89.95	1.79	40.00			Sweep		15	30	Standard (fee)
800/925-5781	Wall Street Access	45.00	0.91	45.00	0.18	45.00	0.91	45.00	10,000		Sweep ($2,000)				Standard
800/321-4877	✗ Wall Street Equity, Inc.*	15.00	0.31	15.00	0.06	15.00	0.31	15.00	2,000		Interest ($2,000)	50	25		
800/934-4443	Waterhouse Securities	35.00	0.71	111.74	0.44	54.72	1.09	35.00			Sweep				Standard (fee)
800/872-3377	WellsTrade	55.00	1.11	155.00	0.62	89.00	1.78	34.95	1,000		Sweep	25		20	
800/926-9991	Wilshire Capital Mgmt, LLC	15.00	0.31	25.00	0.11	30.00	0.61	15.00	25,000		Sweep		25		Standard
800/221-3154	York Securities	35.00	0.71	43.00	0.17	53.00	1.06	35.00			Sweep				Standard
800/433-5132	Young, Stovall	50.00	1.11	136.00	0.54	78.00	1.56	35.00			Sweep				Standard
800/800-3215	Your Discount Broker	35.00	0.71	55.00	0.22	70.00	1.41	35.00			Sweep ($1,000)		20	25	Both
800/328-4854	Ziegler Thrift Trading	48.00	0.96	130.50	0.52	69.50	1.39	34.50			Sweep				Standard
	Average	**41.88**	**0.83**	**86.17**	**0.34**	**66.26**	**1.32**	**35.22**							
	Highest	**138.00**	**2.76**	**195.00**	**0.78**	**165.00**	**3.31**	**75.00**							
	Lowest	**5.00**	**0.11**	**5.00**	**0.02**	**3.00**	**0.06**	**5.00**							

*All firms offer SIPC coverage. Brokers with an ✗ before their name do not insure accounts above the SIPC minimum of $500,000.

Cash Balance

Interest: Pays interest on customers’ cash balances. Amounts in parentheses, if any, indicate minimum amount at which interest is paid. If a discount firm offers a sweep account, we do not include information on cash balance interest.
Sweep: Automatically invests cash balances in an interest-bearing money market fund until those funds are reinvested.

Fees

Transfer Account: Charge to transfer account to or from another broker.
Shares in Name: Charge to register stock certificate in owner’s name.
Inactive Account: Charge levied if account remains inactive for a period of time.

Research

Standard: Research is supplied to the firm by outside sources.
Custom: Research is supplied by the firm’s own analysts.

* Non-market orders are higher
** High volume rates

s Guide to Discount Brokerage Firms (continued)

Other Securities Handled: No-Load Mutual Funds	Bonds	Options	Annuities	CDs	Services: Self-Directed IRA: Can Open	Set-up ($)	Main. ($)	Div. Reinvest Plans	Clears Trades Directly	Touch-Tone Phone: Quotes	Acct. Info.	Place Trades	Com. Disc.	Internet Services: Place Trades	Com. Disc.	Free Web Research	Free Real-Time Quotes	Internet Address http://
	✔	✔			✔	25	40		✔	✔								www.stockcross.com
✔ (fee)	✔	✔	✔		✔			✔	✔	✔	✔	✔	✔	✔	✔		✔	www.sfsg.com
✔	✔	✔		✔	✔		10	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	www.troweprice.com
✔	✔	✔		✔	✔			✔		✔		✔	✔	✔	✔		✔	www.trade-well.com
✔	✔	✔	✔	✔	✔			✔		✔	✔	✔	✔	✔	✔	✔	✔	www.4tradestar.com
✔ (fee)	✔	✔			✔			✔										
✔ (fee)	✔	✔		✔	✔		35	✔ (fee)										
✔	✔	✔		✔	✔			✔	✔	✔	✔	✔	✔					
✔ (fee)	✔	✔			✔		50	✔										
✔	✔	✔		✔	✔			✔		✔	✔	✔	✔	✔	✔		✔	www.vanguard.com
✔ (fee)	✔	✔			✔			✔						✔	✔	✔		www.visiontrade
	✔	✔			✔		35	✔ (fee)								✔		
✔	✔	✔	✔	✔	✔		40	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	www.wachovia.com
✔ (fee)	✔	✔			✔		35	✔		✔	✔	✔	✔	✔	✔	✔	✔	www.wsaccess.com
									✔									www.wsei.com
✔	✔	✔		✔	✔			✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	www.waterhouse.com
✔	✔	✔	✔	✔	✔		24	✔		✔	✔	✔	✔	✔	✔	✔	✔	www.wellsfargo.com/wellstrade
	✔	✔			✔	40	25	✔						✔				www.wilshire.com
✔	✔	✔			✔		25	✔		✔	✔	✔	✔	✔	✔	✔		www.yose.com
✔ (fee)	✔	✔			✔		35	✔										
✔	✔	✔			✔		35	✔		✔	✔	✔	✔	✔	✔	✔	✔	www.ydb.com
✔ (fee)		✔	✔		✔			✔		✔	✔	✔	✔	✔	✔	✔	✔	www.investroute.com

Other Securities Handled: Firm offers securities as checked. For trading no-load mutual funds, note that some firms charge for this, others do not. In addition, the number of funds available varies from firm to firm; check with the firm for a listing of available funds.

Services

Self-Directed IRA: Self-directed individual retirement accounts can be set up. If the firm charges a fee for initial set up or annual maintenance, the amount is noted.

Dividend Reinvest Plans: Stock dividends can be automatically reinvested through the brokerage firm.

Clears Trades Directly: Firm is able to clear trades without going to an outside clearinghouse.

Touch-Tone Phone: Offers electronic services via customer's telephone. Services can include obtaining current stock quotes, obtaining customer account information, and placing trades. If broker offers discounted commission rate for trades placed through a touch-tone phone, this is noted under **Com. Disc**.

Internet Services

Place Trades: On-line trading can be conducted through the Internet. If trading through this option carries lower commission rates, this is noted under **Com. Disc**.

Free Web Research: Customers can access standard research reports at the firm's Internet site at no extra charge.

Free Real-Time Quotes: Customers can access real-time quotes on stock trades at the firm's Internet site at no extra charge.

Internet Address: Web address is given where available for all brokers. Some sites are informational only.

Primarily On-Line Brokers

Telephone	*Brokerage Firm	Commission: 100 Shares at $50/Share Total: $5,000 ($)	as % of Trade	Commission: 500 Shares at $50/Share Total: $25,000 ($)	as % of Trade	Commission: 1,000 Shares at $5/Share Total: $5,000 ($)	as % of Trade	Min. ($)	Minimums: to Open ($)	Minimums: Balance Require ($)	Cash Balance	Fees: Transfer Account ($)	Fees: Shares in Name ($)	Fees: Inactive Account ($)	Research
888/229-2853	A.B. Watley*	9.95	0.19	9.95	0.03	9.95	0.19	9.95	3,000		Sweep		15		Standard
888/682-6973	AFTrader	14.95	0.29	14.95	0.05	14.95	0.29	14.95			Sweep				Standard
888/781-0283	Active Investor*	15.00	0.31	10.00	0.04	20.00	0.41	15.00	1,000		Interest		15	35	
800/669-3900	Ameritrade*	8.00	0.16	8.00	0.03	8.00	0.16	8.00	2,000		Sweep ($250)	25	15		
800/547-6337	Bidwell Express*	12.00	0.24	12.00	0.04	12.00	0.24	12.00			Sweep		10		
800/432-0327	CompuTel Securities*	14.00	0.28	14.00	0.05	9.00	0.18	9.00	5,000		Sweep ($100)				Standard
800/825-5723	DLJdirect Inc.	20.00	0.41	20.00	0.08	20.00	0.41	20.00			Sweep		15		Both
888/463-2835	Datek Online	9.99	0.19	9.99	0.03	9.99	0.19	9.99			Interest		50		
800/688-3462	Discover Brokerage Direct*	14.95	0.29	14.95	0.05	14.95	0.29	14.95	2,000		Sweep				Both (fee)
800/786-2575	E*Trade Securities*	14.95	0.29	14.95	0.05	14.95	0.29	14.95	1,000		Sweep ($100)	25	5		Both (fee)
888/988-6168	First Flushing Securities	9.95	0.19	9.95	0.03	9.95	0.19	9.95			Sweep		8		
800/354-7429	GFN Investments	20.00	0.41	20.00	0.08	20.00	0.41	20.00			Sweep		25	50	
800/696-2811	InternetTrading.com	14.00	0.28	14.00	0.05	14.00	0.28	14.00	10,000		Sweep ($1,000)	50	25	25	Standard (fee)
800/392-7192	InvestExpress On-line	13.95	0.27	13.95	0.05	13.95	0.27	13.95			Sweep				
800/498-7120	Investrade*	7.95	0.15	7.95	0.03	7.95	0.15	7.95	2,000		Sweep ($500)	50	25		Standard
800/946-1776	J.B. Oxford*	10.00	0.21	10.00	0.04	10.00	0.21	10.00	2,000		Sweep	45	15		Standard
800/470-1896	Mr. Stock*	14.95	0.29	14.95	0.05	14.95	0.29	14.95	2,000		Sweep	15			Standard
800/888-3999	National Discount Brokers*	24.95	0.49	24.95	0.09	24.95	0.49	24.95			Sweep ($1,000)		25		Standard (fee)
800/638-4250	Net Investor	20.95	0.41	24.95	0.09	29.95	0.59	19.96			Sweep	50	25	25	Standard
888/882-5600	Sovereign Securities	12.00	0.24	12.00	0.04	12.00	0.24	12.00			Sweep		25		Standard
401/642-6900	SureTrade	7.95	0.15	7.95	0.03	7.95	0.15	7.95			Interest				Standard
800/925-8566	Trading Direct	9.95	0.19	9.95	0.03	9.95	0.19	9.95							
212/253-4400	WIT Capital	14.95	0.29	14.95	0.05	14.95	0.29	14.95			Sweep ($1)		25		Standard
800/221-7990	Wall Street Discount	29.95	0.59	29.95	0.11	29.95	0.59	29.95			Interest	25		50	Standard
888/925-5783	✗ Wall Street Electronica	21.95	0.43	29.95	0.11	39.95	0.79	19.95	2,000		Sweep ($100)	50	25	75	Both
847/509-8600	Web Street Securities	14.95	0.29	14.95	0.05	14.95	0.29	14.95			Sweep	20	20		Standard
	Average On-Line	**14.69**	**0.29**	**14.96**	**0.05**	**15.73**	**0.31**	**14.39**							
	Highest On-Line	**29.95**	**0.59**	**29.95**	**0.11**	**39.95**	**0.79**	**29.95**							
	Lowest On-Line	**7.95**	**0.15**	**7.95**	**0.03**	**7.95**	**0.15**	**7.95**							

*All firms offer SIPC coverage. Brokers with an ✗ before their name do not insure accounts above the SIPC minimum of $500,000.

Cash Balance

Interest: Pays interest on customers' cash balances. Amounts in parentheses, if any, indicate minimum amount at which interest is paid. If a discount firm offers a sweep account, we do not include information on cash balance interest.

Sweep: Automatically invests cash balances in an interest-bearing money market fund until those funds are reinvested.

Fees

Transfer Account: Charge to transfer account to or from another broker.

Shares in Name: Charge to register stock certificate in owner's name.

Inactive Account: Charge levied if account remains inactive for a period of time.

Research

Standard: Research is supplied to the firm by outside sources.

Custom: Research is supplied by the firm's own analysts.

* Non-market orders are higher

** High volume rates

Other Securities Handled: No-Load Mutual Funds	Bonds	Options	Annuities	CDs	Self-Directed IRA: Can Open	Set-up ($)	Main. ($)	Services: Div. Reinvest Plans	Clears Trades Directly	Touch-Tone Phone: Quotes	Acct. Info.	Place Trades	Com. Disc.	Live Broker	Live Com. Higher	Free Web Research	Free Real-Time Quotes	Internet Address http://
✔ (fee)	✔	✔	✔	✔	✔	25	50			✔	✔	✔		✔		✔		www.abwatley.com
✔ (fee)	✔	✔			✔			✔		✔	✔	✔		✔	✔	✔	✔	www.aftrader.com
✔ (fee)	✔	✔			✔	25	45		✔					✔	✔	✔	✔	www.preftech.com
✔ (fee)	✔	✔			✔			✔	✔	✔		✔	✔	✔	✔	✔		www.ameritrade.com
✔ (fee)										✔	✔	✔			✔	✔	✔	www.bidwell.com
✔	✔	✔	✔		✔			✔		✔	✔	✔	✔	✔		✔	✔	www.computel.com
✔	✔	✔		✔	✔			✔	✔	✔	✔	✔		✔		✔	✔	www.dljdirect.com
					✔	25	40		✔					✔		✔	✔	www.datek.com
✔	✔	✔			✔			✔	✔	✔	✔	✔	✔	✔		✔	✔	www.discoverbrokerage.com
✔	✔	✔			✔				✔	✔	✔	✔		✔		✔	✔	www.etrade.com
✔ (fee)		✔			✔			✔		✔	✔	✔		✔		✔		www.firstrade.com
✔	✔	✔			✔			✔						✔		✔	✔	www.gfn.com
✔ (fee)	✔	✔			✔	25	40	✔	✔	✔	✔	✔		✔		✔	✔	www.internettrading.com
✔ (fee)	✔	✔			✔	30	30							✔	✔		✔	www.investexpress.com
✔		✔			✔			✔		✔	✔	✔		✔		✔	✔	www.investrade.com
✔ (fee)	✔	✔			✔	25	25	✔	✔	✔	✔	✔		✔	✔	✔	✔	www.jboxford.com
✔ (fee)		✔			✔			✔		✔	✔	✔		✔	✔	✔	✔	www.mrstock.com
✔	✔	✔			✔		35	✔		✔	✔	✔	✔	✔	✔	✔		www.ndb.com
✔ (fee)	✔	✔		✔	✔		24	✔	✔					✔		✔	✔	www.netinvestor.com
	✔	✔		✔	✔									✔	✔	✔	✔	mydiscountbroker.com
✔	✔	✔			✔					✔	✔	✔	✔	✔	✔	✔	✔	www.suretrade.com
✔ (fee)	✔	✔	✔	✔	✔					✔	✔	✔		✔		✔	✔	www.tradingdirect.com
✔ (fee)	✔	✔			✔			✔		✔	✔	✔		✔		✔		www.witcapital.com
✔ (fee)	✔	✔			✔	25	40	✔ (fee)		✔	✔	✔	✔	✔	✔	✔	✔	www.wsdc.com
✔ (fee)	✔	✔		✔	✔		25	✔				✔		✔	✔	✔	✔	www.wallstreete.com
✔ (fee)	✔	✔			✔			✔						✔		✔		www.WebStreetSecurities.com

Other Securities Handled: Firm offers securities as checked. For trading no-load mutual funds, note that some firms charge for this, others do not. In addition, the number of funds available varies from firm to firm; check with the firm for a listing of available funds.

Services

Self-Directed IRA: Self-directed individual retirement accounts can be set up. If the firm charges a fee for initial set up or annual maintenance, the amount is noted.

Dividend Reinvest Plans: Stock dividends can be automatically reinvested through the brokerage firm.

Clears Trades Directly: Firm is able to clear trades without going to an outside clearinghouse.

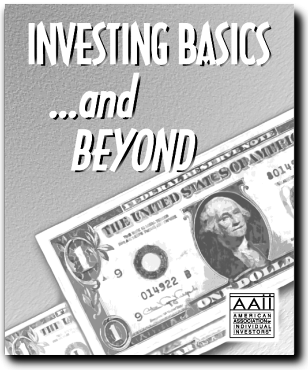
Touch-Tone Phone: Offers electronic services via customer's telephone. Services can include obtaining current stock quotes, obtaining customer account information, and placing trades. If broker offers a discount from the broker-assisted commission rate for trades placed through a touch-tone phone, this is noted under **Com. Disc**.

Live Broker: Maintains staff of brokers that handles trades by phone when customers have difficulty placing trades on-line. If commissions for broker-assisted trades are higher than on-line commissions, this is noted under **Live Comm. Higher**.

Free Web Research: Customers can access research reports through firm's Internet site at no charge.

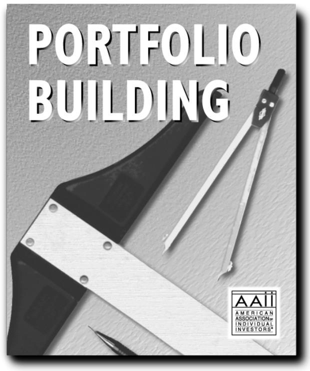
Free Real-Time Quotes: Customers can access real-time quotes on stock trades at the firm's Internet site at no extra charge.

AAII's Investor Library



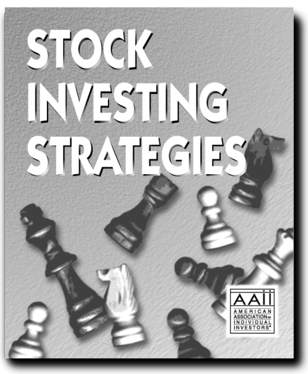
Increase your understanding with *Investing Basics and Beyond* —$12

This book is designed to provide an overview of the entire investment process and helps you develop a personal investment profile for your age, lifestyle, and future needs. You'll receive a firm grounding in basic investment principles and learn how to put together a portfolio using asset allocation strategies. You'll also discover how to fine-tune, monitor, and maintain your investment plan through the years.



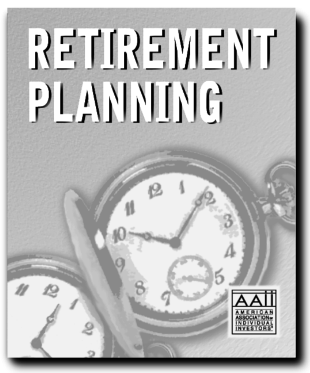
Make asset allocation work for you with *Portfolio Building*—$12

Whether you're starting to invest from scratch, or already have invested assets, this book gives you the knowledge to ensure that your portfolio is always working as hard as it should. You'll learn how to easily create, implement, and monitor a proper asset allocation strategy. Using clear, real-world examples, this book shows you how to determine where you currently stand and how to make appropriate adjustments. Capitalize on *Portfolio Building* because the bulk of a portfolio's return is due to asset allocation issues.



Learn to judge stocks with *Stock Investing Strategies*—$16

This book is designed to make you comfortable with stock analysis, valuation, and screening. Using our own simplified worksheet, you'll learn how to gather information on companies, determine what a stock is worth, and decide whether or not to buy. Various approaches to stock selection are covered—including Dividend Yield, Growth, Low P/E, and Winning Characteristics. A special section on using your computer for fundamental stock analysis is also included.



Take charge with *Retirement Planning* ... our brand-new book—$12

You'll discover how much of your salary you need to save for retirement, plus information on tax laws and the new Roth IRA. And you'll learn how to take maximum advantage of your company's 401(k) plan. You'll also be able to determine if an individual retirement account fits into your personal financial plan. Sample plan statements and clear examples make all necessary calculations easy to grasp.

Order all four and save 20%. Call 1-800-428-2244 Today.

The special combination package is just $42 for AAII members. Orders can also be taken by phone at 312-280-0170, by fax at 312-280-9883, by E-mail at members@aaii.com, or by mailing in the enclosed postpaid envelope.