

A BILL OF RIGHTS FOR CD BUYERS

Today, a blue-chip yield is the minimum requirement

New York City is the wealthiest town on earth. Altogether, we New Yorkers have over \$100 billion salted away in CDs alone.

This week, a huge chunk of that wealth will be up for grabs as thousands of certificates mature. Where will it go? Where does *your* money belong?

With 92 banks to choose from, there is no longer any reason for any New Yorker to settle for less than these banking basics:

1. Compound interest every day on every CD

There are still banks that don't compound your interest at all. Some of the clever ones apply daily compounding to *some* CDs. Look sharp! You could be losing money unnecessarily.

Daily compounding is what makes The Bowery's TIPSSM Certificates more valuable than Brand-X CDs paying the same rate.

2. Federal Deposit Insurance

Once taken for granted, FDIC deposit insurance is now the *first* item to check when you check out a new bank.

Your Bowery account is Federally insured up to \$100,000. By opening more than one account, you can insure your family's money for many times that amount. Your Bowery Financial Planning Consultant will tell you how.

History buffs, note: The Bowery was a charter member of the FDIC. During the 1930's, our then Chairman was an advisor to Franklin D. Roosevelt. The two of them had long chats about how to go about insuring bank deposits. The Bowery still treasures a note from FDR, thanking the Trustees "for letting me borrow your Chairman" so often.

Today at The Bowery		
	Annual Rate %	Annual Yield %
Money Market Fund Account	7.19%	7.45%
6-Month CD	8.02%	8.35%
9-Month CD	8.11%	8.45%
1-Year CD	8.34%	8.70%

All yield figures assume that your money stays on deposit for a full year, earning a constant rate. In real life, rates may be different when you renew your CD.
Note: The penalty for permitted early withdrawals is 31 days' simple interest.

3. CDs that are custom-tailored

All banks used to sell CDs "off the rack": 3-Month, 6-Month, 30-Month. Most banks still do. It's easier and cheaper—for the bank.

At The Bowery, all CDs are custom-tailored. One by

A special message to Bowery depositors

Yields on most Bowery investments are particularly strong right now. The Bowery's weekly interest rate survey shows that our TIPSSM Certificates are now a "best buy" vs. those at most other New York banks.

Some keen-eyed investors have already noticed the difference and taken advantage.

To make sure *everybody* gets the picture, The Bowery has begun publishing its rates in this newspaper. Look for them. We're confident that you will like what you see.

P.S. If you suspect that this news is a sign that "happy days are here again" at The Bowery, you're entirely correct.

As a service to CD shoppers, The Bowery's Telephone Consultants will gladly convert percentage rates to dollars and cents.

Please telephone (212) 953-TIPS weekdays, 8:30am to 6:00pm.

one, for you alone. You can name the day when your certificate matures, from 3 months to 10 years. Depending on how much you plan to invest and for how long, you can even *select your own rate* from a Bowery "menu" of CDs.

Result: Your investment is exactly what you had in mind, never what your bank wanted to "sell" you.

4. Someone to see, someone to call

Disturbingly few New Yorkers can name a single employee at their bank. We select lawyers and accountants with care, but the bankers (who handle more of our money more often) are usually strangers.

Not so at The Bowery. Every Bowery customer may select a personal Financial Planning Consultant. That way, when you want something done, there's someone to see. When there's a mix-up, you have someone—with a name—who's *responsible* for putting things right.

In The Bowery's view, personal trust is the bedrock of banking.

5. The whole story. Every time

The other day, an ad in this paper promised CDs so rich that we read every word. Had a competitor gotten the drop on us?

Not at all. We had a lawyer decipher the 125-word footnote, written in the teeny-weeny size ad people call "mouse type." The big numbers up above didn't look so big after that.

Look before you leap. Read the footnotes first, and ask lots of questions at the bank.

The Bowery would rather see you walk away from a deal you didn't like than sign up for one you misunderstood. The Bowery's promise: *the whole story, every time.*

The welcome mat

Old Bowery hands have a saying: "People come for the rates, and stay for the service." In the months ahead, we intend to put this notion to the test.

As New Yorkers shop for CDs, The Bowery will be prospecting for new customers. (But not, as so often happens, at the expense of old friends.) Our plan is devilishly straightforward:

Step 1: Attract New Yorkers to our door by offering yields that few will refuse. (Watch the papers!)

Step 2: Transform new customers into old friends by doing a better job—every day—than the other 91 banks in New York.

Brave words. Can The Bowery do it? Will *you* be satisfied? Time will tell. Meanwhile, for a sample of what's in store for today's CD shopper, please read on.

What to expect

Most New Yorkers find their way to The Bowery because they demand top dollar on their CDs. Once they've joined The Bowery family, they discover that there is a lot more to banking with us than the numbers on a certificate. Here are some of the little extras that Bowery customers expect.

1. Any CD of \$500 or more automatically entitles you to a free regular checking account at The Bowery. There are no per-check charges, no monthly fees, and no minimum balance requirements. For some New Yorkers, this "little" extra is worth upwards of \$100 a year.

2. Armchair Investors Club. Bowery customers who renew their CDs by mail can count on The Bowery to pay all postage. These "armchair investors" may change the term or the size of their investments, make withdrawals and open new accounts—all from their own living rooms.

A special staff at the bank carries out every request the same day it is received.

3. Money-making ideas. The Bowery's "Bank Smart" booklets are a mine of financial tips that work. Here are some of the things Bowery customers are reading today: How a Money Market Fund Account can boost your take-home pay; How to profit when interest rates fall; The opportunity Keogh investors often miss.

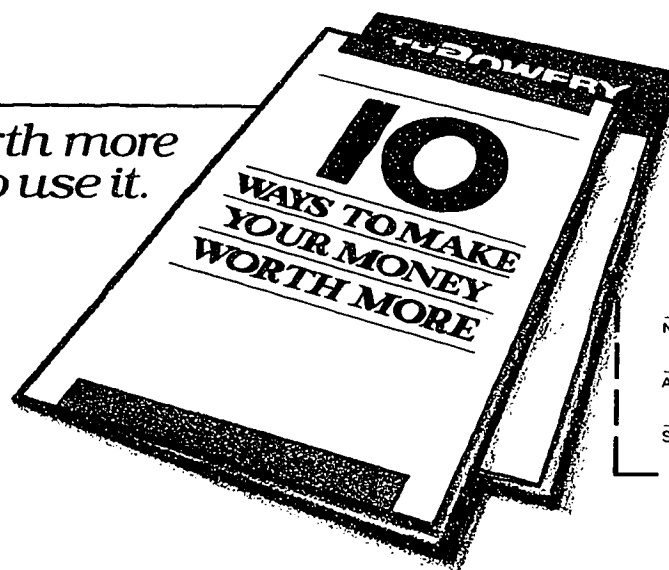
Sound interesting? Use the coupon to order your free copy of "10 Ways to Make Your Money Worth More."

For latest rates and terms on the many other Bowery investments, or for the whole story on any Bowery service, please telephone:

(212) 953-TIPS

On Long Island, dial (516) 752-1737

Your money is worth more when you know how to use it.



NYT 11-5

THE BOWERY
P.O. Box 1230, L.I.C., New York 11101
Phone (212) 953-TIPS

Please send me my free copy of "10 Ways to Make Your Money Worth More." I would also like more information about:
 The Bowery's TIPSSM Certificate Plan The Bowery's Money Market Fund Account

NAME _____ PHONE _____
 ADDRESS _____ CITY _____
 STATE _____ ZIP _____

THE BOWERYSM