

The Big E takes the Bull by the Horns with the Fund Beater



Beat the average yield of the nation's leading money market funds and get instant access to your money without any service charge whatsoever.

The Big E does it again with the Fund Beater, the investment with a rate that always beats the average yield of the nation's top money market funds and always lets you get at your money instantly without a single service charge.

A Higher Rate

Check the competition. Check other investments. The Big E Fund Beater pays a daily rate that's always higher than last week's average of the nation's top money market funds as published in Donoghue's Money Fund ReportSM. And because it can be adjusted daily, the rate is always more than competitive.

Lower Minimum - Just \$5000

The Big E Fund Beater requires a minimum investment of just \$5000. Check around. You'll see our minimum is a lot lower than the competition's.

Add More Anytime

Once you have your Fund Beater, you can add to it by phone in amounts of \$500 or more, so long as your total is less than \$100,000. No need to come up with another \$5000 to get our high, daily rate.

Take Some Out - No Charge

Need money? With the Big E Fund Beater, you can get \$500 or more out of your investment by

phone without charge. We'll transfer the amount instantly into your AmerAccount - a free companion 5 1/4% checking account. This gives you real cash availability. With at least \$5000 in your Fund Beater, you earn our high Fund Beater rate on those funds for each day.

Take It All Out - No Penalty

If you need all your money, there's no problem. You can get it all out

by phone. No penalty. No required notice. No service charge. No forfeiture of earned interest. See how many brokerage houses or financial institutions let you do that!

How Can The Big E Do It?

How can the Big E create a great investment opportunity like the Fund Beater? Because it's an investment instrument called a Repurchase Agreement. It's an obligation of the Big E backed by U.S. government and/or agency securities. Because it's not an account or deposit, the Big E can pay high, daily investment-type rates of return.

Want To Beat The Funds?

Then stop at the Big E office nearest you and tell them you want to take the bull by the horns. Ask for the Fund Beater. If it's new and better - it's at the Big E.

Fund Beater Average Rate
for Oct. 1 thru Oct. 7

11.50%

*Source: "7-Day Donoghue's Money Fund Average" (October 1, 1982)

Average Yield of
Leading Money Funds*

9.46%

FOR THE CURRENT RATE CALL 313-827-6500

The Fund Beater is not a savings account or deposit and is not insured by the FSLIC. It has a maximum term of 88 days and, unless you tell us otherwise, will be automatically renewed for successive 88 day periods. It is not transferable or negotiable.

OAKLAND COUNTY

Main Office
24700 Northwestern Highway
Southfield, MI 48075
(313) 354-1300

Bloomfield Office
4140 W. Maple
Birmingham, MI 48010
(313) 626-2546

Oak Park Office
13700 W. 9 Mile
Oak Park, MI 48237
(313) 547-7330

W. 12 Mile Office
20400 West 12 Mile Road
Southfield, MI 48075
(313) 358-2017

Clawson Office
1305 West 11 Mile Road
Clawson, MI 48017
(313) 435-4430

Orchard Lake Office
31300 Orchard Lake Road
Farmington Hills, MI 48024
(313) 851-7222

Town Center Office
4000 Town Center - Suite 110
Southfield, MI 48075
(313) 354-2480

Greenfield Office
25177 Greenfield Road
Southfield, MI 48075
(313) 557-7840



the Big E
Empire of America FSA
Member FSLIC

formerly

**american federal savings
and loan association**

MACOMB COUNTY

East Detroit Office
19080 E. 10 Mile Road
E. Detroit, MI 48021
(313) 771-8840

Sterling Heights Office
3747 E. 15 Mile Road
Sterling Heights, MI 48077
(313) 977-0957

Warren Office
13710 E. 14 Mile Road
Warren, MI 48093
(313) 294-6350

WAYNE COUNTY

Woodward Office
600 Woodward Avenue
Detroit, MI 48226
(313) 963-3707

Van Dyke Office
20060 Van Dyke
Detroit, MI 48234
(313) 893-7180

Livernois Office
19100 Livernois
Detroit, MI 48221
(313) 341-2828

W. 8 Mile Office
22401 West 8 Mile Road
Detroit, MI 48219
(313) 538-6100

Telegraph Office
14114 Telegraph Road
Detroit, MI 48239
(313) 537-7550

Vernor Office
7719 W. Vernor Highway
Detroit, MI 48209
(313) 841-8442