

SHREWD MOVE.*

*The compliment you're sure to hear when you switch to Bank of America and get an interest bonus of up to \$50.

Presenting Easy Switch from Bank of America – quite possibly the simplest and most rewarding way to switch banks ever.



In other words, we've eliminated the confusion over changing your account, transferring automatic deposits and withdrawals, and all those other hassles. Plus when you open a new BofA checking and savings account you'll earn an interest bonus of up to \$50. And once you're a BofA customer – no matter how you choose to bank, whether it's at one of our many convenient branches, by 24-hour telephone banking, or at a full-service grocery store branch – you'll always get real, knowledgeable people to serve you. So stop by your nearest branch or call 1-800-THE-BofA to switch today. Did somebody say "shrewd move?"



©1997 Bank of America NT&SA. Member FDIC. Earn a \$50 interest bonus when a Prima checking account and an Interest Maximizer account are opened. Earn a \$10 interest bonus when a personal checking and savings accounts are opened. Interest bonus will be posted to the Interest Maximizer or savings account opened.