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.

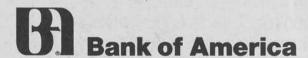
Presenting Easy Switch from Bank of America — quite possibly the simplest and most rewarding way to switch banks ever.

SET UP TO

SO

WHEN YOU OPEN
A NEW CHECKING
AND SAVINGS
ACCOUNT

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.