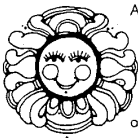


"That's my charge card"



Manufacturers Bank now offers Master Charge, America's most versatile charge card. It's backed by our full resources, personalized with your picture, welcomed around the world. Whether you presently bank with us or not, it's more reason than ever to say "Manufacturers, that's my bank. Master Charge, that's my charge card."

IT'S FREE



A complete charge card service with no membership fees. No application charges. No dues for as long as you keep it. And you don't have to bank with us to get one. You can even order photographic identification and a duplicate card absolutely free.

IT MEANS ONE CARD

Even if you need a charge card only to meet emergency purchases, Manufacturers Master Charge is now the one card to carry. It's good for almost everything—from aprons to airplane tickets. Just show it when you shop. You'll have your own personal card. And if you're married, another for your spouse.

IT MEANS ONE BILL

That's all you receive each month. A single, clear and precise bill. A complete record of all your purchases.

IT MEANS ONE CHECK

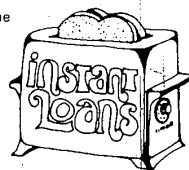
Just one check a month for all you charge. It eliminates paperwork at home and the inconvenience of writing numerous checks or paying by cash all over town for the world, if that's your style!

IT'S A PORTABLE BUDGET

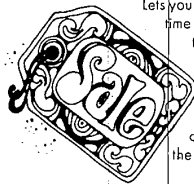
For a reasonable service charge, you can take up to 20 months to pay. Nice to know when planning your next vacation.

IT MEANS INSTANT LOANS

Borrow up to your credit line in multiples of \$50 at any of 70 Manufacturers Bank locations or any other bank throughout the world honoring Master Charge. No application to fill out. Just sign a receipt and get your money on the spot. It's like having a loan department in your wallet.



IT HELPS YOU CASH IN ON BARGAINS



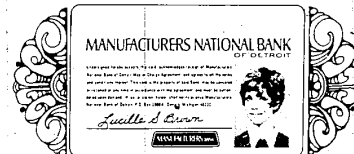
Lets you take advantage of limited-time bargains when you see them. Even if you're a little short of cash at the moment. Whatever the sale item, Manufacturers Master Charge lets you conveniently budget out the payments.

IT'S GOOD AT MORE THAN 800,000 PLACES

Accepted at stores and service establishments of all kinds. Throughout metropolitan and suburban Detroit, in Michigan, the U.S.A., and countries worldwide. Wherever you see the colorful "Master Charge" sticker displayed, you'll have charge privileges.

IT'S PERSONALIZED WITH YOUR PHOTOGRAPH

Order it with or without photographic identification to protect you in event of loss or theft. If married, a duplicate card is available with a photo of your wife or husband. Both cards are free.



IT'S EASY TO TRANSFER, EASY TO APPLY

It's easy to change existing Master Charge Card balances to a Manufacturers Master Charge Card or apply for a new one. Just pick up an informative brochure with attached application at any of the 70 Manufacturers Bank offices, phone 222-7990 to have one mailed to your home, or mail the coupon below.

MANUFACTURERS BANK

"That's the charge card for me."

Please rush further information and a Manufacturers Master Charge application to:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

MANUFACTURERS BANK
P.O. Box 2000A
Detroit, Michigan 48232