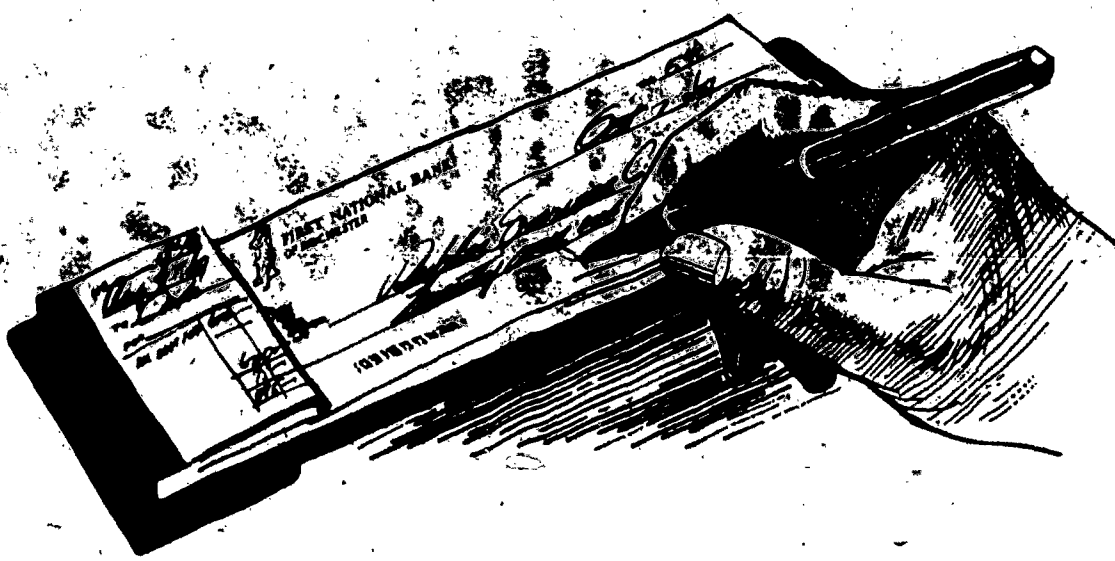


# NEW 'NO-NO' FREE CHECKING ACCOUNTS AT 1st NATIONAL SHAKE UP AREA BANKERS

## No Service Charge; No Minimum Balance



FIRST NATIONAL BANK OF ROCHESTER shakes up the banking industry with the "NO-NO" Checking Account. A free checking account for life with NO MINIMUM BALANCE REQUIRED. No service charges ever. Even personalized checks are free. Complete details and convenient mail application appear on page three.

- The Bank for People
- With People's Hours
- World's Free-est Checking Accounts.
- Pays Highest Interest On Smallest Deposits.

The First National Bank of Rochester brings big new ideas and a new kind of banking service to the entire Rochester area. Now the World's Free-est Checking. Read on.

### IF YOU WORK HARD FOR YOUR MONEY YOU'LL BE WISE TO READ EVERY WORD IN THIS SPECIAL NEWSPAPER

It may disillusion you, but banks are just like any other kind of business. There are "tricks of the trade", and an alert and knowledgeable bank customer can get more for his money just as a wise shopper can get better value at a supermarket or clothing store.

This special paper by First National Bank of Rochester contains many details on banking "tricks of the trade" that can help you save (and earn) hundreds of extra dollars per year.

For sheer return on your time, you can probably add more to your pocket-book by reading every word in this section, that you could earn at your own daily occupation in the next week.

So come on in—and spend the most profitable couple of hours you've ever read your way through.