

INTRODUCING 'NO-NO' CHECKING. WORLD'S FREE-EST ACCOUNT!

**No Minimum Balance.
Free Personalized
Checks. Free Postage.**

First National Bank of Rochester is shaking up the banking industry with the "NO-NO" Checking account. The world's free-est. No hidden catches. No agreements to sign. No minimum balance required. The bank even supplies personalized checks free and pays postage on mail deposits. How's that for a new idea in banking!

**No Hidden Gimmicks.
No 'Catches'. Just
Free Checking. Period.**

Leave it to the smallest bank in town to come up with the biggest ideas. First National Bank of Rochester, the only home-owned bank in Rochester, has introduced a lot of new ideas to make banking more profitable for you. Now they have the "NO-NO" Checking Account — free checking for life with NO MINIMUM BALANCE REQUIRED.

No Conditions

"NO-NO" Checking at First National of Rochester is simply the World's free-est and easiest checking account because there are no conditions attached. Just open an account and there is never a service charge. Ever.

Some other banks offer free checking accounts but insist you keep a specified amount in your checking account at all times. Usually \$100, \$200 or more. The bank uses this money, but doesn't pay you any interest. Other banks will offer you a free checking account with no minimum balance, but you have to sign a

loan form, which, if you use, will end up costing you anywhere from 12% to 18% in interest. So either way, you're still paying for your checking account.

Only First National Bank of

Rochester gives you free checking regardless of the size of your account or any other condition.

First National Bank of Rochester's checking account is completely free. No charge for

deposits. No charge for monthly statements. No charge for writing checks. No charges ever. You even get personalized checks without charge and the bank pays postage on mail deposits too. So there's never a

charge to you.

First National's "NO-NO" checking can save you up to \$50 a year in pesky service charges and frees you from being a 'bookkeeper.

Other Services, Too

And First National offers you other services with your checking account. Such as Systematic Savings. Want to save regularly—the easy way? Just tell us how much you want taken from your checking account each month, and we'll transfer it every month, without further notice. Watch your savings grow!

Convenience, Savings

Do you have a loan with First National Bank? For your convenience, if you tell us to, we'll deduct the amount of your payment each month from your checking account.

Don't lose out on the convenience and savings you can have with a free "NO-NO" checking account at First National Bank.

'No-No' Checking Accounts Here are the details:

- No minimum balance required.
- No charge for personalized checks.
- No charge for statements, checks written.
- No charge for deposits, no limit on how many.
- No charge for postage on mail deposits.

Get started. Write now. Fill out coupon below.

If you're against checking account charges put it in writing. Write here.

We're the smallest bank in town, but we have the biggest coupons and the biggest checking account value.

To: First National Bank of Rochester

- 35 State Street, Rochester, N.Y. 14614
- 3140 Monroe Avenue, Rochester, N.Y. 14618
- 1370 Lyell Avenue, Rochester, N.Y. 14606

Okay—open the world's free-est checking account for me. Enclosed is my initial deposit of \$. Send my free personalized checks, postage-paid envelopes and necessary signature cards. Hurry!

I also want to open a high-interest savings account at First National Bank. Please contact me.

Name _____

(Other name if joint account)

Address _____

City _____

State _____ Zip _____

Telephone _____