



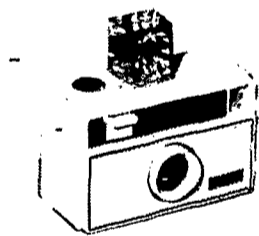
**Picture
the littlest
bank
in town...
...blowing
its wig!**



Banks nowadays are offering everything from soup plates to a week-end in Paraguay as incentives for new deposits. Actually, it's just good business.

Everybody benefits. You get a practical or desirable gift at a solid discount and we add a little more muscle to our ability to serve you better. Like our no-strings-attached, no-nonsense free checking accounts, for example.

Anyway, we decided it's our turn. We're offering new and present First National depositors a couple of fun things from now until the end of June:



A handsome, \$16.00-plus instant-load Princess 900W camera kit. Complete with a Kodacolor-X film cartridge (12 exposures), a Westinghouse flash bulb and two long-life batteries. This is a slick, remarkably sturdy little camera that'll give you and your family years of trouble-free pleasure.



An ultra-stylish House of Wagon Keneckolon wig. Medium cut, more than 30 luxurious shades. Fully guaranteed, these famous wigs are valued at more than \$20.00. We've even flown in a New York hair stylist who'll be at our Lyell office from 9:30 til 6:00 on Thursday, June 4 and at our Pittsford office from 9:00 til 8:00 (p.m.) on Friday, June 5.

Your choice of either one. All you do is open a checking or savings account for \$100 (or add \$100 to your present First National account) and the wig or camera set is yours for just **\$8.95**. If you deposit \$250 or guarantee to leave your savings account untouched for one year, you can have either one for just **\$4.95**. Deposit \$1,000 or more and we'll *really* talk business!

**First National Bank
of Rochester**

Main Office: 35 State Street, at Four Corners; 3140 Monroe Avenue, across from Pittsford Plaza*; 1370 Lyell Avenue, at Mt. Read Blvd.*
*Hours: Monroe office: Mon.-Wed. 9-3; Thurs. 9-6; Fri. 9-8.
Lyell office: Mon.-Wed. 9:30-3; Thurs. 9:30-6; Fri. 9:30-8.

Member Federal Reserve System and F.D.I.C.



This offer is good through June 30th only. What're you waiting for?