



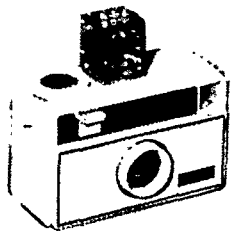
**Picture  
the littlest  
bank  
in town...  
...blowing  
its wig!**



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 Wagman Keneckolon wig. Medium cut, more than 30 luxurious shades. Fully guaranteed, these famous wigs are valued at more than \$20.00. Our imported beautician has come and gone but these wigs are so adaptable that she'll scarcely be missed. There aren't many left, so hurry.

Here's how it works. The wig or camera set is yours for **\$8.95** if you open a savings account of \$100, **\$7.50** if the account is \$200, **\$5.00** if it's for \$500. Open a savings account for \$5,000 (for one individual) and either one is yours with our compliments. All deposits must remain with us for at least one year—during which time they'll grow at the rate of 5½% interest, compounded daily.

## **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?**

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