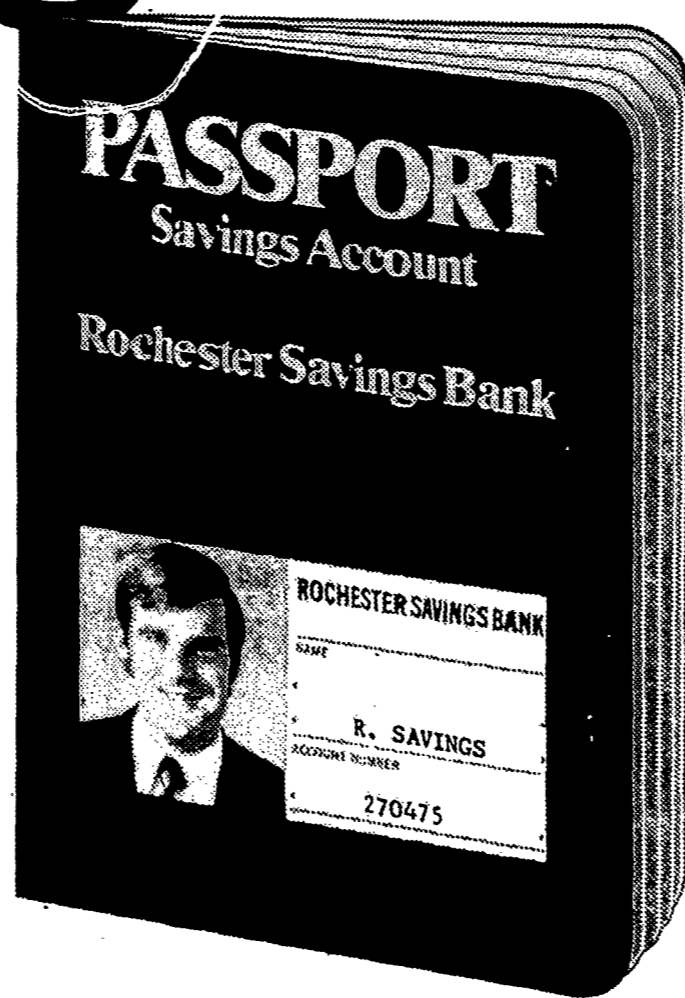


Rochester Savings Bank introduces

The World's First Passport Savings Account



(Because we think you deserve more than a number.)

Are you losing personal identity, attention, service and safety by becoming a series of impersonal numbers?

Probably the only time you're given credit for your face is on charge cards that simply face you with monthly bills and interest charges.

You deserve better than that.

We think you deserve more than a number. And a chance to face a future of security instead of bills. We think you deserve the personal recognition, attention, service and safety that only your own personal features can assure.

So we've become the first bank in history to offer you the new and unique Passport Savings Account—the first picture account that can buy you almost anything in the world except bills.

Now look ahead and smile.

Be one of the first to open a Rochester Savings Bank Passport Savings Account at any of our offices. All it takes is an

initial deposit of \$25. After that, deposit any amount any time.

Within minutes we'll give you an exclusive Passport Savings book with your full-color photograph, name and account number permanently sealed in the cover. For instant identification. Proof of savings. Protection against loss or theft.

And we'll pay you the highest interest rate in the area — your choice of either 5% interest compounded daily, or our flexible day-of-deposit to day-of-withdrawal dividend.

Any time you wish to make a deposit, withdrawal, borrow on your savings, or cash a check, just present your Passport bankbook. No waiting. No questions. No problems. No danger from loss of your book.

And there's a flip side to our new record. For a joint husband-wife Passport Savings Account, we can seal identification pictures on both the front and back covers.

(Proof that behind every successful man is a woman.)

If you already have an RSB Savings Account, you can open an additional Passport Account.

If you wish to transfer funds from another institution to a Rochester Savings Passport Account, just come in and we'll handle the transaction for you.

Saving is a going thing. So we'd like to give you a head start by making you a picture of wealth.

After all, a credit card merely says you can get it. A Passport Savings Account shows that you have it.

**Rochester
Savings Bank**
Passport Savings Accounts

OFFICES: 40 Franklin St./47 Main St. W./2111 Hudson Ave. in Iron-
dequoit/Ridgmont Plaza (Greece)/Pittsford Plaza

Member F.D.I.C.