

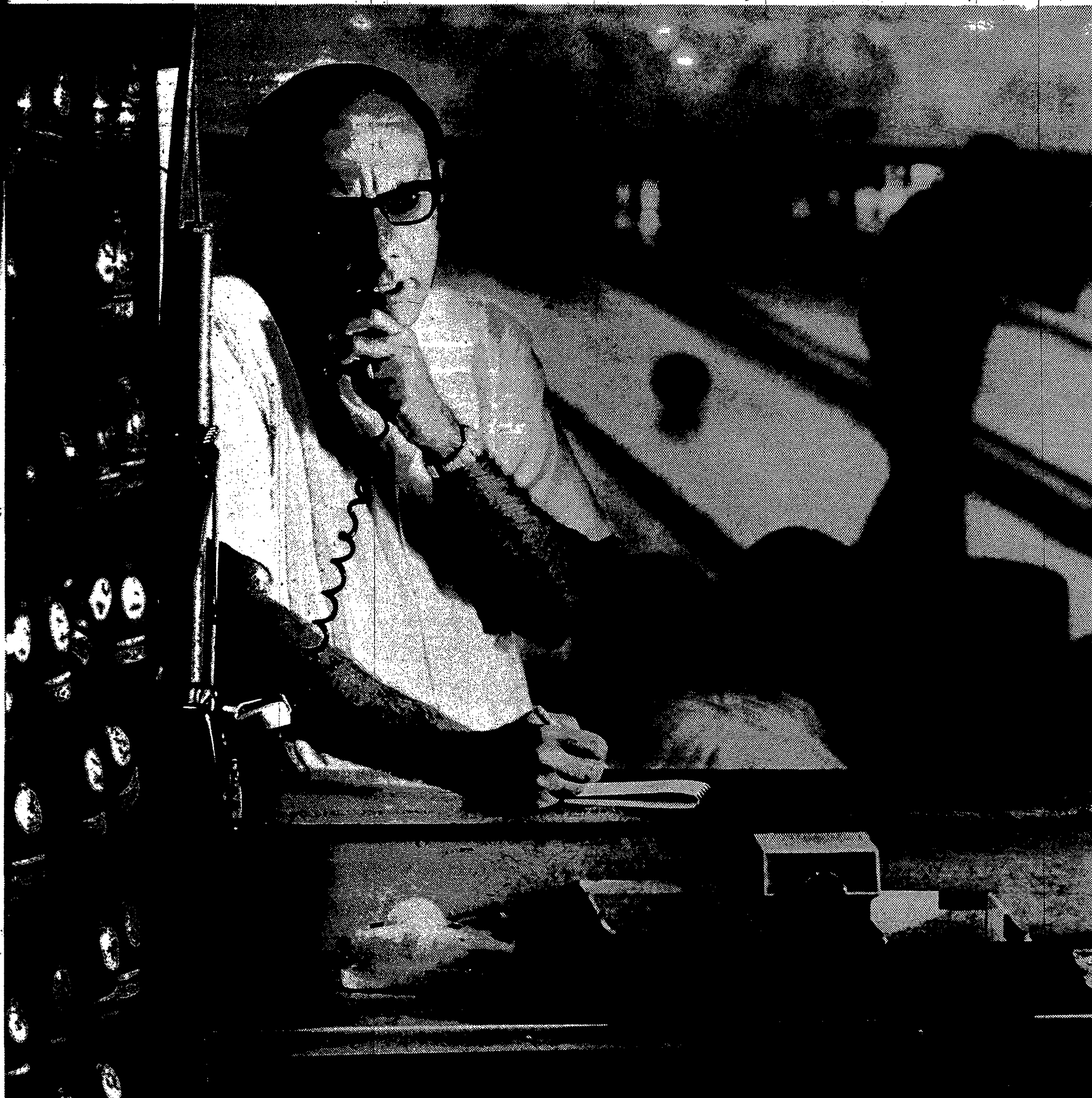
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Gil Maysuch is a good neighbor.

Gil had 10 minutes to stop an angry crowd.

Marine Midland's mistake was about to explode at a country music show in Ottawa, Canada.

The evening's show had begun when backstage the headline star refused to go on.

"My bank says your check's going to bounce," the star told young Jerry Hamza, who had just joined his father's business of promoting these shows.

With fears of facing a disappointed audience of 2000 people, Jerry called his father, Abe, in Rochester, who quickly added another fear.

A blackeye like this could seriously damage the reputation of Music Unlimited, Inc., a business he had carefully built up to over 200 shows a year.

And why? Abe Hamza had plenty of money in Marine Midland to cover the check sent well in advance to the star's booking agent in California.

Oh, to get hold of his banker, Gil Maysuch.

But it was 7:30 p.m. Gil's Lyell-Plymouth office was closed, and Gil had gone bowling.

With minutes running out, Gil got the bomb.

He didn't know for sure what had happened either, but he knew what to do.

Happily, because of the time zone difference, the bank in California was still open.

Gil called, and despite the clatter of bowling pins, got the message through. The Hamza check was good. Yes, it would clear. Get the word to Ottawa.

The star went on. The crisis was averted. And we relearned a lesson: There are no small mistakes when a bank makes them. That a computer printout was misread when the California bank called, didn't help the customer.

But a banker who dropped everything to right the wrong did. But then, that's what neighbors are for.

Which makes a case for making a good neighbor your banker. You'll meet one when you open a checking account at Marine Midland.



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