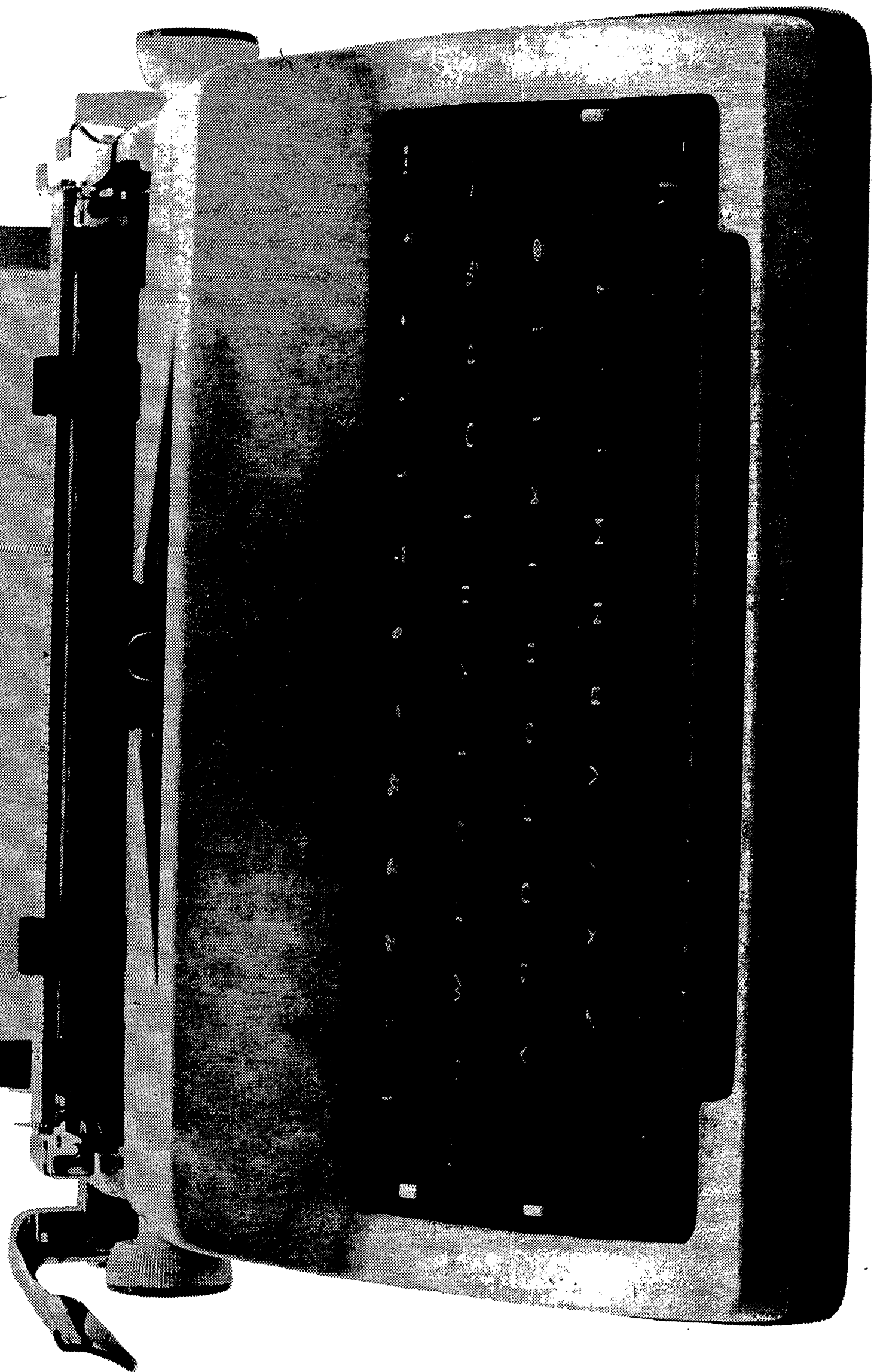


**WRITE A BETTER
BILLBOARD THAN OUR
AD AGENCY**



You've seen Lincoln Rochester's billboards. And maybe you thought some of them were clever. But how many times have you thought, "I could have written a better billboard than that."? Or "I wish I had the opportunity to write lines like those."?

Well, here's your chance to show the world that you are as good

and a contestant will not be entitled to a prize or other compensation if his idea is used on a billboard or in any other medium; or in any other way, such as suggesting a new service.

The judges decision is final. Employees of Lincoln Rochester, Lincoln First Banks, Inc., member banks, and Hutchins/Darcy



Prize
Six first prize.
Your choice of:
Smink 11-foot billboard OR