

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 a copywriter as our ad agency people.

And you can win one of six first prizes, six second prizes or six third prizes. 18 in all.

Pretty good, prizewise.

Be creative.

The rules are simple.

Just submit as many entries, in as many categories, as you like. The phrase, or group of words, should contain no more than 40 letters, excluding the name of the service, which is shown in the lower right hand corner of the outdoor billboard.

There is no limit to the number of entries you may submit.

You don't have to open an account.

You are under no obligation.

You don't even have to be a Lincoln Rochester customer.

Just use the entry blanks below. Pick up additional entry blanks at any Lincoln Rochester office.

The legalities.

All entries and ideas become the exclusive literary property of Lincoln Rochester Trust Company. Whether or not your idea is ever used, your only compensation will be the chance to win one of the eighteen prizes in this contest.

Prizes will be awarded solely on the basis of the cleverness and originality of the entries. In the event of a tie, the winner will be determined by a drawing.

A prize winning entry will not necessarily be used on a billboard,

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 decide this final. Employees of Lincoln Rochester, Inc. (they've had their chance) are not eligible.

Simply drop your entries in the typewriter display in any office of Lincoln Rochester.

First, second, and third prize winners, in all categories will be announced in this newspaper.

Entries must be submitted no later than close of business Friday, May 12th.

The one-liner.

Entries should be of the "one-liner" type. Quick. To the point. And related to the service. Double-meanings are great. Clever twists, too.

Examples:

GET OUT OF TOWN (Vacation loans)

JINGLE BILLS (Personal loans)

MEAL TICKET (BankAmericard—charge at restaurants)

SUNNY MONEY (Vacation savings)

SUPERCHARGER (BankAmericard—charge Gasoline)

REGAL TENDER (Unibank Checking Accounts)

Be witty. Be bright. Be a winner. In Lincoln Rochester's write a better billboard contest.

Lincoln Rochester

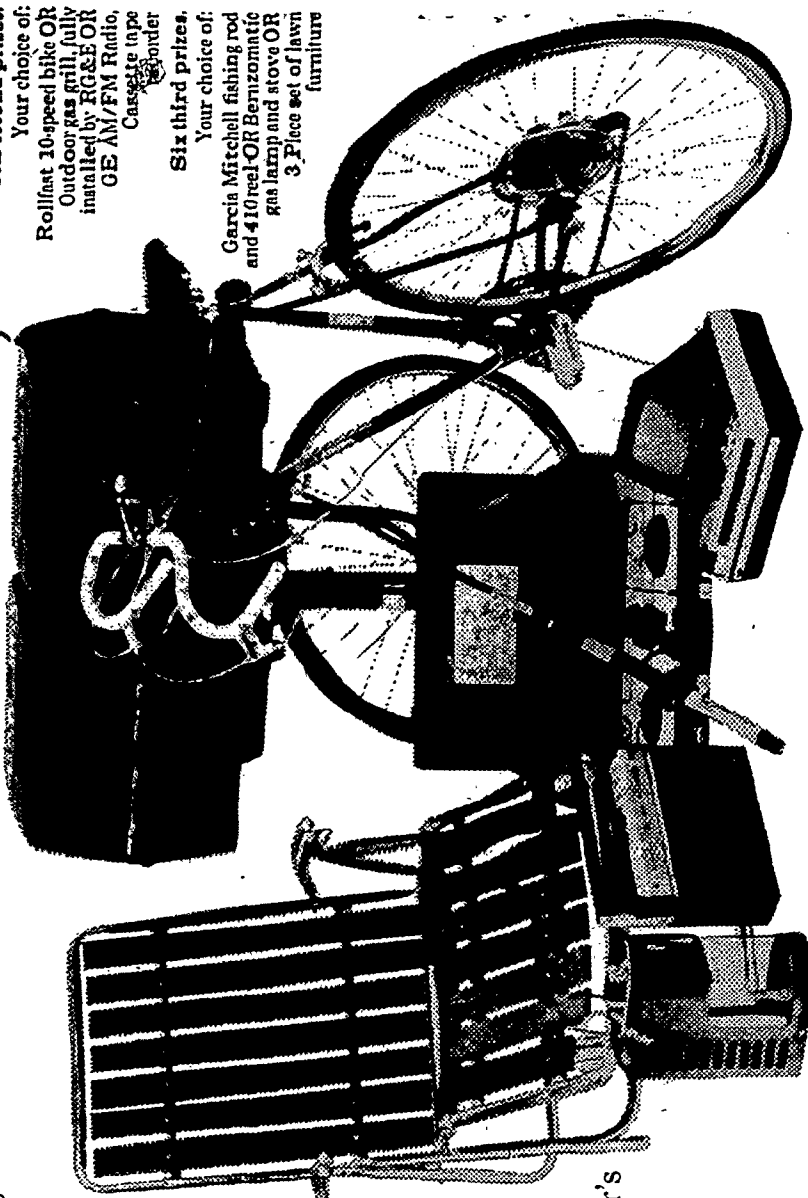
A Lincoln First Bank



Six first prizes.
Your choice of:
Sloop 11-foot sailboat OR
Panasonic Indoor/Outdoor portable television OR
New Kodak M20 Pocket Innomatic—fully automatic

Six second prizes.
Your choice of:
Rollflat 10-speed bike OR
Outdoor gas grill, fully installed by FG&E OR
GE AM/FM Radio, Cassette type, 8-speaker

Six third prizes.
Your choice of:
Garcia Mitchell fishing rod and 410 reel OR Benzomatic gas lamp and stove OR
3 Piece set of lawn furniture



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UNIBANK CHECKING ENTRY BLANK

HINT: A Unibank checking account provides checking, savings, a cash reserve (so you never bounce a check), and a check guarantee card (lets you cash a check almost anywhere, anytime). And it's all reported to you on one monthly statement.

MY SUGGESTION _____

NAME _____

ADDRESS _____

SIGNATURE _____ PHONE _____

PERSONAL LOAN ENTRY BLANK

HINT: Lincoln Rochester gives loans for any worthwhile purpose. There are vacation loans, education loans, loans to pay off bills, income tax loans, auto loans, boat loans, travel trailer loans, home loans, home improvement loans, personal loans.

MY SUGGESTION _____

NAME _____

ADDRESS _____

SIGNATURE _____ PHONE _____

SAVINGS ACCOUNTS ENTRY BLANK

HINT: Lincoln Rochester has many plans to match any goal. A car. A down payment on a house. A TV set. Retirement. Or just security. We have Regular savings, Unibank savings and our Golden Passbook savings accounts.

MY SUGGESTION _____

NAME _____

ADDRESS _____

SIGNATURE _____ PHONE _____

HOME MORTGAGE LOAN ENTRY BLANK

HINT: Lincoln Rochester helps people buy all kinds of homes in this area. Bungalows, Cape Cods, Colonials, Mansions. One-story, two-story, ranches, splits. In all price ranges.

MY SUGGESTION _____

NAME _____

ADDRESS _____

SIGNATURE _____ PHONE _____

BANKAMERICARD ENTRY BLANK

HINT: The world's largest charge card. Accepted by more merchants than any other. Has more cardholders than any other. Let's you purchase everything from shoes to shirts. Toasters to tickets. Gasoline to golf clubs.

MY SUGGESTION _____

NAME _____

ADDRESS _____

SIGNATURE _____ PHONE _____

TRAVELERS CHECKS

HINT: Protects your money on vacations or business trips. Negotiable all over the world. You can claim their full value if lost or stolen.

MY SUGGESTION _____

NAME _____

ADDRESS _____

SIGNATURE _____ PHONE _____