



## Things a bride should know.

Your young man has asked.  
"Will you?"

You have answered, "Yes."

Papa has said, "He'll do."

And you are about to begin the most  
exciting thing that will ever happen

to you. Building a marriage, a family  
and a life with the one you love.

We are happy for you. And that's why

Lincoln has prepared this ad expressly for you.

We're old enough (and we hope wise enough)  
to give you just a dab of fatherly advice.

*Dream money.*

No matter how little or how much you and your husband earn, try to  
save at least 10% of it. For a little home, a little trip or a little one.

Lincoln has several plans . . . each pays the maximum interest

permitted by State and Federal Regulations. Our Lincoln Unibank Account  
is a combination Checking and Savings account [we will even deduct

whatever amount you specify from your checking account and transfer  
it to your savings account . . . automatically.] Come in to any one of

our 43 offices. Talk to us. We can help you set up  
a plan that meets your needs.

Man doesn't live by cash alone.

And neither should new brides. Cash gets lost or stolen.

Open a Lincoln Unibank Checking account. The best

way to manage your money. You get  
a monthly statement with all your

cancelled checks. Perfect for you and tax and budgeting records. You can get checks with

both your husband's and your name on them. You can add an automatic savings feature, you can get a

check guarantee card [so you can cash checks almost anywhere],

and a cash reserve [an emergency fund that doesn't cost you a penny until it is used].

A Lincoln Unibank Checking Account is a fine way to help manage your money.

You deserve credit.

BankAmericard is one of the best ways of establishing good credit. Something you'll probably need  
when you buy a home, later on. A BankAmericard is good in thousands of businesses right here.

[and you can probably use it wherever you go on your honeymoon]. It's a convenient asset.

But use it wisely and sensibly. The only difference between it and cash is you get a receipt

everytime you make a purchase, a monthly record to help with your budgeting, and the

option of extended payments. Hummm. Maybe it's better than cash. A happy life to you from

 Lincoln First Bank of Rochester