

Let Us Be---

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and they are

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### FIRST NATIONAL NEWS

Published for our more than 40,000 patrons  
and for the many others we hope to serve

#### "My first impressions only strengthened"

When you step to the counter of the New Account window here at the First National a cheerful, whole-hearted "Good Morning" greets you. It is a fore-runner of the friendliness and the interest this great bank takes in every account.

Men and women tell us, as we get to know each other better, that their first impression of this humanness is only strengthened as time goes on. Our staff wants to know you—to see that your account gets the attention it deserves. No transaction can be so mechanical that it is not worthy of the personal touch. This thought was the aim of the First National's founders. It is perhaps one of the reasons we are constantly growing.

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