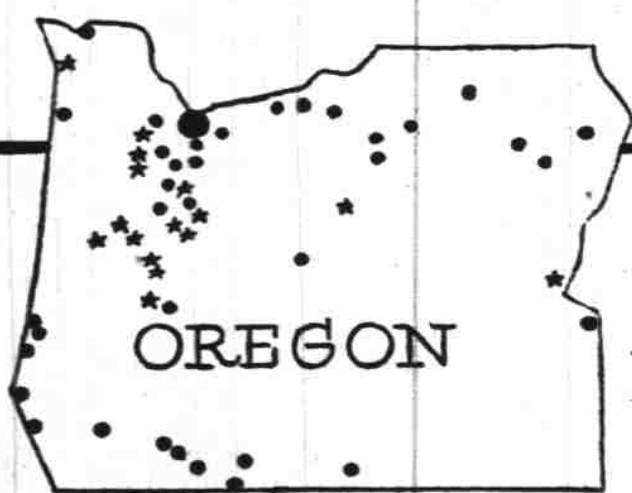


NOW...

A Greater First National Bank TO SERVE YOU!

Oregon's
FIRST bank
offers you
18 new
First National
branches...

Now 67 First National Branches...
wherever you go in Oregon, there's
a First National Branch nearby.



Bank at any of these First National branches and
enjoy the full facilities of the entire First National
family. (Starred communities are those added to
full First National organization, as of February 8.)

At the opening of business on Monday of this week, 18 banking offices in Oregon became full-fledged branches of the First National Bank of Portland. They previously were affiliates, each enjoying the mutual benefits of close association. But their new role has significance to every businessman, every housewife, every farmer...everyone who lives and works in Oregon.

"The First National is now the greatest bank in the Pacific Northwest...one of the 25 largest in the nation. It has more deposits, more loans, more facilities than any other bank in this area. People in the neighborhoods of 67 branches in 51 large and small Oregon communities can now enjoy bank services equal to any in the world, dealing directly with a First National branch.

"We are proud of the confidence placed in us by the people of Oregon. It is this confidence that has enabled us to grow along with our state. Greater facilities have been needed as we, and our customers, have helped to build a better Oregon... family by family, farm by farm, business by business.

"It is also a source of pride to note the number of "firsts" for First National during this period of great growth. First charter on the Pacific Coast for a national bank, first to offer All Day Banking 6 days a week and now first in the Northwest in number of employees, banking offices, depositors and resources.

"Most of all, we're happy that a greater First National will benefit Oregon through greater and more flexible capital—the lifeblood of any expanding region. The entire resources of this great bank will stand behind each First National office. We have said many times in our advertising messages: "Let's Build Oregon Together". Now we have taken another step in that direction. Today, more than ever, we are ready, willing and able to do our part in that job."

C. B. Stephenson

President
First National Bank of Portland

1st
FIRST NATIONAL BANK
OF PORTLAND

"LET'S BUILD OREGON TOGETHER"

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION