



CONFIDENCE—a feeling you get at First National

Whether it's the carefully-hoarded pennies of a small boy, or hard-earned family dollars, it's important to have confidence in the place you put your savings.

That confidence is born of many things . . . a record of safety, the competence of well-trained and experienced bank people, and an attitude of service that assures careful money handling. You get all these and more at First National.

Save regularly . . . for the secure feeling you have with money in the bank. Save at **First National** . . . where you get a feeling of confidence that your money is in good hands.



THE FIRST NATIONAL BANK OF OREGON, PORTLAND • MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

My Bank FOR OVER 600,000 OREGON PEOPLE!