

1823

\$25,000 Introductory Offer.

(You don't need \$200,000 before our investment men will talk to you.)

Most investment advisory services begin a lot higher than \$25,000. But —we've come up with a new way to apply the benefits of our regular investment advisory service to accounts under \$200,000.

Besides, can you think of a better way for us to get to know each other than with a special introductory offer?

Basically, it's a way for you to take a new approach to investing. By letting us do it for you. We'll arrange for you to open an account with a leading Wall Street brokerage firm. And then we buy and sell securities as we think best, keeping you up to date on every transaction. (You'll see that every move we make reflects a performance-minded philosophy specifically designed to get the jump on inflation.)

We won't over-diversify, or be super-conservative. We believe in a select number of common stocks, carefully chosen, as the best way to long-range growth. Which is why we base our decisions on plenty of careful research. With scores of hard-headed investment men keeping tabs on every industry. Plus a special computer for projecting corporate earn-



We've weathered a lot of storms.

ings and growth into the future.

In our hands, your portfolio will be guided by this deep-digging research effort.

But we are also guided by the experience that comes from 156 years of handling people's money. (You learn a lot when you've weathered 36 recessions and depressions.)

Now, if you are someone who wants to beat the shrinking

dollar through a performance-minded investment program, you'll be interested in the record that our Special Investment Advisory Service has already achieved. We'll be glad to discuss it with you. Just write Trust & Investment Division, First National City Bank, 399 Park Ave., New York, N. Y. 10022, or call (212) 559-6009.

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