live' how the good to... California life

We have the sun, and that's free. And the mountains. And seashore. And the lush California fruits and vegetables and trees and plants. And, if you grow them yourself, they are free. And people flock here by the thousands because they like the natural wonders of California.

But, sooner or later, it takes money to really enjoy it all. You need to buy a swimming pool, or ski clothes, or a surfboard, or new plants to complete your landscaping. And that's when you need your "How-To" banker at First Western Bank.

Your good life and First Western go together. We will lend you money to buy things, pay you for saving your money, and help you spend it with a check. We'll help you manage your money while you are here, and see that it is distributed as you want after you are gone.

We at First Western love the California life, too ... and we understand what it takes to enjoy it. Let's get to know each other better.

See a "HOW-TO" Banker at any First Western Bank - Seventy-One California Locations.

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Further information is allable by telephoning Mrs. enrikset. TE 2-8376 or Mrs. Louise Smith, Lodge, TE 2-5498.

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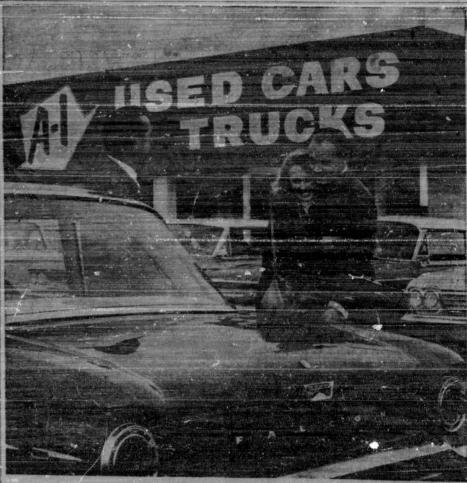


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