

When you're afraid of the dark, it's because you don't know what's there. So you turn on the light and look. If you're someone who makes money and spends money, and you don't have a checking account, maybe it's because you're a little afraid of the idea. So we'd like to turn on the light for you.

Safety first

Paying by check is safer than paying by cash. Everyone knows that sending cash through the mails is not a very smart thing to do. Money orders are a better idea. But the trouble with money orders is that they're expensive—at least more expensive than checks. They're also more time consuming. Every time you have a bill to pay, you have to make a special trip to the bank.

Do you have five minutes?

Yet there are people who will put up with this kind of inconvenience because they consider it less complicated than keeping track of a checking account. Too bad. Because the truth is that all the skill it requires is some very simple arithmetic. You don't even have to know fractions. It takes about five minutes a month to balance a checkbook. We'll be glad to show you how.

A good investment


The little time and money you spend on a checking account is well worth it. You get a record of expenditures, which makes keeping track of a budget and making out tax returns much easier. You get legal proof of payment in the form of a canceled check. And, of course, you can shop and pay by mail. Furthermore, you can make deposits by mail. All these advantages are yours, and you don't have to have a lot of money.

Checks are cheap

You can open a Midland Economy Checking Account with any amount and keep as little as you wish in your account. You pay for your checks and there are no other charges. The cost of a regular checking account depends on your balance and usage.

That's about it

We hope this has all been a bit enlightening. If it has, and a checking account sounds like something you might need (or need to know more about), please don't hesitate to come in and see us.

MARINE MIDLAND 
We're here to help you.



Being afraid of a checking account is like being afraid of the dark.