



CUSTOMER ACQUAINTANCE is one key to the rapid rise of this community bank. Ray Sherman, left, executive vice-president, knows Clay Geiger and has time to listen to his requests and suggestions.



AT THE WINDSOR HILLS BRANCH E. J. Ott, vice-president and manager, long-time businessman and past Rotary president, uses his practical experience to serve customers like Dave Shannon, left. Mr. Ott realizes that "personal service banking" is more than just a phrase.



PALOS VERDES RESIDENTS appreciate straight talk and sound advice when it comes to banking information. Morris Goldgell, left, assistant vice-president and Peninsula Center manager, is typical of the experienced bank executives at Pacific State who understand and fill this special need.



PACIFIC STATE'S FIRST BRANCH in Lennox recognizes the economic importance of the fast growing International Airport area. Ray Elston, right, vice-president and manager, here quotes assessment facts and figures to customers Sam Sedell and Clarence Hunt.