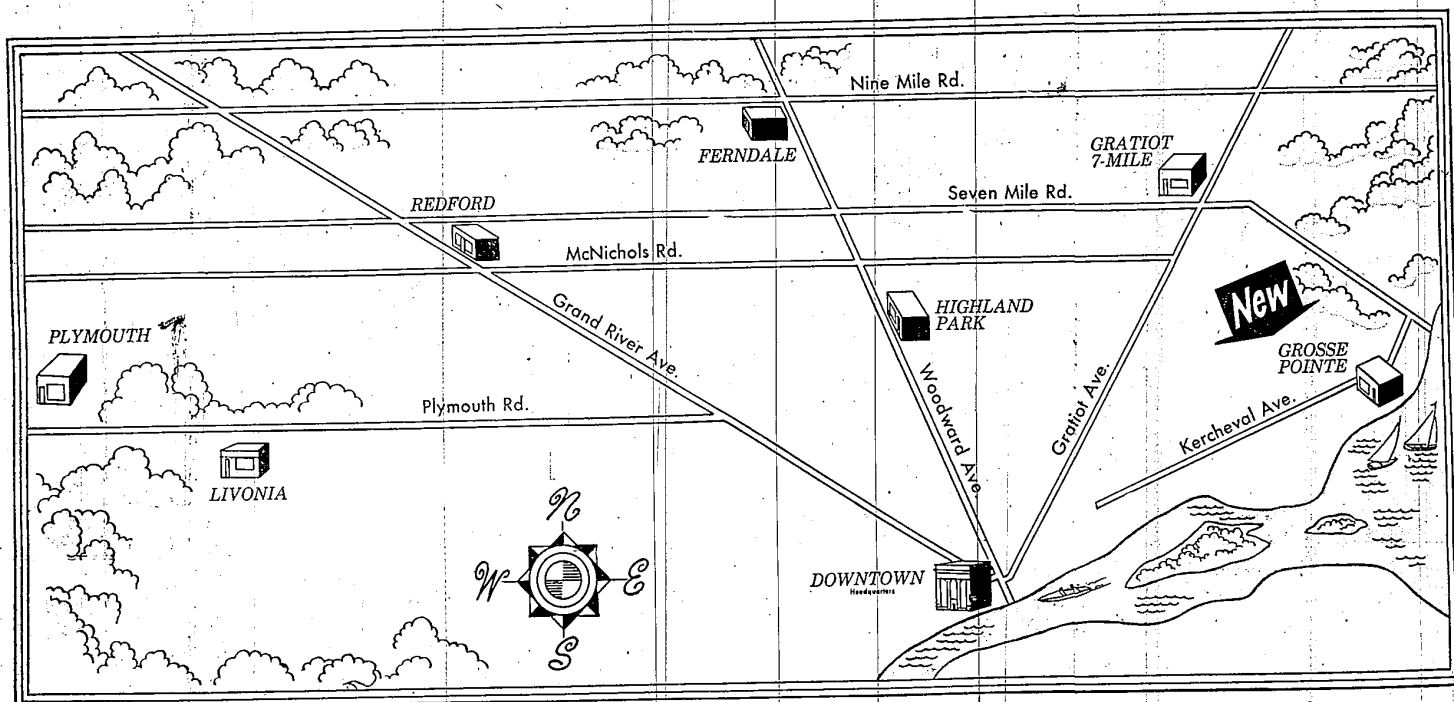


Celebrating the opening of FIRST FEDERAL'S 8TH OFFICE...



there's a useful gift when you open a new savings account at any office

This month, First Federal Savings opened its 8th office—the new Grosse Pointe branch. To celebrate this opening—and our growth to more than 170 million dollars of assets—we offer an attractive and useful gift when you open a new savings account at the First Federal office nearest you. Join the 88,000 people who have First Federal insured savings accounts, earning 2½% current rate. Your savings are insured to \$10,000 by Federal Savings and Loan Insurance Corporation, an agency of United States Government. Earnings start the 1st of the month on accounts opened by the 10th.

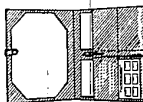
Current Rate 2½% on Insured Savings



The Paper Mate Retractable Pen pictured will be given with each new savings account opened with \$5 or more. This is a nationally-known pen that will give you useful service.



Eversharp Pen and Pencil Set in a handsome suede gift box. With a new savings account opened with \$10 or more, you may have choice of this set or Portfolio at right. Carries no advertising imprint.

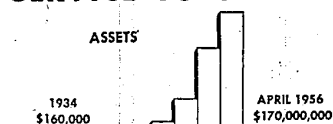


This complete Mail Portfolio is yours with a new savings account opened with \$10 or more. Handsome vinyl case, desk pad blotter, ball point pen, calendar, etc. Personalize it with your own signature in gold.

FIRST FEDERAL SAVINGS OF DETROIT

21500 GRAND RIVER AT McNICHOLS

STILL GROWING THRU SERVICE TO SAVERS



First Federal Savings, whose growth is pictured above, is part of the Federal Savings and Loan System, established by Act of Congress under the Home Owners Loan Act, June 13th, 1933.



First Federal continues to grow through service to thousands of savers. This is Michigan's largest savings association.



Downtown Headquarters: Griswold at Lafayette, across from Old City Hall