ONE FOR THE BOOKS

Northeastern Bank helped keep Haddon Craftsmen, Inc., one of the nation's leading trade book manufacturers, producing books after Haddon's former owners decided to sell.

We listened when Haddon president B. Carl Jones and other senior officers talked to us about their plan to buy their company. Then we lent them the money to do just that.

If your continued success, like Haddon Craftsmen's, depends in part on experienced banking, you should talk to us. We're a bank with over $1 billion in assets, doing business with people like you and businesses like yours throughout the United States. We know the best ways to finance an expansion, a merger . . . or almost anything your business needs money for.

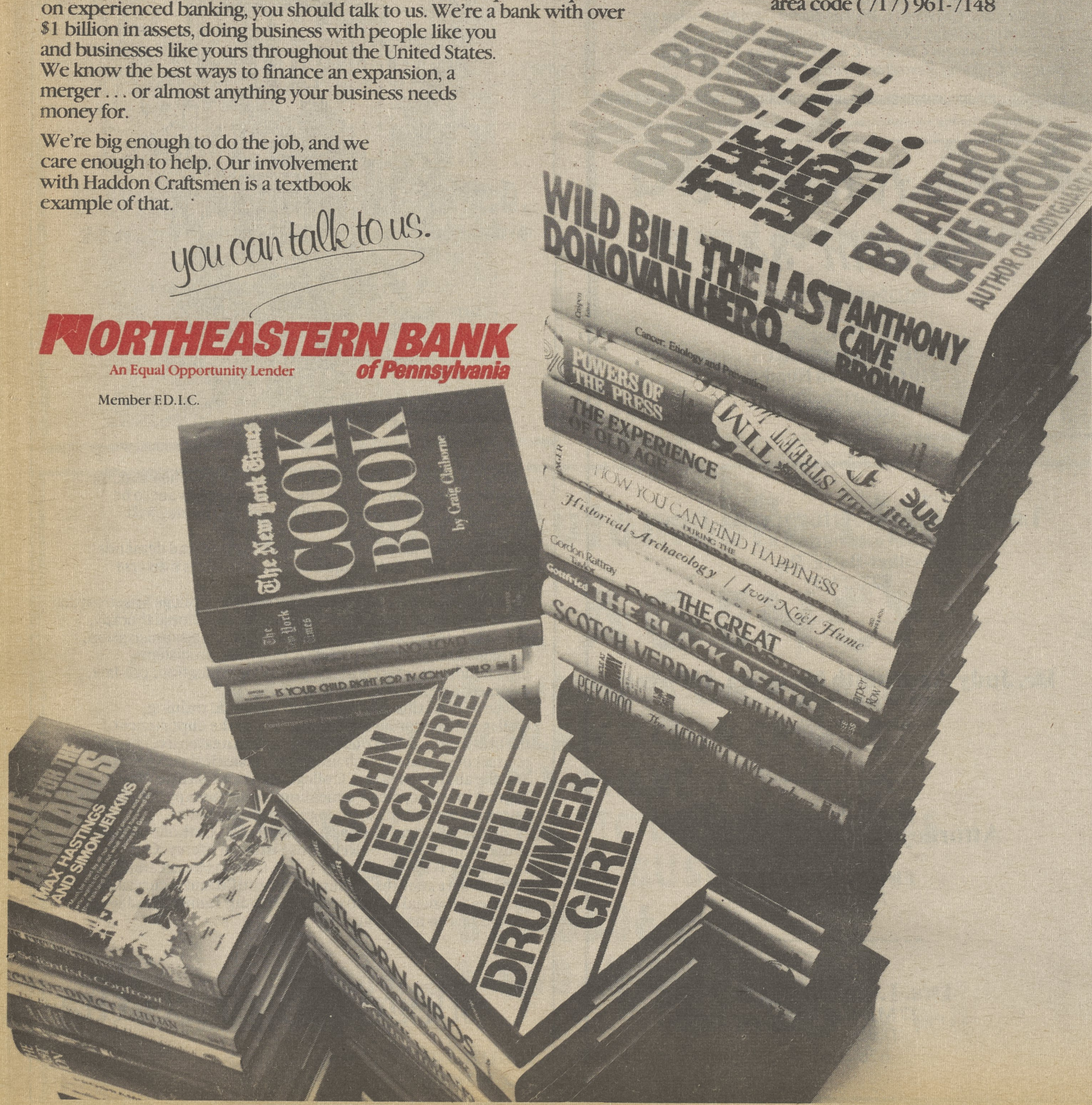
We're big enough to do the job, and we care enough to help. Our involvement with Haddon Craftsmen is a textbook example of that.

you can talk to us.

NORTHEASTERN BANK of Pennsylvania

An Equal Opportunity Lender

Member F.D.I.C.

Contact us today to find out more about our corporate banking efforts by writing:

Corporate Banking Division
Northeastern Bank of Pennsylvania
Penn Ave. & Spruce St.
Scranton, PA 18501
Or call us — collect — at
area code (717) 961-7148