

Pricing  
Supplement No. 10  
Dated: November 25, 1996

Filing under Rule 424(b)(3)  
Registration Statement Nos. 33-52555  
and 33-51036

(To Prospectus dated March 18, 1994,  
and Prospectus Supplement dated March 25, 1994)

CUSIP No. 44615QAR8

\$250,000,000

HUNTINGTON BANCSHARES INCORPORATED

MEDIUM-TERM NOTES, SERIES A

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Principal amount: \$35,000,000  
Interest Rate (if fixed rate): 6.10%  
Stated Maturity: NOVEMBER 29, 1999  
Minimum denominations: \$100,000  
Issue price (as a percentage of  
principal amount): A/S  
Selling Agent's commission (%): 0.108%  
Purchasing Agent's discount  
or commission (%): N/A  
Net proceeds to the Company: \$34,962,200  
Settlement date (original issue date): NOVEMBER 29, 1996  
Redemption Commencement Date (if any): N/A  
Initial Redemption Percentage (if any): N/A  
Annual Percentage Redemption  
Reduction (if any): N/A  
Repayment Date (if any): N/A  
Initial Repayment Percentage (if any): N/A  
Annual Repayment Percentage  
Reduction (if any): N/A

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Floating Rate Notes:  
Interest Rate Basis: N/A  
Index Maturity: N/A  
Spread: N/A  
Spread Multiplier: N/A  
Maximum Rate: N/A  
Minimum Rate: N/A  
Initial Interest Rate: N/A  
Interest Reset Date(s): N/A  
Interest Reset Period: N/A  
Interest Determination Date(s): N/A  
Calculation Date(s): N/A  
Interest Payment Date(s): MAY 29 AND  
NOVEMBER 29; PROVIDED, THAT IF SUCH  
DAY IS NOT A MARKET DAY, PAYMENT  
WILL BE MADE ON THE NEXT SUCCEEDING  
MARKET DAY UNLESS SUCH DAY FALLS IN  
THE NEXT CALENDAR MONTH IN WHICH  
CASE PAYMENT WILL BE MADE ON THE  
FIRST PRECEDING DAY THAT IS A MARKET  
DAY, WITH THE SAME FORCE AND EFFECT  
AS IF MADE ON MAY 29 OR  
NOVEMBER 29, AS THE CASE MAY BE  
Interest Payment Period(s): SEMI-ANNUAL  
Regular Record Date(s): 15 CALENDAR DAYS  
PRIOR TO INTEREST PAYMENT DATE

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Additional terms: NONE.

As of the date of this Pricing Supplement, the aggregate initial public offering price of the Debt Securities (as defined in the Prospectus) which have been sold (including the Notes to which this Pricing Supplement relates) is \$250,000,000.

"N/A" as used herein means "Not Applicable." "A/S" as used herein means "as stated in the Prospectus Supplement referred to above."

GOLDMAN SACHS & CO.