

War Bond Plan Succeeds At Genesee

"It's easy to get employees to go along on a War Bond Payroll Deduction Plan if you'll just make a game of it."

So says Jack Wehle, treasurer of the Genesee Brewing Company of Rochester. And Wehle should know whereof he speaks for as of November 20, 1942, 98 1/2 per cent of Genesee's more than three hundred employees had signed up for average payroll deductions of 0.8 per cent each week for War Bond purchases.

The situation wasn't so cozy back in October when Mr. Wehle began to concern himself with War Bond sales on Genesee's payroll deduction plan. At that time

only 54 per cent of their employees were participating at all, and the average deduction was only 2.28 per cent. Today 90 per cent are contributing 10 per cent or more. 5 per cent are contributing 7 to 10 per cent, 8 per cent are contributing up to 7 per cent, and only 1 1/2 per cent are not participating.

A huge billboard proved to be the answer. The entire plant, office and sales force was divided into two divisions of ten teams each. Each division was given a chairman and each team a captain, and every employee's name was placed on the board under his team. Before his name was placed a blue star if he was par-

ticipating at all in the payroll deduction plan. To this was added a red star if he was investing 2 per cent to 10 per cent of his salary each week in War Bonds. And if the investment equalled or exceeded 10 per cent, a gold star was added to the other two.

The response was instantaneous. "We almost ran out of gold stars," says Mr. Wehle. Today the Genesee plant ranks among the highest in Rochester for War Bond purchases.

STATE UNVEILED
Valican City — Unveiled in St. Peter's Basilica, the statue of St. Mary Pelegrina, Foundress of the Good Shepherd Sisters, occupies a prominent place among religious founders, typifying the apostolate of charity toward wayward girls.

Security Trust Marks 50th Anniversary

The Security Trust Company of Rochester is setting aside next week to observe the 50th Anniversary of its founding.

The Security had its inception on June 18, 1892 when a group of twenty-two prominent Rochesterians met as the bank's incorporators.

These incorporators were: George C. Bush, Jr., Benjamin E. Chase, Thomas W. Flanagan, father of Bernard E. Flanagan, the Security's present President; Albert H. Harsta, J. Alexander Hayden, George C. Hollister, Granger A. Hollister, J. Lee Judson, William S. Kimball, Arthur Luetchford, Donald McNaughton, William L. Mer-



Courtesy Rochester Times-Union
B. E. Flanagan

cer, A. Erickson Perkins, Gilman H. Perkins, Hiram W. Sibley, C. Walter Smith, Frank S. Upton, James R. Watson, present Chairman of the Board, Frederick A. Whittlesey, George Wilder, Julius M. Wile and Arthur C. Yates.

The incorporators met with practical aims in mind. Rochester was growing. Fortunes were being accumulated. Money in such proportion needed the care and protection of proper banking facilities. The Security Trust Company sought to furnish that protection.

The bank has had but four Presidents. Hiram W. Sibley to 1897 followed by Edward Harris who served until his death in 1911, and was succeeded by James R. Watson, present Chairman of the Board of Directors. In July 1940, Bernard E. Flanagan assumed the Presidency.

During the 2 1/2 years of Mr. Flanagan's administration, the bank has been completely remodeled from main floor to top of the elevator shaft and most modern of banking machinery installed throughout. Recently, too, facilities have been expanded and new departments opened.

The Security Trust Company has experienced a progressive growth throughout its 50 years. It paid its first dividend in 1894 and has never missed a quarterly dividend since.

Today Security ranks high among the leading banking institutions in the country. Its latest semi-annual statement shows banking resources in excess of \$41,000,000, capital of \$500,000, surplus of \$1,000,000 and undivided profits of \$1,645,520. The trust department, the largest in the state outside of New York City, supervises resources totaling nearly \$142,000,000.

The Security has been extremely active in financing war production for industry, and to date has sold over eight million dollars worth of war bonds.

Stella Maris Campers Conduct Christmas Sale

A novel Christmas Gift Sale will be conducted in the Columbus Civic Centre Lobby on Nov. 27 and 28, the Friday and Saturday after Thanksgiving, under the sponsorship of the 42 campers of Camp Stella Maris. Proceeds from the Gift Sale will swell the "Campers' Fund", inaugurated this past summer by the Stella Maris campers to erect a new cabin on the camp grounds to be dedicated to the former campers now in the Armed Service of their Country.

The gift week will be open from 10 A. M. to 6 P. M. on Friday and Saturday. Young campers will serve as clerks. Gifts, most of them made by the campers, will include plastic costume jewelry, woven pot holders, tea caddies, wall plaques, corner shelves, leather belts, woven bead belts, hand-crocheted handkerchiefs, tie bead mats, serving trays and many other novelty gifts. Besides direct sale of the articles on display, orders will be taken for specific patterns and colors. The boys and girls guarantee all orders to be filled one week before Christmas.

The project which has been directly supervised by the counselors of Camp Stella Maris, is under the patronage of the Rev. Joseph E. Vogt, director of the Camp, and the Stella Maris Women's Auxiliary.

Campers who will conduct the sale are: Friday, Misses Anne Fredmore, Patricia O'Brien, Katherine Daly, Geraldine Fitzpatrick, Ruth Kowalski, Masters George Allen, Robert Vogt, William Reeves; Saturday, Misses Alice Cleary, Joanne Murray, Mary Lou Shipton, Sally Shipton, Masters George Held, George Allen.

Many long hours have been given to making the gifts. All the boys and girls who will conduct the sale have contributed articles, and others who have worked include Misses Edna Murphy, Mary Anne Mueller, Rose Hill, Esther Strollo.

All friends of the Camp and everyone interested in unique gifts, are invited to attend the sale, anytime between the hours of 10 A. M. and 6 P. M. on Friday or Saturday.

'In the Army'

By PVT. BERNARD FLORACK
From the sunny Florida sunshine to the "Windy City" of Chicago is quite a change and contrary to what you may think I like it up here better. Miami Beach is a swell place for a vacation.

Here in Chicago it is swell. The civilians' attitude toward the servicemen is wonderful. Everything is done to make their stay here a happy one. Events and shows are free and also city transportation on trolley and bus.

Many may think that living in a hotel is great. It is in one way but it has its disadvantages especially in keeping it clean.

In my mind there are two kinds of cleanliness—home style and army style. And when you have to keep an extra big bedroom and bathroom clean army style, well a tent isn't a bad place to live in. For example, last Saturday we turned our quarters "upside down" and had it in perfect order and extra spotless for inspection, but the Captain found some dust—where it came from we still can't figure out.

Monday, school started and from now on it means extra study and concentration.

Guardian Angel

When I was a baby with golden hair
Lying in Mother's arms
My Guardian Angel was standing there
To keep me from all harm.

In his hand he held a book
And he was reading it out loud
Upon his face there was a look
That told me he was very proud.

You are an unfortunate one,
My Child, he said, you see
God's will must be done
And that is just what pleased me.

You and I should be friends
I suffer the same as you
Now won't you take the helping hand
Of a friend who is good and true.

Then come put your hand in mine
Before it is too late
For I know just the time
St. Peter closes the Golden Gate.
—Martin Beckinger, 600 Lake Ave.

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K. of C. List Supper Dance

Members of Rochester Council, Knights of Columbus will entertain their wives at a supper party Saturday evening, Nov. 28 in the K. of C. Clubrooms.

Supper will be served at 7:30 P. M. to be followed by dancing and entertainment. The knights have been asked to bring servicemen, home on furloughs, to the party.

Recorder James E. Knapp is chairman with Francis J. Brennan as vice chairman. Working with them are Lecturer Frank H. Melville and Chairman of the House Committee Neil P. Collins. Reservations are being made with Asst. Financial Secretary Thomas C. McCarthy, Main 1492.