

## First Federal Savings Passes \$200 Million Mark

First Federal Savings has passed the 200 Million Dollar mark in assets, Willis J. Almekinder, president, announced today. First Federal now ranks 65th among the more than 5,000 savings and loan associations in the country and is the largest savings association in Upstate New York.

Willis J. Almekinder said that with the increased growth First Federal is expanding its service to downtown area customers with the installation of TV Drive-in service. "This added convenience for customers in the downtown area is part of the continued expansion program of First Federal. Coupled with our drive-in service to the area, we look ahead to increased growth in the months ahead," Almekinder said. First Federal is the first savings institution in the area to install TV units for its customers. All service is carried on by closed circuit TV and pneumatic tubes that run underground from First Federal's main office to the corner of Main and Sullivan streets.

First Federal was chartered by the U.S. Government in 1933 with assets of less than two million. Pioneer among savings associations in banking services to customers in outside areas with branch offices, First Federal grew steadily over the past 30 years. Today, over 85,000 customers are served from nine strategically located offices. The steady growth of First Federal was noted by the large building boom which began after World War II in 1947. First Federal had reached 25 million in assets, and had added branches at Bulls Head, The Four Corners, and The Kings Car in Brighton. In 1951, the association purchased the present First Federal Savings Building at 320 East Main St., for the site of its enlarged Main Office. By 1952, assets reached 20 million, and the Kings Car branch was added. In recent years, branches were added at Eastway Plaza, Greece, Brockport and Pittsford Plaza. In 1958, assets totaled 100 million with about 50,000 customers being served. In the last 4 years assets have doubled to 200 million, with customers increased to 85,000.

"We are fortunate," Almekinder said, "to be in business in

### Robert Veigel Named Now RBI President

Robert E. Veigel has assumed the presidency of Rochester Business Institute, following the resignation of Ernest W. Veigel Jr., who held the position since 1933. The elder Veigel will continue with the Institute as an instructor and educational consultant and will serve as coordinator of planning for RBI's new building on Court Street.

Robert E. Veigel was born in Rochester in 1927. After studying at Union College and the United States Naval Academy, he was graduated from the Uni-



Ernest Veigel, Robert Veigel

versity of Rochester in 1946. He served as an evening school instructor at Rochester Business Institute during 1950 and 1951, while in the employ of Worth Probst & Associates as staff assistant and office manager.

In 1951 Veigel accepted a position in Dallas, Texas, with Chance Vought Aircraft, serving as engineering planning representative and sales department projects assistant. During this time he continued his post-graduate studies at Southern Methodist University.

He later became a self-employed independent operator in San Antonio, and in 1957 joined Temco Aircraft Corporation of Dallas. He remained with Temco as a supervisor of administration until August of 1960, when he returned to Rochester and joined the staff of Rochester Business Institute. Since that time he has served as treasurer, vice president, and—most recently—executive vice president of the Institute. He resides at 671 Corwin Rd., Rochester, with his wife and four children.

Ernest W. Veigel Jr. was born in Lancaster, Pa., in 1897. He was graduated from the University of Rochester in 1923, and did graduate work at the U. of R. and the Harvard Graduate School of Business. Following service in World War I, he was employed as a fiscal estimator by the Lackawanna Steel Company, and later worked in the accounting department of Eastman Kodak Company.

a stable high income community like Rochester. The steady growth of First Federal is largely attributable to First Federal serving the needs of a growing metropolitan Rochester. With high level of employment, Rochester has become a community of home owners. Since First Federal was founded for the purpose of helping people save money profitably, and to make home ownership easier through long term financing, the favorable Rochester economic climate has been a big factor in our growth.

Looking ahead, Almekinder said he predicts even greater changes in services to customers. "With the great advances in business machines and equipment, the speed, convenience and ease of doing business all points to greater service for customers. We are projecting First Federal's growth with this in mind. The financial institution of tomorrow will bring many changes in methods of doing business and much of the ground work for these changes is being set up at First Federal today. The TV Drive-in service is just one example of the progressive changes ahead."

Today, First Federal employs 133 people as compared with 7 in 1933 when the federal charter was granted by the Government.

Almekinder also cited the extensive promotion First Federal has had since 1933 as a factor in its growth. "We began using newspaper advertising in 1935 and have continued at an increasing pace every year since. We believe in telling people about the benefits we offer. We attribute the growth in our early years partly to the newspaper advertising campaigns we sustained at a time when many financial institutions were doing little to attract customers through advertising."

First Federal plans a nine day celebration marking the reaching of 200 Million in assets, from October 8 to 16. Over 300 door prizes, including a new 1958 automobile, will be given away. Almekinder said "We are deeply grateful to the thousands of people who have made First Federal one of America's leading savings associations. All of us at First Federal are inviting everyone to join in the celebration by stopping at any First Federal office and registering for a free door prize. We want to say 'thanks, 200 Million' for helping First Federal reach this record goal."



### Parishioners Improve Parish Buildings At St. Rose, Lima

FORTY MEN of St. Rose Church, Lima, have been engaged since last April in the work of maintaining and improving the parish property. A group of them are shown above with their pastor, the Rt. Rev. Msgr. John M. Ball, dean of the Livingston Deanery. Projects have included: painting the convent and rectory, construction of a float for the Lima Centennial celebration, operation of a summer festival which netted \$1,400, and installation of new white oak flooring in the school.

### Solemn Funeral Mass For Alice H. Sullivan

Ithaca—Solemn Funeral Mass for Mrs. Alice H. Sullivan, prominent in Catholic laywomen's circles, was offered in Immaculate Conception, Ithaca, Friday, Sept. 18. Mrs. Sullivan, of 403 North Aurora St., here, died Tuesday, Sept. 15.

SOLEMN REQUIEM Mass was celebrated by Rev. Robert McFiggins, assisted by Rev. William J. Flynn, deacon and Rev. John Mulligan, subdeacon.

Honorary bearers included members of the Catholic Daughters of America and of the Phi Mu Alpha Fraternity.

Mrs. Sullivan had served as president of Ithaca Diocese, National Council of Catholic Women. During this time she was instrumental in organizing the Parent Teacher Association at Immaculate Conception School. She was for many years a member of the board of the Diocesan Council of Catholic Women.

She was a member and past president of the Rosary and Altar Society, member and past grand regent of the Catholic Daughters of America and at the time of her death was treasurer of the Third Order of St. Francis. Graduated from Cortland

### Religious Info Classes For Exceptional Children

Geneva—Third Order of St. Francis, Immaculate Heart Fraternity of Geneva, is again sponsoring religious instruction for exceptional children for the school year 1964-65.

ALL CLASSES will be held at 10 a.m. at De Sales High School on the second and fourth Sundays of the month. The program for the first semester goes underway on Sunday when parents and teachers of the children had a get-together picnic on the grounds of the Capuchin Monastery, Lochland Road.

Families of the pupils had an opportunity to discuss the year's program with the teacher, Miss Florence Hoag.

The program for the first semester follows: Oct. 1 and Oct. 25—Classes at De Sales High; Nov. 8 and Nov. 22, classes at De Sales High; Dec. 13, class at De Sales High; no class Dec. 27. Epiphany party and class at De Sales High, Jan. 24, class ending of the first semester.

Nine children have already been enrolled for the instruction and an invitation is extended to anyone who might be interested in enrolling a child.

### Lawyer Listed At St. Stephen's

Geneva—St. Stephen's Holy Name Society will have a Communion-breakfast on Sunday, Oct. 11, at the Hotel Geneva following the Mass at 8:30 a.m. in St. Stephen's Church.

The speaker will be Donald Robinson, prominent Catholic attorney from Rochester.

Individual attention is given to each child by members of the Third Order. An extensive audio-visual aids program is made available during the classes.

Since the program is sponsored by the Immaculate Heart Fraternity and assisted by the two local parishes, St. Francis de Sales and St. Stephen's, there is no fee charged for these classes. For further information about registration contact Miss George Hill, phone 789-3570.

An added attraction will be Country Cupboard, Home made articles to delight any home-maker will be on sale.



### Cathedral Fashion Show Planned

FASHION SHOW sponsored by the Rosary Guild of Sacred Heart Cathedral on Oct. 12, will show these wedding gowns of the past. From left is an 1874 gown worn by Mrs. Thomas McKague; Mrs. James Callahan, 1843 gown, and Mrs. Daniel O'Gorman, 1919 gown.

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### Seminar Set For Seton Groups

The fourth in a series of "Seton Seminars," sponsored by the Seton Branches of St. Mary's Hospital, will be held Wed., Oct. 14 at 7:30 p.m. in the parlors of the hospital.

Speakers at the seminar will be Sister Winifred, co-director of St. Mary's, and Dr. Charles R. Mathews of the hospital staff.

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