



**LIFE** AT **McCURDYS**

# LIFE AT McCURDY'S

By and for the employees of McCurdy & Co.  
Main and Elm Street, Rochester 4, New York

**VOL. III      MAY, 1950      NO. 7**

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## MAY FACTS

Special days: May 1, Moving Day, May Day and Child Health Day; May 7, Humane Sunday; May 7 to 13, Be Kind to Animals Week and National Hearing Week; May 7 to 14, National Family Week, and National Music Week; May 8, V-E Day; May 8-13, National Cotton Week; May 8-14, National Restaurant Week; May 12, National Hospital Day; May 14, Mother's Day; May 15, Straw Hat Day; May 18, Ascension Day; May 20, Armed Forces Day; May 20-27, Buddy Poppy Week and National Foot Health Week; May 21, "I AM An American Day;" May 21-27, World Trade Week; May 21, Feast of Weeks and National Maritime Day; May 24, Empire Day in Canada, and May 30, Memorial Day.

The chances of you marrying the girl with whom you went to school are 1 in 70.

## "MEET THE QUEEN"

Monday evening, May 15th at the Sheraton Hotel, Miss Marion Lloyd of our buyers' office, second floor, was named May Queen of McCurdy's. \*Her attendants who were named members of the Queen's Court were: Vera Denton, Personnel Office; Joan Carpenter, Hosiery Department; Tina Benedict, Dresses, Downstairs Store; and Norma Kent, Children's Department.

Entertainment was provided by Mr. Ed Fay, Buyer of Yard Goods; Rose Mary Seelbinder, Sportswear; and Joan Rand, Record Department. Mr. Jack Carey was the Master of Ceremonies.

Dancing to the music of Gene Zacher's orchestra was enjoyed by all. During the intermission, refreshments were served and door prizes awarded. Mr. H. Rauber (Mrs. Rauber is on the Main Floor) received a summer chair and Miss Carol Greenfield, Downstairs store, a radio.

\*Mr. Wm. J. McLaughlin, Advertising Director, had the pleasure of announcing the winners and the crowning of the queen.

## SPRING HOUSECLEANING?

Use a sturdy ladder or stool for high-up work.

Keep a flashlight and necessary tools for home repair jobs.

Repair stairs, railing, floors and keep them free of brooms, pails, splinters, nails, etc.

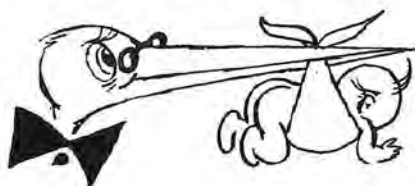
Use strong screens, and fasten securely.



### DOWNSTAIRS STORE

By Carol Greenfield

Introducing Dennis Sciarrotto, age five months, son of Mr. and Mrs. Al Sciarrotto of East Rochester. Al is in our Shoe Repair Department.



### SECOND STORIES

By Angie Madalena

New arrival . . . Peggy Suzanne, baby daughter born to Mr. and Mrs. Jack Marcus on Thursday, May 4th. Jack works in our Second Floor Shoe Department.

Leaving . . . Alice Dixon, Alterations, to await the stork sometime in July. Mary Everett is taking her place.

Engaged to wed . . . Helen Schmiedeke, Display Department, to Chuck Ely. Our best wishes to a grand couple.

## TWO BARITONES WIN McCURDY SCHOLARSHIPS

During this season's final broadcast of McCurdy's Little Symphony program, Norbert J. Winkler of Buffalo and Clifford Snyder of York Springs, Pa., both students at Eastman School of Music, were awarded the McCurdy Senior Scholarships for 1950-51. The announcement was made at Rochester Radio City by Dr. Howard Hanson, Eastman School director.

McCurdy & Company has provided Eastman scholarships since 1943, aiding more than 40 music students.

### DISPLAY NEWS

By Helen Schmiedeke

Fred Keck, TV Star, who left our Display Department last fall for the adventures of New York City, has made a hit on television. April 11th and 18th he appeared on the Milton Berle show with Evelyn Farney and her dancing group—Fred and Evelyn dancing the lead. There was a chance of getting a ten-week contract with the show, and since they have appeared two consecutive weeks, it is possible that the group, including Fred, has landed the contract.

What Talent these McCurdyites have—one never knows.

If everybody would only laugh  
more and wine less  
Hustle more and "crab" less  
Work more and loaf less  
Boost more and "beef" less  
Give more and grab less  
Business would get better.



## OUR CONGRATULATIONS

Pictured above is Mrs. Bella Brunell, transferred from the Inexpensive Dress Shop, 2nd. floor, to Casual Dresses where she will be Asst. Buyer.

Beth Mason, Wrapping Desk, Second Floor, wishes to thank the Jr. Department, Casual Department and Sportswear for the lovely gift they gave her on her birthday, May 13.

## FIFTH FLOOR NEWS

*By Elsie Heinkel*

Congratulations to Mr. and Mrs. David Douglas on the birth of a daughter. Mr. Douglas is our Silverware Buyer.

Our sincere congratulations to Miss Loretta Kuhn of the China and Glass Department who recently celebrated her 37th anniversary with McCurdy's.

*By Arlene Rauber*

June Anderson, Credit Office, is wearing a lovely new diamond. June is engaged to Bob Freeman, who formerly worked in our Downstairs Shoe Department. Our very best wishes to a grand couple!

Jennie Jarvis, Credit Office, is now "deep in the heart of Texas" enjoying a months vacation visiting her sister and brother-in-law in El Paso, Texas.

## PET SHOP NEWS

*By Alice Eisenhauer*

If you have noticed an extra big smile on Evelyn Lubliner's face recently, the reason is a new grand-daughter born April 9th to Mr. and Mrs. Marshall Stone in Chicago. Evelyn is visiting Wendy Lynne this week.

Flying to London, May 15th, Miss Evans of the Lamp Department. After visiting her relatives, she is planning on going to Earls Court to attend the National Exhibition . . . Miss Evans wishes to thank all of the members of both departments for the lovely gifts presented to her.



## IF I KNEW YOU AND YOU KNEW ME,

'Tis seldom we would disagree;  
But never having yet clasped hand,  
Both often fail to understand  
That each intends to do what's right  
And treat each other "honor bright,"  
How little to complain there'd be  
If I knew you and you knew me.  
Whene'er I ship you by mistake  
Or in your bill some error make,  
From irritation you'd be free  
If I knew you and you knew me.  
Or when the checks don't come on time,  
And customers send nary a line,  
I'd wait without anxiety  
If I knew you and you knew me.  
Or when some goods you "fire back,"  
Or make a "kick" on this or that,  
I'd take it in good part, you see  
If I knew you and you knew me.  
With customers, a thousand strong,  
Occasionally things go wrong—  
Sometimes my fault, sometimes  
theirs—  
Forbearance would decrease all cares.  
Kind friend, how pleasant things  
would be  
If I knew you and you knew me.

### Surrender

Two boys on their first camping trip took refuge under a blanket from the mosquitoes. Later one peered out and saw some lightning bugs. "It's no use, Johnny" he exclaimed, "they're coming after us with lanterns!"



STORKLINE NEWS . . . Pictured above is Sally Tuttle, daughter of Evelyn and Lee Tuttle. You will find Lee in our Receiving Room, 6th Floor. Sally has a new sister, Linda Lee, who was born April 11 at the Genesee Hospital. Our congratulations to Papa and Mamma Tuttle.

### TOP FLIGHT YARNS

*By Frances Magarian*

Miss Anne Keefe of our Drapery Work Room spent a week in Washington, D. C., after the Easter rush.

Rose Trumble, Direct Mail, is back on the job after being ill.

*By Mary Duignan*

Welcome to Ruth Wikens in the Receiving Room Office who formerly worked in the Yard Goods Department.

Another welcome to Bill Horn, formerly in our Warehouse, now in the Stock Room.



*Miss Liberty Modes Inc.*  
240 WEST 35th STREET  
NEW YORK 1, N. Y.

New York, N. Y. *2/7* 19 *50*

Sold to *McCurdy Co*  
*Rochester, N.Y.*

DATE: \_\_\_\_\_ 19 \_\_\_\_\_

No. Pieces	Weight	Class	Rate	Ins. Charge

No orders accepted or claims allowed after 5 days from date of receipt of shipment. An Accounting Department will accept no special orders or return correspondence in advance of giving special reason for such return.

NO. PKGS. *8/10*

ORDER NO.	DEPT.	SALESMAN	DUPLICATE BILL TO
<i>8/10</i>	<i>NYC</i>		<i>Blum</i>

STYLE	QUANT.	DESCRIPTION	PRICE	EXTENSION	TOTAL
<i>325</i>	<i>50</i>	<i>5.95</i>	<i>4.08</i>		

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**THIS IS YOUR INVOICE**

INVOICE NO. **11655**

## SPECIAL DELIVERY

**Speed—plus efficiency delivers  
merchandise to our customers  
and sets a new record.**

The above photostatic copy of an invoice is most unusual in that delivery of the goods was effected by the manufacturer sending his special messenger via first class air travel from New York City to Rochester in order that McCurdy & Company could have his merchandise for a special event. This shipment was ordered in **the morn-**

**ing**, received at **4 o'clock** in the **afternoon** via airplane special messenger, was **opened and marked** and in forward stock by **4:30** and most of the articles **sold before 9 o'clock**. All of this happened on Tuesday, February 7. A most unusual transaction but one that testifies what can be done if everyone lends their best efforts.

## WAREHOUSE NEWS

By Hy Stoller

(By the way, a new reporter to LIFE at McCurdy's)

Most of us who know Tony Morelli will be glad to know that he is the proud "Papa" of a 6-lb. 12-oz. baby boy. The future hurling star's name is Samuel. This all took place on April 20th and latest reports have it that both mother and father are doing fine.

We're glad to have Charley Powers back with us again. After a sojourn at the store, Charley has decided to join our forces. By the same token we are equally sorry to lose Johnny Ville Neuve. Johnny's new haunts will be on the dock.

## THESE ARE YOUR CHANCES

The chances of getting good news in a telegram instead of bad news are  $2\frac{1}{2}$  to 1.

The chances that you can disappear and never be found are 1000 to 1 against you.

If you are a man the chances are 80 to 1 against your following the same business or profession that your father did.

If you are married the chances are 2,300 to 1 that you met your wife through an introduction.

The chances are 7 to 1 that your first married argument will concern money.

And your chances of living to a ripe old age are immeasurably increased if you follow common sense safety rules while at work, in traffic, and at home.

*Home accidents cause more than  
30,000 deaths annually*

## HAPPY BIRTHDAY

MAY

Jennie Jarvis, Credit Office .....	1
Lee Leon, Credit Office .....	1
June Anderson, Credit Office .....	2
Mildred Hutchins, Bridal .....	2
Helen McGraw, Shoes .....	2
Angelo Randazzo, Night Porter .....	3
Margaret Cayford, Advertising .....	3
Phyllis Greenslete, Jr. Sportswear .....	3
Mary Gleason, Contingent .....	4
Alice Reed, Alterations .....	5
George McClellan, Elevators .....	5
Mary Jean Daniels, Advertising .....	6
Rosemary Johnson, Notions .....	7
Grace Moir, Hosiery .....	8
Ida Wagner, Downstairs Dresses .....	9
Mildred Johnson, Linens .....	10
Eleanor VanNoy, Credit Office .....	12
Ruth Kanaley, Mens Furnishings .....	12
Bethyn Mason, Sportswear Desk .....	13
William Peters, Linens .....	13
Martha Gavin, Drapery Workroom .....	14
Betty Schnell, Sportswear .....	14
Katherine Ecker, Millinery .....	17
Mildred Ramsey, Lingerie .....	18
Emily Hoffman, Everyday Dresses .....	18
George Miller, Maintenance .....	19
Betty Siebert, Fifth Floor Credit Desk .....	20
Iva Clark, Budget Coats .....	20
Emma Graeub, Credit Office .....	21
Ken McCurdy .....	21
Eileen Harris, Budget Dresses .....	22
Beverly Beach, Contingent .....	24
Helen Schmiedeke, Display .....	25
Gilbert G. McCurdy, Mdse, Mgr, 2d. Floor .....	25
Leslie Bonney, Housewares Stock .....	25
Anna Hartman, Millinery Workroom .....	27
Barbara Agness, Post Office .....	27
Clinton Dexter, China Stockroom .....	27
Katherine White, Receiving Room .....	29
Mary Principe, Housewares .....	29
Esther Noyes, Alterations .....	30
Ruth McGeary, Teen Shop .....	30
Dorothy Dion, Toys .....	30
Sarah Guenther, Downstairs Shoe Desk .....	30
Margaret Clemens, Credit Office .....	31



## McCURDY'S MEN BOWLING LEAGUE NEWS

By Kaleel Hadeed

McCurdy's Men's Bowling League closed the curtain on their third successful bowling season with a banquet held at Valley Echo on April 19th.

Short films on bowling and other sports were shown as well as movies taken the last night of bowling.

The following officers were elected for the coming year: President, Victor Lang; Secretary, Kaleel Hadeed, and Treasurer, Leonard Cieslinski.

Vic Lang was the outstanding bowler of the season. Besides maintaining the top average in the league of 175, Vic took all the individual honors as follows:

High game .....	255
2nd High game .....	248
High three games .....	609
2nd High three games .....	600
The Food Team, sparked by Ed Marks' 170 average, took first place.	

The standings for the season are as follows:

	WON	LOST
Food .....	53	31
Floormen .....	48	36
Office .....	47	37
Display .....	41	43
Rugs .....	41	43
Receiving .....	39	45
Service .....	36	38
Administrative .....	31	53





## LADIES BOWLING LEAGUE NEWS

By Lucille F. Brown

Another bowling season has come to a close for our Ladies Bowling League, and we've had a most enjoyable season.

The teams ended in the following order: Accounting, Sales and Service, Credit Office and Receiving Room.

High Single was held by the Accounting Office and high triple by the Credit Office. The Credit Office came through with a total of 2150 on the last night of bowling to capture high triple, also, just to prove that the story isn't told until the last ball is rolled. Dorothy Krynski really went to town in the last frame of the last game and picked a beautiful split, taking high triple with a score of 487.

On Wednesday, April 26, we held our banquet at the Green Gables. Prizes were awarded, and the following officers were elected for next season: President, Ann Tantalo; Secretary, Lorraine Spera; Treasurer, Frances Guenther; Sergeant at Arms, Mae "Murph" Withers.

Before I go, I'd like to say  
You couldn't find a better way  
To spend a pleasant eve  
Than to bowl with our McCurdy's  
League.

So why not sign up right away  
And I'll bet you won't regret the day.



## TROT-ABOUTS

By Vera MacDonald

The first Spring group of beginners chose Monday for their riding day and started at Griffith Farms on Marsh Road in Pittsford on April 3rd.

A few of the older members rode there this winter in the inside ring to keep in form and enjoy the exercise.

With the exception of two girls, all are out of the small training ring, where they learn balance, form and gain confidence, as they go on slow gentle schooling horses, which are given up later for faster ones with better gaits . . . Horse and rider being transferred to a larger ring which surrounds the grassy paddock at the Farms.

New members to date for the Spring of this year are: Joan Carpenter, Hosiery; Marion Herring, Marjorie Pierleone, and Marion Scobel, Jewelry; Penny Brisson, Will Call; Betty Van Straeder, Accounting; Jackie Tubiola, Snack Bar; Buddie Cimino, Shoe Repair; and from 1948 and 1949 are Ann Pell, Second Floor Credit Desk; Joyce Smith, Gifts; Pauline LiSanti, Linens and Roselie Castalon, Beauty Salon.

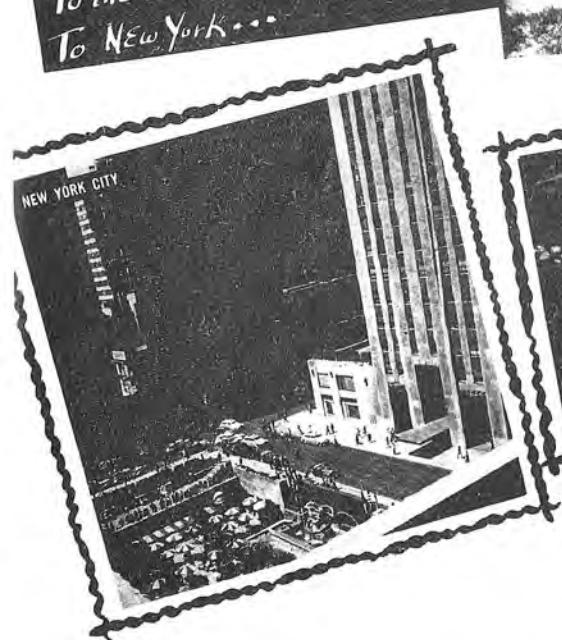
This years group have established a record which is going to be difficult to improve upon. Joan Carpenter

learned to post in her first lesson. At Sullin's College, the average for a good beginner is posting in her third lesson. So you see, Joan is right up in front. Nearly all posted in three lessons, one or two in the second lesson. (Posting is riding in rhythm with the horses gaits . . . a motion of the body which eliminates the bumps).

Joyce Smith is riding with marked improvement this year. She now rides one of the good horses at the Farms and with a graceful rhythm that makes us all proud of her. Following close is Joan Carpenter, unless someone steps up, which could happen just over night.

We take off our hats to Jackie Tubiola who sure can teach big white Jerry who is boss. Jackie doesn't take any nonsense from this big fellow who has always had his own way with beginners and a few who have ridden a bit too. Jackie is one of the girls who posted in her second lesson. She already has many credits in horsemanship.

Many nice things could be said of all the girls about courage and stick-to-it-iveness . . . but more the next time.



It's vacation time

