



**LIFE** AT **McCURDYS**

# LIFE AT McCURDY'S

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

VOL. IX JULY, 1956 NO. 9

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## *Congratulations...*

To *Grace Maxon*, Fabrics, who marked forty years with McCurdy's on April 10th.

To *Cletus Hartman*, Downstairs Rug Buyer, who came to McCurdy's thirty years ago, on March 1, 1926.

To *Charles Meyer*, Accounting, whose twenty-fifth anniversary at McCurdy's was March 10, 1931.

To *Donald Dense*, Assistant Controller, whose service with McCurdy's totalled twenty-five years on June 18th.

## **Openings at Geneva**

Anyone interested in working in McCurdy's new Geneva Store is asked to contact the Personnel Office.

While it is not known at this time just what the openings will be at Geneva, the Personnel Staff will be glad to talk with you if you desire a transfer, it is announced by Wesley Perine, Selling Service Superintendent.

## **McCurdy Annual Picnic Fun for Families**

Food, fun, and free rides added up to a highly successful outing for more than 1,200 McCurdy employees and their families at the Store's annual picnic, July 9th, at Willow Point Park.

Even rain during the evening did not completely dampen the success of the affair. Only real casualty was an informal baseball game.

Four chartered bus loads left McCurdy's after work and were given a police escort to the park. Miniature golf, driving golf balls, archery, bingo and games amused the grown-ups. Free rides provided by Store management on a merry-go-round and other contraptions brought squeals, shouts and yells of delight from the youngsters.

LIFE AT McCURDY's photographer, George Wetzel, was on hand to record the event in pictures. You see them on the front cover and on pages 4, 5, 6, and 7.

On the front cover, Elwood Spalding, Employee Counselor, is presenting tickets for rides on the concessions to Mary Anne Lafler, daughter of Donald Lafler, Buyer of Linens and Domestic.

Arrangement committee for the outing included Elwood Spalding, Gertrude Scheg, Frank Ferstead, Leonard Cieslinski and Catherine Wallace.

## **SOME of the PEOPLE**

1. Gertrude Scheg, Order Board Supervisor.
2. Joseph Mendick, Display Dept.
3. Lucy Madalena, Receiving Room.

## Promotions Are Announced for Two



Jerold B. Foland



Donald W. Lafler

*Jerold B. Foland* will be the manager of McCurdy's of Geneva, it has been announced by Gilbert J. C. McCurdy, Store President.

Foland joined McCurdy's in 1936 and has had continuous service in the Store since that date, with the exception of two years with the Army Air Corps. A native of Geneseo, he is a graduate of Amherst College, class of 1935. He has been Divisional Merchandise Manager of the Downstairs Store since 1946.

He will be succeeded in his position in the Main Street Store by *Donald W. Lafler*, at present Buyer of Linens and Domestic. Lafler joined the Store in June, 1949, as a junior executive trainee. He was graduated from Miami University and saw service in the European Theater of Operations in the Adjutants General Department during World War II.

In announcing these two promo-

tions, Mr. McCurdy said: "The position of manager of McCurdy's of Geneva requires a man with a substantial merchandising knowledge and experience as well as management ability and an understanding of the wants and needs of the people in the community. In Jerold Foland we are fortunate to have a man who combines these characteristics and we are confident that customers as well as McCurdy associates will benefit by his vast experience and personal attributes. As manager of McCurdy's of Geneva, he will carry out our policy of making the Store an integral part of the community, and will supervise the complete department store assortments and services that McCurdy's has promised the residents of the area.

Both Foland and Lafler have proven their ability at McCurdy's of Rochester and we are happy to advance them in our development and growth."

# *Fun for the Whole Family at*



1. Four bus loads, which left after the Store closed July 9th, arrive at the Willow Point picnic grounds.

2. It's a long line for supper, but the service is efficient and hundreds are taken care of quickly.

## *McCurdy's Annual Store Picnic*



3. Mary Resnick, with sons, Irven and Jeffrey (from left) are served. Boys are grandsons of Sarah Resnick, Bakery Dept.

4. Whole families enjoyed their picnic supper together in the big dining hall at Willow Point Park.



5. Supper was first in the order of events at the annual Store picnic, July 9th.

6. Joy Rapp snaps her Advertising Dept.

co-workers: Florence Linhos, Betty Cayford, Evelyn Rose and Mary Jean MacEwen (from left).



7. Do those clouds mean rain, Mr. McCurdy wonders (they did . . . but it came later in the evening).

8. Judy Ellis, daughter of Charles Ellis, Display Manager, tries out the guns on a tank, one of several "rides."

# Things We Like To Hear

Dear Mr. McCurdy:

I wish to call to your attention to Mr. Edward D. Pfaff, who works in your shipping department.

Having completed some business at the Taylor Instrument Companies which left me laden with an armful of heavy books, I wandered into your store and asked the mail department if they could send the books to me to save the burden of carrying same. I was politely taken to the basement where your wonderful Mr. Pfaff wrapped the books and refused payment, stating that it was the policy of the store to be helpful in such matters (I was allowed to pay the postage, thank goodness).

It seems to me that you should be told of such wonderful acts by people in your organization. Mr. Pfaff is a very religious person, as our conversation disclosed . . . this is a priceless asset in any human.

I did make a purchase before leaving the store as a gesture of appreciation. However, the kindness and good will shown by Mr. Pfaff deserve this extremely special mention. It will be because of him that my next trip to Rochester will find me shopping at McCurdy's.

Cordially,

*Morris G. Moses*

Registered Professional Engineer

Gentlemen:

McCurdy's is the nicest store to trade in, and has the nicest clerks.

*Mrs. C. S. Barnes*

Dear Sir:

I want to commend you on Miss Warfield on the Second Floor. She does the monogramming. She has given me excellent service—has shown interest and appreciated the fact that the tablecloth and napkins are important to me.

I felt you should know this.

Sincerely,

*Gladys Kuhns*

Dear Sir:

On behalf of my mother, who was taken sick in your store today, and myself I want to thank you for the efficient and kind assistance given by a clerk in the Drapery Dept., by the attendant in the ladies' lavatory, on the Third Floor, and by the nurse, Mrs. Dorothy Megerle.

Sincerely,

*Frances M. Kenyon*

Dear Sirs:

Enclosed please find a check for payment on my account.

I have done business with you a great many years, as has my family, and as I am soon to leave Rochester, I want to thank you for your wonderful service to me during the past years.

I have never had one complaint to make and Rochester is indeed fortunate to have a store like yours.

I do not wish to close my account and will be pleased to have advertisements from time to time of your merchandise. I will send you my change of address when located.

Thank you again.

Sincerely yours,

*Mrs. Mabel Prevoneau*

## McCurdy Employees Cited for Campaign Support

July 6, 1956

Mr. Gilbert J. C. McCurdy, President  
McCurdy & Company  
285 Main Street East  
Rochester 4, New York

Dear Mr. McCurdy:

Each year the Community Chest sends a Citation to firms in the Commercial Division whose employees do an outstanding job in supporting the annual campaign, or whose employees have shown a marked improvement in their record of giving.

Again this year, the Citation carries the symbol of both the Community Chest and the American Red Cross, and is awarded to your employees for their generous support of both organizations. We hope that you will post this citation in a conspicuous place so that the public will know how generously your employees contributed to the Community Chest-Red Cross campaign.

Although this Citation is directed to your employees, it reflects your own personal interest and help in making this year's campaign so highly successful. To you and all your associates who gave us such splendid co-operation, we extend our warmest thanks.

Sincerely,

Clayton F. Kaul, Chairman  
Commercial Division

*The Citation is reproduced on the back cover of this issue of LIFE AT McCURDY'S.*

## McCurdy's Co-operates in Viscount Launching

When Capital Airlines inaugurated the new Viscount turbo-jet propelled planes in its service out of Rochester July 18th, McCurdy's co-operated with this news-worthy event and sponsored Viscount neckties made in Rochester by Superba Cravats.

A Capital Airlines hostess was in the Men's Shop July 17th and 18th, helping to sell the ties and handing out miniature replicas of the Viscount as well as lucky "gold" coins to all customers who asked for them.

A four-foot model of the Viscount was on a ledge behind the tie counter, and a working model of the turbo-jet motor nearby was ready to whirr at a touch of the customer's finger. There was also a window display.

It all helped to increase traffic in McCurdy's, and so to step up sales.

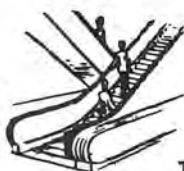
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## THINK OF SAFETY EVERY DAY



Get the habit, take the short time needed to carefully read posted notices. Safety rules, messages and posters are for you to read, think about, act upon and remember.

# Up and Down



# the Escalator

## OUT NORTHGATE WAY

by Erna Remillard

*Edward L. Miller*, Northgate Manager, and his family vacationed in Minnesota this month.

*Pat McMaster*, Men's Dept., and *Tommy Coyle*, Shoe Dept., were graduated from high school in June.

*Donald Bruce Wilbur*, son of *Wilmina Wilbur*, Office, was married to *Doris Mae Hauss* June 30th in Bethany Church. They honeymooned at Fourth Lake.

*Richard Lewis*, son of *Ruby Lewis*, Northgate Supervisor, was elected governor of the Student Body at Clarkson College, where he is a junior.

*Ruth Cason*, Shoe Dept., is our newest proud grandmother. A granddaughter, *Deborah Jean*, was born July 7th.

*Erna Remillard*, Lamp Dept., and her family vacationed for two weeks at the Thousand Islands, camping out at Gross Point.

## ADVERTISING and DISPLAY

by Mary Irish

*William J. McLaughlin*, Sales Promotion Manager, and Mrs. McLaughlin spent a July vacation in Vermont.

*Barbara McClure*, Advertising, is back from a visit to Connecticut and sailing trips in home waters (Irondequoit Bay).

*Betty Cayford*, Advertising, spent two weeks with her family at their Adirondacks cabin at Fourth Lake.

## TALES FROM FOUR

by Lucy Vanderburgh

*George Suitt*, Divisional Merchandise Manager, managed a few golf games between showers during his July vacation.

*Edward Brovitz*, Assistant Furniture Buyer, and Mrs. Brovitz celebrated their fourth wedding anniversary June 7th.

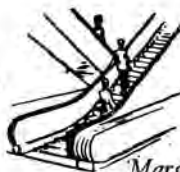
It was a thirty-second wedding anniversary for *Elmer Davidson*, Furniture, and his wife on June 14th.



## Engagement Announced

The engagement of *Nancy Holmstrom*, Northgate Lingerie Dept., to *Norman F. Cooper* has been announced. They plan to be married on August 25th.

# Up and Down



# the Escalator

## DOWNSTAIRS STORE

by Lucille Kofkee

*Frank Faraone*, Downstairs Porter, plans a two-weeks' vacation in California. He will visit his son and new grandchild in San Francisco and his sister in Los Angeles.

*Robert Brown*, Downstairs Rugs, toured the mid-west and spent a week in Detroit.

*Norma Kastner*, Downstairs Daytime Dresses, had a week of vacation on Cape Cod.

*Ray Nary*, Downstairs Domestics, left July 21st for training in the Marine Corps at camp in North Carolina for two weeks.

*Gertrude Levinson*, Downstairs Domestics, plans to spend three weeks in August in the Adirondacks.

*Lillian Stiffler*, Downstairs Lingerie, had a Cape Cod vacation this month.

*Annie Ludwig*, Downstairs Corsets, will spend the last two weeks of August "putting things in shape" at home.

*Anne Goodwin*, Downstairs Children's Shop, will be at Honeoye Lake for two weeks next month.

*Lee DiClemente*, Downstairs Infants' Shop, will spend her August vacation at home.

*Viola Groth* has transferred from Northgate to the Downstairs Daytime Dress Dept.

*Margaret Sable*, formerly Executives' Secretary, is now Buyer's Assistant in Downstairs Childrens' and Infants' Dept.

*Isabelle Gilroy*, Downstairs Children's Dept., was in Florida this month.

*Clara Flynn*, Downstairs Hosiery, had a week's vacation at Canandaigua Lake.

*Winifred Hicks*, Downstairs Wrapping Desk, had a two-weeks' visit with her sister in Washington.

Millard Secora, son of *Thelma Secora*, Downstairs Dresses, was married to Charlene Laudenberger on June 23rd in Warrenburg, Mo.

*Alice Ayers*, Downstairs Dresses, is back from two weeks at Sodus Point.

*Naomi Fischler*, Downstairs Shoes, had two weeks at her cottage in Honeoye.

That bandage on the hand of *Jack Morse*, Downstairs Domestics Buyer, was the result of a severe burn he suffered during his vacation in Canada.

*Richard Deck*, Downstairs Shoes, has been promoted to be head of stock.

*Margaret Baker*, Downstairs Sportswear, is welcomed back after a lengthy absence.

A son was born July 10th to *Frank Sciarabba*, Downstairs Men's Wear. The baby weighed 6 pounds 15 ounces.

# Up and Down



# the Escalator

## A WORD FROM THIRD

by Ruth McGeary

*Jean Grogan*, Lingerie, and her husband have adopted a baby girl, named Joanne. Both parents are doing nicely!

*Hazel Altizer*, Lingerie, came back from her vacation with sand in her shoes! She had been in Fort Lauderdale, Florida.

We are happy to report a sixth grandchild for *Rose Mancuso*, Corsets. The baby's name is Elaine.

*Clara Grace*, Corsets, has retired. She plans to spend some of her time working in her garden. We will miss you, Clara!

Welcome to two newcomers in the Children's Dept.: *Judy Lipson* and *Ann Thompson*.

*Helen Corwin*, Girls' and Children's Wear Buyer, vacationed on Cape Cod this month.

## TEA ROOM TID-BITS

by Lotte Steamer

We welcome *Dorothy Schenkel* and *Evelyn Joslyn*, newcomers to the Snack Bar.

*Kathleen DeMagistris* spent her vacation in Jamestown.

*Edith Schipper* and her husband spent a week's vacation fishing at Pidgeon Lake, Canada.

Welcome to *Laura Johnson* and *Paul Grassadonia*, new additions to the Kitchen staff.

We are happy to have *Anita Stout* with us again after five weeks' absence.

## STORK NEWS



Twin sons, Gordon Wallace McCurdy 2nd and Charles Clayton McCurdy, were born June 25th to *Mr. and Mrs. John C. McCurdy 2nd*. Their father is Assistant to the General Merchandise Manager. Shown above is Gordon, his brother, Charles, is shown below. Pictures were taken by Democrat & Chronicle photographer when the babies were two days old.

## SECOND STORIES

by Angie Madalena

Joseph Izzo, son of *Assunta Izzo*, Alterations, has been made an assistant professor at the University of Vermont. He received his doctorate at Columbia University in June.

*Sally Bartlett Craig*, Buyer of Junior Fashions, resigned July 20th to devote her time to domesticity.

*Lillian Isquick*, Buyer of Casual Dresses and Junior Sportswear, sailed on the Queen Mary July 5th for a visit with relatives in Scotland.

*Betty McAdam*, Second Floor Desk, sailed on the Queen Elizabeth July 12th for a visit in Scotland and England.

The Coat, Suit and Fur Departments gave a farewell dinner for *Julia Holden*, Coats, who has resigned. They presented her with gifts at the affair, held June 25th at Eddie's Chop House.

*Lee Cavallaro*, Sportswear, and her mother will leave August 7th on a visit of several weeks with relatives in Italy.

*Betsy Carton*, Better Dresses, visited her daughter and son-in-law in Mexico City.

*Margaret Gamble*, Coats and Suits, flew to California the first week in July to visit her sister in Los Angeles.

*Alice Ettinger*, Assistant Buyer of Coats and Suits, visited her family on Long Island this month.

*Bertrand Gilman*, Buyer of Coats and Suits, spent a vacation on Cape Cod.

*Anita Gallagher*, Budget Dress Buyer, after moving into a new apartment, spent the remainder of her vacation in the Poconos.

*Irene Paxton*, Better Dress Buyer, attended a class reunion July 15th in her home town, Palo, Mich.

*Sally Whittemore*, daughter of *Catherine Whittemore*, Sportswear Buyer, and *Cynthia Lee*, Teen Shop, sailed June 29th on the New Amsterdam to spend six weeks in Europe.

*Wynn Colman*, Millinery Buyer, drove to Oklahoma on her vacation this month.

## FIFTH NOTES

by Tony Cosy

*Alice Eisenhower*, Housewares, went to Boston and New England and also visited her son in Springfield, Mass., this month.

*Eva Helfer*, Housewares, divided her vacation between a visit to Boston and a stay at her summer home at Sodus.

*Viola Schick*, Housewares, plans three weeks in Florida.

*Blanche Tierney*, Housewares, swam and sunned in the mountains for her "time off."

*Cliff Beard*, Housewares Stock, went to the mountains for two weeks of vacation.

It was a Cape Cod vacation for *Betty Weese*, China and Glassware Buyer, this month.

*Roy Clifford*, Housewares Buyer, took his family to New York and New England.

*Minnie Moore*, Housewares, had two weeks in Boston.

## Engagement Announced

*Barbara McClure*, Advertising, is flashing a new diamond. Her engagement to Gale Foehner has just been announced.



|  | AUGUST |
|--|--------|
| Anthony Cappola, Warehouse .....                       | 1      |
| Lee Failing, Advertising .....                         | 1      |
| Elizabeth Gordon, Maid .....                           | 1      |
| Frances Accorso, Buyer, Downstairs<br>Sportswear ..... | 2      |
| Emil Hudak, Northgate .....                            | 2      |
| Myron Knickerbocker, Night Watchman .....              | 2      |
| Samuel Manfer, Tearoom .....                           | 2      |
| Jane Syracuse, Contingent .....                        | 2      |
| R. King Denton, Buyer Fabrics .....                    | 4      |
| S. Peter Mojica, Carpet Workroom .....                 | 4      |
| Bertha Puckridge, Greeting Cards .....                 | 4      |
| Paul Maisonet, Snack Bar .....                         | 5      |
| Ruth Drexel, Northgate .....                           | 6      |
| Lillian Fitch, Better Coats .....                      | 6      |
| Dolores Madison, Junior Shop .....                     | 6      |
| Hilda Benton, Bakery .....                             | 8      |
| Florence Hickenbottom, Alterations .....               | 8      |
| Frank Hoag, Elevators .....                            | 8      |
| Jane Kearney, Telephone Operator .....                 | 8      |
| Mona Lowe, Bakery .....                                | 8      |
| Margaret Anderson, Desk .....                          | 9      |
| Loretta Beck, Receiving Room .....                     | 9      |
| Mildred Byerly, Contingent .....                       | 9      |
| Grace Love, Advertising .....                          | 10     |
| Mary Mahan, Tearoom .....                              | 10     |
| Ruby Melkioty, Drapery Workroom .....                  | 10     |
| Margaret Meyer, Hosiery .....                          | 11     |
| Corinne Slater, Better Dresses .....                   | 11     |
| Phyllis Boysen, Fabrics .....                          | 12     |
| Oscar Decker, Bakery .....                             | 12     |
| Sadie Lerner, Delivery .....                           | 12     |
| Annie Ludwig, Downstairs Corsets .....                 | 12     |
| Margaret Case, Downstairs Shoes .....                  | 13     |

|   | AUGUST |
|---|--------|
| Rhoda Newnham, Delivery .....                 | 14     |
| Nora Drake, Alterations .....                 | 15     |
| Margaret Ford, Stationery .....               | 15     |
| Angelo Lacancellera, Head Porter .....        | 15     |
| Virginia Monroe, Advertising .....            | 15     |
| Rose Mancuso, Corsets .....                   | 16     |
| Aileen Day, Northgate .....                   | 17     |
| Anne Tantalio, Audit .....                    | 17     |
| Ann Gore, Alterations .....                   | 18     |
| Roswell Hughson, Delivery .....               | 19     |
| Lee Tuttle, Receiving Room .....              | 19     |
| Laura Cutcliffe, Stationery .....             | 20     |
| Cecilia Ihrig, Daytime Dresses .....          | 20     |
| Anna Beaumont, Snack Bar .....                | 21     |
| Ione Johnson, Northgate .....                 | 21     |
| Anne Keefe, Drapery Workroom .....            | 21     |
| Harold French, Drapery Workroom .....         | 21     |
| Bertha Bennett, Fabrics .....                 | 22     |
| Sylvia Scheiman, Knit Lingerie .....          | 23     |
| Eva Helfer, Housewares .....                  | 24     |
| Doris Evans, Blouses .....                    | 25     |
| Margaret Hansen, Lamps .....                  | 25     |
| Freda Lazerson, Downstairs Coats .....        | 25     |
| Catherine Whittemore, Buyer, Sportswear ..... | 25     |
| Ruetta Grana, Linens .....                    | 26     |
| Rita Roth, Blouses .....                      | 26     |
| Philip Friedman, Shoes .....                  | 27     |
| Louis Zogby, Carpet Workroom .....            | 27     |
| Emilee Curran, Handbags .....                 | 28     |
| Edward Miller, Manager of Northgate ..        | 28     |
| Thomas Rosario, Snack Bar .....               | 28     |
| Joy Rapp, Advertising .....                   | 29     |
| Dorr Brokaw, Delivery .....                   | 30     |
| Catherine Gorst, Tearoom .....                | 31     |

## Remember Photo Contest

Summer is a glorious time for snapshots, and yours can win prizes in McCurdy's Second Annual Photo Contest.

You can deposit your entries in the contest box in the Employees' Lounge, Sixth Floor, or the Locker Room at Northgate. Copies of contest rules are also available there.

## Store in C.D. Test

McCurdy's was well organized for the national Civic Defense Test from 4:10 to 4:25 on July 20th.

With director and assistant, plus captains on every floor in charge, the Air Test Drill was carried out according to previously announced instructions that carefully took care of all details. It was considered a success.

# SOME OF THE PEOPLE



# Citation

AWARDED TO THE EMPLOYEES OF

McCURDY & COMPANY

*For outstanding support of the 1956 Community Chest-  
Red Cross Campaign of Rochester and Monroe County*

*John W. Remington*  
PRESIDENT, ROCHESTER  
COMMUNITY CHEST

*Arthur Murphy, Jr.*  
CHAIRMAN, ROCHESTER-  
MONROE COUNTY CHAPTER,  
AMERICAN RED CROSS



JULY 1, 1956