



LIFE AT **McCURDYS**

LIFE AT McCURDY'S

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

VOL. X OCTOBER, 1957 No. 12

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This Month's Cover Stories

On the front cover, you see *Louise Prespare* (left) and *Jane Kearney*, phone operators, at the new switch board that went into operation October 8th. For the story and more pictures on McCurdy's outstanding new phone facilities, turn to pages 4 and 5.

Inside the Santa Claus suit, on the back cover, is *Robert Ehmann*, Divisional Merchandise Manager. He is presenting a blue and gold flag to *David Eichenger*, Junior Coat and Sportswear Buyer, award for making his day in the Autumn Sale. This was one of several stunts arranged during the Autumn Sale week of October 1st through 5th. For more pictures, see pages 6 and 7.

SOME of the PEOPLE

1. Doris Bizarnic, Personnel
2. William Evers, Bakery

(Please turn to page 15.)

New Coat and Suit Buyer

Janet Gooding took up her duties as McCurdy's Buyer of Coats and Suits on October 8th. Miss Gooding came here from J. L. Hudson in Detroit. Prior to that, she was with the Joseph Horne Company in Pittsburgh.

First Golf Tournament

McCurdy golfers held their first invitation tournament at Monroe Golf Club, September 23rd. An excellent course and perfect weather combined to make the affair a success. Rules were not exactly those of the National Open, it is reported by William J. McLaughlin, who master-minded the event.

Tom Lunt was tournament chairman; Charles Ellis, trophy chairman; Donald Dense handled finances; Edward Miller signed up Northgate entries and Anita Gallagher took charge of the female entries.

Shows Gift Wrap Ideas

Arlene Smith gave a demonstration of the art of gift wrapping for members of the Century Club, October 30th. Her talk followed luncheon, and was illustrated with many examples of novel ways to wrap gifts.

EDWARD McMENEMY

Edward McMenemy, Maintenance, died September 28th at Veterans' Hospital, Buffalo, where he had been confined for some time. He joined McCurdy's in March, 1947, and was deeply respected and liked by all who knew him. Surviving is a step-son, Fred Patterson.

JOIN THE FUN!

SMORGASBORD SUPPER AND DANCE

SPONSORED BY THE E.M.B.A.

The date: Saturday, November 16th

The place: Ukrainian Civic Center (831 Joseph Avenue)

The time: Supper at 7:00; dancing, 9:00 to 1:00

Come for: Bingo . . . Prizes . . . Annual Photo Contest Awards

TICKETS ARE AVAILABLE FROM:

Eddie Bostick

Helen Kishlar

Louise Nagle

Bill Brown

Angie Madalena

Lotte Steamer

Bernice DuRocher

Frank McKee

Catherine Wallace

Irwin Kaltenbacher (Northgate) Jack Flood (McCurdy's of Geneva)

McCurdy's New Phone Facilities



BAKER 5-3000 . . . today . . . dials the most modern switchboard facilities to be found in America!

Completed and put into operation October 8th, McCurdy's new switchboard steps up by 300% the number of calls that can be handled in a given time. Complementing the main switchboard is the newly equipped order board, to give McCurdy's customers the most efficient service anywhere available.

McCurdy's new telephone service is first with a number of features: It is among the first to have an audible ringing tone, reassuring the customer waiting for the desired department to

answer that something is being done.

If the call has to be switched from one department to another, DIAL 2 alerts the operator automatically for a recall.

Carefully designed automatic devices make it possible to handle more calls than any other board designed to date . . . no calls are missed.

The order board, efficiently lighted, has sound-resisting cubicles for its operators and a bulletin board for every position holds the day's advertisements. The four positions originally filled were increased to eight by October 25th, to give customers quick service from every one of McCurdy's

Give Customers Topnotch Service



156 departments.

It has taken two years from the planning stage to completion of the new telephone system. The George R. Willet Company, consulting engineers, analyzed the Store's requirements, gave results of their study to the Rochester Telephone Corporation. After a year of planning, specifications went to several manufacturers, and Stromberg-Carlson Company was awarded the order for equipment and installation.

One year went into the preparation, a second year into the installation, with Mr. George Willet in Rochester

to supervise much of the detail.

Today, any department or office in McCurdy's is at the fingertip of everyone who dials BAKER 5-3000.

Shown on the opposite page is *Gertrude Seheg*, supervisor of the order board, shown checking a pile of recently received telephone orders.

Above, four members of the order board are shown at their new stations. Left to right are: Mary Burdick, Helen Stapleton, Evelyn Krenzer and Olive Kennedy. Some of the currently advertised merchandise is visible above them, to enable them to serve their unseen customers better.



This looks like a gag that backfired! It may have been photographer's "flash," but we suspect the noise from those cap pistols caused nearly everyone of the "far-west heroes" pictured above to close their eyes. They are members of Donald Brown's division, rallying their salespeople to hit the trail for greater sales

during the Autumn Sale. Shown from the left are: Rosemary Smith, Helen Corwin, Jean Chapman, Norman Shubin, Casimir Janus, Alfred Burley, Joseph Pagan, Julia Herman, Charlotte Miller, Leo Schultheis and Mr. Brown.



Roses and Bagpipes Launch Sale

Members of the Operating Board handed a red rose to every employee coming to work at the Main Store the morning of September 28th, opening day of the Autumn Sale.

Adding to the gala doings, two bagpipers and a snare drummer from Clan McNaughton Band were on hand to perform, at the door and from floor to floor, until 9:30.

Things We Like to Hear

Brockport, N. Y.

Dear Folks,

I am sure you often get letters of complaint and not too many telling you how thrilled folks are with their purchases, so I thought I must tell you my experience.

I came into the city for a day of leisure shopping. I went through all of the best stores, and I can frankly say that in two of them I would not have taken any of their dresses if they had given them to me, free of charge.

When I came to McCurdy's, I was so pleased with the large assortment of hard to find "16½" and quickly picked out four lovely dresses (\$109.98). I noticed right away that many were from California and had lovely materials and fine workmanship. I, like many of my friends, have complained that the New York houses were putting out too much junk, and we wished that one store would try elsewhere.

I am so thrilled with my four lovely dresses, and my friends who have seen them asked right away where I found such nice things.

I hope I have not bored you with this letter, but I do want you to know that your nice things are appreciated. When I put them on for my husband to see, he said: "Now, those are what I call dresses." Me, too! Thanks for McCurdy's.

Your customer,

Mrs. H. D. Spencer

(Ed. Note: *Mary Ereth*, Better Dresses, waited on Mrs. Spencer.)

Dear Sir:

We would like to write a few words of appreciation and commendation for the gentleman who recently repaired our sewing machines.

He did an excellent job and was most pleasant and gracious in aiming to please. We were delighted when he repaired and put in good running order one of our machines that a former repair man said wasn't worth fixing.

Thank you for your help and cooperation.

Yours most gratefully,

Sisters of Holy Angels Home

Dear Mr. McLaughlin;

On behalf of the members of the Century Club, I'd like to thank you, again, for your beautiful and complete fashion show. Will you please tell Mr. Ellis, particularly, that we all thought his stage setting was lovely and just right to enhance the fall costumes.

Many of the members mentioned enjoying the commentator, whose enthusiasm was contagious. Of course, Miss Paxton is to be admired for showing such wearable clothes. The extreme styles are fun to see, but not for us to wear.

Personally, I'm very grateful for your cooperation. It is always a pleasure to work with you and with McCurdy's and I hope some day we can do another show together.

Thank you very much, indeed!

Sincerely,

Dorothy Swan



"Happy Birthday" In a Big Way

The cheery greeting, the hearty hand-shake . . . it's a part of the birthday celebration of every McCurdy employee in the Main Store whose natal day falls on a working day.

The man who remembers is *Elwood Spalding*, Employee Counselor. When he, too, had a birthday, hundreds remembered him, on October 8th.

Arriving at his office, he found the desk piled with birthday cards (took him two evenings to read them all!). There was a birthday cake, and flashlights popped to record the scene. Above, you see Gene Biltucci's snap-

shot of Mr. Spalding and his surprise party.

Mr. Spalding asked us to publish this thank-you:

"What a surprise, and what a birthday developed for me on October 8th! Two very enjoyable evenings were spent in opening and reading the nearly 400 cards I received.

"How can I ever thank you all for the many things you did to make this the best and most successful birthday on record. Again . . . thanks, a million!"

Elwood Spalding

Linweaver-Whitlock



The marriage of *Anne Whitlock*, Training Director, to Dr. Walter Linweaver took place on the afternoon of October 5th in Brick Church Chapel. A reception was held at Treadway Inn. The couple went on a wedding trip to San Fernando Valley, and will live in Hollywood, California.

O'Neil-Clark

Mary Clark, Advertising, was married to Donald O'Neil on October 5th. The ceremony, in St. Thomas Church, was followed by a reception at Woodside. Mr. and Mrs. O'Neil are residing at 1384 Clifford Avenue.

Koenig-Williams

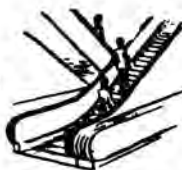


Louise Williams, Buyer's Assistant in Gifts and Lamps, became the bride of Donald Koenig on October 12th. Following the ceremony in Lutheran Church of the Transfiguration, a reception was held in the church parlors. Mr. and Mrs. Koenig will be at home at 200 Culver Road upon their return from a wedding trip to Florida.

Berliner-Guttenberg

Irving Berliner, Supervisor at Northgate, and Rosalie Guttenberg were married October 20th. The ceremony and reception were held at Beth Joseph Center. Upon their return from a honeymoon in Florida, the couple will reside in Ramona Park.

Up and Down



the Escalator

GENEVA JOTTINGS

by Alice Burgdorf

Sandra Upson, Men's Dept., has left to live in California.

Marian Swarthout, Town Room, spent a few days in Ohio.

Gussie Doyle, Wrap Desk, jointly celebrated her birthday and her father's 80th birthday, recently.

Welcome to these newcomers: *Connie Nightingale*, Receiving; *Nancy Danzer*, Children's Dept.; *Robert Scherer* and *Ed Devaney*, Receiving; *Bob Garrison*, Men's Dept.

During the Autumn Sale, *Frank Sciarabba*, Supervisor, was crowned King for a Day, with the following "court": *Sandra Upson*, *Toni Edgar*, *Pauline Hennessey*, *Gen Ricci*, *Laura Wilkin*, *Owen Landin*, *Mary Jane Lemmon*, *Judy Anderson*, *Alice Van Traast*. Queen for a day was *Theresa Ranches*, Supervisor. Her attendants were *Pat Van Kirk*, *Emma Gilliam*, *Dollie Smith*, *Veronica Laughlin*, *Catherine Marion*, *Ruth Comstock*, *Mary Hoppe*, *Bettie Rogers*.

Stork News

Florence Leederman, Billing Dept., is proud of her new granddaughter, *Lee Ann Dawson*, born September 21st. Mother, *Charlotte Dawson*, was formerly in the Billing Dept., also.

OUT NORTHGATE WAY

by Martina Zegarski

Welcome to *Helen Ross*, newcomer to the office.

Winifred Perkins, Desk, visited in Williamsport, Pa. and enjoyed seeing her grandchildren.

Our sympathy goes to *Ruth Cason*, Shoes, whose mother died; *Erna Remillard*, Lamps, on the loss of her mother-in-law; *Alice Minard*, Men's Shop, and *Mildred Hutchins*, Sportswear, whose father died.

Doreen Sharp, Desk, has returned after caring for her son, Peter, who was injured in an accident some weeks ago.

Bonnie Keilman, Dresses, and *Virginia Scott*, Sportswear, recently moved into new homes.

Joyce and *Joseph Valestro*, Beauty Salon Managers, entertained their staff at a picnic at their home. Mr. and Mrs. Valestro also attended the Hairdressers' Convention in New York.

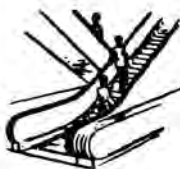
MAIN STREETER

by Pat Kanaley

Theodore Dell, Clocks and Watches, has a new grandson, *Jeffrey Irwin Miller*, born to his daughter, Mrs. Paul Miller. This is his second grandchild.

Walter Keenan, Men's Shop is receiving congratulations on his first grandson, *Christopher John*, born October 17th to Mr. and Mrs. Sheldon Keenan in Honolulu.

Up and Down



the Escalator

DOWNSTAIRS STORE

by Virginia Mulder

Congratulations to *Clara Flynn*, Accessories, whose first grandson, Thomas Patrick Mulhern, Jr., was born October 2nd.

We welcome the following: *Helen Bennett*, Domestic, formerly in the Merchandise Clerical office; *Ted Kowalski*, Draperies; *Dolores Harrington*, Daytime Dresses; and *John Kelley*, Domestic, who has recently returned from the Armed Services.

A WORD FROM THIRD

by Ruth McGeary

Ethel Hopkins, Boys' Shop, is beaming over the arrival of her first grandchild, named Laurie.

Our sympathy goes to *Rosemary Smith*, Infants' Wear Buyer, whose father died this month.

On the sick list this month: *Pearl Goldman* and *Irene Curtis*, Girls' Dept., *Mae Grim*, Toy Dept.

We welcome *Edna Bittner* to Lingerie, transferred from Downstairs Lingerie Dept.

Nice to see *Bill DeMars* back in the Toy Dept. for the holidays, now that the baseball season is ended.

FIFTH NOTES

by Evelyn Dennie

We wish a speedy recovery to *Elsa Ades*, China and Glassware, recuperating from a recent operation.

Rita Dowling, Gift and Lamp Buyer, entertained at a personal shower at her home September 29th in honor of *Louise Williams*, Buyer's Assistant, who was married October 12th.

Marian Munger, Bridal Gift Consultant, vacationed this month in New York City.

FIRST REPORTS

by Bobbie Puckridge

Laura Cutcliffe, Stationery, who had been with McCurdy's since 1950, retired last month. She will have plenty of time to enjoy her new grandson, born to her daughter, October 10th.

Bryant M. Hanley Jr., whose father is "Tim" Hanley, Appliances, will be married in January to Nancy Cone of Greensboro, N. C. Their engagement was announced this month.

SECOND STORIES

by Angie Madalena

Anny Schnabel, Millinery, is recuperating from a recent operation.

Budget Dress Dept. had a birthday cake and greeting cards October 10th in honor of the birthday of *Anita Gallagher*, Budget Dress Buyer.

Our wishes for a speedy recovery go to *Jessica Bourne*, Better Dresses, who has been ill for some time.

Two of the Younger Generation



Easy to guess whose baby this is! Right . . . he's Michael Foilb, born August 19th to Mr. and Mrs. Albert Foilb. Papa is McCurdy's Cosmetics and Drug Buyer.



Cathy Sue Izzo, age 3 years, is the granddaughter of *Assunta Izzo*, Alterations Dept. She's shown above with her best friend, Sassy.

Notes of Thanks to McCurdy's E.M.B.A.

My sincere thanks for the beautiful flowers sent at the time of my brother's death.

Louise Prespare

The Ereth Family thanks you sincerely for your thoughtful kindness.

Millie Crumb

To thank you for your kindness and sympathy.

Fred and Flora Patterson

Your kind expression of sympathy is deeply appreciated by the family of

James McCaugherty

The flowers were so beautiful and it was so nice to have them greet me when I got home. I received so many lovely cards, too. So thanks to you all.

Elsa C. Ades

I wish to thank my fellow employees at Northgate for their prayers and kindness to my son, Peter, during his illness.

Doreen Sharp

My thanks to my co-workers in Accounting and Billing for the dinner and shower they gave for me.

Charlotte Dawson



NOVEMBER

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NOVEMBER

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Some
of the
people



