



LIFE AT **McCURDYS**

LIFE AT McCURDY'S

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

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Promotions for Two

Lawrence Sadinsky, who has been Acting Buyer of Floor Coverings, has been promoted to Buyer as of February 1st, it was announced this month.

Alice Ettinger, formerly Assistant Buyer in Coats and Suits, is now Assistant Personnel Director, as of April 1st.

New Honors for Two

Howard Fitzgerald, Purchasing Agent, has been elected honorary director of Remcy Shippers, Inc. It was through his efforts that this corporation group comprised of the large Rochester retail stores, was founded. It is credited with greatly increasing the rapid shipments of merchandise from vendors to the stores.

Lee Tuttle, Traffic Manager, has been elected a director of Remcy Shippers, Inc., for this year.

Congratulations are in order for both gentlemen.

The Cover Pictures

On the covers of this issue, you see two pictures taken at McCurdy's annual Profit-Sharing dinner April 7th.

On the front cover: *Eddie Bostick*, Porter, and *Bess Barber*, Cosmetics, two newly appointed members of the Advisory Committee.

On the back cover: *Gilbert J. C. McCurdy*, Store President, explains the lighted chart that shows percentage distribution of McCurdy income in 1957. For the story and more pictures, please turn to pages 4, 5, 6, and 7.

Chest-Red Cross Drive



"Care enough . . . give enough"

You'll be asked to do just that in the Community Chest-Red Cross campaign, May 1st to 12th. Your generous support of this single annual appeal that combines 79 agencies into one is more important than ever this year, those in charge point out. McCurdy's employees have always met their quota in past years.

The little poster girl shown above will also appear on contributors' buttons. Earn the right to wear her!



Two Elected Directors of McCurdy's

McCurdy and Company stockholders have elected two new directors. They are *Richard W. McEwen* and *John Cooke McCurdy*, shown left to right, above. Announcement of their election was made by *Gilbert J. C. McCurdy*, Store President, at the annual Profit Sharing dinner at the Manger Hotel, April 7th. This brings the total membership of the Board of Di-

rectors to eight.

John C. McCurdy, a Divisional Merchandise Manager, has been with the Store since 1951. He is the grandson of the founder of the firm, John C. McCurdy, and son of the Senior Vice-President, Gordon W. McCurdy.

Mr. McEwen, who has been with McCurdy's since 1955, is Controller and Assistant Treasurer.

McCurdy Employees Receive Shares



Presentation of books noting their share of 1957 profits to 744 full-time employees climaxed McCurdy's 13th annual Profit-Sharing dinner at the Manger Hotel the evening of April 7th.

The Profit-Sharing Trust Fund now has reserves of \$1,164,998.00, *Gilbert J. C. McCurdy*, Store President, announced. More than \$649,00.00 has been paid out to participants in the program since it was instituted in 1945.

"The profit-sharing plan at McCurdy's is our method of sharing with every member of our organization the profits produced by the joint efforts of all," Mr. McCurdy said.

Bess Barber, Cosmetics, and *Eddie J. Bostick*, Porter, were named to the advisory committee that assists in the operation of the fund. Other previously appointed committee members are *Kathleen Mc Govern*, *Elwood Spalding* and *Gilbert G. McCurdy*.

McCurdy's three stores were rep-

In Store's Profits of Past Year



resented at the dinner. Guests included the Reverend C. Everard Deems, pastor of the First Baptist Church, who delivered the invocation, and John W. Remington, president of the Lincoln-Rochester Trust Co., a fund trustee.

Marking the tenth anniversary of their participation in the Profit-Sharing Fund, the following 29 employees were presented with gold-plated McCurdy Charga-Plates:

Mildred Proctor, Barbara Herr, Arlene Smith, Anne Pellicano, Ruth

Herr, Donald Bullock, William Delaine, Elizabeth McAdam, Cecelia Darby, Cataldo Ferraro, John Howard, Josephine Angello, Laurretta Kassman, Jane Syracuse, Kenneth Toner, Hyman Wasler, Robert Privitere, William McPeak, Kathryn Covino, Norine L. Morehouse, Katherine L. Ecker, Lila Paine, Irene Curtis, Leon Syner, Betsy Carton, Doris Evans, Bertha Puckridge, Ann McCormick and Edna Shannon. Above: Gilbert G. McCurdy is presenting her Charga-Plate to Doris Evans.



1. Dave Harvard, in his inimitable manner, leads the diners at the Profit-Sharing dinner in favorite songs.

2. Here is part of the delegation from McCurdy's of Geneva. Shown clockwise from the

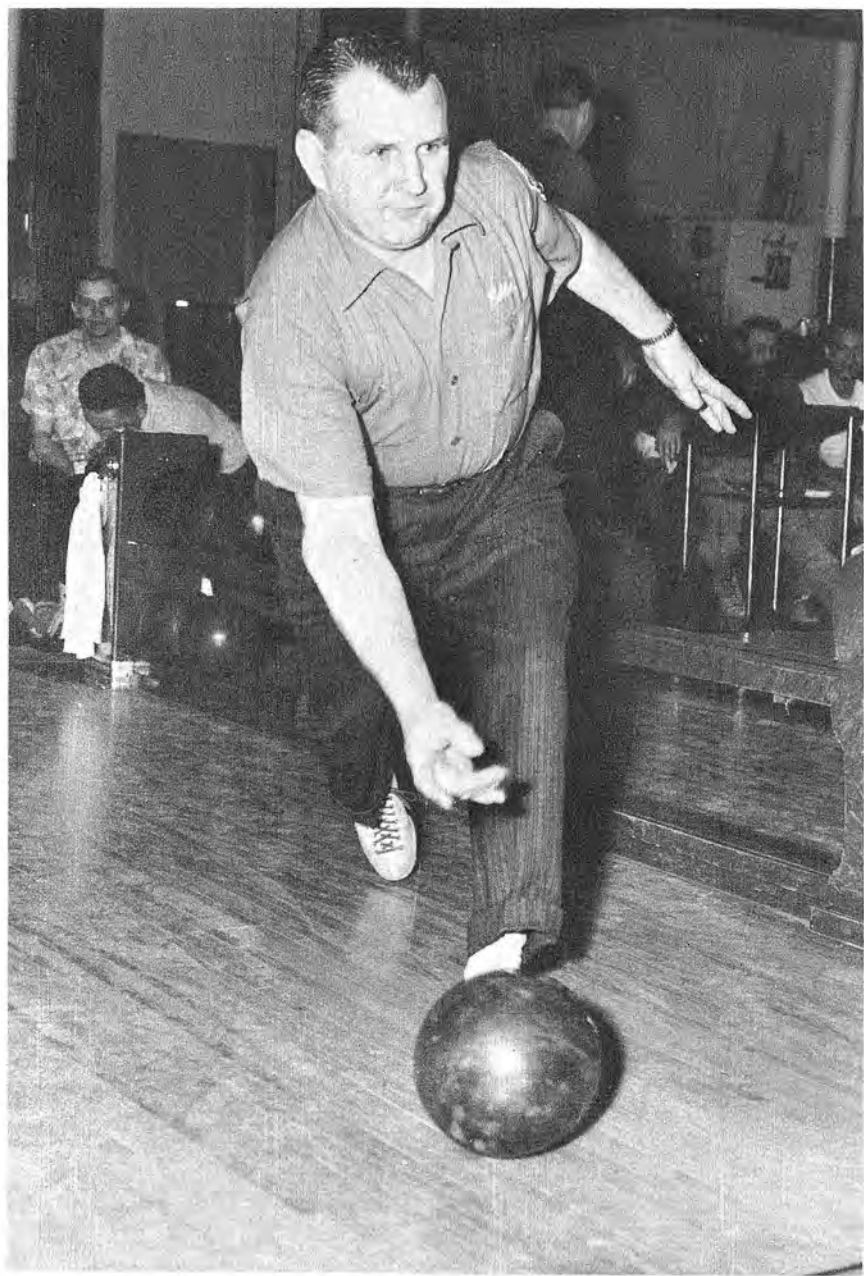
left are: James Kane, Jack Flood, Nellie Pontius, Arlene Harrington, Mary O'Connor, Robert Scherer, Howard Palmer, Edna Bordner, Pat Van Kirk, Homer Scott and Frank Sciarabba.



3. A shot of the annual Profit-Sharing dinner guests, with the speakers' table in the background.

4. Northgate was well represented. Some of the group are shown here. Front table, left

to right: Dorothy Westwood, Harry Strange, Katherine Schantz and John Blind. In the rear, from left: Erna Remillard, Harriet Koetzle, Jean Loucks, Mildred Detman and Jake Janeway.





Men's Bowling League Season Winners

McCurdy's Men's Bowling League wound up its season at Elm Bowling Hall April 16th, with the Northgate Team taking top honors for the season.

You see them in the picture above. Left to right are: *George McClements, Anthony Valestro, Tom LoDato, Roger MacPherson* and *John Zimmer*.

Top individual scorer this year, as last, was *Eddie Okolowicz*, with an average of 165. He is shown in action on the opposite page.

The Decorators Team put on a spectacular show the evening of April 9th, running up the 3-game high total of 2,476 and the high single of 962 for the

season. On the team are: *Len Angie, George Suitt, Louis Zogby, Tony Seda* and *Howard Ricker*.

Here's how the league teams wound up the season:

1. Northgate
2. Domestics
3. Decorators
4. Office
5. Salesmen
6. Receiving
7. Delivery
8. Display

The Bowling League's annual banquet and election of officers was scheduled for April 30th at Valley Echo.

Thanks to the E.M.B.A.

To thank all my friends for their kindness and sympathy.

Charles J. Meier

Please accept my sincere thanks for the offering cards and flowers sent after my mother's death.

Helen Desens

Acknowledging with grateful appreciation your kind expression of sympathy.

Doris Evans

The family of *Arthur W. Johnson* acknowledges your kind expression of sympathy.

I wish to thank all of my friends for the most beautiful hydrangea I have ever seen and for the many cards sent to me.

Marie Fisher

My sincere thanks for the flowers and cards sent to me. Your kindness and sympathy were deeply appreciated.

Ada Harrington

A note of thanks to my friends who sent "get well" cards while I was in the hospital. They were greatly appreciated.

Margaret Ford

We wish to express our deep and sincere appreciation to all our friends for the mass cards, flowers, letters, cards and visits at the time of our mother's death.

Angie and Lucy Madalena

Your kindness and sympathy expressed in your cards, letters and flowers during a most trying time will always be held in grateful remembrance. Thanks to all for your thoughtfulness.

Anna Starr

Fur Storage Contest

McCurdy employees can win extra vacation dollar. For every "new" customer you secure for McCurdy's Fur Storage, you receive a bonus - ("new" means one whose coat was not in McCurdy's storage vault last year.)

You receive \$1.00 for every new storage sale and 50¢ for every garment that is Lustre Cleansed or Hollanderized.

Every employee has a chance to get in on this, according to *Otto Roettger*, Fur Storage Manager. Ask your customers if they have furs or cloth coats that should be safeguarded over the summer. Fill out a Fur Storage order blank, and turn it in to the Fur Dept. or Fur Storage Dept.

Bonus money will be paid in one lump sum after July 1st. Think how welcome that will be, just at the start of vacation time!

Wash 'N Wear Awards

Five salespeople who knew the right answers when a "customer" phoned them won five-dollar McCurdy gift certificates.

The customer's questions concerned dacron-and-cotton fashions. One person a week was called from March 17th through April 17th. It was all part of a promotion of wash 'n wear summer fashions sponsored by McCurdy's in cooperation with the du Pont Company, who made the awards.

Four of the winners, to date, are: *Doris Evans*, Budget Blouses; *Edna Shannon*, Junior Sportswear; *Edith Reed*, Daytime Dresses; *Celia Gordon*, Budget Dresses.



Practicing Up on His Flying Carpet

As Divisional Merchandise Manager of Home Furnishings, *George Suitt* won the "Operation Nassau" contest for greatest increases in sales over the November-through-January period, and lowest year-end inventories. A trip to Europe for two was his prize.

As a former buyer of floor coverings, he knows his carpets and what they can do.

As a good, conscientious member of McCurdy's Operating Board, he appreciates the importance of economy.

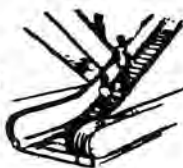
So . . . there's nothing strange about the picture above. Mr. Suitt is just practicing up on his flying carpet tech-

nique. Figures it would be the least expensive way to get to Europe . . . just think of the saving in transportation cost of one cotton carpet (magic, of course) vs. plane or steamship tickets!

He believes other members of the Suitt family may be a trifle surprised, however. They look upon their pater familias as a staid, sober, feet-on-the-ground person, not at all given to high flying.

By the way, we think *LIFE AT MCCURDY'S* photographer, *George Wetzel*, knows a trick or two also!

Up and Down



the Escalator

GENEVA JOTTINGS

by Mary O'Connor

Congratulations to *Barbara McMelan*, Sportswear. She is now Mrs. Donald Beach.

Glad to see *Lucy Carnivale*, Shoes, and *Antoinette Bruno*, Town Room, back after recent illnesses.

Lois Willerton and *Blanche Seeley*, Domestic, and *Dorothy Clark*, Dinnerware, are back after vacations, looking rested and ready to go.

We from Geneva enjoyed the Profit Sharing dinner and the opportunity to see the people we frequently talk to on the phone.

MAIN STREETER

by Pat Kanaley

We welcome back *Duane Flowerday* to the Men's Dept.

Our sympathy goes to *Pete Merrill*, Buyer of Notions, Luggage, Handbags and Cameras, whose brother, Raymond, was one of the victims in the airline crash in Midland, Michigan, on Easter Sunday.

Gary, son of *Rose Shafer*, Neckwear and Handkerchief Buyer, flew in from New York to spend Easter vacation with his parents.

Dorothy Seadeek, Knit Lingerie, has been making daily trips to Genesee Hospital, where her husband has been a patient recently.

A WORD FROM THIRD

by Ruth McGeary

Dorothy Eyegabroad, Corsets, has been a patient in Strong Memorial Hospital.

Mildred Roscoe, Boys' Shop, and *Maryse Morehouse*, Lingerie, have been in Genesee Hospital this month. We wish speedy recoveries to them, and to *Florence Tyrrell* and *Dora Sams*, Children's Dept., who have both been ill.

It is nice to see *Mae Grim* and *Dorothy Lamb* in the Teen Shop.

We wish a speedy recovery to *Blanche Morgan*, Infants' Shop, who has been hospitalized.

Congratulations to *Joy Turner*, who has been promoted to Buyer's Assistant in Infants' Wear.

FIFTH NOTES

by Evelyn Dennie

Roger Mathis is a new addition to the Pet Shop.

Evelyn Dennie, Gifts, spent Easter week-end in New Jersey.

Ruth Kruger, Gifts, reports that her daughter is now living in California.

Jane Strachan, Silverware Buyer, spent Easter week-end with her family in Elmira.

Violet Rapp, Credit Office, is staying at home with her husband, who is recuperating from an illness.

Early Spring Wedding



Portrait by Woodcraft Studios

The marriage of *Kathryn Leafstone*, Interior Decorating Dept., to *Frank J. Reber* took place on the morning of April 12th. The ceremony in Sacred Heart Cathedral was followed by a reception at Treadway Inn. Upon their return from a honeymoon in Florida, the couple will be at home at 145 Harvard St.

FIRST REPORTS

by *Theresa Cangiano*

Ann Heberger, Hosiery, has returned from a trip to California.

We wish a speedy recovery to *Leah Mitchell*, Gloves, who has been ill.

Debbie Tepperman, Budget Sportswear, is back at work following an operation.

We wish a speedy recovery to *Margaret Meyers*, Hosiery, who has been out because of illness for some time.

OVER THE COFFEE POT

by *Betty Luczak*

Marie Fisher, Fur Storage, is recovering from a recent operation.

Betty Luczak motored to California this month to stay for several weeks.

Our sympathy goes to *Angie Madalena*, Merchandise Clerical, and *Lucy Madalena*, Receiving Room, whose mother passed away this month. Both sisters are "LIFE AT McCURDY'S" reporters.

William Mortimer, Stock Room, is a member of the Volunteer Firemen of Ontario who have formed a fire-police force to direct and re-route traffic at fire and accident scenes in their town. The group's picture appeared in the April 13th "Democrat & Chronicle."

DOWNSTAIRS STORE

by *Virginia Mulder*

Welcome to *Barbara Krautwurst*, new Buyer's Assistant in Lingerie and Daytime Dresses.

We shall miss the familiar face of *Walter Cramer*, Rugs, who has left.

Shoe Department welcomed newcomer *Martin Walsh*, who arrived from Ireland just in time to celebrate his first St. Patrick's Day in America with his new McCurdy friends.

MORE FROM MAIN

by *Mildred Schmidt*

Edith Bradley, Post Office, and her husband motored to California for a month's vacation.

Margaret Ford, Stationery, is recuperating from a recent operation.

Happy Birthday!

	MAY
L. Shirley Jones, Northgate	1
Elsie Lawrence, Geneva	1
Mildred Hutchins, Northgate	2
Charlotte Miller, Buyer, Daytime Dresses, Negligees	2
Margaret Cayford, Advertising	3
James Hashim, Geneva	3
Joseph Rizzo, Assistant Buyer, Furniture	3
Rose Dissett, Pictures	4
Mary Gleason, Linens	4
Jennie Pizzati, Alterations	4
Kenneth Clow, Warehouse	5
Alice Reed, Alterations	5
Peter Theodoru, Snack Bar	5
Elizabeth Luczak, Cafeteria	6
Margaret Whitaker, Geneva	6
Vincent Gaiter, Receiving	7
Rose Shafer, Buyer, Handkerchiefs and Neckwear	7
Martina Zegarski, Northgate	7
Donald Bullock, Buyer, Fountain Pens ..	8
Beatrice Cooper, Contingent	9
David McConnell, Buyer, Downstairs Men's and Boys'	9
Grace Moir, Hosiery	9
Margaret Reno, Receiving Room	9
Celia Gordon, Budget Dresses	9
Isabella Schultz, Casual Dresses	9
Beulah Spier, Credit Office	9
Agnes Borden, Notions	10
Ann Root, Jewelry	10
Isabelle Walker, Audit Office	10
Frances Davis, Buyer, Stationery and Greeting Cards	11
Isabelle Papa, Alterations	11
Ruth Chambry, Bakery	12
Charles Ellis, Display Manager	12
Ruth Kanaley, Men's Shop	12
Helen Nudd, Cosmetics	12
Helen Desens, Casual Dresses	13

Blue Shield-Blue Cross

If you are not a subscriber to Blue Cross (Rochester Hospital Service) or Blue Shield (Genesee Valley Medical Care) and wish to be, please apply to *Dorothy Megerle*, Store Nurse, before June 15th. Her office is on the Fifth Floor.

That date is also the deadline for any changes subscribers wish to make.

	MAY
Angelina Madalena, Merchandise Clerical	14
Florence Anderson, Desk	15
Geraldine Norris, Order Board	15
Edith Bradley, Post Office	16
Ruth Ketterer, Northgate	16
Katherine Ecker, Lamps and Gifts	17
Edwin Brovitz, Buyer, Major Appliances, TV, Radios	18
Arlene Harrington, Supervisor, Geneva ..	18
Emily Hoffman, Daytime Dresses	18
Alice Muscslow, Northgate	18
George Miller, Maintenance	19
Alice Arland, Budget Dresses	20
Iva Clark, Budget Coats	20
Emma Graeb, Credit Office	21
Ruth Cason, Northgate	22
Lucille Gee, Geneva	22
Grace Cataldi, Snack Bar	23
Kathryn Hobson, Transfer Desk	23
Erna Remillard, Northgate	23
Robert Broadbent, Buyer, Furniture and Curtains	25
Clara Fender, Northgate	25
Helen Krist, Sportswear	25
Phyllis Marzluff, Jewelry	25
Ben Sims, Elevators	25
Ignazio Barile, Porter	26
Harry Edgerton, Credit Office	26
Clara Flynn, Downstairs Hosiery	27
Ethel Saulpaugh, Northgate	27
Anna Hartman, Bridal Workroom	27
Joan D'Amico, Geneva	28
Dorothy Schenkel, Snack Bar	28
Mae Brasley, Toddlers' Shop	29
Ruth McGeary, Children's Lingerie	30
Esther Noyes, Alterations	30
Arlene Smith, Advertising	30
Margaret Clemens, Credit Office	31
Leon Colgrove, Supervisor, Geneva	31
Thomas Scott, Receiving Room	31

Young Prize Winner

Leonard John Cieslinski, is following right in the footsteps of his prize-winning father, *Leonard Cieslinski*, who has taken many awards with the excellence of his window displays. Young Cieslinski, who is 13, took second prize (a \$50.00 bond) in a "Snow White" coloring contest this month.

The Lady and the Pearls

It was a pleasant little dinner party and *Robert Ehmann*, Divisional Merchandise Manager, was enjoying it quietly. Then the lady on his left discovered he worked for *McCurdy's*.

"*McCurdy's!*" she exclaimed, "What a wonderful store!"



Well, Mr. Ehmann agreed with that, but wondered how come the lady was so enthusiastic. She told her story:

The lady is a singer . . . formerly at the Metropolitan Opera and now a voice teacher at Eastman School of Music. Her professional name is *Josephine Antoine*.

One day, shortly before Christmas, she brought a broken strand of pearls to *McCurdy's* for repair. She needed them not only in a hurry, but that very day. Not possible, she was told by *Arthur Press*, Jewelry Repair Department Manager.

But, wait . . . Mr. Press had a solution. He had just purchased a similar strand of pearls for his wife's Christmas gift. He would let the customer borrow them.

She did . . . everyone was happy . . . and *McCurdy's* secured a very vocal booster in *Josephine Antoine*.

MOTHER'S DAY

When o'er this whole world

You started to roam,

Far from the scenes

Of your childhood and home,

Maybe you're happy

Maybe you're glad

Maybe you're making

Somebody feel sad.

Maybe you're making

Somebody feel blue

Maybe your mother

Is longing for you

And, if she is

And you love her, my boy

Do something to fill

Her heart with joy.

Just write her a nice little letter,

Tell her you hope she is well

Send her a little remembrance,

Something to make her heart swell.

Send kisses and call her your

sweetheart,

Cheer her and make her feel gay,

Don't say a word that will grieve her

Let this be your "Mother's Day."

Edgar Reynolds



Flandreau, South Dakota
Dear, Kind Shopper:

Thank you for selecting my mother's Easter dress. She's delighted with it . . . right size, even to the length.

Best wishes

Margery V. Hibbard

