



Dear Mr Spaulding,

Thank you for a very nice trip.

We learned many new things.  
We liked all the store.

It was fun on the elevator and the escalator.

We enjoyed our lunch with you.  
It was a good lunch.

Thank you again.

Love, The First Grade



P.S. Please come and visit us.  
We want you to have a Sloppy Joe sandwich with us.

# LIFE AT McCURDYS

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

VOL. XII

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No. 5

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## McCurdy's Shows Fashions In New Kodak Auditorium

The honor fell to McCurdy's to hold the first fashion show in the new auditorium at Kodak Park. Opened in January, it is "magnificent" (we quote *Charles Ellis*, our Display Manager, who did the show's setting.)

*Connie DeCamp* put the show together and did the commentating. Kodak supplied the models.

Held on the evening of March 11th, the event attracted a good house . . . nearly every one of the 2,500 seats was filled.

## On the Back Cover

Best bowling score of the season was rolled up by *Eddie Okolowicz* . . . you see him in action on the back cover.

For more news of McCurdy's Men's Bowling league, turn to page 11.

## The Young Visitors

That "thank you" letter admired by *Elwood Spalding*, Employee Counselor, in the front cover picture was the handiwork of the entire first grade of the Washington Irving School.

They came to visit McCurdy's a few weeks ago, accompanied by their teacher, Mrs. Elmer Meyers (wife of McCurdy's Warehouse Manager.)

Piloted by Mr. Spalding, the 26 wide-eyed youngsters saw McCurdy's from the loading platform and the sub-basement Delivery to the Receiving Room on Sixth. They learned how escalators run, delighted in the Toy Department, toured departments from floor to floor, and wound up with luncheon in the Tea Room.

Once back in school, they composed the "thank-you" letter containing a self-portrait of every child. Along with it came a large album of their drawings depicting high points of their tour.

The public was able to share in the children's appreciative efforts when drawings and album were displayed in an Elm Street window.

## LEONARD KIRBY

*Leonard Kirby*, who had been with McCurdy's for more than thirty-five years, died February 23rd. Starting in January, 1922, he was the man with the longest employment when he retired in March, 1957.

Mr. Kirby was in the Wallpaper Dept. until 1952, then in Customer Service. Many will remember his participation in Store parties (he played the piano) and his excellence at his hobby of photography. Many more will remember his quiet friendliness.



## Alterations' Standard Is "Golden Rule"

Even the best of friends who work closely together every day sometimes find differences of opinion. That's how it is in McCurdy's Alterations Department.

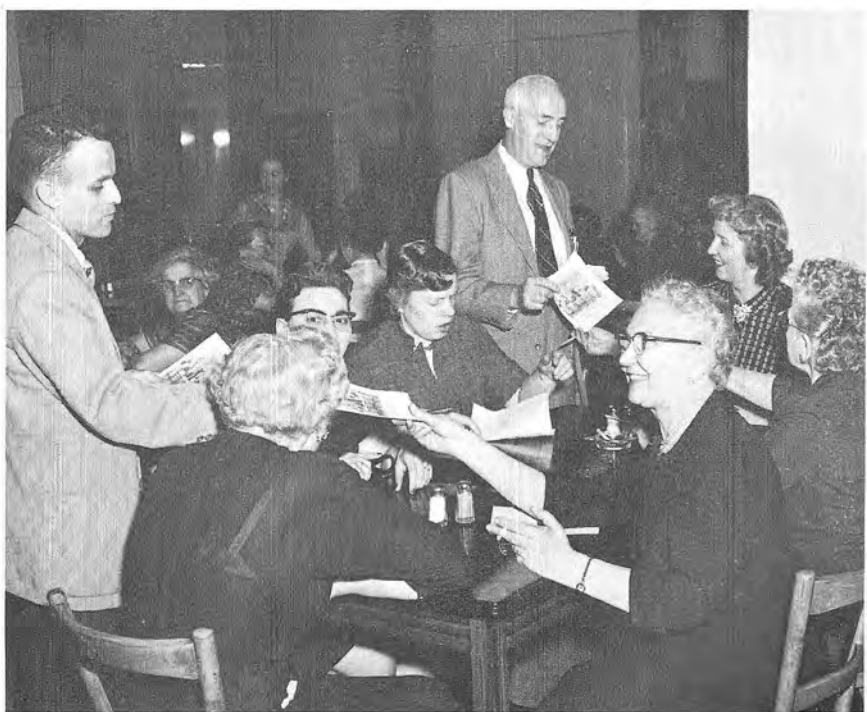
Some like it hot, some like it cold . . . what's enough light for one worker is too much for another. Arbiter of all such variances is *Ellen Robinson*, Alterations Supervisor.

One day, it occurred to her that the best rule of all was the Golden Rule. If everyone abided by that, small difficulties would vanish, little irritations

would be submerged, peace would reign.

She took her problem to *Charles Ellis*, Display Manager, who promptly sought the assistance of *John Howard*, Sign Writer.

You see the result above. Robby is proudly pointing to her "Golden Rule." It's mounted on a bright wall in the Alterations Department, to remind one and all to "Do Unto Others As You Would Like to Be Done By."





## McCurdy's E.M.B.A. Names New Officers

*William Deegan* is president of McCurdy's Employees' Mutual Benefit Association, following the annual dinner and election held in the Main Store Cafeteria March 11th.

The new officers are pictured above. Seated, from left: *Kathleen McGovern*, treasurer; *William Deegan*; *Theresa Cangiano*, vice-president; *Marilyn Adams*, Secretary; *Samuel Ludwig*, assistant treasurer. New directors, standing from left: *Alan Davidson*, *Nancy Allen*, *Gene Giovedoni*, *Eddie Bostick* and *Tom Wiley*.

*Harry Strange* (shown right) is the new director from Northgate.

On the opposite page, above, the "crew" that produced and served dinner. From left: *Kathryn Gilmore*, *Vern Jodoin*, *Andy Gonzalez*, *Tony Seda*, *Catherine Wallace*, *Lydia Martin*, *Ha-*



*zel Keon* and *Mae Waltz*. In the lower picture, *Frank McKee* and *Sam Ludwig* help to collect ballots in the election.

For the story of the E.M.B.A. election at Geneva, please turn to page 7.





McCurdy's of Geneva Employees at their annual E.M.B.A. meeting the evening of February 25th. For

news of the election, and more pictures of the party, see the facing page.

## McCurdy's of Geneva E.M.B.A. Meeting



The E.M.B.A. in McCurdy's of Geneva held its annual dinner and election of officers in the store on February 25th. New officers are shown above; left to right: *Lucy Carnevale*, Alternate Vice-President; *Pat Van Kirk*, President; *Mary O'Connor*,

Vice-President; *Howard Palmer*, Alternate President.

Shown also are snap shots taken at the party. On the opposite page, the entire group has assembled for a picture.

# *These Are Things We Like To Hear*

Dear Sirs:

A friend has recommended to me your new sheer elastic nylon stockings that triumph over tired legs, namely "Supp-Hose." I am hoping it will be possible for you to mail me two pairs.

I wish to thank you in advance for the prospect of wearing your good hose. God bless you, dear folk, as you labour in making something good for mankind.

Gratefully yours,  
*Mrs. Kathleen Senoff*  
Africa Inland Mission  
Kijobe, Kenya, East Africa

Dear Sir:

It is a pleasant experience shopping in McCurdy's. For the past twenty years we have found many of our shopping needs met in your store.

This winter, I shopped all over town for a coat, without success. However, I am happy to say I found the right coat in McCurdy's.

Also, we are very pleased with the help and service we have received when sending gifts to distant friends.

*Evelyn M. Newsome*

Not all of our "orchids" are sent by mail. This one came by phone, when Mrs. P. C. Albright called Wesley Perine, Store Superintendent.

She commended the outstanding salesmanship and patience of Mike Kelly in the Rug Dept. She further commented on the very courteous carpet laying team, who, she said, "would be a credit to any organization."

Gentlemen:

Recently, I experienced a most satisfactory service from one of your employees and I thought you would be pleased to hear of it.

The clerk is Mrs. Dorothy Schroeder of your Housewares. An item I was seeking was not in stock. Mrs. Schroeder made every effort to obtain one for me by a deadline I specified.

It was through her initiative that we found the item, an intended gift, at one of your branch stores. Delivery was promised to comply with my deadline. Naturally, I was disappointed when the item did not arrive on that date.

But my disappointment was brief, for later that evening, after hours, Mrs. Schroeder called me from her home. Your delivery service couldn't meet my deadline, so Mrs. Schroeder took personal responsibility for delivery. That evening, her son brought the item to my home.

I was very impressed at the courteous and conscientious service. This letter is to show my appreciation to both you and her for the ability to take an interest in your customers' purchases even after the sale.

My congratulations and sincere thanks.

Very truly yours,

*Marian Isidore*

McCurdy and Company

Your full page ad in Wednesday's D&C was a masterpiece of style and cleverness. More power to you.

*Mrs. R. C. Wallace*





## Replicas of Famous Jewels On Display

That's a replica of the Imperial State Crown being held by *Carole Thomson*, Merchandise Control. The original has been worn by the rulers of England at their coronations.

The replica was one of a display of reproductions of the Crown Jewels of England and other world famous diamonds on the Fourth Floor the week of March 9th.

Carole, a native of Glasgow, Scotland, has seen the original jewels in

the Tower of London. She found the McCurdy display reproductions not only excellent, but much easier to view at close range than the crowns, tiaras and other historical pieces guarded by the keepers in the Tower.

Worth \$45,000 in themselves, the replicas are of white sapphires and beautifully cut crystals, made under supervision of the court jewelers. They drew hundreds of admirers to McCurdy's Fourth Floor.



## Fashions for the Very Young at Geneva

It was ladies' night . . . very young ladies, that is . . . at McCurdy's of Geneva March 8th. They were the center of attraction as they modeled in a children's fashion show, to the delight of an audience of more than three hundred.

Five of the enchanting young models were daughters of store personnel. You see them, above, in pictures taken by *Lucy Carnevale*.

1. Perky Foland, daughter of *Jerold Foland*, and Kēm Bruno, daughter of *Dorothy Bruno*, have a preliminary

look at the audience and decide it's mighty amusing.

2. Kathleen Kane, daughter of *Jim Kane*, finds this modeling business is really serious.

3. Sheryl Devaney, daughter of *Edward Devaney*, displays an Easter outfit.

4. Delene Scirabba receives moral support from father, *Frank*.

Commentator was *Dorothy Bruno*, Supervisor. Also on hand for the event was a popular visitor, the Easter Bunny.



## Tops in McCurdy's Men's Bowling League

It was a finale in more ways than one when McCurdy's Men's Bowling League wound up the season at Elm Bowling Hall on March 25th. The hall will make way soon for Midtown Plaza .

High man, as for several years past, was Eddie Okolowicz, with a 163 average for the year. You see him on the back cover. Leading team for the 1958-59 period was the Decorators. They are shown, left to right in the picture above: *Claude Hutchinson, Lee Nauertz, Tony Seda, Vin Pulvino and Joe Matrichisa.*

McCurdy's Bakers defeated Sibley's Bakers for the third time in four years in a bowling match January 30th. This gives them permanent possession of the Midtown Bakers' Trophy, appropriately designed as a two-quart measure. Painted in gold, it carries the winners' name and date of victory lettered in black. Above all, it is a symbol of the good sportsmanship that has existed between the two bakery departments for several years.

McCurdy's total score for three games was 2,364 against 2,214 for Sibley's.

# Up and Down



# the Escalator

## OUT NORTHGATE WAY

by Martina Zegarski

A new granddaughter arrived March 1st for *Barbara Haehl*, China and Silver Dept.

We are happy to have *Maria Seilnacht*, Dress Dept., back after illness.

*Norma Heberger*, daughter of *Inez Heberger*, Blouses, and a sophomore at D'Youville College, Buffalo, made the Dean's List for the second time, with straight A's.

*Ena Brink*, Ready-to-Wear, was injured in a fall on the ice.

*Neal Miller*, son of *Edward Miller*, Northgate Manager, won four Gold Key awards and three honorable mentions in the recent Seventh Regional High School Art Exhibit for Central and Western New York. Mr. Miller, senior, won photographic honors, too. One of his entries was accepted for the Annual International Photographic Salon at the Memorial Art Gallery.

*Myrtle Jacobson*, Coats and Suits, is back from a Florida vacation.

Our sympathy goes to *LaVerne Daggs*, Linens, whose father died March 4th.

*Edward Miller*, Northgate Manager, is on the Board of Directors of the Hearing and Speech Center.

## SOME of the PEOPLE

1. *Dorr Brokaw*, Delivery.

2. *Elizabeth Willower*, McCurdy's of Geneva Home Furnishings Supervisor. (See page 15.)

## SECOND STORIES

by Angie Madalena

Our best wishes for a speedy recovery go to *Ida Heil*, Alterations, who is recuperating from an operation.

*Dawn Harris*, Better Dresses, and her mother visited her brother who is in service in Texas.

Our sympathy goes to *Connie DeCamp*, Fashion Coordinator, on the recent death of her grandfather.

*Louise Perry*, Bridal, visited her daughter and son-in-law in Memphis.

The Women's University Club recently held a display of the paintings of Jacques Clements, son of *Ruth Magvon*, Coats and Suits. They received an excellent review from the "Times-Union" art critic.

*Kay Boland*, Junior Fashions, visited her sister and brother-in-law in Miami.

Our sympathy goes to *Edna Shannon*, Junior Fashions, whose mother died recently.

*Dennis Duffy*, Shoes, and his wife and her sister, *Ada Briemer*, Executives' Secretary, visited a brother in Florida in March.

## ADVERTISING and DISPLAY

by Leonard Cieslinski

Display Department welcomes *Peter Despard* to its staff. He transferred from Housewares.

*Leonard Cieslinski* spent a week of vacation at home in March.

## A WORD FROM THIRD

by Lali Connolly

It's a new granddaughter for *Margaret Melville*, Daytime Dresses. Her name is Mary Catherine.

We bid farewell to *Bill DeMars*, Toy Dept., for the duration of the baseball season.

We welcome *Betty Gilbert*, Girls' and Teens' Buyer, back from her recent illness.

We're sorry to hear of the illness of *Louise Singreen*, who retired after many years in the Corset Dept.

We are happy to welcome back *Rosemary Smith*, Infants' Buyer, who had been ill.

We miss *Dorr Brokaw*, Delivery, whose duties have been transferred from the Third Floor.

*Ruth Williams*, Lingerie Buyer, and her daughter, Kathleen Davis, entertained the Lingerie departments, Downstairs Hosiery and Accessories and other friends from the Store in Mrs. Davis' new home recently. Guests met the new Davis baby, Charles Nathan.

## MAIN STREETER

by Pat Kanaley

It's a first grandchild for *Tim Hanley*, Appliances. The baby girl, born March 2nd to Tim's daughter, Marilyn, has been named Marcy.

Our sympathy goes to *Helen Higbie*, Book Buyer, whose mother died unexpectedly on March 8th.

Francis Delly, son of *Sadie Delly*, Men's Shop, won first prize in a science group project sponsored by McQuaid High School. Francis, who is a student at St. Augustine School, had as his subject "The Effect of Chemicals on Plants."

## FIFTH NOTES

by Ruth Kruger

*Maerian Baker*, Buyer's Assistant in China and Glassware, and her husband are back from a Florida vacation.

The engagement is announced of *Marilynn Fox*, R.I.T. contingent in the Gift Registry, and Larry Henig, also an R.I.T. student. Their wedding is planned for September 12th.

*Mae Patten*, Lamps, and her husband motored to Florida last month.

*Ellen Pichel*, Lamps, spent a weekend in New York with her husband, who represented Stromberg-Carlson at the I. R. A. convention.

Our sympathy goes to *Alice Monks*, Accounting Office, whose brother died March 12th, and to *Vera Tuttle*, Accounting Office, and *Lee Tuttle*, Traffic Manager, whose mother died March 22nd.

## DELIVERY SPECIALS

by Florence Anderson

We welcome *Harold Green*, newcomer to the Store.

*Bernice LaPorte*, formerly of the Gift Wrap Desk, is now supervisor of charge backs.

That nice young man you see picking up delivery packages for the Second and Third Floors is *Bruce Torquato*.

*Sadie Malley* vacationed in Florida last month.

Congratulations to *Wilson Campbell*, who celebrated his 87th birthday March 31st. May he enjoy many more!

## STORK NEWS

Colleen Marie Kane, born March 15th, makes it four girls for *Jim Kane*, Geneva Supervisor of Sportswear and Accessories.



## Thanks to the E.M.B.A.

Mrs. Fitch and I very much appreciated the expression of sympathy conveyed by the beautiful flowers sent at the time of my mother's death. It helps to be remembered at such a time.

*Cyril Fitch*

I wish to thank all my friends at McCurdy's for their kind expressions of sympathy on the occasion of my mother's death.

*Edna Shannon*

I am grateful for the wonderful expressions of sympathy at the time of my granddaughter's death.

*Theresa DeVincentis*

Our thanks to mother's many friends who so generously contributed to the fund for the memorial that was sent to the Trappists. We think this would have pleased her more than any other expression of sympathy could have.

*The Children of  
Elizabeth (Betty) Gordon*

A million thanks to each and everyone for all the lovely cards, flowers and gifts I received while in the hospital.

*Edna Bordner*

Many thanks for the beautiful plant sent to me at the hospital. Your kind thoughts will always be gratefully remembered.

*Denny Duffy*

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

*Emily A. Comstock*

My father and I are deeply grateful for all your thoughtfulness and kindness at the time of my mother's death.

*Helen Higbie*

Many thanks to the E.M.B.A. for the beautiful flowers.

*Mary Ereth*

My family joins me in thanking you for your kind expression of sympathy. The employees in the department where my son works were most kind.

*Dora H. Varcoe*

The floral arrangement was lovely. Thank you.

*Mrs. John R. Barsell*

The family of Antonina Belya wishes to express deep appreciation for the expressions of sympathy from my many friends at McCurdy's.

*Catherine Canfarotta*

I deeply appreciate the flowers and other expressions of sympathy sent at the time of my brother's death.

*Alice Monks*

## Rochester News in Okinawa



Melvyn M. Smilack, son of *Ann Smilack*, Transfer Desk, is stationed with the U. S. Army Headquarters Company on Okinawa. To his surprise, he recently read a half page story about remodeling and reconstruction in Downtown Rochester in the Okinawa paper published 10,000 miles from his home town.

He's shown in the picture above receiving a trophy he won as 1958 champion of the Comptroller Handicap Bowling League in Okinawa.



