



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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McCurdy's Joins Atkins

The affiliation of McCurdy's with the thirty-nine other independent department stores comprising the membership of Frederick Atkins, Inc., was announced July 21st by *Gilbert J. C. McCurdy*, President. Owned and operated by the member stores, Frederick Atkins, Inc., provides joint buying and research services and facilities for its members, not only in the New York and California markets, but in the principal European cities as well.

Mr. McCurdy, in announcing the affiliation, said: "We are happy to accept the invitation to associate ourselves with the thirty-nine other fine stores comprising the membership of Frederick Atkins, Inc. The high standards of these like-minded member stores have made possible the unexcelled buying and research services provided by the Atkins organization, which are now fully available to our buying and merchandising staff for the improvement of our own services to the people of the Rochester area."

Promotions Announced

Adeline Vannicola, Northgate Supervisor, has been promoted to Buyer of Junior Dresses and *James Kane*, Geneva Supervisor, is now Buyer of Junior Coats and Sportswear. They replace *Lillian Isquick*, who resigned.

Florence Sandler, Buyer of Better Dresses, is also buying for Bridal, replacing *Katharine Duffy*, resigned.

Pete Merrill, in addition to his duties as Buyer, is promoted to Assistant Divisional Merchandise Manager, reporting to Cyril Fitch.

June Geyer, former Assistant Buyer of Budget Dresses, is now a Supervisor at Northgate, and *Sharon Camp*, formerly of the Main Store and *Helen Nuss*, of Northgate Home Furnishings division, have been made Associate Supervisors at Northgate.

Geneva has several changes, also. *Gene Giavedoni*, Buyer's Assistant in Sportswear, is promoted to Supervisor of Accessories. *Dorothy Bruno*, Associate Supervisor, is promoted to Supervisor and *Wilson Whiting* has been made a Supervisor.

John Reimer, formerly Assistant Buyer of Fabrics, has been promoted to Acting Delivery Superintendent, replacing William Deegan, resigned.

Kaleel Hadeed, Accounting Office, has been named Administrative Director of Tabulating and Audit.

Ronald Bogardus, who has been head of Customer Service, has been promoted to Training Director.

Gary Shafer has been promoted to Assistant Buyer of Men's Wear.

Alan Davidson, formerly Buyer's Assistant in Coats and Suits, has been promoted to Assistant Buyer.

Annual Picnic Fun for Record Crowd



McCurdy's annual picnic brought more than 1,400 employees from the Main Store and Northgate, with their families, to Willow Point Park on July 6th.

Plates were piled high with food. The ambitious shot golf balls, played shuffle board, or tried their luck at bingo. Others just enjoyed the scenery. And the young . . . they loved it all, especially the merry-go-round, boat rides, and other whirling devices.

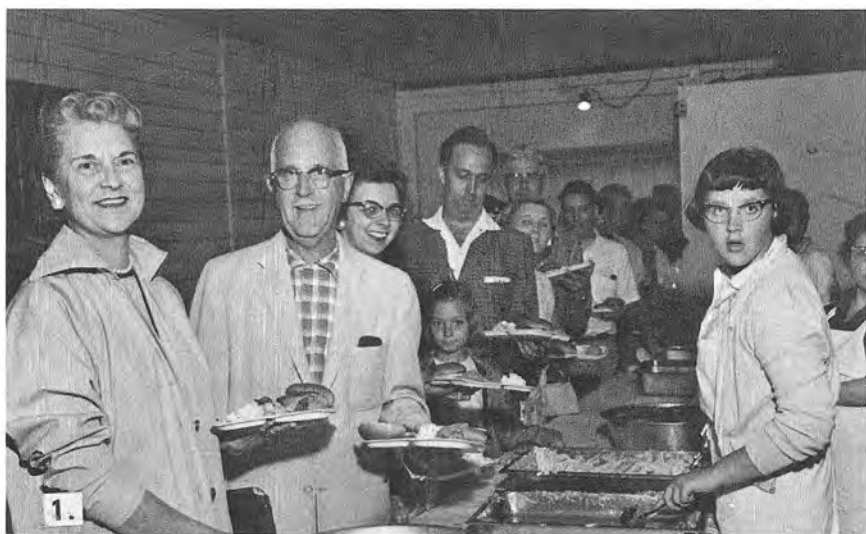
On the front cover, you see Lali Connolly handing out free "kiddie ride" tickets to Dennis Panepinto and Norine Perlo as Cindy Cortese watches.

In charge of arrangements for the picnic were the E.M.B.A. committee members shown above. Seated, from

left: Theresa Cangiano, Nancy Allen, Tom Wiley, Lali Connolly and Marilyn Adams. Standing, from left: Gene Giavedoni, William Deegan, chairman; and Alan Davidson.

Tony Cerra was on hand to take these and the picnic pictures on pages 4 and 5 and the back cover, in the absence of George Wetzel.

McCurdy's of Geneva employees and their families went to the Rod and Gun Club June 29th for their third annual picnic. Helen VanKirk, E.M.B.A. president, was general chairman; John Flood, master of ceremonies, with the following committee: Laura Wilkin, Lucy Carnevale, Oliver Young, Howard Palmer, Gladys Maher, and Elizabeth Williams.



1. The lines were long as McCurdy employees and their families were served at the annual picnic. Here Ellrose Walsh and her husband have filled their plates.

2. The children of Charles Smith stack up their quota of hamburgers and salad, rolls and baked beans.



3.



4.

3. The Kaleel Hadeed family (center) one of many groups that enjoyed the annual Willow Point Park outing.

are, from left: Sol Guttenberg, Evelyn Pelc, Florence Anderson, Joe Forsyth and (standing) Jeff Crandall.

4. Enjoying the view over Irondequoit Bay

For more picnic pictures, turn to the back cover.

Mel Allen Pays Visit to Book Shop



Little Leaguers . . . and their fathers . . . were much in evidence when Mel Allen, well-known sports announcer, came to McCurdy's July 20th to autograph copies of his new book, "It Takes Heart."

You see him, above, with the Book Dept. staff, from left: Geraldine Hirt, Helen Higbie, Buyer, and Leslie Walther. The picture was snapped by Theodore Dell, Camera Dept.

Her Wedding Gown from McCurdy's

The bride is Barbara Michaels, who is to be married September 6th to Leonard Cohen. Father of the bride (on the right) is Albert Michaels, employed in duPont's photo products plant in Rochester. That's Mrs. Michaels on the left.

The fitter is Esther Noyes, Alterations, who worked on Miss Michaels' wedding gown. The picture was shot by a duPont photographer in McCurdy's Bridal Dept., where the gown was purchased. It will appear in the duPont employee magazine.



Party Honors Retiring Shoe Buyer



The group pictured above represent a total of about 270 years with McCurdy's. They were the guests of *Roy Clifford*, Housewares Buyer, at his home early this summer. It was a farewell party for *Leo Schultheis*, Shoe Buyer, who resigned June 1st.

McCurdy Entry Wins Award

McCurdy's won first prize in the radio, TV and publicity division of a national competition sponsored by the makers of Franciscan masterpiece china recently.

The award went to Ruth Ott, Publicity Manager, for planning a series of three radio interviews with decorators on the Louise Wilson program on WHAM. A duplicate of the cash and certificate prize was presented to Betty Weese, China Buyer.

Standing, from left, are: Roy Clifford, Donald Dense, Guy Bogard, Howard Fitzgerald, Otto Roetger, Sam Ludwig, and Kaleel Hadeed. In front, from left: Jerry Drake, Leo Schultheis and Jack Morse.

New Buyer of Sportswear

Jane Miller joined McCurdy's July 15th as Buyer of Better Sportswear. She was for five years buyer of the Marima Sports Shop in I. Magnin's, San Francisco, and replaces David Eichenger, who resigned.

In Membership Campaign

Wesley Perine, Superintendent, is on the Retail Division team for the annual membership drive of the Chamber of Commerce, September 18th to 28th.





Girl Graduates Learn About McCurdy's

Three McCurdy promotions this summer all aimed to interest young customers.

A fashion show featuring McCurdy's new High School Fashion Board and selection of a teen queen from the group were scheduled for August 20th, in cooperation with White Stag, sportswear manufacturers.

For the next age group, there was a Girl Graduate promotion. Seniors in Monroe County high schools, invited to McCurdy's to receive miniature Lane cedar chests, also had the chance to win 20 different items, from a wedding cake to a lamp. They deposited contest slips in the 20 departments featuring these prizes, thus visiting every selling floor. Winner's

names were drawn July 13th.

In the picture above, you see Marie Carney, Interior Decorating, handing a chest and contest slips to Janet Grana, Knit Lingerie. Janet, a June graduate of East High School, will enter St. Lawrence University next month. On the opposite page, she deposits one of her contest slips in the Bedding Dept.

The lucky winners were guests of McCurdy's at a dinner in the Tearoom arranged by Edwin Marks, Food Division Manager, on July 21st. You see the group, with Store representatives who greeted them, on the opposite page, below.

For news and pictures of the third promotion for young customers, with McCurdy's College Board of '59, turn to page 10.



'59 College Board Introduced at Breakfast

The five young ladies you've seen around McCurdy's Main Store since July 27th, wearing grey flannel skirts, camel wool jackets, print blouses and leotards are McCurdy's '59 College Board. They are Jeanette MacDonald, R.I.T.; Lisa Good, Mount Holyoke; Lili Dzenis, U. of R.; Pat Dean, U. of Vermont; and Mary Way, Nazareth.

The Board met the McCurdy executives most concerned with college wardrobes at a breakfast in the

Tearoom July 28th. You see the group, photographed by George Wetzel, above.

College and career fashions sponsored by "Vogue" and McCurdy's were modeled for a specially invited audience in a show on the Second Floor the evening of August 12th.

McCurdy's of Geneva also had an undergraduate College Board: Kathy Taylor, Cornell, and Linda Orr, William Smith.



Swim Wear in Two Fashion Shows

McCurdy's of Geneva staged a parade and outdoor show of swim wear on June 20th and a similar display attracted crowds to Northgate the following Saturday.

The top picture, taken at Geneva, shows Jim Kane, then Sportswear Supervisor, explaining arrangements to

models Vicki Bullock, Gail Abbot, Georgia Bullock and Cindy Bullock. Connie Clark, Fashion Co-ordinator, who put on the show, is at the far right.

The lower picture shows Beverly Ladd modeling as Connie comments at right.

Up and Down



the Escalator

SECOND STORIES

by Angie Madalena

Robert Ehmann, Divisional Merchandise Manager, and his wife vacationed in the wilds of British Columbia.

Helen Holden, Buyer's Assistant in Millinery, spent her vacation in Nasau.

Katherine Goldschmidt, Millinery Buyer, vacationed in Puerto Rico.

Gene Giavedoni, Geneva Supervisor, and *Richard Salerno*, Buyer's Assistant in Budget Dresses, attended the Jazz Festival in Newport, R. I., the week-end of July 4th.

Florence Sandler, Gown Shop and Bridal Shop Buyer, sailed July 23rd for Italy and France, returning August 15th.

Jane Strachan, Associate Buyer of Better Dresses, spent her vacation in Nova Scotia.

Felix Hanselmann, Floor Superintendent, and his wife vacationed in Canada and New Jersey.

Marie Kropp, Furs, spent her vacation at Point Pleasant, New Jersey.

Dianne DuRocher, daughter of *Bernice DuRocher*, Will Call, was married June 27th to *Robert L. Flaherty*.

Carla McNamara, Sportswear, drove to the Adirondacks with her husband and daughter during her vacation.

Eugenia Williams, Millinery, visited her son in California.

Elizabeth King, Millinery, and *Bernice DuRocher*, Will Call, drove to California for their vacation.

Helen Poisiadly, Will Call, vacationed in the Adirondacks.

Assunta Izzo, Alterations, had her son, *Bernard*, and his family of Chicago as guests.

The bearded gentleman pictured in a recent "Democrat and Chronicle" feature story on Parma's sesquicentennial celebration was *J. Harlan Van Lare*, son of *Mary Van Lare*, Alterations.

MAIN STREETER

by Theresa Cangiano

Fern Elliott, Jewelry Buyer, has returned from a vacation trip to California, where she visited her daughter and family.

Frances Fender, Neckwear, has been recuperating from an operation.

Glad to see *Toni Sardisco* back in Handbags after her illness.

Nettie Roma, Cosmetics, reports that her daughter, *Virginia*, was graduated from Assumption University in Windsor, Ontario.

Mary Ohl's son, *Robert*, was graduated from Hobart in June. *Mary* is in Hosiery.

Another June graduate was *David Mitchell*, son of *Leah Mitchell*, Gloves. He will enter the U. of R. this Fall.

OUT NORTHGATE WAY

by *Martina Zegarski*

Ione Johnson, Dresses, became a grandmother for the twenty-first time recently.

Neal Miller, son of *Edward Miller*, Northgate Manager, won a prize for his picture "Sand Sentinels" in the Junior Division of the 1959 Kodak Photo Contest.

Betty Donatella, Housewares, visited her grandchildren in Kansas.

Ruth Cason, Shoes, has been recovering from a recent operation.

Credit Office and Wrapping Desk personnel held a steak roast at the home of *Marti Zegarski*.

Nellie Cook, daughter of *Sarah Cook*, Coats and Suits, took her final vows in the Franciscan Order at St. Mary of Angels Convent in Williamsville last month.

Colleen Finucane, Credit Desk, whose marriage to John MacLaren takes place August 22nd at Sacred Heart Cathedral, was guest of honor at a shower August 3rd at the home of *Dorothy Miller*. Co-hostesses were *Winnie Perkins* and *Doreen Sharp*.

Marti Zegarski, Credit Office, visited in New Bedford and Cape Cod.

Winnie Perkins, Credit Desk, had her daughter and family as recent guests.

Myrtle Jacobson, Coats and Suits, vacationed in Canada.

Doreen Sharp, Credit Desk, took her son and several fellow Pony League baseball players to Ancaster, Canada, for a game with the Canadian league.

Doreen Sharp, Credit Desk, vacationed at the Thousand Islands and along the Seaway.

Northgate Bowling League was entertained at a picnic at the home of *Ann Pfister*, Corsets.

June Allen, Credit Office, vacationed at East Bay.

Edward Miller, Northgate Manager, spent his vacation in Minnesota.

DELIVERY SPECIALS

by *Florence Anderson*

Our sympathy goes to *Mary Darragh* on the recent death of her husband.

Helen Coleman is recovering from a serious illness.

Bernice La Porte vacationed in Atlantic City.

Florence Anderson spent her vacation with her mother in Kingston, Canada.

TALES FROM FOUR

by *Tom Wiley*

Randy Worthington, Furniture Buyer, and his family vacationed on Cape Cod in July.

Tom Wiley, Rugs, attended the Alexander Smith rug school in Amsterdam for a few days in June.

OVER THE COFFEE POT

Catherine Wallace

Our sympathy goes to *Jane Kearney*, Phone Operator, who broke her wrist while on vacation.

Frances Magarian, Addressograph, and her husband motored to Florida for their vacation.

FIFTH NOTES

by Ruth Kruger

Sam Ludwig, Paymaster, spent his vacation fishing at Old Forge.

Alice Ettinger, Assistant Personnel Manager, resigned last month to devote her time to home duties.

DOWNSTAIRS STORE

by Virginia Mulder

Our sympathy goes to *Ann Pelligano*, Daytime Dresses, whose father died June 15th.

Jack Morse, Domestic Buyer, was pictured complete with cigar in a full page ad of Cannon Mills in the June 10th issue of the "Daily Record," trade paper. He was quoted on the quality of Cannon sheets.

ADVERTISING and DISPLAY

by Leonard Cieslinski

Charles Ellis, Display Manager, is mighty proud of his daughter, Karen. For the second year in a row, she won the Junior tennis championship for her age group in the annual tournament sponsored by Rochester Jaycees.

Mary Jean MacEwen and *Evelyn Rose*, Advertising, vacationed on Nantucket.

Betty Cayford, Advertising, spent her vacation at her family's cabin in the Adirondacks.

William J. McLaughlin, Sales Promotion Manager, and his wife motored to New England for a vacation that included plenty of golf.

Phyllis Fogg, latest addition to the Advertising Staff, is flashing a new diamond on the appropriate finger. Lucky man is Henry Kalinowski.

GENEVA JOTTINGS

by Lucy Carnevale

It's twin girls, born July 20th, for *Mr. and Mrs. Frank Sciarabba*. This brings the family to three girls, two boys. Father is Supervisor of Men's and Children's Depts.

Lucy Carnevale, Shoes, is busy with plans for the marriage of her daughter, Arlene, to Joseph Jacobs of Geneva on September 12th in St. Stephen's Church.

Marion June Swarthout, Town Room, was married to William Colin of Harrisburg, Pa. on June 13th in the Waterloo Baptist Church.

We welcome back *Fran Schultz*, Office, after her auto accident.

We also welcome back *Alma Coblio* and *Alice Chase*, Town Room.

Congratulations to our new grandmothers, *Margaret Whitaker*, Dresses, and *Alice Chase*, Town Room.

Cook-Kopen

Sordlee Kopen, Display, was married to Marvin J. Cook on June 21st. The ceremony, in Temple Beth David, was followed by a reception. The couple spent their honeymoon in the Catskills and are now residing at 70 Hinsdale Street.

Al Foilb Is Honored

The Empire State Cosmetic Association has nominated *Albert Foilb*, Cosmetics and Drug Buyer, as department store cosmetics "buyer of the year." The association, which includes the major cosmetic lines in this state, will announce the winner at the Cosmetics Show in Buffalo the end of this month.



Heads Executive Club

Albert Foilb, Cosmetics and Drug Buyer (shown above) is the new chairman of the Executive Club. Vice-chairman is Mildred Schmidt and treasurer, Betty Gilbert.

Completing two-year terms on the Board of Governors are Frances Davis, Howard Fitzgerald, Albert Foilb, Elwood Spalding, Jane Strachen and Betty Weese. Newly-elected board members are Donald Dense, Anita Gallagher, Betty Gilbert, Carl Hoffman, Mildred Schmidt and Howard Werner.

Have You Filled Out Beneficiary Card?

All employees now included in McCurdy's Profit Sharing Plan, who have not yet made out a beneficiary card are urged to do so. Please check with *Ada Briemer*, Executives' Secretary, or *Elwood Spalding*, Employee Counselor. Both have their offices on the Fifth Floor.

Thanks to the E.M.B.A.

Many thanks for the flowers and cards sent to me while I was in the hospital.

Kay White

Your kind expression of sympathy is deeply appreciated.

Betty Knaak

The family of *Frank Pellicano* acknowledges with grateful appreciation your kind expression of sympathy.

Gratefully acknowledging and thanking you for your kind expression of sympathy.

Mary Darragh & Family

My thanks for the lovely flowers and good wishes received while I was ill.

Rose Cullian

Mrs. Alice Arland has asked me to thank you for her lovely plant, which brightened her room and her spirits, too.

Evelyn H. White

Thank you so much for the flowers sent to me while in the hospital.

Louise G. Jewett

Thanks to the E.M.B.A. for the lovely plant sent to me during my illness.

A. Sardisco

It afforded me great pleasure to receive the many cards and gifts from you and to know of your prayers and good wishes.

Dorothy Megeyle

My thanks for the beautiful flowers sent to me during my illness.

Marian Scelfo

My family and I are deeply grateful for your kind expressions of sympathy at the death of my father.

Lucy Carnevale

