



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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Two New Executives

Robert Cusson has joined McCurdy's as Buyer of China, Glassware, Silverware, Lamps, Gifts, Pictures and Mirrors. He was formerly with Hershberg's.

John Montanye joined McCurdy's August 8th as Divisional Merchandise Manager of Ready-to-wear, replacing Robert Ehmann, who has resigned. Mr. Montanye comes from the Globe Company in Scranton, Pa.

New Domestic Buyers

Tom Lunt, Domestic Buyer, resigned August 8th. He plans to devote his entire time to managing Lake Shore Country Club. He had been with McCurdy's for three and a half years.

Ruetta Grana will be the buyer for the Domestic Department in addition to her duties as Buyer of Linens.

Join the E.M.B.A. Note the back cover of this issue! Sign up with your Floor Supervisor.

Promotions Announced

Gerald Drake, who had been Manager of Internal Audit, has been made Manager of Unit Control. This is a newly centralized service to increase the efficiency of stock control in all departments of the Store.

Lee Tuttle, who has been in charge of the Accounts Payable Dept., is now Manager of the Internal Audit Dept.

Lewis Stark, who has been Manager of Customer Service, is now Floor Supervisor in the Downstairs Store.

John Reimer has been named Manager of Customer Service. He had been on a special project in the Store.

Bertha Bennett, who had been in the Personnel Dept., is returning to her former position as Floor Supervisor on the Third Floor.

Joseph DeMariano, formerly Assistant Receiving Manager, is now Manager of Traffic and Receiving and Marking Room.

Frank Mann, formerly Floor Superintendent, is promoted to Assistant Receiving Room Manager in charge of marking, checking and transfer.

Eugene Biltucci, Toy Buyer, has been named Buyer of Luggage and Cameras in addition to his other duties.

Helen Higbie, Book Buyer, has transferred and become Candy Buyer.

Eldred Loughborough, who has been Head Pharmacist, is now Buyer of Drugs and Prescriptions.

Pete Merrill, in addition to his duties as Assistant Divisional Merchandise Manager, will act as Buyer of Cosmetics and will supervise Books.

McCurdy Employees' Annual Picnic



Well over a thousand employees from McCurdy's Main Store and Northgate, with their families, ate hots and hamburgers, drank gallons of coffee and milk, swatted golf balls, squealed over "kiddie rides", and generally had a wonderful time at the store's annual picnic July 6th at Willow Point Park.

Responsible for the arrangements was the E.M.B.A. committee shown above. Seated, from left, are *Katherine Hobson, Cliff Beard, Celia Gordon,*

Helen Desens; standing, from left: *Marilyn Adams, John Reimer, Helen Podsiadly and Dick Johnson.*

On the front cover, having the time of their lives on a "kiddie ride" are twins, *Gordon and Charles McCurdy*, whose father is *John McCurdy*, Divisional Merchandise Manager. Right in back of them is their sister, *Claire.*

For more pictures of the picnic, which was blessed by perfect weather, turn to pages 4 and 5.

Here They Are! Food and Fun



1. One of several lines waiting to be served. They moved quickly.

2. Elmer Myers with twin daughters, Sus-



an and Donna.

3. Mr. and Mrs. William Finger with sons Bobbie and David.

For Hundreds at Store Picnic



4. Elwood Spalding, Mrs. Wesley Perine, Mr. Perine, Gilbert G. McCurdy. (from left)

5. Helen Ross with Jim, John and Bill Ross; Marty Zegarski with Dorothy Young and Carol Zegarski. (from left)

6. Andy Monohon and his sister enjoy a ride.

7. John Reimer holds box for door prize drawing.

McCurdy's of Geneva Holds Annual Picnic



McCurdy's of Geneva employees and their families, about 200 in all, held their annual picnic June 20th at the Rod and Gun Club.

A buffet supper was served under the supervision of *Oliver Young*. *Ann Parker*, E.M.B.A. president, was assisted in program arrangements by

Bill Howe, Lee White, Dick Salerno, Bud and Jane Whiting.

Door prizes were won by *Kate Hatch, Joey Palmer, Genevieve Ricci and Mary O'Connor.*

Lucy Carnevale took the picnic pictures shown here.

Girl Graduate Prize Winners Entertained



It was like Christmas in July as fourteen June graduates of Rochester and area schools unwrapped prizes at a dinner in the Tearoom July 26th.

They were the winners in McCurdy's Girl Graduate contest conducted in cooperation with the Lane Company, makers of cedar chests. In response to invitations from the company, more than 900 girls came to McCurdy's in June and early July, received miniature cedar chests and sets of eighteen coupons.

The coupons, dropped in contest boxes in eighteen departments throughout the store, were chances on

merchandise from the respective departments. Prizes ranged from a cook book to a matched set of spreads and draperies. In their travels from floor to floor, the girls learned much about McCurdy's.

Fourteen of the eighteen winners turned up for the dinner, met *Gilbert G. McCurdy*, Executive Vice-President; *Milton Tatelbaum*, General Merchandise Manager; *Randy Worthington*, Furniture Buyer, and his assistant, *Richard Tomer*; *Jane Miller*, Sportswear Buyer; and *Ruth Ott*, Publicity Manager. You see the entire party in the picture above.





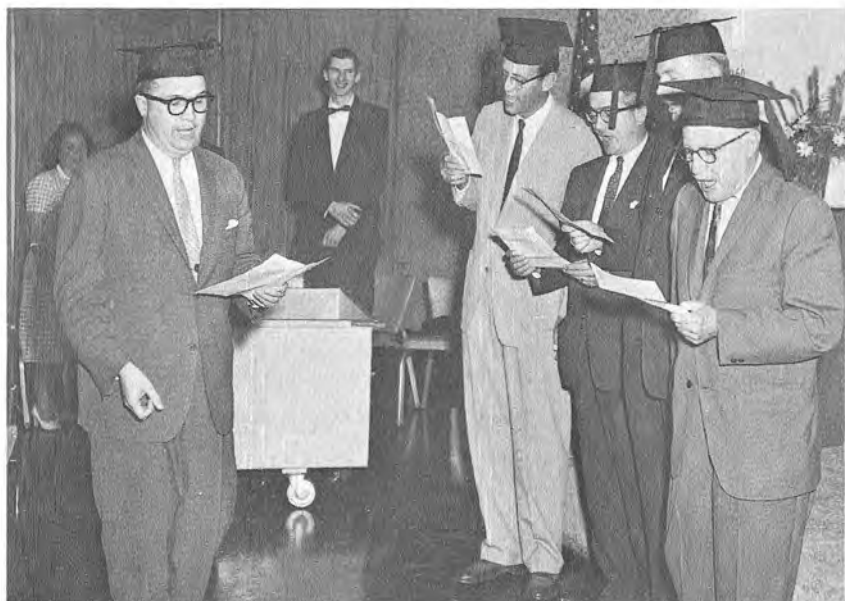
Meet McCurdy's College Board of 1960

Dark olive jumpers stopping just above the knee; multi-color striped shirts; dark olive leotards and desert boots. That's regulation dress for McCurdy's 1960 College Board and a sharp new note in campus fashions.

This year's Board, expanded to six members in the Main Store, two at Northgate and two at McCurdy's of Geneva, arrived on the scene August 1st, full of helpful information for campus-bound customers. All except the Geneva pair met key store personnel at a breakfast in the Tearoom

July 29th, later were introduced to all the buyers at the weekly Friday meeting.

A portion of those at the breakfast are shown above. The Main Store and Northgate College Board members are pictured on the opposite page. Shown left to right are: *Jane Alison*, Smith; *Romaine Vogt*, Nazareth; *Pat Dean*, University of Vermont; *Carol Freidman*, Cornell; *Linda Henry*, U of R., *Anita Ferara*, Nazareth; *Evelyn Spring*, Brockport; *Sue Weighill*, R.I.T.



Friends Honor Ehmann at Dinner Party



One hundred and three of his friends in McCurdy's, including a number of former associates, sat down to a dinner at the Manger Hotel the evening of July 13th in honor of *Robert Ehmann*. He had resigned as Divisional Merchandise Manager of Ready-to-Wear, effective August 1st, to become instructor in economics at Principia College in Elsah, Illinois.

With *Jerold Foland* as toastmaster, the program portrayed Bob's "Life at McCurdy's" in a skit, song and poem and concluded with the presentation of a "diploma" by *Gilbert J. C. McCurdy* bestowing on him the degree of "Doctor of Retailing."

In the picture above, he is receiving a gift from *Angie Madalena*, while *Mr. and Mrs. McCurdy* and *Mrs. Ehmann* (at his left) and *Mr. Foland* (right) watch proceedings.

On the opposite page, above, are the singers giving forth with their version of *School Days* at Principia. From left: *Roland Bogardus*, *Randy Worthington*, *Steve Monohon*, *Donald Lafler* and *Elwood Spalding*. In the background are *Angie Madalena*, who headed the party committee, and *Tom Limmer*, leading man in the skit.

Below, some of the guests listening to master-of-ceremonies, *Foland*.

Up and Down



the Escalator

MAIN STREETER

by Theresa Cangiano

Don Bullock, who had been McCurdy's "Pen Doctor" for 29 years, retired July 1st.

Lt. J.G. Robert B. Davis, son of *Frances Davis*, Stationery Buyer, is now in the regular Navy. He had been on active duty in the Reserve.

James Bless, Men's Wear Buyer, and his family are vacationing on Cape Cod.

Carl Hoffman, Hosiery Buyer, and his family have been spending their vacation at the Thousand Islands.

FIFTH NOTES

by Ruth Kruger

Loretta Kuhn, China and Glassware, reports that her mother celebrated her 97th birthday on June 12th.

Elwood Spalding, Employee Counselor, and *John Bullock*, Street Floor Supervisor, with their wives spent a recent week-end in Boston. They visited *Clement Bates*, former McCurdy's store superintendent.

Ada Tuley, Glassware, plans a trip to California in September.

ACCOUNTING OFFICE DATA

by Grace Love

Ardella Norton, Tabulating, went to California, where her son is to be stationed. She also visited her daughter and granddaughter.

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

A WORD FROM THIRD

by Lali Connolly

The Toy Dept. and its buyer, *Eugene Biltucci*, were written up in the August issue of "Department Store Economist", which featured McCurdy's American Toy Fair.

Ruth Williams, Lingerie Buyer, entertained her departments at a picnic at her home July 9th.

Charlotte Miller, Daytime Dresses and Negligee Buyer, flew to Seattle, Washington, to spend two weeks with her brother and his wife this month.

OUT NORTHGATE WAY

by Martina Zegarski

Terry Allen, son of *June Allen*, Office, flew to Colorado Springs July 16th to attend the Boy Scout Jamboree.

Ione Johnson, Dress Dept., is the proud grandmother of her twenty-second grandchild, and expects the twenty-third any day!

Barbara Hael, Silverware, announces her fourth grandchild, a boy.

Sister *Mary Corita*, daughter of *Loretta Monohan*, Hosiery, has received her habit in the Sisters of St. Joseph at Nazareth.

We extend our sympathy to *Irwin Kaltenbacher*, Men's and Boys' Supervisor, on the loss of his mother.

Milton H. Carter, who retired after 30 years as Chief of Police in Greece, was guest of honor at a testimonial dinner June 29th. He is the husband of *Edna Carter*, Girls' and Teens' Dept.

SECOND STORIES

by Angie Madalena

Ellen Robinson, Alterations Dept. Manager, vacationed in Canada this month.

Jane Miller, Sportswear Buyer, is back from a vacation trip to California.

Florence Sandler, Better Dress Buyer, and *Janet Gooding*, Coat and Suit Buyer, vacationed in Swampscott, Mass.

Anita Gallagher, Budget Dress Buyer, got plenty of golf during her July vacation. She played in a tournament at Oak Hill Country Club, then saw the Women's National Open at Worcester, Mass. (this last was won by Betsy Rawls, who held a golf clinic at McCurdy's last May)

Elizabeth King, Millinery, and *Bernice DuRocher*, Ready-to-Wear Desk, are back from a motor trip to New Orleans.



Mary Patterson, Budget Dresses, was entertained by her co-workers at a dinner at Maplewood Inn and later at the home of *Katherine Hiatt* June 20th, prior to her departure for England, France, and Ireland. You see the party in the picture above.

ADVERTISING and DISPLAY

by Leonard Cieslinski

The engagement of *Diane deAngelis*, Advertising, to *Philip D. Rupert, Jr.*, was announced recently. They are planning a September wedding.

Our sympathy goes to *Kathleen Outlaw*, Advertising, who was injured in an auto accident near Watertown last month. Her husband was also injured in the crash.

William J. McLaughlin, Sales Promotion Manager, and his wife spent two weeks of vacation in Manchester, Vermont, in July.

Eleanor Kyle is the newest addition to the Advertising staff.

DELIVERY SPECIALS

by Florence Anderson

Stephany DeYaeger and her husband motored to California.

Richard Hartman spent a week in Perth, Ontario.

Larry Holler vacationed in Virginia.

Vincent Olles visited relatives in Michigan.

Florence Anderson vacationed at Ipperwash Beach on Lake Huron, Canada.

GENEVA JOTTINGS

by Lucy Carnevale

Blanche Seeley won a transistor radio for her outstanding selling record during the recent Lucky Key promotion of Simmons bedding.

Pat Van Kirk, Cosmetics, has her first granddaughter. Also on the list of grandmothers are *Catherine Hatch*, Office, *Frances Shultz*, Office, and *Catherine Marion*, Foundations.



Good Selling Wins Cash Award

Seven key words brought a check for \$250 to be credited to the McCurdy charge account of *Josephine Crescuola*, last month.

Mrs. Crescuola was judged the most outstanding sales person in the Eastern Division supplied by Munsing-

wear Hosiery Company, who staged this contest to promote their Slenderella stockings.

In the picture above, *Gilbert G. McCurdy*, Executive Vice-President, is receiving the check from *Charles White* (right), Munsingwear sales representative, while *Mrs. Crescuola* watches.

McCurdy Blood Donors

When the Red Cross Bloodmobile was at the Hotel Manger, June 15th, the following volunteered as donors: *Robert Diggory*, Shoes; *Peter Bush*, Delivery; *Dorothy Weinstein*, Juniors; *Lisa Heiman*, Gown Shop; *Lois Ebert*, Drapery Workroom; *Freda Hofstetter*, Alterations.

Executive Club Meets

The largest number in its history turned out for the Executive Club luncheon July 1st at the Manger Hotel to honor three members who had just left the Store: *Don Bullock* of the Pen Department; *Betty Weese*, who had been China, Glassware and Silver Buyer; and *Rita Dowling*, who had been Gift, Lamp and Picture Buyer.

Four Summer Weddings

The marriage of *Alan Davidson*, Assistant Buyer of Coats and Suits, to *Rena Pinsky* took place July 4th in Temple Beth-El.

Sheila Stelljes, Buyer's Assistant in Stationery, became the bride of *Robert F. Auld* on July 9th in Greece Baptist Church.

Katherine Boland, Better Dresses, was married July 30th to *Richard Mus-to*. The ceremony, in Holy Apostles Church, was followed by a reception.

Gary Shafer, Assistant Buyer of Men's Wear, was married to *Donna Winters* in Temple Beth-El on August 6th.

STORK NEWS

A son, *Robert Joseph*, was born to *Robert Roney*, Art Director, and his wife on June 29th. Makes three boys and a girl in the Roney family.

It's a first grandson for *Helen Corwin*, Corset Buyer. Born July 5th to her son, *Paul*, and his wife, the baby has been named *Bartholomew* (*Barry*, for short).

A daughter, *Marcia*, was born July 9th to *Connie Clark* and her husband. *Connie*, former fashion co-ordinator, resigned in April when her husband was transferred to Des Moines, Iowa.

A daughter, *Lisa Anne*, was born August 2nd to *Mr. and Mrs. Larry Sadinsky* (papa is *McCurdy's* Rug Buyer). Makes two girls in the family.

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

Thank you for the flowers. How thoughtful of you!

Marion McConnell

The flowers from the E.M.B.A. were very much appreciated. I also thank everyone for their cards and good wishes while I was ill.

Jane Strachen

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

Alice Kaltenbacher

Thank you very much for the flowers and cards sent during my illness.

E. C. Loughborough ("Doc")

Your expression of sympathy is gratefully acknowledged.

The family of Irving C. Roach

Acknowledging your very kind and thoughtful expression of sympathy.

The family of Carmelo Alletto

What a pleasant surprise to receive the beautiful plant! I thank all of you so much, and for your good wishes, too.

Dorothy Megerle

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

Geraldine Shirey

My sincere thanks to everyone at *McCurdy's* for their thoughtfulness and many kindnesses during my enforced absence from the store.

Howard Fitzgerald

JOIN THE BIG E.M.B.A. PARADE!

