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McCurdy's Plans First Store In Suburban Area

The first home-owned major department store in suburban Rochester, construction of which in connection with the Northgate Shopping Plaza is going according to schedule, will be opened by McCurdy and Co., Inc., Gilbert J. C. McCurdy, president announced Monday.

Announcement was made at a profit-sharing dinner at the Chamber of Commerce for McCurdy's employees. Members of the firm's operating board distributed profit-sharing bank books to 635 employees.

Site of the McCurdy's Northgate Store will be in the center of a U-shaped shopping development being built in Dewey Ave., Greece, between Britton and Dennis Roads. Completion of the center is slated for October, Emil Muller, contractor, said Tuesday.

THE STORE is in the area of three Catholic parishes, Mother of Sorrows, Holy Cross and St. Charles Borromeo.

"We selected the site for several reasons," McCurdy said. "The principal one is that this particular locality is the most difficult of all of Rochester's growing suburban developments from which to reach downtown Rochester. It is 7 1/2 miles downtown through heavy traffic."

The new Northgate store will have a frontage of 180 feet, a depth of 200 feet and approximately 36,000 square feet of sales and display space, McCurdy said. It will be air-conditioned. Parking spaces will hold about 2,000 cars, the store president said.

The company estimates the new store will employ about 150 persons and will offer virtually the same departments as McCurdy's downtown store.

With distribution of profit-sharing payments at the dinner, a total of \$1,100,000 has been presented to workers since the plan began in 1946. To participate, employees must have worked a full fiscal year with the firm. Payments have averaged about five weeks' pay for participants.

Architect's Drawing For New 'Northgate Store'



Here is the architect's conception of front of the new suburban store planned by McCurdy's for a site on Dewey Ave. between Britton and Dennis Rds.

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 REV. JOHN SAILE, Pastor

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Officers' Slate To Be Given At Women's Club Meeting

Members of the Catholic Women's Club will hold their Annual Meeting at 8 p.m. on Monday evening, April 20. The report of the Nominating Committee of officers and directors to serve for the fiscal year beginning May 1 will be presented by Mrs. Edward L. Zimmer, chairman of the committee.

FOLLOWING this short business meeting members will have William M. Pierson, Jr., Associate Director of Home Decorations for Sibley, Lindsay and Curr Company discuss present trends in home furnishing.

"The emphasis will be more on ways in which the homemaker, especially in the longer established home can keep her home attractive and up to date through the use of color and newer fabrics," the committee said.

Miss Lucille C. Burkhardt, program chairman, is in charge of arrangements. Refreshments will be served.

On Tuesday evening, April 28, the Business Women's Group of the Club will have the card party which they sponsor annually to provide funds for high school scholarships which they support.

College Alumnae Set Day Of Recollection
 Nazareth College Alumnae will hold a Day of Recollection on Sunday, April 19 from 1:30 to 5:00 p.m. at the College.

SAINT MICHAEL'S
 MASSES—Sunday: 8:15, 9:30, 10:45, 11:15 (11:15 Mass)
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 Rev. St. Joseph, Pastor
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Italian Mission Listed in Geneva

Geneva - A mission for the Italian members of the congregation at St. Francis de Sales parish opened Sunday night.

The mission is being conducted by the Rev. Emil Banchi, of the Capuchin Order. Services are being held in Italian at 7:30 p.m. each day of the mission.

Card Party To Open Guild's Silver Jubilee Observance

The Little Flower Guild of St. Boniface Church, now in its 25th year, will hold the annual Card Party on Wednesday evening on April 22 in the school hall.

The annual card party is to be the first festive observance of the silver jubilee of the Little Flower Guild.

Honorary Chairman is this year's president, Mrs. James McAllister. Mrs. Mathias J. Kuebel is general chairman assisted by the following members:

The Misses Betty Ruby and Ruth Ehmann and Mesdames John Curran, Herbert Reisinger, Miss Eleanor Ritz, Mesdames Clement Bayer, Martin Bayer, Frank Vogel, Jr., the Misses Theresa Kreckel and Ada Schreiner.

Mesdames Leonard Haight, Arthur Prindpe, Francis Crough, Agnes Enright, Patrick Honadle, Eugene Klee, Edward Sloan, Arthur Schult, Herman Koch, Edward Brennan, Richard Pappert, James McCabe, Robert Williams, Thomas Hall, John Miles, Thomas Meyer, James Millington and Donald Newcomb.

Attractive table prizes will be awarded. Refreshments will be served. Any persons planning to hold simultaneous parties in their own homes will again be given table prizes.

Rummage Sale Listed By Nazareth Alumnae

A rummage sale will be conducted by Nazareth Academy Alumnae Association on Friday and Saturday, April 24 and 25 at 200 West Main St. Proceeds will go into the Alumnae's Scholarship Fund.

Chairman is Mrs. Richard Eckert with Miss Rita Lerch handling publicity. Many articles of all and any description are needed and will be acceptable.

Accepting donated articles at their homes are: Mrs. Gerard Case, 2533 Norton St.; Mrs. D. H. Moore, 37 Avenue D.; Miss Mary Jane Klem, 86 Peñrose St.; Miss Betty Sansom, 213 Flint St.; and Miss Marlene Noesner, 140 Knickerbocker Ave.

Holy Apostles Mothers To Hold Rummage Sale

Mothers' Club of Holy Apostles School will sponsor a rummage sale to be held at 216 Main St. West on April 16 and 17 from 9 a.m. to 9 p.m.

Mrs. George Kalaby is chairman in charge of arrangements. Assisted by Mrs. Nicholas Doyle, co-chairman.

Parish Roller Skating Fete Listed By Immaculate Group

The family skating party, a gay institution of a bygone day, will get a return whirl in the City when members of the Immaculate Parish hold their annual party. This special event is scheduled for Monday evening, April 20 at Eddie's Roller Palace on Chestnut Street.

This party is being arranged by the Family Guidance Group of the parish. This organization, composed of parents of the Immaculate school children, tries to bring families together.

AN INVITATION is being extended to those of all ages, "the young and the young in heart." The entire roller rink has been reserved for members of the Immaculate parish for that evening.

Skating will begin at 7:30 p.m. and will continue until 11 p.m. Two types of tickets are being offered — a single admission for thirty five cents, and a family ticket for \$1.25. These prices include skates and checking. Tickets may be purchased at the Rectory.

Le Minton is the general chairman. He will be assisted by Mrs. Thomas Amick, Mrs. Joseph Resch, Mrs. Mary Martin, Mrs. Richard Hamlin, Mrs. Howard Palmer, John Murray, James Dedman, James Coughlin, Charles Fender and Louis Belkrich.

St. Theodore Auxiliary Sets Monday Card Party

A card party will be held by Ladies Auxiliary No. 260, Knights of St. John of St. Theodore's Church at Ackerman's, Lyell and Howard Roads, Monday, April 20 at 8 p.m.

Tickets may be obtained from members or by calling Glenwood 6560-M, GENESEE 2046-M or Glenwood 6448-W.

Spring Card Fete Slated By Perpetual Help Society

The Perpetual Help Society's Spring Card Party will take place at the Nurses' Lounge of St. Mary's Hospital, Wednesday, April 22 at 2 p.m.

Chairman will be Mrs. Lillian Dancy assisted by Mrs. Mortimer Donovan, Mrs. George Hetsel, Miss Julia Halbreib, Mrs. William Woodside, Mrs. Charles Fishley and Mrs. Frank Esse.

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Cornell Newman Club Elects New Officers
 Ithaca — At the April 12 general meeting of Cornell Newman Club, elections of officers for next year were held. The winning candidates included Art Auer '54, president; Mary Shepard '54, vice-president; Deborah Kroker '54, secretary; and Joe Cillo '55, treasurer.

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