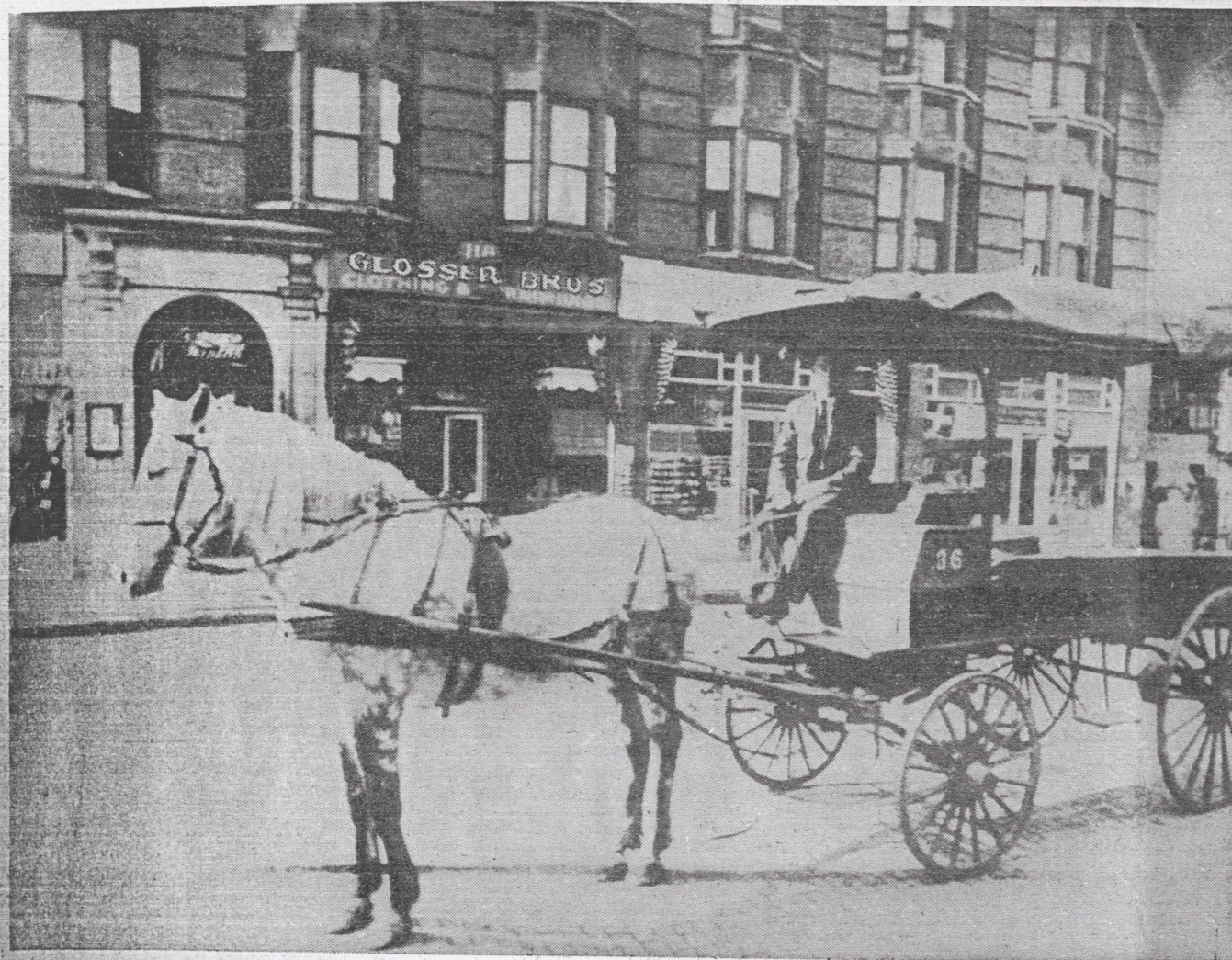


One-Room Clothing Shop Grows to Giant Department Store in 47 Years



Glosser Bros. started out in the horse-and-wagon days of 1906 in this little one-room clothing store at 118 Franklin Street. The four-story building, known as The Franklin, eventually was taken over entirely by Glosser's as the business mushroomed.



Another milestone was reached by Glosser's early in the 1920s Building. The Bell Telephone Company was still located in part of as the store began to occupy the upper floors of the Franklin the second floor at the time this photo was taken.

Glosser Bros. Grows With The Community

Department Store Mushroomed From Little Shop Begun in 1906

Glosser Bros. Store figures prominently in the 20th Century history of Johnstown.

This locally-owned and operated department store was born and reared in Johnstown. And as the community grew, so did Glosser's.

Its remarkable growth in the mercantile field is almost like a Horatio Alger success story.

The story had its beginning shortly after the turn of the century. Louis Glosser and his eldest son, Nathan, were running a little tailoring shop on Franklin Street, north of the present Postoffice Building.

They had acquired this shop about 1904 when the proprietor wanted to return to Europe. A deal was made whereby the Glossers would take over and pay for it out of the earnings.

In 1906 the Glossers bought the business of Jacob Fisner across the street in the Franklin Building—now the home of the Glosser Store. Here they started merchandising men's wear.

This comparatively tiny men's wear shop is officially considered as the start of Glosser Bros. department store.

Grows Tremendously

The first Glosser store occupied about 1,500 square feet of floor space. Today the huge department store takes in more than 200,000 square feet of space.

It ranks among the state's largest independent merchandising establishments. It is one of America's few independent popular-priced cash department stores.

Some idea of how Glosser's and the downtown business district have grown in the past 47 years can be gleaned from the store's motto: "Out of the High Rent District."

In those days, Glosser's was out of the small but main business section in downtown Johnstown. Today the department store is in the heart of the business district, which has fanned out over most of the downtown wards.



Louis Glosser.....founder

In 1926 Glosser's bought the Franklin Building. But by 1927, the phenomenal growth of the retail store required further expansion. A five-story structure was added at the rear of the Franklin Building along Good Alley.

A cafeteria and more departments were put into service in 1929.

Demand for more and more space for the growing department store resulted in the erection of the big and modern five-story building facing Locust Street. This was opened to the public in 1931.

In conjunction with the construction of the new building, Glosser's installed an escalator between the first and second floors. This moving stairway, Glosser officials recall, was the first to be built in a store in any city the size of Johnstown.

1.2 Million Packs of Fags Sold by Shop

When it comes to volume sales of one product, the smallest department (from standpoint of size) in Glosser Bros. Store is hard to beat.

The department is the tobacco counter.

Its record sales volume, of course, is in cigarettes. More than 1,250,000 packs of smokes are sold annually by the little tobacco shop.

Glosser Bros. Baby Derby Is Popular

The annual Baby Derby of Glosser Bros. has grown into a popular feature of the local department store.

Since 1931, Glosser's has been awarding a complete layette set to the first baby born in this district in each new year.

Some of the infants who won the awards in the early years of the contest now are young men and women. Special awards also have been given to twins born on New Year's Day whether or not they were the first arrivals.

A list of the winners since the custom was started by Glosser's 22 years ago follows:

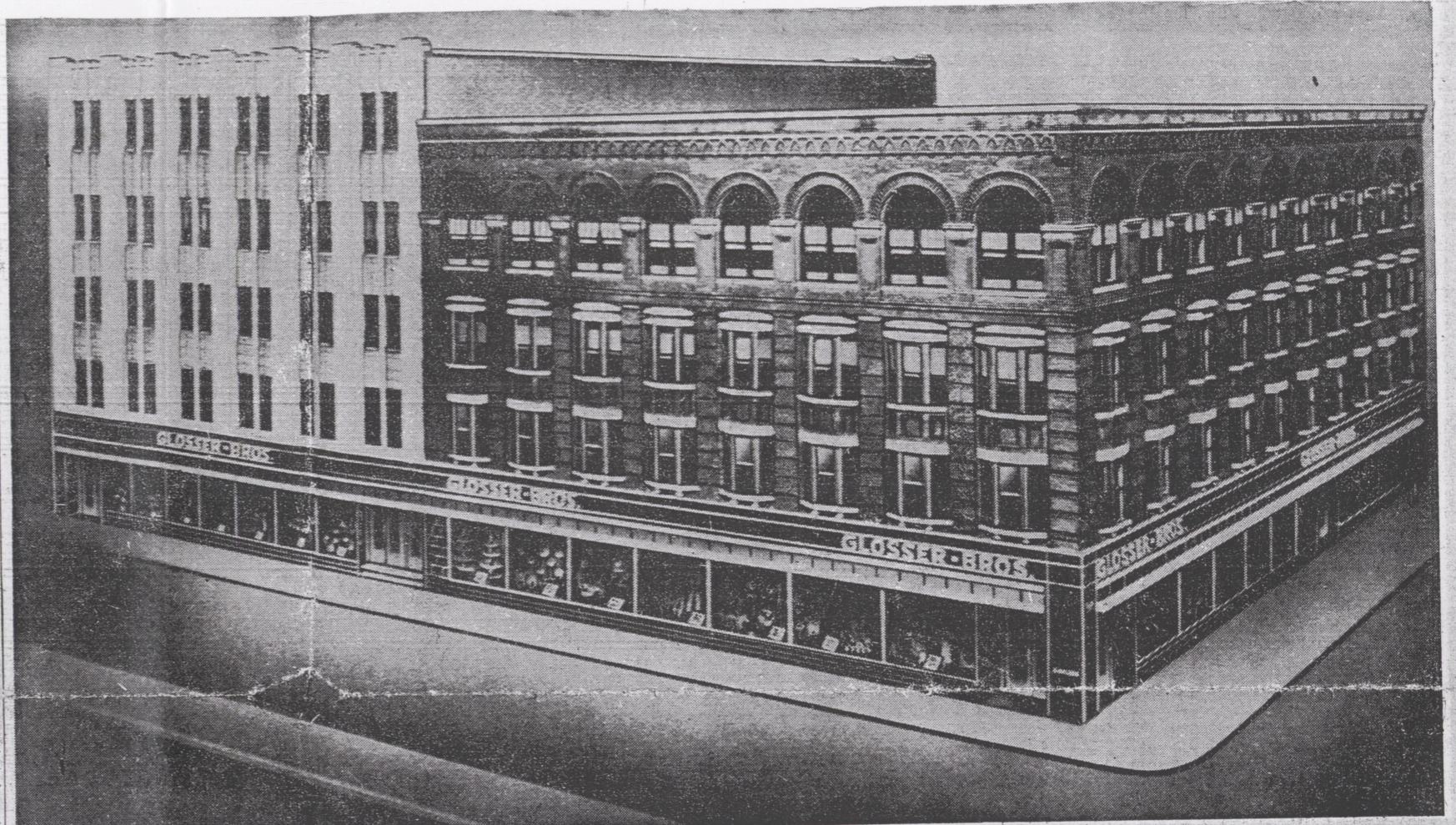
1931—Dorothy Helen, daughter of Mr. and Mrs. Francis Urban of Jerome.

1932—Dolores Rae, daughter of Mr. and Mrs. Harold Overdorff of 560 Linden Avenue.

1933—Clifford Eugene, son of Mr. and Mrs. Homer Curtis Shilling of Somerset R. D. 6.

1934—Mary Grace, daughter of Mr. and Mrs. James Cunningham of Hastings.

1935—Shirley Ciare, daughter of Mr. and Mrs. Lester W. Harris of



By the early 1930s, Glosser Bros. found it necessary to erect the modern five-story addition, facing Locust Street, in order to meet the pressing demands for more space. This gave the big store over 200,000 square feet of floor space as compared to the 1,500 square feet with which the firm started in business in 1906.

Merchandising With Color Mark's Store's History

Glosser Bros. Store has shown a flair for color in its merchandising and other activities over the years.

Many of its special events stand as signs of the times. Others have grown into store traditions upon which firm officials look with pride. And some are recalled with a whimsical smile as fleeting—although colorful—promotions.

There was a time when Glosser's printed their own "money." Actually it was scrip. During the bank holidays of 1933,

This scrip was accepted as legal tender in all departments of the store.

Twenty-five years ago, the store used to give away ponies during its annual circus sale. Now, in keeping with the times, the firm gives away automobiles at special promotional events.

Whatever happened to the live monkeys the store displayed years ago in its windows during the Christmas season? Well, one night they got loose and ran wild in the store. That night of monkey busi-

ness for each 1906 dime turned in. About 300 dimes were expected. Instead 2,368 dimes of 1906 vintage flooded the store.

The 1936 flood destroyed the labels on thousands of items of canned goods. These unlabeled cans were sold for one cent apiece. Nobody knew what they were buying until some smart shoppers figured it out. Each different kind of canned goods has a code number stamped on the metal can. After their initial purchases, the wise shoppers would return and pick out the cans bearing certain

big balloon tied to the top of the building. On a certain date it would be released. The finder would be rewarded with merchandise. However, Glosser's found the balloon couldn't be kept tied up too long. The reason: Mischievous youths, with air rifles or .22-caliber rifles, would use it as a target at night.

Glosser's sponsored monthly "town dances" at the old Auditorium during the early 1930s—for an admission charge of 25 cents per person. One of these dances attracted a record crowd of 4,500.

Merchandise County War Memorial Arena. The traditional fashion show used to be staged in the Locust Street windows of the store. Later it was staged successively at the State and Embassy Theaters and Johnstown High School. It is presented annually now at War Memorial.

Another Glosser venture that has grown into a tradition is free streetcar and bus rides on the opening day of its annual anniversary sale.

The department store recently proved that the American public

8 to 500 Employees

In its early years the Glosser organization had a personnel of eight. These were Louis Glosser and his children, Nathan, David, Saul, Sam and Bella, and two additional clerks.

Today the department store employs about 500 people, of whom about one-third are engaged in service other than sales work.

Men's wear was the fundamental business of Glosser's in its early years. But, as the store began to expand in size, line after line of merchandise was added.

Today the store boasts 39 different departments which handle about 25,000 different items.

Expansion Began in 1909

The Glosser expansion began within three years after the one-room operation was started. In 1909, this space was doubled by acquiring an adjacent first-floor room in the Franklin Building.

By 1912, the store's holdings extended all along the Franklin Street side of the building.

The store continued to grow. In 1918, Glosser's took over the first-floor space then occupied by the U. S. Express Company. The following year, it expanded into the business space which had been occupied by the Postal Telegraph Company and a typewriter concern.

Take Over First Floor

It was in 1921 that the department store spread out over the entire first floor of the Franklin Building. Glosser's then began to advertise its store as "The Largest One-Floor Store Between Pittsburgh and Harrisburg."

However, it wasn't a one-floor store long. Within the space of a few years the entire four floors of the Franklin Building were leased. The store then occupied all of these floors with the exception of part of the second floor, where the Bell Telephone Company was located. This space, too, was taken over as soon as the phone firm found a new home.

Looking Ahead

In line with its policy of growing with the community, the merchandising firm is looking ahead to the future. It has already acquired additional property along Franklin and Washington Streets for the day when further expansion may be deemed advisable.

Throughout its entire history, the large department store has been wholly owned and operated by members of the founding family.

Present directors and corporate officers are:

Nathan Glosser, chairman of the board; David Glosser, president; Sam Glosser, vice president and treasurer; Mrs. Bella (Glosser) Coppersmith, secretary; Gerald Glosser and Sydney Ossip, assistant treasurers; Alvin M. Glosser, assistant secretary, and S. G. Coppersmith, member of the board.

Rise Up Through Ranks

Personnel records show that many of the store's buyers and managers have risen up through the ranks to the positions they now hold.

Its buyers, numbering 27, spend much time in New York examining the latest in fashion wear and goods with an eye to meeting the needs of Johnstown consumers.

Glosser's New York buying office is Kirby, Biack & Company Inc., through which the store claims it has unchallenged purchasing power.

Many of its lines of merchandise are nationally-advertised products. Some of them have been carried by Glosser's ever since the store's infant days.

Officials of the firm today attribute much of the big department store's success to Glosser's faith in the community and the community's faith in Glosser's.

This mutual faith, they conclude, has given real meaning to the store's present motto:

"Everybody's Store. Famous for Savings."

Johnstown R. D. 3.

1936—Edward and James, twin sons of Mr. and Mrs. Louis A. Sheehan of 506 South Street.

1937—James, son of Mr. and Mrs. Thomas Devine of rear 305 Summit Avenue. Special award for twins, Jeannie Marie and Joan Martha, daughters of Mr. and Mrs. Lawrence Rucosky of 153 Marshall Avenue.

1938—Son of Mr. and Mrs. William Fedora of Nanty Gio.

1939—Clarence James, son of Mr. and Mrs. F. Reece of Scalp Level.

1940—Son of Mr. and Mrs. Snirey of Schellsburg.

1941—Richard George, son of Mr. and Mrs. Peter Phiec Jr. of Hastings.

1942—Son of Mr. and Mrs. William Richter of Homer City.

1943—Clarence James, son of Mr. and Mrs. William F. Reese of Scalp Level.

1944—Carol Mae, daughter of Mr. and Mrs. Frank Figard of Windber.

1945—Son of Mr. and Mrs. Merle Frye of Twin Rocks. Special award for twin daughters of Mr. and Mrs. James Muldoon of Lilly.

1946—Edward Alan, son of Mr. and Mrs. James Farrell of Cherry Tree, and Cherie Elaine, daughter of Mr. and Mrs. John Johnson of Latrobe.

1947—Julia Ethel, daughter of Mr. and Mrs. Guy M. Masso of Nanty Gio.

1948—Ronald John, son of Mr. and Mrs. Charles Friedel of 535 Tioga Street.

1949—Kenneth K., son of Mr. and Mrs. James Fleming of Carrolltown.

1950—Jane Anne, daughter of Mr. and Mrs. James R. Thompson of 212 Village Street.

1951—Wayne Keith, son of Mr. and Mrs. Ray Edward Strayer of 1720 Linwood Avenue.

1952—Janice Dawn, daughter of Mr. and Mrs. Donald Miller of Ebensburg.

1953—Daughter of Mr. and Mrs. Robert Heinrich of 2 Bressler Court.

wage-earners found they had trouble cashing their checks because bank funds were frozen. Glosser's cashed the checks, paying off partly with scrip.

ness ended the showing of mon-keys by Glosser's.

During its 42nd anniversary celebration, Glosser's offered \$1

code numbers. Thus they got only the canned goods that they wanted.

As a promotion stunt, the department store formerly kept a

The department store hung up another attendance record in recent years. It drew 5,417 people for its 1951 fashion show at Cam-

still likes pop and hot dogs as a snack. During a recent sale, 5,000 "cokes" and the same number of wiener sandwiches passed over the store's lunch counter.

The butter market is glutted now. But do you remember the post-war butter lines in 1946? Glosser's would sell as high as 10,000 pounds of butter in four hours on the days it received a carload of that dairy product.

Glosser's Early Self-Serve Food Market Was One of the First of Its Kind in Country

Tiny Department Manned by Stock Boy and Cashier

A tiny department set up in Glosser Bros. Store some 30 years ago was the forerunner of today's popular self-serve food market.

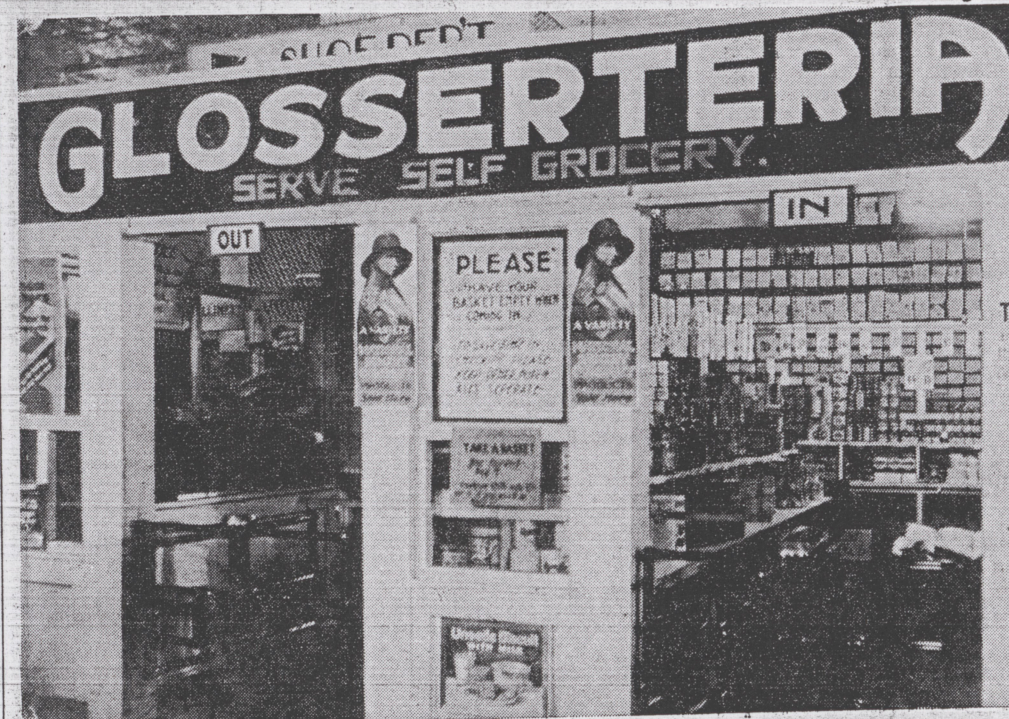
It was about 1920 that Glosser's created a self-serve market. In those days it was a radical departure from the usual type of grocery store or department. Today it is the modern method of food merchandising.

Glosser's little self-serve market of the early 20s is credited by the Journal of Commerce as being one of the first, if not the first, of its type established in this country.

The small market occupied only several hundred square feet of space in the center of the first floor. It employed only two persons—a checkout cashier and a stock boy. It was known as the "Glosserteria."

Low operating costs of such a market were reflected in its food prices and it caught on from the very start. It was enlarged several times before it was finally moved to the spacious quarters it now occupies.

Today the self-serve market has a battery of 17 checkout cashiers. It employs about 75 persons, all



For its big volume of sales, Glosser's modern market has been cited by manufacturers of national brand merchandise. Campbell's, Heinz, National Biscuit Company, Procter & Gamble and Lever Bros. have recognized the local market for selling more of their products than any other individual

food store in the country in a calendar year. In a year's time, Glosser's has sold as high as 2,500,000 cans of milk, 288,000 packages of soap powder, 295,000 pounds of coffee, 234,000 pounds of shortening, 1,750,000 pounds of sugar, 500,000 loaves of bread, 150,000 pounds of

butter and 350,000 pounds of oleomargarine. In the same period, the meat department averages about four million pounds of all kinds of meat. This includes the sale of a million pounds of beef, 300,000 pounds of pork and 400,000 pounds of veal.

New Slippers For Home Use Have Sparkle

Sparkling slippers are the newest addition to the so-called "at-home" clothes. Actually, there have been at-home fashions in some form for many years. But it's only lately that they've assumed such proportions of importance and glitter.

The rhinestones, crystals, bugle beads, pearls and sequins that adorn the at-home separates have traveled on down to the feet.

One New York designer, Gustave, has used a metlon elastic to make slippers that are pretty to look at and fun to wear. Some of these are silver or gold; others are in soft pastel shades or vivid reds, blues and greens.

The elasticized metallic yarn of which they're made is non-tarnishing, has enough tensile strength to insure long wear, takes to color beautifully.

These slippers are all handmade and range from simple, soft-soled slippers to luxuriously jewel-encrusted styles that are straight out of the Arabian nights. The fake jewels are rubies, emeralds, topazes or sapphires. Thus, slippers can be color-cued to a costume.

Whether budget or luxury-priced, you can choose slippers with narrow platform soles if you'd like to wear them indoors and out