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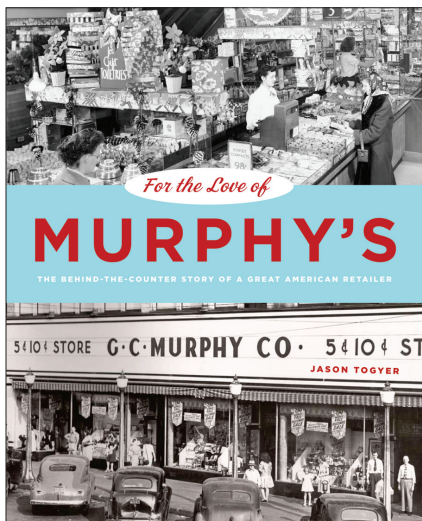
NEWS RELEASE

FOR THE LOVE OF MURPHY'S The Behind-the-Counter Story of a Great American Retailer

Jason Togyer

"For the Love of Murphy's is an excellent account of the history of a great five-and-ten. Jason Togyer has truly captured the 'behind-the-counter' view of an innovative retail organization."

—Larry R. Pollock,
Chancellor Emeritus, Penn State-New Kensington



University Park, PA—If you lived in Shelbyville, Hancock, Napoleon, West Newton, or any number of small towns throughout the eastern and mid-western United States during your childhood, chances are that you had a Murphy's store in your backyard. Now a lost treasure, G.C. Murphy Company stores dotted the map from the Canadian border in the North to the Rio Grande in the South and places in between. The popular five-and-ten-cent chain offered a variety of shopping experiences for the retail senses. Cosmetics, candy, toys, produce, hardware, apparel—and the famous lunch counter—linger as memories in the hearts and minds of loyal patrons. In this new book, Jason Togyer traces the intimate history of this retail icon, headquartered in McKeesport, Pennsylvania.

In an age of corporate corruption and financial crisis, *For the Love of Murphy's* offers lessons in humility. Murphy's is remembered today as a commercial trailblazer, a corporation run with honesty and integrity, and, at its peak, a retailer whose more than 500 stores managed to outsell those of the giant F. W. Woolworth Company by a factor of three to one. Though modern-day shoppers may not know the Murphy name, they know the

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“I grew up with the G. C. Murphy Company. My grandfather, dad, and uncle all worked as electricians and traveled all over the country to stores, and I later became a secretary at the G. C. Murphy Company ‘home office.’

“Going to Store No. 12 in Downtown Pittsburgh was a real treat! Ah, those wooden plank floors, the lunch counter, the bulk candy counter. . . . I now work in the executive offices of PNC Bank in Pittsburgh and every time I go past that Murphy store now I could cry—knowing what it used to be and seeing what it has become.

“All of us old ex-Murphyites who lost our jobs because of the Ames takeover say we’d still be there if Murphy’s was! We’d never have left—what a great job we had!”

—Patricia Smith,
Elizabeth, Pennsylvania

legacy it left behind. From its adventurous selling tactics to its strict code of corporate ethics, the G. C. Murphy Company should be remembered not as a dusty relic, but as a pioneer in the American business world.

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THE AUTHOR

Jason Togyer is managing editor of *The Link*, the magazine of the School of Computer Science at Carnegie Mellon University.