

## *Brief History of Cy's Shurfine*

Cy's Shurfine began as Jones Market in January of 1952 on the other side of its current location on Main Street in Arkport. After growing up just south of Arkport on the big gray farm, Seymour "Cy" Jones launched a career in the grocery business after 22 years with the Eastman Kodak Company in Rochester and N.Y. City. Desiring to raise his family in the rural area and outside the hubbub of the big city, Cy returned to his home town with



his wife Helen and then, four children; Betty, Bob, Beverly and Bill. (Larry was born after they moved to Arkport). Cy purchased a small "mom & pop" grocery store from the late Ralph and Mabel Greenlee and began doing business where Berryvine Creations currently stands. Over the years Cy expanded and grew with the times. In 1955 he purchased the original Arkport American legion building, located next door to the former Greenlee building and doubled the size of his grocery store. In 1969 he purchased the present building from the Frank Elsenheimer estate which was originally Arkport Motor Company, a large and aggressive Lincoln-Mercury car dealership. (Frank's son, Bob Elsenheimer left Arkport Motors in the early 60's and established Elsenheimer Chevrolet which his son Duffy ran until just recently.) Cy moved Jones Market across the street and began Cy's Shopwise, inc. Originally the smaller building housed the grocery store, a laundry, Bing's Barber Shop and an insurance office! In 1978, 1985, and again in 1991 Cy's expanded and remodeled several times; and equipment and procedures have been updated with the times. Over the years they have used several trade names: Jones Market, Cy's Shopwise, Cy's Shursave, Cy's Shurfine Foodmart, Arkport Shurfine Foodmart, and back by popular demand once again, "Cy's Shurfine Foodmart."

In 1973, two of Cy's sons, William and Larry, joined their father in the business. Having been brought up in the business with their three other siblings from a very early age, entering the grocery business seemed the natural thing to do. Cy passed away in 1991 but Helen remains vibrant, still offering much love to her children and loved ones!

Cy's Shurfine is a member of Olean Wholesale Grocery Co-op, one of Western NY's most aggressive and successful independent wholesale distributors. With the onslaught of big box stores, Olean Wholesale's buying power and expertise has helped keep Cy's and the over 130 other Shurfine stores strong within their niche markets as many other independently own stores have fallen by the wayside.



Larry Jones is Cy's current owner along with his wife Barbara. Both of his children were involved in the business as they worked through college and their son, Nick, currently works with Larry full time. Larry attributes the wonderful people of Arkport with Cy's Shurfine's success. "Many people tell me they are lucky to have a grocery store in Arkport as other towns and villages across the country are losing their's to the competition. My response is that I am the lucky one (and blessed) to live and work in such a wonderful small village as Arkport with the greatest people on earth. While many of us may not know it, we have a piece of paradise right here under our noses!"