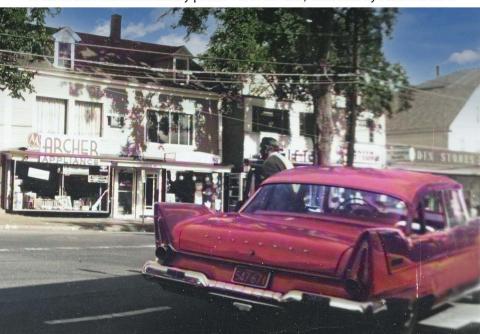
Purity Foods vacated the former Ford dealership and service center at 15 Central Square in 1952. In 1956 Robert and Albert Godin from Fitchburg, as president and treasurer, established Godin Stores in that building as seen below at far right above the Plymouth's hood in August 1959. Danny Secino, also from Fitchburg, worked with the Godins and eventually became store manager. Other stores on the block were Archer Appliance, Shoe Fix, Town and Country Shop, McAskill's Gift Shop, and Center Paint and Hardware (previously a Western Auto). Chelmsford Historical Society photo 1972.42.1069, colorized by Fred Merriam



# \$100.000 FIRE IN CHELMSFORD



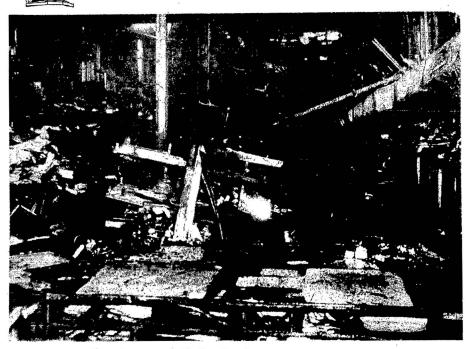
## THE LOWELL SUN

Lowell, Massachusetts • SATURDAY EVENING, FEB. 18, 1961 • 10 Pages, 7 Cents

Rain

County

TOTAL



### Fire Destroys Chelmsford Store

This is interior view of charred remains of Godin's store, completely gutted by a general alarm fire which threatened the entire business district in Chelmsford's

Central square early today. The fire was confined to the five-and-dime store, but adjacent shops and offices suffered smoke and water demages.

# Godin's Store Gutted; **Business Area Threatened**

CHELMSFORD-A general alarm fire completely destroyed a five-and-dime self-service department store, and for a time threatened the entire Central square business district early today.

A preliminary estimate of damages was in excess of \$100,000.

Chief Ernest Byam called in the state fire marshal shortly after the fire was brought under control, to determine the cause of the blaze that gutted Godin's store and caused heavy smoke and water damages to adjacent business establishments.

The fire was discovered at 3:15 a.m. by Police Sgt. Leslie Adams, Jr. and Officer Thomas Palmer, during a check of the area in a cruising car.

After sounding the alarm at the Center station, the police officers awoke Mr. and Mrs. John Kydd, who reside in an apartment which is separated from Godin's by a narrow alley, and led the couple to safe-Ly.

were called in from Westford ware slore. on a stand-by basis at the empty stations.

When the fire was first Godin department in the store.

THE BLAZE had gained considerable headway before it was detected, but despite a gallant effort by the town's the fire, including the Center firemen, the interior of Godin's was completely gutted. from front to back, a distance of about 50 feet.

At the height of the fire. Chief Byam, after arriving the doomed establishment and fices in the business block, at the scene, sounded a gen-1 broke through the roof, and |

eral alarm with all town ap-, threatened to spread to the adparatus responding. Trucks jacent Center Paint and Hard-

Dense smoke engulied the entire Central square section. and the wind whipped the spotted by the two police of flames and smoke in the direcficers, it was breaking through tion of the nearby Kydd resione corner of a false ceiling dence, which is located at the rear of a barber shop, real estate office and diner, the latter operated by Mr. Kydd.

Several business establishments on both sides of Godin's suffered smoke damage from Paint and Hardware store, Mc Askill's gift shop, Town and Country shop. Ernie's barber shop, the William Hennessy real estate office, a tailor shop, flames shot from the front of the diner and several other of Chelmsford Newsweekly July 27, 1961

# **GRAND REOPENING** saletodau



A BIGGER WE'RE BACK IN TOWN WITH AND BETTER ASSORTMENT OF MERCHANDISE

HUNDREDS OF BARGAINS THROUGHOUT THE STORE FREE PAIR OF GODROY NYLONS TO THE FIRST 300 WOMEN CUSTOMERS



FREE **GIFTS** OUR **OPENING** WEEK



**ENGLISH BIKE** Boy's or Girl's BE SURE TO REGISTER FOR PRIZES

dind

Chelmsford Newsweekly August 17, 1961

# GODINS 5&10

We would like to thank all our friends and customers for making our reopening such a success.

The following are the winners of our Grand Opening give-aways:

GIRL'S ENGLISH BIKE

Virginia Carrol

19 Pleasant St. Chelmsford

WATCH Brian Lent

**WOMEN'S** 

WATCH Richard Haroes 23 Parlee Rd. 20 Gray Terrace Bedford

GIRL'S WATCH Sharon Boegel

**BOY'S WATCH** Robert Goosetry 24 Algonguin Rd. 50 Byam Rd.

MAN'S

# GODINS 5&10

CENTRAL SQ. CHELMSFORD

GODINS

CENTRAL SQUARE - CHELMSFORD

Open Every Night 'til 9



CANNON COLORED

66 81 x 108

SLIGHTLY **IRREGULAR**  CANNON COLORED

Cases

42 x 36 SLIGHTLY IRREGULAR

IOHNSON & JOHNSON

SCRATCH 'N CUT

REG. 75¢

**HOME -CAR - BOAT** 

EXTRA LARGE TOOTHPASTE

ALKA-SEL

REG. \$1.58 VALUE

WRANGLER SIZES 8-18 Knockers NAVY AND COLORED

**REG. \$1.59** SHELLS POP TOPS

REG. \$1.26 VALUE

10 MEDS

WESTINGHOUSE

40-60-75-100 Watt

IGHT BULBS

REG. 31¢ EACH

REG. \$2.04 VALUE SPECIAL TRULL OFFER FREE &

Boy's Short Sleeve **REG. \$1,79** 

**Polo Shirts** 

Stripes & Solids SIZES 1-8 REG. \$1.00

LIQUID SUSPENSION

LIMIT 2 REG. \$1.49

LADIES WALTZ GOWNS **BABY DOLL PAJAMAS** SLEEP COATS

S-M-L

**REG. \$2.00** 

\$

DEODORANT

6 OUNCE CAN

REG. \$1.49

The "GO" in Godins at #15 Central Square is showing behind the barber shop at #14 on the right. Colorized Chelmlsford Historical Society photo print 1975.63.14, circa 1970



# IMPORTANT NOTICE Godins 5&10 of Central Sq., Chelmsford will open Friday, Jan. 16th at a new LOCATION as Godins

# DOLLAR SAVER S



### **DISCOUNT STORE**

Summer St. - Chelmsford, Mass. (Across from Marshalls)

### **Complete lines of:**

- Greeting Cards
  - Health & Beauty Aids
  - Stationery ■ Toys ■ Candy ■ Hardware
    - Home FurnishingsSewing Needs
      - Hundreds of other 5°&10° items

Watch this paper for our GRAND OPENING AD NEXT WEEK

OPENED DAILY — 10 A.M. to 9:30 P.M. SUNDAY — 9 A.M. to 5:30 P.M.

HOISERY—FILM—CANDY—SEWING NEEDS—LOW PRICES—HEALTH BEAUTY OP E RSDAY, FEB.-12th at 9:30 A.M. DISCOUNT FORMERLY GODINS-5&10

OPEN 9:30 A.M to 9:30 P.M

SUMMER ST. ACROSS FROM MARSHALLS CHELMSFORD, MASS.

**Red Heart** Wintuk Yarn

DOLLAR SAVER PRICE

Mfg. List \$1.55

KNITTING .

4 OZ.

100 BOXED Envelopes

PRICE

Reg. 89°

Kodak Film

126-12 26-12 or 110-12

DAILY

Color prints-12 exposures DOLLAR SAVER PRICE

40% OFF OUR LOW FILM PROCESSING

ALL **OCCASION** 

Giftwrap

DOLLAR OF SAVER PRICE 4 Pkas.

> Reg. 50° pkg. Save \$1.01 Value

CARDS TOYS

SEWING NEED CANDY FILM

Crayolas 48's DOLLAR SAVER

PRICE Mfg. List \$1.49 WHITMAN Color

**Books** nn¢ 5 for Reg. 29' each

DISCOUNT LOW PRICED HEALTH & BEAUTY AIDS

1000 PIECE Picture Puzzle DOLLAR

DAG SAVER PRICE Reg. \$1.67

Panty Hose

Reg. \$1.00 pr

Westinghouse Light Bulbs

> DOLLAR SAVER PRICE

Pkg. of 2 Reg. \$1.00 Value

SUSPENSION Madar Maalox-BUTE THE

WILLIAM H RORER INC

Maalox Antacid

DOC Mfg. List \$1.95

Valentine Cards

by for get me not

Bayer

Aspirin DOLLAR .

SAVER PRICE Reg. 95 1 Quart

Crest 4 Crest **Tooth Paste** 

Valentine

Candy

by Schraffts

CREST or COLGATE Mint & Reg. 7 OZ.

DOLLAR SAVER PRICE

Mfg. List Price \$1.45 Colgate MFP

10 OZ.

Vicks Formula 44

Cough Medicine

Mf. List \$2.69

DOLLAR SAVER PRICE

14 OZ BOTTLE

DOLLAR

SAVER

SAVER PRICE

DOLLAR

Reg. \$1.99

Baby

Shampoo

RAY OVAC

**Batteries** 

DOLLAR SAVER

Reg. 80' Val.

RUBBER MAID Dish Drainer .67

DOLLAR SAVER PRICE

SPECIA

Reg. \$1.55



Toddler **Pampers** 

LOW DOLLAR SAVER PRICE

Mfg. List \$1.97



**GODIN'S** 

WE RESERVE THE RIGHT TO LIMIT QUANTITIES **FORMERLY GODINS 5&10** 

STATIONERY - TOYS - HOUSEWARE - TIMEX WATCHES - INFANTS WEAR - CANDY - CARDS



CMFD-AFTER 25 YEARS as manager of the local Godin's store (now the "Dollar Saver") Danny Secino relinquished his responsibilities on May 12. He had become widely known here and the good wishes of many will go with him as he leaves the store. (Photo by Tec Art Photography)

## Chelmsford Thanks Danny Secino

By Lillian E. Maines CMFD-On Friday, May 12, at five o'clock Danny Secino ended twenty-five years in Chelmsford as manager of the "Dollar Saver" store, formerly "Godin's."

Mr. Secino is a man of unlimited dedication not only to the people he worked for, but the people he worked with every day. There never seemed to be a job too small too large to challenge his capabilities. Even on his last day, there were routine jobs and he did them in his own quiet way. An armful of colorful scarfs uncrated and displayed in such an artistic manner that it would be the envy of any fashion salon. Then he discussed washing windows, "to leave things clean."

He has always enjoyed working with the public and even though his responsibilities increased from one store to five his loyalty remained unquestionable. Determination to make each store a success.

knowing what each town required, played a big part in his career. Little details never went unnoticed.

It was this same characteristic that founded the Godin Enterprise. In the beginning, Mrs. Godin of Fitchburgh traveled about selling needles, pins and colorful yarns from her basket. Her customers adored her and her desire to please. With her keen sense of business, a small store was opened and managed by Mr. Godin. A warehouse came next. The Godins hired Danny Secino to fill orders and later to work with Mr. Godin in the store.

The first Chelmsford store was a small one, later destroyed by fire, in the heart of Central Square. Mr. Secino took it over and it grew until it carries a little bit of something for every body.

He has, through the years, offered the public the best he had to give on his scheduled weekly day from one remained town, we wish the best of luck, good nation to health, and a basket filled with success, happiness to one Danny Secino.

Chelmsford Card and Gift, October 12, 2011, photo by Fred Merriam

