

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

82nd Year Serving Historic Middlesex County

Rain

SEE PAGE 3

County **

EDITION



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 damages.

Godin's Store Guttled; 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 safety.

Chief Byam, after arriving at the scene, sounded a gen-

eral alarm with all town apparatus responding. Trucks were called in from Westford on a stand-by basis at the employment stations.

When the fire was first spotted by the two police officers, it was breaking through one corner of a false ceiling in the Godin department store.

THE BLAZE had gained considerable headway before it was detected, but despite a gallant effort by the town's 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, flames shot from the front of the doomed establishment and broke through the roof, and

threatened to spread to the adjacent Center Paint and Hardware store.

Dense smoke engulfed the entire Central square section, and the wind whipped the flames and smoke in the direction of the nearby Kydd residence, 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 the fire, including the Center 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, the diner and several other offices in the business block.

GRAND REOPENING *sale today*



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

HUNDREDS OF BARGAINS THROUGHOUT THE STORE

**FREE PAIR OF GODROY NYLONS TO THE
FIRST 300 WOMEN CUSTOMERS**

OPEN DAILY FROM 9 - 9



**FREE
GIFTS
OUR
OPENING
WEEK**



**ENGLISH BIKE
Boy's or Girl's**

BE SURE TO REGISTER FOR PRIZES

**4 WATCHES
1 For Mother Dad
Brother Sister**

Godins 5 & 10

CENTRAL SQ CHELMSFORD

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*

WOMEN'S WATCH

Brian Lent
23 Parlee Rd.

MAN'S WATCH

Richard Haroes
20 Gray Terrace Bedford

GIRL'S WATCH

Sharon Boegel
24 Algonquin Rd.

BOY'S WATCH

Robert Goosetry
50 Byam Rd.

GODINS 5&10

CENTRAL SQ.

CHELMSFORD

DISCOUNTS

GODINS

CENTRAL SQUARE - CHELMSFORD

Open Every Night 'til 9



CANNON COLORED
SHEETS \$**2⁶⁶**
81 x 108
SLIGHTLY IRREGULAR

CANNON COLORED
Pillow Cases 57¢
42 x 36
SLIGHTLY IRREGULAR

JOHNSON & JOHNSON
SCRATCH 'N CUT FIRST AID KITS 47¢
HOME - CAR - BOAT
REG. 75¢

BATMAN T-SHIRTS 6-16 **94¢**

CREST TOOTHPASTE EXTRA LARGE
REG. \$1.58 VALUE **2^FOR \$1⁰⁰**

WRANGLER SIZES 8-18
Knee Knockers 3⁴⁴
NAVY AND COLORED

KNIT TOPS SHELLS POP TOPS 94¢
REG. \$1.59
S-M-L

ALKA-SELTZER Bottles of 25
REG. \$1.26 VALUE **2^FOR 75¢**

WESTINGHOUSE
EYE SAVER LIGHT BULBS 40-60-75-100 Watt
REG. 31¢ EACH **24¢**

 REG. \$2.04 VALUE **\$1¹⁷**

Boy's Short Sleeve
SPORT SHIRTS 94¢
REG. \$1.79
SIZES 8-16

Polo Shirts 57¢
Stripes & Solids
SIZES 1-8
REG. \$1.00

MAALOX LIQUID SUSPENSION LIMIT 2 83¢
REG. \$1.49

LADIES WALTZ GOWNS BABY DOLL PAJAMAS SLEEP COATS S-M-L **\$1⁶⁴**
REG. \$2.00

BAN SPRAY DEODORANT 6 OUNCE CAN 99¢
REG. \$1.49

The "GO" in Godins at #15 Central Square is showing behind the barber shop at #14 on the right. Colorized Chelmsford 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



DISCOUNT STORE

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

Complete lines of:

- Greeting Cards
- Health & Beauty Aids
- Stationery
- Toys
- Candy
- Hardware
- Home Furnishings
- Sewing 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 AIDS—GLASSWARE

**GODIN'S
DISCOUNT**

**GRAND OPENING OF NEW
THURSDAY, FEB.-12th at 9:30 A.M.
FORMERLY GODINS-5&10
DOLLAR SAVER**

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

SUMMER ST. ACROSS FROM MARSHALLS CHELMSFORD, MASS.

**Red Heart
Wintuk Yarn**
4 OZ.

DOLLAR SAVER PRICE **99¢**
Mfg. List \$1.55

100 BOXED
Envelopes
DOLLAR SAVER PRICE **52¢**
Reg. 89¢

Kodak Film
126-12
26-12 or 110-12
Color prints-12 exposures

DOLLAR SAVER PRICE **99¢**
40% OFF OUR LOW FILM PROCESSING


ALL OCCASION
Giftwrap
DOLLAR SAVER PRICE **99¢**
4 Pkgs.
Reg. 50¢ pkg.
Save \$1.01 Value

CARDS TOYS
SEWING NEED
CANDY FILM
Crayolas
48's
DOLLAR SAVER PRICE **64¢**
Mfg. List \$1.49

WHITMAN
Color Books
5 for **99¢**
Reg. 29¢ each
DISCOUNT LOW PRICED HEALTH & BEAUTY AIDS

1000 PIECE
Picture Puzzle
DOLLAR SAVER PRICE **94¢**
Reg. \$1.67
Panty Hose
2 for **99¢**
Reg. \$1.00 pr.

Westinghouse
Light Bulbs
DOLLAR SAVER PRICE **54¢**
Pkg. of 2
Reg. \$1.00 Value


SUSPENSION
Maalox Antacid

DOLLAR SAVER PRICE **99¢**
Mfg. List \$1.95
Valentine Cards
by for get me not

Bayer Aspirin

50's
DOLLAR SAVER PRICE **71¢**
Reg. 95¢

CREST or COLGATE
Mint & Reg.
7 OZ.

Tooth Paste
DOLLAR SAVER PRICE **97¢**
Mfg. List Price \$1.45
Valentine Candy
by Schraffts


10 OZ.
Vicks Formula 44
Cough Medicine

DOLLAR SAVER PRICE **\$1.77**
Mfg. List \$2.66

1 Quart
Baby Shampoo
DOLLAR SAVER PRICE **94¢**
Reg. \$1.99

RAY OVAC
Batteries
C&D
DOLLAR SAVER PRICE **47¢**
Reg. 80¢ Val.

RUBBER MAID
Dish Drainer
\$1.67
DOLLAR SAVER PRICE

14 OZ. BOTTLE
LAVORIS SPECIAL
DOLLAR SAVER PRICE **97¢**
Reg. \$1.55


Toddler Pampers
LOW DOLLAR SAVER PRICE **\$1.24**
Mfg. List \$1.97


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

**GODIN'S
DOLLAR SAVER
SUMMER ST.- CHELMSFORD, MASS.
ACROSS STREET FROM MARSHALLS**

**OPENED
DAILY
9:30 A.M.
to
9:30 P.M.**

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 or 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 was 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 here. For the faithful service in our town, we wish the best of luck, good health, and a basket filled with happiness to one Danny Secino.

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

