

SPARKS



REINHARDT

Macy's Welcomes World's Fair Visitors to the Store - -



AT THE VISITORS' BUREAU . . . Street Floor, Men's Store . . . the visitor will get *ALL KINDS OF INFORMATION ABOUT NEW YORK, THE WORLD'S FAIR, AND MACY'S . . . *TRAVEL SERVICE, staffed by Thos. Cook and Sons; *MOTORING COUNSEL by Socony-Vacuum; *TOURS OF N. Y., staffed by The Gray Line; *THEATRE, CONCERT, AND SPORTS TICKETS, staffed by McBride's; *ENTERTAINMENT COUNSEL by *The New Yorker Magazine*; *BEHIND-THE-SCENES TOURS OF MACY'S; *HOME TOWN NEWSPAPERS from a stand staffed by Hotaling. The visitor will . . . sign the *GUEST BOOK . . . find *INTERPRETERS to help him . . . be able to make use of the Bureau as a *MEETING PLACE and MESSAGE EXCHANGE . . . learn his way about New York from the wonderful *ILLUMINATED MAP OF N. Y. TRANSPORTATION SYSTEMS. . . . Best of all, he'll get a real **** WELCOME!



to the Fair - -

AT THE FAIR . . . MACY'S TOY-LAND IN THE CHILDREN'S WORLD IN THE AMUSEMENT AREA offers a complete array of toys in an exciting building dominated by two huge toy soldiers. . . . AND . . . MACY'S manages a shop in the GARDENS OF THE WORLD to help the garden clubs. . . . AND . . . MACY'S presents a fashion exhibit in the CARRIER IGLOO. DON'T MISS MACY'S AT THE FAIR!



MAY, 1939

SPARKS

R. H. MACY & CO., INC., 34th Street & Broadway, New York • RUTH MOORE, Editor

Macy's Ready to Welcome Fair Visitors With Colorful Pageantry, Real Hospitality

ALL hail the World's Fair! Here at last, the Fair has captured the imagination of the most sophisticated New Yorkers . . . and the most jaded Macyites. For when the World's Largest Store began, on April 17, to show the town that Macy's meant to give Fair visitors the grandest and warmest welcome of them all, the spectacular surprises that began popping day by day gave us all a lift of spirit and a gala feeling of excitement which seems apt to last all summer.

THOSE Flags! The Street Floor columns turned overnight into majestic heralds of welcome, their long avenues bannered with colorful state flags. And day by day the exterior of the Store flaunted more and more national banners as a greeting to the countries of the world. The opening of the Visitors' Bureau was a sensation . . . its stunning mural decorations signifying coverage of every conceivable bit of information about City, Store, and Fair . . . its illuminated wall map lighting the way of the visitor on all N. Y. transportation lines . . . its mural bulletins announcing each day's attractions throughout N. Y., the Fair, and the Store . . . its wall teletype which has just begun flashing news direct from the Fair grounds. Across the page, you see the Bureau on opening day, thronged with curious and eager spectators. The picture at right shows the staff which serves the Bureau—from left, *Misses Hall, Dahl, Erickson, Miss Cleland*, Supervisor, *Mr. Parker*, Director, *Miss Crocker, Miss Georae*. Hostess, *Miss O'Brien*. . . Below is one of the first customers at the newsstand which will supply newspapers from everywhere for Fair visitors.

THAT charming group of girls in the picture at left are the *Welcome Hostesses*, who, under the direction of *Miss Kesling*, will rove about the Street Floor to greet and guide visitors, and to make shopping a pleasure. By now they're dressed in their attractive prints and have gone into action . . . front row, *Misses Butchis*, Basement; *Rooney*, Novelty Jewelry; *McKinley*, D. 532, 2nd; standing, *Misses*

Earle, 520, 3rd; *Schill*, Cosmetics; *Sampson*, Lamps; *O'Hara*, Basement; *Milligan*, Books. Not in the picture are Hostesses *Wood*, Street, *Rinaldi*, Umbrellas.

NEXT picture shows the *Souvenir Shop* . . . where a wealth of gift merchandise and souvenirs of N. Y. and the World's Fair are carried . . . chosen from our assortment of 394,000 articles from 48 states and 29 countries . . . books, china, cosmetics, bookends, games, handkerchiefs, jewelry, leather goods, silverware, ashtrays, stationery, many more. **Staff of the Souvenir Shop**, and pretty nice, too: from left, *Virginia Axell*, *Ruth Lerz*, *Charlotte Steen*, *Alice Weed*, *Lorene Morlock*. *Mary Sadowsky* and *Kay Heider* weren't there for the picture; *Mr. Lindeman*, Manager, was shy. (All photos by Smooke.)

AND at the Fair . . . *Macy's Toyland*, the only toy building at the Fair . . . with 32 exhibitors . . . a thrilling show, "Trip Under The Sea" . . . and Macy Salesclerks dressed up like little girls . . . is super-super. At the Macy shop in the *Gardens of the World*, everything for the garden is displayed . . . and in the *Carrier Igloo*, devoted to air-conditioning, there's a Macy exhibit which bears the slogan **IT'S SMART TO BE THRIFTY IN COOL, COOL MACY'S** . . . our famous little moving mannequins display high fashion styles for this example of an air-conditioned apparel shop.

Macyites themselves are by now fairly bursting with news and information which will be helpful to the World's Fair visitor. . . for although most visitors will be referred to the Visitors' Bureau, there will be many questions that all of us will have to be prepared to answer. At press time, the most fully informed Macyites, on the evidence of the spell-down quiz which produced \$5, \$3, and \$2 prizes for each floor's winners, are the following:

BASEMENT: *Misses Nathanson*, 501, *Kennedy*, 160, *Mr. Fendrich*, 11; **STREET:** *Miss Moskowitz*,
(Continued next page)



Did You Know That — ?

- the World's Fair, which opened April 30 and will last through Oct. 31, 1939, commemorates the 150th anniversary of the inauguration of George Washington as President of the U. S.
- 54 foreign nations, over 200 industrial companies, besides the Federal and State governments, are the chief exhibitors at the Fair. (Besides Macy's!)
- this United States fairly bristles with towns of the same name in different states. There are 4 Albanys, 5 Bristols, 7 Clintons, 3 Cambridges, 4 Columbias, 5 Columbuses, 3 Miamis, 3 Troys, 5 Springfields, 4 Parises, 5 Washingtons, 5 Richmonds, 3 Princetons, 4 Oranges, 3 Newarks, 4 Mt. Vernons. AND—California is not only a state but also a small town in Ohio! The point of this is: When your World's Fair visiting customer buys merchandise, she'll want it delivered to *her* home town, and we provincial New Yorkers are going to have to put the right state on the address label!
- Macy's now boasts 349 members of its 25-Year Club, which initiated 34 new members on April 25 (after press time, story next month!).
- during Mar., 1939, the M. M. A. paid out \$1.38 in cash benefits for every \$1 paid in in dues.
- the total number of visits to our hospital during 1938 was 119,686. This figure includes 13,589 visits to the dental clinic; 4215 visits to the chiropodist; and 4654 periodic examinations. The average number of visits per day during the year was 406.7. The Hospital took 7584 X-ray pictures during 1938.
- the M. O. M. Exhibit, on the 16th Floor, invites your letter on "Why I Switched From Price Fixed to Macy's Own Brands" and will pay \$15, \$10, and \$5 for the 3 best letters. See Page 9!
- in getting out the new line of Little Shop Cosmetics, we spent 6 months in preparation before going abroad; 10 weeks in England, France, Denmark, Sweden, and other countries visiting cosmeticians, spas, doctors, and hair specialists, taking treatments, investigating products and formulas; plus 16 months of laboratory research, studying package design and presentation, and writing of booklet and advertising copy.

(Continued from page 3)

6, Mr. Van Lowe, 105, Miss Barry, 47; **SECOND:** Misses Stamm, 64, Hobbs and Mangiameli, 53; **THIRD:** Misses Addis, 503, Dilloff, 264, Tuckman, 21; **FOURTH:** Misses Granat and Rubineau, 540, Schueler, 65; **FIFTH:** Misses Gregar, 96, Bloom, 14, Page, 147; **SIXTH:** Mr. Fallon, 91, Misses Tarasiewicz and Brunner, 68; **SEVENTH:** Misses Minnick, 157, Montonari, 129, Harris, 127; **EIGHTH:** Misses Horowitz and Kellerhals, 15, Mr. Wallquist, 97; **NINTH:** Misses Cohen, Torns, Bachan; **IPES:** Misses Citron, Brenner, Mr. Romano.

The surprises are going to keep on popping, too . . . the new Forward House, with its 29 dramatic new modern rooms . . . Colleen Moore's Fairyland Castle, which will be here after June 15 . . . and SPARKS will try to keep up with everything!

Recent Changes

MR. EDWARD H. BOWER has been employed for an assignment on World's Fair activities in Mr. Jagels' division.

Mr. A. J. Guttenberg, Manager of Dept. 36 (Tobacco), has been assigned to the position of Tobacco Expert in that department. Mr. R. Kopf, Manager of Dept. 75 (Liquor), has become Manager of Dept. 36 also.

Junior Executives Dance

ON Tuesday, April 25, Macy Junior Executives revived a pleasant custom of past years by stepping forth in formal splendor for a supper-dance on the Starlight Roof of the Waldorf-Astoria, to the music of Emil Coleman's orchestra. Party was typically Supre-Macy in glamor and gaiety; prices were equally typical, low-for-cash, Macy prices . . . 3.29 for junior executives . . . \$4.98 for department managers. Future repeat performances are indicated!

Attention, Camera Fans!

SUBMIT those pictures to the Camera Dept. Contest and win \$10 — \$5 — \$3 — or \$1. \$25 in prizes every month! Submit your pictures in the Photo Work Section of the Camera Dept., 5th Floor, B'way. Bldg.

PICK UP your pictures! Entrants in the Camera Club's contest, please call for your pictures in the Library; entrants in the Camera Dept.'s April contest, please call at the Photo Work Section of the Camera Dept.

SEE THE STEREOPTICON VIEWS on exhibition in the Camera Dept. beginning May 15; many old and new pictures; a very interesting exhibit; some views of old New York; some pictures 75 years old.

MACYLEBRITIES

★ JACK I. STRAUS is in the news this month as co-chairman (with Mr. Ralph) of the Greater N. Y. Fund's Mdse. Division; also because of current talks on M. O. M. . . . Mr. Jack graduated from Harvard and entered the Store on Squad in 1921; first sold men's underwear. Went abroad in 1922 to study foreign exchange; worked as volunteer in 2 Paris banks. On his way up: S. M., Supt.'s Desk, Manager's Office, Asst. Gen. Mgr. non-selling divisions; H. of S. and Asst. Buyer in underwear; asst. 3rd Fl. merchandising office, Buyer women's sweaters, asst. Street Fl. merchandiser. In 1926 he began merchandising Street Floor; later got the Men's Store and the Drugs & Groceries group. Later he was one of 3, since 1934 one of 2 merchandise managers for the entire Store. In 1929 he was made Secy. of the Co.; in 1933 Vice President. . . . Noted for his brilliance, his sense of humor, his amazing knowledge of and interest in every person who works in merchandising, Mr. Jack carries on his great heritage with great ability, true simplicity; gets sincere admiration from the whole Store. Married, to the former Margaret Hollister; 3 children, Kenneth, 14, Patricia, 11, Pamela, 6. Hobby: swing music, playing the piano; also fond of golf and tennis; plays tennis all winter.



JACK I. STRAUS



EPHRAIM FREEDMAN

★ EPHRAIM FREEDMAN, head of the Bureau of Standards, graduated from Columbia in 1911, having studied pharmacy and food and drug analysis, working his way by assisting in the chemical lab. He worked as a chemist for Francis H. Leggett & Co., was in charge of their lab.; in 1915 was licensed as a registered pharmacist—later as a chemical engineer. During the war he joined the enlisted reserve corps, was commissioned in the sanitary corps. Later he worked for several drug and chemical concerns; in 1927 went into the consulting field. But he'd always wanted to do "just what I'm doing now", so that same year he sold himself and the idea for the B. of S. to Macy's. Largely due to Mr. F. is the growth of the B. of S., its scientific impartiality as a testing laboratory, and acceptance of its findings by consumers, manufacturers, and Macy buyers, whose collective opinion was once expressed as: "We may crab at his strictness, but he saves our necks!" . . . Modest and hard-working, as sincere as he is able, Mr. F. is respected as a watchdog, liked as a person. He's active in a dozen chemical and scientific societies; says his hobby is consumer education; talks at schools; supervises our Consumer Quiz program. . . . Married just 20 yrs., he's proud of 16 yr. old daughter Claire, likes golf and fishing.

★ ANTOINETTE POSPISIL, head of the Chief Cashier's Office, is another outstanding example of an able executive who has grown up in Macy's. A native New Yorker, she came to Macy's as a youngster, starting to work in the Salary Office in a job which was part clerical and part errand girl; worked her way up to be asst. to Miss Finegan. In July, 1929, she was transferred to the Chief Cashier's Office as asst., in 1930 was made Chief Cashier. Being head of the Chief Cashier's Office, familiar and fascinating to all Macyites as the place which handles every bit of cash in the Store, is a unique job with unique responsibilities, and Miss Pospisil, as conscientious as they come, is more than equal to it. (She's never been absent in 10 years). . . . A twinkling, good-humored lady, full of fun and noted for her wit and personality, Miss Pospisil makes friends easily, has lots of them. Eminently fair and even-tempered, she has the devotion of her people. . . . She loves the theatre, is keen about traveling. She's been to Bermuda 8 times, made several cruises to South America, has been to Paris once and wants to go back, is glad she's a good sailor. She enjoys playing "at bridge", as she puts it; loves baseball games, and is a true Yankee fan.



ANTOINETTE POSPISIL



LOIS GREGORY

★ LOIS GREGORY, Asst. Supt. for the 2nd Floor, holds the highest position of any woman in floor management, handles the job with a combination of traditionally-masculine ability and feminine charm. . . . A Connecticut Yankee from Norwalk, and a graduate of Conn. College for Women, Miss G. came to Macy's on Squad in 1927. As S. M., she liked floor management, determined to get into it; turned down a H. of S. job for one as special order clerk at a Supt.'s Desk. She worked up to assisting the Supt., but there seemed no chance of an operating asst.'s job, so she went into the Training Dept. as Trg. Supervisor for the B. of A. Later she returned to management as S. M. X. on the 4th, then on the 2nd, where she's been for 4 yrs.; at last she is a full-fledged Asst. Supt. She thinks you have to like people, excitement, and organization for a job like hers. She does; and is famed on the floor as the girl whose "heart belongs to Macy's"—even if she does commute from Stamford every day and spend her spare time in such outdoor activities as horseback riding, badminton, and flower-gardening. She also likes bowling, photography, and dogs; has a cocker spaniel. . . . Capable, direct, and friendly, Miss G. is a very real as well as a very swell person.



SNAPPY START



GRAND GANG



WEARY FINISH

Macyites Preview the Fair

Bermuda Runners-Up Make Holiday at World of Tomorrow

(When the 55 also-rans of the Bermuda Sweepstakes took their day off to visit the Fair SPARKS was going to press for April . . . but we sent our photographer along to record the trip. He came back with (among other pictures) the accompanying shot of Dorothy Rosenberg, Dept. 139, Third Floor, and we promptly asked Miss Rosenberg to be Reporter-of-the-Day for SPARKS. She did the following fascinating story, and many thanks!)

MR. MACY'S invitation to visit Grover Whalen's much publicized "World of Tomorrow" was greeted with a complete lack of enthusiasm on the part of this present-day Macyite. The prospect of the jaunt held little joy for me, as my thoughts soared on the highways and byways of fancy, imagining thousands of more pleasant ways to spend a beautiful March holiday.

Keeping a stiff upper lip, I entrained for the now-well-filled Flushing Meadows. Stepping onto the platform, I was dazzled by the splendor of the panorama that thrust itself on my vision. And from then on I was more than glad I came!

AFTER a tantalizing hour spent with a guide who pointed out buildings we were not permitted to enter, Miss Gilhooley, Miss Salomon, and I decided to strike out for ourselves. Scrambling through bushes and doing flying leaps over planks and ruts, we found ourselves in the Firestone exhibit. The working men were more than cordial—not only was a full explanation of the exhibit given but we ended up with cans of paint and brushes and the invitation to join in painting landscapes—which we did.

Pressed for time, we dashed madly in all seven directions, in and out of buildings, over fences, in and out of conversations, many of which hinged on the question of passes. Honesty must have shone in our faces, because our bluffing "Of course we have passes; call the Administration Bldg.!" carried us through all tight spots.

A kaleidoscopic view of the Fair! The Ford building—the only one with any kind of a display as yet, and fascinating—General Motors—Maritime—Chrysler—all too too, beyond verbal description. See for yourself!



ATTRACTIVE AUTHOR—

Dorothy Rosenberg was on top of the world. (Photos by Smooke.)

6

TIRED but happy, we boarded a bus to the Bal-lantine building for lunch. (Good food!) Later George Smooke gathered us together before Macy's Toyland, where we all assumed self-consciously pretty attitudes for the camera. Lights—action—cut!

Mr. Preston joined the expeditionary forces and we four trekked to parts unknown—dashing in and out of many buildings, most of which were in a distressing state of nudity. We finally found that the World of Tomorrow has kept one of the boons of today—the telephone. Lackawanna 4-6000—and greetings went forth over the wires to our cohorts holding the fort at 34th St.

More tired and much happier, we finally were forced to tear ourselves away from the glorious spectacle we had been so privileged to preview, making plans to revisit the Fair Grounds many more times in the near future, and so wended our way home.

DOROTHY ROSENBERG

ANNUAL FINANCIAL REPORT MACY MUTUAL AID ASSOCIATION

Year Ending Jan. 31, 1939

INCOME

Dues from members.....	\$123,242.66
Donations from R. H. Macy & Co.	123,242.66
Interest & other income....	7,105.43

Total Income \$253,590.75

GENERAL EXPENSE

Sick, Death & Hospital Benefits	\$139,420.19
Payroll taxes	4,431.19
Depreciation, insurance and other general expense....	2,888.98

Total General Expenses...\$146,740.36

MEDICAL DEPARTMENT EXPENSE

Salaries	\$ 96,853.58
Specialists' fees	2,716.50
X-ray dept. expense	5,957.62
Supplies, drugs, and other expenses	7,790.64
Miscellaneous expense	871.32

Total Medical Department Expense\$114,189.66
Total Expense\$260,930.02
Dental Department Loss... 155.36

\$261,085.38

Net Loss \$ 7,494.63

SPARKS

Support the Greater New York Fund!

FOR the second year, the city-wide philanthropic effort represented by the Greater New York Fund calls upon all of us who have jobs to give as generously as we can to the fund which supports the city's 380 voluntary welfare and health agencies. And we want to give—to help the two million people—2 out of every 7 New Yorkers—who are annually benefitted by the work of these agencies, which care for the sick, help the handicapped, send children to play outdoors at summer camps, help troubled families solve their domestic difficulties. Some of these people are our own Macy neighbors. The Fund needs ten million dollars to enable its agencies to maintain their services to community health and welfare.

And for the second time, Macy people are responding generously. You have seen the pictorial *Fund News*, which brings vividly alive the problems which Fund agencies have to meet. And you have already been approached by a member of your own committee, bearing the yellow Fund can and urging you to "Fill it up!" The committee asks that you do fill it up—by contributing as much as you can. They suggest that we all use as a yardstick for the amount we ought to give the sum of "One Day's Pay a Year"—which would mean that each of us would give proportionately, according to his ability, to make up that needed ten million.

The Central Committee in Macy's, under the chairmanship of Mr. William Murphy, Men's Club President, is again doing a splendidly organized job of making contact with every Macyite. If you want to know more about the Greater N. Y. Fund, see your local committee chairman! And here they are, with a red star for each one because of his tireless altruistic service.

Basement, Marie Colucci,* D. 11, Shakers and Trays; *Street*, Alice Friedman,* D. 34, and Sidney Keane,* D. 8; *Second*, Ethel London, D. 155; *Third*, Mrs. Kathryn Blatt,* D. 94; *Fourth*, Mary Doxey,* Shopper; *Fifth*, James White, D. 147; *Sixth*, Morris Berkowitz,* D. 59; *Seventh*, Jeannette Bernstein, D. 126; *Eighth*, Mark Schiff,* D. 97; *Ninth*, Marilyn Bachan, D. 41; *Cashiering*, Florence Wolf, B'way. Tube Room; *Receiving*, Irving Pernick, Receiving Office; *Housekeeping*, Alexander Antonetz*; *Maintenance*, Roy Swanson*; *Restaurants*, Mary Bingham,* 6th Floor; *D. A.*, Pauline Chamma; *Packing*, Josephine Tana, Street Floor; *B. of A.*, Esther Bussell; *Controller's*, Helen Stark,* *Auditing*; *Training* (also *M. M. A.*), Ethel Gudmundsen*; *Affiliated & Buyers*, Molly Keck; *Display*, Stephanie McKay; *Exec. & Legal*, John Walters*; *B. of S.*, Leona Robinson; *Supply*, *Sign*, *Poster*, John Droll*; *Advertising*, Marita Sands; *Protection*, Olaf Olsen; *IPES*, Nettie Kaufman; *Employment*, *Budget*, *Record*, Elsie Elias;

Warehouse, Philip Rodilosso. Names starred are those of people who are serving on the committee for the second year.

The Committee's slogan is "Beat last year!" and they're bending every effort to shoot up that thermometer (have you seen it, on the Balcony?) so that this year's total of Macy contributions will be even better than that achieved last year. Last year the Macy firm contributed \$30,000 to the Fund; Macy employees gave a total of \$17,807. Let's send our contributions over the \$20,000 mark this year! We have one month—the campaign closes June 1. Put your money where it will do the most for human needs . . . in the Greater N. Y. Fund can!

PERSONALS

WANTED—A CANOE! In good condition at a reasonable price. See Social Service.

WANTED—A ROOMMATE! Young man to share apartment, within walking distance of Store, 228 East 34th St. Two separate rooms; everything provided. See Victor L. Worsfold, Men's Store Shopper, Street.

FOR SALE—NEW BANTAM KODAK with 6.3 lens; with carrying case and filter; value \$12.50. Will sell or trade for larger-sized camera. Inquire at Social Service, 8th Floor.

FOR SALE—CREDIT SLIP in amount of \$452 on new Plymouth car; car must be bought in Brooklyn; will sell credit slip at a bargain. Inquire at Social Service, 8th Floor.

LOST—GRADUATION RING, gold with red stone. St. Francis Prep School; 1938 class. Lost somewhere on 18th Floor. Please return to Jerry Ahern, RRJ 46, 18th Floor Receiving, Ext. 2006.

IN MEMORIAM

ANNA GREEN, HDC 29, died April 5, 1939. Miss Green was employed in 1913 and retired in 1935.



"I'm just looking!"



Calling All Men

Reporter—Tom Dundon

COMON, pardner, comes the time to shake off the effects of those turgid winter brews and start sniffing some of this grand spring air. If it's red-blooded entertainment you're seeking, you'll find, we warrant, more than you've bargained for at the opening game of the Macy Baseball League. The Order Filling and Receiving teams will start the season's pennant chase with a tussle scheduled for May 1, which is today, if Henry's calendar is to be trusted. And, ah yes, the battlefield—it's the same old ballyard, just adjoining the L. I. W., where many a fallen hero has broken his mighty heart over an umpire's astigmatism. The six other teams entered in this year's league are Supply, 7th-8th Floors, 5th Floor, Engineers, Cafeteria, and Protection. All eight teams boast top-notch talent and it looks at this point like the closest fight for championship honors that the League has ever enjoyed. The only thing lacking, it seems, are some real leather-lunged rooters. There are plenty of silent well-wishers, but the boys need noise—like Brooklyn, y'know. In brief—c'mon out and holler.

THE Men's Club Board Elections were held on Thurs., April 20. The new Club President is John W. Droll of the Supply Dept. Herman Heins is your new Vice President and D. Hoffman and Jerry Ruggiero continue as Treasurer and Secretary respectively.

THE date for the Annual Summer Outing has been officially set for July 29, which is giving youse guys who have to convince the missus, plenty of notice. The place will be decided at a future date.

Scene at a bowling session . . . from left the boys are Cerveny, Ruzik, Kavanaugh, Heins, Sutula (keeping score), Cooper, McDonald, Martin (bowling), LaMalfa, Hill. Snapped by Smooke.



IT'S going to seem sort of quiet down at Falcara's now that the Bowling League has reached its waning stages. It was a lot of fun, though, wasn't it? You could fill a plenty thick memory book with stories of the season's play. Looking backward with Bill Waldron, we found there was an awful lot to muse into your beer over. For instance, Mr. Ed O'Rourke's mighty heave to open the season. . . . Harper of the Painters getting the first strike of the season. . . . Jim Gorman's dramatic 265 score. . . . Ted Sutula coming mighty close with a 261. . . . Harris of the Second accounting for a 671 3-game total. . . . Royer's steady excellence to produce a 188 season average. . . . a 3-man IPE team embarrassing the life out of 5 painters by downing them in a game. . . . The Painters descending like avenging angels on the Spirits and taking a triple. . . . The notable improvement in the Controller's and Protection team. . . . The sheepish grin on anybody's face after a sloppy strike. . . . The Second Floor team, a veritable thunderbolt in the second round. . . . Sid the furniture man, just bowling. . . . The Carpenters' nose dive in the second round. . . . The High Spots, Murphy, Droll, and an awful lot of effort. . . . Pat D'Amico and his Seventh Floor gang in a tough scramble for the playoffs. . . . Furniture having a grand time, anyhow. . . . Palm scouting everyone for the Main Floor team. . . . with reason. . . . Engineers rising to dizzy heights. . . . The grand thrill when the representative team rolled a mighty 1000 and then went on to defeat Bamberger's at Newark and win the Straus-Weil trophy. . . . The three-way deadlock in the National League between the Elevators, 7th, and Engineers. . . . yes, it was a great season.

Sorry we can't give you details on the championship. Right now it's a toss-up between the 2nd, Elevators, Engineers, 7th, and the Spirits, winners of the first round. . . . No, we're not venturing a guess, thank you. Watch the bulletin boards for playoff details.

HENRY, who has just had a new moustache trim and is feeling pretty chipper of late, claims that election notwithstanding, he is still head man in the Men's Club.

SUPPORT THE GREATER NEW YORK FUND!

Little Theatre Group Reads Plays

Wednesdays—7 to 10

In the Library

YOU are invited to read with the Group or just listen.

May 3—BLUE BIRD, by Maeterlinck

May 10—HE WHO GETS SLAPPED, by Andreyev

May 17—R. U. R., by Capek

May 24—FANNY'S FIRST PLAY, by Shaw

May 31—ANNA CHRISTIE, by O'Neill

M.O.M. EXHIBIT



This interesting picture shows the attractive vista which the M. O. M. Exhibit opens up to the visitor to the 16th Floor. Below you see a group of Macy's tourists visiting the Exhibit, hearing all about M. O. M. merchandise, and admiring the handsome photo-murals which show the tremendous scope of M. O. M. Brands. (Photos by Smooke.)

Limerick Last Line Wins \$2

SOPHIA KIENE, 10 BFA, wins \$2 for submitting the best last line for the limerick on Macy's cash savings policy, which we published last month. Thanks to all our limerick-writers, and congratulations to Miss Kiene! Here's the limerick, complete:

*If budgeting gives you the creeps,
Better not count on winning the sweeps—
Instead, buy at Macy's
Your woolies and lacies—
At a 6 per cent saving "for keeps"!*

IF YOU'VE NEVER BEEN TO CAMP— YOU'RE ESPECIALLY INVITED ON MAY 7!

Special Preview of Camp Isida *only* for people who have never been there. All Macy girls (and husbands too) are invited. Special full day's outing including trip, dinner, tea . . . the whole works for only

\$1.50!

Register in the Social Service Office



THE M. O. M. EXHIBIT COMMITTEE ANNOUNCES

A PRIZE LETTER CONTEST!

\$15 — \$10 — \$5

**WILL BE PAID FOR THE THREE
BEST LETTERS ON THE FOL-
LOWING SUBJECT:**

"WHY I SWITCHED FROM PRICE-FIXED TO MACY'S OWN BRANDS."

At last! Here comes the contest! In the last few weeks Macy people have been visiting the M. O. M. Exhibit on the 16th Floor; they've been gathering in groups to hear Mr. Jack Straus tell the story of M. O. M. Merchandise. Now they have a chance to tell the story themselves—to the Exhibit Committee, which opens this prize letter contest to any employee in Macy's (except executives).

Send in your letter by May 20!

Send your letters to:

Mrs. Williams
M. O. M. EXHIBIT
16th Floor

If you haven't seen the Exhibit, it is open at all times during Store hours. Go up on your relief and get inspiration for a prize letter!

**WINNERS ANNOUNCED IN JUNE
SPARKS**

More Suggestions Win Prizes



DURING March, the total number of suggestions submitted again topped that of the previous month; 459 for March as compared with 421 for Feb. The Selling Floors went way ahead this time, with 291 suggestions to their credit as compared with 168 for the Non-Selling Group. Leaders in each group remained the same: the Street Floor, with 128 suggestions; and the B. of A., with 28 suggestions.

Thought-provoking problems of the current month are Problems 14 and 15—"How can our displays improve selling service?" and "How can we reduce refunds and order backs?" Put your wits to work on these while you're waiting to hear who won the Grand Prizes in the Fall Contest . . . to be announced in a forthcoming issue of SPARKS!

And now, congratulations to the month's winners!

WINNERS OF \$10: M. Habjan, L57-05MC; S. Garrellick, 36-7991 and W. Kelly, 36 Stk 140 (split award); H. D. Lenz, 75-03; L. Shaw, 531-95; V. Weissman, 83-28; F. O'Donnell, OGK 23.

WINNERS OF \$5: E. Golfi, 102-956; S. Brodsky, 19-01 Mfg.; J. Goldbach, BAA 43; S. Smith, 31-52; M. Joffee, 12 BRS; C. Brugman, 178-72; M. Montanari, 129-504; H. King, 96-04; F. Montalto, 18-05 Mfg.; E. Miller, IN 17.

WINNERS OF \$3: I. Pernick, RCC 9; A. Schreiber, 5 CDL; A. Macalusco, BAA 18; G. Benko, 121-13; H. Rogers, 31-08; J. Faisant, 31-702; W. Martin, 33-37; R. McElliott, RCC 800; E. Kemen, 130-932; H. Bentiporto, FSC 309; J. Woodruff, LDPS 7; V. De Martino, 36-96; A. Stemmler, TFF 413; L. Horn, 26-511; J. Klammer, DIM 9; J. Hiscock, HDC 19 (two awards); J. Lee, DIE 21; M. Heiser, BAA 35; A. Caldwell, DHH 14; I. Ginsberg, CDR 21; P. Shea, 10-90 Mfg.; F. Kershner, IN 50; R. Houghton, LDPS 4; H. Spiess, LPP 18; C. Gaskin, 96-395; P. Milea, BFC 3; L. Sclar, BAR 24; M. Hamilton, BCR 9.

WINNERS OF \$2: A. Levy, 264-85; S. Cipes, 127-12; E. Gudmundsen, 1 NTS; G. Abrams, 2-52; F. Koeingsberg, RBX 1; R. Hilton, BRS 2.

INCREASED AWARD: \$15 to Leon Miller, OMF 11.

Library Lines

My Memoir, by Edith Bolling Wilson. Memories of the last years of Woodrow Wilson's life.

Grapes of Wrath, by John Steinbeck. Powerful novel about farmers of the dustbowl region.

Woman in the Hall, by G. B. Stern. A strange and unusual story of a woman.

Flying Colours, by C. S. Forester. The third volume of the sea trilogy begun with *Beat to Quarters* and *Ship of the Line*.

Ordeal, by Nevil Shute. A simple, well-written story of a war of tomorrow.

Each to the Other, by Christopher La Farge. A novel of a successful marriage, written in verse.

American Women's Cook Book. 5,000 recipes, 230 photographs, thumb-indexed like a dictionary, chapters on wines, service of food, health facts, foreign recipes. Up-to-date.

Doctor—Here's Your Hat!, by Joseph A. Jerger. The autobiography of a family doctor.

Anthony Eden, by Alan C. Johnson. An uncritical biography of this young English politician, presenting an analysis of his background and policies.

My Day in Court, Arthur Cheney Train. The lawyer-author of the stories of Tutt and Mr. Tutt gives an account of his two careers. The book is filled with anecdotes of his life and contains some good advice for young writers.

Quo Vadimus? or The Case of the Bicycle, by E. B. White. Parables and prophecies, essays and skits—all of them straws that show whither we are drifting. Will bring prodigious enjoyment to all of you who are incorrigible White fans.

When There Is No Peace, by Hamilton Fish Armstrong. Illuminating account of the Czech-German crisis of 1938.

SARA M. AUSTEN, *Librarian*

FROM NOW ON —

Make Your Payments for

ASSOCIATED HOSPITAL SERVICE

in the RECORD OFFICE on the BALCONY

between the hours of 11 and 3:30

YOUR PAYMENTS ARE DUE THIS WEEK



APPLE BLOSSOMS



MAIN HOUSE AT CAMP



SUSANNA AND OFFSPRING

Camp Isida Calendar

- May 1—The Main House is beginning to look as fresh as paint. Fresh white paint all over it.
- May 7—Preview of Summer Camp for people who've never been. All Macy girls invited. Bring your husband, if any. A very special day's outing is being planned, only for the uninitiated. \$1.50 covers bus from New York to Camp, dinner, high tea, n'everything. A very special high spot—verified value \$3.98.
- May 8—No work for thirty-seven Macylites who are beginning to relax and enjoy their week's vacation. We know those who are at Camp Isida are having a good time!
- May 14—Lovely APPLE BLOSSOMS deck the orchard. (We hope we've hit the right date.)
- May 19—Very sad. All vacationists and convalescents go home. Camp closes. But—a very glad staff takes a week's holiday before Summer Camp opens.
- May 24—George is very busy this week running Camp all by himself. No one to bother him but 650 chicks, a great big sow with her little piglets, and some spring plowing on the side.
- May 26—Miss Averill, Miss McBride, Frances, and Harry return to put Camp in order for the good old summer days.
- May 28—Yippee! Camp reopens for vacationists.
- May 29—Camp receives a few convalescents.
- May 30—Decoration Day Holiday. Grand for the smart ones who have a long weekend. The fleet's out on the lake, the balls spin across the tennis court, the trails are bursting with spring buds, a cold, fresh drink bubbles from the spring, and 101 acres invite you to play.

LOUISE SCHLICHTING

SUPPORT THE GREATER NEW YORK FUND!

MACY MAY DANCE

Wednesday, May 3, 7:30 - 11 P. M.
Sponsored by the Macy Dance Club
Music by the Rhythm Kings
Admission 25c Tickets in Social Service

THE LITTLE THEATRE GROUP did itself more than proud with its recent production of 3 plays, for the casts gave the most uniformly smooth and professional performance we've seen in a long while. Below, from left: *The Twelve Pound Look*, with Van Lowe, Ger-

The Thing of It Is—

THE ROOF IS OPEN!

The chairs are all painted, geraniums are blooming, and the ivy is growing. The entrance is different—be careful to follow the signs! You will be happy to know that Miss McGowan will again supervise. Now, get out your sun glasses and enjoy it. But even if you do want to keep your noses from peeling, don't pick the ivy leaves to use for nose-protectors, or are we giving you ideas? . . . Concerning your various suggestions for ping-pong, squash, etc., on the Roof—at present it's inadvisable. Some day, perhaps!

The Macy Dance Club is throwing a big dance May 3 on the 8th Floor. They're all pepped up about it. Tickets only a quarter—and a keen orchestra, they tell me—the Rhythm Kings. Tickets are limited, so get them early.

How about tennis? We've made arrangements for women's tennis classes on Tuesdays, in the Bronx, Wednesdays in west Manhattan, and Fridays in Brooklyn. The season will start week of May 2—you *must* sign up in Social Service, though.

Now that the warmer weather is here, most of you will be spending your leisure time out of doors. Beginning the first Thursday in May, we will discontinue Symphonic Music in the Little Theatre. However, on pleasant Thursdays, how would you like Symphonic Music on the ROOF from 3:30 to 5:30? If we do this, it will be BY POPULAR REQUEST ONLY, so let us know! (Ext. 431).

The Men's Store Bridge Club sessions, which met on Monday evenings, were a tremendous success and wound up with a big dinner on April 24. Let's have more of these small groups meeting together in the Recreation Room—you'll always find welcome on the doormat and fun inside the portals.

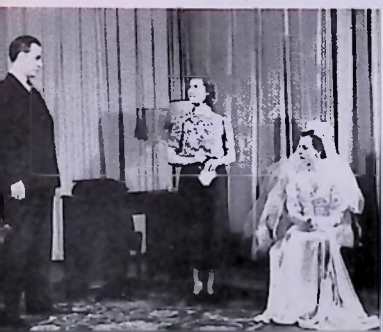
The Macy Carolers are still "brightening the corners" of Old People's Homes . . . much power to them!

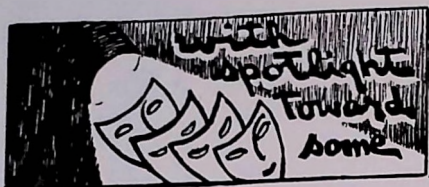
And—the thing of it is—I'll be dashing off to Camp June 1—so—come up and see me some time!

CAROL McNALLY

Bernice Cooper of Books sends us this. . . Did you hear about the woman who telephoned the Book Dept. and wanted a Bible which contained both "the old and new testimonies"? . . . And then there was the woman who sailed up to the counter and asked for a copy of Somerset Maclcolm's *Swimming Up*.

trude Roberts, and Lillian Beaver; *Incident*, with Gerald Oster and Van Lowe; *The Wonder Hat*, with Arline Dorn, Lillian Beaver, Madlyn Holmes, Lois Devendorf, and Gertrude Roberts. Fine job, everybody! (Photos by Smooke.)





(This month the Spotlight focuses from a new angle on an interesting Macy person . . . a man whose past contains one of those "once in a lifetime" thrilling experiences. There must be many more Macy people who have had comparable experiences . . . so tell SPARKS!)

LAWRENCE J. ("LARRY") DOYLE was celebrating his 30th anniversary with Macy's the day we talked to him (April 13), for he came to the Store in 1909, starting as a helper in the Delivery Dept. Today



LARRY DOYLE

he's one of the best known drivers in the dept.; is still devoted to his Flushing Depot job; gets a kick out of his customer contacts and takes pride in his route. . . . But Larry's thrilling story is a war story which will recall 1918 headlines to many of you.

Larry enlisted in Dec., 1917, with the 213th Aero Squadron. They left New York in Jan. for Halifax and sailed from there aboard the *Tuscania*. Thirteen days out (that number 13 followed him!)

the *Tuscania* was torpedoed off the coast of Ireland—on Feb. 5, 1918. Larry says the lifeboats were smashed and he took to the water. Fortunately, he'd always been a good swimmer, for he was in the water about 3 hours before he was picked up by a rowboat and later put aboard the English destroyer *Grasshopper*. The *Tuscania's* convoy had to escort the other troop ships to Ireland before turning about for rescue work; the disaster had happened at night and about 200 lives were lost.

Larry landed in Londonderry, in northern Ireland; then the ship which carried him and his fellow-survivors went along the coast picking up survivors from the various ports at which they'd been landed, re-uniting the outfit. The men were landed in England, where they were outfitted in English uniforms and sent to Ayreshire, Scotland, the home of Robert Burns, to train with the British Royal Air Force. Later they went to France, where Larry spent 11 months, seeing service in the thick of things at the Meuse Argonne, Chateau Thierry, and St. Mihiel. He was in the same pursuit group in which Eddie Rickenbacker proved himself an ace of the American Expeditionary Flying Force.

After the war Larry came back to the U. S. and to Macy's. He remembers with pride that the Store called him back when he'd been home only 5 days. Later Larry became vice-commander of Macy's American Legion post; when it became inactive, he joined the William A. Leonard Post in his native Flushing, where he is an active—and 4 star—legionnaire. He's been married 14 years; has a son 13 years old who still treasures his dad's gas mask—a fancy affair which bears the Iroquois Indian emblem which was the symbol of Larry's squadron. . . . Larry hopes neither he nor his son will have use for that gas mask again; says, however, that it's possible "we may have to do the job over"—and wouldn't refuse to do it.

Macy Mutual Aid Reports

A SUMMARY of the financial operating statement of the M.M.A.A., which appears in this issue, shows a loss for the year of \$7,494.63, due chiefly to an increase in cash benefits. During the year \$1.13 was paid out in benefits for each dollar collected as dues. Sick benefits were unusually heavy because of a bad grippe epidemic in December and January—the worst since 1931. Benefits were also unusually heavy during the first two months of the present year. Fortunately, ample reserves have been accumulated during the past 10 years to meet these losses.

The health program of the Hospital, which has as its chief object the prevention of future disability, was made more comprehensive. The periodic examination now includes a Wassermann test, and in most cases an x-ray of the chest, thus directing our efforts toward the detection of the two chief chronic diseases which can be controlled and cured if detected in time—syphilis and tuberculosis. Thirty-two cases of tuberculosis were discovered during the year, of which 10 were found to be active and sent to sanatoria, and 22 remain under observation. Most of these are in the very early stages and will be easily cured. Sixty-seven cases of suspected syphilis were found, of which 42 were not previously diagnosed. These were referred to their own doctors for treatment. How much future illness and invalidism, suffering and early deaths were prevented by these measures I will leave you to imagine. Several cases of early cancer were discovered, and many other conditions which required treatment. They were referred to their physicians.

The membership of the Association decreased from 8,886 to 8,499, as the result of which our income decreased. 4,422 members received benefits for 54,776 days of disability. There were 30 deaths during the year. Our visiting nurses made 4,813 visits to employees' homes, and the visiting nurses of the Metropolitan Life Insurance Company made 3,831 such visits, giving bedside care to our insured members.

It is still the policy of the Hospital to keep all medical information confidential. It is not available to anyone in the organization, or to anyone else but you and your physician. Our only purpose is to help you to remain in good health.

MICHAEL LAKE, M.D.,
Medical Director

ATTENTION! Will the people who have WORLD'S FAIR TICKETS with numbers 36321-36330 inclusive, please report to SOCIAL SERVICE OFFICE?

Delivered On Time

Reporter—Joe Shear

WELL, I feel that I am now back in form; for with plenty of romances, marriages, and blessed events to write about I am all set for a field day. . . . Let's have a romance first. The foremost one in my mind is that of "Phonso" Mathieu and his beloved "Mimi," who is better known as the Queen of Yonkers. The boy sure is in love. He walks around in a daze all the time. . . . The girl friend of the "Whirling Dervish"—I beg pardon—the girl friend of the boys in the Delivery, Lady Bountiful, better known as Miss Nancy Fucci of the B. of A., has been bitten by the love bug and at long last said yes to her Prince Charming. Nancy will be doing that old familiar Lohengrin waltz before the year is up. An aside to the editor of Bamberger's *Counter Currents*: He is not a Macy Delivery Daddy.

The wedding of the month was that of Tony Vendetti to his beauteous Mildred. The bride certainly was one of the prettiest seen in a long while; but poor Tony, while walking down the aisle, turned a beautiful shade of green. Lots of luck to both of you! Among the guests were Mr. and Mrs. W. Carden. Mrs. Carden told yours truly that she was going into married life in a big way; for an elaboration of this statement, just ask Willie, he will explain.

A little birdie just whispered to me that the Max Lachers are expecting one of the bundles from heaven in the not too distant future. Maybe that explains the sly grin on Max's face lately. The newest fathers in the Delivery are Tony Froio and Tony Signorelli. Both were presented by their better halves with, from what I hear, two beautiful baby girls. Congratulations, but say, fellows, what about the old-fashioned custom of handing out cigars? I haven't seen any as yet.

Charlie Parks evidently does not care who rides in his brand new flivver. His latest passenger was my half reader Frank "La Doody Do" Stanowitz. What a social come down for both car and owner. . . . I wonder who it was on the O.B. room that won the male beauty contest. The fellows there do not want to talk.

Yonkers Yodels . . . On the passing of another Easter holiday, everyone has a look of satisfaction and enjoyment (a hint that things are becoming better each holiday season). . . . Strange as it seems . . . Taps Micurik going to church; John Swetz and John Ondicko fighting for the title of "Front Row Boy" in a well known cinema house; Buzz Bazuky and Al Novotny becoming very close friends with T. Murry (he has a niece and cousin, and really charming girls); A. DiCarlo has become a changed man (Dan Cupid is about to lock the collar for good); Chip Duro and Baron are entangled in new secret romances, and are as quiet as ever. . . . Congratulations to Driver McQuillan and Ben Reinckens, who became first time Dads (with a seven pound girl for Mac and a boy for Ben). . . . At this time we extend best wishes to F. Glick for success on his marriage Sat., April 1, and hope he had a good time in Atlantic City on his honeymoon. . . . In closing we wish to welcome Pete Fisher back and hope that he has fully recuperated from his long illness . . . we also hope for the quick recovery of Almeida, who recently underwent an operation for appendicitis, and Ben Drovie, who has suffered from a broken ankle.

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MAY, 1939

Along the Escalator

Popular Mechanix

Reporter—Dave McCarthy

A LAUREL wreath of perplexity has just been plunked down on the noble dome of Edward "Chubby" Farrell, former boy marble champion and star doughnut dunker of Floral Park, L. I. That rural gentleman was elected manager of the engineer's 1939 baseball team. It all happened during a noon hour meeting of the players and should go down in history as the meanest trick ever played on a man while he was out to lunch. Managing our team of left-handed short-stops is no bed of roses—it ain't even a pillow of broccoli. Nevertheless, Farrell accepted the blushing nomination, bared his breast to the foe, meanwhile delivering one of his graceful speeches. Poor Chubby, his sudden rise to athletic dictatorship has already made him the No. 1 figure of the locker room and likewise the target of many sly twits from the inhabitants thereof.

Bill Neville was the gleeful recipient of a five hundred buck Irish Sweepstake. . . . Eddie Donnelly collected the same amount of money when his number was picked in a local lottery. . . . The Engineering Dept. extends its sincerest sympathy to George Franks, whose brother died last month. . . . Tom Donnelly, that big bad operator of elevator No. 55, will become a man of considerable responsibility when the stork delivers that package sometime in July.

This is the spot where we usually go into our song and dance with a promise of more news for next month. Well, this time we mean it, because we're hiding a dictaphone under Matt Carroll's locker and that alone should bring us more news than we could scoop up in an eight-hour day with grandma's ear trumpet.

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Cathedral of Cash

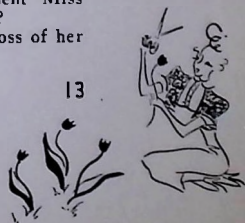
Reporter—Toni Giorgianni

IT was Spring. News was heard. A baby girl was presented at court. Their majesties, Horace and Inez Bardia, gathered it to their bosom.

Is Margaret Murray contemplating becoming an electrician's helper? . . . Where has Miss Riccio acquired her wit? "Florida." . . . One cashier in training received taken salescheck from Dept. 11 (pots and pans). Item . . . 1 Broiler. Cashier question: "Isn't a broiler a chicken, and why taxed?"

You've heard of the case where "Man bites dog." Well. . . . Mrs. Braisted went to Camp Isida to lose her tan (?). . . . Miss Totten has time to do her own knitting. Also she will instruct any applicant. . . . Was it a fish story that sent Miss Lynch to the aquarium on her vacation?

Sympathies to Miss Ashford upon the loss of her mother.





These girls from Advertising Statistics took a spring walk up to Bryant Park, and here they are, in front of the Library . . . Augusta Kafka, Emma DiAngelis, Virginia Borcherd, and Jeanette Sala.

Controller's Cocktail

By Bertha Mahler and Jay Pierce

Accounts Payable—Lots of luck to Teddy Nibblat, who left us to broaden her knowledge of the culinary arts. Of course my parents gave me my ring, says Madeline. Well, that is . . .

Advertising Statistics—Betty Young's preference has evidently shifted to red-headed boys. Carrot-top meets her promptly at 6 every Sat. night. Have you noticed how beautiful our Miss Cohen looks in her new coiffure? Very Parisian, mais oui?

Mdsc. Control—Miss Joseph has an undertaking friend—if she keeps it up, the wayward path she will trend. Miss Lustig is sweet and petite—her greatest problem is "What shall I eat?" Miss Barouch is forever on the go—for her the shag is much too slow! . . . A party at Miss Ornstein's was our delight; we wished it could have lasted all night. Singing, dancing, and food galore—the battle cry heard was more, more, more! Along came Miss Lustig and answered our call; she threw a party and invited us all. We continued eating, dancing, and such; with Barouch's photography as a finishing touch. A very good time was had by all. As for me, I'm out of rhyme until the fall.

Dept. Statistics—Margie Zinkie decided that returning from Florida with a sun tan didn't seem right, and so she returned with a wedding ring. Miss Dreyfuss resigned just so she could try out some of her favorite recipes.

Division Five—The month of April brought added weight to the division. Mr. Hackman and Mr. Whitman celebrated their birthdays while the rest of us took care of the candy. A recent transfer has left Div. 5 with an enormous gap on one side. Bill Green bade us farewell on Apr. 22. He is now asst. to Mr. Barber in Upholstery Fabrics. All of us join in wishing him much happiness and success in his new position.

Sales Audit—Diaper Diary: Edith Walker has left us to await a newcomer to her happy home. **Matrimonial Bureau**: City Hall threw a sale, yes sir, three licenses for \$4, and so Mary Breen, Martha De Dominica, and Joe Cicarello got together and decided to take advantage of the spectacular sale. **Puzzled**: Why has Miss Buddy postponed her vacation? Can it be?? Well, time will tell. **Solved**: Carolyn Pohlman finally decided that you can gain 1/45th of a point by inhaling and exhaling to the rhythm of your comptometer.

Salary Office—There seems to be a lull in our "goings-on." Right now, the heads are together over that next theatre party, *Leave It To Me*. . . . Miss Somerman is vacationing in a sweet little Jersey town down Belmar way. . . . Our last little tidbit is an unexpected predicament . . . has it ever happened to you? Little Mona McKinley was mistaken for a certain movie queen at a local "Hot-Spot" the other night. . . . We don't think we ought to mention her name lest she be worried by this threat to her fame! . . . **Our Next Door Neighbors**: Variety is the spice of life, here! . . . Among those present are Miss

Pospisil's charming assistants, Miss K. Kelly, Miss Gorfein, and Miss Jones . . . minute men, Miss Sheridan, recently returned from Lake Champlain, Miss Malman, and Miss Riordan. (They're grand at filling pay envelopes!) . . . and you should see the muscle men . . . Mr. Costello, Mr. O'Hara, Mr. Merrigan and Mr. Gilhooley.

These Foreigners—Matrimonial mathematics . . . add thrills. . . . On and after May 7, Miss Estelle Fein will answer to the name of Mrs. Edwin Wahl. . . . Miss Charlotte Denefeld has all our wishes for a speedy recovery from her recent tonsillectomy.

Order Checking—Eleanor Mittleman and Pearl Bernstein found the Store tours very enjoyable. Lillian Schwartz visited a celebrity while on her vacation. . . . Why does the mention of a blonde "Jimmy" bring sparks to Terry Mancini's eyes? . . . What is the story behind the mysterious word "ditto" which Rose Terzulo uses so often? . . . Irene Block is now in Adjusting. . . . Good luck, Pal! . . . There were "quints" at the Beckman's. . . . Oh! All right! . . . so they were kittens!

Merchandise Control, 3rd Floor—Miss Frickman, now Mrs. Burgenhoff, has returned from her honeymoon. . . . Miss D'Ettore, asst. supervisor, 11th Floor division, is in Florida, the mecca of vacationers.

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Notes Found on the Back of a Pink Sheet

Everybody Cheer Dept.: The Lou Rhodes-John Goodwillie nuptials take place on May 12th and intense research fails to reveal any good reason for forbidding the banns. For one brief sentence this column goes straight man and wishes 'em both all happiness. John and Lou, everybody loves you awful good . . . we're happy about it too!

Blessed Event Note: The third edition of "Let's Go See" is now out, with four pages in full color. Get one and send to the folks back home. It's the best job done on our town yet.

Tiny Tots Flea Fiend: The next mug that turns up asking for a pass to the World's Fair gets referred to Paul Hollister. We're tired of saying "Nix." He's tired of saying "Nix". So don't say we didn't warn you!

One Smart Girl: Jeanne Sherry is now vacationing but will be back in a day or two. She and Mary Olive Jones are running the fashion publicity section and very well, too. A fine combination.

Gag Man: Herb Greenwald is still Art Dept. gagster. Sometimes he's lousy but mostly he's as good as your favorite air program. Incidentally, don't cut loose with those artists . . . they know all the answers.

Rover Boy: That Hollywood version of an English country squire seen at Camp Isida on the April 15 weekend has been revealed as Maurice Binder, vice president in charge of what-to-do-about-it-now. How's crops, squire?

Faude's Coming Back: One of the snappiest song and dance trios caught by this column this season is Catharine Mitchel-Fred Brauer-Clint Bolton. They wear identical gray flannel suits and have a nice routine of one gag, one off to Buffalo, and a reedy voiced rendition of "Forty-second Street".

Great Stuff: Hub Lenz, artist, musician, and wit, copped a medal in an art award recently. Just one more reason why he's Macy's art director.

Spring Is Here: "Tommy" Thompson is again



breakfasting on melba toast and cokes; Stella Safier is wowing 'em with swell home furnishings copy; Bev Brown bought a new tie; the New Yorker fashion shows are on again Wednesdays at noon and the Belmont Plaza is added to the circuit—Thursday noons. Gerry Gerard is writing a book; Margaret Fishback is dreaming of Maine; and Jack Cohen is house hunting.

More Confusion: Things were pretty tough around here with only two jeans. . . . Sherry and Mackiewicz. Now it's a trio with a third cute number. . . . Jean Amerman, new publicity secretary.

Bound to Win or "I Can Trace as Good as the Next Guy". . . . Frank Hevesy, erstwhile proofroom maestro, now loiters in the Art Dept. He's learning the art racket and when he grows up, buyers take care and don't change his layouts. He's an ex- Golden Glover. One Punch, as we quaintly call him, is no menace yet but stick around, folks, stick around.

Note to Editor: Isn't this about enough of this stuff . . . The Yanks are playing today.

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Justifying Adjustments

Reporter—Rose Scott

TIME was when there was summer, autumn, winter, and spring, days and days of it, crisp and cool and just "Spring." But these "shiver-to-sweater-to-shiver" seasons have us stymied and the moot question at the moment is "When are we going to get to wear our new suit?" While we are fussing about Spring, or more pertinently, the lack of it, the vacationists have been at it again. BFX Mr. Reed of the 9th is this very minute on the Potomac and soon on his way to Washington. BFA Miss Ulman is "away" and when we're not on the inside as to where, we figger it's something special. BTO's Miss Stein is looking Bermuda way again; it's those dazzling sands; or maybe we are not even "slightly warm". It's 3 times Bermuda, however, and we know we ought to have a better reason than "dazzling sands". Miss Ratigan of Mail Opening sails Saturday for that "isle of enchantment" or what have you. We must do some research on Bermuda or maybe we just better go. A few loyal ones still remain. B. of A.'s Miss Sanders is doing it the "American Way" and left April 29 for the equally sunny sands of California. Miss Sullivan of Mail Opening is back from Florida, didn't mind it a bit, and as for sands and sun, have you seen her? Misses Freeman and Widmer of Research are just after setting the Administration back on its feet and report Washington under control.

Just when we have decided that everyone is looking fine, BTO's Misses Cooper, Strachan, and McQuade retire for the ever-fashionable "appendectomy". While we're waiting for them, and it shouldn't be long, we can stop long enough to say hello to Blanche Freundlich, who is substituting as BTO Supervisor, to Mail Order Supervisor Miss Gross (who weathered a case of grippie even if it took part of her winter vacation to do it), and to PBX Miss Court. Miss Kafka (BFA) is said to be fully recovered from an "affliction" of the heart. BFA's Miss Estoppey has an engagement ring and is real glad about the whole thing. Pretty soon there's going to be a wedding, for that party Miss Cook arranged for Miss Norcia of PBX was a very special one that presaged the "weddin" in

June, and praise be tradition. Then maybe another, for that's an engagement ring BAA Annette Macaluso has, just like we said. All that BTO's Rose Morowka has left for us to add is "congratulations" for it was all finished and done with on April 1 without so much as a by your leave, or aren't we being asked these days?

We are all admiration for BFA's Miss Schwartz; it took 13 years to untailor that hob and now—that profusion of curls, that sweeping upsweep, we could ask for nothing more, or get it, on one head. If you are looking for Anna Fontana of M.O. these days, you will find her comfortably ensconced in the Typist Division and we are nice to our friends, or haven't you heard. Former BAT Miss Adelman seems to like Research, too; we know the B. of S. has taken kindly to BAT Alice Baldo; and of course BAT Miss Duffy is doing fine as Receptionist in Interior Decorating. We always were sort of awed by "receptionists", they have such a grand manner, or maybe we just frighten easily. Miss Reinhardt is now BAS and Miss Kaminsky has agreed to part with a bit of desk space on comparisons, or maybe she's lonely. Never have we been accused of being curious, but it cannot be said of us either that we lack interest, and at the moment we'd like some pertinent data anent that certain "unknown" that BAS Miss Schwartz has guarded thus far all too well. And now, lend a heedful ear and listen while I sing, delights to every maiden dear, the charms of early Spring. But how sing, with no Spring?

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Bank Notes

Reporter—Rose McGuire

BECKY BORDEN is very, very proud. She became an aunt for the first time when her sister presented her with niece Rose on April 12.

After being in Florida for two weeks, Sybil Baer is back with a beautiful tan. Tessie Adamowitz of statements and Johanna Anastasia of trial balances are vacationing there now and will probably come back with complexions that will turn the rest of us green—with envy. While we're on the subject of trips—"Granny" Olsen has returned from Atlantic City; also Irene Weinstein.

Jean Crawford of the telephone board lost her father on April 14, and Helen Swadba's grandfather died this month. We are sorry.

While Irene Glazik is in the hospital recuperating after an operation, Kay Fronte is pinch-hitting as Mr. Robertson's secretary.

We had a theatre party on April 12. *The American Way* was presented to a large group of D.A. girls and their escorts. Everyone had an enjoyable evening and we thank Mrs. Slater for going through so much trouble in getting the tickets.

Irene Winisky of the typists' division was married on Easter Sunday. Best wishes!

Birthday greetings are in order for Betty Milone of Teller's and Helen Kosica of statements. They were both April babies. Terry Schweitzer's little girl will be four May 18. Congratulations!

Olga Zuk is our new telephone operator, having been transferred from the authorizing division. . . . Typist Pat Broderick week-ended in Washington this month and still can't get over the sight of the cherry trees in full bloom. . . . What was in that package that Mrs. Slater had the other day before Mr. Wachsmann's birthday? (Congratulations, Mr. Wachsmann. Another year younger!)





Phylliss Victoria Banek was a year old on Feb. 18, and her mother, who was the Warehouse's Stella Walicki, is pretty pleased about the whole thing.

Inside the Windows

Reporter—Carmichael Strange

THE scene: Bowling alley. The teams: Schwartz, Tropea, Yuill (Ruggiero, sub.), Shevlin, and Martin for Display—Cerveny, Leavitt, Cleary, Mallon, and Balian for Sign Shop. Action: SS. easily bit the dust in the first two games. In the last, the S.S. Juggernaut began to roll. However, it was short lived and Display was again triumphant. Comments: Bill Martin had high score with Charlie Shevlin a breath behind. Upon reorganization, the S.S. will be captained by Miss Corey in a return match. Victor and Vanquished, Hail! . . . While Paul Caruso and Emile Schoutith, the antiquers, were browsing in a Third Avenue shop, a man rushed in with an old fashioned writing box he wanted to sell for \$6. Almost on the verge of buying, Schoutith examined it and discovered three very old stamps hidden in a corner. This greatly excited the owner, who had no idea he possessed them. Whereupon he literally snatched the box and stamps out of Schoutith's hands and flew out of the store leaving our heroes with their tongues hanging out. One of the stamps was a six-cents Lincoln head valued at about fifty dollars. . . . The man of the hour is Jerry Ruggiero, who overcame all opposition and was duly reelected to represent the 12th and 13th Floors in the Macy Men's Club. The best to you, Jerry. . . . Macy's displays splurge at the World's Fair in kaleidoscopic sparkle. In the igloo-shaped Carrier Building which is given over to air-conditioning, those smart, diminutive mannequins which have become so familiar in our 34th Street windows parade as spectacularly as before. Our own Melvyn Gussow designed the plans. Another eye-catching feature is Macy's Toyland, which consists of one entire building dedicated to all manner of entertainment. . . . On the morning of May 1, when the curtains were drawn aside, the colorful pageantry of Fairs, beginning with Philadelphia 1876, down through Chicago 1893, Buffalo 1901, to the present World Fairs at San Francisco and New York, breathed anew in our Broadway windows. Depicted by the brush of Harold Kihl, scenes from the aforementioned Fairs are visualized on revolving three-sided columns welcoming the N. Y. World's Fair visitors to Macy's. In the making, it was a colossal undertaking, requiring so much physical preparation, patient research, and grueling fine-detailed painting, it had to be done in an outside studio. Much credit is due Louis Brand for the splendid lettering accompanying the art work. Thus we salute the Fair and applaud Irving Eldredge for a keen idea and Harold Kihl for a really swell job.

This coy little poser is the son of Tom Nisbet, Maintenance Dept., L. I. Whse., and his mother used to be a Macyite, too. She was Fannie Daniti, of 57 Mfg.



Ok'd by Bureau of Standards

Reporter—Leona Z. Robinson

WHAT a glorious change . . . from temporary offices in the well to our new spacious airy ones in the used-to-be Physical Dept. Come up and see us sometime, T.D. and H's! Before we forget the bedlam of them dark days, we want to know one thing . . . who's the Nelson Eddy of the freight elevators? He certainly was a ray of sunshine. . . . No remarks, Fred Heisler!

Didst thou know that Sal has gone afishing down Florida way for two weeks? Sidney Henner is back after a battle with La Grippe, and incidentally, his threats didn't delete that "cherce" item.

Pat has become very conscious of various feminine wristwatches. . . . Oh yes . . . he just gave Marie one. The feud, with the unsettled question of "who's better," still waxes furiously between Elsie and Yours Truly . . . the office is gradually taking sides.

Welcome to Joe Dillon . . . and fond farewell to Jerry . . . we're sorry to see him go.

Alice "Baldy" Baldo now parks her charming self in our division. Isn't she lucky getting into our inner sanctum?

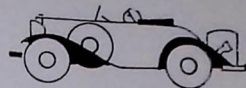
Since when can Mr. Block coerce us into putting his name into SPARKS, Ann? Lou Fall is back from Ohio with a haircut which is unutterably utter. Henry and Mary Lee spent a week at Isida . . . they came back with pictures and many raves.

One for the books. . . . Instead of using "gag questions" in the Consumer Quiz broadcast we now say "Script Tease!"

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Warehouse Wanderings

Delivery Dept.—Reporter: Rocco Cavallo— Spring is here—so batter up for the coming baseball season! We only regret that our famous baseball fan Jimmy O'Neill isn't with us, due to illness. Best wishes for a speedy recovery! How about some of us fellows going to call on him? . . . Passing the delivery cashiers' cage, we overheard plans for a great undertaking: Miss Erler discussing plans for reducing. We say, "Stay as sweet as you are." . . . Joe Reccardi loves fishing but wants company for this sport. Fishermen and potential fishermen, please get in touch with Joe. . . . The trees are blooming, the birds are singing, and the love bug will bite you if you don't watch out—but those who are bitten do not mind, says Jack (Smiling Jack) Kaiser, who is engaged to Ann. We understand he refuses everything the McKnights offer him to eat, so they now suggest he should bring his own cake and Grade "A" milk. . . . There are not many people who can include royalty in their acquaintances—but John Goroschko is well acquainted with the "Duchess" of the Blissville Diner. This resume is more in the form of hearsy. Is it a fact, John? . . . The House of DeCanio's have elected the Head of the House to perambulate their perambulator. It's a baby girl. Congratulations, Dan! . . . Welcome back to those who were ill—Drivers Pfeiffer, Hawk, McTague, and Van Ry. . . . What driver responds with the speed of a Gazelle when a certain cashier calls him "Sugar"? . . . George (Greenpoint) McLellan increased his financial status by \$11.80 at one of the Bank Nights at a local theatre. Lucky boy! . . . We and the entire



Dept. extend deepest sympathy to Helper Stanley Babinski, who was bereaved by the death of his beloved sister.

Garage—Acting Reporter: Helen Greser—It's Spring—and like our friend the bear, having hibernated all Winter, we're stepping out of our hole into the sun, squinty-eyed, a bit rumped, a little uncertain, but plenty rested, and rarin' to go. So you won't talk, eh Frank? Frank Robinson was the lucky winner of \$450 in the Irish Sweepstakes. Now he's being pestered by cops who want to know where he bought the ticket! . . . Proud mention goes to Joe Chvatal, who became a member of the 25-Year Club last month. . . . We are happy to hear that Frank Monahan, who is in the Metropolitan Hospital, is doing nicely and will be leaving soon. Al (Isaac Walton) Menard tells us he will not spend his vacation this year in the lake region of Michigan. Having left the waters of that section practically devoid of fish last year, he is going to give the conservation authorities a break and let them restock said waters this year. . . . Walter Elfein, star bowler of the Store Delivery, can't be so hot, when our own Mike Colicchio, a novice, trimmed him in 3 successive games. We hear Walt is signing Colicchio to teach him some pointers. . . . Charlie Murphy is spending a week's vacation somewhere in the Bronx. It's our guess that he is warming a bench in St. James' Park. . . . Bob Merrill has left the Bronx for a home in St. Albans. You know Bob is really an unsophisticated country boy at heart, and has hopes of growing a beautiful garden—orchidaceous daffy-dills and all!

Nuhs & Fuhs of Receiving—Reporter: Chas. Fusfield—What a coincidence! Milton Salkin, furniture marker, recently celebrated his birthday on the same day that he was hailed as the proud father of a 7 lb. bouncing baby boy. A twin birthday celebration for a twin—get it? . . . Did you ever see a dream visualized? Evelyn Berg did!! This young lady confesses that for many years she had aspired to see Franchot Tone in person—and she finally did recently while attending a Broadway stage play. But now for the real thing—Evvy's new flame is Vin Dobrowski, Dept. 59 Marker, and the reporter is informed from reliable sources that this romance looks quite serious. Romance No. 2—Just to square things up a bit with the Markers, Sidney Magaliff of Dept. 92 has that far-away look in his eyes these days—all over a "Brooklyn" girl named "Sid". Who's next, Casanovas? . . . Hazel Jardine was seen "stop-pin" at the Savoy—pretty classy, eh!!! and she boasts that she is a pretty good hostess for a stag party. What was the party? It was in honor of her hubby's birthday. . . . Tony, the marker, lost a bet to Salkin, who became a father before him. "It won't be long now," says he. . . . Two winter vacationists returned from different parts of the U. S. looking well and rested—Fusfield from Miami, Florida, and Fillmore from Lake Placid, N. Y. . . . Olga Vaccaro's week-end trip to Washington, D. C., was chock full of excitement. . . . Speedy recovery to Clara Maenza of this office, who is still at home ill with the gripe. . . . Angela Ottman rides the crest of a lucky streak by winning a beautiful picture frame at a "Bingo" party. . . . Did you know: that Ruth Barrows and Freddy Lowenstein are respectively Girl and Boy Scout leaders . . . that Lou Habenschaden's impersonation of Mae West far excels any that this reporter has ever seen? And—if you don't believe it step down to the platform and ask for a demonstration . . . that Hazel Jardine is now a "Glamour Girl" . . . that Johnson, mark-

er, smokes a corn-cob pipe . . . that Tom Mooney is seen walking a pretty Miss to the station daily . . . that Jimmy Forzano is contemplating marriage?

Packing Dept.—Reporter: J. Gleeson—Our deepest sympathy is extended to Mr. Triola on the loss of his mother. . . . All of Eddie Aronson's friends are glad to see him back at work after his recent injury. . . . Congratulations to J. Kazmarck, who won \$10 for his suggestion in Dept. 116.

B. of A.—Acting Reporter: Dorothy Ryder—At press time your reporter Bee Schaffer is enjoying a week of grand spring weather for her winter vacation. Bernice Shear is hob-nobbing with Society on the boardwalk at Atlantic City. Esther Garel is away at Camp for two weeks; so is Natalie Goldberg. We'll be watching the scales on your return, girls! Ella Small does things in a big way and will spend her vacation in Florida. Mrs. Brodda wisely chose for the closing day of her vacation the opening day of the World's Fair. Tell us all about it! Ann Hannock enjoyed a trip to Washington. How was the weather in Maryland, Ann? . . . Amongst the baby talk we hear Rose O'Connor's good news. Congratulations! Edith Ettenberg never needs a second invitation to tell about her niece, who arrived March 31. The friendly competition between Bertha King and Frances Fersht has ended. Frances came into the home stretch first with a grand baby boy. . . . We are glad to have Maurice Stenner back with us again after a slight illness. For a 100% cure, Maurice, ask Rita Ennella to tell you a story in Italian dialect—she's a marvel. Ask Mr. Reed. . . . Jean O'Connor is a much envied young woman—she is leaving us to lead the life of Reilly. Good luck, Jean, we'll all miss you. Spring is blamed for so many things, can we also accuse it of the dreamy look in Miss Conklin's eyes these days? Or of Evelyn Barton's blushes? Could a certain dark-eyed young man be responsible for the latter? And who is Dorothy McDermott's "Brother"? Funny—he doesn't resemble you a bit, Dot, and seems older than 12 to us. . . . Best wishes to Mr. Cheperak, who is assuming Mr. Young's responsibilities. It's great to have you in the Whse. where we see more of you. Welcome, too, to Bill Prochaska, transferred to the interior. Items of interest among the outside men include Dave Lamb's youngest son, Max Barr's even younger son, Joe Roemer's new home in Riveredge, Michael Palladino's new aviator blue car, and the R.C.A. television course which most of the radio men are taking. Good work, boys.

41G and E Stocks—Reporter: George Cernek—We are glad to see Tom Caputo back on the job after his recent illness. Stay as healthy as you look, Tom. We welcome Mildred Lamer, recently of the 3rd Floor, to our dept. Lots of luck to you, but be careful of Clark Gable (Phil Hellund). . . . I wonder if John Griffin has been wandering under the bridge lately. Catch on, Johnny? . . . The next time you see Louis Habenschaden (Big Stoop) of the platform, ask him about that certain boat ride he made to Staten Island. Don't try to get out of this one, Lou, because Yours Truly was on the same boat.

8th Floor—Reporter: Rose O'Connor—Wanted: Name for a boy. Must be good. Send all suggestions to Mr. John Milan, Paint Shop, 8th Floor. . . . Artie Beck of the Radio Shop is back. Welcome home and take care of the hand. We're glad to hear that Mrs. Bill Nelson's husband (Lucy Castaldo of Optical to you) is well again. . . . "Mac" MacKellar is planning on sending his model airplane to visit the "Celestial" soon. Here's hoping, Mac. . . . Sympathies or congratulations are extended to Mr. Bartlett who is one tooth



poorer, Bill Kistingner who is a pair of tonsils poorer, and Jim Nugent, who is a few hairs poorer.

5th Floor—Reporter: Lillian Pitsch—What has happened to all the 5th Floor men? Are they reforming? Have you seen the latest photographs of Kurt Lilienborn? He really could model for a hat company. Nothing but the best for the fifth. One of our men has been mingling with royalty—a Baron. . . . Why does Helen Roche (Mrs. Parisen) always talks about pretty little red headed baby girls? . . . We are glad to have Miss Corkery back with us after her illness.

6th Floor—Reporter: Anna Klein—Our sympathy to Mr. Triola of the Packing Dept. on the death of his mother. . . . Welcome to Jack Breslau, who came to us from the 9th. Have you seen Auggie Russo's new striped slacks? Have you ever heard our songbird, Jim Collins? . . . Mr. Frederick has announced his engagement to Miss Harriet Harris of Providence, R. I. Congratulations!

3rd Floor—Reporter: Johanna Quigley—Pauline Ryan is leaving so she can be home with her baby Barbara Ann, who is 10 months old and has one tooth. Jimmie Biglin's baby is a big girl now. She had her first birthday on April 9, Easter Sunday. . . . Belated congratulations to Katherine Veremakis, who had a birthday on March 9.

Mfg. Audit Office—Reporter: Pearl Greenwald—Now that income tax is over, Margaret Di Leo can brag about the money she won in the movie quiz contest. . . . Rose Sunshine can boast about her attractive coiffure. . . . Betty Lamb about her knitted dress. . . . Marie Fitzsimmons may be proud of her lovely chaireuse flowers, which add a bit of Spring . . . and with Mae Wasco returning from Camp Isida with a real Florida tan, Summer is practically here!

42 Mfg.—Drugs—Reporter: Chas. Salkin—We are happy to have Mr. Younkheere and Mr. Colton back after their recent illnesses. . . . After June 3, Margaret Burke will answer to the name of Mrs. Henry Sorenson. . . . Jack Hartwell and Helen Marek are bringing the 9th and 10th floors closer together. . . . Mae Lutz is being squired by one of our Delivery men. The ultra-fashionable Sadowski's have their summer home in New Jersey in tip-top shape.

41 Mfg.—Mattress Factory—Reporter: Carl Heisen—We extend our deepest sympathy to Margaret Wolf and her family on the loss of her father. . . . Frank Morello is expecting a blessed event and hopes it's a boy. Another "tip" on Frank is that he used to play the clarinet but blew out a front tooth while playing taps. That's too bad, Frank. . . . We hear that Gus Pautz, our "Daddy" who always starts us off on our grind with a "bugle serenade," has hit a few sour notes lately. (This complaint comes from our accordion player, Jimmy Mullany). We wonder if he knows. Incidentally, Jimmy had his tonsils taken out a short time ago, which may be the reason for his complaint. Tom Haggerty says "If Gus doesn't blow right, I might have to have my tonsils out too." We're one big family, all right, but oh what a family! Who is it who bought a new car recently to take a certain Warehouse belle home every night? Hope she doesn't live in Staten Island! Frank Dellerman should spend his summer vacation in Florida. "The summer climate up here doesn't agree with me," he says, "I always catch poison ivy." . . . Walter Rogowitz has at last found his dream. We didn't know they came that tall!

NEWSHOUND

Hat Story to End All Hat Stories

THIS comes from Miss Smith at the Basement Desk . . . who was having lunch one day with Miss O'Neill, S. M. Third. Nearby sat a customer sporting one of Those Hats . . . it was distinctly a bird's nest, and a yellow canary was perched perkily atop the nest, just above the wearer's eye. The Misses Smith and O'Neill made a few caustic comments to each other as they eyed the hat with not-too-well concealed amusement. Suddenly Miss Smith's eyes popped . . . the bird was quite literally flying several inches in the air above the hat. She looked at Miss O'Neill, who gulped and looked back. "Do you see it too?" they exclaimed simultaneously, and felt relieved to know that each could witness for the other. Still staring, now in fascinated horror, they suddenly noticed the woman who was wearing the hat. She was smiling at them, a very amused and self-confident smile. She reached for her lapel . . . pressed a button . . . and down came birdie on its little wire into its little nest.

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Basement Ballyhoo

Reporter—Fred Lawrence

HILARITY is the word for Basement Parties, and true to tradition the one last month was no exception. In fact, Old Timers say it was the best yet—and no wonder! Our three warblers, Gilmartin, Brunell, and Wiley went through their respective numbers with the eclat of seasoned troupers. . . . Prof. Hodes' egg and brick tricks were excellent, and the girls still shudder when they think of the hat pin stunt. However, the Prof. had a slight misadventure when he swallowed the oxalic acid instead of water, thus necessitating a trip to the hospital to have his stomach pumped. At this writing I have been unable to verify the rumor that in addition to the acid the doctor also pumped up two empty "Whisk" bottles and a copy of the 1908 World's Almanac. . . . The dance team of Helen & Mickey put on a performance that was swell; believe me, folks, here is good material for the Harvest Moon Ball. . . . The Out-of-Stock Players' fast moving burlesque of East Lynne almost brought down the house. . . . All in all the whole affair was a huge success, and I know that everyone joins me in thanking Mrs. Williams, Miss Crosby, that truly hardworking entertainment committee, and the grand performers for a rollicking good time.

Getting back to everyday things, let's look at the Bath Shop. For some time past Dan Cupid seemed to ignore that little corner. However, things have changed and the latest in the epidemic of engagements is petite Alba Localio. What have you done, Mr. DeVries, set up a matrimonial bureau? . . . Joe Costriota, who recently stopped keeping steady company with his appendix, is now hopping around as chipper as ever. . . . The other day a customer inquired of a new salesclerk the whereabouts of Frank D'Amico. The clerk was puzzled. "D'Amico?" he asked, "What is that, a shrub or some kind of rose?" Never mind, Frank, fame is like that. . . . Winners of the latest quiz were Miss Nathanson, Shopper; Doris Kennedy, and Max Fendrich, Fizz bottle demonstrator.

Say, Powers-That-Be, how about a store-wide amateur contest? Plenty of unsung talent around these here parts.

SPARKS



Dept. 264 Foot-Notes

Reporter—"Shimy" Schimmelman

DURING the past month Mr. Clifton came from Stationery to help Mr. Bush take care of our unruly bunch; and good luck to Miss Koucik, who left Macy's to enter matrimony.

On our recent quiz, several new and enlightening facts concerning Macy's were released. The total number of Macy's trucks somehow fluctuated between our conservative Mr. Nussbaum's 40 and your radical correspondent's 4000. Of course you know the correct answer is 400. Mr. Milt Brennan decided he didn't like the name of one of Macy's affiliates, so he ups and calls it La Salle Cottage. Another enterprising clerk, when asked how to get to Grand Central Station, suggested: "Take a taxi."

From one of our newer clerks comes the following: A strong man vaudevillian after having completely crushed an orange, offered \$500 for any one in the audience who could squeeze one drop from the crushed orange. Up staggered a little wizened man who just barely made the stage. He took the orange and out squirted some juice. Amazed, the vaudevillian looked intently at the little man, and as he offered him the \$500 inquired, "What do you do for a living? This has never been done before." "Oh," replied the little strong man, "I'm a buyer for Macy's."

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Tea Room Tidbits

Reporter—Ann Hannah

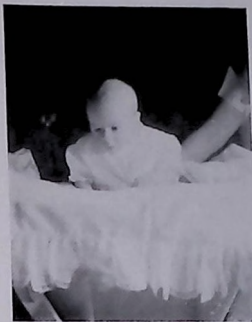
GET out your slates, children, we shall have an arithmetic lesson. First, we **SUBTRACT** Jack from the fountain—he was transferred to the 8th Floor Bakery Dept. **RESULT**—a farewell party which was a great success according to those who attended. We wish him success in his new job. To Jack's old job we **ADD** Peter, who is a very nice young man and we hope he will stay with us a long while. Then we **DIVIDE** Helen Kekloff from her appendix—don't worry, Helen, the best books don't even have them. Now, we **MULTIPLY** our hostesses by two, still making four, as Miss Horrobin has resigned for a life of leisure. The new ones are Miss Monroe and Mrs. Baldwin, both of whom were formerly in the Restaurant. We bid them a hearty welcome.

Put away your slates now, children, and I will tell you a secret. Lena was out with a man again!!!! But, alas, he was too fat. I guess the chair could not hold them both. And Corrinne is not being exactly true blue to her absent boy friend. For shame!!!! Who is this Jimmy?

By now, Connie Pati of the Main Floor Fountain will also have joined the ranks of "Mrs." We wish her lots of luck and hope that she will turn out to be a first-class cook (for her husband's sake, of course). . . . The Hobar's have acquired a new car which Hilda is learning to drive. Hope she doesn't knock any paint off. We are all glad to have Ruth Scanlon back after an absence of three months—just as we are sorry to report that Miss Rolland is at the French Hospital undergoing an operation. We are all pulling for you, Miss Rolland, so get well quickly and hurry back.

We offer our condolences to Miss Gourley on the loss of her sister, and to Miss Frank on the death of her mother.

Introducing James Robert Birnberg, at the age of 4 weeks. This small youngster bears up handsomely under the nickname of "Crepetex, Junior" . . . his proud father, as you might guess, is Hosiery Buyer Birnberg.



Street Songs

Reporter—Kaye

FOR a while there, it looked as though your column was slowly dying the awful death of malnutrition, but thanks to the services of Drs. Darling, Acree, and Kesling, to say nothing of the efforts of our editor, its condition is greatly improved, and full recovery is almost certain. Yours truly is sincerely grateful for the cooperation of her newly appointed sub-committee, whose purpose it is to rout out all the news you won't tell.

Attention, Mr. Cole! Belated best wishes and congratulations upon your recent marriage to the charming Miss Craig of the Seventh. Under the same heading we gladly acknowledge the engagements of Sylvia Silverman and Ida Charney, Dept. 3, and Frances Dantona, 6, who set the fateful day for April 30. . . . Tsk! Tsk! She'll have to miss the World's Fair Opening. . . . Ruth Goodman, who hails from Minnesota, has been chosen for a World's Fair Hostess. . . . An orchid to Miss Muriel Berger on the 10th of every month for the past five months . . . from her devoted spouse . . . lucky gal! . . . Who said that lightning does not strike twice in the same place? Mrs. Berger, Drugs, waited on Mrs. Arturo Toscanini and Mrs. Fiorella La Guardia, on the same morning . . . and what's more, they both bought Macy's Own Mdse.! When the young lady in Dept. 79 waited on Nino Martini, for a \$139 gold bracelet, she didn't know it was going to be a double sale. Immediately after he left, a couple who had been standing by came over and ordered the very same bracelet, refusing to look at any other selection. . . . Our sincere condolences to Miss Triano, Dept. 6, upon her recent bereavement. . . . Have you heard the one about the customer in Gilets, who asked for a flattering shade of pink in a blouse, and insisted she could wear no other color because she was the "shallow type"? . . . Congratulations go to the Grandmother of the Month . . . Mrs. McCammond of Drugs . . . and a very youthful grandmother she is. . . .

Two section heads from the Book Dept. (modestly they wish to remain nameless) are the authors of *The Children's New York*, to be published in May by Rand MacNally. Here is one piece of selling that's going to be very pleasant for proud Dept. 13 salesclerks.

TIPS ON TABLES—By Sue Lillback

Everyone knows how exciting the bargains are in Macy's, but what do they know of the girls who sell them! SPARKS has given space to the 41 Tables, and now that we're to be in the spotlight, we hope to have *news*, trip-ups, cover-ups, etc. Let's go!

Two Greek gods have descended from the heavens in answer to 150 maidens' prayers. One, Mr. Loder, our genial S.M., who recently returned from



a trip to Florida, where golf was his favorite date. The other, Mr. Neagle, our sorrel-topped young Ass't. Dept. Mgr., whose heart belongs to the Table Girls—thus far! Take heed, all other females, no trespassing allowed!

Jottings on Trotters: Birdie Silk, the Men's Store S.M.'s delight, chased the sun to Florida, as did Sadie Fredman. Both came back the envy of all the paleskin stay-at-homes. Miriam Unger went on a carefree cruise to fascinating Nassau and naughty Havana and didn't forget to give Sloppy Joe's the double O— we hope! How many Southern gentlemen in North Carolina feel downcast because Alice Werb stayed only a week in that hospitable state? What interest enticed Belle Ramen to stay 3 weeks instead of 2 in Chicago? As everyone knows, the World's Fair is in New York now! Natalie Krieger, Ether Dobshutz, and Hilda Miller, three of our debs, should have gone South with the rest instead of North. Why? Their skiing instructors must have been overzealous in their teachings—all three came back only to succumb to various ailments.

Old Shoes and Rice: Rae Bitter, Sylvia Baum, and Evelyn Ort have been felled by Dan Cupid's arrow and have promised to "love, honor, and obey" (?). Blessings, my children! *Romance Still Lives:* The reason for Peggy Mallon's beaming smile is the beautiful diamond band she is wearing, which her dotting husband gave her for their fourth anniversary.

Unbeknownst to us, a new star suddenly arose to be THE "Alice in Wonderland" at the World's Fair. She is diminutive Elinore Boss. We're sorry to lose her, but—good luck and on to Hollywood!

At long last—Bunny Hamberger is the aunt of tiny Susan Barbara. Congratulations! . . . Maxine Axelrod, after reading GWTW, suddenly acquired a cute Southern accent, hence she is known as "Scarlett O'Hara", but—her Rhett Butler is a red-head! . . . Mayor Lepe of Mexico City took home with him not only 12 pairs of lovely hose, but also the memory of Gertrude Lambert's friendly smile when she waited on him. . . . *Romance on the Wing:* Ethel Rogall's sparkling eyes vie with the brilliance of the diamond ring she wears so proudly on her left hand. It will have a companion in June. . . . *Bon Voyage:* Virginia Peene, now on Tables from the Hosiery Dept., sails away to sunny Bermuda, a lucky winner of the contest.

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The Split Second

Reporter—Ethel London

NOW that the World's Fair has officially opened, may we extend our welcome to all out of town Macyites on the Floor, even though they are now New Yorkers by adoption? We also know that they will help us make our horn and bred New Yorkers just a wee bit friendlier to our out of town customers. Let's make them feel not so far from home when they come shopping on our Floor, and give them some of the very best 2nd Floor Service.

April 16 was a lucky day for two members on the floor. Both lovely Jean Getlar, from the Lingerie Little Shop, and Rosalie Kaplan, from Dept. 7, chose that day as their wedding day. They both made lovely brides. We extend our heartiest congratulations to both girls and their respective husbands.

We have been warned many times to keep drawers closed when not in use, but not until some-

thing really serious occurs do we take heed. Miss Desatnick of Better Slips tripped over a drawer that had been left open and fell on her arm, seriously hurting it and bruising her leg. As we write this we haven't heard what the X-ray showed, but we know it was pretty bad. We're terribly sorry and we hope she will get well soon. And won't you all watch drawers in the future? Especially now, when we see how much pain our carelessness can cause.

Miss Rosenblum, buyer of 62 Dept., is recuperating from a serious operation. We sincerely hope you make a speedy recovery.

Now that Mr. Garrison has moved his office up to the 3rd Floor one hardly ever sees him except by appointment. We really do miss you.

Miss Heines of 7 Dept. spent a week down in Washington, D. C. She said the cherry blossoms were too, too lovely.

Miss Lichter and Miss Kreminitzer, both of 532 Dept., are planning to be married soon, and the race is on to see who will beat whom to the altar. Our bets are on both girls, so the very best of luck to them both.

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Fifth Floor Newsreel

Reporter—John Luts

DEPT. 147 has opened up its new "Game Room" and an attractive place it is too. . . . The theme centers about a long-mustachioed, cherub-faced old tyke who brandishes a pingpong paddle in spritely fashion, hovers an airy corpulence over bridge tables, and winks at all the Dept. cuties.

Schleestein is greeting custs these days with "Fore". . . . It seems he got a set of golf clubs for his birthday. . . . He has that "certain way" with fems—he queried, "Has cust 'nough in D. A. to cover?" . . . The answer came:

We have just received
The deposit, folks;
Send up the check,
It's okay dokes.

Dept. 83 is just recovering from a mass indisposition after having a grand time at their Miss Wolf's party. Spring is here again, and with it an entirely novel Ponoroffian (83) affaire d'amour.

The boys of '96 have been off on another annual search for the denizens of the deep (Peconic Bay). . . . Last year, the poor fish piled up on the South Pole in a vain effort to escape the stench from Gaskin's cigar. . . . The set-up on the "Selma D" this trip: Damroth, Com. in Chief (he owns the yacht); Gran and Gerstel, Admirals; Schwartz, and Matson, extra Admirals in case of seasickness.

Now that Dept. 123 has gone in for television in a big way, Halper, Holzer, and Hyams hold a *Screeno* game during each broadcast. . . . We see by the papers that the annual Press Photogs Ball was attended by many celebs including: "Jack Dempsey, Jimmy Durante, Benay Venuta, Ethel Merman" and LeRoy Smith (123).

The Toy Dept. represents Macy's principal spot at the Fair, and what a show it is. Mr. Theodore Charles Kaiser, Jr., S. M. of 147, is over there in the World of Tomorrow. Most of the preparations have been secret, but we think Miss Kay, the sphinx of 12 Dept., knew all about them.

Margo Peterson (83) won 1st prize again in that Horace Heidt Contest. . . . Vic Weisman (83)



is pounding out new songs all the time. . . . "Berkey" Barkowitz (83) and the B.F. are planning something big—watch that glint in her eye. . . . Whenever you feel kinda low, visit genial Mr. Carstensen in Sports; he'll pep you up. . . . Did you know that our Sports Dept. outfitted that well-known Denis-Roosevelt Asiatic Expedition!!!!

This is the time of flowers, so here are some to: Mr. Hein, who has been doing a superlative job as Head of Stock in 147 . . . good luck and orchids; Mr. Bernie Fisher, formerly S.M. in 147, now in the B. of A. . . . congrats; George Krone and Jack Fox, who ably helped Eleanor Holm choose her amusements for her big blowout the other week. . . .

Well, so long until next time and love and kisses from my girl, Friday. . . .

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Third Degree

Reporter—John Schatten

CONGRATULATIONS to Mr. and Mrs. Terhune, who just beat the SPARKS deadline with the announcement of the birth of a baby girl. Name's Doranne—weight 8 lbs. Mother's doing well, and little brother Jerry's satisfied. . . . This is obviously baby month on the Third. With far too many resignations to tell about in detail, I'll just list the names of our future mothers: Misses Keller, 519, Donner, 115, and Peltz, 85.

Why does Mr. Lowenstein of 158 Dept. always look as if he should visit a barber for an estimate on a haircut? And what executive in the same dept. has visions of Alcatraz in his mind for posting his income tax form a day late? . . . Willie Finstein, Squad Head in 21 Dept., is away on a well-earned vacation. I wonder if he misses his daily job for Miss Frank of 115?

Best wishes to Miss Viscardi, S. M. 35, and Miss Fogel, 85. They were both married this month. . . . Miss Isaacs, 531, is being given the beau's rush, and the dept. is anticipating wedding bells soon.

Recent staff changes were: Mr. McGuire, S. M. 176, to Head of Stock, 176; Miss Heller, 519, to H. of S. 134; Miss Bublick, S. M. 139, to H. of S. 171; Miss Waterhouse, S. M. 72, to H. of S. 72.

Dept. 139 presented Miss Schiff, 3rd Floor Bermuda winner, with a camel's hair coat to use on those cold Bermuda nights.

What S. M. in 115 Dept. is presented with a box of candy every day by an enthusiastic admirer?

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Fourth Floor Flutters

Reporter—Audrey Jackson

WE regret Miss Liss, S.M., is leaving 51, but we are all glad she can retire and rest up a bit. Miss Wray, S.M., has a better position, but 133 will miss her.

Miss Petersen, S.M., will join the 133 group after being in 65. Miss Gesswein will go to the Camp Bureau, and Miss Freedman will leave 51 and do her stuff in the same dept.

Glad to have Miss Weed back with us after a serious illness. Miss Levine of 137 also was

away from us 3 weeks, but is back again feeling fit. Mr. Powers, S.M., has had his battle with 'Old Man Flu', but has taken up his duties where he left off. Miss Muldeen, S.M., had a few days off with the 'sniffles'.

Mr. Lopez, S.M., is back from Florida, three shades darker than Bill Robinson. Mr. Scott of 58 is losing his tan, but will get it back in Nantucket.

The sick list in 88 is too large as Mr. Kantor, D. Cooper, S. Cooper, T. Bivino, have had to have time out, but Mr. Epstein has returned. Miss Sonntag, of 137, had a nasty fall down some steps, but is getting along fine.

Mr. Tate of 74 is taking dancing lessons with Arthur Murray, hoping he can out-shag Mr. Sadowsky.

Glad Miss Beyers' scare over her son's bicycle accident wasn't serious, and it's nice to see you smiling again.

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The Lion's Share

Reporter: Albert Oppido

IN keeping with the spirit of the World's Fair, we have attained the finite in merchandise and atmosphere for the Men's Store of Tomorrow. A Hat Dept. that is really highbhat, and a riding shop that is actually riding high, wide, and handsome, with Barney (Cheerio) Lehane in the saddle. Dept. 10 has its formal opening of its new clothing section on May 1 with the Saybrooke Club in full swing, "Grover Whalen" Pimstein presiding. To try to describe our new Sun Shop would be impossible; come up and see it! Our World's Fair Information Bureau has opened, with many beautiful Professor Quiz-es in attendance.

Not at all awed by our World's Fair opening, Ed Friedman (10) proudly announces the arrival of an 8 pound baby boy. In keeping with this spirit, Willie Weiss (526) and Ed Wohl have announced that eventful day. Mr. Lane (SM) celebrated his 7th anniversary by wearing the same tie that he wore when married. From latest reports, Mr. Rosenberg (121) and Miss Miller (105) are that way about each other.

We welcome back after his recent illness Mr. Doyle (8), and Mr. Smith (526) and Flo Iorio (106) from their vacations. Mr. Smith went to Washington and presto chango! things have changed. Nice work, Smitty!

Congratulations are in order for Van Sir Harry Lowe (105) for his sterling dramatic performance. Sir Harry will be available to all those interested from 9 to 5:30 in Dept. 105. The boys from Dept. 10 doubt whether Mr. Militello ever left Howard Beach after asking whether Maine was very far from Florida.

Mr. Tom McKee (10) hits the news again, this time with a splendid hole in one with a No. 6 Iron at Forest Hills.

"Gionne" is the name of this lovely little girl, and you pronounce it "Joanie." She's 18 months old and the grandchild of Mr. V. Facchiano, in charge of our Men's Alteration Room.



Restaurant Rarebit

Reporters—Parraga & Puff

WE are setting a precedent this month by writing about ourselves. Your reporters, with the Misses Kay and Scott, won the contest held in this dept. We submitted the best questions . . . they gave the best answers. They dined at the Hotel New Yorker and your reporters had tea at the Hotel Waldorf Astoria. Here is the laugh in this story. The waiter at the Waldorf had to be reminded that we needed napkins, water, and salt!

Weddings? This dept. is not only having many brides but one of our boys tried it the quiet way. Paul Kozera was married Saturday, April 15, at Good Shepherd Church. He didn't want anyone to know, but those things will slip out! . . . Miss Rose Pero has set her date for June 4. Her friends gave her a shower and she tells of the many beautiful presents she received. Miss Adele Stasiewicz came in with a ring on that finger and announced her date on Sept. 17. In rapid succession, Mildred Zemsky announced her date—June 18—and Elizabeth Dean chimed in with August 22.

We welcome Miss Ratchford back again. She will assist Miss Southwick and Miss Freeman during Miss Fineman's absence.

When Miss Blair was going home the other day, she pulled what she thought were her gloves out of her pocket. Imagine her embarrassment when she tried to put on one of her husband's socks.

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Our IPE-Ology

Reporter—Tom Dundon

YOWSAH, 'twas a banner season! We're all a little frowzy around the edges; Miss Hirsch tore a slip in the Passover wine melec and Miss Ernst, who isn't from Rhode Island, much to our embarrassment, emerged a bit on the tattered side after a tussle with those vicious, vicious bunnies. Watching the Easter Parade was a secret thrill, however. We all felt a sly thrill for the small part we played in preparing for it.

Well, chillun, we're right in the middle of this World's Fair mix-up at last and the Trylon and Perisphere are becoming as familiar as ham'n'eggs on the favorite beanery menu. Speaking of the Fair reminds us that we forgot to mention Miss VanderRyk was born in Rotterdam, Holland, and still has a pair of those little wooden boats the Dutch call shoes. Miss Arditte is another we forgot to mention. She hies from Serbia or whatever it's called now.

Miss Sooky Lowery, who is our favorite night-ingle, did the local talent proud when she warbled herself into a prize with Horace Heidt's orchestra. And her Willy was so-o pleased. In the monthly mail we found one reason to cheer. Mr. and Mrs. Kaplan (nee Edelman) announced the arrival of Roslyn, weighing all of four pounds, three ounces. Miss Winters, always a happy sort of person, has been transferred to the Personal Shopping Bureau, with our best wishes, of course.

In the sick bay, at present, we have Miss Gottlieb, appendectomy victim No. 096, Miss Melnick, and Miss Kraitz. Here's hoping for streamlined recoveries, cause they're much quicker.

Miss Hoffman, who should know better, is going to waste her winter vacation trying to fix her

car (?)—a hopeless task, sez we, (and how). Mr. McEwan, soon to be in charge of Bamberger's version of our inimitable Ipes, spent a day in these parts learning how she is did. Miss Ferguson had a few anxious moments on the telephone order board when some crossed wires and such resulted in her attempt to sell a customer a pair of very large size shoes, while the distressed customer insisted she was ordering a dozen diapers.

We would like to extend our sincere sympathy to Miss Maria Murphy on the loss of her mother.

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Swing Seventh

Reporter—Seagull

LONGCHAMPS' chef has some new worries these days, what with the 67 Lamp crew bargaining in practically every night for dinner delicacies. Hadn't you heard about the suggestion winners sprouting up like crocuses? Ten dollars to Lampite Rodriguez, a five to Meyer, and three singles to Shultz. Lampite Lang won a dollar for detecting an error in the D. A. folder for April. No wonder the Lamp Dept. is chesty these days!

Boudoir Shop's lively Miss Thornberry has tripped off to a thrilling job under Miss Sherer's guidance with best wishes from her devotees. S.M. Campbell (Chintzes) is replacing her as Asst. to Mr. Shapiro. Move No. 3 brings Miss Tate from the 6th Fl. to S.M. Chintzes. Everybody happy? Bedspreads fare-thee-well to Miss Silverman last month saw the departure of a long-term popular girl who will be missed for her loyalty and cheerfulness. She promised to send word when junior arrives.

Upholstery boys are still hysterical over the customer who pointed to the carpeting in the Chintz Room one clear day and asked, "Is this monks' cloth?" It's an idea worth probing.

Just in case anybody missed this, Miss Petersen, S.M., Inf. Wear., and Mr. Pye, S.M. Orientals, were married in April. Congratulations!

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Eighth Floor News

Reporter—Laura Lewina

YOU are all cordially invited to see and buy from our new World's Fair specialty shop, with its many Macy-own-designed items such as the Wedgwood Old New York Service Plates. . . . Miss Kellerhals, the lucky one, has received two prizes: a corsage of flowers from Mrs. Flather's color course and \$3 second prize for the World's Fair quiz. The first prize of \$5 went to Miss Horowitz. Congratulations, girls! . . . Bon Voyage, Mr. Stone! We expect you to bring back the finest china made on the other side. . . . The Circus comes to the Gift Shop, and clowns and animals thrill every passer-by. With their exhibition of World's Fair Souvenirs, it is superb, and has attracted Store-wide attention.

Calling all youngsters! Calling all aunts and uncles, parents too! To the Clock Dept., to see the beautiful nursery clocks at low cash prices. . . . Miss Bassford was the lucky one from the

SPARKS

Gift Shop to wear a corsage of flowers from Mrs. Flather's color course; so was Miss Shapiro from 117 Dept. Speaking of Glassware, they were all in tears when they heard that Mr. McCarthy was going to the World's Fair. Miss Pammer, we wish you the best of luck on your new Foreign Office job. And a speedy recovery to Miss Summerscales.

What do we hear about "the women" in the Grocery Dept.? They have decided to become weight conscious and several have lost as much as 15 pounds. All who migrated to the 5th Floor Passover Dept. are happy to be back home on the 8th in their respective places, after 3 weeks of a hectic session. We hope Miss Zukor is getting better; she has been out with pneumonia a long time. Glad to see you back, Miss Caleen. Our best wishes to Miss Merrill, S. M., who will be married this month.

Strange as it seems: An intelligent looking customer came into the Luggage Dept., looked around and asked for service. She approached several people, gathered a good deal of information, and then marched into the office, claimed she knew all about luggage, and asked for a job. . . . Flowers to you, Miss Standard, the well beloved S. M., who was in the Luggage Dept. while Mr. Aucock was vacationing. Our recent bride, red headed Kay, is unusually vivacious and radiant with joy.

Jascha Heifetz and Florence Vidor, his wife, left a little treasure painting in the Picture Dept. to be framed. Ethel Merman attracted attention as she too selected a frame for a portrait of herself. . . . We are glad to see Miss Avancing back again after a long illness. . . . Sally Schiff, you've done it. Good luck to you! Even Pres. Roosevelt rushed back to Washington to congratulate you and Mr. Noble under the blooming cherry trees.

April Fool is not always a fool. When Reuben Kaplan of 114 Dept. reserve, heard that his wife, the former IPE Belle Edelstein, had given birth to a daughter on April 1, he thought it was an April Fool joke, but it wasn't! . . . Mr. Tricario, you thought no one knew about it; but don't be bashful, sooner or later we all get married.

Mr. X., better be on guard. Mr. Menno, the Rhumba expert, is casting covetous eyes at lovely Miss Sacket. They play rhumba records after class, and they dance well together. . . . And you, Mr. Stahl, better hurry up with another baby—we want the Felsenthal twins to have boy friends. After all, they are one month old. . . . What is wrong with Mr. Blau? He doesn't know our regular girls; he is interested in our S. O. . . . I am disappointed that not many people came to see Mr. Gardner's etchings. Maybe this will interest you. He has a collection of plants growing in chemicals in his office—8th Floor, Broadway Bldg!

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This is Woodland Echoes' mascot, in Tanglewood, Lake Mahopac. She's Doris Anderson, Jr., and her mamma's in Summer Furniture.

Woodland Echoes

Reporter—Marilyn Bachan

For it's always Fair weather
When we get together
Get set to untether
Your hair—on to the Fair!
Give me the swamp lands next to Flushing Bay
And get those stomp bands so we can swing and sway
While full of pomp stands New York's World display
Get your share—At the Fair!
(Apologies to the Jester)

YEP, the Fair is officially open—and with it N. Y. came out of her winter lethargy all dressed up in her new spangled galaxy of color. To be sure, we're ready to perform a Houdini fadeout when we think of the deluge of visitors storming in on us, but we'll take it with a stiff upper lip. The hardest thing is to disguise your feelings when you put a lot of relatives on the train for home.

Elimination in the World's Fair contest was done by Mr. Anderson, who mowed us down with cannon-shot location placement objects—like toupees, men's nightshirts, shepherd ballet bloomers, lightning rods—(well, they were almost as bad). Esther Cohen won first prize, B. Torns second, and your correspondent third.

By way of mention—*To D. J. A.*—Farmin' is good exercise, an' when that's said, all's said. *To Bunny Zaron*—Your first biscuits might make a dandy border for a geranium bed. *To Mr. Riegelman*—Trout fishing is an excellent pastime after a tonsillectomy. *To C. Rice and Max Shore*—Beachcombing under piers during a vacation is healthy enough but it does not give very colorful results. *To bronzed Miller*—Was it really Florida or Port Wash. in a Macy camp chair? *To Messrs. Gonnell, Weintraub, Joswig, and Lynn*—Holiday is hardly worth the trouble an' energy it takes t' git back into harness. *To K. K., J. A., M. W.*—There's no monkey business about our new hats. They either make us look a thousand times worse or a whole lot better. *To Mr. Spiro*—Barnum sure was right when he said a sucker was born every minute! Selling automobiles is a swell avocation. Have you any left?

Winchelling through vital statistics. . . . Rumor says that a long-necked and long-legged wading bird related to the herons was seen hovering around the Cameron domicile. Mr. Glash "received" an angel. Miss Benson, formerly of Mod. Dec., is also "expectin'." Now that D. Kelly has been transferred to the 10th Floor (Main Switchboard), Miss Reynolds and Miss Ruh would appreciate quick response to the enunciator.

Here are some of the answers to the callboard. . . . *Gorman*—"Aza mazza gazza"; *Schoenholz*—"Are you there?"; *Durfy*—"Lovely Mr. Durfy calling"; *Block*—"Manoftie Toofti speaking"; *Niss*—"Hello, Boobie calling"; *Weeden*—"Did you want Beaver?"; *Bartlett*—"Sir Bartlett calling"; *Miller*—"This is Miller enunciating."

We understand Miss Robinson just returned from her business trip in Europe and Miss Needham is back from the West Indies. Miss Clements, S. M., was down South on leave—and Messrs. Watts and Richmond, S. M.'s, are still sick. Miss Marian Andrews of 41-V is resigning to fill the role of Mrs. in Dr. C. C. Flood's household.

Serving on the Greater N. Y. sub-committee are Misses Piscotta, Curtin, Farlano, and Torns. Your correspondent is acting as chairman.



THE \$10 FIRST PRIZE was won by Herbert F. King, Camera Dept., for this interesting BEFORE THE CATCH. Vollenda Camera; 1/50 second; f/11; Macy supersensitive film.



THE \$5 SECOND PRIZE goes to R. Spinetto, Camera Dept., for this lovely picture of MIRROR LAKE. Rolleicord Camera; 1/25 second; f/11; red filter; fine grain developer; Macy supersensitive film.



THE \$3 THIRD PRIZE goes to Heinrich Andorff, Camera Dept., for SERENITY. Leica Elmar; 1/20 second; f/6.5; panatomic film.

New Camera Dept. Photo Contest Pays Off for First Month!



Herbert King wins another \$1 for this appealing picture of WORK HORSE. Vollenda Camera; 1/50 second; f/11.



E. L. FLOOD, Men's Underwear, wins \$1 for THE MASTER'S VOICE, an effective still life. Voightlander Superb Camera; 3 seconds; f/11; D 76; Macy's supersensitive pan.

Come on, you camera fans! Where are all those pictures? The Camera Dept. offers you a bigger and better contest—with prizes of \$10—\$5—and \$3—plus 7 dollar consolation prizes—EVERY MONTH! We have a lovely page to show for the contest which closed April 15, but not nearly enough pictures were received. (The only reason the Camera Dept. monopolizes this page is because they all know about the contest—and sent pictures.) You needn't be professional to enter; all former CAMERA-WISE fans are invited; the rules are simple. Get them in the Camera Dept. or write SPARKS for a copy or see page 4, March SPARKS. And—SUBMIT YOUR PICTURES BY MAY 15 IN THE PHOTO WORK SECTION OF THE CAMERA DEPT.!



COWBOY AND HIS PAL wins another \$1 for Heinrich Andorff. Leica Hektor; 1/2 second; f/4.5; super XX film. At right, Julian A. Belin, Sign Shop, wins \$1 for this attractive boat picture. . . . The three other \$1 winners, for whose pictures we hadn't room, are Celia Heimowitz, Training; Selda Scharlin, Camera Dept.; and Heinrich Andorff, Camera Dept.

