



2018

## Levine's Store Scrapbook

Wendy Miller

Julie Miller

Sara Miller Arnon

Follow this and additional works at: [https://digitalcommons.colby.edu/levine\\_waterville](https://digitalcommons.colby.edu/levine_waterville)



Part of the [Business Commons](#), and the [Jewish Studies Commons](#)

---

### Recommended Citation

Miller, Wendy; Miller, Julie; and Miller Arnon, Sara, "Levine's Store Scrapbook" (2018). *Levine Family of Waterville*. 14.

[https://digitalcommons.colby.edu/levine\\_waterville/14](https://digitalcommons.colby.edu/levine_waterville/14)

This Scrapbook is brought to you for free and open access by the Maine Jewish History Project at Digital Commons @ Colby. It has been accepted for inclusion in Levine Family of Waterville by an authorized administrator of Digital Commons @ Colby.





**WILLIAM LEVINE**  
**DRY AND FANCY GOODS, CLOTHING**  
*Boots and Shoes, Gents' Furnishings*  
17 AND 19 MAIN STREET

*Bocher Feed* WATERVILLE, ME., *Aug*

Levine's Store  
9-19 Main Street

**LEVINE'S**

DOWNTOWN WATERVILLE

**WILL BE CLOSED  
ALL DAY TODAY  
OUT OF RESPECT FOR  
*FRIEDA LEVINE MILLER***

**Sister to Ludy and Pacy  
and Mother of Howard.**

**1896 - 1990**







MAINE ROSTER, 1917-1919

✓ **LEVINE, JOE**  
Born in Riga, Russia, Aug. 5, 1892.  
Residence: Randolph.  
Ind: Augusta, Kennebec Co., LB No. 1,  
June 25/18.  
Private.  
Org: 20 Co 5th Bn 151st Dep Brig.  
Overseas service: None.  
Disch SCD: July 8/18.  
Ind: Augusta, Kennebec Co., LB No. 1,  
Aug. 5/18.  
Disch SCD: Aug. 26, 1918.

✓ **LEVINE, LEWIS** 4918114  
Born in Waterville, Maine, Nov. 30, 1898.  
Residence: Waterville.  
Ind: Waterville, Kennebec Co., LB No. 2,  
Oct. 10/18.  
Private.  
Org: SATC Waterville Me to disch.  
Overseas service: None.  
Hon disch on demob: Dec. 12, 1918.

✓ **LEVINE, MYER** 2722067  
Born in Divinsky, Russia.  
Age 31 11/12 years  
Residence: Waterville.  
Ind: Waterville, Kennebec Co., LB No. 2,  
Apr. 29/18.  
Private.  
Org: 151 Dep Brig to disch.  
Overseas service: None.  
Hon disch on demob: Nov. 30, 1918.

✓ **LEVINE, THEODORE N.** 401720  
Born in Waterville, Me. Age 24 10/12 yrs.  
Residence: Waterville.  
Ind: Waterville, Kennebec Co., LB No. 2,  
Mar. 4/18.  
Pvt; Cpl of Ord Dec. 21/18; Cpl QMC  
Dec. 21/18.  
Org: Ord Tng Sch Hanover NH to Apr.  
23/18; Sup Sch Ord Tng Cp Hancock  
GA to June 18/18; Ord Dep Cp Pike  
Ark to Feb. 21/19; 152 Dep Brig to disch.  
Overseas service: None.  
Hon disch on demob: Mar. 24, 1919.

SALESMAN \_\_\_\_\_ DATE \_\_\_\_\_

**F- 11810**

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

Amt.	Dep.	Bal.

MON.	TUES.	WED.	THURS.	FRI.	SAT.

SALESMAN \_\_\_\_\_

**F- 11810**

**LEVINE'S**

**"THE STORE FOR MEN AND BOYS"**

**WATERVILLE, MAINE 04901**

Garment \_\_\_\_\_

Amt.	Dep.	Bal.
NO GOODS DELIVERED WITHOUT THIS CHECK		















To Denmark  
for  
Dec. 1907  
mule skins



L. D. Drummond Store

Dec. 1922







Adventures in  
being brought  
back to the  
foundations  
in the 1930's  
(John Kinn)

Adventures  
in  
Levine  
Guerrette's  
foundations  
John Kinn

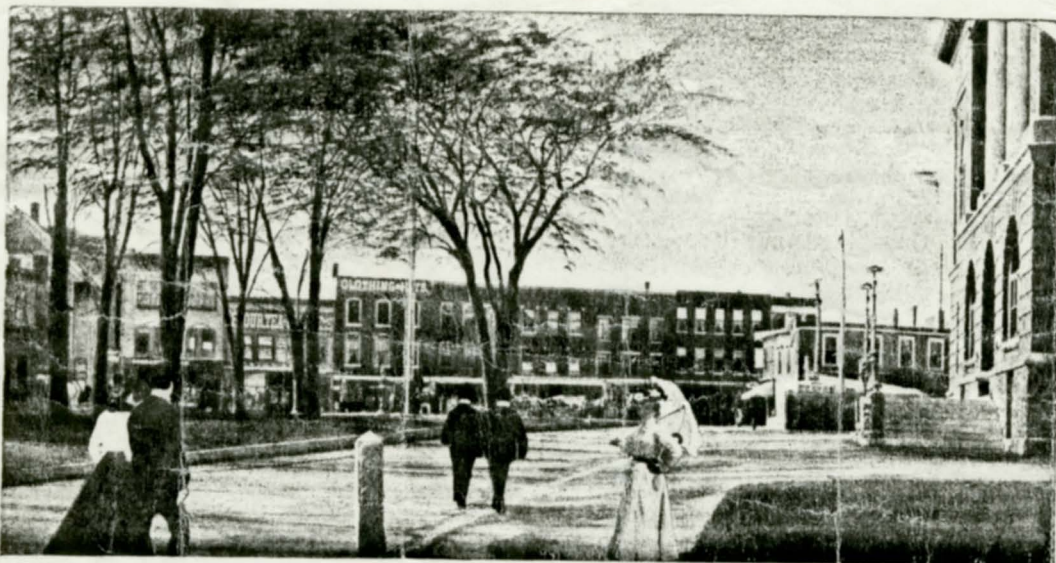












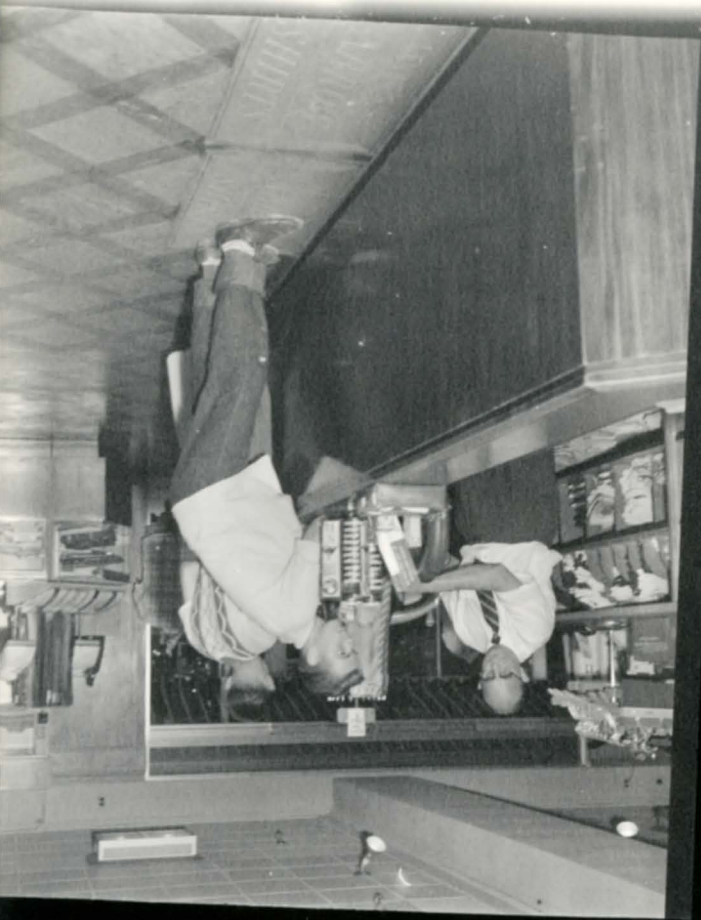
THE SQUARE, WATERVILLE, ME. LOOKING TOWARDS MAIN ST. 1907

*You are too late for twin flowers, they are all gone, are a spring place with love. Anst. I hope.*



This photo at Castonguay Square in Waterville was taken about 1922. Note the trolley car in the left background and the brick road in the foreground.









11





12

12







Howard Miller  
Ludwig  
George  
Paul







































# BARGAIN BASEMENT



























ARROW SHIRTS



SHIRTS

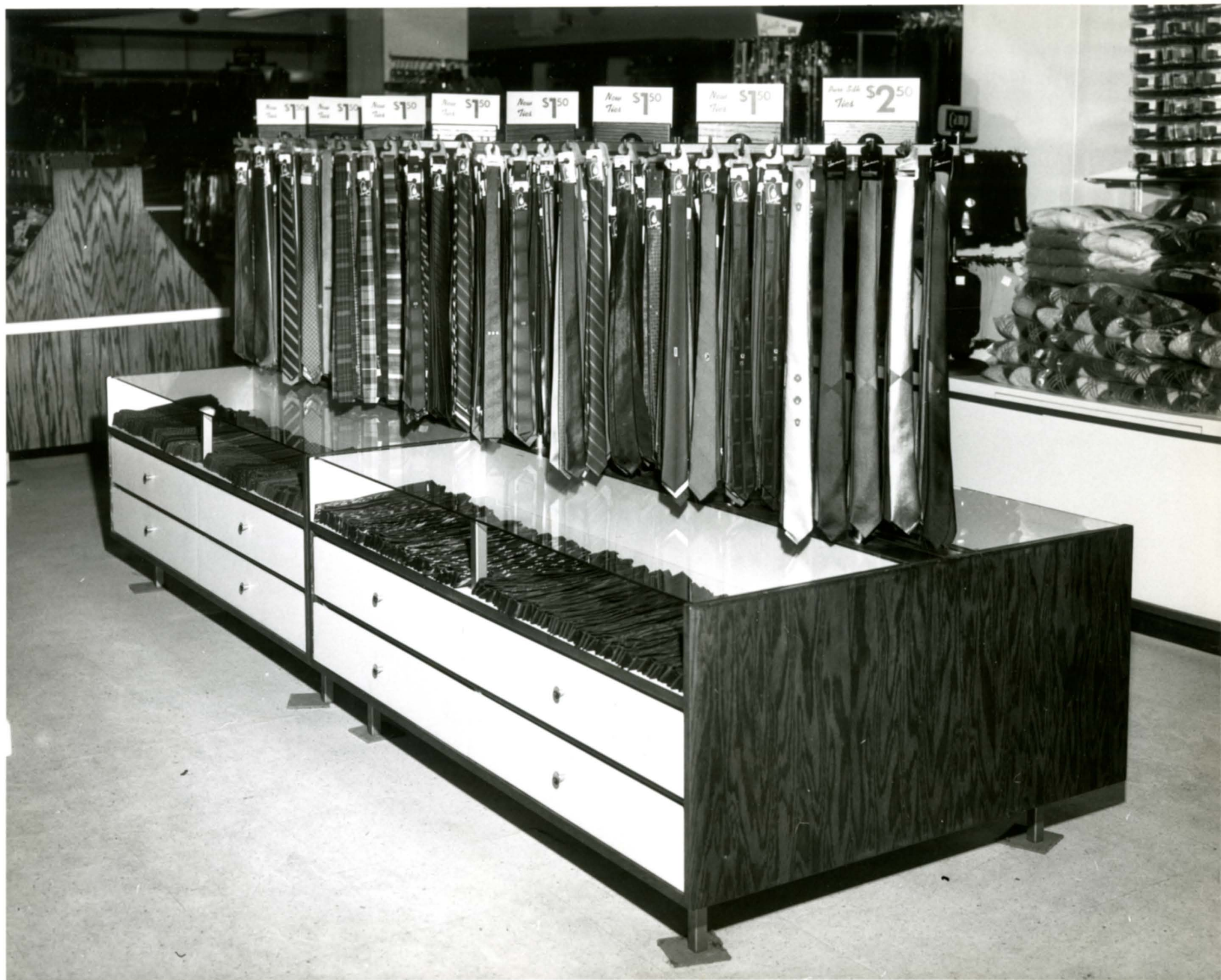


















# BOYS SHOP



BOYS SHOP

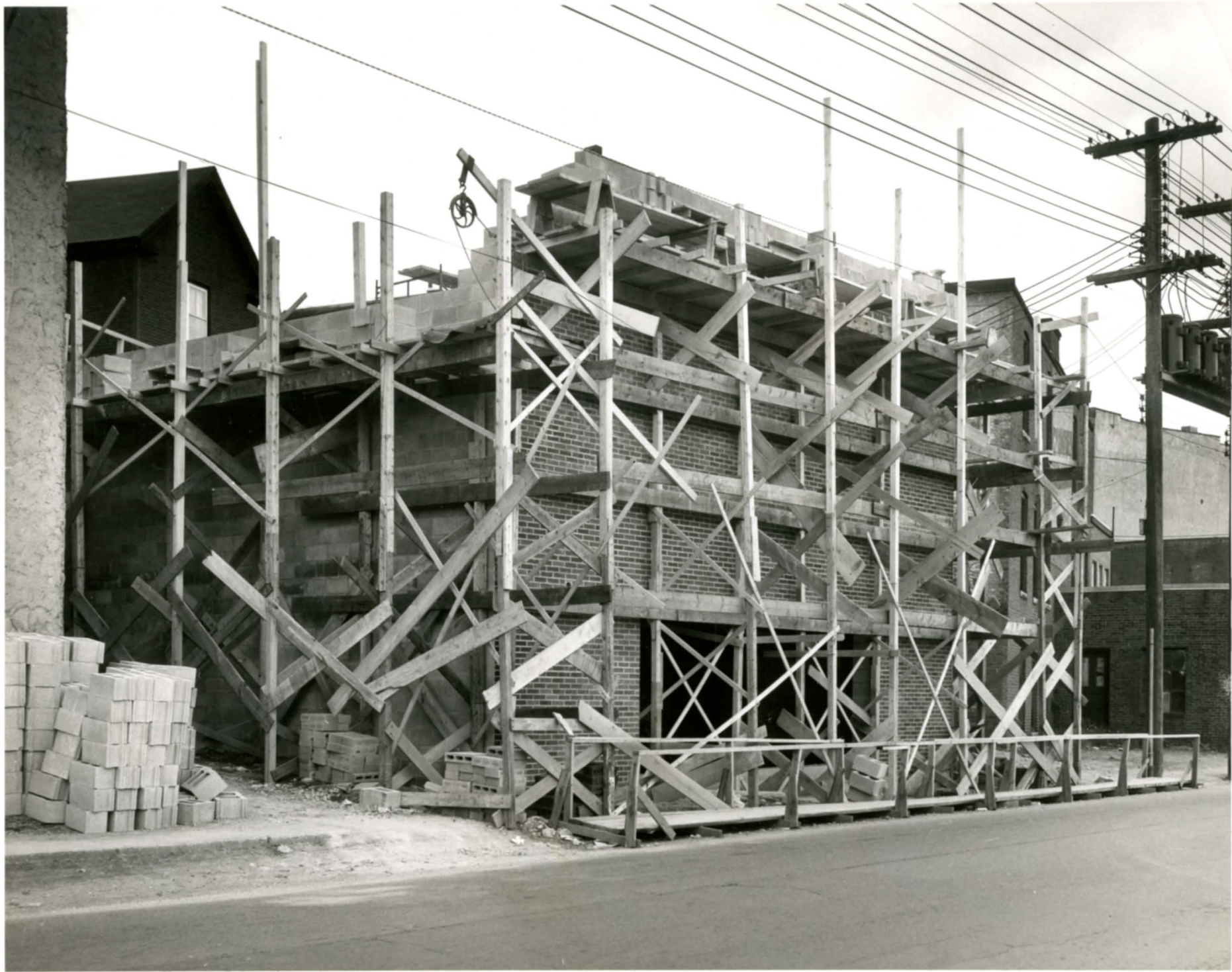


APR 22 1964























engaged to work with  
They are now press-  
efield. He passed Sun-  
his parents.

Will Mosher are at W.  
assist in the housework  
ie farm. Mrs. Della  
is been there the past  
to her home Thursday

erson is confined to  
grip. He is one of  
gentlemen. Last  
a nice piece of pota-  
er vegetables. He has  
this winter and this  
ss this winter. His  
ctober.

Elwood Jones.  
ices of the late Elwood  
t the Friends' church  
ck, after brief services  
and. The services were  
Charles H. Jones of  
Interment was in the  
ge was 55 years.

FIELD.  
d is confined to his

adison was a busi-  
y.

t with Mrs.  
ternoon.

Club met Monday  
rs. Minnie Simpson,

of Skowhegan is  
sit here as the guest

social will be held at  
in Baptist next Fri-

E. Furber left Mon-  
where they will visit

ing of the Woman's  
be held at 7.30

of Pittsfield, formerly  
shawmut, was in town  
ness.

Martin of Guilford  
it in town Monday as  
Maud McFadden.

derick, who has been  
in Augusta for the  
turned to her home.

it has returned to his  
after paying a short  
and lives in town.

Gerald returned to  
after passing Sun-  
nts at Benton Sta-

who has been acting  
Gerald for the past  
completed his duties

# A REMINDER

BY REQUEST OF THE PUBLIC

We will continue our  
Sensational Sale

To Saturday, Feb. 22d, at 10.30 P. M., sharp. Positively will close these Slaughtering Prices Saturday, Feb. 22d, at 10.30 P. M. For this week we will Cut, Slash and Slaughter Prices on Men's Suits and Overcoats; also in our Dry Goods Store on Furs, Suits and Coats. ¶ Now is your chance to secure Bargains. Now is your opportunity which appeals direct to you. Don't lose the chance of a lifetime, come and clothe your entire family from head to toe.

Greater Reduced Prices  
Than Ever Before

**WILLIAM LEVINE,**

DRY GOODS, CLOTHING, BOOTS, SHOES and RUBBERS.

19 & 20 Main St., 2 Stores WATERVILLE.



## DOINGS IN THE WORLD

## BASEBALL.

## Fred Tenney Refuses to Sign With the Giants.

## Andy Owens Will Pitch For Worcester Team This Year.

## Atlantic Association Will Meet Wednesday at Noon.

Boston, Feb. 17.—President Harry C. Pulliam of the National League, deeming it for the best interests of that organization, as well as of the Boston and New York teams, especially, has ordered Fred Tenney to get rid of his holdings in the Dovey team, in order that the veteran may be freed of the slightest allegiance to Boston when the time comes for him to don a New York uniform.

Much against Tenney's will the veteran will have to obey the dictum of the National League president. Just when things look brightest for the Doves, when every indication points to a prosperous season and a good return on the original investment, the old first baseman has been commanded to relinquish his holdings.

Last Wednesday, in reply to an invitation from President John T. Brush, Tenney took a trip to New York, and at the office of the club spent more than three hours in conference with Brush and Knowles, while the manager and his secretary tried hard to get the former Bostonian's name to a New York contract.

But Tenney resolutely refused to give in. Feeling that his services were worth considerably more than the amount offered, Tenney returned the same day to this city, and unless Brush shortly comes to terms Merkle, or one of the other candidates for first bag, may start in training at the Springs.

## ANDY OWENS WILL PITCH FOR WORCESTER.

Worcester, Feb. 17.—Andy Owens of Roxbury, Mass., has accepted an offer to pitch for the local New England League the coming season. Owens is one of the most promising youngsters seen in years and experts who have seen the boy work declare that he will be able to join fast company.

Last year Owens twirled for the Portland team of the Maine State League, joining that team after but a few weeks' experience with the Wakefield profession.

## BATES COLLEGE MEN BEGIN CAGE WORK.

Lewiston, Me., Feb. 17.—(Special).—Cage work has been opened for the Freshmen of Bates and Capt. Wilder and Coach Purington are well pleased with the squad that showed up for first practice.

Leavitt is a tall, husky six-footer from Parsonfield Seminary. As a pitcher and hitter he had a good reputation when he entered Bates. He pitched three years for Parsonfield and one year on the snappy Leavitt Institute team of 1906.

Mahoney, the old Lewiston High captain and shortstop, is well known in this part of the State. He was captain of the Freshmen team that trimmed the Sophomores by a good score last fall.

Lynch has played on several fast teams, including summer teams at Bethlehem and Littleton, N. H. He is claimed to be a good pitcher and infielder.

Lovely, the pitcher of his Freshmen team of Bates, appears to be a good man and has considerable experience. He fitted at Gardiner, where he played on his school team for several years. The two Clason boys from Gardiner represented their team against the Sophomores and played on their fitting school team.

Carroll, who played first base on the Freshman team, comes from North Attleboro, Mass., and ought to make a good showing in baseball.

Brummett is a Roxbury High graduate and played right field on his Freshmen team last fall.

Other candidates who have baseball material in them are Gordon of Canaan, N. H.; Lombard of South Portland; McKenney of Leavitt Institute; Harris of Chelsea, Mass.; Jenness of Dover, N. H.; Lombard of South Portland; Macomber, captain of the M. C. I. team of 1907, and Stordahl of Baltic, S. D. Keaney, the star of the Lewiston State League team of last summer, has just returned and will soon be out with the rest.

Mgr. Wiggin has begun preparations for the great indoor meet to be given about March 19. He intends to have special features and will no doubt give a successful exhibition.

## ATHLETES ARE ACTIVE AT BOWDOIN COLLEGE.

Brunswick, Me., Feb. 17.—(Special).—The necessary cancelling of the game which was to have been played between the University of Maine and Bowdoin sevens was a disappointment to the large number of hockey enthusiasts. It would have been the first intercollegiate hockey contest played in the State this year, and because of this it had attracted much interest and attention. The next game which Bowdoin will play will be against the University of Maine team at Orono Saturday. Captain Abbott will call the men out for practice as soon as the Whittier Athletic field rink is in suitable condition.

The tryouts for the fencing team will

## BOXING.

## Three Star Bouts For Boston Fight Fans Tonight.

## Phil McGovern and Jimmy Walsh to Meet Saturday.

## Quaker City Club to Furnish Towel Swingers—This Week's Bouts.

Boston, Feb. 17.—Tremendous interest is manifested in the show that the Armory Athletic Association has arranged for tomorrow night. Three star bouts are on the card for the members.

In securing Jim Barry, who is the most widely discussed heavyweight in the country at present, to meet Larry Temple of New York, an attraction second to none is being introduced. Both boys are well known to the men who follow fistic sport in this vicinity, and everyone who has ever seen them perform is aware that an argument with aggressive features will be waged.

Temple in the same ring and in the same arena fought Joe Walcott to a standstill not so very long ago.

Barry has been seen twice within a few months in contests here and each time made good. His initial appearance was with Sam Langford in Chelsea, where he went to a draw with that boxer in 10 interesting rounds.

The Roanoke Club will help celebrate Washington's birthday by putting on the biggest boxing show of its existence. The headliners will be Jimmy Walsh and Phil McGovern of New York, a brother of "Terrible Terry."

Kid Brady of Buffalo, N. Y., will tackle Eddie Curtis and George Golden of Albany, who beat Pocahontas at the club's last show, will meet Alfred Anderson of Roxbury.

## THIS WEEK'S BOUTS.

Tuesday—Jim Barry vs. Larry Temple, 12 rounds, with two preliminaries, Armory A. A.; Joe Wagner vs. Jimmy Stone, private, New York; George Dempsey vs. Russell Van Horn, Columbus, O.; Johnny Dolan vs. Jack Dorman, Brown A. C., New York; George McFadden vs. Jim Hunt, Washington Heights A. C., New York; Fred Bradley vs. Larry Conley, Portland, Me.

Wednesday—Boston A. A. trial bouts; Canadian amateur championships, Toronto; Johnny Summers vs. Bert Keyes, Sharkey A. C., New York; "Cotton" Billiter vs. Harry Staten, Atlanta, Ga.; Jimmy Briggs vs. Dick Nelson, Lymanville, R. I.; Mike Bartley vs. Billy Johnson, Saginaw, Mich.; Young Britt vs. Solly Wernih, Baltimore.

Thursday—Tommy O'Keefe vs. Lee

club will employ tendants, who will for the boxers in boxer will be per one second in the windup, when each looked after by two addition to the reg

The biggest bout will take place Saturday National A. C., who who claims the feat pionship of England, Grover Hayes of Ch Joe Neel and Te appear in the windu C. on Wednesday.

Low Bailey has Gunther of Austr Chambers for the F Thursday, the winn Blackburn.

The Ontario A. C. ular show on Friday

## A Commur

To the Sporting Journal:

Would like to matter with time ago b fun or man lence at t hall. Mana riam match, but for som not seem to want hurt his "Una Bor Feet." Awaiting an main.

Very truly

Augusta, Feb. 17.

## STRAIGH

Gotch Easily De Wrestling Bout

Lewiston, Me

—In the preser tors Frank Go Italian champion, in first fall was won in a hammerlock and b second in 15 minutes son and body hold. 6 pounds and Pere III 1

In the preliminar Auburn and Young wrestled 20 minutes fred Jacques won Morrison of Lewist In the second bout J left arm and the called off. John O'E

## C. Oll's

Ithaca, N. Y., Fe faculty Sunday an April 1, 1908, any engaged in any s other than his own, contest at which a charged, except as a tentative of a scho shall be ineligible t in any intercolleg





# THE RETAIL

## Owners of The Underground See Sky as the Ceiling

WATERVILLE, Me. — Two out-of-town retailers were reported taking aim on Waterville as a backwoods target for new boutiques catering to Colby College students.

The grapevine information was picked up by Wm. Levine & Sons, an alert 79-year-old family men's wear store. Levine's quickly set up its own in-depth boutique — The underground — and the invasion never came off!

This was 18 months ago, and as much as anything else, gives an insight into Levine's stronghold of the remarkable brothers, Ludy and Pacy Levine, and their nephew Howard Miller.

So deeply rooted in the Waterville community and so closely linked with Colby College are Ludy, Pacy and Howard that only the very foolhardy would ever try to fight them on their own turf. As Colby alumni and possibly the college's loudest boosters, they are Colby . . . and this hasn't hurt the firm's business down through the years.

Ludy is 72, but hustles around like a 22-year-old, and his enthusiasm for all facets of the business and Colby College is contagious.

He says The Underground is "Howard's baby." Howard set up the basement boutique, and it has been a major adjunct to the regular street-floor departments of their Main Street store.

Prior to The Underground, Levine's basement had offered flares, but sold only a few a week. Now the store averages 100 pairs a week.

Ludy Levine has to shout — which is entirely characteristic of the trio — to be heard above the din and heavy-decibel rock music that blares continuously in the subterranean reaches of The Underground. The Underground pulls in traffic. New interest in Levine's has been stimulated among younger people in ever-widening circles.

Ludy says young people "wore jeans and tight-

fitting pants with holes in 'em — now they pick out jeans and flares. Listen, if they're going to wear these things and not our suits, that's better than nothing. As a matter of fact, they never did buy our clothing. Sure, we've always had a few kids as customers, but we wouldn't have been able to keep 'em simple by having a few dungarees and slacks piled on the racks in our regular upstairs departments.

"For one thing, they want their own music . . . and it's got to be loud. Another thing, you can't sell these kids. In fact, there is no selling down there — you show 'em what they're interested in, and kibitz with 'em . . . and they buy what they like."

The boutique has done well ever since it was opened and now has started selling fringe items such as boots, belts, knits and heavy outerwear.

The 65-year-old Pacy is in complete agreement with Ludy. Both Levine's think their nephew is just a little lower than Abraham Lincoln and Lincoln Filene. Miller has been coming in part time in recent weeks, recovering from a severe case of hepatitis.

The three argue in major-league fashion, and have three very different opinions on most everything, but when they re-group they are recognized as a hard-nosed team.

They know merchandise, understand people, and live entirely for retailing . . . with a good deal of thought, attention and love given to their Colby alma mater.

Ludy points out that the store founded by his father in 1891 doesn't depend entirely on Waterville for its trade.

"We take care of a radius of 50 miles, all of Kennebec County, so we have to show a lot of style — in shorts, regulars, longs, extra longs, and in a good selection."

"You can't sell 'em out there on the street — you've got to get 'em in here," he says pointing out the lack of space for proper display of big inventories that help the firm churn up a \$1 million annual volume.

"We haven't enough room to display new ideas . . . and you can't sell it if it's not exposed, can you? Chain stores are the best examples, with all their well-displayed self-service departments. With us, it's a gamble. We gamble by carrying big stocks. I guess the closest place with any sizable inventories would be Benoit's down in Portland," he said.

Ludy admits it's been a struggle making last year's figures. Shirt deliveries have been poor, but it's been shirts and neckwear that's representing the item business of today, with neckwear volume 75 per cent better than 10 years ago, for example.

Discount stores have cut into Levine's boys' wear business, to the point that consideration is being given to perhaps giving up the 6-12 business. But it's difficult to see them giving up on anything.

Pacy touches on traffic-building loss-leaders, maintaining "the quality has to be good and you have to offer something people want. What the hell, pants are big today, along with shirts and ties, so this is what you use to bring 'em into the store."

Special-purchase slacks are sold at \$12.95 or two for \$24. Advertised as regularly \$14 to \$20, they sell thousands of pairs.

"Get 'em in and you have the opportunity of perhaps selling them a belt or a shirt or something else.

Miller claims the Underground providing the only real action in retailing, "but it's raising hell with regular sport coats and slacks," he says.

Ludy and Pacy explain that fringed leather jackets, knit body shirts, flared pants and boots — these represent the so-called dressy outfit of a young



# SELL



man, not sport coats, sport shirts, and slacks as in the past.

The Underground does very little newspaper advertising, mainly using radio spots on disk jockey programs in Waterville and Skowhegan. The idea is not to mix it in with the real Levine image.

"This clothing," says Ludy, waving to the regular suit department, "will last another 79 years, where this boutique stuff may go out any day. It'll always be something different — that's the way of retailing!"

Some 35 to 40 per cent of the pants in The Underground are bought by girls, who are also stirring up a fad on blue-denim railroad frocks. A blue chambray shirt fad is also picking up steam, but Ludy would like to discourage it — work clothes operate on a 30 per cent markup, compared with boutique items marked up 50 per cent.

Dressy knit flared slacks were "dying" in a location for regular slacks on the main floor near the men's clothing section. Relocated in the boutique, they've been thriving at prices of \$17 to \$20.

However, the Levines question whether the white collar man in Waterville is ready for flares in expensive tailored slacks, even though New York, Boston and Philadelphia have accepted them.

They feel Waterville is "about a year and a half behind — but we have to bring in the new items at the same time the big city retailers do. We have to be on even terms with them and let our customers know we're not just a bunch of hicks. So we have these new things available early and can exploit them once acceptance begins to take hold here."

They maintain this is "the only way to play the game."

Ludy asks, "How the hell are you going to stretch out the available space to take in all the new items and display them properly?"

He shakes his head, and looks at a side wall. One

senses the wheels-within-wheels thinking of this amazing retailer with Jewish-Down Maine accent. One of these days, he'll simply whack down a wall and take over more space.

The near-80-year-old firm has been only in two other locations, having been in its present renovated and expanded store for more than 55 years.

Colby Corner is the name of the Levine inner-sanctum office that displays pictures of Ludy and Pacy receiving their Colby letters, and other awards linking them with Colby. Proud of the college and the Waterville community, they do their part as sports fans, attending every varsity game they can. Pacy recently missed his first Colby football game in 40 years, because of Howard's being out ill. Ludy attended and simply turned up his volume a little louder!

There is also the immense, heartwarming pride in their uncle, Dutch Levine. Dutch was the "first Jewish boy ever to play football for Yale." Prior to his three varsity football years, 1905-1907, he prepped at Andover and faced Exeter's Tad and Howard Jones, later to be famous coaches at Yale and USC.

Blowups of Boston's newspapers front-paging Dutch' heroics in the Harvard-Yale game of 1905, give indication that he was a one-man gang in defeating the Crimson.

"We only discuss sports in this room — mostly about Colby," says Ludy. And so he does, with an able assist and frequent color commentary given by the equally enthusiastic Pacy Levine.

Retailing could well stand more men of the stamp of Ludy and Pacy Levine and Howard Miller ... and the world could use more Colby Corners as a pleasant, bucolic retreat from the grim realities of today's troubled existence.

— STORY AND PHOTOS BY GRANT B. SOUTHWARD.



LEVINE BROTHERS  
PACY (TOP) LUDY (BELOW)



# STERNS DEPARTMENT STORES, INC.



HARRY L. STERNS, Founder  
Incorporated Sept. 1, 1932

OFFICERS:  
FRED J. STERNS, President  
HERBERT D. STERNS, V. Pres.  
GEORGE H. STERNS, Treasurer

"Maine's Greatest Value Givers"

93 Main Street

Waterville, Maine



TRinity 2-8281

## To Our Friends & Customers:

Discriminatory pricing practices in business are now being investigated by The Federal Trade Commission because they violate the principle of equal rights to all regardless of race, color, religion, place of origin, etc..

In order to eliminate a price discrimination problem between our customers, we now ask your help and understanding. As you know, we have allowed Jewish people a discount. This practice started with my father about fifty years ago. At that time, Waterville had a small Jewish community and each inhabitant was a personal friend. Since that time, many changes have taken place - the older folks have passed on and their children have grown up. Families have moved away and they and their children return frequently and expect a discount. In addition to this, the discount practice causes much difficulty, especially when no discretion has been shown and the purchaser shouts in front of other customers "Don't forget my discount." Some customers have even gone so far as to say to others, "Let me buy it for you - I can get you a discount." The problem has caused much resentment among our salespeople, who feel that their parents and relatives should be entitled to discounts, and question the fairness in giving discounts based on one's religion.

As we see the problem, and in view of the pending governmental regulations on price discrimination, we have no alternative but to discontinue the discounts you enjoyed in the past. This new regulation will become effective September 1, 1968.

We sincerely trust you will recognize the fairness and necessity of this new policy. We wish to thank you for your patronage and assure you we will try and deserve your business by giving good service, quality merchandise and fair prices. Of course, you will be entitled to trading stamps and all privileges extended to all customers.

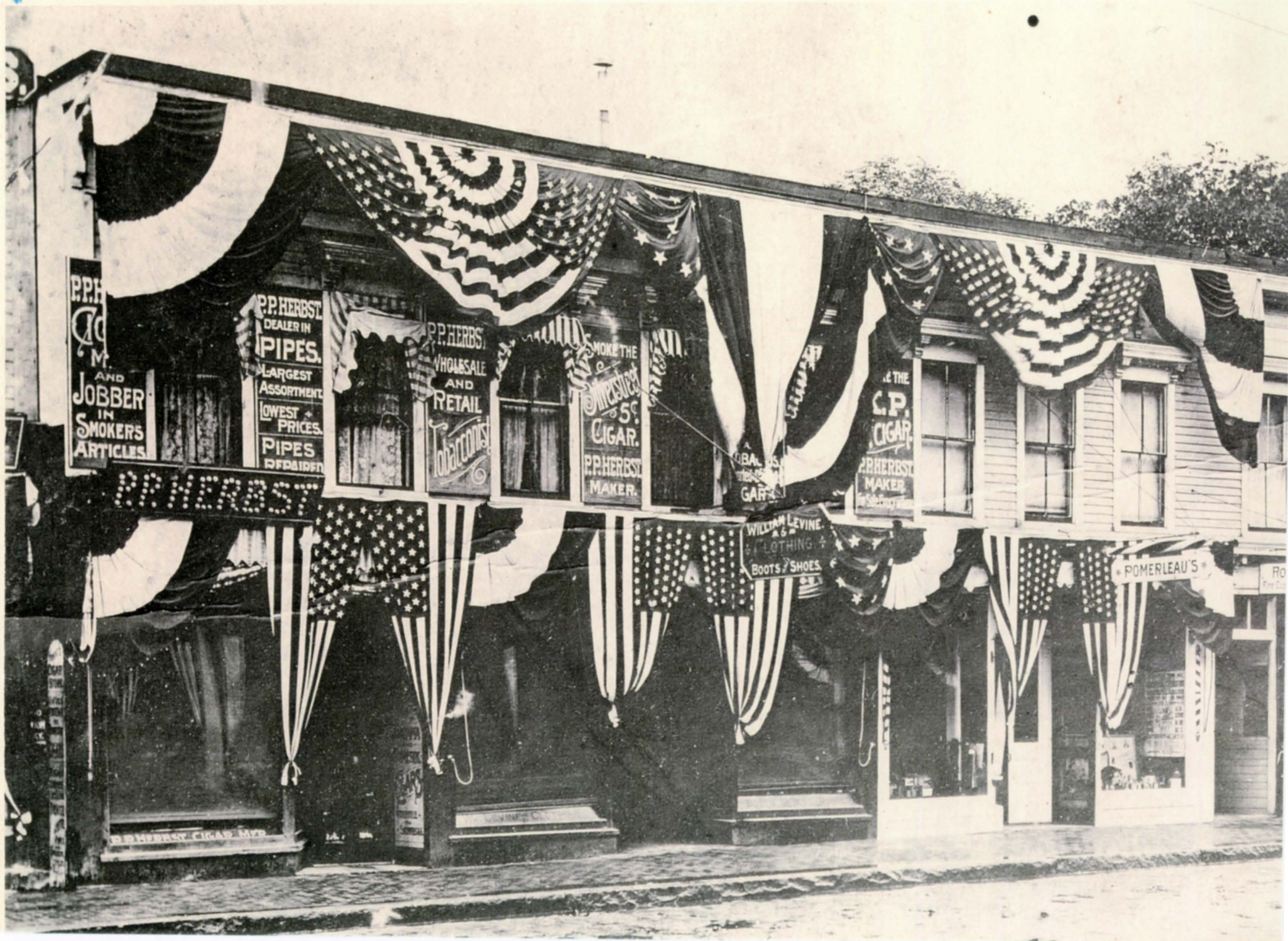
Yours sincerely,

*George H. Sterns*  
STERNS DEPARTMENT STORES, INC.

P.S. We urge you to take advantage of our "Specials" and "Sale Events" which will be offered to all customers. The savings are worthwhile and greater than your regular discount.

S T E R N S - - - - - "THE STORES OF FAMOUS BRANDS"





P.P. HERBST  
AND  
JOBBER  
IN  
SMOKERS  
ARTICLES

P.P. HERBST  
DEALER IN  
PIPES.  
LARGEST  
ASSORTMENT  
LOWEST  
PRICES.  
PIPES  
REPAIRED

P.P. HERBST  
WHOLESALE  
AND  
RETAIL  
TOBACCO

SMOKE THE  
P.P. HERBST  
5¢  
CIGAR.  
P.P. HERBST  
MAKER.

THE  
C.P.  
CIGAR  
P.P. HERBST  
MAKER

WILLIAM LEVINE  
CLOTHING &  
BOOTS & SHOES

POMERLEAU'S





LEVINE'S

---

THE STORE FOR MEN AND BOYS

FOUNDED 1891

BY

WILLIAM LEVINE

1865 - 1946

---

THIS STORE IS WATERVILLE'S OLDEST  
CLOTHING ESTABLISHMENT THAT IS  
STILL OWNED AND OPERATED  
BY THE FOUNDING FAMILY.







*Levine's*

The Store for Men and Boys

Waterville

Where good sports meet.

Ludy '21

Pacy '27

Howard '40















FURNISHINGS

VERA STEEL FILM





ON'S

WM. LEVINE.

BOOTS  
SHOES

WM. LEVINE

CLOTHING  
FURNISHINGS

ES FRIENDS

GUERRETTE'S LUN

CLEARANCE











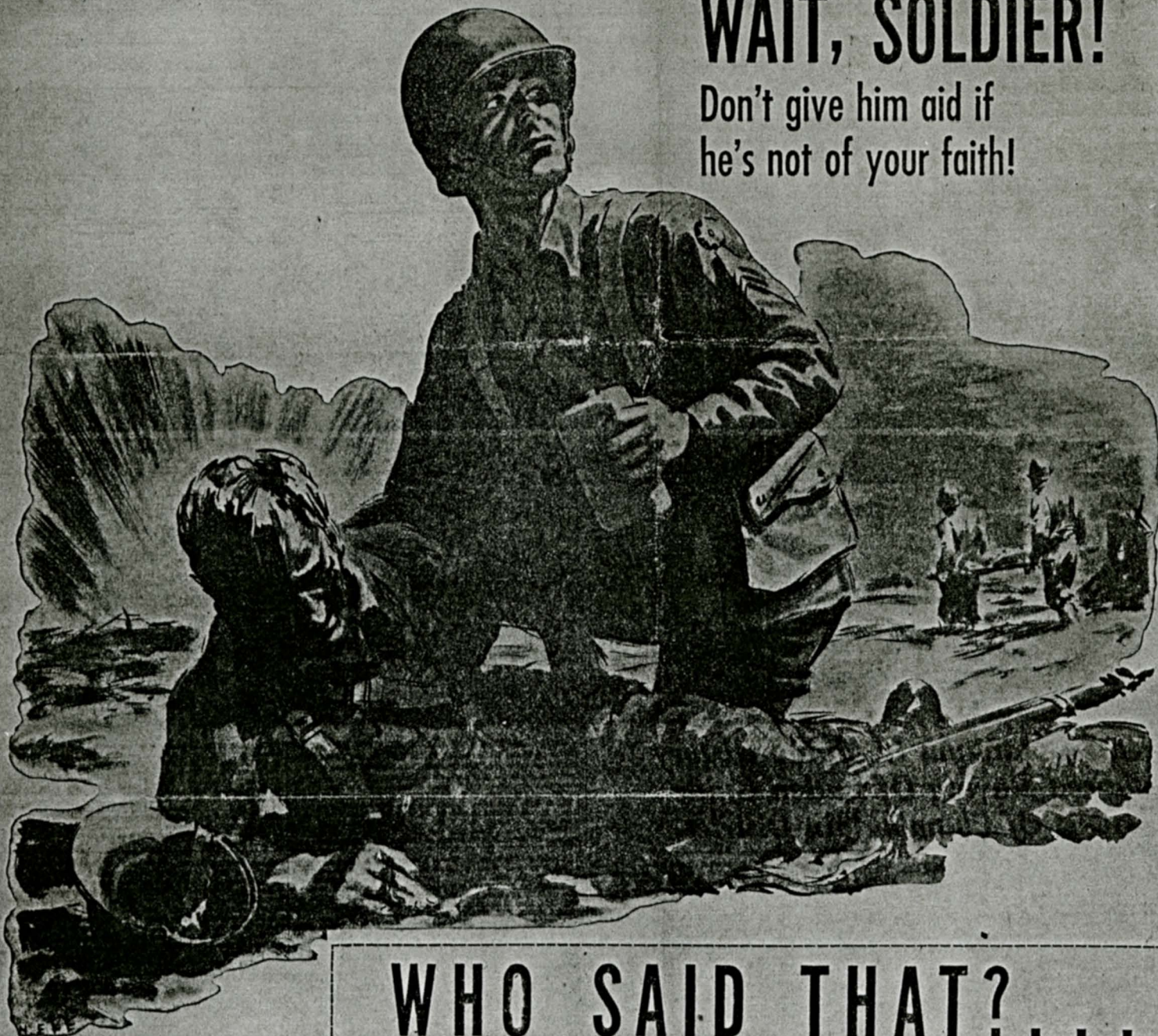






# WAIT, SOLDIER!

Don't give him aid if  
he's not of your faith!



## WHO SAID THAT?...

No one on the battle front — no one within a thousand miles of today's battle fronts could have said a thing like that! . . . It must have been the echo of a dangerous enemy voice.

Out where the bullets are flying, our boys—our *American* boys—do not care if a wounded buddy is Protestant, Catholic or Jew. All, all are *Americans* regardless of religion, race or color. Out there they

are accepting the brotherhood of man, learning the hard way that in this war there must be no such thing as Catholic against Protestant, Christian against Jew, class against class, or race against race. For they are men of the United Nations . . . pitting their magnificent strength against those who would dominate the world by evil might . . . by the crafty technique of "Divide and Conquer".

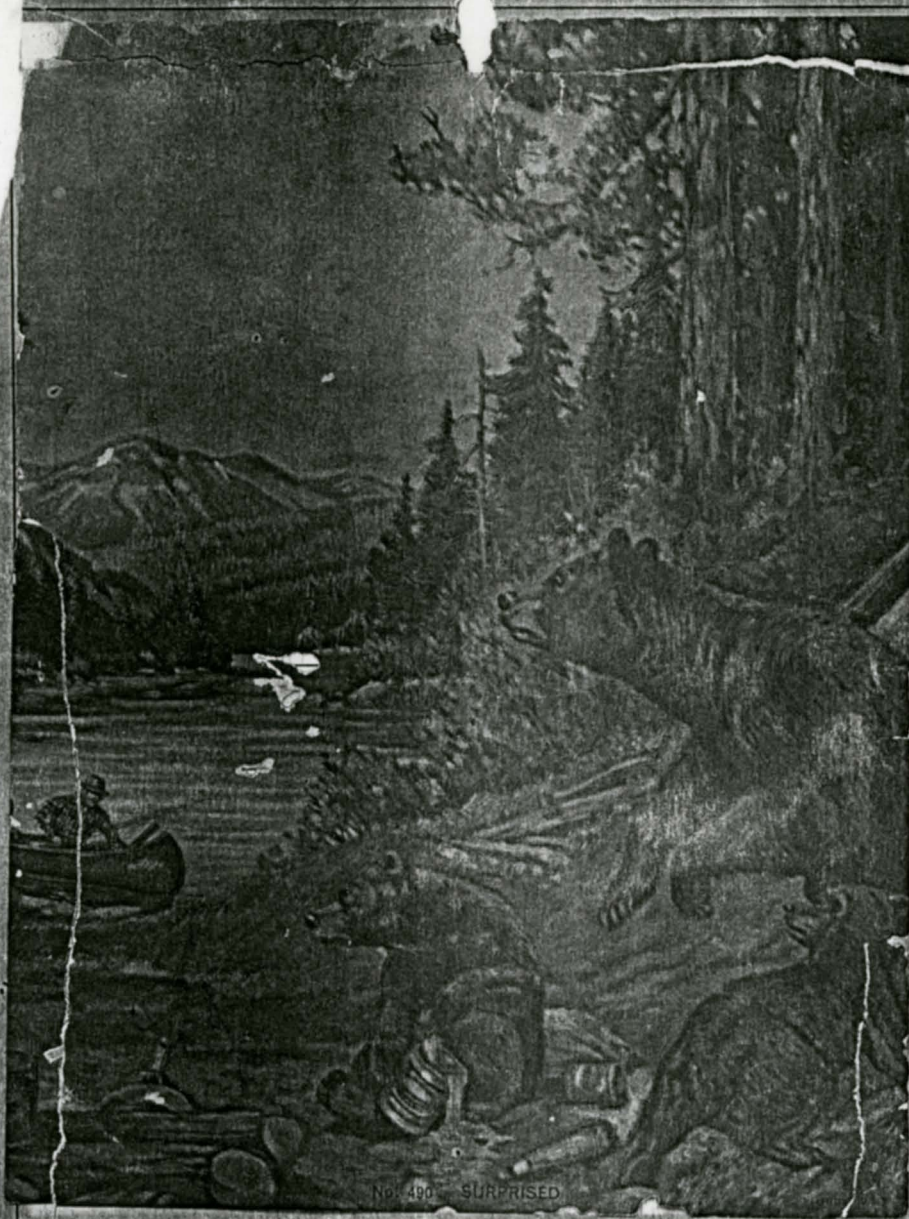
These boys—YOUR BOYS—on the world's far-flung fighting lines—have risen above the spectre of religious or racial discrimination. TAKE HEED, lest you weaken their faith in the principles for which they are fighting . . . You at home—don't play the enemy's game . . . give our boys a truly square deal . . . help unify your country . . . DON'T HELP DIVIDE IT! *Speak up for America!*

### \* Pledge for Good Americans \*

#### I BELIEVE IN THESE FOUR FREEDOMS:

- \* The first is freedom of speech and expression.
- \* The second is freedom of every person to worship God in his own way . . . everywhere in the world.
- \* The third is freedom from want . . . to every nation a healthy peacetime life for its inhabitants.
- \* The fourth is freedom from fear.





NO. 490 SURPRISED

# LEVINE'S

## THE STORE FOR MEN AND BOYS

*"Where Women Like to Shop"*

9-19 MAIN STREET

WATERVILLE, ME.

"SHOES THAT SATISFY"



1942 »

**APRIL**

« 1942

SUN. FULL MOON 1	MON. LAST QUARTER 7	TUE. NEW MOON 15	WED.	THU.	FRI.	SAT.
5	6	7	1	2	3	4
12	13	14	8	9	10	11
19	20	21	15	16	17	18
26	27	28	22	23	24	25
			29	30	FIRST QUARTER 23	FULL MOON 30





Inside—The President's Report 1990-91

# COLBY

FOR ALUMNI, PARENTS & FRIENDS NOVEMBER 1991



Windows on Main St.  
Fabled Levine Brothers Greet  
the Newest Grad on the Block



S  
P  
E  
C  
I  
A  
L  
  
P  
E  
O  
P  
L  
E

PERCY AND LEWIS LEVINE, clothiers

## Down in Colby Corner with Pacy and Ludy

50th  
51

TO UNDERSTAND THE PLACE PACY AND LUDY Levine hold in Waterville, Maine, you must walk two blocks

north up Main Street to Al Corey Music. Al Corey is just a kid compared to the Levine brothers — he's been in the downtown only since World War II. Al Corey is Lebanese, so he went to Lebanon, the old country, back in the mid-1960s for a visit. This was before the war, when Beirut was still the Paris of the Middle East. It was a big deal, a special trip.

"I'm checking into the King George Hotel in Beirut," he recalls. "And the desk clerk looks at the registration and says, 'Waterville, Maine? You must know Pacy and Ludy Levine.'"

Pacy and Ludy's father, William Levine (1865-1946) came from a village in czarist Russia. He got to Waterville via Ellis Island and other stops and along the way married Sarah. She operated the first store right out of the Levines' home on Ticonic Street while her husband worked the hinterland, like most of the late-19th-century Jewish peddlers in Maine, with a horse and cart. Levine's would become the primary men's clothier in central Maine. Today it is virtually the last business of its kind in Maine. The Levine brothers — who never married — still live on Ticonic Street in a neighborhood of very modest working-class houses, triple deckers, and "rents" as the old people called them. There are no heirs

to continue the business.

"There's very few left like us," says Pacy, who will be 90 in April.

"We're the oldest privately owned quality men's store in the state of Maine," adds Ludy. He was 96 in November.

In downtown Waterville the Levine brothers are known as Pacy and Ludy (*never* Percy and Lewis) or simply "the boys." They are inseparable. They are always mentioned in the same breath. The major domo at Levine's for decades has been their nephew, Howard Miller, still known as "young Howard." He's 74.

Pacy and Ludy and Howard have to be the last guys in the country whose idea of the "information highway" is a pneumatic tube, which they use to send messages and bills upstairs to the business office. A morning at Levine's brings a steady stream of visitors, shoppers, old cornerboys, hangers-on, to talk of sports mostly in "Colby Corner" — a section of the store where the boys enshrined their alma mater. No mater ever had better sons.



In Waterville, it's  
"the boys," never  
Percy and Lewis.



"The Levines are an anchor," says Earl H. Smith, dean of the college at Colby. "Whether you've been out of Colby 50 years or five years, when people come back for homecoming, they go down to Levine's."

Ludy (who holds court in the shoe department) graduated from Colby in 1921, Pacy (who generally races around) in 1927, and Howard (he's the referee) in 1940. Their brother-in-law, Harold Alford, founder of the Dexter Shoe Company, has been one of the greatest financial benefactors in the college's history.

It is inaccurate to say that Pacy and Ludy were childless, for they had generations of sons and daughters at Colby. The students who play on the athletic fields up on Mayflower Hill now are accustomed to seeing these two old nattily dressed guys at every game and most practices. "The kids who play sports at Colby call them 'the owners,'" says Earl Smith.

SHARON KENNEDY, actress

## *Telling Kate O'Connell's Story*

**52** THE CHARLESTOWN WORKING THEATER IS AN OLD firehouse at the foot of a street of wooden row houses at the back of Bunker Hill. The windows are boarded with splintering plywood, and there's a good stiff lock on the front door. On a raw March afternoon, the audience sat on wooden folding chairs, sipping hot cider, and staring at a beat-up table, a pair of candlesticks, a dainty English rose-painted teacup and saucer, and a guitar.

Then "Kate O'Connell" entered.

"The biggest job I have during football games is assigning someone to watch Pacy and make sure that he doesn't get knocked down," says Dick Whitmore, Colby's athletic director.

On this late summer morning with Pacy and Ludy and Howard, we recall the vanished Waterville. Students of the decline of the New England mill town could do worse than talk with Pacy and Ludy. They saw it happen.

Almost all of the elms are gone now, cut down by the ravages of the Dutch elm disease. Weeds grow where the Colby College campus Pacy and Ludy knew once stood. People don't seem to speak French much anymore, either. The words NOW LEASING emblazon the downtown.

"When you come downtown now," sighs Pacy, "there's only the Levine boys and Howard."

"We're the last of the Mohicans," says Howard.

— CHRISTOPHER CORBETT

Now it was 1860. The predominantly Irish-American audience hurtled back to the Paddy Camps, the misery, the backbreaking toil, the sorrows,

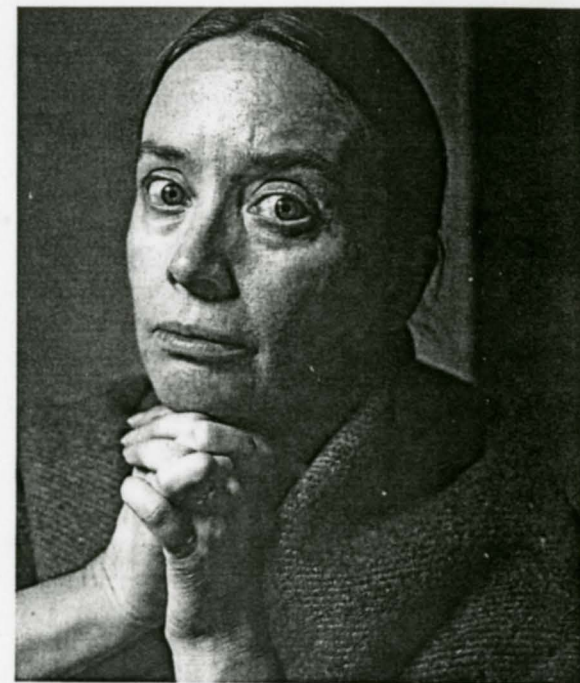
and the joys of their ancestors. When there was no safety net, and "No Irish Need Apply."

Her face bare of make-up, and her hair pinned into a bun, "Kate," a widow in her fifties, told of her emigration from County Cork, and the long walk with her family from Quebec to Boston. In Boston she met her husband, Seamus, and followed him to a canal digger's job in Lowell and a scrap lumber shack in the Acre. There she bore six children, scrubbed floors for Yankee ladies, nursed fevers, battled anti-Irish toughs, and endured her greatest tragedy, the death of her favorite daughter, Maura.

After the intermission, Kate's creator, Sharon Kennedy, returned in modern dress and long blonde hair as Bridget, an Irish cook for a dotty old Brahmin on Beacon Hill. Finally, Kennedy portrayed her own great-great-grandmother, Mary McDonnell O'Suilleabhain, just five feet tall and a hundred pounds, who was born in West Cork in 1825 and died on her Berkshires farm.

Although Irish by blood, Sharon grew up in a thoroughly American suburban family on the North Shore — "I had to do some real searching to find my own background." She began working as a storyteller 13 years ago. At first, she was drawn to the folk

tales of other cultures: African, Haitian, Jewish. "Then I fell in love with the mystical Irish tales of fairies, ghosts, selchies, and heroes like Finn McCool and Cuchulainn. I think Ireland has a more vivid Other World than many cultures because of its history of oppression and poverty. It's a way of making sense of inexplicable events like a child's death — 'twas the



Sharon Kennedy brings "Kate O'Connell" alive. fairy folk put a changeling in the baby's cradle."

In private life, Sharon Kennedy lives in a rambling 19th-century farmhouse in Medford with her husband Paul Lehrman, a musician, composer, and writer.

As for "Kate O'Connell," her creator is proud to report that she's booked solid.

— KATHLEEN KILGORE



# 'Legends' Still Put In A Hard Day

By PHIL NORVISH  
Sentinel Staff

Ludy and Pacy Levine may be legends in their own time (after all, how many people have sandwiches named after them?), but they can still be found six days a week at 1-19 Main Street, the latest address of the "store for men and boys," founded by their father, William Levine in 1891.

Although Ludy is 82 and Pacy, 75, neither has suffered any diminution in energy. "Ludy is the first one in and the last one out everyday," vouches nephew Howard Miller, a grandson of the founder.

Ludy (a childhood nickname for Lewis) surveyed the lavish interior of the newest addition to the store during an interview the other day and commented, "I don't want to brag, but they tell me there's nothing like it in New England."

Both men have worked in the store since they were old enough to help. In the intervening decades, Ludy and Pacy have met the fashion needs of three and four generations in the same family.

"Isn't it unusual to have two brothers who work so well together?" Ludy asks.

Miller, the store's manager, explains that the store is their life. "It's their vocation and avocation. They'll outlive me," he smiled.

While Howard does most of the buying for the store, his outgoing uncles don't hesitate to advise him. The elder Levines still attend some shows and remain keenly active in the business, but they will leave the store in Miller's hands to attend sporting events.

"This is a highly personalized store," Ludy continued. "This is where the sports-minded come — to talk and to kibitz. It's all sports in this store — and we live for it."

Born in 1898 in Waterville, Ludy attended Waterville schools. Following service in World War I, Ludy graduated from Colby College in 1921. He remembered: "I helped Dad in the store afternoons while I was at Colby."

Pacy (short for Percy) was born in 1905. Also attended public schools. He graduated from Coburn Classical Institute, and in 1927, from Colby. He, too,



LUDY LEVINE

"Isn't it unusual to have two brothers who work so well together?"

worked in the store, after his studying was done.

While at Colby, Ludy was a member of Alpha Tau Omega. Pacy is a Tau Delt.

"We got imbued in sports," Ludy said, "through our uncle, John 'Dutch' Levine. 'Dutch' was a member of the Colby Class of '06. He transferred to Yale where he was an outstanding fullback, graduating in 1907."

Neither Pacy nor Ludy cares for vacations. "Attending sporting events is our vacation."

Accompanied by Spat Roy, former Waterville High coach and veteran Levine's employee, and Oren Shiro, Ludy and Pacy recently traveled to Orono to watch the Maine-Boston College hockey game.

"We take time off for sporting events," Ludy said. They leave the store — even on Saturday afternoon (the busiest day of the week) — for Colby sporting events.

Their lifelong interest in sports prompted the brothers to form the Ludy and Pacy Levine Athletic Scholarship. The scholarship is awarded to scholarly worthy boys graduating from high schools in Waterville, Winslow, Fairfield, and Oakland, who plan to enter Colby.

They continue to play golf once or twice a week, as weather permits. "We used to be closed Wednesday, and we'd play golf," Ludy grinned.

Perennially active in Colby activities, Ludy and Pacy revived the Colby Quarterback Club this past fall.

Originally started during Coach Robert Clifford's era in the 1950's, the club met Monday noon to watch films of Saturday's game. During the fall, members gathered Wednesday noon at the Silver Street Tavern.

Sports-minded all their lives, the Levines gave new football coach Tom Kopp high marks. "He's a good coach," they chimed.

Over the years they have enjoyed good relationships with the presidents of Colby. Of new President William R. Cotter, who succeeded Dr. Robert E.L. Strider last year, Pacy responded instantly: "He impresses me."

Business at the store is quiet now — as it is every year at this time. Miller, who graduated from Colby in 1941, nevertheless, anticipates a good spring. "We've bought a lot of new styles, and if we get a break in the weather, we should do really well."

"Levine's is a family store still," Miller said. "We're the only store that is still old-fashioned minded."

"We don't charge interest, and we don't want to start charging interest on accounts," Miller says. "And we don't want to start ordering with a computer."

"We like to go by our own sense of style when we buy," said Miller. "We feel it. If it's right for us, we buy. . . If we make a mistake, we want it to be our mistake — and have fun doing it," he laughed.

"When longtime customers meet Ludy, they have to stay and kibitz with him," Miller said. "We're not a big conglomerate."

Miller followed the lead of his popular uncles and began helping Ludy and Pacy while still in college. At about the same time, during the early 1940's, Ludy and Pacy were assuming an increasingly greater share of running the business from their father who died in 1946.

A phenomenon of the last dozen years, Miller said, is that the younger



PACY LEVINE

"Attending sporting events is our vacation."

generation wants the "look" that they want — not the quality that might last twice as long. "We're still waiting for them to outgrow that."

Corduroy and jeans and other fashions for the younger style-oriented customers are displayed in the Underground department — located below the floor.

"Also in the basement, we still carry work clothes, the rubbers and overclothes, that Dad started peddling to woodsmen," Ludy said. "We never want to give that up."

According to Ludy, Christmas sales were good, but that lack of snow has resulted in a falling-off in outerwear sales. "Just like a good coach, we're always preparing for each season."

"We've always bought eight and nine months in advance, and we're still doing it," Ludy said. "Otherwise we don't get top selection and deliveries in time." Fall fashions were ordered in January.

Ludy and Pacy remain eager to help high school athletes choose colleges to further their education. High school and college students are also traditionally hired to help during Christmas vacation.

Present fulltime personnel is more than 25 persons, many of whom have worked for William Levine & Sons for decades.

The store occupies a prominent position at the southern extreme of Main Street. It is the Levine family "dream store."

William Levine opened his first clothing store in Waterville, at the corner of Ticonic and Maple streets in 1891. He had come to this country from Russia five years earlier.

With a pack on his back he peddled clothes in New York City. After a six month trip by foot he reached Boston, Mass. where he met and, in 1889, married Sara, who became the mother of eight children making up the Levine family.

The couple continued to travel north, through Portland, Augusta, and Waterville, and lived in Dexter for three months prior to settling in Waterville.

Before opening that first store, Levine, with a team and wagon, went on selling trips as far north as Monson, Strong, and Kingfield.

In 1896 he purchased a clothing store, owned by Charles E. Lessard, in the old City Hotel block, downtown. Later Levine moved to the present site of Stern's Department store.

Ludy reported that his father moved to 20 Main St., site of the former Waterville Hardware and Plumbing Supply Co., and in 1909, across the street to 19 Main St.

"The plaque on the outside is dated 1910," Ludy explained. "Because that's when Dad faced the building."

Twenty years later, in 1930, the founder bought 17 Main St., and put an archway inside, Ludy gestured. "That doubled the size of the store."

In 1934, Mrs. Levine died, and Mrs. Freda Miller, (the mother of Howard and sister of Ludy and Pacy) took over the operation of the family household on Ticonic Street.

In 1937 William Levine bought out a grocery store at 15 Main St. After nine months of extensive renovations, during which the interior was opened up, the remodeled store was dedicated in November, 1939.

The next major change came in 1961 when a small house on Front Street, behind the store, was razed, and the "Colby Corner" added.

Hanging proudly on one wall of the



HOWARD MILLER

...the store is their life. "It's their vocation and avocation. They'll outlive me."

Colby Corner is a 12-by-18-foot mural of the Mayflower Hill Campus. The air photograph was taken by Howard N. Gray, former general manager of the Morning Sentinel.

Just four months ago, John R. Hooper, a Colby alumnus and also a former general manager of this newspaper, presented the Levine's a 1907 panoramic view of the old Colby campus.

On another wall in the Colby Corner is a 1918 photograph of the Colby Athletic Field.

Large letters in a sign proclaiming the "Colby Corner" leave no doubt about the importance their alma mater continues to play in their lives.

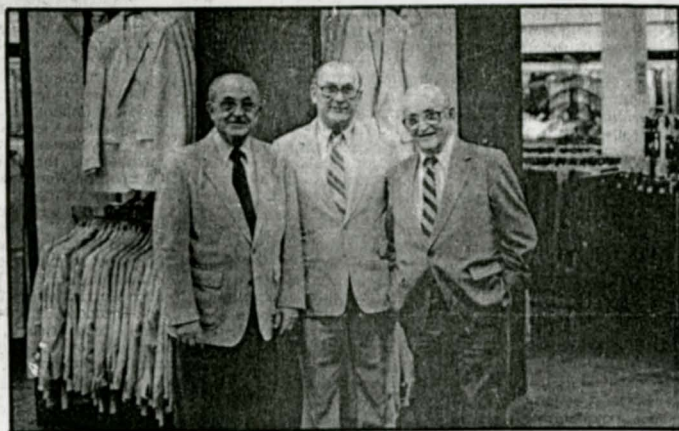
Both are recipients of the Colby College "C" Club Man of the Year Award — given for "loyalty to athletics and to the college." Ludy received his award in 1957. At the time Pacy received his award in 1963, it was announced that the award was being given to the brother of a previous recipient.

The 65th homecoming weekend in 1969 was dedicated to both of them.

Their enthusiasm is infectious. "How can we get old when we're with young people all the time?" Ludy asks. Pacy nods in agreement.

They are an irreplaceable pair.





## ... to good friends and good clothes we dedicate this store

It is more than just a store to us. It is a dream, since 1891, fulfilled. It was built of friendships, new and old ... of cordial, pleasant relationships with those who like to wear good clothes and those who made them.

broadened our scope of size and service to better a part of this new era of advancement.

We are proud, of course, but it is the pride we feel in the forward march of our entire community and in the progress of us all.

And in the natural progress of our growth ... in stride with Waterville and her new awakenings we have

So, in full appreciation, we dedicate this store to our host of friends who have made it possible.

**Ludy and Pacy Levine  
and Howard Miller**

***Without Formality We Cordially  
Invite You and All To Our***

***Grand Opening***

**Thursday, Friday, Saturday  
May 23, 24, 25**

**LEVINE'S**

**THE STORE FOR MEN AND BOYS  
And Now For Ladies, Too!  
Downtown Waterville**



*In the spotlight: The Levines***Longtime Waterville business makes service its priority**

By Brenda Seekins  
Of the News Staff

WATERVILLE — Ludy Levine says that quality, value and service are the prime ingredients for a successful business.

"And number one among them is service," he says.

At 93, Ludy (Lewis) Levine and his brother Percy (Percy), 86, are fixtures in Waterville business circles. With their nephew, Howard Miller, 71, they manage Levine's, the oldest and largest family-owned store in town, and maybe the state. Specializing in name-brand men's and ladies' clothing, Levine's covers more than 25,000 square feet of floor space.

That hasn't always been the case. A hundred years ago, the store was actually operated by their mother, Sara, from the first floor of the family home on Ticonic Street in the North End of the city. For many years, Polish immigrant William Levine, the brothers' father, had been a peddler in central Maine, delivering merchandise by horse and cart. Ludy traveled with him, supplying merchandise to workers at the woolen mills of Fairfield, Oakland and Vassalboro.

After the store became successful, William Levine left traveling sales to concentrate his energy in the store.

For the next 10 years, the store operated at several Main Street locations, including one across the street from the present-day store.

In 1904, Levine's moved to 19 Main St., a 20-by-70-foot clothing store that has seen eight major renovations before becoming the facility it is today. Ludy and Percy recall by year the land and building acquisitions that first doubled, then tripled, the store.

In 1961, the brothers' favorite part of the store was added in honor of their alma mater, Colby College. The Colby Corner is a blend of Colby's past and present, catering to the clothing needs of young men.

"We're very proud of this," Ludy says, as he points out pictures of Colby's first campus off College Avenue and Front Street, in view of the Kennebec River. Amidst the Colby pictures are the many honors bestowed on the brothers including New England Merchants of the Year in 1961 and the Waterville Chamber of Commerce Men of the Year Award. High on the wall above the entrance to the Colby room is the "largest mural of a small college campus," an aerial view of Colby's Mayflower Hill campus.

"We're the largest Colby family in the history of the school," he says. "Forty-two members of our family at-



NEWS Photo by Brenda Seekins

Levine brothers Ludy (left), 93, and Percy, 86, are managers at the store

tended, and 18 or 20 got their diplomas there. We invite people to come in just to see our Colby Corner."

The brothers are known for their continued service to the college as well as the youth of the area. Five generations have been clothed at Levine's, and many still seek the advice the brothers have to offer. Both of the

brothers attribute their personal longevity to their contact with youth.

"If you always have contact with the young, you will never grow old," they say. "They won't let you."

As avid sports fans, and primarily Colby sports fans, "We always tell them (young people), 'if you go to college and you love sports, remember

education is number one, but you can do both, if you're dedicated,'" they said.

While family has been a key to success for Levine's, Miller says, an aggressive business style has increased business. Each remodeling has increased business.

"We're a volume store. This store is too big for Waterville. 70 percent of our volume is from outside the city. People tell us there's too much to choose from, but that's part of the service. We have what you want," he said.

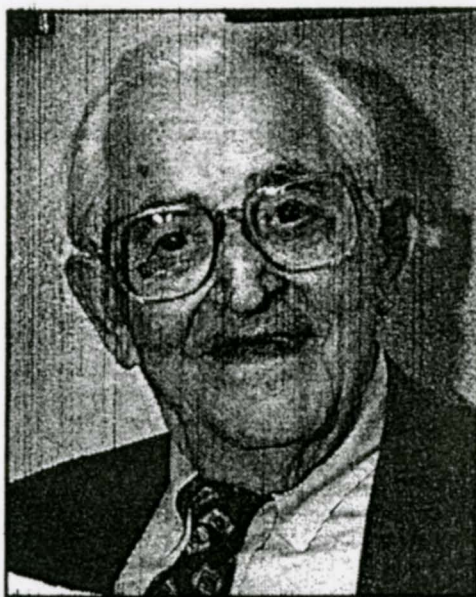
Since the addition of the Colby Corner, the basement has become The Underground, catering to teens. Mens' work clothes are still available amidst the offering of professional and casual clothing to maintain the original service begun 100 years ago. Eight years ago, ladies clothing was added.

With modernization all around them, the family clings with pride to their lack of cash registers. All sales slips and cash are quickly dispatched to the business office with the use of pneumatic tubes.

"We don't want to compete with the chain stores," Ludy says. "If you serve the public and one tells another one, you can't fail."



Clayt LaVerdiere



LUDY LEVINE

## Levine remains in rare form

We walked into Levine's in downtown Waterville and, right away, it was easy to see that Ludy Levine was in rare form.

He was standing beside a rack of ski jackets, extolling the virtues of quality apparel to a duo of intent customers.

He was enjoying himself. After all, this is what Ludy Levine does best. Salesmanship has been his forte for decades.

But what makes Levine truly unique is the fact that, on the eve of his 94th birthday, he's still going strong.

He and his younger brother, Pacy (He'll reach his 88th milestone in April), are considered the ageless wonders of Waterville's business world.

Ludy Levine will be 94 this coming Monday. Even at that notable age, he remains proud of the fact that, at Levine's, he has long been "the first one in and the last one out."

"I don't think of age," says the silver-haired Levine whenever someone refers to his upcoming birthday. "I want to be active."

Any plans for next Monday?

"Nothing special," he replies. "I'll work in the store. I've got to meet all the customers."

His formula for long life?

Associating with young people, for one thing, because "young people don't allow you to get old."

Then there's enthusiasm. Ludy and Pacy love sports. Both men are graduates of Colby College (Ludy in 1921 and Pacy in 1927) and have been devoted to their alma mater for years. They wouldn't dream of missing Colby's home games in football, basketball and baseball and they are still exulting over Colby's CBB Series triumph over Bowdoin in football.

At the gridiron contests on Mayflower Hill, Ludy sits in the press box while Pacy paces up and down the sidelines, urging the White Mules to greater heights.

Exercise plays an important part in Ludy Levine's daily regimen.

"I do my exercises religiously every morning. It takes me 25 minutes. I do these muscle-stretching exercises."

He's a light eater who watches his diet and thus keeps his weight down. He avoids boredom with his six-days-a-week regimen at the store.

Howard Miller, the store's general manager and the nephew of Ludy and Pacy, marvels at the durability of his two ace salesmen.

"Ludy always beats me in here in the morning," he laughs.

So well known are the Levine brothers that, in 1989, they were presented the Mid-Maine Chamber of Commerce's Distinguished Community Service Award. As the 26th recipients of this award, they joined the ranks of doctors, lawyers, civic leaders and community giants who have helped make the Waterville area prominent in Maine.

Ludy Levine loves to take his friends to "The Colby Corner" in the store, an area noted for its enlarged photographs of the old campus on College Avenue and the 12-by-18-foot mural depicting the Mayflower Hill campus.

It's in that special area that oldtime Colby grads revel in the nostalgia of it all and relive their student days.

"I never played sports but I knew all the athletes personally," says Ludy.

There are only three boys left in Colby's Class of 1921: retired Supreme Court Justice H.C. Marden, Maurice Coughlin of Oakland and Ludy. They're all in their nineties.

With Ludy Levine, conversation flows smoothly. His memory is flawless. He recalls names, dates, places, individuals with ease. In a fast-moving modern world, he can make the old days seem like yesterday.

And when he talks about the unusual Ludy-Pacy combination, his eyes twinkle.

"Wherever you go, you won't see brothers like us, will you?"



# Levine's shows lasting power

## City department store survives in the mall era

By DANIEL L. AUSTIN  
Sentinel Staff

The first part of Ludy and Pacy Levine's secret for running a personalized department store in the day of the impersonal mall can be found in their Waterville Main Street display windows.

In one window, a colorful brand name spring jacket is marked down to \$39 and the latest in dress slacks are marked down to \$26. Another window is full of the latest in men's and women's fashions.

But you will find the real secret behind the success of Wm. Levine and Sons Men's Clothing inside the store wearing a three piece suit and taking care of business.

Howard Miller, 73, and Ludy and Pacy's nephew, answers question after question for his employees, completes a real estate transaction and acts as interpreter, friend and advisor to Ludy, 94, and Pacy, 88.

Miller started working at the store when he was 10 years and has never left. And he has no plans to do so.

In his 63 years at the store, Miller has discovered what it takes for he and his two uncles to succeed. And he trio has managed to survive the conomy and malls.

"Why are we successful?" Miller asks. "We do our own thing here. We offer good service, good styles and good buys."

"We go to the city and buy at the markets all the time. We stay away from the kooky stuff. We buy what people will always like."

Pacy agrees: "We don't buy that hippy stuff. You know, the stuff those guys wear who shave their head and have hair sticking up in the middle like a pineapple."

Beyond the Levine's penchant for buying quality and fashionable clothing that will remain in style is their commitment to service. Customers do not have walk all over the store looking for a clerk if they have a question or need assistance, according to Miller.

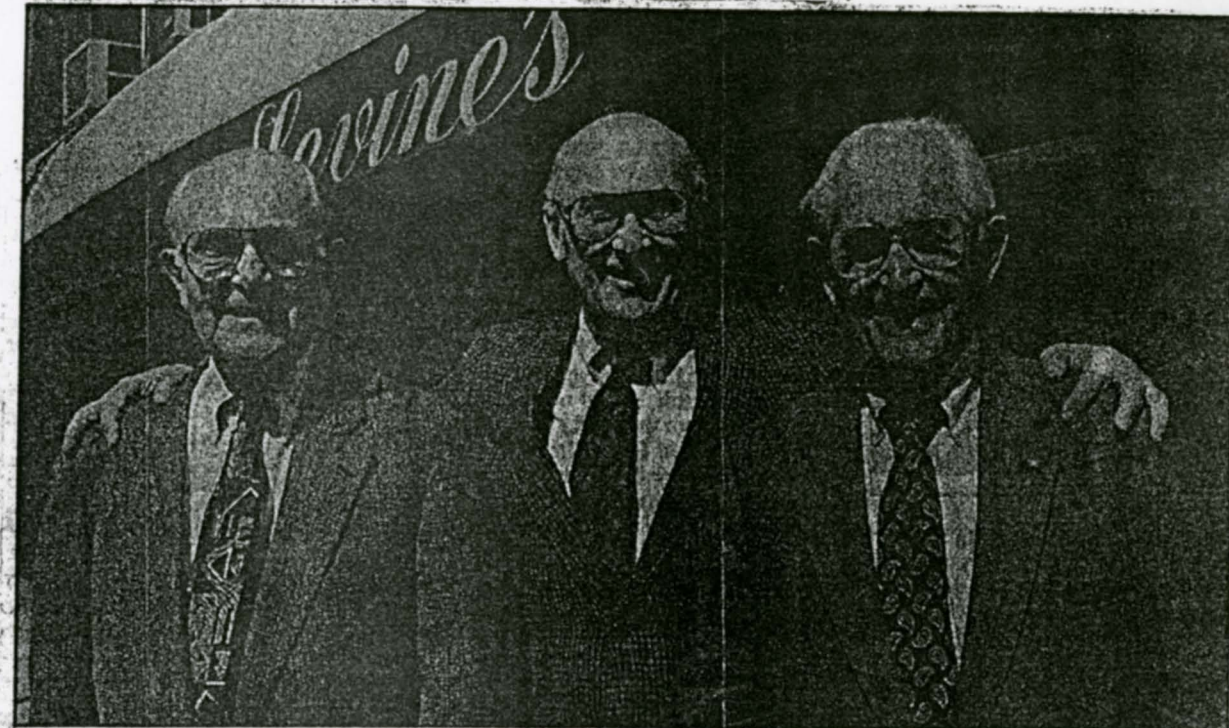
The Levine's sales people do not descend on customers the moment they walk through the door, according to Pacy Levine. But if the customer needs a salesman, one is never more than a step or two away.

Another of the Levine's secrets is to pass on savings to their customers each year in the way of

half-price markdowns on clothing or odd lots of merchandise that has not moved during the previous year.

"We do it to promote traffic in the store and treat our customers right," said Miller. "We've been doing it for 102 years since Levine's first opened."

But just because the Levines have developed a habit of doing things that work for them the same



The men behind Levine's: Pacy Levine, left, Howard Miller, center, and Ludy Levine. "There is no way that we are going to close. We've been here for 102 years and we plan to be here for another 100 years," Miller says.

way year and year, does not mean they are not open to change.

On the contrary.

Recently the Levines noticed that their boyswear line was not making money for them but their men's work clothing was.

Consequently, they are dropping their boys clothing and using the area that line was housed in to expand their men's work wear line.

"We have always sold men's work

wear, but we treated it like a step child and kept it in the back," Miller said. "Now we are bring it out of the back and expanding it."

The Levines and Miller also want to put an end to all the rumors floating around town that they have plans to close.

"There is no way that we are going to close," Miller said. "We've been here for 102 years and we plan to be here for another 100 years."

Sentinel photo by Ron Maxwell



## Levine's

Continued from Page 1

Places like Levine's, where customer service comes first, are scarce in Maine now, Libby said. He explained that customers come to the store from the Portland area, New Hampshire, even Nova Scotia, for personal service and a tailored fit.

Most people who came to Levine's over the years had their own special clerk. Often, Miller was the only one who would do, Dickford said.

Pointing to a shirt on a rack, Dickford said: "If I said that shirt was pink, they'd say it was blue. If Howard said it was pink, they'd buy it."

A tape measure around his neck, Miller had just finished with a customer who would only deal with him, when he spoke about the upcoming closure.

Miller said he is finding it difficult.

"I really thought it was going to be easy, but it's not. I am missing a lot of the people already. It's a very sad time," Miller said. "But my children say they are happy that

they're going to be seeing more of me."

The 76-year-old Miller said he began working at the store when he was only 10 years old.

"I worked the signing machine, sending postal cards to farmers. We used to carry heavy union suits then, and rubbers, Red Ball brands for 99 cents. It was the best brand in those days," Miller recalled.

"I sold my first suit when I was 13. I remember, it was a Brayeburn sports suit. I sold it to Gerald Marsh. He's dead now."

"After the war, I was going to law school," said the Colby graduate. Instead, Miller went into the Army, married a woman from North Africa and returned to work for a short while in the store.

Before he knew it, he was back in the fold again.

"I liked it a lot, so I stayed."

As Miller reminisced, well-wishers interrupted.

"We've been coming here since 1974. Thanks for all the years," one couple said.

Stores like Levine's, which used to blanket main streets across Maine, are pretty much extinct, Miller said.

"I'm pretty sure there's no more stores like us."



Sentinel file photo by Dick Maxwell

## Closing

Continued from Page 1

nothing business.

Levine stayed in New York City for about six months selling small items of clothing such as handkerchiefs and underwear, house-to-house, from a pack on his back.

Over the next six months, he walked and peddled his way to Boston, where he met someone who told him of good opportunities in Maine.

He lived and worked in Augusta for six months, making occasional trips to Waterville before he decided to build a clothing business in the Elm City.

In October, he returned to Boston to marry Sara Levine and they traveled north to start their new life together, first in Dexter. In less than a year, they moved to Waterville.

With a wagon and a team of horses, Levine peddled his wares

as far away as Strong, Kingfield and Monson, visiting woolen mills in Oakland, Vassalboro and Fairfield. Meanwhile, Sara ran a dry goods store on the main floor of their home on Ticonic Street. This was the first location of the Levine's store in Waterville.

One reason it is said Levine did well is because he spoke Polish, which was the native language of a large part of the population of Winslow at the time.

During the next six or seven years, the store was moved to the City Hotel location, then to what is now the Sterns Center, then to what was most recently The Maine Made Shop and finally to Levine's present location.

By 1939, Levine was 71, director of the First National Bank and had extensive real estate holdings, in addition to the store.

His sons, Ludy and Pacy, both Colby College graduates, started as errand boys in their father's store and worked their way up through the business as clerks and buyers,

Left to right, Howard Miller, Ludy Levine and Pacy Levine stand outside William Levine & Sons men's store in Waterville in this Nov. 16, 1983 photo.

before eventually taking over the reins of the business.

Miller also grew up in Waterville and graduated from Colby College. By the 1960s he, too, had worked his way up through the ranks and became general manager of the store.

For more than a century, Levine's has continued as a one-of-a-kind store that offers top-of-the-line clothing, personal service, tailoring and pressing.

"There's a complete tailor shop upstairs and no charge for alterations," 20-year Levine employee Dick Green said with

pride.

"Sometimes people would buy a suit, take it up for alterations, and it would be ready by the time he picked out his shirt and tie," said Leonel Libby, a clerk for 45 years at Levine's.

Miller said he hopes to rent the store's space, once the merchandise is sold.

Then, in the tradition of the Levines, to whom sales are a middle name, Miller was still selling: "It would make a tremendous furniture store. And there are apartments upstairs."



# Editorial

2/14/96

Morning Sentinel

## Parade passes Levine's by

Store that survived four wars is running out of time

It is 5 degrees in Waterville and I am trying on some sport coats in Levine's men's store. It is after lunch. Levine's is having a sale. Sadly, it is more than a sale. It is the death rattle of a legend. The truth is I will not much miss the store. I will miss Howard Miller. Period. I never got to know the "Boys" as well as I did Howard. Levine's the store never held much of anything that I could use. Levine's has always been the watering hole for "regular guys." I have never been that. I have a suit and two sport coats. They don't fit. What's the problem?

### A CHANGE IN ATMOSPHERE

So this summer day I'm in my 60s. It was my daughter's graduation from Colby and I wanted to look like a "grad dad."

That day, Howard Miller was, as my mother used to say, "chippier." He was busy meeting with salesmen, ordering in the fall and winter stock. Pacy and Ludy were arguing ball scores. Spats and Libby were just arguing. I got my suit. It was summer 1994 and life looked like a grand parade.

Today it is cold. Moscow cold. There are few people on the street with heads bent against the ice-pick wind. Howard Miller is standing just behind me watching me fumble through the sport coats. He is not "chippier."

Howard has always been amused by me. He has my number. Howard is a kind of bartender with a measuring tape. He knows who his customers are and what they want. He knows I am not one of them. He knows that the teacher I live with sent me here because there is a sale. He knows how tight she is because he sold her father and her brother suits.

He is patient and makes small talk about how tired he is and how he will miss it here. He looks around and says how this place would make a great furniture store. This is like Itzhak Perlman looking out at Carnegie Hall and saying how it would make a nice bowling alley.



### View from the bridge

J.P. Devine

This store is Howard's Carnegie Hall. It is filled with a music that only he hears. Today Howard hears ghosts. He hears a dozen generations of Colby men who grew from teen-agers to lawyers, from lettermen to doctors. He hears Ludy and Pacy arguing in stronger, long-ago voices when the parade was just outside the door.

### EXPECTING A MIRACLE

Howard and the Uncles Levine have survived four wars, a great depression and hundreds of Marden's menswear sales. They have outlived Guy Lombardo, Rita Hayworth, Lucy and Desi, Ed Sullivan, Elvis and Kurt Cobain. This week they survived Gene Kelly.

There is a storewide sale on today. Prices are reduced sharply, the bargains are terrific, but I am the only one in the store at the moment. I can hear a radio somewhere. I think it is Doris Day singing "It's Magic." I can hear the ticking of my watch.

Howard is standing by the front door as though expecting a miracle. He goes from display case to tie rack to a pile of sweaters. Watching him is like watching a father arranging the clothing of a child he is about to bury.

He checks the window, which is meticulously done in the style of Harry Truman's old haberdashery in Kansas City in the early years or a shop in St. Louis called Boyds, where I bought my first sports coat.

I look in the mirror. The coat I am wearing is practically the same style and color. I am in a time warp. I have been to Hong Kong, Tokyo, New York and L.A. and here I am trying on a coat like the one Rosemary DeBranco

### A CARNEGIE HALL

■ Howard Miller looks around and says how this place would make a great furniture store. This is like Itzhak Perlman looking out at Carnegie Hall and saying how it would make a nice bowling alley.

■ He goes from display case to tie rack to a pile of sweaters. Watching him is like watching a father arranging the clothing of a child he is about to bury.

threw up on outside the Velvet Freeze on Christmas Eve. I hear ghost music. I hear my own parade passing by.

### NEW KIDS IN TOWN

Now it's 1996 and the parade has passed Levine's by. It's not Howard's fault or the remarkable Levine family that made this corner something more than just a place where the sidewalk ends. Parades move faster now. You used to be able to hear it coming down the street. You had time to get ready. Not any more.

Howard is watching the street. He remembers when there was a hardware store over there. Now the building is a Mayan ruin. All that is missing are the vines and some monkeys.

Howard is remembering when the world was full of chocolate malts, Sen Sems, Camel smoke and Benny Goodman.

There are new kids in town now trying to get up another parade. But Howard and Ludy and Pacy won't be marching in this one. They had their touchdowns, their home runs. For over 105 years the Levines sank the ball from outside the paint while the crowds cheered. They could use a Hall Mary pass now but none is coming on your feet. A legend is passing by.

J.P. Devine lives in Waterville.



★ 1 LOW MONTHLY

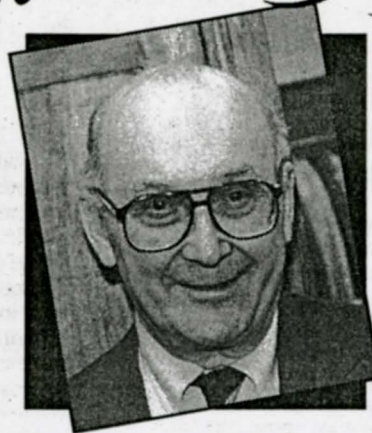
WE INSTALL YEAR ROUND!

1-800-649-9020 ext. 306

**PRIMESTAR®**

We're In The  
**NYNEX**  
Yellow Pages

Happy  
76th  
Birthday  
Howard



*Come in to Levine's and wish him well!*

*From your first Team!*

Left to right  
Breton, Holl  
Front - Kath  
Fowle, and A



33 East Concou  
(lower level of c  
Salon Hours: M  
Wed & Thurs



"Everybody's looking  
(for jobs). Everybody  
knows."

—employee

# Levine's closing rumored

By JOE RANKIN

Sentinel Staff

WATERVILLE — Rumors that venerable Levine's clothing store is going out of business have cropped up periodically for the past five years. This time they could well be true.

"I am contemplating (closing down). That's all it is right now is contemplating — and a rumor. Right now I'm open. Call me in three weeks and I'll have a definite answer," store manager Howard A. Miller said Thursday.

Levine's, formally known as William Levine & Sons Mens Clothing, has been a fixture of Main Street for over a century. And over the past 10 years it has watched as other department stores like Sterns and Butler's fell like dominoes to strip mall competition.

The menswear store is virtually the last specimen in Maine of a dying breed — the full-service, locally-owned haberdashery offering a broad spectrum of quality merchandise.

At Levine's salespeople will measure you for a coat, help you select the best color shirt and the proper tie to go with it — and ask you how you're set for underwear.

While Miller was noncommittal on the possibility of a closing, store employees see the handwriting on the wall.

"Everybody's looking (for jobs). Everybody knows," said one worker who admits he's circulating resumes.

Business has been noticeably slow over the past couple of months and no new merchandise is coming into the store, the employee said.

Levine's passing would not only be the end of an era for Waterville retailing, but would leave a noticeable hole on the south end of an already battered Main Street.

"It's kind of a rock on that end of town," said Mid-Maine Chamber of Commerce President David Savage. "I'd hate to see it close; it's the only place you can get custom mens' clothing."

"If it's true, it's a loss for the whole state. They're wonderful people. It's been a great member of the business community for generations."

The store was founded by William Levine, a Russian immigrant who peddled his clothes throughout New England before settling in Waterville over a century ago.

He founded his first store at the corner of Ticonic and Maple Streets in 1891. The store moved several times before it settled at 19 Main St. in 1904.

The store was run for decades by Levine's sons, Ludy and Percy Levine, brothers now in their 90s who still come in to the store to help out. Miller, their nephew, has worked in the store since he was 10 years old.

The rumors of Levine's possible closing first cropped up in the wake of the 1989 closing of Sterns Department store, also on Main Street. They proliferated when Butler's Department Store closed in early 1994.

1/26/96



Wednesday

February 7, 1996

Inside



Talks

2 Middle East peace talks to resume Feb. 26 in Maryland.

Fairfield

SAD 49 theft

9 Police press their investigation of theft of dollars from school-affiliated organizational funds, including sports boosters.

Central Maine  
**Morning**

© 1996 Guy Gannett Communications

★ Serving Waterville, V

Council OKs closing sale for Levine's

Sentinel Staff

WATERVILLE — Levine's, a shopping institution in downtown Waterville since 1891, was given its final closing papers by the City Council Tuesday night.

A closing-out sale license was approved for William Levine & Sons to be held on Feb. 20 and for 60 days thereafter, according to the application.

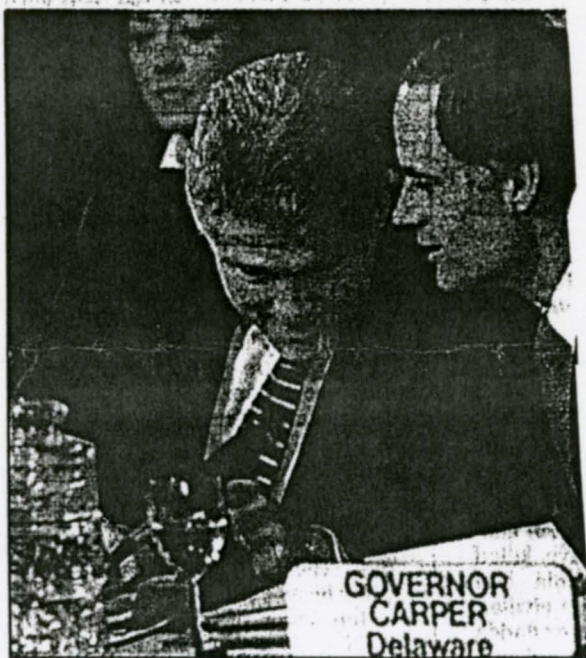
Words of support and reluctance were verbalized by Councilor Joseph M. Jabar Jr., D-Ward 2.

"I'm going to vote for this, but I do so with a great deal of sadness. This isn't just another store on Main Street, this is an institution in Waterville," Jabar said.

Jabar was also quick to point out that money was not the problem.

"This is not being done for economic reasons, there's just no one to carry on the torch. I'd like to acknowledge everything Levine's has meant to the community and every contribution Percy and Ludy (Levine) have made to the community," Jabar said.

Governors



President Clinton huddles with Delaware Gov. T. Carper Tuesday, addressing the National Governors' Association. The governors unanimously recommended Medicaid they say would guarantee coverage for them and give states flexibility to design their own programs.



# Editoria

Morning Sentinel

## The Morning Sentinel A publication of Central Maine Newspapers

Michael J. Sexton, *President*  
Warren Watson, *Executive Editor*

Ann McGowan  
*Waterville Editor*

Glenn Turner  
*Operations Editor*

Timothy Allen, *Editorial Director*

### Guy Gannett Communications

Guy P. Gannett, *President (1921-1954)*  
Jean Gannett Hawley, *Publisher and Chairman (1954-1994)*  
Madeleine G. Corson, *Publisher and Chairman of the Board*  
James B. Shaffer, *President and Chief Executive Officer*

## Closing of Levine's would be momentous loss for Waterville

In the short run, the likely demise of Levine's clothing store on Main Street is a serious blow to downtown Waterville and its efforts to remain vital in the face of tough competition from mini-malls and national retail giants such as Wal-Mart.

But the closing of Levine's — which came a step closer to reality Tuesday night with the approval of a "closing-out sale" license by the City Council — would mean much more than the loss of yet another downtown store. It would be a momentous event in local history, a sea change in the very complexion of Waterville.

As things now stand, the store at the foot of Main Street seems destined to join a long list of retail landmarks that have disappeared from the face of Maine.

Clothing institutions such as Dunham's of Maine, Sterns and Butler's in Waterville, the original Porteous and Benoit's stores in Portland, and Freese's in Bangor all have fallen by the wayside over the past 10 or 15 years. The passing of Levine's would complete the grim cycle.

Department stores owned and operated

by local families may be a dying breed. But the attention to quality and personal service exemplified by Levine's can never be duplicated by a national chain with thousands of outlets.

The institutional memory just isn't there. Nor is the commitment to community.

That commitment has characterized Levine's from the start. For more than a century, the histories of Waterville and of Levine's have paralleled and informed one another. Russian immigrant William Levine opened his first store at Ticonic and Maple streets in 1891, and the business has been at its current site, 19 Main St., since 1904. Levine's

sons, Ludy and Pacy, now in their 90s, ran the store for decades. Their nephew, Howard A. Miller, who has worked at Levine's since he was 10, is the current manager.

Alas, he apparently will be the last. As City Councilor Joseph M. Jabar Jr. lamented the other night, "there's just no one to carry on the torch."

We wish it weren't so, and that there might yet be a way to save Levine's. Without it, Waterville will never be quite the same again.

### END OF AN ERA

■ The loss of Levine's would mean much more than the loss of yet another downtown store. It would mark the end of an era in Waterville's history.

■ The attention to quality and personal service exemplified by Levine's can never be duplicated by a national chain with thousands of outlets. The institutional memory just isn't there. Nor is the commitment to community.

## Libby's view



## Son of That's the sui

**Q** Is Malcolm "Steve" I flat-tax scheme a good idea?

A. No. It's a one-size-fits-all pyramid shell game, worthy of a row placement in the Ponzi Hall of Fame, memorializing the confident trickster who turned his pyramid into a fortune before it inevitably crashed.

**Q. Who was Ponzi?**

A. Charles Ponzi was a 1920s swindler who set up shop in Boston and took money from investors, he repaid with fresh money from investors. The early birds doubled money in 90 days; the late arrivals creamed and lost everything. Ponzi went to prison and died broke without ever getting to run for good on the get-rich-quick platform.

**Q. Why is Forbes' flat tax a scheme in reverse?**

A. Because so many people think flat tax will eliminate or reduce tax bills. If everybody has less







## What's Happening



## Solo

Dan Zanes is bringing his new act to Maine.

## Winslow

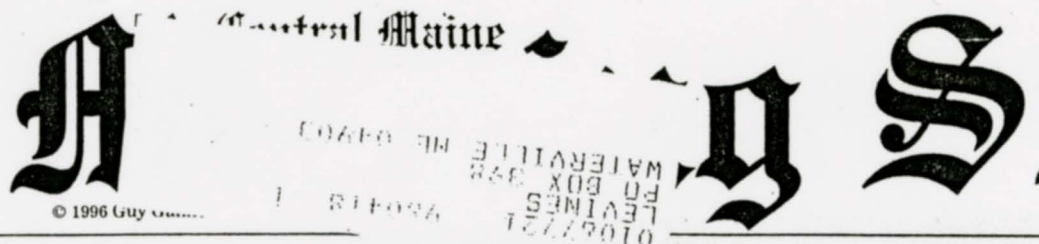
## Library weighs options

9 Repairs to the former Happy Wheels roller rink may keep the public library from moving out of flood danger on Lithgow Street until mid-May.

## Sports

## Not

17 Sho off a career hasn't been



★ Serving Waterville, Winslow, Oakland, Fairfield, Northern Kenneb

# Levine's 'family' remember

## Clothier's staff, clients rue its end

By DARLA L. PICKETT

Sentinel Staff

WATERVILLE — The young Colby College freshman walked into Levine's in 1946 in search of a new suit.

When he left the store he had a whole lot more.

Arthur O'Halloran's shopping bag was stuffed with the suit, a pair of slacks, a jacket, underwear, and a top coat. His head was filled with the history of Waterville, Colby College and the Red Sox.

Ludy Levine had practiced his well-known sales wizardry on O'Halloran those 50 years ago with a grace and style thousands will remember as the 105-year-old store's history comes to a close this spring.

"Ludy was very attentive, hospitable, and slightly inquisitive," every ounce the gentleman, O'Halloran recalled.

"I remember, it was the fall of 1946, one of the rare times the Red Sox were in the World Series. In addition to finding out all about Waterville and Colby, we had a great discussion on the Red Sox's chances against the Cardinals," O'Halloran said.

"I've shopped there ever since," said O'Halloran, today the vice president of Boothby & Bartlett Co. in Waterville.

O'Halloran's is a story repeated





time and again over the past century by customers of the specialty clothing store that was opened by William Levine in 1891.

The store remained in the family, passed to sons, Percy and Ludy Levine and eventually grandson, Howard Miller. With no family left to take over the helm, the store will close as it has operated, with dignity.

The family touch is reflected in the loyalty of employees at the store, many of whom boast careers of 25, 35 and 45 years.

"They treated us like family. Howard was like a dad away from home," said Joan Bickford, a clerk at the store for nearly 30 years.

Bickford said Miller's mother, Alfreda, would call and ask how business was going.

"Go get a pizza and come on up," Freda would say," Bickford recalled. "The grandchildren would come in all the time. We took them for ice cream, wheeled them up and down the walk, changed their diapers. We didn't have to, we wanted to. We were just part of the family," Bickford said.

The giving went both ways, Bickford said.

"Howard was always asking about the grandchildren, or 'How's your mother doing?' If you were home sick, he would call and ask if you needed soup or anything," Bickford said.

Leonel Libby, a 45-year veteran clerk remembered the bond between salesmen.

Howard Miller, store manager, carries an armful of jackets and pants at William Levine & Sons on Main Street in Waterville.

"We used to go to Cyr's drugstore across the street. That's gone now. We'd go for a 1½-hour lunch, we'd eat and then go play pool for an hour," Libby remembered. He said downtown stores used to honor a 10-percent discount for salespeople in other stores on Main Street.

Beatrice Hafenecker, a price marker with Levine's for 45 years, was spending her day off Wednesday visiting with Percy and Ludy Levine because the housekeeper was away.

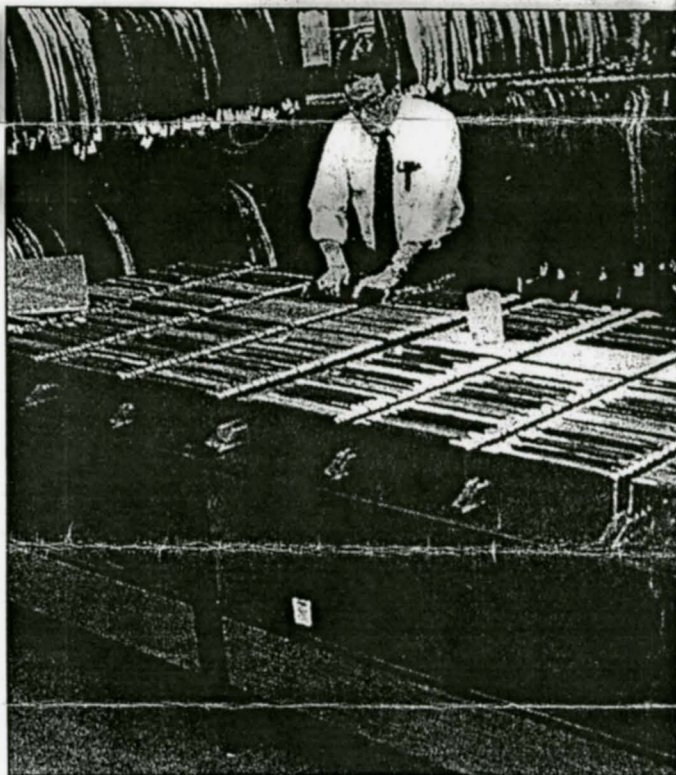
Dana Bolduc, sales clerk at Levine's for 30 years, said it will be difficult to close the store.

"You become attached. You become family. You spend more time at the store than with your own family. You know how everybody thinks, how everybody feels. It's a good bunch to work with, otherwise people wouldn't stay there 30 or 40 years," Bolduc said.

Levine's represents a way of life that will be gone when it closes, Libby said.

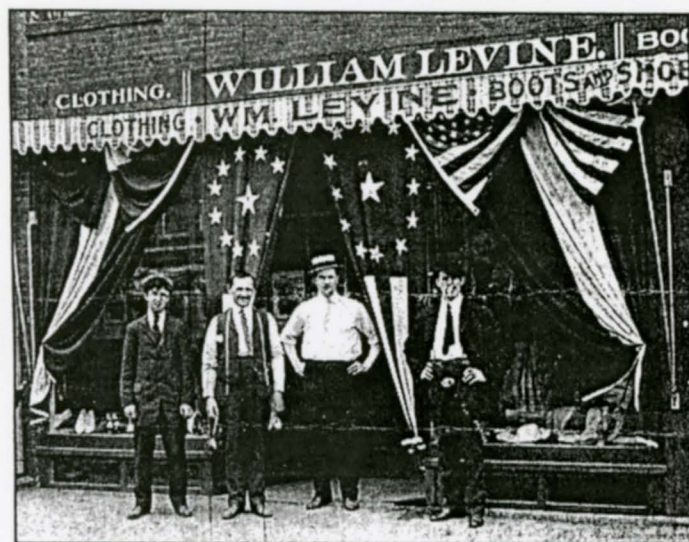
"You used to stand and talk with customers a little bit, about their family, about sports. Now, young people don't like to talk. They want to go in to a store, buy their clothes and leave. Always in a hustle," Libby said.

More on LEVINE'S, Page 2



Sentinel photo by Ron Maxwell

Salesman Leonel Libby sorts merchandise in the pants department at Levine's men's store.



Levine family photo

Howard Miller's grandfather, William Levine, second from left, stands in front of the store he founded in Waterville, in this photo taken before the turn of the century. The store later became William Levine & Sons after Ludy and Percy Levine entered the business.

## With no one to carry on, Levine's ready to close

By DARLA L. PICKETT

Sentinel Staff

WATERVILLE — The men's clothing store that has stood secure in downtown Waterville for 105 years has officially announced it will close its doors on an era.

Owner Howard Miller said the store will be closed Monday, Tuesday and Wednesday for inventory preparations and reopen Thursday to begin final close-out sales.

"What a tragedy," said David Savage, executive director of the Mid-Maine Chamber of Commerce, echoing the sentiments of many.

"It will certainly leave a large, looming hole downtown if the building is not reutilized," Savage said.

Mayor Ruth Joseph said she has

shopped at Levine's for years.

"I think it's very sad to have Levine's closing. We will miss them. Where else can you buy quality garments and enjoy the personal attention?" Joseph asked.

Miller said the store is no closing for economic reasons, but because there is no family member who wishes to carry on the tradition his grandfather William Levine, began in 1891.

Now 76, Miller is ready to retire. His uncles, Lewis (Ludy), 97, and Percy (Pacy), 91, had been running the business along with Miller, but have since retired.

Born in Russia, the 18-year-old William Levine came to this country from Poland in 1884 and immediately started in the

More on CLOSING, Page 2



## • Levine's

Continued from Page 1

Places like Levine's, where customer service comes first, are scarce in Maine now, Libby said. He explained that customers come to the store from the Portland area, New Hampshire, even Nova Scotia, for personal service and a tailored fit.

Most people who came to Levine's over the years had their own special clerk. Often, Miller was the only one who would do, Bickford said.

Pointing to a shirt on a rack, Bickford said: "If I said that shirt was pink, they'd say it was blue. If Howard said it was pink, they'd buy it."

A tape measure around his neck, Miller had just finished with a customer who would only deal with him, when he spoke about the upcoming closure.

Miller said he is finding it difficult.

"I really thought it was going to be easy, but it's not. I am missing a lot of the people already. It's a very sad time," Miller said. "But my children say they are happy that

they're going to be seeing more of me."

The 76-year-old Miller said he began working at the store when he was only 10 years old.

"I worked the signing machine, sending postal cards to farmers. We used to carry heavy union suits then, and rubbers, Red Ball brands for 99 cents. It was the best brand in those days," Miller recalled.

"I sold my first suit when I was 13. I remember, it was a Brayeburn sports suit. I sold it to Gerald Marsh. He's dead now."

"After the war, I was going to law school," said the Colby graduate. Instead, Miller went into the Army, married a woman from North Africa and returned to work for a short while in the store.

Before he knew it, he was back in the fold again.

"I liked it a lot, so I stayed."

As Miller reminisced, well-wishers interrupted.

"We've been coming here since 1974. Thanks for all the years," one couple said.

Stores like Levine's, which used to blanket main streets across Maine, are pretty much extinct, Miller said.

"I'm pretty sure there's no more stores like us."

## • Closing

Continued from Page 1

clothing business.

Levine stayed in New York City for about six months selling small items of clothing such as handkerchiefs and underwear, house-to-house, from a pack on his back.

Over the next six months, he walked and peddled his way to Boston, where he met someone who told him of good opportunities in Maine.

He lived and worked in Augusta for six months, making occasional trips to Waterville before he decided to build a clothing business in the Elm City.

In October, he returned to Boston to marry Sara Levine and they traveled north to start their new life together, first in Dexter. In less than a year, they moved to Waterville.

With a wagon and a team of horses, Levine peddled his wares

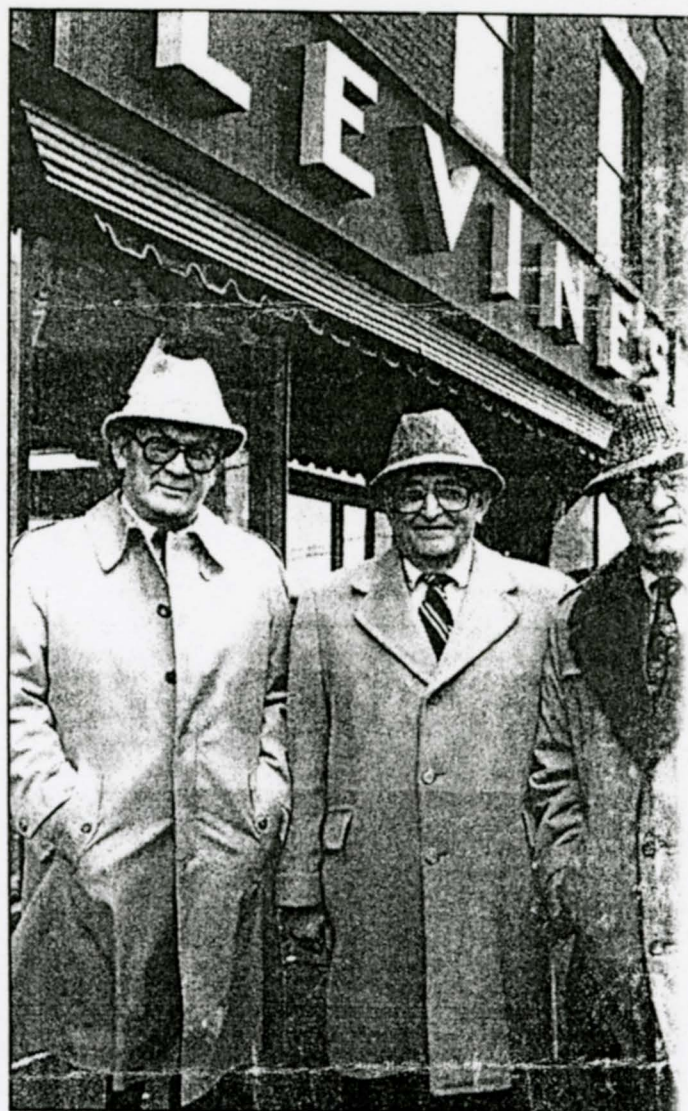
as far away as Strong, Kingfield and Monson, visiting woolen mills in Oakland, Vassalboro and Fairfield. Meanwhile, Sara ran a dry goods store on the main floor of their home on Ticonic Street. This was the first location of the Levine's store in Waterville.

One reason it is said Levine did well is because he spoke Polish, which was the native language of a large part of the population of Winslow at the time.

During the next six or seven years, the store was moved to the City Hotel location, then to what is now the Sterns Center, then to what was most recently The Maine Made Shop and finally to Levine's present location.

By 1939, Levine was 71, director of the First National Bank and had extensive real estate holdings, in addition to the store.

His sons, Ludy and Pacy, both Colby College graduates, started as errand boys in their father's store and worked their way up through the business as clerks and buyers,



Sentinel file photo by

Left to right, Howard Miller, Ludy Levine and Pacy Levine outside William Levine & Sons men's store in Waterville in 1983 photo.

before eventually taking over the reins of the business.

Miller also grew up in Waterville and graduated from Colby College. By the 1960s he, too, had worked his way up through the ranks and became general manager of the store.

For more than a century, Levine's has continued as a one-of-a-kind store that offers top-of-the-line clothing, personal service, tailoring and pressing.

"There's a complete tailor shop upstairs and no charge for alterations," 20-year Levine employee Dick Green said with

pride.

"Sometimes people will take it up for alterations, and they would be ready by the time they picked out their shirt and tie," Libby, a clerk for Levine's.

Miller said he hopes the store's space, and merchandise is sold.

Then, in the tradition of the Levines, to whom the store's middle name, Miller said, "It would be a tremendous furniture store there are apartments u





Anthony F.  
Cristan

## Levine's lives on in lobster

I splurged this week and bought myself a pair of lobster pants.

That's right, lobster pants.

They're ecru (light tan) with 104 bright-red (cooked?) lobsters embroidered all over them.

Shaaaarp threads. Actually, I'm wearing them as I write this column. Could you tell?

I bought them Thursday on the first day of Levine's closing sale. And what a deal — \$75 marked down to \$3.99. A tidy 88 percent off.

I've always gotten a charge out of pants such as these. Sure, when I didn't have a pair, I laughed at them. But not anymore.

Of course, many of you have similar slacks. Maybe yours have little whales or shamrocks or criss-crossed golf clubs or nautical flags. Perfect for the country club.

True, my only affiliation with anything whose name includes the letters "C.C." has been as a bartender pouring Canadian Club at a private golf and tennis club for two years in the mid-'80s.

But no one else knows that. Or would believe it. Not when they see me sporting my new lobster pants.

Only certain guys can get away with wearing slacks such as these. On Thursday, I decided to become one of them. All while getting change back from my 10.

I have a brother-in-law who regularly drops 60 or 70 bucks for pants like these. He once spent a hundred on green corduroys covered with hundreds of tiny red Christmas trees.

I wonder if he'd be willing to part with them. I might be looking to expand my collection.

As I decided whether to add embroidered lobsters to my otherwise humdrum, mostly-khakis-without-embroidery wardrobe, I thought about what opportunities I might have to wear crustacean-covered pants.

At first, the list seemed rather short.

■ Anytime I wanted to look rich. Only rich people would dare wear pants covered with anything but paint or grease.

■ As a costume on Halloween or, if I ever get to Mardi Gras.

■ And any other time I want to look like an even bigger goofball. I should warn my colleagues at the Morning Sentinel: Work will be among those times.

Then I decided there was a greater reason for buying arthropod-covered pants.

They are a souvenir, a remembrance, a keepsake from the soon-to-be-gone days when Wm. Levine & Son was Main Street in Waterville.

The cornerstone.

A store the likes of which this area will never see again after the merchandise is sold and the lights go down for good.

A store whose three owners — Ludy and Pacy Levine and their nephew, Howard Miller — have lived a combined 264 years.

I always will remember them as the only men ever to ask, "How you fixed for underwear?" as they would ring up my purchases.

Even as the 105-year-old store holds a liquidation sale, it remains a throwback to the days when there was still some style, some savvy, some sophistication to shopping.

And to a time when people were proud to dress well and private about what they paid to do so.

Today, the first thing most of us

say after showing off some new clothing is to brag about how little we paid for it at some discount house.

Money, of course, is tight all over. And the fate of places like Levine's was sealed once we adopted a "cheap-is-best, quality-be-damned" approach to putting clothing on our backs.

We've always known Levine's as a higher-end store that charges higher-end prices. But how many of us over the last few years have bought anything there that wasn't on sale?

Nobody pays full price anymore.

"I've lived here 76 years and have never been able to afford this place," a Winslow man said, laughing as he prepared to cross Front Street and enter Levine's through the rear door.

"Are the sale prices any good in there? They'd have to come down awful far."

The closing of Levine's is different than, say, news that Skowhegan will lose Ames in March and Kmart in May.

Out of those closures, 106 employees will be stripped of jobs, which, of course, is tragic at a time when jobs are at a premium.

So Wal-Mart wins in Skowhegan.

Any maybe in Waterville, too. It and all the other stores from here to Portland and Bangor that sell clothing for pennies on a Levine's dollar.

I guess it will accomplish nothing to mourn the loss of Levine's. The full-line, full-service department store is a relic. Cheap is now chic. Service, who needs it?

Yes, we all feel for longtime Levine's employees.

Yes, we worry about a large, empty storefront darkening Main Street.

Yes, we are waiting to see how downtown and the Concourse will look and function once Shop 'n Save moves by August into bigger digs on Kennedy Memorial Drive. A move that will elevate Ames to the position of downtown anchor.

So long, Levine's. You enjoyed a long life, which now apparently must come to an end.

We should all look at this as an

opportunity to be a part of history by buying a part of history: a marked-down coat, suit, shirt, tie, scarf, pair of shoes, pair of socks, swimming suit or wallet.

And, if you really search, something a little different that'll be your *lasting* keepsake of Levine's.

Maybe a black leather jacket if you're otherwise not the black leather type.

Or a Speedo-type swimming suit if you're one who would look

better swimming in a black leather jacket.

Or a fancy umbrella, one with a brass handle shaped like a duck's head.

Just don't bother asking where they keep the lobster pants. The last pair, they're already mine.

Anthony F. Cristian  
is a Sentinel editor.



# End of Era in Waterville, Maine

NEW YORK — After more than 105 years, the venerable Waterville, Maine, retailer Levine's is calling it quits.

The store, founded in 1891 by William Levine, has been passed down through three generations of Levines and up until recently was still staffed by William's sons, Ludy and Percy. At ages 97 and 91, respectively, the brothers and their nephew, Howard Levine, have decided to shutter the store.

"I'm the baby of the family and I'm 76," Howard Levine explained. "So between us that's about 264 years and we think it's about time to quit."

Both Levine and his uncles have worked in the store since they were about 10 years old. "I was here before and after college and although I was always away for almost five years during World War 2, I came back when it was over."

The 30,000-square-foot unit, located on Main Street in downtown Waterville, has been a moderate-to-better retailer offering labels such as Kingsford, Botany 500, Burberrys, Evan-Picone, Arrow, Pendleton and Woolrich.

"Over the years, we have known many families who've helped us when we needed it and we've helped them when they needed it," Howard Levine said. "We helped the town, and the town has helped us. This is a very heart-breaking thing for some people, and they've come in here since we announced it and have broken out into tears."

—DON KAPLAN

A L L U N D E R O N E R

THE FASHION INDUSTRY'S LEADING TRADE SHOWS — ALL IN THE HEART OF AMERICA'S FASHION

FASHION WEEK

NYC

AT THE JAVITS

REGISTER TODAY!

INTERNATIONAL FASHION BOUTIQUE SHOW

MARCH 16-19, 1996 Immediate • Early Fall

INTERNATIONAL KIDS FASHION SHOW

MARCH 17-20, 1996 Fall • Back-to-School

NATIONAL ASSOCIATION OF MEN'S SPORTSWEAR

MARCH 17-20, 1996 (a Schimel Co. production)

INTERNATIONAL FASHION FABRIC EXHIBITION

MARCH 18-20, 1996 Spring • Summer '97

TO ATTEND, CALL 617-964-7101 • FAX 617-964-2294 • E-MAIL: [info@fashionweek.com](mailto:info@fashionweek.com) • TO EXHIBIT, CALL 212-512-0830



## is beneficial

as and regulations set by the  
eral government and by the  
e of Maine are followed, then it  
uld be allowed. There are more  
gerous products on the shelves  
ome stores, and they can be  
d with no supervision.  
ie would also like to ask the resi-  
ts of Madison to get out and  
e. But please use your own good  
mon sense and judgment. Don't  
anyone influence you on how  
should vote.

bert Stoutamyer and Rose Edell  
Madison

## Levine's employees remember good times

**T**he employees of Levine's  
would like to thank Howard  
Miller and Ludy and Pacy Levine  
for not just the years of employ-  
ment but for the second family  
they have given us and the lifelong  
friendships we have made.

We have all enjoyed the time  
spent with them.

We have laughed, cried and  
laughed again.

We have watched our families  
grow, children marry and have  
families of their own.

We have watched Ludy and Pacy  
hold court in the shoe department,

we have watched the Miller chil-  
dren and grandchildren grow up  
right before our eyes.

Our faces have changed through  
the years, but our respect and  
admiration for them has held true.  
We have been their first team and  
are proud of it.

And from the many other  
employees who have come and  
gone through the years, thanks for  
the memories.

The above letter is from Bea  
Hafenecker, an employee of 45  
years; Lionel Libby, 44 years;  
Dana Bolduc, 34 years; Joan

Bickford, 29 years; Della  
Boulette, 27 years; Bob Dumont,  
23 years; Dick Green, 20 years;  
Faye Kitchin, 16 years; Betsy  
Soule, 16 years; Rick Talbot, 15  
years; Betty Loubier, 15 years;  
Carolle Butler, 14 years; Joe  
Theriault, 12 years; Bruce  
Willett, 11 years; Diane  
Bertrand-Gilcott, 11 years;  
Marilee Perkins, 10 years; Derik  
Saucier, six years; Terry  
Paulette, eight years; Reggie  
Davis, six years; Mary Cory,  
three years; Carole Levine, three  
years; Ralph Veilleux, two years,  
and Andy Bourget, two years.

## Blake Family Hardware



Main St., Oakland  
JFK Mall, Waterville

RINSE 'N VAC

**\$8.99**

Same Day Rental

\$

New and Existing Business

Owners

**FAIRFIELD, MAINE:**

The town of Fairfield has established a Revolving Loan  
Fund to assist new and existing businesses in Fairfield.  
These funds will be administered by K.V.C.O.G. Loans  
are not to exceed \$150,000.

For more information contact:

Kennebec Valley Council of Governments

Dana Sumner, RLF Manager

17 Main Street, Fairfield, Maine 04937

Phone: (207) 453-4258 Ext. 13

POOLS • SPAS • ACCESSORIES

## AQUARIUS POOLS SPRING SPECIAL



**FREE AUTO  
POOL  
CLEANER  
UNTIL  
APRIL  
13TH**

**PLACE YOUR ORDER FOR ANY ABOVE GROUND POOL BY  
APRIL 13TH AND YOU WILL RECEIVE A FREE AUTOMATIC  
POOL CLEANER - \$300.00 VALUE.**

**AQUARIUS POOLS & SPAS**

AUGUSTA RD. WINSLOW 872-5827

MARCH HOURS: TUES - FRI 9-5 SAT 9-3

POOLS • SPAS • ACCESSORIES

## INCOME TAX LAYAWAYS

**90 DAYS  
SAME AS CASH!**

Special  
Purchase from  
Continental  
Mattress Co.

**FREE**

**KING  
SET**  
\$699.95

**QUEEN  
SET**  
\$499.95

**FULL  
SET**  
\$399.95

**TWIN  
SET**  
\$299.95

with any  
mattress set  
purchased:  
• Steel Bed  
Frame  
• Pillow(s)  
• Flat Sheet  
• Fitted Sheet  
• Pillow  
Case(s)  
• Mattress Pad  
• Delivery •  
Removal of old  
bedding  
• Removal of  
Bed Packaging

**JUMBO  
THICK  
MATTRESS!**

No other Store  
Gives You More  
than OAKLAND  
FURNITURE!



## 'The Store' was more than a business for Levine family

I have been reading all the recent articles written in your newspaper about the impending closing of Levine's store, which is owned by my family. I appreciate all of the wonderful feelings that have been shared by your reporters and by some of the Waterville citizens. Closing our store has been a difficult decision for our family, but a decision with which we are all quite comfortable.

Recently I traveled to Waterville to "work" in the store one last time. It was a bittersweet time talking to customers and employees. But as I drove back to my home in New York, I was flooded with memories that I'd like to share with your readers.

For all of us in the Levine-Miller family, "The Store," as it has always been called by all of us, has been more than a business—it has always been an extension of our homes. My two sisters and I and almost every relative have worked in The Store during high school, during summers, or over a Christmas break. I was the only one who went into retailing for a short time in the late '60s after college in New York City. None of us lives in Waterville, as you know, but when we regroup there for summer vacations and family events, we always gather at The Store, which has always been like a community center for us. It's where we touched base with old friends as they've shopped or dropped in to visit our great-uncles Ludy and Pacy or our Dad, Howard. And we've always done all of our shopping for husbands and sons at Levine's, so now we, too, have to find a new place to shop.

I want to take this opportunity, on behalf of all my sisters and relatives, to thank all of your readers who have shopped at our store over the past 100 years. Levine's could never have lasted as long as it did without the loyal customers whom we have had the pleasure to serve. Many of our customers became our good friends over the years and we have watched children grow up and become adults, moving from our boys' department into men's. We have shared happy times and sad times with so many customers. And the Colby alumni who have returned every year to say "Hi" to everyone have always been eagerly greeted by all, but especially Uncle Ludy, who seems to remember every college student who ever spent five minutes in The Store. Thank you for sharing

### WHEN WRITING

■ The Morning Sentinel encourages letters to the editor. All letters are subject to editing, and those that are too long, difficult to read, or lack a signature, address or phone number may not be published. Mail letters to: Letters, The Morning Sentinel, 25 Silver St., Waterville, Maine 04901. Our e-mail address — [msed-it@biddeford.com](mailto:msed-it@biddeford.com) — also may be used.

your lives with all of us.

I'd also like to thank our employees who have truly been family to us. For all of us growing up in The Store, some of the employees have really been a part of our lives forever. We've grown up together. There are too many to mention here, but these are some that I remember. Some are no longer working — Dave Guimond, Ed Morrisette, Lydia Bolduc, the dynamo of the boys' department so many years ago, Estelle Verzoni, Herbie Aldrich, Joyce Joseph, Freddie Schenck, Rick Levesque, Jerry Thibeau, Lorette Pomerleau, and Gert from the tailor shop. If it hadn't been for Gert finishing my eighth-grade home ec skirt, I'd never have passed.

There are loyal employees who remain, but some have been with us for over 30 years, and have been so much a part of my life that I will really miss them. These are Bea Heffenecker, Rick from the office, "Libby," Dana Bolduc, Joanne Bickford and Bobby Dumont. We have all grown up together and watched each other's lives develop. Some of our employees will now retire and all of us wish them the very best, but some of our employees will be looking for jobs in your stores and businesses. I hope that you will remember when they come to interview, that they have been trained by the best, Howard. You will have a tough act to follow because he's been a terrific "boss," but you'll be hiring a great person, trained to always remember that the customer is No. 1.

Thank you, Waterville, for enriching all of our lives with your patronage and your friendship. We need to find a new place to meet.

Sara Miller Arnon  
West Plains N.V.



# Down East

## **Losing Levine's**

Traditions die hard in Maine, and their passings have an extra poignancy about them, for Maine is often the last stand for valued but fading pieces of the past. Perhaps that explains the sense of loss surrounding the news that Levine's, the landmark men's clothier on Main Street in Waterville, is closing its doors after 105 years in business.

William Levine and Sons, as the

store is more formally known, has outfitted generations of Waterville residents and Colby College students. The Levine brothers, Lewis ("Ludy"), now 97, and Percy ("Pacy"), 91, were legendary for both their salesmanship and their almost total recall. Colby alumnae routinely tell stories of entering Levine's twenty years after graduation and being recognized and greeted by the Levine brothers or their nephew, Howard Miller, 76, who joined the store when he was ten years old and left only for service in World War II.

Miller bought Levine's from his uncles years ago, but Ludy and Pacy continued to work there every day until this winter. Their absence persuaded Miller it was time for him to think about retirement, too. "If they were still coming in, I'd still be here," he admits. But with no other family members willing to carry on the business, "I decided I wanted us to all go out together," he says.

In an era of suburban malls and Wal-Mart superstores, the family rejected the idea of trying to sell the downtown business dedicated to the personal touch, preferring instead to go out with the dignity that has been the company's hallmark for a century. "We didn't even put the store on the market," Miller says. "It was time to go, that's all."



# LEVINE'S

DOWNTOWN  
WATERVILLE  
3-19 MAIN STREET

# GOING OUT OF BUSINESS!

## CLOSING OUR DOORS FOREVER!

After 107 Years  
In Maine, We Are  
Forced To Close Our  
Doors Forever. A  
Clean Sweep Is  
Ordered. Nothing  
Is Held Back.  
Many Items  
**BELOW ORIGINAL  
WHOLESALE**  
For Quick Sale.



## \$2,000,000 LIQUIDATION AT HUGE SACRIFICE

**88 Could Be Your LUCKY NUMBER !**

The Sale Price on 98% of our stock ends in 88 cents

**NOW**

**YOU CAN TAKE ANOTHER**

# 20% OFF

**ON ANY AND ALL  
ITEMS WHOSE PRICE  
ENDS WITH 88¢**

### Examples of New Prices

Sale Price	NOW
\$10.88	\$8.69
\$23.88	\$19.09
\$49.88	\$39.89
\$109.88	\$87.89
\$204.88	\$163.89

Select Group  
**TIES**  
Value to \$40

**\$3.90**

Entire Stock  
Famous Brands  
**MENSWEAR**  
UP  
TO **75% OFF**

## Everything Must Be Sold To Bare Walls

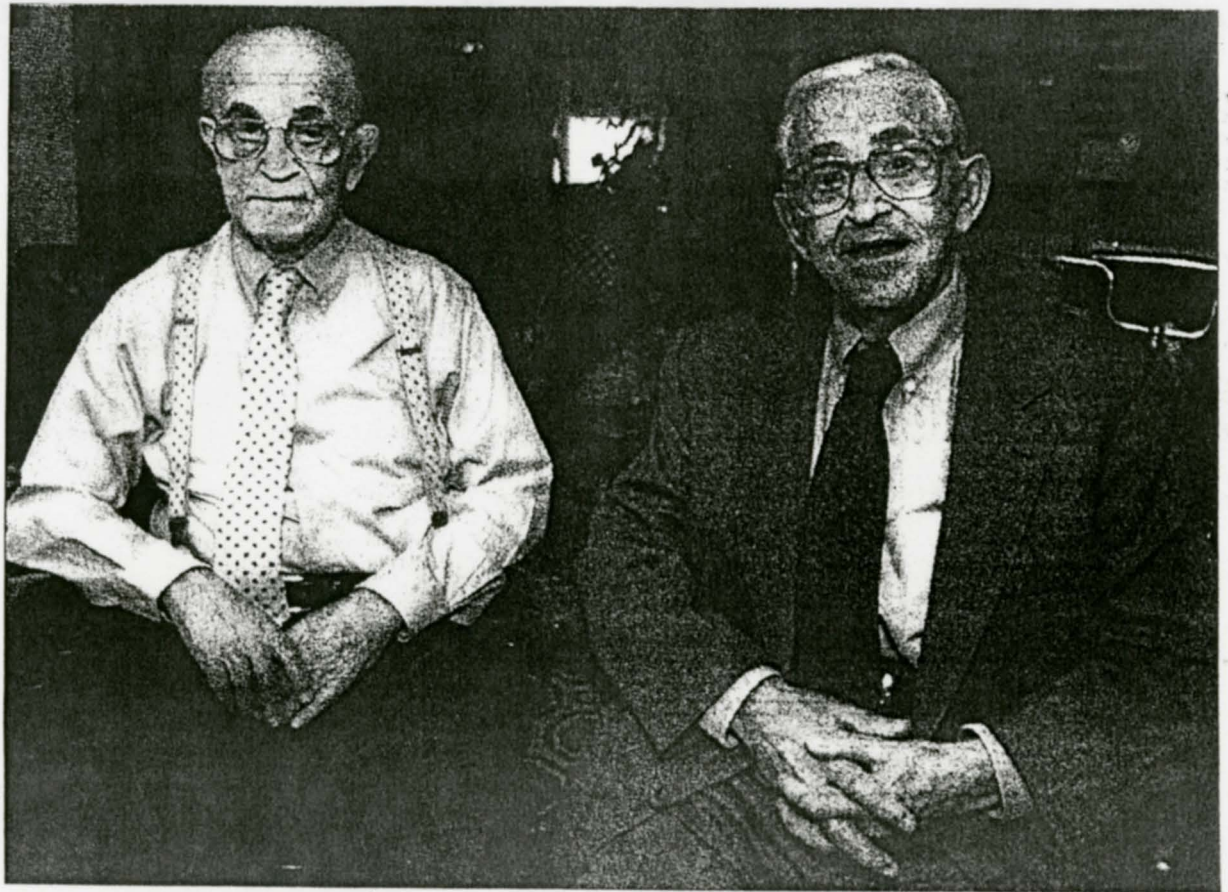
**TERMS: CASH • VISA • MASTERCARD**

**DOWNTOWN WATERVILLE  
3-19 MAIN STREET**

# LEVINE'S

**STORE HOURS:**  
MON-TUE-WED...9AM TO 5PM  
THURS-FRI-SAT...9AM TO 7PM  
NOT OPEN SUNDAY





GLOBE PHOTOS / HELENE STEINBERG

Pacy (left), 90, and Ludy Levine, 96, are preparing to close one of the last stores of its kind in Maine – a privately held, quality men's clothier. The Waterville store was founded 107 years ago by a Jew who left Imperial Russia.

## Drastic alteration: Levine's is closing

By Brian MacQuarrie  
GLOBE STAFF

**W**ATERVILLE, Maine – The good will of a lifetime is being repaid with interest these days, as Ludy and Pacy Levine prepare to close the 107-year-old clothing store that bears their name.

Friends and relations drop by their home, laughter and small talk abound, and another day in the long and bountiful lives of two bachelor brothers approaches dusk. But for Ludy, 96, and his kid brother Pacy, 90, twilight has been trying.

Levine's, the rock of Main Street, is going out of business. And for Waterville, the future seems a little sadder.

Founded by an immigrant Jew who left Imperial Russia to peddle rags to Maine mill workers, Levine's is one of the  
STORE, Page 21



A customer leaves Levine's in Waterville, the sort of store where every repeat-customer had his size and tastes readily accessible in a tailor's memory.





William Levine (second from left), who left Russia to peddle rags to Maine mill workers, stands outside his store at the turn of the century.

## Drastic alteration: Levine's closing

### ■ STORE

Continued from Page 17

last stores of its kind in the state — a privately held, quality men's clothier. It's the sort of place where more employees than needed patrol the premises, where every repeat customer has his size and tastes readily accessible in a tailor's memory.

Ludy and Pacy, the family's nicknames for Lewis and Percy, haven't worked the sales floor since last autumn. "Young Howard" Miller, a 76-year-old nephew, is the sole remaining pillar of a trio who filled the store with cracker-barrel banter, addictive sports talk and a soft-sell invitation to leave with yet another pair of pants.

The Waterville story of straggling competition is a familiar one: Downtown suffers while Wal-Mart and strip malls divert business elsewhere. But the loss of Levine's is more than an economic story in an unpretentious community that lacks a Main Street heavyweight.

Rather, Ludy and Pacy's friends say, the greater loss will be the warmth and good-heartedness that have touched generations of townspeople and thousands of students at nearby Colby College.

"They're beyond special," said Colby athletic director Richard Whitmore, who still marvels at the brothers' encyclopedic knowledge of sports minutiae.

Ludy and Pacy can talk with equal ease about the 1996 Final Four, the 1955 Colby baseball squad, and the All-Americans who played Yale football in 1905. A star on that Yale team, running back Dutch Levine, still peers at his nephews from a large sepia photograph above their living-room couch.

"He was our idol," Ludy said softly.

**'It's hard to see a store like ours go by the wayside. I never thought there would be a day when it would come to this. But we have to face it.'**

PACY LEVINE

Many in this mid-Maine city feel likewise about the Levines.

"Our hearts are breaking," said Al Corey, the owner of a nearby music store. Now 79, Corey calls himself one of the "younger businessmen" who received financial advice and friendship from the Levines after World War II.

He was also one of the men who gathered regularly in Levine's shoe department to joke and chat with the brothers.

"I still go down there every morning and say hello to Howard," Corey said. "In fact, I did that just today and he ended up selling me four pairs of pants."

From a poor background, the Levines became millionaires on a foundation built brick by brick by their peddler father, who graduated from a horse and cart on Maine's back roads to a store in the bustling railroad depot that was Waterville in the 1890s.

"He was a very likable gentleman, and he was honest," Pacy said of his father, who died in 1946 at age 81.

Pacy and Ludy began running errands at the store when they were 10, and the pair worked six days there nearly every week of the ensuing eight decades.

"It's hard to see a store like ours go by the wayside," Pacy said. "I never thought there would be a day when it would come to this. But we

have to face it."

For Howard Miller, the store begun by his grandfather is a relic of a time when nearly every Maine city had a clothing store founded by Jewish immigrants. And it's a remnant of a time, he said, when good service was as much about friendship as good business.

"This isn't something you're going to find anymore when you look around," Miller said, as friends and customers peppered him with questions. "The service that our customers liked, it's become a thing of the past. We've outlived our time."

During their extraordinary run, the Levines made countless friends of Colby students who could open an account at the store as freshmen and not pay the bill until they had graduated and found a job. "We never lost a dime on that," Ludy said.

Over the decades, the brothers' philanthropy has been spread amply throughout the city and on the sports programs and facilities at Colby, their alma mater.

But the most recent beneficiaries of their largesse have been their employees.

Waterville merchants and Levine's employees say the store has been losing money, possibly millions, but that not one worker has been let go. Miller and the Levines have made up the difference over the last four years by dipping into their fortunes, the staff said.

Behind big storefront signs that proclaim, "Levine's quits," the staff goes about its business, courteously and efficiently, while Howard Miller maintains a benevolent command.

"Ludy and Pacy never married or had kids, so the employees and the students became their kids," said Carol Levine, a store employee not related to the owners. "Howard might not admit it, but he's having a hard time leaving."

Back at their modest boyhood home, Ludy and Pacy greet visitors such as Al Corey, who brings in the mail, and Dick Whitmore, who tells them he's just landed a key basketball recruit.

Their passion rises, the enthusiasm is fresh. It's twilight for the Levines, but it's also a new day.



## Letters *April 17, 1996*

### Levine's store has brought joy

**I**drove to the post office the other day and then drove back down through Main Street. I was going into Levine's to buy a new leather belt. I had been out in the rain while wearing my old belt and it had shrunk.

My thoughts of the Wm. Levine Store closing started my memory to spin in reverse action. I was waiting in line for the lights to turn and then, mystically, the Elmwood Hotel appeared on my right. The Dirigo Oil Co. was on my left. I can still see the house that I lived in on Union Street. Then I see the fire station, the Buick garage, Mr. Conti's store next to Welch's Paper Store, The Hanaford Hotel, The Carmel Corn Shoppe, Henry Bonsall's Grocery Store, The Haines Theater, and office building, Laverdiere's Drug Store, Woolworth's, Fishman's, Central Maine Power, Farrow's Book Store, Joe's Smoke Shop, W.B. Arnold, Montgomery Ward, Harmon's Restaurant, Atherton's Furniture, Federal Trust Bank, Wm. Levine Clothing Store, and the Crescent Hotel. That brought an end to the business section of Main Street, at least on the east side.

I found a parking space. As I started walking toward the store, I remembered something Ludy told me about my grandfather, Edward E. Toulouse, when he served as deputy marshal in the city of Waterville. Ludy told of his immaculate uniform attire and that he and all my uncles and of course my mother (the only girl in the

family) all traded at Wm. Levine's Store.

To keep an even measure between myself and my wife, Mona, her grandfather was Edgar Whittier. He originally sold and installed the pressured money tube security machine that is still used today and serviced by the Edgar Whittier Co of Boston.

With all of this memorabilia in our minds, is it any wonder that we enjoyed shopping at Levine's? Before World War II, there was Ludy, Pacy, Howard, Dave, Bob and Ed, and here we are many years later and today there is Ludy, Pacy, Howard, Libby, Spat, Dana, George and many more names that make up the Wm. Levine Store history.

Then our thoughts returned to today, the year 1996. The Wm. Levine Store is the last store that both our grandfathers did business with on Main Street in Waterville.

That in itself is history forming.

In closing, might I add this thought that we all know to be the truth? Old clothing stores never die — they just fade away with the many years — for any building to withstand that many "explosions" from within is beyond human belief.

So long, friends, and thank you for the joy your clothing has brought to my life.

Daniel J. DeRoch  
Oakland



## Letters

4/10/96

### On losing a tooth at Levine's

I am the grandson of Howard Miller. After reading your recent articles about Levine's store, I began to conjure up special memories about the store which I would like to share. The most special of all occurred 15 years ago, when I was 5 years old.

Every summer, my mom took my brother, my sister, and me to Maine, and we always spent tons of time in the store. This particular summer when I was 5 I had a tooth that was extremely loose. I'm sure everyone remembers being a kid and having one of those front teeth that's so loose you don't know why it won't just fall out. You play around with it and it just won't move. Well, this was me in the summer of '81. I had this tooth which everyone in my family was dying to pluck out of my mouth, but I insisted on having it fall out naturally.

I'm sure that everyone knows what a funny person my grandfather is. He wasn't going to let me get away with my dangling tooth without adding his magical touch of comedy to the situation. So one night over the summer he told me that if I didn't let him pull out my tooth, it would never fall out and it would be dangling in my mouth forever. I didn't pay much attention to this, and went to bed certain that it would eventually fall out on its own, and I would soon learn about the mysterious tooth fairy.

The next day we all went to Levine's to try on some clothes. After we were through picking out a few shirts and sweaters, everyone went to various sections of the store and did what we usually did in the store: talk to people — for-

ever (especially my mother). After fooling around with my twin brother for a while, I went off by myself and started thinking about what my grandfather had been telling me about my tooth. The more I thought about it, the more I seemed to be playing around with the tooth. I wiggled it forwards, then backwards, then left and right. All of a sudden, there it was. My tooth in my little 5-year-old hand, I thought to myself, "What happens now?"

What happened then was that one of our beloved employees of the store saw me and figured out what had happened. When he told my grandfather, a humongous smile adorned his face and after hugging me, he made my tooth public information. He got on the paging system and told the entire store that one of his grandsons had just lost his first tooth. All of the terrific customers who shopped at the store congratulated me and made me feel really important and proud that day.

That is what the store always did for me — it made me feel proud. Proud to be the grandson of Howard Miller, proud to be the great-grandson of Frieda Miller, and the great-nephew of Ludy and Pacy Levine, and of course the grandson of Giselle Miller, because without her the store would not have lasted over a century. It will be difficult for me not to be able to go to Levine's store when I go to Maine, but I will always hold onto my special memories.

Ben Arnon  
White Plains, N.Y.



Letters

# Community was essential part of Levine's store

There have been letters written about the closing of Levine's store from city officials, men's wear vendors, fellow store owners, journalists, friends, customers, employees, Howard's children and grandchildren. They have appeared in this local newspaper, in papers in Portland, Bangor, Boston, New York, and who knows where else; they have arrived in our homes by mail or FAX to New York, Washington, D.C., California, and Massachusetts; they find their way into dinner conversations with relatives and friends; they get read over the telephone among cousins, friends' families, and colleagues. Certainly we have all watched other stores come and go, but this time, the death of Main Street America will not lurk by in silence. What is the meaning of this event around the closing of Levine's store? Is it nostalgia, respect, shared loss, community, gratitude or acknowledgment?

I have been thinking about this for a long time, as I am one of those daughters of Howard and Gisele Miller and the great-niece of Ludy and Pacy Levine who has received weekly, if not daily, faxes of these special letters. My daughter, who is only 20 months old (but who has already had time to fall in love with the store's special interests — for her, the adding machine, the tape measure over her shoulder, and the

three-way mirror with a small step), has watched my tears of laughter, sadness and warmth as I have read these letters, which usually arrive during our breakfast time. I began my own letter many months ago, but became so overwhelmed with sadness and nostalgia that my writing froze on the page (Maine winter style). Yet, now I am grateful for this lapse of time, because it is clear to me that I want to write to you, the community at large, for it has been your willingness to respond to Levine's store that has made Levine's what it is today.

Main Street America can never fully die because of what we have learned together. It really is a two-way street — Levine's store provided continuity and service, with a belief in the customers' choices and needs; and you, the customers, friends and community provided continuity and service with a belief in loyalty, respect and support.

No one person, store or small town can live in a vacuum. You have participated in a feedback loop that goes beyond the exchange of clothing goods. You have participated in the sharing of gratitude, memory, respect, humor and honest care. You have participated in what it is that gives meaning to all our lives: the sense that we are connected to one another, that we mean something to each other, that

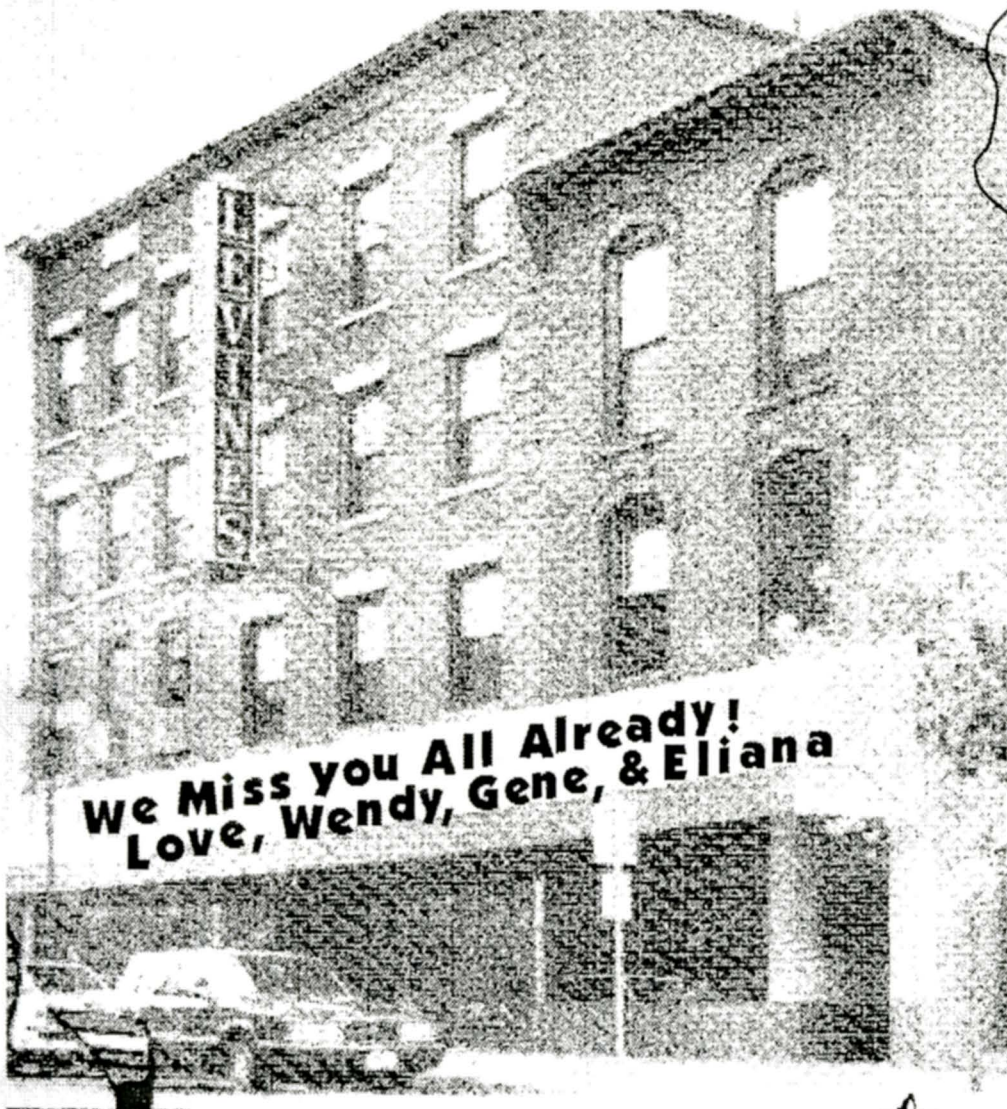
we remember that this life we all work to participate in is a shared experience, one that we truly partake of together.

Your responses: visits, stories, hugs, letters, phone calls to my dad, to my great uncles, to our first team of employees, friends, and to one another, have been woven in a fabric of such high-quality texture and color that I didn't know it still existed. It is custom-made and tailor-fit, and you wear it in elegant style and fashion. It is you, the community at large, who have revitalized what we each need as quality material for a well-lived life — the sense of belonging, the sense of meaning, and the sense of remembrance, sharing in the full complexity of life's cycles of joys, sadnesses and time-lived events.

The store gave you quality clothing, customer service, and warm, lasting friendships. You have given quality participation, shared memory, and an affirmation that the choices one family can make do matter to the whole community family at large. It is this affirmation and reaffirmation that feeds all of our spirits for not only long-lived businesses or lives, but long-living communities. I thank you from all five generations of my family, from the depths of our hearts.

Wendy Miller  
Washington, D.C.

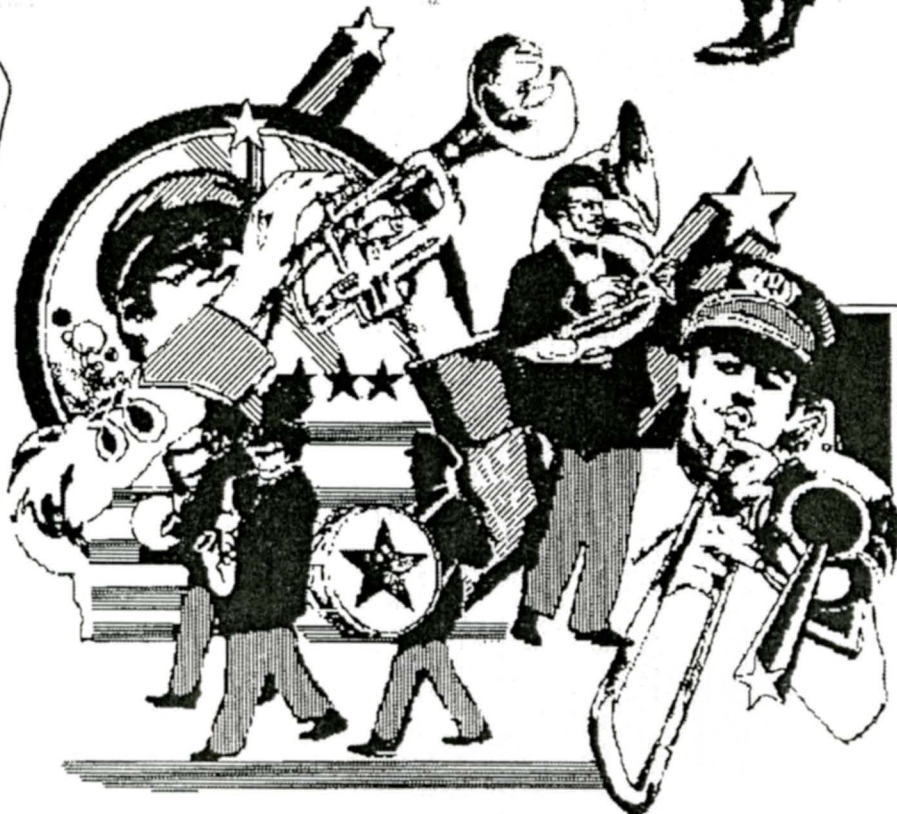




To everyone at Levine's:  
We wish we could Bob  
our heads in to say hi in  
person, and we Hope  
you know we are with  
you through this mad-  
rush ending of the sale.  
You really ARE the first  
team!



The team at Levine's is  
what made it a great  
American institution!





Sunday, April 21, 1996 Central Maine Newspapers **Local**

# Levine's closes doors for last time

## Main Street clothing store's 105-year history comes to end

By GERRY BOYLE  
Staff Writer

WATERVILLE — At the cash register in the center of Levine's men's clothing store Saturday afternoon, Betsy Soule dabbed back tears as she bagged a purchase for one of the store's last customers.

"I'd like to say come again," Soule said, forcing a smile. "But I can't."

With a click of the front-door lock shortly before 6 p.m., Levine's closed Saturday — bringing its 105-year history to an end.

The Main Street clothing store was founded by Russian immigrant William B. Levine, who started in business peddling clothes from a wagon. Levine passed the store on to his sons, Percy and Ludy, who, in turn, turned the reins over to their nephew, store manager Howard Miller.

On Saturday, Miller oversaw the dismantling of a family institution.

"It's the only life I know," he said, pausing amid the stacks of sweaters and racks of slacks. "I've always enjoyed it. In fact, I loved it. My uncles loved it. We loved the people. All of these people are old friends."

Levine's last day drew a crowd, with some people looking for bargains and some looking to say goodbye. Employees stood and watched, counting the hours, and then minutes as the end approached.

"This is a wake today," said 34-year employee Dana Bolduc.

Bolduc stood with co-workers by the men's sport jackets and suits, watching as some customers looked for last-minute markdowns. Before the closing was announced and prices were slashed, Bolduc and the others would have been busy measuring and fitting, in the old way. On Saturday, they just watched.

"You can't sell," said Lionel Libby, a 45-year store veteran. "They buy themselves."

Libby came to Levine's while he was still in high school. By the time his career ended, he was selling to five generations of families.

"You work 45 years in a place, you

know a lot of people," Libby said.

He kept customers' sizes and preferences on file cards, selling suits and slacks to customers, even after they'd moved to other states. Libby selected Christmas gifts, had them shipped, and was even trusted to pick out ties.

But his files are gone, he said, along with the days when customers would come to Levine's to drink coffee, and talk sports and politics. Measuring tapes in hand, the boys, as the salesmen were known, greeted generations of customers, and dressed them for graduations, weddings, and, inevitably, for their passing.

"We'd read it in the obituaries," Bolduc said. "You'd say, 'I knew him. He's a 42 long.'"

So on Saturday, some of the customers came back. The Rev. Herbert Reid of Fairfield brought a Reid family photo, pointing to ancestors he said were close friends of the original William B. Levine.

Wilfred and Joan Aucoin came to the store, the only place where Wilfred Aucoin is called Matt. Aucoin's father, Mathurin "Matt" Wedge, worked for the Levine family for more than 50 years and, in the store, the younger Aucoin was given his father's nickname.

Howard and Giselle Miller and their children, who are Jewish, came to the Aucoins' home every Christmas.

"They're a remarkable family," Wilfred Aucoin said.

Jonathan Thurlow came to the store and bought a sand-filled ashtray from the foyer as a memento. Thurlow, 38, said he remembered coming to the store as a child and waiting for his older brothers to be fitted.

"I remember always bringing my Matchbox cars to play in the sand," Thurlow said. "My mother would say, 'Johnny, get your hands out of there.'"

Miller signed the bottom of the ashtray bowl: "To Jon. Now you can do what you want with it."

As other customers said goodbye and wished Miller well, employees



Staff photo / DAVID LEAMING

Lionel Libby, center, helps customers at Levine's on Saturday, the store's last day of operation. The store was packed most of the day.

offered their own tributes to the family. Carol Levine said she came to work at the store three years ago after Giselle Miller saw her working at Shaw's Supermarket.

"He didn't even need me here," Levine said, standing at a cash register. "You're just not going to find anybody like that anymore."

Joanne Bickford, who, after 29 years can still remember her first sale — a leather coat to the Dubeys of Skowhegan — said she doesn't expect to find another supervisor like Miller.

"There won't be a boss like him," Bickford said. "There just won't be."

Certainly not after Saturday, when some employees commiserated, some shrugged, some hugged as the 7 p.m. closing time drew near. Then at about 4:45 p.m., as the crowd thinned, Miller decided that he'd close the store an hour early.

"I don't think I want another mob," he said. "I've said enough goodbyes."

But there were still goodbyes to be said. Soule gave Bickford a bracelet that had belonged to Soule's aunt. "She said, 'I want you to keep this so you'll remember me,'" Bickford said.

Soule, sobbing, got a hug from salesman Dick Green. Bea Hafenecker, the employee with the longest service at 45 years and six months, bid her co-workers goodbye. A couple of employees avoided the emotional farewells by just slipping out the back door.

Miller received calls from his wife and daughters, who were out of state. Sewing machines were carted down the stairs from upstairs and out the front door. One woman bought a rack out from under the few sweaters left on it.

And everyone said it was good that Percy and Ludy Levine, who are 91 and 97, respectively, weren't there to see the store dismantled.

And then it was over, this store from another era, where college students were given credit, and Depression-era customers saw their bills erased, marked with notations like, "He lost his job," or "His wife is sick."

Debbie Nale had the dubious honor of manning the doors, turning the lock and letting out the last customers. But as they began leaving, Miller, who has spent his life working in the store, said the job wasn't quite done.

"We'll put up a screen, and nobody will see us, and we'll go to work in here. We'll get all our fixtures and we'll line them up to sell. We didn't want to mess with fixtures while we're selling merchandise."



# Levine's closes doors for last time

## Main Street clothing store's 105-year history comes to end

By GERRY BOYLE  
Staff Writer

WATERVILLE — At the cash register in the center of Levine's men's clothing store Saturday afternoon, Betsy Soule dabbed back tears as she bagged a purchase for one of the store's last customers.

"I'd like to say come again," Soule said, forcing a smile. "But I can't."

With a click of the front-door lock shortly before 6 p.m., Levine's closed Saturday — bringing its 105-year history to an end.

The Main Street clothing store was founded by Russian immigrant William B. Levine, who started in business peddling clothes from a wagon. Levine passed the store on to his sons, Percy and Ludy, who, in turn, turned the reins over to their nephew, store manager Howard Miller.

On Saturday, Miller oversaw the dismantling of a family institution.

"It's the only life I know," he said, pausing amid the stacks of sweaters and racks of slacks. "I've always enjoyed it. In fact, I loved it. My uncles loved it. We loved the people. All of these people are old friends."

Levine's last day drew a crowd, with some people looking for bargains and some looking to say goodbye. Employees stood and watched, counting the hours, and then minutes as the end approached.

"This is a wake today," said 34-year employee Dana Bolduc.

Bolduc stood with co-workers by the men's sport jackets and suits, watching as some customers looked for last-minute markdowns. Before the closing was announced and prices were slashed, Bolduc and the others would have been busy measuring and fitting, in the old way. On Saturday, they just watched.

"You can't sell," said Lionel Libby, a 45-year store veteran. "They buy themselves."

Libby came to Levine's while he was still in high school. By the time his career ended, he was selling to five generations of families.

"You work 45 years in a place, you

know a lot of people," Libby said.

He kept customers' sizes and preferences on file cards, selling suits and slacks to customers, even after they'd move to other states. Libby selected Christmas gifts, had them shipped, and was even trusted to pick out ties.

But his files are gone, he said, along with the days when customers would come to Levine's to drink coffee, and talk sports and politics. Measuring tapes in hand, the boys, as the salesmen were known, greeted generations of customers and dressed them for graduations, weddings, and, inevitably, for their passing.

"We'd read it in the obituaries," Bolduc said. "You'd say, 'I knew him. He's a 42 long.'"

So on Saturday, some of the customers came back. The Rev. Herbert Reid of Fairfield brought a Reid family photo, pointing to ancestors he said were close friends of the original William B. Levine.

Wilfred and Joan Aucoin came to the store, the only place where Wilfred Aucoin is called Matt. Aucoin's father, Mathurin "Matt" Wedge, worked for the Levine family for more than 50 years and, in the store, the younger Aucoin was given his father's nickname.

Howard and Giselle Miller and their children, who are Jewish, came to the Aucoins' home every Christmas.

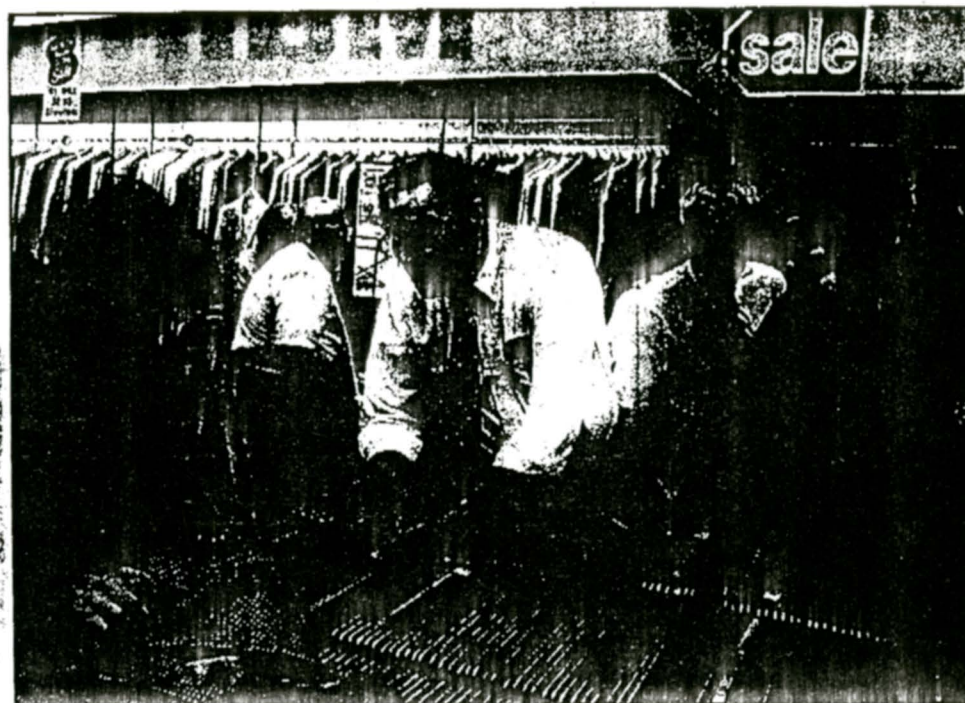
"They're a remarkable family," Wilfred Aucoin said.

Jonathan Thurlow came to the store and bought a sand-filled ashtray from the foyer as a memento. Thurlow, 38, said he remembered coming to the store as a child and waiting for his older brothers to be fitted.

"I remember always bringing my Matchbox cars to play in the sand," Thurlow said. "My mother would say, 'Johnny, get your hands out of there.'"

Miller signed the bottom of the ashtray bowl: "To Jon. Now you can do what you want with it."

As other customers said goodbye and wished Miller well, employees



Staff photo / DAVID LEAMING

Lionel Libby, center, helps customers at Levine's on Saturday, the store's last day of operation. The store was packed most of the day.

offered their own tributes to the family. Carol Levine said she came to work at the store three years ago after Giselle Miller saw her working at Shaw's Supermarket.

"He didn't even need me here," Levine said, standing at a cash register. "You're just not going to find anybody like that anymore."

Joanne Bickford, who, after 29 years can still remember her first sale — a leather coat to the Dubois of Skowhegan — said she doesn't expect to find another supervisor like Miller.

"There won't be a boss like him," Bickford said. "There just won't be."

Certainly not after Saturday, when some employees commiserated, some shrugged, some hugged as the 7 p.m. closing time drew near. Then at about 4:45 p.m., as the crowd thinned, Miller decided that he'd close the store an hour early.

"I don't think I want another mob," he said. "I've said enough goodbyes."

But there were still goodbyes to be said. Soule gave Bickford a bracelet that had belonged to Soule's aunt. "She said, 'I want you to keep this so you'll remember me,'" Bickford said.

Soule, sobbing, got a hug from salesman Dick Green. Bea Hafenecker, the employee with the longest service at 45 years and six months, bid her co-workers goodbye. A couple of employees avoided the emotional farewells by just slipping out the back door.

Miller received calls from his wife and daughters, who were out of state. Sewing machines were carted down the stairs from upstairs and out the front door. One woman bought a rack out from under the few sweaters left on it.

And everyone said it was good that Percy and Ludy Levine, who are 91 and 97, respectively, weren't there to see the store dismantled.

And then it was over, this store from another era, where college students were given credit and Depression-era customers saw their bills erased, marked with notations like, "He lost his job," or "His wife is sick."

Debbie Nale had the dubious honor of manning the doors, turning the lock and letting out the last customers. But as they began leaving, Miller, who has spent his life working in the store, said the job wasn't quite done.

"We'll put up a screen, and nobody will see us, and we'll go to work in here. We'll get all our fixtures and we'll line them up to sell. We didn't want to mess with fixtures while we're selling merchandise."



# Levine's closes doors Saturday



Staff photo / RON MAXWELL

William Levine & Sons' store on Main Street, Waterville, Wednesday, during its last open week. The store closes for good Saturday after 105 years.

## Last merchandise from downtown landmark to be sold as salvage

By JOE RANKIN  
Staff Writer

WATERVILLE — After 105 years, William Levine & Sons clothing will close its doors for good Saturday.

A going-out-of-business sale has managed to move some 75 percent of the venerable men's store's merchandise, and it's time to call it quits, said Manager Howard Miller.

Miller said Wednesday he will sell the store's remaining inventory

lock, stock and barrel to a discounter like Marden's. He will sell the fixtures — tables, shelves and display racks — later.

Miller is also negotiating with potential buyers of the Levine's building. But he said no deal has been finalized: "I'm talking about the building with lots of people, no one special," he said.

The building has an estimated 40,000 square feet of sales and storage space on three levels, with apartments over the store.

Levine's, the last full-service clothing store on Waterville's Main Street, confirmed its impending closure in February.

At the time, Miller said the store isn't closing for economic reasons, but because there is no family member who wants to carry on the tradition of his grandfather and store founder, William Levine.

Miller, now 76, is ready to retire.

His uncles, Lewis (Ludy) and Percy (Pacy) Levine are 97 and 91 years old respectively. They haven't been

to the store for some time, Miller said this week.

Levine's was founded by William Levine, a Polish immigrant who came to the United States in 1884 at age 18 and got into the clothing business, selling handkerchiefs and underwear house-to-house in New York City.

He came to Maine via Boston, setting up a dry goods store on Ticonic Street and peddling clothes at mills

Please see LEVINE'S, Page 2

## City man goes to jail for assault

By DARLA L. PICKETT  
Staff Writer

WATERVILLE — One of three



## • Levine's

Continued from 1

across Central Maine from a horse and wagon. His store hoppedscotched around Waterville for several years, finally settling in the building at the south end of Main Street.

Levine's became known statewide as a full-service clothing store, with topnotch personal service and high quality goods. A tailor shop provided on-the-spot alterations.

Wednesday, shoppers pawed through stacks of shirts and mulled over the ties left on the rack, leaving with armfuls of brown plastic

Levine's bags.

The large numbers of shoppers were probably attracted by sale prices of \$15 for Levi's jeans and 40 percent off the sale prices on merchandise, said Miller.

"They know it's the end. Everybody who wants the final bargain know's they better jump now," Miller said.

Miller agreed the store is moving a lot of merchandise in its final days, but he lamented that store personnel were unable to provide the same level of personal service they are known for.

Miller, who worked his way up in the family-owned business, said he's found his first going-out-of-business sale to be "very, very emotionally draining."

"We have a lot of old friends coming in here and saying goodbye. It's difficult. I'll be glad when it's over."



## Farewell to an institution

Some changes in a community are almost subliminal, going barely noticed. Others are obviously milestones, occurrences that everyone knows will leave the community a very different place.

The locking of the doors at William Levine & Sons today is one of those milestones.

Much has been written in recent weeks about the store, a 105-year-old Main Street institution, and about longtime owners Ludy and Pacy Levine, who have themselves been city institutions. But it still seems fitting that the store's last day in Waterville be noted, and lamented.

Levine's closing was the result of overwhelming forces: changes in the way we shop, the vagaries of the area economy, and even the aging process itself. The Levine brothers are in their 90s, and their nephew, store manager Howard Miller, is 76. The tradition could no longer be continued.



From the left, Pacy Levine, Howard Miller and Ludy Levine

But it's also true that the city, especially the downtown, won't be the same place after today. It will move into a different period, for better or worse. Levine's will exist only in memories, and even as those fade, they will continue to be fond ones.

The store was part of the fabric of life in this small city and its passing, though perhaps inevitable, is regrettable, still.

4/29/96  
late April, '96



Leonard A. Cushner  
70 Winchester St.  
Brookline, Ma. 02146

April 24, 1996

Dear Howard:

It does not take a great deal of intellectual insight to come to the realization that all things, good and bad, ultimately come to an end. Close friends appear on life's stage, only to disappear into the dim world of memories. In that world of memories can also be found images of parents and relatives, dearly loved, long gone, but still with us always.

Along with the people stored in our memory discs are the experiences of living. Childhood, school, high school, college, the military, love, marriage, children, grandchildren, travel, birthdays, anniversaries and on and on. Add to these the many anecdotes associated with each of these blended, with the humor and poetic license which time provides, looking back and searching through our memory bank, we have to admit, in spite of some setbacks and disappointments, that life has been good.

A major part of your life was devoted to the "STORE". You helped to build an institution and an enviable reputation among the people in your town as well as the people in the clothing trade. This phase of your life has come to an end through no fault of yours but rather as a sign of the times. You hung in during a very tough couple of years. A part of that tenacity was personal pride. The greater part of that will to hold on was your concern for the "BOYS", and also your consideration and concern for your employees. It had to be difficult to carry it off as graciously as you did. We all admire and respect you for having managed it all so well.

The finality of the closing did not really hit Tem and me until we walked into the store and realized that a part of our lives was also closing. It is time to add all the wonderful memories of a lifetime at LEVINES to those already stored away. As time passes, the humor and poetic license will flavor the past and we will all be able to think back to those wonderful days.

It is with deep sadness that I enclose the last check I will make out to LEVINES. As always, with kindest personal regards and best wishes for a productive and thoroughly enjoyable well deserved retirement, I am,

Sincerely,

  
Leonard A. Cushner

Fax to ALL



ESTABLISHED 1891

*William Levine & Sons, Inc.*

"THE STORE FOR MEN AND BOYS"

11-19 MAIN STREET

DIAL 873-4221 • 873-4222

WATERVILLE, MAINE 04901

January 16, 1996

GENTLEMEN:

After 105 years in business, we have decided to call it "quits". Uncle Ludy is 97, Uncle Pacy is 91, and I am 76. These numbers should tell you why!

We want to take this opportunity to say that we have enjoyed these years and we shall always remember the fine friends that we have made and the wonderful relationships that we have had with all of you. We regret the short notice that we are giving, But we have to **CANCEL** any and all orders that we have placed for spring of 1996. Please send a letter to confirm this cancellation.

Any monies that we owe to you will be paid, and we ask that you please send a check for any credits that are due us from your company. Once again, a sincere thank you for all that we have gone through together for the last 105 years.

Very Truly Yours  
Levines



Howard Miller



## A Storehouse of Memories

by Earl Smith

*Not so long ago, a pretty fair football player flunked out of Colby and, after a year away, returned for a session with me to prepare for the requisite readmission interview with the Committee on Academic Standing. I tutored him on questions he might be asked and gently added that a sport coat and tie might improve his chances. The student appeared the following morning, resplendent in a new blue blazer. I intercepted him as he was about to enter the meeting. "You look great, but let me help you cut this thing off," I said, pointing to a bright yellow **LEVINE'S / SALE** tag hanging below the vent. "Better not," the student said, tucking the tag into the back of his trousers. "The jacket's on loan. So's the tie."*



Levine brothers, Ludy '21 and Pacy '27, and their nephew, Howard Miller '40 finally called it quits.

America can build all the shopping malls it wants, but none will produce a store that will make loans to students temporarily in need of dressing up. These kinds of places--if there ever *were* other places like this--are gone. Gone for sure with the spring closing of Levine's on Main Street in Waterville.

Founded by Russian-born William Levine, the store had its beginnings as a horse-and-wagon enterprise, peddling dry goods throughout the Kennebec Valley. The first store was opened in 1891 on the main floor of the Levine home (where the sons still live) on Ticonic Street. Within a half-dozen years it had moved to Main Street, near City Hall, and then to its final location at the south end of Main Street. Through those years ownership passed from the father to the sons, Ludy Levine '21 and Pacy Levine '27, and, finally, to the nephew, Howard Miller '40, where the remarkable string has run out.

It was something of a miracle that the store lasted so long--105 years. For the last decade or so it was struggling against the tide of national chain and discount clothing giants. Still, the closing of Levine's was a terrible loss for Waterville. On Mayflower Hill we consoled ourselves by telling and retelling Levine's stories. Teachers who brought up young sons nicely dressed with clothes that were freely charged--without interest--year after year. Pacy absolutely refusing to sell a particular coat on sale because it was "not good enough" to be worn at the College. And the occasional student of slim means, quietly outfitted at no charge.

The magnet that drew customers to Levine's was not so much the prices (which were fine, thank you) as it was the personalities of the proprietors, precious Colby jewels who, for so many students and alumni, were nearly as much a part of the Colby experience as the faculty who taught them. Indeed, for many alums of all ages, no return to Colby was complete without a reunion at the store where a tour of the Colby Corner museum was obligatory.

There was no such thing as a quick stop at Levine's, never a mere shopping



trip. Sometimes, if you wanted to, you could even wait while the tailor made alterations (no charge). You wouldn't be bored. The ever-inquisitive Ludy (now 97), inches from your face; Pacy (91), interpreting, repeating answers. And Howard, a wan smile and a measuring tape around his shoulders, patiently waiting to make a sale. Is not the campus the most beautiful place on earth? (Having seen the miracle of Mayflower Hill from its beginning, they think so.) Will whatever team beat Bowdoin? (Oh please, Lord.) What's the look of the freshman class? (Are there big ones for foot-ball? Tall ones for basketball? Fast ones for track?)

Today, the rhythm of life and enterprise on Main Street is changed forever--and Colby has lost something as well. No doubt we should be grateful that we've known the store and the men who ran it--and we are--but we are sad, too, that future Colby students will not share the experience. ♦



Many of the  
longtime  
Clerks, Office  
& Tailor Shop

Employees —

(names on  
back)







Mrs. Forette Pomerleau

Sc

X

Mr







~~Mrs~~ Lucienne Rheanne

SC

X







David Guimond

SC

X







Edmund Morissette

SC

x







Dolores Jamontagne

SC

X







Gertrude La Flamme

SC









Jeannine Routhier

SC

X







Robert Poulin

Sc

X







George Ball

Sc









Tydia Bolduc

SC









Viola Japan

Sc

1.20  
23  
X







Mrs. Fred Lavendiere

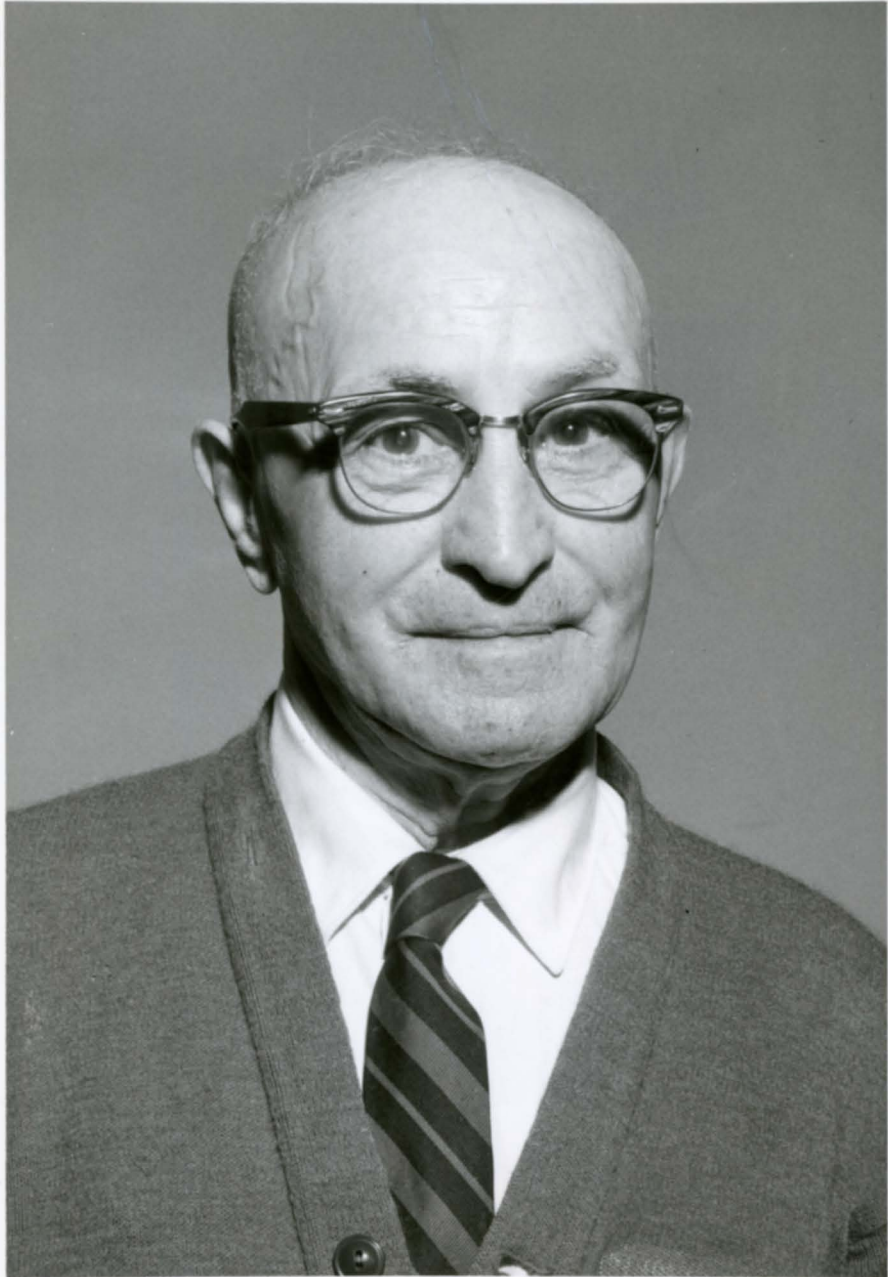
---

Leaves

22

130  
/







Odilon Mathieu

Maintenance

Leves

(22)

1









CO.

NEWSPAPER

KODAKS



CENTRAL MAINE POWER CO.



BREAR'S  
Beauty  
Shop



STERN'S

DEPARTMENT

STERN'S  
DEPT  
STORE













## IBM shows new mainframes

NEW YORK — International Business Machines Corp. recently unveiled seven new mainframe computers, its most profitable product, and a host of related equipment and programs the company hopes will help end its slump.

Industry analysts say the announcement is the most important in a year for the world's largest computer maker. That's because mainframes, or large central computers, when combined with associated equipment and services, provide more than half of IBM's profit.

IBM also announced software intended to tie together all of a customer's computers, no matter what brand.



Sentinel photo by Ron Maxwell

**Jeans at Levine's:** Levine's general manager, Howard Miller, left, and Levi Strauss men's jeans sales representative Bill Drummey display some of the latest in denims after Drummey gave the store a plaque in observance of the store's 100th anniversary. Drummey said Levine's has sold 100,000 pairs of Levi's jeans in the 11 years of his dealing with the store.

## NYSE

NEW YORK (AP) — The national prices for New York Stock Exchange issues.

PE Sales Last Chg.

— A — A —

AMR	3401	58 1/2	1/2
ARX	58	1 1/4	1/4
ASA 3	499	45 1/4	1/4
AbtLab 1	23	40 1/2	3 1/4
AHD	1757	11 1/4	1/4
AetnLI 2.76	7	40 1/2	3 1/4
AirPrd 1.56	15	24 1/2	6 1/4
AlskAir 20	542	23	3 1/4
Alcan 60	17	835	20
AlcoStd 1/8	16	258	33 1/4
AligPw 3.16	11	1039	40 1/4
AlidSgnl 1.80	14	1833	38 1/4
Alcoa 1.60a	13	1054	64 1/4
Amac 30	11	1980	20 1/4
AmHes 10	8	946	55 1/4
ABrd s 1.54	14	1217	42 1/4
ACyan 1.50	15	3067	63 1/4
AEIPw 2.40	11	1635	30
AmExp 92	12	14515	25 1/4
AFamly 36	15	761	23 1/4
AHome 2.30	16	13112	40 1/4
AlnGr 30	12	2746	85 1/4
AmRty 3	9	1077	36 1/4
AmStr s 70	14	30795	38 1/4
AT&T 1.32	14	30795	38 1/4
Amrich 3.40	14	1518	62
Ametek 68	16	1344	12 1/2
Amoco 2.20	15	3548	52 1/4
AMP 1.44	20	1134	52
Anacmp	18	681	3 1/4
Anac 30	33	1080	29 1/4
Anheus 1.12	17	22	53

## Stocks of local interest

Selected stocks of interest in the Waterville area as furnished by these local investment firms:

Firstmark Investment Corp.

R. M. Tonge Co.

A. G. Edwards & Sons

	Close	Chng		Close	Chng		Close	Chng
ADT Limited	8 3/4	unc	Duff/Phelps	9 1/4	- 1/8	Peoples Hrtg.	2 3/4	unc
Allwaste	5 1/2	- 1/8	Echlin	12 1/2	- 1/8	Pub. Service NH	18 1/4	- 1/8
Ames	1 3/4	unc	Ensearch	16 1/4	+ 3/8	Regis DSI DV	10.04	unc
Babson Ent.	13.77	unc	Firstmark	2 1/8	unc	Regis DSI LM	10.28	- .01
Bangor Hydro	16 1/4	+ 1/2	Fleet Bank	24 1/8	+ 1/8	Rubbermaid	56	unc
Bank of Boston	10 1/4	- 3/8	Genetech	27 3/4	+ 1	Signet Bank	21 1/8	- 3/8
Boston Celtics	17 1/8	unc	Grand Metro	29 1/4	+ 3/4	Scott Paper	39 1/4	- 1/8
Carolina Freight	19 1/4	+ 3/4	Great Bay Bank	5 1/2	- 1/4	Stryker	29 1/4	+ 2
CMP	19 1/4	unc	Great Lakes Chem	84 1/4	+ 1/2	Teledata	32 1/2	+ 1/4
Cetus	16 1/4	+ 3/4	Hannaford Bros.	41 1/8	+ 3/8	Tel of Mex	1 1/2	+ 1/2
Chevron	71 1/2	- 1/8	Home Shopping	5 1/4	+ 1/8	Teppco	20 1/4	+ 1/2
Claire's	9 1/4	unc	Hy-Core Bio	4 1/2	+ 1/8	UJB Bank Corp	14 1/2	+ 1/8
Clearly Canadian	20 1/4	unc	Key Corp	38 1/4	+ 1 1/8	UNUM	61 1/2	- 3/8
Clemency Global	8 1/2	unc	Martek USA	7 1/4	- 1/8	Van Husen	34 1/4	+ 1
Colorcos	1 1/2	- 1/8	Maytag	14 1/4	+ 1/8	Vista Res.	9 1/4	unc
Consum. Water	17	+ 1/4	MCIC	28 1/2	+ 1/8	Walico	13 1/2	+ 1/8
CornSt	41 1/4	+ 1/4	M.E. Nat.	33	+ 1/4	Walgreen	33	+ 3/8
Digital	57	- 1 1/4	Nich. Business	18 1/4	+ 1/8	Wellfleet Com.	31 1/4	+ 1 1/4
			Occidental	23 3/4	+ 1/2	Weiterau	27 1/4	unc

Advancing issues out-numbered declines by about 8 to on the New York Stock Exchange.

Big Board volume came to an estimated 160.31 million shares of 4 p.m. EDT, against 147.91 million at the same point Wednesday.

The Labor Department reported that the producer price index for finished goods rose 0.2 percent in August.

The increase was a bit smaller than analysts had expected, and left the PPI with a net decline of 1 percent through the first eight months of the year.

The figures supported hopes on Wall Street that inflationary pressures were remaining subdued, giving the Federal Reserve more maneuvering room for possible further moves to relax its credit policy.

Interest rates fell in the bond market after the report crossed financial news wires.

NiaAMP .64	27	6715	16	- 1/8	SmtB eq1.78e	1553	58 1/2	
Nike B s.56	13	3378	48 1/4	+ 1/8	Sonnet 2	15	386	43
NikeS .1.60	16	1199	50 1/4	+ 1/8	SonyCo .36r	19	250	42 1/4
Nortek .03	248	1 1/2	- 1/8	SouthCo 2.14	15	2072	27 1/2	
NoestIU1 1.76	11	1582	21 1/4	+ 1/8	SwAirt s .10	49	4970	24 1/4
NoStIPw 2.42	13	475	37 1/4	+ 1/8	SwBell 2.84	16	3549	24 1/4
Nortrip 1.20	7	1484	24 1/4	- 1/2	SwIPS 2.20	12	717	13 1/2
Norwal .92	11	1889	31 1/2	+ 1/8	StriBep .20a	21	73	6 1/2
Nynex 4.56	16	1669	75	- 1/8	StorTch	19	3197	45 1/4
OcciPet 1	17	4266	23 1/4	+ 1/2	StridR1 .48	23	553	53 1/2
OhioEd 1.50	14	1665	19 1/4	+ 1/8	SunCm 1.80	27	256	32
Oklage 2.58	12	865	40 1/4	+ 1/8	Syntex s .92	23	16490	42 1/4
Olin 2.20	16	384	50 1/4	+ 1/2	Sysco .28	26	1670	43 1/4
ONEOK .84	12	232	13 1/4	+ 1/8	— T — T —			
OrngCo	18	5	—	—	TECO 1.72	15	394	36 1/4
Oryx 1.20	12	1016	34 1/4	- 3/8	TRW 1.80	18	406	42 1/4
Owens	787	33 1/4	- 1/8	—	TacBI	63	1/2	—
Oxford .50	20	7	12 1/4	- 1/8	Talley .17	232	4 1/4	—
— P — Q —					Tandem	20	8999	12 1/4
PHM 12	19	108	13 1/2	- 3/8	Tandy .60	10	2719	26 1/4
PPG 1.68	19	1110	54 1/4	+ 1/8	TchSym	10	343	14 1/4
PSI .88	8	5766	17 1/4	+ 1/8	Tektren .60	17	2019	28
PacEnt 1.76	10	562	30 1/4	- 1/8	Telogy .80	31	1295	20 1/4
PacGE 1.64	12	5518	27 1/4	+ 1/8	TempIE 1.80e	318	19 1/2	—
PacTel 2.14	16	3614	42 1/4	+ 1/8	Telco 3.20	26	17120	40 1/4
PacICP 1.50	13	2407	61 1/4	+ 1/8	Tesoro	6	68	7 1/4
vJPA	1572	9 1/4	- 1/8	—	Texaco 3.20	12	3590	61 1/4
PanEC .80	1280	13	- 1/8	—	TexInst .72	50	5054	28 1/4
ParCom .70	29	2105	36 1/4	- 1/8	TxPac .40a	25	11	22
Patton	116	116	- 1/8	—	TexUtil 3	11	3668	37 1/2
Penney 2.64	14	1993	49 1/4	+ 1/8	Textron 1	11	3001	25 1/4
PaPL 3.10	11	503	46 1/4	+ 1/8	TimeW 1	2552	80	—
Pennzoil 3	29	618	65 1/4	- 1/2	TimeR1 .08	27	1065	29 1/4
PepBo .13	31	4786	18 1/4	+ 1/8	Timken 1	51	213	27 1/2
PepsiC 48	21	19135	29 1/4	+ 1/8	Tokhem .54	12	123 1/4	—
PerkEI .68	17	580	25 1/4	+ 1/8	Tosco .60	4	319	21 1/2



# Levine's shows lasting power

## City department store survives in the mall era

By DANIEL L. AUSTIN

Sentinel Staff

The first part of Ludy and Pacy Levine's secret for running a personalized department store in the day of the impersonal mall can be found in their Waterville Main Street display windows.

In one window, a colorful brand name spring jacket is marked down to \$39 and the latest in dress slacks are marked down to \$26. Another window is full of the latest in men's and women's fashions.

But you will find the real secret behind the success of Wm. Levine and Sons Men's Clothing inside the store wearing a three piece suit and taking care of business.

Howard Miller, 73, and Ludy and Pacy's nephew, answers question after question for his employees, completes a real estate transaction and acts as interpreter, friend and advisor to Ludy, 94, and Pacy, 88.

Miller started working at the store when he was 10 years and has never left. And he has no plans to do so.

In his 63 years at the store, Miller has discovered what it takes for he and his two uncles to succeed. And the trio has managed to survive the economy and malls.

"Why are we successful?" Miller asks. "We do our own thing here. We offer good service, good styles and good buys.

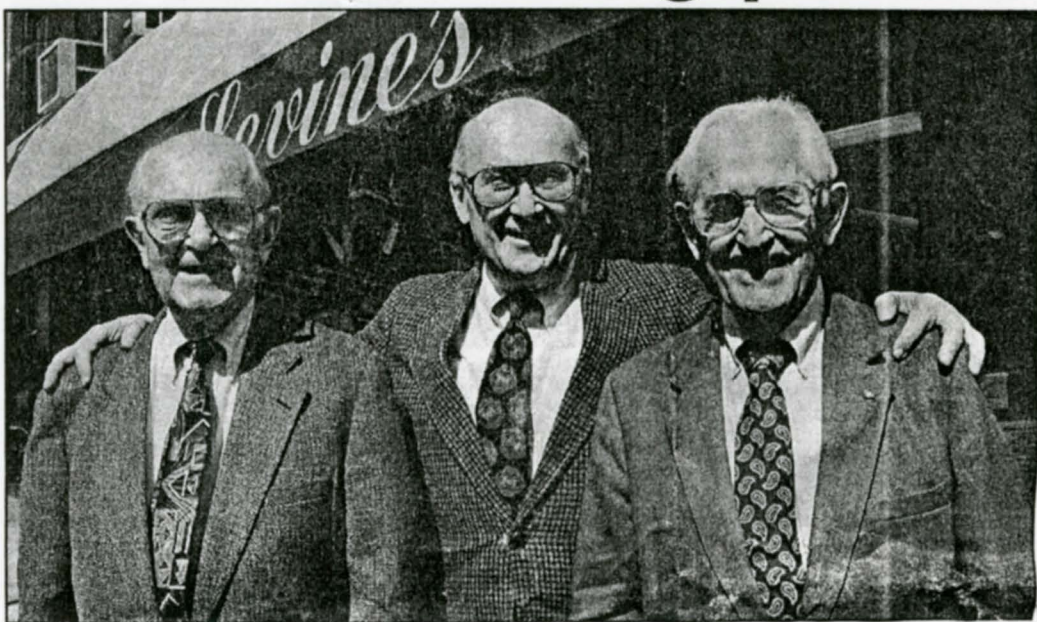
"We go to the city and buy at the markets all the time. We stay away from the kooky stuff. We buy what people will always like."

Pacy agrees: "We don't buy that hippy stuff. You know, the stuff those guys wear who shave their head and have hair sticking up in the middle like a pineapple."

Beyond the Levine's penchant for buying quality and fashionable clothing that will remain in style is their commitment to service. Customers do not have walk all over the store looking for a clerk if they have a question or need assistance, according to Miller.

The Levine's sales people do not descend on customers the moment they walk through the door, according to Pacy Levine. But if the customer needs a salesman, one is never more than a step or two away.

Another of the Levine's secrets is to pass on savings to their customers each year in the way of



Sentinel photo by Ron Maxwell

The men behind Levine's: Pacy Levine, left, Howard Miller, center, and Ludy Levine. "There is no way that we are going to close. We've been here for 102 years and we plan to be here for another 100 years," Miller says.

half-price markdowns on clothing or odd lots of merchandise that has not moved during the previous year.

"We do it to promote traffic in the store and treat our customers right," said Miller. "We've been doing it for 102 years since Levine's first opened."

But just because the Levine's have developed a habit of doing things that work for them the same

way year and year, does not mean they are not open to change.

On the contrary.

Recently the Levine's noticed that their boyswear line was not making money for them but their men's work clothing was.

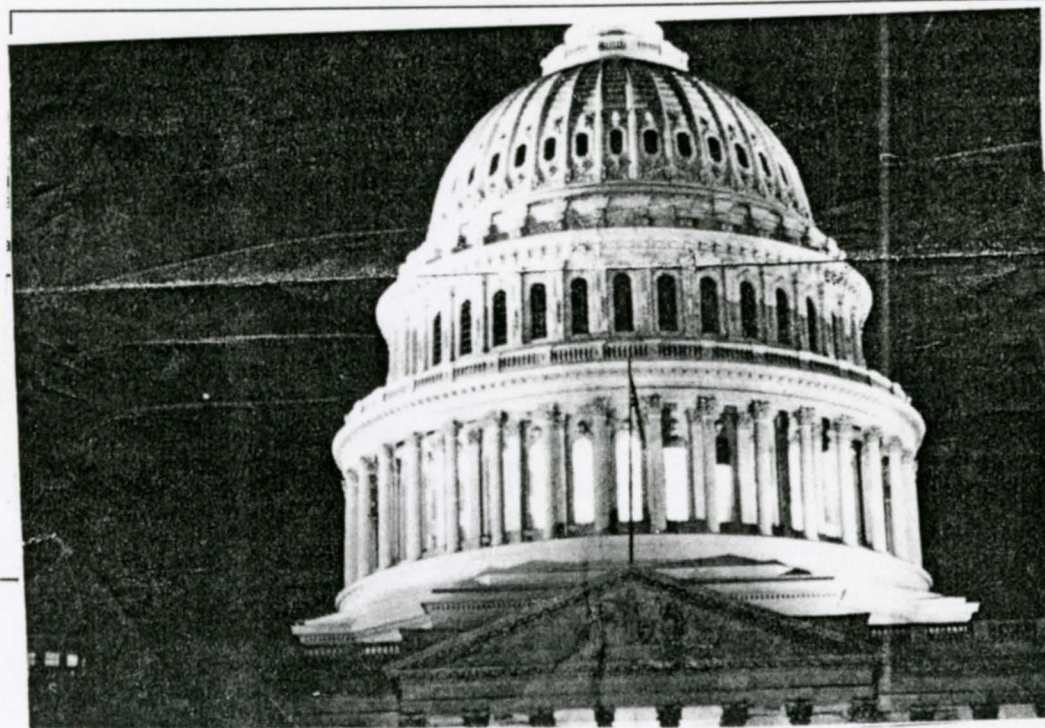
Consequently, they are dropping their boys clothing and using the area that line was housed in to expand their men's work wear line.

"We have always sold men's work

wear, but we treated it like a step child and kept it in the back," Miller said. "Now we are bring it out of the back and expanding it."

The Levine's and Miller also want to put an end to all the rumors floating around town that they have plans to close.

"There is no way that we are going to close," Miller said. "We've been here for 102 years and we plan to be here for another 100 years."







### *Named 'Retailers of Year'*

Selected as the "1964 Retailers of the Year" by the Men's and Boys' Apparel Club of New England are (left to right) Howard Miller, Pacy and Ludy Levine, of Levine's in Water-

ville. They will receive a plaque from the New England Apparel Retailer, a Boston trade publication, at a breakfast Monday.