

NEWS FROM **Macy's** HERALD SQUARE · NEW YORK

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**FOR RELEASE**

PUBLIC SCHOOL 199 MANHATTAN DEDICATED TO

JESSE ISIDOR STRAUS

The late Jesse Isidor Straus, a remarkable example of the American multiple-success story, was honored today when Manhattan Public School 199 was dedicated in his name. The Jesse Isidor Straus School is located at 270 West 70th Street, Manhattan.

Mr. Straus, along with his two brothers, Percy and Herbert, is credited with building R. H. Macy & Co., Inc., into the huge retail power it is today. As a team they were also responsible for many of the innovations in retailing that have so changed the American economic structure in the past half century.

In addition to his leadership in the field of merchandising, Mr. Straus served on a variety of civic and social committees for both the city and the state. In 1932 he was appointed Chairman of the Temporary Emergency Relief Administration formed by the then New York State Governor, Franklin D. Roosevelt. After the election that sent FDR to the White House, the President appointed Mr. Straus Ambassador to France. He served his country there with distinction from 1933 to 1936 when failing health caused his retirement. He died later that same year.

The dedication ceremony was attended by Mrs. Jesse Isidor Straus, his 90-year old widow, and his son, Mr. Jack I. Straus, Chairman of the Board of R. H. Macy & Co., Inc.

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Speakers included: Stanley H. Lowell, Chairman of the Commission on Human Rights; Mark Schubart, Executive Director, The Lincoln Center Fund; Dr. Morris Finkel, Assistant Superintendent of School Districts 6 and 8; Gerald R. Coleman, Chairman of Local School Board 6 and 8; Mrs. Eva Lang, President of the Parents' Association, and Mr. Jack I. Straus.

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