

— HISTORY —

Main Street: 1975

During this disappointing period when Willimantic's historic Main Street is being allowed to crumble away, when the state is withdrawing funding, and when there are increasing calls to build more "big box" stores on the Boston Post Road, the town's "New Main Street" at North Windham, it is enlightening to observe just what a thriving commercial thoroughfare the "old Main Street" was as recently as 1975.



Tom Beardsley

During May, 1975, Ron Gingras was selling Wellco washable mesh shoes for \$10.99 at 754 Main St. and Norman Vertefeuille was offering 20 percent off curtains at the Green Leaf Shoppe. At the Smith-Keon Jewelers, Dick Case was offering watches for \$20 each as gifts for new graduates, while jeweler Rob Roy was advertising goods for wedding day presents.

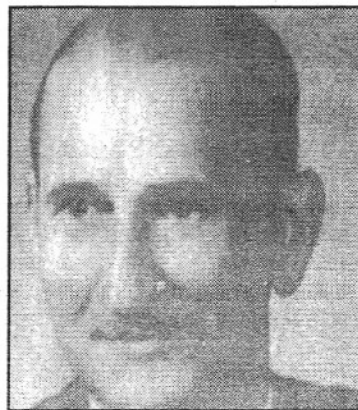
There were even better bargains at Todd's, where owner Adam Todd was offering flared, pre-shrunk jeans for \$5.99 a pair. You could buy a Kodak pocket Instamatic, with film and flashcubes for \$17.95 from Charlie Sanborn at the Camera Centre. You could also obtain floor coverings from Frank Hills and Al Tabor, and then go round the corner to Church Street for a haircut from Tom Melo.

John Monaghan and Larry Schiller are trading on Main Street today, but you could also find them on Main Street 28 years ago. There were few bargains at Sweeney's Stationary or Schiller's Sewing Circle in 1975. There was always something for sale at Sam Gordon's Surplus Center. Who could resist thong sandals from India at \$3.98 a pair. Phil Moskowitz was offering up to 70 percent off goods at Nutmeg Furniture Mart, and prescriptions from Joe Fitzgerald at the Wilson Pharmacy opposite the foot-bridge.

More 1975 traders next week.



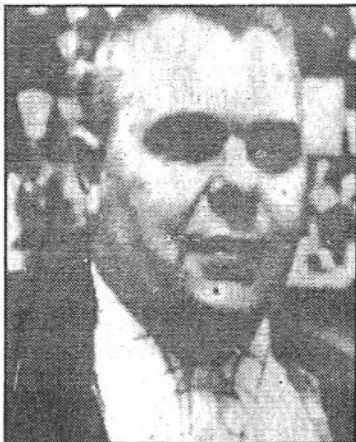
Adam Todd



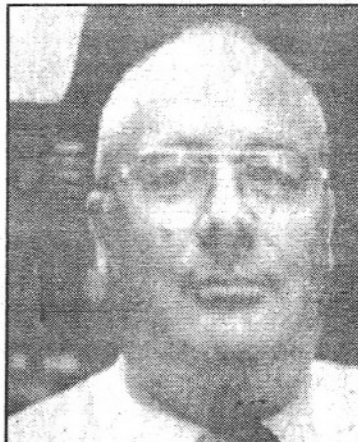
Dick Case



John Monaghan



Rob Roy



Charlie Sanborn



Larry Schiller

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