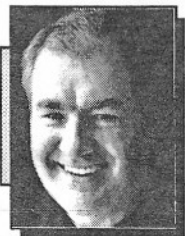


History

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Ads revealed thriving businesses in Willimantic



Tom
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The December 1945 issue of the magazine Connecticut Circle is a valuable historical document its Willimantic focus provide a snapshot of life in the city just after the close of World War II. Included in the issue are numerous advertisements, revealing the many local businesses operating in this thriving Eastern Connecticut city.

A major advertiser, taking up half a page, was the Goettlich-Bacon Furniture Co. Also taking up prominent space was Fullerton Fournier Inc. This company was the city's suppliers of "Barbizon Slips and Smoothie Foundations."

After shopping for underclothes, one could visit Hallock's restaurant and purchase a scoop of their famous ice cream. The prominence of Willimantic's largest restaurant, the Shell Chateau, is reflected in its large ad.

The J.F. Carr Co. boasted



The Shell Chateau Restaurant was one of Willimantic's largest restaurants in the 1940s.

that it had been a high quality men's clothiers in Willimantic since 1890. After spending the greater part of your wage packets in town on late opening on Thursday evenings, you could draw money out at the Willimantic Trust Co. and the Windham National Bank.

The H. C. Murray Co. bragged in its ad that it was the largest department store in Windham County, with "A complete showing in 20 departments." Telephone Willimantic 2400.

Further up Main street was the Nathan Hale Hotel, "A New England Hotel of Charm and Comfort. Willimantic's Home of Real Hospitality."

Also filling half a page was an ad, and brief article, written by Alfred Brand for Willimantic's Insulation Products Co. (IPC), which manufactured flexible, varnished tubing for radar, tank, airplane apparatus and for all kinds of communication systems, and electrically controlled equipment.

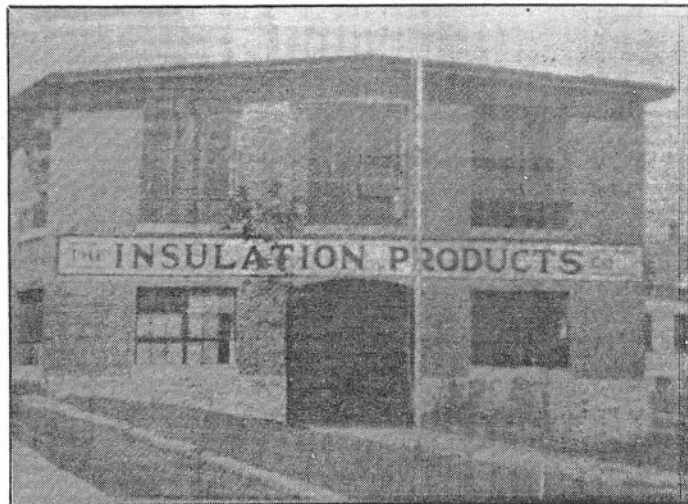
IPC, a forerunner of today's

Brand-Rex Co., manufactured its tubing from glass, cotton, rayon and other synthetic fibers. But the war was over, and Brand-Rex stressed that 95 percent of the company's products were sold in the civilian market.

IPC was located alongside the Electro-Motive Co. in the industrial building erected on South Park Street in 1908 by the Willimantic Development Co. Its first tenant had been the Rossie Velvet Co., which

had gone into liquidation during the Depression.

Brand-Rex had leased a section of it in November 1939 and commenced production with eight employees. The company had 56 workers by December 1941. This rose to 85 by Christmas 1942, and in December 1945, Brand-Rex employed 140 workers. They enjoyed free hospitalization, paid vacations, bonuses, sponsored picnics and dances — and plant expansion was confidently predicted.



Alfred Brand's first Insulation Products Co. factory on South Park Street.