

History

Goods, services widely available in phone book

Part Two

One of the striking features of the 1945 Willimantic phone book's yellow pages is the diversity of goods and services available to locals during World War II. This stands in stark comparison to my homeland of England, where strict rationing added to the already serious shortages. Although there was a measurement of rationing in the United States, it is not apparent by looking through the yellow pages.

Domestic washing machines were not that widespread in 1945. The demand for clean clothes was met by four laundries in town, the Aberdeen and Boston laundries on North Street, the Brick Top Laundry, and the Maverick Laundry at 1150 Main St., which specialized in "finished shirts, wet wash, rough dry and thrifty flat."

New clothes for men could be obtained from Ben's Toggery Shop at 794 Main St., J.F. Carr at 766 Main St., Church Reed



Tom Beardsley

at 685 Main St., Cohen and Rotblat at 671 Main St., Hurley's at 700 Main St., Kincyk's at 69 Jackson St. and Milevitz's at 22 Union St. Women didn't have such a good choice for clothes. They were limited to four — Butleman's at 790 Main St., Fullerton-Fournier at 692 Main St., Jenal's at 857 Main St. and Tubridy's at 750 Main St.

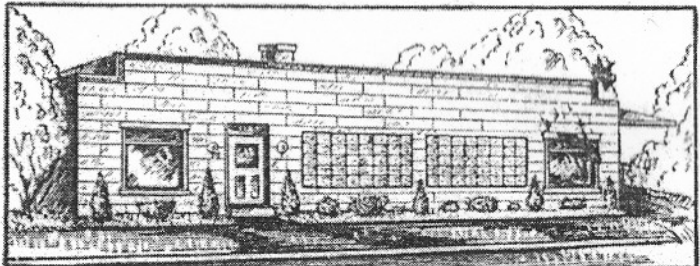
Last week, we looked at the large number of small grocery stores in town. There were also a large number of meat retailers. Among the 14 to choose from was Andrychowski's Market on Brick Top Road, the Ferrigno Brothers at 1173 Main St., Noheimer's on Church

Street and Semel's Kosher Market at 25 Jackson St.

The major dairy in town was Butler's, just over the border in Mansfield on Storrs Road, at the location of the Savings Bank of Manchester building. Harold Whiton was manager and the new plant provided pasteurized milk and cream to all surrounding towns. The public was cordially invited to visit the new dairy building at any time. Orders could be phoned in at Willimantic 391.

There were two record stores in town in 1945. The Delmar Radio Co. was located at 31 Church St., and the Windham Electric Co. was located across the street. The latter also dealt in electrical appliances, and sold Columbia, Decca, Victor and Blue Bird records. The Delmar Radio Co. boasted the most complete collection of classical and popular music records, and marketed itself as Willimantic's "Phonograph Record Headquarters." Both companies specialized in radio sales and serv-

for **BETTER PASTEURIZED MILK and CREAM**
Call BUTLER'S DAIRY
 Harold Whiton, Manager



SERVING WILLIMANTIC • SOUTH COVENTRY • SCOTLAND • MANSFIELD
 WINDHAM • SOUTH WINDHAM

You are cordially invited to inspect our new plant at all times

TELEPHONE **391** STORRS ROAD
 WILLIMANTIC WILLIMANTIC

Butler's dairy on Storrs Road provided milk and cream for much of the region in 1945.

ices. Delmar were the local agent for Zenith radios.

Here ends our tour of 1945 Willimantic. Many thanks again to Vince Cerreto for providing a copy of the 1945 phone book. Sections of the 1945 phone book will be shortly be appearing on the community web site, www.threadcity.com.