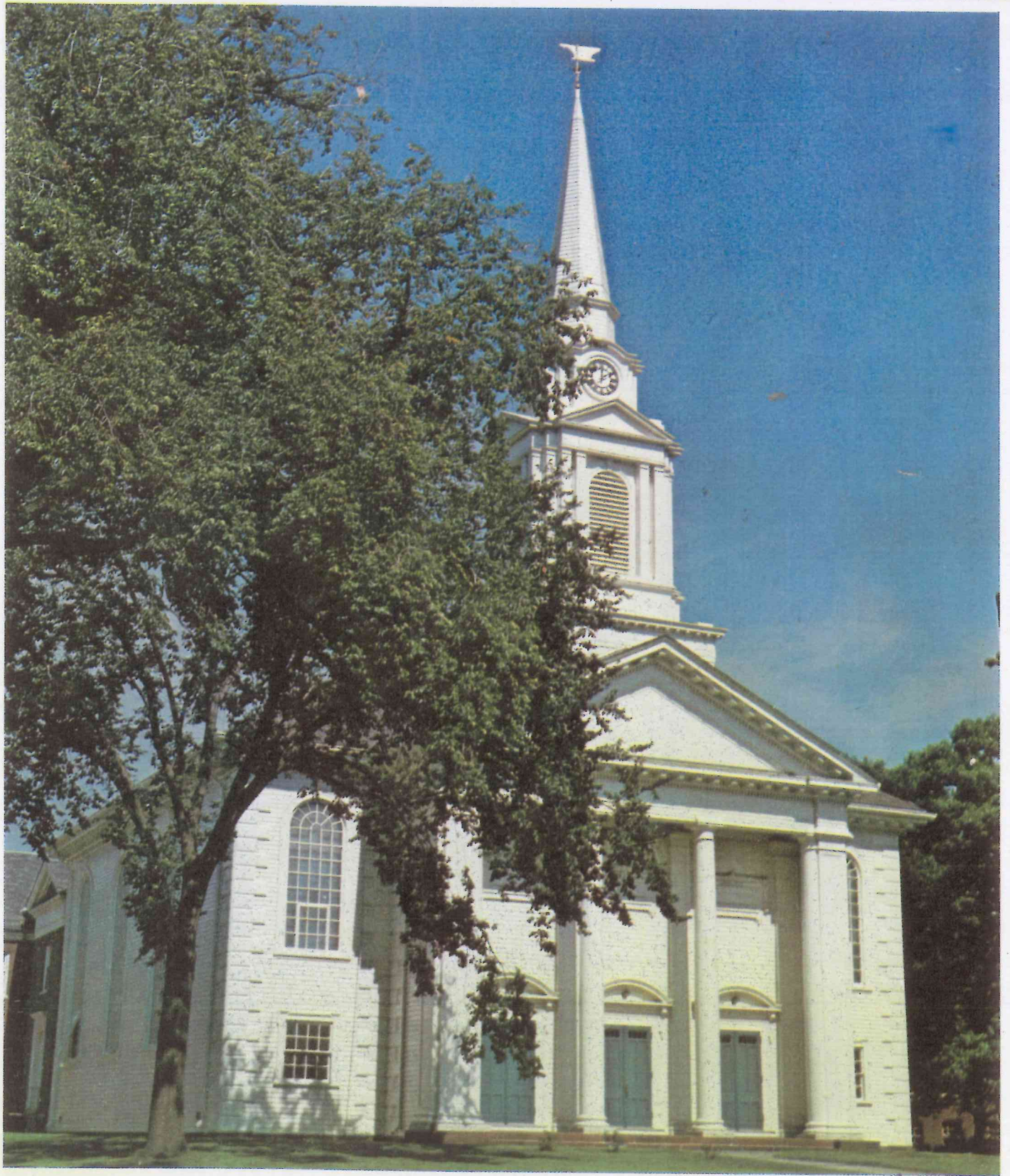


MANCHESTER

connecticut



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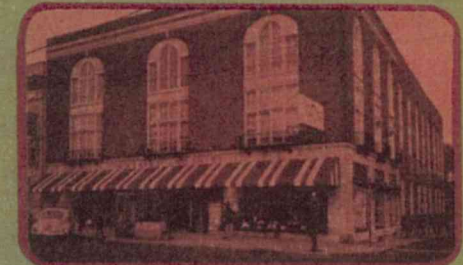
KING'S



SAVINGS BANK OF MANCHESTER



D & L



WATKINS BROTHERS



REGAL MEN'S SHOP



SAGE-ALLEN



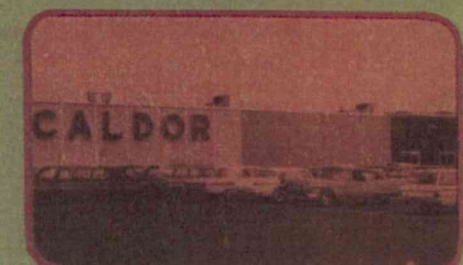
SEARS-ROEBUCK



W. T. GRANT



HOUSE and HALE



CALDOR

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The Manchester Chamber of Commerce, Inc.

By

WINDSOR PUBLICATIONS

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Chicago, Illinois • Cambridge, Maryland

A Message from the Manchester Chamber of Commerce

Throughout the following pages you see the City of Village Charm in its aspects of education, medical facilities, recreation, housing availabilities, and a cultural heritage which belongs especially to the central Connecticut area.

Manchester is a place where industry

is growing and it needs people like you. It is also a place where people enjoy the New England style of life and leisure hours. It is a good environment in which to bring up a family.

Manchester is located close enough to New York, Boston, and Hartford,

the state capital, to enjoy urban advantages and yet far enough away to enjoy its own identity. Stroll leisurely through the pages which follow and you, yourself, will sense the stimulating growth and yet enveloping serenity of our town.



Our town of Manchester has earned its nickname: "The City of Village Charm." I've seen it grow. I've seen its industry thrive, its population expand, its government undertake new and wide-sweeping programs of social improvement and civic development.

But, I've never sensed a lack of warmth, an urbanization that precluded human values. New arrivals are

greeted, and soon become one with lifelong residents in their love of the town. New industries open their doors, and settle to years of profitable growth.

But Manchester remains Manchester... a friendly, warm and welcoming place. It is my sincere hope that you will visit us soon, chat with the people, visit our schools and

homes, our plants and places of worship. That will tell you, far better than reams of description, why we're proud to call ourselves, "The City of Village Charm."

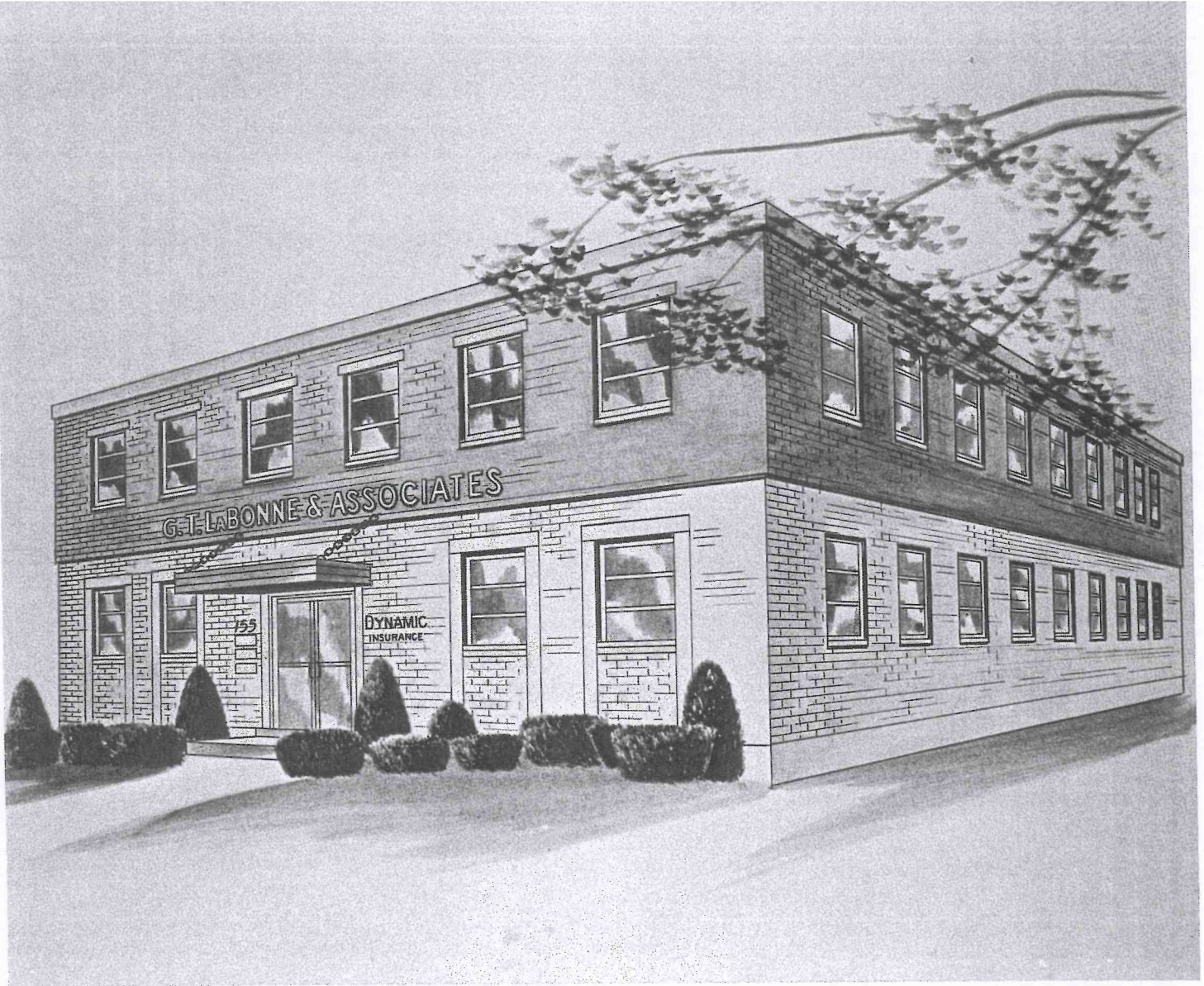
Yours truly,

Nathan G. Agostinelli

Nathan G. Agostinelli, Mayor

Message from the Office of the Mayor





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LaBonne Life Insurance Agency, Inc.

Obtaining dynamic insurance and dynamic service on all lines of insurance, bonding and employee benefit planning for industrial, commercial and individual clients guarantees more for your insurance dollar at these reliable agencies.

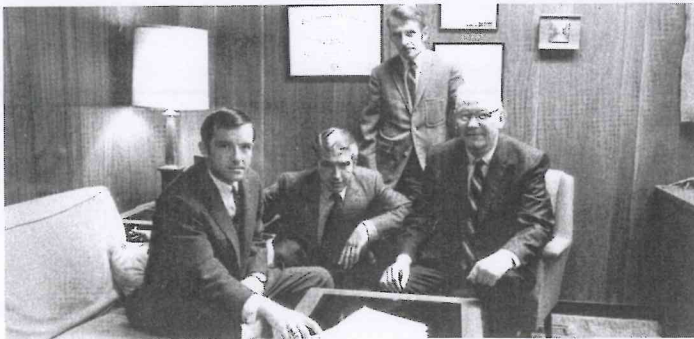
Dynamic insurance is different... the experienced, well-trained sales representatives keep policy-holders up-to-date on any changes that affect coverage as they occur... not only at renewal time!

Because of the wide experience in insurance planning and consultation that these agents have, business has continued to expand since its inception in 1952.

Located in modern, well-equipped quarters, these companies provide you with full facilities for all your needs.

155 Main Street

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Central to Connecticut... Central to Everything

Manchester lies in the countryside of the Connecticut River Valley, nearly mid-way between New York and Boston. Its nearest urban neighbor is Hartford, capital of the state and a financial center of prime importance to the entire nation.

From an industrial standpoint, this location is ideal. It is central to all of the major markets of the east, and connected to them by a superb network of highways. The advantages of an urban neighbor are apparent, but

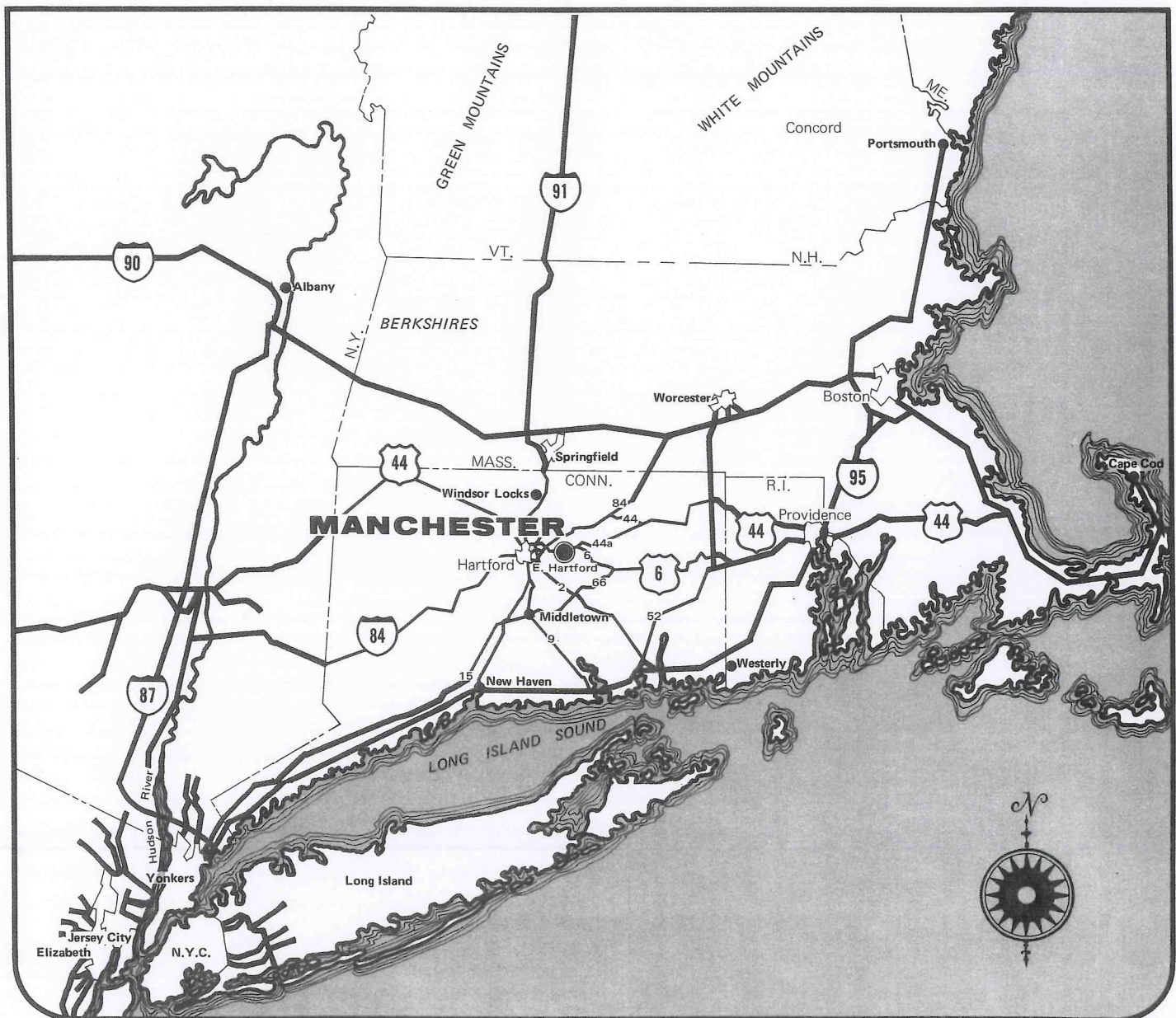
they do not intrude on Manchester's quiet livability. Both the urban center and the nearby smaller towns are sources of labor for Manchester.

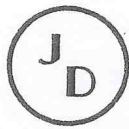
From a social, recreational and cultural standpoint, Manchester's location is eminently desirable. The town lies approximately equidistant from the preferred playlands of the East: the White Mountains, the Green Mountains, the Berkshires to the north and west; Cape Cod and Long Island Sound to the east and south. Closer to

home are the unspoiled forests and lakes of one of America's most beautiful states.

While Manchester has attained a cultural climate of its own, it also enjoys the nearness of the big cities with their unlimited facilities. All of the cultural opportunities found in the largest urban areas are in, near or within a convenient drive of the town.

Manchester is truly a center...in activity as well as geography...of the best that New England has to offer.

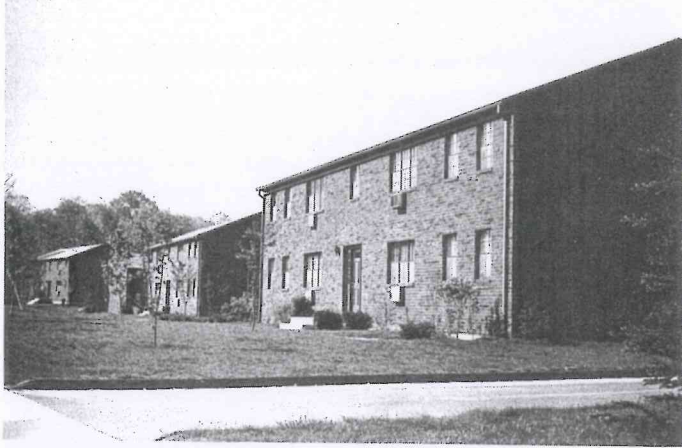




Real Estate Company, Inc.
Real Estate Associates, Inc..
Investment Consulting, Inc.

SPECIALISTS IN COMMERCIAL INVESTMENTS AND APARTMENT RENTALS

Four Apartment Complexes in Manchester



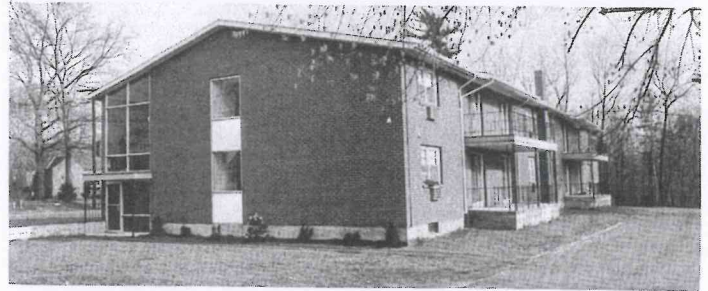
Highland Oak Village, Sycamore Lane, Manchester



Woodbridge Gardens, Woodbridge Street, Manchester



Colonial Manor, 173 Spruce Street, Manchester



Edgerton Gardens (near Manchester Memorial Hospital), Manchester

Other Apartment Complexes Offered:

Imperial Arms Apartments
 Regan Court
 Vernon, Connecticut

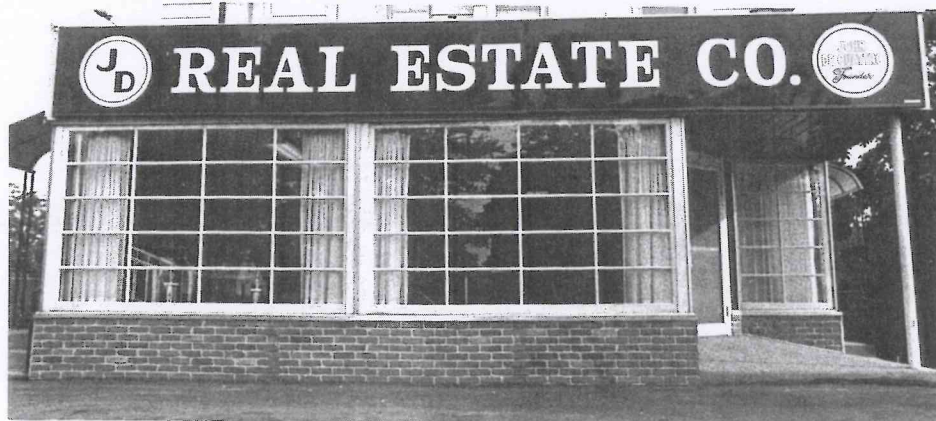
Mt. Laurel Apartments
 1032 Tolland Street
 East Hartford, Connecticut

Cumberland Apartments
 Simmons Road
 East Hartford, Connecticut

Park Court Apartments
 Park Avenue
 East Hartford, Connecticut

Lawton Garden Apartments
 14-16 Lawton Road
 Manchester, Connecticut

Colonial Oak Apartments
 88 Oak Street
 Manchester, Connecticut



STATISTICS

MANCHESTER, CONNECTICUT

POPULATION:

1960: 42,102 – 1969: 47,600

CLIMATE:

Altitude between 70-780 feet above mean sea level.

Average annual temperature 50.41°.

GOVERNMENT:

Council-Manager form of government under special charter.

SCHOOLS:

- 1 Community College
- 1 Technical School
- 2 High Schools –
 - 1 Public, 1 Parochial
- 5 Junior Highs –
 - 2 Public, 3 Parochial

16 Elementary Schools –
15 Public, 1 Parochial

HOSPITAL:

Manchester Memorial Hospital –
Class A rating –
300 beds, 34 bassinets

RECREATIONAL FACILITIES:

- 3 Large Parks
- 27 Parklets
- Swimming – 5 Outdoor pools,
2 Indoor pools.
- Tennis – 8 Courts
- Golf – 6 Golf Courses in area
(4–18-hole, 2–9-hole).
- Ice Skating – 2 Ice skating rinks.
- Skiing – 1 ski slope.
- Playgrounds – 2 play fields, 15
neighborhood playgrounds,
17 ball fields

THEATERS:

3 Theaters – 1 seating 1252, 1
seating 850, 1 drive-in.

CIVIC ORGANIZATIONS:

All major civic clubs.

PUBLIC LIBRARIES:

2 Libraries and 1 branch. Total of
100,000 volumes.

MUSEUM:

Lutz Jr. Museum (children's).

CHURCHES:

28 Churches – 18 denominations

COMMUNICATIONS:

3 Daily newspapers
Served by major radio and television
stations.



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buy a car...**

**Carter Chevrolet
manchester, conn.**

The City of Village Charm

Connecticut is a state of amazing variety. It encompasses broad woodlands and large agricultural tracts. Still, it is one of the most highly industrialized states of the nation and its towns and cities pulse with commercial life.

Of all the charming and bustling places in Connecticut, Manchester certainly ranks close to the top. In this rare and curious capacity to preserve quiet and peaceful living side-by-side with urban prosperity and growth, Manchester is almost unique.

Manchester's reputation as "The City of Village Charm" is poetic license. Manchester is, by municipal organization, a town. Its government, consisting of a town council called the Board of Directors, a mayor elected by the Board from among its members, and a professional general manager, operates under town charter, but in observable fact Manchester is a city.

It covers a large area of 27 square miles just east of the center of the state. Its population is approximately 48,000. Its industrial base is growing and well-diversified. Its economic stability and growth are aided by its nearness to a large and prosperous regional population of 110,000. Its location, 10 miles from the state's capital and approximately mid-way between Boston and New York, could hardly be more fortunate for business

and industry seeking rapid, economical access to the vast markets of the east and midwest. Within the Greater Hartford region, alone, there is a population of about 800,000.

Manchester is central to some of the nation's favorite playlands. The mountains of New England, the broad, white sands and surf of the Atlantic Ocean and the gentler waters of Long Island Sound are all within easy reach. The cultural facilities of Hartford, New York, and Boston. . .symphony, opera, theater, art museums and exhibitions. . .are close at hand. Yet, it is typical of independent-minded Manchesterites that they have developed their own rich, cultural heritage, as well.

Manchester is a place of deep social concern. Although industrial growth has encouraged a healthy cosmopolitanism . . . a mixture of many peoples of many origins within its population . . . an earlier Pilgrim heritage of self-help within the community still finds active expression. Schoolchildren of high school age serve as tutors to the mentally handicapped, under the Board of Education's "Sheltered Workshop." Children from the disadvantaged areas of the nearby city make continuing contact with Manchester children under the auspices of "Project Concern." An annual art exhibit at-

tracts wide attention and serves charitable causes. Voluntary business associations such as an active Chamber of Commerce, place the skills and energies of businessmen at the service of the community.

Manchester has constructed a school system which is highly regarded among educators everywhere. Its retention ratio, both of student and staff, is remarkably high, and a large proportion of high school graduates go on to advanced education. The Lutz Junior Museum, a nature study and natural science and history collection, enriches the educational environment and provides a stimulus for children and adults.

Every kind of social and civic organization is represented. Veterans' clubs and hobby clubs are active participants in town life. In fact, participation is the key word in Manchester's civic existence. By inclination, tradition and through unlimited opportunity, people become involved with each other and with the town as a whole. Newcomers sense this in the warm welcome they receive through the churches, synagogues and other religious institutions; through the clubs, associations and organizations. . .and more significantly, through the day-to-day neighborliness of the long-time residents.

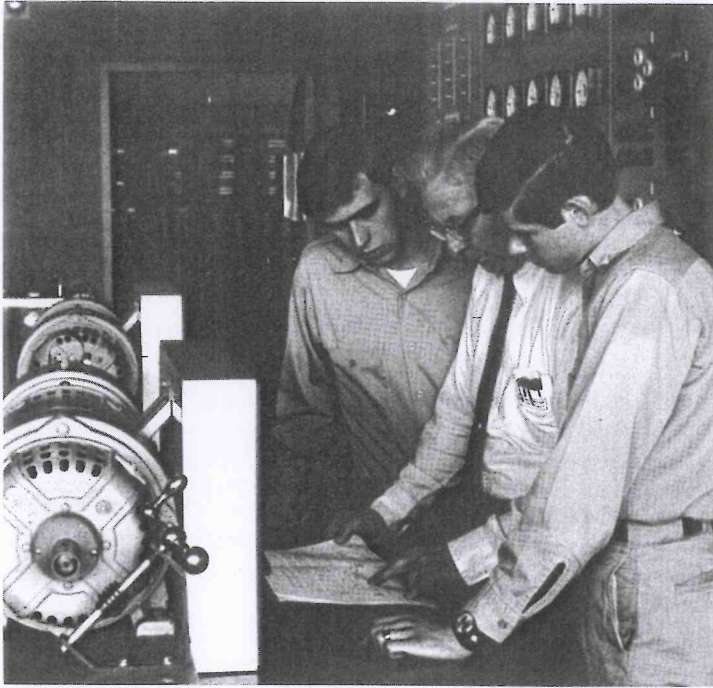




at Highland Park



Downtown Manchester in the fall



Manchester is a regional center for social services, serving the town itself and a wide circumference of nearby communities.

Branches and local offices of state and national social service organizations, plus a number of organizations which have risen within the town, offer aid and guidance to the distressed and the unfortunate. Outstanding among them are:

Manchester Community Child Guidance Clinic Offers diagnostic and therapeutic psychiatric services to emotionally disturbed children up to the age of 18. Consultation with schools and social and health agencies is offered. Fees are determined on a sliding scale, relative to income, but no one is denied treatment because of inability to pay.

Children's and Family Service, Inc. Provides counseling services to families and to individuals: marital and premarital counseling, arranges for adoption of children and placement in foster homes; provides counseling for troubled children who cannot adapt to

family life. A state-wide agency, it has its Northeast Office in Manchester.

Manchester Homemaker Service, Inc. Provides trained help and health services in homes where illness or other crises have interrupted normal routine. Provides Home Health Aides under Medicare, in association with Manchester Public Health Nurses Association. Fees are determined by ability to pay.

Manchester Public Health Nursing Association, Inc. Promotes community health by teaching principles of hygiene and sanitation. Provides part-time nursing care for the ill, through the family physician. Assists in health clinics and coordinates its activities with those of other social agencies.

Manchester Sheltered Workshop One of several agencies under the auspices of Manchester Association for the Help of Retarded Children, Inc. Offers occupational training in simple tasks and long-term employment within industry for adult retardates. Also offers a recreational program keyed to the needs and abilities of the retarded.

Connecticut Association for Mental Health, Inc. State-wide citizens' organization maintains an area office in the town of Manchester. Works for improved care and treatment of the mentally ill, and for improved services in research, prevention, diagnosis, detection and treatment of mental illness.

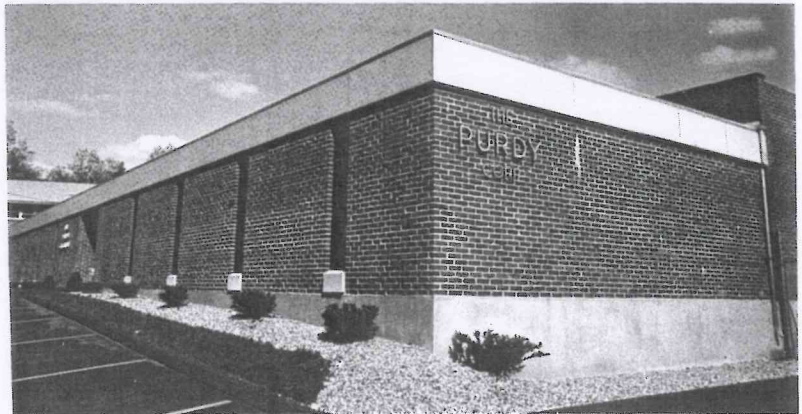
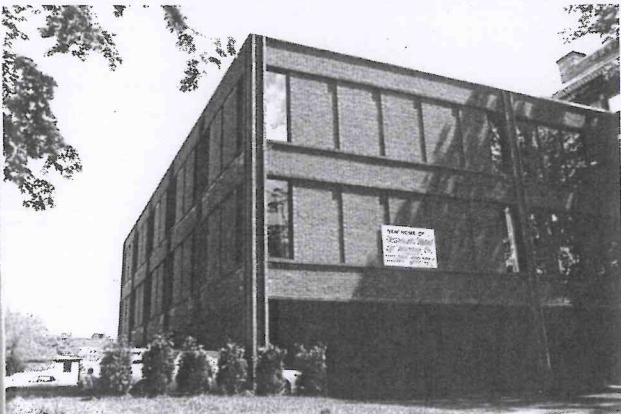
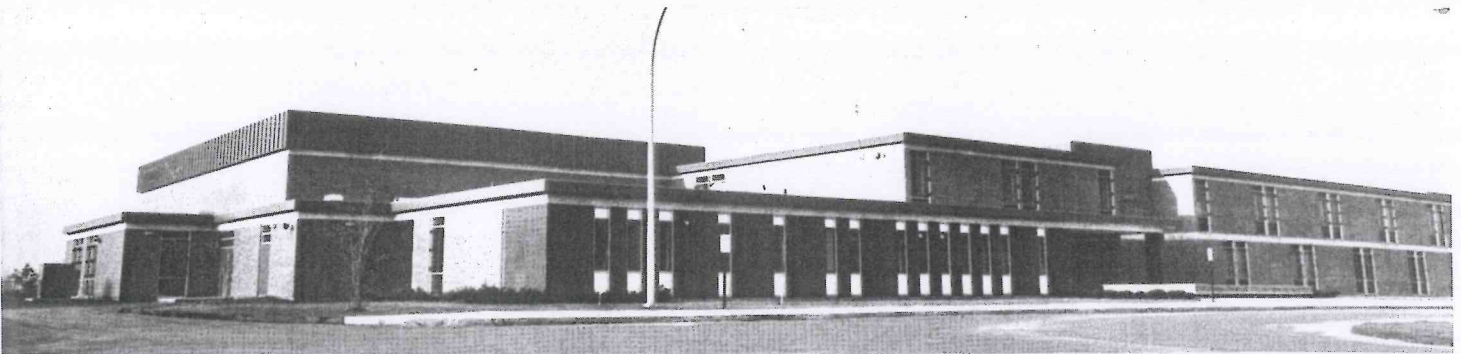
Manchester Instructors of the Handicapped. Voluntary program in which teen-agers, under adult supervision, give swimming instruction to mentally and physically handicapped children. The intention is both recreational and therapeutic. Youngsters from 25 towns in or near the Manchester area benefit under the program.

"Adopted Grandparents." Elderly persons "adopt" handicapped and disadvantaged youngsters, teaching them handicrafts and skills and engaging in recreational activities suited to both. The mutual care and affection deriving from this relationship, and the stimulating program of activities are rewarding to both the senior citizens and their "adopted" wards.

A Center of Social Services

Jack R. Hunter, Inc.

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MANCHESTER, CONN.



MANCHESTER STRUCTURAL STEEL, INC.
NORTHEAST STEEL ERECTION, CO.

Manchester, Conn.

Rich Educational Opportunity for Student and Teacher Alike

In the mid-19th Century, Cheney Brothers founded a free elementary school for the children of workers in the silk mills. This was a radical step for the time, a civic contribution of fantastic proportions.

From these beginnings, a tradition of educational excellence and innovation has developed, which marks Manchester as a leader among communities of its size. The public school system of Manchester is unusual in its abilities to serve children and adults at all levels of capability, from the gifted and bright to the slow learner and the retarded. All are treated with equal concern and with full recognition of individual talents and inclinations. Students who will enter manual trades or commercial occupations, receive the same meticulous preparation as those who will go on to colleges and universities to become business and intellectual leaders.

Students are grouped by demonstrated abilities, especially in the junior and senior high school grades. The system operates on five levels similar to the "track" system found

elsewhere. Levels 1 and 2 cater to the needs of the exceptional student on the brighter end of the spectrum. These include a college advanced placement program and an honors program.

Level 3 includes the greatest number of students. These are the normal learners studying the full range of academic, commercial and industrial courses. Level 4 is the slower group. Level 5 is a highly specialized program for the retarded.

Vocational and technical training in Manchester is a very significant factor in industrial growth. The Howell Cheney Regional Technical School, a diploma-granting high school operated by the state, combines programs in academic, technical and vocational subjects.

The public school system specializes in work experience programs which turn out vocational graduates with a good degree of actual on-the-job accomplishment by the time diplomas are granted. Automotive specialists have served a thorough apprenticeship in car dealers' service departments;

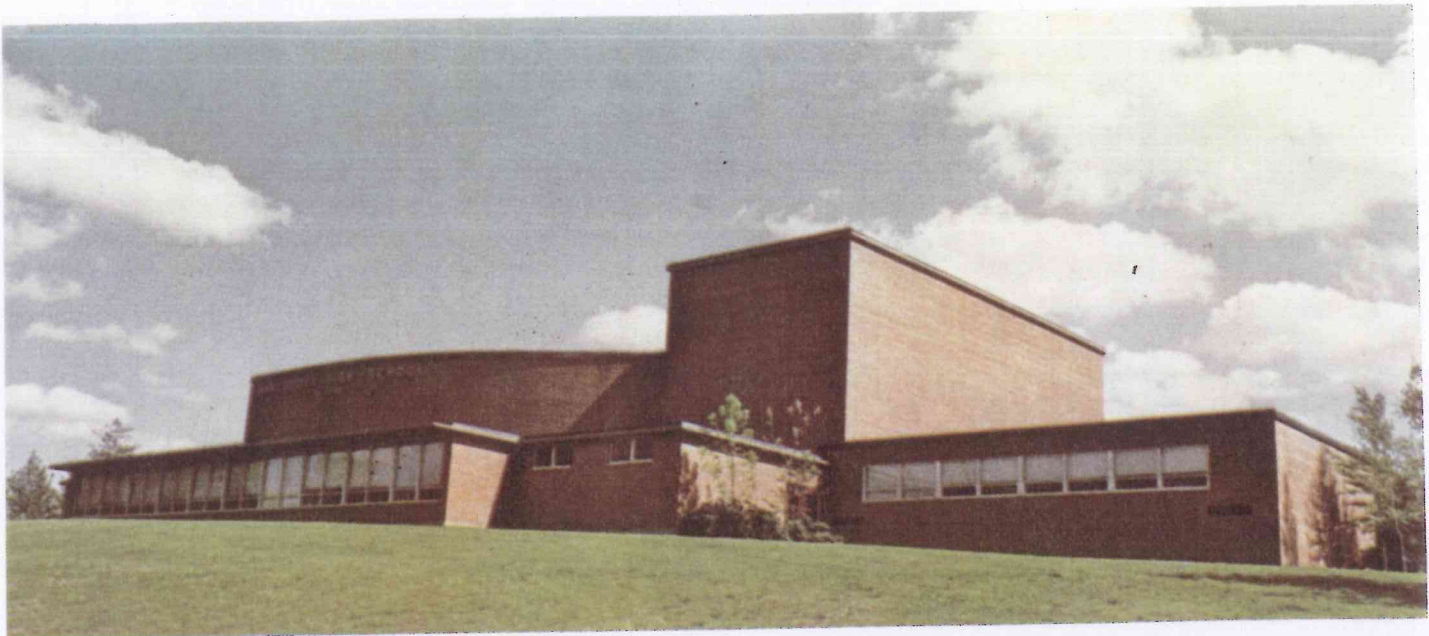
paramedical students have served in the labs and wards of the hospital, and food service graduates have a firm, working familiarity with the operation of restaurant and institutional kitchens.

Manchester offers an unusual program in distributive education. There are programs in inventory, display and other merchandising activities which equip graduates for immediate and efficient service in the retail businesses of the area as sales people. . . and give them a head-start toward managerial careers. To meet the needs of a growing industrial sophistication, the school system operates a curriculum in electrical and electronic assembly.

All of this work experience is part-time and fully credited by the school system.

The "Sheltered Workshop" is an inspiring testimony to Manchester's concern for the handicapped. This is a voluntary instructional program supervised by the Board of Education. Retarded children are taught simple industrial skills to enable them to lead

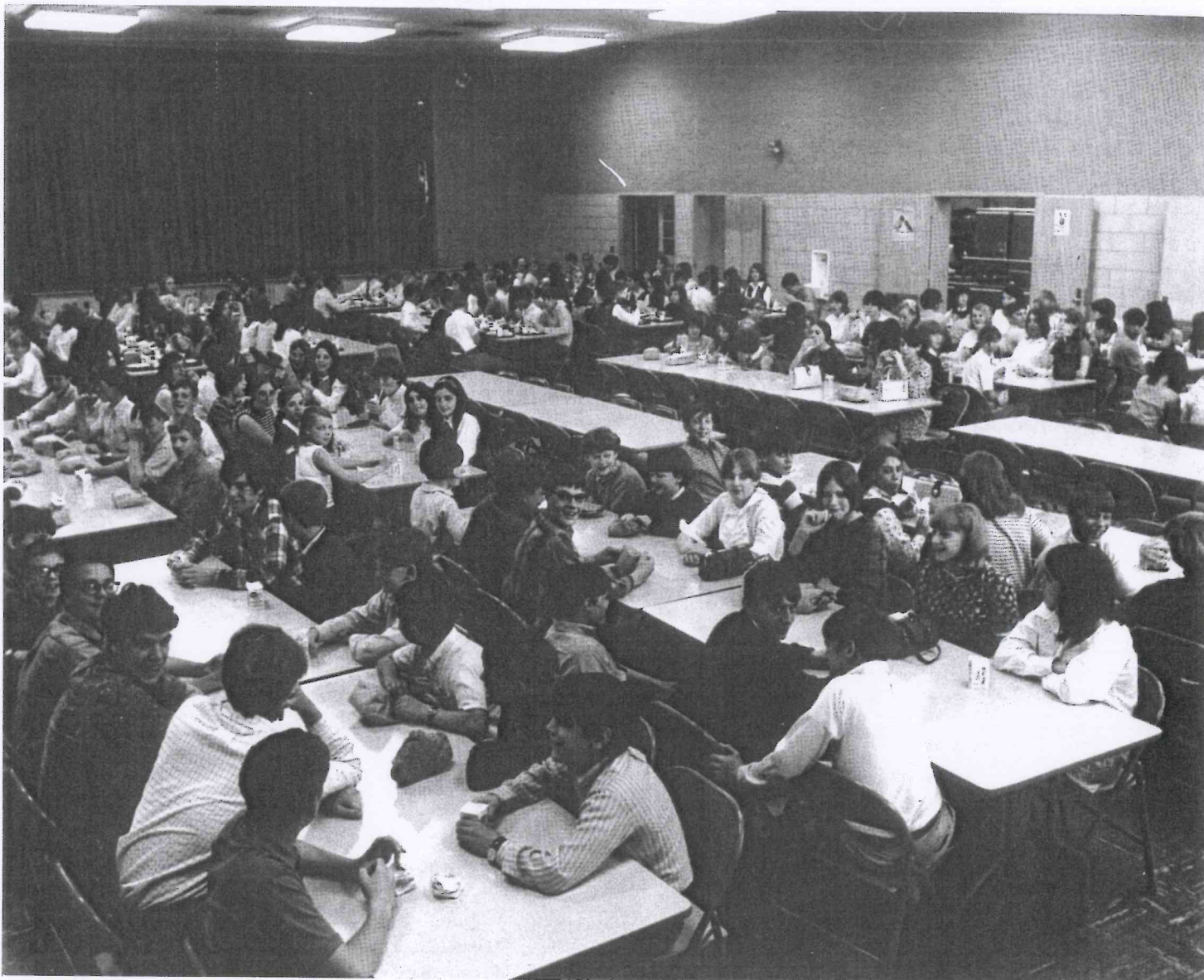




Manchester High School

Taking advantage of nature's outdoor classroom





independent, self-sufficient lives which transcend their disabilities. Industry benefits; this kind of work is satisfying and rewarding to the handicapped. The retarded form a reliable, conscientious work force for the accomplishment of these necessary tasks.

Almost all of Manchester's 25 educational buildings are new or recently renovated and expanded. Their use has expanded, too. The Board of Education has an active policy of extending building use to community service. The schools are used in non-instructional hours for meetings, cultural activities and extended education. Manchester Community College makes use of public school buildings during evening hours. The town's program of adult evening courses is extensive, ranging over a wide variety of self-improvement course, leisure-time activities and business opportunities.

The public school system is supplemented by a well-developed parochial system, numbering five primary schools and high schools. The parochial system is invited to participate in curriculum design.

To implement a system of this caliber requires a staff of the first rank. Manchester recruits its teachers from the best educational colleges throughout the east and midwest. It offers teachers the opportunity to practice their profession in a distinctly professional atmosphere where imagination and creativity are sought after and rewarded. Salary scales are revised yearly to meet those of surrounding communities; extra remuneration is normally made for extracurricular services.

The community is education-oriented, supportive and cooperative. It offers teachers, along with all other residents, a well-developed cultural

and social climate. Nearby are big-city cultural facilities.

The professional staff of the Manchester Public School System numbers over 450. Turnover is far lower than in most other places. Class load approximates 25.

The complex of towering educational names nearby creates a scholarly atmosphere in the town and offers opportunities for personal and professional advancement. These include Yale University, Trinity College, Wesleyan University, University of Connecticut, University of Hartford and Manchester Community College. Three of the nation's leading women's colleges are within a short drive: Mt. Holyoke, Smith and St. Joseph's.

About 68 percent of Manchester's high school graduates go on to higher education.



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Manchester is at the Center of a Scholarly Circle

Manchester Community College is one of eight regional community colleges throughout the state of Connecticut. It is a two-year degree-granting institution whose curricula closely parallel the first two years of four-year liberal arts colleges and universities. In addition, its catalog lists a number of career courses carefully tailored to meet the industrial and commercial needs of the Manchester area.

The student entering Manchester Community College may elect studies toward an Associate degree, with the intention of transferring to a four-year school; or he may select an intensive program in paramedical skills, in law enforcement, in restaurant management or any of a large number of other specialties. The number of students in either category is about half of the total co-educational student body of 1,800, with some tendency to favor career courses.

The Community College's curriculum in law enforcement is a training ground in social sciences for 100 in-service police officers from the area. Its intention is to train the new kind of police officer to be as skilled in handling people as he is in handling weapons.

The curriculum in restaurant and hotel management is the only two-year course of its kind in the state. Paramedical studies are carried on in cooperation with Manchester Memorial Hospital and hospitals in nearby Hartford.

A circle representing a 3/4-hour driving time, with Manchester at its center, encloses a complex of some of the finest colleges and universities of America. To the south is Yale, in New Haven. Twenty miles to the east in Storrs is the University of Connecticut, fondly called "U-Conn" by state residents. The University is a full-scale land grant institution of higher education, teaching 18,000 students nearly all academic disciplines. U-Conn's professional graduate schools are acknowledged to be of the highest caliber. The Institute of Material Science at U-Conn is a prime mover in product research. Degree programs to the doctoral and post-doctoral levels are available.

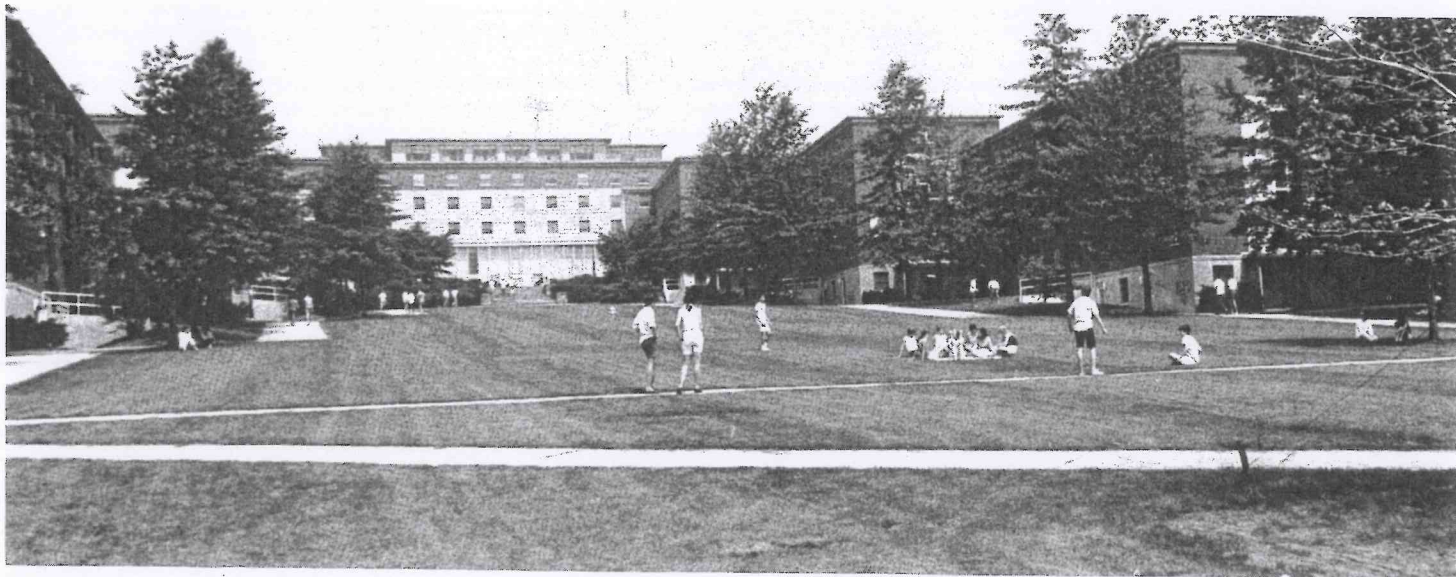
The University of Hartford sits on its sparkling new and strikingly beautiful campus just north of that city, about ten miles from Manchester. Graduate programs in engineering, education, public and business admin-

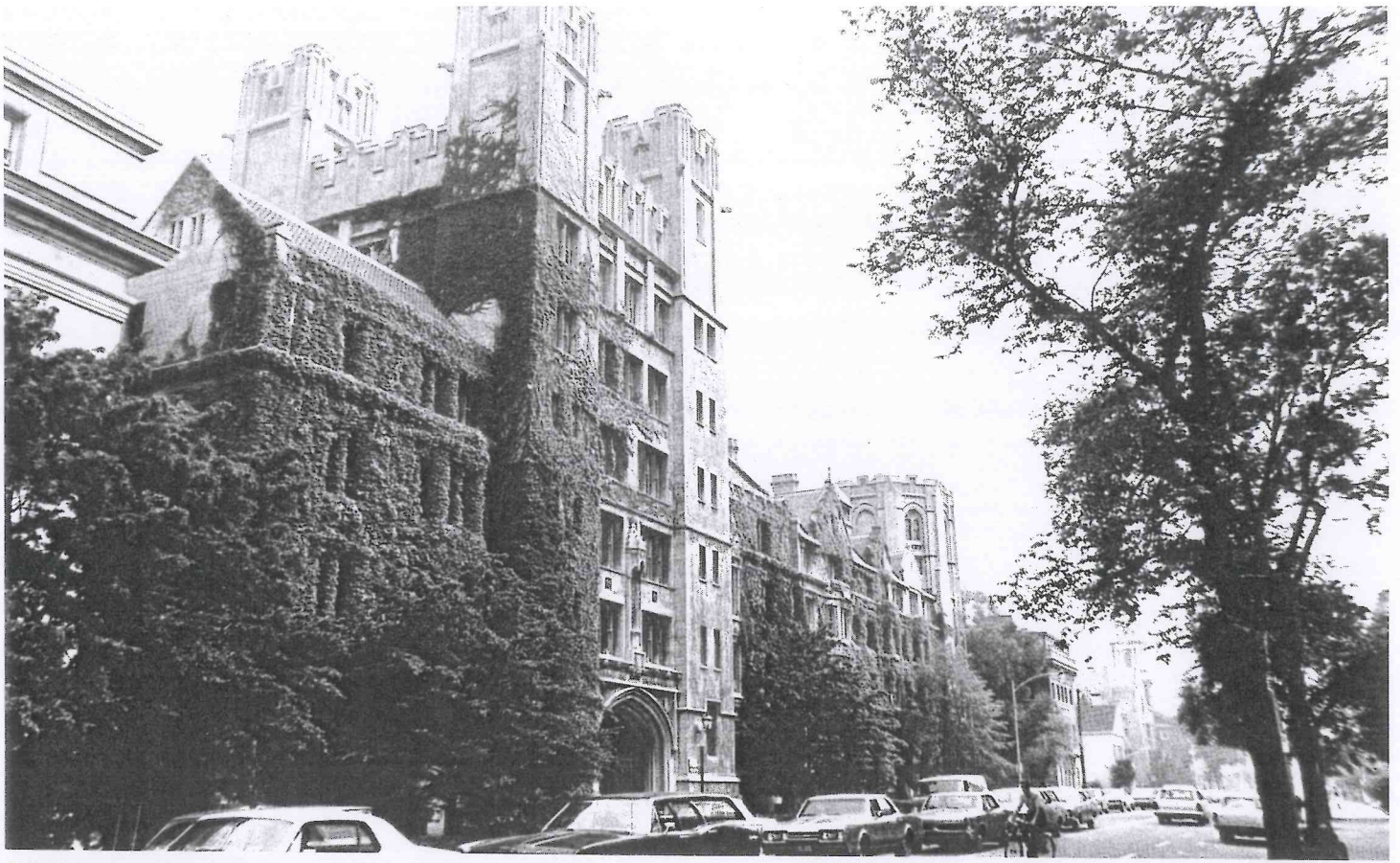
istration are available at Hartford, as well as a comprehensive offering of undergraduate programs.

The graduate faculty of Rensselaer Polytechnic Institute has two centers near Manchester. One is in Hartford and the other just north of Hartford in South Windsor. These centers were established by local industry for technical education to meet local needs.

Trinity College and Wesleyan University, both well within the circle, offer full programs in the liberal arts to graduate levels. Wesleyan has doctoral programs as well, and its "think tank" program, a seminar group of outstanding figures in several social disciplines, is an important intellectual contributor to the area. Wesleyan's activities in the field of social problems, investigation and solution-structuring at the highest levels is as significant in that area as Princeton's Institute of Higher Studies is in the technological areas.

At the center of this scholarly circle, Manchester Community College serves an additional function. Its "open door" policy and extraordinarily modest tuition rate, only \$100 per semester, give every regional high school graduate a college to go to.





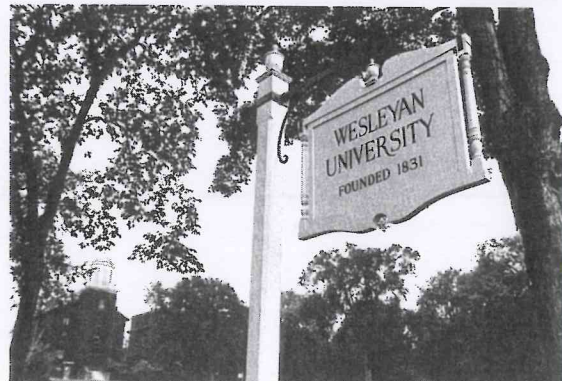
Yale University, New Haven



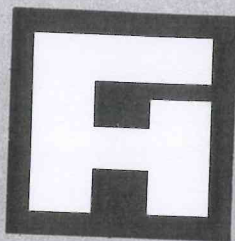
Trinity College, Hartford



Manchester Community College

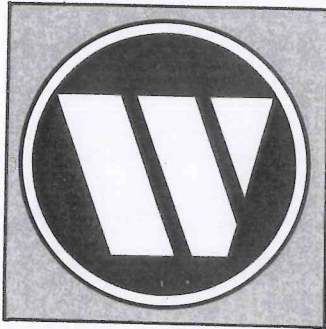


Wesleyan University, Middletown



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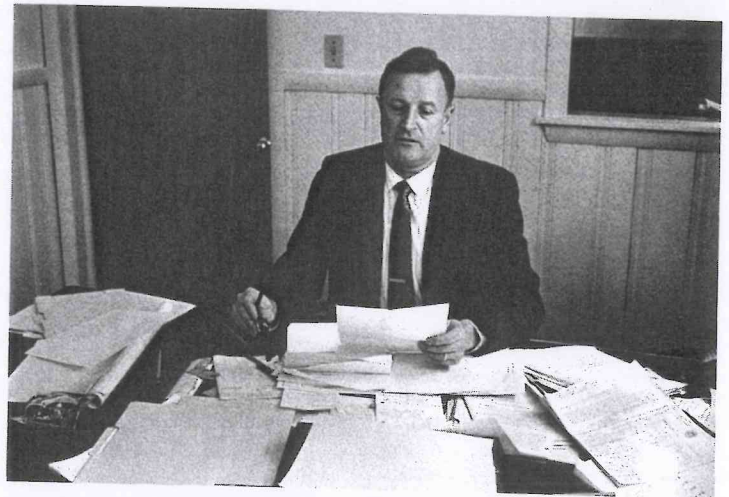


HOLMES FUNERAL HOME

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431 Main Street

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Diversity of Religion is a Leavening Force in Manchester

High at the head of Manchester's Main Street, sitting on the highest point of the surrounding land, the Center Congregational Church dominates Manchester's downtown area. This custom of raising a church on the highest place, and a town hall on the second highest is an English tradition brought to the New World by Pilgrim ancestors. The Pilgrim church was Congregational, and Manchester's Congregational Church, like so many others throughout New England, is a reminder of early days, still in active day-to-day use as a spiritual source.

Center Congregational looks the part it plays. It is a white frame structure, severely simple and unadorned. Its tall, but sturdy, white steeple points to the heavens, a guidance to men's thoughts.

Today, Center Congregational has been joined by 27 other churches serving almost all faiths and denominations. Some are old in architectural

design like the Presbyterian Church on Spruce Street. Several are smartly new and modern, like Temple Beth Sholom and the Church of the Nazarene.

There are four Roman Catholic parish churches within the town: St. James, a large Victorian frame structure; St. Bridget's, a white framed New England church; Church of the Assumption, attractively styled in Colonial brick, and St. Bartholomew's, also a large and impressive brick structure.

St. Mary's (Episcopal) is a traditional Gothic house of worship, built of fitted stone. There are two Lutheran churches: the extraordinarily beautiful Emmanuel Lutheran, a cathedral in miniature, and Concordia Lutheran, marked by its modern catechetical center.

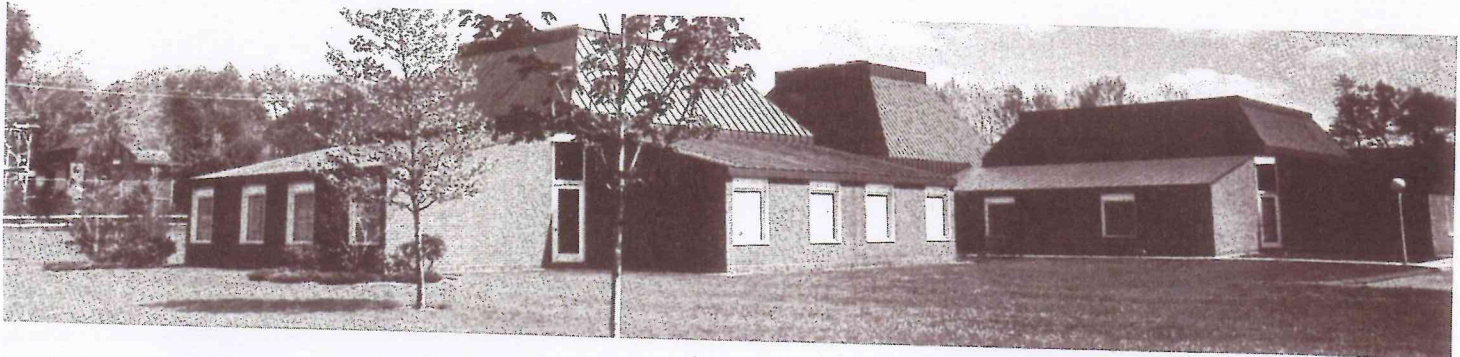
South Methodist is a large, ivy-covered English Gothic church. Community Baptist is very new and pleasing to the eye.

Manchester's Clergy Association,

representing all the churches of the town, is a dynamic force toward ecumenical harmony and cooperation. From free and continuing dialogue among the clergy, a spirit of religious harmony reaches out to everyone.

Manchester's piety extends beyond church affairs to the daily social life of the area. Manchester Interfaith Social Action Committee, composed of Protestants, Catholics and Jews, has involved itself in such matters as moderately priced housing, investigating and promoting the moral aspects of such issues. Project Concern, bringing children from the disadvantaged areas of Hartford to Manchester's suburban schools, was adopted largely because of action by some of the clergy and interest on the part of lay religious groups. Children are bused to parochial as well as to public schools under the auspices of Project Concern, to serve and assist disadvantaged children of all faiths.

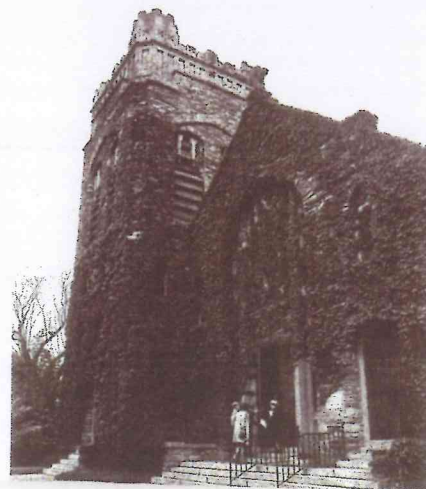
(Congregational Church on the cover)



Temple Beth-Sholom



St. Bridget's Church



South United Methodist Church

A Government that is Truly "of the People"

Although Manchester is a city in size, in attitude and in municipal facilities, its charter and governmental structure is that of a town. Its legislative body is a 9-member Board of Directors, equivalent to a town council. Members are elected at large, and a representation of at least three minority party members is guaranteed.

The Board meets no less than monthly to determine budgetary policy and expenditure, to fix tax rates and to establish general policy and town law. The Board is chaired by a mayor elected from among its membership. By tradition, the mayor is the board member who received the largest vote in the general town election. His duties, in addition to serving as chairman and parliamentarian of the Board, are ceremonial; he serves as spokesman for the town in all dealings within and without the town boundaries.

Board members are elected for a two-year term; there is no limitation on re-election.

Executive management of Manchester is in the hands of a professionally trained general manager, appointed by the Board of Directors and serving at their pleasure. A measure of the manager's ability is his competence and effectiveness. He is free of political pressures and the fear of political reprisals. He need never seek re-election

and his policies and methods are assured of continuity.

In this form of government, adopted shortly after World War II, the citizens of Manchester have achieved a government which is democratic and responsive to their needs and, at the same time, professional, competent and continuous.

Public participation in government is high. The Board conducts public hearings on significant matters and works under the scrutiny of its constituency. The public voice is heard in such matters as the budget and the adoption of ordinances. The town employs a full-time professional planner. Departments are staffed by highly-qualified, professional personnel. The town's growth, which has been dramatic, and the consequent addition and supplementation of civic services have all been orderly, efficient and accomplished at minimum cost. Over the past several years, when so many communities have experienced a disquieting tax rise...in many cases receiving less service for more tax expenditure...Manchester has provided a refreshing exception. The tax rate has risen, of course, but at a much smaller rate than in most other communities, while services have expanded commensurate to industrial and population growth.

Manchester has the protection of a police force of over 60 men. These of-

ficers are trained in law enforcement at the State Police Academy. They also receive training in Sociology, criminology and basic law, courses for which are offered to police officers at Manchester Community College. Their equipment is modern and they are well-versed in its use. They are a significant factor in the town's harmony and orderly growth.

Manchester has two fire departments. There is a professional town department, aided by volunteers, for most of the city, and an entirely volunteer brigade for the north end. In time of emergency these become effective cooperators, pooling their modern equipment, experience and fire-fighting skills.

The visitor to Manchester is immediately impressed by the availability of downtown parking lots, by their size, by the generous curbside parking and by the fact that there are no parking meters. Instead, courteous signs, posted at intervals, inform people that they are guests of downtown merchants. For this the merchants pay a voluntary tax, sufficient to finance off-street parking.

This kind of hand-in-hand cooperation between the public and its government in Manchester, typifies alert attitudes toward growth, harmony and service which are equally, if less visibly, reflected in all of Manchester's civic activities.

Manchester Municipal Building



Open town meeting



Robert B. Weiss,
Town Manager



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John and Bernice Rieg are your hosts—Shady Glen, the store with integrity!

Main Office & Original Store
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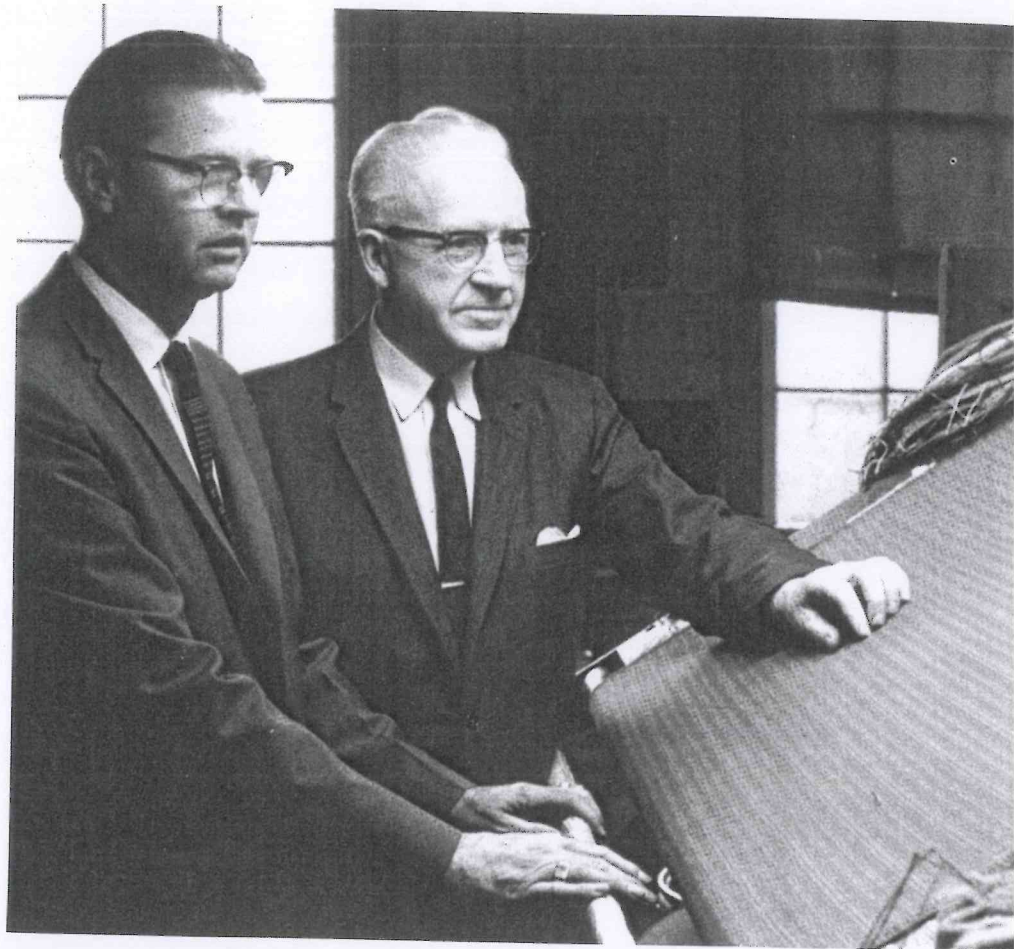


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Phone 643-1222

Manchester Satisfies Every Taste, Every Purse, in Living Arrangements

Manchester is a town of broad, maple-shaded streets and lovely homes, of school, recreational and cultural facilities which rival the best anywhere.

An unusually large percentage of the residents of the town own their own homes. Growth of the town and its neighboring communities has led to an active market, and strenuous efforts are being made to keep the pace of building up to the demand.

In the eastern and northeastern sections of the town, houses range from \$45,000 to \$85,000, with some higher. There are new homes and re-sales in all styles. The variety is wide and value is uniformly good. Lots of 120x200 feet are common, and many houses have even more spacious grounds.

Rock Ledge and Forest Hills are good examples. The Case Mountain area, as its name implies, is rolling and deeply wooded. Wide choice of price, style and terrain is offered.

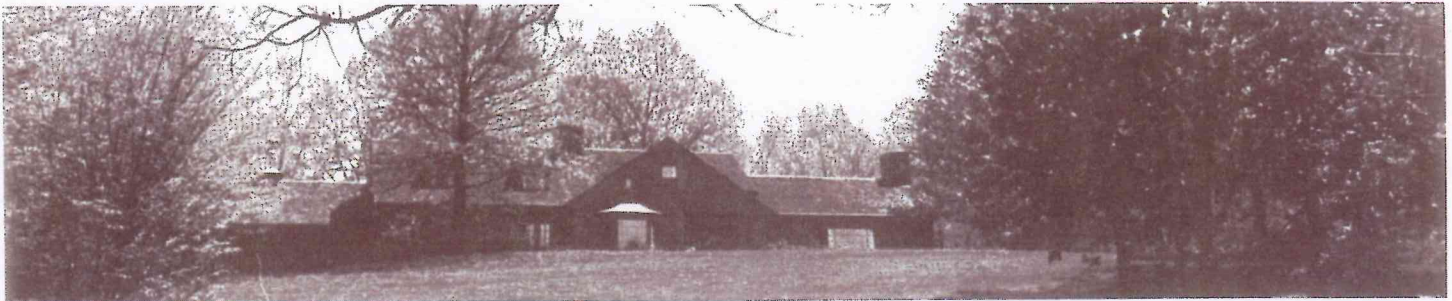
Scattered throughout the town are many homes of more moderate cost, but rivaling higher-priced units in comfort and convenience.

People are not isolated from each other by economics and income. People share the same convenience of nearness to schools, shopping and recreation. Intelligent town planning has placed lower priced homes, those selling below \$25,000, in equally easy proximity to schools and other conveniences. Houses are comfortable and noticeably well-constructed. New England traditions of skill and pride in

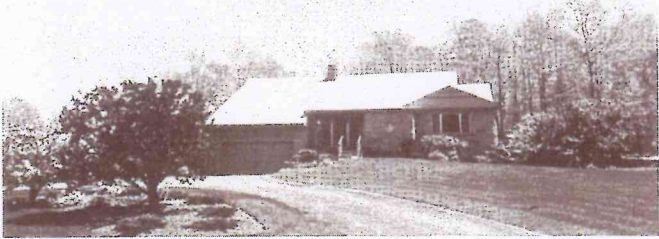
one's work are very much in evidence in the construction trades in Manchester.

For those who prefer apartment dwelling, the town offers several lovely choices. These are garden-type apartments, enclosing green spaces and play areas for children. There are more-than-adequate off-street parking facilities. Many new apartment complexes have been recently completed or are in the planning or construction stage. Within the past few years, apartment construction has reached 2,500 new units per year.

Rentals in all price ranges are available. Transportation to the center of town is convenient via franchised buses or along the fine roadways in one's car.



Many luxury residential homes can be found in Manchester



Fountain Village Garden Apartments

Four Seasons of Fun in Manchester

The seasons are sharp and clearly defined in this brisk and pleasant part of New England. Each season brings its own pleasure-offerings and Manchester people enjoy them to the fullest.

When the weather is warm, Manchester residents swim at any of the four fully-equipped municipal pools about the city. Three of these are modern, man-made recreational attractions, complete with diving boards, lockers, sunning areas and so forth. The fourth is a natural pool, formed by the overflow of a reservoir. It is the kind of place which sets any man's

heart sighing with nostalgia for his boyhood.

There are two year-round indoor pools in the town, also, operated by the Manchester Recreation Department. Swimming instruction is offered at both, a community service of the Board of Education.

Many of these swimming places are free. Crystal Lake and Bolton Lake are within easy reach. Some of the area's lakes are large enough to accommodate good-size boats. People sail 18-foot boats on these waters, and power-

boats draw water skiers, leaving wide-trails of wake to glimmer in the sun.

Manchester boasts six golf courses in or around the town. The Manchester Country Club has a superb course, the site of the famous Manchester Open. Well-known club "pros" from all New England vie with skilled amateurs during this event. The course is open to public use.

Red Rock is a nine-hole course, challenging, hilly, and tricky. Minnechaug is a full-scale 18-hole course which challenges the best of golfers. Black Ledge, an 18-hole layout, is open





Fishing at Bolton Lake



Manchester Country Club



Wickham Park

Center Park



to the public. Ellington Ridge and Glastonbury Hills are private 18-hole courses a few miles out of town.

Gentler outdoor activity is found in the many parks which dot the area. Oak Grove and the Lutz Junior Museum offer nature trails and exhibits in natural history and science. In the autumn the brilliant reds and yellows of the maples are nature's own art show. Oak Grove and Center Spring Park...the latter right in the heart of town...have sheltered picnic groves, benches, tables and grills.

Manchester is very well-organized, from a recreational standpoint. Sum-

mer programs include Little League baseball and Midget and Pony Football Leagues are available in the fall. Baseball play is organized to the high school level, with softball for adults. There are public tennis courts in several convenient locations as well as at the private Neipsic Tennis Club.

The attractive Senior Citizens Center provides a stimulating year-round program of activities geared to the interests and needs of this age group. Volunteer instructors teach arts and crafts at the center.

Winter brings a snap to the air, snow to the ground and a thick layer of ice

to the ponds and lakes. A new municipal ski-slope is pressed into joyful use. The lakes ring to clash of blades, tracing an accidental artistry of loops and whirls on the ice.

For youngsters, the town offers three special recreation centers: a Teen Center, a supervised Recreation Center and a "Drop-In" Recreation Center. Special programs, geared to the interests of this lively group, sparkle with dances, trips, athletics and similar constructive activities.

Manchester is four seasons of opportunity for fun-lovers.

Manchester is Central to an infinite Variety of Pleasures

Mountains, forests, fields, sea and surf surround Manchester, most of them within an easy two-hour drive. Long Island Sound is to the south. Most Manchester people prefer the eastern shore. The same advantages which brought the adventurous whalers to Mystic and New London waters now bring the sea-minded sportsmen in droves. The water is superb. . . high surf in some places, placid in others. Deep sea fishing and surf-casting are excellent.

Long Island Sound is a yachting center to all the northeast. Tiny "dinks" and graceful international 12-meter sloops skim its waters. Deep-water fishing, which brings out all the angler's skill and muscle, draws fishermen. They fish from private and charter boats, well out to sea. Many people fish from the beach and bring in catches of surprising weight and size.

Cape Cod is haven to many who love the sea. Visitors from all over the

nation plan their vacations at the Cape. It is close to Manchester, an easy trip for a leisurely, fun-filled weekend.

A bit farther north and west are three of America's most impressive mountain ranges. The White Mountains of New Hampshire, the Green Mountains of Vermont and the Berkshire Mountains of Massachusetts offer skiing in winter which meets or surpasses any in the world, including famous European resorts. In the summer the coolness of the mountains lures campers and vacationers. All of these areas offer a broad variety of living accommodations, from chic, sophisticated resorts to primitive camping.

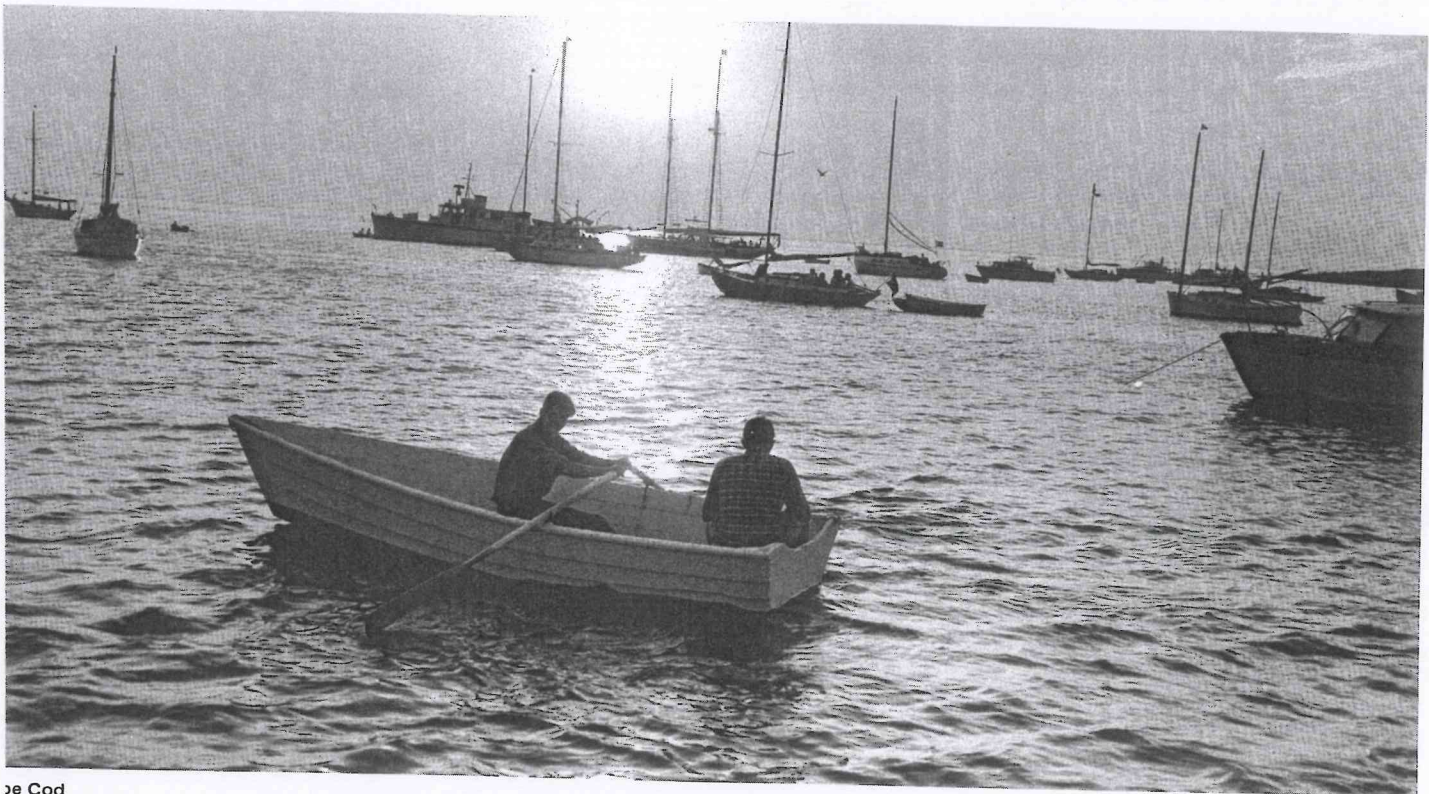
For professional sports the area around Manchester is a charmed circle! Big league baseball, football, hockey, and basketball are within two and a half hours, in Boston and New York. The Red Sox and the Yankees share a vigorous partisanship among Man-

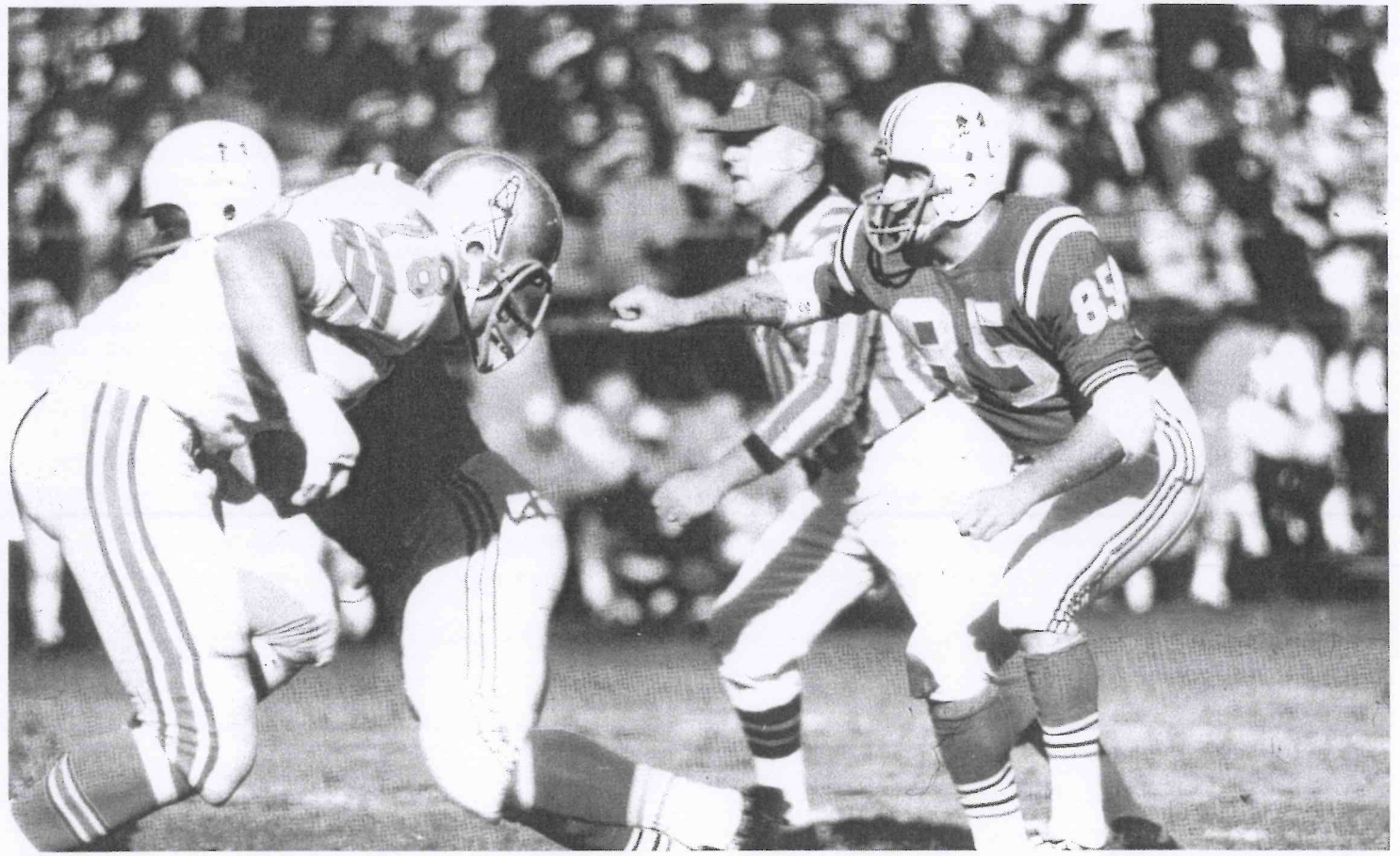
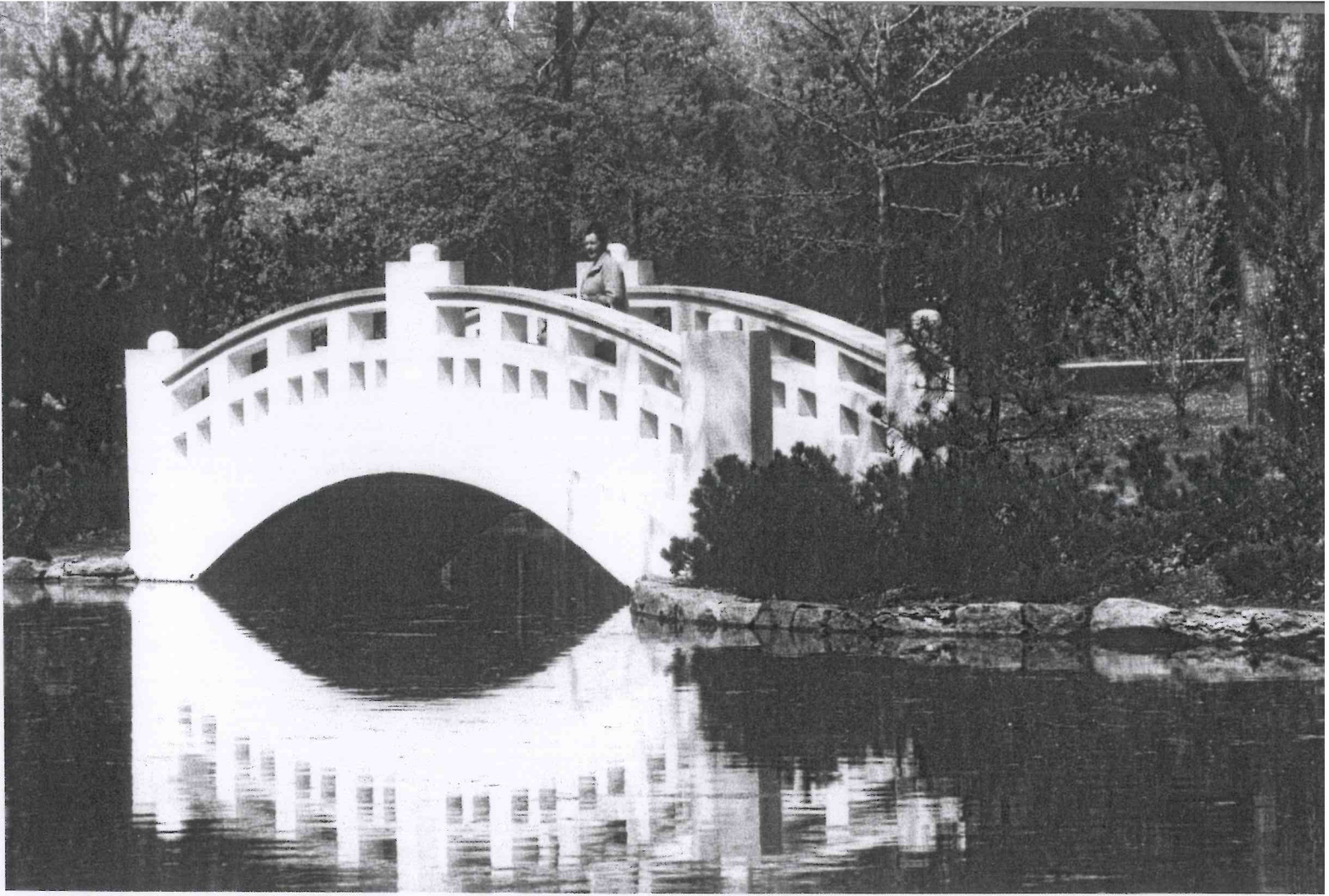
chester residents. The New York Mets capture the attention of National League fans. Many people travel to the big city, enjoy an afternoon of professional sports, spend a pleasant evening dining and dancing or attending theater in the city, traveling home the same day.

For college sports the University of Connecticut, Yale, University of Hartford, Trinity and Wesleyan offer the best. Professional football and professional basketball are played in Hartford.

Although the State of Connecticut is one of the most highly industrialized in the country, it has reserved vast spaces for natural woodlands and parks. Many of these have living accommodations, while others have been preserved in a purely untouched manner.

Whether your preferences run to rest and relaxation or to vigorous, active sport, Manchester is central to recreational activity to suit every taste.



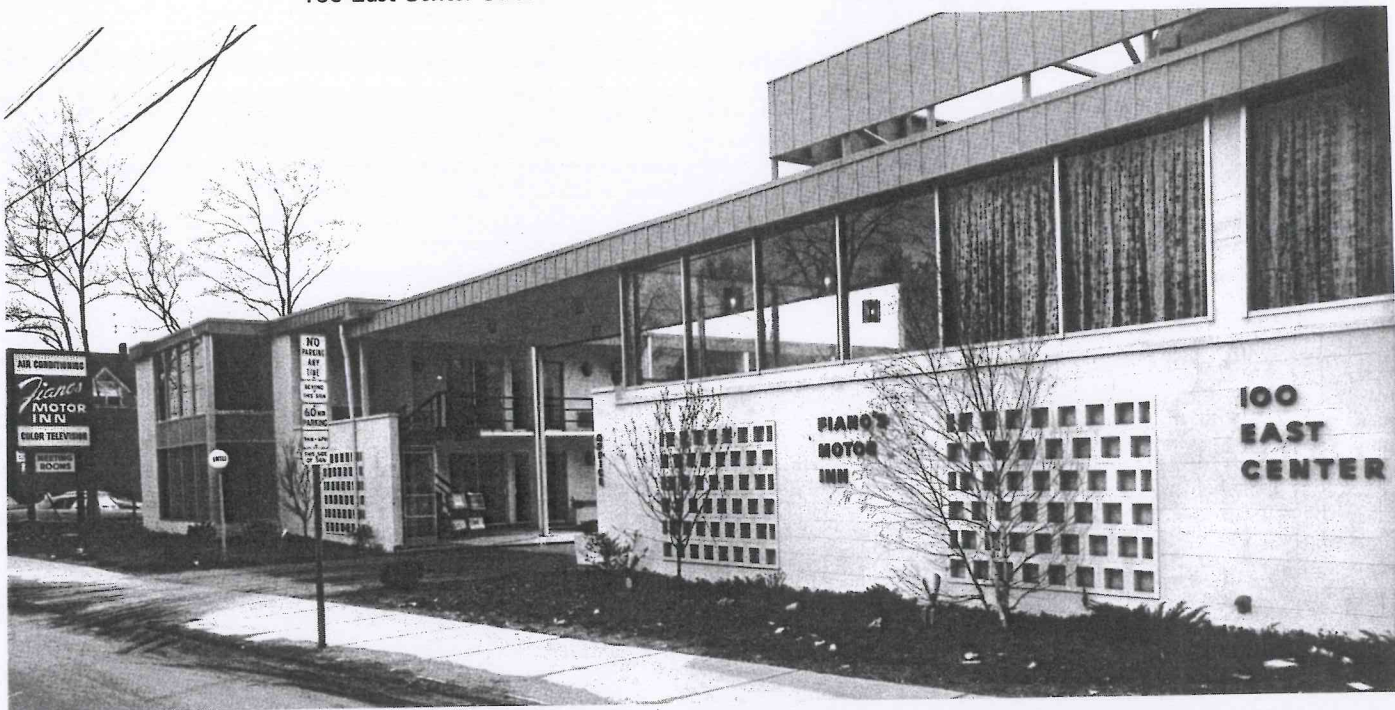


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Delightful Expression in Every Cultural Media

One might ask: why should a community lying near a culturally-advanced major city form, develop and execute its own cultural complex?

The answer is eminently simple. It is because the nature of the people . . . their attitudes, interests and preferences . . . demands a cultural maturity within which to live.

Manchester has its own 50-piece community orchestra, a symphonic ensemble whose chairs are filled by professionals and amateurs. Many members of the Hartford Symphony reside in Manchester and make their profession their avocation by performance with the Manchester Civic Orchestra. The orchestra is professionally directed; its non-professional chairs give talented amateur performers the opportunity to associate with recognized professional musicians. It performs several concerts yearly at the Bailey Auditorium in Manchester High School. Its repertoire leans toward the standard symphonic works, with some venturing into new and experimental modes. Instrumental and vocal soloists are imported from all over New England to perform with the orchestra.

The Civic Chorale is a sister-body of professional and non-professional musicians, performing with the orchestra in vocal and instrumental works, and rendering frequent concerts on its own, also at Bailey Auditorium.

Manchester is home to two colorful Pipe Bands: The Taggarts and the Manchester Pipes. These are indepen-

dent organizations; their skirling and the flash of their tartans lend color and excitement to parades and community celebrations.

The town has its own music department. The head of that department directs the Gilbert and Sullivan Workshop, a performance group, many of whose members are singers in the South Methodist Church choir. The lace-like whimsy of "The Mikado" and "Iolanthe," and the more ponderous themes of "Ruddigore" and "Yeomen of the Guard" are a delight to local devotees. All these have been recent productions of the workshop.

Interest in the theater runs deep and long in Manchester. The Community Players has a 35-year history of outstanding non-professional production. Working on the proscenium stage of the Bowers School, it presents two plays yearly to benefit the Public Nurses Association. Recent productions included "Everybody Loves Opal," "Come Blow Your Horn" and "Barefoot in the Park."

The Little Theater of Manchester is of more recent origin but no less dedicated to quality of production. In its eight years of existence this group has recruited 90 active members and has secured its own rehearsal facilities. Performance is at Bailey Auditorium. There are three productions yearly, with a fourth unannounced production for subscription members only. Its range is amazingly eclectic including Sartre, Ionesco and Moliere at one

end of the spectrum. Light comedy like "Ring Around the Moon" and "Black Comedy" are at the other. In-between, the Little Theater performs dramas like "picnic" . . . musicals, too—the entire gamut of theater.

Manchester's Annual Arts Festival brings in about 350 entries in all media of the visual arts. A combined professional and school art exhibit, it is under the aegis of the extraordinarily active Manchester Fine Arts Association. It is a selling and prize-awarding show, in addition to exhibition. The council mounts a second art showing in the spring, exhibiting student and professional work. Prizes are awarded to students exhibiting the best portfolios.

The council sponsors demonstration-lectures and field trips to the great art museums of Hartford, Boston, Providence and New York. These activities are open to members and the public may participate as guests.

Hartford, only ten miles away, has a fine professional symphony orchestra, several outstanding museums and the Hartford Stage Company, a nationally-known resident repertory group. People from Manchester avail themselves of these cultural opportunities as well as the opportunities of the large urban centers of New York, New Haven and Boston. But cultural experience and opportunity in outstanding quantity and quality is at everyone's front door in Manchester.



Manchester Civic Orchestra



Community players
present "The Odd Couple"



The Lions Art Show



Mary Cheney Library



In the early 1840s the Industrial Revolution had transformed the Connecticut Valley from an agricultural to an industrial concentration. Young women by the thousands poured into the plants to weave the silks and cottons which were the predominant products of the time.

At the Cheney Silk Mills in Manchester, as elsewhere, the work was dull and the hours long. To relieve the monotony of their working hours, the girls bought a set of books and hired a professional reader to entertain them and to occupy and nourish their minds while their fingers worked the looms.

Today, that set of 225 books has grown to the 100,000-volume collection of the Mary Cheney Library, the Whiton Library and the West Side Branch.

These three entities comprise the system of the Manchester Public Library. The three units are well-dispersed about the town, making access and use easy for everyone. To further extend its service capabilities, the Manchester Library has a reciprocal card

agreement with the nearby town of East Hartford. Both town libraries, in Manchester and in East Hartford, are about the same in size and scope. Their mutual cooperation enriches the capabilities of each. This arrangement was the first of its kind in the state.

The Manchester Public Library makes a mission of community involvement. Its comprehensive reference and business collections are in constant use by students, researchers, marketing and merchandising executives. Its circulating art and recorded music collections add to the culture of the town. The librarians do more than wait passively for people to avail themselves of library facilities. The library publishes weekly book listings and distributes them throughout the town. Some of these are general information on new acquisitions. New titles average 7,500 yearly. For special events the library issues special reading lists. For example, when the Manchester Community College instituted its film program, with films being screened at the auditorium of Whiton Library, the

Manchester Public Library compiled and distributed special titles under the category "Novels and Plays into Films". During the 1968 presidential campaign, the library issued special recommended readings on politics, candidates and issues.

To extend its own facilities to smaller libraries in the communities surrounding Manchester, the library heads up a "Swap Group": An inter-library organization in which ideas are exchanged and information passed and disseminated. Manchester library personnel serve as consultants to the group.

As an active servant to individuals seeking self-betterment, scholarly attainment and intellectual enhancement, and to industry seeking information and technical guidance, Manchester Public Library stands well to the front of community libraries. Born out of the need for intellectual stimulation, it has grown to a fulfillment of this purpose which the workers of the Cheney Silk Mills could not have foreseen.

**A Library
Born to Pass
the Time,
Feeds
the Intellect**

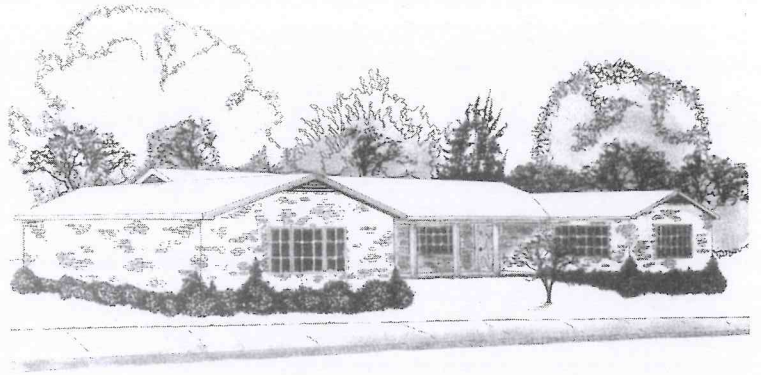


HARRISON'S STATIONERS

Your need for unusual gifts, fine stationery, books, office supplies and equipment can be answered in a single trip to this unique stationers. One of the largest stores in the city, Harrison's has been serving Manchester and surrounding communities for over 24 years. Daily delivery service.

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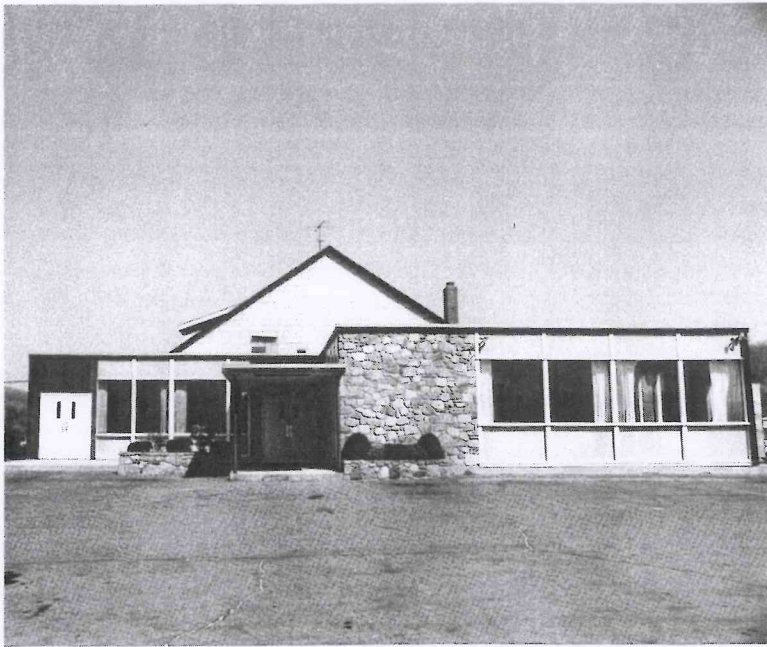


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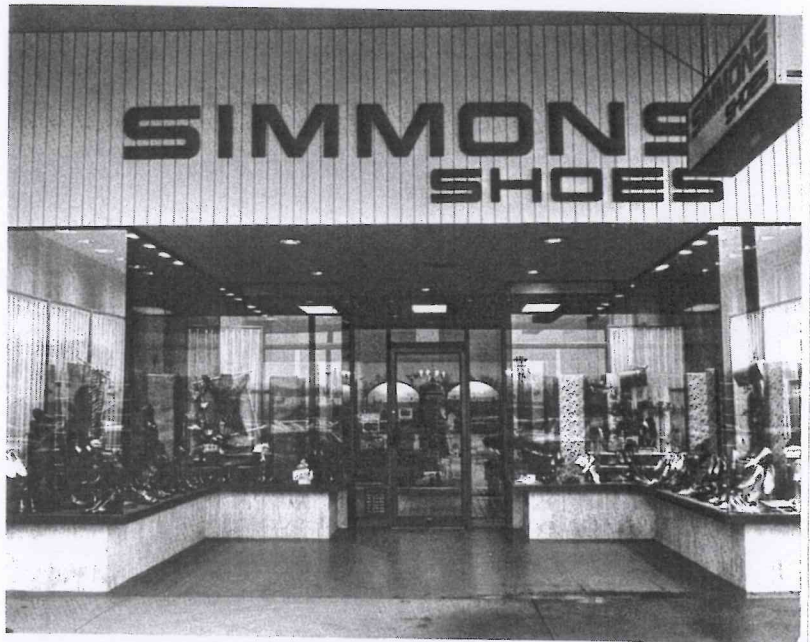


Jacqueline = Roberts Agency

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A Community Rooted in Fertile Soil

Manchester Chamber
of Commerce booklet
published 1969

The settlement of the Town of Manchester was the result of a growing restlessness and hunger for land on the part of a group of residents of Hartford. Moving east across the Connecticut River into the areas now occupied by the towns of East Hartford and Manchester, they purchased broad tracts of land from the Mohican Indians, and settled to farm.

This was in 1672. The area of land known as Five-Mile-Tract was, in political fact, a part of Hartford, but in spirit and desire, a separate entity, peopled by hardy folk of independent mind. In 1731 the land was divided again into two tracts, the roots of present day East Hartford and Manchester.

Like all New England communities prior to the Revolution, the land was divided into ecclesiastical societies as a basis of taxation and government. Taxes were paid to Hartford, still the mother city. In 1772 Five-Mile-Tract was renamed Orford Parish, under the dominion of the Fifth Ecclesiastical Society. It was not until 1790, with the Revolution over, that Orford Parish won its petition to form a separate political unit. But certain residents of Orford Parish, those at its easternmost section, were still not content. They clamored for secession from East Hartford; in 1823 the General Assembly granted their petition and the Town of Manchester was formed. Its population, at the time, was 1,500 people.

Thus, it was a century-and-a-half between Manchester's settlement and the town's winning of municipal independence. This was a period of unmitigated peace and prosperity. At first the Indians of the Mohican tribe were friendly. They imparted many of their agricultural skills to the settlers. The combination of mechanical skills acquired in the mother country and the native ingenuity which rough frontier living demanded and developed, gave root to a healthy agricultural and industrial beginning. Many of the foot-trails laid out by early Indian

inhabitants lie beneath the present-day roads and highways of the town.

But there were raids and depredations against the settlers, and the pioneer farmer worked with one hand on the plow and the other on his flintlock. Two wars, the American Revolution and the War of 1812, disrupted the peace and growth of the community, but they inspired industrial independence as well, and firmly established America as an independent nation... a future Titan among the world powers.

Tobacco became a crop of great economic importance early in the area's history. Extensive fields of tobacco still dot the central Connecticut countryside.

Harnessing the run of the Hockanum River, Bigelow Brook and Hop Brook to turn the wheels which powered the mills, the settlers began to erect a viable industrial base. Some of the powder which was used in the muskets of the Continental Army came from a powder mill near Manchester Green. One of the owners was William Pitkin. His famous glass factory, one of America's earliest industries of substance, may still be seen, although in ruins, on its original site.

In 1838 the Cheney Brothers opened their first silk mill in Manchester, an establishment which was to shape and dominate much of the town's history from that day to this. Manchester became a commercial center. New people arrived; new roads were built; municipal services expanded to meet growing needs. A library was founded; inns sprang up. Mill owners, hungry for help, imported labor from Europe, and a cosmopolitanism made its appearance. In 1850 the Hartford, Providence and Fishkill Railroad opened a freight and passenger service to carry Manchester's goods to the rest of the young country.

During the Civil War, Manchester served as a way-station on the "Underground Railroad," and a prime source of men and material for the Union cause. The Col. Ireanus Brown house

on South Main Street still stands in mute testimony to the hatred of slavery which spurred Connecticut men to fight. A Manchester resident, Christopher Spencer, invented the Spencer repeating rifle and manufactured them by the hundreds of thousands for Union soldiers. The famous Waterman fountain pen was the product of a Manchester resident's ingenuity. The rapid industrial rise of New England after the Civil War was reflected nowhere more than in Manchester. Businesses thrived and grew. Cheney Brothers Mills, generous and public spirited, turned a substantial share of its profits to the use of the town. It built a four-room school on Main and School streets; it established the first fire department in Manchester; it built Cheney Hall as a social and community center; it built sewer and water mains. It constructed the South End Railroad and erected homes for its workmen and their families.

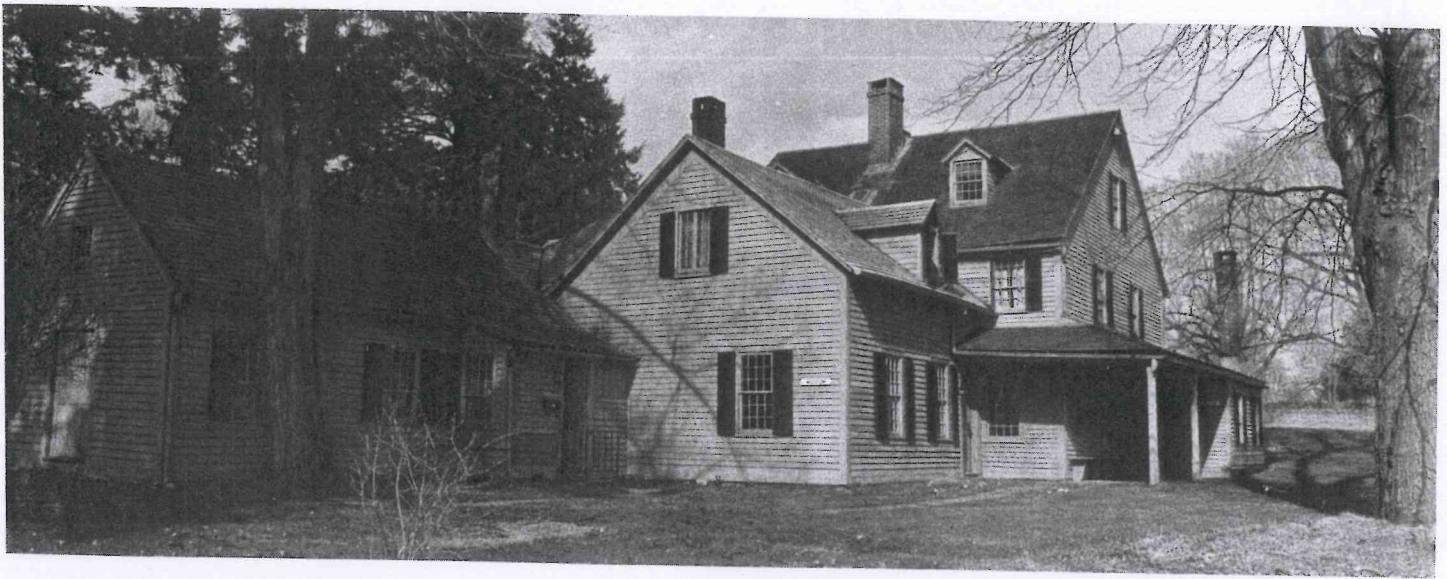
Paper mills, woolen mills and others enjoyed profit and growth in the hospitality of Manchester. Many industrial names, which were then and are now, household words, established themselves in Manchester. The *Manchester Evening Herald*, born in 1881, has become one of the nation's most highly regarded small-city dailies.

During World War I, Manchester residents and industries again turned their fullest attention to the nation's military needs.

With the onset of the Great Depression, Manchester's halcyon days of industrial prosperity ground to a slow halt. The wheels of industry revolved more and more slowly. Many industries, the great Cheney Brothers Mills among them, suffered a recession from which they never quite recovered.

During World War II, the inherent skills of Manchester people manifested themselves in unique service to the country. Parachutes, uniforms and special equipment clothing came from Manchester. So did precision instruments for sea and air navigation.

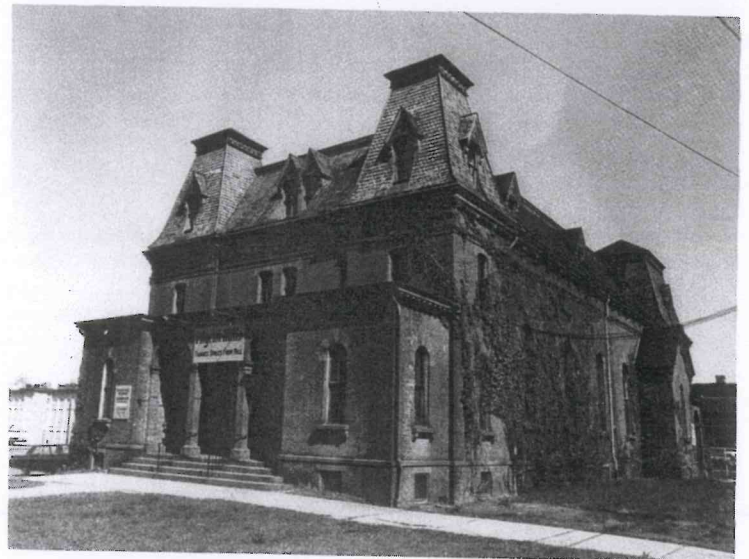
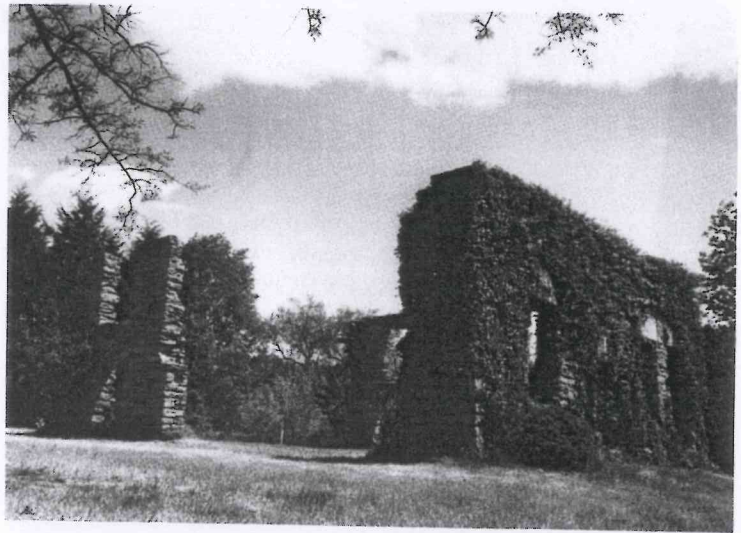
Today, Manchester gives good



reason for its nickname: "The City of Village Charm." The streets are broad. In the residential areas, trees shade and beautify the streets; the houses are neat and well-kept, fronted by velvet lawns. In the industrial areas there is a stir and bustle of busy, growing business, as a network of excellent highways brings raw materials in and finished goods out of the area.

Manchester is mature. Its social and civic services are plentiful and well-keyed to the future growth. Government is democratic and responsive to the needs and desires of the people. It is a happy and a friendly place, full of cultural opportunity and experience and with plentiful recreational facilities.

From the first brown and fertile earth which turned up from the first settler's plowshare, to today's humming machines, dynamos, generators; from the first thatched-roof log cabin to today's pleasant, comfortable homes, office buildings and plants, Manchester's history has pointed a straight path to the present. The path leads onward to an even brighter and more promising future.





BLISH HARDWARE CO.

In a highly competitive field, Blish Hardware has emerged as the leading Hardware Supply store because of its policy of the highest quality products at the most reasonable prices. Since 1893 this store has supplied the area population with top quality Lawn Equipment, Painting Supplies, Building, Mill and Contractor Supplies and household needs.

793 Main St.

Phone 643-4121



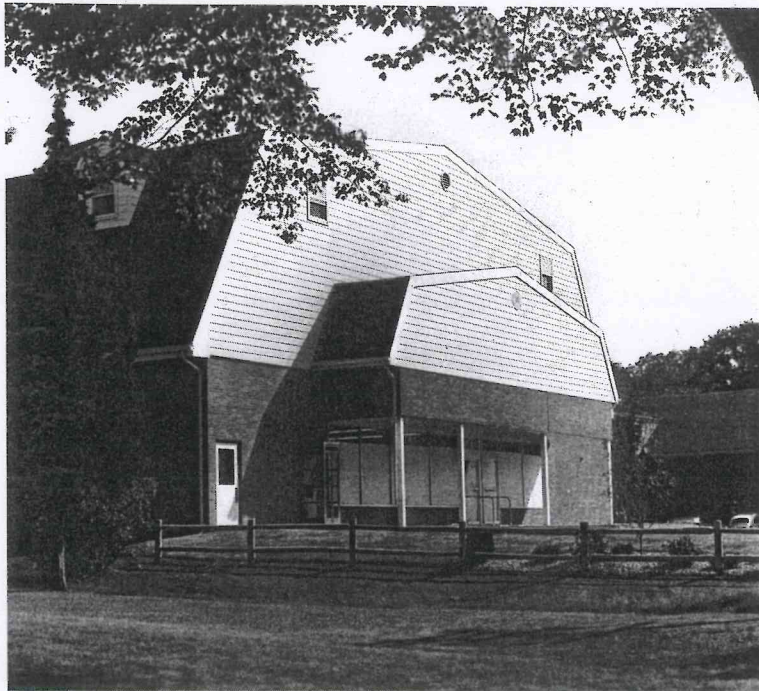
CLARKE INSURANCE AGENCY, INC.

Since 1916

Each year the reputation of Clarke Insurance Agency for dependability and services grows with the Manchester community. Agents for all types of insurance specializing in package policies for businesses and individuals—they welcome insurance problems and will surely find just the right policy for your needs.

237 East Center Street

Phone 643-1126



HIGHLAND PARK MARKET, INC.

"The choicest meats in town" are found at Highland Park Market, Inc. People come from miles around to shop and enjoy the fine values at this modern, well-stocked supermarket. Besides having such a fine selection of quality meats, it stocks the freshest eggs, poultry, vegetables and fruit. Friendly, courteous employees make shopping a pleasure.



PINEWOOD FURNITURE SHOP, INC.

Be your own decorator...and save. Pinewood Furniture Shop, Inc., the house of unpainted furniture, offers New England one of the greatest selections of unpainted furniture. Choose from Contemporary, Colonial and Mediterranean styles at low, low prices. To make your finishing job easier we also feature a complete line of finishing supplies.

379 East Center St.

Phone 643-1631



BANTLY OIL COMPANY, INC.

by relaxing warmth and comfort all year long for only pennies a when you buy your fuel oil and heating equipment from Bantly Oil Company, Inc. For over 39 years, the company has served local businesses and residents in the Manchester area with high

test and certified fuel oils. All trucks are equipped with 2-way radios and available for emergency service 24 hours a day for your convenience.

331 Main Street

Phone 649-4595



ROGERS CORPORATION

ough ROGERS has become a national company serving world markets, manufacturing facilities have been operated in Manchester since the company's founding in 1832. Highest quality printing and matrix and thermosetting plastic molding materials are produced here with the skills of local area residents, maintaining

ROGERS' position among the world's leading suppliers of these products. Other Eastern Connecticut plants are located in WILLIMANTIC, WOODSTOCK AND ROGERS... corporate headquarters also in ROGERS, CONNECTICUT 06263

Main St., Rogers, Connecticut

Phone 774-9605



KEITH REAL ESTATE

The latest, most modern and up-to-date computer methods are used by Keith Real Estate to find quickly for you the right residential, industrial or commercial property to meet your individual needs. Complete real estate selection is offered by this family-owned concern. Member of the Multiple Listing Service and Board of Realtors of Manchester and Hartford.

172 East Center Street



Phone 646-4126



WESTTOWN PHARMACY, INC.

One stop at WESTTOWN supplies all your family health needs. WESTTOWN maintains a complete prescription department with 3 Registered Pharmacists on duty.

Be sure to visit our Glamour Lane (with famous brand cosmetics, well stocked) Spacious Hallmark Card Dept., Tobacco Shed, Pipe Dreams, Photo Center, Fresh Barton's Candies and many many more.

WESTTOWN serves as a collection agency for HELCO, CONN NATURAL GAS AND SNETCO Utility Companies. Bills are payable during all store hours 8 a.m. to 9 p.m. daily including Sundays and Holidays. A U.S. Postal Substation is also maintained.

Prompt FREE delivery service of medicinals only.

Prescription Dept. 649-9946—All other calls 643-5230
455 Hartford Road, Manchester, Conn.



WILLIE'S STEAK HOUSE & MOTEL

One of the finest restaurants and motels in the Manchester area, Willie's Steak House and Motel, offers luxurious accommodations for the businessman, traveler and vacationer. Its superb steak house features distinctive dining at reasonable prices. Banquet facilities and catering service available for up to 225 people. Smart travelers have discovered Willie's is the place to make your home away from home.

42 444 Center Street

Phone 649-5271



WILTON'S GIFT SHOP

The largest selection of original "HUMMEL" figurines to be found anywhere in the United States is at Wilton's Gift Shop. Gifts of distinction for the whole family are available including Early American reproductions in wood, pewter and glass. Hallmark greeting cards carried. Personalized service. Free gift wrapping and courtesy Pitney-Bowes mailing counters.

964 Main Street

Phone 643-7781

Manchester Memorial Hospital Pathfinder in Medical Treatment

The influenza epidemic of 1920 hit Manchester hard. Medical facilities of the time were inadequate to cope with the emergency; hospitals in Hartford were crowded with that city's own stricken.

The need for a hospital in the growing town of Manchester was dramatized. A group of leading citizens formed itself into a committee to study the feasibility of the project and to raise funds. The result of their dedication is Manchester Memorial Hospital. The original 50-bed unit was dedicated to those who served in World War I.

Today, Manchester Memorial Hospital has a capacity of 300 beds and 34 bassinets. There are over 100 physicians on the staff and it serves an area population of 110,000. But its growth has been more than merely size and capacity. Manchester Memorial has pioneered programs in intensive care and continuing care, which have served as models to the nation.

Manchester's three intensive care units have been the subject of study by the United States Public Health Service. The cardiac unit is automated and served by a specially-trained team of physicians, surgeons, nurses and technicians. The computer center, now serving Manchester Memorial and two other hospitals by remote connection, presently performs automated book-keeping and billing chores, and is

under conversion to use as a medical data center and computerized treatment facility, as well.

Manchester Memorial's self-care unit is popularly known as "The Manchester Hilton." Although the nickname may seem facetious, it is a realistic appraisal of the comfortable and attractive surroundings which patients well on the way to recovery enjoy on the hospital's premises. Rooms are beautifully furnished for single occupancy. Lounges, crafts shops and dining rooms are modern and inviting. Most of the patients are classified as "self-help" . . . able to care for themselves in every way except professional treatment.

"Self-help" incurs savings in medical costs, and these savings are passed on to patients in the form of reduced rates. In costs, as well as in appearance, "The Manchester Hilton" compares to a fine hotel.

Manchester Memorial is organized as a voluntary, non-profit institution serving 15,000 yearly admissions. Its out-patient and clinic departments serve another 36,000 visits yearly, while its 24-hour, professionally-staffed emergency department answers 22,000 calls per year. It has full internship teaching facilities and a residency in pathology. It cooperates with the University of Connecticut and with Manchester Community College in para-medical training.

The hospital is growing to meet the needs of the growing community. The most immediate among several building programs will add a new operating suite, new diagnostic X-ray facilities and a cobalt therapy unit. A new intensive care unit will add an additional 22-bed capacity. There will be a total of 39 beds in the new wing.

For doctors seeking rewarding practice, a better place than Manchester would be hard to find. The community is affluent and growing, and economic opportunities are unlimited. Nearness to medical centers in Hartford, Storrs and New Haven . . . even to the great medical complexes of Boston and New York . . . gives the physician wide opportunity to continue his education and to keep in close touch with new developments and techniques. Manchester Memorial Hospital operates a continuing education course for area physicians. Case presentations by hospital staff, and lectures by guest speakers are conducted on a weekly schedule.

Manchester's unparalleled livability is as inviting for physicians as for others. The welcome to practice in Manchester is warm and sincere. The medical centers of the town . . . attractive colonial buildings of medical suites, for the most part . . . are located yards from the hospital. Group practice is common and easily arranged.



Manchester Memorial Hospital

REGAL MEN'S SHOP, INC.

Regal, "The Marvel of Main Street, Manchester," where distinctive quality and satisfaction go hand-in-hand.

Thirty years of serving discriminating customers with a competent, experienced sales staff and featuring over 100 of America's best known brand-names such as: Hart Schaffner & Marx, Petrocelli, Botany "500," McGregor, Mighty Mac, Main Guide, Pendleton, Puritan, Jantzen, Hathaway, Arrow, Manhattan, Jaymar, Levi's, Haggar, Jarman, Bates, Florsheim, to name a few.

Our exclusive PAL® policy (Permanent Alterations for the Life of the garment)®, assures perfect fit, whether you put on or lose weight . . . at no charge! A liberal refund or exchange policy . . . no questions asked! Open Monday through Saturday 9:30 a.m. to 5:30 p.m., Thursday till 9 p.m.

901-907 Main Street

Phone 643-2478



MANCHESTER MOTOR SALES, INC.

"Where customers send their friends."

Visit the "Rocket Room" at Manchester Motor Sales, Inc. for the finest sales and service on a new or used Oldsmobile. Friendly, experienced salespeople are anxious to assist you with your selection. This authorized dealership does general repairing, body and fender work, alignment and tune-ups on all makes and models.

512 West Center Street

Phone 643-1511

Quality, Variety, and Convenience Make Shopping a Pleasure

Manchester's Main Street is a broad thoroughfare—wide enough to permit parking without impeding the flow of traffic. Along its length and just off the main artery are a number of very large parking lots. Off-street and on-street parking is more than adequate to meet any condition, even the busiest shopping hours.

But something is missing from the picture. Parking meters. Not a meter in sight, anywhere. Parking is free, financed by a voluntary tax paid by downtown merchants.

Parking, of course, presents no problem at any of the large, modern, and convenient shopping plazas serving

as regional shopping centers and bringing people in from the surrounding communities. There are banking branches at several locations and four banks downtown. Cinemas and restaurants make shopping a pleasant excursion rather than a tiresome chore.

Downtown or at the plazas, shopping is marked by warm and personal service...courteous in the extreme. This is one of the pleasant "village" aspects of Manchester. The variety of shops, from large department stores to small specialty establishment, and the depth of merchandise in stock makes one-stop shopping a time-saving reality. Manchester women are demanding in their attitudes toward fash-

ion...and the apparel offered by the several ladies' fashion shops of the area reflects this meticulous good taste.

Special events sales: Washington's Birthday, as a typical example, and the not-so-typical Sidewalk Days...are heralded by special tabloids reaching 50,000 people. People have their likes and dislikes, but everybody loves a bargain!

While the great urban shopping centers of Hartford, New York and Boston are easy to reach, most Manchester people find everything they need and want right at their fingertips at home...with the advantages of free parking courteous, attentive service, and an uncrowded atmosphere.



Downtown Manchester

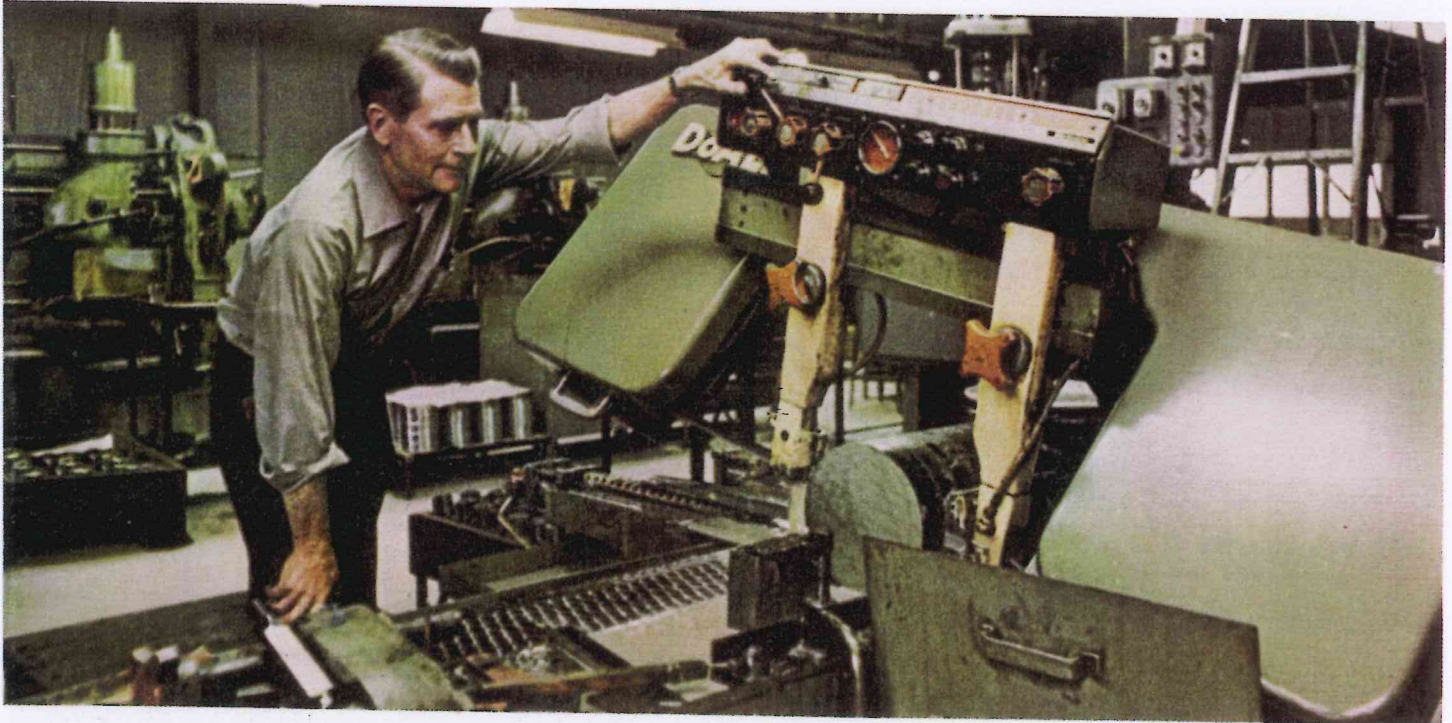


From its earliest beginnings, Manchester has enjoyed an industrial climate which has promised profitable growth. How well it has fulfilled its promise is seen in the burgeoning industrial base of the town today. In its diversity of industry, in the prosperity of its people, in the fine network of roadways connecting Manchester with the

An Unparalleled Roster of Individual Advantages

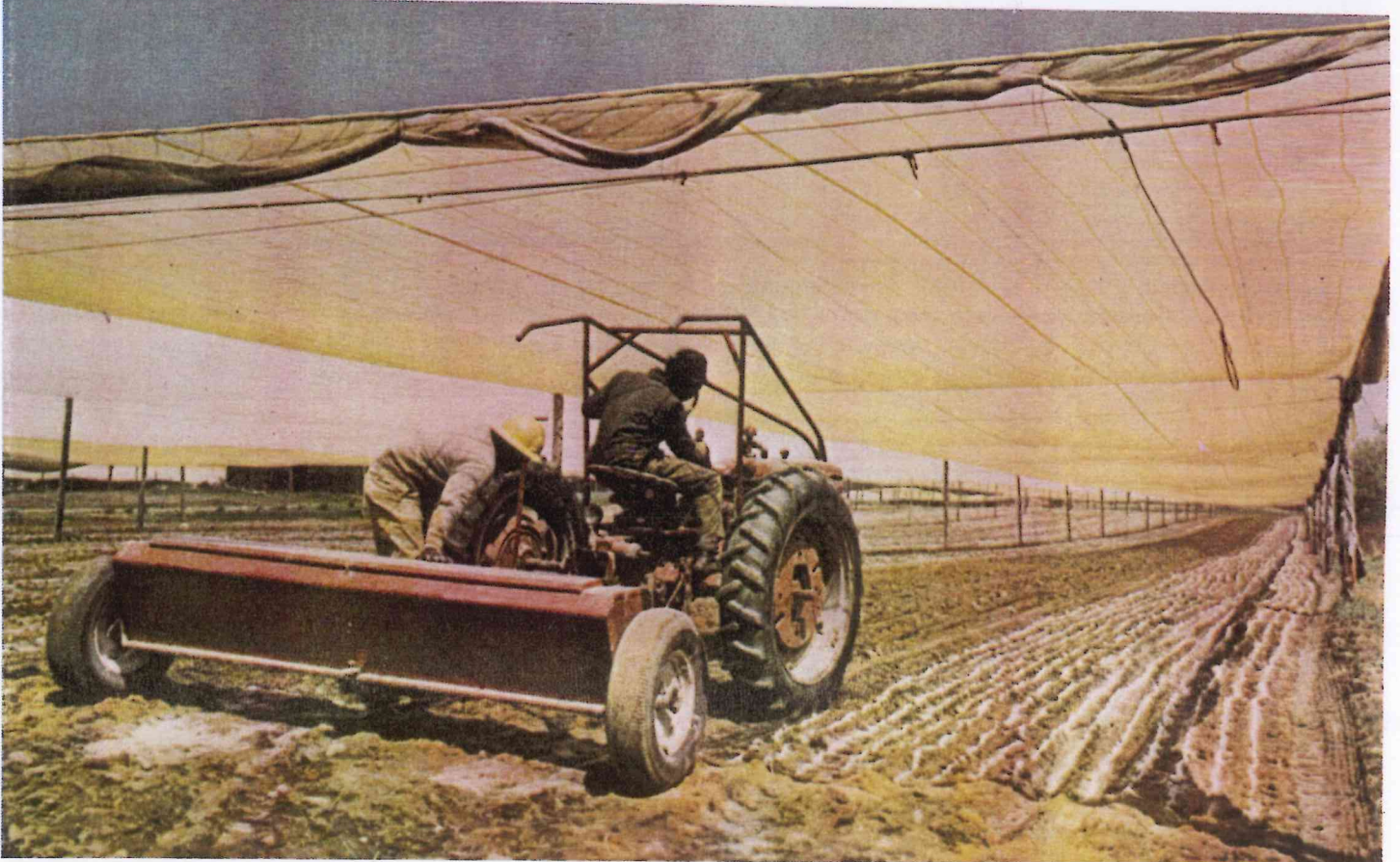
principal markets and the economic capitals of the nation, an even greater fulfillment is held out for the future.

Cheney Brothers Silk Mills was the area's earliest still-surviving industry. (A grandfather of the Cheney brothers was the famous Connecticut clock-maker who turned his interest from hand-carved weights and gears to tex-



Canopy in use over tobacco fields for shade-grown tobacco

Carlyle Johnson Machine Shop



tiles.) In later years, Cheney was joined by a great paper manufacturing industry represented by Lydall and Foulds, now a division of Colonial Board; Case Brothers, now a division of Boise Cascade, and the Rogers Corporation. Norton Electrical is a firm whose precision meters have assisted other industries in precision manufacture for many years.

The Carlyle Johnson Machine Company, manufacturer of industrial friction clutches, is a long-time Manchester firm as is Gammons-Hoagland, manufacturer of tapered reamers. Pioneer Aero-Dynamic Systems manufactures parachutes in Manchester . . . at first only for people, later for missiles and nose cones as part of the nation's space exploration program. Iona Manufacturing makes consumer electrical goods; Old Colony Company makes fine furniture; Manchester Modes makes ladies' coats and suits; Colonial Board makes paper board products. . . all components of the industrial whole in Manchester.

One significant and readily identifiable segment of Manchester industry might be described as satellite plants to the enormous United Aircraft complex, located in East Hartford, Hartford and several other nearby places. The area is rich in machine shops such as Purdy Corporation, Dean Machine Products, A.B.A. Tool Company, Mal Tool, and Klock Corporation. The latter two are subsidiaries of Gulf & Western Industries, Inc. The needs of sophisticated industry and the nearness of a superb college complex have encouraged the growth of a significant research and development industry in the area.

Obviously, Manchester enjoys a more extensive and intensive industrial diversity and quantity than many

other places of the same size. The unique advantages of the area account for these benefits. Manchester is central to the great markets of the East . . . Hartford is minutes away, New York, Boston, Providence, Worcester and Albany are all easily reachable within a maximum of two-and-a-half hours.

A glance at a road map shows that Manchester is, in fact, part of a transportation hub. Interstate Highway 84 leads east and west, interconnecting with Interstate Highway 91. Interstate 95 meets Interstate 91 in New Haven, speeding commerce on to the New York Thruway and all of the East. I-91 also connects with the Wilbur Cross Highway, recently widened and improved, and the Merritt Parkway. U.S. 6 used to pass directly through the heart of Manchester. It is now being re-routed to skirt the southern end of the town.

Excellent secondary roads, such as U.S. 44 and 44A, link the communities around Manchester with the swifter, wider new super-roads.

Bradley International Airport lies just north of Hartford at Windsor Locks. Roadway connections with this modern facility, served by major trunk carriers and by eastern feeders, are very convenient at present, and will improve even further when connection to the Bissell Bridge is opened. This will carry Manchester traffic directly north of Hartford, with no need to touch the major city.

Bradley serves New York, New England and the nation with a schedule of direct flights and as an international port of entry. Freight rail service is also available to Manchester industry through the Penn Central System, with passenger service offered from Hartford direct to New York.

Few places in America offer Man-

chester's unique roster of advantages. Add to those cited: a remarkable livability which assists in industrial recruitment and in the retention of personnel at all levels; and economic stability deriving from the central location of the town to the great retail market of all Central Connecticut; a history of steady, well-planned growth and marked tax stability; a record of labor harmony which reflects the mutual trust and respect felt between labor and management, and Manchester emerges as a prime site for location now. . . and for profitable growth in the future.

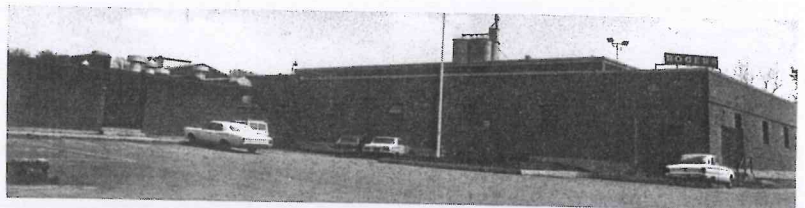
Manchester draws its labor force from a large surrounding territory. The curricula of state and private industrial, vocational and technical schools keep the labor supply coming in a steady stream. Graduates are well-schooled in local needs since courses and programs are tailored to Manchester industrial processes and activities.

In spite of high concentration of industry there is still much land availability for industrial sites in the Manchester area. Several industrial parks are fully equipped with utilities. They lie adjacent to roadways and many are served by rail spurs and sidings. Free-standing industrial sites are dotted about the area where they will best serve industrial and commercial needs.

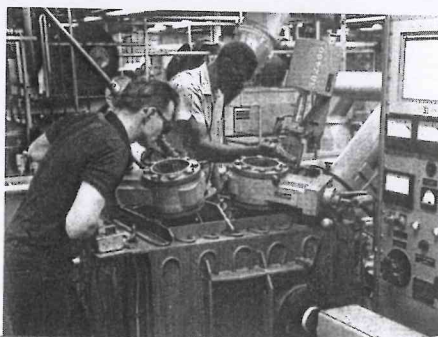
Government is an active participant in industrial growth. The town will participate with a builder or developer on a 50 percent basis for building of roads and installing utilities. If taxes resulting from the improvement are equal to costs, the town refunds the entire share of the builder's investment.



Iona Manufacturing Company



Rogers Corporation



United Aircraft plant,
Manchester



Route 15,
Wilbur Cross Parkway

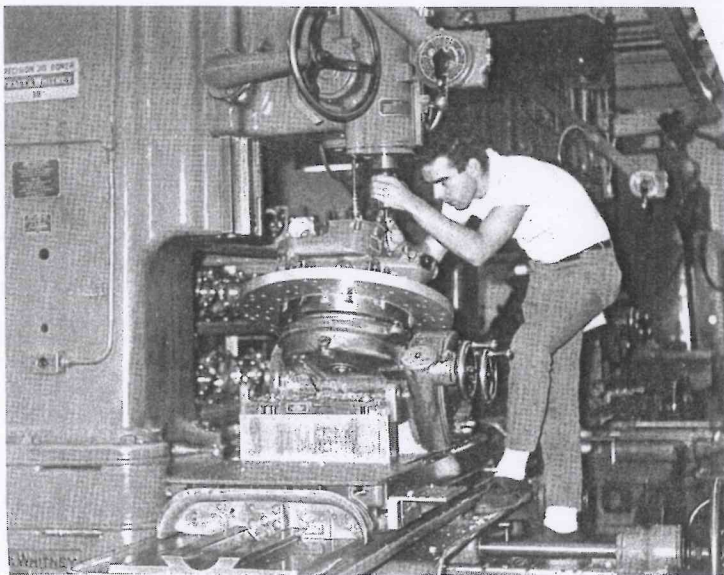
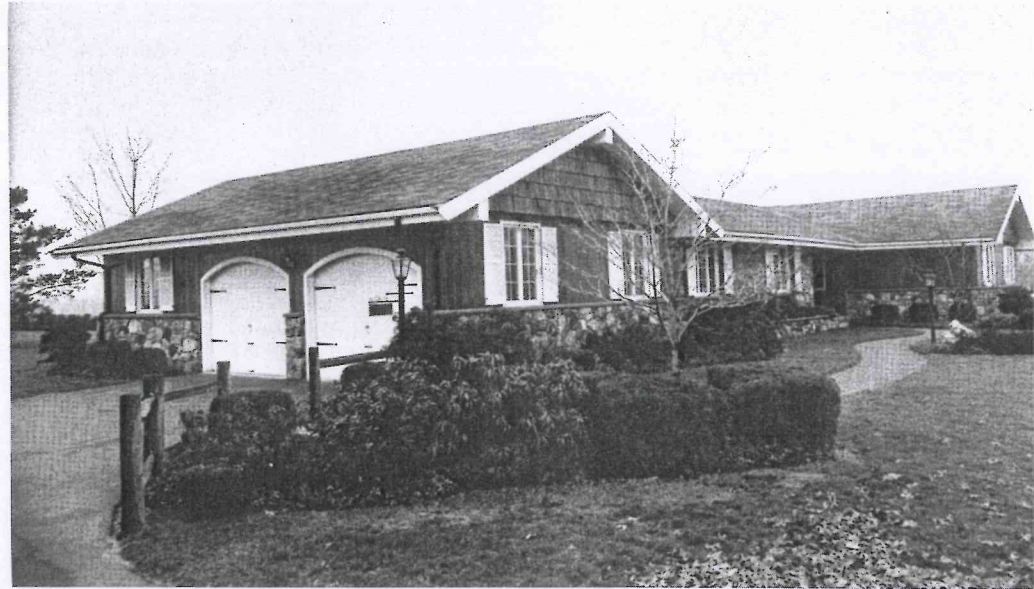
**THE ANDREW
ANSALDI COMPANY**

Since 1927, The Andrew Ansaldo Company has been in active service in the contracting field. In that period of time, it has grown to be one of the largest contractors in the Manchester community and a leader in surrounding areas.

The firm specializes in ready-mix concrete, mason and plaster work, excavating, and the rental of heavy equipment for industrial, commercial and residential properties. No job is too large or too small for this progressive firm that is recognized for its fine home developments and tracts.

Andrew Ansaldo's staff of engineers and technicians stand ready to work closely with you to advise and to quote you on the exact specifications for the job at hand.

186 Bidwell St. Phone 649-5249



THE PURDY CORPORATION

If your requirements call for precision jig boring, call on Purdy. It has the know-how and the most modern equipment and metal working plant in the New England area to satisfy the requirements of many of the nation's well-known industries and in particular the aircraft and aircraft component manufacturers. Experienced craftsmen can handle all types of custom work and medium productions. . . the company is large enough to do any size order, yet small enough to give close, individualized attention.

50 586 Hilliard Street

Phone 649-0000



L. T. WOOD LOCKER PLANT AND MEAT MARKET

"If you like the best . . . give us a test."

We cut only U.S.D.A. choice and prime grade western ste beef . . . satisfaction or your money refunded. We also have a fi selection of meats cut to your specifications for your locker home freezer.

Our retail department has a variety of meats for your shoppi convenience. Plenty of free parking space.

51 Bissell St. (rear)

Phone 643-84.



THE BALF COMPANY

Prompt service and quality products are two reasons why builders and contractors call on this firm for all their needs. Bituminous concrete, sand, gravel, and crushed stone are produced by The Balf Co.

190 Huyshope Ave.

Phone 527-3173



STANEK ELECTRONICS LAB.

Electronics and television specialists, Stanek Electronics Lab has skilled, experienced technicians who do excellent installation and servicing on color and black and white televisions and radios. Complete line of marine communications and equipment also available. Since 1936, Stanek's has been serving businesses and individual consumers in the Manchester community.

277 Broad Street

Phone 649-1124

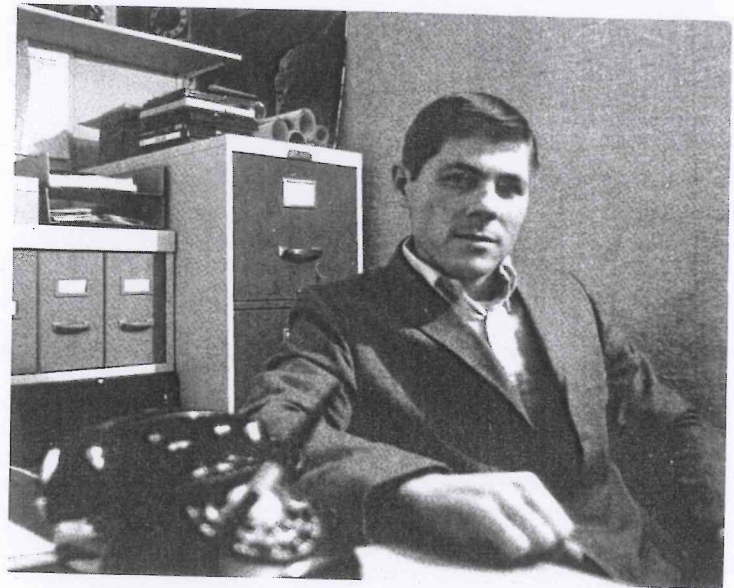


RAYMOND F. & LOUIS C. DAMATO

In any field of endeavor, skill and integrity are worth their weight in gold. As pace-setting contractors, developers and owners, Raymond F. and Louis C. Damato have spurred the development of Manchester for over 45 years and are responsible for many fine apartment complexes in the area. Satisfied customers return again and again because they know this reputable firm will handle every job well and its skilled staff will use the best equipment and materials.

24 Homestead Street

Phone 643-7091

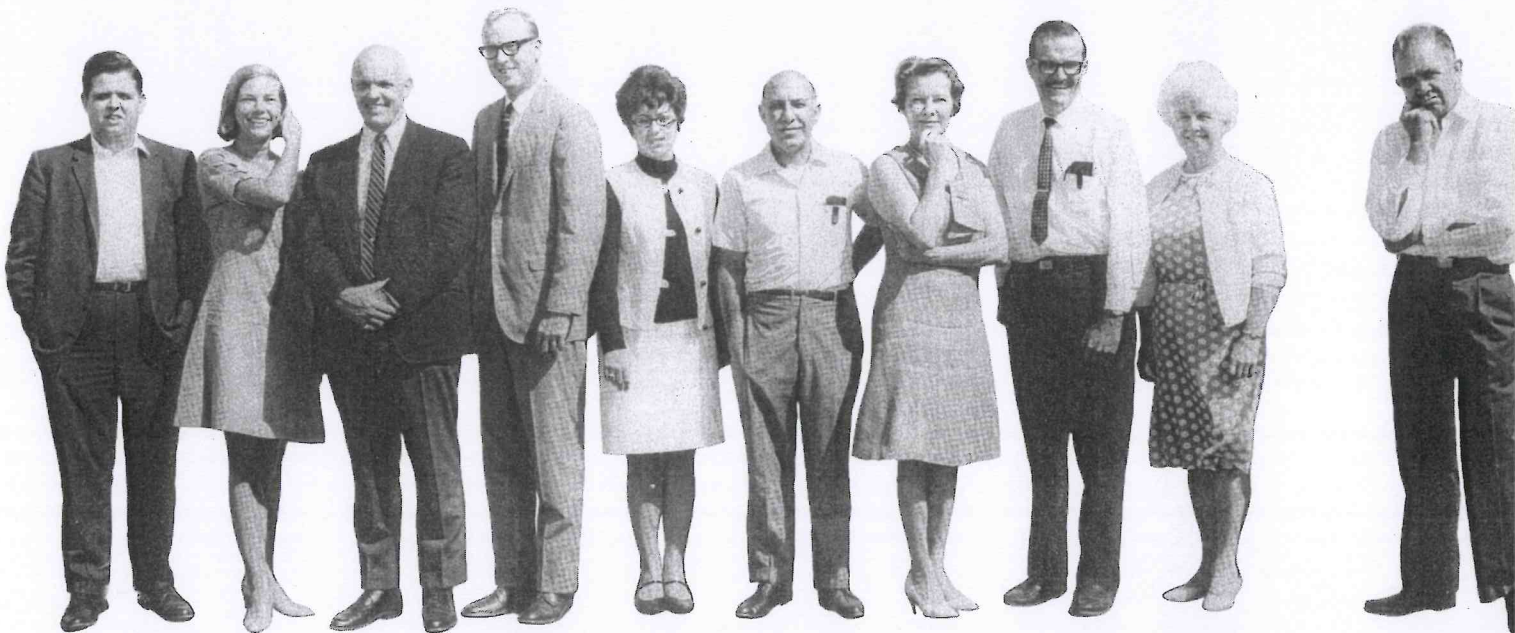


L. A. Converse Co.

Why look further? L.A. Converse Co. has everything you need for decorating. In its well-stocked showroom is a complete supply of residential and commercial paints and wallpaper. The firm is also noted for its fine workmanship on exteriors of homes, office buildings, and apartments. Insured, experienced painters use the latest, up-to-date equipment to get the job done well. For old-fashioned quality, cleanliness, and reasonable prices, remember L.A. Converse.

Phone 549-6580 or 643-4461

The Luckies live by a gas line and 9 out of 10 take advantage of it.



You're a "lucky" if you live in a modern community served by a GAS line. 9 out of 10 "lucky" new home owners enjoy the cleanliness, economy, comfort and convenience of modern GAS living.

The "luckies" know that there's no delivery problem with GAS—just clean, dependable, economical heat . . . wall to wall. With forced warm air systems, they can add GAS air conditioning for summer comfort. And with a GAS hot

water heater, they get hot water faster . . . three times faster . . . at the same low rate . . . day or night. Modern GAS is also the "luckies" favorite for cooking, clothes drying, incinerating, outdoor lighting, grilling and barbecuing.

So be one of the "luckies" who live in a clean, modern community by buying a GAS-heated home or converting economically to low-cost GAS heat. Call your heating contractor or CNG today.

Full-Service Utilities Spur Municipal Growth

Power, fuel, water, and phone are cooperating, highly dependable factors in Manchester's present prosperity and future growth. Serving a growing area means constant and consistent planning, forecasting, investing, and constructing for a future. All of Manchester's utilities, public and private, employ full-time professional planning staffs to keep availability in step with—or a few steps ahead of—demand.

Hartford Electric Light Company, known as HELCO, serves 23,000 customers in the Manchester area. As part of the larger Northeast Utilities Company which, in turn, is an active participant in the northeast grid, HELCO offers Manchester an abundance of power adequate to any foreseeable need.

HELCO is a participant in the Big 11-Plus, New England's association of power utilities, geared for progress. Part of its product is generated by atomic plants: Connecticut Yankee and Yankee Atomic; the remainder is fossil-fuel generated.

HELCO's reliability and capacity have spurred diversity of industry in the area. So has the reliability of fuel provided by Connecticut Natural Gas Corporation: natural gas of 1000 Btu's per cubic foot, arriving in Manchester from the transcontinental pipelines of Algonquin Gas Transmission Company.

Gas arrives at industrial burners, at space heaters, ranges, appliances... even at outdoor backyard grills... under high pressure and in an excellent state of purity.

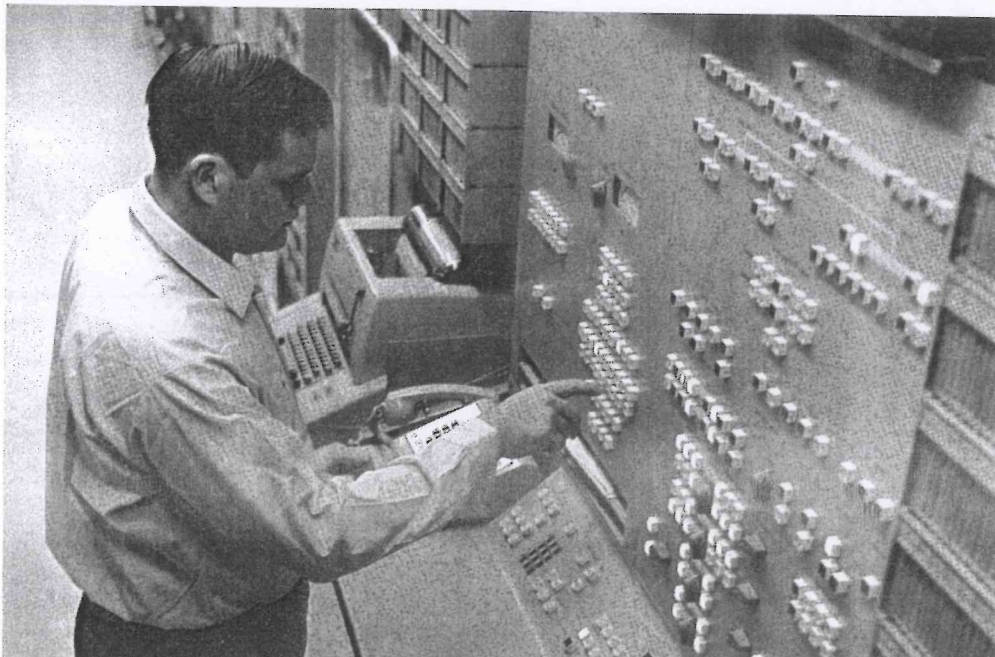
Connecticut Natural Gas finds some unusual uses for its product. Infra-red drying is an example. Gas-fired units create the rays which heat the object, not the surrounding air. Heat treatment in paper plants and metals fabricators is another. Curing of tobacco, a traditional agricultural product in Connecticut, is a third.

Southern New England Telephone Company, Manchester's telephone utility, is a part of the Bell System, serving 56,000 instruments within the exchange which includes Manchester, Bolton, Wapping and parts of Glastonbury and Hebron. One of the finest and most forward-looking companies of its kind, Southern New England offers Wide Area Telephone Service (WATS), Touch Tone, mobile telephone and every other modern service... some of which have not yet reached big-city neighbors! Centrex and teletype are available on a tailored-to-need basis. Normal installation is accomplished in two days, at most; more sophisticated business installations take from one to several weeks, depending on complexity.

SNET's business office is a different kind of place from most telephone offices. It is called "The Phone Store," a place where customers can shop for the kind of instrument and services they prefer.

Water supply is a dual arrangement in Manchester. The north end of the town is served by the Manchester Water Company, a privately-owned utility; the rest of the town by the Town of Manchester Water Department. Rates are equitable and equivalent, with metering prevailing throughout the town. The water is uniformly soft, pure and in good abundance. The difference is that the town draws its supply from ground streams principally, stored at five municipal reservoirs. The Manchester Water Company pumps most of its water from deep wells. The combined daily usage, private and municipal, runs in excess of 5,500,000 gallons. Both the town and the company employ professional engineers and planners. Both are busy extending new mains and feeders, tapping new sources, making certain that, as the town grows, water supply will keep ahead of need.

Well-maintained sewer mains serve the town, its people and its commerce and industry, both in sanitary disposal and for dependable drainage during heavy rains.





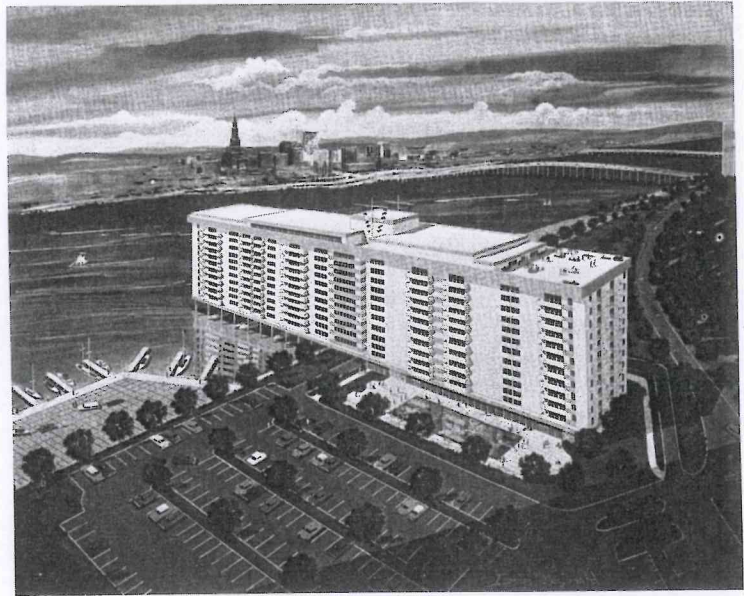
THE NASSIFF ARMS COMPANY

Planning a hunting or fishing trip? Going skiing or golfing? Plan to visit The Nassiff Arms Company, your house of sports, before your next excursion. This family recreation center has a complete selection of uniforms for all sports, fishing tackle, guns and ammunition, footwear and camping supplies. You'll enjoy personalized attention from their able sales staff.

991 Main Street

Phone 649-1647

**MARINA TOWER LUXURY APARTMENTS
EAST HARTFORD, CONNECTICUT**



Marina Tower is one of many outstanding developments presently under construction by the Randolph Development Corporation. Free estimates on all commercial and industrial buildings.

Write:

RANDOLPH DEVELOPMENT CORPORATION

45 Connecticut Boulevard
East Hartford, Connecticut

Phone (203) 289-8907



ALLIED BUILDING SYSTEMS, INC.

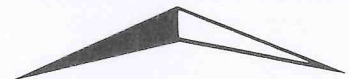
Not since ancient Grecian times have structural units played such an important role in exterior building design. Allied Building Systems, Inc. manufactures and installs pre-cast concrete systems and provides a fine custom design service for new and beautiful building concepts. The progressive concern serves the industry throughout the northeastern United States.

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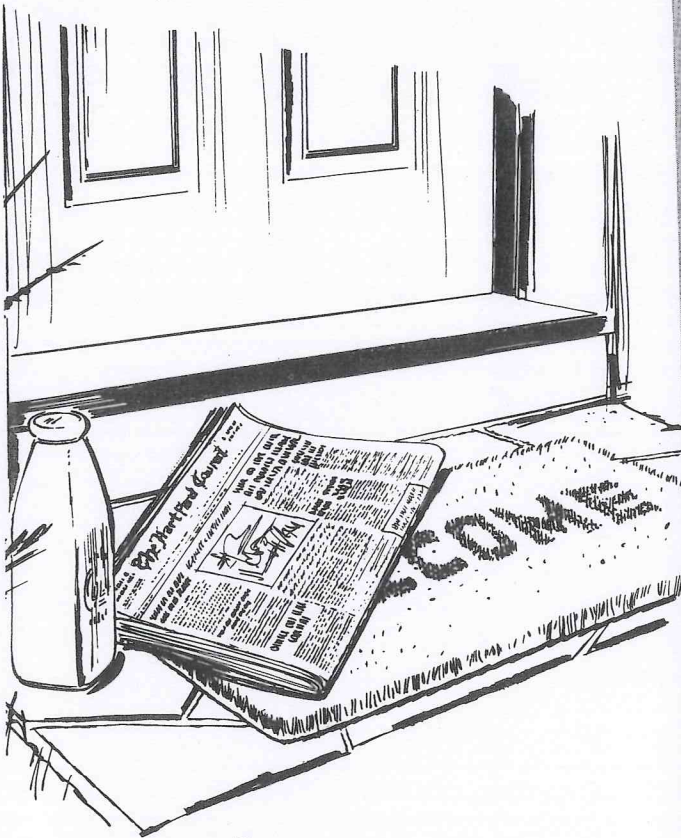


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Major Communications Facilities Bring the World to Manchester

From its beginnings in 1881 as a weekly, through its conversion to a daily in 1914, up to this evening's issue, *The Manchester Evening Herald* has never missed an edition! Even when its plant was burned out by a disastrous fire in 1922, the paper set up its type-casting machinery in several places about town, borrowed the use of other presses and went on publishing as usual.

The tradition which gives rise to service stems from the fact that the paper has been operated by the same family over most of its entire life . . . three generations of journalists. It has grown to a 48-page, prize-winning entity, highly respected among journalists everywhere, holder of many significant awards for typography, photography and reportage.

Still, the *Herald* is a small-city newspaper, intimately bound up with local

affairs, serving as an eloquent voice for civic betterment and champion of progressive causes. It serves as an effective liaison between Manchester and the world, drawing its national and international coverage from the AP, the *Washington Post* and *Los Angeles Times* newswires. State and local events are covered by the paper's internal staff and by correspondents throughout the area.

The *Herald* is technologically modern. It carries far more color than most dailies of its size, both editorial and advertising. Its printing technologists carry on a constant program of experimenting with color to improve quality. A glance at the successive issues of the *Herald* over the past few years shows a vast improvement. . . while the search for even better quality goes on. The *Herald* is printed by the offset method on 6-unit 48-page presses.

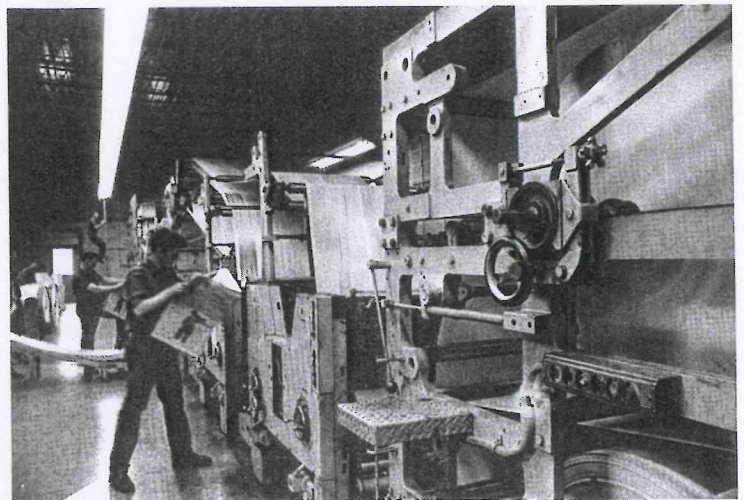
Hartford's metropolitan newspapers, the morning *Courant* and the evening *Times*, with Sunday editions, circulate in Manchester.

WINF, CBS-affiliated AM broadcaster, is Manchester's own radio station. It is an "all-talk" station carrying the AP newswire and CBS programming. There are listener call-in and guest panel discussion programs also. Other stations? List just about everything in Southern New England. . . AM, FM, FM-stereo. . . and they all come into Manchester. Those in Hartford, New Haven, Meriden and New Britain are closest geographically.

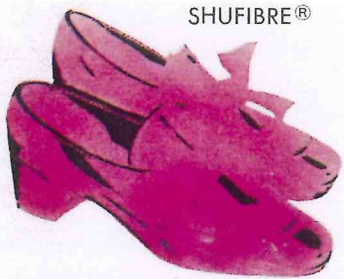
The same is true of television. All three major networks are easily and clearly received. CBS arrives via Channel 3 in Hartford; ABC via Channel 8, New Haven Channel 30 in Hartford and New Britain carries NBC. National Educational Television arrives on Channel 24.



The Manchester Evening Herald



WINF Radio



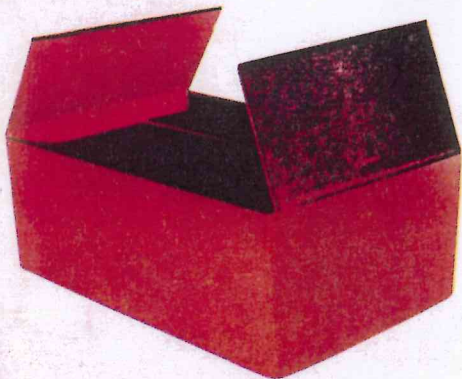
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LUGGAGE BOARD



BOX BOARD

Colonial Board Company

Colonial Board had its beginning as the Pitkin Manufacturing Company in 1879 in a small frame building on the side of a dirt road which was to become Parker Street. This plant became the Lydall & Foulds Paper Company in 1889 and from this emerged the COLONIAL BOARD COMPANY in 1913. Since that time, the company has grown with and contributed to the growth of Manchester. Colonial has become one of the nation's leading manufacturers of fibre products for the packaging and footwear industries. A Research and Development program started in 1962 has resulted in materials for many other technical uses being produced.

Colonial Board's management, aware of the vital need for capable people to assist with their growth, has provided a modern office facility to administer the operation of Colonial's two plants in Manchester, two in Maine and one in Tennessee. An IBM third generation computer

was recently installed in Manchester to assist management in the operation of these plants. Colonial is very much concerned with its internal growth. People who show interest, desire and ability are promoted from within the organization. This is one of the reasons why the company is interested in attracting employees of the highest caliber and why it offers such excellent company benefits. Insured pension plans, Blue Cross and Connecticut Medical Service are furnished all employees. Much of the present management of Colonial is made up of people who have been promoted from within. Colonial is also interested in external growth and is constantly searching for thriving new businesses to acquire.

COLONIAL BOARD COMPANY salutes Manchester and is proud to be an integral part of the growth of the community.
615 Parker St.

Phone 649-4567

