



NEWTON

CHAMBER OF COMMERCE, INC.

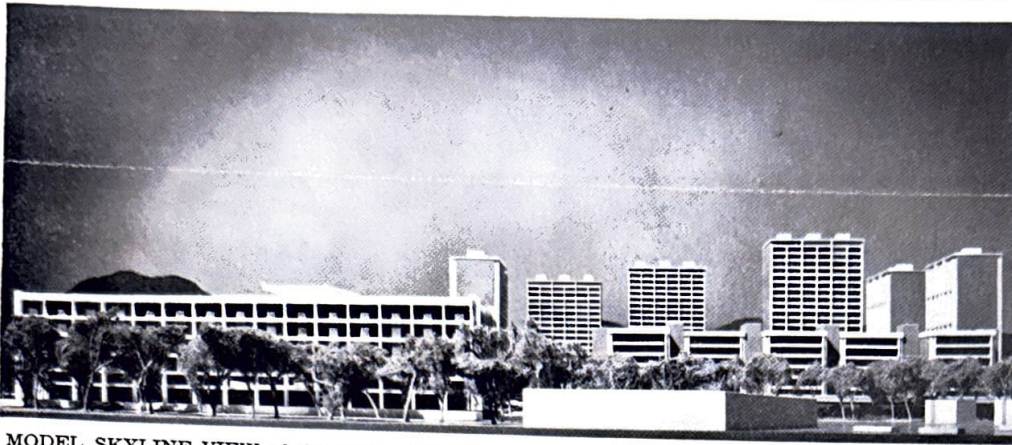
BUSINESS BULLETIN

Vol. 3 No. 4

Official Publication of the NEWTON CHAMBER OF COMMERCE, INC.

April, 1961

\$35,000,000 NORUMBEGA PROJECT BACKED BY CHAMBER



MODEL SKYLINE VIEW of the proposed Development of Norumbega Park showing office buildings in foreground and High-Rise Apartment Buildings in background.

AT THE MARCH 21st AND THE APRIL 18TH MEETINGS OF THE BOARD OF DIRECTORS, THE NEWTON CHAMBER OF COMMERCE WAS PUT ON RECORD AS IN FAVOR OF THE REZONING PETITIONS WHICH WILL ALLOW A \$35,000,000 DEVELOPMENT AT NORUMBEGA PARK. THE NEWTON CORPORATION. THE PETITIONER, INTENDS TO BUILD SIX - 21 STORY HIGH RISE APARTMENT BUILDINGS, ONE - 200 UNIT SUBURBAN HOTEL, ONE - 6 STORY OFFICE BUILDING AND ONE - 5 STORY OFFICE BUILDING.

The Chamber action, taken by the Board of Directors, was a result of a 9-month study made by the Chamber's Business Planning & Development Committee, during which all of the pros and cons of the proposed development were discussed and investigated.

A fifteen page report was prepared by the Business Planning & Development Committee of the Chamber and forwarded to all members of the Newton Board of Aldermen, Planning Board, Claims and Rules Committee and members of the Newton Chamber of Commerce.

This report stresses the need for vital planning for the City's future and points out that the tax income from the present park facilities have been approximately \$18,000 per year, while the proposed project, when completed, should conservatively contribute one million dollars per year, or more, to Newton's Tax income.

(Continued on Page Three)

FIRST IN SERIES OF MEMBERSHIP

"GET-TOGETHERS" SLATED FOR MAY 16th

The first in a series of low cost dinner and luncheon "Membership Get-Togethers" will take place at Valle's Steak House, the evening of May 16.

The Membership Meetings Committee, under the Chairmanship of Mr. Eugene J. Vigneron, is presently planning for a low cost, informative and interesting membership meeting. The purpose of this meeting is to assist the members of this organization to get to know one another on an informal basis and to provide an opportunity for the members to learn what their Chamber of Commerce is doing to help the overall business conditions within the City of Newton.

The meeting is slated to get underway at 5:30 P.M., with a "dutch-treat" cocktail hour lasting from 5:30 to 6:30 P.M. At 6:30 all members present will be served a deliciously planned dinner menu with the meeting getting underway at approximately 7:30 P.M.

All members of the Chamber, whether they be retailers, industrialists, service firms, professional members or civic members are urged to take advantage of this opportunity to meet with their fellow members and learn what their Chamber of Commerce is doing and have an opportunity to express themselves relative to how the present program can be improved upon.

The total cost of the dinner, including tip and tax will be \$3.90 per person.

1961 MEMBERSHIP DRIVE JUNE 6th

As a result of a recent Membership Drive Committee meeting, under the direction of Co-Chairmen Philip Bram and Giles E. Mosher, Jr., the date of June 6, has been established as "Membership Drive Day" in Newton.

At the April 18, 1961 meeting of the Board of Directors, Co-Chairman Mosher explained the needs of the Chamber concerning additional financial support for the organization to carry out the present 1961 Program of Work. Mosher explained that with the expanded program requiring additional funds and the resignations which have been received within the office during the past year, a minimum of \$2,000 in additional revenues is required during fiscal 1961.

This year's program will consist of a one-day membership drive by

(Continued on Page Three)

PLEASE:

SAVE — May 16th

6:30 P.M.

1st IN SERIES OF MEMBERSHIP

"GET ACQUAINTED NIGHTS"

VALLE'S - Rte. 9

\$3.90 Tip & Tax Incl.

NEWTON BUSINESS BULLETIN

Prepared under the direction of the Advertising and Publicity Committee of the Newton Chamber of Commerce, Inc.

JUSTIN T. HORAN, Editor

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**STRICTLY FOR THE BIRDS**

"Old Head-In-The-Sand has an odd way of solving problems. Strictly speaking, his approach is for the birds . . . but not for humans.

"As a business or professional man it behooves you to look many places for the answer to a pressing problem.

"Maybe it's close at hand — in your head, on your desk, or in your firm's experience.

"But more often the answer may lie afield, outside your own area of experience or operations. And that's when your Chamber of Commerce can lend a valuable helping hand.

"Of course, your Chamber's effectiveness as a voluntary organization depends on the active interest of its members. That's you. And when you belong to and support your voluntary organization you're helping to encourage the growth and development of every person who has the capacity to grow. You're helping your industry to move ahead, the best direct action you can take to insure the steady and dynamic growth of the economy as a whole."



Pete Progress

SPEAKING FOR YOU
NEWTON CHAMBER
OF COMMERCE

**LETTERS —
WE NEED LETTERS!**

All members of the Chamber are urged to study the booklet which they received on Monday, April 24, entitled, "Basis for Endorsement of the Rezoning of Norumbega Park", and then make known their opinions concerning this proposed rezoning to their Aldermen. The development of Norumbega Park, as outlined by the petitioner, can insure approximately one million dollars of tax revenue to the City of Newton, if approved. Through direct correspondence with the Aldermen we can be assured that the will and needs of the City will be fulfilled when this request for rezoning comes to a vote. Recent decisions by the Board of Aldermen of the City of Newton concerning other rezoning measures indicate a reluctance on their part to allow such rezoning to take place.

Therefore, all members of the Chamber are strongly urged to make known their viewpoints concerning this proposed development, whether in favor or against.

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STRIKE BENEFIT BILL TO COME BEFORE HOUSE

The so-called "strike benefits bill" known as House 705, will soon come up for discussion and passage before the Massachusetts House of Representatives. This measure is expected to be pushed rather heavily by many legislators and labor organizations. Massachusetts business is faced, in this proposal, with the loss of its basic right to economic defense against labor's chief weapon, the strike, by forcing management to contribute to the support of a strike against itself.

The division of Employment Security, an administrative agency, is placed in the impossible situation of acting as a judicial body — a job it is neither equipped nor intended to perform — to decide what is a "refusal to arbitrate" or a "negotiations period" or a "labor dispute".

The beneficiaries of this proposal, organized labor, actually constitute a minority of workers and its operation would, in effect, be discriminatory, preferential and prejudicial against the majority of employees.

All members of this Chamber are urged to contact their local state legislators concerning their opinions on this matter.

NORUMBEGA PROJECT

(Continued from Page One)

The Chamber's report states that "It is not logical to envision the present continued use of the park and its facilities. As a matter of fact, this area has long since lost its recreational importance to Newton and, through deterioration, already is considered by many in the neighborhood to be objectionable."

The report reminds our Board of Aldermen that Newton is geographically situated on the perimeter of the broad, western movement of metropolitan Boston, and is at a crucial period in its attempt to maintain high standards for its citizens. "The City will have to act with dispatch in meeting these problems," the report points out. It further states that, "The development and growth of Route 128 and the impact of the changes that are about to take place on the east-west turnpike, combine to add further deteriorating factors in the future of Norumbega Park as a silvan retreat with high recreational value, as was the case in the past."

The report concludes by stating, "The financial contributions of this project to the City would be significant and would assist in accomplishing needed tax base revenue source broadening." The report cites the Chamber's concern for the City's financial problems and suggests that never in the past hundred years of Newton's history has there been looming on the horizon a single investment of approximately 25 million dollars, as this one does. "We are not sure it will ever be repeated again," the report states.

THE BOARD URGES ALL MEMBERS OF THIS ORGANIZATION TO WRITE TO THEIR LOCAL ALDERMEN AND CONVEY THEIR OPINION CONCERNING THIS PROPOSED DEVELOPMENT. ONLY THROUGH ACTIVE COMMUNITY SUPPORT CAN THIS DEVELOPMENT BECOME A REALITY.

1961 MEMBERSHIP DRIVE PROSPECTS

ALL members are asked to fill in this coupon to assist the Chamber in establishing a Prospect List for its 1961 Membership Drive.

To: Membership Drive Committee

The following firms have moved into Newton within the last 24 months and are located at the below listed address:

FIRM NAME

ADDRESS

FIRM NAME

ADDRESS

FIRM NAME

ADDRESS

Signed

(Please return to NEWTON CHAMBER OF COMMERCE at 437 Cherry Street)

CHAMBER FAVORS FULL TIME PLANNING DEPT.

As a result of a discussion held at the April 18th Board of Directors' meeting, concerning correspondence between Alderman Franklin Flaschner and Mayor Donald L. Gibbs, relative to the need of a full time Planning Department within the City Government's framework, the Chamber has gone on record as favoring the establishment of such a Planning Department.

In a letter to the members of the Board of Aldermen of the City of Newton, "the Board of Directors of the Newton Chamber of Commerce acknowledged with interest, the program that Alderman Franklin Flaschner has outlined for the establishment of a full time Planning Department." The unanimously carried motion of the Board of Directors stated, "The Board looks with favor on this program and hopes that the City will take action accordingly."

It is the opinion of the Board of Directors that serious consideration should be given to this matter as the establishment of such a full time planning agency would add materially in assisting the Board of Aldermen to make many of the decisions which they are presently required to do relative to the City's future needs.

1961 MEMBERSHIP DRIVE

(Continued from Page One)

20 top Newton businessmen to 100 prime prospects for membership.

The membership drive will begin with an 8:00 A.M. "Kick-Off Breakfast" and calls being made to prospects during the day with a prospect session at 4:00 P.M.

ALL MEMBERS OF THE CHAMBER ARE REQUESTED TO FILL OUT THE COUPON PRINTED ON PAGE 3 OF THIS BULLETIN WITH THE NAMES OF ANY NEWTON BUSINESS

FIRMS. THIS INFORMATION IS PARAMOUNT TO THE SUCCESS OF THIS FORTHCOMING MEMBERSHIP DRIVE.

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BULLETIN
APRIL, 1961

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NEWTON BUILDING PERMITS (Estimated Cost) March, 1961		
	Permits	Cost
Dwellings	5	\$ 96,500
Non-Residential	8	111,613
Alterations — Residential	22	35,585
Alterations — Non-Residential	11	26,640
Total	46	\$270,338

COMPARISON with 1959 and 1960

March 1961	103 permits	Cost \$1,407,923
March 1960	135 permits	Cost 1,965,916
March 1959	108 permits	Cost 2,346,664

COST OF LIVING in Massachusetts, March, 1961 (Comparative Index 1947 - 1949 = 100)

	March '61	March '60
Food	123.1	119.7
Fuel and Light	128.6	121.8
Apparel	110.9	109.4
Housing	142.0	137.9
Sundries	145.5	144.6
Combined	130.5	128.0

Purchasing Power of the Dollar 1947 - 1949 = \$1.00
March, 1961 = \$.7663



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