



Friends of the Ogunquit Heritage Museum

Fall 2021 Newsletter

Mission of the Friends:

**To Support the Educational Goals and Programs
of the Ogunquit Heritage Museum**

Louesa Gillespie, an Ogunquit Institution

Like a true Mainer, Louesa Merrill Mace Gillespie was born at Maine Medical Center and came to live at Heartstone Cottage on Israel Head Road in Ogunquit.

Louesa's ancestors, Hamptons, Merrills and Hams, came from Biddeford and Pine Point, Maine. In 1897, her great grandfather, Oliver Merrill, built the Ontio Hotel on Israel Head Road with a partner, Hobbs Knight. In 1896, Louesa's father, Malcolm Merrill and her grandfather, Harry Leroy Merrill, bought the Littlefield boarding house perched at the top of the hill, and enlarged it into the Lookout Hotel. In 1936, Malcolm Hampton Merrill and his wife Ann, bought the Beachmere from the estate of Charles Hoyt. The Merrills were always in the hotel business.



Louesa Gillespie with bench named in her honor for her many gifts to the Ogunquit Museum of American Art

Louesa remembers, "It wasn't until the war that we lived in Ogunquit year-round. We had a hotel in Winter Haven, Florida where we went every winter. I started elementary school here and finished the school year in Florida. When the war came, we couldn't get gas coupons, so for two years we wintered in Swarthmore, PA, my mother's family home. And by 1943 and 44, we were here in the winter. Those winters were fiercely cold and the coast guard took over the Beachmere to patrol for Germans along the Marginal Way. The poor coast guard men almost froze to death in

(Continued...page 4)

**Christmas By The Sea
In Ogunquit**

Friday December 10
Saturday, December 11
Sunday, December 12

**Check the Chamber of Commerce
For Events**

Wreaths Across America . . .

Wreaths Across America (WAA) is the non-profit organization which places veterans' wreaths on headstones of our nation's fallen at Arlington National Cemetery and over 2200 locations nationwide.

This year, volunteers in Ogunquit will place wreaths at all three Cemeteries in town and Veteran's Park. All volunteers are asked to assemble at the Ogunquit Heritage Museum (Winn House) on Obed's Lane at 1000 for instructions.



FOHM President's Letter . . .

Autumn is here and 2021 is leaving us fast. We started out last year by completing the garden project around the Heritage Museum Sign by June first. Joann's Gardens did a great job as usual. Tom Torneau's crew placed boulders to be part of the decor and protect the plantings from stray traffic.

Native plantings grew to amazing heights and the deer continued to enjoy their salads.

Our Opening in the Garden was met with lovely weather. Margot Maxwell and her friend Isaac did the floral centerpieces for each table and helped to set everything up. Aiyana Green attended and gave us many compliments after viewing the exhibits inside and out. Those who joined us had a lovely afternoon.

The Friends are very happy to have gained two new members. Anne Rebello and David Barton have joined us in our endeavors to support the Heritage Museum.

We continued to be attentive to COVID restrictions this year so no fund raiser was held again. We look forward to your support through membership and donations.

2022 is a new beginning and we hope to provide educational programs for the public and work on a fund raiser to benefit the Museum.

Here's to us.

Pat Dateo



Garden flowers at the Ogunquit Heritage Museum in full bloom.

Ogunquit Heritage Museum Committee

L. F. (Sonny) Perkins, *Chairman*
 Gary Littlefield, *Vice Chairman*
 Sarah Lefferts, *Secretary*
 Jay Smith, *Treasurer*
 Charlotte Tragard, *Museum Administrator*

Susan Alexandre	Susan Meffert
Maureen Clayton	John Ross
Everett Leach	Pat Weare
Lew-Ann Leen	Pete Woodbury

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 Wendy Broms Levine, *Vice President*
 Marsha Northrop, *Secretary*
 Robert Dateo, *Treasurer*

Dave Barton	Patricia O'Brien
Benita Braggiotti	Anne Rebello
Diane Jandebour	Gail Trust
Linda Kahn	Debbie Warshawsky



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Chairman's Letter . . .

This fall, we are having to say farewell to our wonderful long-time curator, Carole Lee Carroll. There was never a better suited person for that job than Carole Lee. Having worked many years in New York as a set designer on Broadway and in television, she knew mounting exhibits better than any one of us could have anticipated when she took over as Museum Curator for Barb Woodbury in 2011.

With 30 years' experience of design work in television, she had certainly learned the lesson of being the most determined and single-minded voice in the room. In television, the squeakiest wheel often prevails. A lesson that Carole Lee learned very well.

But Carole Lee was also a wonderful historian, given that she spent most of her life at least during summers in Ogunquit. Her memories of the town were long and very accurate, so there was no one better than her to recall the backgrounds for exhibits like "The Ogunquit Beach," "The Marginal Way," and "Perkins Cove" -- the fisherman's

shack that graces the ell at the Museum was populated with old materials gotten from new fishermen at her request. She envisioned and produced several exhibits that were world-class; the 200th anniversary of Maine exhibit combined the most amazing collection of famous people who had been born here or had somehow been associated with the state.

Carole Lee always produced results that were stellar and we had the benefit of her vision and artistic ability for more than ten years. We will miss her and her ability to put on a show enormously. As we move forward, we are aware that there will probably never be another Curator at Ogunquit Heritage Museum quite like her, and we are grateful for the time she was with us.

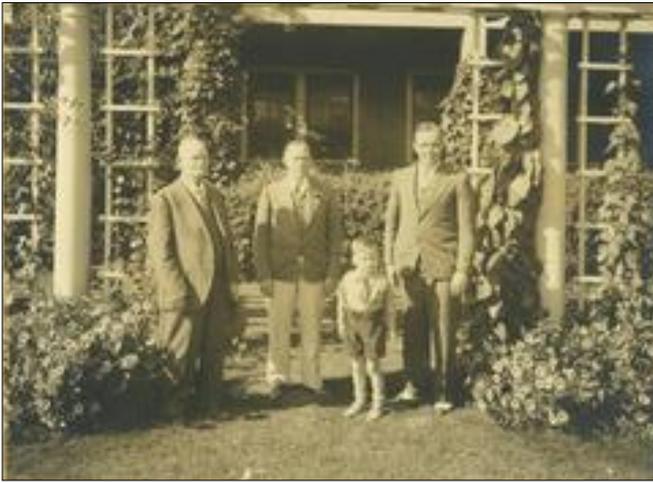
Farewell Carole Lee, and thank you!

L. F. (Sonny) Perkins

We were all greatly saddened to hear that Carole Lee passed away October 16, 2021.



Our ghostly characters the night of Ghostly Tours, 23 October 2021. (L to R): Bob Dateo, Ann Farr, Bill Gilliland, Pat Weare, Charlotte Tragard, Bill Farr, Diane Jandebour, Benita Braggiotti, John Ross, Pat Dateo, Maryann Stacy, and Avery Seuter. That's Sonny Perkins in back with top hat. Pete Woodbury was standing by at the Locust Grove Cemetery.



Malscolm Merrill (r) poses with his grandfather, Oliver Merrill, his father, Harry Leroy Merrill, and son Hampton (Louesa's older half-brother) in 1935 in front of Hearthstone cottage.

the Beachmere because it was just a summer building.”

About the Merrills, Louesa says, “They are all buried up in Scarborough on Route One in a large cemetery. The men were all clam diggers. They were tiny and the women were all big, fat and jolly. My father went to Biddeford High and then to Dartmouth as probably the first in his family to go to college.” Louesa’s grandfather never went past the third grade, but he was a self-taught entrepreneur “from the get-go, and he didn’t want to dig clams. So he bought that little rooming house from Israel Littlefield.” (See photo, p46 in *Ogunquit: Then and Now*, Portsmouth, NH, Acadia Publishing, 2009.)

It was a different time in the 1940s and the Ogunquit Village School was a different experience. Louesa went all the way through sixth grade there and went to Wells for one fall term.

“We walked down to school. There were no school buses, and no lunch programs, so we’d walk home for lunch and back to school in the afternoon. Everyone did it. In the process we got to know people in town. And we got to know who lived where along the street. It was a much friendlier community then. People would give us milk and cookies, and we would visit with them. Our parents knew nothing about this. They just wanted us to show up at mealtime and they were very strict about that. Meanwhile, we got to know everyone in town and they got to know us. When the buses came along, we knew the police who rode with us, we knew the drivers--everybody.”

Always imagining that she would go into the

hotel business like her father and grandfathers, Louesa went to Cornell’s Hotel School in 1954. She came home summers in order to carry out what she called “her slave tuition,” working with her father and mother at the Lookout and the Beachmere.

Louesa married Martin Mace in 1958 at St. Peter’s by the Sea. “Their reception was held on the front deck at the Beachmere and was catered by Dunelawn, the hotel of my mother and father.” Louesa remembers it as a very festive affair.

In 1959, Louesa and Marty went to Boston. Marty worked in the nuclear power division of Bethlehem Steel in Quincy, and Louesa worked on Beacon Hill for 14 Harvard lawyers as their office administrator. She says, “Every day was magic. It was a wonderful job and a great learning experience for me: learning the language of lawyers. One lawyer, Chub Peabody, ran for the governorship and won.”

By the late 60s and early 70s, travel patterns were changing and tourists weren’t coming for the whole season anymore. Ogunquit hotels before that time served three meals a day. In those days, college kids did well and they could pay for their college tuition with their tips as dining room hosts, waitresses, and chambermaids. By the late 60s Ogunquit started to have restaurants, and minimum wage became much more regulated.

Louesa remembers, “What really killed the old style hotels was the staffing shortage, because kids had to go back to college in the middle of August. The Beachmere was open Memorial Day to Labor Day, and the Lookout was even shorter. I remember that you could walk down Main Street in Ogunquit the day after Labor Day and hear your heartbeat.”

When Louesa and Marty were young and had children, there was quite an art scene in Ogunquit. They would get together with friends at the end of the working day down in the Cove. The Todds, John and Ellie, had the Cove Bookshop, where they would meet. It was a time when there were books that you couldn’t get in the U.S. because of censorship. John Todd had an old icebox that was filled with banned books that they could borrow. Henry Miller and *Paris Review*, Rimbaud and Baudelaire and the books that were banned in the U.S. The Todds had a chess board set up, and the local artists would hang out there with the Maces, DeWitt Hardy, Val Thelin, Chris Ritter, Dadie and George Burke.

(Continued...page 5)

Louesa...*(from page 4)*

Louesa remembers, “Mary-Leigh Call and Beverly Hallam were living in the Cove then and there was a group of us who worked all day and partied at night! Do you remember ‘Ogunquit After Dark’ out on Route 1? The town was dry then but we could take a bottle in. We used to go there at 11 o’clock when work was finished and dance for a couple hours. There was a mirrored ball and records, and we’d go and disco dance!”

Louesa served on the Ogunquit Planning Board for two terms in the early 70s when Gus Bochert was chair. “We published the first Comprehensive Plan for Ogunquit and got it approved by the voters.” She worked as well on a later Comprehensive Plan from 2016-2018 but that was rejected by the Planning Board. She has been involved with the committees of the Marginal Way since their inception.

Marty Mace died in 1979 when the Mace children were 11 and 13 years old, and Louesa had three hotels to run and two children to raise. In order to get them the best education, in her mind, she took them to Boston where they lived during the winter, and both Sarah and Skip went to Proctor, and later to UNH and Northeastern. In the finest Merrill family tradition, both Sarah and Skip have remained in the hotel business--Sarah runs the Beachmere today, and Skip, who worked his way up in the kitchen at the Cliff House, and went on to chef in some very prestigious hotel restaurants, is now the chef at the Beachmere.

In 1982, Louesa met Don Gillespie, a very successful architect. They were married and together they built an addition to the Beachmere. To get town approval for their buildings, they had to go to court. But with all of their documentation in good order, the judge ruled in their favor in less than 10 minutes.

Don developed Alzheimer's in 2004 and spent the rest of his life peacefully being nursed by Louesa at Mayfair, their home on Israel's Head Road. He died in 2013.

Always involved with Ogunquit's cultural institutions, Louesa joined the Barn Gallery board and served there for almost four years. She also served at the Ogunquit Museum of American Art during the tenure of Executive Director Ron Crusan from 2009 to 2014. Louesa is a Judge Emeritus of the National Garden Club, and a Garden Club of America Floral Design Judge. She has travelled over the U.S. judging shows, and has also been a member of the Piscataqua Garden Club since

1984. One of her great joys has been developing a garden around the property at Mayfair. She loves nothing more than walking her guests through the special plantings she has lovingly nurtured there.

Louesa Gillespie began her life in the small town of Ogunquit, and except for brief periods at Cornell and in Boston, she has never left. And there was never a time when she was not contributing to her town. With remarkable stamina and an undying love for the place, she has made it her own, and we are the better for it.

--Susan Day Meffert



Ann and Malcolm Merrill in the 1960s

Welcome New Members . . .



History of Veteran's Park

Following the end of World War II in May of 1945, many of Ogunquit's men and women came home to a grateful Country and State, proud of what had been accomplished for the sake of world peace. The Germans had surrendered to the Western Allies, including Britain and the United States, on May 8 and a separate surrender took place on May 9 in Russia, thus both May 8 and May 9 are celebrated as Victory-in-Europe or V-E Day. From the outset there were many civic-minded patriotic persons who felt the need to create a way in which both the soldiers and sailors who died in the war, as well as those who returned, could be remembered in the decades to come. The local chapter of the American Legion spearheaded the dialogues. It was not long before the Town erected a giant wooden Honor Roll on the front lawn of the Library as shown here:



Honor Roll erected in 1946 at the Ogunquit Memorial Library

Concurrently the front cover of the Ogunquit Village Corporation's (OVC's) 1946 Annual Report recognized and honored the men and women who served so nobly in World War II. In 1949 a photograph album showing those that served was placed in the Library depicting each veteran as he or she appeared in the uniform of their service. The photos were carefully reproduced by famous local photographer, Edward D. Hipple. Two sets of this album exist today, one in the Library and one in the Ogunquit Heritage Museum. At some point in 1953 the Honor Roll erected on the Library was damaged and the Town decided to raise funds to erect a permanent WWII memorial. Thus begins our journey that will culminate in a Veteran's Park; a journey that took over two decades to accomplish.

Beginning in 1954 and for the next several years, the Town would annually vote to set aside a sum of money, "to be held in a special fund for the ultimate purpose of erecting a permanent...memorial." However, in 1957 the emphasis to acquire a special location for this

memorial took on a new sense of ardor and urgency. Town meetings were held in 1957, 1958 and 1959 to vote funds to acquire by purchase or eminent domain the Dr. Gordon property at the juncture of Shore Road and Beach Street. This eventually occurred. By 1960 the demolition of Doctor Gordon's drug store was completed and landscaping ensued. At its annual Town Meeting on April 4, 1960, the Town voted on:

Article 41. To see if the Corporation will instruct the Moderator to appoint a Committee of five consisting of at least three veterans or members of Veterans Organizations to report on design and location for a War Memorial to be purchased and erected from funds available for said purpose at a meeting of the Village Corporation before the annual meeting of 1961, said report to be submitted to the Planning Board for their consideration prior to submission to the Corporation.

Budget Committee recommends Yes.

The following article 52 is found in the Warrant for the 1964 Annual Town Meeting:

Article 52: To see if the Corporation will vote to appropriate the sum of \$5,000.00 (five thousand) Dollars to landscape the Dr. Gordon property for a Park and to erect a Veterans Memorial for all wars, on petition of Constantine Ganellas and five others.

Budget Committee recommends Yes

It is now 1967. In Esselyn Perkins' book titled *A New History of Ogunquit, Maine*, the following is lifted from page 63:

The Veterans Park--Ogunquit Square

The Veterans Park was built on the property once owned by Dr. Joseph Gordon. A Special Corporation meeting held on October 9, 1958, made possible this purchase of the Gordon property.

The Park has a border of trees and shrubs, with a marker placed near the spouting fountain. The Park is a memorial to the Veterans of All Wars who were residents of Ogunquit Village.

At the dedication ceremonies which were held in August of 1967, the American Legion took charge. The Legion was assisted by the Air Force Rifle Team.

During the warm months of the year, the fountain turns on beautiful glowing lights, which show up the marker for all to see. This marker reads:



The wreath you see in the photo was laid adjacent to the stone marker by Capt. Constantine Ganellas, U.S. Army, which is only fitting considering the personal effort on his part to get to this point. However the forementioned fountain and glowing lights became a

(Continued...p.7)

Veteran's Park...(from page 6)

maintenance nightmare. Over the next nineteen or so years the Veterans Memorial Park eroded in appearance. In 1986 a citizens group titled The Veterans Park Committee was formed to upgrade and redesign the site. Membership of this Committee is not known for sure but some of the benefactors are inscribed on a granite plaque mounted on the Park grounds. The fountain was removed and a sculpture by renown artist, David von Schlegell, replaced it as the focal point.



*U.S. Navy Color Guard at dedication ceremony,
4 July 1991*

It took four years for the funds to be raised, the sculpture to be commissioned, the brick sidewalks to be laid, the flag pole to be raised, accent lighting to be hooked up, shrubs to be planted and the granite semi-circular benches to be acquired. Finally, on July 4, 1991, the grand dedication was held. The Navy Color Guard did the honors. Navy Captain Jay Smith gave the keynote dedication speech and local resident and benefactor, India Woodbury, read from the United States Constitution. The Town Manager and members of the Select Board were present. Peter and Maureen Clayton donated the granite for the memorial from the quarry they owned on Pine Hill Road.

For the next 24 years there was a period of relative tranquility in Ogunquit although countries continued to wage war in various parts of the world most notably the Mid-East. The citizens continued to hold in high esteem those who served our country. In 2014 the Town Manager, Tom Fortier, presented plans to the Select Board for the "Revitalization of the Veterans Park," an endeavor made possible by piggy-backing the Route One Improvement Project which, among



Patriotic citizen George "Skip" Cundiff (l) and retired Naval Officer Jay S. Smith, both of Ogunquit, lay wreaths at Veteran's Park on the occasion of Wreaths Across America Day, December 2019.

other things, would allow for a complete overhaul of the existing park, refinishing and remounting the von Schlegell sculpture, commissioning and installation of a new monument, addition of new concrete benches, erection of two new flagpoles and redesigning the brick grounds and sidewalks. However, a portion of the redesign of the Veterans Park was made possible by financial gifts from various townspeople and local businesses. In due time the new park was completed in May and a re-dedication was held on Memorial Day in 2015.

This concludes a brief history of how the current Veterans Park evolved from a simple concept in the spring of 1954 comprising a single stone to an intriguing sculpture and ultimately to a uniquely shaped obelisk that, taken in their totality, highlighted the contribution of those who served in all branches of the military service. A permanent salute to those that went before us and for those yet to serve.

In closing let me take this opportunity to remind all readers that Federal Law dictates how the U.S. Flag will be displayed whether it be flown at the Veterans Park or any public flagpole such as at the Dunaway Center or Rotary Park. First of all, the U.S. Flag will always be flown above and at the center of other flags, including the State of Maine flag and the POW-MIA flag. The U.S. Code states the POW-MIA flag is recognized as the official symbol of our Nation's concern and commitment to resolving, as fully as possible the fates of Americans still prisoner or missing or unaccounted for. This is a Veterans Park. Flags that commemorate other groups or non-military causes should be flown from their locations such as at the Dunaway Center or Rotary Park, if so allowed, as long as the U.S. Flag is flown in the superior position.

Jay S. Smith

Endowment Contributions . . .

- In Memory of **Wini Mason**
from her niece Jeanne Ashworth
- In Honor of **Russell and Flora Adams**
from their son Duane R. Adams
- In Memory of **Blanche Staples**
from Marena and Bob Bragg
- In Honor of **Helen and Perry Mullen**
from Maureen and Peter Clayton
- In Memory of **Wini Mason**
from Bob and Pat Dateo
- For **FOHM**
from Isaabel Drzewiecki
- For **FOHM**
from David A. Kubiak
- In Memory of **Marty Levine**
from Ellen S. Lemoine
- In Memory of **Wini Mason**
from Susan Michaelson
- In Memory of **Wini Mason**
from Jay S. Smith
- In Memory of **Emil Masi**
from John and Pam Wilson
- In Memory of **Barbara Woodbury**
from Peter R. Woodbury and Family
-

Accessions . . .

- Jeff Eastman**
John Neill's palette; Framed photo of John Neill, 1979
- Bill Farr**
Book; John Gould, *Maine Lingo*, 1975
- Becky Linney**
Henry Card's branding iron
- Frank & Terri Neill**
Painting; Chris Ritter, *Winter Scene*, given in memory of Evelyne Neill
- Ashlee Perkins**
Book; George A. Perkins, MD, *The Family of John Perkins of Ipswich Massachusetts*;
Given in memory of Bob Perkins
- Jay Smith**
A set of 7-ft vintage wooden rowing oars
- Maryann Stacy**
Book; Edward Betts, *Master Class in Watercolor*
- Mike Staples**
Copy of Lester Staples' Deed to OVC giving marshlands for dredging of Cove, 1940; Copy of blueprint of Cove and surrounding land before 2nd dredging in 1950
- Pat Weare**
Two Mooring buoys; Two easels; Paint Box; Photos; Semi-circle end of lobster trap, all from Amy Cabot's house

Perkins Cove Walking Tours . . .



Two days each week last season, from June through October, historic walking tours of Perkins Cove were presented by the Ogunquit Heritage Museum. Art galleries, historic buildings, tea houses, fishermen and their favorite sea stories were featured during the one-hour tour. Guides were Pat Dateo, Bill Farr, Jay Smith, Charlotte Tragard and Pat Weare.



Visitors to our Historic Perkins Cove Walking tours join our guides Jay Smith and Pat Dateo (shown on right) last summer.



Our Dory replica, the W.H. Perkins was moored at the Cove and provided an interesting topic of discussion during the Historic Walking Tours last summer.