

## CHAPTER XIII

### STORES AND HOTELS

The stores and hotels in Jaffrey have not been left untouched by the changing conditions of the past thirty or forty years. Independent stores and private hotel businesses flourished into the 1930's and 1940's in spite of the competition of chain stores and overnight cabins that became accepted mediums of trade and tourist business after the first World War era. The Boston & Maine Railroad freight and passenger depots were still lively places for both the storekeepers and the hotel livery services, the latter particularly so at in-coming train times. Oscar J. Dillon and Alfred M. Butler carried on the hotel livery while the storekeepers had their own horse-drawn wagons and drivers to deliver goods from the station to their stores. Alvin Parker, who lived on North Street, drove the Goodnow Bros. store wagon, and John Ahearn, whose home was on River Street, drove the wagon for the Bascom and later the Fred L. Cournoyer stores as long as his health permitted. But this picture of the store and hotel businesses has now faded from the memories of all but a certain few.

### STORES

Probably no other facet of life in Jaffrey has changed so much during the past thirty-five or forty years as that of retail merchandising. Then most of the food stores were located on the west side of the Contoocook River. Now all but one are on the other side of the river. Self service was almost unknown and the storekeepers and clerks were kept busy running from shelf to shelf for the items asked for by the customers, whose patience sometimes wore thin while waiting in line for their turn. Many items then available are no longer on the market, including glass-top canning jars that are no longer manufactured and have become antique shop items. During the 1938 hurricane period, the remaining kerosene lamps and chimneys were all sold out and replacements were not made after the return of electric service. Plastic items have replaced many of the old stand-bys and former bulk items are now pre-packaged. Other items not found in stores today are firkins and calico, Hamilton's Old English Black Oil which was good for man or beast, licorice root, slippery elm, and many more. Molasses in bulk and vinegar in barrels were still available into the 1930's, as was also kerosene from drums for the kerosene lamps that were still in use to make the darkness visible in the outlying districts.

### GOODNOW BROS. COMPANY

Founded during Jaffrey's Centennial year, 1873, the Goodnow store was for many decades the largest department store in the town, offering everything from a paper of pins to a barrel of flour or a ton of hay. The measure of its business success was its expansion from a single parent store, started by Walter L. Goodnow, into the Goodnow syndicate of twenty-three stores in four New England states. (For an account of its growth and early history, the reader is referred to Volume I.) Today there is still a Goodnow store in Keene, established in 1893 by Walter L. Goodnow, and the Goodnow Pearson store in Gardner, Massachusetts, independently owned and operated.

Following the death of Wayland H. Goodnow in 1928, the management of the parent store at Jaffrey was in the hands of Edward L. Fay, Arthur M. Hatch, and Charles D. Letourneau, the latter having already acquired an interest in the business. Lester F. Hammond, who had for some years carried on a grain store business in partnership with Gustav Leopold Blick at the railroad yard, had acquired sole ownership of that business. He sold to Goodnow's about 1935, after which he worked for the latter store, buying an interest in the store business about a year later. He succeeded to the office of treasurer of the firm previously held by Hatch. Under his management the downstairs grain department was discontinued and a building supplies business substituted, of which he retained the management. Meanwhile, in January, 1954, Charles D. Letourneau died. His son, Charles J. Letourneau acquired his father's interest by inheritance. At this time the latter bought out the Fay interest in the business, and the store continued under the management of Hammond and Letourneau, with Alfred H. Letourneau in charge of the grocery department on the main floor. In 1965 Hammond sold his interest to Letourneau upon being appointed an appraiser for the State of New Hampshire Tax Commission.

The business was continued under the firm name of Goodnow Shopping Center until the fall of 1967 when a general closeout sale was conducted, after which the ninety-four-year-old store closed its doors to retail merchandising. In the fall of 1968 the building was purchased by the Monadnock Banks.

### THE COURNOYER STORE

Fred L. Cournoyer, who learned the retail merchandise business while working as a clerk in the Goodnow Bros. Store and later in

the store of Frank H. Baldwin in the present Abbott building, bought the latter's grocery business in 1919. He moved it across the Village Square to the former Bascom, or Davis, Taylor Company store building, which he bought in 1920. He carried on successfully the grocery business at the new location until his death in 1954, leasing the other half of the store building to M. E. Bernard of Winchendon, Massachusetts, for many years. She carried on a women's clothing store there.

In the 1930's Cournoyer became associated with the Nation-Wide system of grocery stores. Following his death, the business was carried on for a few years by his youngest son, Randy P. Cournoyer, but was discontinued in May, 1958. The latter now conducts an insurance business in the former store.



BELLETETE'S, INC.

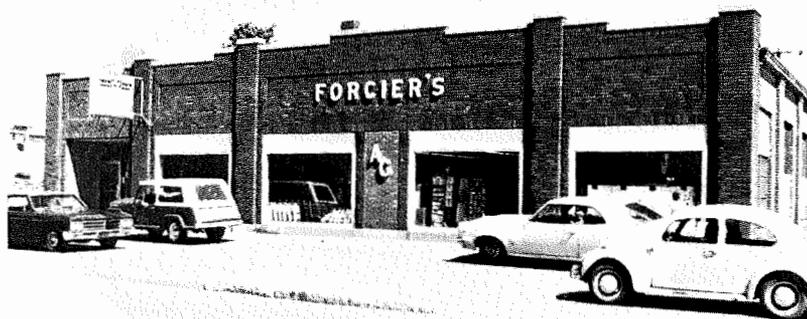
### BELLETETE'S

The year 1899 was an eventful one in the Belletete family, for it was the year when the seeds of what has become the largest retail store in the history of Jaffrey were sown by Elie Belletete, the founder. By thrift and prudent management and by conducting an evening barber shop at his home on Peterborough Street, he had accumulated the necessary \$500.00 goal he had set for himself, and started a grocery business in the former Goodnow store building on North Street, where he continued until his death in 1955. He was joined in the store by his sons, Homer and Reynold, as soon as they

were old enough. Homer today heads the greatly expanded grocery business at its new location and building on Peterborough Street, which has just undergone remodeling. With a new addition to the building erected for the New Hampshire State Liquor Commission Store, its former quarters have added to the Belletete grocery department, making it one of the largest grocery stores in the region. The grocery department includes meats, delicatessen, staple groceries, vegetables and fruits, notions, frozen foods, ice cream, bakery, and beverage departments.

The downstairs store contains the hardware and furniture departments, managed by Reynold Belletete, who also manages the building supply end of the business in the rear of the store building, as well as a building supply store in Winchendon, Massachusetts, purchased in 1968, and the Jaffrey Oil Company. The floor space in the upstairs and downstairs stores is about 75 feet by 110 feet each.

Reynold Belletete is president and Homer Belletete is treasurer of the Belletete Corporation.



FORCIER'S SUPER MARKET

### FORCIER'S SUPER MARKET

While his sons were fighting in Uncle Sam's armed forces, Theophile Forcier, the patriarch of a large family of children, spent his time operating a small grocery store in the rear of his home on Peterborough Street. Actually, the origin of the business was the meat market of Charles Duval, carried on in his basement for several

years before being purchased by the elder Forcier, and moved to the new location, which had been a four stall laundry garage and which he had completely remodeled and fitted for store use. When the boys came home from the fighting forces after World War II ended, Rene and Leo purchased their father's business in 1946 and carried it on at its location until 1950 when they purchased the former Bernard's Market building in front, on Peterborough Street, and moved the expanding business there. Their step-mother, Isabelle Forcier, then operated a variety store in the former store for some years.

Success attended the Forcier Brothers, and before long they had their sights set on a newer and larger store in the former Dillon or Wade garage building a little ways down the street. This they had already purchased and were using in their soft drink franchise, and it needed only remodeling into store facilities. The anticipated move was precipitated by the removal from Jaffrey of the First National Store which had been occupying space in the Dillon Block on Main Street, which left Main Street without a store for the first time in more than a century and a half.

The Forcier brothers affiliated with the Associated Grocers system, under which the store still operates under the ownership of Rene and Adelaide (Bishop) Forcier. Leo Forcier was killed while on a hunting trip in the northern part of the state on November 9, 1963. With the partnership dissolved in 1964, after Leo's death, to Rene fell the management of the entire supermarket, a task for which he was well trained, starting as a store clerk during his high school days.

The new store is carried on a supermarket self-service plan, with the meat department still on a personal service basis.

#### THE LITTLE STORE — BISHOP'S GROCERY

In conjunction with their main store business, the Forcier brothers, Rene, and Leo, carried on a grocery and beverage business in "the Little Store" on Stratton Road located near Humiston Field, in the early 1950's. This store was a great convenience for the families living in that end of Stratton Road, around Humiston Field, on Howard Hill area, and for people from the Contook Lake region. It was closed after a while so that the brothers could devote full time to the main business.

It was re-opened a little later by Phyllis Bishop, sister of Adelaide (Bishop) Forcier, who carried on the business until her marriage

in 1958 to Robert Major, after which the business was closed for good. She carried on the business under the name of Bishop's Grocery.

#### ROY'S SELF SERVICE, INC.

Roy's Store on River Street is today the only food store left on the west side of the Contoocook River and is at present time undergoing extensive alterations and enlargement under the direction of the present owner, William H. Gibbons, Jr.

The store building was erected in the early 1940's by Medric Despres, who also built the adjacent house. Despres conducted a grocery business until 1947 when he sold the business and store to Wilfred and Arline Roy. The Roys carried on the grocery business there until 1962 when it was sold to William Gibbons and Ronald Liss of Lawrence, Massachusetts. After a couple of years, Liss withdrew from the business and it was conducted by Gibbons until his death. It is being now carried on by his son, William H. Gibbons, Jr.

#### DESCHENES MARKET

Successor to the meat market business carried on for many years until 1916 by the late Peter E. Hogan, Charles M. Deschenes and his wife Rosanna continued the store business for many years at various locations about the village, first in the former Hogan Market on North Street. From there the business was moved to the Coolidge or Riverside Block across the Contoocook River where it was operated by them until burned out in the Riverside Block fire on the night of January 17, 1927, after which they took temporary quarters in a storage building in the rear between the Frank Templeton house and the Burpee Block on Main Street. After the completion of the Bean Block on Main Street, the store business was moved across the river again to that building where it continued for several years, until the space was acquired by The First National Stores.

After the removal of the store business from the Bean Block Deschenes carried it on a smaller scale at the McCarthy block across the street until a severe automobile accident necessitated giving it up. For the last years of his life he carried on a small scale private business at his residence, the former E. C. Fletcher house, on Stratton Road, where he dealt in eggs and dressed poultry, and garden fresh vegetables during their season, until his death on May 10, 1957.

#### CRANE'S PASTRY SHOP

Crane's Pastry Shop on Squantum Road was started in the former

Ellis house by Clayton and Anita Crane of Keene in 1954. Jaffrey had been without a bakery since Pierre Morin and his successors, Theodore Langevin and Frank Letourneau discontinued the business, the latter after the middle 1930's. The Cranes have enlarged their bakery department and added a coffee shop.

#### THE VANNI STORE

The store business was the forte of the Vanni brothers who migrated to this country from Italy and settled in Peterborough, where a brother of Romolo Vanni carried on a store business for many years. Romolo Vanni came to Jaffrey in 1910 and in 1912 bought the N. W. Mower block which he sold in 1915. He then bought the Jule C. Durant house on Main Street, adjoining the Duncan Block which he elevated to its present position and built store quarters below it, where he carried on a fruit, and staple grocery business until his death in 1954. Following his death the business was carried on by his widow, Leonella (Stanghellini) Vanni for about a year, after which she sold the property to Marty Dedo of Peterborough. In conjunction with his store business, Vanni also conducted the Park Theatre located on the premises.

#### THE WILLIAMS STORE

Howard and Jeanne Williams carried on a small scale grocery business at their residence on Oak Street from 1951 to 1963. They served mostly the KK Village section of the town and the immediate vicinity on East Main Street, where families were spared many a shopping trip to the main business section when only a few staple items were needed.

Williams is also the local Knapp shoe representative.

#### THE MEYERS STORE

The store traditions at Jaffrey Center have been continued by Charles F. and Alice L. Meyers who started in business in 1925. Since World War II the business was carried on by Alice Meyers until a few years ago when she discontinued it except for candy, tonic, cigarettes, and post cards. She also served as postmistress at the Jaffrey Center Post Office, succeeding Charles Meyers, until retiring in 1962. After that the post office was moved to the Isherwood house on the Mountain Road. In 1966 it was again located in the Meyers house and Alice Meyers was given the contract to operate a rural station there. She is continuing at the present time.

For many years a specialty of the Meyers store was the line of goods of the S. S. Pierce Company of Boston, Massachusetts. This part of the store business was largely discontinued after the growth of the chain stores in Jaffrey.

#### LESSARD'S MARKET

William J. Lessard of Jaffrey opened a store in the Main-River Street corner of the Duncan Block in 1944, where he carried on a meat market as well as the general line of groceries and allied items. The business met with success from the start and was continued until 1957, when Lessard decided to liquidate. He is now employed as a meat cutter at Belletete's Super Market.

#### BERNARD'S MARKET

In 1926 Ephrem Bernard built the small store building on Peterborough Street now the Elite Laundry store, and opened a meat market and grocery store business, which he continued until selling out in 1945. Not yet ready to give up retail merchandising, he built a new building in 1946 on the site of the former Lambert's lunch on Stratton Road, where he carried on a hardware business until 1965, when he sold to Leonard Porter. Porter changed the business to a sporting goods enterprise which he discontinued after a fire in 1967. The building is now occupied by The Monadnock Ledger.

#### COLL'S RADIO AND TV SERVICE

In 1946 Arthur Coll purchased the so-called Swig Block on Main street where he carries on a radio and television and appliance store business. He had become interested in radio and television while the fields were still new and lucrative. In addition to selling and installing televisions, he also repairs and services both radios and television sets. He occupies half of the building and leases the other half to Christie & Thomson, automotive supplies dealers.

#### OTHER STORES

An IGA store was conducted in the former A & P store quarters in the Swig Block by Lawrence Laviolette and his wife Florence, who came to Jaffrey in 1945, and bought the George P. Wellington homestead at the corner of School and River Streets. The store business was discontinued by 1949.

Jaffrey is one of the few towns of its size that do not have a chain store. During the post World War I era a John T. Connor store was

opened in the McCarthy block, which was the fore-runner of The First National Store in Jaffrey. The First National Store occupied space in the Bean Block and the Dillon Block respectively, going out of business in 1963.

Sometime after April, 1924, a Great Atlantic & Pacific Tea Company store was opened in the first floor of the so-called Coburn building on River Street. After the erection of the Swig Block on Main Street the A & P store moved into the new building. It continued in business here until the early 1940's.

In KK Village the Gill family carried on a small scale grocery store business at their home for some years, accommodating the residents in that part of the town.

### SAWYER PHARMACY

The Sawyer Pharmacy had its roots in the drug store established in 1926 in the Abbott Block annex by Felix O'Neil of Fitchburg, Massachusetts. Successful from the start, larger quarters were soon needed and when the Bean Block was built in 1928 he moved his drug store into that building, where it has continued to the present time under successive ownerships. The drug store is part of the Rexall system.

Upon the death of Felix O'Neil in 1952, the business was purchased by Charles H. Griswold, a former employee of O'Neil and at that time owner of a drug store in Plymouth, New Hampshire.

In 1965 Griswold sold his store and good will to the present owner, Gerald Sawyer, of Winchendon, Mass., a former Jaffrey resident. Sawyer has just added much floor space to the expanding business by removing partitions and extending his store into the former Public Service Company Jaffrey store and office quarters, recently vacated. He is also utilizing the space formerly occupied by the United States Post Office in the rear.

### COURNOYER'S CUT RATE

In 1956 Wilfred W. Cournoyer, who had just recently completed a twenty-year career in the United States Army, purchased the business of Duncan the Druggist, which had been carried on by George H. Duncan after the death of his father. Not being a pharmacist himself, Cournoyer converted the store into a cut-rate system under the name of Cournoyer's Cut-Rate. He carried on the new line of business until August 15, 1966, when he conducted a close-

out sale of the merchandise, and devoted his time thereafter to other interests.

#### DUNCAN, THE DRUGGIST, INC.

The drug store business of Dr. George Chandler Duncan was continued by his son, George H. Duncan, following the elder Duncan's death in January, 1899. In 1920 the business was incorporated under the name of Duncan, the Druggist, Inc., and was carried on by George H. Duncan until 1956, when it was sold to Wilfred W. Cournoyer. (For a detailed account of the business, see Volume I.) Cournoyer, who had just recently retired from twenty-years' service in the United States Army, converted the business into a cut rate store.

#### THE VILLAGE CARD SHOP

With the closing of the Cournoyer Cut-Rate store in the former drug store quarters, the space was taken over in the late summer of 1966 by Mr. and Mrs. Glenn Hunt. They conducted the business known as the Village Card shop until July 15, 1969, when the business was purchased by Karl Boutwell, who sold his former business of Boutwell's Garage to Stephen Gilbert of Dublin, New Hampshire.

Previous to moving into the Duncan quarters, the Hunts had carried on their business in the Bernard building, now the home of The Monadnock Ledger.

#### ABBOTT CLOTHING COMPANY

The Abbott Clothing Company is today one of the few businesses left on the west side of the Contoocook River. It was established in 1925 in the former Lacy Store building by Simon Abbott (see family record) who carried it until his death in 1948. Since then it has been conducted by his daughter and sons, Helen, Ezidore, and Jacob. The store carries a full line of men's furnishings and shoes for the entire family, and also women's hosiery, etc. The dry goods and shoe departments are under the immediate supervision of Helen Abbott.

#### UNITED AUTO SUPPLY STORE

The former Lacy Store building now houses also, in addition to the Abbott Clothing Company, the business known as the United Auto Supply store. Automotive supplies, hardware, paints, household items, small tools, ammunition, pipe fittings and other plumbing supplies are in stock.

The sons, Ezidore and Jacob Abbott, operate this end of the Abbott store enterprise, located on the square next to the Town Office Building. It is a handy location for those with business at the Town Office and also in need of something "from Abbott's". The store has become a firmly established one in the community and when someone complains of not being able to find one of the above mentioned items, he receives an interrogative reply: "Have you tried Abbott's?"

#### BETTY'S SMART SHOP

Elizabeth (Roy) Bryant, a former Fitchburg, Massachusetts, girl who had married into a Jaffrey family, opened a store for ladies' dresses and coats, children's and infants' clothing and supplies, millinery, hosiery, and lingerie in the Blake-Main Street corner of the Bean Block in 1943. She carried on the business under the style of Betty's Smart Shop.

With a keen sense of fashions and excellent buying ability, she succeeded from the first and became one of the prominent merchants of the town. Before selling her business on October 4, 1965, to Dorothy (Parker) Dube of Peterborough, she moved it across the street to the Peterborough-Main Street corner of the Dillon Block, where it continues to be operated by the present owner.

#### DESSAINT'S DRESS SHOP

A women's dress shop was opened in the early 1940's by Flavie D. Dessaint and her daughter, Lena (Dessaint) Costello, who carried on the business on a partnership basis in the so-called Coburn house on River Street. In the 1950's the business was moved to the space formerly occupied by M. E. Bernard's store in the Cournoyer Building on Main Street. Mrs. Bernard of Winchendon, Massachusetts, had carried on a women's fashions store there for many years.

Following the death of her mother, February 13, 1961, the business was carried on by Mrs. Costello until the winter of 1968, when she sold out and retired.

#### NAN'S NOVELTY STORE

Nan's Novelty Store is the present day version of the little millinery store started by Mary J. Labonte in 1900 in the old Riverside Block which was destroyed by fire in 1927. Up to that time it had been just a millinery store where she trimmed and also made hats. After the fire she opened a store in the Burpee Block, corner of Main and School Streets, and added other lines. With the change in wo-

men's fashion from hats to kerchiefs in the middle 1930's, she gradually discontinued the millinery end of the business, replacing it with toys, novelties, embroidery and knitting goods, and gifts.

With advancing age, she was obliged to give up the business which in 1955 was taken over by Leonella (Stanghellini) Vanni, widow of Romolo Vanni. In 1956 the business was purchased by Harold D. and Regina Petts who are carrying it along under the style of Nan's Novelties.

#### DUBE SHOE STORE

A shoe store was operated in Jaffrey for about ten years by Alfred Dube, who previously had been a clerk in the Walbridge Shoe Store in Peterborough, but decided to go into business for himself in Jaffrey in 1929. He and his wife, Dorothy (Parker) Dube, who is the present owner of Betty's Smart Shop, moved to Jaffrey at that time. After discontinuing the shoe store in 1939, the Dube family returned to Peterborough.

#### THE FASHION SHOP

Amanda Deschenes started a women's dress and fashion shop in the McCarthy Block on East Main Street in 1933, but soon after moved her business across the street to the Bean Block. Her store space in that block was later needed for the expansion of The First National Store, and she moved again, this time to the corner store space in the Duncan Block across the Contoocook River. After ten months at her new location, she gave up the business to enter the employ of Goodnow Bros. Company as a clerk in their dry goods department.

#### THE ARMY AND NAVY STORE

The first Army & Navy Store business was moved out of town in the early 1930's. The second Army & Navy Store was established in the Bean Block early in the 1940's and continued in business until 1959, when it no longer appeared on the tax list. A general going-out-of-business sale was conducted during the winter of 1958-1959. The store dealt in men's work clothes, footwear for both men and women, dry goods, and other sideline items. For the last several years of its business here it was also designated as Irving's Clothing Store.

#### THE GODIN STORE

The Godin store was established in Jaffrey by Albert and Cora M. (Roy) Godin in 1931, with the stock in trade taxed to him the following April. Thereafter, the stock in trade was taxed to Cora M.

Godin until 1956 or 1957. Since 1958 it has been taxed to Godin Stores, Inc. The business first started as a store in the Godin home in the Cleghorn district of Fitchburg, Massachusetts, and the Jaffrey store was one of their first expansions outside the city. The Godin store was located in the quarters now occupied by Coll's Radio Shop in the so-called Swig Block on Main Street and was styled "Ben Franklin Store," being the town's first "dime and dollar" store. When the store opened here, Cora Godin's sister, Elizabeth Roy, also of Fitchburg, came to Jaffrey to manage the new store. She later established a women's clothing store of her own, Betty's Smart Shop, in the Bean Block. As the Godin business grew and called for larger floor space, it was moved into the Dillon Block, where it remains, today occupying the former First National Stores space.

Many of the items sold are trade marked "Godroy" and articles under that trade name are also found in other independent stores. The Godroy Company are wholesalers, an expansion of the original business.

Albert LaBonte of Jaffrey is now employed as supervisor of the Godin chain of stores.

#### EAVES HARDWARE AND MACHINERY SHOPS

In 1923 Bert & D. A. Eaves bought the stove, range, and tinware business of N. W. Mower who had carried it on in the Mower (later McCarthy) Block near the railroad tracks. Four years later, D. A. Eaves moved the business to the Duncan Block and added a line of hardware items to it. It was carried on at that location until 1932, when he moved it into the former F. W. Lynch paint shop on River Street, where he continued until the business and building were burned out in the December 29, 1939, fire. He then built the present shop on the premises. Meanwhile, he had acquired the International Harvester franchise while still located in the Duncan Block, which he continued at his new location.

At his new building he expanded the former line of business by adding new and second hand machinery and tools. He is also engaged in machinery repair business.

#### ROY'S BIKE SHOP

In 1957 Roy Stone started a bicycle shop at his home but four years later realized that he needed larger quarters for the business. He then moved into the rear quarters in the former Cournoyer

Grocery Store building where he continued to do business for about seven years. In February, 1968, the Dessaint Dress Shop in the former M. E. Bernard store was vacated. He moved "up front" into the vacant store where he is carrying on his business at the present time. In addition to his bicycle business he has a line of sporting goods.

#### CHRISTIE & THOMSON

Christie & Thomson opened a store for the sale of automobile parts and supplies in 1960 in the former so-called Swig Block, now owned by Arthur Coll. The store meets a need in Jaffrey as many of the automobile parts formerly subject to order from outside sources, may now be obtained locally, thereby facilitating automobile repairs in local garages and service stations. In many instances, this means a saving in time for local automobile users.

The headquarters of the company is located at Quinsigamond Automotive Warehouse in Worcester, Massachusetts. The company now operates fifteen stores — one in Jaffrey, one in Connecticut, and the rest in Massachusetts.

#### AUBUCHON HARDWARE STORE

In 1962 the W. E. Aubuchon Hardware Co., Inc., of Fitchburg, Massachusetts, opened a store in the Dillon Block, as one in their long list of chain stores in Massachusetts and New Hampshire. The store deals in hardware of all kinds, including small tools and equipment, and allied items, as well as electrical supplies. The large scale buying power of the Aubuchon Store system enables the store to offer goods at consumer oriented prices, which has contributed to the rapid growth of the Aubuchon chain of stores.

#### LETOURNEAU FURNITURE STORE

In 1930 Charles J. Letourneau started his first business venture by opening a furniture store in the barn at his father's home on North Street and carried it on at the location until acquiring the ownership of the Goodnow Bros. Store in 1954 by inheriting his father's interests. He then moved the furniture business to the second floor of the store building, and later to the former basement hardware and building supply departments. In 1967 the business was discontinued when he sold out his entire stock in trade.

#### PERREAULT'S FURNITURE STORE

In 1939 Norman Perreault of Keene opened a furniture store in

the former Mower Block store quarters near the railroad tracks. The building was destroyed in the VFW fire on January 8, 1951. In 1940 Perreault's furniture store was assessed on a \$1,000.00 stock in trade valuation. The business was of short duration.

### JOHANSON FURNITURE STORE

In September, 1947, Sven Johanson purchased the furniture business which was established the previous May by George Cadieux of Nashua, New Hampshire, in the Burpee Block on the corner of Main and School Streets. The new owner continued the business, carrying a fine line of furniture and also conducting a special order service for the convenience of his customers, direct from the furniture wholesalers in Boston. He is continuing the business at the present time and is Jaffrey's only remaining furniture dealer.

At the time he acquired the furniture business, he ventured also into the television business, as RCA had just come out with television. In fact, he brought into Jaffrey the town's first television set about that time and for some time afterward had a set in the front window of his barber shop for people who gathered outside to view some of the important events on TV. This was the start of that branch of his business and since has kept him busy in Jaffrey and surrounding towns installing and servicing television sets. He sold the first television set purchased in Jaffrey and also in Dublin.

### HOTELS

The hotel business in Jaffrey is not what it used to be, even as late as the 1930's and 1940's. Shattuck Inn and The Ark are now legends in the annals of Jaffrey. Both buildings, now diverted to other uses, still stand like reminders of Jaffrey's golden age of inn-keeping and summer business that covered nearly a century, during which the fame of both hostelries spread far and wide.

### SHATTUCK INN

It was a matter of concern to many Jaffrey people when it was announced in 1952 that Shattuck Inn was closing its doors to the hotel business after over eighty years and that the property was for sale.

The property came into the possession of Edmund P. Shattuck in 1868, and shortly thereafter his wife, Rachel Rebecca (Cutter) Shattuck, began taking in summer boarders. The place grew in popularity and attractiveness into the decades covered by this vol-

ume. Successor to Edmund P. Shattuck was his son, Edmund C. Shattuck, who carried on the business until his death in 1933. After that time the Shattuck Heirs, Helen E. (Spofford) Shattuck, his widow, and their children, Eleanor (Shattuck) Austermann, Daniel C. Shattuck, and Richard S. Shattuck, continued the business under the management of George S. Austermann, until the decision was made to put the property up for sale. It was purchased in 1952 by the Congregation of the Sacred Hearts of Jesus and Mary and was converted into a seminary.

Over the years many notable people have been guests at Shattuck Inn, among them William Dean Howells and Willa Cather. The latter was an annual guest there and wrote some of her novels there.

### THE ARK

For nearly a hundred years The Ark has been almost as much a part of Jaffrey as the forest canopied foothills of Mt. Monadnock at whose base it has stood since it was built by Joseph Cutter in 1808. It was the biggest house in town and measured forty feet longer than the town's Meeting-house itself. Its name of "The Ark" originated in a pleasantry but its appropriateness has never been questioned. The Ark it has been for thousands, a place of refuge from the turbulence of the cities, for enjoyment of rest and relaxation in a country atmosphere.

The blame and the praise for its destiny as a resort hotel and inn may be placed directly on the shoulders of Dr. William P. Wesselhoeft, who in 1874 managed to obtain from the new owners, Joel Hobart and Elizabeth Parker (Shattuck) Poole, housekeeping quarters in an unused part of the building. And therein was the start of a business that prospered for nearly a century under two families, the Pooles and the Bacons.

Two generations of the Poole family kept the business going until the death of Joel H. Poole in 1926, after which Charles W. Bacon, a long time member of the managerial staff, carried on the business for Poole's widow until 1929. In 1929 he acquired ownership of The Ark, but it was of short duration, for his untimely death in 1932 left his widow, Hattie (Hadley) Bacon, to assume her husband's role as innkeeper until her death in 1948. Then, for about a year, the Bacon's eldest son, Alden H. Bacon, carried on the business until a strong inner urge for an army career got the best of him. That left the youngest son, Charles W. Bacon, Jr., at the helm with his wife, she who was Virginia Hunt, the granddaughter and

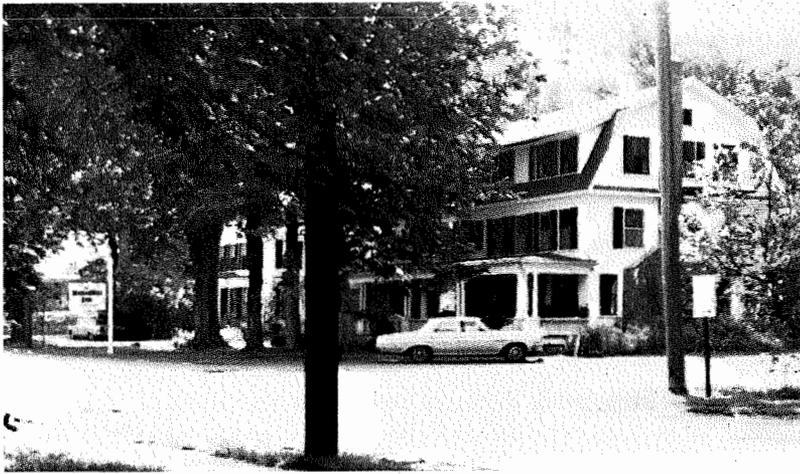
daughter of Arland B. Hunt and Philip Hunt, the carpenters whom the elder Charles W. Bacon had employed to make additional rooms and other improvements on the property after he assumed ownership. Young Bacon brought her as a bride to live at The Ark in 1942.

For sixteen years from 1949, Charles and Virginia (Hunt) Bacon worked shoulder to shoulder for the success of the business, she managing the household end while he took care of the outside and manual chores through the trying period of declining use of country hotels and inns everywhere. Railroad service to Jaffrey had terminated, putting an end to the long established guests who came by train and stayed awhile. The new automobile era was drawing tourists to the motels that were sprouting all over the countryside. However, Charles and Virginia managed to keep the business going into the sixties. They arranged weekend special features and parties, skiing parties in winter, maple sugar parties in season, and the inn was made available to special groups. Weekend guests and vacationists still made use of the accommodations offered. The guest register contains the names of many distinguished people. Among the recent ones were Mr. and Mrs. Henry Warren of Ashland, Massachusetts, the Roy W. Johnson family and friends from Stamford, Connecticut. Warren was the inventor of the telechron clock, and Johnson was the first director of the Advanced Research Projects Agency in Washington, D. C., under President Dwight D. Eisenhower. Norbert Wiener, the noted mathematician and founder of cybernetics, the theory dealing with the relationship between control mechanisms in living beings and machines, also used to come to The Ark. Allan Chamberlain, author of "Annals of the Grand Monadnock" and a student of the Mountain, made The Ark his headquarters while in Jaffrey. So did Dr. Karl Compton, president of M.I.T., while making improvements on his Jaffrey property, the former Joseph Thorndike or John Conant farm.

When in 1965 the Bacons sold The Ark to The Monadnock Christian Conference Center, Inc., they retained ownership of much of the land and the Bacon Sugar House, as well as their home nearby. The Bacon Sugar House is a hive of activity in late winter and early spring when the maple sap is running. Visitors come from near and far during the operation to purchase maple syrup and sugar, and many who have never seen the operation of a maple sugar house are attracted there just to witness the operation.

### BIRCHTOFT LODGE

In 1946 Edwin Bernstein of Nashua, New Hampshire, and his mother purchased the former Isaac Sprague property and began the operation of The Birchtoft Lodge, a summer and winter resort hotel. Bernstein enlarged his operation to include camping and added the trade name "Monadnock Mountain Recreation Area." In January, 1969, George H. Bolles and Peter B. Davis, both of Jaffrey, purchased the property from Bernstein. (See Chapter on Recreation.) Edwin G. Bernstein is now living in Nashua and is employed as a private consultant to campgrounds.



THE MONADNOCK INN

### MONADNOCK INN

Monadnock Inn in the heart of Jaffrey Center Village continues today to be a popular inn and the only remaining hotel in Jaffrey. Its background as a resort dates back to Benjamin F. and Sarah E. (Sawyer) Lawrence, who started taking summer boarders during the latter half of the nineteenth century.

Following his service in World War I, Carl C. Spofford became an innkeeper there about 1920 and continued to serve in that capacity for thirty years, until 1950, when the property and business were sold to Harold E. and Mary (Brown) Davis of Jaffrey. About ten years after acquiring the property, Spofford enlarged it, adding eight more rooms to its capacity for guest accommodation. Hardly had the new addition been put into use when on Sunday morning,

October 28, 1934, in a predawn fire the garage and ell part of the building were badly damaged by the blaze, which burned also the roof of the new three story addition. However, undaunted by his loss, Spofford rebuilt the burned out section and continued the business on a larger scale.

The popularity of the Monadnock Inn as a vacation resort and hotel is proved by the fact that many people returned there year after year to enjoy the hospitality of the hosts, Carl and Esther (Hyrk) Spofford, and the serenity of the village life far from the turmoil of the cities and their crowded streets. This phase of the inn appealed particularly to the older generations and to those who were looking for a relaxed atmosphere. These factors still hold true under the present management.

The Davises managed the inn from 1950 to 1961, when they sold to the present owners and proprietors, Maynard A. and Violet C. Dunham.

#### RED MILL INN

Red Mill Inn on Stratton Road, operated by Grace L. Fisher for several years, closed its doors to the hotel business early in the 1940's. Previously it had been operated as The Willard Hotel by Alice Willard. The building was owned by the East Jaffrey Manufacturing Company during the hotel enterprises. In the 1930's the inn was visited by several fires, some of undetermined origin, others caused by faulty wiring, with damages as high as \$5,000.00.

Red Mill Inn was one of the early inns to take in summer boarders. Among the early owners and proprietors was Perkins Bigelow, who died in 1877. During Grace Fisher's hotel enterprise, the place was managed by Charles Holden who lived in the Red Mill Annex adjoining the property. Mrs. Fisher came to Jaffrey in the late 1920's and operated the inn into the early 1940's.

About 1950 the former inn property was purchased by Laura Belletete who held it for many years but did not continue the hotel business.

#### HILLCREST LODGE

In 1923 Minnie E. Eldredge purchased the former Rev. George H. Flint place on Hillcrest Road and conducted a summer hotel from 1926 to 1948, after which it was closed. In 1957 the property was sold to David W. Vinal, who converted the place into a nursing home for elderly people. Following the sale of her property, Miss Eldredge built a small cottage nearby where she lived for the remainder of her life.

### HILLCREST HOME, INC.

For years the elderly people in Jaffrey, who had to give up their homes because of creeping infirmities of age, had no place to go to spend their remaining years in comfort. Most of them were not ill enough to be hospitalized, and the overcrowded hospitals in the region were unable, at best, to accept them. Families with aging parents who needed nursing care and attention found it impossible to render this service in the stress of their home life and family raising.

David W. Vinal, then a young man, sensed this need and solved it in a practical manner. The former Hillcrest Lodge, operated until 1948 by Minnie E. Eldredge as a summer boarding place on Hillcrest Road, was available. He purchased it in 1957 and immediately set about to convert the house into a nursing home for people who on the sunset side of life were like waifs in want of rest and care.

Two years later Hillcrest Nursing Home was incorporated under the laws of the State as Hillcrest Home, Inc. It has accommodations for fifteen persons and ninety-five per cent of the time it has been filled to capacity. The Home provides ample rooms and fine grounds for the enjoyment of those persons who are able to stroll about the property or take walks to the down town district. Vinal, who is at the head of the organization and oversees all, is assisted by registered and practical nurses, who see that medical care and attention and hospitalization are immediately available when needed.

It is commendable that David Vinal, as a young man, dedicated his life to the care of those no longer young and strong.

### THE HALF WAY HOUSE

The Half Way House at the end of the Toll Road on Mt. Monadnock continued to be operated as a summer hotel through the 1930's and 1940's until its destruction by fire in 1954. It was purchased by Mrs. Elizabeth Exel of Fitzwilliam, New Hampshire, in 1927, together with a 245-acre tract of land on the Mountain and the Toll Road. She provided rooms and meals through the summer months and among her guests were many who returned annually to enjoy her excellent cuisine and the panoramic view from the high elevation.

In the 1940's a movement was started for a proposed radio tower, road, and living quarters on the summit of the mountain. To protect Monadnock from being thus commercialised, the Association to Protect Mt. Monadnock was started in 1945. The association raised

the sum of \$28,000.00 for the purchase of the Half Way House property. Most of the land was later turned over to the Society for the Protection of New Hampshire Forests excepting the area immediately around the Half Way House and the Toll Road leading to it. The Half Way House and Toll Road were leased by the Association to Professor Willem Pinard of Boston University who maintained them until the House was burned in a fire in the night of April 14, 1954. It was still closed for the winter at the time. Later a snack bar and caretaker's house were erected on the site but were afterwards removed.

The Association to Protect Mt. Monadnock was headed by Dr. William M. Muncy of Providence, Rhode Island, as its first president and continued to serve in this capacity for twenty years. In June, 1967, he retired and was succeeded by Charles W. Bacon, Jr. At the annual meeting in 1969 The Half Way House Aid Association voted to discontinue.

A painting of The Half Way House by Roy W. Johnson of Stamford, Connecticut, and presented by him to the Henry Warrens of Ashland, Massachusetts, now hangs in a second floor room at the Jaffrey Public Library. A frequent guest at The Half Way House, Mrs. Warren presented the painting to the Jaffrey Public Library for historical purposes.

#### PINE KNOLL INN

About 1922 Flora Garabrant, formerly of New Jersey, purchased the former Albert Baldwin manor built on the ancestral acres by Albert Baldwin of New Orleans, Louisiana, in 1890. For years until 1938 she conducted a summer hotel there, giving up the business the latter year. Soon after closing the place for the winter in 1939, it was burned to the ground. The fire was believed to have started from a spark in the chimney. The site was later purchased by Roderick and Phyllis (Paradise) Duval.

#### MOUNTAIN SHADE HOUSE

Mountain Shade House on the Mountain Road was operated as a hotel and boarding place for many years by Bernard Caldwell and was continued after his death by his son Thomas A. Caldwell and his wife. About five or six years ago they discontinued serving meals and are operating the hotel on a rooms only plan. It is still a popular resort for many city guests who have come to know its hospitality and peaceful atmosphere.

### PINE ACRES

It was a happy day for Jaffrey in the spring of 1917, when the late Harry and Agnes (Thompson) Mack bought the former Charles S. Chamberlain farm near Gilmore Pond. They had previously carried on a dairy farm on the so-called Baldwin farm on Old Peterborough Road until the winter of 1918 when they took occupancy of their new home.

Ideally situated on the shore of placid Gilmore Pond, with Mt. Monadnock in resplendant beauty standing aloof in the background, they converted the former dairy farm into a summer resort, Pine Acres, in 1925, when a new addition was built. The new resort attracted many prominent professional families among its guests, which eventually led to many of them acquiring summer homes in Jaffrey. Among the guests who became summer residents of Jaffrey were Dr. Leland McKittrick on the shore of Gilmore Pond, Dr. Chester Jones in the Gilmore Pond section, and Dr. Richard Ohler, Dr. Granville Crabtree, and Dr. William W. Howell who maintained summer homes in the Thorndike Lake area.

The Leverett Saltonstall family and their political friends from Boston were some times winter guests at Pine Acres, although the inn was primarily a summer resort. The Robert Grummon family now living in Jaffrey made their acquaintance with the town while guests at Pine Acres. This led to their purchase of the Fred A. Stratton farm in Squantum Village.

The business of inn keeping prospered so that in 1937 the Macks built another addition, and Pine Acres continued to take guests until its closing during World War II.

### WOODLAND FARM INN

Woodland Farm Inn near Priest Corners in the scenic southwest part of Jaffrey, on the foothills of Mt. Monadnock, was for over thirty years a favorite summer hotel for many city guests who came year after years, to enjoy its friendly Irish hospitality and the country fare, prepared under the expert culinary skill of Agnes (Law) Morgan. Many still return to visit members of the Morgan family, many years after the inn was closed.

The business of taking summer guests was started by Hugh Morgan in 1914 and the popularity of Woodland Farm Inn grew so that he soon found it necessary to build a cottage nearby to accommodate the overflow from the main house. The main house, with its twenty-four rooms, was often filled to capacity, as was also the

eleven-room cottage. The Appalachian Club found Woodland Farm Inn a favorite retreat and often came in as many as three buses, about a hundred strong.

Woodland Farm Inn featured a home-grown fare, fresh fruits and vegetables from their own gardens, dairy products from their own herd, eggs and chickens from their own flocks, a fare that had a special appeal for city appetites.

For many years the place was known as the Comstock Adams farm and is now the farm of Daniel C. Shattuck, Jr.

#### THE BOYNTON FARM

In a quiet setting near Gilmore Pond, the Boynton Farm of Ralph and Sarah (Taylor) Boynton had a special clientele among summer boarders who came annually to enjoy its wholesome atmosphere and to seek refuge from winter-weariness of city life. It was a restful place—the old Captain James Stevens farm of Revolutionary fame—spic and span inside and out, with all the details of comfort and hospitality handled by the hosts efficiently and thoughtfully for the enjoyment of their guests.

Following the death of Mrs. Boynton, Mr. Boynton discontinued the summer boarding business.

#### THE WILLIS GUEST HOUSE

In 1943, during World War II, the Willis Guest House at the old Country Club property formerly owned by Frank Moses, was opened under the proprietorship of Charles I. and Lola (Mather) Willis. The place had room accommodations for ten guests but dining accommodations were available for a much larger number. It was well patronized by out-of-town guests and local groups, as well as Sunday dinner guests. Charles Willis was taken by death on June 2, 1945, but his widow continued the business until 1950. The place was formerly part of the Hunt farm and is now owned by their son, George Willis.

#### PERRY'S DINER AND ROOMING HOUSE

Perry's Diner, for twenty-four years an important eating place in Jaffrey, was first located at the present Hackler corner, junction of Main and Peterborough Streets, in January, 1941, when the Perrys moved from Fitchburg, Massachusetts, to Jaffrey. In 1943, as the business continued to grow, Donald Perry, proprietor, moved the business to the former White Brothers' boarding house a short dis-

tance away on Peterborough Street. Here ample parking facilities helped the business to grow so that he soon found it necessary to buy a forty-foot diner to replace the smaller one attached to the boarding house. The place became also a popular meeting place with its large banquet hall in the basement of the house. The business continued to grow, for Donald Perry's high standards for an eating place pleased the public, local and transient. In 1964 he retired from the diner business and sold his well equipped diner, after which he restored the front of the former boarding house to its present pleasant appearance.

In his retirement, he is maintaining the business of renting rooms and apartments in the remodeled old boarding house.

#### ORIBE TEA BARN AND GIFT SHOP

Oribe Tea Barn and Gift Shop has been a part of Jaffrey for over sixty years and many have wondered about the origin of the name, Oribe. It is the Japanese name for a kind of pottery which came from Japan and was used in the shop by its owner Alice M. Cann for serving tea. She converted the old Poole homestead, which dates to the early 1800's into her tea barn and gift shop. Antiques, rugs, and imported Oriental goods were the first sale items in the shop, and tea was served on the sun porch in the late afternoon.

In 1946 Mrs. Ruth T. Stevenson reopened the Oribe. It had been closed during the war years. Her Tea Barn became famous for its buffet suppers, and under her management the place became a favored meeting place for families and friends in the Monadnock Region. It is also a delightful stop-over for travelers from nearly every state in the Union.

Today, the gift shop is the main feature of Oribe and has some of the best displays in New England.