

Waterville's South End "The Plains"

A stroll down "Memory Lane"

1935-40's and 50's

- 1) Lockwood Cotton Mill (Later Hathaway Shirt Factory & Marden's Furniture Store)
- 2) Baseball Field (right side of street)
- 3) Leclair's Radiator Shop, 14 Water Street (Left side)
- 4) Donald R. Michaud's Fuel Company, Range & Fuel Oil, 18 Water Street
- 5) Pelletier Garage, 22 Water Street
- 6) Huard's Barber Shop, 24 Water Street
- 7) Rodrigue's Market, 31 Water Street
- 8) Mary's Inn, 33 Water Street
- 9) Cote's Cash Market, 35 Water Street
- 10) City Taxi Stand, 35 1/2 Water Street
- 11) Zoe's Grill 39 1/2 Water Street
- 12) Belvedere Hotel & Barber Shop, 43 Water Street (later Chez Patee)
- 13) Linteau's Market, 45 Water Street, (later Baron's Market)
- 14) John C. Tanna (Greek) Confectionary Store, 47 Water Street, (later Scotty's Pizza)
- 15) Placide Vashon's Shoe Repair Shop, 47 1/2 Water Street
- 16) National Steam Laundry, 49 Water Street, Arthur J. Picher (owner)
- 17) Laura's Beauty Shop, 56 Water Street, Laura Cowan
- 18) Eugene Bolduc, 57 Water Street, Real Estate and wood dealer (now Advance 1)
- 19) Poissonier's Market, 57 1/2 Water Street (formerly Bolduc's Market)
- 20) Maine Theater & Launderette, 67 Water Street, Ulysses A. Ponsant, owner, where for 10cents to see a movie and 12 cents on Buck night to win cash.
- 21) Picard Jewelry Store, 67 Water Street
- 22) Daviau's Pharmacy, 71 Water Street, where you could purchase any item from medicine to hockey sticks and also hot fudge sundae with two scoops of ice cream for 15 cents.

- 23) Dave's Taxi, 73 Water Street
- 24) Ray's Café, (restaurant and tavern) Ray Blais owner, 75 Water Street
- 25) Frederick Tucker Frigidaire, 77 Water Street
- 26) John Loubier Shoe Repair, 79 Water Street
- 27) Henry Rancourt's Grocery Store, 81 Water Street (originally delivered groceries with a horse and buggy and was one of the last businesses to close)
- 28) Fecteau's Donut Shop, 83 Water Street (formerly Poliquin Jewelry)
- 29) Giguere's Variety Store, 84 Water Street
- 30) Rancourt's Barber Shop, 85 Water Street
- 31) Eugene Tardiff, painted outdoor signs and trucks, 85 Water Street
- 32) Fortin's Barber Shop, Pool Hall & Card Room, 87 Water Street (later the South End Pool Room)
- 33) Gedeon Picher's Furniture and Plumbing Store, 88 Water Street (we could buy furniture \$1.00 per wk.)
- 34) Omer's Market, 91 Water Street, Omer Proulx owner
- 35) South End Filling Station (corner of Water & Gold St) owned by Belliveau family (gas @ 5 gal. \$1.00)
- 36) Notre Dame Catholic Church & School, built 1911, 99 Water St. (Now Community Action building)
- 37) Veteran's Taxi, 105 Water Street, Raymond Loisel, owner
- 38) South End Bicycle Shop, 105 Water Street, Joe Poulin owner
- 39) Pomerleau's Market, 109 Water Street, Charles Pomerleau owner
- 40) Cote's Market, 111 Water Street, Raymond Cote owner
- 41) Cote's Café, 113 Water Street, Pete Cote owner (later South End Café, Drouin family)
- 42) Gabe Giroux's Barber Shop, 113 ½ Water Street (where many politicians gathered)
- 43) Jean Baptist Matthieu house, 134 Water St. (Where the first Catholic Mass was celebrated)
- 44) Knotty Pine Restaurant, 139 Water Street (now Dick's Variety)
- 45) Larry's Veilleux's Cash Market, 143 Water St. (Corner Water & King St. (formerly Clover Dayle)
- 46) Guite's Variety, 151 Water Street, William Guite owner
- 47) Ephrem Maheu's Market, father of Robert Maheu FBI agent & Howard Hughes business manager.

- 48) Elm City Bottling Company 159 Water Street, owner Dominique Casa vant
- 49) Ulysses E. Poulin Barber Shop and Pool Hall, 162 Water Street
- 50) Fire Dept Hose #3, 171 Water Street (corner of Water & Halde St. (Maned by Captain Vashon)
- 51) Second Baptist Church, 172 Water Street (La Mitaine)
- 52) Bobdot Beauty Shoppe, 180 Water Street
- 53) Ted Laverdiere's Red and White Market, 191 Water Street, (corner of Water and Grove Street)
- 54) Economy Electric, 236 Water Street
- 55) Baseball field (formerly city dump)

- 56) Lockwood Street Café, 15 Lockwood Street
- 57) William J. Baraket, Barber, 21 Lockwood Street
- 58) Joseph S. Baraket, Music Store, 21 Lockwood Street
- 59) Breton's Garage, 14 Kennebec Street
- 60) Berard's Body Shop, 16 Kennebec Street
- 61) Romeo's Market, 15 Green Street
- 62) John B. Vigue Food Store, 12 Sherwin Street
- 63) John Lessard, Vacuum Cleaners, 9 Autumn Street
- 64) Bolduc Baking Company, 15 Veterans Court
- 65) Charles F. Poulin, Contractor, 6 Gray Street
- 66) Jules Letourneau and Sons, Upholsterer and Carpet Layers 16 Gray Street.
- 67) Cyrill C. Reny Plumbing, 45 King Street
- 68) South End Sport Arena, 52 King St. Arthur Gagne, owner (formerly Lessard's Ice Skating Rink)
- 69) South End Arena Store, 52 King Street
- 70) Frank Vashon Trucking, 11 Carrean Street
- 71) Yor Flower Shop, 10 Paris Street
- 72) Harry Pooler, Fuel & Range Oil, 16 Pine Street

- 73) Pine Street Repair Shop, 24 Pine Street, Wilfred Caron, owner
- 74) Grove Street School, 5-6 Grove Street (2 rooms School house)
- 75) Edward H. Belliveau, Range & Fuel Oil , 8 Grove Street
- 76) Community Bus Lines, 55 Grove Street, Arthur T. Duplessie, owner
- 77) Roger J. Bourassa, Dentist, 27 Main Street
- 78) Robert P. Dubord, Dentist, 5 Silver Street
- 79) Norman J. Paquette, Dentist, 84 Elm Street
- 80) Lucien J. Pellerin, Dentist, 68 Silver Street
- 81) John Poirier, Dentist, 179 Main Street
- 82) Raphael E. Poulin, Dentist, 26 Main Street
- 83) Louis G. Rancourt, Dentist, 179 Main Street
- 84) Romeo J. Roy, Dentist, 119 Main Street
- 85) Fred Toulouse Jr. Dentist. 50 Main Street
- 86) Napoleon Bisson M.D. Physician, 47 Redington Street
- 87) Harvey J. Bourassa M.D. Physician, 15 Silver Street
- 88) J Alfred Breard M.D. Physician, 15 Summer Street
- 89) Gerald A Cyr M.D. Physician, 179 Main Street
- 90) Arthur R. Daviau M.D. Physician, City Building
- 91) Richard Dennis M.D. Physician, 33 College Ave.
- 92) Leander A. Guite M.D. Physician, 27 Main Street
- 93) Joseph C. Michaud M.D. Physician, 76 Main Street
- 94) Harry L. Parizo M.D. Physician, 2 Silver Street
- 95) Ovide F. Pomerleau M.D., Physician, 179 Main Street
- 96) Rudolph J.F. Pomerleau M.D. Physician, 27 Main Street
- 97) James E. Poulin M.D. Physician, 179 Main Street

This is but a few, I'm sure some of the names are lost to me. And this is not counting all the french Lawyers, such as Lawyer Davieu, Bernier, Marcoux, Dubord, Joly(Jolie). I could go on but I'm sure you get the picture. As well as nuns & priest.

Where have all the french people gone? Now, the french have mostly disappeared. The old folks died off and the younger generations married with none speaking partners or other cultures. We are slowly losing our french language. That in itself is very sad for the french language is so beautiful. I'm sure you know when I say beautiful I'm not speaking of the french we were brought-up with.

We were or are labeled as dumb Frenchmen. I beg to differ, we were or not so dumb to have produced such smart children as I have described above.

THE PLAINS: French speaking immigrants that came from Canada and the county, sought to settle in, with like kind of culture as their own. "Dans la Plain". As you can see by the above businesses, we had everything. A village of our own. Two Churches, School, Florist, Drs. Lawyers, movies, bakeries, you name it we had it, even our own dump.

What's left on Water Street are very few businesses and a lot of the houses on the river side going down, were either destroyed by fire or demolished because they were too old to remolded and unsafe.

THE NORTH END: Was mostly established by English speaking families with there own Churches and cultures.

FRONT STREET: The Head of falls as we called it. This district was well established by the Lebanese or Syrians as they were called then that worked in the woolen mill close by, with their own Church.

MAIN STREET: This was a very busy well established Main Street with it's diverse stores, from the five and dime stores to furniture, men's clothing, women's clothing, shoes, Ice cream shop, grocery, fish market, jewelers, movie theaters, hardware, bowling alleys, printing news room, restaurants, post office, as well as apartments above the stores. What we didn't have on Water Street we were sure to find it on Main Street. No empty stores.

The business hours were 9:00 A.M. to 5:30 P.M. week days and on Saturdays it was 9:00 to 9:30, closed on Sundays. The pay was 15 cents to 25 cents an hour.

EXCITEMENTS: On Sundays for a little entertainment we either go to the movies, bowling, or take a stroll down Main Street and stop for an Ice cream at the Ice cream shop. But if you were lucky enough to own a car, of which there were very few of us that had one unless you were married, or had a boyfriend that had one, we parked it on Main Street and watched the people go by. This of cause was the extent of entertainment for the younger generation, and the old folks would join their friends at a neighbors house for Sunday afternoon card games.

By: Evelyn (Picard) Nadeau

PAGES IN TIME

Reminiscing the old days

Return with me now through the pages we'll call yesteryears. It's a mystical place where places and people, phrases and fashions and figures of speech existed not so very long ago. Remember them well for those long-ago icons are slowly fading from our treasured memories.

Drug stores with soda fountains and pin ball machines have pretty much gone the way of fountain pens, transistor radios, nickel candy bars and penny post cards as well as penny candy.

In Waterville, the Haines and State theaters are history along with the Opera House and the Maine theaters. The Saturday matinee, the cowboy movies and the serials at the Opera House. No more hot-buttered popcorn in a big glass case. It's mostly microwave now. Also in Waterville, the Fair at the Central Maine Fairground, where the Seton Hospital is now located, and the yearly Circus on Charles Street, in the winter the city would flood it for free skating. Those were the good old days in memory.

How in the world did we survive those good old days when we slept in cribs with lead-based paint, rode on bikes and wore no helmets, and drove around with-out seat belts or air bags? Just lucky I guess. We had no video games or Nintendos. We lived without 200 channels on cable or satellite T.V. CDs, DVDs, cell phones, Ipods or internet chat rooms, blogs or twitters. We just went outside to play with our friends. (Marbles and jump rope, hide and seek, kick the can.) If we were girls we played with paper dolls and the world of make believe.

Before I become overwhelmed with nostalgia, I gotta say I don't miss the home remedies foisted on me by my well-meaning mother. I hated cod liver oil served in orange juice, for years after, it left me with a bad taste for orange juice, ginger tea, Father John's cough Medicine wasn't as bad as castor oil. I could never quite figure out if those tablespoonful were designed for cures or for punishments.

In Waterville, I remember the good old days when we could cross Main Street or JFK (Oakland Rd.) On foot without risking your life. The commercial developments were little more than a developer's dream. Remember Meader's Horse farm where we could rent a horse to ride around? Replaced by JFK Plaza. And The Penny Hill Farm where we could buy fresh fruits and vegetables, also replaced by Shaw's Plaza and KMD Doctor's complex. Charles Street and Temple Court was replaced by the Concourse. They are all gone by the way of progress.

There were very few Restaurants on Main Street. We had the Puritan, Parks Diner with full menus as well as Fishermen's at the counter. A Chinese Restaurant across the street from Levine's, and the Jefferson Hotel that also served Chinese food on College Ave. We also had Cyr's and Laverdiere's drug stores with a soda fountain, and Heager's Ice Cream Shop. A far cry from today we seem to have an eating place at every corner.

The Hotels of the nightly entertainments. The Bay View Hotel, later became The Crescent Hotel now gone, located on the south side of Levine's. The Elmwood Hotel now also gone, on the land that borders Main Street and College Ave. Hotel James and Restaurant by Emma's on Roberts Square. The Exchange Hotel on Front Street across from Common Street with the Saturday night live entertainment and Dancing. The first American Legion Home on Silver Street, where the cell phone business is now, with Saturday night dances. And so was Blais Beer Joint on Silver Street where the younger set would hand out, with fresh potato chips and fresh roasted peanuts daily.

We had fun things to do for the younger ones that couldn't or should I say was not allowed to enter the above establishments. we had the bowling allies. There was one upstairs from the now Ken-A-Set on Main Street, one upstairs over Fishermen's Five & Dime Store also on Main Street, and the third was in the Morning Sentinel building on Silver Street. But I must not forget the one in the Ticonnect Club House that was located behind the now Police Station in Winslow, it was owned by the Hollingworth Paper Mill, but you had to set your own pins. There was nobody there to help you. And now for the young and old the bingo games once a week upstairs from the Fire Station, for prizes and money jack pot.

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